

'Start + Grow Your Business' Checklist



- ✓ **Outline your business idea** - I.e. Detail how you'll deliver value to the people you're best fit to serve. What is involved with your offering? Internally, how will you deliver it? How will you create transformation with your customers?
- ✓ **Pinpoint your "why"** - Your "why" is the difference you want to make in the world with your business and what will motivate you beyond a paycheck.
- ✓ **Test your offering** - I.e. Seek proof of concept. To do this, interview people who have used a similar offering or offer the service at a discount in exchange for feedback and a review.
- ✓ **Research the industry** - E.g. What trends impact your industry that will also impact how you do business?
- ✓ **Find three competitors** - Assess their strengths and weaknesses.
- ✓ **Outline costs** - Start-up costs (one-time costs to get you started) and operational costs (recurring costs to stay in business).
- ✓ **Get legal** - Choose a business name and legal structure, register your business.
- ✓ **Define your customer** - E.g. Where does he/she spend time? What pain/unmet result does your business address for him/her? How does your customer experience that pain or unmet result?
- ✓ **Secure funding** - Will you self-fund, secure a loan, look for grants, or some other method?
- ✓ **Create a marketing plan** to guide leads into paying customers.
- ✓ **Build your online presence** - E.g. Website, social, email marketing, etc.
- ✓ **Launch your business** - This is where you tell the world about your business with repeat touch points!
- ✓ **Study up on profit strategies** to increase revenue and decrease costs.
- ✓ Finally, once you're profitable, focus on retention and driving marketing costs down as you secure new leads.

Congrats on this exciting milestone! Share your journey with us at
YesSheCan@FoundingFemalesCo.com