

01-Business Launch Checklist

Launch your business lean, fast, and smart—with clarity and confidence.

Step 1: Validate Your Idea

- Identify the problem you solve
 - Define your target audience
 - Ask ChatGPT: “Is this a viable niche? What competitors exist?”
 - Talk to 3+ potential customers for feedback
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Step 2: Lock In Your Branding

- Choose a business name
 - Secure a domain (Namecheap or Google Domains)
 - Create a basic logo (Canva or Looka)
 - Choose a color palette (Coolors.co or ChatGPT)
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Step 3: Set Up Your Online Presence

- Create a Notion dashboard to organize your business (super beginner-friendly—link to template included)
- Set up a Facebook Business Page as your starter “home base”
- Create a business email (Gmail works great to start; upgrade to Google Workspace or Zoho later if needed)

Step 4: Define Your First Offer

- Decide on your first product or service—what are you selling?
- Write a clear offer description (try ChatGPT to help!)
- Set a starting price—even if it's temporary
- MVP = Minimum Viable Product: something simple you can sell now to test your idea

Step 5: Share Your Offer

- Add your offer details to your Facebook page
- Create a basic “About You” and how to contact you
- Add a Call-to-Action (like “Message me to get started” or “Book a free consult”)

Step 6: Begin Light Marketing

- Set up a few social profiles (Facebook, Instagram, LinkedIn—start with 1–2)
- Use the included content calendar template to plan posts
- Write 5–10 simple intro posts (your story, what you offer, who you help)
- Ask 1–2 people for testimonials or reviews

Step 7: Stay Consistent + Get Support

- Block out 3–5 hours/week to focus on your business
- Set small weekly goals to track progress

- Reflect every 2 weeks: What's working? What's not?

Bonus: Ready to Go Deeper?

If you've made it this far—you're exactly the kind of person TechLauncher is designed to help. When you're ready, I can help you:

- Build a real website that grows with you
- Set up better systems + automation
- Launch a marketing strategy that works long-term

Let's build something great together.