

BUSINESS LAUNCH CHECKLIST

First 10 Customers

BUSINESS SETUP

Business structure defined

Name defined

ABN registered

Business name registered – if needed

Social media handles & domain name secured

Bank account set up

Payment method set up

Insurance & licenses secured – if required

Record keeping system set up

Customer is able to buy from business (online or Face to Face)

Have a basic brand, at minimum a visual identity (logo)

KNOWING YOUR BUSINESS

Have a refined elevator pitch

Know your WHY

Clarity on your target market

Clarity on how your product/service is unique compared to your competitors/substitutes

Have at least 1 product or service to sell

Have a revised business model canvas

Know the costs and the break-even analysis

Have clarity on what you will do and what others will do (your A team)

REACHING YOUR CUSTOMERS

Have created a price-list

Have created a marketing brochure/digital banner or other business collateral (Canva)

Have defined marketing and sales channels

Have approached customers and made sales received feedback – preferably target customers, but may start with friends and family

Have at least 1 testimonial or review from customers