

FREE PRINTABLE · FROM IDEA TO FIRST SALE

The Online Business Launch Checklist

A no-overwhelm, four-phase checklist that takes you from "I have an idea" to your first paying customer — without the hype. Tick each box as you go. Print it, or fill it in on screen.

Phases: Validate → Build → Launch → Grow

PHASE 1 — DON'T BUILD YET

VALIDATE THE IDEA

- Write your offer in one sentence: who it's for + the problem it solves.
- Confirm a specific target buyer (narrow beats broad).
- Check that people already search/ask for this (forums, Reddit, Quora, keyword tools).
- Find 3–5 competitors — proof there's demand. Note their prices.
- Talk to 3 potential buyers; confirm the problem is real and painful.
- Decide your first small offer (template, guide, mini-service) — quick to deliver.
- Set a price (start value-based; you can raise it later).

PHASE 2 — BUILD THE ESSENTIALS

- Create the product (or define the service deliverable).
- Set up a landing page: headline, who it's for, what they get, price, buy button.
- Connect a checkout / payment method.
- Write a 3-email welcome/nurture sequence.
- Add the basics: privacy policy, terms, a simple refund line.
- Test the whole flow on your phone — remove every point of friction.

PHASE 3 — GO LIVE

LAUNCH

- Announce to anyone you already know (email, DMs, your socials).
- Answer real questions where your buyers gather; link your offer where it fits.
- Pick ONE social platform and post genuinely useful content with a clear bio link.
- Offer a small free lead magnet to start collecting emails.
- Make a limited-time launch offer (deadline drives action).
- Ask your first buyer for a testimonial — gold for future sales.

PHASE 4 — GROW WHAT WORKS

- Track where sales/sign-ups come from; do more of that.
- Improve the page where people drop off (check your conversion rate).
- Add an order bump or upsell to lift average order value.
- Publish helpful content consistently (SEO compounds over time).
- Add a second product or tier once the first is selling.
- Raise prices for new buyers as demand grows.

Tip: don't do all of this at once. One box at a time, in order, beats trying to perfect everything before you launch.