



Your 90-Day Small Business Launch Checklist

A simple, step-by-step roadmap to launch your small business.

Weeks 1–2: Validate Your Idea & Set the Foundation

- I can clearly explain what my coaching includes and what it doesn't
- I know when to refer a client to another professional and have a referral list ready
- Clearly define your product or service
- Identify your ideal customer
- Research competitors and pricing
- Validate demand (polls, preorders, test offers, conversations)
- Choose a business structure (sole prop, LLC, etc.)
- Register your business with your state
- File a DBA (if needed)
- Get your EIN from the IRS

Weeks 3–4: Licenses, Money, and Brand Basics

- Apply for required licenses and permits (local/state/industry)
- Register for sales tax (if applicable)
- Open a business bank account
- Set up basic bookkeeping or accounting software
- Decide how you'll accept payments
- Choose your business name and brand basics
- Secure your domain name
- Claim social media handles

Weeks 5–6: Website, Sales Channels & Applications

- Build a simple website or one-page landing page
- Set up your online store or booking system
- Write clear product/service descriptions
- Create basic policies (returns, cancellations, contact info)
- Apply to marketplaces, vendors, pop-ups, or events
- Review vendor and event requirements carefully

Weeks 7–8: Insurance & Compliance Checkpoint

- Review insurance requirements from venues, platforms, or leases
- Get insurance quotes based on your business activities
- Purchase your policy
- Generate Certificates of Insurance (COIs)
- Share COIs with required vendors, venues, or partners
- Save insurance documents for easy access

Weeks 9–12: Soft Launch & Review

- Soft launch your business (limited audience or test run)
- Make your first sales
- Gather customer feedback
- Track expenses and income
- Review pricing and offers
- Adjust systems, coverage, or processes as needed
- Plan next steps for growth

