

# Microbusiness Launch Checklist

## Steps to get your business off the ground

### 1. Final Preparations

- Confirm your business structure is legally set up (LLC, Sole Proprietorship, etc.).
- Register your business name and obtain necessary licenses/permits.
- Set up your business bank account.
- Finalize your pricing strategy and product/service offerings.

### 2. Branding & Marketing Prep

- Ensure your logo, brand colors, and visuals are finalized.
- Create or update your website.
- Set up social media profiles and optimize them for your business.
- Develop key marketing materials (e.g., flyers, email templates, business cards).

### 3. Announcing Your Business

- Write your launch announcement story for email and social media.
- Schedule launch posts across platforms (consider using tools like Buffer).
- Draft an introductory email to send to your network and early subscribers.
- Plan a special promotion, discount, or giveaway to attract early customers.

## 4. Operational Readiness

- Set up payment systems (PayPal, Square, Shopify, etc.).
- Confirm product/service availability and delivery process.
- Test your checkout process on your website or e-commerce store.
- Prepare customer service responses (FAQs, email scripts, etc.).

## 5. Launch Day Execution

- Announce your launch on social media and email.
- Share your story with friends, family, and professional connections.
- Respond promptly to customer inquiries and feedback.
- Monitor sales, website traffic, and engagement metrics.

## 6. Post-Launch Follow-Up

- Collect and review feedback from early customers.
- Adjust your offerings, marketing, or operations based on insights.
- Thank your early customers with personalized follow-ups.
- Plan your next promotional push or marketing campaign.