

The Online Business Starter Kit

Essential Checklist to Launch Smart

1. Define your offer: What problem are you solving?
2. Choose your business name
3. Secure a domain (e.g., Namecheap, GoDaddy)
4. Set up a simple website or landing page (e.g., Carrd, WordPress, or Linktree)
5. Pick one marketing channel (Instagram, LinkedIn, Email)
6. Create a basic logo and brand colors (Canva)
7. Set up a way to accept payments (PayPal, Stripe)
8. Create one offer/sales page
9. Announce your business (email list, social post, or message your network)