



30-Day Startup Checklist

From Idea to Launch — One Day at a Time

Week 1: Validate Your Business Idea (Days 1–7)

- ☐ Define your target audience
- ☐ Identify the problem you solve
- ☐ Research 3–5 competitors
- ☐ Identify your unique selling proposition (USP)
- ☐ Conduct 5–10 informal interviews or surveys
- ☐ Draft your mission + vision
- ☐ Choose your revenue model (services, products, etc.)
- ☐ Estimate startup costs + break-even point

Week 2: Prep Your Foundation (Days 8–14)

- ☐ Choose a business name + check domain availability
- ☐ Register your business name
- ☐ Decide on business structure (sole prop, LLC, etc.)
- ☐ Apply for any licenses or permits
- ☐ Open a business bank account
- ☐ Set SMART business goals (revenue, reach, timeline)
- ☐ Outline basic KPIs to track
- ☐ Brainstorm brand values + personality

Week 3: Build Your Brand + Website (Days 15–21)

- ☐ Design a simple logo + pick brand colors
- ☐ Define your homepage navigation (3–5 core pages)
- ☐ Create customer personas
- ☐ Sketch your site wireframe (UX layout)

- ☐ Choose a platform (Wix, Webflow, Shopify, etc.)
- ☐ Set up Google Analytics
- ☐ Write your About + Services/Product page content
- ☐ Start SEO planning (keyword list + meta structure)



Week 4: Build, Test + Launch! (Days 22–30)

- ☐ Finalize your offer (product, service, or lead magnet)
- ☐ Design + build your website
- ☐ Add SEO titles, descriptions, headers, and images
- ☐ Create business social media profiles
- ☐ Test your site on desktop + mobile
- ☐ Set up email sign-up or contact form
- ☐ Schedule launch content (posts, emails, etc.)
- ☐ Launch your business

Need help along the way?

Book your complimentary 30-minute coaching session and receive personalized support, wherever you're stuck. Book Now: <https://www.clevermarketers.com/coaching>