

90-DAY LAUNCH PLAN

Check off each item as you go. Adjust it to your business. Nothing here is a rule.

DAYS 1 TO 30: FOUNDATION

- [ ] **Write the one-page business model**
- [ ] **Work out startup costs and break-even**
- [ ] **Build the 12-month cash-flow forecast**
- [ ] **Talk to professionals about structure, licenses, insurance and taxes**
- [ ] **Choose the name and check that you can keep it**
- [ ] **Set up the separate bank account and the cash reserve rule**



DAYS 31 TO 60: SET UP

- [ ] Write the avatar and the message
- [ ] Claim the Google Business Profile
- [ ] Set up a simple website and tracking
- [ ] Set up the CRM, lead source field and first automatic reply
- [ ] Write the first procedures and the customer journey map
- [ ] Ask five customers or prospects for honest feedback



DAYS 61 TO 90: LAUNCH AND LEARN

- [ ] **Start the first one or two marketing channels**
- [ ] **Track leads, customers, cost per lead and cost per customer**
- [ ] **Ask for reviews from every happy customer**
- [ ] **Hold the weekly owner meeting every week**
- [ ] **Hold the first monthly review**
- [ ] **Decide what to keep, change or stop**

Started on: _____ Reviewed on: _____