



Business Roadmap

The steps in *italics* are all OPTIONAL and may or may not fit your business idea. Focus on a SINGLE item every time, one by one, and just take one step and one bite at a time.

Remember: You do NOT need to do everything, especially not everything right away. Give yourself time to GROW INTO it. And first and foremost: ENJOY THE RIDE :)

STEPS:	✓ when done
1. Get clear on what you offer	
2. Become even more clear on WHO you offer that to	
3. Brainstorm and pick a name for your company	
4. Get a business email address	
5. <i>Set up Last Pass or other password management system (highly recomm.)</i>	
6. Create a logo (try Canva or Vistaprint)	
7. <i>Get an external mailbox + address (optional)</i>	
8. <i>Open/register a company (optional in some cases)</i>	
9. <i>Open a business bank account (optional)</i>	
10. <i>Get a business credit card (optional)</i>	
11. <i>Get the tax numbers (if applicable and needed)</i>	
12. Prepare an accounting system (Quickbooks/Excel)	
13. <i>Get a business phone line (optional, VoIP possible)</i>	
14. Set up payment system(s): Square, Stripe, PayPal, Venmo, Interac, etc.	
15. <i>Get liability insurance (optional)</i>	
16. <i>Set up scheduling system (optional)</i>	
17. Design 2-3 product/service offers	
18. Decide your product/service prices	
19. Start making money \$\$\$	

➔ As you can see, there are only 10 STEPS – or less – to take before your business makes your first money for you.

And then, there are other steps such as marketing and admin strategies.

NB: This list is non-exhaustive.

MARKETING & ADMIN STRATEGIES	✓ when done
20. Create basic mailing system	
21. Create a website or a simple landing page	
22. <i>Go live on social media: FB or FB business page, IG, LinkedIn</i>	
23. <i>Get a Zoom account or similar audio-/video-conferencing platform</i>	
24. <i>Set up an e-signature system</i>	
25. <i>Open a YouTube channel</i>	
26. <i>Get business cards (not recommended anymore)</i>	
27. <i>Create a clutch coupon, e-flyers, e-books, etc.</i>	
28. <i>Set up customer service platform (optional)</i>	
29. <i>Open an account with Amazon or similar (optional)</i>	
30. <i>Get a (professional) photoshooting</i>	
31. <i>Write a blog</i>	
32. <i>Prepare a speech for online or in-person events</i>	
33. <i>Create a FB group</i>	
34. PLAN, PLAN, PLAN	
35. <i>Online and in-person networking</i>	
36. <i>FB or Google ads</i>	
37. <i>Referrals</i>	
38.	
39.	
40.	