

Your First 90 Days: A Roadmap to Success

Your First 90 Days: A Roadmap to Success is taken directly from my book, “You TOO Can Start (and Grow) a Business!” The Chapter references are tied to the book chapters. See below to pick up a copy of the book on Amazon.

This is a comprehensive checklist for the first three months of your business journey. Each week, focus on completing the tasks to build a solid foundation. Draw a star next to each task you complete - it’s a small celebration for a big step!

Month 1: The Foundation

- **Week 1:**
 - Brainstorm 20 business ideas, then narrow it down to 3-5 to test (Chapter 1).
 - Conduct your initial market research: ask 10 people for feedback on your idea (Chapter 2).
- **Week 2:**
 - Write a short customer story to define your ideal client (Chapter 2).
 - Research 3-5 competitors and identify their strengths and weaknesses (Chapter 2).
- **Week 3:**
 - Write your one-sentence mission statement and your "Big Dream" (Chapter 3).
 - Set your first 3 GET RESULTS goals for the next month, 6 months, and 1 year (Chapter 3).
- **Week 4:**
 - Fill out your One-Page Business Plan (Appendix B). This is your first business roadmap!

Month 2: The Framework

- **Week 5:**
 - Choose your business type (Sole Proprietorship or LLC) and research the steps for your state (Chapter 4).
 - Brainstorm 5 business names and check for availability as a domain and on social media (Chapter 4).
- **Week 6:**
 - Register your business name with your state and apply for your free EIN from the IRS (Chapter 4).
 - Research and apply for all necessary business licenses and permits (Chapter 4).
- **Week 7:**
 - Open a dedicated business bank account and set up your bookkeeping with a free tool like Wave (Chapter 5).
 - Create a realistic budget for your startup and monthly costs (Chapter 5).
- **Week 8:**
 - Plan your funding strategy: either set a goal for your savings or research a loan/crowdfunding target (Chapter 6).
 - Start a spreadsheet to track your income and expenses.

Month 3: The Launch

- **Week 9:**
 - Finalize your business name and create your logo using a tool like Canva (Chapter 7).
 - Write your clear, one-sentence Unique Selling Proposition (USP) (Chapter 7).
- **Week 10:**
 - Build your professional website and draft the key pages (Chapter 8).

- Choose 1-2 social media platforms and create your business profiles (Chapter 8).
- **Week 11:**
 - Create a detailed launch plan with a specific date and your GET RESULTS goals for your first week (Chapter 9).
 - Conduct a soft launch: test your product or service with 5-10 people and gather feedback (Chapter 9).
- **Week 12:**
 - Plan to automate or hire out one time-consuming task (Chapter 10).
 - Complete your Self-Assessment Questionnaire (Appendix C).

Tip: A side hustle can provide extra funds while you're growing. Celebrate every small victory with a treat!

To pick up a copy of my book, “You TOO Can Start (and Grow) a Business!” click the link to be redirected to Amazon.

Link to [You TOO Can Start \(and Grow\) a Business!](#)