



The Startup Checklist for Visionary Entrepreneurs

Your Quick-Start Roadmap to Launch a Profitable, Purpose-Driven Business

**FREE CHECKLIST
FOR ENTREPRENEURS**

Curated by

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Hey Ambitioner!

Listen...you don't need to be perfect to launch—you just need a process. This checklist is for new and aspiring entrepreneurs who want to turn their big ideas into real businesses with clarity and confidence.

This isn't just about launching fast—it's about launching right. Use this checklist to skip the overwhelm, avoid common startup mistakes, and make confident moves like the CEO you are.

1. Foundation & Clarity

- ☐ Define your 'Why', Vision, and Mission
- ☐ Craft a clear 1-sentence Vision Statement
- ☐ Choose your business model (service, digital, physical, hybrid)
- ☐ Identify your primary offer and transformation

2. Business Setup Essentials

- ☐ Register your business entity (LLC, Sole Proprietor, etc.)
- ☐ Get your EIN (Employer Identification Number)
- ☐ Open a business checking account
- ☐ Choose an accounting system or bookkeeping platform
- ☐ Check for licenses, insurance, and legal requirements

3. Know Your People

- ☐ Build your Ideal Client Avatar (age, values, behaviors)
- ☐ Define the problem they're facing—and how you solve it
- ☐ Identify where they hang out (online/offline)
- ☐ Validate your idea with real conversations or surveys

4. Pre-Launch Strategy

- ☐ Choose one core offer to launch
- ☐ Create a lead magnet and email list
- ☐ Design your landing or sales page
- ☐ Map out your launch runway (social posts, emails, lives)
- ☐ Plan your post-launch follow-up & client onboarding

5. Systems for Growth

- ☐ Set up your digital tools: CRM, scheduler, cloud storage
- ☐ Document your client onboarding process
- ☐ Automate repetitive tasks (invoicing, follow-ups)
- ☐ Track progress with a KPI dashboard or goal tracker

****Bonus Move: Don't Build Alone****

Let's turn your startup checklist into a real launch plan.
Ready to stop DIY-ing and start executing like a real CEO?

Book a **free Business Clarity Call** and
let's build a system as powerful as your purpose.

Stay Connected With Me....

Let's keep this momentum going.
You don't have to walk this road alone.

I'd love to hear about your progress,
your wins, and the vision you're boldly building.
Let's stay connected so I can continue to support your rise.

- Follow me on:
 - **Instagram:** @she_ambitiouslyspeak or @greater.ambitions
 - **TikTok:** @she_ambitiouslyspeak or @greater.ambitions
 - **LinkedIn:** <https://linkedin.com/in/dr-minina-johnson>
- Visit **www.greaterambitionsllc.com** for resources, strategy sessions, and coaching programs
- Book a 1:1 **Business Clarity Call** to turn this strategy into momentum

Testimonial Invitation....

Love this Resource?

I'd love to hear how it helped you!

Send your thoughts to info@greaterambitionsllc.com or
tag me in your launch photos and wins using:

#GreaterAmbitionsLLC

#BeAmbitiouslyHER

#BuiltToBeAmbitiouslyHER

About the Curator...

Dr. Minina “Dr. Jaye” Johnson

Founder + Business Strategist of Greater Ambitions™ LLC

Project Management Exec | Business Strategist |

Culture + Belonging Advocate | Thought Leader |

The “Go-To” Strategist for Ambitious Businesses



Dr. Jaye is a powerhouse in purpose-driven strategy, project execution, and entrepreneurship. With 20+ years of experience leading multimillion-dollar programs in aerospace, defense, and technology, she now empowers ambitious women to build impactful businesses with clarity, confidence, and operational excellence.

As the Founder + Business Strategist of Greater Ambitions™ LLC, Dr. Jaye specializes in business strategy, project management consulting, and transformational leadership development. She is the creator of ***Be ambitiouslyH.E.R.™***, ***ambitiouslyIntroverted™***, and ***ambitiouslyYOU™***—signature programs helping women show up powerfully and unapologetically in business and in life.

Dr. Jaye blends strategy with soul, always challenging her clients to stop shrinking and start scaling. She believes every dream is valid—and every woman deserves to build a business that reflects her highest calling.

*“I’m not just building businesses—
I’m building legacy leaders.
Let’s rise, together.”*