

90-Day Business Launch Roadmap

Follow this step-by-step plan to go from idea to launch in just 90 days. Each phase is broken into weekly tasks so you can stay on track without feeling overwhelmed.

■ Weeks 1–2: Foundation & Planning

- Define your vision and business goals
- Choose your business name and check domain availability
- Decide on your business structure (LLC, sole prop, etc.)
- Secure your EIN and register your business
- Open a business bank account

■ Weeks 3–4: Research & Strategy

- Identify your ideal customer (target market)
- Research competitors and your industry landscape
- Write your business plan (or complete a lean canvas)
- Decide on pricing strategy
- Outline your initial offers or services

■ Weeks 5–6: Branding & Setup

- Create or purchase your domain name
- Design your logo and brand identity
- Set up business email and phone
- Build a simple, effective website or landing page
- Secure social media handles

■ Weeks 7–8: Marketing Prep

- Set up your social media profiles
- Design a lead magnet or promotional offer
- Create a 30-day content calendar
- Start collecting testimonials (if available)
- Set up a basic email list or CRM system

■ Weeks 9–10: Operations & Tools

- Set up invoicing and payment systems
- Define your service or product delivery process
- Choose project management or scheduling tools
- Draft your legal documents (contracts, policies)
- Set up appointment booking (if applicable)

■ Weeks 11–12: Soft Launch & Promotion

- Announce your launch date and build buzz
- Reach out to friends, family, and warm contacts
- Start posting and engaging on social media
- Send an email to your list (even if small)
- Make your first official sale or booking