

# 90-Day Business Launch Checklist

A step-by-step action plan to go from idea to launch in just 3 months.

## Month 1: Foundation and Planning

- ☐ **Conduct market research** to validate your idea and understand competitors.
- ☐ **Write a lean business plan** outlining your goals and strategy.
- ☐ **Create your brand identity** (logo, colors, messaging).
- ☐ **Build your website** with a focus on clarity and conversion.
- ☐ **Set up social media profiles** on platforms your audience uses.
- ☐ **Plan content** to attract and engage your ideal customers.

## Month 2: Product Development and Launch Prep

- ☐ **Create a Minimum Viable Product (MVP)** with core features.
- ☐ **Test it with real users** from your target market, **gather feedback** and iterate quickly.
- ☐ **Set up secure payment processing.**
- ☐ **Create marketing assets:** sales page, email sequence, and social posts.
- ☐ **Plan your launch campaign** (timeline and tactics).
- ☐ **Start growing your email list** with content and lead magnets.

## Month 3: Launch, Marketing & Growth

- ☐ **Launch your product across all marketing channels.**
- ☐ **Run campaigns** via social media, email, and paid ads.

- ☐ **Collect customer feedback** to guide improvements.
- ☐ **Review results** and **adjust your strategy**.
- ☐ **Scale successful marketing efforts**.
- ☐ **Cut tactics that aren't working**.
- ☐ **Set goals for the next 90 days based on insights**.

## 💡 Pro Tip:

**Don't wait for everything to be perfect : launch, learn, and improve.**

The best way to grow is to get your product or service in front of real people. You'll learn more from one real launch than months of planning. Take action, stay flexible, and treat feedback like gold. Progress beats perfection every time.