



CREATIVE BUSINESS LAUNCH CHECKLIST

From Idea to Income. Step by Step.

Most creative businesses fail in 6 months. These steps put you in the 10% that don't.

1

BEFORE YOU LAUNCH

- ◆ Define your offer: What do you make? For whom? What problem does it solve?
- ◆ Price it right: Research 10 competitors. Price at mid-range, not the cheapest.
- ◆ Create 3-5 portfolio pieces — even if you give them away at first
- ◆ Get your first 3 testimonials from friends, beta testers, or trades
- ◆ Set up: business email, simple website, one social profile. That's all you need to start.

2

LAUNCH WEEK ACTIONS

- ◆ Announce to your existing network FIRST — warm audience converts best.
- ◆ Post your story: why you started, who you help, what you offer — people buy the story.
- ◆ Offer a launch special (20% off, free bonus) — time-limited, 48-72 hours.
- ◆ Follow up personally with 10 people who engage — DMs convert better than public comments.
- ◆ Set up automated email capture from day 1 — your list is your only owned audience.

3

MONTH 1-3 REVENUE ENGINE

- ◆ Post 3x per week minimum — consistency builds algorithmic reach
- ◆ Solve one specific problem per post — not 'I do everyth
- ◆ Add an email opt-in lead magnet (like THIS cheatsheet
- ◆ Reach out to 5 potential clients or collaborators per week
- ◆ Track your numbers: views, clicks, DMs, sales — double down on what works

PRO TIP: Don't wait for perfect. Launch with 80% ready. The last 20% perfectionism costs you months of revenue. Your first version will change anyway.