

Business Plan Checklist

A practical, fill-as-you-go list to take your idea from draft to launch.

Executive Summary

- Write a 3-5 sentence overview (problem, solution, audience, outcome).
- Define 1 primary goal for the next 90 days and 3 supporting objectives.

Problem & Audience

- Describe the core problem your product solves in one sentence.
- List top 3 pains customers feel (use customer language).
- Define your ideal customer profile (who they are, where they hang out).

Solution & Value Proposition

- State your unique value proposition (what's different/better).
- List 3 key benefits and 3 proof points (social proof, data, demo).

Market & Competitors

- Estimate market size and niche you will actually target.
- List 3 close competitors and your clear advantages vs each.
- Capture pricing benchmarks for similar offers.

Offer & Pricing

- Define the core deliverable(s) and scope (what buyers actually get).
- Choose pricing model (flat, tiered, subscription, bundle).
- Set launch price and planned future price; note promo rules.

Product & Delivery

- Outline your product format (ebook, template, course, coaching, etc.).
- Decide delivery method (Stan Store, email, member area, download).
- Map fulfillment steps from purchase to access/receipt.

Sales Funnel & Customer Journey

- Map path: Awareness -> Interest -> Consideration -> Purchase -> Onboarding.
- Define entry points: blog post, Pinterest pin, IG bio link, freebie.
- Create a simple follow-up: thank-you page + confirmation email.

Marketing Plan

- Choose 1-2 primary channels for the first 30 days (focus!).
- Draft weekly content plan (3 posts + 1 long-form; reuse where possible).
- Create 3 CTAs you will repeat consistently (freebie, flagship, consult).

Operations & Tools

- Select stack: site (WordPress/Elementor), store (Stan), email (Systeme.io).
- Set up payment, checkout test, and legal pages (privacy/terms/refund).
- Document SOPs for publishing, support, and updates.

Team & Roles

- List who is responsible for content, design, tech, and support (can be you).
- Set communication rhythm (weekly review) and decision owner (you).

Financials

- Estimate startup costs (tools, design, ads).
- Set monthly revenue target and break-even point.
- Define 3-5 KPIs to track weekly (traffic, leads, conversion, AOV).

Milestones (90-Day)

- Pick 5 milestones with dates (MVP ready, first sale, 10 sales, review cycle).
- Add a simple reporting habit (Friday 30-min review).

Risks & Assumptions

- List top 3 risks and your mitigation for each.
- Write the assumptions you are testing first (price, message, channel).

Pre-Launch Checklist

- Proof product files; test all links and checkout on desktop and mobile.
- Prepare thank-you page, delivery email, and quick-start guide.
- Create 5 promotional assets (2 pins, 2 posts, 1 email).

Post-Launch Routine

- Monitor sales + support inbox daily for the first 7 days.
- Collect first 3 testimonials or usage quotes.
- Plan one improvement based on feedback and ship it within 2 weeks.