

READY, SET START!

5 DAY CHALLENGE CHEAT SHEET

Day 1: Name Your Business

- Understand the importance of a business name for brand identity.
- Brainstorm creative business names using proven techniques and tools.
- Check for name duplication in registries and for trademark issues.
- Secure a domain name that matches your chosen business name.

Day 2: Register Your Business

- Choose the most suitable business structure (sole proprietorship, LLC, etc.).
- Complete state registration forms based on your location's requirements.
- Apply for an Employer Identification Number (EIN) from the federal government.

Day 3: Get a Digital Business Address or PO Box

- Decide between a professional digital business address or a PO Box.
- Research digital business address services and choose a provider.
- Alternatively, apply for a PO Box at a convenient location.

Day 4: Clarify Your Product Offering

- Conduct market research to understand your target audience's needs.
- Define your product or service clearly, highlighting its value proposition.
- Analyze competitor offerings to differentiate your product/service in the market.
- Create a detailed description of your product's features and benefits.

Day 5: Create Your Go-to-Market Launch Plan

- Identify the most effective marketing channels (social media, email, etc.) for your business.
- Draft a marketing plan with clear objectives, target KPIs, and a budget.
- Plan and schedule key launch activities to ensure a successful launch day.

Notes: