

Business Starter Checklist

A practical starting checklist for a simple, honest online presence.

Profile Setup

- Use a clear profile photo.
- Write a simple bio that says who you help.
- Choose one main link.
- Create a pinned or featured post.
- Give people a clear contact method.
- Use a consistent name across platforms.

Before You Post

- Focus on one clear idea.
- Use plain language.
- Include a real example when possible.
- Give one helpful takeaway.
- Use one simple call to action.
- Proofread before posting.

Offer Check

- State the problem clearly.
- State the outcome clearly without exaggeration.
- Use an honest promise - no guaranteed income claims.
- Make the price or next step easy to understand.
- Say who the offer is for and who it is not for.

Weekly Review

- Check what you published.
- Answer comments.
- Follow up on messages.
- Save useful content ideas.

- Write down one lesson learned.
- Plan the next week.