

First 90 days: The start-up checklist every new small business needs

We've compiled an essential checklist of the key tasks and activities that need to be considered in the first 90 days of starting a new small business.



Days 1-30

- Don't quit the day job until you have to
- Talk to business owners and peers that you know and trust
- Get family and friends on board with you
- Consider a co-founder
- Join an online business community
- Define your customer profile
- Research the market
- Assess the competition
- Develop a brief business plan
- Choose a business name
- Register a website domain name (or two)
- Make a list of suppliers and distribution partners
- Make something you can show people
- Find your first customers
- Look for small business grants and/or consider raising investment
- Decide if you need premises or can work from home

Days 30-60

- Register your business
- Design a logo
- Build a simple website
- Set up your social media profiles
- Set up your business banking
- Set up your accounting system
- Assign responsibilities to co-founders

Days 60-90

- Take out insurance
- Hire your first employee (if required)
- Set up your contact management system
- Create press releases and advertisements
- Purchase relevant equipment
- File for trademarks and patents (if required)
- Refine your pitch
- Refine your product, marketing and sales approach
- Start your revenue stream - don't wait for things to be perfect
- Launch with a bang!

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