Cleveland Launch Checklist

CareLink AI: Week-by-Week Execution Plan

Last Updated: February 2, 2026

How to Use This Checklist

This checklist provides **actionable, week-by-week tasks** for launching CareLink AI in Cleveland.
Each task includes:
- ✅ **Checkbox** to track completion
- **Priority Level** (🔴 Critical, 🟡 High, 🟢 Medium)
- **Time Estimate**
- **Owner** (if team > 1 person)
- **Dependencies** (what must be done first)

Phases:
- **Pre-Launch (Weeks 1-4):** Foundation, research, setup
- **Beta Launch (Weeks 5-8):** First 15 facility sign-ups
- **Growth (Weeks 9-16):** Expand to 20-30 facilities
- **Optimization (Weeks 17-24):** Refine, scale, prepare for Ohio expansion

Pre-Launch Phase (Weeks 1-4): Foundation

Week 1: Research & Setup

Market Research
- [ ] 🔴 Build Cleveland facility database (150 facilities) [4-6 hours]
- Sources: Google Maps, OALA directory, SeniorLivingNEO.com, A Place for Mom
- Fields: Facility name, address, phone, website, Executive Director name/email, care types, estimated capacity
- Tool: Google Sheets or Airtable
- **Deliverable:** Cleveland_Facilities_Database.xlsx

  • [ ] 🔴 Research decision-maker names for top 30 facilities [2-3 hours]
  • Call facility front desk: "Can I speak with your Executive Director or Marketing Director?"
  • LinkedIn search for current ED/Marketing Director
  • Update database with names/emails

  • [ ] 🟡 Join Cleveland Chamber of Commerce [$300-500, 30 min]

  • Apply online at clevelandchamber.org
  • List CareLink AI in member directory

  • [ ] 🟡 Join Ohio Assisted Living Association (OALA) [$200-500, 30 min]

- Apply at ohioassistedliving.org
- Select Business Member tier
- Request member directory access

Technical Setup

- [ ] 🔴 Set up Google My Business [1 hour]
- Claim business at google.com/business
- Category: "Senior Citizen Service"
- Location: Cleveland, OH (use home address or coworking space)
- Add photos, hours, description
- Verify (mail or phone)

  - [ ] 🔴 Set up Google Analytics & Search Console [1 hour]

  - Install GA4 on carelinkai.com

  - Connect Search Console

  - Set up conversion goals (facility sign-ups, searches)

  - [ ] 🔴 Implement schema markup [2-3 hours]

  - Add LocalBusiness schema to homepage

  - Add Organization schema with Cleveland address

  - Test with Google Rich Results Tool

  - [ ] 🟡 Set up email marketing tool [1 hour]

  - Mailchimp (free up to 500 subscribers) or ConvertKit

  - Create 3 email lists: Families, Caregivers, Operators

Legal/Administrative

- [ ] 🔴 Register business in Ohio (if not done) [1-2 hours, $99]
- LLC or Corporation registration
- Ohio Secretary of State

  - [ ] 🟡 Open business bank account [1 hour]

  - Separate personal/business finances

  - Set up Stripe for payments

  - [ ] 🟡 Get business insurance [1 hour, $300-500/year]

  - General liability insurance

  - E&O (Errors & Omissions) if needed

Week 1 Deliverables:
✅ Cleveland facility database (150 facilities)
✅ GMB claimed and verified
✅ GA4 and Search Console installed
✅ OALA membership application submitted

Week 2: Content Foundation

Landing Pages
- [ ] 🔴 Create Cleveland homepage [4-6 hours]

- URL: carelinkai.com/cleveland
- H1: "Find Senior Living in Cleveland, Ohio"
- Content: Overview, search widget, featured facilities
- CTA: "Browse Cleveland facilities"

- [ ] 🔴 Create 4 Cleveland care type pages [6-8 hours]
- carelinkai.com/cleveland/assisted-living
- carelinkai.com/cleveland/memory-care
- carelinkai.com/cleveland/independent-living
- carelinkai.com/cleveland/nursing-homes

- [ ] 🟡 Create 4 Cleveland neighborhood pages [6-8 hours]

- carelinkai.com/cleveland/shaker-heights
- carelinkai.com/cleveland/beachwood
- carelinkai.com/cleveland/westlake
- carelinkai.com/cleveland/parma

First Blog Posts
- [ ] 🔴 Write Post 1: "Complete Guide to Senior Living in Shaker Heights" [2-3 hours]
- 1,500-2,000 words
- Target keyword: assisted living shaker heights
- Include 5-8 facilities, costs, amenities

- [ ] 🔴 Write Post 2: "Beachwood Senior Living: Communities, Costs, and Options" [2-3 hours]

- [ ] 🟡 Write Post 3: "Westlake, Ohio Senior Living Guide" [2-3 hours]

- [ ] 🟡 Write Post 4: "Parma Senior Living: Affordable, Quality Care" [2-3 hours]

SEO Basics
- [ ] 🔴 Submit site to Google Search Console [15 min]
- [ ] 🔴 Create and submit XML sitemap [30 min]
- [ ] 🟡 Build initial backlinks [2 hours]
- Submit to Yelp, Yellow Pages, Local.com
- Add to Cleveland Chamber directory

Week 2 Deliverables:
✅ Cleveland homepage + 8 landing pages live
✅ 4 blog posts written (ready to publish Week 3)
✅ Initial SEO setup complete

Week 3: Association Outreach & Content Launch

Association Networking
- [ ] 🔴 Attend OALA event or virtual meeting [2-3 hours]
- Introduce yourself and CareLink AI
- Network with 5-10 facility operators
- Collect business cards

- [ ] 🟡 Connect with WRAAA (Western Reserve Area Agency on Aging) [1 hour]
- Email: info@wraaa.org

- Introduce CareLink AI as resource for families

- Request partnership/listing on their site

- [ ] 🟡 Connect with Benjamin Rose Institute [1 hour]

- Email or call
- Offer CareLink AI as tool for care coaching clients

Content Publication
- [ ] 🔴 Publish blog posts 1-4 [1 hour]
- Schedule on blog
- Share on LinkedIn, Facebook
- Submit to Google Search Console for indexing

- [ ] 🔴 Write blog posts 5-8 (Cleveland guides) [8-12 hours]
- Post 5: "Rocky River Senior Communities"
- Post 6: "Cleveland Heights Independent Living"
- Post 7: "Independence, OH Senior Living"
- Post 8: "Lakewood Senior Living Guide"

Social Media Setup
- [ ] 🟡 Set up LinkedIn Company Page [1 hour]
- CareLink AI page
- Post about Cleveland launch
- Follow Cleveland healthcare orgs, facilities

- [ ] 🟡 Set up Facebook Business Page [1 hour]
- CareLink AI Cleveland
- Post about launch
- Join Cleveland senior care groups

Week 3 Deliverables:
✅ 4 blog posts published and promoted
✅ OALA networking initiated
✅ Social media presence established

Week 4: Facility Outreach Preparation

Outreach Materials
- [ ] 🔴 Create facility pitch deck (10-15 slides) [4-6 hours]
- Problem: High referral costs ($3K-$8K per move-in)
- Solution: CareLink AI ($0-$199/month)
- Features: Free listing, premium upgrades, caregiver marketplace
- Cleveland focus: "Built by Clevelanders, for Clevelanders"
- Social proof: Beta testimonials (if any), OALA membership
- CTA: "Sign up for free beta today"

- [ ] 🔴 Create facility one-pager (PDF) [2 hours]
- Single-page overview of CareLink AI
- Benefits for operators
- Pricing tiers

- QR code to sign up

- [ ] 🔴 Write facility outreach email template [1 hour]

- Subject: "Free Senior Living Marketplace for Cleveland Facilities"
- 3-paragraph intro
- CTA: Schedule 15-min demo

- [ ] 🟡 Create demo video (5-10 min) [3-4 hours]

- Screen recording of platform
- Show how operators create profiles
- Show how families search
- Upload to YouTube (unlisted), embed on site

Sales Preparation
- [ ] 🔴 Set up calendar booking tool [30 min]
- Calendly (free) or similar
- "Schedule a CareLink AI Demo" page
- 15-min and 30-min slots

- [ ] 🟡 Create demo script [1-2 hours]
- Intro (2 min): Problem/solution
- Platform walkthrough (8-10 min)
- Q&A (5 min)
- CTA: Sign up for free beta

- [ ] 🟡 Prepare follow-up sequence [1 hour]

- Email 1 (Day 1): Thank you, recap
- Email 2 (Day 3): Case study or testimonial
- Email 3 (Day 7): Last chance for beta pricing

Content Publication
- [ ] 🔴 Publish blog posts 5-8 [1 hour]
- [ ] 🟡 Write blog posts 9-12 (Cleveland senior living guides) [8-12 hours]

Week 4 Deliverables:
✅ Pitch deck, one-pager, email templates ready
✅ Demo video created
✅ Outreach prep complete—ready to launch Week 5
✅ 8 blog posts live (solid content foundation)

Beta Launch Phase (Weeks 5-8): First 15 Sign-Ups

Week 5: First Facility Outreach Wave

Email Outreach (Target: 30 facilities)
- [ ] 🔴 Send personalized emails to 30 Cleveland facilities [3-4 hours]
- Use facility database from Week 1
- Personalize each email (mention facility name, location)

- Include link to schedule demo
- Track opens/clicks (use tool like Mailtrack or HubSpot free)

In-Person Visits (Target: 5-8 facilities)
- [ ] 🔴 Visit 5-8 facilities in person [8-12 hours]
- Monday-Friday: 1-2 visits/day
- Bring one-pager, business cards
- Demo platform on laptop or tablet
- Ask for sign-up on the spot (or follow up within 24 hours)

Follow-Up
- [ ] 🔴 Call facilities that opened email but didn't respond [2-3 hours]
- "Hi [Name], I sent an email about CareLink AI. Did you get a chance to review?"
- Offer quick 5-min phone overview

Content & PR
- [ ] 🟡 Publish blog posts 9-12 [1 hour]
- [ ] 🟡 Write blog posts 13-16 [8-12 hours]
- [ ] 🟡 Draft press release: "Cleveland Startup Launches Senior Living Marketplace" [1-2 hours]

Week 5 Goals:
✅ 30 facilities contacted
✅ 5-8 in-person visits
✅ 3-5 beta sign-ups

Week 6: Demo Blitz & Follow-Up

Demos
- [ ] 🔴 Conduct 10-15 demos (virtual or in-person) [10-15 hours]
- Use Calendly bookings + proactive outreach
- Record demos (with permission) for testimonials

Second Outreach Wave
- [ ] 🔴 Email 30 more facilities [3-4 hours]
- Target different neighborhoods or facility types
- A/B test subject lines

In-Person Visits
- [ ] 🔴 Visit 5-8 more facilities [8-12 hours]

Follow-Up
- [ ] 🔴 Follow up with Week 5 contacts [2-3 hours]
- Email or call non-responders
- Offer special beta pricing: "Lock in $79/month forever"

Content & PR
- [ ] 🔴 Send press release to Cleveland Plain Dealer, Scene Magazine [1 hour]
- Email: news@cleveland.com (Plain Dealer)
- Find Scene Magazine editor contact
- [ ] 🟡 Publish blog posts 13-16 [1 hour]
- [ ] 🟡 Write blog posts 17-20 [8-12 hours]

Week 6 Goals:
✅ 60 facilities contacted (cumulative)
✅ 10-15 demos completed
✅ 6-10 beta sign-ups (cumulative)

Week 7: Testimonial Collection & Cleveland Hospitals

Hospital Outreach (Discharge Planners)
- [ ] 🔴 Contact Cleveland Clinic discharge planning department [2-3 hours]
- Find contact: Call main line → Transfer to Case Management or Discharge Planning
- Email: Introduce CareLink AI as free tool for discharge planners
- Offer in-person demo

  - [ ] 🔴 Contact University Hospitals [2-3 hours]

  - Same process as Cleveland Clinic

  - [ ] 🟡 Contact MetroHealth, Hillcrest, Fairview [3-4 hours]

Testimonial Collection
- [ ] 🔴 Email first beta facilities for testimonials [1 hour]
- "How has CareLink AI helped your facility so far?"
- Request short video testimonial (2-3 min via Zoom)
- Or written testimonial

  - [ ] 🟡 Create testimonial graphics [2 hours]
  - Canva: Quote + facility logo + photo
  - Share on LinkedIn, Facebook, website

Third Outreach Wave
- [ ] 🔴 Email 30 more facilities [3-4 hours]
- Include testimonial in email: "Here's what [Facility] says about CareLink AI"

Content & PR
- [ ] 🟡 Publish blog posts 17-20 [1 hour]
- [ ] 🟡 Write blog posts 21-24 [8-12 hours]
- [ ] 🟡 Pitch follow-up story to Cleveland media [1 hour]
- Angle: "10 Cleveland Facilities Join New Marketplace in First 2 Weeks"

Week 7 Goals:
✅ 90 facilities contacted
✅ 3-5 hospital contacts made
✅ 10-12 beta sign-ups (cumulative)

Week 8: Beta Completion & Conversion Push

Conversion Push
- [ ] 🔴 Follow up with all beta sign-ups [2-3 hours]

- "Have you had a chance to set up your profile?"
- Offer to help (onboarding call)

  - [ ] 🔴 Convert free beta users to paid [3-4 hours]
  - Email: "Beta pricing ends this week—lock in $99/month forever"
  - Offer upgrade incentive: "First month free" or "Free featured listing for 3 months"

Fourth Outreach Wave
- [ ] 🟡 Email final 30 facilities [3-4 hours]
- Target any remaining high-priority facilities
- Include success metrics: "15 Cleveland facilities joined in 4 weeks"

Content & PR
- [ ] 🔴 Publish final 4 Cleveland blog posts (21-24) [1 hour]
- Complete all 24 Cleveland neighborhood/guide posts
- [ ] 🟡 Pitch local TV stations [2 hours]
- WKYC, WEWS, WJW
- Angle: "Cleveland Startup Helping Families Find Senior Care"

Week 8 Metrics Review
- [ ] 🔴 Review Week 5-8 performance [2 hours]
- Total facilities contacted: 120+
- Total demos: 20-30
- Total beta sign-ups: 15
- Conversion to paid: 6-10 (goal: 40-67%)
- MRR: $720-$1,200

Week 8 Goals:
✅ 15 beta facility sign-ups
✅ 6-10 paid conversions
✅ All 24 Cleveland blog posts live
✅ Press coverage initiated

Growth Phase (Weeks 9-16): Scale to 20-30 Facilities

Week 9-10: Cleveland Expansion

Fifth Outreach Wave
- [ ] 🔴 Email next 30 facilities (120-150 range) [3-4 hours]
- Use testimonials and success stories
- Include press coverage links (if any)

In-Person Visits (Continued)
- [ ] 🔴 Visit 10-15 more facilities [12-16 hours]
- Focus on facilities that opened emails but didn't respond
- Drop-in visits (no appointment) if needed

OALA Event
- [ ] 🟡 Attend OALA conference or event [4-8 hours + travel]
- Set up booth if possible (exhibit)
- Network with operators

- Collect 20-30 business cards
- Follow up within 48 hours

Hospital Partnerships
- [ ] 🔴 Demo CareLink AI to Cleveland Clinic discharge planners [1-2 hours]
- [ ] 🔴 Demo to University Hospitals [1-2 hours]
- [ ] 🟡 Follow up with MetroHealth, others [2-3 hours]

Weeks 9-10 Goals:
✅ 150 facilities contacted (cumulative)
✅ 18-22 facility sign-ups
✅ OALA event attended, 10+ new leads

Week 11-12: Caregiver & Provider Launch

Caregiver Marketplace
- [ ] 🔴 Launch caregiver job board [2-4 hours]
- Help first 5-10 facilities post caregiver jobs
- Free during beta, $50/posting after

  • [ ] 🔴 Promote caregiver jobs [4-6 hours]
  • Post on Indeed, ZipRecruiter (free tier)
  • Share on LinkedIn, Facebook ("Cleveland caregiver jobs")
  • Contact Case Western, Cleveland State career services

Provider Directory
- [ ] 🟡 Reach out to 15-20 Cleveland providers [4-6 hours]
- Transportation companies
- Home care agencies
- Medical equipment suppliers
- Housekeeping services
- Offer free beta listing

Family Outreach
- [ ] 🔴 Launch family-focused Google Ads [Budget: $200, 2 hours setup]
- Target: Cleveland adults 40-65 ("senior living Cleveland")
- Landing page: carelinkai.com/cleveland
- Track conversions: searches, facility inquiries

Weeks 11-12 Goals:
✅ Caregiver job board live, 20+ jobs posted
✅ 15-20 providers listed
✅ 50-100 family users

Week 13-14: Press & Brand Building

Press Outreach (Round 2)
- [ ] 🔴 Follow up with Cleveland Plain Dealer [30 min]
- New angle: "20 Cleveland Facilities Now Using Local Tech Platform"

  • [ ] 🔴 Pitch Crain's Cleveland Business [1 hour]

  • Angle: "Cleveland Health Tech Startup Grows 300% in 2 Months"

  • [ ] 🟡 Pitch local TV stations again [1-2 hours]

  • Offer facility tour + family interview for segment

LinkedIn Content
- [ ] 🟡 Post 2-3x/week on LinkedIn [1 hour/week]
- Share blog posts
- Highlight operator testimonials
- Tag OALA, Cleveland Clinic, etc.

Email Newsletter Launch
- [ ] 🟡 Send first email newsletter [2 hours]
- Segment: Families (if 50+ subscribers)
- Content: "How to Choose Senior Living in Cleveland"
- Link to blog posts, featured facilities

Weeks 13-14 Goals:
✅ 1-2 press mentions (online or print)
✅ First email newsletter sent
✅ 22-25 facility sign-ups

Week 15-16: Optimization & Ohio Prep

Conversion Optimization
- [ ] 🔴 Review analytics [2-3 hours]
- Which landing pages convert best?
- Which blog posts drive most traffic?
- What keywords are ranking?

  • [ ] 🔴 A/B test facility sign-up page [2-3 hours]
  • Test headlines, CTAs, pricing display

Facility Check-Ins
- [ ] 🔴 Call/email all 20-25 facilities [3-4 hours]
- "How is CareLink AI working for you?"
- Collect feedback, identify issues
- Upsell free users to paid tiers

Ohio Expansion Prep
- [ ] 🟡 Build Columbus facility database (300-400 facilities) [4-6 hours]
- Same process as Cleveland

  • [ ] 🟡 Write first 4 Columbus blog posts [8-12 hours]
  • Ready to publish Month 7 (Week 17+)

Revenue Check

- [ ] 🔴 Calculate Week 16 metrics [1 hour]
- Total facilities: 20-25
- Paid subscriptions: 10-15 (goal: 6-10 minimum)
- MRR: $1,200-$1,800 (exceeding goal!)
- Cleveland market penetration: 13-17%

Weeks 15-16 Goals:

✅ 20-30 Cleveland facility sign-ups
✅ $1,200-$1,800 MRR
✅ Ready for Ohio expansion (Week 17+)

Optimization Phase (Weeks 17-24): Cleveland Consolidation + Ohio Launch

Week 17-18: Cleveland Consolidation

Maximize Cleveland Penetration

- [ ] 🔴 Re-contact all non-responders [4-6 hours]
- "We now have 25 Cleveland facilities on CareLink AI"
- Social proof: testimonials, press coverage

  - [ ] 🟡 Host Cleveland operator roundtable [2-3 hours + prep]
  - Invite all CareLink AI operators (virtual or in-person)
  - Topic: "Best Practices for Senior Living Marketing in Cleveland"
  - Build community, get feedback

Cleveland SEO Review

- [ ] 🔴 Check keyword rankings [1 hour]
- Are we ranking #1-3 for "senior living Cleveland"?
- If not, update content, build more backlinks

  - [ ] 🟡 Update top-performing blog posts [2-3 hours]
  - Add new facilities that joined
  - Update costs, stats
  - Improve SEO optimization

Weeks 17-18 Goals:

✅ 30 Cleveland facilities (market leader)
✅ Ranking #1-3 for 5+ Cleveland keywords

Week 19-20: Ohio Launch (Columbus)

Columbus Outreach

- [ ] 🔴 Email 50 Columbus facilities [6-8 hours]
- Use Cleveland success stories in pitch
- Offer "Ohio expansion special pricing"

  - [ ] 🔴 Publish 4 Columbus blog posts [1 hour]

  - Launch columbus landing pages

  - [ ] 🟡 Schedule 10-15 virtual demos with Columbus operators [10-15 hours]

Ohio Media
- [ ] 🟡 Send press release to Columbus Dispatch [30 min]
- "Cleveland-Based CareLink AI Expands to Columbus"

Weeks 19-20 Goals:
✅ 50 Columbus facilities contacted
✅ 5-10 Columbus sign-ups
✅ Columbus content live

Week 21-22: Ohio Expansion (Cincinnati)

Cincinnati Outreach
- [ ] 🔴 Email 50 Cincinnati facilities [6-8 hours]
- [ ] 🔴 Publish 4 Cincinnati blog posts [1 hour]
- [ ] 🟡 Schedule 10-15 virtual demos [10-15 hours]

Ohio Statewide Content
- [ ] 🟡 Write "Ohio Senior Living Guide" [3-4 hours]
- Overview of senior living across Ohio
- Compare Cleveland, Columbus, Cincinnati

Weeks 21-22 Goals:
✅ 50 Cincinnati facilities contacted
✅ 5-10 Cincinnati sign-ups
✅ 40-50 total Ohio facilities

Week 23-24: Metrics Review & Year 1 Planning

6-Month Review
- [ ] 🔴 Calculate all key metrics [2-3 hours]
- Total facilities: 50-80 (Cleveland + Ohio)
- Paid subscriptions: 30-50
- MRR: $3,600-$6,000
- Cleveland market penetration: 20-30%
- Ohio market penetration: 3-5%

Fundraising Decision
- [ ] 🔴 Decide: Bootstrap or raise funding? [Strategic discussion]
- If metrics strong: Consider raising $250K-$500K seed round
- If cashflow positive: Continue bootstrapping

Year 1 Planning
- [ ] 🔴 Create Month 7-12 roadmap [4-6 hours]
- Ohio expansion (Toledo, Akron, Dayton)
- Hiring plan (sales rep?)

- Product improvements
- Marketing budget allocation

Celebrate!

- [ ] 🎉 Celebrate 6-month milestone! [Take a day off or team dinner]

Weeks 23-24 Deliverables:

✅ 6-month metrics report
✅ Funding decision made
✅ Month 7-12 roadmap created

Key Milestones Tracker

Phase 1: Cleveland (Month 1-6)

Milestone	Target Week	Status	Actual Date
Cleveland facility database built	Week 1	☐	
Website & landing pages live	Week 2	☐	
First 4 blog posts published	Week 3	☐	
OALA membership approved	Week 4	☐	
First facility sign-up	Week 5	☐	
5 beta sign-ups	Week 6	☐	
10 beta sign-ups	Week 7	☐	
15 beta sign-ups	Week 8	☐	
6-10 paid conversions	Week 8	☐	
All 24 Cleveland blog posts live	Week 8	☐	
First press coverage	Week 10-14	☐	
20 facility sign-ups	Week 12	☐	
Hospital partnership (1+)	Week 14	☐	
30 Cleveland facilities	Week 18	☐	
Columbus launch	Week 19	☐	
Cincinnati launch	Week 21	☐	
50 Ohio facilities	Week 24	☐	
$3,600+ MRR	Week 24	☐	

Daily/Weekly Routines

Daily Tasks (15-30 min/day)

- [ ] Check email for facility inquiries/demos
- [ ] Respond to facility questions/support
- [ ] Post on LinkedIn (share blog post, testimonial, or insight)
- [ ] Monitor Google Analytics (traffic, conversions)

Weekly Tasks (2-4 hours/week)

- [ ] **Monday:** Plan week, review metrics from previous week
- [ ] **Tuesday-Thursday:** Facility outreach (emails, calls, in-person visits)
- [ ] **Wednesday:** Content creation (1-2 blog posts)
- [ ] **Thursday:** Demos and sales calls
- [ ] **Friday:** Follow-ups, admin, metrics review

Monthly Tasks (4-6 hours/month)

- [ ] Review SEO performance (rankings, traffic, backlinks)
- [ ] Update facility database with new facilities
- [ ] Analyze customer feedback, identify product improvements
- [ ] Check-in calls with all operators
- [ ] Plan next month content calendar
- [ ] Send monthly email newsletter

Critical Success Factors

What MUST Happen for Success

Week 1-4 (Pre-Launch):
✅ **Facility database:** 150 Cleveland facilities with contact info
✅ **Landing pages:** Cleveland homepage + 8 key pages
✅ **Content:** First 8 blog posts published
✅ **OALA membership:** Approved and active

Week 5-8 (Beta Launch):
✅ **Outreach volume:** Contact 100-120 facilities
✅ **In-person visits:** Visit 15-20 facilities
✅ **Sign-ups:** 15 beta facilities
✅ **Conversion:** 6-10 paid subscriptions (40-67%)

Week 9-16 (Growth):
✅ **Cleveland penetration:** 20-30 facilities (13-20%)
✅ **MRR:** $1,200-$1,800
✅ **Press:** 1-2 media mentions
✅ **Hospital partnership:** At least 1

Week 17-24 (Ohio Expansion):
✅ **Ohio facilities:** 50-80 total (Cleveland + Columbus + Cincinnati)

✅ **MRR:** $3,600-$6,000
✅ **Market validation:** Proven model works beyond Cleveland

Red Flags & Contingency Plans

Red Flag #1: Low Conversion (<40% free-to-paid by Week 8)

Contingency:
- Review pricing (is $99/month too high?)
- Add more value (free featured listings, extra support)
- Extend free trial period
- Survey operators: "What would make you pay?"

Red Flag #2: Slow Outreach Momentum (<100 facilities contacted by Week 8)

Contingency:
- Hire part-time sales rep or VA
- Simplify email templates
- Focus on in-person visits only (higher conversion)

Red Flag #3: No Press Coverage by Week 12

Contingency:
- Hire PR freelancer ($500-1,000 for press release distribution)
- Pivot to paid ads instead of organic PR
- Focus on operator referrals instead of brand awareness

Red Flag #4: Low Family Traffic (<50 family users by Week 12)

Contingency:
- Increase Google Ads budget
- Create lead magnet ("Cleveland Senior Living Guide" PDF)
- Partner with hospitals more aggressively (discharge planners drive family traffic)

Tools & Resources

Project Management

- [ ] Set up project management tool (Trello, Asana, or Notion) [1 hour]
- Create board with columns: To Do, In Progress, Done, Blocked
- Import this checklist as tasks

Time Tracking (Optional)

- [ ] Use Toggl or Clockify to track time per activity [Ongoing]
- Understand where time is spent (outreach, content, sales, admin)

Communication

- [ ] Set up shared calendar (Google Calendar) [30 min]
- Block time for demos, outreach, content creation

File Storage

- [ ] Organize Google Drive or Dropbox [1 hour]
- Folders: Facilities Database, Content, Outreach Templates, Press, Testimonials

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Month 7-12 Preview (High-Level)

Month 7-8: Ohio Expansion (Columbus/Cincinnati)
- Target: 30-40 additional Ohio facilities
- MRR: $5,000-$7,000
- Publish 20 Columbus/Cincinnati blog posts

Month 9-10: Ohio Completion (Toledo/Akron/Dayton)
- Target: 80-100 total Ohio facilities
- MRR: $7,200-$9,600
- 5-7% Ohio market penetration

Month 11-12: Consolidation & Year 2 Planning
- Optimize Ohio operations
- Consider hiring sales rep
- Prepare for Midwest expansion (Michigan, Indiana)
- Potential fundraising ($250K-$500K seed)

Conclusion

This checklist provides a **clear, actionable roadmap** for launching CareLink AI in Cleveland and expanding to Ohio within 6 months.

Key Principles:
1. ✅ **Start small** (Cleveland) to validate
2. ✅ **Move fast** (Week 5-8 beta blitz)
3. ✅ **Build relationships** (in-person visits, OALA)
4. ✅ **Create content** (24 Cleveland posts = SEO dominance)
5. ✅ **Scale systematically** (Cleveland → Ohio → Midwest)

Next Steps:
1. Print or save this checklist
2. Set up project management tool (Trello/Asana)
3. Start Week 1 tasks immediately
4. Review progress weekly
5. Adjust plan as needed (be flexible!)

Document Version: 1.0
Last Updated: February 2, 2026
Owner: [Your Name]
Next Review: Weekly during execution

Quick Reference: Week-by-Week Summary

Week	Focus	Key Tasks	Goal
1	Research & Setup	Build database, GMB, OALA	Foundation
2	Content	Landing pages, first 4 blog posts	SEO ready
3	Networking	OALA, WRAAA, publish content	Partnerships
4	Prep	Pitch deck, outreach materials	Sales ready
5	Launch	Email 30, visit 5-8 facilities	3-5 sign-ups
6	Blitz	Demos, email 30 more, visit 5-8	6-10 total
7	Hospitals	Discharge planners, testimonials	10-12 total
8	Convert	Push beta → paid, complete 24 posts	15 total, 6-10 paid
9-10	Expand	OALA event, more outreach	18-22 total
11-12	Multi-sided	Caregivers, providers, families	20-25 total
13-14	Press	Media outreach, brand building	Press coverage
15-16	Optimize	Analytics, Ohio prep	20-30 total
17-18	Consolidate	Max Cleveland penetration	30 Cleveland
19-20	Columbus	Launch Columbus	5-10 Columbus
21-22	Cincinnati	Launch Cincinnati	5-10 Cincinnati
23-24	Review	6-month metrics, Year 1 plan	50-80 Ohio total

Total Time Investment (Weeks 1-8): 80-120 hours (10-15 hours/week)
Total Time Investment (Weeks 1-24): 250-350 hours (~10-15 hours/week average)

🚀 **Ready to launch? Start with Week 1, Task 1: Build Cleveland facility database!**