

Ultimate Small Business Launch Checklist Pack

Your step-by-step guide to
launching a profitable online business

Created by **Sendry.store**

Pre-Launch Checklist

- Define your business idea clearly
- Research your target market & competitors
- Decide on pricing & product/Service offer
- Register domain & set up business email
- Create branding: logo, colors, fonts
- Set up social media accounts Instagram, TikTok, LinkedIn, etc.
- Plan your business name & tagline
- Write your business mission & vision statements
- Identify your unique selling proposition (USP)

Website / Store Setup Checklist

- Buy domain (e.g. Sendry.store)
- Set up website / landing page
- Add product or service pages
- Add "Buy Now" or payment buttons
- Test checkout & payment process
- Set up shipping or digital delivery
- Write privacy policy, terms & conditions
- Optimize website for mobile devices
- Add contact page & FAQ

Marketing & Launch Checklist

- Create 3–5 social media posts for launch week
- Plan email marketing sequence
- Add up lead capture forms
- Create a launch announcement video
- Collaborate with influencers/partners
- Schedule social media posts
- Prepare launch promotions or discount codes
- Monitor hashtags & engagement
- Track pre-launch signups or interest

Post-Launch Checklist

- Monitor sales & traffic analytics daily
- Respond to customer inquiries promptly
- Collect reviews & testimonials
- Work on product development
- Adjust marketing based on performance
- Plan next product or service launch

Prepare Launch Promotions

- Monitor hashtags & engagement
- Track pre-launch signups or interest

Bonus Checklists

Daily Productivity Checklist

- Review daily goals
- Check emails & respond
- Create social media content
- Work on product development
- Track daily sales



Content Creation Checklist

- Brainstorm content ideas
- Write captions / scripts
- Design graphics or videos
- Schedule posts

