

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)

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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

