LEGACY LAUNCH LAB

The Legacy Startup Checklist

A 24-step guide for first-time entrepreneurs, from idea to your first paying customer.

Clarify the Idea

- ■ Write your business idea in one clear sentence.
- ■ Identify the specific problem your business solves.
- ■ Define your ideal customer, be specific about who they are.
- ■ Research 3 to 5 competitors and note what makes you different.

Build the Foundation

- ■ Choose your business name and confirm the domain is available.
- ■ Decide on your business structure (LLC, sole proprietor, or 501(c)(3)).
- ■ File your LLC or entity paperwork with your state.
- ■ Apply for your EIN through the IRS (this is free).
- ■ Open a dedicated business bank account.
- ■ Set up basic bookkeeping from day one.

Shape the Offer

- ■ Define your core offer, what you sell and to whom.
- ■ Set your pricing with confidence, not fear.
- ■ Draft your terms, refund policy, and client agreement.
- ■ Choose the payment platform you will use to get paid.

Brand and Presence

- ■ Choose a simple, memorable color palette and font pair.
- ■ Create a basic logo or wordmark.
- ■ Set up your business email (name@yourbusiness.com).
- ■ Build a one-page website with a clear call to action.
- ■ Create your Instagram, TikTok, and Facebook business profiles.

Launch

- ■ Write your launch announcement.
- ■ Line up 5 people who will support and share on launch day.
- ■ Publish your offer and open the doors.
- ■ Follow up personally with your first inquiries.
- ■ Deliver an exceptional experience to your first customer.

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Legacy Launch Lab provides business education and startup guidance. We do not provide legal, tax, accounting, or financial advice.