

# 7 Steps to Launch Your Business in 7 Day

A Fast-Track Guide to Turning Your Idea Into Reality

## Getting Started: Your Path to Launch

Welcome to your fast-track guide to launching a business in just seven days! I'm Kyla Bolden, and I've launched multiple successful businesses and helped many of my friends do the same. One of the biggest obstacles I see is overcomplication—people get stuck in planning, refining, and tweaking without ever launching. The goal of this guide is to get you moving quickly, from idea to launch to traction.

Here's a quick look at the steps we'll be following:

1. Ideation & Brainstorming – Get all your ideas down and pick the top three to focus on.
2. What and Why – Clarify the problem you're solving and why it matters.
3. Market Validation – Validate your idea using online tools.
4. Build Your MVP – Create the simplest version of your product or service.
5. Operations Setup – Set up your website, email, and social media.
6. Promote & Tell Everyone – Start building traction through promotion.
7. Commit to Your Growth Tasks – Stay consistent and track your progress.

Now, let's break this process down over the next seven days. Each day will focus on specific tasks to help you move forward efficiently. Here's your seven-day calendar:

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
<b>Step 1:</b> Ideation & Brainstorming	<b>Step 2:</b> What and Why	<b>Step 3:</b> Market Validation		<b>Step 4:</b> Build Your MVP  <b>Step 5:</b> Operations Setup	<b>Continue Step</b> <b>5</b>	<b>Step 6:</b> Promote  <b>Step 7:</b> Commit to Growth Tasks

**Ready to dive in?** Flip to the next page to begin the 7 steps and start launching your business! Each step will guide you with detailed instructions and space to write down your own ideas and plans.

## Step 1: Ideation & Brainstorming

You probably have a big idea already—that's great! Now, it's time to get all your ideas down on paper. Write everything you want your business to be, no matter how big or small. Then, narrow it down to the top three things you can start with.

### Actionable Steps:

- Brainstorm all ideas for your business.
- Pick three offerings or products that excite you the most and are realistic to start with.

**Example:** If you're opening a healthy snack shop, your brainstorming list might include smoothies, protein bars, juice shots, and sandwiches. But to keep it manageable, you might decide to start with just smoothies, protein bars, and juice shots.

**Your Turn:** Use the space below to list all your ideas. Then, circle the three that you will focus on for your launch.

## Step 2: What and Why

Now, let's clarify what problem your business is solving and why it matters—both to you and your customers.

### What Problem Am I Solving?

Your business should address a real need. Think of it as a “painkiller” that your customers can't live without.

### Why is it Important?

- To You: Your personal connection to the problem will help you stay motivated.
- To Your Customer: Why does your solution matter to them? What pain point are you solving?

Example: If you're launching a fitness apparel brand, you might solve the problem of finding affordable, high-quality workout gear for women. It's important to you because you care about fitness, and it's important to your customer because they need gear that performs well and looks good.

**Your Turn:** Write down the problem you're solving and why it matters, both to you and to your customers.

### Step 3: Market Validation

Before you go too far, make sure there's a market for your idea. Use online tools to check for demand.

#### Actionable Steps:

- Google: Search for similar products or businesses in your area to identify competition and gaps.
- TikTok: Check trending hashtags related to your idea (e.g., #fitnessgear or #smoothierecipes) to see what's popular.
- Reddit: Join relevant subreddits to read discussions and ask questions. Communities like r/Startups or r/HealthyEats can give you raw feedback.
- ChatGPT: Synthesize your research and ask questions like "Is there demand for affordable fitness gear for women?" to get a sense of market needs.

**Example:** If you're considering launching a smoothie delivery service, search for "best smoothie delivery services" and look for reviews, trends, and gaps in the market. Then, check TikTok for smoothie trends and Reddit for conversations about on-the-go healthy eating.

**Your Turn:** Write down any key insights from your market validation research.

## Step 4: Build Your MVP (Minimum Viable Product)

Your MVP is the simplest version of your product or service that you can launch quickly. Don't worry about it being perfect—just make sure it works.

### Actionable Steps:

- Choose one product or service from your brainstorming list to launch first.
- Create the simplest, functional version of that product.

**Example:** For a fitness apparel brand, your MVP might be one core product—like leggings. You could start by creating a few sample designs and offering them for pre-order online with a simple Shopify store.

**Your Turn:** Describe your MVP. What will you offer first, and what does the simplest version look like?

## Step 5: Operations Setup

Now, it's time to make things official. You don't need to overcomplicate this step—just get the essentials in place.

### Actionable Steps:

- Buy your domain: Use GoDaddy or a similar service to secure your website domain.
- Create a website: Use Shopify, Wix, or another platform to build a simple landing page. It can even say “Coming Soon.”
- Set up a business email: Use Google Business for a professional email address.
- Create social media profiles: Secure your business name on platforms like Instagram, TikTok, and Twitter.

**Example:** For your smoothie delivery service, you might buy the domain “smoothiesonthego.com” and create a landing page where people can sign up for your email list.

**Your Turn:** Write down your domain name, website setup tasks, and the social media profiles you need to create.

## Step 6: Promote & Tell Everyone

Now that you're set up, it's time to tell the world. Focus on gaining traction first, not sales.

### Actionable Steps:

- Publicly promote: Post about your business on social media, and share it with your network.
- Private outreach: Message or email people in your network, letting them know you've launched.
- Traction: In the beginning, traction could look like followers, email sign-ups, or engagement.

**Example:** If you're launching a clothing brand, post sneak peeks of your designs on Instagram and reach out to friends to follow your page and sign up for updates.

**Your Turn:** List ways you'll promote your business, both publicly and privately.

## Step 7: Commit to Your Growth Tasks

Consistency is key. Focus on daily growth tasks that help build awareness and engagement.

### Actionable Steps:

- Public Promotion: Post on social media at least once a day.
- Private Networking: Reach out to 10 people daily about your business.
- Focus Work: Dedicate 2 hours every day to deep work on your business, such as product development, researching suppliers, refining your business plan, or working on your marketing strategy.
- Traction List: Track your growth—followers, email subscribers, and engagement.

**Example:** For your smoothie delivery service, your traction list could track how many new followers, email sign-ups, and customer inquiries you get each day.

### Weekly Growth Task Tracker Example

Track your daily tasks in four key areas: Public Promotion, Private Networking, Focus Work, and Traction Building. The following example is for a product-based business.

Day	Public Promotion	Private Networking	Focus Work (2 hrs)	Traction (followers, email list, etc.)
Sun	Recapped the week on LinkedIn	Connected with 5 professionals	Updated social media strategy	+5 new followers, 4 email sign-ups
Mon	Posted on Instagram & TikTok	Emailed 10 potential customers	Finalized vendor list	+5 new Instagram followers, 3 email sign-ups
Tue	Shared blog post on LinkedIn	Messaged 5 industry contacts	Worked on product mock-ups	+3 Instagram followers, 2 email sign-ups
Wed	Posted TikTok reel + IG story	Followed up with 5 people	Researched suppliers	+7 Instagram followers, 5 email sign-ups
Thu	Announced launch on Facebook	Sent DMs to 10 potential clients	Reviewed website content	+4 new Instagram followers, 2 inquiries
Fri	Shared customer testimonials on IG	Sent email campaign to subscribers	Finalized product pricing	+8 email sign-ups, 2 pre-orders
Sat	Posted sneak peek on Instagram	Reached out to 5 influencers	Refined marketing strategy	+6 new followers, 3 customer inquiries



**Your Turn:** Outline your daily growth tasks and set specific goals for each action.

Topic	Daily/Weekly Goal
Public Promotion (social media post per day)	
Private Networking (# of contacts to reach out)	
Focus Work (# of hours per day)	
Traction List (ie: email list of followers)	

Then, create a traction tracker like the one on the previous page. My suggestion is to set it up in Excel, where you can easily track and monitor your progress over time.

## Make the Commitment

Now that you've outlined your growth tasks and set your goals, it's time to make a commitment. Promise yourself that for the next **four weeks**, you will stay consistent with your daily and weekly tasks. This commitment will be the key to building momentum and seeing real progress in your business.

**Sign below to make the commitment to yourself:**

I commit to following my daily growth tasks and tracking my progress for the next four weeks:

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Keep up with Beyond Bold**

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