



The Ultimate *Business Launch* Checklist

Starting a business doesn't need to be overwhelming! Use this guide to check off every box and get your business ready to launch today.

The Ultimate Business Launch Checklist



Write a business plan

- ☐ Executive summary
- ☐ Business description
- ☐ Market research & competitor analysis
- ☐ Financial projections
- ☐ Business structure & operating plan
- ☐ Goals, objectives, & KPIs



Estimate startup costs

- ☐ Create a startup budget
 - ☐ One-time startup costs
 - ☐ Overhead costs (office rent, utilities, etc.)
 - ☐ Labor costs
- ☐ Create a dedicated startup savings account
- ☐ Research available grants, startup services, & other resources



Register your business

- ☐ Choose a structure (sole proprietorship, LLC, S-Corp, or C-Corp)
- ☐ Choose a business name
 - ☐ Claim a domain name
 - ☐ Claim relevant social media handles
- ☐ Register your business
 - ☐ Check state & local registration requirements
 - ☐ Register trademarks



Open accounts & obtain permits

- ☐ Open a Business bank account
- ☐ Obtain an Employer Identification Number
- ☐ Get licenses & permits
 - ☐ Check local business licensing requirements
 - ☐ Obtain industry-specific permits (e.g. building permits, OSHA certifications, etc.)
 - ☐ Obtain a Sales Tax Permit, if necessary



Create a financial accounting system

- ☐ Hire a bookkeeper/accountant
- OR*
- ☐ Set up essential bookkeeping documents
 - ☐ Income statement
 - ☐ Balance sheet
 - ☐ Cash flow statement
 - ☐ Bills & invoices
 - ☐ Expense tracking
- ☐ Purchase accounting software (optional)
- ☐ Estimate your tax liability



Create a management system

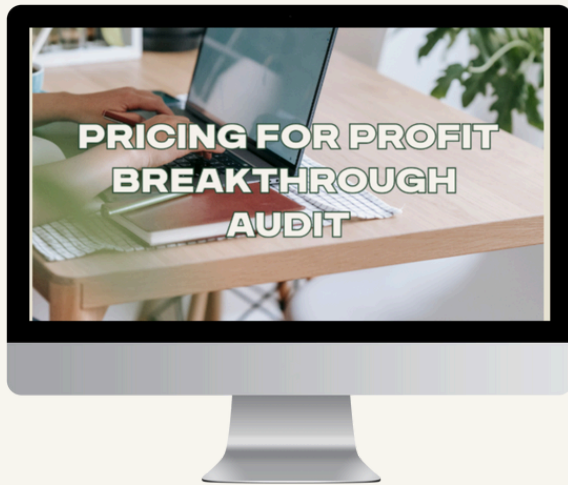
- ☐ Create an organizational chart
- ☐ Purchase project management software
- OR*
- ☐ Set up essential management tools
 - ☐ Calendar & scheduling system
 - ☐ Budget tracker
 - ☐ Team management system
 - ☐ Short- & long-term goals and timelines
 - ☐ Choose & track KPIs



Launch branding & marketing

- ☐ Determine brand guidelines
 - ☐ Design or commission a logo
 - ☐ Select a color palette
- ☐ Create a website
 - ☐ About Us page
 - ☐ Contact information
 - ☐ Site menu/navigation bar
 - ☐ Core services & pricing
 - ☐ Online ordering
 - ☐ Customer testimonials
 - ☐ Company blog
- ☐ Set up relevant social media accounts
- ☐ Print business cards

Next Steps...



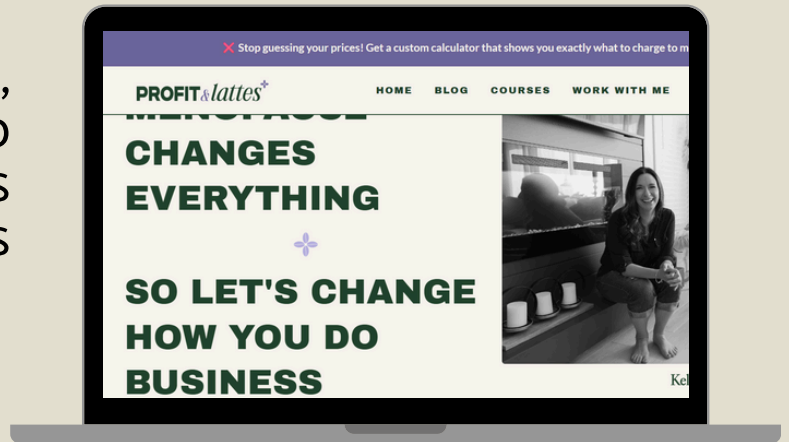
Pricing for Profit Breakthrough
Wish you had a pricing formula that actually made sense? Now you do. Use this calculator to set your rates without second-guessing.

[Apply Now](#)

Courses & Free Resources

Grab the tools, templates, and training you need to stop spinning your wheels and start building a business that actually works for you.

[Visit the Website](#)



Work with Me Privately

Whether it's your finances, your calendar, or your cortisol levels, I'm here to help you make sense of it all and build something sustainable on the other side.



[Apply Now](#)

What They are Saying

“I immediately felt a connection with Kelly during our first coaching session. She is authentic and makes you feel comfortable opening up to her. She creates a safe space that is free from judgement. What I like most about working with Kelly, is how unapologetically human she is. I never feel like there is a hierarchy in the coaching relationship. She is true to who she is, nothing feels scripted or mundane. I look forward to continuing my sessions with Kelly, and as a woman entering menopause, I am excited about her menopause coaching!”

Mackenzie, Coaching Client



“Kelly’s guidance has been a true game-changer.

She’s helped me gain clarity and control over my finances, establish a solid budget and payment schedule, and even start paying myself consistently! We’ve also been strategically refining my pricing and laying the groundwork for future expansion. But beyond the financial support, Kelly provides invaluable emotional guidance too. As a female entrepreneur in my early 40s, Kelly has been a grounding force, reminding me that I’m not alone. It’s been an incredibly positive experience.”

Chantelle, Business Owner

“Working with Kelly has been nothing short of inspirational.

She shows true empathy when dealing with her clients and asked me the right questions to allow me to truly process where I was emotionally during our calls. She provided a safe space for me to release some of the stress I have been dealing with in my life. I highly recommend using Kelly as a coach both personally and professionally.”

Nichole, Coaching Client



A note from me:

I built this business during menopause while working full-time and wondering if I was losing my mind. I navigated my way through the business chaos and hormonal hurricane and came out the other side determined to help other women do the same. Because burnout is not a business strategy. And success shouldn’t come at the cost of your sanity. Let’s figure this out together.

Kelly, “The Menopausal Entrepreneur”, Founder, Profit & Lattes

