

Start-up Checklist

A practical sequence from sound foundations to sustainable growth.

01 Business Foundations

- ☐ Business name
- ☐ ABN registration
- ☐ Business structure
- ☐ GST Registration
- ☐ Business bank account
- ☐ Insurance
- ☐ Licences & permits
- ☐ Record-keeping system

02 Brand & Identity

- ☐ Logo
- ☐ Brand colours
- ☐ Typography
- ☐ Business story
- ☐ Mission & values
- ☐ Tagline
- ☐ Professional email

03 Digital Presence

- ☐ Website
- ☐ Domain
- ☐ Hosting
- ☐ Google Business Profile
- ☐ Social media setup
- ☐ Chatbot

04 Marketing

- ☐ Print
- ☐ Paid ads
- ☐ Email & SMS marketing
- ☐ Target audience
- ☐ Pricing
- ☐ SEO basics
- ☐ Analytics
- ☐ Create offers
- ☐ Marketing plan
- ☐ Lead capture
- ☐ Referral system

05 Legal & Compliance

- ☐ Contracts
- ☐ Terms & conditions
- ☐ Privacy policy
- ☐ Workplace safety
- ☐ Staff onboarding
- ☐ Payroll

06 Growth & Scaling

- ☐ Ongoing SEO
- ☐ Monthly content
- ☐ Email sequences
- ☐ Retargeting ads
- ☐ Partnerships

07 Operations & Systems

- ☐ CRM
- ☐ Booking system
- ☐ Accounting software
- ☐ Payment gateway
- ☐ Customer service workflow
- ☐ Policies

08 Product & Service

- ☐ Product photos
- ☐ Descriptions
- ☐ Shipping setup
- ☐ Returns policy
- ☐ Packaging
- ☐ Supplier agreements

LET'S MOVE FORWARD TOGETHER

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not just a consultant**

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