



A
HER HECTIC LIFE
PREMIUM BRANDING TOOL

12 Step Business Launch Checklist

Mompreneur is a term created to describe a multi-tasking mother who balances both the stresses of running a home-based business as a focused entrepreneur, as well as the time-consuming (never ending) duties and demands of motherhood simultaneously. With more and more millennials striving to obtain work-life balance and with technology streamlining ways to work from home or even on the go, it isn't surprising at all that there has been a surge of woman creating their own lanes for business ventures and opportunities to collect their coin! In fact, according to The Center for Women's Business Research, the number of women entrepreneurs has grown more than 40 percent over the past decade. If you've been thinking about becoming a mompreneur then, now is the time. Here is a checklist for getting started!

1. Get CLEAR About Your Vision

Get clear on exactly what your business goals are. Your goals should be specific and quantitative. Focus on one type of product/service at a time. Even if you have a ton of ideas and they're all brilliant, be mindful of being #TeamTooMuch. You cannot effectively launch a natural skin care line, a cupcake business, a maid service and become a Pampered Chef rep simultaneously. You should also accept early on that this WILL at times be a draining and frustrating process that WILL require sacrifice and hard work, but when you begin to see the payoffs it will be so worth it, trust me!

2. Create a Name

I'm not gonna lie. Deciding on a name is probably one of the most stressful parts of starting a business. It will be your potential customer's first inclination of what you're all about. While you should be creative when choosing a name for your business, it would also behoove you to pick something that is easy to pronounce, easy to spell and of course easy to remember! Your name should easily convey what your business is about. If you think you will find yourself having to explain the meaning behind it, then that's not the name for you. You will also want to do a web search to see if anyone is already using that name. Check whether the domain name, gmail and social media handles are available.

3. Decide On Contact Info

How will your customers contact you? What will be their primary ways of communication with you? Email is almost a no-brainer, but will you have your customers call you on your personal phone or will you be acquiring a separate phone number? Some entrepreneurs don't mind if their clients reach them by text, while others do. It's entirely up to you. You will want to have your contact information prominently displayed on business cards and in your public bios. Keep this in mind when deciding.

4. Craft Elevator Pitch

The purpose behind your business should be easily explainable. Let's face it, people's attention spans are short. So your elevator pitch should be too. Succinct, yet persuasive. When pitching your business you want to spark interest within the first 20-30 seconds, about the amount of time the average elevator ride is. You should be able to summarize who you are, the purpose of your business and why this potential client cannot live without your product or service.

Once you have created your pitch, practice it! First impressions can make or break you, so the last thing you want is to be stumbling over your words when telling others about your own business! You want to sound knowledgeable and confident.

5. Identify Your Ideal Client

You can't create an effective marketing strategy if you have no idea who you're marketing to! Marketing to people who have no interest in, or have no need for your product or service is pointless. It does your bottom line no good. You have to *clearly define* your client base so that you can *intentionally target* your client base. Your target client will be your company's primary source of business. A client base is comprised of a company's current customers who are paying for the products or services, as well as potential customers with a high likelihood of becoming paying customers. Your perfect client profile is based on things like age, location, gender, etc. and can change over time. Once you identify your client base focus on them. Serve them. You will also use your ideal client profile for developing new products and for advertising and marketing purposes.

6. Obtain Business License and EIN

Virtually every business needs some form of license or permit to operate legally. In order to make your business legit you must obtain a business license. Once you have this you can now hold bank accounts, obtain property and pay taxes as a business. Because licenses vary based on the type of business you have and by which state you operate in, it is important for you to research. You can start your search on the US Small Business Administration (SBA)'s website. Ultimately you will have to contact your city or county's Commissioner of Revenue or Department of Finance.

If you plan to hire employees, you will also need an Employer Identification Number or EIN (also called a taxpayer identification number). You will be responsible for withholding payroll taxes. If you don't hire employees, you can just use your social security number as your EIN come tax time. But to obtain business accounts at places like restaurant supply companies and wholesale stores, they will look for you to have one.

7. Create Logo

A logo is a design or mark that helps to unify your brand. It is the visual basis of your company's identity, so it needs to be consistent with your brand's style and tone. It not only tells people the name of your company, but it tells them the energy of your company as well. Having a well designed logo builds trust and gives your brand credibility. Lets be honest...if your logo looks like it was slapped together in Microsoft Word, what impression do you think potential customer will get about your business as a whole?

8. Buy Your Domain Name

You can save money by using 'edit yourself' platforms for your website such as Wordpress or Square Space, but for the love of all things good, spring for the domain name! Even if that mean your hosting site charges you a \$5 or \$10 a month premium to use it, its worth it. Treat your business like a business and not a hobby.

9. Start An Email List

Having an audience reach on social media platforms is great, in fact it is encouraged! But it doesn't even garner half of the conversion rate as growing your email list does. Your email list is going to be your lifeline in converting sales. It's literally full of all the people who've chosen to be a part of your business' community. And the best advantage is that you own your list!! Think about it, if Instagram goes bankrupt tomorrow (or starts to charge people to use it, or becomes SO 2017 and people stop flocking to it) then how are you going to continue to reach (promote to) those 80K followers that you cultivated? Growing your email list is necessary.

10. Get Social

Connect with other mompreneurs. You will want to seek out networking opportunities that will expose your business to new audiences and new possibilities for growth. This goes without saying. But establishing relationships with other mamas who are also building a business will be clutch. You will find a source of encouragement and inspiration that is not quite matched by anything else. When you cultivate a community of women who value camaraderie, you will all shine!

11. Choose a Payment System

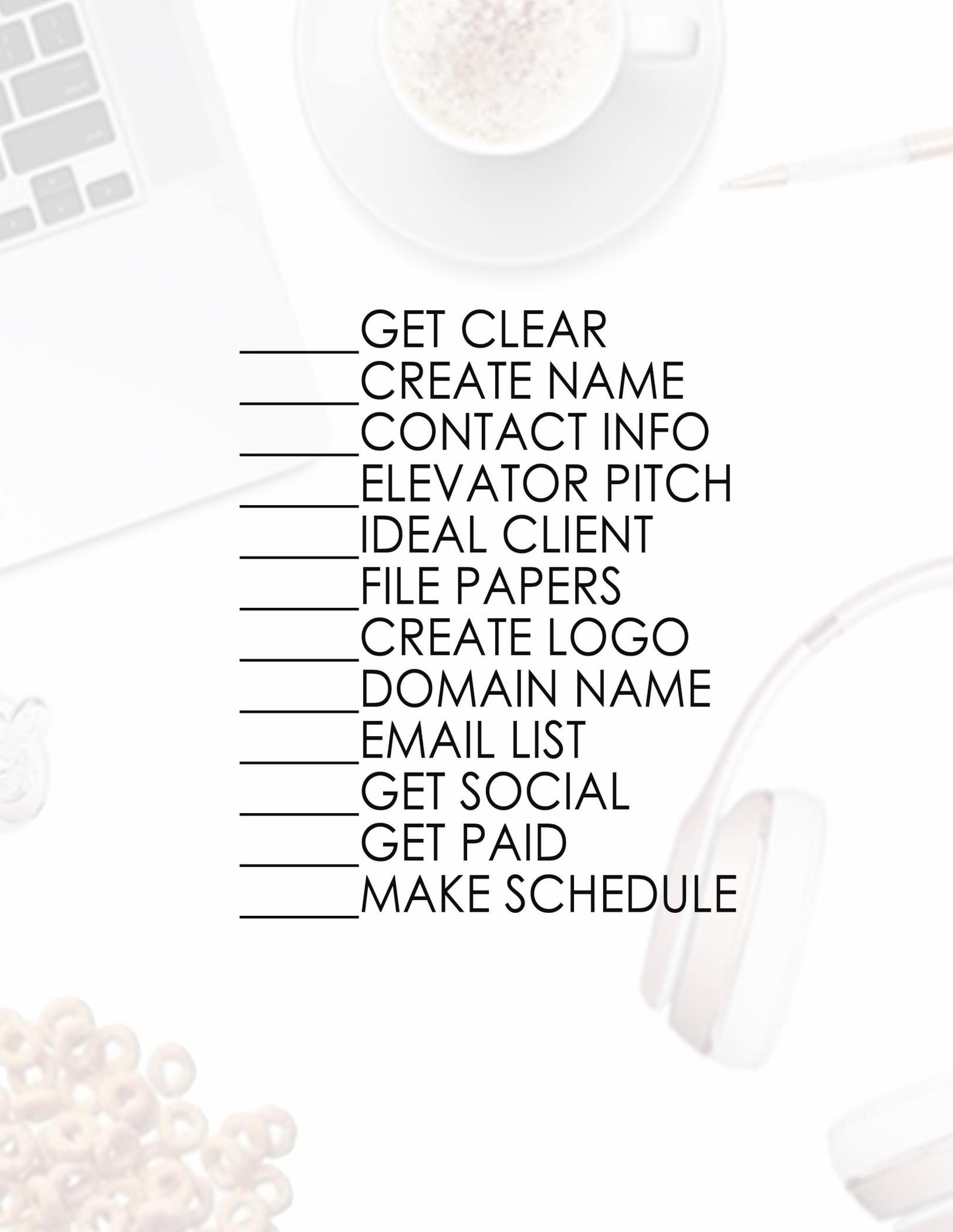
So, you've named your business, found your first ideal client, now its time to collect coins. Paypal, Venmo, Square and Stripe are the most popular. Investigate which payment system best aligns with your company. Most interfaces require no monthly service charges but instead make their money of of processing fees.

12. Put Yourself on a Schedule

At least at first. Building your brand will require time and discipline. Try to give your budding business the best part of your day. If you know you are more of an early bird than a night owl (especially if you still work a 9 to 5) then set your alarm for 45 minutes earlier and only work on your business during that time. If you think you're going to leave your business tasks for "when you find time", then you might as well throw in the towel now. If you've ever had the discipline to wake up and go to work for someone else then surely you can commit to scheduling time for *your* passion and purpose.

BONUS!! Be Easy On Yourself

Allow yourself some breathing room when it comes to your budget, time line and schedule. Most importantly, be forgiving with yourself. Don't be too hard on yourself during this developmental stage of your business. Things manifest based on the attention you give it, so commit to striving for progress and not perfection and your business is sure to grow! If you only focus on the turbulence, then you'll miss the fact that you're FLYING!!

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- A top-down view of a desk with various items: a laptop keyboard on the left, a cup of coffee on a saucer at the top center, a pen on the right, a pair of headphones on the right side, and a pile of cereal at the bottom left.
- _____ GET CLEAR
 - _____ CREATE NAME
 - _____ CONTACT INFO
 - _____ ELEVATOR PITCH
 - _____ IDEAL CLIENT
 - _____ FILE PAPERS
 - _____ CREATE LOGO
 - _____ DOMAIN NAME
 - _____ EMAIL LIST
 - _____ GET SOCIAL
 - _____ GET PAID
 - _____ MAKE SCHEDULE