

# Bossy Babe

# LAUNCH CHECKLIST



MY BOSSY LIFE

[www.mybossylife.com](http://www.mybossylife.com)

# MY BOSSY LIFE

*Beauty, Business & Boss Style*

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# HEY BOSS BABE!

Do you have a business idea that you would love to start? A passion you would like to turn into profit? Are you planning to launch your dream business soon? If so, you are in the right place! Having the desire to pursue your business idea is just the start of your successful future. There are many more steps involved in starting your business. From brainstorming ideas to the actual launch date of your business, the life of a boss babe can get pretty hectic! So, I've created the *Bossy Babe Launch Checklist* to keep you on track. This list contains the essential and necessary steps that will help you flawlessly launch your business venture! Remember, you CAN do this!

LAY THE FOUNDATION	✓
All businesses solve problems! Think of a problem and create a solution.	
Research your desired business venture and target market.	
Design and develop a product or service.	
Create a business plan, business model, or canvas.	
Decide on a name for your business.	
Protect your “Assets”! (trademarks, copyrights, domain names, social media handles, etc.)	
SECURE THE FUNDS	✓
Choose your funding type (debt, equity, and/or investors).	
Create a budget that includes start-up costs, reoccurring expenses, and sale/profit goals.	
Secure the Funds! This may mean creating a “yes worthy” pitch.	

<b>BUILD YOUR EMPIRE</b>		✓
Select your business structure. (Non-profit, LLC, Partnership, Corporation...)		
Make it official by licensing your business. (Register with the Government to get EIN, permits, and licenses needed)		
Choose your support team carefully! (Mentors, Business bank accounts, insurance, lawyers, accountants, employees, MBL Bossy Babe Pod)		
Establish your Brand. (personality, logo, company profile)		
Test product vendors, order samples, practice service offerings.		
Decide of product/service lists, prices, packaging, shipping methods and prices.		
Order inventory or arrange drop shipping with vendor.		
<b>MARKET LIKE A BOSS</b>		✓
Create a marketing and advertising strategy. You may have to experiment with different tactics to see what is successful.		
Book a photoshoot with a professional photographer.		
Select website host: Shopify, WordPress, Wix, etc.		
Create website, marketing collateral, graphics, and etc., with a professional graphic designer.		
Create a Sales Funnel.		
Prepare for your launch day by the use of press releases, marketing and advertising, social media, community events, launch parties and etc.		

Need help? Stuck on any one of these steps? Visit [www.mybossylife.com](http://www.mybossylife.com) to schedule a consultation or purchase any My Bossy Life E-Book today!

# LIVING MY BOSSY LIFE



MY BOSSY LIFE

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