



12 Steps to Launching a Blessed-Based Business



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Year One/ Spiral One

Step	Week by Week	June Launch Due Dates
1) Making Your Company Real	<ol style="list-style-type: none"> 1. Basic search - is it taken? - Sept 9th 2. Logos - Sept 16th 3. Lawyers - Sept 9th 4. Do-it-yourself - Sept 9th 	September
2) Set Up Your Online Presence	<ol style="list-style-type: none"> 1. Get a web domain (Google, other) 2. Get a zoho one account. - all 3. Set up your e-mail. - today 4. Set up your web site. - Sept 3rd 	October
3) Build your Online Presence	<ol style="list-style-type: none"> 1. Facebook - all 2. Instagram - September 3. Snapchat/ Linked In? - 16th 4. Pinterest 	November
4) Find Your Spirals	<ol style="list-style-type: none"> 1. Set up your landing page. - Oct 7th 2. Survey One - Goal who are your customers. Oct 14th 3. Survey Two - what do they want? Oct 21st 4. Product creation based upon survey results. - Oct 28th 	December
5) Business Plan	<ol style="list-style-type: none"> 1. Finding your ideal customers. - all 2. Know your competition. Sept 3. Know what makes you stand out/ Create Your Brand - 23rd 4. Business Plan - Buy One/ Complete with/for customers only. 	January
6) Roles and Responsibilities	<ol style="list-style-type: none"> 1. CEO - You! - all 2. Others - PDF - Sept 30th 3. Finance/ Accountant 4. Finance plan 	February
7) Funnels	<ol style="list-style-type: none"> 1. What is a funnel - brainstorm and develop yours. - fill your your calendar (6-10) Nov 4th 2. How to Create a PDF Nov 11th 3. Why you need a script - Nov 18th 4. The Power of Storytelling in Your Script. - Nov 25th 	March

8) Funnels Cont...	<ol style="list-style-type: none"> 1. Funnel 1/ Script 1 - Know Your why Dec 2nd 2. Funnel 2/ Script 2 - Time Savings - - Dec 9th 3. Funnel 3/Script 3 - Money Savings - Dec 16th 4. Funnel 4/Script 4 - Free Lesson and Landing page - Dec 30th <p>Bonus:</p> <ol style="list-style-type: none"> 5. Links to learn how to shoot and edit videos - January 2nd 6. Getting ready to speak on video - be prepared and set the stage. - January 3rd 7. Speaking on film - confidence, eye contact, and gestures - January 4th. 8. Editing your film and posting them on social media - January 5th 	April
9) Plan Your Launch	<ol style="list-style-type: none"> 1. Fill out your calendar January 6th 2. Choose your platform (live vs. webinar) - Jan 13th 3. Advertising you launch/ Get the word out - Facebook ads, and other social media. - Jan 20th 4. Set your launching budget January 27th 	May
10) Launching	<ol style="list-style-type: none"> 1. Set up our finance collection - bank account and pay pal - February 3rd 2. Daily Habits and time management - February 10th 3. Launch - February 17 <ol style="list-style-type: none"> a. Week 1 - the free PDF - b. Week 2 - video 1 - c. Week 3 - video 2 d. Week 4 - the sell 	June
11) Actually providing the service/product.	<p>Depending on how many steps your service has, depends upon how many weeks this cycle will take. 4 = 1 month, 6 = 1.5 months, 10 - 2 ½ months.</p> <ol style="list-style-type: none"> 1. Devising a plan for your lessons - March 3rd. 2. Writing scripts and filming/planning webinar lessons - March 10th 3. Communication Skills and Upset Customers - March 17th 4. Actually launching your business/providing service. March 24th 	July
12) reflect and revise	<ol style="list-style-type: none"> 1. Prediction vs. reality - gathering the numbers. - April 7th 2. Planning for an annual meeting/ celebration! - April 14th 3. Monthly meetings. April 21st 4. Revising spiral 1 materials, take on spiral 2 and/or two launches per year? April 28th 	August

	May Bonus: Skills of Highly Successful People & Inspired Vision/Inspired Life	
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