

THE ESSENTIAL ENTREPRENEUR CHECKLIST

“10 must-haves to start smart and grow strong”

Starting a business is tough. That's why we built this checklist: so you stop guessing and start building with clarity

Build your Brand.



The Essential Entrepreneur Checklist ✓

Define your brand story

Write down your mission, values, and what makes you different.

Secure your name online

Reserve your domain + social handles before you launch.

Set up your visual identity

Choose 2-3 brand colors, 2 fonts, and a simple logo you can use everywhere..

Build your starter website

A simple one-page or landing page is enough to begin.

Activate payment tools

Set up Stripe, PayPal, or another secure method to accept payments easily.

Create your first lead magnet

Offer a freebie (guide, checklist, quiz) to start growing your email list.

Organize your content system

Pick 1-2 platforms (Instagram, TikTok, newsletter) and commit to them.

Set your pricing basics

Decide your first offers and pricing tiers, clarity beats hesitation.

Handle the essentials

Register your business (if needed) and keep a simple system for invoices & taxes.

Stay in learning mode

Pick one skill or tool to upgrade each month (design, copy, digital ads, AI...).

Build your Brand.



YOUR BRAND
STARTS HERE.

Check the essentials.

Discover exclusive resources
inside The Digital Edit.

*100% free access - Strategies, tools &
templates to grow smarter.*

EXPLORE NOW

Follow the brand stories on
Instagram

[@larevue.ai](#)

Fresh news, brand decoding & creative
insights. Daily.

JOIN US