# The Expert Expert™

## Presents

# The Elements, Tools, And Resources Every Business MUST Have As Part Of Their Business To Become Message-Ready, Market-Ready, & Media-Ready

©2026 Expert's Resource Group

# Thank You...

…for requesting the Business Quickstart Checklist. This is designed to give you an overview and checklist of the most important elements, tools, and resources that every business today needs to operate properly.

Use this as a guide not just to learn what your business really should have in place before going to market, but everything you need to have your business Message-Ready, Market-Ready, and Media-Ready. Along with each item on the checklist is a quick overview description to give you a better understanding of each element.

In reality, these are a must for any business.

These should be helpful whether you are trying to do this yourself or if you are interested in one of my programs, training, coaching or consulting.

These are especially crucial if you are just starting your business, but this is also for those already established that may have missing components to their business and operations.

Having each of these things created and in place will allow your business to more quickly and with confidence knowing that you have the tools necessary as the need for them arises.

These are the things you need to properly market n promote your business, or be art of joint Ventures (TVs) with other partners and business interested in working with you, to have for any interest in speaking opportunities, and to know that you have in place in the event the media (TV, radio, podcasts, newspapers, magazines, etc.) contact your for an interview.

**©2026 Expert's Resource Group**

# The Business Quickstart Checklist

Business is all about Clarity, Confidence, and Consistency. Having all of the elements on this checklist will give you the confidence to know you are ready for all types of business situations, with the knowledge that can properly speak about or present your services to prospects, and allow you to benefit from the consistency of generating regular leads repeatedly as needed.

The benefits to having these things in your business may not even be truly realized to you at this point, but trust me, when they are requested or needed, you will be proud and professional to know that you have these firmly in place for your business.

**©2026 Expert's Resource Group**

**Create Your Foundational Process**

- ❑ Make The Foundational Determinations, Decisions, & Choices Of Your Business
- ❑ Determine Your Topic
- ❑ Get Clarity On Your Message
- ❑ Determine Your Ideal Target Audience
- ❑ What Is The Transformation, Outcome, or Result You Are Providing

- ❑ What Is The Name Of Your Business, Program, Or Offering?

- ❑ Create Your Elevator Description
- ❑ Create Your Elevator Pitch
- ❑ Determine Your Initial Business Model
- ❑ Create Your Marketing And Promotional Plan
- ❑ Create Your Business Plan/Framework/Roadmap

**Promotional Materials**

- ❑ Create Your Lead Magnet
- ❑ Create Your Bio
- ❑ Create Your Business/Program One-Sheet
- ❑ Create Your Landing Page
- ❑ Photos/Headshot
- ❑ Demo Video

**Additional Tools**

- ❑ Speaker's Introduction
- ❑ Networking Introduction
- ❑ Create Your Media Message

**©2026 Expert's Resource Group**

**Create Your Foundation**

One of the most important steps in the creation and beginning of your business is setting up the proper Foundation from which your entire business will be built upon. The foundation is what supports your entire business and everything, all components, needed within it.

The Foundational process is simply answering a series of questions and topics specifically about your current thoughts, approach, situation, and vision.

It allows you to make the decisions and choices to create the business that is best for you, your time, effort, vision, and lifestyle. The answers to these decisions will be the basis for everything that happens within your business and will be the sole thing that best sets you up to succeed.

I can not tell you how many people attempt to start a business without this Foundational step in place first. Either they do not understand the importance of doing this, or they just don't realize its significance in the process and operation of your business.

Those that do not do this step, whether intentionally or simply not aware of the reason and importance for this, will eventually have to come back at some point and do this, which essentially means having to start over and do it the right way.

So my first tip of professional business advice…

**Do Things Right The First Time!**
This puts you in the best position and the fastest track to success, while preventing setbacks, obstacles, and roadblocks that will prevent forward progress and will almost always stall or stunt your development and progress.

Take The Time To Do It Right The First Time!

**©2026 Expert's Resource Group**

Your decisions, choices, and answers to these Foundational questions will also dictate how you will proceed. I get entrepreneurs all the time that come to me and ask things such as "What types of marketing should I do?" or "What type of marketing is best for my business?" Or "Who should I be targeting?"

When you implement the Foundational choices, decisions, and answers properly, most of these types of questions will already be answered for you giving you more of a clear vision of what is best, most beneficial, and appropriate for your business.

The Foundational process is not very complicated. It is just a series of things that you should determine up front which will create a clearer path for you to follow as you proceed forward, and let me tell you, it will prevent a ton of problems, setbacks, and overwhelm as you move forward in your business. I can not stress this enough.

So the first item on the check list is creating the proper Foundation for your business from which everything will be built upon.

Next, are the important steps in determining your Topic or area of specialization, getting clarity on your exact message and your ideal target audience, and determining the outcome that you offer.

I can not stress how important these are. Take the time to do your research to determine these to the best of your ability. These will be used in literally every aspect from this point forward in your business. Do not skip over this or be wishy-washy. These need 100% clarity for both yourself and those you will be serving. You need to know these determinations like the back of your hand.

Now it is time to create the name of your business, program, or offering. This will be the start of your identity, image, branding, and even positioning.

**©2026 Expert's Resource Group**

Again, this is important, as it will be used consistently throughout your business, so this needs to be given great thought. Take this seriously as this name will always be closely associated with you what you offer.

Your Elevator Description will be the most used element in your business next to your business name. In business, you absolutely must know how to speak about your business, and your Elevator Description is what allows you to do this at your best. This is and will be the single most useful tool in your business operations. It will be used everywhere, including in your sales presentation, introductions, networking events, in your promotional information, on your website…literally everywhere. This must-have element must be done right and be very concise to be most effective.

Your Elevator Pitch is different than your Elevator Description. While your Elevator Description introduces who you are and what you do, your Elevator Pitch essentially makes an offer or "pitches" you and your products and/or services. A carefully crafted Elevator Pitch can be a great sales and promotional tool in your business toolkit.

The next three elements are your initial Business Model, your Business Plan and framework, and your Marketing And Promotional Plan. These three components are the heart of your business operations. Choosing the right business model is probably the most important factor in determining your initial success. Most begin with the typical "default" business model, but in reality, there are more options than most are aware of. This can make quite a difference in your business. Formatically, this is creating the business operations of your business.

**©2026 Expert's Resource Group**

Your Business Plan is the framework and blueprint of how everything within your business will work together to create your desired outcome. While many business plans can be overcomplicated and unrealistic, I have found that a much more streamlined Business Plan will work just as well, unless you are looking for investors or business financing, as this type of Business Plan must be very financially specific and created solely for this purpose.

Your Marketing And Promotional Plan is how you will be taking your business to market. It is what will introduce and create interest in you and your business. This is the first key step in creating sales. There are so many different strategies, types of marketing, and promotional aspects available that you must decide which works best for you, your type of business, and the results you desire. This is where you take many of the determinations and decisions you've made earlier in the Foundational level and bring them into determining which types of marketing and promotion will best suit and work with your Business Model and Business Plan.

Next, we get to the section of the Business Tools And Resources you will use in your business.

These will be used in and in conjunction with your Marketing And Promotional Plan and a part of your daily business operations.

First, you must create your biography or Bio. This is not a resumé, but rather an informative introduction to you and your business as it pertains to your target audience. In reality, there are likely several different versions of your Bio, each for different and specific uses.

**©2026 Expert's Resource Group**

# The Business Quickstart Checklist

A Lead Magnet is an important part of your business process for building an audience, generating interest or leads in your business, creating a mailing/emailing list, and for introducing what you do. This is something you offer for free in exchange for them joining your main list or community. The role of your Lead Magnet is crucial for building your audience and community, and introducing what you do to your prospective customers and clients.

Your Landing Page is where interested prospects are directed to sign up for your Lead Magnet. This is where they provide their name, email address (and any other information you are seeking) to sign up for your Lead Magnet.

Your business One-Sheet is one of the most important components of your business. It is a single page that introduces who you are, what you do, your offering(s), while providing social proof, and your Call To Action. Next to your Elevator Description, your One-Sheet is your most universal tool in presenting your business (who you are and what you do) to interested prospects or joint venture business opportunities.

Headshot/Photos are the professional business photos you will need in the operation your business. This allows people to see you, to put a face with a name, and to start to create the image of you and your business. The headshot is the most common and expected type of promotional photo, but also character and lifestyle shots can also help set your tone and tell your story.

Your Demo Video is a short overview video of who you are, what you do, and who you serve (your ideal target audience). This doesn't have to be too complex or complicated, but should be a carefully designed professional representation of you and your business.

**©2026 Expert's Resource Group**

Speaker's Introduction. Speaking is a part of business. If you aren't speaking about your business, you will be out of business. Your Speaker's Introduction is what will be used for any formal speaking opportunities for which you will need to be introduced. This is a concisely created, brief introduction to set the stage and tone for you, your business, and what you are about to present. This projects professionalism while positioning you exactly as you desire and how you want yourself and your business to be seen and accepted.

Your Networking Introduction is very similar to your Speaker's Introduction, but less formal, but yet still very specifically structured. This is to be used when meeting other peers or business professionals for networking or joint venture opportunities. It is a quick overview of who you are and what you do in the way you want to be interpreted. This component is used in so many formal and information introductions and aspects of your business.

Finally, one of the most important tools for you to utilize that many business owners miss out on completely, which is press and media marketing and promotion. When used properly, it can be the most effective type of promotion and marketing, and best of all, it is absolutely free to utilize once you know how to do it. The key to press and media interest is having a distinct and concise Media Message. This is so when the media calls or if you pursue press and media coverage for your business, you will be clear on the message you present to the media and their audiences. I can not tell you how impactful and beneficial this can be to all types and sizes of businesses. Press and media is available to all businesses, you just have to understand how to use this multifaceted, high-profile business tool.

So there you have it…**The Business QuickStart Checklist** broken down into easy to understand, easy to implement business resources that every business should have as part of their business operations. Having these things in your business will prevent overload, arm you with the tools needed to get Message-Ready, Market-Ready, And Media-Ready, and put you on the path to your business success.

**©2026 Expert's Resource Group**

If you would like to learn more about the elements on this checklist or would like professional guidance and assistance as you create these business assets for your business, I do have a professional but informal business training that covers these components and so much more to fastback your business success.

**It's called the 90-Day Business QuickStart Program…**

**©2026 Expert's Resource Group**

**The 90 Day Business Quickstart Program - Get Your Business Message Ready, Market-Ready & Media-Ready** is the ultimate getting-started business program for early-stage entrepreneurs. This is a 90-day program where I take you through every step of creating and starting your business to become market-ready.

This is a sequential learning program that will teach you what you need to know, in the right and sequential order, to prevent overwhelm, with the step-by-step process and systems needed, including all of the tools, templates, and resources required to get you and your business to market in the quickest amount of time.

**12 Week Live Training Event - Full Program Training**
Each week for 12 weeks, you we will have a live online training session where we take you step-by-step through the process. Then, also each week, we will have another full Q&A session where you can ask any questions you may have to get assistance as you are creating each aspect of your business. Replays/Recordings will also be available, which include all components of the course.

So in 90-days you will have everything you need in place to have your business market-ready.

No more false starts, no more Analysis Paralysis.

This is the "I Can Finally Do This Solution" you've been looking for.

There truly is nothing like it.

**The 90 Day Business Quickstart Program - Get Your Business Message Ready, Market-Ready & Media-Ready includes the top 20 things that every business needs to begin properly and become ready for business to best set yourself up for success.**

To learn more, please visit TheExpertExpert.com

**©2026 Expert's Resource Group**

*Thank You!*

**TheExpertExpert.com**