



Utilize Your **Business**

FREE BEGINNER CHECKLIST

15 simple steps to start your **online business**

A clear place to start, even if you have never built a website or tried affiliate marketing.

YOUR FIRST PLAN

1

Pick one idea

Choose who you want to help.

2

Set up one page

Give visitors one clear next step.

3

Keep learning

Share useful tips and improve over time.

Tick the boxes as you go. One small action at a time.



START HERE

You do not need to do everything today.

This is a simple plan, not a race. Pick one step, try it, and then move on.

WHAT YOU NEED

An email address, a place to write notes, and a little time to try each step.

You do not need to buy several tools before getting started.

The four parts of your plan

01 Steps 1-5



Find your direction

Choose a topic, check the idea and pick a tool.

02 Steps 6-8



Set up the basics

Make one page, one free resource and one email.

03 Steps 9-12



Help people find you

Explain your work and share useful content.

04 Steps 13-15



Make a useful recommendation

Build trust, recommend carefully and improve.

Some tools have free plans. A custom domain or paid features can cost money.



PART 1

Find your direction

Start by choosing who you want to help. You can make changes as you learn.

01

Choose who you want to help

☐

Write down one group of people and one problem they want to solve.

For example: New sellers who need a simple website.

02

Check if people want help with it

☐

Search Google, YouTube or Reddit. Write down three questions people ask.

For example: How do I create my first online shop?

03

Pick a simple business name

☐

List three short names. Choose one that is easy to say and remember.

For example: Keep the name clear rather than clever.

04

Choose a web address

☐

You can start on a free website address. Buy your own domain later if needed.

For example: A custom .com address usually costs money.

05

Choose one main tool

☐

Pick a tool that can make a page and collect email sign-ups.

For example: Compare Systeme.io and similar options first.



PART 2

Set up the basics

You only need a few simple pieces to start collecting email subscribers.

06

Make one simple page



Explain who the page is for and what visitors will get. Add one clear button.

For example: [Get my free checklist.](#)

07

Make something useful to give away



Create a short guide, checklist or template that solves one small problem.

For example: [A list of beginner website setup steps.](#)

08

Write a welcome email



Thank new subscribers, send the free resource, and explain what comes next.

For example: [Here is your guide. I send one tip each week.](#)

How the three pieces work together

Your page

Visitors read it

**Email sign-up**

They join your list

**Welcome email**

They get the guide



PART 3

Help people find you

Pick one place to share useful tips. You do not need to be on every app.

09

Explain what you help with

☐

Finish this sentence: I help [people] with [problem].

For example: I help beginners choose simple online tools.

10

Pick one way to share content

☐

Start with one choice: videos, blog posts, or helpful social media posts.

For example: A short video answering one beginner question.

11

Check what people respond to

☐

Look at visits, email sign-ups, replies or link clicks.

For example: Which post brought visitors to your page?

12

Share your page in helpful places

☐

Answer real questions, then mention your resource when it fits.

For example: Put your checklist below a helpful tutorial.

START WITH ONE PLACE

Doing one useful thing every week is better than trying to post everywhere.



PART 4

Build trust and make an offer

Help people first. Recommend something only when it genuinely fits their needs.

13

Show people they can trust you



Explain what you have tried, what worked, and what did not. Ask before sharing reviews.

For example: [A clear, honest walkthrough of a website tool.](#)

14

Recommend one useful product



Choose one product you understand. Explain who it helps and any drawbacks.

For example: [A simple page builder for first-time users.](#)

15

Improve one thing at a time



Look at the questions and clicks you get. Update one page or email.

For example: [Make a confusing sign-up button easier to spot.](#)

IMPORTANT WHEN SHARING AFFILIATE LINKS

Tell people when you may earn a commission. Explain why you recommend the product. Do not promise that anyone will make money.

A first sale is a possible goal, not a guaranteed result.



YOUR QUICK REFERENCE

Track your progress

Tick each box when you have tried the step. You can come back and improve it later.

☐ Choose who you want to help☐ Explain what you help with☐ Check if people need help☐ Pick one content format☐ Pick a business name☐ Check your basic results☐ Choose a web address☐ Share your page helpfully☐ Choose one main tool☐ Build trust with honest examples☐ Make one simple page☐ Recommend one useful product☐ Create a useful free guide☐ Improve one thing☐ Write a welcome email**YOUR NEXT SMALL ACTION**

Which step will you try first? _____

When will you do it? _____

Need a walkthrough? Find beginner-friendly videos and tool guides:

youtube.com/@UtilizeYourBusiness

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