

THE CHRISTIAN MAMAPRENEUR ONLINE BUSINESS STARTER KIT

7-Step Launch Checklist



**+ 5 MUST-HAVE
PRODUCTIVITY TOOLS**



🌸 Welcome, Mama! 🌸

If God's been nudging your heart to start something new — something that lets you earn an income *and* serve others, this little starter kit is for you.

I remember what it was like when I first looked into earning income online. I had lots of ideas, but I didn't know how to get started. And I waited a long time to jump in. But I want you to take action and find success sooner.

If you're thinking of becoming a Mamapreneur, you don't need to have it all figured out at first. You just need to take the next step in faith. And then another, and another, until you reach your goals.

This starter kit includes a checklist to help you get started with confidence (even if life is a little crazy right now!)

Let's keep it simple, doable, and aligned with God's purpose for your life.

With grace,



Shari



Trust in the Lord with all your heart and lean not on your own understanding; in all your ways acknowledge Him, and He will direct your paths.

~ Proverbs 3:5-6

✨ Your Startup Checklist ✨

Where do I even begin?

If that question has been bouncing around your head, you're not alone.

This simple step-by-step checklist will walk you through the early stages of starting your online business — with clarity, confidence, and God's peace guiding each step. You don't have to do it all at once. Just start here.

■ Step 1: Pray and define your why

If you're a Christian mama, you've likely got a lot of balls in the air. And starting an online business means **A LOT of juggling!** So make sure you take your ideas to Him and ask for direction as you ask yourself these questions:

Why do you want to start a business right now?

What do you want to get out of it?

■ Step 2: Choose a niche

What kinds of activities really light you up?

Who, in particular, are you called to serve?

■ Step 3: Decide what to offer

Do you want to provide a service (like coaching, writing, or graphic design?)

Do you want to sell a product (physical or digital), or do you want to promote others' products as an affiliate?

■ **Step 4: Select a platform to promote your business**

Don't try to be everywhere in the beginning! Start with a single platform. Maybe it's LinkedIn if you're offering a service to other businesses, Etsy if you're crafting, Instagram if you want to grow a following, or YouTube if you're confident behind a camera. Learn as much as you can about growing on that platform before branching out to others.

Which platform is your favourite?

■ **Step 5: Set up a simple sales funnel to build an email list**

Create a helpful freebie (or low-cost item) your ideal customers will exchange their email address for. This will help you grow your email list where you can share more valuable content and offers with people in the future.

Which sales funnel and email list platforms will you use? (I highly recommend [Systeme.io](https://systeme.io) if you're just starting out. See below to learn why.)

■ **Step 6: Show up and serve your audience**

Don't overthink this step. Share a bit about yourself and your journey, speak from your heart, and provide value. This is where your people get to KNOW, LIKE, and TRUST you.

■ **Step 7: Keep going with God**

Take small steps (whatever you can manage with your busy mom life) and trust Him to multiply your efforts.

Whatever you do, don't give up!

You've got this, Mama!

4 Must-Have Productivity Tools

As a busy mama, you need simple, reliable tools that help you get more done in less time — without breaking the bank!

These are my top budget-friendly picks for starting and growing your online business, even if tech isn't your thing. The free versions of all these tools offer plenty of options for your new business.

1

✓ *Systeme.io: All-in-One Funnel Builder*

A powerful yet beginner-friendly platform that lets you build funnels, landing pages, email lists, and even courses — all in one place. You can **get started for free** (up to 2000 subscribers) and it's affordable to upgrade as your business grows.

2

✓ *Canva: Graphic Design Made Simple*

Create beautiful designs for social posts, lead magnets, and more—even if you don't have a design background. Perfect for visual learners and creative mamas.

3

✓ *ChatGPT: Your Favourite Team Member*

Need help writing captions, creating outlines, brainstorming ideas, or even planning your business strategy? ChatGPT helps you get unstuck and work smarter.

4

✓ *Trello: A Visual Planner*

A simple drag-and-drop tool to help you plan and keep track of tasks, content ideas, and business goals. It's like a digital bulletin board that helps you stay focused — even in the chaos.

Next Steps + An Invitation

Need Help with What Comes Next?

Here are a few ways I can support you:

- **Still figuring out your niche?**

Grab the [*Perfect Niche Workbook*](#) — it's faith-based and will guide you step-by-step through reflection and prayer, to discover a business niche that will work well for you and your mama lifestyle.

- **Ready to create your first freebie**

My [*Canva Lead Magnet Course*](#) walks you through the whole process. You'll learn how to decide on the right lead magnet, get copywriting tips to help you create content that will resonate with your ideal customers/clients, and watch step-by-step instructions for how to design a polished, professional checklist or workbook in Canva.

- **Want to ensure your business plans are aligned with God's plans?**

The [*Your Business, God's Way 30-Day Devotional Journal*](#) will help you stay centered.

Let's Connect:

Follow along @ChristianMamapreneurs on Instagram or visit the [**Christian Mamapreneurs Blog**](#) for more encouragement and practical tools.

If you've made it this far, Kudos to you! You're well on your way to starting a business you'll love, serving the people you're meant to serve.

All the best in your journey, Mama!
You've got this!

