



NEW BUSINESS LAUNCH GUIDE

New Business Launch Checklist

Branding, website, print & marketing — week by week

Everything a new business needs to look established from day one, in the order it needs to happen. Work through it yourself, or hand any part of it to me.

How to use this checklist

1. Start with the phase that matches how far you are from opening.
2. Tick each box as it's done, and jot answers under the questions.
3. The tags show what's digital, what's printed, and what's both.

DIGITAL

PRINT

DIGITAL + PRINT

THE TIMELINE

1	Lay the foundation	12+ weeks out
2	Build your brand identity	8–12 weeks out
3	Claim your online presence	6–8 weeks out
4	Build your website	4–6 weeks out
5	Get your print essentials ready	3–5 weeks out
6	Plan your launch marketing	2–4 weeks out
7	Open the doors	Launch week
8	Keep the momentum going	After launch

Lay the foundation

Before anything gets designed, get clear on who you're for and make sure your name is actually available everywhere you'll need it.

WHAT TO DO

- ☐ **DIGITAL + PRINT** Define your ideal customer and what sets you apart
- ☐ **DIGITAL + PRINT** Check your business name with your state and for trademarks
- ☐ **DIGITAL** Check that the matching domain name is available
- ☐ **DIGITAL** Check social media handles on the platforms your customers use
- ☐ **DIGITAL + PRINT** Set a rough marketing budget and a target launch date

QUESTIONS TO ANSWER

Who is your ideal customer, and where do they look for businesses like yours?

What do you want people to say about you after their first visit?

Who are your closest competitors, and how will you look different from them?

Is the .com (or a close match) available for your name?

Is your launch date fixed — a lease, an event, a season — or flexible?

HOW I CAN HELP: A launch planning conversation — free, no obligation

Build your brand identity

Your logo, colors, and fonts will show up on everything from your website to your storefront, so they're worth getting right before anything else gets made.

WHAT TO DO

- ☐ **DIGITAL + PRINT** Logo, with versions for light and dark backgrounds
- ☐ **DIGITAL + PRINT** Brand colors, with exact codes for screen and print
Screens and printers mix color differently, so you need both.
- ☐ **DIGITAL + PRINT** Fonts for headlines and body text
- ☐ **DIGITAL + PRINT** Logo files in every format: vector for print, PNG and SVG for web, a small icon for browser tabs
- ☐ **DIGITAL + PRINT** A one-page brand guide so anyone can use your brand correctly
- ☐ **DIGITAL + PRINT** Your voice: a short description, tagline, and how you talk to customers

QUESTIONS TO ANSWER

What three words should people feel when they see your brand?

Are there brands — in any industry — whose look you admire?

Where will your logo appear most: a sign, a shirt, a phone screen, a van?

Will anyone else (staff, printers, partners) need your logo files?

HOW I CAN HELP: Logo and brand identity design

Claim your online presence

Lock down the accounts and listings customers will use to find you, even before the website is finished.

WHAT TO DO

- ☐ **DIGITAL** Register your domain name
- ☐ **DIGITAL** Business email on your own domain (you@yourbusiness.com)
- ☐ **DIGITAL** Create and verify your Google Business Profile
Verification can take a couple of weeks — start early.
- ☐ **DIGITAL** Claim your social media handles and add your logo and bio
- ☐ **DIGITAL** Plan your website: pages, content, photos, and whether you'll sell online
- ☐ **DIGITAL + PRINT** Schedule photos of your space, products, and team

QUESTIONS TO ANSWER

Do customers need to book, buy, call, or visit? That decides what the site needs to do.

Will you sell products online? How many, and how will you ship?

Who will update the website after launch — you, your team, or someone else?

Do you have photos, or do they need to be taken?

HOW I CAN HELP: [Website planning](#) · [Google Business Profile setup](#)

Build your website

Design and build the site, ready for search engines and AI assistants from day one — not bolted on after launch.

WHAT TO DO

- ☐ **DIGITAL** Website design and build
- ☐ **DIGITAL** Online store setup, if you're selling (Shopify, BigCommerce, or Wix)
- ☐ **DIGITAL** Titles, descriptions, and structured data for search and AI
- ☐ **DIGITAL** Contact or quote form that sends to your inbox
- ☐ **DIGITAL** Privacy policy and any required legal pages
- ☐ **DIGITAL** Test on phones, tablets, and computers before launch

QUESTIONS TO ANSWER

What's the one action you most want visitors to take?

Which services or products should be easiest to find?

Do you need online booking, payments, or a customer login?

What questions do customers ask most? Those make great website content.

HOW I CAN HELP: [Website Design & Development](#) · [E-Commerce Websites](#) · [Traditional Search + AI Discovery](#)

Get your print essentials ready

Printing and shipping take time, so order these well before opening day. Most need a proof round before they go to press.

WHAT TO DO

- ☐ **PRINT** Business cards for you and your team
- ☐ **PRINT** Brochures, menus, rate sheets, or one-pagers
- ☐ **DIGITAL + PRINT** Invoices, letterhead, and proposal or pitch templates
- ☐ **PRINT** Storefront, window, and yard signs or banners
Check sign rules with your landlord and city before ordering.
- ☐ **PRINT** Staff shirts and branded apparel
- ☐ **PRINT** Stickers, labels, or packaging, if you sell products

QUESTIONS TO ANSWER

Where will people first see your business in person — a storefront, an event, a job site?

How many business cards do you realistically need to start?

Do you need signs for a building, a vehicle, or events?

Will your team wear anything branded?

HOW I CAN HELP: [Business Cards](#) · [Brochures & Collateral](#) · [Yard Signs & Posters](#) · [T-Shirts & Apparel](#)

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2-4 WEEKS OUT

Plan your launch marketing

Let people know you're coming, so opening day isn't the first time they hear about you.

WHAT TO DO

- ☐ **PRINT** Grand-opening flyers, postcards, or posters
- ☐ **DIGITAL** Launch graphics for social media
- ☐ **DIGITAL** An announcement email to friends, family, and early customers
- ☐ **DIGITAL + PRINT** A grand-opening offer or event
- ☐ **DIGITAL** List your business in local directories and your chamber of commerce
- ☐ **DIGITAL** A plan for asking your first customers for reviews

QUESTIONS TO ANSWER

Is there a grand-opening event, offer, or giveaway?

Who already knows you're opening, and how will you reach them?

Are there neighbors, partners, or local groups who could help spread the word?

HOW I CAN HELP: [Posters](#) · [Brochures & Collateral](#)

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LAUNCH WEEK

Open the doors

A final check that everything is live, printed, and in place.

WHAT TO DO

- ☐ **DIGITAL** Website live, with forms tested
- ☐ **DIGITAL** Google Business Profile verified, with hours and photos
- ☐ **PRINT** Signs up, business cards and brochures on hand
- ☐ **DIGITAL** Social posts scheduled for launch day
- ☐ **PRINT** Staff in branded shirts

QUESTIONS TO ANSWER

If a customer searches for you today, what do they find?

Does everything — sign, site, cards, profile — show the same name, hours, and phone number?

HOW I CAN HELP: A pre-launch check of your site and listings

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AFTER LAUNCH

Keep the momentum going

The first few months set the tone. Consistent upkeep is what keeps new customers finding you.

WHAT TO DO

- ☐ **DIGITAL** Website updates as your business grows
- ☐ **DIGITAL** Ongoing search and AI visibility work
- ☐ **DIGITAL** Ask for reviews and respond to them
- ☐ **DIGITAL + PRINT** Seasonal promotions and corporate holiday cards
- ☐ **PRINT** Reorders of cards, brochures, and signage as details change

QUESTIONS TO ANSWER

Who will keep your website, listings, and marketing current each month?

What's working after 90 days, and what isn't?

HOW I CAN HELP: [Marketing Partner Plan](#) · [Website Updates](#) · [Search + AI Monthly Retainer](#)

Want help with any of this?

Branding, website, print, and launch marketing — from one person who keeps it all consistent. Tell me your launch date and what you already have, and I'll put together a plan and a quote.

Plan my launch at rmartincreative.com/new-business



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