01 / Choose a clear direction

Use the boxes to track progress. Complete the decisions before moving on.

☐ 01 Choose your service

- ☐ Write down one service you can deliver safely and consistently.
- ☐ Define what is included, what is excluded, and the skills or equipment you need.
- ☐ Check that you can deliver the work before you advertise it.

My starting service:

☐ 02 Define your customer

- ☐ Choose a specific customer type and the problem you will solve for them.
- ☐ List where these customers look for help and what they need from a provider.
- ☐ Talk to potential customers to check your assumptions.

My customer and their main need:

☐ 03 Set your service area

- ☐ Choose the neighborhoods or distance you can realistically cover.
- ☐ Include travel time and transport costs in your plan.
- ☐ Decide how you will handle jobs outside your usual area.

My service area / travel limit:

Before you accept paid work

Verify the registration, permits, insurance, tax, and service-specific requirements that apply in your location. This checklist is a planning aid, not legal or tax advice.

02 / Make the numbers work

Use the boxes to track progress. Complete the decisions before moving on.

☐ 04 Estimate startup costs

- ☐ List essential equipment, supplies, setup fees, and initial marketing costs.
- ☐ Separate one-time purchases from ongoing monthly expenses.
- ☐ Set a spending limit and keep a buffer for unexpected costs.

Startup budget / monthly costs / buffer:

☐ 05 Build your pricing

- ☐ Estimate total job time, including travel, preparation, and cleanup.
- ☐ Account for supplies, overhead, payment fees, and the pay you need for your work.
- ☐ Set a minimum job charge and check your numbers after real jobs.

Starting price / minimum charge:

☐ 06 Create your offer

- ☐ Describe your service, who it helps, and what the customer receives.
- ☐ Make the scope, price basis, exclusions, and booking process clear.
- ☐ Choose a simple way for customers to request a quote or book.

My offer in one sentence:

Keep your first offer manageable.

You do not need to offer every service or buy every tool on day one. Start with a scope you can deliver well, then adjust your costs and pricing as you learn.

03 / Prepare, promote, deliver

Use the boxes to track progress. Complete the decisions before moving on.

☐ 07 Set up your online presence

- ☐ Publish accurate service details, service area, and a working contact method.
- ☐ Use consistent business details and your own or permitted photos.
- ☐ Test the enquiry or booking process from a customer's phone.

My public page / contact method:

☐ 08 Prepare customer forms

- ☐ Prepare an enquiry form, quote, scope confirmation, and job checklist.
- ☐ Collect only the customer information you need and store it securely.
- ☐ Confirm payment terms, cancellations, access, and customer expectations in writing.

Forms still needed:

☐ 09 Start marketing

- ☐ Choose one or two channels where your target customers already spend time.
- ☐ Prepare a clear introduction and a manageable outreach schedule.
- ☐ Track enquiries and follow-ups; ask permission before sharing customer work or photos.

My first outreach channel / date:

☐ 10 Get ready for Customer #1

- ☐ Confirm scope, price, location, timing, access, and any service-specific needs.
- ☐ Check supplies and equipment, then plan the job and your arrival time.
- ☐ After the job, record actual costs and time, follow up, and ask for honest feedback.

My next action / due date:

Outreach tracker

Use this page with your own service and circumstances. Record assumptions separately from confirmed facts, and update the plan using actual work.

Date / channel / why this customer fits

Message or offer shared / enquiry received

Scope requested / quote sent / follow-up date

Result / reason declined / next improvement

Review before taking the next step

Weekly review: What question came up most often? Which enquiry matched my offer? What one sentence should I change before the next outreach attempt?

- [ ] Offer states customer, scope, area, and next step.
- [ ] Contact method works on a phone.
- [ ] Follow-up is relevant, optional, and stops after a decline.
- [ ] Only confirmed bookings enter the work schedule.

Ready for the connected business system?

Explore the $49 systems for launch guidance, tools, and working templates.

Explore Readyvora Business Systems