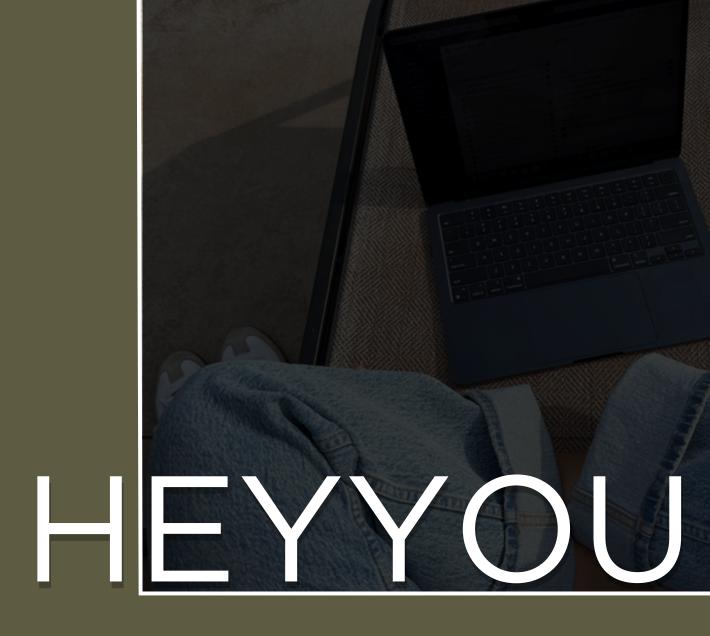


# LST

From brand foundations to content details, legal and socials, this list covers everything you need to prepare for a seamless launch.



Thank you so much for being here! You are one step closer to launch and We're so proud of you.

If you need any help, we're always just one DM away xx

@BOLDIVYSTUDIOS
BOLDIVYSTUDIOS.COM



### Foundations

	Decide on your business name
	Book your domain and social media
	Define your website goals
	Identify your target audience & key messaging
	Create a logo
П	Register your business

Hot tip: Double check that the domain and all social media under your chosen name is available. You don't want any headaches later on. Reserve it now even if you don't plan on using it. You never know what the future holds.

### Content Prep

Write your copy (homepage, about, services, etc)

Collect branded photos & videos

Gather testimonials or case studies

Create blog posts (optional, but great for SEO!)

Prepare resources/lead magnets for clients

Grab our free Canva Launch Templates

Hot tip: We highly recommend checking out these free resources if you are writing your own copy.



### Legalities

Write up a Privacy Policy & Terms & Conditions

Ensure GDPR compliance (email opt-ins, forms)

If possible get a Copyright on your business

Set up your payment accounts

Look into tax obligations for your country

Hot tip: Keep a running list of subscriptions and business expenses, it'll make tax season so much easier.



# NO. Inspiration Today, Sorry

### Marketing

Update your social media bios with website link

Schedule launch announcement posts

Prepare an email newsletter announcement

Create a waitlist or countdown (if applicable)

Design Pinterest/SEO-ready graphics

Hot tip: Did you know that Pinterest is one of the lead search engines bringing organic traffic to your website? Use it to your advantage.

## You made it!

We hope you found this document useful.

Launching a website or even a new brand can be flipping overwhelming.

At Bold Ivy Studios we believe in contributing to our growing community of entrepreneurs.

Shoot us a DM and let's keep in touch :)

@BOLDIVYSTUDIOS