



LAUNCHPAD

LIST

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



HEY YOU

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

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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
- 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.



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 :)

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