

Launch Your Business In 14 Days (PDF Calendar & Guide)

Starting a business is easier to do if you break it down to a step-by-step process.

We have created this easy-to-follow 14-day startup calendar for you - follow it, using our references and you'll be ready to roll.

The tasks are divided up across the 2-week period. Expect to spend 1 to 3 hours a day working on parts of the plan and setup.

The 14-Day Startup Calendar

Day 1 Pre-planning. Market research and business basics.	Day 2 Conduct market research. Learn about business plans.	Day 3 Research grants and funding. Research business licenses, etc.	Day 4 Create a business plan.	Day 5 Create a budget and accounting plan.	Day 6 Set up your workspace and software.	Day 7 Conduct branding research and collect ideas for a business logo.
Day 8 Design your logo and branding materials (or hire a designer).	Day 9 Research web hosting & domain name options.	Day 10 Set up business email. Build your website and content.	Day 11 Complete your website and content.	Day 12 Research social media marketing and create social media accounts.	Day 13 Research and create a marketing plan.	Day 14 Launch!

Each day is detailed below with reference links.

Day 1

Pre-planning & market research

- <https://www.sba.gov/course/market-research/>
- <https://digital.com/blog/validate-demand/>
- <https://digital.com/blog/small-business-statistics/>

Research the basics: understanding business structures & names.

- <https://digital.com/blog/business-structures/>
- <https://www.sba.gov/business-guide/launch-your-business/choose-your-business-name>

Day 2

Learn why and how to create a business plan.

- <https://digital.com/blog/business-plan/>
- <https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

Day 3

Research grants or funding you may be eligible for.

- <https://digital.com/blog/small-business-grants/>
- <https://www.sba.gov/funding-programs/grants>
- <https://www.sba.gov/business-guide/plan-your-business/fund-your-business>

Research licensing, permits, or tax IDs you may need.

- <https://www.sba.gov/business-guide/launch-your-business/apply-licenses-permits>
- <https://www.sba.gov/business-guide/launch-your-business/get-federal-state-tax-id-numbers>

Day 4

Create your business plan using the research you have conducted over the last few days.

- <https://digital.com/blog/business-plan/>
- <https://digital.com/wp-content/uploads/One-Page-Business-Plan.pdf>

Day 5

Organize your finances, calculate costs and create a budget.

- <https://www.sba.gov/business-guide/plan-your-business/calculate-your-startup-costs>
- <https://www.sba.gov/business-guide/manage-your-business/manage-your-finances>

Day 6

Set up your workspace.

- <https://www.sba.gov/blogs/what-home-office-deductions-can-your-small-business-claim-and-how>

Set up the software and tools you need.

- <https://digital.com/blog/open-source-business/>
- <https://digital.com/blog/accounting-tools/>

Day 7

Research branding concepts & brainstorm logo design.

- <https://www.sba.gov/blogs/your-business-your-brand-7-simple-brand-identity-tips>
- <https://digital.com/blog/best-logo-makers/>

Day 8

Create your logo. Use a logo generator to create your logo, or use a budget design service.

- <https://digital.com/blog/best-logo-makers/>
- <https://www.fiverr.com/categories/graphics-design/creative-logo-design>
- <https://www.fivesquid.com/categories/graphic-design/logo-design>

Day 9

Research domain names, web hosting & email options.

- <http://whoishostingthis.com/hosting-reviews/>
- <https://digital.com/web-hosting/>
- <https://digital.com/web-hosting/shared-hosting/>

Register your domain name and purchase web hosting.

- <https://digital.com/web-hosting/>
- <http://whoishostingthis.com/hosting-reviews/>

If you plan on starting an online shop:

Day 10

Set up your business email accounts:

- <https://digital.com/blog/create-email-using-gmail/>

Start building your website and its necessary content.

- <https://digital.com/make-a-website/>

Day 11

Finish building your website and its necessary content.

- <https://digital.com/blog/must-have-pages/>

Other useful tools:

- <https://digital.com/blog/best-privacy-policy-generators/>
- <https://digital.com/blog/category/tools/>

Day 12

Research social media marketing and create a plan.

- <https://digital.com/blog/social-media-tools/>
- <https://digital.com/blog/small-business-facebook/>
- <https://digital.com/blog/linkedin-guide/>

Day 13

Create your social presence across relevant platforms.

- <https://digital.com/blog/social-media-tools/>
- <https://digital.com/blog/small-business-facebook/>

Research and create a marketing plan

- <https://digital.com/blog/marketing-ideas/>

- <https://digital.com/marketing-tools/>
- <https://digital.com/blog/email-marketing-templates/>

Day 14

Launch your business!

Next steps

- <https://digital.com/blog/unique-value-proposition/> ← Set yourself apart from competitors
- <https://digital.com/blog/seasonal-shoppers/> ← Get a head-start on seasonal shopping

Conclusion

Splitting the tasks starting a business makes the process simpler.

Depending on your existing skills and previously acquired knowledge, some tasks may prove to be easier than others.

With this in mind, use the above plan as a rough guideline and allow yourself a generous amount of time to comprehend anything new.

Additional Resources

Here are several resources to help you along the way:

- <https://digital.com/blog/best-business-ideas/>
- <https://digital.com/blog/small-business-statistics/>
- <https://digital.com/blog/best-small-business-podcasts/>