The
Startup Launch
Checklist

By Adi Soozin

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Company Name: _____

- ☐ Build version 1 of the company website. Click here to view my checklist.

- ☐ Setup a consumer data collection system. Click here to see the ones I recommend.

- ☐ If you are creating a completely new innovation, use a survey to refine your pitch, identify your earliest buyers & more. Click here to see how I do this.

- ☐ Run the company through the money maker framework. Click here to download the Money Maker Workbook.

- ☐ If you'd like to refine your startup solution further, checkout a few of these resources.

- ☐ Get three customer reviews & case studies. Click here to see how I do this.

- ☐ Build version 2 of your company website. Click here to view my checklist.

- ☐ Create an email marketing lead magnet. Click here to download the "How to Create a High Converting Lead Magnet" Workbook.

- ☐ Create partnership programs. Click here to see how I do this.

- ☐ Launch your company to the public. Click here to see how I do this.

- ☐ Guest appear on podcasts & talk shows. Click here to see how I set these up.

- ☐ Add your new company website to a few relevant directories. Click here to see a list of 100 places to consider.

- ☐ If you are not a luxury brand, use a coupon code to collect back links. Click here to see how I do

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this.

- ☐ Create exclusive offers to get happy reviews on 3rd party websites. <u>Click here</u> to see how I do this.
- ☐ Add chat support to your website. <u>Click here</u> to see my notes on this
- ☐ Create a careers page to improve your SEO. <u>Click here</u> to see how I do this.
- ☐ Create an FAQ for your website to improve website conversions & SEO. <u>Click here</u> to see how I do this.

- ☐ Publish your story as a case study. <u>Click here</u> to see how Molo9™ can help you with this.
- ☐ Go for mid-tier PR. <u>Click here</u> to see how it is done.
- ☐ Use the high converting copy created by your happy customers to attract more customers like this. <u>Click here</u> to see how it is done.
- ☐ By this point you should have enough inbound traffic to study a sufficient data set. <u>Click here</u> to see how to use that data to optimize your funnel with Molo9™.
- ☐ Rank #1 for your company's name. <u>Click here</u> to see how I do this.

CONGRATULATIONS!

You have successfully made it through my Startup Launch Checklist.

Let's keep the momentum going:

1. <u>Launch your startup & land paying customers in just one month</u>.
2. <u>Subscribe here</u> to join our next live Q&A.
3. <u>Click here</u> to subscribe to The Pineapple Report™.
4. Click <u>here</u> to unlock everything Molo9™ has to offer.
5. <u>View more resources over here</u>.

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