

Beginner Online Business Checklist

For Women Starting Soft, Calm, and Intentionally

PHASE 1: Get Clear (Without Overthinking)

- Decide why you want an online business (freedom, extra income, flexibility)
- Choose a simple direction (don't overcomplicate it)
- Identify who you want to help (be specific, but not perfect)
- Pick ONE main idea (digital products, affiliate marketing, services)
- Let go of needing everything to be perfect before starting

PHASE 2: Choose Your Path

- Decide how you want to make money:
 - Digital products (ebooks, printables, guides)
 - Affiliate marketing
 - Freelance/service-based work
- Keep it SIMPLE (you can expand later)
- Commit to learning ONE model first

PHASE 3: Set Your Foundation

- Create a simple brand name (done is better than perfect)
- Set up an email address for your business
- Create 1 main platform:
 - Instagram
 - Website
- Write a short, clear bio (who you help + how)

This is not just a to do list, but it's made to help you get in the right mindset

PHASE 4: Start Showing Up (Gently)

- Create your first 5–10 posts (no pressure to be perfect)
- Share your journey (not just results)
- Focus on helping, not selling
- Stay consistent (even if it's 3x a week)
- Don't compare yourself to others

PHASE 5: Create or Promote Something

- Choose your first offer:
 - A simple ebook
 - A checklist (like this one)
 - An affiliate product
- Focus on solving ONE problem
- Keep it beginner-friendly
- Add a simple call-to-action (link in bio, website, etc.)

PHASE 6: Grow Without Burnout

- Create a simple weekly routine
- Learn a little each day (not everything at once)
- Track what works (posts, clicks, engagement)
- Give yourself permission to grow slowly
- Celebrate small wins

Calm Reminders (This is your brand MAGIC)

- You don't have to show your face to succeed
- You don't need thousands of followers
- You don't have to hustle 24/7
- You can build this quietly and still win
- Progress over perfection—always

You Got This!