

# New Business **LAUNCH** Checklist

- Set up shopify account
- Link custom domain
- Add bank and payment details
- Set up your refund and shipping policy
- Set up a holding page that captures email subscribers
- Add brand colours and fonts
- Add brand logo
- Set up product/s
- Set up collections if applicable
- Customise checkout settings
- Customise order confirmation emails
- Link social accounts & shopping channels
- Set shipping pricing
- Create a FAQ Page if applicable
- Add your story - create an amazing about us page
- Set up any launch discounts
- Set up a Facebook pixel
- Set up product review app plug in (not applicable if already built in)
- Set up affiliate program app plug in (if applicable)
- Decide on a product/concept and ensure you've validated based on feedback
- Calculate costs to ensure profitability of your product
- Order/create product samples or prototype
- Come up with a name & check availability on ASIC here
- Trademark check here (& register if applicable)
- Find a good accountant for business structure advice and/or use this tool
- Register business with ASIC
- Register NZBN
- Apply for any licences if applicable to your industry
- Set up accounting software platform (I use Henry)
- Find a good bookkeeper if you aren't able to keep this in check yourself
- Register domain name
- Set up business email
- Logo design
- Decide on colour palette
- Finalise branding elements
- Register social media accounts
- Obtain business insurance - find what type you need here with AON

- Open bank account - + set up 2 offset accounts [1] tax & gst [2] savings
- Open paypal account
- Apply for afterpay (if using)
- Set up an EDM platform (klaviyo, mailchimp etc)
- Open a postal/courier account
- Set up label printer (I recommend something like Dymo XL or TSC Thermal Label Printer but you can use any printer with label paper.
- Produce product for sale
- Book a photo shoot for website, socials & product photography
- Order product packaging if applicable
- Order postage packaging (satchel or box, tissue paper or filler, labels, stickers)
- Create thank you card
- Gift with purchase (if applicable)
- Set up email flow - Shopify has this
- Set up planoly or your SMM app
- Set some short and long term goals to revisit regularly
- Create a launch strategy
- Create EDM's for launch
- Create social content for launch (posts, stories, reels, tik toks)
- Reach out to your network and see if they would be willing to help spread the Word (provide them content to share)
- Start to hype your launch!