

# First \$1K Checklist

The complete step-by-step checklist from idea to your first \$1,000 in revenue.

## Phase 1: Idea & Validation

- Identify a problem you can solve using skills you already have
- Confirm at least 10 real people would pay for a solution
- Write your one-sentence mission statement
- Choose your business type: service, digital product, freelance, local, or e-commerce
- Set your price (use the Pricing Checklist card)

## Phase 2: Build the Minimum

- Create your offer using the Offer Formula card
- Build the simplest version of your product or service
- Write a one-page sales page or service description
- Set up payment collection (Stripe, PayPal, Gumroad, or invoicing)
- Prepare 2-3 portfolio samples or product photos

## Phase 3: First Sales

- Send warm outreach to 20 people (use Outreach Templates card)
- Post your offer publicly on one platform
- Close your first paying customer within 14 days
- Deliver with extreme care and collect a testimonial

## Phase 4: Momentum to \$1,000

- Add testimonials to your sales page or outreach
- Ask every buyer for one referral
- Raise your price by 10-20% after your first 5 sales
- Run a 48-hour promotion or launch event (use Launch Sequence card)
- Track your key metric weekly until you hit \$1,000

## Phase 5: Lock It In

- Document what worked — this is your repeatable playbook
- Set your next revenue goal (\$5K, \$10K, or first recurring month)
- Decide: scale this offer or add a second product?
- Celebrate — most people never earn a dollar from their own business

You don't need every step to be perfect. You need every step to be done. Progress beats perfection.