

UNTRAINED MOMENTUM



Business Launch Systems Blueprint

A practical 30-day checklist for turning an idea into an organized, customer-ready business.

CLARIFY THE OFFER

BUILD THE FOUNDATION

CREATE A SALES RHYTHM

Use this workbook to prepare better questions, organize decisions, and identify where expert help is needed.

Educational and administrative planning resource only. Untrained Momentum is not a law firm or accounting firm and does not provide legal, tax, or accounting advice.

01 • POSITIONING

Make the business easy to understand.

Customers respond faster when they can quickly recognize who you help, what result you create, and what they should do next.

Your one-sentence offer

We help _____ achieve _____ by _____.

Decision	Write your answer
Primary customer	_____
Painful problem	_____
Clear result	_____
First paid offer	_____
Starting price	\$ _____

Launch readiness

- ☐ The offer solves one recognizable problem.
- ☐ The price and what is included are stated plainly.
- ☐ A customer can take one obvious next step: call, schedule, or inquire.
- ☐ Your claims are specific, supportable, and free of guarantees you cannot control.

02 • FORMATION & ADMINISTRATION

Make informed choices before filing.

Business structure, registration, licenses, taxes, and insurance can affect one another. Use official sources and qualified professionals when a decision has legal or financial consequences.

QUESTIONS TO ANSWER

- ☐ Where will the business operate?
- ☐ Who will own and manage it?
- ☐ Will it hire employees or contractors?
- ☐ Does the activity require licensing?
- ☐ What liability and tax issues need professional review?

RECORDS TO ORGANIZE

- ☐ Approved name and formation documents
- ☐ EIN confirmation and tax registrations
- ☐ Operating or governance documents
- ☐ Licenses, insurance, and permits
- ☐ Renewal dates and official account access

Account ownership rule

The business owner should control the primary email address, domain registrar, state and federal accounts, payment processor, website, and recovery methods. A vendor may administer them, but the business should retain ownership and documented access.

- ☐ Use a professional business email address.
- ☐ Turn on multi-factor authentication.
- ☐ Store recovery codes and account ownership details securely.
- ☐ Create a calendar for renewals, reports, and tax deadlines.

03 · CUSTOMER-READY SYSTEMS

Build the smallest system that can make a sale.

You do not need a complex technology stack. You need a credible presence and a reliable path from interest to payment.

System	Minimum viable setup	Owner
Website	One clear offer, proof, pricing guidance, and a working inquiry path	_____
Lead capture	Form or phone number; immediate acknowledgement; tracked source	_____
Scheduling	Calendar link or agreed call windows with reminders	_____
Pipeline	New → Contacted → Discovery → Proposal → Won / Nurture	_____
Proposal	Scope, price, exclusions, timing, payment terms, acceptance	_____
Delivery	Checklist, customer updates, completion confirmation, review ask	_____

The response standard

Respond within one business day—faster when possible. Confirm what you heard, ask one or two useful questions, and suggest a specific next step. Every active opportunity should have an owner and a follow-up date.

04 · 30-DAY ACTION PLAN

Move from preparation to conversations.

Progress is measured by completed decisions and customer conversations—not by how many tools you configure.

WEEK 1 · DEFINE

- ☐ Write the offer and starting price
- ☐ Choose one ideal customer group
- ☐ Create the inquiry and response path
- ☐ Make a list of 25 relevant contacts

WEEK 2 · PUBLISH

- ☐ Publish one focused service page
- ☐ Verify form, phone, email, and mobile layout
- ☐ Complete the business profile and basic directory information
- ☐ Ask five people for introductions

WEEK 3 · SELL

- ☐ Contact five prospects each weekday
- ☐ Run short discovery conversations
- ☐ Send simple written proposals
- ☐ Track objections and improve the offer

WEEK 4 · DELIVER

- ☐ Onboard and serve the first customers
- ☐ Document the repeatable steps
- ☐ Request reviews and referrals
- ☐ Review conversion numbers and plan the next month

Numbers to review

Targeted contacts	Conversations	Proposals	Paying clients
_____	_____	_____	_____

NEXT STEP

Turn the checklist into a working foundation.

Untrained Momentum helps owners coordinate the practical administrative and technology work behind a new business.

BUSINESS FOUNDATION SETUP	Starting at \$249
Nationwide administrative coordination	A personalized checklist, customer-directed filing preparation support, launch timeline, and organized records. Government and professional fees are separate.
MICHIGAN RESIDENT AGENT	\$149 per year
For eligible Michigan entities	Michigan street address for service of process, receipt notification, and annual compliance reminders. Terms and acceptance requirements apply.

**Schedule a free fit
conversation**

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