

The 30-Day Launch Checklist

From decision to first paying customers in four weeks. Print it, put it on the wall, check the boxes.

Week 1 Decide

- ☐ Score 3 business ideas with the Selection Scorecard (Module 1)
- ☐ Build the financial model for the winner with the Six Numbers Worksheet (Module 2)
- ☐ Run the numbers in the calculator: actionscale.vercel.app/calculator
- ☐ Set your startup budget: a number, written down, that you will not exceed
- ☐ Make the decision and stop re-deciding. Restarting the framework is the failure mode.

Week 2 Build

- ☐ Business name, phone number, basic branding (clean and simple beats clever)
- ☐ Google Business Profile set up properly: category, service area, photos, hours
- ☐ Price sheet drafted: service-call fee, labor rate, parts markup, guarantee
- ☐ A way to take payment, ready before the first job (card + digital, not just cash)
- ☐ Basic insurance sorted for your trade and state

Week 3 Acquire

- ☐ Text 20 people in your personal network (individual messages)
- ☐ Join 5 local Facebook groups + Nextdoor, start being helpful
- ☐ List 20 property managers, send the outreach message (Module 3)
- ☐ Meet or message 10 active local realtors
- ☐ Set up the missed-call text-back (Module 4) before the first lead, not after

Week 4 Sell and deliver

- ☐ Answer every call live, or text back within 60 seconds
- ☐ Run the 4-touch follow-up on every estimate, no exceptions
- ☐ Deliver the first jobs like they are being filmed: on time, clean, communicative
- ☐ Ask every finished customer for a review and a referral, at the door
- ☐ Log every number: leads, bookings, estimates, closes, gross profit per job

AFTER DAY 30

You now have real numbers instead of guesses. Feed them back into the Six Numbers Worksheet, find the weakest number, and fix that one thing next. That loop, run monthly, is the whole game.