

GUIDE & CHECKLIST

How to Start a New Business

A calm, practical guide & checklist for founders — from first idea to first customers, without burning out along the way.

INNERSHIFT

innershiftplus.com

A grounded path from idea to your first paying customers — and how to build it without running yourself into the ground.

01 Clarify your idea & validate demand

Write your idea in one plain sentence: who you help, and what problem you solve. Then talk to at least 10 potential customers before you build anything. You are looking for evidence people will pay — not polite encouragement. Validate demand first; the business is the vehicle, not the goal.

02 Choose your legal structure & basics

Decide on a structure (sole proprietor, LLC, or corporation) based on liability and taxes — an accountant or attorney can advise. Register your business name, get any required licenses or an EIN/tax ID, and open a dedicated business bank account so personal and business money never mix.

03 Get your finances & funding in order

Build a simple starting budget: startup costs, monthly expenses, and the revenue you need to break even. Keep 3–6 months of runway if you can. Explore funding only for what you truly need — savings, a small loan, or revenue from early customers is often healthier than raising too early.

04 Build your brand & online presence

Secure a clear name and domain, set up a simple one-page website that states who you help and how to buy or book, and claim your key social/profile handles. You do not need perfection — you need to be findable and credible. Ship a small, clean presence and improve it over time.

05 Win your first customers (go-to-market)

Pick ONE channel where your customers already are (referrals, a local network, one social platform, or direct outreach) and go deep there. Make a specific offer, ask directly for the sale, and deliver so well that your first customers refer the next ones. Momentum beats a perfect launch plan.

06 Set up simple systems that scale

Put lightweight systems in place early: a way to track leads and customers, invoice and get paid, deliver consistently, and record your numbers. Automate or template the repetitive parts. Good systems free your attention for the work only you can do.

07 Protect your energy & avoid founder burnout

Your business cannot outperform your capacity to sustain it. Set a hard stop to your workday, protect sleep and movement, and schedule real recovery — not as a reward, but as fuel. Founders who last are the ones who treat their own alignment as a business asset. This is where InnerShift can help.

YOUR LAUNCH CHECKLIST

Work through these in order. Check each one off as you go — progress, not perfection.

- ☐ **Idea written in one clear sentence**
Who you help and the problem you solve — in plain language.
- ☐ **Talked to 10+ potential customers**
You have real evidence people want this and will pay.
- ☐ **Chosen a legal structure**
Sole proprietor, LLC, or corporation — with advice if needed.
- ☐ **Registered the business & name**
Licenses, EIN/tax ID, and name registration handled.
- ☐ **Opened a business bank account**
Personal and business finances are fully separate.
- ☐ **Built a starting budget**
Startup costs, monthly expenses, and break-even are clear.
- ☐ **Set up a simple website**
States who you help, how to buy or book, and how to reach you.
- ☐ **Claimed your brand handles**
Domain and key social/profile handles secured.
- ☐ **Chosen ONE go-to-market channel**
A single place your customers already are — to focus on first.
- ☐ **Made a specific first offer**
A clear thing to buy, at a clear price, with a clear ask.
- ☐ **Set up lead & customer tracking**
A simple way to follow leads and manage customers.
- ☐ **Set up invoicing & payments**
You can send an invoice and get paid without friction.
- ☐ **Set a hard stop to your workday**
A boundary that protects sleep, movement, and recovery.
- ☐ **Scheduled real recovery time**
Rest is planned as fuel — not squeezed into the gaps.

Build the business without losing yourself

Starting a business is exhilarating — and it can quietly drain the founder behind it. InnerShift helps entrepreneurs stay aligned, energized, and clear while they build.

Not sure where to start? Book a free 20-minute clarity call and we'll help you map your next step.

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https://calendly.com/ruffin_andre/30min

!' Take the free Consciousness Alignment Assessment:

innershiftplus.com/consciousness-assessment