

How to Start a Profitable Home-Based Business

(30-DAY ACTION PLAN)

Week 1: Foundation Setup

- ☐ Choose your business idea and validate with 10 potential customers.
- ☐ Research legal requirements and begin business registration.
- ☐ Set up dedicated workspace in your home.
- ☐ Open business bank account and credit card.
- ☐ Purchase essential software subscriptions.

Week 2: Systems Setup

- ☐ Implement Calfrenzy Appointment scheduling system.
- ☐ Create basic website with booking integration.
- ☐ Design professional email templates.
- ☐ Set up accounting and invoicing systems.
- ☐ Develop service packages and pricing structure.

Week 3: Marketing Launch

- ☐ Create social media business profiles.
- ☐ Write and publish first blog post or content piece.
- ☐ Reach out to personal network about your new business.
- ☐ Join relevant professional groups and online communities.
- ☐ Set up Google Business Profile if serving local clients.

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Week 4: Client Acquisition

- ☐ Launch referral program for early clients.
- ☐ Offer pilot services to 3-5 prospects at introductory rates.
- ☐ Apply to relevant job boards or client platforms.
- ☐ Create and share valuable content consistently.
- ☐ Follow up with all prospects and collect feedback.

✓ **You're Ready—Now Take Action**

This 30-day plan is your launchpad. By following each week's focused tasks, you'll build a strong foundation, set up the right systems, and start attracting your first clients—all from home.

Keep this checklist visible. Use it to track your progress, stay consistent, and take daily action toward your business goals.
