

ECOMLIRA

FREE DOWNLOAD

7-Day Online Business Roadmap

A simple, practical checklist to help you move from idea to action — one focused step at a time.

✓ **Beginner friendly**
No complicated jargon

✓ **Practical steps**
Know what to do next

✓ **7 focused days**
Make steady progress

How to use this roadmap

Set aside a little time each day. Complete the checklist before moving to the next day. You do not need a perfect business idea or a large budget to begin — the goal is to create clarity, take action, and build momentum.

Your 7-Day Roadmap

DAY 1

Identify a problem, audience, skill, or interest that could become the foundation of your business.

Choose Your Business Idea

- Write down 3 business ideas.
- Choose one idea to explore this week.
- Describe who the idea could help.

DAY 2

Decide how the business could make money and what type of online business fits your idea.

Choose Your Business Model

- Choose a model: product, service, digital product, marketplace, affiliate, or another suitable model.
- Write down how customers would pay you.
- List what you would need to get started.

DAY 3

Learn about the people you want to serve and the alternatives already available to them.

Research Your Market

- Define your target customer.
- Look at 5 competing businesses or offers.
- Write down what customers seem to want, ask for, or struggle with.

DAY 4

Decide What to Sell

Turn your idea into a clear offer that a customer can understand.

- Choose your first product or service.
- Write a simple description of the offer.
- Estimate your basic price and costs.

DAY 5

Build Your Online Presence

Create a simple place where people can understand your offer and take the next step.

- Choose your main platform: website, marketplace, social profile, or another channel.
- Create your basic profile or storefront.
- Add clear information about what you offer and who it is for.

DAY 6

Prepare to Launch

Get the essential pieces ready before you start promoting your business.

- Prepare product/service details and images.
- Create a simple launch checklist.
- Plan your first 3 promotional posts or outreach messages.

DAY 7

Get Your First Customers

Start conversations and put your offer in front of real people.

- Share your offer with your target audience.
- Contact potential customers or communities where your audience already spends time.
- Track responses and improve your offer based on what you learn.

Your Business Launch Checklist

- I can clearly explain what my business offers.
- I know who my target customer is.
- I have researched similar businesses and offers.
- I have a basic price and cost estimate.
- I have chosen where customers can find me.
- My basic product, service, or offer information is ready.
- I have a simple plan for reaching my first customers.
- I know what I will measure and improve after launch.

YOU DON'T NEED TO HAVE EVERYTHING FIGURED OUT.

Start with one idea, one customer, and one small action. Use what you learn to improve as you go.