

IGNITE Your Business - Startup Checklist

Instructions:

Use this checklist to track essential steps for starting your business, aligned with the IGNITE framework and SUCCESS acronym. Check off completed tasks monthly and review progress. Discuss your checklist with Phil at phillipmatthew.com/book-a-call. Refer to the example below:

Example: Vision Defined: Launch a sustainable café by 2026 [

Checklist:

TASK	COMPLETED
Start: Define a vision (e.g., Set a goal by 30/06/2025)	
Understand: Research customers (e.g., Survey 5 customers by 15/06/2025)	
Create: Draft a plan (e.g., Complete plan by 30/06/2025)	
Cultivate: Build resilience (e.g., Practice mindfulness by 30/06/2025)	
Engage: Connect with audience (e.g., Post 'why' online by 15/06/2025)	
Scale: Identify growth (e.g., Plan a new service by 15/07/2025)	
Succeed: Review progress (e.g., Complete checklist by 30/07/2025)	

Which Task Is Your Top Priority This Month?	
Write one sentence/quote:	

"Set a goal that makes you want to jump out of bed in the morning." – Bob Proctor