Start Smart

What to Focus on First When Building a Business

You're Not Too Early You're Right On Time

Welcome! You might not feel ready yet, but that's okay. This guide will help you focus your energy on what matters most, skip the noise, and start building your business with intention.

Whether you're working on your idea between shifts or starting fresh with zero experience, this is for you.

Part I: Get Clear on What You're Building

1. What problem are you solving?

- Don't start with a product, start with a pain.

- Write down the real-world problem your idea solves.

2. Who are you solving it for?

- Don't sell to "everyone." Start with one person.

- Describe your ideal client like you're writing a dating profile.

3. What transformation will they experience?

- People don't buy services. They buy results.

- What will change in your customer's life after they work with you?

Part II: Build Only What You Need (for Now)

Here's what to actually work on in the beginning:

1. A simple, clear offer (even if it's just a service you explain over the phone)

2. A way for people to reach you (email, DMs, Calendly, or a one-page site)

3. One piece of proof (testimonial, before/after, or demo)

4. One clear outcome or promise

Skip the fancy logo, the full website, or the 3-hour brand colors. Start with what brings in feedback, interest, or cash.

Part III: Use Free Tools to Start Building

You don't need fancy software or expensive platforms to get going. Here's what we recommend focusing on first — using tools you already have or can access for free:

Get Clear on Your Business Idea

- Take 30 minutes to write out what your business actually does, who it helps, and why it matters. Use a simple doc or notebook to answer: What problem am I solving? Who is this for? What outcome do they get? Don't worry about making it perfect — just get it down so you can stop overthinking and start acting.

Reach Out and Start Conversations

- Send a few messages to people you know or want to work with. Keep it casual: introduce yourself, explain what you're building, and ask if they or someone they know might be interested. You don't need a website to start getting feedback — just a clear message and a willingness to connect.

Create a Simple Offer in Writing

- Don't build a whole product yet — write out what you could offer someone today. Describe what you do, what result it helps them achieve, and how they can get started. Keep it short and clear. You can always improve it later, but clarity beats complexity every time.

Set Up a Basic Online Presence

- Even without a full site, you can create a basic "home" online. Use a free tool like Linktree, Stan, Carrd, or a Google Doc with clickable links to showcase your offer, your contact info, and

any examples or social proof. Make it easy for people to learn about you and take action.

Track Progress and Stay Focused

- Use a free calendar, Notes app, or paper planner to set weekly goals. Focus on 1–3 small wins per week — like finishing a draft, sending a message, or launching your first offer. Tracking progress helps you stay motivated and builds real momentum, even when you're short on time.

Final Advice: Progress beats perfection.

Don't wait until it's "all figured out." Use these tools to take action, learn fast, and build real confidence.

And remember: When you're ready to implement faster, better, or with expert help, our [ABK Plans](#) will be here with flexible support, at your pace.