



What to Do First, Second, Third — In Order

Follow these 5 phases in sequence — tick off each step as you complete it.

01

PHASE 1 — LAY THE FOUNDATION

Get the basics right before you spend a single rupee on marketing.

- 1. Define Your Niche & Ideal Customer**
Be specific about who you serve and what problem you solve. A business for 'everyone' struggles to get noticed by anyone.
- 2. Validate Your Idea With Real People**
Talk to at least 10 potential customers before you build anything. Confirm people will actually pay for it.

02

PHASE 2 — SET UP YOUR ONLINE HOME

This is where customers will find and judge you first.

- 3. Build a Simple Website or Landing Page**
Even a one-page site with your offer, contact info, and a way to reach you is enough to start.
- 4. Claim Your Google Business Profile**
Free and fast to set up — it's the first thing most people check before they trust a new business.

03

PHASE 3 — SHOW UP CONSISTENTLY

Visibility builds trust before anyone buys from you.

- 5. Pick One Social Platform & Post There**
Go where your audience already spends time. One platform done well beats five done poorly.
- 6. Plan Your First Two Weeks of Content**
Mix what you offer, who you are, and how you help — not just promotions.

04

PHASE 4 — LAUNCH & GET FIRST CUSTOMERS

Make noise, then make it easy for people to say yes.

- 7. Announce Your Launch Everywhere**
Tell your network directly, post publicly, and ask people to share — don't launch quietly.
- 8. Build a Simple Follow-Up System**
Most sales need 3-5 touchpoints. Track every inquiry so none get forgotten.

05

PHASE 5 — GROW WITH CONSISTENCY

What gets reviewed and tracked is what improves.

- 9. Collect Reviews From Every Happy Customer**
Ask right after a good experience. Reviews are the fastest way to build trust with strangers.
- 10. Track Your Numbers Weekly & Double Down**
Watch inquiries, followers, and sales each week. Spend more time on whatever is actually working.

Stuck on a step, or want someone to do it with you?

Book a free consultation — www.bitlinkstech.com | +92 300 111 0031