

CMA

COLEMAN MANAGEMENT ADVISORS

90-Day Launch Roadmap

The sequence CMA walks founders through, from idea to an operating business — formation, licensing, banking, brand, first customers.

FREE TEMPLATE · 3 PHASES, 90 DAYS

Print this and check items off. The order matters: legal and financial foundations first, brand and systems second, customers third. Skipping ahead is how launches stall.

1 Days 1–30 — Foundation

- Choose and register the legal structure (LLC, S-corp, etc.)
- Obtain EIN and any required state/local licenses & permits
- Open a dedicated business bank account — never commingle
- Set up bookkeeping (software or a bookkeeper) from day one
- Secure business insurance appropriate to your risk
- Lock the name, domain, and core social handles
- Draft the one-page plan: offer, customer, price, goal

2 Days 31–60 — Build

- Finalize positioning: who it's for and why they choose you
- Build the website around one clear action (book / buy / call)
- Set up your Google Business Profile and local listings
- Document your 3 most important processes as simple SOPs
- Stand up the tools you'll run on (CRM, payments, scheduling)
- Set pricing on evidence — what the market pays, what covers cost
- Create the first set of sales/marketing assets

3 Days 61–90 — Launch

- Soft-launch to a friendly first segment; gather feedback fast

- Turn on your primary acquisition channel and measure cost-per-lead
- Ask every early customer for a review or testimonial
- Review the numbers weekly: cash, pipeline, what's working
- Fix the biggest bottleneck before scaling spend
- Set the next 90-day goal based on real data, not hope

Your three north-star numbers

| Metric | Target by Day 90 |
|----------------------------|------------------|
| Customers / contracts | |
| Revenue | |
| Cost to acquire a customer | |

Want a partner who does it with you? CMA's execute-first model means we don't just hand you the plan — we help build it. Book a 30-minute call at colemanma.com.