

**FAST TRACK YOUR ONLINE INCOME**



# **THE SUPERHERO KICKSTARTER CHECKLIST**

**Follow the exact steps to build a part  
time DIGITAL BUSINESS from home  
Without Confusion or Procrastinating**

# **The Superhero Kickstarter Checklist**

**Made for digital creators who want to  
earn without the grind**

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## **Stop Planning. Start Doing. This checklist helps you build a home business in small, manageable steps.**

Welcome! If you've ever found yourself juggling a dozen side hustle ideas, signing up for yet another course, or staying up late researching "the next big thing" – you're in exactly the right place. This checklist was created for people just like you: curious, creative, and always on the lookout for a smarter, simpler way to build something of your own (without the overwhelm).

Let's be honest – the world is full of advice, but not much of it fits around real life. You're busy. You've got work, family, and a million tabs open in your brain. You want progress, not perfection. That's why this checklist is all about clarity, momentum, and quick wins. It's designed to help you cut through the noise, focus on what matters, and actually move forward – even if you've struggled to follow through before.

Inside, you'll find step-by-step prompts to help you define your goals, break them into bite-sized actions, and set realistic targets you can actually hit. Think of it as your friendly nudge to stop overthinking and start ticking things off – one small win at a time. You don't need to do everything at once. Just pick a step, take action, and watch your confidence grow.

And if you ever feel stuck or need a bit of encouragement, that's exactly what the "From 'Maybe This' to 'Done This'" newsletter is for. Each week, you'll get honest lessons, practical tools, and real-life stories from someone who's been in your shoes – all designed to help you build momentum and make your second income feel less like a second job.

Here's to making real progress, one tick at a time.

Warm wishes

Steve

# YOUR CHECKLIST

## **Define Your Big Goal**

Write down what you ultimately want to achieve with your business in the long run.

Why do you want to work for yourself?

What do you believe in?

What kind of life are you trying to build? Examples include:

- ✓ Replace your income
- ✓ Earn a side income that pays all your bills and living expenses
- ✓ Escape your 9–5
- ✓ Have more flexibility to travel or pursue an interest
- ✓ Retire early
- ✓ Pay off a mortgage or large debt
- ✓ Buy a house in the country/abroad
- ✓ Take a cruise
- ✓ Buy an expensive sports car
- ✓ Pay for a family member's university
- ✓ Leave a large sum of money as a legacy

Make it specific. Write it down and keep it somewhere visible, for example.

## **Cost Out Your Big Goal**

How much would you need to make per month in order to make this happen? Or think about how much you would need to save in total to buy what you need.

- ✓ Research the typical monthly cost of your ideal lifestyle
- ✓ Calculate what you need to earn/save to pay off a loan or mortgage
- ✓ Estimate total cost of a large one-off purchase (e.g. house move, new car)
- ✓ Break it into monthly/weekly figures

Keep your big financial goal figure visible and revisit it every 6 months

## ✓ **Set a Time Frame**

Choose a time frame for reaching your ultimate goal.

This has to be ambitious but also realistic, and based on the stage of life you are at now.

An example might be that you have a 5 year plan to reach your ultimate goal. Put a date on it.

- ✓ 1-year target
- ✓ 3-year plan
- ✓ 5-year plan
- ✓ Exact deadline: \_\_\_\_\_

## ✓ **Decide On Your Initial Financial Goal**

Decide how much you want to make in your first 12 months.

Choose a realistic, motivating figure (e.g. £100/month from digital downloads or to earn £5,000 extra this year).

Again, write it down.

- ✓ Earn £100/month consistently
- ✓ Make your first £1,000
- ✓ Earn £5,000 this year

- ✓ Cover your energy or food bills
- ✓ Replace one income stream (e.g. part-time job)
- ✓ Pay for a specific recurring expense (e.g. holiday, child's tuition)

## ✓ **Choose One Idea to Start With**

From any ideas you've been collecting (or daydreaming about), choose ONE to begin with. Examples:

- ✓ Self publishing
- ✓ eCommerce
- ✓ Freelancing
- ✓ Coaching
- ✓ Digital Course
- ✓ Public Domain
- ✓ Public Resell Rights
- ✓ Subscription service
- ✓ Print-On-Demand
- ✓ Etsy digital products
- ✓ Amazon selling
- ✓ Product flipping
- ✓ Email newsletter
- ✓ Blogging
- ✓ YouTube Channel
- ✓ Consultancy
- ✓ Podcasting

✓ PDF Farming

## ✓ Name It (Even If It's Just for You)

Give your project a name, even if you're not going public yet.

This makes it real.

It could be as simple as "Joe's Side Project" or "Etsy Craft Business" or "Public Domain Publishing Enterprise".

This helps you treat it seriously.

## ✓ Break Your Big Goal into Mini Goals

Turn your idea into micro-milestones.

For example:

"Week 1: research top competitors,"

"Week 2: set up a free tool,"

"Week 3: create lead magnet."

This keeps momentum high and overwhelms low.

## ✓ Set a realistic window for reaching your first milestone.

For example: "By 3 months from today, I want to have launched my first product/service and made my first sale." Put a date on it.

- ✓ Create my first product by \_\_\_\_\_
- ✓ Launch my first offer by \_\_\_\_\_
- ✓ Send my first sales email by \_\_\_\_\_
- ✓ Get first 10 subscribers by \_\_\_\_\_
- ✓ Make my first online sale by \_\_\_\_\_

- ✓ Earn £1,000 by \_\_\_\_\_
- ✓ Book one paid client or customer

## ✓ **Inventory Your Time**

Audit your schedule.

How much time can you realistically dedicate per day, or per week?

For example, 60 minutes a day, or 5 hours per week.

Also decide on what kinds of time and day you can do this.

It might be that you devote a few evenings a week, or a day each weekend.

- ✓ Weekday mornings (1 hour/day)
- ✓ 2 evenings a week (2 hours total)
- ✓ 4 hours every Saturday
- ✓ Lunch breaks (30 minutes)
- ✓ Early mornings (before family wakes up)
- ✓ Short bursts (20 minutes x 3 a day)
- ✓ Total hours/week: \_\_\_\_\_

Block out these hours in your calendar now. (You can always adjust later).

## ✓ **Decide on Your Work Zone**

Choose a space at home where you can focus.

It doesn't need to be fancy - a corner of a room with good light and a flat surface will be fine.

Clear it, claim it, and stock it with essentials.

- ✓ Kitchen table
- ✓ Spare room corner with small desk

- ✓ Under-stairs nook with fold-up table
- ✓ Garden shed / outdoor cabin
- ✓ Laptop tray and headphones for portable setup
- ✓ Low-distraction zone (turn off TV/radio etc.)
- ✓ Plants, lamp, or decor for focus/energy

## ✓ **Audit Your Tools & Tech**

List the tech and software tools you already have. Make a note of anything that needs updating or replacing.

- ✓ Laptop or tablet
- ✓ Smartphone
- ✓ High-speed internet
- ✓ Email account
- ✓ Social media account(s)
- ✓ Cloud storage (Google Drive, Dropbox, etc.)
- ✓ Writing tool (Google Docs, MS Word, ChatGPT etc.)
- ✓ Password manager
- ✓ Notes or project tracker (Notion, Trello)
- ✓ Calendar for your schedule

## ✓ **List What's Missing**

Identify what's stopping you from taking action.

Is it tech? Knowledge? Tools? Time? Confidence?

Make a list. For example...

- ✓ Computer, laptop or tablet

- ✓ Software or tool you haven't set up
- ✓ Lack of clear goal and time-frame
- ✓ No suitable working space
- ✓ Unclear business idea or plan
- ✓ Fear of failure or imposter syndrome
- ✓ Lack of schedule or structure
- ✓ Not knowing where to begin
- ✓ Tech you need help learning
- ✓ Motivation/confidence
- ✓ Knowledge gap in a specific skill

You can't fix what you haven't identified by finding an appropriate tool, resource or training.

## ✓ **Create a Wish List of Resources**

Write down any apps, tools, platforms, subscriptions, books or templates you think would help in an ideal world - and keep it somewhere visible.

These aren't urgent when you begin but they could help.

Examples include:

- ✓ Educational book or course
- ✓ Newsletter subscription
- ✓ Membership to advice service
- ✓ Expert to follow (on email, blog or social media)
- ✓ AI tools (Chat GPT, Dall-E, Midjourney)
- ✓ Website builder (Squarespace, Wordpress, etc.)
- ✓ Idea journal for notes and ideas

- ✓ Canva account for design
- ✓ Productivity timer or focus app

## ✓ **Share Your Intention With Loved Ones**

Tell one or two people in your life that you're starting something - and why it matters to you.

This creates accountability and reduces the chance of self-sabotage later.

- ✓ Spouse or partner
- ✓ Best friend
- ✓ Online community/forum
- ✓ Accountability partner
- ✓ Children or family
- ✓ Social media "soft share" (e.g. "working on something new...")

## ✓ **Set Up a Calendar or Planner**

Create a recurring reminder to check in on your progress once a week.

It could be a Sunday review or a 15-minute Friday check-in.

Bonus: add a few "thinking time" blocks too.

- ✓ Add 2 weekly working sessions to digital calendar
- ✓ Schedule a weekly check-in (Sunday or Friday)
- ✓ Set quarterly reminders to review goals
- ✓ Use planner/journal to log ideas and tasks
- ✓ Colour-code your business work hours
- ✓ Install a planning app if useful

## ✓ **Set Up a Success Tracker**

Start a simple tracker (spreadsheet or notebook).

Log what you worked on, what you learned, what went well.

- ✓ Create Google Sheet for key numbers
- ✓ Use a notebook to log daily or weekly activity
- ✓ Start a “Done” list instead of a to-do list
- ✓ Record first subscriber, first reply, first sale
- ✓ Use emoji stickers or colour dots to track effort
- ✓ Write weekly reflections (What worked? What didn't?)

## ✓ **Set a 7-Day Action Plan**

Pick 1–3 small tasks you can complete this week - something that gets the wheels turning.

Examples:

- ✓ Create a goal and schedule time for it
- ✓ Follow a course module or read a book chapter or report
- ✓ Register a domain or social handle
- ✓ Research a product or market
- ✓ Write your “about me” blurb
- ✓ Create a welcome email
- ✓ Set up a social media feed
- ✓ Pre-write social media posts for the week
- ✓ Draft a checklist, quiz or guide
- ✓ Open a free account on a platform

- ✓ Email one friend for feedback
- ✓ Outline your first product idea
- ✓ Contact a supplier or potential partner

## ✓ **Prepare for Friction**

Write down what might derail you (e.g. family duties, perfectionism, self-doubt) and decide how you'll respond. For example:

- ✓ Family obligations
- ✓ Media distractions
- ✓ Work demands
- ✓ Financial issues
- ✓ Lack of a predictable routine
- ✓ Physical challenges (eg health conditions, sleep problems, mobility issues)
- ✓ Mental health challenges
- ✓ Tech issues or confusion
- ✓ Fear of judgement
- ✓ Perfectionism
- ✓ Trying to do too much
- ✓ Procrastination
- ✓ Loneliness / isolation

If you are aware of these in advance you can plan for them, and find tools, resources or advice that can help mitigate against them.

## ✓ **Create a Reward**

Decide how you'll reward yourself after your first small goal is achieved.

Maybe it's finishing the checklist or launching your first offer.

Make sure you acknowledge it and give yourself a treat.

- ✓ Favourite snack or drink
- ✓ Dinner out with a loved one
- ✓ An afternoon off
- ✓ A cinema trip
- ✓ A new notebook or tool
- ✓ An evening in the pub
- ✓ A night of binge-watching a TV show

This will give you a little more motivation to get the ball rolling this week.

## Recommended Tools and Platforms

Here's a selection of tools that can help you research ideas, build assets, create content, and organise your business efficiently — even if you're starting from scratch.

### AI & Productivity Assistants

- [ChatGPT](#) (Text content, ideas, writing, planning)
- [Claude](#) (Advanced AI writing and Q&A)
- [Perplexity](#) (AI-powered research and question answering)
- [Midjourney](#) (Advanced AI image creation — Discord-based)

### Research & Idea Discovery Tools

- [Google Trends](#) (Track interest in search topics over time)
- [AnswerThePublic](#) (See real questions people are asking online)
- [Exploding Topics](#) (Discover fast-growing trends before they go mainstream)

- [Reddit](#) (Find niche communities, discussions, problems and solutions)
- [Quora](#) (Explore commonly asked questions in your topic area)
- [Google Keyword Planner](#) (Research search terms and competition)

## Design & Branding

- [Canva](#) (Drag-and-drop graphics, logos, lead magnets, social media)
- [Looka](#) (AI logo and brand kit creator)
- [Creative Market](#) (Affordable design templates and fonts)

## Website Builders

- [WordPress.com](#) (Flexible, open-source blog/site builder)
- [Shopify](#) (Ecommerce website builder for physical/digital products)
- [Systeme.io](#) (All-in-one sales funnel, email, and product platform)

## Digital Product Tools

- [Gumroad](#) (Sell digital downloads, courses, memberships)
- [Teachable](#) (Course and coaching platform)
- [Podia](#) (Courses, communities, coaching, and digital downloads)

## Print On Demand Services

- [Printful](#) Print On Demand company with a fulfilment centre in Birmingham, UK. They will add your designs to a range of products.
- [Printify](#) A network that connects you to various print providers

## Email & Audience Building

- [MailerLite](#) (Beginner-friendly email list builder + landing pages)

- [CovertKit](#) (Email marketing for creators with automation)

### **Useful Tools & Platforms**

- [Trello](#) (Visual task and project management)
- [Notion](#) (All-in-one workspace for notes, tracking, planning)
- [Asana](#) (Simple, powerful project manager for solo or team use)
- [Google Drive](#) (Free cloud storage and documents)
- [Calendly](#) (Let people book meetings or calls with you)
- [Loom](#) (Record and share short screen or face-to-camera videos)

# Summary

You made it to the end, and that's worth celebrating. Even if you've only ticked off a few steps, you're already ahead of where you were yesterday. Remember, building something meaningful doesn't require giant leaps or endless hustle. It's about small, consistent actions that add up over time and giving yourself permission to learn as you go.

If you ever find yourself slipping back into old habits – overthinking, stalling, or doubting whether you can really do this – come back to this checklist. Use it as a reset button. You don't have to get it perfect. You just have to keep moving, one step at a time.

If you want more support, ideas, or just a friendly voice in your inbox, don't forget to join the “From ‘Maybe This’ to ‘Done This’” newsletter. It's your weekly dose of encouragement, shortcuts, and honest advice all designed to fit around your busy life and help you turn curiosity into real progress.

You're not alone on this journey. Every experiment, every small win, and even every wobble is part of the process. Keep going, you're closer than you think.

Take care

Steve