

Simple Business Setup Starter Kit

Start with clarity. Avoid the tech chaos.

A simple guide for new service businesses.

Leissa Gebert
D E S I G N

Quick Start

This is not a course. This is a simple starting point.

You don't need to figure everything out today.

Work through this in under an hour.

Start with the 5-Step Map, then use the pages that follow to clarify your thinking.

The 5-Step Setup Map

What Actually Matters First:

What Do You Offer?

Who Is Your Audience?

**What Problem Do
You Help Solve?**

**How Do People
Become Clients?**

**What Tools Do You
Actually Need?**

Start with clarity. Build your business in the right order.

Worksheet

What Do You Offer?

What do you do? (one sentence)

What type of person would say “yes” to this?

Who is NOT a good fit?

Worksheet

Who Is Your Audience?

Who **specifically** needs this?

What type of person would say "yes" to this??

Who is NOT a good fit??

Worksheet

What Problem Do You Help Solve?

What is someone struggling with before they find you?

What do they want help with?

What changes after working with you?

Worksheet

How Do People Become Your Clients?

How would someone first find you?

How do they contact you?

How do they say "yes" or pay you?

Example:

Facebook → *Message* → *Simple Call* → *Payment*

Worksheet

What Tools Do You Actually Need?

Do you need a website right now? (yes/no)

How will people contact you?

How will you accept payment?

You don't need everything at once.

Your Simple Business Setup

Summarize the following:

My offer:

My audience:

The problem I solve:

How people become clients:

The tools I need:

What To Do Next

Now What??

You've done the most important part—getting clear.

Here's how to move forward without overcomplicating things:

1. Start simple

Don't try to build everything at once.

Focus on:

- One clear offer
- One type of client
- One way for people to contact you

2. Create a simple place to send people

Before you start reaching out, set up one simple place where people can learn more about what you do.

This could be:

- A simple one-page website
- A Facebook business page
- A short document or PDF you can share

You don't need anything complex—just something clear and easy to understand.

3. Start having conversations

Once you have that in place:

- Let people know what you do
- Share your simple page or info when it makes sense
- Focus on helping—not selling

4. Take one step—not ten

Pick the next logical step and do that. Not everything at once.

Avoid These Common Mistakes

- Starting with tools instead of clarity.
- Trying to do everything at once.
- Building before knowing who it's for.
- Overcomplicating the setup.

What You Don't Need (Yet)

As you're getting started, it's easy to feel like you need everything in place before you begin. You don't.

You don't need:

- A full website with multiple pages
- A logo or complete brand design
- A complex email system or automation
- Multiple social media platforms
- Expensive software or subscriptions
- A detailed business plan

You do need:

- A clear offer
- A specific audience
- A simple way for people to contact you
- A way to get paid

Keep it simple. Start with what matters. Add more as you grow.

:

Want Help Simplifying This?

If you'd like help turning this into a simple, clear plan, I offer a one-time Simple Business Setup: Clarity & Plan session.

Email me at: leissa@leissagebert.com

Subject: Clarity Session

Tell me a little about what you're working on and where you feel stuck—I'll take a look and let you know next steps.

I personally review every request.

A handwritten signature in black ink that reads "Leissa". The signature is written in a cursive, flowing style with a large initial 'L'.