



Hyperlocal Launch Checklist

- Vision
- Mission Statement
- Content Strategy & Categories
- Revenue Goals (Page 2)
- Projected Monthly Budget
- Revenue Goal Breakdown
- Develop your year-end revenue projection, and define how you will get there
- Read “The E-Myth” or “E-Myth Revisited” by Michael Gerber
- Establish a bank account at the minimum, and an LLC
- Make sure you have sufficient funds to operate for 12 months in your bank account
- Sales Resources
 - Digital Ad Sales Training
 - Media Kit Template
 - Proposal Template / Advertising Agreement
 - Business Cards

NOTE: To get access to this document, click File → Make a Copy

- Acquire Technical Requirements
 - Register a domain name
 - Choose a CMS / CMS host
 - Choose a website theme
 - Choose a subscription tool
 - Choose an ad manager
 - Choose newsletter service
 - Hire a freelancer to establish website, if possible
 - Register social media accounts
 - OneSignal Push Notifications (or Similar)
- Write 10-20 “pre-launch” pieces of content
- Launch your website with
 - Newsletter subscription prominent
 - Subscription prominent
 - Preferably, 4-5 “launch sponsors” (advertisers, non-profits)
 - If necessary, pro-bono ad packages or sponsored content
- Apply to be included in Google News
- Join a group of peers in an association like LION Publishers and Broadstreet Community
- Find successful peers, preferably geographically close(r), who can serve as mentors and a sounding board
- Join your local Chamber of Commerce



1 Year Goal Worksheet

What is the “Vision” for your new company?

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Amount of personal income needed after _ years to make this a “success” \$

Amount of revenue needed in total (multiple above by 1.5) \$

Breakdown of revenue:

Take the last number and break down where that number comes from. It tends to be difficult to bring in big reader revenue numbers before you're well established in your area. You may initially be lopsided toward sponsored content and ad sales:

Be sure to enter a quarterly benchmark (3 Month column) so that you can further breakdown your goal and understand where you should be after 3 months.

Revenue from ...	Yearly	Quarterly (Yearly divided by 4)	Comments
Display Ad Sales	\$120k	\$30k (2500/month)	Think about how many advertisers you will need to pitch to hit your Display and Sponsored content numbers to sell enough account to hit your goal. Sales tends to be a long-game and rejection is typical but never final.
Sponsored Content			
Subscriptions			



Ad Sales Worksheet

We need:

10 advertisers @	\$250/month
7 advertisers @	\$500/month
5 advertisers @	\$1000/month

Your numbers may be different and this will likely be tweaked if not outright changed over time. But it's important to understand how many advertisers you will need to hit your goals.



\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250	\$250
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\$500	\$500	\$500	\$500	\$500	\$500	\$500
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\$1000	\$1000	\$1000	\$1000	\$1000
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Breaking it down visually (example pricing): What goes in these packages? Here's an idea on the next page:



Ad Sales Worksheet (Continued)

These are just examples of how you might construct packages to appeal to potential advertisers. We strongly encourage you to watch the recorded Webinar #2, "Competitors, Packaging, and Pricing" here: <https://broadstreetads.com/digital-ad-sales-training-video-series/>

Package Name	Price (Monthly, Example)	Details	Comments
● Bronze	\$250	○ Sidebar display ad OR ○ In-story ad	
● Silver	\$500	○ Leaderboard ad ○ Newsletter ad placement ○ Newsletter shout out	
● Gold	\$1000	○ Leaderboard ad ○ Newsletter placement ○ Social media shout out ○ 1 Sponsored post	
● Sponsored Content	\$1000	○ 3x sponsored posts on topics of your choosing	



Weekly Scorecard

Tracking your progress can be extremely beneficial in seeing your progress and giving you motivation to stay focused on your goals
Every Monday, plug in your numbers from the previous week into this worksheet or something similar.

Metrics (Totals)	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 12	Goal (Examples)
# Monthly Pageviews	5000	10000										25,000
# Newsletter Subscribers	100											1k
Reader Revenue	10											1000
# Advertisers Pitched	10											10
# Active Advertisers	1											25
Display Ad Revenue (Monthly)	500											\$8k
Sponsored Content Revenue	0											\$3k

Daily Tasks					
	1 Task	2 Level	3 Priority	Comments	→
☐	Send Invoice to ABC	C	1		
☐	Send intro Real Estate pitches	A	2		
☐	Delete spam comments	C	6		
☐	Catch up on bookkeeping	C	5		
☐	Cover USPS protest	A	7		
☐	Catch up on email	C	8		
☐	Approve submitted events	B/C	4		
☐	Figure out automating newsletter	A	3	Look into hiring someone for this task	X
☐					
☐	Weekly Task	Level	Priority	Delegate These	
☐				What are things you find yourself doing that would be better delegated to a staffer (or automated) so that you may focus on more important tasks elsewhere?	
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Every day, write your daily TODO items in the left column. Write “A” in the Level column if it will lead to compounding gains. Writing stories only qualifies if it’s a major piece that will raise your status. Developing your media kit is an “A” level task. Other tasks are B and C level. Then prioritize each task by number and execute on them in order.