



STARTUP STRATEGY GUIDE

# Info Guide for Beginners

A step-by-step framework for launching, proving, and scaling your startup, from your first idea to your first winning ad campaign.

## Three phases. One framework.

Building a startup doesn't need to be complicated. This guide breaks the process into three phases you can move through in order, each one designed to get you real market data as fast and cheaply as possible.



### PHASE ONE

#### Launch It

Get your name, brand, offer and one-page site live so you can start collecting real market data.



### PHASE TWO

#### Prove It

Run small beta tests across search, social and email to prove demand before you spend real money.



### PHASE THREE

#### Scale It

Double down on what's working, build your content engine, and scale your winning channels.

## PHASE ONE

# Launch It



### Business Name

Choose something that speaks to you, but don't lose sleep over the "perfect" name; it doesn't exist. Think about Nike, Anthropic or Google: none of those names are inherently obvious in hindsight.

Don't let the search for perfection stop you from starting. Pick something you like, then start building your offer. You can always change the name later. Give yourself a hard deadline (48 hours max) to decide and move on.



### Domain Name

This largely follows from your business name. Some founders think of the domain first, chasing a ".com" that's never been used, but that's not mission critical. Plenty of successful businesses run on other extensions. Set a deadline, decide, and move forward. It only costs about \$10 to change later.



### Logo

Use ChatGPT or Grok to generate logo ideas quickly: ask for a sheet of nine options to compare, then keep prompting until one clicks.

Your logo needs to work everywhere: website, social channels, stationery. Look at the most recognisable brand logos and you'll notice they're almost always simple. Avoid designs that only work in colour, on one background, or at one size.



### Offer & Messaging

This is the step most first-timers skip, and it's the one that moves the needle most in digital marketing. Your offer is what goes everywhere and what differentiates you from competitors. Invest real time crafting winning offers and headlines. *\$100M Offers* by Alex Hormozi and anything by David Ogilvy are excellent places to start.



### One-Page Website

Don't build your full website vision yet. Your only goal early on is to get market data as fast as possible. Build one page that showcases your offer, experience, trust signals and contact info.

Consider this: a marketing agency won't send traffic anywhere else. Every agency builds one high-converting page and markets that. Roughly 98% of your traffic won't go past this page, so build a strong single page first, and spend your budget buying traffic to it instead of building a bigger site. The data you gather will guide the fuller site later.



## Lead Funnel

Build a multi-step form instead of one long form when capturing leads. Multi-step forms convert better, and everything comes down to turning interest into leads. A quiz funnel or lead funnel works best here. Lemonade.com is a good example to study.



## CRM Beta

You need somewhere to capture and store client information. If you're building on an AI platform like Lovable or Claude, simply ask it to build a "best practices CRM" and it will put one together in minutes. From there, connect to third-party tools like MailChimp for email automation, or route leads to Slack, ClickUp, Google Sheets or email.



## Lead Magnet

The fastest way to build trust and grow an email list is by giving away a high-value content offer: a lead magnet. Use it across your social media marketing as the top-of-funnel entry point for your email re-marketing and list-building efforts. (This guide is itself an example of a lead magnet.)



## First YouTube Video

A first video solves several problems at once. It builds transparency and credibility on your landing page. People can see who's behind the company, which lifts conversion rates when done well.

Google also indexes YouTube videos in search results, so you can start earning free traffic within roughly 72 hours instead of waiting weeks or months for traditional SEO. Video is also increasingly cited by AI search tools, and it lives on evergreen, compounding value and organic traffic over time.



## Analytics & Conversion Tracking

Make sure analytics are set up on your website so you know how many visitors you're getting, what content resonates, and where people drop off. Most platforms, including Lovable, have this built in, and adding Google Search Console takes just a few clicks.

# Prove It



## Google Ads Beta

Setting up Google Ads takes less than 60 minutes and gives you real search data to analyse. It doesn't matter if this initial test makes no money; treat it as paying for information.

This lets you identify high-intent keywords and uncover search terms you may never have considered. From there, you can optimise your ads, your website, and build landing pages for your best opportunities.



## Social Media Posts ×10

Research creators in your niche who've gone viral and study the strategies and formats they used. Then don't overthink it. Start posting and see what gets traction.

Expect low views at first, and don't be discouraged. If even one post performs well, you're winning. The goal at this stage is market data and insight for your next batch of posts. Focus most on your topic, then the hook that stops the scroll in the first three seconds.



## Social Media Lead Funnel

Use ManyChat or similar to automate a social media lead funnel. Viewers comment a keyword like "Guide" and automatically receive a link to your free lead magnet, one of the best ways to grow your email list while delivering value to your audience, fully automated.



## Social Media Ads Beta

Check the Facebook Ads Library ([facebook.com/ads/library](https://facebook.com/ads/library)) for long-running ads in your niche. Longevity signals what's working for competitors, and gives you inspiration for format and messaging.

Launch your first set of three ads with minimal spend (around \$5 per campaign per day), analyse the results, and do more of what works and less of what doesn't.



## Email Marketing Automation

Once leads start coming in from ads and organic content, use a tool like MailChimp to build automated email sequences. Add value over 5–7 emails to build trust with a potential client. It's fully automated, and one of the highest-value tactics in email marketing.



## Customer & Sales Feedback

Review your own client pain points and feedback, along with forums like Reddit and Trustpilot. You're in the business of solving pain points, and this feedback often becomes the source of your brand and marketing messaging. Don't overlook it.



## Marketing CRO Review

Review every marketing effort, including ad click rates, website, lead funnel and email automation, and A/B test to find your best conversion rate at each level. Only once you understand your data and have optimised for conversions should you think about scaling ad spend.

## PHASE THREE

# Scale It



### Google Ads V2

Review your Google Ads performance from beta testing and identify opportunities to scale further.



### Social Media Ads V2

As with Google Ads, review your beta test results from social campaigns, optimise, and increase spend on winners.



### SEO Content Engine

AI has made content production far faster, but doing it well still takes skill. Build a content engine that answers your niche's most popular questions, sourced from Google Search, your Google Ads dashboard, and tools like AnswerThePublic.com.

Don't let AI write the content outright. That reads as commodity content, and if AI can write it, your website doesn't need to exist to answer it. Instead, review help forums, Facebook groups and similar sources, then write your own content with real stats, prices and unique perspective. Use AI for research and heavy lifting; optimise the final content yourself. The goal isn't the most content; it's the highest-value content.



### Google & AI Search Visibility

To earn citations and backlinks, build free resources, including industry reports, calculators, tools or apps, that provide real value. People link to these, generating citations. AI search also heavily cites content from YouTube, Reddit and LinkedIn.



## **Email Marketing V2**

Review your email marketing automations and optimise them based on performance.



## **Marketing CRO Review**

Review every marketing system, including ad creative, landing pages, lead funnels and email automations, for opportunities to improve.



## **Scale Winning Channels**

Identify the channels with the most opportunity and drop the losers. You don't need to be everywhere at once. There's more than enough traffic on any single channel to build a business.



## Happy business building.

You now have the full framework: Launch It, Prove It, Scale It. Pick your first step and start today; momentum beats perfection every time.

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