Families Arising
Resource Centre Edmonton

FREE WOMEN IN BUSINESS GUIDE

Idea to Launch: 30-Day Starter Workbook

A practical four-week plan to clarify your idea, test it with real people and launch your first offer.

Many women carry a great idea for years. What is often missing is not talent, but a clear next step. This workbook breaks the first 30 days into four simple weeks. Work through one week at a time, and by the end you will have a tested idea, a clear offer and your first customers or supporters.

Week 1: Clarify your idea

Question	My answer
What problem do I want to solve?	
Who has this problem most? Describe one real person.	
Why am I the right person to solve it?	
What is my idea in one sentence? "I help ___ to ___ so that ___."	

Tip: the more specific your person, the easier everything else becomes. "Busy newcomer moms in Edmonton" is stronger than "everyone".

Week 2: Test it with real people

Before you spend money, talk to at least 10 people who fit your description. Do not pitch. Listen.

- [ ] Ask: "What is the hardest part of [problem] for you right now?"

- [ ] Ask: "What have you tried? What did you like or dislike?"
- [ ] Ask: "If something solved this for you, what would it be worth?"
- [ ] Write down the exact words people use. They become your marketing language.
- [ ] Look for patterns after 10 conversations

What I heard most often	What it means for my idea

Week 3: Shape your first offer

Offer element	My answer
My first product or service	
What is included	
Price (cover your costs and your time)	
How people buy or sign up	
Business or non-profit? (see our guide)	

- [ ] Choose a simple name and check it is not already in use
- [ ] Open a separate bank account for your business
- [ ] Set up one simple way to take payment or registrations
- [ ] Create one place people can find you: a social media page, a simple website or a booking link

Week 4: Launch to your first 10

1. **Start with warm contacts.** Personally invite the people you spoke to in Week 2, plus friends, family and community groups.

2. **Offer a pilot.** A small first group at an introductory price in exchange for honest feedback and testimonials.

3. **Share your story.** Post about why you started and who you help. People buy from people.

4. **Ask for referrals.** Every happy customer knows someone else with the same problem.

5. **Review and adjust.** What worked? What will you change for the next 30 days?

My first 10

Name	Contacted	Interested	Signed up

Ready to go further? The Mom Accelerator Program (MAP), powered by Mom Youniversity, is a six-month accelerator for women launching and growing businesses and non-profits. Open to all women. Visit familiesarising.ca/accelerator to join the waitlist.

This guide is general information, not legal, tax or financial advice. Rules change, so please confirm with the official source or a qualified professional.

Families Arising is here to help

Families Arising Resource Centre Edmonton is a registered non-profit that supports Black, immigrant, newcomer and multicultural families with programs for mothers, fathers, children and teens.

- **Mom Youniversity:** mentoring, peer support and coaching for mothers and women
- **Intentional Parenting Course:** summer cohorts for parents
- **Junior Youniversity:** Royal Tots, Royal Readers and Teen Pulse for kids and teens
- **Free webinars, guides and events** for families

Visit familiesarising.ca · Email info@familiesarising.ca · Call 780-900-1450 · Instagram @familiesarising.edmonton

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