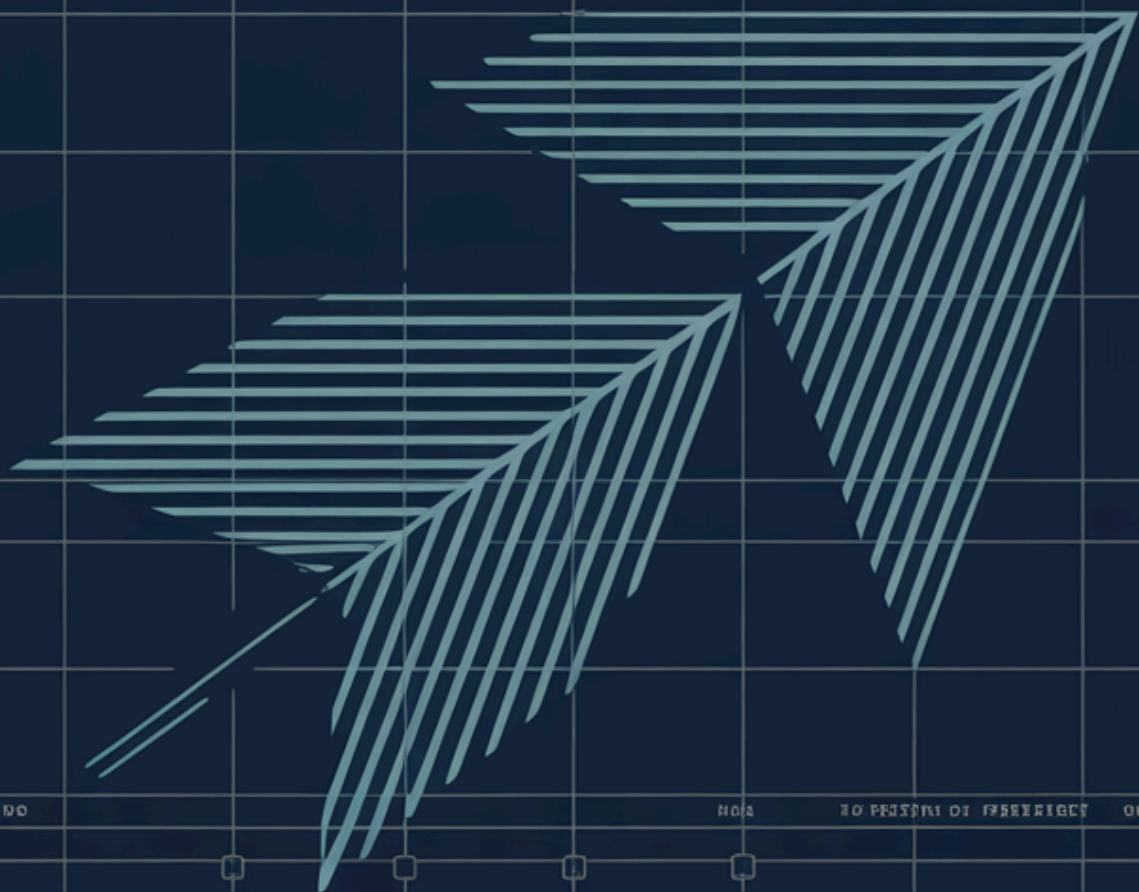


# HATCHABLE LAUNCH BLUEPRINT



## Hatchable Launch Blueprint

### Discover What Happens After You Buy a Fully Set-Up Business, Ready to Launch with Hatchable

Created by Hatchable— specialists in done-for-you service businesses that are built to launch and ready to grow from day one.

This is your roadmap. It shows you what we do behind the scenes to get your business professionally launched, structured, and set up for long-term success — without the overwhelm, delays, or guesswork.

When someone buys a business from Hatchable, we don't just hand over a folder and wish them luck. We guide, build, launch and support — following a process that includes over 200 micro-steps across branding, setup, marketing, systems, and more.

But here's a simplified overview of what that journey looks like.

These are the key milestones we complete for you — and the steps we walk you through as a Hatchable client.



# Phase 1:

## Strategy, Evaluation & Setup

### 1. Initial success profile & aptitude evaluation

Before we build anything, we take the time to understand you — your goals, your strengths, and most importantly, whether you're open, coachable and ready to learn. We don't work with everyone — we want to be sure you have the attributes for success.

### 2. Initial onboarding & information capture

We collect the foundational info needed to build your business properly — preferred trading address, business structure, brand preferences and more. This part ensures what we build fits you.

### 3. Clarify your business model

We ensure the chosen model fits your goals, lifestyle, and earning expectations.

### 4. Claim Your Territory

We lock your business to your chosen local area, giving you a clean start in a protected area.

### 5. Design your visual brand

Logos, colours, fonts, tone — all created for instant professionalism.

### 6. Build your website

Optimised for Google and ready to convert — not just a digital brochure.

### 7. Set up branded email and digital assets

So you're ready to look, sound, and operate like a real business from day one.

### 8. Create Google Business Profile and directories

Essential for local visibility — we handle this for you.

### 9. In-person 1:1 training session

We meet face-to-face (virtually or in-person) to walk you through the journey, answer your questions, and get you grounded in the business you're about to own.

## Phase 2:

# Marketing & Launch Preparation

### 10. Write your sales messaging

We craft your core offers and client-facing messaging for clarity and conversion.

### 11. Create ready-to-use marketing materials

Flyers, Google Ads copy, email templates — plug-and-play tools.

### 12. Design your first Google Ads campaign

Prebuilt and ready to attract real leads — not just test traffic.

### 13. Set up your basic automations

Lead capture, email follow-ups, call scheduling — all ready from day one.

### 14. Provide lead tracking and ROI tools

You'll know what's working — and where to focus.

## Phase 3:

# Business Infrastructure & Systems

### 15. Create your operations manual

So you're not winging it every day — and can delegate when ready.

### 16. Set up invoicing & finance tools

We recommend and help you install the right software stack.

### 17. Define your onboarding process

So clients experience you as a pro — even on day one.

### 18. Deliver legal templates & compliance advice

We don't offer legal services, but we do provide pre-vetted templates and checklists.

### 19. Recommend the right insurance, accounting, and support providers

You'll know where to go and what to ask.

## Phase 4:

# Go Live & Ongoing Support

### 20. Launch your first marketing campaign

With your Google Ads or local flyers ready to go.

### 21. Monitor early lead flow

We check for red flags and optimise fast.

### 22. Offer first 30–90 days of structured support

We're on hand to answer questions, tweak campaigns, and help you build momentum.

### 23. Coach you on handling your first clients

So you can deliver confidently and retain business from the start.

### 24. Handover & business readiness check (virtually or in-person).

Once everything's in place and you're ready to trade, we deliver a comprehensive handover to make sure you're confident, clear, and fully prepared for success.

## What You Don't See

Behind this Launch Blueprint are over **200 tasks** that we complete for you — from DNS configuration to writing your first email sequence, from indexing your website on Google to connecting call tracking tools.

Most first-time business owners never see these steps — and that's exactly the point. **We handle the detail. You stay focused on growth.**



## Smarter Starts Here

This isn't just a business "startup."

It's a **done-for-you business launch** — structured, proven, and built to trade.

If you're serious about owning a business but want to avoid the painful, expensive trial-and-error phase most people go through, this is what smarter looks like.

## Next Step

Visit [www.hatchable.co.uk](http://www.hatchable.co.uk) to learn more, explore available businesses, or request a free call. No pressure. No fluff. Just a smarter way to start.





## Built With You. Launched Together.

Your business isn't just set up — it's structured, branded, marketed, and launched with expert guidance every step of the way.

