

AM I JUST TALK

The
**Overthinker's
Business Starter**

Checklist

(Re)

Start Your Online
Business Today

5 SIMPLE STEPS

2-PAGES:

FIX IT ✓

START IT ✓

STOP THE DELAYING AND FINALLY
LAUNCH YOUR ONLINE BUSINESS

2026

You've planned it. Thought about it. Talked about it



TAKE THE FOLLOWING STEPS – WITHOUT aiming for the “perfect plan” or to make money - this comes later



IMPORTANT SECTION

- Accept your first version will be messy
- Set a 24-hour deadline to begin AND
- Block 30–60 minutes for focused work
- Remove distractions (apps, tabs, etc.)

Understand that it's common to hate some parts of this exercise, yet get really inspired with others. Rather than stopping, move faster through any parts you may struggle with.



And BEFORE YOU START

- Tracking your progress locks in consistency.
- End each session with a fully descriptive note to yourself about where you left off, your train of thought, and where you aim to restart.

Checklist

CHECKLIST



STEP 1: Define ONE idea (not 10)

- ☐ Write down ONE business idea (not multiple)
- ☐ Make sure it solves a real problem
- ☐ Commit to this for the next 4-steps (no switching)



(If you have trouble finding a business idea that solves a real problem, select a familiar online businesses, or one based on your own skills or knowledge)



STEP 2: Background work

- ☐ Decide who your ideal customer will be. Define their age range (within 10 to 15 year), gender, and why they will be interested in your offer
- ☐ Where is your intended audience likely to be online?
- ☐ Study the type of content they consume, what language they use, what other businesses are doing (but don't copy or compare)

CHECKLIST CONT'D



STEP 3: Take practical action

- ☐ Write an About Me page
- ☐ Map out 5 pieces of content, not for online sharing
- see how these pieces can relate to one other
- ☐ List at least 10 keywords or keyword phrases.



STEP 4: Clarify your message

- ☐ I'm [name/business] and I help [ideal customer type] achieve [the main benefit]
- ☐ My focus is on [your unique approach or expertise], which helps people [outcome]



STEP 5: Lock in consistency

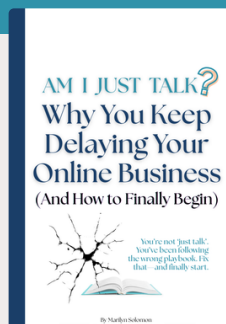
- ☐ Lastly, review all previous steps for consistency and alignment.
- ☐ Sharpen your messaging and refine your offer where needed.

Most people don't fail because
they lack ideas.

They fail because they never
move from thinking → doing.

**If this checklist helped you take action,
the full version is inside my short guide:**

Am I Just Talk?
Why You Keep Delaying Your Online Business
(And How to Finally Begin)



It goes deeper into
breaking the cycle
and actually
building
momentum *plus*
the full version of
my Overthinker's
Checklist

You've planned it. Thought about it. Talked about it



Congratulations.

You have taken the major steps that are the foundations of the most typical online businesses.

Return to Step 1. Have you identified the best business topic and business model that are the best fit for you?