

Market Entry Checklist

For Small Businesses & Solo Entrepreneurs

30-day launch · Used by 200+ founders

How to use this checklist

Check off each item as you complete it. Estimated time per step: 1–3 hours (except legal/financial). Goal: reduce “paralysis by analysis” and launch in any new city, state, or country in under 30 days.

Phase 1: Foundation (Days 1–3)

✓	Task	Why it matters
<input type="checkbox"/>	Choose 1 target market only (not 3–4)	Focus wins. A single city or country is enough to test.
<input type="checkbox"/>	Verify demand without spending money – Use Google Trends, Reddit searches, free local FB groups	Avoid launching where nobody is searching.
<input type="checkbox"/>	List 3 direct local competitors – Visit websites, social media, and Google Maps reviews	See what customers complain about – that’s your opportunity.
<input type="checkbox"/>	Check market-specific regulations – Tariff codes, import restrictions, local licenses	Hidden fines are the #1 killer.
<input type="checkbox"/>	Open a separate bank account (Wise, Payoneer, or local multi-currency)	Never mix personal and market-entry funds.

Phase 2: Legal & Money (Days 4–7)

✓	Task	Why it matters
<input type="checkbox"/>	Register for tax ID in target market – US: EIN + sales tax. EU: VAT. Others: local equivalent	You can't invoice legally without it.
<input type="checkbox"/>	Set up payment processing – Stripe Atlas, PayPal, 2Checkout, or local provider	Accept local payment methods = higher conversion.
<input type="checkbox"/>	Get a virtual address or local mail forwarder (iPostal1, Anytime Mailbox)	Required for bank accounts & registrations.
<input type="checkbox"/>	Draft a simple market-entry contract – LawDepot / LegalZoom template adapted locally	Protect yourself from non-payment.
<input type="checkbox"/>	Compare currency & transfer fees – Wise vs Revolut vs traditional bank	Saving 2–3% on each transaction adds up.

Phase 3: Marketing & Localization (Days 8–14)

✓	Task	Why it matters
<input type="checkbox"/>	Translate key pages – DeepL + local freelancer (Fiverr/Upwork) for homepage, checkout	Mistranslations kill trust immediately.
<input type="checkbox"/>	Adapt pricing to local expectations – Research local purchasing power	\$50 USD might be a week's salary elsewhere.
<input type="checkbox"/>	Create one local social account – WeChat, VK, Line, or just a local Facebook group	Be where customers actually hang out.
<input type="checkbox"/>	Set up a local phone number or WhatsApp Business	Customers call before they buy.
<input type="checkbox"/>	Find 5 local micro-influencers (1k–10k followers) – offer free product + \$50–100	They already have your customers' trust.

Phase 4: First 10 Customers (Days 15–21)

✓	Task	Why it matters
<input type="checkbox"/>	Run a “soft launch” to 10 people only – friends, past customers, local FB members at 50% off	Work out bugs before public launch.
<input type="checkbox"/>	Ask each of the 10 for a testimonial – text + 30-sec voice note	Use these for your real launch.
<input type="checkbox"/>	Set up a simple CRM – even a Google Sheet with follow-up dates	Don’t lose leads.
<input type="checkbox"/>	Create a local landing page – problem, solution, 3 testimonials, Buy now	No blog, no menu – just conversion.
<input type="checkbox"/>	Spend \$100 on targeted local ads – FB/IG or Reddit geotargeting	Test if paid traffic converts.

Phase 5: Launch & Iterate (Days 22–30)

✓	Task	Why it matters
<input type="checkbox"/>	Launch publicly with a 7-day discount – “First 20 customers get 20% off”.	Creates urgency and social proof.
<input type="checkbox"/>	Monitor metrics daily for 2 weeks – CPC, conversion rate, AOV, refund rate	You can’t fix what you don’t measure.
<input type="checkbox"/>	Send a short survey to every buyer – “How did you hear?” and “What almost stopped you?”	Find hidden friction points.
<input type="checkbox"/>	Set a “keep or kill” date – in 60 days: double down, pivot, or exit	Avoids the sunk cost trap.
<input type="checkbox"/>	Document everything – screenshots, vendor contacts, legal filings	Next market entry will be 2x faster.

Bonus: Market Entry Mistakes to Avoid

✗ Launching in 3 countries at once

✓ Start with 1. Add the 2nd only after 10 paying customers.

✗ Copying your domestic pricing

✓ Use purchasing power parity (World Bank free tool).

✗ Ignoring local holidays & seasons

✓ Check Google Calendar for target country – don't launch during slow month.

✗ Using only English

✓ Menu items & error messages in the local language increase trust.

✗ Waiting for "perfect" legal setup

✓ Do the minimum to be legal, then launch.

✓ Finished the checklist? Share this PDF with a fellow business owner. Then come back to dg2market.com for **Part 2: "How to Find Local Partners Without Paying Commission"**.

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