



FREE GUIDE • 7 STEPS



The Day One Playbook

Seven steps from an idea to a business that can compete. Start where you are: an idea, a launch, or a business that's stuck.

FOR

Founders and owners

TIME TO READ

15 minutes

FROM

buildwithbina.com

BEFORE YOU START

What **day one** means

Day one is the first day your business can really compete. People can find you, understand what you do in seconds, trust you, and pay you.

Most founders never get there cleanly. They build one piece at a time: a web developer, then a designer, then a content creator, then an ads manager. Four people, four briefs, four directions. Time goes, money goes, and the pieces don't fit.

This playbook puts the pieces in the right order, so each one is built to fit the next. Do the steps in order. Skip what you've genuinely finished, not what feels boring.

WHERE ARE YOU? START HERE

I have an idea, nothing built yet

STEP 1

I know who I serve and people want it

STEP 3

I'm trading, but the brand and site feel patchy

STEPS 3 → 5

My foundation is solid, I need customers

STEP 6

STAGE 1

The idea

Steps 1-2 · prove it, find your arena

STAGE 2

The foundation

Steps 3-5 · position, identity, website

STAGE 3

Growth

Steps 6-7 · content, customers, ads



STAGE ONE

The idea

The idea is the easy part. Before you spend on a logo or a website, prove people want it, and learn who you're really up against.

Step 1

Prove someone wants it

Step 2

Find your arena

1

STAGE 1 · THE IDEA

Prove someone wants it

Building before you have demand is the most expensive mistake a founder can make. A week of conversations can save months of building the wrong thing.

DO THIS

- 01 **Write the problem in one sentence**, in the words your customer would use, not industry language.
- 02 **Talk to 10 people who have that problem.** Not friends or family. Ask how they solve it today, what it costs them, and what annoys them about it.
- 03 **Ask for a real signal**, not an opinion: a deposit, a pre-order, a waitlist sign-up, or "call me when it's ready".
- 04 **Note the exact words** people use to describe the problem. They become your headlines later.

YOUR PROBLEM SENTENCE

who struggle with the problem, which costs them time
/ money / stress.

DONE WHEN

- ☐ You have the problem in one sentence
- ☐ 10 conversations are written down
- ☐ At least 3 people gave a real signal

AVOID

Asking "would you buy this?" People say yes to be kind. Ask what they did the last time they had the problem.

2

STAGE 1 · THE IDEA

Find your arena

You are never alone in a market. Your customers already choose between someone, something, or doing nothing. Knowing that arena shows you exactly where you can win.

DO THIS

- 01 **List 5 competitors:** 3 direct, plus 2 alternatives people use instead (a spreadsheet, a cheaper option, doing it themselves).
- 02 **Read their reviews,** especially the 3-star ones. Write down what customers praise and what they complain about.
- 03 **Find the gap:** a customer they ignore, a promise none of them makes, or a standard none of them keeps.

ARENA MAP

COMPETITOR

PRICE

CUSTOMERS LOVE

CUSTOMERS COMPLAIN

DONE WHEN

- ☐ Your arena map has 5 rows
- ☐ You've found 3 complaints you can fix
- ☐ You can name the one gap you'll own

AVOID

Competing on price first. The lowest price is a position anyone can take from you next month.

02

STAGE TWO

The foundation

This is where most businesses are built in pieces. Do these three steps together, in order, and every piece fits the next.

Step 3

Position and offer

Step 4

Identity

Step 5

A website that converts

3

STAGE 2 · THE FOUNDATION

Position and offer

If people can't say what you do in one sentence, they can't buy it and they can't recommend it. Positioning comes before design, always.

DO THIS

- 01 **Write your positioning sentence** using the gap you found in Step 2.
- 02 **Build one headline offer:** what's included, the result it gets, and a clear price (or a "from" price).
- 03 **Give a true reason to act now:** limited spots, a launch price with a real end date, or a bonus for the first customers.
- 04 **Cut everything else** for now. One clear offer beats a menu of ten.

YOUR POSITIONING SENTENCE

We help who get the result without the pain, unlike the alternative.

DONE WHEN

- ☐ A stranger understands your sentence first time
- ☐ Your offer has a price and a clear scope
- ☐ Your urgency is true, not invented

AVOID

Offering everything to everyone. A business for everybody is remembered by nobody.

4

STAGE 2 · THE FOUNDATION

Identity

People judge trust in seconds. When your logo, colours and fonts change from post to post and page to page, the business feels unreliable, even when the work is good.

DO THIS

- 01 **Check the name before you fall in love with it:** domain, social handles, and the business and trademark registers in your country.
- 02 **Get a logo that works small:** as a profile picture, a favicon, and in one colour.
- 03 **Choose a tight palette:** one background, one text colour, one accent. Two typefaces at most.
- 04 **Write a one-page style guide,** so everything made later, by anyone, matches.

YOUR IDENTITY IN ONE LINE

NAME	DOMAIN	ACCENT COLOUR	HEADLINE FONT	BODY FONT

DONE WHEN

- ☐ Name, domain and handles are secured
- ☐ The logo reads at the size of a thumbnail
- ☐ You have a one-page style guide

AVOID

Designing the logo before the positioning, or letting every new freelancer bring their own look.

5

STAGE 2 · THE FOUNDATION

A website that converts

Your website is where interest turns into an enquiry or a sale. A beautiful site that doesn't tell people what to do next is a brochure, not a business.

DO THIS

- 01 **Hero first:** what you do, who it's for, and one button. Readable in five seconds.
- 02 **Show proof:** reviews, results, and photos of real work or real customers.
- 03 **Show the offer and the price** (or a starting price), so the right people self-select.
- 04 **Make the next step easy:** a short form, a booking link, or a checkout.
- 05 **Launch on your own domain** with a matching email address (you@yourbusiness.com).

DONE WHEN

- ☐ A stranger can say what you do after 5 seconds
- ☐ It loads fast and works on a phone
- ☐ You've sent yourself a test enquiry
- ☐ It's on your domain, with your email

AVOID

Five buttons pointing five ways. One page, one main action.

03

STAGE THREE

Growth

With the foundation in place, every post and every dollar of ads works harder. Now you earn attention, then trust, one customer at a time.

Step 6

A content system

Step 7

First customers, then ads

6

STAGE 3 · GROWTH

A content system

Posting whatever comes to mind burns your time and confuses your audience. A simple system lets you show up consistently without starting from zero each week.

DO THIS

- 01 **Pick 3-4 content pillars:** for example the problem you solve, proof it works, how you work, and the person behind it.
- 02 **Plan 30 days:** three posts a week is enough to start. Consistency beats volume.
- 03 **Batch-create** a week or two in one session, instead of a little every day.
- 04 **End every post with one action:** comment a word, visit a link, send a message.
- 05 **Reuse every idea:** one idea becomes a reel, a carousel and a story.

YOUR PILLARS

PILLAR

WHAT IT PROVES

POST IDEA

DONE WHEN

- ☐ Your pillars are written down
- ☐ You have 30 days planned
- ☐ The first 2 weeks are already made

AVOID

Chasing trends that have nothing to do with what you sell. Reach without relevance doesn't pay.

7

STAGE 3 · GROWTH

First customers, then ads

Ads amplify what already works. Without an offer and a site that convert, they just help you lose money faster. Win your first customers by hand, then scale what works.

DO THIS

- 01 **Win your first 10 customers by hand:** your network, direct messages, partnerships, local and online communities.
- 02 **Ask every one of them for a review** and, with permission, a photo or result you can show.
- 03 **Then run ads:** one offer, a small daily budget, 2-3 creatives, and one clear goal (leads or sales).
- 04 **Check results weekly:** cost per lead or sale. Keep the winners, switch off the losers, test one new idea at a time.

WEEKLY SCORECARD

WEEK	SPEND	LEADS	SALES	COST PER SALE	NEXT TEST
------	-------	-------	-------	---------------	-----------

DONE WHEN

- ☐ You have 10 paying customers
- ☐ You have reviews to show
- ☐ You know your cost per lead or sale

AVOID

Boosting random posts and calling it advertising. Every ad needs one offer and one goal.

Are you at **day one**?

Tick what's true today. Every unticked box is your next job, and it tells you which step to go back to.

- ☐ Real people have shown they'll pay for this (Step 1)
- ☐ I know my competitors and the gap I own (Step 2)
- ☐ I can explain what I do in one sentence (Step 3)
- ☐ I have one clear offer with a price (Step 3)
- ☐ My name, domain and handles are secured (Step 4)
- ☐ My logo, colours and fonts match everywhere (Step 4)
- ☐ My website says what I do in 5 seconds, with one clear next step (Step 5)
- ☐ I post on a plan, not on a whim (Step 6)
- ☐ I've won customers by hand and have reviews to show (Step 7)
- ☐ I know what a customer costs me (Step 7)

Ten ticks: you're at day one. Now the work is growth, and the foundation will carry it.



NEXT STEP

Want the foundation built for you?

We build the whole foundation as one system: brand arena and positioning, identity, a website live on your domain, launch content and your first campaign. Every block made to fit the next.

FREE · 3 MINUTES

Take the Day One Scorecard

Ten quick questions. Your score, and the part of your foundation to fix first.

buildwithbina.com/#scorecard

FULL FOUNDATION

\$2,698 AUD ex GST, one-off

Already trading? The Restyle (\$1,598) repositions and refreshes what you have. See everything at buildwithbina.com.

EMAIL

HELLO@BUILDWITHBINA.COM

INSTAGRAM

[@BUILDWITHBINA.AU](https://www.instagram.com/BUILDWITHBINA.AU)

WEB

BUILDWITHBINA.COM