

A Secure Holdings

Free 7-Step Business Validation Checklist

A simple guide to help first-time entrepreneurs test their business idea before they invest too much time or money.

Before You Form Your LLC, Ask Yourself These 7 Questions

Starting a business is exciting—but before you file paperwork, build a website, or spend money, it's important to make sure your idea makes sense.

Use this free checklist from A Secure Holdings to validate your business idea and move forward with more confidence.

1. Can You Clearly Explain What Your Business Does?

If someone asked what your business does in one sentence, could you explain it clearly?

Ask yourself:

- What product or service am I offering?
- Who is it for?
- What problem does it solve?

Example:

“I help first-time entrepreneurs start their businesses with LLC formation, EIN registration, and website setup.”

Quick Check:

- Yes, I can explain my business clearly in one sentence
- No, I still need to simplify my idea

2. Do You Know Who Your Ideal Customer Is?

A business idea becomes stronger when you know exactly who you are serving.

Ask yourself:

- Is this for first-time entrepreneurs?
- Is this for busy parents?
- Is this for local small business owners?
- Is this for side hustlers?
- Is this for freelancers?

Quick Check:

- I know exactly who my ideal customer is
- I have a general idea but need more clarity
- I'm still trying to figure it out

3. Does Your Business Solve a Real Problem?

People pay for solutions—not just ideas.

Ask yourself:

- What frustration does my customer already have?
- What pain point am I solving?
- Would someone be relieved if my business existed?

Strong businesses usually solve problems like:

- saving time
- reducing confusion
- making money
- improving convenience
- creating trust or professionalism
- helping people feel more confident

Quick Check:

- My business clearly solves a real problem
- I think it does, but I need to test it more

4. Have You Checked If People Are Already Looking for This?

One of the easiest ways to validate an idea is to see if people are already searching for it online.

Try searching Google for:

- “How to...”
- “Best [your service]”
- “Near me”
- “Affordable [your service]”
- “Help with [problem]”

Example searches:

- How to start a business
- LLC formation help
- Business website setup
- EIN registration service

What to look for:

- Are people asking questions about it?
- Are businesses already offering it?
- Are there blogs, videos, or ads around the topic?

Quick Check:

- I found signs people are already searching for this
- I need to research demand more

5. Can You Describe How You'll Make Money?

A good idea is one thing. A real business needs a simple path to revenue.

Ask yourself:

- What exactly am I selling?
- Will I charge one-time or monthly?
- How much will I charge?
- Is my price realistic for my target customer?

Simple examples:

- One-time setup fee
- Package pricing
- Monthly maintenance or support
- Add-on services

Quick Check:

- I know exactly what I'm selling
- I have a rough price in mind
- I still need to define my offer

6. Have You Checked the Name, Domain, and Basic Brand Availability?

Before you get attached to a business name, make sure it's usable.

Check:

- Is the business name already being used?
- Is the domain available? (example: yourbusinessname.com)
- Can you create matching social media handles?
- Does the name sound trustworthy and professional?

Bonus Tip:

If the domain is available, that's a strong sign you can move forward with branding and website setup.

Quick Check:

- My business name is available or mostly available
- I found a usable domain name
- I may need to adjust the name

7. Have You Taken One Small Real-World Test Step?

Validation gets stronger when you do something real, not just think about it.

Examples of a real-world test:

- Ask 3–5 people in your target audience for feedback
- Post your offer on social media
- Create a simple landing page
- Offer the service to one beta client
- Ask someone if they would actually pay for it
- Set up a free consultation link
- Start a waitlist

The goal:

Don't just ask, "Do you like my idea?"

Ask:

- "Would this help you?"

- “Would you pay for this?”
- “What would make this more useful?”


Quick Check:

- I’ve tested the idea with real people
- I’m ready to test it this week


Your Validation Score

Give yourself 1 point for each “Yes” answer.


6–7 points:

 Strong idea. You may be ready to move toward setup, branding, and business formation.

4–5 points:

 Promising idea. You likely need a little more clarity or testing before moving forward.

1–3 points:

 Early stage. Don’t quit—just keep refining the idea before spending money on formation or a website.

What to Do Next

If your business idea is starting to make sense, the next step is to build the right foundation.

A Secure Holdings can help you with:

- LLC Formation Support
- S-Corp Election Guidance
- EIN Registration
- Business Website Setup
- Startup Strategy for First-Time Entrepreneurs

Free Next Step

Book a Free 15-Minute Strategy Call

If you want help deciding whether your idea is ready—or what your next best move should be—book a free 15-minute strategy call with A Secure Holdings.

We'll help you get clear, get structured, and move forward with confidence.