

Quick Wins Checklist for Solopreneurs

How to Use This Checklist:

- Pick wins based on time available (5 min / 15 min / 30 min / 1 hour)
- Check off as you complete them
- Focus on progress, not perfection
- Celebrate every win—no matter how small!

Quick Links:

 [5-MINUTE WINS \(Do These Right Now!\)](#)

 [15-MINUTE WINS \(Quick Momentum Builders\)](#)

 [30-MINUTE WINS \(Meaningful Progress\)](#)

 [1-HOUR WINS \(Deep Work Sessions\)](#)

 [BONUS: THE "AVOID BURNOUT" WINS](#)

⚡ 5-MINUTE WINS (Do These Right Now!)

Email & Inbox

- ☐ Unsubscribe from 10 newsletters you never read
- ☐ Set up one email filter to auto-sort recurring emails
- ☐ Archive emails older than 90 days (if not urgent, you don't need them)
- ☐ Update your email signature with clear CTA (book a call, visit website)
- ☐ Pin your 3 most important email folders to the top
- ☐ Write 3 email subject line templates you can reuse
- ☐ Delete emails in your drafts folder you'll never send

Website Quick Fixes

- ☐ Check if contact form actually works (send yourself a test)
- ☐ Add your email address to website footer (if missing)
- ☐ Update copyright year in footer to current year
- ☐ Test all social media links in header/footer
- ☐ Check homepage on mobile—does everything display correctly?
- ☐ Fix one broken link (use Google Search Console or manually check)
- ☐ Add alt text to your 5 most important images

5-MINUTE WINS (Do These Right Now!)

Brand & Visual Consistency

- ☐ Save your brand colors in Canva (create custom color palette)
- ☐ Update your LinkedIn/Instagram profile photo to match across platforms
- ☐ Save 3 go-to Canva templates you can reuse for social posts
- ☐ Create one Instagram Story highlight cover using your brand colors
- ☐ Pin your best-performing Instagram post to the top of your grid

Social Media & Content

- ☐ Schedule one social media post for tomorrow (don't overthink it)
- ☐ Reply to 3 comments on your recent posts
- ☐ Save 5 content ideas you saw this week in a "swipe file"
- ☐ Update your Instagram/Facebook bio with clearer CTA
- ☐ Turn on auto-reply for Instagram DMs (simple welcome message)

5-MINUTE WINS (Do These Right Now!)

Business Operations

- ☐ Block one "focus hour" on your calendar for tomorrow
- ☐ Write tomorrow's top 3 priorities on a sticky note
- ☐ Set a timer to stop working at a specific time today (avoid burnout)
- ☐ Clear your desktop—move random files into organized folders
- ☐ Set up one recurring calendar reminder (invoicing, content day, etc.)



15-MINUTE WINS

(Quick Momentum Builders)

Email Systems

- ☐ Set up 3 canned responses for questions you get asked repeatedly
- ☐ Create one automated welcome email for new subscribers
- ☐ Write a simple out-of-office message template for busy periods
- ☐ Unsubscribe from 25+ newsletters using Unroll.me or similar tool
- ☐ Set up one "send later" email for optimal timing
- ☐ Batch-write 3 short email responses to common inquiries

Website Optimization

- ☐ Rewrite your homepage headline to be more benefit-focused
- ☐ Add testimonial/social proof to your homepage (even just one quote)
- ☐ Create a simple FAQ section with 5 common questions
- ☐ Check website speed on mobile (use Google PageSpeed Insights)
- ☐ Update "About" page with one personal story or fun fact
- ☐ Add a clear CTA button above the fold on your homepage
- ☐ Write better meta descriptions for your 3 main pages (for SEO)



15-MINUTE WINS

(Quick Momentum Builders)

Brand & Design

- ☐ Create one branded Instagram Story template in Canva
- ☐ Design 3 social media quote graphics using your brand colors
- ☐ Organize your Canva folders (templates, logos, client work)
- ☐ Create a simple one-page brand style guide (colors, fonts, vibe)
- ☐ Design one professional email header using your brand colors
- ☐ Find and save 10 stock photos that match your brand aesthetic

Content Creation

- ☐ Write 5 social media captions you can schedule this week
- ☐ Brainstorm 10 content topic ideas (don't write them, just list topics)
- ☐ Repurpose one blog post into 3 social media posts
- ☐ Record a 60-second video introducing yourself (even if it's rough)
- ☐ Write one email newsletter for next week (just draft, don't perfect)



15-MINUTE WINS

(Quick Momentum Builders)

Client/Customer Management

- ☐ Create a simple client onboarding checklist (what they need to send you)
- ☐ Draft a "thank you for your purchase" email template
- ☐ Write a post-project follow-up email (asking for testimonial)
- ☐ Set up one automation: Send X email when someone does Y action
- ☐ Create a Notion or Trello board to track client projects

Business Admin

- ☐ Review last month's income and expenses (just 15 mins of awareness)
- ☐ Set up one recurring invoice for a retainer client
- ☐ Update your services/pricing page (current offerings and prices)
- ☐ Write your business goals for this quarter on one page
- ☐ Audit your subscriptions—cancel 1-2 tools you're not using

30-MINUTE WINS (Meaningful Progress)

Email Marketing

- ☐ Set up a 3-email welcome sequence for new subscribers
- ☐ Create one lead magnet (PDF checklist, cheat sheet, template)
- ☐ Write one sales email for your product/service
- ☐ Segment your email list into 2-3 categories (buyers, engaged, cold)
- ☐ Set up abandoned cart emails (if you sell products)
- ☐ Create re-engagement email for subscribers who haven't opened in 90 days
- ☐ Write next month's email calendar (topics + send dates)

Website Strategy

- ☐ Create one new landing page for your lead magnet/offer
- ☐ Optimize your "Work With Me" or "Services" page (clearer benefits)
- ☐ Add 3-5 testimonials with photos to key pages
- ☐ Set up Google Analytics and check basic stats
- ☐ Create a simple resources page with your free tools/guides
- ☐ Audit your navigation menu—is it clear and minimal?
- ☐ Write compelling CTAs for your 3 main pages

30-MINUTE WINS (Meaningful Progress)

Brand Development

- ☐ Create a 5-slide brand presentation (who you help, how, why you)
- ☐ Design 5 Instagram carousel templates you can reuse
- ☐ Write your brand story (300-500 words) for About page
- ☐ Create one professional PDF template (proposal, invoice, guide)
- ☐ Develop your signature content format (weekly tip, case study, etc.)
- ☐ Take 20 branded photos for content (even just phone photos with consistent filter)

Content Planning

- ☐ Plan one month of content topics (4 weeks of themes)
- ☐ Batch-create 10 social media graphics in Canva
- ☐ Write one blog post or newsletter (800-1000 words)
- ☐ Record 3 short videos or reels (60-90 seconds each)
- ☐ Create a content swipe file system (save ideas as you see them)
- ☐ Repurpose your best content into 3 different formats

30-MINUTE WINS (Meaningful Progress)

Systems & Automation

- ☐ Set up 3 email automations (welcome, thank you, follow-up)
- ☐ Create templates for your 5 most common tasks
- ☐ Build a simple project management system (Trello, Asana, Notion)
- ☐ Document one process you do regularly (SOP for yourself or VA)
- ☐ Set up auto-scheduling for social media (1 week of posts)

Business Growth

- ☐ Research 10 potential collaboration partners in your niche
- ☐ Reach out to 3 past clients for testimonials or referrals
- ☐ Create one strategic partnership pitch email
- ☐ Audit your offers—which is most profitable? Which takes least time?
- ☐ Write a simple one-page marketing plan for next quarter
- ☐ Set up one new revenue stream idea (outline only, don't build yet)

1-HOUR WINS **(Deep Work Sessions)**

Email & Funnel Strategy

- ☐ Build complete lead magnet funnel (opt-in page + thank you page + email)
- ☐ Create 5-email welcome sequence with clear customer journey
- ☐ Set up tripwire offer (low-cost product) with automated sales email
- ☐ Write full email launch sequence for upcoming product (7+ emails)
- ☐ Audit your entire email system and optimize for conversions
- ☐ Create one complete email nurture sequence (value + soft selling)

Website Overhaul

- ☐ Redesign your homepage with clear messaging and CTAs
- ☐ Create a high-converting sales page for your main offer
- ☐ Build an "About" page that connects emotionally and sells
- ☐ Set up blog with 3 SEO-optimized posts scheduled
- ☐ Add trust elements across site (testimonials, logos, guarantees)
- ☐ Complete website audit using 5 Minute Website Fixes guide

1-HOUR WINS **(Deep Work Sessions)**

Brand & Marketing Assets

- ☐ Design full brand suite in Canva (10+ templates for all platforms)
- ☐ Create a media kit (one-pager for collaborations/press)
- ☐ Develop your signature talk or workshop outline (30-45 min)
- ☐ Film 5-10 short videos for social media (batch filming)
- ☐ Create one lead magnet and matching opt-in page
- ☐ Write all your core brand messaging (tagline, bio, elevator pitch, etc.)

Content Production

- ☐ Write and schedule 30 days of social media content
- ☐ Create one comprehensive blog post or guide (2000+ words)
- ☐ Film and edit one longer YouTube video or training
- ☐ Repurpose one piece of content into 10 different formats
- ☐ Build content calendar for next quarter (topics, formats, platforms)
- ☐ Create 20 Instagram Stories and schedule them

1-HOUR WINS (Deep Work Sessions)

Product/Offer Development

- ☐ Outline and structure a new digital product (course, template, guide)
- ☐ Build a sales page and checkout for new offer
- ☐ Create simple version of product (MVP—don't make it perfect)
- ☐ Develop pricing strategy for your offers (good/better/best)
- ☐ Write launch plan for new product (timeline, emails, promo)
- ☐ Package existing content into sellable bundle

Business Systems

- ☐ Document all your core processes (client onboarding to offboarding)
- ☐ Set up complete CRM or client management system
- ☐ Create financial tracking system (income, expenses, profit)
- ☐ Build standard operating procedures for your top 5 tasks
- ☐ Set up all business automations (email, scheduling, invoicing)
- ☐ Organize all digital files (Dropbox, Google Drive, computer files)

1-HOUR WINS (Deep Work Sessions)

Strategy & Planning

- ☐ Complete business audit: what's working, what's not, what to change
- ☐ Write 90-day business plan with clear goals and action steps
- ☐ Map out your customer journey from stranger to loyal client
- ☐ Create annual revenue goal and reverse-engineer monthly targets
- ☐ Develop your signature framework or methodology
- ☐ Plan out next quarter's marketing campaigns

BONUS: THE "AVOID BURNOUT" WINS

Self-Care Quick Wins (Yes, These Count!)

- ☐ Schedule one "CEO day" per month (strategy, no client work)
- ☐ Set "no work" boundaries (evenings, weekends—stick to them)
- ☐ Block lunch break on calendar (actually take it)
- ☐ Set up auto-responder for after-hours emails
- ☐ Create morning routine that doesn't include checking email first
- ☐ Plan one full day off this month (mark calendar now)
- ☐ Set phone to "Do Not Disturb" during focus time
- ☐ Write list of tasks you can delegate or delete
- ☐ Join one community of other solopreneurs (for support, not selling)
- ☐ Celebrate one win from this week (even small ones count!)