

CaribbeanBudget.com Launch Plan

Goal: go live within 30 days, then reach **1,000 newsletter subscribers**, **500 Money Check-up reports** and **2 paying sponsors** within 6 months. Start in The Bahamas, then grow to Jamaica, Trinidad and the diaspora.

WEEKS 1–2 · GET READY

- ☐ Register **caribbeanbudget.com** (and .net to protect the name)
- ☐ Upload index.html, worksheets PDF and og-image.png (Netlify, Cloudflare Pages or your host)
- ☐ Activate the forms: send one test form, click FormSubmit's email link, then test every form (lead, report, newsletter, sponsor, workshop)
- ☐ Attorney reviews the privacy policy and consent wording
- ☐ Set up MailerLite or Mailchimp for the newsletter
- ☐ Add Google Analytics (or Plausible) and Google Search Console
- ☐ Test on iPhone, Android and a laptop
- ☐ Claim @CaribbeanBudget on Facebook, Instagram, TikTok and a WhatsApp channel
- ☐ Add the site link to your email signature and business cards

WEEK 3 · SOFT LAUNCH

- Send to 50 friends, clients and colleagues; ask each to do the Money Check-up and send one piece of feedback
- Fix anything confusing; collect 3–5 first stories for the Saver wall (with permission)
- Line up 10 free "Find a pro" listings (agents, attorneys, brokers you trust)

WEEK 4 · PUBLIC LAUNCH

- Launch post on all channels: "What's your money score? Free check-up in 3 minutes"
- Press release to local newspapers, radio and TV morning shows
- WhatsApp broadcast to your contacts; ask them to share
- Run a 2-week social ad test (US\$100–200) aimed at ages 20–45 in The Bahamas
- Book 2 free launch workshops (a workplace and a church or school)

MONTHS 2–3 · BUILD THE HABIT

- Post 3 short videos a week (one tool, one tip, 30 seconds)
- Send the first Monthly Money Note on the first Tuesday
- Pitch 20 businesses for sponsorships (see Sales & Marketing plan)
- Apply for Google AdSense once you have 15–20 pages of steady traffic
- Agree referral terms with agents in Jamaica, Trinidad and Turks & Caicos

MONTHS 4–6 · GROW AND EARN

- Sign the first 2 sponsors (start with the Money Check-up report and mortgage tool)
- Sell featured properties in the newsletter
- Launch the first paid guide (First Home Buyer's Guide: Bahamas)
- Run a "Couples Money Check-up" campaign

TARGETS

MEASURE	DAY 30	DAY 90	MONTH 6
Visitors / month	1,000	4,000	10,000
Newsletter subscribers	100	400	1,000
Money Check-up reports	50	200	500
Real estate leads	5	20	50
Paying sponsors	0	1	2+

LAUNCH BUDGET (ESTIMATE)

Domain (1 year, 2 names)	US\$30
Hosting	US\$0–20 / month
Social ad test	US\$100–200
Printed flyers / cards with QR code	US\$75
Attorney review (privacy)	quote
Total to launch	about US\$200–350 + attorney

Launch-day checklist: forms tested · share buttons work · PDF report downloads · newsletter sign-up arrives · phone layout checked · announcement scheduled · you are ready to answer leads within 24 hours.