

2027 NEW YEAR BUSINESS CHECKLIST

Get your business ready for a fresh start.

Before you jump into your 2027 goals, take a little time to make sure your brand, website, marketing, and business basics are ready to go.

BRAND CHECK-IN

- ☐ Review your logo
- ☐ Review your brand colors
- ☐ Review your fonts
- ☐ Make sure your branding feels current
- ☐ Check that your messaging is clear
- ☐ Make sure your brand is consistent across platforms
- ☐ Update outdated brand graphics
- ☐ Organize your brand files
- ☐ Remove old logos and assets you no longer use

WEBSITE CHECK-UP

- ☐ Review every page for outdated information
- ☐ Update your services
- ☐ Update your pricing
- ☐ Update your About page
- ☐ Update your photos
- ☐ Check all links
- ☐ Test your contact forms
- ☐ Test your buttons and calls to action
- ☐ Check your website on mobile
- ☐ Review your navigation
- ☐ Update your contact information
- ☐ Review your SEO titles and descriptions
- ☐ Check for broken pages or images

ONLINE PRESENCE

- ☐ Update your Instagram bio
- ☐ Update your Facebook page
- ☐ Update your LinkedIn profile
- ☐ Update your Google Business Profile
- ☐ Check profile and cover photos
- ☐ Update your business description
- ☐ Check your website links
- ☐ Check your contact information
- ☐ Update your business hours
- ☐ Remove outdated information
- ☐ Make sure your branding is consistent

BUSINESS BASICS

- ☐ Review your services
- ☐ Review your pricing
- ☐ Remove services you no longer offer
- ☐ Add new services
- ☐ Update your FAQs
- ☐ Update your business policies
- ☐ Update your proposals
- ☐ Update your contracts
- ☐ Update your invoices
- ☐ Update your email signature
- ☐ Update your email templates
- ☐ Review your client onboarding process

MARKETING RESET

- ☐ Review what worked in 2026
- ☐ Review what didn't work
- ☐ Identify your best-performing content
- ☐ Plan your January content
- ☐ Plan your Q1 marketing
- ☐ Refresh social media templates
- ☐ Update promotional graphics
- ☐ Refresh email templates
- ☐ Update lead magnets
- ☐ Review your photography
- ☐ Brainstorm new content ideas
- ☐ Plan upcoming promotions or launches

DIGITAL CLEAN-UP

- ☐ Organize your brand files
- ☐ Organize your photo library
- ☐ Delete duplicate files
- ☐ Archive outdated content
- ☐ Remove outdated offers
- ☐ Update old blog posts
- ☐ Check old links
- ☐ Back up important files
- ☐ Create folders for 2027 projects

2027 GOALS

- ☐ Review your 2026 goals
- ☐ Celebrate what you accomplished
- ☐ Identify what didn't work
- ☐ Set your 2027 goals
- ☐ Set your Q1 goals
- ☐ Identify your biggest priorities
- ☐ Review your ideal client
- ☐ Identify new opportunities
- ☐ Plan upcoming launches
- ☐ Set marketing goals
- ☐ Set revenue goals

My top 3 priorities for Q1:

01. _____
02. _____
03. _____

YOUR 2027 TO-DO LIST

MUST DO

What needs to happen before the new year?

01. _____

02. _____

03. _____

WOULD BE NICE

What would you love to tackle?

01. _____

02. _____

03. _____

BIG PROJECTS

What have you been putting off?

01. _____

02. _____

03. _____

READY FOR A FRESH START?

You don't have to tackle everything at once.

Pick a few priorities, make a plan, and start checking things off.

And if your list includes a brand refresh, new website, or creative project, let's get it on the calendar.