

# The Zero-Dollar Build Checklist

The actual process I run, step by step — from zero, with no startup money.

*I'm building my whole operation from zero — no startup money, no shortcuts. This checklist isn't a results report. It's the machinery: the process I actually run, in order, every time I build something new. Nothing here is a promise about what you'll earn. It's just the work, laid out straight. Print it, tick the boxes, build the thing.*

## 1. PICK YOUR LANE

- ☐ Start from demand: find what people are already looking for — then serve it, legally. If it makes money, give them what they want. Just stay legal.
- ☐ Keep it niche: one sharp angle, one buyer, its own search terms. No generic overlap.
- ☐ Run the research lens on it: Is it legal? (If not — instant skip, no second look.) Can I build more than one of it? Can it run without my hands every day? Can it work anywhere? Is it ethical and original? What part needs me personally?
- ☐ Pass the \$0 test: can I start this on free tiers plus my time? If it needs money I don't have, it goes on the parked list — not the dead list, the parked list.

## 2. BUILD ON LAND YOU OWN

- ☐ Put the asset on ground you control: a website or blog you own — not just a social profile that can vanish overnight.
- ☐ Engineer every page to earn traffic: buyer-search keywords in the title and description — the words people actually type.
- ☐ Link the words, not the address: descriptive anchor text on every link. Never a bare URL.
- ☐ No dead buttons: every button goes somewhere real. If the destination doesn't exist yet, it's honest plain text — never a fake button.
- ☐ No fake buy buttons: "coming soon" is honest. A button to nowhere is a lie.
- ☐ Make it welcoming: soothing, calm, pretty. If it looks loud and desperate, it is.

## 3. LAY THE TRAFFIC TRAIL

- ☐ Breadcrumb everything: every page, post, and pin points to the next one. No dead ends — a visitor should always know where to go next.
- ☐ Pick ONE discovery channel and learn it deep before adding a second. Scattered beats nobody.
- ☐ Show up where your people already gather — and be useful there, not salesy.
- ☐ Never buy followers, bots, or traffic packages. That's fraud, and it poisons everything it touches.

#### 4. BUILD THE LIST (OWNED LAND)

- ☐ Set up a free-tier email tool before you need it — you can't retroactively capture visitors who already left.
- ☐ Make one lead magnet: a freebie genuinely worth trading an email for. (You're holding one.)
- ☐ Put one signup form where your audience already is. One clear ask beats five scattered ones.
- ☐ Consent, a working unsubscribe, and your postal address in every commercial email. Set it in the footer template once and forget it.

#### 5. RUN THE HONESTY GATE (BEFORE ANYTHING GOES PUBLIC)

- ☐ Zero fake testimonials. Zero. If you don't have real buyer words with permission, you have no quotes.
- ☐ Zero income promises, zero invented statistics, zero "results" you can't prove.
- ☐ Every factual claim verified against the real thing — page counts, prices, formats. If you can't verify it, cut it.
- ☐ Affiliate links disclosed in plain language, right next to the link. "I earn a commission if you buy through my links" — not buried, not vague.
- ☐ Examples labeled as examples. Never present a hypothetical as a result.
- ☐ When in doubt, it stays unpublished until it's verified clean.

#### 6. AUDIT, THEN SHIP

- ☐ Re-read your own work against the plan — the full read, not a skim.
- ☐ Check every link, every button, every price, every claim.
- ☐ Ship it. Watch what the data says. Adjust. Repeat.

*That's the whole machine. No shortcuts in it — just the process, run in order, checked twice. Build the asset, earn the traffic, keep the trust. — Steven*