START RIGHT / THE CLEAR LIST

Make the list smaller.

Twelve short notes on clearing the creative and technical work that keeps landing back on your desk.

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startrightllc.com/pages/the-ten-day-build

NOTE 01 OF 12

What keeps getting pushed back?

Start with one unfinished thing, not a complete reinvention.

Every owner has one: the website fix, the flyer, the deck, the spreadsheet that keeps landing back on the desk. It is rarely the biggest thing on the list. It is the one nobody has made finishable yet.

These twelve notes are the way we think about that list at Start Right. Each one ends with something you can do today. Start small, then go deeper into brand, websites, content and systems.

DO THIS TODAY

Name the one thing that keeps getting pushed back. A sentence is enough.

NOTE 02 OF 12

Your backlog needs three piles

Separate what to finish, what to clarify and what to let go.

An unfinished task can represent three different things: work worth doing, a decision nobody has made, or an idea that no longer matters. Putting them all in one queue makes the workload look larger than it is.

Take ten items from your backlog. Label each Do, Decide or Drop. A page update with approved copy belongs in Do. A rebrand with no agreed audience belongs in Decide. Last season's unused promotion may belong in Drop. Don't commission execution to avoid a decision that only you can make.

DO THIS TODAY

Choose one item to drop and one decision to settle before adding another task.

NOTE 03 OF 12

You can hand over the list

A focused place to start.

Start with the priorities you already have; you do not need to invent a large project. If one of them has a date attached, such as a program, a training or an event that needs to be open and taking payments, send that one over.

You get a fixed price within two hours. It is done in ten days, or we pay you for every working day late, and you keep what we built. We take two Launches at a time, so the date you are given is a date we can keep.

DO THIS TODAY

Pick the one item on your list with a date attached and send it to us for a fixed price.

NOTE 04 OF 12

The sentence that makes a task finishable

Define the result before you ask someone to start.

·Fix the website· leaves too many decisions hidden. ·Replace the outdated service descriptions on these three pages and check them on mobile· gives someone a useful boundary. A better brief doesn't need more pages. It needs an observable result.

Use this sentence: This is finished when [person] can [action], using [deliverable], and we have checked [condition]. For a contact form, the check includes whether the inquiry reaches the right place. For a brochure, it includes whether the approved content survives the final export.

DO THIS TODAY

Rewrite one vague task using that sentence. Include the link or file someone needs to begin.

NOTE 05 OF 12

Small work can belong to a bigger system

Look for consistency across the everyday customer handoffs.

A customer may meet your business through a card, a vehicle, a social profile or a website. If every piece uses a different visual language, each encounter asks them to recognize you again.

The Mobile Tech identity case brings practical applications together around a consistent presence. The accompanying website is explicitly labeled an unlaunched concept. The useful lesson is the relationship between the pieces, not a claim about website results. Before ordering something new, lay three existing customer touchpoints side by side.

DO THIS TODAY

Look for one mismatch in name, logo, color or contact details that you can correct this week.

NOTE 06 OF 12

What happens inside your first block?

The work, the checks and the remaining balance stay visible.

Handing over a backlog shouldn't leave you wondering what happened next. Our Creative Hourly working-day report connects completed tasks to deliverables, checks performed and service time. It also separates unfinished work from work waiting on a decision.

We record actual time spent executing and reviewing approved work. We don't charge the estimated hours an unaided person might have taken, idle waiting time, or the same time twice for parallel AI work. Some tasks need more than one block. We prioritize together and stop at the agreed time limit rather than quietly adding hours.

DO THIS TODAY

Bring one priority you want finished and the files that already exist. We'll start with a clear boundary.

NOTE 07 OF 12

The task before the task

A missing decision can look like a production problem.

A presentation can sit unfinished because nobody has chosen the audience. A product page can wait because the price is undecided. More design time won't resolve either problem.

Ask what must be true before someone can complete the work. Separate required inputs from preferences that can wait. An approved service name may be essential; a perfect photograph may not be. Put the real dependency beside the task and name who can resolve it. That makes the next move concrete for everyone involved.

DO THIS TODAY

Find one blocked task and write its missing input as a single question for the owner.

NOTE 08 OF 12

A calmer way to review the week

Count finished work and unresolved decisions separately.

A long activity report isn't the same as visible progress. ·Worked on the site· doesn't tell you whether a visitor can now do something they couldn't do before.

At the end of the week, keep three short lists: finished and checked, still in progress, and needs a decision. Link the actual work wherever possible. If you count tasks cleared, use consistent task boundaries; splitting one job into ten tiny entries makes the number less useful. Hours and task counts describe the work, but neither automatically proves business impact.

DO THIS TODAY

Pick one finished item and write what changed, how it was checked and where the result lives.

NOTE 09 OF 12

Five hours starts with a choice

Begin with the right first task.

The smallest thing worth sending is one outcome with a date on it, not your whole backlog. That gives you a defined amount of support, not a promise that every item will fit. The useful question is which priority deserves the first part of that time.

A clear, ready task is often a stronger starting point than several projects waiting on decisions. Send the list, identify the most important outcome, and include the existing material. We can flag dependencies and work through the agreed priorities. Anything outside the written definition of done is quoted separately, before it starts.

DO THIS TODAY

If a fixed price on one outcome would help, send us your top priority and the next two items behind it.

NOTE 10 OF 12

Start where your customer gets stuck

A quick win should remove a real obstacle.

Small work earns its place when it removes friction. A corrected phone number helps someone reach you. A clear service description helps them decide whether to inquire. A prettier background may do neither.

Walk through your business as a first-time customer. Start with the page, email or document they actually encounter. Try the next action yourself. Note where information is missing, the language is unclear, or a button leads somewhere unexpected. Pick the issue that interrupts the next step, even if another change looks more exciting.

DO THIS TODAY

Follow one customer path from first impression to inquiry and write down the first obstacle.

NOTE 11 OF 12

The same page, on a smaller screen

Mobile deserves its own review.

A desktop design can look finished while its mobile version asks the reader to pinch, hunt or scroll past the useful part. Smaller screens change the order and amount of information someone can comfortably take in.

The Itiyopiya F. Ewart website case includes archived desktop and mobile proofs, with the design status clearly stated. Look at how the introductory page and service detail play different roles. These are design examples, not a claim about current bookings. Your own review can start with the headline, the first button and the inquiry form.

DO THIS TODAY

Open your most visited page on a phone. Can you read it and take the next step with one hand?

NOTE 12 OF 12

You don't need to rebuild everything

A backlog review can identify what to preserve.

A rebuild is a significant decision. Sometimes the obstacle is a single page, a broken form or an unclear offer. Sometimes the structure really does need to change. The first job is to tell those situations apart.

Creative Hourly gives us a place to work through agreed improvements without assuming that every business needs a new website. Bring the current site and the problems you can describe. We can inspect the relevant path, identify useful work and explain where a larger project or specialist support may be needed.

DO THIS TODAY

Send the URL and the one thing you wish the site handled better.

WHEN THE LIST IS SMALLER

Want it open and taking payments by your date?

If you have a program, a training or an event that needs to be open and taking payments by a date, send it to us. You get a fixed price within two hours. It is done in ten days, or we pay you for every working day late, and you keep what we built.

Get my fixed price

https://startrightllc.com/pages/the-ten-day-build#get-price

Founding price $2,500, fixed, for our first five Launches. Two Launches at a time.

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