# Client Kickoff Readiness Checklist

Use this on one real or practice project before the first design milestone.

Tick only confirmed decisions. Leave open items unchecked and name the next action.

Project: _____ Date: _____

- [ ] **Outcome is specific**

  Name who will use the work and the action it should support.

  Audience + intended action: _____

- [ ] **Scope is recorded**

  List the deliverables, dimensions and formats; note what is outside scope.

  Outputs + format + exclusions: _____

- [ ] **Inputs have owners**

  Check text, images and links. Record who will supply or approve missing items.

  Missing input + owner: _____

- [ ] **Review is agreed**

  Name one decision-maker, the review location and an agreed response date.

  Reviewer + location + date: _____

- [ ] **Next milestone is clear**

  Name the first reviewable output and the input it depends on.

  First output + required input: _____

- [ ] **Recap is confirmed**

  Share the brief and next actions. Ask for confirmation or specific corrections.

  Confirmation + date: _____

## One open decision to resolve before dependent work starts

Decision / missing input: _____

Next action: _____

Owner: _____ Agreed date: _____

Teaching sample accompanying the fictional $19 Client Kickoff Guide offer.

For the worked-offer context, view the fictional ebook example (not a shop):

genesize.io/blog/digital-product-sales-page-examples#ebook-example