

01 / 01

OFFER & STORE FOUNDATION

Get the customer, product and buying experience clear before you spend on traffic.

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- ☐ **Know who the product is for** 01
Write down the specific person, problem and moment that makes them want a solution.
 - ☐ **Validate demand before committing** 02
Check competitor reviews, search interest and social conversations. Look for repeated customer needs.
 - ☐ **Choose a dependable supplier** 03
Confirm product quality, delivery times, tracking, returns and how quickly the supplier answers.
 - ☐ **Calculate the real margins** 04
Include product cost, shipping, payment fees, taxes, refunds and advertising before setting a price.
 - ☐ **Make the offer easy to understand** 05
Explain what is included, the main benefit, delivery expectations and any genuine offer terms.
 - ☐ **Set up the store basics** 06
Use a memorable domain, clear navigation, working checkout and a professional mobile layout.

YOUR NEXT ACTION

Pick one unfinished item above and give it a clear owner and deadline.

02 / 02

PRODUCT PAGE & CUSTOMER TRUST

Make it easy for a visitor to understand the product, feel confident and take the next step.

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- ☐ **Use clear product photography** 01
Show the product from useful angles and in context. Use only images you have permission to use.
 - ☐ **Write helpful product copy** 02
Lead with the customer benefit, then give accurate features, sizing, materials and care details.
 - ☐ **Make delivery and returns visible** 03
State realistic delivery estimates, shipping costs, return conditions and a support contact before checkout.
 - ☐ **Build trust honestly** 04
Use real reviews and genuine business details. Never invent testimonials, scarcity or performance claims.
 - ☐ **Check every step on a phone** 05
Test menus, product options, cart, discount codes, checkout and confirmation emails on mobile.
 - ☐ **Publish essential policies** 06
Add accurate privacy, terms, shipping, returns and contact pages suitable for your business and market.

YOUR NEXT ACTION

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03 / 03

CONTENT, MARKETING & LAUNCH

Create useful creative, measure the journey and improve from what customers actually do.

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|--------------------------|--|----|
| ☐ | Plan a simple content mix | 01 |
| | Create product demonstrations, useful tips, customer questions, behind-the-scenes and founder-led content. | |
| ☐ | Make platform-ready creative | 02 |
| | Practice clean designs, social graphics, short-form video editing, captions and strong opening hooks. | |
| ☐ | Set up measurement | 03 |
| | Install and test analytics and advertising pixels with appropriate consent. Track visits, add-to-carts and orders. | |
| ☐ | Start with a controlled test | 04 |
| | Use a budget you can afford to lose while testing audiences and creative. Avoid scaling on one early result. | |
| ☐ | Review the customer journey | 05 |
| | Check where visitors leave. Improve the product page, offer, creative or checkout based on evidence. | |
| ☐ | Keep skills transferable | 06 |
| | Store-building, design, editing, content and marketing skills can support your own brand or client services. | |

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