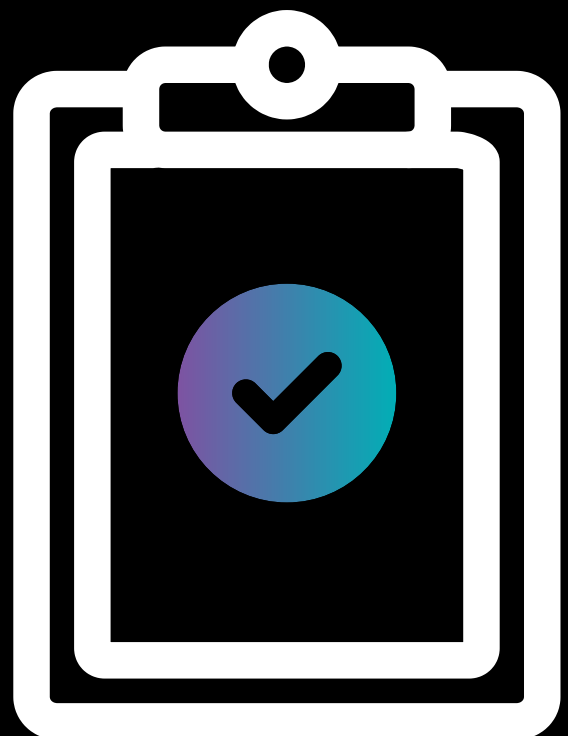


ECOMMERCE BUSINESS PLAN

& STARTUP CHECKLIST



STARTUP & LAUNCH CHECKLIST

WEEK 1 - 3 CHECKLIST

Initial Business Plan

- Learn The 7 Pillars Of Ecommerce Business 101
- Decide on Business Model At Launch (Private Label, Affiliate or Both)
- Learn The Profit Equations
- Make An Attempt To Jot Ideas Down On This Initial Business Plan
- Choose Your Launch Date

Find Product Market Fit

- Brainstorm Niche Ideas
- Follow The Product Niche Research Blueprint
- Complete The Product Niche Research Workbook
- Review Final Ideas Against The Niche Selection Checklist

Set Up Business

- Choose Business Name (Does Not Have To Be Same As Brand)
- Set Up LLC or S-Corp
- Obtain Local Business License
- Obtain Business Bank Account
- Obtain Tax ID / Employer Identification Number

Source Branded Products

- Find 15-20 Qualified Suppliers
- Obtain Product Samples - Private Label Only (PL)
- Compare Supplier Cost To Amazon Prices - (PL)
- Negotiate To Target Costs (PL)
- Finalize Budget and Revenue Models (PL)

WEEK 4 - 8 CHECKLIST

Brand Marketing

- Follow The Competitive Research Blueprint
- Identify Direct and Indirect Competitors
- Complete The Competitive Brand Analysis Template
- Follow The Persona Blueprint
- Complete Target Audience and Facebook Persona Template
- Draft Your Brand Style Guide And Key Brand Messages
- Purchase A Brandable Domain Name
- Claim/Create Social Profiles For Your Brand Name
- Design Logo, & Image Mood Board (Colors)
- Get Original Product Photos and Stock Images
- Complete The Pricing and Offers Workbook (PL)

Launch Content

- Follow The Keyword Research Blueprint
- Find 100 - 200 Product and Persona Based Keywords
- Finalize Brand Style Guide and Key Brand Messages
- Plan Your Launch Content Using The Content Creation Blueprint
- Create Your Launch Content

Website Set Up

- Install WordPress Self Hosted Website On WPX or Siteground**
- Add SSL Certificate and Enable HTTPS**
- Set Up And Customize Theme**
- Set Up And Customize Plugins**
- Set Up Google Analytics Ecommerce and WordPress Plugin**
- Set Up Up SEO Plugin (SEOPress or Yoast)**
- Set Up Facebook Pixel**
- Set Up Custom Home Page Using Elementor**
- Add About Page**
- Add Terms, Conditions And Privacy Pages**
- Add Buyer Journey Content As Posts**
- Delete Dummy/Template Pages From Site**
- Add FAQ Page - (PL)**
- Add Shipping and Returns Policy Page - (PL)**
- Add Contact Form / Support / Chat - (PL)**
- Add Product Pages (Short & Long Descriptions, Pricing & Weight)- (PL)**
- Create Category Pages (As Needed) - (PL)**
- Follow The Content Checklist For Every Page You Publish - (PL)**
- Set Up PayPal Business Account and Payment Gateways - (PL)**
- Set Up WooCommerce - (PL)**
- Research and Set Up Shipping and Fulfillment - (PL)**
- Create Offer Sales Funnels (Build WooFunnels or Cartflow) - (PL)**
- Test Payment Gateways On Store And Funnels - (PL)**
- Apply for Amazon Associate Program - (Affiliate Only)**

Email Marketing Automation (Private Label Only)

- Email Marketing Automation (Conversio)
- Opt in Software (Opt-in Monster, Privy)
- Pre-Purchase Content Welcome Email Automation
- Pre-Purchase Offer Welcome Email Automation
- Abandoned Cart Email Automation
- Every Purchase Email Automation
- New Customer Email Automation
- Repeat Purchase Email Automation
- Win Back Email Automation

Initial Website Launch

- Set Up \$5 - \$10 Per Day Facebook Ads - (PL)
- Launch Blogger Product Review Campaign - (PL)
- Create, Launch and Promote Content Campaign #1
- Create, Launch and Promote Content Campaign #2
- Start Full Scale Content Link Building Campaign #1
- Launch Guest Posting Campaign

Ongoing Marketing

- Determine Initial Facebook Cost Per Lead (Email) - (PL)
- Determine Initial Facebook Cost Per Acquisition (Customer) (PL)
- Create, Launch and Promote Facebook Contest - (PL)
- Choose 1 Niche Advertising Type - (PL)
- Create, Launch and Promote Content Campaign #3
- Create, Launch and Promote Content Campaign #4
- Create Remainder of 40 Pages
- Start Full Scale Content Link Building Campaign #2, #3, #4

ECOMMERCE BUSINESS

INITIAL BUSINESS PLAN



ECOMMERCE BUSINESS PLAN

PRE-MBA COURSE INITIAL IDEAS AND GOALS

INITIAL GOAL AND IDEAS	
Target Launch Date	
Initial Business Model At Launch (Affiliate, Private Label, Both)	
Initial Brandable Domain Name Idea	
Initial Budget For Launch (First 14 Weeks)	
Initial Budget For Ongoing Marketing (Next 14 Weeks)	

INITIAL NICHE IDEAS	MARKET LEADER	ADDITIONAL COMPETITORS

INITIAL PRODUCT IDEAS	ALIBABA/SUPPLIER COST	LOWEST AMAZON PRICE

ECOMMERCE BUSINESS PLAN

PRE-LAUNCH

WEEK 1 - 14 FINANCIAL PLAN	
Business Setup & Software Costs For 3 Months (First 14 Weeks)	
Total Launch Content Cost	
Total Product Cost	
Total Fixed Costs	
Units Of Core Product To Break Even	
Estimated Traffic Needed (2% Conversion Rate)	

PAGE TYPE	PAGES AT LAUNCH	COST TO OUTSOURCE
Transactional Content		
Evaluation/Research Content		
Informational Content		

UNIT COST / PRICING	CORE PRODUCT	UP SELL	CROSS SELL
Target Price			
Supplier Cost Of Product			
Total Cost Per Unit			
Net Profit Per Unit			
Profit Margin Per Unit			

TARGET AUDIENCE	OVERVIEW	FB AUDIENCE SIZE
Core Audience		
Persona 1		
Persona 2		
Persona 3		

POST-LAUNCH

WEEK 14 - 28 MONTH FINANCIAL PLAN	
Business Setup & Software Costs For 3 Months (Week 14 - 28)	
Post Launch Marketing Budget (FB Ads, Niche Advertising, Content)	
Initial Facebook Ad Cost Per Email Opt-In (CPL)	
Target Facebook CPL	
Initial Facebook Ad Cost Per Customer (Cost Per Acquisition)	
Target Facebook CPA	

PAGE TYPE	POST LAUNCH PAGES	COST TO OUTSOURCE
Transactional Content		
Evaluation/Research Content		
Informational Content		
Guest Posting		