

CONGRATULATIONS ON SAYING **YES** TO YOUR FUTURE!



BD
BY DESIGN

Smart Start Masterclass Workbook



Take *notes*,
take *action*,
and take *control*
of your launch journey.

Welcome Note:

**You are taking the first step
towards your new future!**

This workbook is here to help you capture key ideas, map out your first steps, and stay laser-focused during the masterclass.

Don't worry about getting everything perfect - use this space to jot ideas, action items, and lightbulb moments as they happen.

Action brings clarity. Let's dive in!

Why You're Here

- What inspired me to sign up for this masterclass?
- If I could achieve ONE thing in the next 6 months, what would it be?

Ecommerce Mistakes to Avoid

Write down the common mistakes mentioned and your notes on how you'll avoid them:

- **Mistake 1:**

- **Mistake 2:**

- **Mistake 3:**

My biggest "aha" moment about mistakes:

The 3 Smart Start Pillars

Fill in the 3 steps as you learn about them:

Step 1:

Biggest Takeaway

The 3 Smart Start Pillars

Step 2:

Biggest Takeaway

The 3 Smart Start Pillars

Step 3:

Biggest Takeaway

My Launch Vision

- Why is launching my store important to me?
- What would success feel like 6 months from now?
- One thing I will commit to doing, even when it feels scary?

Find Your Focus

1. What types of products do I feel excited to sell?
2. Who do I imagine buying from me? Describe them in 2–3 lines.
3. What problem, need, or desire does my product solve?

My Action Plan (First 3 Steps)

After the masterclass, what 3 small steps will I take next week?

1.

2.

3.

Launch Goal Map

In the next **30 days**, I am committed to taking small, smart actions toward building my online store because

What does success look like for me 30 days after launching?

Choose your primary launch goal:

- ☐ Make my first sale
- ☐ Build a 100-person email list
- ☐ Drive traffic to my website
- ☐ Grow my Instagram to 500 followers

5 Pre-launch Mistakes to Avoid

1. **Overspending early** → Start lean; validate first.
2. **Overcomplicating** → Launch simple, polish later.
3. **Ignoring your audience** → Build real connections.
4. **Waiting for perfect** → Done is better than perfect.
5. **Guessing your way through** → Follow a clear, proven path to launch successfully.

Your ideas are powerful.
Your dreams are valid.

And you are absolutely capable
of bringing this to life

- the smart way.

Let's get ready
to build something incredible! 🎉



Mindset Boost for Smart Starters

Because launching isn't just strategy — it's mindset, too.
Here are 5 powerful reminders to keep you grounded and motivated:

"Progress over perfection."

**Every big success started
as a small, imperfect first step.
Launch it, refine it later.**

"Focus on serving, not selling."

**Think about the people who need your
product — and show up for them.**

"Small steps create big momentum."

**Every small action you take
compounds over time — keep
moving forward, even if it's one tiny
step at a time.**

"Done is better than perfect."

**Your store will evolve — but you can't
improve something you never launch.**

"Fear is normal. Action beats fear."

**If it feels scary, you're probably doing
something important. Lean in.**

"Your dreams are valid."

**You were given this dream for a reason.
It's not random. It's worth pursuing.**

Which reminder resonates most with you today?

Paste that one on your computer screen/mirror/etc. for the day as your constant reminder.

Launch Countdown Calendar

Your 4-Week Smart Launch Prep Guide

	Timeline	Tasks	Notes
	4 Weeks Before Launch	Finalize product(s) and pricing	
		Set up your online store platform	
		Start building your email list	
		Plan teaser content for social media	
	3 Weeks Before Launch	Upload product images and write descriptions	
		Create or update Instagram and Facebook profiles	
		Post behind-the-scenes content to build excitement	
		Set up email marketing platform	
	2 Weeks Before Launch	Test website and checkout process	
		Create and schedule launch day social posts and emails	
		Share sneak peeks and start 7-day countdown posts	
		Collect any early testimonials	

✓	Timeline	Tasks	Notes
	1 Week Before Launch	Finalize and schedule launch emails	
		Post daily countdowns on Instagram Stories	
		Publicly announce official launch date everywhere	
		Double-check payment systems (PayFast, etc.)	
	Launch Day 🎉	Announce your store launch (Email + Instagram + Facebook)	
		Optional: Go Live on Instagram to celebrate launch day!	
		Monitor orders and quickly respond to customer questions	
		Celebrate your first sales and document your journey 🎉	
	Post-Launch (1–2 Weeks After)	Share customer testimonials and user-generated content	
		Thank early buyers personally or offer a small bonus	
		Keep momentum with limited-time offers, new arrivals, or special promos	

Small consistent actions = big launch success.

Show up daily, stay connected to your audience, and enjoy every moment of your launch journey!

10 Instagram Posts to Tease Your Launch

1. "Something new is coming... any guesses?" (mystery teaser)
2. "Here's a sneak peek..." (show part of your product without revealing all)
3. "Behind the scenes: Creating something just for you!"
4. "The inspiration behind my upcoming launch..." (personal story)
5. "Which do you prefer? A or B?" (poll with design elements)
6. "Countdown to launch: 7 days!"
7. "Why I created this product..." (connection story)
8. "Launching soon: Made for [ideal customer]."
9. "Ready to treat yourself? Here's what you need to know..."
10. "Doors are open! Shop the new collection now."