

checklist

LAUNCH



ECOMM BY DESIGN

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YOUR E-COMMERCE BUSINESS LAUNCH CHECKLIST

1. PRE-LAUNCH PREPARATION

- ☐ **Define Your Niche:**
 - Identify your target audience and their needs.
 - Research competitors and market trends.
- ☐ **Create a Business Plan:**
 - Establish goals, budget, and revenue projections.
 - Outline marketing and operational strategies.
- ☐ **Secure Your Domain Name and Hosting:**
 - Select a memorable domain name that aligns with your brand.

2. BUILD YOUR ONLINE STORE

- ☐ **Choose a Platform:**
 - Select a platform that suits your needs (user-friendly, scalable, and customizable).
- ☐ **Design Your Store:**
 - Pick a clean, mobile-responsive template.
 - Customize your design to reflect your brand's colors, fonts, and style.
- ☐ **Add Products:**
 - Write compelling product descriptions with SEO keywords.
 - Upload high-quality images and videos of your products.
- ☐ **Set Up Payment Methods:**
 - Enable secure payment options (credit cards, PayPal, etc.).
 - Organize Shipping and Fulfillment:
 - Decide on shipping rates and policies.
 - Choose packaging that represents your brand.

3. LEGAL AND COMPLIANCE

- **Terms and Policies:**

Draft terms and conditions, return policies, and privacy policies.

- **Compliance:**

Ensure CIPC compliance (if applicable).

Familiarize yourself with local regulations on e-commerce (eg. consumer act).

Dream big, start small,
but most of all,
start!

4. OPTIMIZE FOR MARKETING

- **Set Up Analytics Tools:**

Install Google Analytics and tracking pixels for Facebook and other platforms.

- **SEO Optimization:**

Research and use relevant keywords for product descriptions and pages.

Optimize site speed and mobile responsiveness.

- **Email Marketing:**

Create a lead capture form to build your email list.

Set up an email marketing platform (Mailchimp, Klaviyo, etc.).

- **Social Media Profiles:**

Create business accounts on platforms like Instagram, Facebook, TikTok, and Pinterest.

Plan a content strategy to engage your audience.

5. TEST AND LAUNCH

☐ **Conduct Testing:**

Ensure your website is bug-free and works across devices.
Test the checkout process, payment gateway, and links.

☐ **Launch Strategy:**

Plan a launch campaign to create buzz.
Use teaser posts, email campaigns, and influencer collaborations.

☐ **Promotions:**

Offer launch discounts or limited-time offers to attract customers.

6. POST-LAUNCH OPTIMIZATION

☐ **Analyze Performance:**

Review analytics to understand traffic, conversion rates, and customer behavior.

☐ **Gather Feedback:**

Encourage reviews and testimonials to build trust.

☐ **Iterate and Improve:**

Adjust marketing strategies and website functionality based on customer feedback.

Congratulations on taking the first step toward launching your e-commerce business! With this checklist in hand, you're equipped to tackle every stage of your journey, from preparation to post-launch optimization. Remember, success takes planning, persistence, and adaptability. Use this guide to stay on track, and don't forget to celebrate your milestones along the way. Here's to building a thriving online store —your next big success starts here!!

Anné

KICKSTART *kit*



ANNE NORTJE

Welcome

CONGRATULATIONS

on taking the first smart step toward making your first sale!

This bonus kit is designed to assist you with:

- Beginner-friendly product ideas
- Ready-made Instagram captions
- A simple funnel to generate interest
- A one-week challenge to build momentum

Section 1: Beginner-friendly product ideas

1. T-Shirts with a Twist

Monetize niche humor, identity, or passion using custom-designed tees that speak directly to a community.

What to Do:

- Use free tools to design bold, witty, or emotional slogans that align with a niche's lifestyle, culture, or pain points.
- Think “Proud Zulu Dad”, “Fishing is My Therapy”, “Introverts Unite —Separately at Home.”
- Upload your designs to WonderPrint or any local POD supplier to handle printing and fulfillment.
- Sell through Facebook, whatsapp or your website or other online marketplaces.

Why it Works:

People buy shirts that represent who they are. This model doesn't need inventory—just positioned ideas, beginner Canva skills, and strategic posting.

Power Tip:

Run a poll in niche Facebook groups like “Fishing SA” or “Boy Mom SA” to test design ideas before you create them.

2. Mini Guides or eBooks for a Niche Problem

Create digital products that help, teach, or inspire—and combine them with physical products to increase perceived value.

What to Do:

- Choose a micro-topic related to your niche
- Create the guide in Canva, Google Docs, or Notion and export it as a polished PDF.
- Bundle it with your physical product

Why it Works:

You instantly become more than a store - you're now a brand that adds value.

3. Micro-Brand Mugs with Personality

Create mugs that speak to identity, values, or humor—and build a brand people collect, not just buy from.

What to Do:

- Brainstorm 10-20 personality traits or niche interests
- Design clean, bold mugs using Canva mockups and order via WonderPrint or another POD provider.
- List each mug with a mini personality description to make people say “that’s SO me.”
- Market via Instagram Reels, TikToks, or memes—humor converts massively in this space.

Why it Works:

You’re creating emotional products, not just coffee cups. The POD model keeps costs low while letting you test dozens of ideas quickly.

Section 2: Ready-made Instagram captions

- “I’m working on something behind the scenes 👁️ Want to be the first to see it?”
- “What would you fix about [problem your product solves]?”
- “Day 1 of building my small business — want to watch the journey?”
- “I’m testing a product for [niche] and need honest opinions. DM me ‘test’ if you’re curious.”
- “Small wins: [share mini milestone] — can’t wait to show you what’s next.”

Section 3: One-Page Funnel Map

01

Create a Freebie or Giveaway:
Solve a small problem with a freebie

02

Link to a Waitlist Page:
Use a CRM mailing platform

03

Send an Email Sequence:
Deliver value and build anticipation with a sequence of 3-4 emails.

Section 4: Seven-Day First Sale Challenge

Day	Action
Day 1	Post your “why” — why are you starting this business?
Day 2	Share your first product sketch or idea
Day 3	Ask your audience for help naming or voting
Day 4	Post a “this or that” poll for your product design
Day 5	Share a peek into the process (mockup, packaging, etc.)
Day 6	Talk about the problem your product solves
Day 7	Invite people to pre-order, join waitlist, or DM “yes”

You’ve got the Starter Kit — now let’s build the business.

The bundle you just received is a strong jumpstart. It’s designed to help you start smart — without wasting time or money on things that don’t move the needle.

But only reading a guide won’t launch your business - action will!
If you’d like help turning that starter kit into a real business — with products, branding, content, and sales — I’d love to walk you through it inside the [Smart Start Sprint Program](#).

This is my step-by-step program to help you go from zero to launch in just 6 weeks.

Doors are closing soon, so if you feel like this might be your next move — now’s the time to jump in.

>>> [Join the Smart Start Sprint Program.](#) <<<