



# Free Download: E-Commerce Launch Checklist

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Welcome! My name is Charlie. Today, you decided to grab our ***E-Commerce Business Launch Checklist***. That was an excellent decision!

This checklist is a “cheat-sheet” of sorts for e-commerce entrepreneurs:

- It lists the high-level **steps** that must be taken in ANY successful business launch.
- It outlines the **strategies** that you **MUST** use in order to get there.
- It describes the intimate **tactics** that will **FUEL** those strategies and maximize profits.

The framework that we teach at The E-Comm Boardroom is called the *5 Fundamental Questions* of an E-Commerce business. Answering these questions for your business is the **KEY** to starting off on the right foot!

**The 5 Fundamental Questions of an E-Commerce Business are:**

1. What product will I sell?
2. How will I produce (or source) my product?
3. How will I deliver it to my customers?
4. Who is my ideal customer, anyways?
5. How will I convince them to become repeat buyers and tell their friends about my brand?

Master the methods for answering these 5 questions, and you're set. Easier said than done! But the checklist below provides a great framework that will get you off on the right foot. **Your checklist can be found on the last page ([pg. 6](#)).**

## Origin of the 5-Question Framework

Before my career in e-commerce, I spent about 5 years as a management consultant. Back in those days, I studied under and learned quite a lot from my boss, William. We specialized in business processes optimization and designing web applications that help employees to do their jobs more efficiently.

For example, when a big corporation hires a law firm to represent them in court, they are usually billed monthly by that law firm. Lawyers submit invoices to the company, then



somebody in the billing department reviews the amount and signs off on the invoice. Or, if the invoice is over a certain dollar threshold, they might pass it up the chain to be reviewed by someone else. Only once that process is complete does the law firm get paid. So, we often helped big companies think through their “Invoice Approval Workflow” and implemented technology tools that streamline everything as much as possible.

One day, I remember William standing at the head of a client’s conference room, facing away from a table full of execs, associates, and stakeholders. Sketching a big red square in the bottom corner of a whiteboard, he wrote “End of Process.” The entire board was covered with multi-colored markings from top to bottom, outlining the client’s Invoice Approval Workflow in tremendous detail.

He turned to face the room and paused dramatically.

In his thick British accent, he said, “Right. Now. Here are the pieces we need to rethink...”

Masterfully, he got to work. He eliminated waste, crossing out a large section of the board that simply wasn’t needed. He drew and redrew arrows, reordering the steps of the process to streamline the workflow for maximum efficiency. He identified bottlenecks with big blue circles and put a star next to key roles that needed additional support and resources. And he assumed nothing: He peppered the client with question after question, asking them why things were done the way they were done, and identifying opportunities for improvement.

The result? A redesigned process and technology tool that now saves that client hundreds of thousands of dollars per year.

William is a master in the world of process and technology consulting, well worth the steep hourly rate that clients pay for his services. And I am very fortunate to have learned a lot from him over my professional career.

**But what does this have to do with starting an e-commerce business?**

## Process Design for E-Commerce

When I first got started in e-commerce, I learned two mega-popular business models: Private Labeling with Fulfilment by Amazon (FBA) and Dropshipping with Shopify.



Perhaps you've heard of them. There is no shortage of Gurus selling Masterclasses that you can buy online for \$997 that will teach you to launch a business under one of these models.

I, like many others, essentially failed when I tried to use a Guru's method. I sold a couple thousand dollars worth of products, but certainly wasn't profitable. I definitely didn't see that real, life changing success that was promised to me in the Masterclass.

And I couldn't figure out why...

That is, until I finally started applying what I learned from William to my e-commerce brands. I decided to strip Amazon FBA and Shopify Dropshipping down to their component parts. Painstakingly, I used the conventional wisdom to map out every step.

And then I set out to do some good, old-fashioned process improvement.

Recalling William in front of that whiteboard, I began to cut the waste. I reordered the steps to boost efficiency. I identified the bottlenecks and areas where additional resources might be needed. Assuming nothing, I asked all the "Why" questions I could possibly think of.

And finally, after I had redesigned the whole damn thing, it became clear as day:

The #1 reason I had failed at e-commerce was that I started in the middle of the process instead of at the beginning.

Once I stopped doing that, I had a breakthrough. Shortly after implementing my newly redesigned process, I did my first \$200k in sales. And all 3 of my e-commerce brands became profitable. After realizing that I had discovered something pretty cool, I started to compile my notes and write this book.

If you haven't already guessed, the 5 Fundamental Questions is my redesigned process. With this common sense framework, the starting place is not: "Yay, Amazon!" or "Yay, Drop Shipping!" Instead, the starting place is:

### **1. What product am I going to sell?**

Now that you see it, doesn't it just sound...right?



Before you decide on details like the platform you're going to sell on, you need to choose a product. Because the particular go-to-market strategy (platform and fulfillment provider included) is going to vary widely from product to product. Starting with something other than "What Product am I going to Sell?" frequently results in trying to shove a square peg into a round hole. That's not gonna work! And what are you messing around with toys for, anyways? You're supposed to be starting a business.

From there, the remainder of the 4 questions fall into place:

## **2. How will I produce my product?**

Great, you think you know what you're going to sell? The next step is choosing a sourcing method and, if relevant, a manufacturing partner. Or perhaps you're starting an expert coaching business. In that case, maybe you only need to develop digital products. This question addresses how and when to source products through the 3 primary sourcing methods: Make, Manufacture, and Resell.

## **3. How will I deliver my product to my customers?**

Awesome, you have your suppliers figured out? Now you can start to think about where your products will be stored and how you will transport them to your customers once they make a purchase. Q3, addresses the 4 big e-commerce fulfillment models: Seller-Fulfilled, Amazon FBA, Dropshipping, and 3PL.

## **4. Who is my ideal customer, anyways?**

Hey - who the heck are you selling this product to in the first place? You need to get specific. Create an Ideal Customer Profile and formulate the foundation for the rest of your marketing materials: Your StoryBrand. (**Note:** a link to the StoryBrand framework is included in the checklist below.)

## **5. How will I convince them to become a repeat buyer and tell all their friends about my brand?**



This is the big one: Digital Marketing 101. This involves key Customer Acquisition and Customer Retention strategies. It addresses the 4 Steps of Digital Marketing: Finding your ideal customers, convincing them to buy once, convincing them to buy again (and again), and convincing them to tell their friends about you.

Now, I hope you can see this truth. When I started with “Yay, Amazon!” or “Yay, Shopify!”, I was starting with Question 3.

And that makes ZERO sense!

Answering the 5 Fundamental Questions in order ensures that you don’t try to shove a square peg into a round hole. I truly believe that learning this method will provide you with an invaluable toolkit, empowering you to change your life through entrepreneurship.

I wish you the best of luck. Your checklist begins on the next page. Thanks again, sincerely, for downloading. Don’t hesitate to reach out if you have any questions at all!

Cheers,

*Charlie Camisasca*

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# The E-Commerce Business Launch Checklist

	<u>Steps</u>	<u>Strategies</u>	<u>Tactics &amp; Benefits</u>
Step #1 	<b>Choose a product to sell.</b>	<b>Complete all 4:</b> <ol style="list-style-type: none"> <li>1. Brainstorm Potential Markets.</li> <li>2. Brainstorm Pain Points &amp; Products</li> <li>3. Validate with Market Research.</li> <li>4. Select a product.</li> </ol>	<b>Tactics for 1-4:</b> <ol style="list-style-type: none"> <li>1. Write down your Hobbies, Interests, &amp; Skills. These are your potential markets!</li> <li>2. What are the primary pain points in each potential market?</li> <li>3. Identify Demand / Market Sizing, Competitive Analysis, and scope out Opportunities to improve existing products.</li> <li>4. Rate each potential product 1-10 on Demand, Competition, and Opportunities. Choose the best product.</li> </ol>
Step #2 	<b>Decide how to produce your product.</b>	<b>Decide Between:</b> <ol style="list-style-type: none"> <li>1. Information Products</li> <li>2. Physical Products</li> </ol>	<b>Tactics for 1-2:</b> <ol style="list-style-type: none"> <li>1. Become an "Expert," achieve success &amp; identify a "new opportunity" to teach others, and design your teaching materials.</li> <li>2. Evaluate Alibaba &amp; AliExpress suppliers on price, shipping, quality, and customization capabilities.</li> </ol>
Step #3 	<b>Choose a fulfillment model.</b>	<b>Decide Between:</b> <ol style="list-style-type: none"> <li>1. Seller Fulfilled</li> <li>2. Amazon FBA</li> <li>3. Drop Shipping</li> <li>4. 3PL Outsourcing / Warehousing</li> </ol>	<b>When to Use 1-4 / Benefits of Each:</b> <ol style="list-style-type: none"> <li>1. Use to test the market, especially for handmade products.</li> <li>2. Use if Amazon market data (from Jungle Scout, Viral Launch, etc.) is adequate. Leverage Alibaba + Freight OS to ship products to Amazon warehouse. Leverage the "Amazon effect" &amp; Prime shipping.</li> <li>3. Use to test new ideas, especially if your budget is less than \$2k. Leverage Shopify, Oberlo, &amp; AliExpress.</li> <li>4. Use if the product is lightweight &amp; you have skills in brand development and digital marketing. Leverage ShipBob.</li> </ol>
Step #4 	<b>Define your ideal customer.</b>	<b>Complete Both Steps:</b> <ol style="list-style-type: none"> <li>1. Brainstorm your ideal customer profile.</li> <li>2. Create a StoryBrand.</li> </ol>	<b>Tactics for 1-2:</b> <ol style="list-style-type: none"> <li>1. Identify demographics, interests, personality, values, income, education.</li> <li>2. Outline via <a href="#">Donald Miller's framework</a>.</li> </ol>
Step #5 	<b>Convince ideal customers to become repeat buyers &amp; tell their friends about you.</b>	<b>Plan The 4 Components:</b> <ol style="list-style-type: none"> <li>1. Finding your ideal customers.</li> <li>2. Convince them to buy, just one time.</li> <li>3. Convince them to buy over and over again.</li> <li>4. Convince them to tell their friends about you.</li> </ol>	<b>Tactics For 1-4:</b> <ol style="list-style-type: none"> <li>1. Identify congregations of your ideal customer. Brainstorm blogs, facebook groups, influencers, podcasts, and YouTube channels that they follow &amp; keywords that they search for.</li> <li>2. 3 Tactics: <ol style="list-style-type: none"> <li>a. Outbound Marketing: Paid ads and cold calls/emails.</li> <li>b. Inbound Marketing: Website, Landing Pages / Lead Magnets, Blogging for SEO, and Social Media.</li> <li>c. Subscriber Marketing: Social Media Follower Marketing, and Email Marketing.</li> </ol> </li> <li>3. Email Marketing, Increasing Customer Lifetime Value (CLV), Retargeting Ads, Sales Funnels, and Subscription Models.</li> <li>4. Referral Programs, Affiliate Marketing, Customer Support, and Customer Success.</li> </ol>

If you enjoyed this checklist and are looking for more information, please consider [checking out our eBook](#), *How to Start and Grow an E-Commerce Business: Answering the 5 Fundamental Questions!*