

HBIC GUIDE'S
**FROM IDEA
TO
EXECUTION**

 *in 30 days*

*Checklist: Day 30 -
Launch Day*

Day 30

LAUNCH DAY



- Double check your spelling and grammar as well as your site's payment gateway settings. Before you start driving any traffic to your store, you had better be sure people can actually complete a checkout on your store! I recommend placing an order on your store with a live payment gateway just to make sure everything works.. You can refund your order immediately afterwards.
- It's important to have some static pages available for visitors to click through and read when you launch your store. At the very least have a contact, about, shipping, and frequently asked questions page at launch.
- You'll want to check that your tax settings, and shipping rates are appropriate for the product(s) you're selling. Double check your tax and shipping settings before launching your store.
- So besides making sure all the buttons are pressed properly, you'll still need to make sure you have a marketing plan set up for launch, and for the coming weeks. Otherwise, you'll be operating your store to the sound of crickets. Tweak things as you go, and as you learn more. The key here is to not give up. Be a dedicated problem solver!
- It's time, HBIC. Flip the switch and start selling! You did it! Congratulations ♥

notes:

final thoughts

With the emergence of e-commerce as a powerful force in the retail landscape, the dream of running your own business has never been more attainable. I truly hope the HBICGUIDE's Idea to Execution in 30 Days Program has helped a fellow head boss in charge get a little closer to her dreams.

Looking to the Future:

As your store picks up, it would be wise to look to the future. Reinvest your profits in your business and do what you can to tighten up processes so your business can scale up. Encourage brand loyalty and repeat customers by sending out newsletters or setting up a rewards system. Keep an eye on your Analytics to review how certain pages are doing, and never be afraid to make changes to your categories or products if a page isn't performing the way you hoped. Above all, as you grow, don't lose sight of your brand voice or the passion that made you open up your online store in the first place.

Happy Selling, HBIC!

Success and Blessings,
The HBIC GUIDE

