

ONLINE SHOP ACTION PLAN

BEFORE YOU OPEN

(EVERYTHING CAN BE CHANGED LATER IF NEEDED)

- pick your shop name
- have 5-10 products to list & take pics of them
- set up a paypal account
- get a shop email address
- open a separate bank account
- set pricing & shipping charges
- set some basic policies
- give yourself grace - it will not be perfect

FIRST FEW MONTHS

(EVERYTHING CAN BE CHANGED LATER IF NEEDED)

- join an etsy team, a facebook group or two
- try to list new products on a schedule
- hone in on your ideal customer
- start to grow an email list
- open social media accounts
- revisit your shop policies
- take a webinar or online course related to your craft
- treat each customer like they are your only customer
- give yourself grace - it will not be perfect

CELEBRATE

PAT YOURSELF ON THE BACK YOU ROCK!

- your first sale - whoo hoo!
- your first shipment
- your first profitable month
- setting a sales goal and crushing it
- your first positive review
- your first blog post
- handling a challenging customer with a smile
- when a customer posts a pic of your product to social media

QUARTERLY SHOP AUDIT

Make a list, check it twice!

SHOP ACTION PLAN & ASSESSMENT

Use this worksheet to help you check over your shop and make improvements. It's always good to take a general assessment of your shop and product listings to make sure they are working for you. Don't feel like you have to overhaul everything, just make tweaks and adjustments as needed.

- ☐ Look over your about page. Update any photos, contact information or details in your bio. If you are on Etsy, consider adding a simple video showing your products.
- ☐ Look over your policies. Make sure your refund, exchange, and shipping policies are detailed and match your current policies you follow. Tweak the words so they are clear to the buyer.
- ☐ Go through your listings and make sure all products are in stock and available. Double check that all pricing is correct and listings give plenty of information for buyers.
- ☐ Update any product photos that need to be updated. Make sure your photos show your product from several angles and give indication of size, color etc. If you have variations, make sure there is an image of those as well. Make a list of pictures you want to retake.
- ☐ Make sure your shipping prices are updated. Check all shipping types and compare to the USPS website to make sure they are up to date.
- ☐ Update and add to your FAQs or frequently asked questions. Think about the questions you get asked from your customers. If you do not have an FAQ page, create one! Direct customers to this page when they contact you.
- ☐ Look at your shop like a buyer. Is it easy to find things? Is your navigation or categories of products easy to shop through?
- ☐ DO NOT GET OVERWHELMED! Make a list of things that take 5-10 minutes and tackle those first! Then work on longer tasks by setting aside some time daily or weekly to make those updates. Keeping your shop up to date is really important and will lead to more sales so making time to do this is key!

**WE RECOMMEND DOING THIS
ONCE A QUARTER!**

SHOP STATS

Use this worksheet to keep track of your shop's stats! Do not obsess over the numbers but instead use them to track growth! Remember, even if your numbers are what you consider "low", all that matters is that you are seeing growth and that your customers are quality customers.

SHOP VISITS

How many unique visitors are you getting to your shop/website?

Q1

Q2

Q3

Q4

TOTAL INCOME

What was the total gross sales from your shop?

Q1

Q2

Q3

Q4

EMAIL LIST SUBSCRIBERS

How is your email list growing?

Q1

Q2

Q3

Q4

SOCIAL MEDIA STATS

Pick a social media platform you want to track. You can track followers, engagement, etc.

Q1

Q2

Q3

Q4

SOCIAL MEDIA STATS

Pick a social media platform you want to track. You can track followers, engagement, etc.

Q1

Q2

Q3

Q4

ACTION ITEMS

Write down all your action items from the plan here. Don't feel overwhelmed if you have a lot here. Take it one thing at a time.

PROTECT YOURSELF

WITH FAQs FOR YOUR SHOP

Having an FAQ page on your shop website and filled out on your website should be a no-brainer. These policies and procedures you put into place are going to save you time and money. Your policies and procedures are so very important even if no one ever reads them. They are your life line, your CYA, your place to turn to when things go wrong or people have complicated questions. They are a reference for your customers as well as you and they need to be done yesterday.

WHAT SHOULD YOU INCLUDE?

If you have your own shop site, you need to have a comprehensive policies and procedures page or simply: FAQ page. This is a place your customers are going to come to when they have questions or want to know what your return or shipping policy is. This should be a page that answers all the questions to keep customers from emailing you with questions or serves as a place for you to refer questions to.

Does your processing time vary from product to product? List your different products and processing times here to see if you can consolidate and have 1 processing time for your whole shop or if you need to state varied processing times within your listings.

What countries do you ship to and what is the estimated shipping time once a customer's order leaves you to their country? These are the countries Kelly ships to the most and how long it takes a package to travel from me to my customers. (USPS 1st class mail)

Canada: 1-3 weeks

United States: 3-5 business days

Europe: 1-4 weeks

Australia, New Zealand and Oceania: 1-4 weeks

Canada _____

US _____

Europe _____

A, NZ, O _____



FAQS CONTINUED

Returns & Refunds - Is your product returnable? Could you have a customer return it and then resell it? If you sell personalized products I highly suggest that you do not offer returns and refunds. Within what time frame do customers have to return their items in order to be eligible for a refund? 14 days? 30? 60? I personally do not offer returns or exchanges on personalized or custom products.

Cancellations - Will you offer cancellations? How long after the sale can a customer request a cancellation? Do you process orders right away? Are you offering proofs to a customer for custom products? What does that process look like? Are you going to let people cancel an order after you have done some of the work? All of these questions will determine if you will offer cancellations and when.

How do you decide what to include in your FAQ? Think about your buyers. What questions do you often get asked? What questions would you have if you were shopping on your site? Maybe you have products that are delivered a special way? For example, digital products will have their own set of questions that need to be answered. Start a document and copy paste whenever you get a question from a customer. Use these to start your FAQ page. Also think about holiday specific questions, such as: when is the cut off date for Christmas delivery? Can I rush ship my order? etc.

COMMON HOLIDAY FAQS

What is your proofing procedure on custom work? or Can you create a custom order for me?

What sizes do your items come in? (biggest and smallest)

Do you offer gift wrap?

Can I ship my order as a gift to someone? Can I include a gift message?

What is your international shipping policy? Can I rush an order? Do you offer overnight shipping?

I placed my order and realized that my shipping address is wrong! Can you fix it?

When I message you with a question or a custom order request when can I expect a response?

Does your product come with instructions?



YOUR FAQs

Now it is your turn! Fill out some FAQ's that you are going to add to your page this holiday season.
Print this page out as many times as you need!

Question: _____

Answer:

Question: _____

Answer:

Question: _____

Answer:

Question: _____

Answer:

Question: _____

Answer:

