NEW EDITION

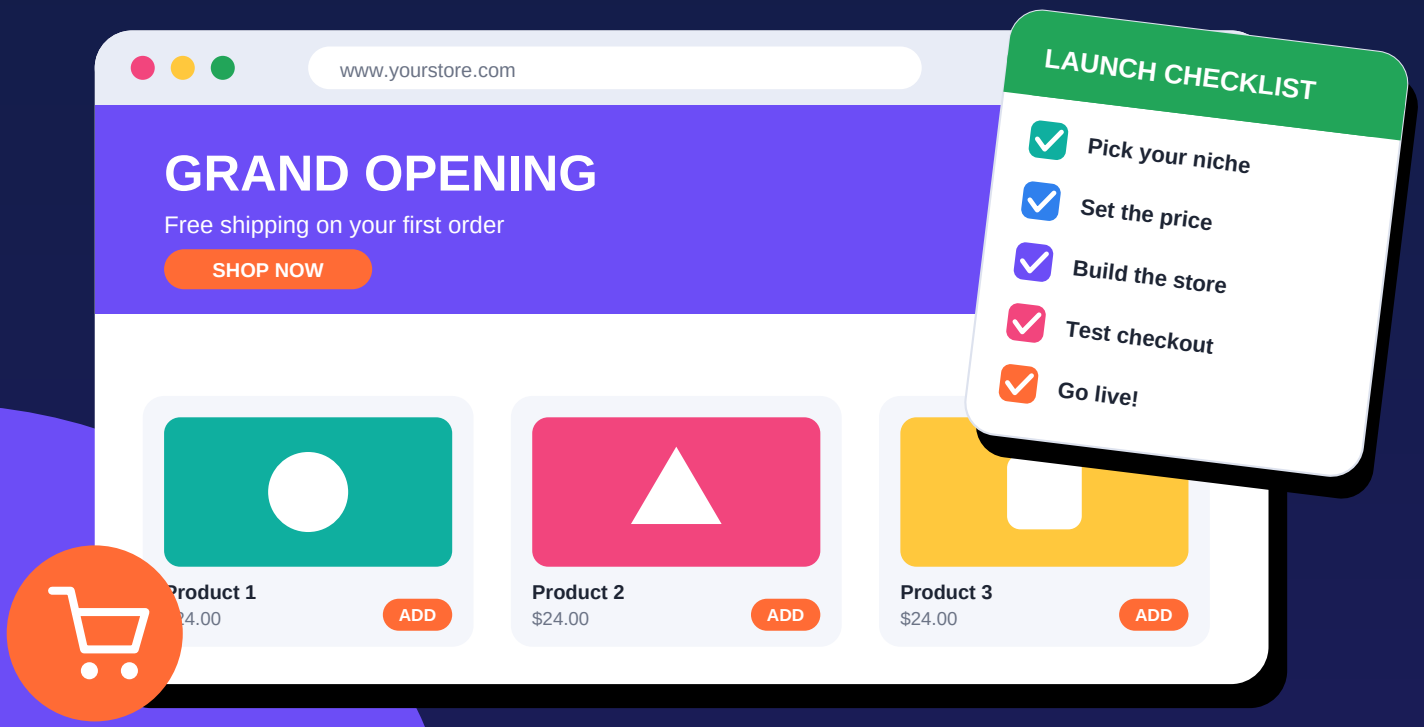
2027

THE COMPLETE LAUNCH WORKBOOK

ONLINE STORE LAUNCH CHECKLIST

Step-by-Step E-commerce Guide

From first idea to first sale: a clear 90-day path for beginners



20 CHAPTERS | 50-POINT PRE-LAUNCH TEST | 90-DAY ACTION PLAN

WRITTEN BY

Tasvir Ahmed

Checklists | Worksheets | Templates | Colour infographics | PDF Edition

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THE BIG PICTURE

The L.A.U.N.C.H. Framework

Six stages. Each one answers a single question. Skip a stage and the next one gets harder, so this book follows them in order.

L — Locate

CHAPTERS 1-2

Who are you selling to, and which business model fits you?

A — Assemble

CHAPTERS 3-6

What exactly will you sell, at what cost, price and brand?

U — Unlock

CHAPTERS 7-9

Where will the store live and how should it look and work?

N — Nurture trust

CHAPTERS 10-12

Can a stranger safely pay you? Are policies and checkout tested?

C — Campaign

CHAPTERS 13-16

How will the first visitors and the first ten buyers find you?

H — Harvest

CHAPTERS 17-20

How do you serve, measure and improve after launch?

Your 13-week launch roadmap



PRO MOVE

Weeks 1-6 contain no advertising at all. That is on purpose. Stores that spend on ads before the product, price, checkout and trust are ready usually pay to send visitors to a leaky store.

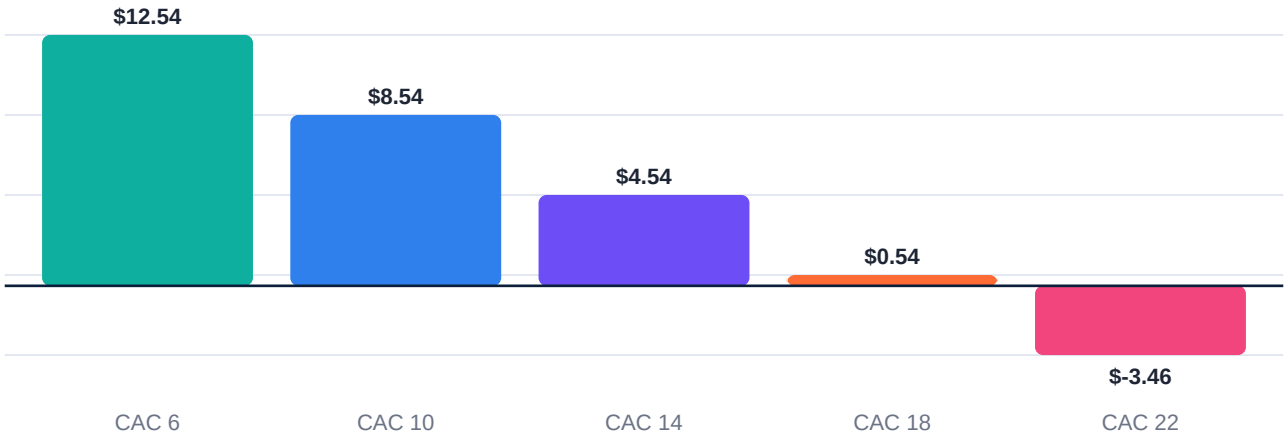
Worked example: where does a 40.00 sale go?



Product cost	12.00
Shipping and packaging	5.00
Payment fees	1.46
Ad cost to win the customer	10.00
Refund reserve	1.50
Tools and apps (per order)	1.50
Profit	8.54

The numbers: contribution margin before ads = 40 - 12 - 5 - 1.46 - 1.50 - 1.50 = **18.54**. Break-even CPA = 18.54. Break-even ROAS = 40 / 18.54 = **2.16**. So every 1 you spend on ads must bring back about 2.16 in sales to avoid a loss. The figures are only an illustration.

What happens when your cost to win a customer changes?



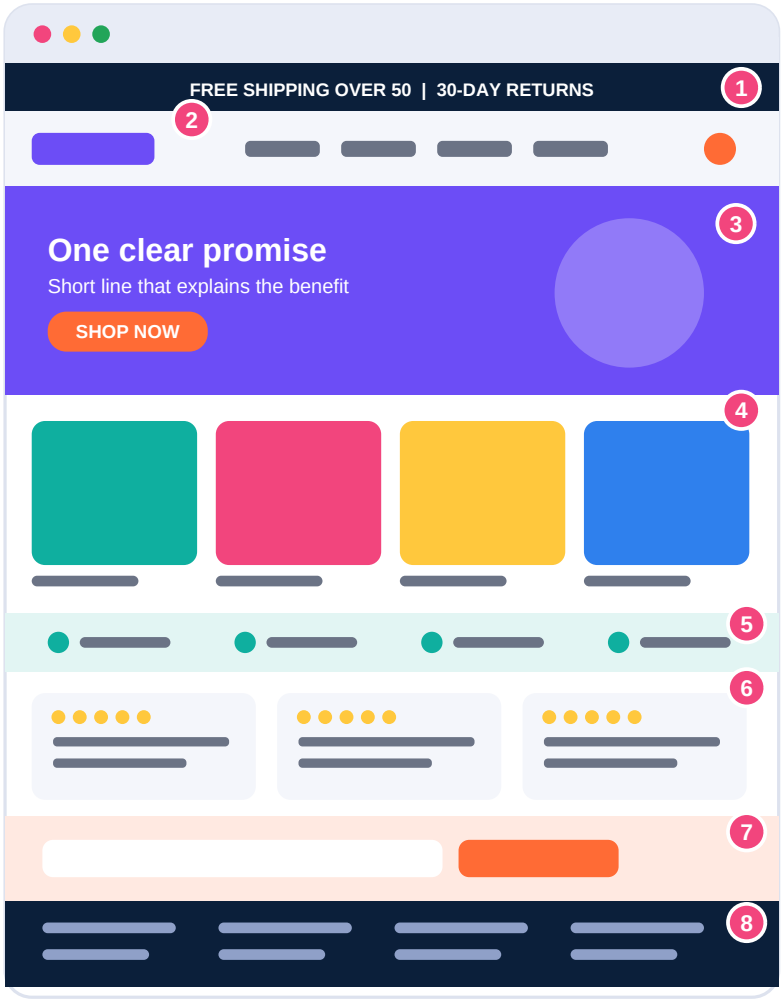
Profit per order in the example above if the ad cost per customer (CAC) moves from 6 to 22. A small rise in ad cost can erase the whole profit.

CHAPTER 8 | STAGE U

8 Store Setup Checklist

Build the essentials in the right order. Clean and simple beats clever and confusing.

Visitors decide in seconds whether your store looks safe and useful. The homepage below shows the eight parts every beginner store needs.



1. **Announcement bar**
   Shipping offer or return promise
2. **Header**
   Logo, menu, search, cart
3. **Hero banner**
   One promise, one button
4. **Featured products**
   Best sellers or a starter collection
5. **Trust bar**
   Shipping, returns, secure payment
6. **Customer proof**
   Reviews, photos, ratings
7. **Email sign-up**
   Offer something for the address
8. **Footer**
   Contact, policies, payment icons

TIP

Show your best offer above the fold, the part visible without scrolling. Make the first click obvious: one hero image, one promise, one button.

CHAPTER 12 | STAGE N

12

The 50-Point Pre-Launch Test

Five groups, ten checks each. Find the problems before your customers do.

Pretend to be a stranger with a phone and ten spare minutes. Go through your store slowly and tick each point only after you have tested it with your own eyes and fingers.

A DESIGN AND MOBILE — 10 CHECKS

- [ ] Homepage loads clearly on a real phone and a laptop
- [ ] Logo, colours and fonts are consistent on every page
- [ ] Main menu links all work
- [ ] No spelling mistakes in headings or buttons
- [ ] Images are sharp and not stretched
- [ ] Text is readable without zooming
- [ ] Buttons are large enough to tap with a thumb
- [ ] Search finds products correctly
- [ ] No broken images or empty sections
- [ ] No placeholder or test text anywhere

B PRODUCT PAGES — 10 CHECKS

- [ ] Every product has 5 or more good photos
- [ ] Titles are clear and consistent
- [ ] Descriptions answer size, material and use
- [ ] Prices and currency are correct
- [ ] Variants (size, colour) select properly
- [ ] Stock levels are accurate
- [ ] Delivery estimate is visible
- [ ] Return promise is visible
- [ ] Reviews or proof section is ready
- [ ] Related products or bundles are added

C CART AND CHECKOUT — 10 CHECKS

- [ ] Add to cart works on mobile and desktop
- [ ] Cart shows correct totals, taxes and shipping
- [ ] Discount codes apply correctly
- [ ] Guest checkout is available
- [ ] Payment methods all appear
- [ ] A real test order has been placed and refunded
- [ ] Order confirmation email arrives within a minute
- [ ] Shipping rates match my plan
- [ ] Checkout shows secure-payment signs
- [ ] Error messages are clear and friendly