

The Mothersun Ultimate Checklist to Build and Grow Your Dream Online Business

| | |
|-------|--|
| | We are going to learn how to do all of these things in order for you to become a Badass Business Owner and a Successful Entrepreneur. It looks like A LOT. Well, it is. But we are going to do it together. You are not alone. |
| Check | Now Let's Get Started. I wouldn't recommend skipping any of these steps. |
| | Start formulating your Brand and Brand Philosophy |
| | Create/Find the perfect product for your perfect niche market. |
| | Know your target market, research what a target market actually is, then research data for your target market and DO NOT just tell yourself that your market is for women between the ages of 25-39. |
| | Decide who and how your products will be manufactured. |
| | Become an expert in your trade. |
| | Read my free "Mindset, Manifestation, and Feng Shui Magic" course in order to get your mindset and frequency in alignment with success and prosperity. Available at www.mothersunshop.com |
| | Buy your domain name and build your website. Find your shopify theme. You can hire a designer, or you can do it yourself via Shopify with my help. |
| | Build your website with the proper format to gain trust with your potential customers. |
| | Add automated sales drivers to your site. |
| | Research Sales Funnels. Create your own and add them to your site. |
| | Price your products with proper profit margins. |
| | Research extensively about Search Engine Optimization. Optimize your website and then get an SEO Manager app for your site. |
| | Research how to find and use the proper keywords on your site to attract google traffic. |
| | Create your policies, put them on your site in the proper places. |
| | Write the perfect About Page. Research how to do this. |
| | Install your google analytics onto your site. Learn how to read your data. |
| | Start listening to Jen Sincero's "You Are a Badass at Making Money" on Audible. |
| | Set up your Quickbooks account. Learn how to do your accounting in quickbooks or pay someone to do your books for you. |
| | Set up your shipping and handling department. How will you merchandise your products? What kind of shipping material will you use and what vendor will you buy from? |
| | Set up your Stamps.com account. Establish your shipping rates on your site for each product you ship. |
| | Start to develop your marketing message for your target market. |
| | Design your Instagram branding. Create your moodboard theme for your company. |
| | Download your scheduling app and start to organize your feed. |
| | Learn the inside and out of Instagram and how it works, how to work with the algorithm. |
| | Write your marketing plan. Which platforms will you use and how? |
| | Buy the preset you are going to use. Get familiar with it. |
| | Take your product shots. Stay in alignment with your brand while you do so. Upload to your site. |
| | Style and Produce your new collection lookbook. Stay in alignment with your brand while you do so. |
| | Start sending out your products to anyone you know personally who has somewhat of a following on social media. |
| | Gift some product to close family and friends in exchange for testimonials. |
| | Listen to Gary Vaynerchuck's book "Crushing It" on Audible. |
| | Create your timing schedule for Instagram posting. |
| | Start planning your next collection launch. |
| | Start promoting it, create your promotion timeline. |
| | Finalize your sales funnels and start building your email lists |
| | If you are going to be blogging, set up your blog schedule. Research your longtail keywords for your upcoming posts. |
| | Learn how to utilize Pinterest properly to drive traffic to your website. |
| | Set up your wholesale business and policies. |
| | Create your weekly and daily schedule. |
| | Get my Financial Projections spreadsheet, plug in your numbers, see the possibilities, set your goals, and watch your income grow. |
| | Become Financially Wise. |
| | Launch your new collection, and work your ass off for the next however many years it takes to reach your goals. |

Once you have checked all of these off, you are ready for business