

7 STEPS TO LAUNCH YOUR ONLINE STORE IN 7 DAYS

Your quick-start guide to going from idea to first sale

Welcome!

This guide gives you the exact 7 steps to launch your store quickly and confidently. Each day has a focused goal, simple actions, and a quick tip to help you avoid common mistakes.

What you'll need to get started:

- Computer
- Product idea
- Daily action commitment

Day 1 – Pick Your Niche & Target Audience

- Write down 3–5 niches you're interested in
- Identify your ideal customer
- Choose ONE niche to focus on

Pro Tip: The narrower your niche, the easier it is to stand out. Example: Instead of 'fitness apparel,' try 'funny gym shirts for moms.'

Notes:

Day 2 – Choose Your Business Name & Domain

- Brainstorm 3–5 names
- Check domain availability
- Register your favorite

Pro Tip: Short, memorable names are best. Avoid tricky spellings.

Notes:

Day 3 – Select Your Platform

- Decide between WooCommerce, Shopify, or Etsy
- Compare fees, control, scalability
- Sign up for your chosen platform

Pro Tip: If you want full control and flexibility, WooCommerce is a great long-term choice.

Notes:

Day 4 – Create Your First Product

- Use POD tools like Printify
- Or create handmade/digital products
- Prepare product images or mockups

Pro Tip: Start with ONE product to launch fast, then expand.

Notes:

Day 5 – Build Your Store Framework

- Choose and apply your store theme
- Add main navigation
- Ensure mobile-friendly design

Pro Tip: A clean, simple layout beats a cluttered store every time.

Notes:

Day 6 – Add Branding Essentials

- Apply your logo, colors, and fonts
- Use high-quality brand images
- Match branding across all pages

Pro Tip: Consistent branding builds trust instantly.

Notes:

Day 7 – Publish Your First Product Listing

- Upload product photos
- Write descriptions
- Set pricing and publish

Pro Tip: Done is better than perfect. You can always tweak later.

Notes:

Ready to Fast-Track Your Launch?

Get the Store Launch Quickstart for just \$47 — your shortcut to a ready-to-sell online store in days, not months.

[Yes! I'm Ready to Launch My Store This Week](#)