

30-Day Direct-Sales Store Launch Checklist

A practical roadmap for planning, building, and launching your direct-sales store

Goal: Launch a functional, tested direct-sales store in 30 days. Use this checklist to track progress and identify the next action.

Week 1 — Goals & Planning

Days 1–7 · Define what you're building and prepare the essentials.

Day	Task	Done
1	Define your primary goals for selling direct.	☐
1	Identify your target customers and what you want to offer them.	☐
2	Determine which products you'll sell: ebooks, audiobooks, print books, merchandise, bundles, etc.	☐
2	Decide which products will be available at launch versus later.	☐
3	Set an initial budget for platform, apps, design, fulfilment, and other expenses.	☐
3	Map your fulfilment process for digital, print, and merchandise products.	☐
4	Research platform options and identify your preferred solution.	☐
4	Choose your domain or store URL.	☐
5	Gather product information: titles, descriptions, prices, ISBNs, formats, and inventory details.	☐
5	Gather product images, cover files, author branding, and other visual assets.	☐
6	Determine shipping regions, shipping methods, and basic shipping pricing (if applicable).	☐
6	Outline your store policies: refunds, returns, shipping, privacy, and terms.	☐
7	Finalize your store ideas and requirements and create a simple project task list.	☐

Week 2 — Platform Selection & Setup

Days 8–14 · Choose your tools and establish the store foundation.

Day	Task	Done
8	Make your final platform decision.	☐
8	Review platform pricing, transaction fees, and relevant limitations.	☐
9	Create your platform accounts and configure basic business information.	☐
9	Connect your domain or establish your temporary store URL.	☐
10	Set up payment processing and verify that payments can be accepted.	☐
10	Configure basic tax settings, determine whether additional tax tools or guidance are needed.	☐
11	Select a theme or storefront design direction.	☐
11	Establish your basic brand styling: logo, colors, fonts, and imagery.	☐
12	Choose and install essential apps or integrations.	☐
12	Connect your email or newsletter platform.	☐
13	Set up fulfilment integrations for digital products, print, or merchandise as needed.	☐
13	Configure shipping zones, rates, and package information.	☐
14	Review the foundation and confirm the store is ready for product and page buildout.	☐

Week 3 — Buildout & Testing

Days 15–21 · Build the customer experience and verify the buying process.

Day	Task	Done
15	Build the homepage and establish clear navigation.	☐
15	Create your main product collections or categories.	☐
16	Add products with complete titles, descriptions, pricing, images, and variants.	☐
16	Configure product delivery and fulfillment settings.	☐
17	Build essential pages: About, Contact, FAQ, and policies.	☐
17	Set up the cart, checkout, and customer account options as appropriate.	☐
18	Configure email notifications, order confirmations, and customer communications.	☐
18	Connect analytics and tracking tools.	☐
19	Test the store on desktop, tablet, and mobile.	☐
19	Check navigation, search, product links, images, and page readability.	☐
20	Place test orders for each major product type.	☐
20	Verify payment, tax, shipping, fulfillment, downloads, and order emails.	☐
21	Fix issues discovered during testing and complete a final prelaunch review.	☐

Week 4 — Soft Launch & Feedback

Days 22–30 · Prepare the launch, invite early customers, and improve the experience.

Day	Task	Done
22	Complete a final review of product information, prices, links, and store policies.	☐
22	Confirm fulfillment partners, inventory, and delivery processes are ready.	☐
23	Prepare launch messaging for your newsletter, website, and social channels.	☐
23	Prepare a welcome or launch offer, if appropriate.	☐
24	Invite a small group of trusted readers, friends, or colleagues to test the store.	☐
24	Collect feedback on navigation, clarity, checkout, pricing, and overall experience.	☐
25	Review test orders and resolve any remaining fulfillment or customer-service issues.	☐
26	Make improvements based on early feedback.	☐
27	Soft launch the store to your audience.	☐
28	Monitor orders, fulfillment, customer questions, and technical issues.	☐
29	Review early performance: visits, conversion, sales, abandoned carts, and feedback.	☐
30	Document lessons learned and create a 30–60 day improvement plan.	☐

End-of-month success checklist

- ☐ A chosen platform
- ☐ A live storefront
- ☐ Products and pricing configured
- ☐ Payments and fulfillment working
- ☐ Policies and customer communications ready
- ☐ Test orders completed
- ☐ A soft launch completed
- ☐ An improvement plan for the next 30–60 days

Note: This checklist is a general planning resource. Specific platform, tax, legal, shipping, and fulfillment requirements may vary.