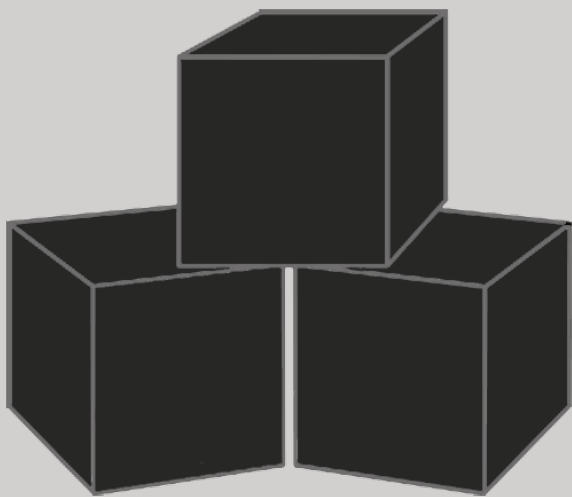




GETTING STARTED ONLINE



PRODUCTS

What are you selling?

Are you innovative in your space?
What differentiates you from other similar products?
Do you own a patent?



CONTENT

How are you telling your story?

Do you have product imagery?
Is your copy optimized for SEO?
What story do your reviews tell?
Does the content speak to the consumer you are targeting?



BRAND

Are you looking to sell branded products?

Who is your consumer?
Why would they gravitate to your brand?
Does your brand make sense for your products?
Do you have a brand guide?



PRICING

Have you established pricing?

What are competitors selling at?
Does your product or brand command a premium?
Have you built in enough margin to be able to sell in retail?
Do you have a brand guide?



CUSTOMER

How do they think?

Where would they shop?
Why would they shop there?
Is there a specific time of year they would need your products?
How often should they buy your product?
What about ancillary skus?