

BOUTIQUE LAUNCH

— CHECKLIST —

*You already have what it takes to launch
a boutique. You just need the
step-by-step roadmap to make it happen.
Here's a headstart.*



YOUR BOUTIQUE LAUNCH CHECKLIST

DEFINE YOUR WHY

- WHY DO YOU WANT TO OPEN THE STORE?** Your why has to be so strong that you'll stop at nothing to make your store successful
- WHAT DO YOU EXPECT FROM YOUR STORE LAUNCH?** What will success look like for you as a Boutique Owner? Quitting your 9 to 5? Schedule flexibility? Define it so you can set it as a goal
- WHAT IS YOUR VISION FOR YOUR STORE?** Who are your target customers? What problems does your store solve for them and how? Who are your competitors?

CREATE A MAGNETIZING BRAND

YOUR IDENTITY

- Select your name
- See if the domain and social pages are available

YOUR LOOK + FEEL

- Describe your brand in 5 words
- Find examples of what you envision your store and website design to look like
- Set what your brand color palette will be



HOW WILL YOU MAKE MONEY?

- WHAT PRODUCT CATEGORIES WILL YOU SELL?** Meaning shirt, tops, home, etc.
- WHAT SERVICES WILL YOU SELL?** Will you sell services that compliment your product offering?
- WHAT EVENTS WILL YOU SELL?** Is your store a good place to host events? What events will you sell if so?

HOW WILL YOU HANDLE INVENTORY?

- HOW OFTEN WILL YOU BRING IN NEW ITEMS?** Remember, your customers come to you for newness
- WHERE WILL YOU GET YOUR PRODUCTS FROM?** Will you dropship, buy wholesale, manufacture your own products?
- HOW WILL YOU PRICE YOUR PRODUCTS?** What gross margin are you looking for?

HOW WILL YOU ADVERTISE YOUR STORE?

- WILL YOU HAVE SOCIAL MEDIA PAGES?** What platforms will you be on?
- WHAT TYPE OF ADS WILL YOU USE?** Social media, google, print, etc.
- WHAT WILL YOUR ADVERTISING SLOGAN BE?** What is the message you will be communicating to your customers?

YOUR BOUTIQUE LAUNCH CHECKLIST

SPACE NEEDS

- Inventory storage
- Picking, packing, shipping space
- Sales floor (brick and mortar)
- Fitting room and cash wrap (brick and mortar)

TECH + TOOLS

- E-commerce platform
- POS System (brick and mortar)
- Accounting software
- Email marketing software
- Phone and internet

STAFF

- Brick and mortar staff
- Warehouse staff
- Customer service
- Any contractors, i.e. social media managers
- What are your hiring practices?

THE NUMBERS

- How much in sales do you want your store to do the first year?
- How much of your own money will you invest in the store?
- How much funding will you need?
- How much will your expenses be?

WHEN WILL YOU LAUNCH?!

- SET A LAUNCH DATE!** Try as best as you can to stick to that date by planning backwards, laying out everything you need to do prior to make it happen
- TAKE YOUR TIME!** It's better to take your time and launch properly, versus rushing to "just start" and having to start over because you didn't take the time to think everything through before you launched
- TRACK YOUR PROGRESS!** When you do launch, make sure you're always looking at your sales to see how you are progressing towards your goals!

YOUR BOUTIQUE LAUNCH CHECKLIST

You got this!



Hi Visionary!

I hope this checklist helps you get started on your journey to launch your store.

As you've seen, there are so many moving parts involved in bringing your store to life, and they all need to work together seamlessly for you to launch successfully.

I've partnered with ECOMSPACES to host the Launch Your Store Workshop throughout 2022.

[Click here to RSVP to the next session and get your ideas for your store out of your head, down on paper, and into action.](#)

Success is all yours,

De Anna