EMPIRE BUILDER ACADEMY

MODULE 07 WORKSHEET

BUILD AN ONLINE STORE

Fillable worksheet and action checklist. Print it, or type into the DOCX version.

THE ONLINE ENTREPRENEUR BLUEPRINT

From Zero to Your First Online Business

07

BUILD SMART. LAUNCH FAST. SCALE WITH AI.

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MODULE 7 WORKSHEET: BUILD AN ONLINE STORE

Part A: Product Type Decision

Type	Interested?	Why / why not
Digital products		
Physical (handmade/wholesale)		
Print-on-demand		
Dropshipping		

Part B: Product Scorecard (score 1–5)

Product idea	Demand	Competition	Margin	Differentiation	Simplicity	Fit	Total

Part C: Unit Economics

Line	Amount
Selling price	$
Product cost (COGS)	$

Line	Amount
Packaging	$
Shipping I pay	$
Platform fee	$
Payment processing fee	$
Profit per unit	$
Gross margin %	%

Part D: Store Setup

Item	Decision / status
Sales channel(s)	
Shipping policy drafted	
Return/refund policy drafted	
Sales tax registration researched	
Checkout tested (purchase + refund)	
Fulfillment model	
Processing time	

Part E: Product Description Draft

Title: _____

Opening line: _____

Benefit bullets: _____

Details and what's included: _____

Part F: Support Setup

Response time commitment: _____ Support email: _____

Common request	Saved reply ready?
Where is my order?	
Download problem	
Damaged item	
Return / exchange	

Action Checklist

- [ ] Choose your product type(s)
- [ ] Score at least three product ideas
- [ ] Mine competitor reviews for gaps
- [ ] Calculate unit economics (physical) or outline your product (digital)
- [ ] Order samples (physical or POD) and check quality
- [ ] Check any design phrases on USPTO.gov (POD)
- [ ] Choose sales channels and draft shipping and return policies
- [ ] Research sales tax registration for your state
- [ ] Write product descriptions and plan product photos
- [ ] Set up checkout and complete a test purchase and refund
- [ ] Write your fulfillment SOP
- [ ] Create a support FAQ, saved replies, and a support log