

Given that you're running a one-man shop, it's essential to prioritize tasks and streamline processes to ensure everything is manageable within a month. Here's a more focused and simplified plan to help you launch effectively without overwhelming yourself:

Streamlined Preparation for Shopify Launch (September 1st)

Business Setup

1. **Finalize LLC**:

- Ensure all necessary paperwork is completed by August 1st.
- Open a business bank account.

Product Preparation

2. **Design and Production**:

- **Finalize Core Designs**: Focus on completing three to four wearable designs, two keepsake container designs, and a few souvenir coin designs.
- **Produce Initial Inventory**: Create a small but sufficient inventory for each product type.

3. **Product Listings**:

- **Photos**: Take basic but clear photos of each product.
- **Descriptions**: Write concise and informative descriptions. Highlight customization options.

Shopify Store Setup

4. **Store Design**:

- **Template Selection**: Choose a simple, clean Shopify theme.
- **Basic Branding**: Implement your logo and color scheme.
- **Navigation**: Set up straightforward navigation with categories like Wearables, Keepsakes, Coins, and Custom Orders.

5. **Payment and Shipping**:

- **Payment Gateway**: Set up a basic payment gateway like PayPal.
- **Shipping**: Define basic shipping options and rates.
- **Returns Policy**: Create a simple returns policy.

Marketing and Promotion

6. **Social Media Setup**:

- **Platforms**: Focus on one or two key social media platforms (e.g., Instagram and Facebook).
- **Content Planning**: Develop a few key posts for August to build interest (e.g., product teasers, behind-the-scenes).
- **Engagement**: Start posting content mid-August to engage with potential customers.

7. **Launch Strategy**:

- **Teaser Campaign**: Start promoting your launch 1-2 weeks in advance.
- **Email Marketing**: If possible, set up a simple signup form for launch announcements.

Simplified Timeline

August 1-7:

- Finalize LLC paperwork.
- Start finalizing core product designs and begin initial production.

****August 8-14**:**

- Complete a small inventory for each product type.
- Set up Shopify store with a simple theme and basic branding.
- Take product photos and write short descriptions.

****August 15-21**:**

- Start creating social media profiles and posting teasers.
- Finalize payment and shipping setup on Shopify.

****August 22-28**:**

- Continue social media engagement.
- Conduct a final review of your Shopify store to ensure everything is working correctly.

****August 29-31**:**

- Make any last-minute adjustments.
- Schedule launch posts and email announcements.

****September 1**:**

- Launch your Shopify store.
- Monitor and respond to customer inquiries and orders.

Post-Launch Focus

1. **Marketing:**

- Maintain consistent social media activity.
- Consider small, targeted ad campaigns once you're comfortable.

2. **Customer Feedback:**

- Actively seek and respond to customer feedback.
- Adjust product offerings based on demand and feedback.

3. **Resin Casting Preparation:**

- During your break, focus on learning resin casting techniques and preparing for your return.

By prioritizing and focusing on essential tasks, you can achieve a successful launch without feeling overwhelmed. Adjust your plans based on what you can realistically manage each week. If you find certain tasks are taking too long, consider simplifying further or seeking temporary assistance for specific areas.