# E-COMMERCE CHECKLIST

Most new designers I encounter are CONSTANTLY asking me this question;

**"Why am I not getting any sales online?"**

And for good reason because…

**Sales can be one of the MOST challenging aspects for a new designer.**

Of course there are a ton of other challenges as well like acquiring the required capital, sourcing a good manufacturer, sourcing fabrics, selling your line to buyers, costing… the list goes on and on.

And this is where I come in!  *Woop Woop!*

I am here to help designers like YOU fill in the gaps and help you navigate the shortest path to **turning your passion for fashion into a fashion reality**!

This checklist is just the BEGINNING of what you need to know.  It's designed to help you get the ball rolling in the right direction because without sales you don't have a business, you have an expensive hobby!

So here's why you can trust me on this…

## Christine Daal

Some highlights:
- Over 15 years of experience in the fashion industry working for companies such as Adrianna Papell, The Jones Apparel Group, SL Fashions, & Flip Dresses
- Head Designer by age of 24, VP of Design & Merchandising by age of 30
- Work has been shown on Saturday Night Live, The Today Show, CNN, Inside Edition, and QVC.  Designs have been featured in Seventeen Prom, Teen Prom, Savvy, Elle, &   Lucky magazines
- Started consulting agency, Fashion Angel Warrior LLC in 2014
- Started own fashion line in 2014 which sold out of the first retail store in 2 weeks!
- 8 years experience dressing models backstage at NYFW & Miami Swim Week
- 2x Critic for AAS students at Fashion Institute of Technology
- Helped numerous individuals and businesses achieve success in industry

So now that you trust me, YAY! Let's get you the right knowledge and preparation that will put you FAR AHEAD of the game and save you a lot of headaches later on.  Check out these tips!

# CHECKLIST

## WEBSITE

☐ Clear and simple navigation process to get to the shop -NO FLASH!

☐ Shopping cart icon at top right corner

☐ My Account (Sign in/Register)- top right (Should have social media login option)

☐ Tabs (no more than 6)=Shop, About, Press, Blog, Sale, Contact

☐ Drop downs= If have a ton of products then separate by product category but try not to have too many dropdowns

☐ Social media links- I recommend having all the buttons in the top right corner.

☐ Live IG and TW feeds which is great to put at the bottom of your home page.  Can even put a link that says shop our Instagram page

☐ Are you linking to products on blog, social media, etc?

☐ Email capture- Put in both the header and footer & a pop up lightbox.  Also include at the bottom of every blog post

☐ Search icon/magnify glass

☐ Video of your product somewhere on website- home page is great for a lookbook type video

☐ Mobile compatible

☐ Customer Service- How can they be contacted? Hours? Contact info?

## SHOP PAGE

☐ Clear product photos- should be nice mix of editorial and product shots.

☐ Images should be same size

☐ The model on each image should be same size

- ☐ If hover over an image- show back view

- ☐ Photos and text are both clickable links

- ☐ Sale items are clearly marked

- ☐ Bundle offers

- ☐ Huge package offers

- ☐ Filters by price, relevance, size, etc?

- ☐ Easy checkout process- no more than 3 pages in order to check out.

## EACH PRODUCT PAGE

- ☐ Multiple views of product (front, back, side, detail, 360 video, etc.)

- ☐ Alt Tags on all photos

- ☐ Can you zoom in on any image

- ☐ Add a Pinterest button to all of your Shop images

- ☐ Price of product

- ☐ Description copy needs to be clear and concise.  Talk about shape, fabric, fiber content, where can she wear this, special measurements not included on basic size chart, wash/care instructions
- ☐ Color way options

- ☐ Size options

- ☐ Size charts- Body sizing & garment specs

- ☐ Customer testimonials/reviews of product

- ☐ Upsell!! Put related products at the bottom ("You may also like")

▢ Return & exchange policy- How many days?  What condition products need to be in?  Will shipping costs be on them?  (Can put this under FAQ's however be sure to put a direct link on each product page)

▢ Countdown timer on checkout page

## SHIPPING INFO
▢ Rates- Do they vary by weight or item?

▢ Method of shipment (USPS, Fedex, UPS, etc)

▢ Estimated time to ship

▢ Do you offer domestic & internat'l shipping, only certain countries? (For E-commerce international shipping be sure to, include the proper customs forms. Use the duty calculator to check any duty charges your customers may incur https://www.dutycalculator.com/)

▢ Options avail? (Express, standard, etc)

▢ Tracking info, will there be an email sent out, etc.

## PAYMENT INFO
▢ How will you collect payment?  Which methods will you accept multiple cc, Paypal, Google cart?

▢ Sales tax, International payments, Currency conversions=> Have Accountant help with this

▢ SSL Security- If you want to actually STORE credit card info need PCI Compliance in order to prove you can protect the data you are storing.  I recommend do not Store the info in beginning.  Cost to have this is around $100/yr.  (Paypal has SSL included)

**Now are things a bit more clear?**

Most new designers I meet are trying to patch together a quick website in order to get sales without having a clear understanding of what makes people actually buy online!  Trust me, I get it.  I was the typical newbie designer when I started out in the fashion business too. I was eager to jump right in, get creative and build my brand. But I quickly learned that as much as I wanted to be creative, this was a business, and businesses need to make money!  I wish someone told me this back then!

So I'm here to tell you to make sure you properly plan for this new business.  It's important to take the time to do the right market research.  A fashion business can be as challenging as it is rewarding, so it's imperative that you take the time to set the right foundation. Make sure that you are on the right course. Take the time to learn what the market is like, who your customer is, and what you need to stand out from your competition.  You can find a ton of tools and resources on our website to point you in the right direction.

**Where To Go From Here**

So, now you know how to go about sourcing your fabrics like a pro, and you're probably wondering what's the next step?

Of course, there are MANY more steps to making your brand a reality.  You should be clear on:

• Who is your exact target customer (without just making it up in your head)

• Who are your direct competitors and how to gain an edge over them

• What to do in order to drive traffic to your website

• How to source everything from pattern makers to manufacturers

• How to pitch your line to prospective buyers

• How to navigate production

• And so much more

**YES, it is a LOT to know...**
..but what if I told you that there is a course tailor-made to ensure you get the answers to all those questions and MORE?

What if you can be shown the success strategies of someone who's been there and learned the hard way so that you can save yourself the headaches, frustration, time and money?

What if you could have a step-by-step action plan that would walk you through EXACTLY how to start your line from A-Z?

If you can say YES, I am 110% committed to making my fashion line a success and I want to know exactly how to make it happen... then you are in the RIGHT PLACE!

## Online Group Coaching Program

**THE PROGRAM CONSISTS OF;**
-8 class modules, 60-90 mins each = $2,800!
-Over 125 "Done-For-You" Templates, & Scripts =$250
-Private Facebook group to ask any questions= Priceless

TOTAL VALUE= $3,500
Normally $699!

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Enter Code
"CP19" at Checkout

## SPACE IS LIMITED!

**SCAN QR CODE NOW!**

-30 Day money back guarantee
-Payment plan options available
-Classes are recorded and available forever!

Can't wait to see you in class!
XOXO
*Christine Daal*

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**P.S. Interested in working with us?  Schedule a FREE 20 minute Discovery Call!**