**Planning Your Shopify Store Worksheet**

Before you begin setting up your Shopify store, it’s a good idea to do some preplanning ahead of time. Use this worksheet to plan out your Shopify store so you know exactly what you want your store to be.

What is your business idea? Will it be a product-based business, a service, or some other type of business? Are you migrating online from a current brick and mortar?

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Have you researched or chosen a business name? Is it available? Do some research on Google, domain services and the US trademark site to make sure you aren’t infringing on someone else’s name. Do you need to legally file a business name with your state, your government?

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Who is your target audience? Don’t just say its everyone. Dig deeper. What do they do, how much do they make? Are they married, with kids? Dog owner? What are their interests? Buying habits?

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What products will you be selling? Do you have products ready, or will you be drop shipping, making them or using print on demand services? Are you wanting to sell tangible products? Digital products? Services? Have you narrowed your product ideas to a specific niche?

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What about price and payment options? How will you determine prices? Don’t assume the lowest price will be the best for sales. Will you be using Shopify payments, a Point-of-Sale system, or a third-party system?

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Have you talked to local experts about the tax laws as they pertain to your business?

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Which sales channels will you be using? Shopify store? Shop app? Facebook tab? Buy button on your own website or blog? Using Instagram? Wholesale channels? The Handshake wholesale marketplace?

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