**Planning Your First Product Worksheet**

Congratulations! You’re on your way to launching your store. Before you just start throwing images of your products onto your site, take the time to plan out what you first product will be. Use this worksheet to help you brainstorm.

What Title do you want to use to display to your customers?

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What is the Description of the product? Describe your product in detail, informing and persuading your potential customers. What are the variations, benefits, sizes, colors, uses? Don’t use a manufacturer’s exact description if you are a reseller.

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What images, 3D models or videos will you be using that best showcases this product? Can you create a video demonstrating the product?

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What is the price you’ll charge? Will it be sold in multiple currencies? Are these settings set up? Will you all ow the compare at price to be shown? This is helpful when a product is on sale. Have you determined your cost per item?

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How will you keep track of inventory? Will you be using stock keeping unit (SKU) codes? Barcodes?

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How will you collect Taxes – included in the price, set as a tax code?

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How will you handle Shipping? By weight, by country of origin? Through a fulfillment service? Through Shopify?

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How will you set product availability? As active, in draft or archived? Is there a limited number available or unlimited available?

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