



From Amazon to Shopify Check List



- 1 MINDSET SHIFT
- 2 NUMBERS
- 3 BRAND
- 4 WEBSITE BUILD
- 5 LOGISTICS
- 6 GO TO MARKET
- 7 SOCIAL MEDIA
- 8 RETENTION
- 9 AMAZON

MINDSET SHIFT

1. I understand Shopify is not Amazon, traffic won't come automatically

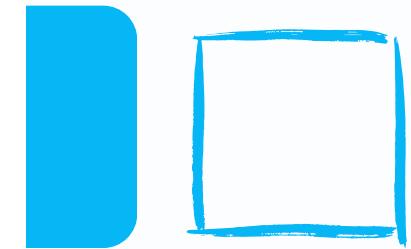
2. I define a clear problem, audience, and unique reason to buy before choosing a product

3. I'm focused on repeat customers and lifetime value, not just the first sale

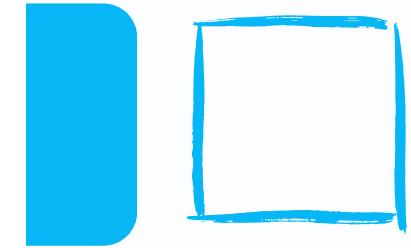
4. I know the difference between revenue and real profit

NUMBERS

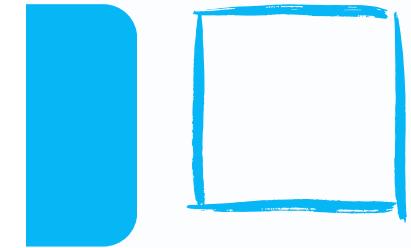
1. I calculated unit economics: CAC, AOV, and gross margin



2. I budgeted for customer acquisition, including ads, testing, and content

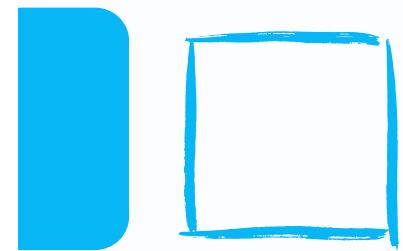


3. I am focused on conversions, retention, and shipping speed, not Shopify fees

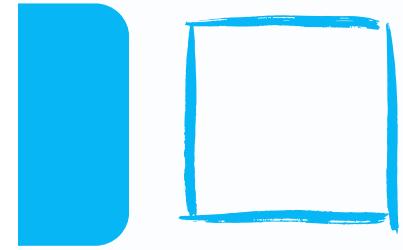


BRAND

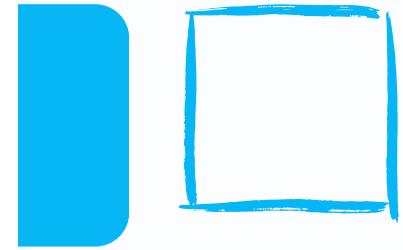
1. My brand has a clear identity, voice, and visual style



2. I created a strong “About Us” page that builds trust



3. I understand that DTC aesthetic is completely different compared to Amazon, and my brand visuals reflect this.



WEBSITE BUILD

1. My website layout is clear, with strong CTAs and easy navigation

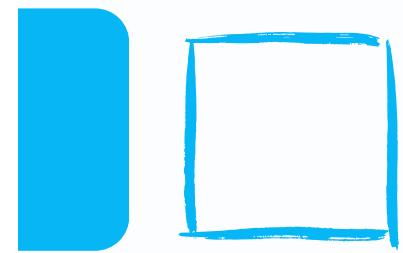
2. Mobile experience is optimized for conversion

3. Site speed is fast and images/apps are optimized

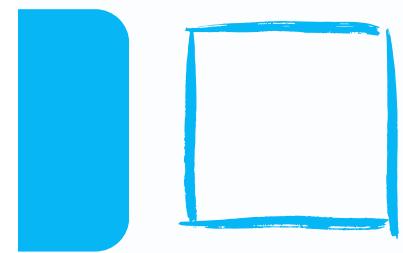
4. Basic SEO structure is implemented from day one

LOGISTICS

1. Shipping times are clearly communicated and fast



2. Return policy is clear, simple, and builds trust



GO TO MARKET

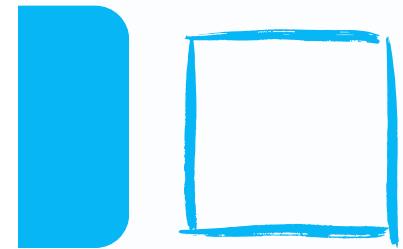
1. I have a plan for at least one external traffic channel (Meta and Google ads)

2. I have the right metrics set up and actively track performance

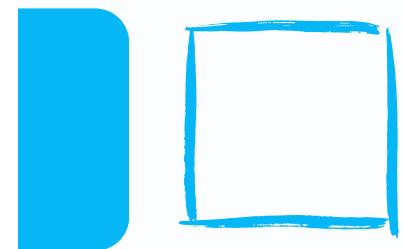
3. I capture emails on my site and have essential email automations in place

SOCIAL MEDIA

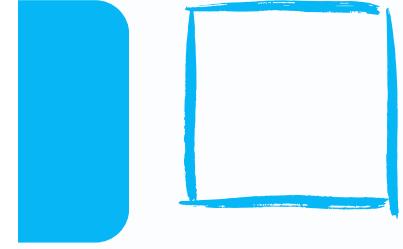
1. I have set up active profiles on all key platforms (Facebook, Instagram, TikTok, YouTube)



2. I have a clear social media content strategy for both organic engagement and paid ads.



3. I am ready to actively communicate with my audience and build a community through comments and direct messages



RETENTION

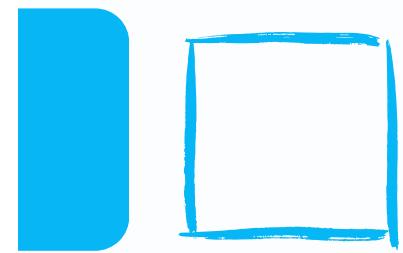
1. I segment customers based on behavior and purchase history

I have a plan for regular newsletters to communicate with customers and build long-term relationships

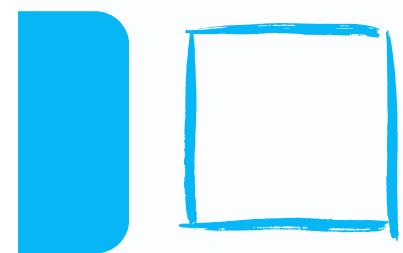
3. I have a content strategy for discovery, trust, and recall

AMAZON

1. I continue selling on Amazon while building Shopify as a brand asset



2. I leverage Amazon reviews and social proof to support my Shopify store



**For a detailed breakdown of the checklist
check out our full blog post at the
link!**

**If you need any advice with the
steps, reach out!**

