Checklist: opening your craft online store

Print it and tick it off as you set up. The full tutorial, with screenshots:
www.123ventes.com/guide-boutique-en-ligne?lg=ENG

Before you start

- [ ] Registered business and registration number
- [ ] A bank account (ideally dedicated) to receive payments
- [ ] Logo (or at least the workshop name) and 2 or 3 colors
- [ ] An introduction: who you are, what you make, where

Your products (start with 10 to 20)

- [ ] 3 to 5 photos per product, natural light, plain background
- [ ] One photo showing the size (in a hand, on a table, worn)
- [ ] Description: material, dimensions, weight, care, making time
- [ ] Price worked out: materials + time + payment fees + packaging
- [ ] One-of-a-kind: stock at 1; made to order: options or a quote

Payment and shipping

- [ ] Stripe (card payments) and/or PayPal account opened and verified
- [ ] Packed weight of each product noted
- [ ] Shipping methods chosen: relay point, home delivery, workshop pickup
- [ ] Shipping costs tested on a small and a large parcel

Mandatory pages

- [ ] Legal notice (name, address, registration number, host)
- [ ] Terms and conditions of sale (prices, delivery, returns)
- [ ] 14-day right of withdrawal (except personalized pieces)
- [ ] Privacy policy and cookie management

Before opening

- [ ] A test order placed from start to finish, e-mails checked
- [ ] Store checked on a phone
- [ ] Store address on your cards, labels and social media
- [ ] Google Business Profile updated with the store link