



## Checklist 6 - Selling Your Own Products

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Being an entrepreneur, you'll need to find such products as your niche, which will provide you with profit as well as satisfaction. If you are creative enough to produce customized products, go for it, but remember that your products shouldn't be priced too high or too low as your customer's number won't be increasing if you do so and your product won't be sold as you wanted. Here are some ground rules and tips to help you in selling your own products:*

### Know What You Want To Sell:

1    
The first and foremost step is to know your product.

2    
You have to decide what you want to sell. There are a number of products being sold online, so be unique and specific about your own.

### Know Your Target Market:

3    
Now that you know what you want to sell, it's time to identify your target market.

4    
Start by researching your product's market value and make it visible to the customers on your site.

5    
You have to provide clear benefits to your products in the description to let your customers be clear.

Notes



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*Choose an E-commerce Platform:*

6 The next step is to sell these products, and you cannot do it without an online product selling platform.

7 Now choose a platform for your products to be sold.

8 Make sure that the e-commerce platform is chosen by you makes you the owner of the site and the shopping cart.

**Online Store Production:**

9 After choosing a platform for online business, it's time to create your online store where your products will be visible and available.

10 Add different product categories in the store.

11 Provide full descriptions of the products being mentioned in the online store.

12 Now add payment and delivery methods to the store. This way, your product will be ready to sell.

*Notes*

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### Advertise As Much As You Can:

- 13    
After creating your official online store, it's time to advertise it.
- 14    
Promote this store's link on different social media platforms.
- 15    
You can also develop ads for your products and put them on social media for increasing the sale of your own products.

### Ask For Feedback:

- 16    
You can keep working better if you know whether your product is liked or not, so get feedback from your customers.
- 17    
You can ask them open questions that will lead you to the problems and improvements to be made in your product.
- 18    
Do not settle for less. You can put up an email and send it to your customers to get feedback about your work, and if it is somehow bad, work to make it good.

*Notes*