

Your store.

Your next chapter.

An editable field workbook for new founders and established marketplace sellers.

32 focused worksheets to plan, test and operate an owned WooCommerce channel. Use real evidence, record the assumptions, and leave unresolved questions visible.

How to use this workbook

Download a copy and open it in a PDF reader that supports form fields. Browser PDF viewers vary; save and reopen to check that entries persist.

Choose the worksheet matching your guide. One page is a working brief, not a complete audit or a guarantee of readiness.

Use references to redacted evidence. Never enter passwords, API keys, full payment data or customer personal details.

Each worksheet links to its staging guide. The website tools calculate locally in the browser. Keep exported files under your own control.

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Ready, prepare, or wait

Use the matching guide for context. Record observed facts separately from assumptions.

1. What is the first offer, buyer and evidence of demand?

2. Who owns delivery, payment tests and customer support?

3. Which critical dependency is blocked, and what evidence would clear it?

4. Decision: ready to scope, prepare or wait? Name the next action.

Owner / next review date / evidence reference

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One business, two channel roles

Use the matching guide for context. Record observed facts separately from assumptions.

1. What role will Etsy keep, and what distinct role will the store serve?

2. Where is the source of truth for SKUs, stock and product content?

3. Who reconciles mismatches and how often?

4. Which small cross-channel change will you test before scaling?

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Separate launch cost from cash runway

Use the matching guide for context. Record observed facts separately from assumptions.

1. Record one-time setup costs and the source of each estimate.

2. Record monthly fixed costs and costs that vary with each order.

3. What order contribution and recovery period will you model?

4. What downside scenario, cash reserve and review trigger will you use?

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A first-offer experiment

Use the matching guide for context. Record observed facts separately from assumptions.

1. Who is the buyer, and what problem will the first offer solve?

2. What is the smallest credible offer and demonstration?

3. Where will you find relevant people without assuming an audience?

4. What evidence, time limit and decision rule will guide the next step?

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Three products, three delivery systems

Use the matching guide for context. Record observed facts separately from assumptions.

1. Which product model matches your offer and operating capacity?

2. What must happen after payment before the customer receives value?

3. Who owns failures, refunds, support and delivery exceptions?

4. What will a test purchase prove for your chosen model?

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Map a catalog before importing

Use the matching guide for context. Record observed facts separately from assumptions.

1. List source columns and their intended WooCommerce fields.

2. Which prices, quantities, files or variation values need manual work?

3. Choose a small representative batch and record expected counts.

4. Record import results, exceptions and a safe correction plan.

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Digital delivery has several gates

Use the matching guide for context. Record observed facts separately from assumptions.

1. Record product type, file version and access-granting order state.

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2. Test a new buyer, email link and account download path.

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3. Test expiry, limits and an unauthorized access attempt safely.

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4. Record expected versus actual behavior and the evidence location.

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Show what the buyer actually receives

Use the matching guide for context. Record observed facts separately from assumptions.

1. What exact files, versions and formats are included?

2. What does the preview demonstrate, and what does it omit?

3. What software, skill or license restrictions matter to this buyer?

4. What are the access instructions and support boundaries?

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A POD order is a routed workflow

Use the matching guide for context. Record observed facts separately from assumptions.

1. Record provider, SKU mapping and approval behavior.

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2. Test the intended address, shipping method and variation.

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3. Who checks sync, provider charges and stuck orders?

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4. What evidence proves tracking and customer communication work?

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Compare providers with the same test

Use the matching guide for context. Record observed facts separately from assumptions.

1. Define the same product, design and destination for both providers.

2. Record dated sample observations; do not substitute marketing claims.

3. Record total landed cost, delivery evidence and support experience.

4. Which requirement determines the choice and what remains untested?

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Separate product identity from channel IDs

Use the matching guide for context. Record observed facts separately from assumptions.

1. Define your parent and variant SKU convention.

2. Map each variant to store, marketplace and provider identifiers.

3. Record duplicates, missing mappings and their owners.

4. How will a changed or retired variant be reconciled?

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Local pickup needs a staff workflow

Use the matching guide for context. Record observed facts separately from assumptions.

1. Which pickup implementation, location and eligibility rules apply?

2. Who sees the order and marks it ready?

3. What instructions identify the buyer and collection window?

4. Test pickup alone, mixed carts and an ineligible address.

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Shipping rules start with the address

Use the matching guide for context. Record observed facts separately from assumptions.

1. List address cases and the zone each should match.

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2. Record method, class, threshold and expected charge.

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3. Test excluded destinations and addresses at zone boundaries.

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4. Record actual checkout charges and any conflicting rule.

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Owner / next review date / evidence reference

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Test the whole purchase, not one button

Use the matching guide for context. Record observed facts separately from assumptions.

1. Choose representative digital, POD, physical and mixed carts.

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2. For each cart, record expected totals and order-state behavior.

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3. What downstream fulfillment, stock and email evidence is required?

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4. Which failures block launch, and who owns the retest?

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Separate email generation from delivery

Use the matching guide for context. Record observed facts separately from assumptions.

1. Record message type, order event and timestamp with timezone.

2. Check enabled status, recipient rule and sender configuration.

3. Record sent, failed, disabled or skipped evidence if available.

4. What is the next diagnostic step and who owns delivery support?

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Build pages around distinct jobs

Use the matching guide for context. Record observed facts separately from assumptions.

1. Map each audience task to one primary page.

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2. Which pages compete for the same job or repeat the same answer?

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3. Record navigation labels and contextual internal links.

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4. Which old URLs need preservation, redirection or review?

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From generic copy to decision support

Use the matching guide for context. Record observed facts separately from assumptions.

1. Write the current generic description or claim.

2. List verified dimensions, materials, file formats or options.

3. What buyer uncertainty should the revised description resolve?

4. Write the revised paragraph and note its evidence source.

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A migration needs a URL ledger

Use the matching guide for context. Record observed facts separately from assumptions.

1. Record old URL, intended new URL and reason for the mapping.

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2. What content, links and search signals should be preserved?

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3. Which redirect, canonical and indexing checks must pass?

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4. Record day-one and week-one owners, evidence and unresolved issues.

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Owner / next review date / evidence reference

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A 90-day plan is a learning loop

Use the matching guide for context. Record observed facts separately from assumptions.

1. Record the offer, audience and measurement checks for this cycle.

2. Specify channel, message, owner, effort and test duration.

3. What observations will distinguish reach from conversion problems?

4. Set review dates and a keep, revise or stop decision rule.

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Care means a repeatable recovery path

Use the matching guide for context. Record observed facts separately from assumptions.

1. What is backed up, where is it stored, and has recovery been tested?

2. Record versions, update scope and dependency risks.

3. Which acceptance tests and rollback trigger apply?

4. Who approves the change window and records follow-up work?

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Variations require explicit mapping

Use the matching guide for context. Record observed facts separately from assumptions.

1. List the source options and expected combination count.

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2. Record parent SKU, attributes and variation SKU convention.

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3. Which prices, quantities and images require manual assignment?

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4. Compare expected versus actual variations and checkout behavior.

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Trace a failed download one gate at a time

Use the matching guide for context. Record observed facts separately from assumptions.

1. Record the exact symptom, time and affected access path.

2. What permission, expiry or limit does the order show?

3. Does the intended file exist and work for an authorized test buyer?

4. Record the safest correction, retest and support response.

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Mixed carts combine fulfillment promises

Use the matching guide for context. Record observed facts separately from assumptions.

1. Define eight cases: POD, stock, mixed, quantity, threshold and destination edges.

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2. Record expected packages, charges and delivery promises for each case.

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3. Record actual checkout results and which system supplied each rate.

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4. Which mismatch blocks launch and what must be retested?

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Owner / next review date / evidence reference

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Find the broken link before resending

Use the matching guide for context. Record observed facts separately from assumptions.

1. Record WooCommerce order reference, state and event time.

2. Check product mapping and provider queues with matching identifiers.

3. What connection or event evidence explains the missing handoff?

4. Who will confirm no duplicate exists before retrying fulfillment?

Owner / next review date / evidence reference

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Reuse facts; improve the page for its job

Use the matching guide for context. Record observed facts separately from assumptions.

1. Which facts should remain identical across Etsy and your website?

2. What questions can the owned-store page answer more clearly?

3. What original evidence, preview or compatibility detail can you add?

4. Draft the revised section without changing truthful product facts.

Owner / next review date / evidence reference

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A file update can change access differently

Use the matching guide for context. Record observed facts separately from assumptions.

1. Describe the intended replacement or addition and file version.

2. What should existing buyers receive, and what do they receive in staging?

3. What should new buyers receive, including limits and expiry?

4. Record evidence and any separate entitlement action required.

Owner / next review date / evidence reference

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Respond to suspicious payment activity

Use the matching guide for context. Record observed facts separately from assumptions.

1. Record the pattern, time window and redacted supporting evidence.

2. Which documented controls and support contacts apply to this gateway?

3. What safe containment action was taken and by whom?

4. Record legitimate checkout retests and monitoring responsibilities.

Owner / next review date / evidence reference

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Find the exact offer that disagrees

Use the matching guide for context. Record observed facts separately from assumptions.

1. Record item ID, variant and reported mismatch with timestamp.

2. Compare submitted price, availability and URL with the landing offer.

3. Record the same variant at checkout and any country or currency context.

4. What source needs correction, and how will you verify the next processing cycle?

Owner / next review date / evidence reference

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POD profit and cash timing are different

Use the matching guide for context. Record observed facts separately from assumptions.

1. Record sale revenue, provider cost, fees and source dates.

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2. Record payout timing, opening cash and minimum reserve assumptions.

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3. Model daily orders, refunds or extra costs and delayed receipts.

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4. Record required opening cash, low point and the downside decision.

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Order state and stock need observation

Use the matching guide for context. Record observed facts separately from assumptions.

1. Record product stock, order status and timestamp before the test.

2. Which payment or manual event changes the order state?

3. Record stock before and after each observed event.

4. Which gateway or extension changes require a separate test?

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A good support packet is reproducible

Use the matching guide for context. Record observed facts separately from assumptions.

1. Describe the symptom, environment, versions and affected scope.

2. Write minimal reproduction steps plus expected and actual behavior.

3. List redacted evidence filenames and timestamps with timezone.

4. Record recent changes, tests already tried and the requested next step.

Owner / next review date / evidence reference

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Find the earliest weak stage

Use the matching guide for context. Record observed facts separately from assumptions.

1. Which analytics or order evidence is trustworthy and what is missing?

2. What indicates the visitors match the intended buyer and offer?

3. Where is the earliest observed drop in the buying journey?

4. Choose one focused test, owner, review date and expected evidence.

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