First 7 days checklist

The order of operations from signup to first shipped order. One deliverable per day.

Most first-week plans fail because they start with sourcing. Sourcing is day three. Days one and two decide whether the rest is worth doing.

Day 1 — Decide what you are selling against

- [ ] Write the one sentence: who buys this, and what do they compare it to.
- [ ] Pick **one** marketplace to start. A second marketplace doubles the work, not the sales.
- [ ] Set a hard budget: cash you can leave tied up for 90 days.

Day 2 — Screen three candidate categories

- [ ] Run the same keyword on the target marketplace; note the price band (25th / median / 75th).
- [ ] Count how many sellers are above 100 reviews. More than five means a crowded entry.
- [ ] Check return rate and size/weight class — bulky and fragile both eat margin.
- [ ] Keep the one category whose **median** still leaves positive net after the four costs.

Day 3 — Source two suppliers

- [ ] Two suppliers minimum, even if one is clearly better. The second is your price anchor.
- [ ] Ask for: unit price at your quantity, lead time, packaging, and whether they will drop the logo.
- [ ] Order one sample. Do not skip this to save a week — a bad sample costs a month.

Day 4 — Price and write the listing

- [ ] Price at the median, not the floor. Write the net calculation down and keep it.
- [ ] Title: the exact words a buyer types, not the words you like.
- [ ] Five bullets: what it is, who it is for, what problem it solves, what is in the box, what could go wrong.
- [ ] Photos: real shots. A phone photo of the actual product beats a supplier render.

Day 5 — Publish, then stop touching it

- [ ] Publish with correct shipping bands and handling time.
- [ ] Do not edit the listing for 48 hours. Early edits reset whatever signal you just earned.

- [ ] Set one alert: the first order, and the first question from a buyer.

Day 6 — Answer fast

- [ ] Reply to every question within a few hours. Response time affects ranking on most marketplaces.
- [ ] Log each question verbatim. Those are your future bullet points and FAQ entries.

Day 7 — Review the numbers, not the feelings

- [ ] Impressions, click-through, conversion. Find the one that is worst and fix only that.
- [ ] Recalculate net with the real fee that was actually deducted, not the one you assumed.
- [ ] Decide: continue, adjust price, or kill. Write the decision and the reason.

> **The rule that saves the most money:** if day 2 does not produce a category with positive net at the median, do not proceed to day 3. Skipping this is how people end up with inventory they cannot price.
