

THE DIGITAL INCOME EDIT™

Free Resource · Physical Products



The Store Setup Checklist

Open a real Shopify store in one weekend — the plan, the theme, the settings, and the pages, in the order that works.

The Digital Income Edit™ · Free

BEFORE YOU OPEN ANYTHING

Do not open Shopify until your product is decided on paper. The store is built around one product for one person — not the other way round.

- ☐ One person named in a line (who she is, what she's tired of, what she'd put on her desk).
- ☐ One product chosen — an ordinary object she already buys, made specific to her.
- ☐ One sentence: what it is and who it's for. If you need a paragraph, keep refining.
- ☐ Design is yours or licensed for commercial use — no characters, teams, or memes with an owner.

Saturday morning — the shell

- ☐ Start the trial through the Shopify link (3-day free, then \$1/month for 3 months). Choose the Basic plan — skip Starter, its 5% cut and no real storefront make it the wrong door.
- ☐ Name the store after your brand, not yourself.
- ☐ Pick a free theme — Dawn (safe all-rounder) or Craft (a handful of hero products). Don't buy a theme.
- ☐ Set your currency and country. Don't touch colours or fonts yet.

Saturday afternoon — the product

- ☐ Install your supplier app — print on demand (Printful or Printify) or a US-warehoused dropshipping app.
- ☐ Build your one product: upload the design, choose the blank, set colours and sizes, push it to Shopify.
- ☐ Rewrite the product description in plain words: who it's for, material, sizing, and honest delivery time. The app's default copy is not good enough.
- ☐ Order a sample of your own product to your own address.

Sunday morning — money & shipping (the six settings)

- ☐ Store name & contact email — an inbox you check daily.
- ☐ Currency — the one your customer thinks in, set before you price.
- ☐ Shopify Payments — turn it on first; verification takes time.
- ☐ One shipping zone for your country, one honest rate matched to your supplier's real quote.
- ☐ Taxes — tell Shopify what to collect for your country.
- ☐ Legal pages — generate privacy, terms, refund and shipping templates.

Sunday afternoon — the three pages & launch

- ☐ About page in the brand's voice, about the customer.
- ☐ Shipping & Returns page that says plainly what print on demand means for exchanges.
- ☐ Contact page with a real email address.
- ☐ Walk through checkout yourself on your phone, start to finish.

DON'T TOUCH THIS WEEKEND

Custom domain, logo agonising, colour palettes, blog, collections, discount codes, extra apps, and a paid theme. Every one of those is a way to feel busy in a store with nothing in it. A plain store that can take an order beats a beautiful store that can't.

START HERE · SHOPIFY

Start the weekend on Shopify

New stores get a 3-day free trial, then \$1/month for the first three months (Shopify's offer, can change).

Start your Shopify store →

shopify.pxf.io/eK3xYz

Affiliate link — The Digital Income Edit may earn a commission, at no cost to you.