

HBIC GUIDE'S
**FROM IDEA
TO
EXECUTION**

 *in 30 days*

Checklist: Day 7

Day 7

REFINE SELECTION



- Based on your initial market research decide if what you want to sell is on brand. *yes* or *x*
- If you have a list of different items you want to sell, decide if you can realistically handle selling a larger variety of things.
- Do you want to target a niche market instead of a more general one? (list pros and cons of each)
- What's your potential selling price for these items?
- Is your product/s scalable?
- What will your product turnover be?
- Does your product serve a passion or solve a problem?
- Based on how you feel about your answers above, decide on a final product selection that works best for you.

notes:

final thoughts

The product you choose is at the very core of your business and one of the most important decisions you'll be making.

Using the above criteria as a guideline can help you better understand the product you're considering and increase your overall chances of success.

When I began thinking about what Femme Decor would be, I wanted to sell a large variety of things. But as I answered the questions in this checklist, it became clear that my original vision was not something I could handle just yet.

While it is easy to get overly excited, it is important to keep a level head and think realistically about what you are able to offer and what you cannot.

Just because you can sell something it does not mean you should. It is better to do a few things really well vs. doing a lot of things but doing a lackluster job.

If you can offer unique products and build a great brand experience along the way, you are setting yourself up for success.

Success and Blessings, 
THE HBIC GUIDE