

# JUMPSTART TOOLKIT

30 Days  
to a Profitable  
RD2RD Store

Worksheets

Templates

Calendar

Timelines

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RD2RD  
Put your work to work.

# 30 Day Jumpstart

## Create Your Profitable RD2RD Store

This toolkit has been designed for you!

You are ready to create resources to sell, spread the word about your store and start enjoying consistent, passive income from your digital products each month.

Use this calendar and included worksheets, templates to give your store a jumpstart to profitability.

Be sure to bookmark the article, [7 Steps to Create a Profitable RD2RD Store in the Next 30 Days](#) which offers more details about each element in this toolkit.

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Note: This toolkit assumes you have basic skills in using programs such as word processing, social media platforms and design tools as well have a good command of basics of online sales concepts such as search engine optimization (SEO) and ecommerce. For further reading, visit the [RD2RD Blog](#) as well as the [“Getting Started with RD2RD”](#) course which offers more detailed information.

# 30 Days a Profitable RD2RD Store Calendar & Key Task Overview

This calendar is designed to be completed in 4 weeks. Each task/element has been carefully selected to create maximum impact on your store's profitability. The order/timeline of tasks can be modified, but the sequence was designed to build on one another.

<p>Week 1</p> <p>Start Date: _____</p> <p><input type="checkbox"/> Schedule kick-off meeting</p>	<p><input type="checkbox"/> Complete goals and revenue planning worksheet (page 4).</p>	<p><input type="checkbox"/> Complete Finding Your Store Niche worksheet (page 5).</p>	<p><input type="checkbox"/> Research/identify products in your niche via internet search and posting questions in appropriate forums.</p>	<p><input type="checkbox"/> Complete Branding worksheet. (page 6)</p> <p>Update RD2RD Profile with store branding (image, bio, name, website).</p>	<p><input type="checkbox"/> Brainstorm and select idea for your freebie download. Begin developing content. Use product planner template (page 8)</p>
<p>Week 2</p> <p>Start Date: _____</p> <p><input type="checkbox"/> Schedule product planning meeting</p>	<p><input type="checkbox"/> Research SEO keywords to use for product descriptions. Review competitor products identified in week 1.</p>	<p><input type="checkbox"/> Create draft product description using completed product planner template (page 8)</p>	<p><input type="checkbox"/> Choose listing image design template and create correctly sized image in Canva.</p>	<p><input type="checkbox"/> Complete freebie and upload to your store (with image and description). Use product listing audit tool (page 9).</p>	<p><input type="checkbox"/> Send link to your product to a colleague for feedback.</p>
<p>Week 3</p> <p>Start Date: _____</p> <p><input type="checkbox"/> Schedule post-product upload meeting</p>	<p><input type="checkbox"/> Brainstorm product listing ideas. Use the Product Idea Selection Matrix to prioritize results (page 7).</p>	<p><input type="checkbox"/> Research and join groups/online communities for your store/niche. Search old posts and comment with resource.</p>	<p><input type="checkbox"/> Create/list 1 (or more) new product on RD2RD. Use product planner template (page 8) and product listing audit tool (page 9).</p>	<p><input type="checkbox"/> Post on social media accounts/forums about freebie and store niche (use provided graphics).</p>	<p><input type="checkbox"/> Review goal and revenue planning worksheet and assess if on track to meet targets (page 4).</p>
<p>Week 4</p> <p>Start Date: _____</p> <p><input type="checkbox"/> Schedule wrap-up and goal-setting meeting</p>	<p><input type="checkbox"/> Complete community spotlight questionnaire to be featured on RD2RD.</p>	<p><input type="checkbox"/> Review posted in groups/online communities and share links to your product/freebie.</p>	<p><input type="checkbox"/> Review earnings, order history and reviews/vendor feedback.</p>	<p><input type="checkbox"/> Identify resource with highest sales. Create 3 new products based off of the top seller.</p>	<p><input type="checkbox"/> Update goals worksheet with total sales numbers (page 4).</p>

# Goals and Revenue Worksheet

1. Do you want RD2RD to be a small side income or a sizable, consistent source or revenue for you?
2. How much time do you want to dedicate to your store per week?
3. How much time can you reasonably dedicate to your store per week?
4. How fast do you want to earn your first \$100 or \$1000?

Revenue Goal: (\$) \_\_\_\_\_

Timeline (# weeks): \_\_\_\_\_

Product Goal (#): \_\_\_\_\_

Utilize the revenue planning worksheet below to project your earnings. Determine product price and sales numbers needed to achieve the revenue target established above. Note the difference between basic and premium member earnings. Specific product names are not necessary. Utilize this to ensure that your timeline, revenue and product goals are reasonable.

Name (optional)	Price	Sales Goal (#)	Revenue	Earnings (Basic) 65%	Earning (Premium) 80%	Premium Earn- ings Difference
Ex. Sensory Activities for Picky Eaters Booklet	\$7.50	12	\$90	\$58.50	\$72	\$13.50

# Finding Your Store Niche Worksheet

Your niche is something you specialize in, be it a disease state such as diabetes, practice setting such as school nutrition or retail, resource type like handouts, presentations, toolkits or forms/worksheets, or some combination of those.

What 2 topics/diseases do I enjoy reading or educating others about?

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What 2 topics/diseases am I quite knowledgeable about?

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What 3 types of resources or activities have I made for my own use that clients or colleagues have loved?

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Once you've narrowed your niche, conduct a thorough internet search of your topic area looking for successful sellers and product listings. Bookmark these for reference.

By carefully studying the market and existing quality products you can brainstorm ways to stand out. You may find areas that are underrepresented that you know you could create amazing resources for.

# Store Branding Worksheet

Recommended Reading: [Customizing Your RD2RD Store and Vendor Profile](#)

## Store Name:

Remember to choose a name that you can be consistent with across social media/website. It can be your name, business name or something related to your niche.

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## Store Profile Image:

This must be a square image no larger than 512 pixels by 512 pixels. Canva is a free design program you can use to create this image using a photo, existing logo or to design your own. Note below the type of profile image you will use for your store. Add any notes to help you remember your ideas.

- Headshot/Photo 

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- Logo/Business Name 

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- Custom Design 

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## Store Bio

Your store bio should be engaging for potential customers to read. Think about how you can establish credibility surrounding your store niche and also convey how your products help other. Aim for no more than 4 sentences or about 150 words. Avoid a overly formal bio that focuses on your educational and work experience.

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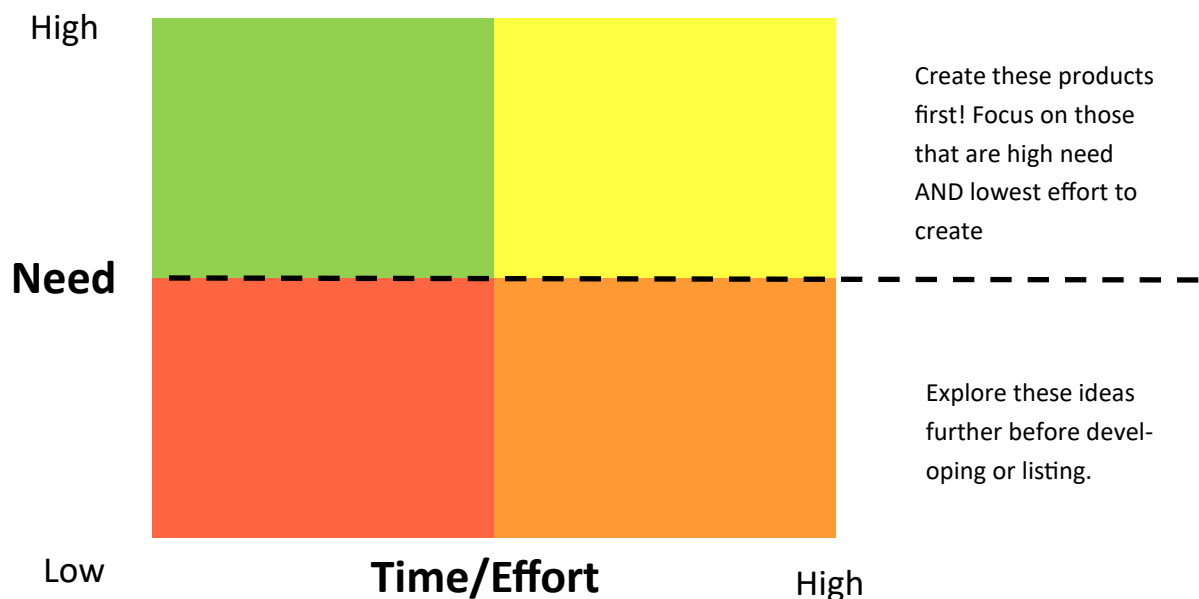
# Product Idea Selection Matrix

**Need:** if you answer yes to the majority of the statements below, rate the product as a “High” need product in the matrix

- Similar products exist and have history of selling well.
- Product has been expressly requested customers in my target niche.
- Other options besides purchasing this product are costly and time consuming.
- There are 2+ forums/online groups that I’m a member of that have a high density of likely purchasers

**Ease or Time/Effort to Create:** if you answer yes to the majority of the statements below, rate the product as a “Low” effort in the matrix.

- I have the needed software programs/skills to create this product or can easily outsource.
- I have a mock-up or partially completed version of this resource already created.
- This resource is one I feel strong passion to create and I could easily get “lost” creating it.
- The time investment to create this product fits within the timeline I’ve established for getting my products listed.



# Product Planner Template

Product Name (include keyword, max 8-10 words). Include product type in name (i.e. handout, worksheet, calculator, toolkit). Include keyword in product title

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Keyword (for SEO, search engine optimization). Max 2-3 words

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Description (minimum 300 words). Include keyword identified in first sentence and throughout description.

Answer these questions:

- Who is this product for?
  - How does this product solve the purchaser's problem (what need does your product fill)?
  - What are the key features of the product?
  - How do the features benefit the purchaser?
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Category: \_\_\_\_\_

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

Price: \_\_\_\_\_

- Cover Image (use template created and digital mock-up is strongly recommended)
- Optional: Preview File (what pages or content will you include in description to provide visual example of your product)

Social Media Posts (brainstorm engaging post ideas that stir up the problem your product solves or would create conversation around the topic)

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Online Groups/Forums to Advertise Product In (when/if allowed)

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# Product Listing Audit Tool

- \* A top-notch product listing includes 2 essential elements.
- \* Investing time and effort into the description and listing image creates a product optimized for sales.
- \* Use this audit tool to determine if your listing is optimized.

Product Name: \_\_\_\_\_

Date of Audit: \_\_\_\_\_

## Product Description Criteria

- The solution my product provides (or improved future state) is clearly described.
- The ideal customer is identified.
- The description is easy to skim and doesn't contain long paragraphs of text.
- My keyword appears in the first paragraph/sentence (for search engine optimization, SEO).
- Product features are listed clearly (may be combined with product solutions for customer).
- The tone and language is appealing to my target customer.
- The style of writing and structure is consistent with my branding and other messaging.

**Tip:** Browse product listings at websites such as Etsy, TeachersPayTeachers and Amazon for examples of top notch product listings.

## Listing Image Criteria

- Size is optimized/correct dimensions (no portion of image is "cut-off").
- Includes logo or identifiable branding.
- Font is easy to read (avoid script).
- Text is used sparingly and offers a snapshot of product.
- Content is immediately recognizable.
- Includes visual or product/digital mock-up.