

# Printable Ecommerce Sheets

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Manage products, track orders, and **optimize your online store operations with powerful templates!**

**THE**  
***Biz***  
***Sheets***

# LAUNCH CAMPAIGN PLANNER

| Campaign Name | Date Created |
|---------------|--------------|
|               |              |

| Weekly Timeline (Key Tasks) |  |
|-----------------------------|--|
| Week 1                      |  |
| Week 2                      |  |
| Week 3                      |  |
| Week 4                      |  |

| Content Type | Email | Instagram | Facebook | TikTok |
|--------------|-------|-----------|----------|--------|
| Teaser       |       |           |          |        |
| Product Info |       |           |          |        |
| Launch       |       |           |          |        |

| Dates: | Messaging: |
|--------|------------|
|        |            |

| NOTES |
|-------|
|       |

# PRODUCT DEVELOPMENT WORKSHEET

### Idea Origin (where the idea came from)



## Features vs. Benefits

[illegible]

## Design Notes (functionality, features, aesthetics)

[illegible]

## Materials / Supplier Notes

[illegible]

## Development Timeline (phases, milestones)

[illegible]

# OFFER CREATION SHEET

| Price Point | Perceived Value |
|-------------|-----------------|
|             |                 |

Bonuses/Extras

Buyer Objections + Response strategy

Scarcity Method



# E-COMMERCE PLANNING

|                    |    |    |    |    |
|--------------------|----|----|----|----|
| Implementation     |    |    |    |    |
| Creative Delivery  |    |    |    |    |
| Creative Approach  |    |    |    |    |
| Strategic Planning |    |    |    |    |
| Define & Access    |    |    |    |    |
|                    | Q1 | Q2 | Q3 | Q4 |

# E-COMMERCE ROADMAP

| Q4 |                 |           |               |                |         |
|----|-----------------|-----------|---------------|----------------|---------|
| Q3 |                 |           |               |                |         |
| Q2 |                 |           |               |                |         |
| Q1 |                 |           |               |                |         |
|    | User Experience | Marketing | Merchandising | Infrastructure | Testing |

# PANICA TEMPLATE

P

Privacy

A

Availability

N

Non-Repudiation

I

Integrity

C

Confidentiality

A

Authenticity

# E-COMMERCE SECURITY STRATEGY TEMPLATE

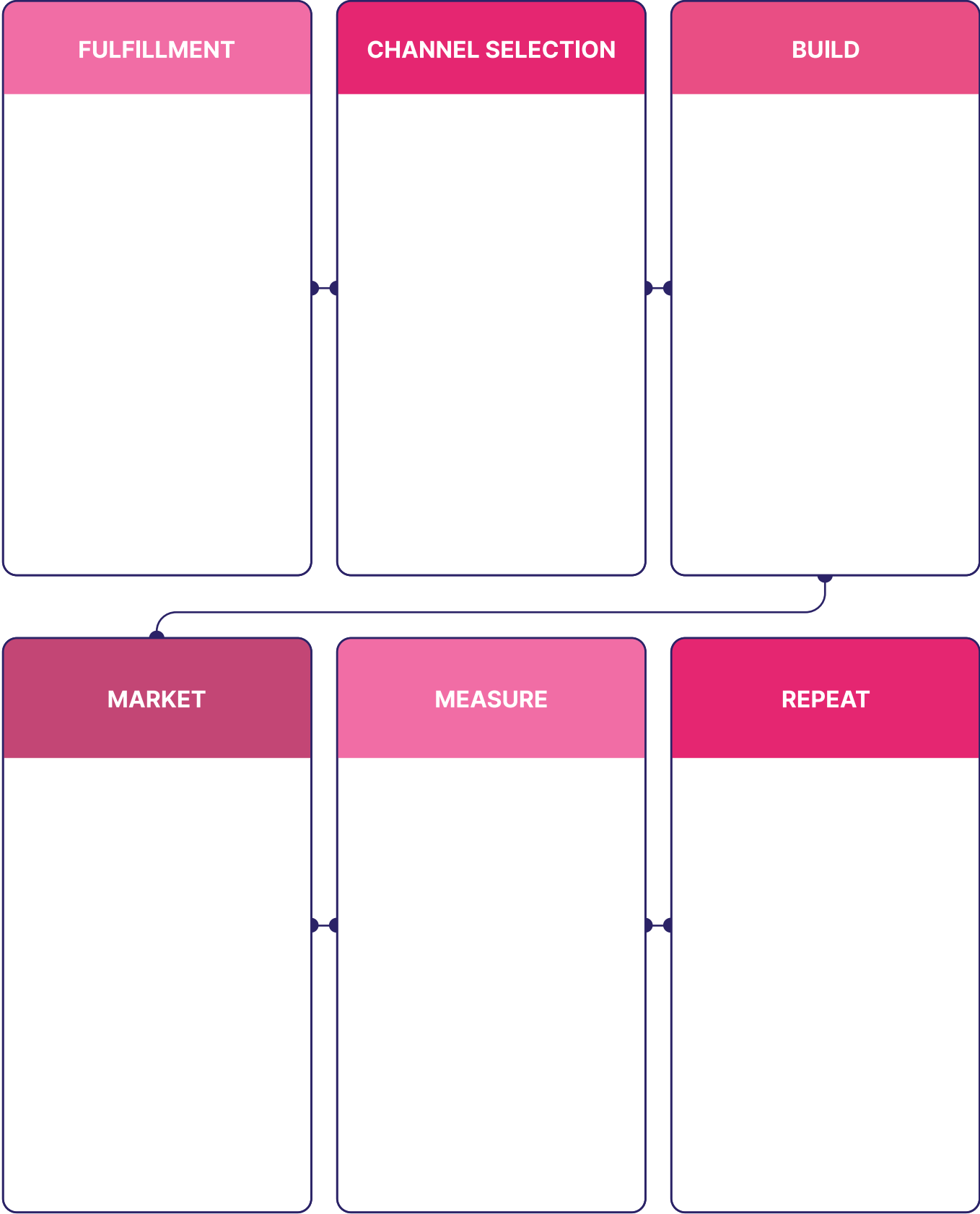
## E-COMMERCE SECURITY STRATEGY

REGULATORY  
(EXTERNAL)

FINANCIAL  
(INTERNAL)

MARKETING &  
OPERATIONS (INTERNAL)

# E-COMMERCE STAGES TEMPLATE



# OMNICHANNEL E-COMMERCE TEMPLATE

1

CHANNELS

2

MARKETING

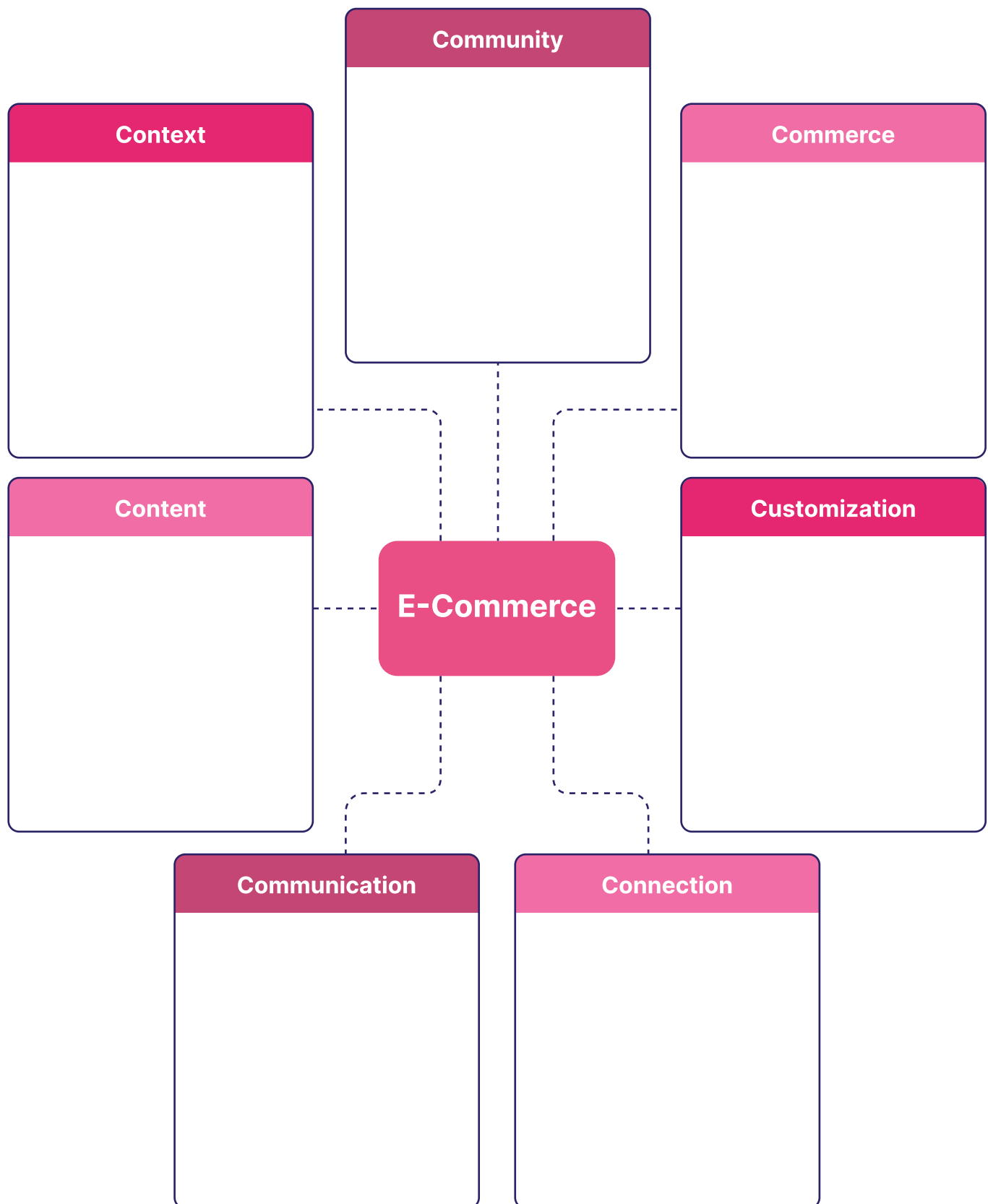
3

OPERATIONS

4

FULFILLMENT

# THE 7C'S OF E-COMMERCE



# LAUNCH MESSAGING BRAINSTORM

## DETAILS

Subject:

Company:

Date & Time:

Place:

## PLATFORM (IG, TIKTOK, EMAIL, ETC.)

## TEASER ANGLE (WHAT'S HINTED AT?)

## VISUAL CONCEPT

## CTA

## OBJECTIVE

# RESTOCK PLANNING SHEET

[illegible]

## NOTES

# PRODUCT LAUNCH COMPARISON

| PRODUCT NAME | LAUNCH RESULT | WHAT WORKED | WHAT DIDN'T | INSIGHTS FOR FUTURE LAUNCHES |
|--------------|---------------|-------------|-------------|------------------------------|
|              |               |             |             |                              |
|              |               |             |             |                              |
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NOTES

# AOV BOOSTER PLAN

## Bundling Ideas

## Post-Purchase Upsell Concepts

## Discount Tier Options

## Experiment Ideas (e.g., shipping threshold)

# CUSTOMER OBJECTION JOURNAL

| COMMON<br>OBJECTIONS | WHERE IT APPEARS<br>(PRODUCT PAGE,<br>CART, EMAIL?) | HOW YOU<br>CURRENTLY<br>ADDRESS IT | FUTURE COPY<br>IDEAS TO IMPROVE<br>OBJECTION HANDLING |
|----------------------|-----------------------------------------------------|------------------------------------|-------------------------------------------------------|
|                      |                                                     |                                    |                                                       |
|                      |                                                     |                                    |                                                       |
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|                      |                                                     |                                    |                                                       |

NOTES

# DISCOUNT IMPACT SHEET

[illegible]

NOTES

# USER-GENERATED CONTENT TRACKER

[illegible]

## NOTES

# CUSTOMER LOYALTY IDEAS MAP

## VIP TIER IDEAS

## INCENTIVES (POINTS, FREE GIFTS, EARLY ACCESS)

## COMMUNICATION STYLE

## EMOTIONAL CONNECTION TACTICS (STORY, SURPRISE, RECOGNITION)

## NOTES

# VOICE OF CUSTOMER SHEET

## REAL QUOTES FROM REVIEWS

## WHAT DOES THIS TELL YOU ABOUT THEIR MINDSET?

## WORDS/PHRASES TO RE-USE IN PRODUCT COPY

## WHAT EMOTIONS OR OBJECTIONS THEY BRING UP

## NOTES

# AD HOOK BRAINSTORM SHEET

## Problem-Based Hook

## Benefit-Based Hook

## Emotional Hook

## Scroll-Stopper Idea

## Variation to A/B Test

# INCOMING SHIPMENT TRACKER

| SHIPMENT ID | SUPPLIER | PRODUCTS INCOMING | ARRIVAL DATE | STATUS (IN TRANSIT / DELIVERED / DELAYED) |
|-------------|----------|-------------------|--------------|-------------------------------------------|
|             |          |                   |              |                                           |
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|             |          |                   |              |                                           |

QUALITY NOTES

# SKU CATALOG BUILDER

[illegible]

# MONTHLY SALES BREAKDOWN

| TOTAL SALES | BY PRODUCT | BY CHANNEL<br>(IG, ADS, EMAIL) | REFUNDS COUNT | PROFIT<br>MARGIN ESTIMATE |
|-------------|------------|--------------------------------|---------------|---------------------------|
|             |            |                                |               |                           |
|             |            |                                |               |                           |
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|             |            |                                |               |                           |
|             |            |                                |               |                           |

NOTES



# RETURN & REFUND LOG SHEET

Customer Name:

Order ID:

Product Name or SKU:

Date of Return Request:

## REASON FOR RETURN (CUSTOMER EXPLANATION)

## INTERNAL INSPECTION NOTES (E.G., DEFECT, PACKAGING..)

Decision Made:

Final Outcome / Resolution Notes:

Processed By:

Date Processed:

# FULFILLMENT PROCESS TEMPLATE

Order Number:

Packing Instructions Followed:

Product Name:

Quality Check Observations:

## COURIER / LABEL INFO

## PACKED BY (NAME OR INITIALS)

## DATE OF FULFILLMENT

## SPECIAL NOTES (DELAYS, PACKAGING ISSUE, ETC.)

# INVENTORY THRESHOLD TRACKER

DATE:

# SUPPLIER COMMUNICATION LOG

[illegible]

# UPSELL & CROSS-SELL MATRIX

MAIN PRODUCT NAME:

SUGGESTED UPSELL:

SUGGESTED CROSS-SELL:

WHERE IT APPEARS (E.G., PRODUCT PAGE, CHECKOUT)

REASON FOR SUGGESTION

EARLY FEEDBACK OR CONVERSION NOTES

# ABANDONED CART MESSAGE PLANNER

## MESSAGE 1

HOOK / SUBJECT LINE:

OFFER OR REMINDER USED:

CTA AND TIMING:

## MESSAGE 2

EMOTIONAL TRIGGER OR SCARCITY:

CTA AND TIMING:

FINAL REMINDER OR EXPIRY PUSH:

## MESSAGE 3

SUBJECT LINE IDEAS:

MAIN MESSAGE:

CTA AND TIMING:

## NOTES ON RESULTS / A/B TEST IDEAS

# LANDING PAGE CHECKLIST

PAGE URL OR PRODUCT NAME

DOES THE HEADLINE  
EXPLAIN THE VALUE?

ARE PRODUCT BENEFITS CLEAR  
AND HIGH ON THE PAGE?

IS TRUST (TESTIMONIALS,  
GUARANTEES) VISIBLE?

ARE VISUALS HIGH-QUALITY  
AND MOBILE-OPTIMIZED?

IS THE CTA VISIBLE AND REPEATED?

NOTES FOR IMPROVEMENT

# CONVERSION RATE OPTIMIZATION LOG

WHAT PAGE OR ELEMENT WAS TESTED

HYPOTHESIS BEHIND THE CHANGE

WHAT WAS CHANGED (DETAILS)

START & END DATES

RESULT (BEFORE VS AFTER)

WAS IT A WIN? (YES/NO)

NEXT STEP

# CUSTOMER LIFETIME VALUE WORKSHEET

AVERAGE ORDER VALUE

PURCHASE FREQUENCY (E.G., 3X/YEAR)

CUSTOMER RETENTION SPAN (E.G., 2 YEARS)

ESTIMATED LIFETIME VALUE

KEY PRODUCT DRIVING CLV

RETENTION STRATEGY SUGGESTIONS

NOTES

# KPI DASHBOARD

WEEK STARTING (DATE):

SALES REVENUE:

NUMBER OF ORDERS:

WEBSITE VISITORS

CONVERSION RATE

AVERAGE ORDER VALUE

COST PER ACQUISITION

PROFIT MARGIN

PRIORITY KPI TO IMPROVE

NOTES

# AD CREATIVE PERFORMANCE TRACKER

AD HOOK / HEADLINE:

PLATFORM USED  
(INSTAGRAM, YOUTUBE, ETC.)

AUDIENCE SEGMENT

SPEND LEVEL

ROAS OR CPA RESULT

VISUAL OR COPY THAT PERFORMED BEST

SHOULD THIS BE SCALED? (YES/NO)

NOTES