



Exercise 5.C: Your E-Commerce Launch

Concept Focus: Online Store Setup & Market Discovery

Format: Individual Work using Template

Duration: 20–25 minutes

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Task

Launching an online store allows creative professionals to reach buyers globally. In this exercise you will define your e-commerce model and prepare your first listings.

Step-by-Step Instructions

Step 1: Choose Your E-Commerce Model (5 min)

Select the model that best matches your work.

Options include:

- Digital products
- Physical handmade products
- Print-on-demand
- Productised services
- Membership or subscription

Explain:

- What you create
- Who your buyers are
- Why this model suits your work

Step 2: Create Your First 3 Listings (8 min)

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Prepare **three product listings**.

Each listing should include:

- Keyword-rich title
- Clear description
- Product images or mockups
- Pricing

Apply the **SEO keyword method**:

Use the words buyers search for, not artistic titles.

Example:

Instead of:

“Botanical Impression Series”

Use:

“Botanical Wall Art Printable A3 Plant Illustration”

Step 3: Complete Your 30-Day Launch Checklist (7 min)

List the actions you will complete during your first month.

Examples:

- Publish your store
- Share with your network
- Collect first reviews

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- Improve product images
- Add two new products

Write the **date you will complete each action.**

Step 4: Define a Values-Aligned Selling Approach (5 min)

Choose one approach aligned with your personal values.

Examples:

- Sliding-scale pricing
- Community licensing
- Profit-sharing products
- Collective store collaboration

Write **three sentences explaining how you would implement it.**

Let's Reflect

- Which e-commerce model feels most realistic for your current resources?
- What part of setting up your store feels easiest?
- What will you do this week to move from planning to launching?