



Version # _____

File Type

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Themes / Variations

Theme name		Currency		Printable Sizes		Other Variant	
<input type="checkbox"/>		<input type="checkbox"/>	\$	<input type="checkbox"/>	A4	<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>	£	<input type="checkbox"/>	Letter	<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>	Euro	<input type="checkbox"/>	A5	<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>	N/A	<input type="checkbox"/>	A6	<input type="checkbox"/>	
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<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	A0	<input type="checkbox"/>	
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Variation Notes



Customer Profile

Q	A
What feedback have they given on similar products?	
What problem do they need solving?	
Age range	
Parental status	
Income range	
Other notes on customer...	



Competitors

Link to Product	Comments	£



Notes on the Competition

Q	A
What do they do well overall?	



Main Competitors & Barriers to Entry

What else didn't I cover?

What would stop me from being number 1 in this space?



Key Product Attributes

Basic functions	Value Add



Bundle Options



Upsells / On-sells

On site web offers (Link from product & thankyou page)	On page



Keywords / Tags

Keywords	Competition	Etsy Traffic volume	Y/N



Affiliate Links

Product Description	Raw link	Short link

How will my recommendations support the customers journey?



Platforms

Where is the product listed?	Live?
Etsy	
Notes:	



Final Checks

Q	A
Does it look good against competition?	
Does it have a USP to make it stand out?	
Does it look simple?	
Does it solve the problem?	
Is it missing anything that the competition provides?	
What will the customer need next?	
Is the upsell link to the web sign up enticing enough?	
Is it priced appropriately?	
Can it be part of a bundle offer?	
Is there a retargeting campaign in place?	
Does the product require a marketing campaign?	
Is there an affiliate offer in place for marketers to sell it for you?	
LINK TO FINAL PRODUCT FILE LOCATION HERE	



Notes

What else didn't I cover?