LoftyBiz First-Catalogue and Checkout Test Sheet

Start in one niche you can pack and explain, load a small first catalogue with clear pages, and test checkout yourself on a phone before you spend money on ads. This is general education, not a promise of sales.

From LoftyBiz 178 — Open a Simple Online Store: One Niche, First Products, a Clear Checkout. Systex is our own product; you can find Systex at loftybiz.net, or click the link in the description.

Three decisions that should come first

Decision	Your note	Done?
Pick one niche you can pack and explain, not a miniature copy of a huge catalogue		
Load a small first set of products, with clear pages		
Place a test order yourself, on a phone, before you invite anyone else		

What the store must have

Must-have	Done?	Notes
Product pages		
A clear checkout		
A payment method you already understand		
A way to export, or an exit if you later move		

One-sentence shop description

Who it is for, what you sell, and what to do next. If a visitor could not repeat that sentence, shorten it again.

One sentence	Draft
Who it is for	
What you sell	
What to do next	
The sentence on the home page	

First catalogue and delivery limits

In the official example, Lila's first catalogue was eight candles and two care items, not eighty. These figures are illustrations, not a required catalogue size, and not a forecast of orders. Do not hide shipping in a surprise step at the end. Set the delivery area and packing days before you open, and write the limits in plain language.

Page must show	Product 1	Product 2	Product 3	Notes
Name				
Size, or burn or use note				
Price				
One simple photo on a plain background				
A line about delivery or collection				

Limit	Your wording on the page	Done?
Delivery area		
Packing days		
Hours or closed days, in plain language		

Checkout test (phone, then laptop)

In the official example, Rohan's first test failed: a required field was missing a label, shipping only appeared at the last step, and the payment page did not complete on a smaller screen. He tested again on a phone and a laptop until a test order arrived in his inbox and packing list. He labelled the test customer, then refunded it. These are examples, not a promise that a test order will lead to a busy shop, and not a ranking of store platforms.

Check	Phone	Laptop	Notes
Payment completes			
Shipping is in view before the last step			
Required fields have a label			
The order arrives in the inbox and the packing list			
Packed once: the size note on the page matches what you send			

Share, then keep the store from going stale

Share the link with a small existing group, not paid strangers. If several people ask the same thing, add one line to the page. In the official example, two questions about delivery time and return terms were added before any ad spend. Write who answers a customer email, and from which address. Each week, spend a few minutes on the same three checks.

Weekly check	Week 1	Week 2	Week 3	Week 4	Notes
Complete a test order on a phone					
Size or price still matches the shelf					
Unanswered customer notes					

Your task this week

Step	Done?	Notes
Write one sentence for what the shop sells		
Cut the first catalogue to a set you can pack and explain		
Build or tidy those pages, including shipping in view		
Place a test order on a phone, and fix what breaks		
Only after that, share the link with a small group		
Put that plan into Systex		

Example figures, not targets or forecasts. General education, not financial, legal or tax advice. Results vary. These are examples, not promises.
Put the launch checklist and the weekly store checks into Systex, so the whole team can follow the same steps.