

Shopify 2026 – Execution Checklist

Checklist by www.filiato.com

Use this checklist **before launch, during launch, and after your first sales.**

The goal is clarity, not speed.

1. Platform & Expectation Check

Before touching Shopify, confirm:

- ☐ I understand Shopify is infrastructure, not a business model
- ☐ I am not expecting passive income
- ☐ I am willing to iterate instead of chasing shortcuts
- ☐ I understand Shopify amplifies clarity or confusion
- ☐ I accept this is a process, not a one-time setup

If any of these are unchecked, pause.

2. Shopify Fit Decision

Shopify makes sense for me because:

- ☐ I know what I want to sell (or I'm testing a narrow idea)
- ☐ I know who I'm selling to
- ☐ I want ownership over brand and customers
- ☐ I'm willing to handle customer support and operations
- ☐ I'm thinking beyond one-off sales

If more than 2 are unchecked, reconsider timing.

3. Business Model Validation

My chosen Shopify model is:

- ☐ Clear and explainable in one sentence
- ☐ Not dependent on trends or viral luck
- ☐ Able to improve over time
- ☐ Not competing purely on price
- ☐ Aligned with trust and retention

I can clearly explain:

- ☐ Why someone should buy from me
- ☐ Why now
- ☐ Why instead of alternatives

4. Cost Reality Check

I have accounted for:

- ☐ Shopify monthly costs
- ☐ Transaction and payment fees
- ☐ App costs (only essentials)
- ☐ Marketing costs (money or time)
- ☐ Fulfillment or delivery costs
- ☐ My own time and attention

I am not assuming:

- ☐ Free traffic forever
 - ☐ Zero mistakes
 - ☐ Immediate profitability
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5. Store Setup (Clarity First)

My store clearly communicates:

- ☐ What I sell
- ☐ Who it's for
- ☐ What problem it solves

Homepage:

- ☐ Clear message above the fold
- ☐ No vague slogans
- ☐ One main action

Product pages:

- ☐ Honest descriptions
- ☐ Clear expectations
- ☐ Visuals that reduce uncertainty

Navigation:

- ☐ Simple
- ☐ Logical
- ☐ Not overloaded

6. App & Tool Discipline

For every app installed:

- ☐ It solves a real, existing problem
- ☐ It does not overlap with other apps
- ☐ I understand what breaks if I remove it

I am avoiding:

- ☐ App stacking “just in case”
 - ☐ Overengineering before traction
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7. Traffic System Setup

I am not relying on one source.

I have:

- ☐ One primary traffic channel
- ☐ One secondary/support channel
- ☐ One owned channel (email or community)

I understand:

- ☐ Ads amplify what already works
 - ☐ Organic traffic compounds slowly
 - ☐ Ownership beats reach
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8. Fulfillment & Operations Readiness

I have clearly defined:

- ☐ Shipping or delivery timelines
- ☐ Refund and return policy
- ☐ Customer support process
- ☐ What happens when something goes wrong

I can handle:

- ☐ 10x current order volume without panic
- ☐ Mistakes calmly and transparently

9. Retention & LTV Thinking

I am not only focused on first sales.

I have considered:

- ☐ Why customers would buy again
- ☐ What comes after the first purchase
- ☐ How I stay useful post-sale

I am using:

- ☐ Email to add value, not spam
 - ☐ Feedback to improve offers
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10. Trap & Expectation Filter

Before acting on advice, I ask:

- ☐ Does this fit my model?
- ☐ Does this reduce confusion?
- ☐ Does this increase complexity?
- ☐ Does this solve a real problem?

I am avoiding:

- ☐ Blind copying
 - ☐ Vanity metrics
 - ☐ Rushing because others are ahead
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11. Post-Launch Operating Rhythm

After first sales or failures:

- ☐ I analyze before scaling
- ☐ I look for the weakest link
- ☐ I improve one thing at a time
- ☐ I treat failures as feedback

I am not:

- ☐ Rebuilding everything emotionally
- ☐ Quitting too early
- ☐ Holding onto dead ideas too long

Final Reality Check

- ☐ I am building a system, not chasing moments
- ☐ I understand progress is uneven
- ☐ I am willing to stay consistent longer than most

If all of the above are checked,
you are operating like a real Shopify builder in 2026.