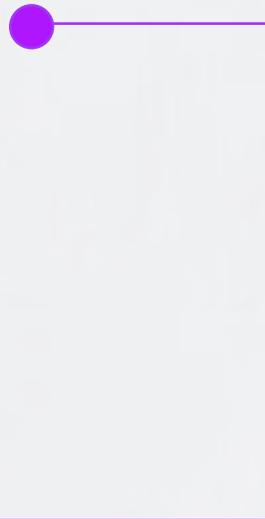


08

REASONS YOUR E-COMMERCE BRAND IS STUCK

HOW TO GET UNSTUCK IN 90 DAYS OR LESS



01

YOUR PRODUCT ISN'T PROVIDING 10X MORE VALUE THAN THEN CLOSEST ALTERNATIVES

Run a VRIN analysis. Rate each on a scale of 1-10 and divide by 4. If your product isn't a 6 or above then gaining traction is going to be much more difficult and you might want to go back to the drawing board.

"Is my product..."

- Valuable
- Rare
- Inimitable
- Non Substitutable

If you get this right, you won't have to rely nearly as much on psychological persuasion and optimizing every little bit of your brand. WOM will thrive.

This is the end goal.

If you get this wrong, chances are you'll be competing on price and having to use persuasion tactics so you'll be on a price race to the bottom...

Some questions to answer would be:

Are people reaching out asking when your product will be back in stock?

Are people going out of their way to find me?

Am I the clear choice for solving this problem?

02

UNCLEAR BRAND MESSAGING & POSITIONING

If you confuse your audience, they'll go to the next best thing that they understand. Solve their pain point, and match with their identity.

You need a clear and concise UVP. Short, simple, punchy, powerful.

Create a communication framework that has your tagline, one liner, mission, vision, elevator pitch, UVP, etc.

Until you hit \$1 million you should be sticking with 1 product (plus maybe a low cost upsell), solving one problem, and serving one avatar, using one primary sales channel (Influencer marketing, FB, etc)

\$1-3 million you can add in 1 to 2 more products and add in another sales channel. Stick with the same avatar and the same problem being solved

\$3-10 million you can add in a few more products and a couple more sales channels. Diversification of your revenue streams gets really important here. Make sure you're hedging against a black swan like Facebook shutting down for a week or your account getting shut down. Stick with the same target avatar and problem here as well.

03

TOO MANY PRODUCT LINE EXTENSIONS

04

HIRED AN AGENCY ON PRICE NOT VALUE

As Charlie Munger says, "avoid being penny wise and dollar foolish at all costs". In the early days of your ecommerce business, even after you hit 7 figures, it's tempting to look at marketing, and an agency from a cost perspective. We understand. Keeping cash flow tight is #1 when it comes to getting your business off the ground. But...doing this with your marketing can kill your business before it has a real chance. What should be an investment into marketing, turns into a cost, as you never see a penny back from your investment.

Investing a little bit more into an experienced agency that can work with your brand long term will pay off dividends in the long run and save hundreds of thousands of dollars in trial and error.

05

LACK OF CASH FLOW (GROSS MARGINS)

Aim for 80%+ gross margins before advertising costs. This will provide you with a lot of cash to plow back into advertising and upgrading content, hiring, etc. If aiming for 80% seems unreasonable for your product, maybe go back and review your brand positioning + production costs to elevate your brand image and lower your COGS. This should be doable. The biggest brands in the world operate at very high margins because they provide tons of value, and it's presented with top notch branding.

06

NOT MAXIMIZING LTV (RETENTION MARKETING)

- Email + SMS
- This can account for up to 30% of your Gross Revenue. Do not just set up a few email autoresponder sequences and call it a day. That will get you negligible returns. Maybe an extra 5% per month. With 5,6,7+ targeted and optimized autoresponders you can add 20% to your top line every month. Throw in 1 email newsletter per month and boom! You just added another 10% to your top line.

07

WEBSITE SITE NOT OPTIMIZED FOR CONVERSIONS

- Add in some financing options on the product pages, collection pages and checkout pages. Conversions will lift dramatically
- Add Subscription options - Great way to increase LTV and decrease CAC (Customer Acquisition Costs) for free.
- Avoid too many upsells at Cart
- Keep a limit to 1 on mobile and 3 on desktop
- Simplify checkout
- Anything not necessary...GET RID OF IT
- Offer a loyalty reward program
- For the love of God please offer Free Shipping!!! This is the number one reason customers drop off.

This goes hand in hand with making sure your product is 10X better. We use this framework we got from Alex Hormozi to do a quick market analysis for brands.

PPEE

- Is the customer in pain ?
- Do they have purchasing power?
- Are they easy to access?
- Is it an expanding Market?

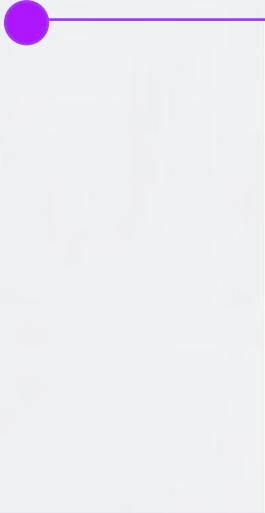
Another one you can use is SWOTT

- Strengths
- Weaknesses
- Opportunities
- Threats
- Trends

08

BONUS: ARE YOU IN THE RIGHT MARKET?

THERE YOU HAVE IT.



Eight things that can hold your ecommerce brand from becoming a moonshot. Aka, becoming a maven!

Sorry for the rant but this stuff hits close to home! We understand what it's like to not know exactly what to do to get unstuck. We are a company founded by practitioners. We have our own in-house brands, so we're right in the thick of it alongside you.

Are you ready to take your brand to the next level?

It all starts with getting to know one another.