

Module 04 Success Checklist

Purpose: Creating a unique experience with your product and your brand for your customer will help you create a successful business. One way to create a unique experience is to have stand-out product packaging. From reviewing packaging options, to designing your company logo and label, to creating a custom insert included with every product, this module teaches you how to dazzle and wow your customers with an experience tailored to them.

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I've reviewed different packaging options with my supplier or a third party supplier

There are all kinds of packaging options available. By choosing a packaging option other than the typical polybag, you'll be able to create a WOW factor with your customer when they receive your product. Check this box if you've reviewed packaging options with your supplier. Request samples, if necessary.

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I've brainstormed packaging & label designs

Creating a unique experience for your customer will help set your brand apart from the competition, and unique packaging design will help do that. Check this box after you've brainstormed ideas for design ideas, including brand, logo, images, product specifications, safety labels, etc.

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I've created an insert to include with my product package

Inserts are a great way to engage with your customer and continue their memorable experience with your product. Check this box if you've determined the right type of insert for your product, whether that's a review invitation, newsletter, bonus gift, or coupons.

After completing this checklist, you're ready to proceed to Module 05.