

THE ULTIMATE CEO CHECKLIST *for boutique owners*



WELCOME, FRIEND!



Hi! I'm Jessica.

In 2017, I built my boutique from scratch and scaled it to six figures... *while my kids were napping.*

Well, my kids no longer nap, but the strategies I developed during that time helped me to continue to grow my boutique in just 2-3 hours/day...using **ONLY** organic strategies.

Now, I'm here to help other busy moms do the same with my step-by-step system that completely transforms your boutique in just 7 weeks!

I show you everything you need to know to hit your FIRST \$100K - whether you're starting at ZERO or you've owned a boutique for years!

Inside the Boutique Builder community, you'll find all the support you need every step of the way. I want to help you bypass all the stress & nonsense that comes from going at it alone. Let's skip to the good part, ok?

If you are ready to show up and do the work, I'm confident that you will experience the same success I did! Let's get started!

xo jessica



THE ULTIMATE BOUTIQUE CEO CHECKLIST

MONTHLY CHECKLIST

- ☐ Set Actionable Goals
- ☐ Update Expenses and Income sheets
- ☐ Payroll
- ☐ Staff Recognition and Bonuses
- ☐ Review Any Staff Issues
- ☐ Set Aside Money For Taxes
- ☐ Pay Myself
- ☐ Review Previous Month Analytics
- ☐ Clean Up Website
- ☐ Remove Old or Sold Out Products
- ☐ Restock Best Sellers
- ☐ Update FB Cover Photos
- ☐ Update Headers & Site Images
- ☐ Plan Content For Featured Products & Promos
- ☐ Create Content For Featured Products & Promos
- ☐ Schedule Social Media Content
- ☐ Date Influencers
- ☐ Research Trending Products
- ☐ Check On Pending Orders & Cancel Orders That Are Too Late
- ☐ Schedule Emails & SMS Campaigns

QUARTERLY CHECKLIST

- ☐ Plan Trips To Market
- ☐ Set SMART Goals
- ☐ Budget For New Inventory & Expenses
- ☐ Restock Packing Materials
- ☐ Organize Your Space
- ☐ Pack Grab Bags
- ☐ Schedule Vendor Events & Shows
- ☐ Check On Website Optimization
- ☐ Add New Apps, Remove Apps That Don't Perform
- ☐ Review Last Years Quarterly Stats & Best Sellers
- ☐ Review & Add/Delete Email and SMS Automations Email

ANNUAL CHECKLIST

- ☐ Set Annual Goals & Budget
- ☐ Meet With Accountant
- ☐ Renew License, LLC, & Tax Permits
- ☐ Review Analytics for Traffic, Sales, & Underperforming Products
- ☐ Plan Events For Next Year
- ☐ Update Avatar & Branding
- ☐ Review Staffing Needs: Hire, Promote, Fire (if needed)

