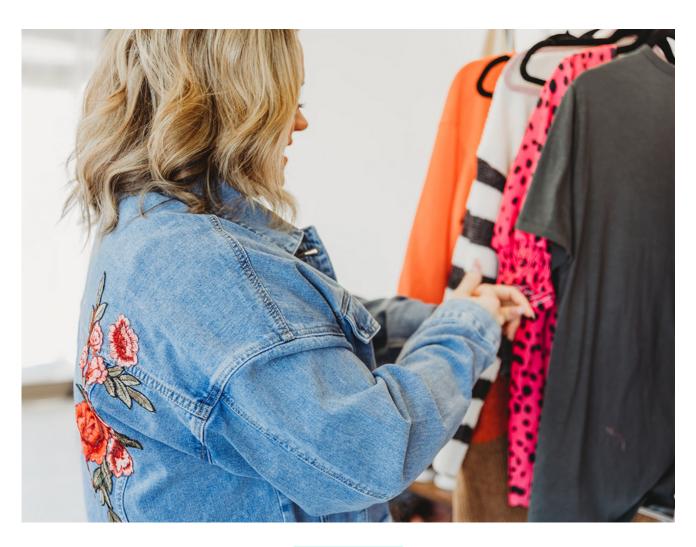
THE ULTIMATE CEO CHECKLIST for poutique owners





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

MONIHLY CHECKLIST		QUARTERLY CHECKLIST		
	Set Actionable Goals		Plan Trips To Market	
	Update Expenses and Income sheets		Set SMART Goals	
	Payroll		Budget For New Inventory & Expenses	
	Staff Recognition and Bonuses		Restock Packing Materials	
	Review Any Staff Issues		Organize Your Space	
	Set Aside Money For Taxes		Pack Grab Bags	
	Pay Myself		Schedule Vendor Events & Shows	
	Review Previous Month Analytics		Check On Website Optimization	
	Clean Up Website		Add New Apps, Remove Apps That Don't Perform	
	Remove Old or Sold Out Products		Review Last Years Quarterly Stats & Best Sellers	
	Restock Best Sellers		Review & Add/Delete Email and	
	Update FB Cover Photos		SMS Automations Email	
	Update Headers & Site Images	AN	NUAL CHECKLIST	
	Plan Content For Featured Products & Promos		Set Annual Goals & Budget	
	Create Content For Featured Products & Promos		Meet With Accountant	
	Schedule Social Media Content		Renew License, LLC, & Tax Permits	
	Date Influencers		Review Analytics for Traffic, Sales	
	Research Trending Products		& Underperforming Products	
	Check On Pending Orders & Cancel Orders That Are Too Late		Plan Events For Next Year Update Avatar & Branding	
	Schedule Emails & SMS Campaigns		Review Staffing Needs: Hire, Promote, Fire (if needed)	