

ECOM CAPITAL®

FROM BEDROOM FLOOR TO SELL-OUT BRAND

“The 90-Day Blueprint I Used to Build and Sell My 7-Figure Brand”



THE ULTIMATE ECOMMERCE LAUNCH PLAYBOOK



Hey, I'm Nejra.

When I started **Sash Beds**, I didn't know a thing about eCommerce. I was a **dental assistant** with a dream, a vision, and a supplier I wasn't sure I could trust.

I thought if I just **built a great product**, everything else would fall into place.

It didn't.

In my first launch, I **sold 5 beds. Out of 500.** My house was packed wall-to-wall with inventory. I remember staring at it all and wondering if I'd made the **biggest mistake of my life.**

But I didn't stop.

I spent months **learning, testing, and refining.** I built a customer base from scratch. I made content from my bedroom floor. I sent personal videos and messages to some of **Australia's biggest names** (e.g., Delta Goodrem, Ruby Rose) and **they posted. For free!!!**



I obsessed over the details most people skip.

Fast-forward a few weeks later...I sold out.

Just **two months** after that, my brand was acquired by a public company called **Mad Paws**. It still shocks me to this day!

I went from **packing boxes** in my living room with my family's help to presenting strategy to a **boardroom of 80 people**.

This isn't a generic checklist.



It's a **playbook** based on what actually worked and what didn't... (And trust me, a lot didn't.)

If you have a product idea, a **spark of belief**, or a **dream to build something real**, this is for you.

I created this to share the exact **roadmap that changed my life**. I hope it helps you take the first step.

Because honestly? That's the **hardest part**.

Just starting. Nejra



Chapter 1

THE 90-DAY LAUNCH PLAN (Overview)

If you're in the **early stages** of building your eCommerce brand, this 90-day playbook will walk you through the **exact plan I followed** (and refined) to take my business from an idea in my Notes app to an **acquired 7-figure brand**.

This isn't about hustling harder. It's about **executing smarter**. Every month has a specific focus designed to build on the last.

Here's the 90-day roadmap we'll unpack across the next chapters:

Month: 1: SUPPLIER & PRODUCT SETUP

- Choose a **product with real demand**
- **Qualify and negotiate** with reliable suppliers
- Order samples, confirm pricing, and **prep for manufacturing**

Month 2: BRANDING, CONTENT & PRE-LAUNCH

- Build a compelling **brand that stands out**
- **Start creating UGC** and influencer content early
- **Launch your site**, social media, and pre-sale offers

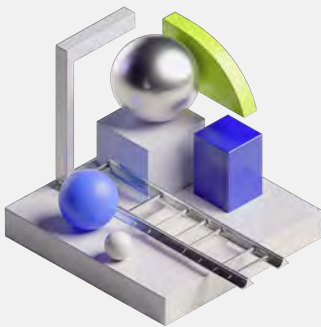
Month 3: LAUNCH, SALES & MOMENTUM

- **Go live with ads** and email campaigns

- Sell your first units (and **collect testimonials**)
- Refine, restock, and **prep to scale fast**

The rest of this guide **breaks down each month** in detail (plus the exact scripts, emails, and strategies I used).

Let's dive in.



Chapter 2

MONTH 1

SUPPLIER & PRODUCT SETUP

Before you go searching for a manufacturer or thinking about branding, you need to **answer the most important question** of all:

Are people actually going to buy this product?

Not “do I like it” or “is it a clever idea”.

But is there **real demand**?

This is where most eCommerce **brands go wrong**.

They fall in love with an **idea before proving** that anyone else cares. But the best founders?

They build brands around what **people are already looking for**, and then make it better.

PART 1: How to Choose a Product with Real Demand

You don't need to reinvent the wheel. You need to **sell a better version** of something people are already buying.

Use this **4-part checklist** to validate your idea:

1 Is it already selling online?

Check Amazon, TikTok Shop, and Facebook Ads Library. Are there **similar products** that are already performing? That's a **good sign**.

2 Can you make it better or different?

Think better branding, **better packaging**, **higher quality**, or a specific niche angle (e.g. "for travel lovers" or "for dogs with anxiety"). Check **negative reviews** on similar products to spark ideas for improvements.

3 Does it have passionate buyers or communities?

Reddit, Facebook groups, and TikTok hashtags are great ways to check. Are **people talking about this** category regularly?

4 Can you source it profitably?

Make sure you can **land the product** (including shipping and duties) at 20–30% of your intended sell price.



Example from Sash Beds: There were **already dog beds** on the market, but none of them were **premium, beautiful, or built for design-conscious** pet owners. That was the gap.

Once you've chosen a validated product, it's time to find the **right supplier**.

PART 2: Finding and Qualifying Suppliers

When I first tried to order stock, I got ghosted, scammed on pricing, and quoted numbers that would leave me in the red. My first supplier took 8 months and quoted a price that made it impossible to profit.

But I learned how to find better suppliers, faster. Here's what worked:

First-Contact Message Template

(Alibaba / Made-in-China)

Hi [Supplier Name],

My name is [Your Name], and I'm the founder of a growing eCommerce brand in [Your Country]. We're currently looking to launch a new product in the [category] niche and are interested in working with a long-term manufacturing partner.

I'd love to get a quote on the following:

Product: [Product name or description]

Quantity: [Estimated order quantity, e.g., 500 units]

Custom branding/packaging available?

MOQ and sample costs?

Lead time for production?

Please include your WhatsApp or direct email if possible.

Best,

[Your Full Name]

[Brand Name / Website if available]

Questions to Qualify a Manufacturer

(and Spot a Trading Company)

1. Do you **own the factory** or are you a trading company?
2. Can I **visit your factory** or do a video walkthrough?
3. Who are your **main clients** or markets?
4. Can you provide a **business license** or certificate?

5. Can you send **original production photos** (not catalog ones)?

Negotiation Scripts

(MOQ, Price, Lead Time, Terms)

Thanks for the quote! Based on our budget and market research, we're looking to hit a landed cost of [\$X/unit]. Is there any flexibility in your pricing at [MOQ]?

If we can agree on terms for the first order, we're planning to scale quickly and reorder larger volumes within the next 60 days.

For Payment Terms:

We typically work with 30% deposit and 70% after inspection. Would you be open to that?

If They Ghost You:

Hi [Name], just checking in to see if you had a chance to review my last message. We're shortlisting suppliers this week and would love to include you if the fit is right. Looking forward to your response!

Sample Request Template:

Thanks for the quote! We'd love to move forward with a

sample so we can inspect the product and quality before finalizing our bulk order.

Can you please confirm:

Sample cost (refundable?)

Shipping fee to [Your Address]

Estimated delivery time

Golden Sample Confirmation:

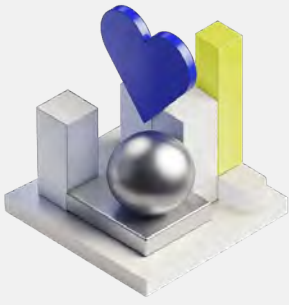
We've reviewed the sample and are happy to proceed. Please use this exact sample as the "golden sample" for the production run. Let's make sure the bulk order matches this quality. We've reviewed the sample and are happy to proceed. Please use this exact sample as the "golden sample" for the production run. Let's make sure the bulk order matches this quality.

Avoid These Mistakes:

- Waiting too long for a response before moving on
- Ignoring signs they're a trading company
- Paying full price upfront without inspection
- Not confirming golden sample in writing

Next up:

Your product's **in production**. Time to build a **brand and content machine** that makes people fall in love before you even launch.



Chapter 3

MONTH 2

BUILD A BRAND PEOPLE FALL IN LOVE WITH

Most people think they need to **launch before they build hype.**

Wrong.

In reality, the **smartest founders do the opposite.** They build the feeling of a brand before they go live, so when they launch, people are **already paying attention.**

This month is all about **brand, story, and content.** If product is your foundation, **brand is what brings it to life.**

PART 1: Build a Brand That Stands Out

Your brand is more than a logo or a name — it's how **people feel about your product.** And those feelings start long **before the customer ever buys.**

When I launched Sash Beds, I didn't try to compete on price. I **built a lifestyle brand.**

My vision? The **“Louis Vuitton of dog beds.”**

My target market wasn't just dog owners — it was **aesthetic-obsessed pet parents** who wanted their home to **look**

as good as their Instagram feed.

Ask yourself: what is the **emotion behind** your product?

Start here:

1. Define Your Brand Identity

Brand Values: What do you stand for?

Personality: Are you premium, cheeky, playful, rebellious?

Voice & Tone: Would your brand say “hey bestie” or “hello, valued customer”?

2. Build Your Brand Assets

A **simple but strong** logo (Canva is fine for now)

Brand colours and fonts (pick 2–3 colours, 1–2 fonts)

Mood board or Pinterest inspo that captures your aesthetic

3. Craft Your Origin Story

Why did you start this brand? **What problem** are you solving?

Why should they care?

Here’s how I positioned Sash Beds:



“I was a **dog-obsessed perfectionist** who couldn’t find beautiful bed for my (future) dog. So I created one that **looked like it belonged** in a designer home.”

You don’t need a dramatic backstory. **Just be real.** Your audience wants a brand with heart.

PART 2: Content Creation (Before You Launch)

Now that your product is in production, it’s time to **start building hype.**

When Sash Beds finally went viral, it **wasn’t because of the expensive photo shoots.**

It was the **real, imperfect, UGC content** — dogs lounging in gorgeous homes, **side-by-side comparisons** with ugly dog beds, and customers filming from their living room.

But the real unlock?

Influencers. And not the paid kind.



In the early days of Sash Beds, I didn't spend thousands on influencers.



Instead, I personally messaged people I admired, sharing my story.

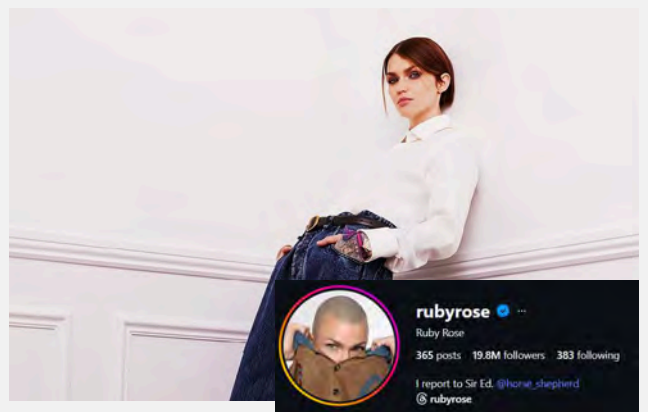
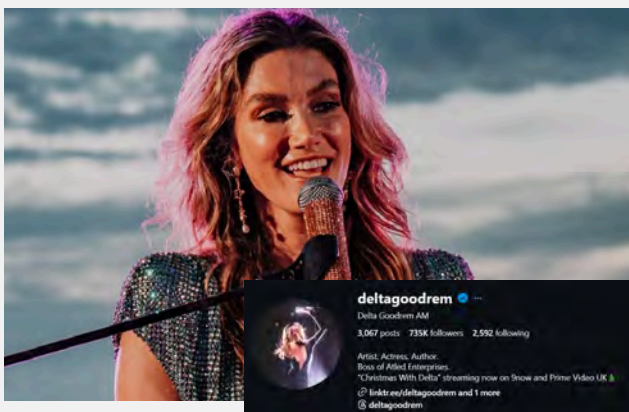
I sent short videos explaining what I was building and why. It wasn't polished. But it was personal. Authentic. Human.

To my surprise... Australia's biggest celebrities actually posted.

Delta Goodrem. Ruby Rose. Influencers with millions of followers.

Not because they were paid to. But because they loved the product and the vision behind it.

And that momentum changed everything.



And the same strategy can work for you, if you know how to do it right.

How to Start Building Organic Influencer Buzz:

Create a list of 50–100 micro-influencers in your niche

Focus on engagement over follower count. Look for creators with 5K–100K followers and authentic, engaged audiences.

DM Template to Use:

Hey [Name]! I absolutely love your content — especially [specific post]. I'm the founder of a new brand launching next month, and I'd love to send you one of our products (no strings attached) just to see what you think. Totally understand if you're busy, but let me know if you're keen and I'll pop one in the mail!

Make it personal, not transactional

People can smell a copy-paste pitch from a mile away. Reference their content. Be human.

Focus on the long game

Your first goal isn't to go viral. It's to get your product in the hands of the right people — the ones who will actually use it, love it, and talk about it.

Leverage what you get

Any influencer who posts? Repost, tag them, thank them publicly. That social proof will attract others.

Remember:

You don't need 100 influencers to say yes.
You just need a **few who genuinely love** your product.

Next, let's talk about creating your **own content bank** before you launch...

Here's what we recommend:

Your Pre-Launch Content Toolkit:

Unboxing & Sample Arrival:

Show the raw behind-the-scenes — you inspecting your sample, giving honest feedback, etc.

Product Comparisons:

Show how yours stacks up against competitors (real or implied).

Your Story:

Share your founder journey on camera — be vulnerable, be relatable.

“Coming Soon” Posts:

Countdown to launch, tease features, or ask your audience for help picking names/colours.

Start messy, but JUST START. I took a single iPhone photo comparing my bed to a competitor's, uploaded it as an ad — and everything changed.

Don't wait for a perfect photoshoot. Scrappy content that feels real outperforms polished visuals every time.

Pro Tip: Create content now that you'll use later in ads, email, and your website. Think:

- Founder story videos
- Problem/solution reels
- Customer reactions
- Dog photos with personality captions

PART 3: Launch Your Digital Presence

Now's the time to start building your **brand's online home base.**

Checklist:

Claim your **domain name**

Build a **simple Shopify store**
(just a landing page for now is fine)

Create your brand's Instagram & TikTok accounts

Set up an **email list opt-in** with a “Coming Soon” freebie or discount

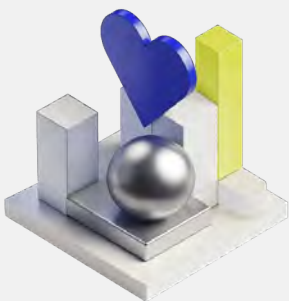
Email Example:

“We’re launching something your dog will thank you for. Join the waitlist and get early access before we sell out.”

Even if you get 200 people on the list — that’s **200 potential first customers.**

What to Avoid

- Waiting for “**perfect branding**” — the market will help shape it
- **Spending \$10k** on a logo or website
- Launching with **zero content banked**
- **Mimicking your competitors** — instead, obsess over your customer



Chapter 4

MONTH 3

LAUNCH, SALES & MOMENTUM

You’ve chosen your product, secured your supplier, built your brand, and created content that actually connects.

Now it’s time to launch.

This is the month most founders **either break through or burn out**. They've done all the work, and they assume sales will magically roll in the second the site goes live.

But your **audience doesn't care** that it's launch day.

You have to **make them care**.



When I launched Sash Beds, I truly believed I was about to **sell out on Day 1**.

I had the website ready, the branding dialled, and **500 units stacked floor-to-ceiling in my house** — taking over the living room, bedrooms, and hallways. I even had a **small email list** that I

thought would be all I needed.

But when I hit **“publish”** and announced the launch?

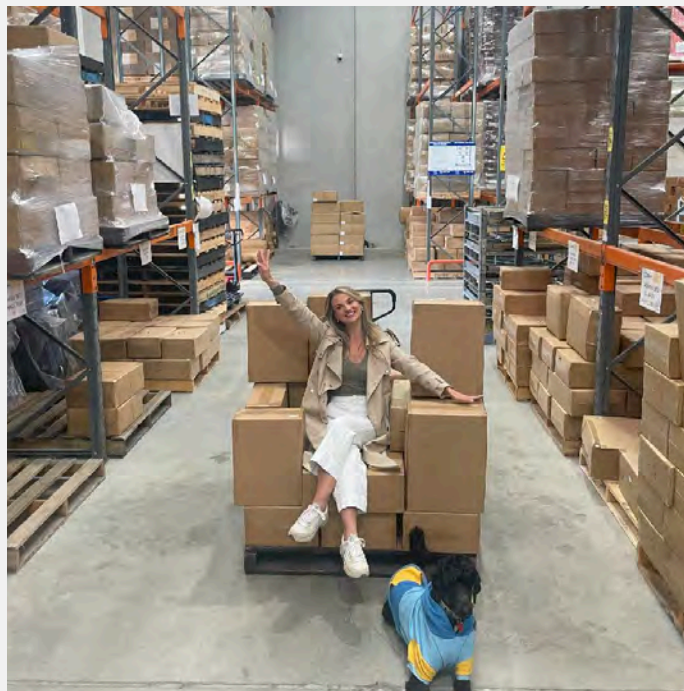
Crickets.

Five sales. That was it.

After months of prep, product sourcing, supplier drama, and branding, **it felt like I'd failed**.

But that quiet Day 1 wasn't the end, **it was the beginning**.

Because over the next few weeks, I started learning **what actually drives momentum**. I learned how to create content that connects. I learned how to use **storytelling, urgency, and simple ads** to speak directly to my audience. I learned how to **keep showing up**, every day, even when it felt like nothing was working.



And just 10 weeks after launching, I sold out of all 500 units.

Month 3 is where you **earn your stripes**. It's not just about "going live", it's about building trust, driving urgency, and staying relentlessly consistent.

Let's break down **how to do it**.

Set Up a Strategic 7-Day Launch

Instead of "opening the doors" and hoping for sales, **run your launch like a campaign**. Think of it like a mini event, building anticipation, releasing content, and **driving urgency day by day**.

Here's the **structure to use** (and have now **repeated across dozens** of successful eCom Capital client brand launches)

DAY 1: “We’re Live!”

- Send a **launch email** to your list (even if it’s small).
- Post **founder-led content** on Instagram, TikTok, and Stories
- **Share your why** — why you built this, who it’s for, and what makes it special.
- Include a **clear, single CTA** (call to action):
“Order now while stock lasts.”

DAY 2-3: Show Social Proof

- **Repost early customers** or friends using the product.
- **Share BTS content** — packing orders, your reaction to the first sale, real-life use.
- If no sales yet? **Post founder content**: “What it feels like to finally launch after 90 days of hard work.”

DAY 4-5: Differentiate & Educate

- Share **side-by-side comparisons** with competitors (e.g. “What makes ours different?”)
- Highlight **unique features, quality, or story.**

- Use captions like **“Why I switched”** or **“This is the one I’d been searching for.”**

DAY 6-7: Scarcity & Urgency

- **Use honest urgency:** **“Limited units,” “Selling faster than expected,” “Final chance to get launch pricing.”**
- **Reminder emails and countdowns** in stories work well here.

You don’t need hundreds of pieces of content — 5–7 solid posts, 2–3 good emails, and a clear message is all it takes.

What Makes a Great Launch Ad?

You don’t need fancy videos or a marketing agency.

The best ads are **raw, relatable, and real.**

Here’s your launch ad starter kit:

- **2–3 short UGC videos** (15–30s, filmed by you or testers)
- **1–2 photo ads** (clean product shots or lifestyle images)
- **1 testimonial or founder story video**

Each ad should answer **ONE** of the following:

- **What** is the product?
- **Why** should I care?
- What makes it **different**?
- **How** does it help me?

Example winning script:

“Here’s the dog bed I was using... and here’s what I switched to. I didn’t expect this much of a difference. It’s next level.”

Where to Run Ads (and What to Track)

Start with Meta (Facebook & Instagram). It’s the **easiest place to validate** a new brand.

Use:

1 Advantage+ Shopping Campaign
(Meta’s AI-optimized option designed for performance)

2–3 interest-based audiences
(e.g. “Dog lovers,” “Home decor,” etc.)

Budget? Start small — **\$20–\$50/day total.**

Track These Metrics:

- **CTR (Click-Through Rate):**
How many people clicked. Aim for >1%.
- **CPA (Cost Per Acquisition):**
How much it costs to get a sale. Aim for <25–30% of your product price.
- **TC (Add to Cart):**
Useful for identifying product interest even if not converting yet.

If something flops (e.g. low CTR, high CPA), **kill it fast.**

If something works, **increase the budget gradually.**

What's a good CPA? It depends. But here's a **rough cheat sheet:**

Product Price	Target CPA
\$49	<\$12–15
\$89	<\$25–30
\$149+	<\$40–50

If Sales Are Slow... Don't Panic

Every brand hits this moment: the ad's live, the email's sent... and nothing.

Before you start spiraling, ask:

Is your offer irresistible?

- Have you bundled products or added a launch discount?
- Do you clearly explain why it's better?

Does your content connect emotionally?

- Is it personal? Founder-led? UGC-focused?
- Are you speaking to the problem, not just the product?

Does your site look trustworthy?

- Clear product description?
- Shipping info and returns policy?
- Mobile-friendly layout?

Quick Fixes That Actually Work:

- Add a bundle or “founder's favourite” offer
- Show social proof—even if it's just a friend or family review
- Change your headline or first image (the “hero section”)
- Post a TikTok-style product demo or “3 reasons why I love this” video

Post-Launch: Build Momentum

The **biggest mistake new founders make?** They stop.

They think launch week is the finish line. It's not. It's Day 1.

Here's how to stay consistent and build on your momentum:

Collect reviews & UGC

Ask your first buyers for photos, videos, and honest feedback. Incentivize if needed.

Send a follow-up email sequence

Email 1: "Our top reviews so far"

Email 2: "Last chance for launch pricing"

Email 3: "Behind the scenes of our first week"

Retarget with social proof ads

Use reviews, unboxings, and "Before/After" UGC in your ads to convert warm audiences.

Prep for restock or pre-sale

If you sell out, use that momentum. "We're back in stock soon. Join the waitlist."

From Nejra's Story:

"I thought launch day was everything. But the **real growth happened after**. Every week I kept showing up, testing content, posting stories, and refining the offer. **That's when it took off.**"

Final Advice: Keep Going

The **first 90 days are the hardest**. That's when the doubts are loudest and the **results are slowest**.

But most brands don't fail **because of a bad product**.

They fail because the **founder stops too soon**.

Keep testing. Keep tweaking. **Keep showing up**.

You're closer than you think.

Who We Are

At eCom Capital, we specialize in **turning aspiring entrepreneurs into successful ecommerce business owners**. We're not just consultants; we're your partners in navigating the ever-changing landscape of online business.

Our mission is to **help you discover and launch profitable products** using smart, data-driven strategies that have been proven to work across industries.

With years of experience in market research, product development, and ecommerce growth, **our team is equipped to guide you** through every stage of your journey.

Whether you're starting from scratch or looking to elevate your existing business, we're here to ensure that you don't just compete but **excel in your market**.



A Personal Note from Nejra

If you've made it this far first of all, **I'm proud of you.**

I remember reading guides like this when **I was still working my 9–5**, wondering if I could really do it.

If I had what it took. If the idea in my head could ever **become something real.**

This playbook is the **exact roadmap I used to launch Sash Beds**, from choosing a product to selling out, to eventually being acquired by a public company.

And if I can do it... **you can too.**

But I also know how overwhelming those early steps can be.

You're stuck between 20 open tabs, supplier quotes that don't make sense, and wondering if your content is even working.

So here's what I want to **offer** you:

Because you downloaded this playbook, you're eligible for a **free 1:1 strategy session with our team.**

These are usually **reserved for paying clients** only but I've asked the team to open a few spots, just for readers like you.

Whether you want help picking a product, improving your content, fixing your supplier setup, or even just getting clarity on your next move — **this call is for you.**

No pitch. No pressure. **Just real, tailored advice** from people who've done it before (and still do it every day).

[Click here to book your free strategy session](#)

I genuinely can't wait to see **what you build.**



Nejra

Founder, Sash Beds

Co-Founder Bisous

Now helping launch the next generation of
eCom brands with eCom Capital