



CreoQuad

# 3 Things New E-Com Founders Waste Time On *(That Don't Move Sales)*





# 1 Branding Perfection

Spending weeks on logo, colors, and fonts.

## Instead:

- Pick a **clean** template, focus on solving a **real** problem
- Use a **free** Canva logo template (10 minutes max)
- Stick to 2 colors + 1 accent color
- Choose **readability** over style for fonts
- Spend that saved time identifying your customers' top 3 **pain points**

## Real example:

**MVMT** Watches launched with a basic logo and clear message. They focused on solving a **problem** (stylish watches at affordable prices) before perfecting their aesthetic. Now worth **\$100M**.



# 2 Overbuilt Websites

Focusing on fancy features, 5 pages, animations and what not.

## Instead:

- **1-page** site, **clear** offer, **strong** CTA
- You can **upgrade** after people buy
- Start with a **product** page + **checkout**
- Use **pre-built** templates (Shopify Dawn theme is free)
- Focus on **mobile** experience first (82% of traffic)
- Add only **features** that directly increase **conversion**
- Test with **5 real** users before adding anything

## Quick hack:

Use **Hotjar's** free plan to see where visitors actually click vs. where you think they will. We've seen conversion jumps of **30%+** by removing **distractions**.



# 3 Bad Advice Loops

Copying influencers with massive budgets.

## Instead:

- Talk to your **first** 10 customers
- Build based on what they **actually** want
- Ask customers: "What nearly **stopped** you from buying?"
- Create a **feedback** loop (simple Google Form works)
- Iterate on product descriptions based on **customer language**
- Document common questions and create **FAQ** content
- Ignore **"guru"** advice that requires \$10K+ budgets

## Note:

If you're spending more time in Facebook groups learning "strategies" than talking to customers, you're in a bad advice loop.



CreoQuad

# The Hidden Time-Waster

Constant platform switching

*The average new founder tries 3 different platforms in the first 6 months.*

## Instead:

- Choose **ONE** platform and master it
- Shopify? Stick with it for **90 days** minimum
- Etsy? Focus solely on **optimisation** for 3 months
- Instagram Shop? Commit to 12 weeks of **consistent** posting

Track just 3 key metrics that matter to YOUR business stage



# ROI Framework

## Before any task, ask:

- Will this directly lead to a **sale this week?**
- Does this solve a problem customers are **actively** complaining about?
- Can this wait until after we hit **\$1K/month?**

## Time-ROI Matrix for new founders:

- **High ROI:** **Customer** conversations, **listing** optimisation, **fulfilment** excellence
- **Medium ROI:** Basic **email** flows, simple **content** creation
- **Low ROI:** **Brand** guidelines, custom **coding**, complex **integrations**





**Product descriptions:**



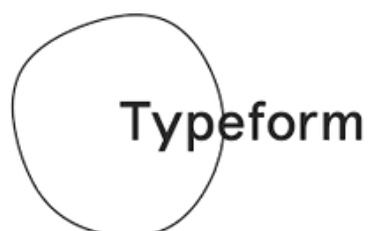
(free plan available)

**Basic design:**



(free plan is sufficient)

**Customer feedback:**



(free for first 10 responses)

## **Time-Saving Tools We Recommend**

**Email marketing:**



(free up to 1,000 subscribers)

**Social scheduling:**



(free plan for 30 posts/month)

**Website analytics:**



(completely free)

**Remember: Tools should save time, not create new work.**



# Reality Check

We analyzed 32 successful e-commerce brands at launch:

- 91% used **template** designs
- 84% had under 5 **products** at launch
- 76% had **websites** with 3 or fewer pages
- 100% had **direct** customer conversations in **first** month

The most successful founders weren't the most **talented** - they were the most focused on **revenue-generating** activities.





CreoQuad

# FOCUS ON *MOMENTUM*, NOT PERFECTION.

At Creoquad, we coach early founders to **launch**,  
**focus**, and **grow** fast.

Interested? Comment **“YES”** below and the first 15  
commenters get access to our first 3 classes of the E-  
Commerce Course for free!