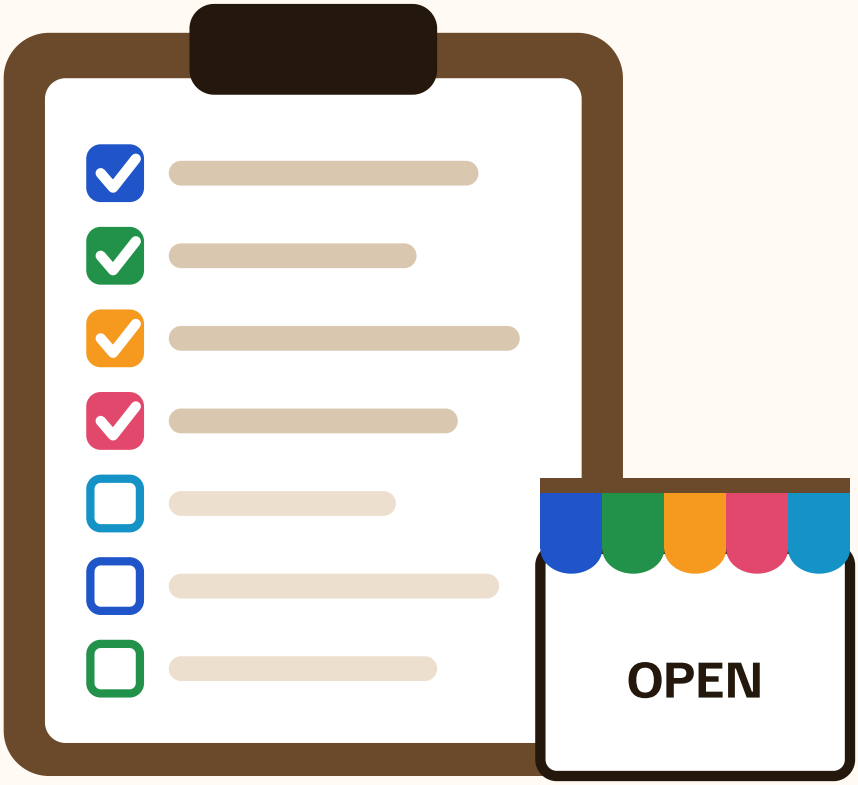
Name | Papers | Store | Payment | Delivery | Customers | 30 days

PASTED ORIGINALS · FREE STARTER

The Seller Launch Checklist

Seven stages, from naming your business to your first thirty days of selling, ticked off one box at a time.



pasted.ng/store/originals

10 pages · A4 & US Letter · Free

HOW TO USE THIS CHECKLIST

Get ready to sell, one stage at a time

This checklist takes a small business from an idea to a working shop in seven stages. Each stage has its own page: tick a box when the job is done, write your answers in the spaces, and move on. The coloured stripe at the top of every page shows which stage you are on.

Who it is for

Traders, makers, caterers, fashion and beauty businesses, and anyone opening a store on PASTED or selling to customers by phone and chat for the first time.

What you need

A pen, about an hour per stage, and the papers you already have. You do not need to finish in one day: most people work through it over two to four weeks.

Your launch at a glance

STAGE	WHAT IT COVERS	STARTED	DONE
1 · Name	Name, what you sell, who buys it, your prices		
2 · Papers	Registration, bank account, documents for verification		
3 · Store	Your store page, photos, descriptions, stock		
4 · Payment	Taking money safely and spotting fake payments		
5 · Delivery	Packing, delivery areas, fees and timings		
6 · Customers	Replies, messages and your returns promise		
7 · 30 days	A daily tracker for your first month		

This checklist is general guidance for small businesses. It is not legal or tax advice. Rules and fees change: check them with the organisation concerned (for example the Corporate Affairs Commission, your bank or your state's revenue service) before you rely on them.

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STAGE 1 · NAME AND OFFER

Say what you sell, and to whom

Customers decide in seconds. Before anything else, be able to say in one sentence what you sell, who it is for and why they should buy it from you.

- [ ] **Choose a business name**
  Short, easy to say on the phone, easy to spell. Search for it first so you are not copying another business.
- [ ] **Write your one-line promise**
  For example: "Fresh pepper soup spices, ground the same day, delivered across Ibadan."
- [ ] **List your first products or services**
  Start with the five to ten things you sell most, not everything you could sell.
- [ ] **Work out a price for each one**
  Cost of the item + packaging + your time + a profit. Write the sums down (page 5 of the planner if you have it).
- [ ] **Decide where you sell**
  Your PASTED store, your own shop or stall, markets, chats and calls, or all of them.

BUSINESS NAME

SECOND CHOICE (IF THE FIRST IS TAKEN)

MY ONE-LINE PROMISE

WHO BUYS FROM ME (AGE, AREA, WHAT THEY NEED)

My first price list

PRODUCT OR SERVICE	COST TO ME ₦	SELLING PRICE ₦	PROFIT ₦

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STAGE 2 · PAPERS

Get your papers in order

Papers prove that a real, accountable business stands behind your shop. They open doors: business bank accounts, bigger customers, suppliers who give credit, and verification on PASTED.

Registration and bank

- [ ] **Register your business name with the Corporate Affairs Commission (CAC)**
  The certificate is the document banks and platforms ask for. Check the current steps and fees on CAC's own website.
- [ ] **Open a bank account in the business name**
  Keep shop money apart from house money. It makes every month easier to read.
- [ ] **Ask about a tax identification number**
  Your bank or your state revenue service can tell you what applies to your business.
- [ ] **Get any licence your trade needs**
  Food, medicines, cosmetics and some services have their own regulators.

Verification on PASTED

Before a store goes live, a PASTED compliance reviewer checks the business behind it. Documents are uploaded privately and stored encrypted; customers see the PASTED Verified badge, never your documents.

The documents PASTED can ask for:

- [ ] CAC certificate
- [ ] Proof of business address
- [ ] ID of a director or owner
- [ ] Tax certificate
- [ ] Licence for regulated trades

Where my papers are

DOCUMENT	NUMBER / REFERENCE	DATE ISSUED	KEPT WHERE
Business name certificate			
Business bank account			
Tax identification number			
Licence / permit			
Proof of address			
Owner / director ID			

Keep photocopies and phone photos of every document in one folder, and never send the originals to anyone who contacts you first.

STILL TO DO, AND WHO TO ASK

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STAGE 3 · STORE

Open your store

Every store on PASTED gets a free address of its own, **pasted.ng/store/** followed by eight random letters and numbers. A business can also pay for a named address, **pasted.ng/yourname**. Either way, the page only works if the photos and words do the selling.

- [ ] **Write a store name and a tagline**
  The tagline finishes the sentence "We sell..." in under ten words.
- [ ] **Take three good photos of each product**
  Daylight, a plain background, the whole item, then a close-up, then it in use.
- [ ] **Write a description for each product**
  What it is, size or quantity, what it is made of, who it suits, how long delivery takes.
- [ ] **Set prices and stock levels**
  Only list what you can deliver this week. Turn stock tracking on so you never sell what you do not have.
- [ ] **Add your contact details and opening hours**
  Customers trust a phone number and a city more than a logo.
- [ ] **Ask a friend to buy something as a test**
  Watch them use the page. Fix whatever made them pause.

Product description planner

PRODUCT 1

SIZE / QUANTITY

MADE OF / INGREDIENTS

BEST FOR

PRICE ₦

PRODUCT 2

SIZE / QUANTITY

MADE OF / INGREDIENTS

BEST FOR

PRICE ₦

PRODUCT 3

SIZE / QUANTITY

MADE OF / INGREDIENTS

BEST FOR

PRICE ₦

STORE NAME

TAGLINE: WE SELL...

PHOTO IDEAS AND PROPS I NEED

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STAGE 4 · PAYMENT

Take money safely

The single habit that protects a small business most: **release goods only after the payment is confirmed**, by your bank or by the platform, never by a screenshot or a message from the customer.

On PASTED

Customers pay at checkout through PASTED's payment partners. PASTED checks every payment with the payment provider itself before an order is marked paid, so a paid order in your dashboard is money that really arrived.

Your payout bank account can only be changed by the business owner, and a change waits through a cooling-off period before any money goes to the new account.

Warning signs

- [ ] A "payment alert" by text message that your bank app does not show
- [ ] A customer who pays "too much" and asks for the difference back
- [ ] Anyone asking for your one-time code, PIN or password
- [ ] Pressure to release goods "now, the transfer is coming"
- [ ] A new payout account sent to you by message

My payment habits

- [ ] **I check every transfer in my own bank app before I hand over goods**
- [ ] **I keep POS slips and match them with my end-of-day report**
- [ ] **I give a receipt for every sale, and keep a copy**
  The PASTED Originals receipt book has ready-to-print receipts.
- [ ] **I never share one-time codes, even with "the bank"**
  Banks and PASTED never ask for them.
- [ ] **I know who in my business can see payments and who can change the payout account**

BUSINESS BANK AND ACCOUNT NAME

WHO CHECKS PAYMENTS EACH DAY

NOTES

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STAGE 5 · DELIVERY

Plan how orders reach people

Most complaints are about delivery, not products. Decide before the first order where you deliver, how much it costs and how long it takes, and say it the same way everywhere.

My delivery areas

AREA / TOWN	HOW (RIDER, PARK, COURIER, PICKUP)	FEE ₦	DAYS

Packing checklist

- [ ] Item checked against the order
- [ ] Wrapped against rain, heat and knocks
- [ ] Receipt or delivery note inside
- [ ] Name and phone on the outside
- [ ] Photo of the packed parcel kept

Before it leaves

- [ ] Customer told it is on the way
- [ ] Rider's name and phone written down
- [ ] Expected arrival time agreed
- [ ] Payment confirmed (or pay-on-delivery agreed in writing)
- [ ] Delivery note signed on arrival

RIDERS / COURIERS I USE (NAME AND PHONE)

PICKUP POINT AND HOURS

PACKAGING I NEED TO BUY

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STAGE 6 · CUSTOMERS

Look after the people who buy

A customer who is answered quickly and treated fairly comes back and brings a friend. Decide your rules now, write them down, and keep to them.

- [ ] **Set a reply time and keep it**
  For example: "We reply within two hours, 8 a.m. to 8 p.m., Monday to Saturday."
- [ ] **Write your returns promise**
  What can come back, within how many days, in what condition, and whether you refund or exchange.
- [ ] **Save three ready messages on your phone**
  Order received · On its way · Thank you. Examples below.
- [ ] **Ask happy customers for a review**
  On PASTED, customers who bought can leave a review on your store.
- [ ] **Keep a list of regular customers**
  With their permission, tell them first about new stock.

Order received

"Thank you, [name]. We have your order for [item]. It will be ready on [day] and we will send it by [rider/courier]."

On its way

"Your order has left our shop. [Rider name, phone] will reach you by [time]. Please check it before you sign."

Thank you

"Thank you for buying from [business]. If anything is not right, message us within [days] days and we will sort it out."

MY REPLY TIME

MY RETURNS PROMISE (IN ONE OR TWO SENTENCES)

MY REGULAR CUSTOMERS TO TELL FIRST

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STAGE 7 · THE FIRST 30 DAYS

Count what happens

One line a day. After a month you will know which days sell, what people ask about, and what to stock more of.

DAY	DATE	POSTS / ADVERTS	ENQUIRIES	ORDERS	SALES ₦
Day 1					
Day 2					
Day 3					
Day 4					
Day 5					
Day 6					
Day 7					
Day 8					
Day 9					
Day 10					
Day 11					
Day 12					
Day 13					
Day 14					
Day 15					
Day 16					
Day 17					
Day 18					
Day 19					
Day 20					
Day 21					
Day 22					
Day 23					
Day 24					
Day 25					
Day 26					
Day 27					
Day 28					
Day 29					
Day 30					

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AFTER THE FIRST MONTH

Read your month

Add up your thirty days, then answer five questions. The answers are your plan for month two.

TOTAL FOR THE MONTH	NUMBER
Posts and adverts	
Enquiries	
Orders	
Sales ₦	
Best day of the week	

WHAT SOLD BEST, AND WHY DO I THINK IT DID?

WHAT DID CUSTOMERS ASK FOR THAT I DID NOT HAVE?

WHAT WENT WRONG WITH A DELIVERY OR A PAYMENT, AND WHAT WILL I CHANGE?

WHICH POST OR ADVERT BROUGHT THE MOST ENQUIRIES?

ONE THING I WILL DO DIFFERENTLY NEXT MONTH

More from PASTED Originals

The **2027 Sales & Stock Planner** carries this habit through a whole year; the **Receipt, Invoice & Delivery Book**, the **Social-Selling Content Calendar** and the **Customer Care & Returns Kit** cover stages 4 to 6 in depth. All at pasted.ng/store/originals.

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