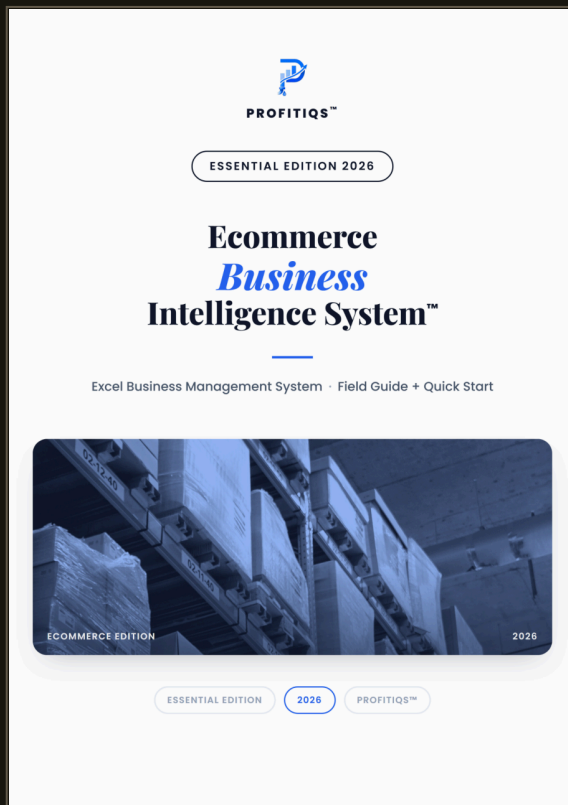




PROFITIQS

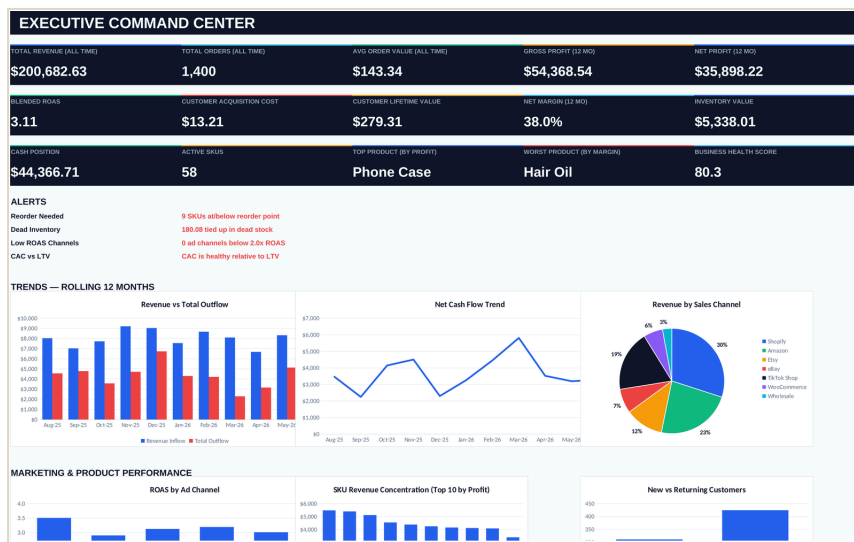
AFFILIATE MARKETING KIT · 2026

Ecommerce Business Intelligence System



What's Inside This Kit

Everything you need to promote Ecommerce Business Intelligence System™ as a ProfitIQS affiliate: verified product facts, 30 video hooks, 10 full scripts, a full social-media calendar (including 5 carousel decks rendered as real swipeable slides), 5 email swipes for your own list, an 8-email cold outreach sequence, ready-to-paste paid ad copy for Meta Ads Manager, graphic briefs, an audience and objections guide, and a publishing checklist.



The real Elite-edition dashboard, rendered from the shipped product with sample data.

Contents

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11. Cold Email Sequence

Every fact in this kit is labeled VERIFIED (read directly from the shipped product files) or HYPOTHESIS (general industry context for marketing angles, never a product claim). Real Digistore24 checkout links for all three editions are on the next page.

Ecommerce — Niche Overview and Product Facts

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Verified product facts

Exact product name: Ecommerce Business Intelligence System™ **Brand:** ProfitIQS · **Sold through:** Digistore24 · **Product support:** support@profitiqs.com

Edition	Price	What the buyer downloads (VERIFIED)
Essential	\$97	Excel workbook — 9 sheets; Field Guide PDF — 42 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Elite	\$197	Excel workbook — 26 sheets; Field Guide PDF — 72 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Complete	\$249	Essential 2026 edition: workbook, Field Guide, Quick Start; Elite 2026 edition: workbook, Field Guide, Quick Start; License, README and Support PDFs

Every edition (VERIFIED): downloadable Excel workbook with formulas, dashboards and reports built in; sample data so every dashboard works immediately; Field Guide and Quick Start PDFs; requires a desktop version of Microsoft Excel; Country-based tax-rate presets (SETUP / Tax Setup) with an override for your own rate; planning tool only — not tax, legal or financial advice.

Sales page (what to show buyers before the checkout link):

<https://www.profitiqs.com/industries/ecommerce>

Real Digistore24 checkout links (as of 2026-10-20):

Edition	Digistore24 product ID	Checkout URL
Essential	727170	https://www.checkout-ds24.com/product/727170
Elite	727053	https://www.checkout-ds24.com/product/727053
Complete	726796	https://www.checkout-ds24.com/product/726796

Marketplace status: PENDING — Submitted to Digistore24, not yet marketplace-approved. The checkout URLs below work today for direct link-outs regardless of marketplace approval/search-listing status.

These are the real, working checkout links (swap in your own Digistore24 affiliate tracking link before posting — see **[YOUR AFFILIATE LINK]** throughout this kit).

Audience

Online store owners selling on Shopify, Amazon, Etsy, TikTok Shop and other channels.

Buyer profiles (HYPOTHESIS)

The solo Shopify seller. Runs the store alone, buys ads, ships orders and checks payouts, but not profit per product.

The multi-channel seller. Sells on several platforms and wants to know which channel actually makes money.

The inventory-heavy brand. Holds stock and needs purchase orders, suppliers and dead stock in view.

The side-hustle store. Small but growing store that wants good habits from the start.

Business problems in this industry (HYPOTHESIS)

General industry context to shape your angle. Do not present these as facts about the buyer or results of the product.

- **Revenue that hides the real profit.** Sales look strong until product cost, shipping, fees, ads and refunds are counted.
- **Ads that may not pay back.** Ad spend is easy to increase and hard to judge without return per channel.
- **Products that lose money.** A best-seller by volume can be a weak product by margin.
- **Cash tied up in stock.** Slow-moving inventory holds cash that could be used elsewhere.
- **Refunds and returns.** Returns eat margin and are rarely analyzed by reason.
- **Tax-time paperwork.** Platform payouts, fees and receipts end up scattered by year end.

Buyer motivations (HYPOTHESIS)

- Know real profit per product and channel
- Judge whether ads pay back
- Free up cash tied in stock
- Understand refunds and returns
- Be organized for taxes

Why someone might consider a business intelligence system

The common thread is visibility: online store owners usually have the data (repair orders, invoices, receipts) but not one place that turns it into decisions. The Ecommerce Business Intelligence System™ gives them a ready-built Excel workbook for that (VERIFIED: dashboards, reports and tax set-aside built in). Whether it helps depends on the owner entering data and reviewing it regularly.

Key numbers this audience cares about (educational)

- **Average order value (AOV):** Revenue divided by the number of orders.
- **ROAS:** Revenue generated for each dollar of ad spend.
- **SKU margin:** What each product keeps after its cost.
- **Refund rate:** Refunds as a share of orders or revenue.

- **Inventory value:** The cost value of stock on hand.
- **Customer lifetime value:** What a customer spends over all their orders.

Common objections

See 08-Audience-and-Objections.md for full, honest responses.

- "Shopify already shows my sales."
- "I am not an Excel person."
- "Does it connect to my store?"
- "Which edition do I need?"
- "Will it increase my sales?"
- "I sell on several channels."
- "Is it a subscription?"

Hypothetical scenarios (label them as hypothetical if you use them)

- Hypothetical: a seller opens SKU Profitability and sees its highest-volume product earns less per order than two slower ones.
- Hypothetical: a store owner checks the Ad Spend Tracker and pauses one channel whose return is lower than the others.

Ecommerce — Tier Comparison

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Product: Ecommerce Business Intelligence System™

	Essential	Elite	Complete
Price	\$97	\$197	\$249
Excel workbook	Essential — 9 sheets	Elite — 26 sheets	Both workbooks
Field Guide (PDF)	42 pages	72 pages	Both guides
Quick Start (PDF)	6 pages	6 pages	Both
License, README, Support PDFs	Yes	Yes	Yes
Sample data	Yes	Yes	Yes
Best for (from contents)	Sellers who want product setup, sales and cost tracking, a dashboard, a business health snapshot and a tax set-aside estimate.	Sellers who also want inventory, purchase orders, suppliers, sales channels, ad spend, refunds, cash flow, financial statements, SKU profitability and customer analytics.	Sellers who want both editions in one package.

Essential 2026 — every visible sheet (VERIFIED, 9)

- Start Here
- Product Setup
- Sales Tracker
- Cost Tracker
- Dashboard
- SETUP
- TAX & DEDUCTIONS
- ACCOUNTANT EXPORT
- BUSINESS HEALTH SNAPSHOT

Elite 2026 — every visible sheet (VERIFIED, 26)

- 01 Start Here
- 02 Executive Dashboard
- 03 Executive Summary

- 04 Product Master
- 05 Inventory Center
- 06 Purchase Orders
- 07 Supplier Management
- 08 Order Tracker
- 09 Sales Channels
- 10 Ad Spend Tracker
- 11 Refunds & Returns
- 12 Cash Flow Center
- 13 Financial Statements
- 14 SKU Profitability
- 15 Customer Analytics
- 16 KPI Scorecard
- 17 Business Health Score
- 18 Forecasting Center
- 19 Profit Leak Detector
- 20 Benchmarking Center
- 21 Tax Setup
- 22 Tax Reserve & VAT Center
- 23 Deduction Maximizer
- 24 Tax Readiness Center
- 25 Accountant Summary
- 26 Glossary

Complete 2026 (VERIFIED)

Both editions above in one package: the Essential and Elite workbooks, both Field Guides, both Quick Starts, plus License, README and Support PDFs.

Before you make any product claim, verify

- The claim names a sheet or feature listed above (or in the Field Guide).
- The price matches the live sales page (<https://www.checkout-ds24.com/product/726796>).
- You are not promising results, savings, tax outcomes or time saved.
- You link with your own Digistore24 affiliate link for the right edition or the marketplace entry.
- Marketplace approval for this product is confirmed before you call it "available on Digistore24".

Ecommerce — 30 Short-Form Video Hooks

For TikTok, Instagram Reels and YouTube Shorts. Each hook is the first 1–3 seconds; pair it with a script from 04-Video-Scripts.md . No statistics, guarantees or fake urgency. Disclose your affiliate link in the caption.

#	Angle	Hook	Suggested visual
1	Problem and solution	Your sales were up this month. Was your profit?	Talking head, then cut to the dashboard
2	Problem and solution	Your best-seller might be your worst product. Here is how to check.	Talking head, then cut to the dashboard
3	Problem and solution	Are your ads paying back, channel by channel?	Talking head, then cut to the dashboard
4	Problem and solution	That stock in the corner is cash you cannot spend.	Talking head, then cut to the dashboard
5	Industry mistake	Store owner money mistake: treating payouts as profit.	Talking head with on-screen text
6	Industry mistake	Scaling ads without checking return per channel is an easy trap.	Talking head with on-screen text
7	Industry mistake	Refunds have reasons. Are you tracking them?	Talking head with on-screen text
8	Industry mistake	Stop reordering by habit instead of by sales.	Talking head with on-screen text
9	Operational inefficiency	Sales in Shopify, ads in Meta, costs in a spreadsheet, profit nowhere.	B-roll of the workplace, then the relevant sheet
10	Operational inefficiency	If you cannot compare channels side by side, you cannot choose between them.	B-roll of the workplace, then the relevant sheet
11	Operational inefficiency	Dead stock does not shout. It just sits there.	B-roll of the workplace, then the relevant sheet
12	Owner frustration	Doing your store numbers at 1am after packing orders? Watch this.	Relatable POV clip
13	Owner frustration	Orders every day and still not sure the store makes money?	Relatable POV clip
14	Owner frustration	Your accountant wants fees, refunds and costs by category. Ready?	Relatable POV clip
15	Curiosity	What does a whole online store look like on one screen?	Screen recording reveal
16	Curiosity	I opened a 26-sheet Excel system built just for online stores. Here is what is inside.	Screen recording reveal

17	Curiosity	There is one number every store owner should check every week.	Screen recording reveal
18	Educational	Revenue vs profit for online stores: what your dashboard is not telling you.	Whiteboard or on-screen definition
19	Educational	ROAS explained in 30 seconds.	Whiteboard or on-screen definition
20	Educational	SKU margin: why best-sellers are not always best.	Whiteboard or on-screen definition
21	Educational	How to think about inventory as cash.	Whiteboard or on-screen definition
22	Product demonstration	Here is the Executive Dashboard in the Ecommerce Business Intelligence System.	Screen recording of the sample workbook
23	Product demonstration	Watch me log a sale and see the dashboard update.	Screen recording of the sample workbook
24	Product demonstration	This is what SKU profitability looks like when it is built for sellers.	Screen recording of the sample workbook
25	Product demonstration	The Ad Spend Tracker: return per channel on one sheet.	Screen recording of the sample workbook
26	Comparison and decision	Essential or Elite? How to pick the right edition for your store.	Split screen of the editions
27	Comparison and decision	Platform analytics vs a store owner's Excel dashboard: they answer different questions.	Split screen of the editions
28	Objection handling	"I am not an Excel person." You do not have to be. Here is why.	Talking head, objection as on-screen text
29	Objection handling	"Shopify already shows my sales." Here is what it does not show.	Talking head, objection as on-screen text
30	Objection handling	No, a spreadsheet will not increase your sales. Here is what it will do.	Talking head, objection as on-screen text

Ecommerce — 10 Short-Form Video Scripts

Each script runs about 20–45 seconds and can be recorded on a phone with a screen recording of the sample workbook. Destination for every script: [YOUR AFFILIATE LINK] (your Digistore24 link for Ecommerce Business Intelligence System™). Say or show the disclosure.

Script 1: The problem nobody sees

Type: Problem → demo **Target audience:** The solo Shopify seller **Length:** about 33 seconds

1. Opening hook (0–3s): Your sales were up this month. Was your profit?

2. Spoken narration: Sales look strong until product cost, shipping, fees, ads and refunds are counted. The Ecommerce Business Intelligence System™ puts the numbers on one screen. This is the 02 Executive Dashboard with sample data. Revenue, orders, average order value, profit and ROAS are on the first screen.

3. On-screen text:

- Revenue that hides the real profit
- Your store on one screen
- Ecommerce Business Intelligence System™

4. Visuals / screen recording: Face to camera, then screen recording of 02 Executive Dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 02 Executive Dashboard exists and shows the items named (VERIFIED from product files)
- Disclosure included in caption or on screen

Script 2: Three mistakes

Type: Educational **Target audience:** Online store owners **Length:** about 32 seconds

1. Opening hook (0–3s): Three common money mistakes in a online store.

2. Spoken narration: One: judging the month by revenue instead of profit. Two: scaling ads without checking return per channel. Three: promoting best-sellers that have thin margins. None of these need a new system to fix — but having the numbers in one place makes them hard to ignore.

3. On-screen text:

- Mistake 1: Judging the month by revenue instead of profit
- Mistake 2: Scaling ads without checking return per channel
- Mistake 3: Promoting best-sellers that have thin margins

4. Visuals / screen recording: Talking head, numbered text overlays

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- These are general observations, not statistics — do not add numbers
- Disclosure included in caption or on screen

Script 3: What is average order value (AOV)?

Type: Educational **Target audience:** Online store owners **Length:** about 26 seconds

1. Opening hook (0–3s): What is average order value (AOV), and why should you care?

2. Spoken narration: Revenue divided by the number of orders. You can work it out by hand, or use a workbook that calculates it for you as you log your data.

3. On-screen text:

- Average order value (AOV)
- Simple definition
- Check yours monthly

4. Visuals / screen recording: Whiteboard or on-screen definition, end on the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Only say the product shows Average order value (AOV) if it appears on a sheet you have checked
- Disclosure included in caption or on screen

Script 4: Inside the workbook

Type: Product demonstration **Target audience:** Online store owners **Length:** about 31 seconds

1. Opening hook (0–3s): I opened a 26-sheet Excel system built just for online stores. Here is what is inside.

2. Spoken narration: This is the Ecommerce Business Intelligence System™. The Elite edition has 26 sheets. Here is 14 SKU Profitability. Every product is compared on margin, not just sales. And this is 10 Ad Spend Tracker. Ad spend and return are tracked by channel.

3. On-screen text:

- Which products actually make money?
- Do your ads pay back?

4. Visuals / screen recording: Screen recording: 14 SKU Profitability, then 10 Ad Spend Tracker

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Sheet count and sheet names (VERIFIED)
- Disclosure included in caption or on screen

Script 5: The late-night books

Type: Owner frustration **Target audience:** The solo Shopify seller **Length:** about 28 seconds

1. Opening hook (0–3s): Doing your store numbers at 1am after packing orders? Watch this.

2. Spoken narration: Platform payouts, fees and receipts end up scattered by year end. An Excel system with the dashboards already built means you log entries as you go and the reports are ready when you need them.

3. On-screen text:

- Tax-time paperwork
- Log it as you go
- Reports ready when you are

4. Visuals / screen recording: POV clip at a desk, then the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Do not claim a specific amount of time saved
- Disclosure included in caption or on screen

Script 6: Essential or Elite?

Type: Comparison and decision **Target audience:** Owners deciding on an edition **Length:** about 36 seconds

1. Opening hook (0–3s): Essential or Elite? How to pick the right edition for your store.

2. Spoken narration: Essential is \$97: sellers who want product setup, sales and cost tracking, a dashboard, a business health snapshot and a tax set-aside estimate. Elite is \$197: sellers who also want inventory, purchase orders, suppliers, sales channels, ad spend, refunds, cash flow, financial statements, SKU profitability and customer analytics. Complete, \$249, gives you both.

3. On-screen text:

- Essential \$97
- Elite \$197
- Complete \$249

4. Visuals / screen recording: Split screen of the three editions

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Prices must match the live sales page
- Disclosure included in caption or on screen

Script 7: Answering the objection

Type: Objection handling **Target audience:** Skeptical owners **Length:** about 26 seconds

1. Opening hook (0–3s): "I am not an Excel person." You do not have to be. Here is why.

2. Spoken narration: The dashboards and formulas are built; you log or paste sales and costs. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

3. On-screen text:

- I am not an Excel person.
- Built for owners, not analysts

4. Visuals / screen recording: Talking head with the objection as text, then the Quick Start

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Requires desktop Excel (VERIFIED) — say so
- Disclosure included in caption or on screen

Script 8: What you actually get

Type: Product-focused **Target audience:** Ready-to-buy viewers **Length:** about 29 seconds

1. Opening hook (0–3s): Here is exactly what is in the Ecommerce Business Intelligence System™.

2. Spoken narration: Each edition is a downloadable Excel workbook with a Field Guide and a Quick Start, and sample data so you can explore before entering your own. Essential has 9 sheets; Elite has 26. Complete includes both.

3. On-screen text:

- Excel workbook
- Field Guide + Quick Start
- Sample data included

4. Visuals / screen recording: Unboxing-style scroll through the download folder

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- File list and counts (VERIFIED)
- Disclosure included in caption or on screen

Script 9: Your monthly review

Type: Educational / demo **Target audience:** The inventory-heavy brand **Length:** about 29 seconds

1. Opening hook (0–3s): A 15-minute monthly review for your online store.

2. Spoken narration: Open the dashboard. Check average order value (AOV) and ROAS. Then open 05 Inventory Center. Stock value and recent sales are side by side, so slow movers stand out. Write down one thing to change next month. That's it.

3. On-screen text:

- Open the dashboard
- Check Average order value (AOV)
- Check 05 Inventory Center
- Pick one change

4. Visuals / screen recording: Screen recording of the dashboard and 05 Inventory Center

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Present the routine as a suggestion, not a result
- Disclosure included in caption or on screen

Script 10: The sheet that surprised me

Type: Curiosity / demo **Target audience:** Online store owners **Length:** about 28 seconds

1. Opening hook (0–3s): There is one number every store owner should check every week.

2. Spoken narration: It is SKU margin. What each product keeps after its cost. In the Ecommerce Business Intelligence System™, 09 Sales Channels is where you see it alongside the rest of the business.

3. On-screen text:

- SKU margin
- Shopify vs Amazon vs Etsy

4. Visuals / screen recording: Screen recording of 09 Sales Channels

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 09 Sales Channels content as shown in the sample file

- Disclosure included in caption or on screen

Ecommerce — Social Media Copy

Replace [YOUR AFFILIATE LINK] with your Digistore24 link. Keep the disclosure in every post.

10 social captions

1. Instagram

Your sales were up this month. Was your profit?

Sales look strong until product cost, shipping, fees, ads and refunds are counted.

The Ecommerce Business Intelligence System(TM) is a downloadable Excel system built for online store owners. Link in bio.

#ad -- affiliate link

#ecommerce #shopifyseller #amazonseller #etsyseller #onlinebusiness #ecommercetips

2. Instagram

What does a whole online store look like on one screen?

Swipe through the sample workbook: dashboards, reports and a tax set-aside estimate, built in Excel.

Link in bio. #ad -- affiliate link

#ecommerce #shopifyseller #amazonseller #etsyseller #onlinebusiness #ecommercetips

3. TikTok

Store owner money mistake: treating payouts as profit. #ad -- affiliate link

#ecommerce #shopifyseller #amazonseller #etsyseller #onlinebusiness #ecommercetips

4. TikTok

Revenue vs profit for online stores: what your dashboard is not telling you. Full breakdown in the video. #ad -- affiliate link #ecommerce #shopifyseller #amazonseller #etsyseller #onlinebusiness #ecommercetips

5. Facebook

Are your ads paying back, channel by channel?

Ad spend is easy to increase and hard to judge without return per channel.

If you run a online store, the Ecommerce Business Intelligence System(TM) is worth a look: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

6. Facebook

Question for online store owners: average order value (AOV) -- do you know yours?

Revenue divided by the number of orders.

Here is a ready-built Excel system that tracks it: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

7. LinkedIn

Your best-seller might be your worst product. Here is how to check.

Returns eat margin and are rarely analyzed by reason.

The Ecommerce Business Intelligence System(TM) turns online store data into a dashboard, reports and a tax set-aside estimate -- in Excel, without new software to learn.

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

8. LinkedIn

Three numbers every store owner should review monthly:

1. Average order value (AOV)
2. ROAS
3. SKU margin

I share a ready-built Excel system that tracks them: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

9. X / Threads

Sales in Shopify, ads in Meta, costs in a spreadsheet, profit nowhere. [YOUR AFFILIATE LINK] #ad -- affiliate link

10. YouTube community

Essential or Elite? How to pick the right edition for your store.

Essential \$97 - Elite \$197 - Complete \$249. Comparison in my latest Short. [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

10 short promotional posts

1. That stock in the corner is cash you cannot spend. [YOUR AFFILIATE LINK] #ad — affiliate link
2. Scaling ads without checking return per channel is an easy trap. [YOUR AFFILIATE LINK] #ad — affiliate link
3. Refunds have reasons. Are you tracking them? [YOUR AFFILIATE LINK] #ad — affiliate link
4. If you cannot compare channels side by side, you cannot choose between them. [YOUR AFFILIATE LINK] #ad — affiliate link
5. Orders every day and still not sure the store makes money? [YOUR AFFILIATE LINK] #ad — affiliate link
6. Your accountant wants fees, refunds and costs by category. Ready? [YOUR AFFILIATE LINK] #ad — affiliate link
7. ROAS explained in 30 seconds. [YOUR AFFILIATE LINK] #ad — affiliate link
8. SKU margin: why best-sellers are not always best. [YOUR AFFILIATE LINK] #ad — affiliate link
9. How to think about inventory as cash. [YOUR AFFILIATE LINK] #ad — affiliate link
10. Platform analytics vs a store owner's Excel dashboard: they answer different questions. [YOUR AFFILIATE LINK] #ad — affiliate link

5 alternative calls to action

1. See all three editions of the Ecommerce Business Intelligence System™: [YOUR AFFILIATE LINK]
2. Explore the sample workbook before you decide: [YOUR AFFILIATE LINK]
3. Start with Essential at \$97, or get both editions with Complete: [YOUR AFFILIATE LINK]
4. Built for online store owners — take a look: [YOUR AFFILIATE LINK]
5. Compare Essential, Elite and Complete side by side: [YOUR AFFILIATE LINK]

5 educational post concepts

1. **Average order value (AOV) explained** — Define average order value (AOV) in plain English (Revenue divided by the number of orders.) and show where it appears in the sample workbook.

2. **ROAS explained** — Define ROAS in plain English (Revenue generated for each dollar of ad spend.) and show where it appears in the sample workbook.
3. **SKU margin explained** — Define SKU margin in plain English (What each product keeps after its cost.) and show where it appears in the sample workbook.
4. **Mistake: Reordering by habit instead of sales data** — Explain why it happens and one simple habit that avoids it. No statistics.
5. **Mistake: Not setting money aside for taxes** — Walk through a simple monthly habit; link the Field Guide topic it relates to.

5 carousel concepts (slide by slide)

Carousel 1: 5 money mistakes online store owners make

- **Slide 1:** 5 money mistakes online store owners make
- **Slide 2:** Judging the month by revenue instead of profit
- **Slide 3:** Scaling ads without checking return per channel
- **Slide 4:** Promoting best-sellers that have thin margins
- **Slide 5:** Reordering by habit instead of sales data
- **Slide 6:** Ignoring refund reasons
- **Slide 7:** See them all in one place -> Ecommerce Business Intelligence System™
- **Slide 8:** Link in bio · #ad — affiliate link

Carousel 2: The numbers behind a online store

- **Slide 1:** The numbers behind a online store
- **Slide 2:** Average order value (AOV): Revenue divided by the number of orders.
- **Slide 3:** ROAS: Revenue generated for each dollar of ad spend.
- **Slide 4:** SKU margin: What each product keeps after its cost.
- **Slide 5:** Refund rate: Refunds as a share of orders or revenue.
- **Slide 6:** Track them in Excel -> link in bio
- **Slide 7:** #ad — affiliate link

Carousel 3: Essential vs Elite vs Complete

- **Slide 1:** Which edition fits you?
- **Slide 2:** Essential — \$97: Sellers who want product setup, sales and cost tracking, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Slide 3:** Elite — \$197: Sellers who also want inventory, purchase orders, suppliers, sales channels, ad spend, refunds, cash flow, financial statements, SKU profitability and customer analytics.
- **Slide 4:** Complete — \$249: Sellers who want both editions in one package.
- **Slide 5:** Every edition: workbook + Field Guide + Quick Start
- **Slide 6:** Compare at the link · #ad — affiliate link

Carousel 4: A tour of the workbook

- **Slide 1:** Inside the Ecommerce Business Intelligence System™
- **Slide 2:** 02 Executive Dashboard: Your store on one screen

- **Slide 3:** 14 SKU Profitability: Which products actually make money?
- **Slide 4:** 10 Ad Spend Tracker: Do your ads pay back?
- **Slide 5:** 09 Sales Channels: Shopify vs Amazon vs Etsy
- **Slide 6:** 05 Inventory Center: Cash sitting on shelves
- **Slide 7:** Link in bio · #ad — affiliate link

Carousel 5: Honest answers

- **Slide 1:** Questions owners ask
- **Slide 2:** "Shopify already shows my sales." -> The platform shows sales. This workbook adds product cost, ads, refunds, inventory, cash flow and tax set-aside to show profit. If you already see that, you may not need it.
- **Slide 3:** "I am not an Excel person." -> The dashboards and formulas are built; you log or paste sales and costs. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.
- **Slide 4:** "Does it connect to my store?" -> No. It is an Excel workbook; you enter or paste exported data.
- **Slide 5:** "Which edition do I need?" -> Essential (9 sheets) covers products, sales, costs, a dashboard, a health snapshot and tax set-aside. Elite (26 sheets) adds inventory, purchase orders, suppliers, sales channels, ad spend, refunds, cash flow...
- **Slide 6:** More at the link · #ad — affiliate link

YouTube Shorts — titles and descriptions

Titles:

1. Your sales were up this month. Was your profit?
2. Your best-seller might be your worst product. Here is how to check.
3. What does a whole online store look like on one screen?
4. I opened a 26-sheet Excel system built just for online stores. Here is what is inside.
5. Revenue vs profit for online stores: what your dashboard is not telling you.
6. ROAS explained in 30 seconds.
7. Here is the Executive Dashboard in the Ecommerce Business Intelligence System.
8. Watch me log a sale and see the dashboard update.
9. Essential or Elite? How to pick the right edition for your store.
10. "I am not an Excel person." You do not have to be. Here is why.

Description template A:

Sales look strong until product cost, shipping, fees, ads and refunds are counted. The Ecommerce Business Intelligence System(TM) is a downloadable Excel system for online store owners: dashboards, reports and a tax set-aside estimate, built in.

Editions: Essential \$97 - Elite \$197 - Complete \$249

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

#ecommerce #shopifyseller #amazonseller #etsyseller #onlinebusiness #ecommercetips

Description template B:

A look inside the Ecommerce Business Intelligence System(TM) with its sample data. Each edition includes the workbook, a Field Guide and a Quick Start. Requires desktop Microsoft Excel.

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Ecommerce — 5 Email Swipes

Send only to people who agreed to receive your emails. Replace [FIRST NAME], [YOUR NAME] and [YOUR AFFILIATE LINK]. No discounts, bonuses, deadlines or testimonials unless they really exist and ProfitIQS has approved them.

Email 1: Problem awareness

Audience segment: Online store owners on your list who have not bought anything yet

Subject line: Revenue that hides the real profit? **Preview text:** Why a busy online store can still have a thin month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

Sales look strong until product cost, shipping, fees, ads and refunds are counted.

Ad spend is easy to increase and hard to judge without return per channel.

Neither of these is a moral failing -- it is usually just that the numbers live in different places.

Tomorrow I will share a simple way to see them together.

[YOUR NAME]

Email 2: Educational value

Audience segment: Engaged readers who opened email 1 **Subject line:** The average order value (AOV) question **Preview text:** One number worth checking every month **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

Here is one number worth knowing for any online store: average order value (AOV).

Revenue divided by the number of orders.

Two more worth adding to your monthly check:

- ROAS: Revenue generated for each dollar of ad spend.
- SKU margin: What each product keeps after its cost.

You can track these by hand. Next time I will show you a tool that does it for you.

[YOUR NAME]

Email 3: Product introduction

Audience segment: Readers who clicked email 2 **Subject line:** The Excel system built for

online store owners **Preview text:** Dashboards, reports and tax set-aside — already built **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

The tool I mentioned is the Ecommerce Business Intelligence System(TM).

It is a downloadable Excel workbook built for online store owners. You log your own data and the dashboards, reports and tax set-aside estimate update for you. It ships with sample data, a Field Guide and a Quick Start.

A few things inside the Elite edition:

- 02 Executive Dashboard: Revenue, orders, average order value, profit and ROAS are on the first screen.
- 14 SKU Profitability: Every product is compared on margin, not just sales.
- 10 Ad Spend Tracker: Ad spend and return are tracked by channel.
- 09 Sales Channels: Each sales channel is compared on revenue and profit.

It needs a desktop version of Microsoft Excel. Have a look here: [YOUR AFFILIATE LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Email 4: Tier comparison

Audience segment: Readers who visited the sales page but did not buy **Subject line:** Essential, Elite or Complete? **Preview text:** A quick guide to choosing an edition **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

If you looked at the Ecommerce Business Intelligence System(TM) and were not sure which edition to pick, here is the short version:

- **Essential -- \$97** (9 sheets): Sellers who want product setup, sales and cost tracking, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Elite -- \$197** (26 sheets): Sellers who also want inventory, purchase orders, suppliers, sales channels, ad spend, refunds, cash flow, financial statements, SKU profitability and customer analytics.
- **Complete -- \$249**: both editions together.

A good question to ask yourself: How many products and channels do you sell?

Compare them here: [YOUR AFFILIATE LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Email 5: Final follow-up

Audience segment: Readers who opened the series but did not click **Subject line:** Last note on this **Preview text:** Honest answers to the two questions I get most **CTA placeholder:** [YOUR AFFILIATE LINK]

Hi [FIRST NAME],

I will stop talking about the Ecommerce Business Intelligence System(TM) after this. Two honest answers before I do:

"I am not an Excel person." The dashboards and formulas are built; you log or paste sales and costs. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"Will it increase my sales?" No. It shows your numbers so you can decide what to promote, reorder or cut.

If it fits how you run your online store, it is here: [YOUR AFFILIATE LINK]

Either way, thanks for reading.

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Ecommerce — Static Graphics (rendered + briefs)

All ten graphics below are **already rendered** in `graphics/` from the real product files (dashboard renders with sample data and the real Field Guide covers), on the kit's "Ledger" design system -- warm paper, ink type, one confident accent, real exhibits instead of a generic templated look. The brief explains each one so a designer can adapt it.

Required brand assets: ProfitIQS mark (`00-Master-Affiliate-Kit/brand/`), product dashboard image and Field Guide covers (in `graphics/source/`). **Fonts:** Fraunces (headlines), IBM Plex Mono + IBM Plex Sans (numbers, labels, body). **Colors:** paper #F4EFE4, ink #17160F, pine accent #0E4F3F, with a per-niche accent rotation.

File	Format	Size	Headline	Supporting copy	CTA	Visual direction
<code>`graphics/square-1-problem.png`</code>	Square post	1080×1080	Your sales were up this month. Was your profit?	Sales look strong until product cost, shipping, fees, ads and refunds are counted.	See the editions -> link in bio	Paper ground, headline top, dashboard exhibit bottom
<code>`graphics/square-2-product.png`</code>	Square post	1080×1080	Ecommerce Business Intelligence System™	Excel business system for online store owners · Essential \$97 · Elite \$197 · Complete \$249	Explore the editions	Product name, edition price tags, dashboard exhibit
<code>`graphics/square-3-kpi.png`</code>	Square post	1080×1080	What is average order value (AOV)?	Revenue divided by the number of orders.	Track it in Excel -> link in bio	Educational card: big question, plain definition, ledger number

`graphics/story-1-curiosity.png`	Story / Reel cover	1080×1920	What does a whole online store look like on one screen?	Ecommerce Business Intelligence System™ with sample data	Swipe up / link in bio	Full-height, headline top, tall dashboard exhibit
`graphics/story-2-tour.png`	Story	1080×1920	Inside the Ecommerce system	02 Executive Dashboard · 14 SKU Profitability · 10 Ad Spend Tracker · 09 Sales Channels	Link in bio	Numbered ledger list of real sheet names, dashboard exhibit
`graphics/story-3-tiers.png`	Story	1080×1920	Which edition fits you?	Essential \$97 · Elite \$197 · Complete \$249	Compare at the link	Three ruled edition rows with prices and contents
`graphics/landscape-1-banner.png`	Landscape banner / link preview	1200×628	Ecommerce Business Intelligence System™	Revenue that hides the real profit	See the editions	Text left, dashboard exhibit right
`graphics/landscape-2-thumbnail.png`	YouTube / video thumbnail	1280×720	Revenue vs profit for online stores: what your dashboard is not telling you.	Ecommerce	Watch	Big two-line question, dashboard exhibit behind, high contrast
`graphics/comparison.png`	Comparison graphic (portrait post)	1080×1350	Essential · Elite · Complete	Real Field Guide covers, prices and contents	Pick yours -> link	Three ruled columns with the Essential and Elite guide covers

graphics/launch-announcement.png	1080×1080	Now	Essential	See the	Stamp
announcement (square)		available:	\$97 · Elite	editions	badge,
		Ecommerce	\$197 ·		product
		Business	Complete		name,
		Intelligence	\$249		price
		System™			tags,
					dashboard
					exhibit; no
					countdown
					or
					urgency

Before using any graphic: check prices against the live sales page, add your disclosure in the post caption, and do not edit the screenshots to show figures the product does not produce.

5 carousel decks (34 slides, already rendered)

Every slide of all 5 carousels from 05-Social-Media-Copy.md is also rendered as a real, swipeable image in graphics/carousels/ -- one subfolder per deck, one PNG per slide, in order. Post the whole folder as one Instagram/LinkedIn carousel. Carousels consistently outperform single-image posts for software screenshots because each slide earns its own moment of attention instead of asking the viewer to absorb everything at once.

See every page of the actual workbook

graphics/source/workbook-screenshots/Essential/ and .../Elite/ hold a real screenshot of every visible sheet in both editions (9 and 26 sheets), with the sample data filled in -- not a mockup. Use these to show prospects exactly what they are buying before they pay: in a carousel, a screen-recording voiceover, or a "here is literally every tab" post. They also double as your own reference for what each sheet actually does.

Ecommerce — Audience and Objection Guide

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Target audience segments

- **The solo Shopify seller:** Runs the store alone, buys ads, ships orders and checks payouts, but not profit per product.
- **The multi-channel seller:** Sells on several platforms and wants to know which channel actually makes money.
- **The inventory-heavy brand:** Holds stock and needs purchase orders, suppliers and dead stock in view.
- **The side-hustle store:** Small but growing store that wants good habits from the start.

Common objections and honest responses

"Shopify already shows my sales." The platform shows sales. This workbook adds product cost, ads, refunds, inventory, cash flow and tax set-aside to show profit. If you already see that, you may not need it.

"I am not an Excel person." The dashboards and formulas are built; you log or paste sales and costs. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"Does it connect to my store?" No. It is an Excel workbook; you enter or paste exported data.

"Which edition do I need?" Essential (9 sheets) covers products, sales, costs, a dashboard, a health snapshot and tax set-aside. Elite (26 sheets) adds inventory, purchase orders, suppliers, sales channels, ad spend, refunds, cash flow, financial statements, SKU profitability and customer analytics.

"Will it increase my sales?" No. It shows your numbers so you can decide what to promote, reorder or cut.

"I sell on several channels." Elite includes a sales channels sheet to compare them; Essential tracks sales overall.

"Is it a subscription?" No. It is a one-time Digistore24 purchase of a downloadable Excel product, not a recurring charge.

Questions to answer before recommending an edition

- How many products and channels do you sell?
- Do you hold inventory?
- Do you run paid ads?
- Are refunds a noticeable cost?
- Do you have desktop Excel?

Recommended edition by situation (from verified contents)

- **Essential:** Sellers who want product setup, sales and cost tracking, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Elite:** Sellers who also want inventory, purchase orders, suppliers, sales channels, ad spend, refunds, cash flow, financial statements, SKU profitability and customer analytics.
- **Complete:** Sellers who want both editions in one package.

When the product is probably not a good fit

- Sellers without desktop Microsoft Excel
- Stores wanting automatic order syncing or real-time dashboards
- Large brands needing inventory management software
- Sellers who will not export or enter their data

Saying so builds trust. A buyer who is not a fit is a refund, not a commission.

Ecommerce — Pre-Publication Checklist

Tick every box before publishing anything for the Ecommerce Business Intelligence System™.

Product accuracy

- ☐ Product name written exactly as **Ecommerce Business Intelligence System™**
- ☐ Every feature you mention appears in 02-Tier-Comparison.md
- ☐ Prices shown as Essential \$97 / Elite \$197 / Complete \$249 and match the live page

Landing page

- ☐ Link points to the Ecommerce product, not another niche
- ☐ Sales page loads on mobile and desktop
(<https://www.checkout-ds24.com/product/726796>)

Affiliate link

- ☐ Your own Digistore24 affiliate link replaces every placeholder
- ☐ The link opens the correct edition or marketplace entry

Tracking

- ☐ Click your link once from a private window and confirm it lands correctly
- ☐ Confirm in your Digistore24 account that clicks are recorded (allow for reporting delays)

Disclosure

- ☐ Disclosure is visible near the link or in the first lines of the caption
- ☐ Spoken or on-screen disclosure in videos

Call to action

- ☐ One clear CTA per post
- ☐ No invented discounts, bonuses or deadlines

Mobile readability

- ☐ Text on graphics readable on a phone
- ☐ Captions front-load the hook and link

Claims and compliance

- ☐ No income, savings, results or tax promises
- ☐ No fake testimonials, reviews or screenshots
- ☐ Hypothetical examples labeled as hypothetical
- ☐ Not described as AI, automation or a chatbot

Ecommerce — Paid Ad Copy (Meta Ads Manager)

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

Five ready-to-paste ad sets for Facebook/Instagram Ads Manager. Each field is already trimmed to a real platform limit (character count shown) -- paste as-is, no editing needed except your own link. Confirm current limits in Ads Manager's live preview before publishing; platforms change these without notice.

Replace **[YOUR AFFILIATE LINK]** with your Digistore24 link in the destination URL field. Disclose the partnership using Meta's own Paid Partnership / Branded Content tool, not just caption text.

Problem awareness

Headline (≤27 chars, safest across placements) -- 23/27:

Revenue that hides the...

Headline, long form (≤40 char max) -- 34/40:

Revenue that hides the real profit

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 119/125:

Sales look strong until product cost, shipping, fees, ads and refunds are counted. The Ecommerce Business Intelligence...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 274 chars:

Sales look strong until product cost, shipping, fees, ads and refunds are counted. The Ecommerce Business Intelligence System(TM) is a downloadable Excel system for online store owners -- dashboards, reports and a tax set-aside estimate, already built. Three editions from \$97.

Description (≤30 chars, shows on some placements only) -- 8/30:

From \$97

Destination URL: **[YOUR AFFILIATE LINK]**

Product / features

Headline (≤27 chars, safest across placements) -- 16/27:

Ecommerce System

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 119/125:

A downloadable Excel system built for online store owners. Dashboards, reports and a tax set-aside estimate -- already...

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 259 chars:

The Ecommerce Business Intelligence System(TM) is a downloadable Excel workbook built for online store owners: dashboards, reports and a tax set-aside estimate, already built, with sample data so it works the moment you open it. Requires desktop Microsoft Excel.

Description (≤30 chars, shows on some placements only) -- 17/30:

\$97 / \$197 / \$249

Destination URL: [YOUR AFFILIATE LINK]

Price / editions

Headline (≤27 chars, safest across placements) -- 18/27:

Compare 3 Editions

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 92/125:

Essential \$97. Elite \$197. Complete \$249. Every edition: workbook, Field Guide, Quick Start.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 439 chars:

Essential (\$97): Sellers who want product setup, sales and cost tracking, a dashboard, a business health snapshot and a tax set-aside estimate. Elite (\$197): Sellers who also want inventory, purchase orders, suppliers, sales channels, ad spend, refunds, cash flow, financial statements, SKU profitability and customer analytics. Complete (\$249): both editions together. Every edition includes the workbook, a Field Guide and a Quick Start.

Description (≤30 chars, shows on some placements only) -- 19/30:

3 editions from \$97

Destination URL: [YOUR AFFILIATE LINK]

Educational / KPI

Headline (≤27 chars, safest across placements) -- 25/27:

Average order value (AOV)

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 103/125:

Revenue divided by the number of orders. The Ecommerce Business Intelligence System(TM) tracks it for you.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 191 chars:

Average order value (AOV): Revenue divided by the number of orders. You can work it out by hand, or let the Ecommerce Business Intelligence System(TM) calculate it from the data you already log.

Description (≤30 chars, shows on some placements only) -- 8/30:

From \$97

Destination URL: [YOUR AFFILIATE LINK]

Direct response

Headline (≤27 chars, safest across placements) -- 13/27:

For Ecommerce

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 105/125:

Built specifically for online store owners -- not a generic spreadsheet template. See all three editions.

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 247 chars:

The Ecommerce Business Intelligence System(TM) is built specifically for online store owners, not a generic spreadsheet template. Downloadable Excel workbook, sample data included, Field Guide and Quick Start in every edition. See all three editions.

Description (≤30 chars, shows on some placements only) -- 17/30:

\$97 - \$197 - \$249

Destination URL: [YOUR AFFILIATE LINK]

Before you launch

- Confirm every field in Ads Manager's own ad preview -- truncation points vary by placement (Feed, Stories, Reels, Audience Network).
- Use Meta's Paid Partnership / Branded Content tool for the disclosure, in addition to any caption text.
- Do not add urgency, discounts or deadlines that are not real.
- The product screenshot used in the matching graphics (see [graphics/](#)) must stay unedited -- do not alter numbers in the dashboard image.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Ecommerce — Cold Email Sequence (8 emails)

Legend: **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. **[NEEDS CONFIRMATION]** = fill in before publishing.

This sequence is for cold outreach: people who have not opted in and do not know you yet. That is a different legal lane than 06-Email-Swipes.md above, which is strictly for your own permission-based list. Read 00-Master-Affiliate-Kit/Cold-Email-Playbook.md before sending a single one of these: it covers finding leads, verifying them, the domains and inboxes to send from, warm-up, the sending tool, and the real compliance rules for cold email (CAN-SPAM and friends). Sending cold email without that setup will burn your domain fast.

Why these read the way they do: short sentences, plain words, no dashes mid-sentence, one idea per email. A few words are written in CAPS for emphasis, the way a real person types when they mean something, not shouted headlines. Replace **[FIRST NAME]** and **[YOUR NAME]** before sending; your sending tool should fill these in for each contact on its own. Add your own reply-to-opt-out line and business address in your sending tool's signature settings on every email, required by law, see the Playbook.

#	Send day	Purpose	Subject line
1	Day 0	GOOD OPEN	a question about your online store
2	Day 3	VALUE	a mistake I notice a lot in this line of work
3	Day 6	VALUE / PROOF	one number worth knowing
4	Day 9	MID: TAKE THE PRESSURE OFF	maybe this is not for you, ecommerce
5	Day 12	MID: HONEST, NOT PUSHY	not trying to sell you something you do not need
6	Day 15	PULL: PICTURE THIS	a simple way to see it
7	Day 18	PULL: SIMPLE OFFER	here is the simple version
8	Day 21	BREAKUP / PULL	last email from me

Email 1: Day 0 (GOOD OPEN)

Subject: a question about your online store

Hi [FIRST NAME],

Hope your week is going okay.

Quick question. Do you know which jobs or clients actually make you money, and which ones barely do? A lot of online store owners do not know this. Not because they are bad at business. It is just hard to see when the numbers live in different places.

I am not selling you anything in this email. I am just curious, is this something you think about?

[YOUR NAME]

Email 2: Day 3 (VALUE)

Subject: a mistake I notice a lot in this line of work

Hi [FIRST NAME],

Here is something I notice a lot with online store owners.

Judging the month by revenue instead of profit.

It is an easy thing to fall into. You are busy running the online store. Nobody has time to sit and do math every night.

Small gaps like this add up over a year. Sometimes a LOT.

If you want, I can show you a simple way to catch it. No pressure either way.

[YOUR NAME]

Email 3: Day 6 (VALUE / PROOF)

Subject: one number worth knowing

Hi [FIRST NAME],

There is one number I think every store owner should know.

It is called average order value (AOV). In plain words: revenue divided by the number of orders.

Many owners could not tell you this number if you asked right now. Not because they do not care. They just never built a simple way to see it.

There is a tool that shows this, and a few other key numbers, on ONE screen. Takes about 10 minutes to set up.

Want me to send it over?

[YOUR NAME]

Email 4: Day 9 (MID: TAKE THE PRESSURE OFF)

Subject: maybe this is not for you, ecommerce

Hi [FIRST NAME],

I have sent you a couple emails now. No reply, and that is okay.

Maybe this is just not a priority right now. Maybe you already have a system that works for you. Maybe you are too busy this month, and that is fair too.

I will not keep pushing. If none of this fits, just leave this email and I will STOP reaching out after this.

But if I am wrong, and you do want a simple way to see your numbers, just reply "yes" and I will send it over.

[YOUR NAME]

Email 5: Day 12 (MID: HONEST, NOT PUSHY)

Subject: not trying to sell you something you do not need

Hi [FIRST NAME],

I want to be straight with you.

A lot of online store owners tell me something like this: "Shopify already shows my sales."

Here is the honest answer. The platform shows sales. This workbook adds product cost, ads, refunds, inventory, cash flow and tax set-aside to show profit. If you already see that, you may not need it.

If that sounds like you, this might not be worth your time right now, and that is okay. I would rather tell you the truth than waste your time.

[YOUR NAME]

Email 6: Day 15 (PULL: PICTURE THIS)

Subject: a simple way to see it

Hi [FIRST NAME],

Picture this for a second.

A store owner opens their numbers for the first time in months. The online store is not in trouble. It is doing fine. But they find a few small leaks, the kind every busy owner misses, like revenue that hides the real profit.

That is really all this is for. A simple way to see what is REALLY happening in your online store, every week, without extra work on top of your day.

[YOUR NAME]

Email 7: Day 18 (PULL: SIMPLE OFFER)

Subject: here is the simple version

Hi [FIRST NAME],

Let me make this simple.

It is a tool built just for online store owners. You enter your numbers, it shows you your profit, your biggest costs, and ads that may not pay back.

No new software to learn. No new habits. Just Excel, which you probably already have open most days.

Ecommerce Business Intelligence System(TM), built for exactly this. Three editions, starting at \$97: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

If you want to see it first before deciding anything, just reply and I will walk you through it.

[YOUR NAME]

Email 8: Day 21 (BREAKUP / PULL)

Subject: last email from me

Hi [FIRST NAME],

This is my LAST email. I do not want to be the person who keeps showing up in your inbox.

If now is not the right time, no hard feelings at all. Running a online store is hard enough without more emails to answer.

If you ever do want to see your real numbers, the door stays open: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Just reply any time, even a few months from now.

Wishing you a good stretch ahead.

[YOUR NAME]

Before you send any of this

- This is cold outreach. Build your list and warm up your sending domains first, see the Playbook.
- Never send cold email from your main business domain or your main inbox.

- Your sending tool must include a real reply-to-opt-out option and a real business address on every email.
- Honor every opt-out within 10 business days. No exceptions.
- Swap in real details from this niche pack where it reads generically; the more specific, the better it performs.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.