

# Subscription Box Launch Prep List

Before you open sign-ups, make sure you've covered these bases:

## Concept & Planning

- ☐ Define your theme or niche (what makes your box unique?).
- ☐ Decide on frequency (monthly, quarterly, seasonal).
- ☐ Outline the type of experience you want to deliver.

## Product & Pricing

- ☐ Source products or plan creations.
- ☐ Calculate costs (products, packaging, shipping, labor).
- ☐ Set subscription price with margin.

## Brand & Presentation

- ☐ Design your packaging (box, tissue, sticker, insert card).
- ☐ Write a welcome note or "about this box" card.
- ☐ Plan for at least 3 months of box content in advance.

## Tech Setup

- ☐ Choose your subscription platform (Shopify, WooCommerce, etc.).
- ☐ Set up recurring billing and customer management.
- ☐ Test the checkout process from start to finish.

## Marketing Prep

- ☐ Build a waitlist or interest list.
- ☐ Create teaser posts for social media.
- ☐ Line up launch emails and graphics.

## Subscriber Experience

- ☐ Decide on member perks (discounts, early access, freebies).
- ☐ Draft a plan to gather feedback after each shipment.
- ☐ Create a retention strategy (surprises, milestone gifts).