



The GYC Roadmap Progress Tracker

Fillable PDF text. Every stage gate in one document, so progress is something you can see. Print it, pin it above the workbench, and tick outcomes, not lessons. Progress here means your shop moved.

Stage 1: Find Your Winning Product

- ☐ One niche chosen, with demand evidence recorded
- ☐ Customer persona written
- ☐ 5 competitors analysed: baseline feature list + recurring complaints collected
- ☐ USP written in one sentence and tested against those competitors
- ☐ Social handles claimed and first concept posts published

Stage 1 complete: _____

Stage 2: Launch a Shop That Converts

- ☐ Shop live with 10+ listings
- ☐ Every listing passes the Listing Checklist (photos, video, 13 tags, keywords, human-made proof)
- ☐ Every price covers materials, fees, packaging, and labour, with margin left for a real sale
- ☐ Packaging designed and costed, insert card included
- ☐ Policies published
- ☐ Brand applied consistently across shop, listings, and social templates
- ☐ Link-in-bio with email capture live

Stage 2 complete: _____



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Stage 3: Get Traction

- ☐ Sales arriving steadily at my baseline of _____ per week, for several consecutive weeks
- ☐ 20+ reviews averaging 4.8 stars or better
- ☐ Top listings converting at or above my niche benchmark of _____%
- ☐ Ads verdict settled: profitable ad set running, or a data-backed decision to skip
- ☐ Targeted offers and review requests running automatically
- ☐ Every parcel ships with all four packaging layers and the insert card

Stage 3 complete: _____

Stage 4: Own Your Customers

- ☐ All three capture doors live: insert card, order receipt, link-in-bio
- ☐ 100+ email subscribers
- ☐ Welcome sequence running automatically, tested end to end
- ☐ Campaigns going out on rhythm, revenue tracked by my email-only code
- ☐ At least one repeat-purchase mechanic running
- ☐ First returning customer arrived through my own channel

Stage 4 complete: _____



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Stage 5: Own Your Traffic

- ☐ One channel run on the weekly batch system for 2 to 3 consecutive months
- ☐ Channel steadily drives a meaningful share of shop visits (~20% is a healthy marker)
- ☐ One full promotion event run end to end: shop, three emails, simple social beats, results recorded
- ☐ Sale calendar follows the rules: a reason every time, regular sales rare and modest, headline discounts reserved
- ☐ Batching hour and reuse library sustainable at my real energy levels
- ☐ Verdict written: double down, pivot, or (rarely) a second channel

Stage 5 complete: _____

Stage 6: Expand & De-Risk

(the everlasting stage: score quarterly, as this stage is never complete)

- ☐ No single platform above ~70% of revenue, or the share is falling
- ☐ List grew every month; repeat rate rising
- ☐ Margin re-verified against current fees and costs within the last year
- ☐ Nothing in the shop more than a year behind my current skill level
- ☐ Systems documented well enough that a helper could pack an order tomorrow
- ☐ Weekly hours trending towards a number I actually want
- ☐ Last quarter's one big move happened; this quarter's is written down

Health score: ____ / 7
This quarter's big move: _____