

# MOQ1 30-Day Launch Plan

*Unlock and generate revenue in your first month with MOQ1.*

The best way to succeed with MOQ1? Take action early and often. Establish a 30-day plan to help you build momentum fast starting with your existing clients, then expanding into new opportunities.

Each week focuses on high-impact actions that take little time but drive real results. Follow this roadmap, and you won't just understand the platform—you'll already be growing.

## ☐ **Week 1: Build Your Foundation**

- ☐ Create shops or catalogs for 10–15 past clients
- ☐ Use logos and artwork you already have
- ☐ Customize product selections based on past orders

## ☐ **Week 2: Reach Out and Reconnect**

- ☐ Send personal outreach to each client (use provided email templates)
- ☐ Position the shop as a no-cost perk they can use anytime
- ☐ Include a branded launch kit (banners, QR codes, sample messaging)

## ☐ **Week 3: Prospect with Purpose**

- ☐ Identify 3–5 new business targets
- ☐ Build a demo shop for each prospect
- ☐ Use it as a visual tool in cold emails, calls, or in-person visits

## ☐ **Week 4: Launch and Learn**

- ☐ Help at least 1–2 clients launch their shops publicly
- ☐ Use MOQ1 reporting to track performance
- ☐ Make product or pricing tweaks based on feedback