Cratejoy

Subscription Box Business Plan

Cratejoy

The All-in-One Subscription Box Solution

Track Your Business Health and Progress with Subscription KPIs

Monitor the most important health metrics for any subscription business right in the Cratejoy dashboard such as Churn, Cancellation analytics, Lifetime Value, Average Subscription Length, and Average Revenue per User.

Exports and APIs for Power Users

Cratejoy makes it easy to export data to CSVs so you can crunch numbers in your favorite business tools like Excel or Numbers. Have existing business intelligence tools? Use our Cratejoy API to feed Cratejoy data into whatever system you want.

Cash Flow Reports

Managing cash flow can be difficult, but Cratejoy helps you understand how much money should be arriving each month on a cash basis or on accrual basis. These reports are built right into your management interface.

Competitive Shipping Rates

Our exclusive relationships with major shipping carriers provide competitive rates we pass on to Cratejoy merchants.

Print Your Own Shipping Labels

Use your own thermal printer to print shipping labels directly from Cratejoy, no third-party services required.

Take the Guesswork out of Fulfillment

Cratejoy's shipping exports and pages let you see all customer variants, gifts, notes, and surveys at glance.

Subscriber Managment

Reduce customer support calls and emails! Your subscribers can manage their own subscriptions and change product options right from their account.

Streamlined Customer Management

Your customer's order history, active subscriptions, shipping information, and notes are all linked together in your customer management interface, so it's easier to handle customer questions or support issues.

Reduce Subscriber Churn and Lost Packages

Your subscribers can update their billing and shipping information directly, so you aren't losing customers or shipments due to out-of-date information.

One-time Products

Using our one-time sales engine you can offload excess inventory, offer your subscribers additional products, or allow subscribers to purchase replenishments on an ad-hoc basis.

Integrate with other Ecommerce Tools

Integrate with cart abandonment tools like CartHook or email acquisition tools like SumoMe.

Support Multiple Users

Add more logins and users as your team grows, with permissions and access levels mapped to a user's role.

Let's Get Started

MISSION STATEMENT

In the space below write down the mission statement for your subscription box. The mission statement should be a description of your goals and the values you set for for your company.

Ex: To empower teenage girls by providing them with books from famous female authors.

YOUR 'WHY'

In the space below write down the reason you want to start a subscription box.

MOTIVATION & GOALS FOR YOUR BUSINESS

In the space below write down the goals you have for your subscription box and also write down what motivates you to make this business successful.

Personal Strengths Audit

CURRENT BUSINESS STRENGTHS:

In the space below write down the list of strengths, skills and talent that you currently possess which will benefit your subscription box business.

Ex: Social media experience, accounting, logistics, expert in industry, etc.

OPPORTUNITIES FOR IMPROVEMENT:

In the space below write down the list of areas in which you are learning and will likely need some help in skill development.

WHERE WILL YOU GO FOR HELP:

In the space below write down the actions you will take to enhance your skill set in the areas that you need improvement. For example: join relevant online communities, take e-courses, hire a virtual assistant, etc.

Subscription Box Niche Worksheet

BUSINESS NAME: _____

SUBSCRIPTION BOX NICHE:

In the space below write down the overall niche of your subscription box.

KEYWORDS THAT DESCRIBE YOUR BUSINESS:

In the space below write down the keywords that best describe your subscription box.

NICHE PRODUCTS

In the space below write down niche related products that you intend to put in your box.

Potential Brand Collaborations

CREATE A LIST OF BRANDS YOU WOULD LIKE TO FEATURE IN YOUR BOX:

Use the space below to create a list of brands in your niche that you would like to collaborate with.

Brands	Contact Info
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Ideal Customer Worksheet

WHO IS YOUR IDEAL CUSTOMER?

My ideal reader is a: **FEMALE**   **MALE**

What is her/his name? _____

How old is your ideal customer? _____

What does she/he do for a living?_____

What is her/his annual salary? _____

Is your ideal customer married or single?_____
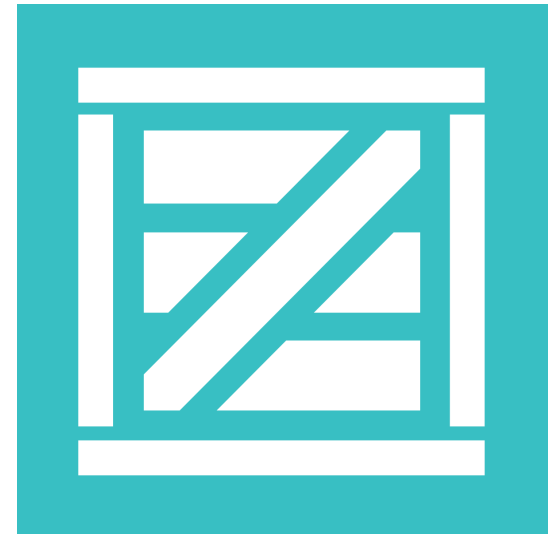
Does your ideal customer have children? _____

   If so, how many & what ages? _____

What hobbies does your ideal customer enjoy? _____

_____

What type of shopper is your ideal customer? Online Frugal In-Store Luxury

What is the one thing that brings your ideal customer joy? _____

_____

What pain point does your ideal customer struggle with that you aim to solve?
_____

Use this space to write a bio for your ideal customer using the characteristics you wrote down

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Start Up Costs Worksheet

In order to fill out this worksheet, we recommend using Cratejoy's online start-up calculator: https://www.cratejoy.com/sell/startup-costs-calculator/

ONE TIME COSTS

Domain Name:
GoDaddy, BlueHost, NameCheap

Incorporation/ Business Filing:

Landing Page Pre-Launch Page:
(Launchrocket, Cratejoy, Leadpages)

Custom Packaging:

Developer/Design Services:

FIXED MONTHLY COSTS

Cratejoy Subscription Platform:

Email Services:

(Mailchimp, ConvertKit, MadMimi)

Help Desk Service:

Accounting Software:

Total capital needed: _____

Box Pricing Worksheet

In order to fill out this worksheet, we recommend using Cratejoy's online start-up calculator: https://www.cratejoy.com/sell/startup-costs-calculator/

COST OF GOODS

Average Cost of Products:

Box & Packaging Materials/per box:

Outsourced Fulfillment (Optional)

TRANSACTION FEES

Cratejoy Transaction Fees: ___ + ___

Payment Processor Transaction Fees: ___ + ___

FIXED MONTHLY COSTS

Monthly Marketing Costs

Average Length of Subscription:

Fix Monthly Costs

Accounting Software:

Target Box Price: _____

Shipping & Billing Schedule

When it comes to the billing & shipping of your subscription, there are 4 dates in which you will need to keep in mind; Sales Window, Renewal Date, Cutoff Date & Ship Date.

The **sales window** is the period in which people can order your next box

The **cutoff date** is the date which will determine if your customer will get this months box or next month's box.

The **renewal date** is the date in which your customers will be charged for the upcoming month.

The **shipping date** is the date in which your box will ship.

In order to ensure that your business operates smoothly, you will want to set these dates (and stick to them) ahead of your pre-launch.

(If you need guidance on your shipping & billing schedule, you'll be happy to know that Cratejoy has a recommended shipping, renewal date & cutoff schedule already set up in the platform)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	🚚 1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Competitive Research #1

In order to be successful as a business owner, its important to know what works and what doesn't work for your niche. In order to gain that knowledge you should perform some competitive research on other subscription boxes (if any) in your niche.

COMPETITOR #1: _____

Give a brief description about the box & company:

Online Presence

List the amount of fans/followers your competitor has on each platform

☐ Facebook: _____

☐ Pinterest: _____

☐ Instagram: _____

☐ Twitter: _____

☐ YouTube: _____

☐ Other: _____

NAME THE AREAS IN WHICH YOUR COMPETITOR EXCELS

NAME THE AREAS IN WHICH YOUR COMPETITOR COULD USE SOME IMPROVEMENT

HOW WILL YOU CREATE A BOX THAT OUTSHINES THIS COMPETITOR?

Competitive Research #2

In order to be successful as a business owner, its important to know what works and what doesn't work for your niche. In order to gain that knowledge you should perform some competitive research on other subscription boxes (if any) in your niche.

COMPETITOR #2: _____

Give a brief description about the box & company:

Online Presence

List the amount of fans/followers your competitor has on each platform

☐ Facebook: _____

☐ Pinterest: _____

☐ Instagram: _____

☐ Twitter: _____

☐ YouTube: _____

☐ Other: _____

NAME THE AREAS IN WHICH YOUR COMPETITOR EXCELS

NAME THE AREAS IN WHICH YOUR COMPETITOR COULD USE SOME IMPROVEMENT

HOW WILL YOU CREATE A BOX THAT OUTSHINES THIS COMPETITOR?

Competitive Research #3

In order to be successful as a business owner, its important to know what works and what doesn't work for your niche. In order to gain that knowledge you should perform some competitive research on other subscription boxes (if any) in your niche.

COMPETITOR #3: _____

Give a brief description about the box & company:

Online Presence

List the amount of fans/followers your competitor has on each platform

☐ Facebook: _____

☐ Pinterest: _____

☐ Instagram: _____

☐ Twitter: _____

☐ YouTube: _____

☐ Other: _____

NAME THE AREAS IN WHICH YOUR COMPETITOR EXCELS

NAME THE AREAS IN WHICH YOUR COMPETITOR COULD USE SOME IMPROVEMENT

HOW WILL YOU CREATE A BOX THAT OUTSHINES THIS COMPETITOR?

Social Media Strategy - Facebook

FACEBOOK PAGE URL: _____

CURRENT NUMBER OF FACEBOOK FANS: _____

HOW OFTEN DO YOU POST TO YOUR FACEBOOK PAGE? _____X per day

On Facebook, I'm really good at: On Facebook, I need some help on:

☐ _____   ☐ _____

☐ _____   ☐ _____

WHAT ARE YOUR GOALS FOR FACEBOOK?

Write down the goals you have for growing your Facebook page.

WHAT TYPES OF CONTENT WILL YOU SHARE ON FACEBOOK?

In the spaces below write down a list of some of the things you intend to share on Facebook. For example, blog posts, memes, other blogger's articles, industry articles, motivational quotes, etc.

Social Media Strategy - Instagram

INSTAGRAM USERNAME: _____

CURRENT NUMBER OF INSTAGRAM FANS: _____

HOW OFTEN DO YOU POST ON INSTAGRAM _____X per day

On Instagram, I'm really good at: On Instagram, I need some help on:

☐ _____   ☐ _____

☐ _____   ☐ _____

WHAT ARE YOUR GOALS FOR INSTAGRAM?

Write down the goals you have for growing your Instagram following.

WHAT TYPES OF CONTENT WILL YOU SHARE ON INSTAGRAM?

In the spaces below write down a list of some of the things you intend to share on Instagram. For example: product shots, sneak peeks, lifestyle images, quotes, etc.

Social Media Strategy - YouTube

YOUTUBE CHANNEL: _____

CURRENT NUMBER OF YOUTUBE FOLLOWERS: _____

HOW OFTEN DO YOU POST ON YOUTUBE? _____X per day

On YouTube, I'm really good at: On YouTube, I need some help on:

☐ _____   ☐ _____

☐ _____   ☐ _____

WHAT ARE YOUR GOALS FOR YOUTUBE?

Write down the goals you have for growing your YouTube following.

WHAT TYPES OF CONTENT WILL YOU SHARE ON YOUTUBE?

In the spaces below write down a list of some of the things you intend to share on YouTube. For example, sneak-peeks, how-to tips, behind the scenes, etc.

Social Media Strategy - Influencer Strategy

CREATE A LIST OF INFLUENCERS IN YOUR NICHE

Influencers in your niche can be a great way to get exposure for your box. In the spaces below Write down the name of influencers in your niche that you plan to reach out to regarding reviewing or showcasing your box.

Influencer	Social Media/Blog Address	# of followers/website visits
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Email Subscriber Strategy

CURRENT EMAIL SERVICE: _____

CURRENT NUMBER OF EMAIL SUBSCRIBERS: _____

HOW OFTEN DO YOU EMAIL YOUR SUBSCRIBERS? _____X per month

When it comes to Email, I'm really good at:

☐ _____

☐ _____

When it comes to Email, I need some help on:

☐ _____

☐ _____

WHAT ARE YOUR EMAIL SUBSCRIBER GOALS?

Write down the goals you have for growing your email list.

(Ex. I would like to have 500 new emails per month.)

WHAT TYPES OF CONTENT WILL YOU SHARE IN YOUR EMAILS?

In the spaces below write down a list of some of the things you intend to share in your emails. For example, sneak peek, lifestyle blog posts, thoughtful life lessons, industry articles, motivational quotes, etc.

Launch Countdown Calendar

Week #0: Pre - Launch Prep

Goal: Develop pre-launch campaign

- ☐ Build pre-launch page on cratejoy.com

- ☐ Develop marketing copy for pre-launch page

  - ☐ Include any unique value proposition you plan to include (giveaways, contests or other calls to action)

- ☐ Set up email marketing tool (such as Mailchimp)

- ☐ Set up social marketing channels (Facebook, Instagram, Twitter, YouTube, etc)

- ☐ Create a Welcome automation campaign

  - ☐ This is a series of emails that automatically send when a user joins your list

- ☐ Test integration between landing page and email list

- ☐ Test landing page on mobile

- ☐ Finalize page & prepare for public launch

Notes:

Launch Countdown Calendar

Week #1-3: Start of Pre-Launch

Goal: Market your page to lean-test quality of idea & product market fit

This early phases is primarily focused on promotion of the page to gather enough data points to determine 1) if you have a compelling idea and 2) to determine if the audience you're targeting finds interest in your product (product-market fit).

- ☐ Promote your launch page

  - ☐ Watch this webinar for ideas on how to promote your page (https://subscriptionschool.com/video/get-first-25-subscribers-2/)

- ☐ Start posting regularly on social media

- ☐ Consider using paid Facebook ads to drive traffic to your launch page

- ☐ Send 1-2 email updates regarding progress and sneak peeks to your email list

- ☐ Update pre-launch page as needed (Test marketing copy, pictures & calls to action)

- ☐ Begin product & vendor search for your first box

Notes:

Launch Countdown Calendar

Week #4: Review

Goal: Reflect on the data you've gathered and determine strength of idea

At this point you should have enough data to determine how well your idea will be adopted.

- Suggested conversion goal: 7-12% visitor-to-email conversion rate
- Suggested Email Goal: 500-1k (To achieve this, you need to push about 5k-10k people to your page.
- We suggest launching with at least 500-1k emails. By week 5 you should have 250-500.

☐ Determine where your site traffic is coming from

☐ Evaluate marketing channels

    ☐ How has Instagram performed for traffic vs. Facebook vs. Pinterest Vs. Twitter

    ☐ Which influencers are performing the best in driving traffic?

    ☐ Have your paid ads been successful?

☐ Adjust value propositions according to data received

Notes:

Launch Countdown Calendar

Week #5-7: Packaging, Product Search & Website Development

Goal: Instrument your business for a real product launch

While you don't need to launch with custom packaging, you can ensure a superior customer experience and more professional appearance, which may help conversions from your leads list.

Packaging:

- ☐ Begin design process for packaging

- ☐ Reach out to packaging partners (find a list here)

- ☐ Request die-lines for box designs

- ☐ Request quote for volume & printing requirements

  - ☐ Suggested Volume: 1500 - 2000 minimum order

  - ☐ Suggested Printing: Single ink on each side, flexographic printing

Product Sourcing:

- ☐ Watch this webinar (https://subscriptionschool.com/video/product-sourcing-subscription-boxes-42816/)

- ☐ Begin building a CRM or list of leads/vendors

- ☐ Consider creating a brand invitation PDF for product sourcing emails

- ☐ Begin reaching out to vendor partners for your first month of product

Launch Countdown Calendar

Week #5-7: Packaging, Product Search & Website Development cont'd

Goal: Instrument your business for a real product launch

While you don't need to launch with custom packaging, you can ensure a superior customer experience and more professional appearance, which may help conversions from your leads list.

Fulfillment:

☐ Research third party fulfillment centers

☐ Request a quote

☐ If you plan to do in-home fulfillment create a space to allow for inventory storage and box assembly.

Website Creation:

☐ Begin building your website. Includes:

   ☐ Choosing/developing creative assets

   ☐ Choosing apps/extra features

   ☐ Testing checkout & user experience

☐ Create your subscription product & billing schedule

Business Essentials:

☐ Incorporate your business (Optional)

☐ Open a bank account

☐ Create customer support channel using a tool like Zendesk (Optional)

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Launch Countdown Calendar

Week #8: End of the Pre-Launch Period

Goal: Finalize/complete all previous steps

The last week marks the end of your pre-launch and beginning of Month 1. On the day your pre-launch ends, you then announce your launch to your lead list and begin accepting orders.

Final Details:

☐ Submit packaging artwork to packaging partner

☐ Place packaging order

☐ Have a completed list of product vendors/ partners for the first box

☐ Have website completed & ready for public launch

Notes:

Launch Countdown Calendar

Week #9-12: Box Launch & Initial Sales

Goal: Convert your leads list into subscribers

At this point, you should have your website, billing and product specifics completed. During this final stage, you are collecting the revenue that will pay for products, packaging and other apps & materials needed to operate your business.

Announce launch:

☐ Promote your launch to your email subscribers continuously

☐ Promote launch on social media continuously

☐ Work with influencers to promote launch

☐ Create Facebook ads announcing launch

Vendor Payments:

☐ Ensure all vendors (packaging/products) payments have been submitted

    ☐ Packaging can take up to 3 weeks for production/shipping

    ☐ Ensure you've provided enough lead time for production/shipping.

Based on the 12 week schedule, you should be able to bring your business from landing page to launch easily. The tasks listed in this schedule are adjustable based on your needs and constraints. Extending the pre-launch portion of the process, for example, can be extremely useful for those with a more limited schedule.