

THE BOUTIQUE ACADEMY

The Sales Plan

Why your month should start with a number, not a feeling

Most product business owners start their month with a question: “What should I post?” The owners who actually make money start with a different one: “What do I need to sell, and what will it take?” That second question is a Sales Plan.

What a Sales Plan actually is

A Sales Plan is an intentional plan for your month that starts with one thing — a revenue number. From that number, you work backward into everything that has to be true to reach it: the hero product you'll focus on, the campaign that drives the sales, the key numbers you need to hit (orders, traffic, average order value), the inventory required to support it, and the few marketing moves that actually matter.

It is not a content calendar. It is not a to-do list. It is the bridge between “I hope I make money this month” and “Here is exactly what it takes, and here is my plan to do it.”

Why it matters

Most owners run on gut feeling. They wake up, post something, throw up a random sale when things feel slow, and hope it all adds up by the end of the month. It rarely does. The result is random money — a good week here, a dead week there, and no real idea why.

A goal without a plan behind it is just a wish with a dollar sign in front of it.

A Sales Plan replaces the guessing with math. When you start with the number, every other decision gets easier, because now there is a reason behind it. You stop asking “is this enough?” and start asking “does this get me to my number?” That shift is the entire difference between a hobby and a business.

The difference it makes

With a Sales Plan, you know your number and the smaller numbers underneath it — how many orders, how much traffic, what average order value. You can tell halfway through the month whether you're on track, and adjust instead of spiral. Your inventory is matched to your goal, so you're not trying to make \$10,000 with \$3,000 of stock on the shelves. Your content finally has a job, because it's pointed at a specific campaign and a specific sale. You feel calm, because you know what you're working on and why.

Without one, the month runs you. You post on a random schedule, promote far less than your goal actually requires, and let inventory, pricing, and marketing happen by accident. You stay busy, but the bank account doesn't move. Then December comes and you wonder where the year went. Not because your business is failing — but because it never had a plan.

Inside the E-Commerce Profit Plan, we help our students build a Sales Plan like this every single month, and execute it strategically — so consistent revenue stops being luck and starts being a system.