FRAN MURAD

2026 EDITION

EXECUTION MANUAL

Your online store with AI

How to build and launch an online store for your business: numbers, catalog, photos and product pages with AI, payments, shipping, policies and your first sales.

WRITTEN BY

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The tools, prices and plans mentioned reflect the time of publication and may change. Always check the current terms on each tool's official website before signing up. Appendix D lists the official links.

This material is educational: it teaches work processes and the judgment to apply them. It does not guarantee sales, clients or financial results: those depend on execution, the market and each person's effort. It is not a substitute for professional legal, accounting or tax advice.

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Contents

YOUR ONLINE STORE WITH AI

Before you start 1

PART I · BEFORE YOU BUILD

01 When your own store makes sense 5

02 Choosing the platform 8

03 The numbers behind each sale 12

PART II · BUILDING THE STORE

04 The catalog and product pages with AI 17

05 Product photos that sell 21

06 Payments, shipping and policies 25

07 The pages that build trust 29

PART III · SELLING AND IMPROVING

08 The launch and your first sales 33

09 Bringing visitors to the store 37

10 Customer service and purchases left halfway 40

11 Measuring and improving every week 44

Launch checklist 47

Product page templates 49

Numbers spreadsheet 51

Sources and updates 53

INTRODUCTION

Before you start

Who this book is for, what you'll have when you finish it and how to use AI without your store looking like a robot built it.

Opening an online store today takes an afternoon. Getting it to sell takes quite a bit more: well-chosen products, numbers that work, product pages that answer questions, photos that show what the customer will receive, clear shipping and a reason for people to visit. This book takes you through all of it, in order.

Artificial intelligence helps you in many parts of the journey: writing product pages, organizing the catalog, improving photos, answering inquiries, analyzing your numbers. But it doesn't replace the important decisions: what to sell, at what price, how to ship and how to treat your customers. Those are still yours.

Who it's for

For anyone who already sells physical products (on social media, on WhatsApp, in a shop or at markets) and wants their own store where customers can buy without having to ask about everything. For entrepreneurs about to launch their first product. And for businesses that already have a store but sell little and don't know why.

If you sell digital products (courses, templates, ebooks), the book *Your First Digital Product* is designed for you. If what you want is a page to attract clients for a service, see *The Landing Page That Actually Sells*.

What you'll have when you finish

- [ ] A clear decision on whether your own store makes sense and on which platform.
- [ ] A numbers spreadsheet with the cost, price and margin of each product.
- [ ] An organized catalog with complete product pages, written with AI's help and reviewed by you.
- [ ] Consistent product photos that don't mislead the buyer.
- [ ] Payment methods, shipping and policies defined and published.
- [ ] The legal and trust pages your store needs.
- [ ] A launch, traffic and customer service plan.
- [ ] Five numbers to check every week to decide what to improve.

How it's organized

Part I is about deciding before you build: whether it makes sense, which platform and the numbers. **Part II** is about building: catalog, photos, payments, shipping and trust. **Part III** is about selling: launching, bringing in visitors, customer service and measuring. At the end, four appendices: the launch checklist, product page templates, the numbers spreadsheet and the sources.

AI, used well

Throughout the book you'll find prompts to copy. Use them as a starting point and always review the result: AI can make up product features, measurements or materials that aren't real. In a store, a false detail on a product page means a complaint, a return or a bad review.

PLATFORMS CHANGE

Store platforms, payment methods and shipping companies change their plans, fees and features often. This book teaches you how to decide, and mentions companies only as examples. Always check current terms on their official pages.

This book doesn't guarantee sales or income: they depend on your product, your market, your prices and your work.

BEFORE YOU TURN THE PAGE

Write down: what you sell today, through which channels, roughly how many sales you make a month and the three questions customers ask you most before buying. You'll use those questions to write your product pages in chapter 4.

BEFORE YOU BUILD

01

When your own store makes sense

Your own store, marketplaces, social media and WhatsApp don't compete: they do different jobs. How to decide what suits you now.

An online store isn't magic: it doesn't bring in buyers on its own. What it does is let people who've already arrived buy easily, at any hour, without asking about everything. That's why it makes sense when you already have interest and lack an organized way to turn it into sales.

Four channels, four jobs

CHANNEL	WHAT IT'S FOR	MAIN LIMIT
Social media	Showing products and building interest	Buying is awkward without a store
WhatsApp	Answering questions and closing sales through conversation	It doesn't scale: every sale takes your time
Marketplace	Reaching buyers who are already searching	Fees, price competition, someone else's rules
Your own store	Selling without middlemen and under your brand	You have to bring in the visitors yourself

Most small businesses that sell well combine several: social media to show, the store to buy, WhatsApp for questions.

Signs it makes sense

- [ ] You get lots of repeated questions (price, sizes, shipping, payment methods) that a product page could answer.
- [ ] You lose sales because you can't reply in time.
- [ ] You have a catalog of more than a handful of products and it's hard to show through messages.
- [ ] You already have some audience (followers, customers, contacts) who can visit the store.
- [ ] You want to depend less on a marketplace's rules and fees.

Signs it doesn't yet

- [ ] You haven't sold anything yet and don't know whether your product interests anyone.
- [ ] Each product is unique or made to order and always needs a conversation.
- [ ] You don't have time to upload products, update stock and ship orders.

In those cases, try social media and WhatsApp first, or a marketplace, and build the store when you have sales and repeated questions.

An example

Olmo Ceramics (made up) sells handmade mugs and plates on Instagram. It gets about 20 inquiries a week, almost all the same: price, whether it's in stock, how much shipping costs and how to pay. It closes some, but many are lost because it's slow to reply. It has about 30 products, and some come in several colors.

Everything points to a store: repeated questions, sales lost to slow replies, a medium catalog and an audience that already exists. WhatsApp stays for special inquiries and custom orders.

DECIDE YOUR SALES CHANNELS AI

I sell **products** to **type of customer** in **area**. Today I sell through **current channels**, with about **number** sales a month. The questions I'm asked most are: **questions**. Analyze whether I should add my own online store, a marketplace, or stay as I am. Give me advantages, limits and a recommended order. Don't make up market figures; if a data point is needed, tell me how to get it.

OPENING THE STORE AND WAITING

Building the store and telling no one is the most common mistake. A store without visitors doesn't sell. Before opening it, think about who will visit and how they'll get there (chapters 8 and 9).

YOUR TASK FOR THIS CHAPTER

Do your diagnosis: tick the signs that apply to you and decide what role each channel will play (social media, WhatsApp, marketplace, store). Write it in three lines.

WHAT YOU TAKE AWAY FROM THIS CHAPTER

- The store doesn't bring buyers: it turns existing interest into sales.
- Social media shows, WhatsApp answers questions, marketplaces bring searches and the store closes.
- It makes sense with repeated questions, sales lost to slow replies, a medium catalog and some audience.
- If you haven't sold yet, validate through simpler channels first.

- **Review:** when costs or fees change, recalculate.

Free shipping, discounts and installments

Everything you offer has a cost. Free shipping comes out of your margin or your price; a 20% discount can be half your margin; installments may carry a financing cost the seller pays. Before offering any of them, run it through the spreadsheet.

REVIEW YOUR NUMBERS AI

Here are my product costs: **table with product, price, cost, packaging, shipping**. The platform fee is **percentage** and the payment fee is **percentage**. Calculate the margin per sale for each product, flag the ones with a low margin and tell me what would happen to the margin if I offered free shipping or a **percentage** discount. Show me the calculations so I can check them.

COPYING THE COMPETITION'S PRICE

Another business may have a different cost, a different volume or be losing money. If you copy their price without running your numbers, you can sell a lot and earn little or nothing.