

THE
ICON
PLAYBOOK

Your Step-by-Step Guide to Building a

Multi-Channel Supplement Brand

by Adam Ginsberg

CONFIDENTIAL — For ICON Program Members Only

Welcome to ICON

Congratulations! You've made a decision that most people only dream about — you're building your own ecommerce brand. This playbook is your roadmap. It's designed to walk you through every single step, from setting up your business foundation to launching your products and watching your first sales come in.

Here's the deal: I've helped generate over \$100 million in online sales, and I'm going to share everything I know with you. But this only works if you follow the playbook, stay engaged, and treat this like the real business it is.

Every step in this playbook is laid out in the exact order you need to complete it. Some steps are things we handle for you. Some steps are things you need to do. And some are things we do together. Each step is clearly marked so you always know what's expected.

How to Read This Playbook

Throughout this guide, you'll see three types of callout boxes. Gold boxes are tips and insider knowledge. Green boxes are action items — things you need to do. Blue boxes are important information you need to understand. Checkboxes are provided so you can track your progress as you go.

Who Does What?

Let's be clear from the start about who handles what:

- **ICON Handles:** Website, branding, logos, product labels, product images, listings, ad management, strategy, and mentorship.
- **You Handle:** Account setup, ongoing costs (hosting, ads, plugins, inventory), approvals, and running your business day-to-day.
- **We Do Together:** Product selection, brand direction, pricing strategy, and growth planning.

Ready? Let's build your brand.

STEP 1

Set Up Your Business Foundation

Before we can build your brand, you need a proper business foundation. Think of this as pouring the concrete before you build the house. Skip this and everything else gets shaky.

1.1 Form Your Business Entity

You need a legal business entity. We recommend an LLC (Limited Liability Company) because it protects your personal assets and is simple to manage. Here's what to do:

- Choose your state of formation (usually your home state)
- File your LLC with your state's Secretary of State (or use a service like LegalZoom, ZenBusiness, or Northwest Registered Agent)
- Get your EIN (Employer Identification Number) from the IRS — it's free at irs.gov
- Open a dedicated business bank account (keep business and personal separate!)
- Get a business credit card (optional but highly recommended for tracking expenses)

Pro Tip from Adam

Your EIN is like a Social Security number for your business. You'll need it for everything — bank accounts, marketplace accounts, tax filings. Apply online at irs.gov and you'll get it instantly. Don't overthink the LLC formation — a single-member LLC in your home state is the right move for 90% of people starting out.

1.2 Get Your Domain Name

Your domain name is your online address. Pick something that's clean, memorable, and related to your brand or niche. A few guidelines:

- Keep it short — ideally under 15 characters
 - Avoid hyphens, numbers, and hard-to-spell words
 - Go with [.com](https://www.com) if at all possible
 - Register through GoDaddy, Namecheap, or Google Domains
-
- Purchase your domain name
 - Keep your login credentials safe — you'll share access with ICON for website setup

1.3 Set Up Web Hosting

Your website needs a home. We recommend a managed WordPress hosting provider. Good options include SiteGround, Bluehost, or WP Engine. Your hosting will typically run \$20–\$100/month depending on the provider and plan.

- Sign up for a WordPress hosting plan
- Point your domain name to your hosting (we'll walk you through this)
- Share hosting login credentials with ICON securely

Your Action Items for Step 1

Form your LLC, get your EIN, open a business bank account, purchase your domain name, and set up web hosting. Send your hosting and domain login credentials to ICON when complete.

Target: Complete within your first week.

STEP 2

Build Your Brand Identity

This is where your business starts to look and feel real. ICON handles the heavy lifting here — but we need your input to make sure the brand reflects your vision.

2.1 Brand Questionnaire

We'll send you a Brand Questionnaire to fill out. This helps us understand your vision, your target customer, and the look and feel you're going for. Be as detailed as you can. The more we know, the better your brand will be.

The questionnaire will ask about:

- Your brand name (if you have one — we can help if you don't)
- Your target audience (age, gender, lifestyle, health goals)
- Brands you admire and want to look/feel like
- Color preferences and styles you like
- Your brand's personality (premium, fun, clinical, athletic, etc.)
- Your "why" — why are you starting this brand?

- Complete and return the Brand Questionnaire within 48 hours of receiving it

2.2 What ICON Delivers

Based on your questionnaire, our design team will create:

- **Primary Logo:** Your main brand logo in full color.
- **Secondary Marks:** Simplified versions for small spaces (social media icons, favicons, etc.).
- **Brand Guidelines:** Your official color palette, fonts, and visual standards.
- **Product Labels:** FDA-compliant supplement labels for every product you select.
- **Product Mockups:** Professional 3D renders of your products so you can see exactly what they'll look like.

2.3 The Review Process

We'll present your brand concepts for review. Here's how it works:

1. We present initial logo concepts and brand direction.
2. You provide feedback — what you love, what you'd change.
3. We revise based on your feedback.
4. You give final approval and we lock in the brand.

 **Pro Tip from Adam**

Don't overthink the logo. I've seen people spend weeks going back and forth on fonts and colors while their competitors are already selling. Get it to 90% great and move. You can always refine later. The money is in selling, not in perfecting a logo.

 **Your Action Items for Step 2**

Complete the Brand Questionnaire. Review brand concepts within 48 hours when presented. Provide clear, specific feedback. Give final approval so we can move to website and product development.

STEP 3

Choose Your Products

Now for the fun part — picking what you're going to sell. You'll choose from our curated supplement catalog of proven, high-quality formulations. These are products that already sell well in the market. You're not reinventing the wheel — you're putting your brand on products people already want.

3.1 The Supplement Catalog

We'll provide you with our full product catalog, which includes categories like:

- Vitamins & Minerals
- Sports Nutrition & Pre-Workout
- Weight Management
- Gut Health & Probiotics
- Sleep & Relaxation
- Immune Support
- Beauty & Collagen
- General Wellness

The catalog includes wholesale pricing, suggested retail pricing, minimum order quantities (MOQs), and product details for every item. We'll walk through the catalog together on a strategy call so you understand your margins and how to pick winners.

3.2 Your \$5,000 Starter Inventory

Your program includes up to \$5,000 in initial product inventory at wholesale cost. This is your launch stock — the products that will go live on your website, Amazon, Walmart, TikTok Shop, and eBay from day one.

Together, we'll decide:

- Which products to launch with (we typically recommend 3–6 SKUs to start)
- How to split inventory across channels (Amazon FBA vs. FBM stock)
- Pricing strategy for each product on each platform

i What Happens After Your Starter Inventory?

Once your initial \$5,000 in inventory is used, you'll reorder directly at wholesale pricing. We'll provide you with the full wholesale price list and MOQs. Think of the \$5,000 as your runway to

prove the concept — after that, you're reinvesting profits into more inventory. That's how real businesses grow.

3.3 How to Pick Winners

Here's what I look for when selecting products:

- **Margin:** You want products where you can sell for at least 3–4x your cost after all fees.
- **Demand:** Pick categories people are already searching for and buying.
- **Differentiation:** Your brand, your labels, your story — that's what sets you apart.
- **Repeat Purchase Potential:** Supplements are consumable. People run out and buy again. That's the magic of this business.

Pro Tip from Adam

Don't try to launch with 20 products. Start with 3–6 strong SKUs. Master those. Get reviews. Optimize the listings. Then expand. I've seen too many people spread themselves thin trying to sell everything on day one. Focus wins.

- Review the full product catalog
- Attend your product selection strategy call with Adam
- Select your launch products (3–6 recommended)
- Approve product labels for all selected items

Your Action Items for Step 3

Review the catalog, attend the strategy call, select your products, and approve your product labels. This step typically takes 1–2 weeks depending on how quickly you review and approve.

STEP 4

Set Up Your Selling Accounts

You need accounts on every platform where you’ll be selling. These accounts are yours — you own them. We’ll walk you through the setup process for each one, but you need to be the one to create them because they’re tied to your business entity and tax information.

4.1 Required Accounts

Here’s every account you’ll need to set up, in priority order:

Account	What It’s For	What You’ll Need
Amazon Seller Central	Sell on Amazon (FBA & FBM)	Business name, EIN, bank account, ID, credit card
Walmart Marketplace	Sell on Walmart.com	Business name, EIN, bank account, W-9
eBay Seller Account	Sell on eBay	Business name, bank account, PayPal
TikTok Shop	Sell on TikTok	Business registration, bank account, ID
Amazon Advertising	Run Amazon PPC ads	Created inside Seller Central
Meta Business Manager	Run Facebook/Instagram ads	Facebook business page
Google Ads	Run Google Shopping ads	Gmail, business info, credit card
TikTok Ads Manager	Run TikTok ads	TikTok business account
PayPal Business	Payment processing	Business name, EIN, bank account
Stripe	Payment processing for website	Business name, EIN, bank account
Google Analytics	Track website traffic	Gmail account
Google Search Console	Monitor SEO performance	Gmail account, website access

 **Pro Tip from Adam**

Amazon can take 1–3 weeks to fully approve your seller account. Start this immediately. Don’t wait until the website is done. Walmart can take even longer. The sooner you apply, the sooner you’re selling. We’ll help you through the setup — just don’t put it off.

4.2 Account Setup Checklist

- Amazon Seller Central — Professional Plan (\$39.99/mo)
- Amazon Advertising account (inside Seller Central)
- Walmart Marketplace seller application submitted
- eBay business seller account created
- TikTok Shop seller account created
- Meta Business Manager set up
- Google Ads account created
- TikTok Ads Manager account created
- PayPal Business account created
- Stripe account created
- Google Analytics installed (ICON will help)
- Google Search Console verified (ICON will help)
- Social media accounts created (Instagram, Facebook, TikTok at minimum)
- Business email set up (yourname@yourdomain.com)

Your Action Items for Step 4

Create every account on this list. ICON will provide step-by-step guidance and assist with setup and configuration. Share necessary credentials securely. Start with Amazon and Walmart first — they take the longest to approve. Target: Complete within your first 2 weeks.

STEP 5

Your Website Gets Built

This is where ICON really goes to work. We're building you a professional, conversion-optimized WordPress/WooCommerce ecommerce site. This isn't a template with your name slapped on it — it's a custom-designed storefront built to sell.

5.1 What ICON Builds for You

- **Homepage:** A professionally designed homepage with hero banners, featured products, trust badges, and clear calls to action.
- **Product Pages:** Individually crafted product pages with persuasive copy, professional imagery, pricing, and add-to-cart functionality.
- **Shop Page:** A clean, filterable product catalog page.
- **About Page:** Your brand story, your mission, and why customers should trust you.
- **Contact Page:** Professional contact form and business information.
- **FAQ Page:** Answers to common customer questions (reduces support load and increases trust).
- **Policy Pages:** Privacy Policy, Terms of Service, Shipping & Returns — all legally sound.
- **Mobile Optimization:** The entire site is built mobile-first. Over 70% of ecommerce traffic is mobile.
- **SEO Setup:** Meta titles, meta descriptions, schema markup, XML sitemap, and site structure optimized for Google.

5.2 What You're Responsible For

While we build the site, you're responsible for the ongoing costs:

- **Hosting:** \$20–\$100/month (you already set this up in Step 1).
- **Domain:** \$10–\$20/year (already purchased in Step 1).
- **WordPress Plugins:** We may recommend premium plugins for SEO, security, email capture, or other functionality. We'll discuss these with you and get approval before installing anything that costs money.

5.3 Your Role During the Build

We'll send you the site for review at key stages. Your job is to:

1. Review the homepage design and give feedback.
2. Review product pages for accuracy (descriptions, pricing, images).
3. Review and approve all copy and content.
4. Test the checkout process with a test order.
5. Give final sign-off for launch.

 **Pro Tip from Adam**

When you review the site, look at it on your phone first. That's how most of your customers will see it. Also, show it to a friend or family member who doesn't know what you're building. Their fresh-eyes feedback is gold.

 **Your Action Items for Step 5**

Review website drafts promptly (within 48 hours). Provide clear feedback. Approve premium plugins as discussed. Test the checkout process. Give final approval for launch.

STEP 6

Launch on Every Marketplace

Once your brand is built and your products are ready, we launch you on every selling channel. This is where the ICON model really shines — you’re not just selling on one platform. You’re selling everywhere your customers already shop.

6.1 Where You’ll Be Selling

Platform	Fulfillment Method	Why It Matters
Amazon	FBA (Fulfilled by Amazon) + FBM	The biggest ecommerce marketplace in the world. Over 300M active customers.
Walmart	FBM / Walmart WFS	Fastest-growing online marketplace. Less competition than Amazon.
TikTok Shop	Per TikTok requirements	Massive organic reach. Younger demographic. Viral potential.
eBay	FBM	Established marketplace with loyal buyer base.
Your Website	FBM / Dropship	Your own storefront. No marketplace fees. Full brand control.

6.2 What ICON Creates for Each Listing

For every product on every platform, we create:

- **Optimized Titles:** Keyword-rich titles designed to rank in marketplace search.
- **Bullet Points:** Benefit-driven bullet points that sell.
- **Descriptions:** Compelling product descriptions with relevant keywords.
- **A+ / Enhanced Content:** Rich media content on Amazon (where applicable) that increases conversion rates.
- **Backend Keywords:** Hidden search terms that help customers find your products.
- **Professional Images:** Product photography and mockups formatted for each platform’s requirements.

6.3 Fulfillment Costs You Should Know

Fulfillment Type	Cost to You
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Amazon FBA Prep Fees	None — included in program
Amazon FBA Fulfillment Fees	Per Amazon’s fee schedule (charged by Amazon)
FBM / Dropship Orders	\$3.50 minimum per order + shipping
Marketplace Selling Fees	Per each platform’s fee structure

i What’s FBA vs. FBM?
FBA (Fulfilled by Amazon) means you ship inventory to Amazon’s warehouse and they handle storage, packing, and shipping to customers. It’s the gold standard for Amazon because you get the Prime badge. FBM (Fulfilled by Merchant) means orders are shipped directly from our fulfillment center to the customer. FBM is used for your website, eBay, Walmart, and as a backup on Amazon.

✓ Your Action Items for Step 6
Ensure all marketplace accounts are active and approved. Review and approve all product listings before they go live. Understand the fulfillment methods and associated costs for each channel.

STEP 7

Turn On the Traffic Machine

Products don't sell themselves — not at first. Advertising is how you get eyeballs on your products and start generating sales. ICON manages all of your advertising, but you need to understand the basics so you can make smart decisions about your budget.

7.1 How Advertising Works in ICON

Here's the setup:

- **ICON manages everything:** Strategy, campaign creation, optimization, and reporting.
- **You fund the ad spend:** The money that goes to Amazon, Meta, Google, TikTok, etc. comes from your advertising accounts.
- **Management fee:** ICON charges 10% of your total monthly ad spend as a management fee. This is billed monthly and is separate from the ad spend itself.
- **Image ads are included:** We create all static image ads (banners, product shots, lifestyle graphics, carousels) at no extra charge.
- **Video ads are extra:** If you want video ad content (product videos, UGC-style content, social media videos), those are quoted per project and billed separately.

7.2 Recommended Starting Budgets

You don't need to spend a fortune to start. Here are typical starting ranges:

Platform	Recommended Monthly Start
Amazon PPC	\$500 – \$2,000/month
TikTok Ads / Meta Ads	\$500 – \$1,500/month
Google Shopping Ads	\$300 – \$1,000/month

We'll tailor your budget based on your specific products, competition, and goals. You always have final approval over how much you spend. We'll never increase your budget without your say-so.

7.3 What to Expect

Advertising is an investment, not an expense. Here's what the typical journey looks like:

- **Month 1:** Learning phase. We're testing keywords, audiences, and ad creative. Don't panic if you're not profitable yet — this is normal.

- **Month 2–3:** Optimization phase. We cut what’s not working, double down on what is. Costs start coming down, conversions start going up.
- **Month 3+:** Scaling phase. We know what works. Now we pour fuel on the fire and grow.

 **Pro Tip from Adam**

The biggest mistake new sellers make is turning off ads after 2 weeks because they didn’t see immediate profit. Advertising is data collection. The first month is about learning what works. Trust the process. I’ve managed millions in ad spend — the winners are the ones who stay the course.

 **Your Action Items for Step 7**

Make sure your advertising accounts are set up and funded (Step 4). Approve your initial advertising budget. Review performance reports when delivered. Ask questions — this is part of the mentorship.

STEP 8

Launch Day & Beyond

This is it. Everything we've built comes together. Your brand is live, your products are listed, your ads are running, and customers are starting to find you. Here's what to expect and what to do.

8.1 Launch Week Checklist

- Website is live and checkout is tested
- Amazon listings are active (FBA inventory received or FBM listings live)
- Walmart listings are active
- eBay listings are active
- TikTok Shop listings are active
- Advertising campaigns are launched on all platforms
- Google Analytics is tracking traffic
- You've placed a test order on your own website
- You've bookmarked your seller dashboards (Amazon, Walmart, eBay, TikTok)

8.2 Your First 30 Days

The first month is all about data, learning, and momentum. Here's what to focus on:

1. Check your sales dashboards daily. Know your numbers.
2. Respond to any customer messages within 24 hours (Amazon requires this).
3. Review ad performance reports from ICON.
4. Attend weekly check-in calls with Adam.
5. Request product reviews from early customers (following platform guidelines).
6. Monitor inventory levels — running out of stock kills your momentum.

Pro Tip from Adam

Your first sale is going to feel amazing. Screenshot it. Save it. That's the moment everything becomes real. But don't celebrate too long — the real work is turning one sale into one hundred, and one hundred into one thousand. Stay focused and stay hungry.

STEP 9

Grow, Scale & Win

Launching is just the beginning. The real magic happens in the months that follow. This is where the mentorship with Adam becomes your biggest advantage. While other sellers are guessing, you're getting real-time guidance from someone who's been in the trenches.

9.1 Ongoing Mentorship

Here's what your ongoing relationship with Adam looks like:

- **Regular Strategy Calls:** Scheduled calls to review performance, discuss strategy, and plan next moves.
- **Ad Performance Reviews:** Deep dives into your advertising data with actionable insights.
- **Pricing Optimization:** Ongoing pricing strategy adjustments based on competition and margins.
- **Product Expansion:** When it's time to add new products, we'll select the right ones together.
- **Scaling Strategy:** Increasing ad spend, expanding to new channels, launching seasonal promotions.
- **Problem Solving:** Account issues, listing problems, negative reviews — we tackle it together.

9.2 Monthly Reporting

You'll need to provide monthly profit and loss statements. This isn't busywork — it's how we both track your progress, optimize your strategy, and calculate your performance-based payments. Your P&L should include:

- Gross revenue by channel (Amazon, Walmart, eBay, TikTok, Website)
- Cost of goods sold (COGS)
- Advertising spend by platform
- Advertising management fees (10% of ad spend)
- Marketplace fees
- Shipping / fulfillment costs
- Other business expenses (hosting, plugins, subscriptions)
- Net profit

 Performance-Based Payment Reminder

Remember: once you've earned your first \$25,000 in cumulative net profit, a 10% royalty kicks in until the remaining \$25,000 of your program investment is paid. Your monthly P&L is how we track this. Be honest, be thorough, and keep clean books. It protects both of us.

Your Ongoing Costs at a Glance

Here’s a consolidated view of everything you’ll pay for on an ongoing basis. None of these should be a surprise — they’re standard costs of running an ecommerce business.

Expense	What It Is	Estimated Cost
Advertising Spend	Budget for paid ads	Varies (you control)
Ad Management Fee	10% of monthly ad spend to ICON	10% of ad spend
Web Hosting	Keeps your website live	\$20–\$100/mo
Domain Name	Your web address	\$10–\$20/yr
WordPress Plugins	Premium tools (as agreed)	Varies
Amazon Pro Seller	Professional selling plan	\$39.99/mo
Product Inventory	Reorders at wholesale pricing	Varies
FBM Dropship Fee	Per FBM order	\$3.50 min/order
Marketplace Fees	Amazon, Walmart, eBay, TikTok fees	Per platform
Video Ads (optional)	Video ad production	Quoted per project
Business Insurance	General liability (recommended)	Varies
Sales Tax	Collection and remittance	Varies by state

 **Pro Tip from Adam**

Track every dollar from day one. Use a simple spreadsheet or a tool like QuickBooks. Knowing your numbers is the difference between a hobby and a business. If you don’t know your margins, you don’t know your business.

Communication & Key Contacts

Clear communication is everything. Here’s how we stay connected:

How to Reach Us

- **Strategy Calls:** Scheduled via Zoom. These are your dedicated time with Adam.
- **Quick Questions:** Use the agreed-upon messaging platform (Slack, Voxer, text, etc.).
- **Approvals & Feedback:** Via email for documentation purposes.
- **Urgent Issues:** Phone call or text to Adam directly.

Response Time Expectations

Situation	Expected Response
ICON responds to your questions	Within 24 business hours
You review/approve brand assets	Within 48 hours
You review/approve listings	Within 48 hours
You submit monthly P&L	By the 15th of each month
Customer messages (Amazon, etc.)	You respond within 24 hours

A Note on Engagement

This program works because of the partnership between you and ICON. If you go dark for weeks, miss calls, and don’t respond to requests for approval, your business stalls. The clients who succeed are the ones who stay engaged, ask questions, and treat this like their future depends on it — because it does.

Glossary: Ecommerce Terms You Need to Know

Don't worry if some of these terms are new to you. Here's a quick reference guide you can come back to anytime:

ACOS: Advertising Cost of Sale. The percentage of your ad spend relative to your ad revenue. Lower is better. Formula: $\text{Ad Spend} \div \text{Ad Revenue} \times 100$.

A+ Content: Enhanced product descriptions on Amazon with rich images and text. Increases conversion rates.

Buy Box: The "Add to Cart" button on Amazon. Winning the Buy Box means your offer is the default when a customer clicks to buy.

COGS: Cost of Goods Sold. What you pay for the product itself at wholesale.

Conversion Rate: The percentage of visitors who actually buy something. Higher is better.

CPC: Cost Per Click. How much you pay each time someone clicks your ad.

FBA: Fulfilled by Amazon. You send inventory to Amazon and they handle shipping to customers.

FBM: Fulfilled by Merchant. You (or your fulfillment partner) ship directly to the customer.

Impressions: The number of times your ad or listing is shown to someone.

MOQ: Minimum Order Quantity. The smallest number of units you can order at once.

Net Profit: Revenue minus ALL expenses (COGS, fees, ads, shipping, etc.). This is your actual take-home.

PPC: Pay Per Click. A type of advertising where you pay only when someone clicks your ad.

ROAS: Return on Ad Spend. Revenue generated per dollar of ad spend. A ROAS of 3 means \$3 in sales for every \$1 in ads.

SEO: Search Engine Optimization. Improving your website and listings to rank higher in search results organically (without paying for ads).

SKU: Stock Keeping Unit. A unique identifier for each product you sell.

UGC: User-Generated Content. Content created by real people (or that looks like it) used in ads and marketing.

WooCommerce: A free ecommerce plugin for WordPress that turns your website into an online store.

You've Got This.

Now let's go build something great.

Your mentor and partner,

Adam Ginsberg

Founder, ICON Ecommerce Brand Accelerator