

QUICK START *checklist*



WHERE TO START THIS MONTH

Run Your Numbers

- Compare key costs to industry benchmarks
- Target categories outside the healthy range

Slash Low-Impact Spend

- Audit tech stack for unused or duplicate tools
- Trim low-ROI marketing & agency costs
- Tighten controls on meals, travel & perks

Optimize Before Cutting Deep

- Right-size packaging; renegotiate 3PL & shipping contracts
- Shift marketing spend to top performers; explore AI tools

Rethink "Fixed" Costs

- Reassess rent; downsize or go remote
- Apply the 3 O's to payroll: Optimize, Outsource, Offshore
- Negotiate vendor terms before renewals

Strengthen Contribution Margin

- Focus on top sellers; raise prices, adjust bundles, redesign for efficiency
- Drop unprofitable SKUs; negotiate supplier terms

Implement Overlooked Wins

- Raise free shipping thresholds
- Simplify packaging to lower dimensional weight
- Use bonded warehouses to relay/reduce tariffs

Plan Supply Chain Resilience

- Diversify sourcing to cut tariff risk
- Stage imports to avoid bottlenecks and freight spikes

Communicate Price Changes

- Announce early, explain the "why"
- Reinforce customer value
- Turn it into a loyalty opportunity