

Safe Ecommerce Investment Checklist

10 Essentials Every Serious Investor Must Check Before Deploying Capital

Created by Richard Miller, Founder

Elite Ecom Investment Club

Why This Checklist Matters

Most people lose money in ecommerce because they invest in:

- Unproven stores
- Inexperienced operators
- Models based on trends, not long-term data

At Elite Ecom Investment Club, we evaluate every opportunity using this 10-point framework -- before a dollar is ever deployed.

1. Is the Store Built on a Proven, Compliant Platform?

Yes -- Amazon FBA or Walmart WFS with proper registration

No -- Risky platforms or policy-violating tactics

2. Are the Products Recession-Proof & Evergreen?

Yes -- Daily-use, high-repeat demand

No -- Fads or gimmicks

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3. Has the Product Been Validated with Real Sales Data?

Yes -- Historical sales, 6-12 months of volume

No -- Still 'testing' or based on theory

4. Are There Supply Chain Protections in Place?

Yes -- Diversified suppliers and logistics

No -- One dropshipper or fragile channels

5. Who Manages the Business -- Marketers or Operators?

Yes -- Experienced operators

No -- Gurus or influencers

6. Is There Skin in the Game from the Operator?

Yes -- Profit sharing only when you earn

No -- Flat fees regardless of performance

7. Are There Protections Against Platform Suspension?

Yes -- Policy-compliant practices and mitigation

No -- Risky claims or fake reviews

8. Are Monthly Financials Available and Auditable?

Yes -- Clear P&Ls and dashboards

No -- 'We'll send it later'

9. Are You Buying a Store or Investing in a System?

Yes -- Proven system with logistics and fulfillment

No -- Half-built or DIY store

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10. Are the Goals Aligned with YOUR Risk Tolerance?

Yes -- Moderate, long-term growth

No -- Aggressive, unrealistic returns

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Risk Scorecard

Check 8-10 Checks = Strong Candidate (Low Risk)

Warning 5-7 Checks = Proceed with Caution (Moderate Risk)

X 0-4 Checks = High Risk (Avoid)

"Investing without this checklist is like skydiving without checking your parachute."

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Want a Done-For-You Ecommerce Investment That Checks Every Box?

Elite Ecom Investment Club offers:

- Passive income from real stores
- Proven systems already in place
- You earn, we manage

Request a private walkthrough:

Book here: <https://calendly.com/richardmillerjr/richardmiller>

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