

Poshmark Audit Template

<p><u>Mission Statement:</u></p> <ul style="list-style-type: none"> What do you want your closet to say to your buyers? What message are you trying to portray? 	<p><u>Top Strategies:</u></p> <p>List your top strategies for:</p> <ul style="list-style-type: none"> Listing new items Sharing items Managing Social Media associated to your brand 	<p><u>Target Demographics:</u></p> <p>List what groups your closet is targeting:</p> <ul style="list-style-type: none"> Age Gender Income Style
<p><u>Top Brands:</u></p> <ul style="list-style-type: none"> List 5-10 brands that consistently sell well in your closet 	<p><u>Avg Price Points:</u></p> <p>List the Avg Sale Price per item in the following categories:</p> <ul style="list-style-type: none"> Women's Men's Children Boutique 	<p><u>Quarterly Goals:</u></p> <ul style="list-style-type: none"> What would you like to accomplish by the end of the quarter?

<p style="text-align: center;"><u>Top Listings:</u></p> <p>List your top 3-5 active listings from your closet and analyze them:</p> <ol style="list-style-type: none"> 1. <u>Item-</u> (Date Listed) <ul style="list-style-type: none"> <i>Interest</i> (#Likes/Shares/Comments) <i>Availability</i> (How many other people are selling the same/similar item) <i>Evaluate your listing price</i> (Is it fair?) <i>Evaluate your listing</i> (Cover photo, information in listing, etc.) 	<p style="text-align: center;"><u>Competitors:</u></p> <p>Find 5-10 other resellers who are similar to you and analyze their closet/listings:</p> <ul style="list-style-type: none"> Makes notes on things you like/dislike about their closet Note any adjustments that you can make to your own based on the data collected
<p style="text-align: center;"><u>Top Sales:</u></p> <ul style="list-style-type: none"> Same as above Potential reason as to why the item sold 	<p style="text-align: center;"><u>What Can I Do Better?:</u></p>