

Vendor Readiness Guide

Build the foundation for a successful launch before your first ESA fund drop.

A little preparation now leads to stronger visibility, smoother operations, and more sales when families receive their education funding.



1



PRODUCT SELECTION

Choose products that fit the ESA audience.



★ Products should solve a clear educational need and be easy for families to understand.

2



PRODUCT INFORMATION

Before launch, have the following information ready:

- ✓ Product Title
- ✓ Description
- ✓ Learning Objectives
- ✓ Grade Levels
- ✓ Subject Categories
- ✓ MSRP
- ✓ SKU / Product ID
- ✓ Product Images
- ✓ Key Features / Benefits

3



MARKETPLACE LISTINGS

Your listing should answer three questions immediately.

- ? What is it?
- Who is it for?
- ★ Why would a homeschool family choose it?

WEAK LISTING (Hard to Choose)

- ✗ Great product for students.
- ✗ Helps with learning.
- ✗ Perfect for homeschoolers.



STRONG LISTING (Easy to Choose)

- ✓ Complete 3rd Grade Math Curriculum
- ✓ Builds confidence and master skills through step-by-step lessons.
- ✓ Aligned to state standards.
- ✓ Engaging. Effective. Trusted by thousands of homeschool families.



4



INVENTORY & FULFILLMENT

Before the first fund drop:

- ✓ Inventory available
- ✓ Shipping process tested
- ✓ Processing time confirmed
- ✓ Tracking available
- ✓ Customer service contact assigned

5



MARKETING PREPARATION

The Fund Drop Campaign works best when you provide:

- ★ Brand Logo
- Product Images
- Lifestyle Photography
- Short Videos
- Customer Testimonials
- Promotional Offers (Optional)

6



READY FOR LAUNCH

Review this final checklist to confirm you are ready.

- ✓ Products approved
- ✓ Inventory confirmed
- ✓ Marketing assets received
- ✓ Customer service ready
- ✓ Listings complete
- ✓ Shipping tested
- ✓ Campaign scheduled
- ✓ Ready for fund drop

READY FOR LAUNCH

Use this checklist to make sure nothing is missed.

Products Submitted
All products approved for ESA sales.

Images Uploaded
High-quality images for every product.

Categories Assigned
Correct subject and grade levels selected.

Inventory Ready
Inventory available and up to date.

Shipping Tested
Shipping process tested and confirmed.

Marketing Assets Received
All assets submitted for campaign use.

Campaign Scheduled
60-day Fund Drop Campaign confirmed.

Fund Drop Ready
You're all set to go live when funds are distributed!

*Preparation today.
Stronger results tomorrow.*



The companies that perform best aren't the ones that prepare after launch—they're the ones that prepare before families receive funding.