

Order mail answered, product texts rewritten, a daily sales briefing and your margins checked, all drafted for your OK.



TIME

10 minutes

FOR

**Shop owners on Shopify,
Amazon, TikTok Shop or your
own brand**

VERSION

v1.0

Your E-commerce kit

01 Your kit team

This kit has two cards in **Settings → General**: the **Webshop team** (Sam, Wren, Dana) for the shop you run today, and the **E-commerce growth team** (Aria, Milo, Nora) for growing it. Click **Add 3 team members** on both cards. All six join Michael and the Basics team.

02 What this kit does

Every item below is a draft, a proposal or a report. You read it, change what you like and send or publish it yourself.

03 Connect first

04 Your first week

Day 1 is the same for every kit: fill in your business profile with Michael. Then, one request a day.

05 Good to know

■ BEFORE YOU START

- ☐ Locally set up with the Basics team (guide 01)
- ☐ Shopify store and Support mailbox connected (guide 03)

Your kit team

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**Sam** ORDER CARE

Drafts replies to order and shipping mail with the order details and tracking looked up. Other mail stays with Nina.

**Wren** PRODUCT WRITER

Finds products with thin or unclear descriptions and SEO texts and proposes better ones. Published only after you approve.

**Dana** DAILY BRIEFING

Yesterday's sales, refunds, open orders and waiting mail in five lines, compared with the same weekday last week.

**Aria** PRODUCT SCOUT

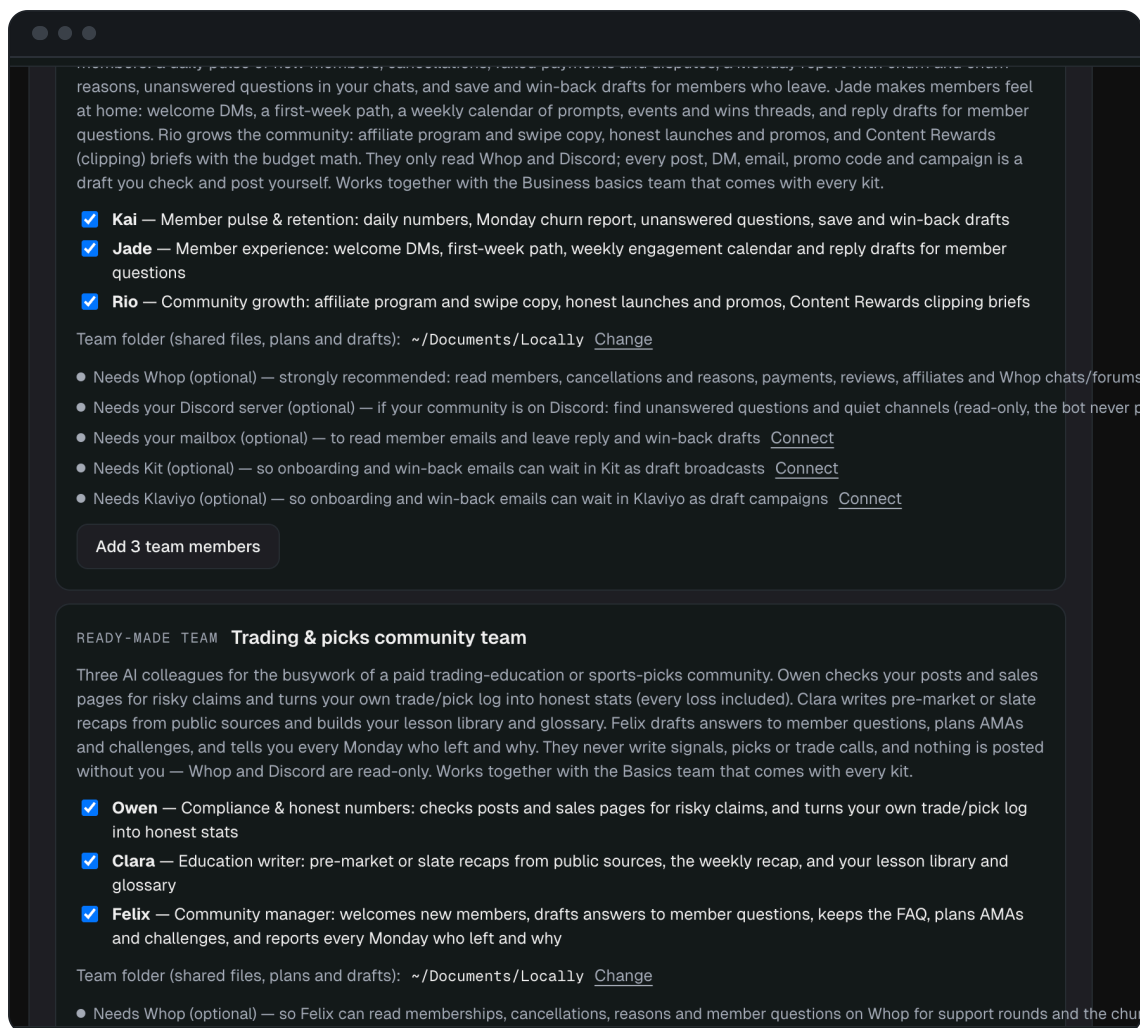
Scores product ideas from public data, compares suppliers and drafts the request-for-quote messages you send.

**Milo** GROWTH WRITER

Amazon and TikTok Shop listings, ad hooks, creator briefs and Klaviyo email flows as drafts.

**Nora** PROFIT AND STOCK

Margins and break-even ROAS per product, a weekly profit check, reorder alerts, and a monthly look at returns and chargebacks.



Settings → General: your kit cards. Untick anyone you do not need yet, then Add 3 team members on each card.

02

What this kit does

Every item below is a draft, a proposal or a report. You read it, change what you like and send or publish it yourself.

- Reply drafts for order mail (where is my package, returns, damaged items) with the Shopify order and tracking filled in. In your mailbox's **Drafts** folder.
- Better product descriptions and SEO texts for your Shopify products, proposed in batches of five. Wren publishes a text only after your yes for that product, and keeps the old text so you can undo it.
- A five-line sales briefing every morning: yesterday's orders, revenue and refunds, open orders waiting to ship, and how many customer mails are waiting.

- Margins, break-even CAC and break-even ROAS per product, plus a weekly profit check with revenue from Shopify and ad spend from Max's results.
- Stock cover and reorder alerts from Shopify or a CSV you export from Amazon, TikTok Shop or your 3PL.
- Product ideas scored from public data, supplier shortlists with landed costs, and request-for-quote drafts.
- Amazon and TikTok Shop listings, ad hooks and creator briefs, and the core email flows (welcome, abandoned checkout, post-purchase, win-back) as Klaviyo templates with a click list.
- A monthly look at refunds and disputes, and evidence packs for chargebacks you submit yourself.

IMPORTANT

Everything is a draft. The kit never sends mail, changes prices or stock, places supplier orders, switches on ads or answers a dispute on its own. The one exception is Wren publishing a product text, and only after you said yes to that exact text.

03

Connect first

APP	WHY	GUIDE
Shopify store	Sam looks up orders and tracking, Wren reads and updates product texts, Dana and Nora read sales, refunds and stock	03
Support mailbox	Sam reads order mail and leaves replies as drafts, Dana counts waiting mail	03
Klaviyo (optional)	Milo creates email flows as templates, Mia leaves newsletters as drafts	03
Facebook & Instagram ads (optional)	Nora reads ad spend for the profit check, Max prepares campaigns switched off	03
Stripe (optional)	Finn reads revenue for the monthly money overview	03

NOTE

Aria needs no connection at all. She works from public sources and the few things you tell her: your niche, sales channels and budget.

Your first week

Day 1 is the same for every kit: fill in your business profile with Michael. Then, one request a day.

1 Day 1, the profile

Click **Get to know my business and fill in the profile** in Michael's panel and answer his questions. Mention where you sell (Shopify, Amazon, TikTok Shop), your best-selling products, your typical margin and who buys from you. Then ask: "Vera, give me this week's top 3 priorities."

2 Day 2

Type: "Sam, check the order mail and draft replies with the order details filled in." The drafts land in your mailbox's **Drafts** folder, and Sam's notes in **Documents** → **Locally** → **webshop** → **support**. Then: "Dana, give me yesterday's sales in five lines." From now on Dana does this every morning. Her reports land in **webshop** → **reports**.

3 Day 3

Type: "Nora, work out my margins and break-even ROAS per product. Ask me for the costs you're missing." She asks for landed cost and fees once, calculates with her helper and shows exact numbers. After this her weekly profit check runs on its own.

4 Day 4

Type: "Wren, suggest better descriptions for my 5 best-selling products." Her proposals land in **webshop** → **proposals**. Say yes per product and she publishes that one. Also: "Milo, write 10 ad hooks and one creator brief for my best product." You paste listings into Seller Central or Seller Center yourself.

Type: "Aria, find and score 5 product ideas that fit my shop, with supplier options." Her research lands in **ecom** → **research** and **ecom** → **sourcing**. Then: "Mia, draft this month's Klaviyo newsletter." On Friday, read Nora's refunds and chargebacks check.

TIP

Requests that work well for this kit: "Sam, which order mails need me personally?", "Nora, how many days of stock do I have left per product?", "Milo, write the welcome flow for new subscribers.", "Dana, how did this weekend compare with last weekend?"

Good to know

WATCH OUT

Sam and Nina share your inbox. Sam only takes order and shipping mail, Nina takes the rest, so you never get two drafts for one mail. Angry, legal, chargeback and missing-parcel mail is flagged for you first. Sam never promises refunds, replacements or delivery dates.

- After you add the teams, Dana's morning briefing and Nora's weekly profit check switch on in **Triggers** → **Schedules**. Your computer must be on and Locally open. Toggle any job off there or ask Michael to pause it.
- Files land in **Documents** → **Locally**: `webshop/support`, `webshop/proposals`, `webshop/reports`, `ecom/research` and `ecom/sourcing`. Email replies land in your mailbox's **Drafts** folder.
- Milo and Aria flag compliance risks (children's products, electrics, cosmetics, supplements, branded designs) and say when an expert should check. Fake or paid reviews are never written.
- Nothing is connected to Amazon or TikTok Shop. You paste listings there yourself and export CSVs for Nora when she asks.

Stuck? We help.

Send us a message with a screenshot of what you see. A real person answers.

SUPPORT

Whop chat: whop.com/locallyai · Email: info@locallyai.nl

WEBSITE

locallyai.whop.site

WHOP

whop.com/locallyai

LINKEDIN

linkedin.com/company/locallyaiorg

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COMPANY

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