

Your Store in 10 Minutes

The launch checklist from TG Shop Constructor — print it or keep it open in a tab while you build. Every box below is one minute-range step.

The 10-minute launch plan

0–2 min

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Template and name

Register in the builder (under a minute), create a shop, pick a theme color and shop name.

2–5 min

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Catalog

Add up to 15 products on the free plan: photo, name, price. Group them into 2–3 categories so buyers scan faster.

5–8 min

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Payments

Decide how you take money: Telegram Stars for digital goods, a payment provider for physical. You can start with manual marking and connect rails later.

8–10 min

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Test order and share

Open your own storefront link, place a test order, check it lands in the cabinet. Then post the link in your channel or chat with one line about what you sell.

After launch

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First week

Answer orders within an hour, ask every buyer for a one-line review, and add the products people ask for most.

Honest limits of the free plan

1 store - 15 products - no credit card - no trial timer. The store keeps working if you hit the limit; you only upgrade when you need more products or more stores. Paid plans start at 690 RUB/month.

Source: tgshopbuilder.com - free plan page - this checklist matches the live product (checked 2026).