Read the following ideas. Write **D** if they have to do with dos or **N** if they have to do with don'ts. Then, write the number of the section where that topic is developed.

1. Believing your main products will always be bestsellers. _____
2. Being alone in this process. _____
3. Thinking that having a great product implies many people visiting your website. _____
4. Creating a marketing plan. _____
5. Comparing your sales in February with your sales over Christmas. _____
6. Paying attention to the appearance of your website. _____
7. Obtaining a good hosting plan that can make your customers feel safe and satisfied. _____
8. Considering your customers' feedback. _____

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