**10 successful entrepreneurs share their favorite advice for selling online**

1. **Focus on these three fundamentals**

“Quality product, great imagery and good shop navigation.”

1. **Optimize your design**

“Work on a simple, clean and professional look that will be pleasing to your customers — make shopping with you an easy and pleasant experience.

1. **Bring your products to life**

“Well photographed images of your product make a huge impact on potential customers. Provide images that allow them to ‘experience’ your product online.”

**4. Leverage data in your decisions**

“Measure everything.”

**5.  Build relationships with influencers**

“We really, really like bloggers for our niche store. So if you’ve got a niche product, don’t be afraid to reach out to the community of bloggers that suit your product. Offer them samples and let them know of your sales. They’ll get you free publicity, and their word will be a lot stronger with their readers than your own words ever will be!”

**6. Ask for honest feedback**

“Find a group of people who are going to tell you the truth.”

**7. Connect with your customers**

“Build a community around your products.”

**8.  Always be selling**

“Don’t get bogged down in social media… go out and talk to real people too!”

**9. Make buying easy**

“Streamline the purchasing process. Eliminate the barriers to entry and customer doubt.”

**10. Enjoy the ride**

“If you have fun your followers will have fun and will want to support you and your store. Make your sale about creating new relationships, not just making money or getting rid of extra inventory.”