Starting A Shopify Store

In Just 8 Simple Steps….

<u>Step #1:</u> Product Research

- This Is Step 1, ***Before*** You Open A Shopify Store Or Put In Any Further Work. Identify A Product You Want To Test First.

- There Are 2 Types Of Products You Want To Look For During Your Research. ***"Wow Factor"*** Products That Really Grab A Lot Of Attention At The First Glance, Or ***Problem-Solving*** Products. Those Are Evergreen, Meaning They Can Sell Forever (Not Trend Based)

- Make Sure You Know The AMP (Average Market Price). How Much Does This Sell For In Giant Retailers (Walmart, Target…), How Much On Amazon & How Much On Individual Sites. This Will Give You A Sense Of What You Can Roughly Sell It For. Usually We Can Get A Little More By Marketing Well.

<u>Step #2:</u> Finding A Supplier

I'm Not Here To Recommend A Specific Supplier or Sourcing Agent. But I Will Give You 3 Warnings/Things To Check On Before Deciding To Use A Supplier.

1) Pricing. The Price Of The Product Itself Can Be A Little Bit Of A Trick To Get You In The Door. Double Check Any Other Fees They Might Be Trying To Change You.

2) Shipping Times (Don't Look At Estimates). Speak To Them Directly, Ask How It's Going To Change During The Holidays & During Chinese New Year.

3) Product Quality. Easy Way To Test This + The Other 2 Points Is To Order The Product. You Will Need To Have It On-Hand For Content Later Anyways.

<u>Step #3:</u> Picking A Name

Picking A Name For Your eCommerce Business Shouldn't Take You More Than A Few Hours. The Name Is Only Semi-Important. Brainstorm A Big List.

- Try To Keep It As Short As You Can.

- Don't Use Anything Hard To Pronounce Or Difficult To Read. Simple Wins.

- Simple Spelling Is One Thing I Look For. Again, Simple Wins.

- Verify That The Domain Is Available Before You Brand It Around That Name (Setting Up Social Media, Logos….etc)

Step #4: Building A Store

- Start With A Free Theme. Similar To Picking A Product, Your First Store Might Not Be The WInner. But It Will Be A Great Learning Experience.

- I Personally Recommend 2-10 Products So That You Have Some Options To Test Instead To Having To Build 1 Store For *Each* Product (Which We Only Do Once The Product Is Doing Very Well).

- Make Sure Your Site Is Easy To Navigate. You Would Be Baffled At The Amount Of People Who Have Never Ordered From Their Own Website...

Visit www.ecommseason.com/store To Get A Custom Built Store Pre-Loaded With *Winning Products*

Step #5: Product Descriptions

- This Deserves Its Own Segment. It's A Crucial Element To A Successful Shopify Store.

- Your Product Description Is Where People Go To Get Information, So Consider A Bullet Point List With 3-7 Key Features Of Your Product. This Will Be Easy For Your Customers To Read & Understand.

- You Can Actually Insert An Image, GIF or Video Inside Of Your Product Description. It Can Be A Useful Tool To Insert A Visual Aid For A Specific Feature You Might Be Trying To Showcase

Visit www.ecommseason.com/store To Get A Custom Built Store Pre-Loaded With ***Winning Products***

Step #6: Ad Creative

One Of The Most Important Pieces To This Puzzle. Once My Store Is Done, This Becomes The Main Focus

- A Video Ad Will Almost Always Serve You The Best. This Is Where We Build Off Of The Supplier Step. Order Your Product, Then You Can Take Unlimited Photos/Videos Of Your Product For No Cost. You Can Edit Them However You Want And Try Different Things.

- Think About This Like A Billboard. Your Ad Creative (Picture Or Video) Is The First Thing Someone Will See From You, And Potentially The Last. So If You Do Not Capture Their Attention, It's Over Before It Starts. Focus On Keeping Things Short, Fast-Paced & Highlighting Some Key Features!

Step #7: Order Confirmation Email

Easy, Free & Makes A Big Impact.

- Do Not Leave Your Automatic Order Confirmation Email The Standard Format That Shopify Or Any Email Platforms Give You. Add A Few Personalized Sentences From You, The Founder. Add In Your Social Media & Maybe A Discount Code. Something Personal.

- I Like To Think Of This As A Super Easy Way To Add Some Flavor To Your Brand That Might Help A Customer Remember You! Keep In Mind, Order Confirmation Emails Have A Super High Open Rate Because It's Not A Promotion, They Just Double Check Their Order & Any Info You Sent.

__Step #8:__ Running Ads

No Matter What Platform You Choose To Use, Here's Some Universal Tips You Should Follow...

- Never Spend 100% Of Your Budget On 1 Product Super Fast.

- Test Wide. I Would Rather Spend $10 A Day On 5 Different Audiences VS $50 A Day On Just One Audiences. Width VS Depth When Initially Testing.

- Reply To Any Comments You Get! Interacting With Your Audience (Even If They Haven't Purchased Something) Is A Great Way To Not Only Connect With That Individual, But Also Show Others Who See The Comment That You Guys Are Active, Engaged & Care About Your Audience!