

shopify

Set Up Your Website Where the Money Resides

**STEP BY STEP GUIDE
& BONUS TIPS**

ANEKA GRANDISON

WELCOME!

You've just made one of the smartest decisions by purchasing this downloadable guide. This is probably one of the most complete STEP-BY-STEP courses for E-commerce using Shopify platform to date. Shopify is the NO.1 E-commerce platform. Of course there will be others that come along, but for now this is ULTIMATE GUIDE!

This course is all about YOU! It will SAVE YOU TIME! It will SAVE YOU MONEY. Most of all, it will save YOU countless hours, headaches and setbacks that come from being a beginner when setting up your E-commerce business. Any business takes a risk, but it always takes work. So we put this course to take a lot of "LEG WORK" off of you. Not to mention, there is a bunch of tips and even a few proven strategies used within my own stores to get sales consistently.

What you will achieve in this course guide is this:

"You will be able to take the idea of 'running an E-commerce'; to successfully setting up, integrating and learning the strategies of running a 'Sales Making' E-commerce store."

This course is for the absolute beginner to the intermediate. Even the seasoned veteran in E-commerce because this is a guide YOU KEEP! This has been written to be extremely user-friendly for you to go at your own pace. However you can complete this course within 3 - 6 hours.

So don't stress! Take your time and get ready to embark on a new venture for an additional source of income in the E-commerce world!

ABOUT ANEKA GRANDISON

Founder Aneka Grandison, reclaimed her passion for fitness, weight loss and nutrition after losing over 45 pounds naturally without surgery, gimmicks, and fad diets. It inspired her to create Snatch Queen to motivate women who struggle with endless diets and weight loss programs that either did not deliver results or were downright dangerous. She has been able to change thousands of women's lives. Educating others became her passion!

Aneka is dedicated to transforming lives physically and financially!

After experiencing success in helping people get their bodies in order, she elevated her health and wellness business by also showing others how to start their own business. Step-by-step, she teaches you how to start your business, how to grow your business and how to succeed in business. This book is just one part of a series of self study tools needed to take your business to the next level.

Armed with a Bachelor of Arts in Science from Briarcliffe College in New York City, and a love of reading, writing, and dancing, Aneka is ready to transform the world of total prosperity! She had done the research for the best natural ways to present your shopify accounts and truly monetize off your E-commerce site.

Aneka has been in the sea moss industry for over three years. In such a short period of time, she was able to add an extra \$1,000 - \$5,000 monthly to her income. And with the way her business is growing it is projected that over the next six months, she will earn over \$10,000 per month just from her Shopify site.

She consistently receives over 200+ orders in a month, she is ready to teach others how to do the same.

Aneka's goal is to help individuals start or scale their existing business by providing quality educational workshops that will train you how to take.

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Before you sing up for Shopify; let's head over to Godaddy and purchase your domain.

If you already have a domain you want to use, **CONGRATS SKIP THIS STEP...**

We will use Godaddy for this guides domain selection & purchase.

Enter in a name you would like for you stores domain into the field (**circled in red**). Best rule of thumb is be creative, but have it so it corresponds to what you're selling. i.e. - www.mikesgadgets.com

Once you've picked a name, click the “Search Domain” Button

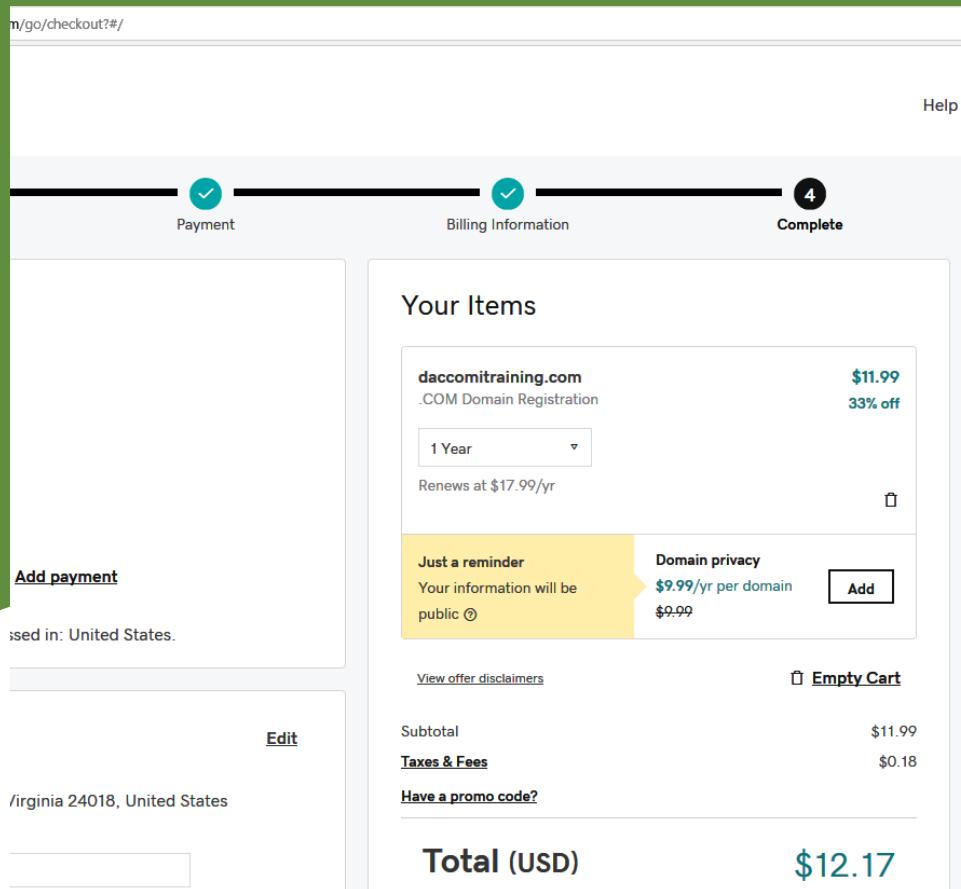
The screenshot shows the GoDaddy homepage. At the top, there is a search bar with the placeholder text "Find your perfect domain name". A large red oval highlights this search bar. To the right of the search bar is a teal button labeled "Search Domain". Below the search bar, there are several domain extension options with their respective prices: ".com \$11.99*", ".net \$14.99*", ".CLUB \$0.99*", and ".city \$7.99*". A green arrow points downwards from the search bar area towards the search results page.

The screenshot shows the GoDaddy search results page for the query "www.daccommotraining.com". The search bar at the top contains "www.daccommotraining.com". Below the search bar, the search results show that the domain "daccommotraining.com" is available for \$1.00/mo. A teal "Add to Cart" button is located on the right side of the result card, which is highlighted with a red oval. A green arrow points downwards from the search results page towards the checkout step.

Click the “Add to Cart” button, then click the “Checkout Now!” button in the upper right-hand corner (**circled in orange**)

The screenshot shows the GoDaddy search results page after the "Add to Cart" button has been clicked. The search bar now shows "1 domain selected". In the top right corner, there is a teal "Checkout Now!" button with a white shopping cart icon, which is highlighted with a large orange oval. The rest of the page content remains the same as the previous screenshot.

At Checkout, choose who you want to be billed for your domain by selecting from the dropdown menu. Depending on your budget, it's always good to go with one-year.



Once you've purchased and have gotten a receipt. You're all set!
We can connect your domain to Shopify!

Congratulations, you have purchased your custom domain for your online store.

Please make sure you have received a receipt within your email from Godaddy or whoever you're purchasing your domain from.



Before attempting to set up your Shopify store let's make sure we have the basics.

- Business name**
- List of products you're selling**
- Product professional pictures**
- Product description**
- Product prices**
- Business email**
- Physical address**
- EIN number or social security number**
- Bank account so you can receive your funds**

STEP 1: SETTING UP SHOPIFY



GO TO:

[HTTPS://WWW.SHOPIFY.COM/?REF=SNATCH-QUEEN-LLC](https://www.shopify.com/?ref=snatch-queen-llc)

(USE THE EXACT LINK)

Enter address in your web browser | LAPTOP or DESKTOP



Start ▾ Sell ▾ Market ▾ Manage ▾

Pricing Learn ▾ Log in

Start free trial

Build your business

You've got the will. We've got the way.

Email
ecomm_training@daccommi.com x

Start free trial

Due to the impact of COVID-19, Shopify is offering an extended 90-day free trial. By entering your email, you agree to receive marketing emails from Shopify.



- Enter your **email address** & Click on either “**Start free trial**”* buttons **(circled in red)**

*Free Trials are 14 days to allow new businesses (YOU) a better chance to start making money!



Email x

Password

Your store name

Create your store

- Enter your **email address** (if you only clicked “start free trial”)
- Create your **password**
- Enter the **name of your store**
(This just creates your temporary store URL, you can change your store name at any time.)



ALERT:

You will most likely be sent an email to the one entered to verify your account. So be on the lookout for an email while going through the setup process.

- Fill out information that best suits your situation

**LEAVE THE CHECKBOX
(circled in red) that reads...
“Yes, I’m designing/developing a store
for a client” UNCHECKED**

Tell us a little about yourself

Are you already selling?

How do you want to sell?

What is your current revenue?

Are you setting up a new store?

Yes, I’m designing/developing a store for a client



Add an address so you can get paid

This will be used as your default business address

First name
Last name

Address

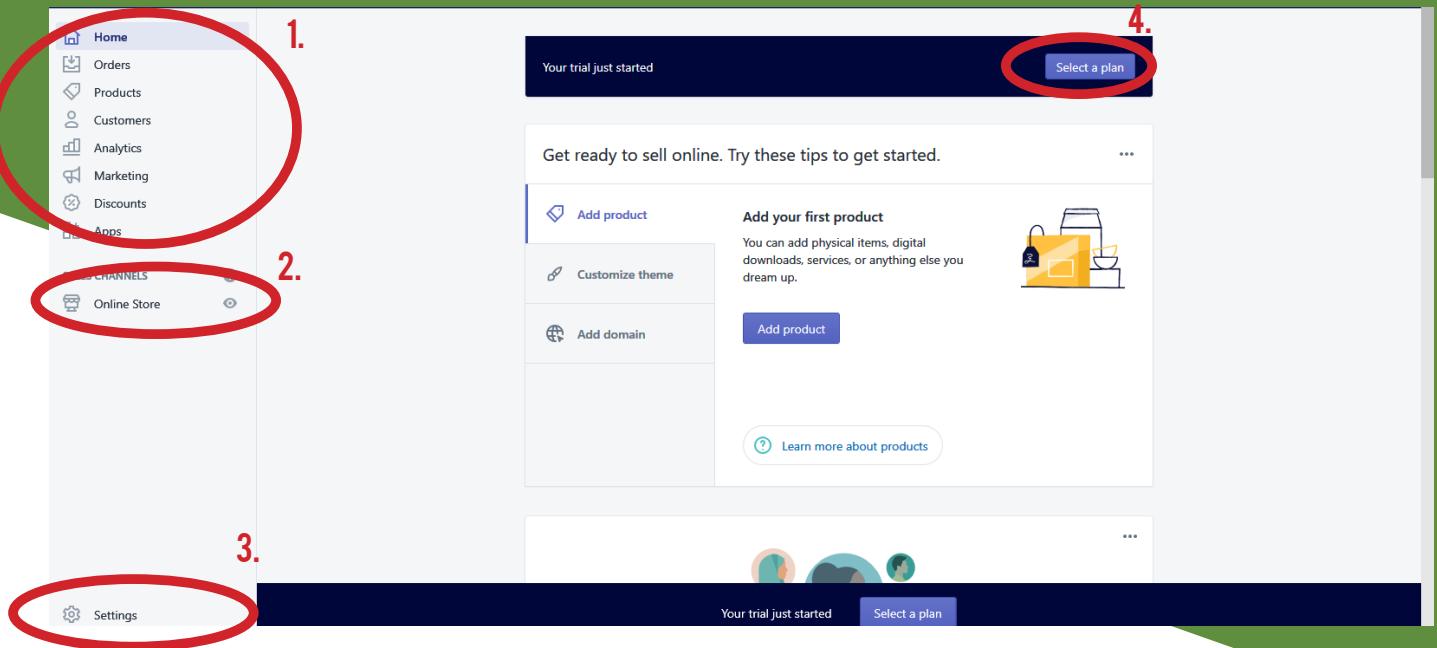
Apartment, suite, etc.

City

Country/Region State ZIP code

Phone
Business or personal website (optional)

- Enter all your information so you can get paid.
- Needs to be a **PHYSICAL ADDRESS** not a **P.O. BOX**
- Click “**ENTER MY STORE**” upon completion



Congratulations, you have now entered your online store and dashboard!

This is where you will manage your products, fulfill orders and also customize your theme for your store (**we will come back to this later**).

1. Store Content Management Area

- Here is where you manage products, customers, all your orders and more

2. Store Theme/Style Manager (Look & Feel of your store)

- Customize your stores look and also manage the number of platforms to display your products within your store (Facebook, IG, Google, etc.)

3. Settings

- Detailed settings, Payment providers, shipping, legal information & more

4. Select a Plan

- Remember you have **14 days trial (FREE)**



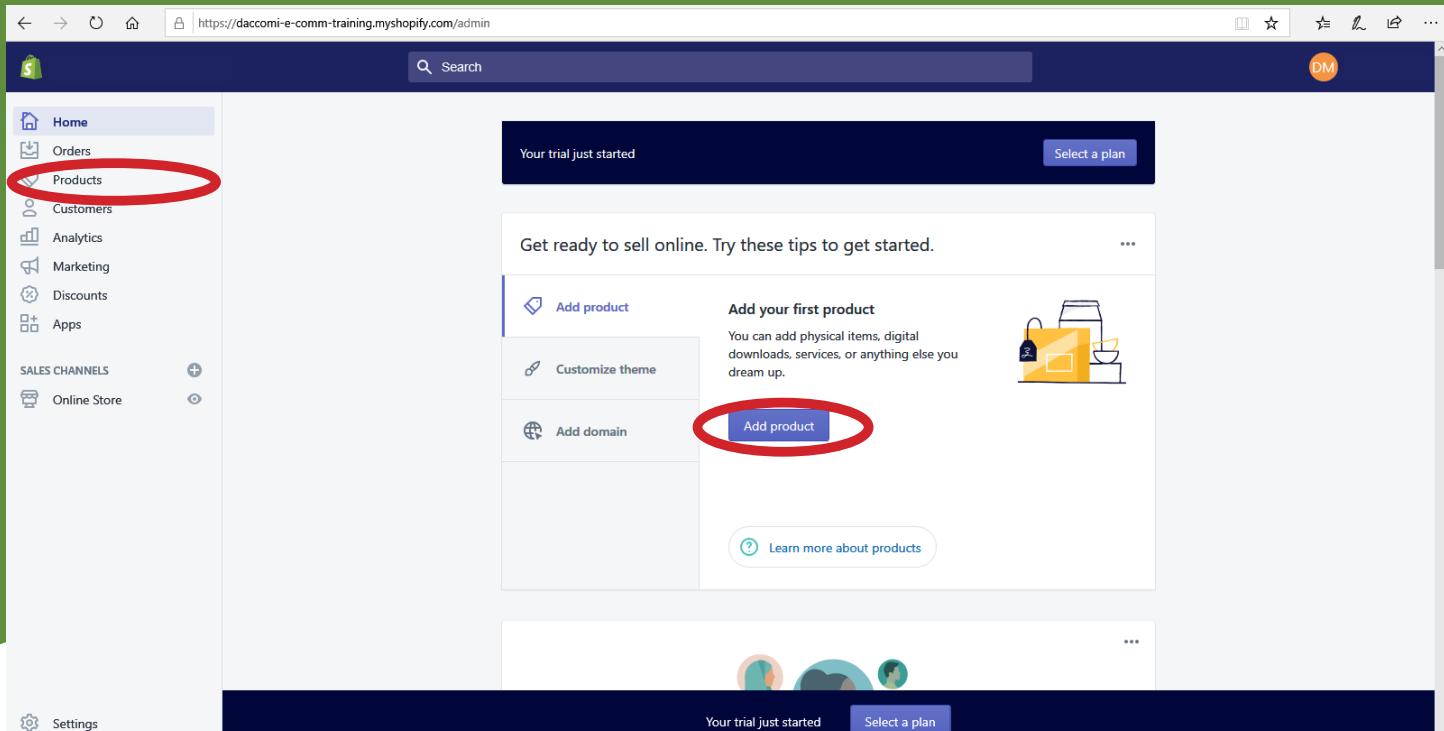
ALERT:

From here you could actually add a product or two and your store would be very basic. But realistically it would not be ready to sell anything to REAL customers. Let's move on to "SETTINGS" so we can really set you up for success.



Let's go ahead and go into the Store Content Management Area:

Click on **Products** on the left-hand menu OR “Add product” in the center button



Now, we are just going to get into the basics. You'll always be able to refer to this when managing your store. But you'll see that when become more advance and really diving into the look at feel of your store - The Theme - more of your maintainence will be within there. Especially when it comes to optimizing your store.

A screenshot of the "Add product" form. The top bar says "Unsaved product" with "Discard" and "Save" buttons. The form has several sections: 1. "Title" with a text input field containing "Your Product Name or Title" (circled in red). 2. "Description" with a rich text editor and a large text area for a detailed description (circled in red). 3. "Media" with a placeholder for adding media from a URL and a "Add file" button (circled in red). 4. "Product availability" section with "Online Store" and a "Manage" button. 5. "Organization" section with "Product type" (e.g. Shirts) and "Vendor" (e.g. Nike) dropdowns. 6. "COLLECTIONS" section with a search bar ("Search for collections") and a note about adding the product to a collection. 7. "TAGS" section with the tag "Vintage, cotton, summer".

1. Title

- The name of your product goes here.

2. Description

- Here you will put a good description of your product. Materials, fabrics, style or design.

3. Media

- Click the “Add File” button to Add pictures and/or videos of your product. The more pictures the better.

(circled in orange) Collections

- We will get into the next section.



Unsaved product

Pricing

Compare at price

\$ 0.00 \$ 0.00

Cost per item Margin Profit

\$ 0.00 - -

Customers won't see this

Charge tax on this product

Inventory

SKU (Stock Keeping Unit) Barcode (ISBN, UPC, GTIN, etc.)

Track quantity

Continue selling when out of stock

QUANTITY

Available: 0

5.

4. Pricing

- Here you price your products.

A good rule of thumb is always put a price & "compare at price".

It will show as you have a SALE going on ALL THE TIME.

5. Quantity

- Input the total or items you will have of your product. IF it comes in one variation. You will see variations below.



ALERT:

Cost per item is a new feature. Pretty much is for you to see your margins easier.

Inventory is for if you are managing multiple products and you want to display when items are out of stock or not.

Unsaved product

Shipping

This is a physical product

WEIGHT

Used to calculate shipping rates at checkout and label prices during fulfillment.

Weight: 0.0 lb

CUSTOMS INFORMATION

Used by border officers to calculate duties when shipping internationally. Shown on customs forms you print during fulfillment.

Country of origin

Select country

In most cases, where the product is manufactured.

HS (Harmonized System) code

Search by product keyword or HS code

Used by border officers to classify this product.

Variants

This product has multiple options, like different sizes or colors

7.

6. Shipping

- If you know the weight of your product it would be wise to input. Always make it heavier than it actually is. This will make it very easy when fulfilling your orders and getting your shipping labels.

Variants

This product has multiple options, like different sizes or colors

OPTIONS

Option 1 Remove

Size Separate options with a comma

Option 2 Remove

Color Separate options with a comma

Add another option

7. Variants

- This where you will put the variations of your product. For instance:

T-shirts - your variants could be Size, Color

OR

Headphones - Color, material, whatever other features may be available.



Here is a very important piece that can make or break your products being found by Search Engines (Google, Bing, Yahoo etc). This is also how **CUSTOMERS** can find your products **ORGANICALLY** or without **PAID ADVERTISING**. Having **USER FRIENDLY LINKS** and **DESCRIPTIONS** is vital for your store. The **EASIER** search engines can match **KEYWORDS** with words within your product URL's and/or descriptions, the more likely you will increase sales.

The screenshot shows a user interface for managing website SEO settings. At the top left is a "Search engine listing preview" button. To its right is an "Edit website SEO" link. Below these are two main sections: "Your Product Name or Title" and "Description". Under "Your Product Name or Title", the URL <https://www.marketwithdacomi.com/products/your-product-name-or-title> is displayed. Under "Description", there is a text area containing: "Here is where you would put a nice long detailed description. You want as much information as possible so your customers are not left with questions. The more believable of your store the longer and more likely your customers will stay and shop." At the bottom right of the screen, there is a blue "Save" button, which is highlighted with a red oval.

Heres an example of **FRIENDLY URL** and an

...

UGLY URL: <https://www.aliexpress.com/af/biker-mask.html?trafficChannel=af&d=y&-CatId=0&SearchText=biker+mask<ype=affiliate&SortType=default&shipFromCountry=US&page=1>

FRIENDLY URL: <https://daccomicustoms.com/collections/all/products/full-neck-bal-clava-tactical-face-shield>

You can easily see why search engines like FRIENDLY URLs. You want to always make sure your URL's are clean like this.

Congratulations, you have added your 1st product to your store.

Next we will dive into **Collections**. Which is the organization of your products and turns into how your navigation/menus are structured within your store. Take this maybe add 1 or 2 more products so you can get the hang of it. Practice makes perfect!

Let's go ahead and go into the Store Content Management Area:

Click on **Products** on the left-hand to expand the menu, then click “**Collections**” (circled in red). Then click “**Create collection**” (circled in orange)

The screenshot shows the 'Collections' section of the Shopify admin. On the left, there's a sidebar with links like Home, Orders, Products (which is expanded), All products, Transfers, Inventory, Collections (circled in red), Gift cards, Customers, Analytics, Marketing, and Discounts. At the top right, there's a 'Create collection' button with an orange circle around it.



1. Collection Title

- if you sell jewelry, this could a section of **BRACELETS, NECKLACES, RINGS, etc.**

2. Description

- Always put a description, this helps search engines find your products. Simple but self explanatory.

3. Collection Image

- Just 1 image of a product within this collection.

This screenshot shows the 'Create collection' form. It has fields for 'Collection Name' and a 'Brief Description'. Below that is a 'Collection type' section with 'Manual' and 'Automated' options, where 'Automated' is selected and circled in red. There are also sections for 'Conditions' and 'Search engine listing preview'.

4. Collection Type

- You can do this 2 ways

1.) Manual; where you always add the products to the collection yourself

2.) Automated; where if a product name, tag or something matches (like adding the words “necklace” in each product name that is a necklace. It will be automatically added

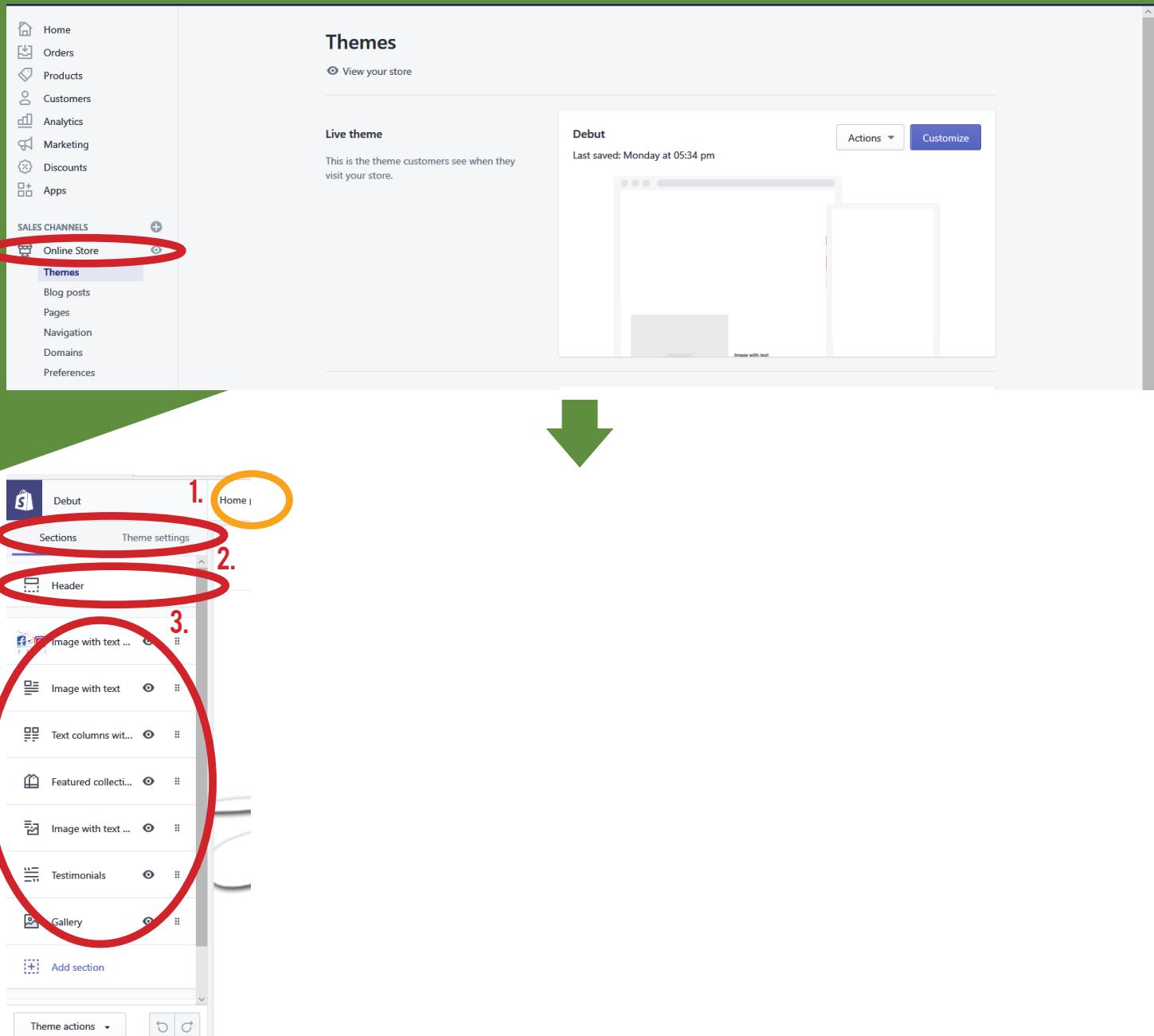
5. Description

- Always put a description, this helps search engines find your products. Simple but self explanatory.

Click the BLUE “**Save**” button when done.

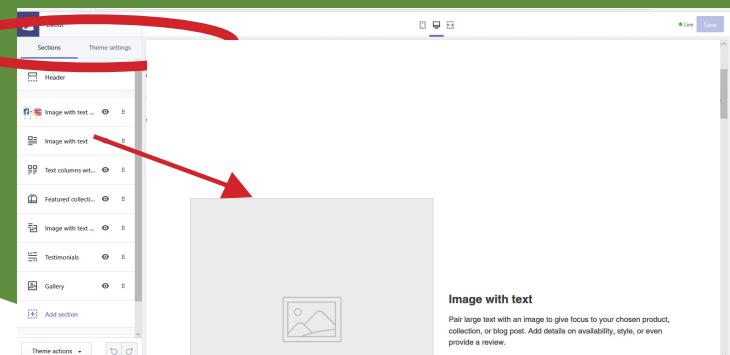
Next we will set up our store with just a few clicks. Click “**Online Store**” on the left-hand column (**circled in red**). We will only styling the **BASE THEME** that Shopify gives you. The “Debut” Theme is what every new shopify account is equipped with.

Click the Blue “Customize” Button

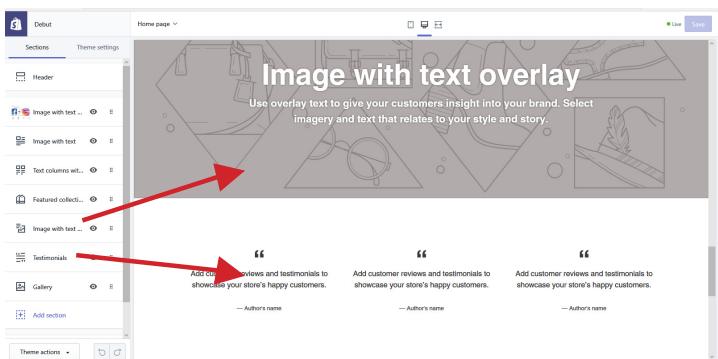
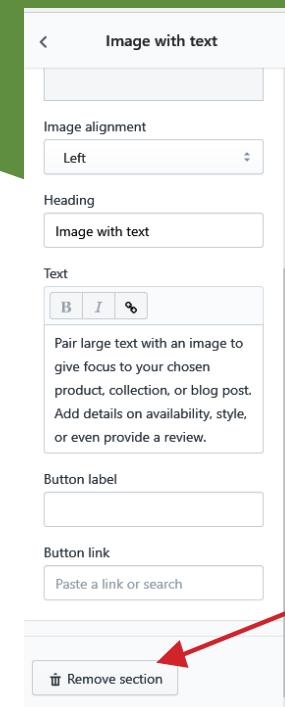
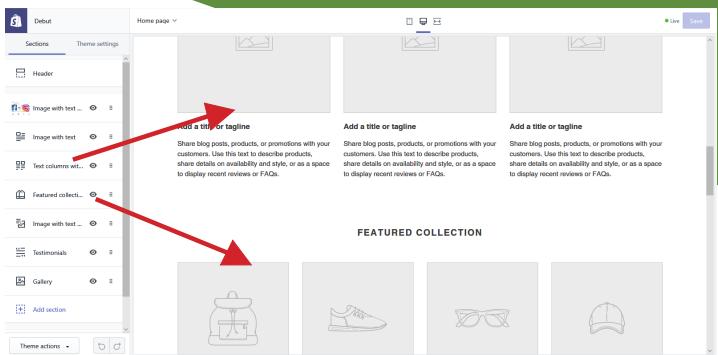
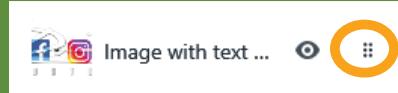


You may notice your page may be similiar this the one above, just without the logo and main screen image.

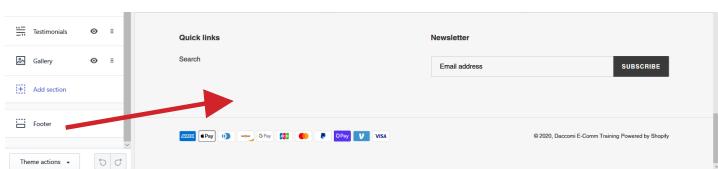
- 1. Sections & Theme Settings** - Styling & Color Scheme of your store.
- 2. Header** - Store Logo, Navigation Menu & Search and Cart Icon
- 3. Sections of your Homepage (current page you styling)** - You can style other areas by choosing from the dropdown menu (**circled in orange**)



As you scroll down the home page section, you see how the sections stack up. The arrows with the images to the left show the order. Literally, and you can change the order of them by clicking & dragging the dots of each section (**circled in orange below**)



Take a moment to add your images and text to areas that you would want to display. You can also remove sections by Opening the section and clicking “**Remove Section**” at the bottom of the left-hand menu of that section.



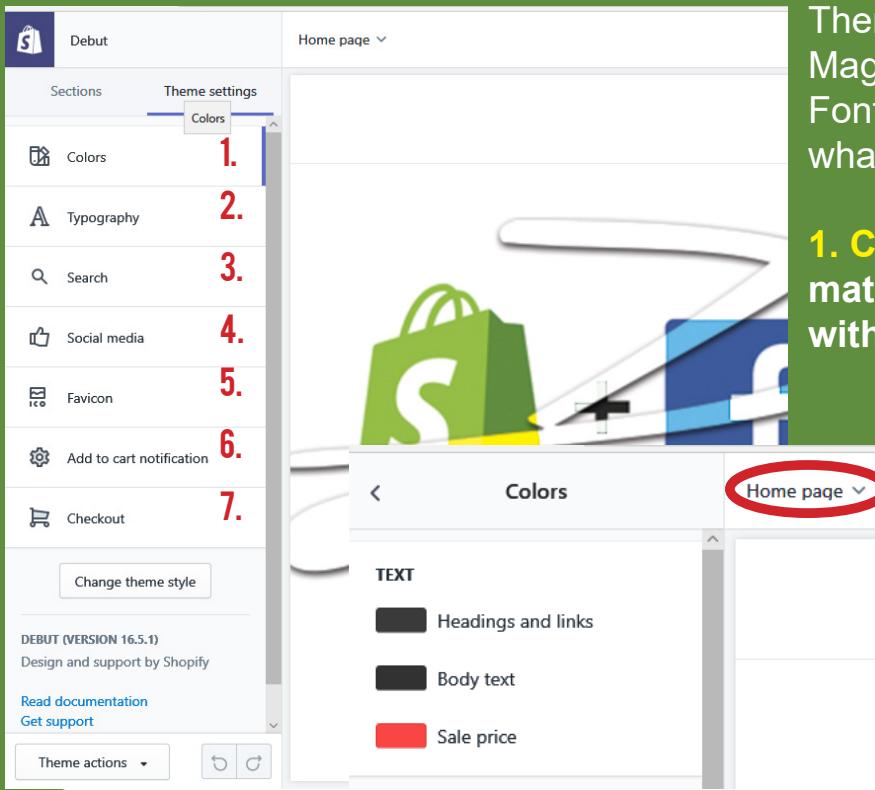
The Footer (image to the left) is just as important as your header. You should have the same information (contact, links) and plus more. Again, BRANDING is everything. Anything you have to connect your customers to your brand is key.



ALERT:

You do want to take your time with your images and text. You want make your products stand out and also make your store look like you've been running this business for years instead of just a few weeks. Branding is everything and making at all have continuity with your logo, the color scheme of the store will carry you a long way. When it looks like you took time to think about your store instead of just LAUNCHING your store, customers will appreciate it. In the form of sales! Honestly you should be able to fully style this basic theme within 1 - 2 hours. This is a base theme and it still needs more things to make the credible site you need for it to go to market.





Theme Settings is where the REAL Magic happens. Your Color Scheme, Fonts used and other small things are what make a big impact

1. Color Scheme - BRANDING match your store with the colors within your logo.

When matching up colors and making your buttons standout. Make sure you toggle between the homepage, products page and more. This will show you how each change is affected in section.

2. Typography - You want to make sure your text is LEGIBLE to even the blindest eye. Stay away from using script fonts or very fancy ones. You don't want ANY confusion. That takes away from your legitimacy.

3. Search - Each theme may have a different function or feature for this. Just read carefully IF you decide to adjust these settings.

4. Social media - Definitely put your FULL URL links to all of your individual social media pages. This ALSO enhances your store's reach for search engines.

5. Favicon →  Daccomi E-Comm Train X

This helps with legitimacy and credibility. So you DEFINITELY should do this or you'll have SHOPIFY's identity on your store.

Ask a graphic designer or someone who knows how to create one.

OR

use this site below to help you create it from your logo: <https://favicon.io/>

6. Add to cart animation - Adjust the type of reaction you want when a customer adds an item to their cart.

7. Checkout - Here you want to add your logo, a background isn't necessary. But at least continue your branding throughout your store.



BONUS BRANDING STRATEGY

“Remove Shopify Branding from Footer”

Now head back over to your Online Store homepage by clicking the Blue button with the



Click the “Actions” button to expand the dropdown menu. Then click “Edit Code”.

The image shows the Shopify Admin code editor for the 'Debut' theme. In the left sidebar, under 'Themes', 'Edit code for Debut', and 'Sections', the 'footer.liquid' file is selected. A red circle highlights the 'Sections' link. A green circle highlights line 322 in the code editor, which contains the line: `<small class="site-footer__copyright-content site-footer__copyright-content-powered-by"><{{ powered_by_link }}></small>`. Below the code editor, a list of tasks is provided:

- Scroll down to the “Sections” (circled in red) and click to expand the menu
- Click the “**footer.liquid**” file to open (circled in orange)
- Scroll down to **line 322 (circled in green)** and highlight the ENTIRE line
- DELETE the highlighted line and then click the “Save” blue button.

Congratulations, you removed the shopify branding from your stores footer.

Let's select your plan, you'll need a plan selected to finish up some connections for the remainder of this course. **REMEMBER YOU WILL NOT BE BILLED FOR 14 DAYS!**

- Click the “Select a plan” button (circled in red)

The screenshot shows the Shopify Preferences page. On the left sidebar, under 'SALES CHANNELS', 'Preferences' is selected. At the top, there's a 'Title and meta description' section with fields for 'Homepage title' and 'Homepage meta description'. Below that is a 'Google Analytics' section with a field for 'Google Analytics account'. At the bottom of the page, a dark banner displays the message 'You have 3 months left in your trial' and a blue 'Select a plan' button, which is circled in red.



The screenshot shows the Shopify plan selection screen. It displays three plan options: 'Basic Shopify' (\$29/month), 'Shopify' (\$79/month), and 'Advanced Shopify' (\$299/month). Each plan has a 'Choose this plan' button. Above the plans, it says 'Your plan includes: online store. Add/remove'.

Feel Free to Select whichever plan that fits your budget. Take your time to read through the best plan for your goals. However, the \$29 plan will do just the trick.

This guide will put in the position for success and to be able to make sales within your first 5 days*.



ALERT:

**Even though we do not guarantee any amount of sales. We are showing you the proper steps, tools & strategies to get sales. Just like any business it takes work. This guide to save you hundreds of hours as well as dollars to get on track to making sales faster.*

CONNECT DOMAIN TO SHOPIFY

Now head back over to Shopify and Click “Online Store” (circled in red)
Then, click on “Domains” (circled in orange)

The screenshot shows the Shopify admin interface. On the left, there's a sidebar with various menu items: Home, Orders, Products, Customers, Analytics, Marketing, Discounts, Apps, Sales Channels (with Online Store and Themes), Blog posts, Pages, Navigation (with Domains), and Preferences. The 'Themes' item is highlighted in blue. A red circle highlights the 'Online Store' item under Sales Channels, and an orange circle highlights the 'Domains' item under Navigation. A large green arrow points down to the next screenshot.

The screenshot shows the Shopify Domains page. The left sidebar has the same structure as the previous screenshot. The main area shows a table for 'Primary domain' with one entry: www.marketwithdacomi.com, status 'Connected', added on March 29, 2020, by GoDaddy, with a 'Remove' button. Below this is a note: 'Traffic from all your domains redirects to this primary domain. [Disable redirection](#)'. There's also a section for 'Shopify-managed domains' which is currently empty. A red circle highlights the '+ Connect existing domain' link at the top of the page.

In the Domain section, click the link “**Connect existing domain**”

Now enter the domain you purchased in the field (**circled in red**)

Search

Home Orders Products Customers Analytics Marketing Discounts Apps

SALES CHANNELS Online Store Themes Blog posts Pages Navigation Domains Preferences

Domains

Connect existing domain

Buy new domain

Domain

e.g. example.com

Enter the domain you want to connect

Next

Or you can transfer in your domain to Shopify (domain needs to meet our requirements).

Learn more about domains.



Search

Home Orders Products Customers Analytics Marketing Discounts Apps

SALES CHANNELS Online Store Themes Blog posts Pages Navigation Domains Preferences

Domains

Connect existing domain

Domain

www.yourdomain.com

Edit

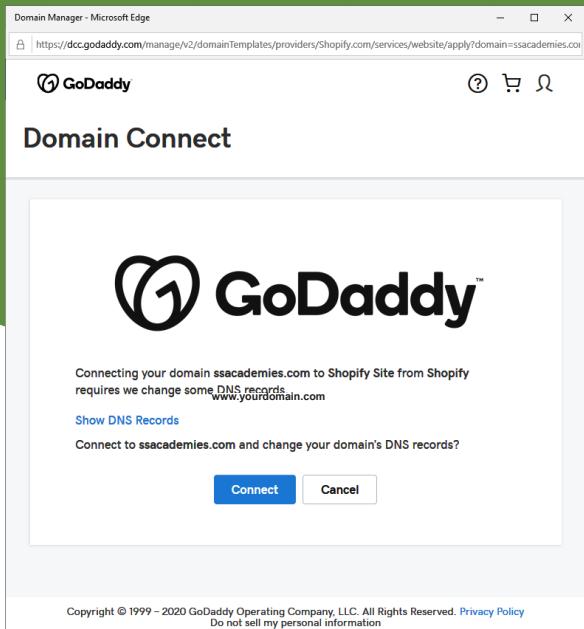
Connect your GoDaddy domain

To connect this domain to your store, you need to log into GoDaddy. Once logged in, your DNS settings will be modified and your domain will connect instantly.

Connect manually Connect automatically

Learn more about domains.

Make sure your domain is spelled correctly. If not, it will not connect. If you see an error (misspelling), click "**Edit**" (**circled in red**)
Next click the button "**Connect automatically**"



Depending on whom you purchased your domain through, upon clicking the “**connect automatically**” button a new window will display of the domain register you bought your domain from.

Follow the prompts and you will given a message of “**SUCCESS**”.

ALERT:

*Be sure to add your domain TWICE. With and without (www) in the front.
Once you've successfully added it the first time, but go through the “connect existing domain” again.
Depending on how you did the first domain, either ADD www. or do not:
ex. www.yourdomain.com and/or yourdomain.com.
DO THEM BOTH*

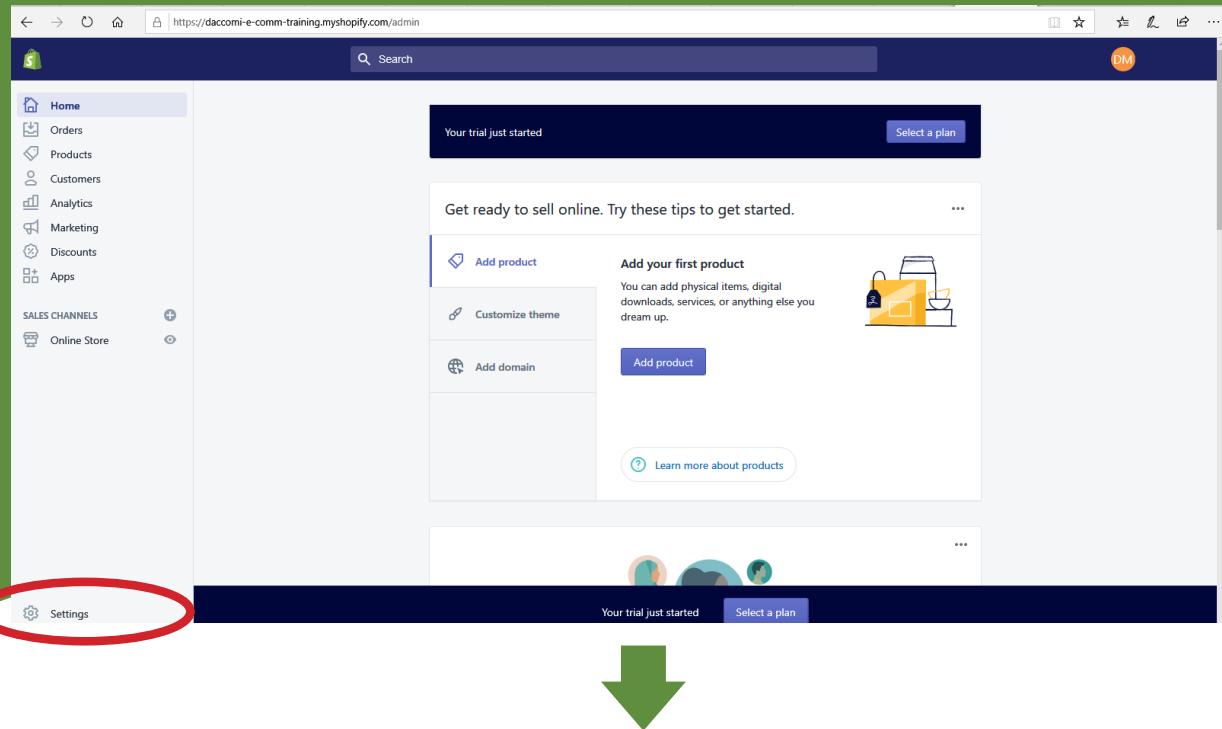
Once you've successfully connected your domain.
Your screen should have 3 **GREEN “Connected”** icons.

The screenshot shows the Shopify Domain Manager interface. At the top, there's a search bar and a "Primary domain" section with a "Change primary domain" link. The "Primary domain" table has columns for "Domain Name", "Status", "Date added", and "Provider". It lists "www.marketwithdacomi.com" with a "Connected" status, added on March 29, 2020, by GoDaddy, with a "Remove" link. Below this, a note says "Traffic from all your domains redirects to this primary domain. [Disable redirection](#)". The interface then splits into two sections: "Shopify-managed domains" and "Third-party domains", both showing a single "Connected" domain with the same details as the primary domain.

Congratulations, you connected your domain to your shopify store.
Feel free to enter your domain into your web browser address bar to make sure it's working.

Now that we've set up your domain, let's finish up the rest of the essential items for your store.

Click the “**Settings**” link in the lower left-hand corner of your webpage (**circled in red**)



Settings

A screenshot of the 'Settings' page. It features a grid of nine items: General, Locations, Store languages, Payment providers, Notifications, Billing, Checkout, Files, Legal, Shipping, Sales channels, Taxes, and Plan and permissions. The 'Payment providers' link is circled in red. A large green arrow points down from this section to the 'Payment providers' page below.

- Click **Payment Providers** (**circled in red**)



Search

Settings

Payment providers

Payment providers

Accept payments through your store using providers like Shopify Payments, third-party services, or other payment methods.

Your store accepts payments with: PayPal Express Checkout and Shopify Payments.

Shopify payments

You need to provide more information to start receiving payouts. [Complete Shopify Payments setup](#)

Credit card rate As low as 2.4% + \$0.30 Transaction fee 0%

Accepted payments: VISA, MasterCard, AMEX, DISCOVER, American Express, DPay, Apple Pay, Google Pay

[View payouts](#) [Complete account setup](#)

PayPal

Express Checkout

After your first sale, PayPal will email you at ecomm_training@dacomi.com

Your trial just started Select a plan

Since this the initial setup you will select “**Complete account Setup**” (circled in red)



Items to have on hand for this next step:

- EIN Number (not needed for completion)
- Articles of LLC, Corporation
- Bank Routing & Account Number



- Enter ALL information required.

- Double Check your information, you want your be displayed as LEGIT as a business that's been operating for 10+ years when customers visit your store.

- IT'S ALL IN THE DETAILS!

- Once you've entered all your information the button at the bottom will turn bold blue. (See below)

Complete account setup

Payments

Shopify Payments

Your store accepts credit cards with Shopify Payments

Before your sales can be deposited into your bank account, you need to provide some additional information.

Business details

Business type: Individual/sole proprietor/single-member LLC

Employer Identification Number (EIN) (optional):

9 digits:

Street address:

City: ZIP code:

State:

Your trial just started Select a plan

PayPal

Express Checkout

After your first sale, PayPal will email you at ecomm_training@dacomi.com with instructions for setting up a PayPal business account and claiming your funds.

A button that enables customers to use PayPal directly from your checkout. Learn more about [PayPal Express Checkout](#).

Credit card rate
Set by PayPal Express Checkout

Connected account
ecomm_training@dacomi.com

Deactivate PayPal Express Checkout [Complete account setup](#)

If you will want to accept PayPal payments you must follow the instructions after your first sale. OR hit the “complete account setup”. (circled in red)



https://dacomie-comm-training.myshopify.com/admin/settings/payments

Home Orders Products Customers Analytics Marketing Discounts Apps SALES CHANNELS Online Store

Search

Settings

Payment providers

Payment providers

Accept payments [through your store using providers like Shopify Payments, third-party services, or other payment methods.](#)

Your store accepts payments with

Shopify payments Manage

You need to provide more information to start receiving payouts. Complete [Shopify Payments setup](#)

Upon Completion just hit “**SAVE**” button at the bottom of the screen. Then click the “settings” link (circled in red)



Next we will Setup & Add your Sezzle Account. this gives customers the option to split up a purchase into 4 easy payments. Increasing overall sales and conversions to your online business.

Buy Now, Pay in 4 over 6 weeks, Zero interest. [Sign Up](#)Go To <https://szzl.io/q1wrya> and at the top of the page,**(USE THE EXACT LINK)**click on “**FOR BUSINESS**” (circled in red)

Congratulations!
You've Made the Smarter Choice.

Please select the account type you'd like to create.

[shopper sign up](#)[merchant sign up](#)Next, Click on the “**Merchant Signup**” Button (circled in red)

Merchant Sign-up

Our merchant sign-up is a quick process. We will ask you for basic information about your business. The signup process should take a couple of minutes to complete. We start the process with your login email address.

Email address

This field is required

Create a password

This field is required

Re-type your password

 I'm not a robot

reCAPTCHA

Privacy + Terms

[get started](#)[Help](#)[Show all](#)

On the next screen, fill in the appropriate information to begin setting your account. Then click, “**Get Started**” (circled in red)

Fill in all the appropriate information for you and your business.

Be sure to select “**SHOPIFY**” (circled in red) in the dropdown menu labeled “E-commerce Platform”. All information is required.

Your Basic Company Information

Please make sure you have the following on your website:

- Unlocked Site
- Contact Information
- Products Available For Purchase
- Working Checkout
- Shipping And Refund Policies

Country
United States of America

First Name _____ Last Name _____
First Name _____ Last Name _____

Legal Business Name
Your Business Name

E-commerce Platform
 Shopify

Website Address
www.yourwebsite.com

Using the above URL which countries do you conduct business in?

Help ? Show all X



Continue to fill out any information required. If you don't have sales yet just put a reasonable number.
For Average order, just put an actual price of a product you will sell.

When finished click, , “**Continue**” (circled in red)

Using the above URL which countries do you conduct business in?

United States Canada Both

	Annual Direct Online Sales (USD) ⓘ	\$100,000
	Annual In-store Sales (USD)	\$0

Average Order Value (USD)
\$82

How did you hear about us?
Saw Us On eCommerce Platform

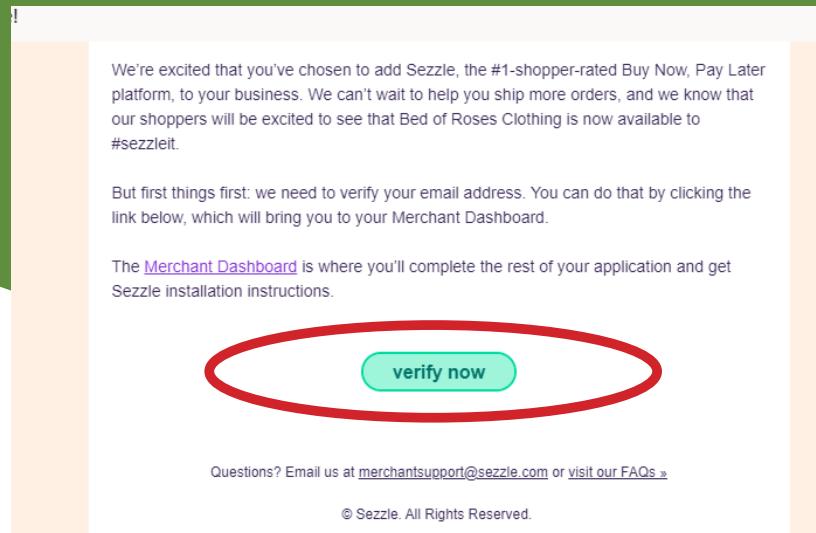
Referral Code (Optional)

I agree with Sezzle's Merchant Agreement.

continue ? Help

Show all X

Next, go to the email account you entered to create your Sezzle account. Look for an email entitled “Welcome to Sezzle”. Read and then click the button **“VERIFY EMAIL” (circled in red)**



Incomplete application

Business Information

Business/Support Email _____ Business/Support Phone Number _____

Years in Business? DBA (optional) _____

Business Address _____

Street Address _____

Suite (Optional) _____ City _____

Zip Code _____ State _____

Corporate Structure?

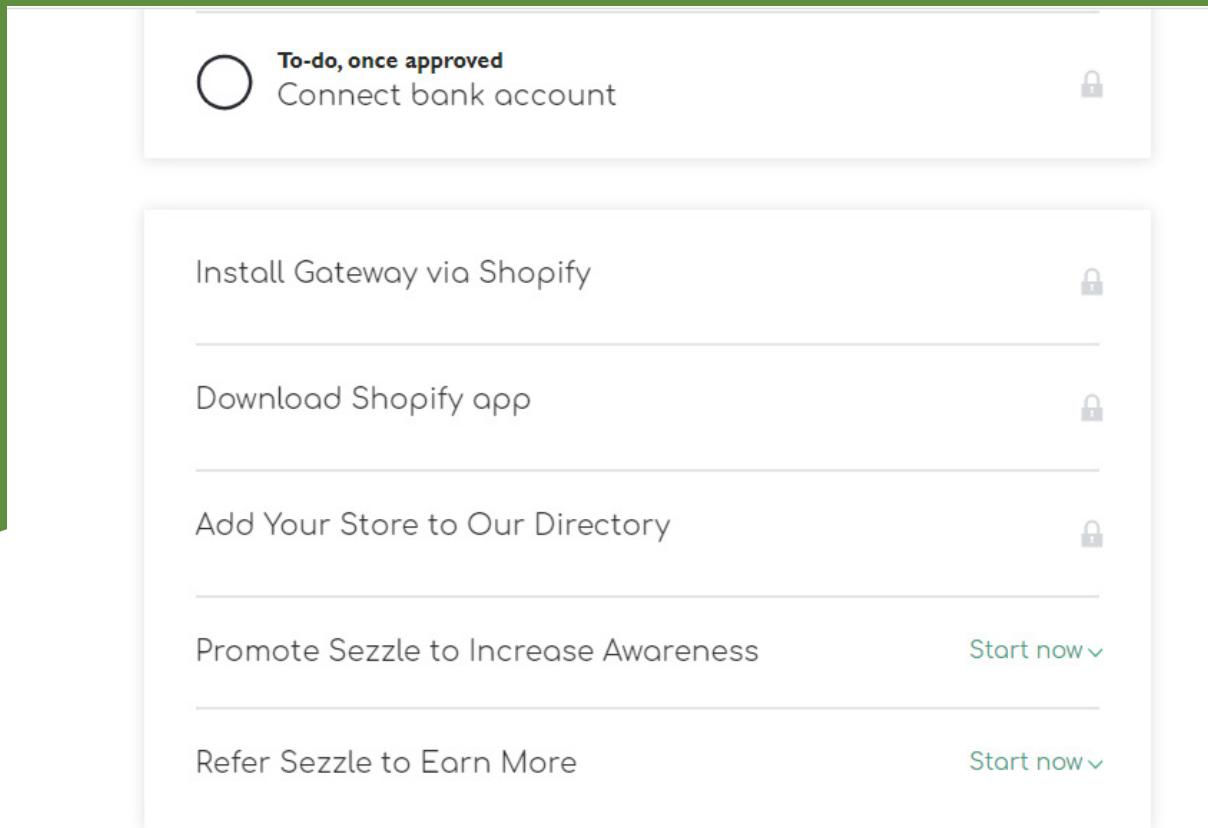
EIN Number _____

save

After you've verified your email, you will next fill out your business info. You will need to have EIN number and other articles of

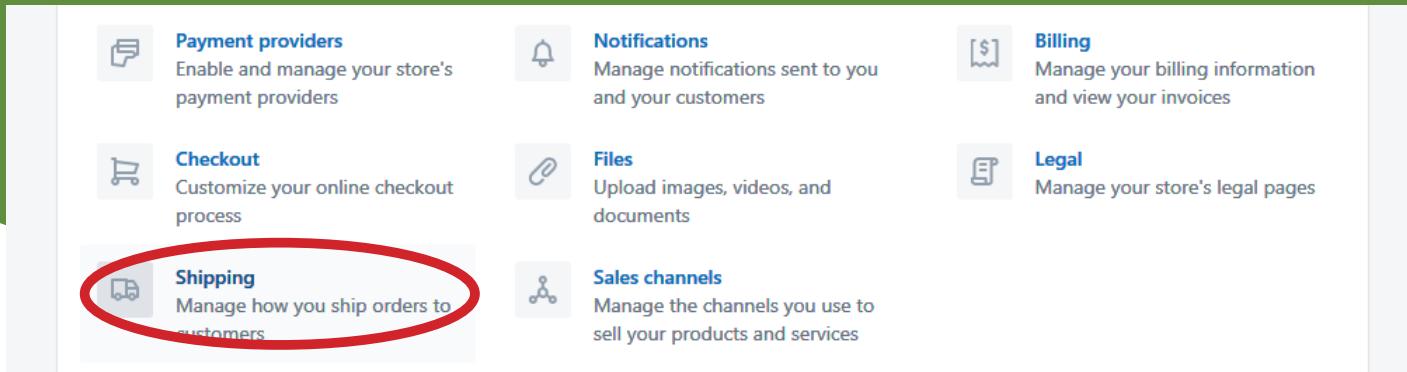
When finished click,
“Save” (circled in red)

At this point you are now in the application review process. Once you are approved, you will need to add your banking information for where you want payments to be deposited from Sezzle.



Congratulations, you successfully applied for Sezzle your shopify store. Once Approved, continue with the setup process for Store installation. If you need to contact Sezzle, please use: 1-888-540-1867 9am - 5pm CST

Next we will setup our basic shipping. Click the “Shipping” link (**circled in red**)



The image shows the 'Shipping' settings page. It includes sections for 'General shipping rates' and 'Custom shipping rates for products'. The 'Manage rates' button in the 'General shipping rates' section is circled in red.

The image shows the 'General shipping' settings page. It includes sections for 'Products', 'Shipping from', and 'Shipping to'. The 'Manage' button in the 'Shipping from' section and the '...' button in the 'Shipping to' table are circled in red.

As of right now, we are only going to setup your **General Shipping Rates**. Click the “manage rates” (**circled in red**).

Here you will be able to set **YOUR** stores base shipping. The price “**your customer**” will be charged at checkout.

You will see there are already various tiers of shipping prices. Depending on your products that you are selling, feel free to adjust/delete any by clicking on the “...” (**circled in red**).



You have 3 months left in your trial Select a plan

After you've finished your shipping rates, let's go back to settings menu by clicking the "settings" button in the lower lefthand corner of the screen. (**(circled in red)**)

Settings

General
View and update your store details

Payment providers
Enable and manage your store's payment providers

Checkout
Customize your online checkout process

Shipping
Manage how you ship orders to customers

Taxes
Manage how your store charges taxes

Locations
Manage the places you stock inventory, fulfill orders, and sell products

Notifications
Manage notifications sent to you and your customers

Files
Upload images, videos, and documents

Sales channels
Manage the channels you use to sell your products and services

Plan and permissions
View plan information and manage what staff can see or do in your store.

Store languages
Manage the languages your customers can view on your store

Billing
Manage your billing information and view your invoices

Legal
Manage your store's legal pages



Next we will setup taxes for your state. Click the link "Taxes" **Circled in the above image in red**)

← Settings

Taxes

Tax regions

Manage how your store charges sales tax in your [shipping profiles](#). Check with a tax expert to understand your tax obligations.

Learn more about [taxes](#).

United States	Collecting	Edit
Rest of world	Not collecting	Set up

These regions are from your [shipping profiles](#). To add a region, edit your shipping settings.



You will see a section for the United States & Rest of the World. We will only be focusing on the U.S. Click the "Edit" button (**circled in red**)

< Taxes

United States

Calculating taxes

Changing how taxes are calculated will affect existing tax overrides.

County, municipal, and state taxes

You usually need to charge county, municipal, and state taxes in regions where you have a [physical or economic presence](#).

For example, if you have an office in California and a warehouse in New York, you must add both California and New York as physical presences.

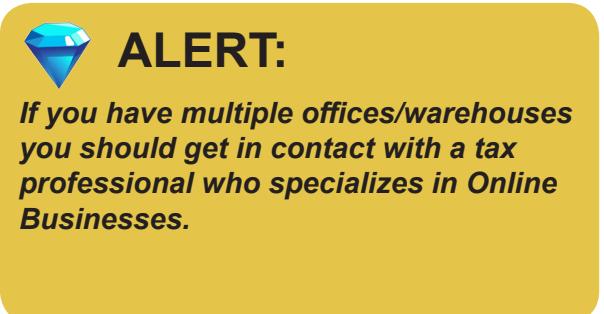
Taxes are automatically calculated by Shopify.

ADD A PHYSICAL PRESENCE

State Name	Your zip code	Add state	
State	Your zip	State tax	County, municipal and other taxes
Virginia	24018	4.3%	0.0% to 1.0%

1. After you've entered the taxes area, the checkbox “**Calculate taxes automatically**” SHOULD already be checked. If not CHECK IT.

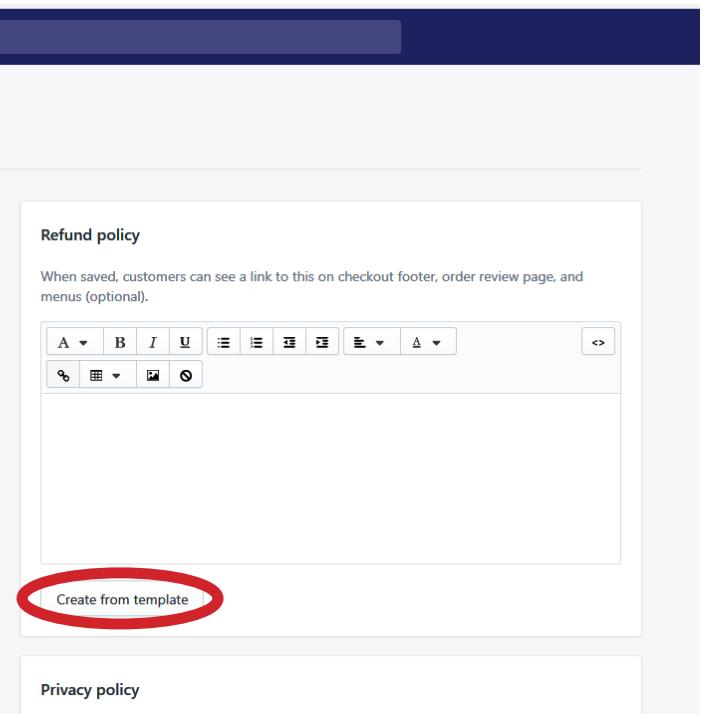
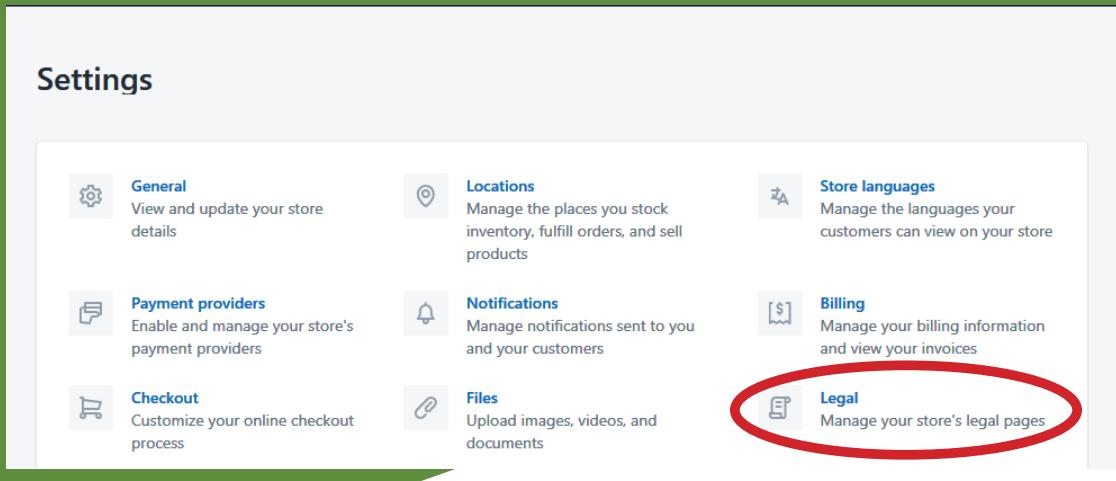
2. If you have a physical presence (it will use the address you entered in previous setup areas) IF you have multiple offices/warehouses it would be wise add them. You should collect taxes from the localities your business resides.



After you've finished your taxes, let's go back to settings menu by clicking the “settings” button in the lower lefthand corner of the screen. (**circled in red**)

 **Settings** You have 3 months left in your trial Select a plan

Once you're back on the "settings" screen, click on the "Legal" section (**circled in red**)



A large green arrow points from the top screenshot down to the bottom screenshot.

There will be 4 areas to consider on this page:

REFUND

PRIVACY

TERMS OF SERVICE

SHIPPING

If you have this already written, just copy & paste in their select areas. If not, just the, "**Create from template**" button (**circled in red**). A nice lengthy policy will be written for you. Once you are complete just hit "**SAVE**" button at the bottom of the screen.

ALERT:

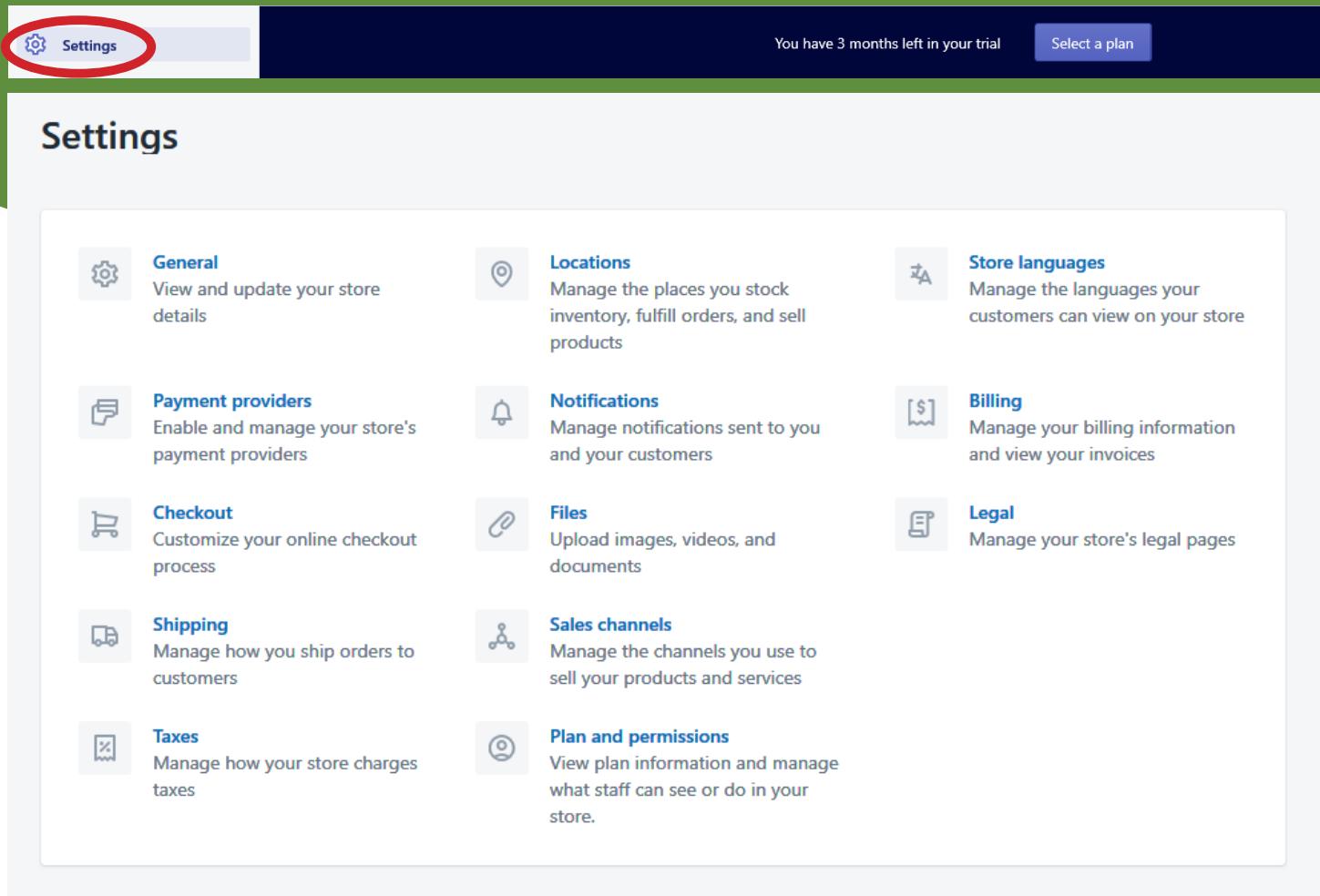
If you're questioning why do you need all this; well it's better to have them displayed than to not. This saves you a lot of headache and back & forth when issues in those categories arise. So have them displayed so you and your business are protected! Take your time and read them & adjust them YOUR PREFERENCES.

BONUS 💎 ALERT:

*BELOW ARE SOME OF MY FAVORITE APPS
ON SHOPIFY*

- Chat box
- ACCOUNTIFY
- BeProfit - Profit Tracker
- Best fit-size chart
- Fast check out
- Free shipping bar
- Product review
- Kit
- Page speed booster
- Email marketing
- Aiva overlays

Once you have finalized your Legal Policies, go back to settings menu by clicking the “settings” button in the lower lefthand corner of the screen. (**(circled in red)**)



The screenshot shows the Shopify admin interface's Settings menu. At the top, there is a red circle around the "Settings" button in the top-left corner. To its right, it says "You have 3 months left in your trial" and "Select a plan". Below this, the "Settings" page is titled "Settings". It contains ten items arranged in a grid:

- General**: View and update your store details.
- Locations**: Manage the places you stock inventory, fulfill orders, and sell products.
- Store languages**: Manage the languages your customers can view on your store.
- Payment providers**: Enable and manage your store's payment providers.
- Notifications**: Manage notifications sent to you and your customers.
- Billing**: Manage your billing information and view your invoices.
- Checkout**: Customize your online checkout process.
- Files**: Upload images, videos, and documents.
- Legal**: Manage your store's legal pages.
- Shipping**: Manage how you ship orders to customers.
- Sales channels**: Manage the channels you use to sell your products and services.
- Taxes**: Manage how your store charges taxes.
- Plan and permissions**: View plan information and manage what staff can see or do in your store.

Congratulations, you have completed your initial setup for your Online Store.

In later chapters we will revisit Shopify to make various **connections, integrations & selecting your Store's Theme**. You may take this time to review anything you may have missed in the previous steps.

In the next chapter, we will be setting up your Facebook & Instagram business pages, Facebook ads 101, marketing 101.



THANK YOU!

As I sit here bringing this book to a close, my heart sincerely fills with joy, not just for the support you have shown to me, but for the support you have shown to yourself. I am grateful that you have trusted this process and completed this course, but honestly, you are the REAL MVP! Your tenacity to take hold of your destiny is even more phenomenal and it confirms the reason I started my business and made it my mission to help others win in life.

You took on the task of completing your very own Shopify eCommerce store. Not only did you believe in me, you believed in yourself. That makes you a WINNER!!! This is just the beginning of your journey. Please know that myself and my team are here to guide you through the rest of the process.

It has been a pleasure providing you with the tools needed to see you make your dreams come true. Please feel free to email any questions or let us know your testimony about your experience with this course, and after you launch your site so that we can continue to celebrate your success. All correspondences can be sent to info@snatchqueen.com

Again, thank you! See you at the top!!!

- Aneka