## 

## Check-List For Creating An E-Commerce Business Fast

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| --- | --- |
|  | Dear You,  When my mom was faced with a job loss in her late 50’s, she learned how to build websites, and started an online tea and salve business by collecting and drying wild plants around our land and selling them on the internet.  I believe that the world needs your ideas, and with life being what it is, the small businesses that emerge from solutions like yours will rebuild our economy and bring cash into local economies.  Follow these exact steps to get yourself online with the minimum tools you need. You CAN do this.  All my love,    Wendy Louise Nog, Founder  Future Bright Digital  wendy@future-bright.com  415-275-0970 |

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## Check-List For Creating An E-Commerce Business

## 1. Choose A Business Name, Register A Domain Name – $20 or less

[GoDaddy](https://www.godaddy.com/) (godaddy.com) – do not purchase anything else no matter how hard they try to sell it to you.

|  |  |
| --- | --- |
| **Business Name** | **Domain Name** |
|  |  |
| **GoDaddy Login Name** | **GoDaddy Password** |
|  |  |
| **Email Address You Used** | **GoDaddy Pin #** |
|  |  |

## 2. Create All Three Core Payment Accounts – Free to set up

Note: If you do not have a Tax ID for your business, use your personal social security number and bank account until you do. Set up is free. They will take a 2-3% chunk of each sale. Set up all of these now so that they are ready when you need them to take payment.

* [PayPal – widely used](https://www.paypal.com/)
* [Square – has mobile phone swiper](https://squareup.com/)
* [Stripe – integrates with many online tools – can do subscriptions](https://stripe.com/)

|  |  |  |
| --- | --- | --- |
| **Service** | **User Name** | **Password** |
| PayPal |  |  |
| Square |  |  |
| Stripe |  |  |



## 3. Products & Prices – Identify just a few – start small

|  |  |
| --- | --- |
| Product Name: |  |
| Problem Product Solves: |  |
| Product Description: |  |
| How To Use: |  |
| Price: |  |
| Product Name: |  |
| Problem Product Solves: |  |
| Product Description: |  |
| How To Use: |  |
| Price: |  |
| Product Name: |  |
| Problem Product Solves: |  |
| Product Description: |  |
| How To Use: |  |
| Price: |  |

## 4. Content: Images & Text

Don’t spend more than an hour working on this content. You can always change it later.

|  |  |
| --- | --- |
| Logo | Just the name of your business is fine right now |
| Main Image For Social Media Headers | Free images at: <https://unsplash.com/> or take your own. |
| Product Images | At least one photo per image. If you don’t have a way to get an image, get one later. |

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## Key Words And Phrases People Might Use To Find You

|  |  |  |
| --- | --- | --- |
| **Informational Search**  **Key phrases**  “Best apples to use in apple pie” | **Navigational (location) Search Keywords:** “Baking Tools Store” | **Transactional Search Keywords:**   “Apple Pie Pan” |
|  |  |  |

Write your content using the above key words and phrases.

|  |  |
| --- | --- |
| Describe your product/business generally |  |
| What problem does your product solve? |  |
| How does your product make people feel? |  |
| What inspired you to create this product? |  |
| Tell Your Story (About You) |  |

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## 5. Create A MailChimp Account – Free up to 2000 subscribers

Mailchimp will be used to collect email addresses of people who want to hear from you. You will be able to send out newsletters, special offers, and more!

* [MailChimp](https://mailchimp.com/)

|  |  |  |
| --- | --- | --- |
| Service | User Name | Password |
| MailChimp |  |  |

## 6. Create the following Social Profiles – Free

* [Google My Business Profile](https://www.google.com/business/) – fully filled out
* [Facebook](https://www.facebook.com/) Business Page
* [Instagram](https://www.instagram.com/) Business Account
* [Yelp](http://yelp.com/) – ignore the dozens of calls you get after signing up

|  |  |  |
| --- | --- | --- |
| Service | User Name | Password |
| Google My Business |  |  |
| Facebook |  |  |
| Instagram |  |  |
| Yelp |  |  |

## 7. Create An Online Store (Website With E-Commerce Capability)

Depending upon your product or service, you will need a different platform. The following platforms have the easiest start-up. Follow the set-up that they guide you through. Be sure to add links to your social media profiles, and connect your MailChimp account to the platform’s “Opt-In” feature.

* [Shopify](https://www.shopify.com/) – for manufactured products like bags, clothing – $30/month
* [Etsy](https://www.etsy.com/) – For items made by hand by you – about $.20 per product listing
* [Square](https://squareup.com/us/en/online-store) – Not Pretty But Functional Website – Free
* [BentoBox](https://getbento.com/) – For food & restaurants – $79-$150 – Call Future Bright For Deal
* [Wix Store](https://www.wix.com/) – $30/month
* DO NOT use GoDaddy website builder

What About Wordpress? We build almost all of our websites in Wordpress, and recommend that you do as well if you have the budget to hire someone to assist you. If not, use the above. You can always switch platforms later.

|  |  |  |
| --- | --- | --- |
| Platform | User Name | Password |
|  |  |  |

## 

## 8. Promote your product(s)

* Share to your personal Facebook/Instagram pages – Free
* Share on Facebook/Instagram business pages – Free
* Facebook Ads – Can spend $20+
* Google Ads – Wide range from $20-$10,000/month