

How to Get Started and Profit with



shopify

More ways to sell than ever before

Ecommerce • Social Commerce • Buy Button • Point of Sale

Start your free trial

Start your dream business

Grow your business

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How To Get Started With And Profit With Shopify

One of the best ways to earn money is to have a product or a service and sell it. Seems very simplistic, doesn't it? Well, it is. But once you have the item to sell, you need to have a simple way to keep track of inventory, deliver it to your customer and market it to your ideal audience.

One way to do that online is with a shopping cart. There are numerous shopping carts available to you online but one of the best, which has many of the features you need to become a success online all in one fabulous package, is Shopify.com. Shopify has all of the features that you'll need to make your online or offline store a success.

Shopify Feature Overview

Shopify has all the features you need to get started with a store and start profiting quickly. Depending on the type of product you choose to market and sell, this platform offers everything you need.

Storefront

You can choose to have an online store front or a point of sale or both. It's up to you. When you choose an online store front you can create your website, with a blog, quickly and easily using free and premium templates. What's more, your store is automatically mobile ready, and yes, it includes a full-featured blogging platform.

You have full control over the HTML / CSS of your store, so you can customize the website completely if you know how to do that or have a web designer. Your store will be branded as your own store and is easy to set up using the templates that are offered. Of course, you can have your own domain name when you set up your store and

upgrade to a paid account. If you don't have a domain name yet, you can buy one through Shopify.

Everything is web-based or "cloud-based" so you will be able to build your store and manage your store through the online interface that they offer. It has a full website builder, not just a store. It's everything you need in one stop. Oh yea, it can integrate into your already existing website if you're using it as mostly a shopping cart for your offline store, too. The possibilities are endless.

Shopping Cart

Let's talk about the awesome shopping cart. It's amazing, secure, and offers over 70 payment gateways. You can set it up to automatically offer free shipping or other types of shipping charges. You can even set up recurring payments and charge the right taxes when needed.

It includes so many features that you won't be missing anything that you need. Plus, even though it's feature rich, it's not difficult to set up. A great feature that will help tremendously with marketing is the abandoned cart feature. If customers leave the cart, it can send registered customers a notice telling them about their abandoned cart, giving them a chance to buy so you don't miss out on more sales.

Store Management

Manage your store from one dashboard. You can view the profiles of your customers, plus their accounts, and even customize them by group. This can help with all kinds of marketing functions. The ability to connect with fulfillment centers like Fulfillment by Amazon, drop shippers and inventory management like [Ordoro](#) is also a wonderful ability that can help automate a lot of the management process.

What's even better is you can manage your store on the go with mobile devices like your smartphone or tablet. You can even give your customer a refund while you're on vacation if you need to without any worries. With numerous email templates that will help you get everything set up quickly, your store will be super-professional and can grow as big as you need to grow.

Marketing & SEO

Outside of choosing the right products or services for your audience, the next most important aspect of a business is marketing. Shopify helps you with every aspect of this by helping you create the best SEO descriptions of your products, allowing for customizing your headers, titles, and tags.

Even a sitemap is generated automatically every time you upgrade your website. Sitemaps help search engines like Google index your website and your products. You also get some credits for Google AdWords which will help even more. Plus, you can

even set up an affiliate program, which allows others to promote your products and earn a commission.

You can also allow product reviews, which also helps with SEO a lot by allowing users to leave their thoughts about the different products you offer. The ability to engage with email marketing by integrating with MailChimp and the ability to use gift cards too, make selling even easier. Plus, you can even sell right on Facebook and the share buttons for Pinterest, Instagram, Facebook, Twitter and Tumblr all make social media marketing even easier.

Products

One of the best ways to sell your products is through multiple images and a really good organization. The Shopify software allows you to include unlimited product variations, many images, and more. You can have unlimited products as well as product types including physical, digital and services.

Web Hosting

If your store doesn't work well, and load fast, you'll have a lot of problems with keeping customers happy. But with a Shopify store you'll have unlimited bandwidth, daily backups, SSL certificate, email forwarding, PCI compliance and everything you could want including 99.99% uptime.

Analytics

In order to be sure that your descriptions, SEO, marketing and product choices are working you need to be able to see the numbers. You can see everything you need to know via your dashboard. Sales, orders and traffic information all help you make smart decisions and choices for your business.

You can even export reports so that you can send them to your CPA or business advisor to help you make even better decisions. You can also integrate Google Analytics with your online store to help you track sales, visits and referrals even more easily.

Shopify Mobile

One of the most exciting features of Shopify is the fact that it's atomically mobile. Your sites will look great on mobile, but what's more is you can, with the right app, manage your store completely with your Smartphone.

You can fulfill orders, capture payments, see everything on your dashboard so you can manage inventory, email or call customers, and so forth. Your data will be synced automatically and you'll be fully informed and up to date at all times.

24/7 Support

When using such important software for your business, it helps to know that smart people have your back. The support with Shopify is above and beyond with several ways to get support. You can search the knowledge base, call them, email them and chat with them online all 7 days a week 24 hours a day or night.

Two exciting features to note are the discussion forums and the Ecommerce University. The forum has users and experts alike with whom you can discuss marketing, accounting and more. In the University there are eBooks, videos, webinars and more all included.

Getting Started with Shopify

The first thing to do before getting started with Shopify is to determine what of product that you want to sell. Once you know what type you need, either create it or find a source for the product. Let's go over these issues.

Digital Products

If you want to sell digital products such as eBooks, courses, information products, or even stock photography, you'll need to source the products you want to sell by finding master resale products or by creating your own products.

- **Master Resell Rights** – This is a special type of digital, private label product (PLR) that you can purchase all rights to either sell as is, or to alter and sell as your own. This is a fast way to get started with selling digital products.
- **Create Your Own** – You can use your own skills or hire someone to create products for you such as apps, information products, white papers, eBooks, stock photography and more. The Shopify system allows you to put up multiple images and examples of your products in the shopping cart easily.

Finding digital products or creating them is a great way to get started without a large investment. You'll be earning a profit quickly with digitals if you have sourced or created the right type of products for your audience.

Physical Products

Another way to sell products through Shopify is to sell physical products. There are a multitude of ways to do this from making your own to finding wholesalers, drop shippers and more. Whether you have physical or digital products, is important that you pick the right products for your audience.

- **Drop Shipping** – You can work with a company to drop ship the items you want to sell to your audience. You list them on your website for sale at your price point,

and then when an order is made an order goes directly to the drop ship company who ships your item to your customer under your name at their price. You keep the difference.

- **Wholesale** – You will need to purchase products and store them in your own warehouse if you get involved with buying products wholesale, as you usually have to buy in bulk. That means you'll need to deal with shipping costs, taxes and packing.

There are a lot of different ways to source products for your online or point of sale system. Let's go over the different ways in which you can ensure that you pick the right products for your store.

Picking the Right Products

Everything starts with picking the right product. If you don't create a product that is easy to deliver and that wows your audience, you won't be selling anything, no matter how wonderful the platform is that you use to promote and sell it on.

- **Start With Your Audience** – Who is your audience? You need to determine what they like doing, what their values are, and identify at least three pain points that you might be able to solve for them.
- **Solve a Problem** – Once you've identified the pain points, find or make products that will solve the problems created that cause them pain. In some cases, that product will be digital, where in others, it will be a physical product.
- **Physical vs. Digital** – There is no right or wrong answer regarding whether you want to sell digital or physical products. The biggest issue with them is the cost of entry. It's a lot less expensive to get involved with digital products than physical, for many reasons, starting with packing and shipping.

Picking the right products has everything to do with your audience and your budget. If you want to, you can start with digital products and add physical later or vice versa. It's up to you. What's great is that Shopify can adapt to whatever you want to do.

Sourcing Products

You may want to know a little bit about sourcing products. Once you know what type of product you want to sell, you should first find out if it already exists. There are many physical products you can privately label (put your own name on), or find at wholesale prices to stock and sell, and there are many ways to have them manufactured. It all depends on where you are in your business.

As mentioned before, you can also sell digital products. Digital products include E-books, audio content, video training, multimedia products, email series, content

memberships, plugins, apps, themes, graphics, images, photographs, music, sound, tutorials, patterns and all manner of services.

Once you decide which type of products you're going to sell, and already have them ready, you can start building your Shopify store. Don't worry, it's simple to do. If you can set up your online bank account, you can set up your Shopify store.

Picking the Right Account for Your Business

With Shopify you can choose to start with a 14 day free trial, which allows you to use almost all the features other than a few paid extra features. After your 14 day trial, you can pick from the following choices.

Set up your shop, pick a plan later

Try Shopify free for 14 days, no credit card required

[Start your free trial](#)

| | Lite <small>Start small without an online store</small> | Basic <small>Set with your own online store</small> | Pro <small>Take your business to the next level</small> | Unlimited <small>Experience the best of Shopify</small> |
|--|--|--|--|--|
| Monthly price | \$9 | \$29 | \$79 | \$179 |
| WAYS TO SELL | | | | |
| Online store | — | ✓ | ✓ | ✓ |
| Point of Sale | ✓ | ✓ | ✓ | ✓ |
| Facebook | ✓ | ✓ | ✓ | ✓ |
| Instagram | — | ✓ | ✓ | ✓ |
| Twitter | — | ✓ | ✓ | ✓ |
| Shopify Buy Button | ✓ | ✓ | ✓ | ✓ |
| Retail package | +\$40 | +\$40 | +\$40 | +\$40 |
| CREDIT CARD RATES | | | | |
| Online <input type="radio"/> | 2.9% + 30¢ | 2.9% + 30¢ | 2.6% + 30¢ | 2.4% + 30¢ |
| In Person <input type="radio"/> | 2.7% + 0¢ | 2.7% + 0¢ | 2.4% + 0¢ | 2.2% + 0¢ |
| TRANSACTION FEES | | | | |
| Using Shopify Payments | None | None | None | None |
| Using external payment gateways | 2.0% | 2.0% | 1.0% | 0.0% |
| FEATURES | | | | |
| Number of products | Unlimited | Unlimited | Unlimited | Unlimited |
| 24/7 support | ✓ | ✓ | ✓ | ✓ |
| Shipping label discount | Good | Good | Better | Best |
| Product analytics <input type="checkbox"/> | ✓ | ✓ | ✓ | ✓ |
| Manual order creation | ✓ | ✓ | ✓ | ✓ |
| Website and blog | — | ✓ | ✓ | ✓ |
| File storage | Unlimited | Unlimited | Unlimited | Unlimited |
| Discount codes | ✓ | ✓ | ✓ | ✓ |
| Gift cards | — | — | ✓ | ✓ |
| Professional reports | — | — | ✓ | ✓ |
| Abandoned cart recovery | — | — | ✓ | ✓ |
| Advanced report builder | — | — | — | ✓ |
| Real-time carrier shipping | — | — | — | ✓ |

Shopify collects sales taxes in states where it is required by law. Stated prices do not include these taxes.

Sell in store with our retail package

Get additional features like hardware integration, staff accounts, register shifts and more.

[View retail package](#)

Enterprise-grade selling capabilities without the hassles of traditional enterprise applications.

[Learn more about Shopify Plus](#)

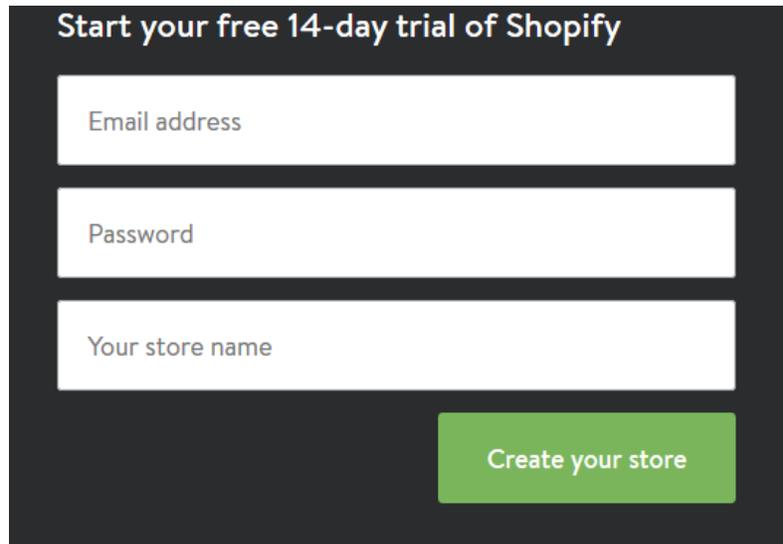
Set up your shop, pick a plan later

[Start your free trial](#)

The two best choices are basic and pro, and will likely be perfectly good for anything you want to do with your business. If you pick the first one, the 9 dollar one, you will likely miss out on some of the better social media marketing features.

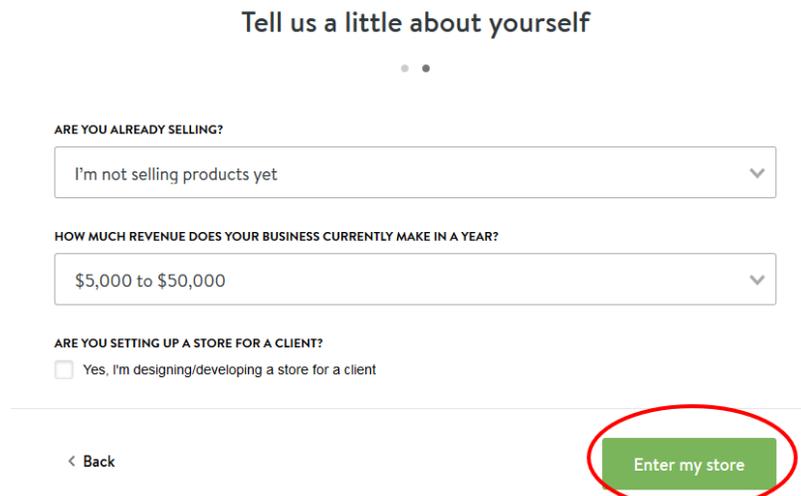
Setting Up Your Account

Getting started with setting up your account is simple. Start your free trial by filling in the information.



The screenshot shows a dark-themed form titled "Start your free 14-day trial of Shopify". It contains three input fields: "Email address", "Password", and "Your store name". A green button labeled "Create your store" is positioned at the bottom right of the form.

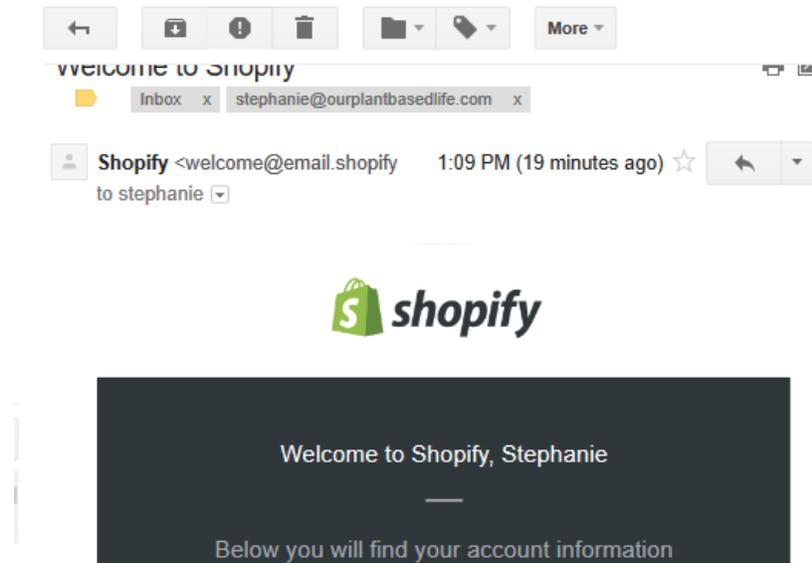
Fill out the information asked for.



The screenshot shows a form titled "Tell us a little about yourself" with two progress dots. The first question is "ARE YOU ALREADY SELLING?" with a dropdown menu showing "I'm not selling products yet". The second question is "HOW MUCH REVENUE DOES YOUR BUSINESS CURRENTLY MAKE IN A YEAR?" with a dropdown menu showing "\$5,000 to \$50,000". The third question is "ARE YOU SETTING UP A STORE FOR A CLIENT?" with a radio button and the text "Yes, I'm designing/developing a store for a client". At the bottom left is a "< Back" link, and at the bottom right is a green button labeled "Enter my store" which is circled in red.

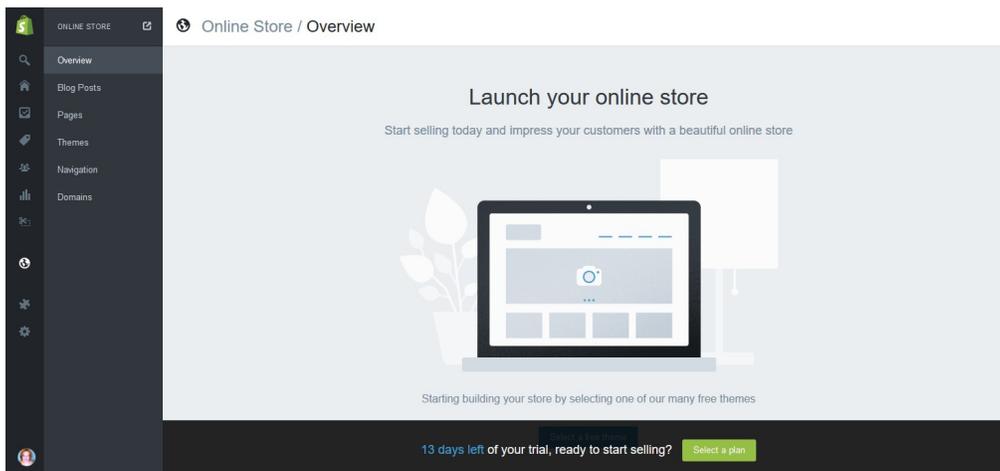
Give a lot of thought to the store name and email address that you want to use because it will become part of your store. When you first start, you don't have to provide a payment method but try to answer all the questions you can accurately.

When you're done, you'll get an email with some of the information and a link to your store. Until you upgrade, the link will be a long ugly link. When you upgrade you'll be able to share a link to yourdomain.com.



The Right Account Settings

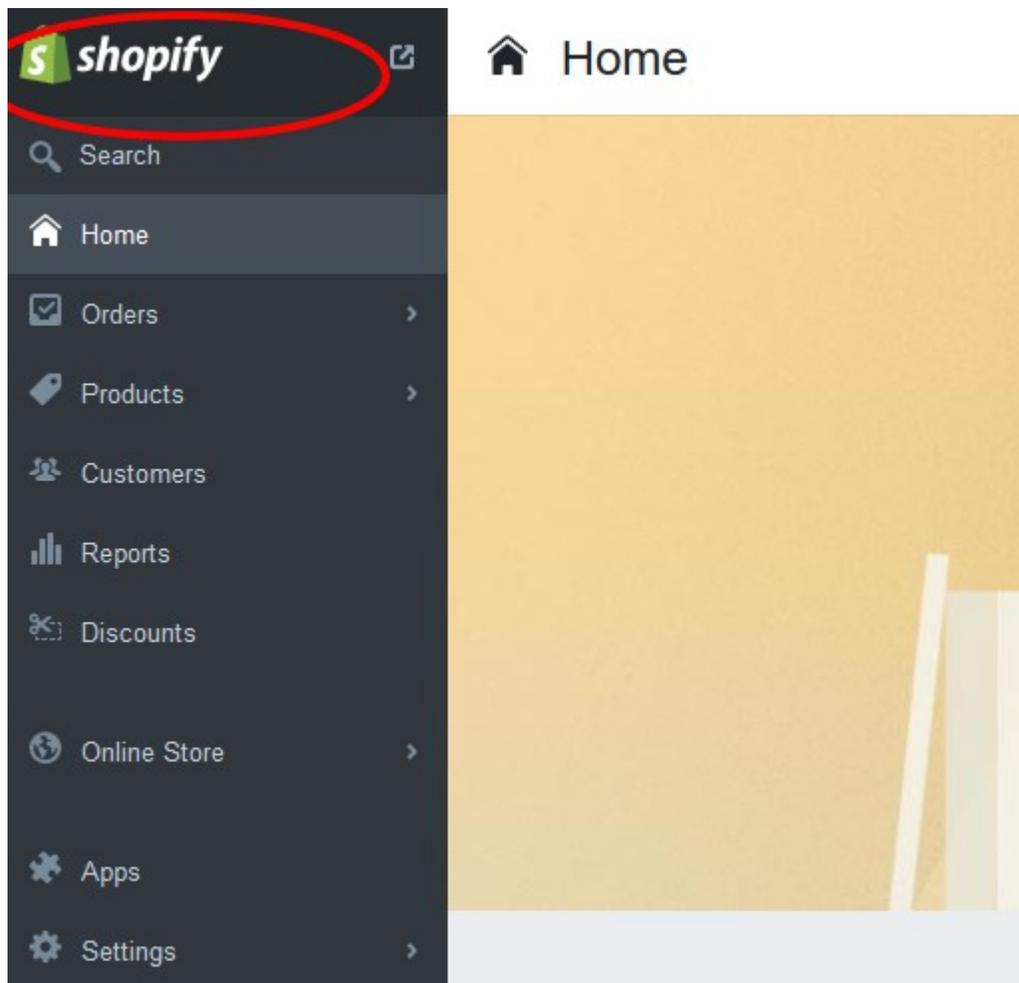
It's important to activate the online store setting so that products will show up online and so that you can enable digital downloads.



This part is very important so that you can sell items online. Otherwise, it will only work as a point of sale system at a physical store location. The online store launch is important whether you sell physical products or not. It's the only way you can list them online and the only way you can activate many of the features.

The Shopify Dashboard

Once you set up these portions of your online store let's look at your dashboard.



When you click on **Shopify** or **Home** it will make your dashboard look as above. Each area is pretty self-explanatory, but let's find out what's inside each link.

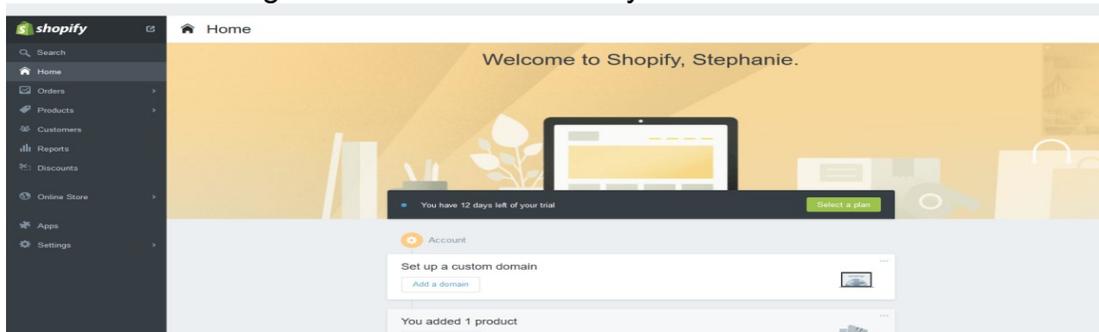
- ✓ **Search** – If you're not sure what you're looking for, you can enter a search term to find products, orders, customers, and much more. Just search for what you want to look at.
- ✓ **Orders** – This area allows you to see your orders, drafts which enables you to create orders manually, and abandoned checkouts. You can even install a desktop notification app that will alert you right on the desktop of your computer if you get a new order.
- ✓ **Products** – This area gives a list of products that you've uploaded. Plus, you can deal with transfers, all your inventory, collections of products and manage gift cards.

- ✓ **Customers** – From this link you can manage all your customers from one area. If you have customers from other shopping cart systems or mailing lists, you can import them into this system. When you add in a customer you can add in notes and tags to make it easier to find them when you need to.
- ✓ **Reports** – Under products is a lot of information including sales, sales by referrer or source, and sales of certain SKUs. You can organize by month and even by the very hour you want to see. Not only that, you can check on payment methods, how much taxes you've collected, traffic and other insights.
- ✓ **Discounts** – This is where you add discount codes that you can promote on ad networks, email, and social media. This is a great way to have a sale without having to cut prices manually for each product.
- ✓ **Online Store** – You can see how many people have viewed your online store, write and see your blog posts, make new pages, change the theme, upgrade the navigation and set your domain name here.
- ✓ **Apps** – This link will show the apps you have installed, plus apps that you can choose to install. You'll see "trending apps" which shows apps that a lot of Shopify customers are finding useful or are trying out a lot. Plus, you can search for new apps by browsing the app store.
- ✓ **Settings** – This is one of the most important areas of your dashboard. You'll need to go through it to fill out all the information about payments, checkout, shipping, taxes, notifications, files, sales channels, your online store settings, and your main Shopify account. PayPal is automatically set up using the email address you used to open the account.

It helps to click through each of these dashboard links to help you familiarize yourself with what is available for you to control with Shopify.

Building Your Store

You can do a lot right from the **Home** tab in your dashboard.

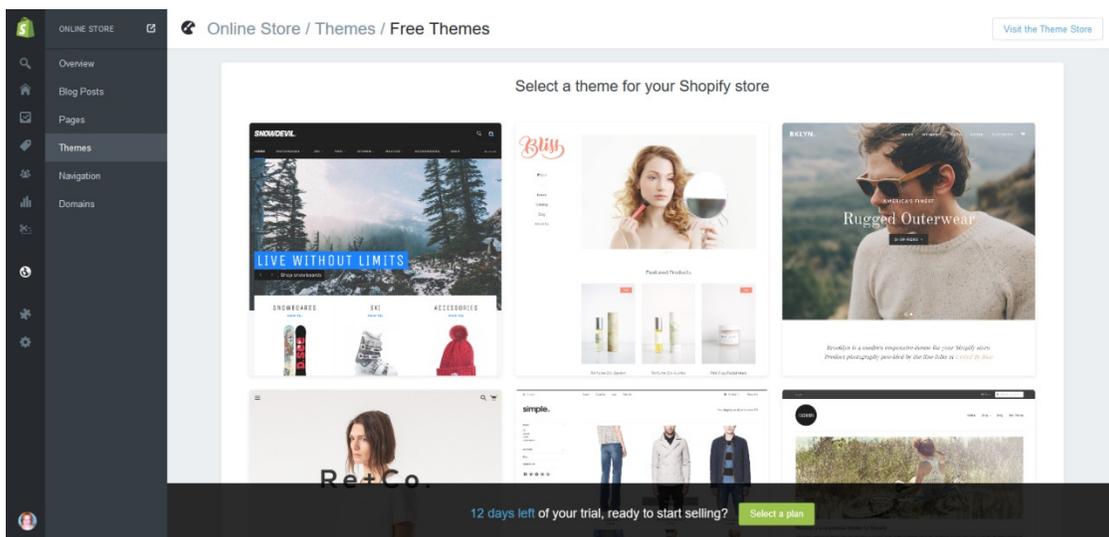


You can set up your domain name, add products, customize your website, set up your social media, and even use code to add the products to your existing website.

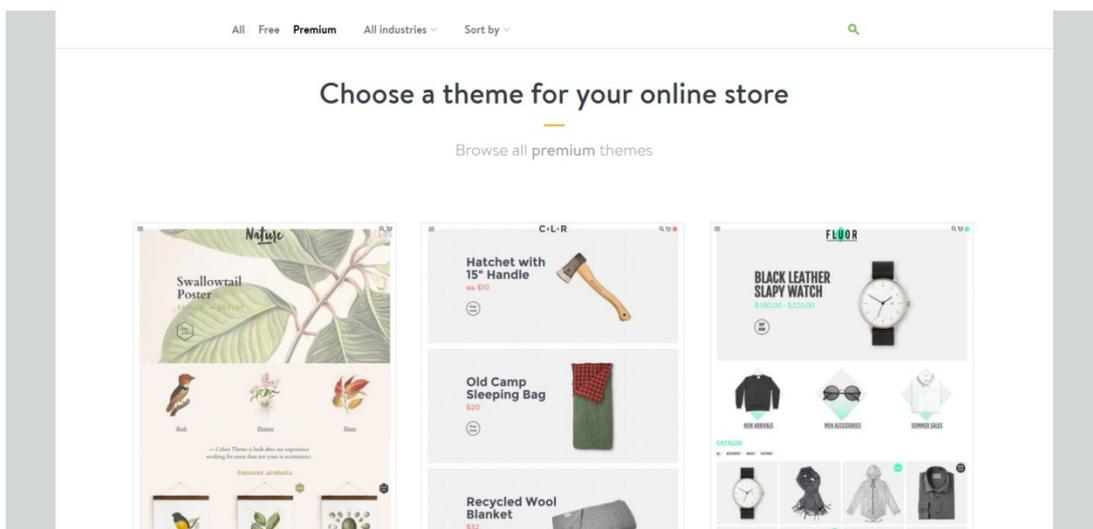
You're going to want to eventually set up your domain name. If you are adding a store to your existing site, you can create a subdomain such as shop.yourdomain.com where you host your domain names or you can use a new domain name. You can even purchase a domain name from Shopify.

Choosing the Right Theme

One of the things you need to do for your online store is to choose a theme. There are numerous free themes that you can choose from.



There are also some premium themes that you can purchase from the Theme store.

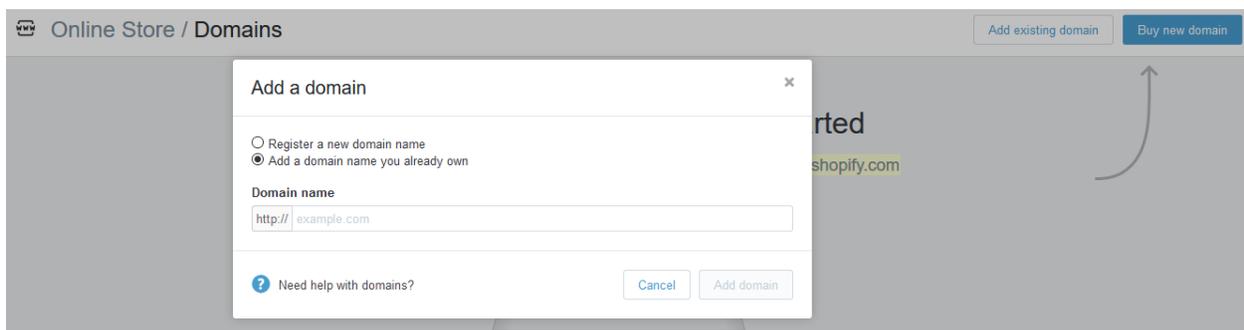


You are sure to be able to find just the right theme for your type of store. The prices of the themes vary. To pick a good theme, consider what you'll use the store for, what kind of products, and what feeling you want to evoke from your audience. Once you pick a theme, you just have to customize it.

Setting Up a Custom Domain

You'll find this information under **Home** and **Online Store**. You can either add an existing domain or you can buy one from Shopify.

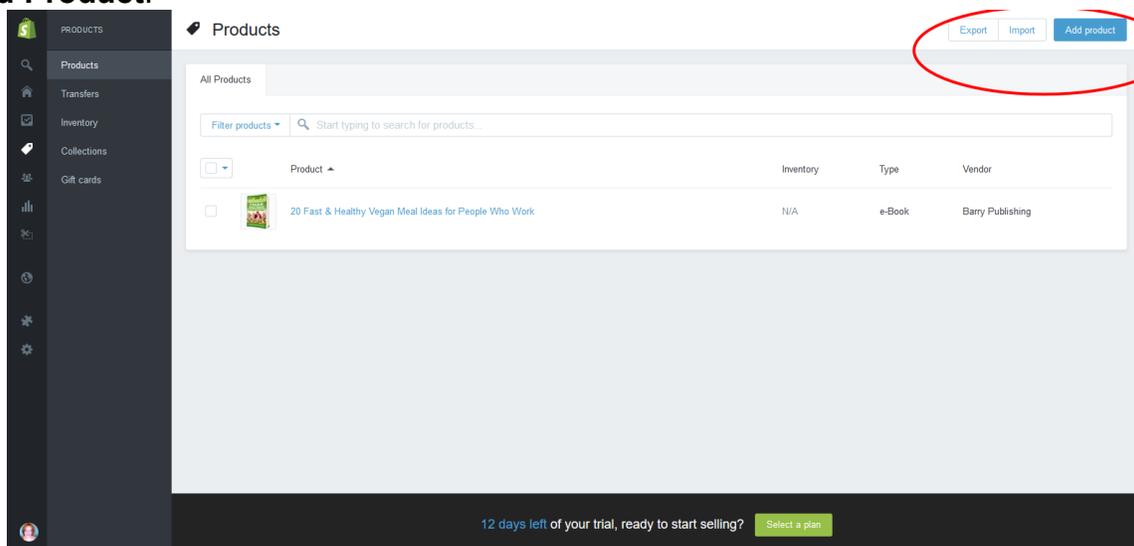
To add a domain tick **Add a domain name you already own**, to purchase a new domain, choose **register a new domain name**.



Definitely you must use your own domain to have a successful store. It will make your store look more professional and help people trust you more.

Adding Products

With Shopify, it's easy to add new products to your store. Just click on **Products** and **Add Product**.



Notice that you can import products and you can export your product list as well. When you do click add product, you'll need to have images, a good description, the price decided and all the information you need to list the product.

Fill out the Title, Description and upload images of your product.

Then fill out the pricing, inventory information if needed, or choose not to track the inventory. If you are going to ship it, you need to enter shipping weight.

Under this information you can also edit the SEO that shows up in a search engine.

Search engine listing preview

[Edit website SEO](#)

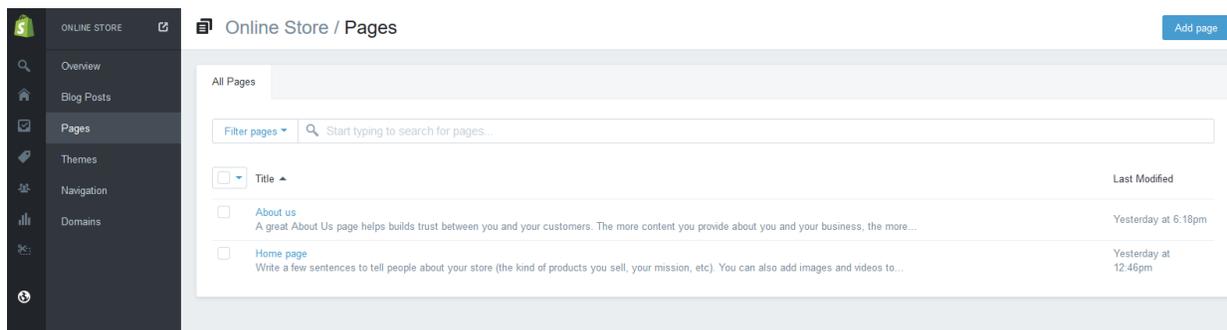
20 Fast & Healthy Vegan Meal Ideas for People Who Work

<http://our-plant-based-life.myshopify.com/products/20-fast-healthy-vegan-meal-ideas-for-people-who-work>

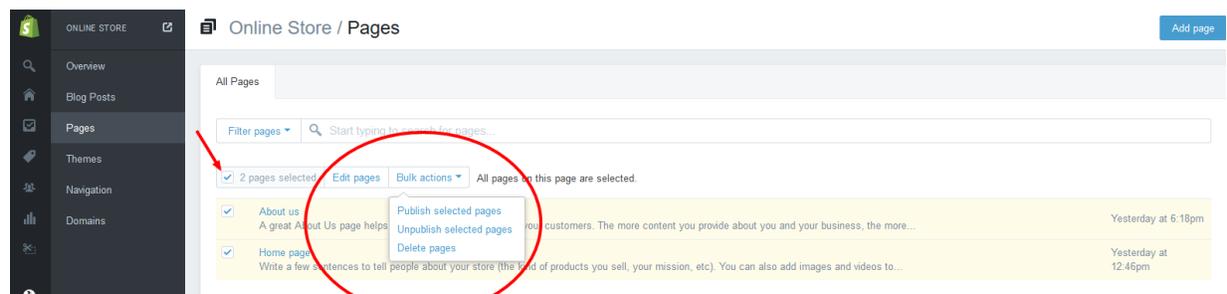
This e-Book has 20 meal ideas with instructions to help you make cooking easier when trying to be on a whole food plant based diet. The recipes in this book hav...

The SEO component is very important, because that's what the searcher will see when it comes up in their search results. This information will help potential customers determine if this is a product they want to purchase.

Adding Pages – To add pages to your online store, which is also your website and blog, go to Home, and then click “Online Store”. There you can add and edit pages. Click Pages and then you'll see a couple of pages added for you already that you can either delete or edit.



To edit, just click on what you want to edit, to delete, select the one you want to delete and the click delete page.



Blogging

One of the ways to drive traffic to your website and store is to publish relevant, targeted and frequent content. Shopify makes it easy to do by making it easy to publish blog posts. You can write blog posts and schedule them. You can also add a featured image, images within the blog, fill out SEO information and more.

Navigation

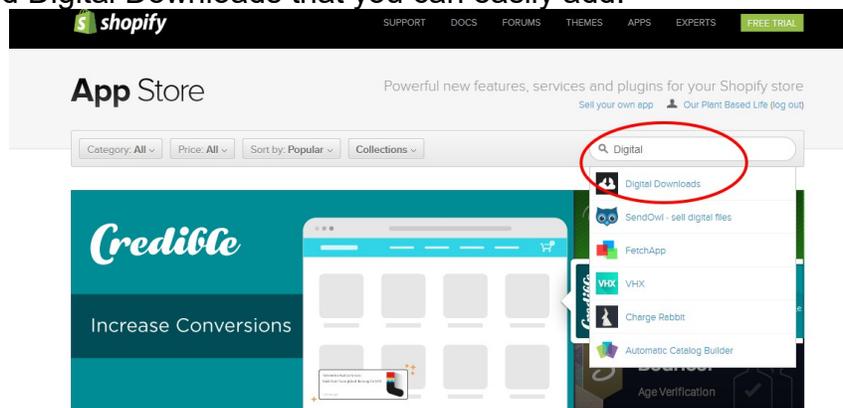
By clicking Navigation you can also create menus, make drop down menus and reorder the menus by dragging them around. It can make your website look professional and work better for your audience. People don't want to have to hunt around to try to figure out where to find the information that they need. Make it easy for them.

Settings

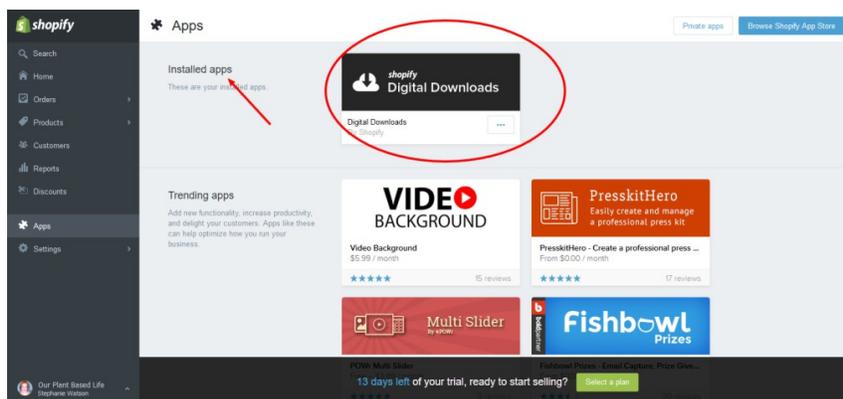
It's important to go through all the settings to ensure that everything is set up right. Go through each setting and fill out the information you need. You can also use this area to add new a file that you can connect to digital downloads for digital products. You can also add digital files where you add products.

Apps

If you want to offer digital downloads, you need to add an app for that. Shopify has a free app called Digital Downloads that you can easily add.



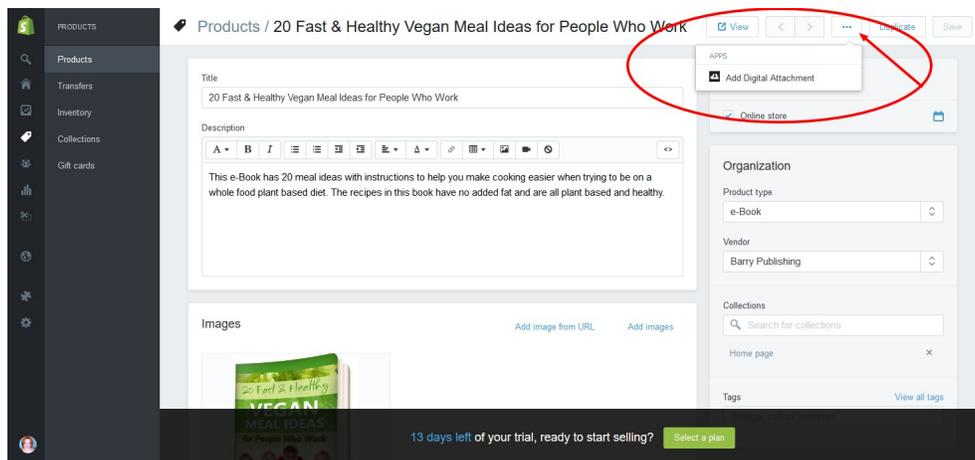
Search for the app you want in the search bar. By typing Digital, the first one to show up is Digital Downloads, which happens to be the free digital download app.



Choose and install with a click the app you want to use. It's all automatic and ready to use with just a few clicks.



This part can be a little tricky. See the dots in the red circle above? Click there.



When you do, a dropdown will come that says Digital Download, when you click that you'll be able to upload the attachment for the digital product.

Using Shopify Apps

There are numerous Shopify Apps that you can use to improve your store. We already talked about one app that helps improve your store and adds the ability to offer digital downloads to your store. But there are many other types of apps too.

Some apps are free and some have a one-time charge and others are monthly charges. You can find help with sales, like affiliately which can help you start an affiliate marketing program. You can also find loyalty programs, coupon software, and social autopilot, Facebook store apps and more to help you make your store even better.

Look through the apps to find what you need. When you think of something you want your store to do, and it isn't native to the software, take a look at apps. If you can't find what you need, remember that they have 24/7 live chat to help, as well as the forum to ask questions.

Marketing Your Store

Once you have your store set up and loaded with your products, it's time to get busy getting the word out about your store. Shopify has everything you need to succeed.

- **Build Your Email List** – You can integrate your store with Mail Chimp in order to build a robust and active email list. Your email list will make it easy to market to your customers.
- **Network Online & Off** – Use social media, groups & forums to let people know what you're doing. Activate social sharing on your website.
- **Start an Affiliate Program** – Let current customers and movers and shakers within your industry know about your products and invite them to earn money by promoting them.
- **Blog Regularly** – It's important to blog regularly about not just your products, but to inform, educate and connect with your audience through blogs on a regular basis.
- **Cross Promote** – As you get to know people who offer complementary products and services, offer to guest post and let them do the same on your site so that you can both promote each other's products and services.

You can get the word out about your business by promoting it on a regular basis through all your social media channels, emails, in networking events, and more. You can even create videos discussing your products and the problems that they will solve for your customers.

Finally, the most important aspect of starting and profiting from a Shopify store is ensuring that your product fits your audience and that you're doing enough work getting the word out. It all starts with your products and then progresses to the tactics you use to target the right audience to let them know about your products or services. Leave no stone unturned and you will have an amazingly profitable Shopify store.

Related Info Products

[Asinspector](#): Amazon, Shopify, E-comm Research Tool.

[26-week Digital Marketing Plan Inner Circle](#) - Turn Your Stagnant Business Into A High Growth Business Following Comprehensive, Step-by-step Digital Marketing Plan - Ideal For Entrepreneurs, Marketing Managers, Business Owners, Seo's And Online Marketing Professionals.

[Automated Traffic By Jeff Dedrick](#) - Traffic the Life Blood of Online Marketing

[Ewen Chia's Autopilot Profits](#) - Your Online Atm Machine

[Ewen Chia's Fast Track Cash](#)

Using Shopify Checklist

Shopify is an easy way to sell your products and services. It has all the features you need to get started with a store and start profiting quickly. Depending on the type of product you choose to market and sell, this platform offers everything you need. Use this handy checklist to keep you on track and ensure you don't miss any important steps along the way.

Research

- Know Your Audience.
 - What do they want?
 - What do they need?
 - What are they willing to spend?
 - How can you reach them?
- Research Keywords for Your Niche.

Planning

- Design Your Launch Plans
- Build Out Your Future Content Marketing Calendar
- Open a Google Analytics Account
- Open a MailChimp Autoresponder Account
- Set up Social Media Accounts
- Get the Info for Your Payment Gateway of Choice
- Start Marketing with Facebook & Twitter Ahead of Time to Build Buzz

Content Creation

- Develop Your Products
- Create Content for Each Page
- Create Graphics for Content
- Write 10 Blog Posts & Schedule
- Write 7 to 10 Autoresponder Emails for Each Product for Follow Up & Load into Autoresponder
- Write 7 to 10 Autoresponder Emails to Promote Each Product & Load into Autoresponder

Using Shopify

- Open Your Shopify Account & Start Building
- Install Only the Apps You Need

- Recommended apps: Digital Downloads, An affiliate marketing app, Chimpified app, Email pirate, remarketing app, Plug-in SEO
- Load Your Products
- Set up Email Addresses @ your domain name
 - Note: If you use your main domain with Shopify they allow two email addresses, add the payment email address you want to use to your payment processors like PayPal.
- Connect Payment Gateways
- For Physical Products Understand Shipping Rates
- Set up Shipping Rates
- Go through Every Page and Link in the Dashboard to verify you're ready

Launch Day

- Launch Your Product
- Market on Facebook & Twitter
- Contact Your Email List
- Ask Affiliates & Others To Promote You