

YOUR *ecommerce* STORE



Your Ecommerce Cheat Sheet

Creating a highly successful ecommerce store is easier than it has ever been and with this cheat sheet, it just got even easier! Keep this on your desk and it will walk you through each step you need to take in order to get your shop set up and running – as well as to get it selling as much stock as possible!

Choose Your Business Model

First you need to decide: is this going to be a side project while you hold down a job? Is it going to be an ecommerce store to add to your existing high street store? Or is it a store that you'll add to an existing blog? This will likely impact your strategy in a big way. Think as well about your ambition and your plans for growth. Do you intend to scale this business?

Choose Your Products

Picking your products is easy if you already have a blog or a store. In that case, you are simply going to be adding to your existing business, meaning that you can look for products that fit your current industry/niche.

But if you're selling something completely new, then you need to think about the kinds of products you'd like to work with and also what you can acquire.

Think as well about how you're going to get those products:

- Make them?
- Buy in bulk and resell?
- Sell affiliate products?
- Sell digital products?
- Outsource?

There are plenty of options but different choices will work better for different types of business.

Next think about creating a niche for yourself. How will you differentiate yourself from all the other similar businesses out there? What can you do to make your products unique? This will help you to reach a more specific audience which makes marketing considerably easier.

Set Up Your Shop

Next you need to create your shop! This means you'll need to create a self-hosted WordPress site. Use a hosting package that will also give you your own domain.

Now either link your site to your store, or turn the site *into* a store. You can do this with Shopify and WooCommerece respectively.

Now just modify the look and theme of your store and add plugins as you see fit to create a unique look for your business.

Order Products

The next thing to do is to create your products and to start stocking your store with inventory. This is going to mean ordering items in bulk usually, which will mean you get them at a lower price. You then sell them on at a profit and reinvest the money you make *back* into your store.

Marketing

With your first few items in store, you now need to market that store in order to start making sales. To do this, make sure you are running a blog connected to your site and that you are regularly adding relevant content here and sharing it to social media.

You can also use other methods to drive traffic to your store: SEO, social media marketing, influencer marketing and PPC advertising being great choices. Just make sure to work out your ROI before you invest too much!