SHOPIFY SET UP CHECKLIST

✓ TO DO

Decide what name you want for your store
- ✓ Search godaddy.com to see what is available (Dot.Com domains are preferred)
- ✓ ☐ Buy the domain name when you find it

Set up a store specific email address to be used with this account
- ✓ Use a free email service like Gmail for this

Register Your Shopify Store URL (yourstore.myshopify.com)

Get a domain name for your store
Or TIP try http://www.leandomainsearch.com/
Try a key word for your store like a sport or activity in your niche
Search for available domains try Search Godaddy.com

General Settings
- ✓ Store name
- ✓ Store email address
- ✓ ☐ Setup one support email with the new domain name e.g. support@yourstore.com
  - • Store Physical Address
- ✓ Time zone

Setup to take Payments
- ✓ Shopify Payments (Stripe)
- ✓ Connect to your bank account for payouts
- ✓ Use default settings and set the Customer Billing Statement to your store name. Type in your business phone number if you have one. Otherwise temporarily use a personal number (while you get things going).

Paypal
- ✓ Add a Paypal account to take payments if you have one. It is good for quick cash flow in the beginning.

Setup Checkout Page Settings
- ✓ Select that Customer Accounts should be optional (will increase sales)
- ✓ For Address Form Options: Require only last name and make the other fields optional

Order Processing Options:
- ✓ Check the option to Use the shipping address as the billing address by default
- ✓ Set Abandon Checkout email to 1 hour.

- ✓ Check the option that the customer gives Permission to send promotional emails by default
- ✓ Check option: Do Not automatically fulfil the order's line items

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Add Facebook Pixel Code to Additional Scripts

Generate sample policy documents to be used on the Checkout page (in footer)
- ✓ Return policy
- ✓ Privacy policy
- ✓ Terms of Service

Define Shipping Zones (also non-shipping zone)
- ✓ Shipping charges for each zone (See video)
- ✓ Set Default shipping Packages weight to ZERO (Important!)

Settings for Taxes

- ✓ Check the option: "All taxes are included i my prices" (recommended option)
- ✓ Check the box "Charge taxes on shipping rates" (important if you are charging for shipping & handling)
- ✓ Leave the Tax Rates to the default setting

Sales Channels
- ✓ Add the Sales channel - Online Store

Under Settings / Accounts
- ✓ Add a credit or debit card on file with Shopify, (require before you can open your store)
- ✓ If you have staff, virtual assistants or other people that would need access to your store, you can setup staff accounts here

Go to Online Store and customize it
- ✓ Select What Theme to use
- ✓ Customize colours, menus and other settings (depending on Theme)
- ✓ Upload a logo for your store
- ✓ If you don't have one, use a TEXT logo temporarily, while you are searching for someone to design a logo for you. (don't let this stop your progress)

Create Pages for - (See Video)
- ✓ Privacy Policy
- ✓ Return policy
- ✓ Terms Of Service
- ✓ About Us
- ✓ Contact / Support

Create the Collections you want to have for your different types of products

Customize the Main Menu from the Online Store / Navigation (see video)

Create Footer menu that contain the Privacy pages (see video)

Under "Online Store / Domains"
- ✓ Connect the domain name you've purchased with your store URL that Shopify provides you with. (watch Shopify's instructions for this)

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Under "Online Store / Preferences"
- ✓ Type in the title of the store and a meta description in the fields (for SEO)
- ✓ Ad FB Pixel ID # to the store. (Do not worry about the google analytics at this time)

Add Products you want to have in your store
- ✓ descriptions and all details
- ✓ If you're selling products from Aliexpress, you'll also have to setup an account there

Add Necessary Apps from Shopify App store (some are free apps other you pay)
- ✓ Abandoned Shopping Cart App
- ✓ Receipts App   Tip Conversio
- ✓ Edit Order App
- ✓   Order fulfilment app   Tip Oberlo

Done with the basic setup steps for Shopify!

Next steps
Create an account with Aliexpress.com
- ✓ You will need to add a credit card on file with AliPay
  (Alipay.com – is a part of the Alibaba and Aliexpress group)
- ✓ You need to verify that you are the owner of this card, by submitting photocopy of ID documents to AliPay (maybe also proof of your address). Try to get this process done as fast as possible since verification could take up to a week and you are not able to purchase anything with Aliexpress during this time period.

Make a test purchase so that you know everything is working (turn on Sandbox mode for Shopify Payments so that no real charges are being made to your card)

Setup a Facebook Page for your store

Create a Facebook Ad for your product

Credit card or Paypal account needed on file
(Important: You can only use a card or Paypal account that has NEVER been connected with another Facebook Ads account.)

Reverse engineer your shopify research
Go to google.com   type into the search bar
Site: myshopify.com you will get wide results
Define by using a key word for your target market   say outdoors or golf or fishing whatever

For a first store start a General store with a few items in different niches areas
Unless you already have an audience in your market niche then dive straight in.
Need more support I can highly recommend the training I'm following
JOIN TEC - The Entrepreneurs Club $100 pr month or $1,000 for yr
You can

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(You can cancel your monthly subscription at any time)   but wait...

After purchasing, if you refer just   **3 members** who purchase the annual plan of the Entrepreneur Club,
 that will earn you   **$1,200 in commissions!**

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