



## Checklist 2 - Selling On Shopify

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Shopify is the world's most famous e-commerce software that allows you to sell your products online by creating your own website or store on it. It's perfect for use if you want to settle a small business, and the best thing about this app is that it is not very much costly. You can sell any product that you want on it. Below is the step-by-step guide by following which you can sell your products and improve your marketing via Shopify:*

### Step#1: Set Up Your Account

- 1  
First, go to the official website of Shopify i.e., [shopify.com](https://www.shopify.com).
- 2  
Then you'll see an option to "Sign-up," tap on it.
- 3  
Now you'll be asked to sign up for a 14-day free trial and good thing that this won't require a credit card for sign-up.
- 4  
Be very specific about your store name as your products will be known by it.
- 5  
Now you'll be further asked about your current business position, whether you're already selling or not. After answering all the questions, your Shopify account will be successfully created.

Notes



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### Step#2: Entering Your Website's URL

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Now, after you've created your account, it's time to add your website's URL so that it's easier to find you.

 

7

This URL is basically the domain for your store, and it has been set in the default settings of the store so that you can change it when you want.

 

8

Now set your domain name as whatever you desire. But try to set it on your company's name.

 

### Step#3: Set a Theme

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Choose an attractive theme for your store now as it will be the first thing to attract your customer's attention.

 

10

You can customize your store's theme as well or use a pre-designed theme from Shopify Themes.

 

### Step#4: Start Adding the Products

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Now that your store is ready, it's time to add the main thing i.e., products.

 

12

You can add them manually by setting their name and description. You can also add their image.

 

*Notes*



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13 You can also make use of the Oberlo app that will allow you to add and upload products to your Shopify account more easily.

14 Another way to sell your products is by expanding your business and connecting it to various apps. This way, you'll achieve a bigger name in the e-commerce industry.

### **Step#5: Market Your Online Store**

15 Now you can create an email list that includes all the email addresses of your customers that have reached your site.

16 Email them all of your products in a row.

17 Add a link to your online store in those emails so that the traffic of customers can be driven to your site.

18 You can also advertise your products on social media and add a link to your site with them.

*Notes*