



How to create your own online store
and start selling from home with little money.



Crash Course

Do you make or have a fantastic product or service?
Do you dream of being your own boss?
Do you want to make money by working from home?
Do you know how to use a computer and have good Internet access?

If you replied

YES

to all of the above, then this course is for you!
I want to help you create your very own Online Store!



PART 1

Introduction:

Do you have your products or services ready for sale?

Why do you do what you do

Mission Statement

Finding your Business Name

What is Branding

Facebook Essentials

Basics of an Online Store

Becoming an Entrepreneur

Are you ready to make a commitment?

Buying the domain



PART 2

Getting Organised:

Finding your niche and identifying your ideal customer

Preparing your Website, SEO

Homepage, About You page, Terms & Conditions

Photography

Product or Service Description

Pricing

Perceived Value

Packaging and Postage



PART 3

Going online:

Finding the right platform for your online store

Building your online store

Why you need a mailing list

How to generate traffic from Social Media: Facebook, Instagram, Pinterest

Customer Service and Reviews

Marketing Strategies



PART 4

Being a Business Owner:

Time-Management Skills

Free online tools to help with productivity

Failure vs Success

Identifying multiple revenue streams

Take care of your financials and Accountancy

Investing in yourself

Some extra tips + bonuses!



Conclusion

Streamed on a private Facebook group (you can re-watch when you want)

Each part approx. 60 minutes

20 minutes Q&A after each session in the comment section

Thank you!

I look forward to have you on-board and to share my knowledge with you!

Refund policy:

Refunds prior to the commencement of the course will be paid in full upon requested in writing. Due to the nature of the service, no refunds are payable after the publishing of any part of the course.

