

# ECOMMERCE WITH SHOPIFY

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## Checklist



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It's recommended that you print this checklist out so you can work side-by-side with the main ebook. The idea of this checklist is to mark off 1-by-1 what you've learned and had an understanding about.

Once you have had a full understanding of each chapter, topics, and subject throughout the main ebook, simply check it off. A great way to keep organized and not backtracking what you already have learned.

- **Introduction**
  - What Is Shopify?
  - Features and Benefits
- Pros and Cons Of The Shopify Platform
  - Advantages Of Shopify
  - Disadvantages Of Shopify
- Things To Consider Before Starting a Shopify Store
  - Questions To Help Plan Your Shopify Niche Store
  - Real-World, Digital or Services and Subscription Models
  - Niche Planning
  - Store Design
  - Order Fulfillment
  - Payment Methods
  
- **How To Choose a Shopify Theme**
  - Shopify Options You Might Not Be Aware Of
  - Customizing a Shopify Theme
  - How To Choose
- An Overview Of The Shopify App Store
- Making The Most Use Of Shopify
  - You Need To Design a Website
  - You Need To Incorporate and Secure Payment Gateways
  - You Need To Fulfill Orders
  - Shopify Takes Care Of a Million Details
  
- **Ideas For Selling Physical Products On a Subscription Basis**
- Some Tips For Getting More Members On Your Membership Site
  - Make It Sound Exciting
  - Offer Levels Of Membership
  - Free Trial
- Recurring Passive Income Is The Ideal Business Model
  - What Is Passive Recurring Income?
  
- **Profiting From Any eCommerce Store**

- Why a Cheap Item Can Make a Massive Difference
- Increasing Ecommerce Your Sales
  - Use a Red 'Buy Now' Button
  - Make Multiple Bundles at Different Price Points
  - Sell Some Very Cheap Items
  - Offer Free Samples
- **Using Affiliates to Sell More**
  - What Is an Affiliate Program?
  - How To Set Up Affiliate Programs
- Using Content Marketing For Your Shopify Store
  - What Is Content Marketing?
- **Getting Stock Photos For Your Shopify Store**
  - Where To Find Stock Photos Of Products
  - Stock Photo Websites
  - Ask The Manufacturer
- Using Pinterest To Make Sales In Your Shopify Store
- **How Shopify Pays Store Owners**
  - Shopify Funds Transfer
- How Does Shopify Support Work?
- **Brick-and-Mortar Store Work Hand-in-Hand with Shopify**
  - Let Your Real-World Customers Know
  - Offer Free In-Store Pickup
  - Never Miss an Opportunity To Advertise
- How Do Taxes Work On Shopify
  - Sales Tax
  - Income Tax
- Setting Up Product Variants With Shopify
  - How To Set Up Product Variants
- **Growing Your Ecommerce Business**
  - Continually Build On Your SEO and Keep Up With The Latest Trends

- Look For Viral Opportunities
  - Always Be Evolving
- Marketing Your Shopify Website
  - Social Media Marketing
  - Great Customer Service
  - Build Expertise
  
- **Building a Brand That People Will Want to Buy From**
  - What Is a Brand?
  - Communicating Your Brand
- Pricing and Positioning Your Items To Increase Sales
  - Using Contrast
  - Selling One Cheap Item
  
- **Conclusion**
  - How Businesses Make This Mistake All the Time