

Synopsis

The advantages of selling your products online are many—low overhead, global markets, twenty-four-hour shopping—but perhaps most important is the level playing field offered by the internet. With a distinctive product and professional-looking website, you stand as much of a chance at success as anyone, even if others have more money to invest. In *Create Your Own Online Store in a Weekend*, Alannah Moore guides entrepreneurs through the process of setting up an online business and creating a website that fits both their products and their budget. This accessible primer provides detailed information on how to set up and provide content for your site as well as the right storefront and payment solutions. Moore addresses all aspects of running an online business, including marketing, order management, and boosting sales. Whether you are selling goods, services, or downloadable files, this guide will help you find the e-commerce solution that's right for you.

Book Information

File Size: 14820 KB

Print Length: 176 pages

Publisher: Princeton Architectural Press (July 21, 2015)

Publication Date: July 21, 2015

Language: English

ASIN: B011DS0BD8

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #107,642 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #28

in Kindle Store > Kindle eBooks > Business & Money > Industries > Retailing #33 in Kindle

Store > Kindle eBooks > Business & Money > Industries > E-commerce > Auctions & Small

Business #98 in Books > Business & Money > Industries > Retailing

Customer Reviews

• What this book will do for you • Within just days, you'll have your own online store and be taking payments online • The problem with this kind of promise (it really is a promise/guarantee, regardless of whether the author recognizes it as such) is that it misleads

people into thinking that "making money online" is easier than it actually is. As such, this kind of promise is deceptive. Yes, anyone can quickly put up an online store. But making money with that store (taking payments) is quite another matter. Before that happens, you must first attract enough qualified traffic to your store (typically only a relatively small percentage of visitors actually buy anything). And you must attract that traffic in a way that is cost-effective, in terms of both time and money. This is not easy. Many have tried and many have failed. Lady Luck may or may not smile upon you. If you aspire to sell online, you might be better off to first read in some detail about the kind of marketing that is typically required to drive a profitable online venture. Google "why most online stores fail" and read blogs by people describing the challenges of making money online. Then "and only then" if you feel up to the task, buy this book. Daniel K. Berman, Ph.D., author *The Newest Story of O: How to Legally Pay 0% Interest on the Money You Owe & Eliminate Your Debt in a Fraction of the Time* "Secrets to Making the Credit System Work in Your Favor"

Creating the store "in a weekend" might be a little optimistic for some fledgling entrepreneurs. A catchy title sells books! The author provides so many helpful resources which should be researched that one could fall prey to analysis paralysis. That said, the book is an excellent way to kick start the process of putting together the elements of an online retail operation which is a glove fit for the individual seeking it. If every step were followed exactly as the author suggests then success would be a very likely result. Of the books I have read on this topic, this is certainly a good one, quite complete; it furnishes plenty of food for thought but sadly not the capital required.

Great book! Tons of information including many, many resources. One of the best books I've read on this subject. Unfortunately, many books I've purchased on this subject were poorly disguised "advertisements" for an online course or consulting practice, etc. Clearly, the author has done her research and gives step-by-step instructions on how to begin what can be a very complicated and technically difficult process. Highly recommended!

The information was good and it is well written, however, if you want to be a "Success", then there is much more to it. The book will get you started and wet your appetite.

Very thorough....kept information simple (which is great for beginners)

[Download to continue reading...](#)

Create Your Own Online Store in a Weekend Watercolors in a Weekend - Flowers (Watercolours in

a Weekend) The Weekend Crafter: Painting Floorcloths: 20 Canvas Rugs to Stamp, Stencil, Sponge, and Spatter in a Weekend The Weekend Crafter®: Mosaics: Inspirational Ideas and Practical Projects for the Weekend 25 items that sell out on ebay and FBA Thrift Store Profits Yard Sale Gold: Make money This weekend Rich Dad Advisor's Series: Own Your Own Corporation: Why the Rich Own Their Own Companies and Everyone Else Works for Them (Rich Dad's Advisors) Etsy: Build Your Own Online Store: Exact Step by Step Guide Start Your Own Profitable Online Store (2016): (Ecommerce Business Bundle - 3 in 1) The Vermont Country Store Cookbook: Recipes, History, and Lore from the Classic American General Store Thrift Store Profits: 10 Common Items That Sell For Huge Profit On Ebay and (Thrift Store Profits) Passive Income: Make Money Online With Multiple Streams Of Income (Passive Income Online, Make Money Online, Step by Step Guide to Create Passive Income) How to Start an Online Business: A Step by Step to Make Money from Your Computer Even If Your Starting from Scratch! (How to start an Online Business, ... Startup, Online Business for Beginners) How to Use, Adapt, and Design Sewing Patterns: From store-bought patterns to drafting your own: a complete guide to fashion sewing with confidence Etsy: The Ultimate Guide to Starting Your Own Profitable Etsy Startup Store Including Secrets & Strategies Hack Upwork: How to Make Real Money as a Freelancer: Work From Home and Create a Thriving Freelance Business 100% Online (Hacks to Create a New Future Series Book 2) : How Jeff Bezos Built the World's Largest Online Store (Wizards of Technology) Thrift Store: How to Earn \$3000+ Every Month Selling Easy to Find Items From Thrift Stores, Garage Sales, and Flea Markets (FBA - Selling on Ebay ... Online - Etsy Business - Work From Home) Information Products For Beginners: How To Create and Market Online Courses, Ebooks, and Other Digital Content Online Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) HOW TO SELL ONLINE: Create Extra Income Online by Selling Items on Ebay & Shopify

[Dmca](#)