

FOCUS

Chapter 7: Ecommerce

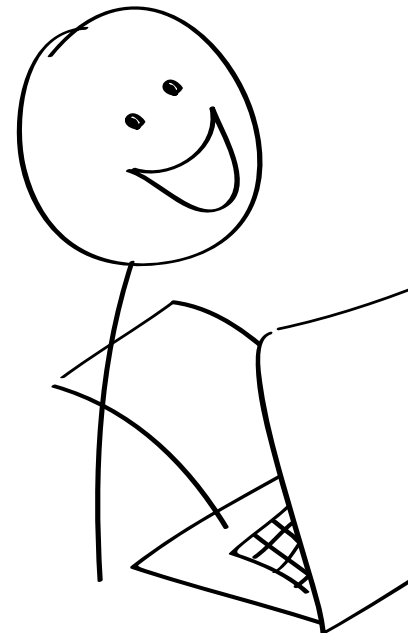
WHAT'S YOUR VISION FOR ECOMMERCE?

Where do you want to sell your **products/services**?
Your own site? Have product/service sold by others online? A merchant site on an existing retailer (ie. Amazon, Ebay, etc)?

How many different **products** are you planning to sell online? 1? 10? 30? 300?

How will you deliver the purchased **services** to the buyer? In person? via telephone? via other communication platform?

How will you deliver the purchased **products** to the buyer? Digital download (document/audio/video file)? You or someone else physically ships it?



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★ Learn pros and cons of these payment options in our Online Resources.

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How do you want people to pay for the **products** you sell on your site? Credit Cards? PayPal? Google Checkout? Checking transfers? Mail payments? Phone payments?

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How complex are the **products** you plan to sell? Do the items have add-on options like sizes, colors, customizing such as engraving, related items that you want to up-sell?

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- Will your customer need to upload something to you before you can deliver the service/product back to them?
- Do you need to support sale prices, coupons, or discounts?
- Do you need to support specialty shipping functions and costs?
- Will you have affiliates?
- Will your customers need to be able to log and track the status of their order and shipping?

If you answered Yes to more than one of the previous questions, you likely need a full-featured storefront option. While this can be a DIY option, you may want to consider the next 2 questions because if they seem intimidating, you probably should find hire it out to ensure you get the Ecommerce system you really need.

- Do you already have your products fully outlined and ready to set up into a database system and all the possible option combinations for each one described fully?

NOT STARTED |—————| DONE

- How comfortable do you feel working with applications that require a high level of detail?

LOW |—————| HIGH

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TOP PRIORITIES

What category of Ecommerce do you think is right for you? _____

List 3 or 4 features that are most important to you. →

1. _____
2. _____
3. _____
4. _____

My next steps...

