



Sells Like **HOT CAKES**

How You Can Get From Zero To \$47,812 Per Month With No Capital
Or Investments Using A Simple Amazon +Shopify System

MY CASE STUDY: HOW TO STRUCTURE YOUR SHOPIFY

STORE TO BECOME MORE PROFITABLE!

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Hi guys! Welcome back to my video series on how to create profitable Shopify store, and in this short video I will discuss the most important elements of every Shopify store. Let's see how every Shopify store is structured so you can do your best in duplicating this and profit!

Here's a peek of what you'll learn today:

- ***The MOST important elements of your Shopify store and WHY you need to pay serious ATTENTION to them.***
- ***How to DOUBLE your PROFITS! Simply by structuring your elements properly(Many sellers are ignorant of this)***
- ***Where/How to get a GREAT Shopify LOGO for FREE!***
- ***How to tweak your "about us page" so you look HIGHLY professional (Nobody wants to hire a Fraud!)***
- ***A picture is worth a thousand words; learn where to get neat professional pictures to beautify your store.***
- ***The SECRETS of holiday discounts and how you can utilize this to BOOST sales!***
- ***People ONLY buy from those they trust; how do you structure your store to appear TRUSTWORTHY? Learn these tricks and so MUCH MORE!***

You know to be successful you don't need to reinvent the wheel. you just need to put all the elements of the puzzle together into a nice and compelling design that will make your Shopify store work, and of course you don't need to be a designer and have any technical skills because Shopify provides you with hundreds and hundreds of free and beautiful templates that you can use to make your shop really nice and professional looking.

So, take a look at my pet store, and what it has on top of course is the logo. Which says my "best friend's boutique", and let me show you a few ideas on how you can create your own nice little logo. of course if you have no money



at all, and you don't want to spend anything for design of your logo and your style, you can simply use a free logo maker by Shopify.com, you can just Google free logo by Shopify and you'll be redirected to this page where you can just put your business name and choose an icon and get your logo.

However if you are really serious in starting a new business I would highly suggest to invest at least five to ten dollars to get your professional logo designed for you. For this you can go to Fiverr. Here on Fiverr you can click on and search for logo design and you see hundreds and hundreds of beautiful and professional logos for you to choose from, depending on your niche, and they can all be designed and customized for you for just five to ten dollars.

So I would highly suggest you invest at least five to ten dollars to get your logo done for you if you want to have a professional look. and the most expensive and most professional solution for you can be using 99designs.com, this website allows you to order a big amount of professional and beautiful logos like this from top designers and get a lot of variations for your logos as well, for just like two-three hundred dollars.

However I think this is a little bit too much of investment if you're just starting out, you don't really need logo so professional, you can use the logo from Fiverr and when you grow you can improve and invest more money into logo and do order from 99designs, or from other company. So let's get back to my store. it's very important to have a header, also user profile where they can login or register, then a wish list, where they can check and share their wish list, and of course the shopping cart where they can see what they have already in the cart.

Then under the main header and logo you have a main menu. It's very important to have a main menu because a lot of people are used to menus and they want to search for products and categories in this menu. Here I collected all the categories I have, and then I use two of my top-selling categories. Here is a Joseline Lucio Designs and Engraved IDs, that's two categories repeated separately. Then I have daily deals with special discounts of the day.

People really like to have this kind of stuff here so they can easily find it. Then of course you might have "about us" section, so people know that you are legitimate store and not a scam, where you list your contact details and how you created your store, and then some tips. it's very important, for example in my case of the pet store it's important to have a dog sizing chart, so people and know what kind of size they need to pick for their dog, and of course the account links again so they can sign in, sign up, manage their wish



list, and also very important to have order look up, so people can easily find order without hassling you all the time.

And if I scroll up, I also have some special offers going on right here which I'll show you and explain how they work. In the special videos I will show the essential apps that I use. These kinds of offers on top are created by those apps. Then below I have carousel of images which is simply a slide show. You see I have special holiday offers going which give discounts, then I have special Christmas offers going on which leads to the Christmas collection, then the main image of the slide show of cuteness overload.

Then Halloween specials, trick-or-treat which leads to Halloween collection, then Joseline Lucio Designs that lead to special luxury products, and this one about safety gift tag, it's a special gift giveaway, and finally about customers and reviews about products it's very important to put your best of the best here because people are coming here and they see instantly what the shop is about, what your mission is, what you're selling, put your special so they can instantly see everything they want just from this simple carousel and it looks really, really professional.

I guess you are wondering how did I get so professional photos taken for me? You might think I spent thousands of dollars for this. But in reality it's really really simple. Most of my images, I simply buy from shutterstock.com, you can see here you can find adorable and beautiful images and photos and even videos on almost every topic that you need. Example I look for cute dog, and I can find over 5,000 of beautiful photos of little dogs, look at that cuteness.

So all you need to do is to buy this photo, and it's really cheap. If you buy subscription you can buy up to I think 300 photos per month and you don't even need so many. so you buy in high resolution beautiful photos of dogs or cats or whatever you're selling or jewelry that you can put and add some text nearby and then you put it into your carousel to make it really beautiful, and it's really easy. So you see it's not that hard to get started at all and you don't need to be a super designer.

You just buy beautiful photos and add some text and then put the carousel slide show. I will show you exactly how to do it. So then we'll scroll down, what we have here is a left menu, where we have again all collections, then we have special exclusive collections by Joseline Lucio. because you know guys some people like exclusivity, they just don't want to see the same stuff all over again, all over the hundreds of shops.

That's why we created this special section called Joseline Lucio, where we hand-picked several beautiful items, let me show you how they look, to add some sort of exclusivity to our shop. Here is the collection called Joseline



Lucio exclusive designs , here we simply handpicked luxury and beautiful items. The most beautiful sparkly and expensive-looking items are placed into this collection, and we call it Joseline Lucio Collection so people can instantly see extra value if they buy from this collection, and they really love it.

This is because they want to see some sort of exclusivity when they buy things from you. Ok, switching back, then we have some specials, always must be oriented on special holidays like Halloween, Christmas, Black Friday, Cyber Monday. Always have some kind of promotion going on so people feel like they're buying with a good discount, getting a good deal. See we have winter special, Halloween special, Christmas special, just for everything.

For every special day you want to have a special discount. Then we have engraved dog IDs so people can make engraved and customized IDs with their text, because people again like to customize things, they don't like generic stuff. Take a look. so if you're selling jewelry or you are selling iPhone cases, .. whatever you're selling, you can always have something with engraving for customization going which is also really really nice touch because people like to put their own personality in what they are buying.

Then of course we have 'About Us' section. Let me talk about it. Let me open it .here we have our team photos, and Claudia and her best friend I mean dog.. it's very important to have a photo of you of, of your significant other, or your husband, or your wife, or someone who is working in your shop to represent it, so that people can feel connection. They can see that you are real person working, and they can relate to you.

It is important to have a discussion about free shipping if you're offering it because a lot of people love to have free shipping. then also it's very important to list how long it takes for you to deliver, because of in case of the drop shipping model, and if you're ordering from Ali Express, meaning it will arrive from China, even if they have e-packet fast method, it already takes up to 20 days to deliver which it's considered a lot because American customers are spoiled by Amazon Prime where they get delivered stuff almost the next day.

So waiting 20-30 days for them is unusual, however if it's free they will not complain. So it's very important to list how long it takes for you to deliver stuff to them, and where they can check the order. Then you can offer full-time guarantee. So if sometimes it is of bad quality, you can just refund it, and you can talk about your exclusive products because people don't like to buy generic stuff.

They like to have exclusivity in what they're buying like we discussed earlier. Then we can list and talk about international shipping because it's important that you will be having customers all over the world probably, not



just the United States. So they will be wondering if you ship to other countries and they'll be emailing you if you don't have this section. So it's important for you to be clear how much it costs, how long it takes, and if you're offering it or not. Then trust and security matters a lot.

It's very important to talk about your payment processing so that you can say that you process by Shopify and PayPal, so it's secure, so customers don't need to worry about it. Then you can talk about discounts that you're running and big sales. And finally support where list your address, your customer service email and help line. And like I'll talk in one of my next videos it's very important also to get the 1-800 line, because it's very popular especially in United States, and people will see you as a professional business if you get one, and it's really inexpensive and cheap to get it as well, so you don't need to worry.

Basically it's just a phone forwarding and voicemail service which will either collect voicemail for you or forward phone calls to other phone number, so you don't need to worry about it. Moreover it's very very cheap, but it will look professional if you have it, that's why I highly recommend you have it. Then what I have here on the left, I have again link about our free shipping which we just discussed, it's very important to be clear about shipping.

Then I have dog sizing chart, depending on what you offer. if you're selling some clothes or jewelry, it's very important to be clear on how to measure it, in my case how to measure pets, because if you're ordering from china and drop shipping from china, a lot of stuff will be smaller than usual and listed in centimeters instead of inches like American customers like. So it's important to order one size bigger than you used to do, otherwise all the clothes will be too small, because Chinese sizes are always too small for everything.

Then goes "Order look up" process, this is very important to have a page where people can just put their customer order and email address and find their order. Otherwise they'll be emailing you all the time, where my order is? When will arrive? So it's very good to have an app that will allow you to do it. In one of my next videos I'll show you how to do it. Then of course wish list. It's good to have a wish list so customers can share and their wish lists with their friends. It's very popular on holidays.

Then customer account where they can log in, and of course links to your social media and your Facebook groups, so people can see you are a real business and active, you have fans. Let's open it. Yeah you see, so here is our Facebook group, so we have a very active and beautiful Facebook group and we have almost 5,000 likes, so people like the page, they enjoy it, they share, we get a lot of shares, we get a lot of likes and comments, and people



really like it, you can see a lot of stuff is going on, a lot of activity, lot of talk. So people really like this kind of stuff.

That's fine, it's very important to have an active Facebook page for you. So back to our shop, and back to the main page, like we discussed, the top, the menu, the main carousel, then here on the right we have pictured collection lists. We have four featured collections, and all this beautiful design of the page is made using Shopify templates, so it's really really easy with no coding skills required. You don't need to be a professional designer, programmer to do it.

Then you have special sales section, this is special sales section where you have several best-selling product listed, here, that people really like and click on them and hopefully buy. You can see each product is nicely selected and they have very beautiful fotos and high ratings. So you only select your bestsellers deals here. Then you have recently viewed items, which I added by the Lime app that I will show you later in the course.

It's very cool trick to increase your sales, then you have some tips for Halloween, for Christmas, this is just from the blog to add the value, to your shop, people can read and learn and hopefully order. Then you can have some photos from Instagram here just for fun and to increase your community engagement. and finally the footer where you have again this dog sizing chart, "about us", search, free shipping section, terms and conditions, returns, and then again very important, order look up, wish list, and contact.

So you see guys, this is how main page works, so I will not bother you too much about it, and just show you also main collection page. so if you click all collections, and then most Shopify stores you can have a page of where you have all collections listed, and here you can easily see all the collections that you currently have, and then you can go inside the collection and then you can choose and see what you offer.

For example in luxury collection we have luxury Crocodile Leather, Carrier Bag, Crowns, see all those wedding dresses, so it's very important to categorize your products, that's what I'm saying. So customers can easily search and easy to find it. I hope you enjoyed this video and it gave you some insights on how Shopify shoppers interact with your store and of course this is what your customer sees and if he orders, he just goes to your shopping cart, adds something to the cart, for example like this crown, I added to cart, you see.

Shopify automate everything and then you can have this beautiful and easy-to-use shopping cart where you can see what you ordered and also some upsells that I added by the apps. For example, if I add something else, let's check and add something else to the shop that added to cart. So after I



added enough products to cart, and now you see I qualified for the little surprise.

This is also extra popup that will boost a lot of sales for you and this is also added automatically by one of the apps that I am using. So if I share this on Facebook, I will receive a special discount, let's take a look. So I shared on Facebook about this lovely dress to receive a special discount. Can you see it instantly offers me special discount which I can use and check out, I can copy it and click checkout now.

We'll go to checkout process, see this is a checkout page and it looks nice and clean and it already applied my coupon automatically and this all stuff is fully automated and the easy-to-use and provided by Shopify. So I didn't do any coding or hassles to design and make it work. It's all done for you, plug and play by Shopify. So it's really easy for customers to order from you. So guys I hope you enjoyed it and in next videos you'll create your own Shopify store filled with apps and products and make it work.

So see you in the next videos. It will be super fun and I promise, super easy. Bye for now!