



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

AMAZING SETTINGS
TO HELP YOU MAXIMIZE THE
POTENTIAL OF YOUR
SHOPIFY STORE!

www.SellsLikeHotCakes.co

Hi guys! Welcome back to my video series Sells Like Hotcakes on how to create profitable Shopify store. Today we'll be looking at Shopify store settings.

Here is a sneak preview of what's in store for you:

- ***Learn about the COLLECTION TAB, and how to ADD products to your collection.***
- ***SHOPIFY BLOGPOST: You'll learn how to CREATE articles and EDIT page content.***
- ***PAYMENT SECTION: Why YOU MUST define your PAYMENT terms.***
- ***Find out about a REFUND POLICY that'll make things EASIER for you!***
- ***Why you MUST CLEARLY define your SHIPPING TERMS to avoid having issues with customers.***

I hope you just watched all of my previous videos where I showed you how you can start your own Shopify store and how to add all the important and essential apps that you might need, and then how you used Oberlo app to upload a lot of products to your store and to list the products. So once this is done, and if you go to your Shopify store to the product settings, you will find all the products that you have added here.

So take a look at my products that I have added before. I have hundreds of products, for each product you can see the amount in stock and it's automatically connected to the Ali Express marketplace using Oberlo app. Now all the products I joined into collections. Let's check the collections tab. I go to collections, and here you see all the products I joined into several collections. Now let's check how collections are formed. Let's open this Joseline Lucio exclusive collection, and you see there are several ways to form a collection.

First of all you can form the collection manually. That means by going to each product and then click and edit, and searching the collection that it belongs. Another



way is to automatically add products to your collection. For example each product that contains a carrier can be formed into a collection of dog carriers, let me show you my dog carriers, see this collection, and here conditions are, the product must match, product title contains word "carrier".

So all products that have carrier in the name, you will be automatically added to this collection. For collection you can set your beautiful main photo, which of course I get from shutterstock.com. Now I went to Shopify discount section, and in this section you should create your discount using this grey discount button. For example, you want to create a Black Friday discount, and here you set coupon, for example, take amount of dollars off or set percentage, for example take ten percent off all orders, and here you can set in the rules. all orders, for example all orders over 50 bucks , and this will be a discount code which you need to show to your customers to get this discount, and of course you can limit it by users, for example one use per customer. Click save, the discount goes live, all right, here we go, and it's live.

Now let's go to little bit more customization. I go to online store and I showed you before the themes section where you customize your theme and its look. Now let's go to blog posts, if you go to blog posts, here you can post several articles. Now "pages", here you can post pages content... such pages like "about us", order lookup, pet sizing chart, and wish list which was added by the app, terms and conditions, returns, and some tips, and of course "about us". Then navigation tab on the left, here you can set details of your footer menu and main menu.

You see, and it's really easy if you need to change something, you just click Edit Menu, and here you can change. For example move them around, move up, and move down, you can change and arrange... It's really really easy. Now I went to the shop settings, and to the payment section, and here it's important to describe the payment options that you're going to accept on your Shopify store, depending on your country Shopify allows you to accept Stripe, which works with all main credit card companies.

Such as Visa, MasterCard, and also accepts PayPal. You can accept PayPal directly or use Stripe. I recommend using both of them together. Stripe is really easy, you just sign up for the account and then connect it to the Shopify store and for PayPal, I bet you know what it is, I don't need to waste your time explaining you PayPal. Both of them allow you to accept credit cards, and they give a lot of trust, because everybody knows PayPal and people trust companies that work with PayPal.

If I scroll down, I also like to check "automatically capture payments for the orders". So I don't need to manually accept each payment. Now let's check the checkout section, and here I set "accounts are optional". Customers will have the option to create an account at the end of the checkout process. I like to have accounts optional because if you don't have account it's quite bad, because people can track their orders and share wish lists using accounts, but if you require



accounts it's kind of annoying, because if you ask people sign up and fill a lot of forms before they pay you might lose a lot of sales.

So I set most fields as hidden. I don't ask for phone number, I don't need it for Ali Express. I use my real phone number there and of course I don't require company name, right. And I use shipping addresses as billing by default, to save people time, and here if scroll down, you need to fill in your Refund Policy and Terms of Service. You can use generated sample refund policy, which will make your life much easier you can simply use the predefined policy and just check if it's applies to your business, and then privacy policy is required, terms of service as well. All this must be done and filled.

Now shipping section, it's also very important that you clearly define your shipping. If it's free shipping or if it's paid shipping, and how long it takes. so for example you can set several country zones based on the countries, and I set United States, which will be a free shipping, and it's free, and the rest of the world, all other 238 countries, its international shipping, two to four weeks, and it's cost 19.95, it's very important for you to define the price and the shipping up front and how long it takes.

Otherwise you'll be getting a lot of refunds and complains like "I paid yesterday and still didn't receive it." People are spoiled these days by Amazon Prime which delivers very fast, and of course you won't be able to do so if you're shipping from china by Ali Express. But its okay, people are ready to wait as long as you inform them and as long as you give them free shipping option, it's totally fine.

Now if you go to account, and account settings, here you can create staff accounts. usually we need staff accounts for programmers, for customer service, and for example for people from different apps support, which sometimes require limited access for them to help you get to customize the app. so here you can create those accounts. And of course apps section, if you watched my different videos, I showed you all the apps that I am using, and I'm using a lot of apps, but most of them are either free or come with free trial or very cheap and they help you boost a lot of sales. So I highly recommend you use them as well.

So that's pretty much it for this video. I hope you enjoyed it, and I'll see you in the next one. Bye for now!