

A SIMPLE GUIDE TO

SELLING online

A GUIDEBOOK

threeologie

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Hello there!

First off, thanks so much for enrolling in this course! I created this course to help small businesses and entrepreneurs like yourself be more in control of how you make money! I know first hand how difficult it can be to be a small business and after a lot of failures I have finally figured out how to consistently make income and how to stop depending on incoming projects for money! Hence, this course was born! I've included everything I know about e-commerce, product creation, and marketing. This course was meant to help you create a product in a week but you can certainly take your time with it. Don't forget to join the Facebook group to ask questions, meet other small business owners, and share your product launch!

Can't wait to see what you create!

xo, Natalie

Course Overview

Here's what's included in the guidebook.

01

Module 1: The Benefits of Selling Online

E-Commerce is not just for big brands. Small business can do it too! Let's talk about the benefits of it.

02

Module 2: Getting Started with a Platform

Get started by choosing the right platform! Dive into the most popular e-commerce platforms and choose what best fits you.

03

Module 3: What Can I Sell?

Now that you've chosen your platform what can you sell? This module will assist you on selecting products to sell.

04

Module 4: Make Your First Sale!

Dive into my top tips for making your first sale or improving current sales!

05

Module 5: Create a Product, Marketing, Pricing

Make moves! Dive into the workbook to create your first product, price and launch or modify a current product, price it and market it!

06

Closing

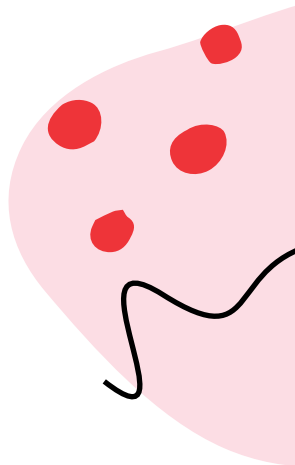
A closing note from me to you!



Module 1

What are the benefits of selling online?

In this section we will dive into the importance of selling online and how it can help your business growth.





MODULE 1
BENEFITS
WORKBOOK
/ 2020

Benefits of Selling Online



Launch as many or as few products as you like. There is no limit!



You can decide the price tag for your products! Regardless of the market.



Make passive income on a regular basis with an e-commerce store!



Operate your business at a low cost. No need for a physical store when you have a virtual one!



Be more in control of how you make money. Don't wait for projects to come to you.



Offer big discounts to boost your sales on Black Friday, Christmas and other holidays!

Benefits

Let's Dive Deeper

Launch as many products as you like!

There is no limit to the amount of products you can launch. You can launch until one hits!

Decide your price!

You can decide what value your product provides others and choose a price.

Passive Income

Go on vacation and make money. Make money while you sleep. Passive income allows you to easily make money while allowing you to focus on other business tasks.

Operating Costs

E-Commerce costs are very low. And the reason being is that your shop is virtual. With an e-Commerce shop you don't need to pay utilities or rent!

Be in Control!

E-Commerce allows you to be more in control in how you make money. Instead of waiting for projects to come to you... create products that people will love and sell them. You are in charge of your salary not the other way around.

Boost Sales

Offer huge discounts on big holidays to boost sales! This is a great way to make a little extra income. And you are in control!



Did you know?

My first course only made \$200. At the time I didn't have an audience but it taught me that I can offer a valuable product and make money. Now I've made over 30K in just E-Commerce this year.



Module 2

How to get started?

Sure talking about an e-commerce site is easy... but how do you choose the right platform? Let me teach you the pros and cons of each!

2



Module 2

There are plenty of resources out there!

What are the best platforms to start an e-commerce site?

As a small business, I know the struggle that comes with trying to build an e-commerce site. I've tried a variety of platforms over the years and I've learned what I like and don't like. In this next section, I'll share what I've learned to hopefully guide you on your choice.

Platforms

There are a variety of platforms out there to start an e-commerce site. I will focus on Etsy, Shopify, Squarespace, and WooCommerce because those are the most popular. I have used Etsy, Squarespace, Shopify, and WooCommerce. So I'll share my knowledge on those from my experience.

Etsy

PROS

CONS



Opening a shop takes minutes and is easy!



You can only sell handmade items on Etsy 😞



Reach Etsy's large customer market! They have over 30 Million active buyers!



Market can be quite saturated. So getting noticed can be quite difficult.



When you sign up you'll have access to built in analytics! You can track how customers find you and more



Fees! Etsy charges a \$0.20 listing fee and takes 5% of your sale. Plus, if you use Etsy Payments expect an additional 3% transaction fee.



Etsy allows you to advertise on their platform to reach customers that might be interested in your shop.



Minimal customization.

NOTES:



SQUARESPACE

PROS

CONS



Squarespace is very beginner friendly! So not surprisingly it was one of the first platforms I've used.



The editor can be a bit overwhelming to use.



The templates available are very well designed.



It helps to have some HTML and CSS knowledge. I had a lot of help from a programmer.



The pricing is pretty fair. They offer a variety of plans. I went with the advanced plan.



It is not fully customizable. Which is one of the reasons I stopped using Squarespace.



Squarespace takes care of security for you and website speeds!



The marketing tools are pretty limited.

NOTES:



PROS

CONS



You can start at just \$29 per month to use Shopify's basic plan.



Shopify is probably the most expensive platforms out there. The more you need the more you'll pay.



There are plenty of themes to customize your shop to fit your brand.



You'll need to pay \$79/month to get access to reports. Which everyone needs.



It's pretty simple and easy to start an online store.



You can only modify your design as much as Shopify will allow.



Shopify handles it all. From hosting to the security!



There are extra transaction fees if you use a third-party payment provider to take customer payments.

NOTES:

WooCommerce

PROS

CONS



WooCommerce is a fully customizable plugin! Design it to fit your brand!



There is a slight learning curve to know how to use Wordpress.



Need a feature? There's probably a plugin for that! There are a lot of great plugins on the market.



Adding too many plugins could make your website bloated or slower.



The WooCommerce plugin is completely free to use!



You have to manage everything!



WooCommerce basic transaction fees are lower than the competitors.



If you're using a lot of plugins you might find you're paying higher fees in the end.

NOTES:



WooCommerce

**Threeologie uses
WooCommerce**

Why I love it...

LOWER FEES

When it comes down to the fees I am saving more money using WooCommerce. Squarespace and Etsy fees added up and didn't make sense for me. As a small business, I tried to save as much money as I could and WooCommerce saved me money.

CUSTOMIZABLE

With WooCommerce I am able to customize my shop to fit my brand. Etsy doesn't really allow for customization. Squarespace is customizable but it's very limited in that way. WooCommerce is a lot more customizable.

BUILD MORE WITH PLUGINS

What I really love about WooCommerce is that I can add a plethora of features to my website with the use of plugins. Of course, they need to be good plugins and I pay for them but some of these plugins have enabled me to make more money. I've also added cool features like this course!

CONS FOR ME:

The biggest con when using WC is that it can bloat your website with plugins. Some plugins don't work well together and can also make your website slower. WC is also not great for scaling your business. Shopify is better for scaling an e-commerce business. It's pricier but might be worth it when you grow.

Threeologie Blue Print

Here's a breakdown of everything Threeologie uses to run an e-commerce website.

01

Wordpress

Publish the Threeologie website.

Price: Free to Use

02

WooCommerce

E-Commerce plugin that allows me to create a shop on my Wordpress website:

Price: Free to Use

03

Elementor

Plugin used to create complex layouts and designs for my website.

Pro: \$49/Year (1 time fee)
There is also a free version.

04

Kinsta Hosting

Kinsta is a managed WordPress hosting provider that helps take care of all my website needs.

Business Plan Price: \$100/Month
Starter Plan: \$30/Month

05

Additional Plugins

Affiliate Marketing: *Affiliate WP*
Marketing Tool: *Automate Woo*
Teaching Online: *LearnDash*

These plugins have also helped increase my sales!

Did you know?

- There are other Ecommerce plugins available for Wordpress.
- You can try a Free Version of the Elementor Plugin.
- I pay for the most expensive Hosting but there are plenty of more affordable ones out there like: Siteground and Bluehost.

Notes:

Choosing a Platform

After reviewing the most popular ecommerce platforms let's dive into your needs as a business. In the next sections fill out the following worksheets to get a better idea of what you're looking for in an online shop. In the end, I will recommend what platform you to try out first. This is just a recommendation but you can ultimately choose what you think is best for your business!

WHAT DOES YOUR IDEAL ONLINE SHOP LOOK LIKE?

FEATURES YOU NEED

01

02

03

04

05

06

07

08

09

10

WHO IS YOUR AUDIENCE?

IF YOU ALREADY HAVE AN ONLINE SHOP IS THERE ANYTHING YOU WOULD CHANGE?

MONTHLY BUDGET

This or that?

Fill out number 1 through 12 and check the box that best relates to your business needs.

THIS

Check this box if it aligns more with your needs as a small business.

THAT

Check this box if it aligns more with your needs as a small business.

1.	You want to quickly and easily set up an online shop.	<input type="checkbox"/>	You have plenty of time to build a shop. There is no rush.	<input type="checkbox"/>
2.	Customization isn't really a big deal for you.	<input type="checkbox"/>	Customization is super important to you.	<input type="checkbox"/>
3.	You don't want to pay monthly for a platform.	<input type="checkbox"/>	You wouldn't mind paying monthly for a platform.	<input type="checkbox"/>
4.	You don't care about third-party payment provider fees.	<input type="checkbox"/>	You want to save as much money as you can. So avoiding additional fees is important to you.	<input type="checkbox"/>
5.	You need an audience to market to.	<input type="checkbox"/>	You have over 100 followers on social media and can market to them.	<input type="checkbox"/>
6.	You don't care about analytics and reporting in your shop.	<input type="checkbox"/>	It's important that you have access to analytics and reports for your shop.	<input type="checkbox"/>
7.	You want someone to manage everything for you.	<input type="checkbox"/>	Your okay with managing some aspects of your online shop.	<input type="checkbox"/>
8.	You don't care to have any marketing tools features.	<input type="checkbox"/>	Marketing tools are imporant to you like ads, share buttons, and SEO.	<input type="checkbox"/>
9.	You don't care about listing fees.	<input type="checkbox"/>	You don't want to pay listing fees.	<input type="checkbox"/>
10.	You don't need that many features for your online shop.	<input type="checkbox"/>	You want to add a variety of features to your store like memberships, online courses & more.	<input type="checkbox"/>
11.	You only want to sell handmade or digital goods.	<input type="checkbox"/>	You have a variety of content you want to sell like physical goods, courses and more!	<input type="checkbox"/>
12.	Your online shop is just a side gig and you don't really want to grow it.	<input type="checkbox"/>	It's important to you that your platform can grow with your business.	<input type="checkbox"/>

Results

Review the sections below and then count how many boxes you checked and write in the amount in the box on the right side of each section.

Section 1

- Starting with an easy and simple platform is important to you.
- You don't mind paying for listing fees.
- You like the huge customer base on Etsy.
- You want to sell handmade and digital items.
- You don't need extra features to run a shop.

How many did you select?

Section 2

- You want to separate yourself from Etsy as a brand.
- You want to have a nice design for your shop.
- You want a platform to take care of security.
- You want a platform that is beginner friendly.
- You don't need extra features to run a shop.
- Your budget is a bit flexible.

How many did you select?

Section 3

- You want the freedom to customize the design of your shop.
- Your okay with managing a few things on your website.
- You want the option to add cool features on your shop.
- You don't mind taking time to learn the ropes of a platform.
- You want to pay lower in fees overall.

How many did you select?

Section 4

- A little customization is important to you.
- You want a platform that can manage most things on your site.
- You have a larger budget for an ecommerce platform.
- You are experienced and looking for a platform to grow with.

How many did you select?

Which section scored the most points?

- Section 1: Try Etsy
- Section 2: Try Squarespace
- Section 3: Try WooCommerce
- Section 4: Try Shopify

Choose a platform:

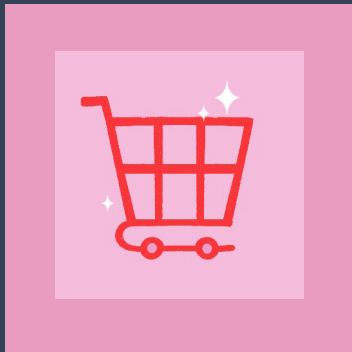
Module 3

WHAT CAN YOU SELL?



Creating an e-commerce shop is fairly easy
but what can you sell?

What can you sell?



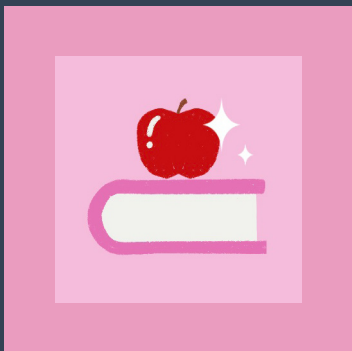
DIGITAL GOODS Low Management

Digital goods include things like Workbooks, Procreate Brushes, Adobe Assets, Design assets and more.



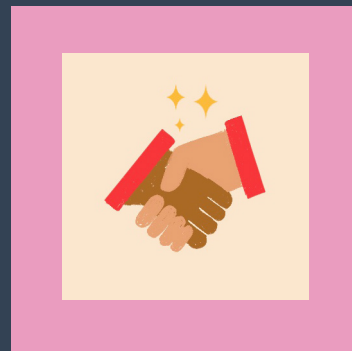
COURSES Share Your Knowledge

I am a huge advocate for courses! There's always something you can share with others that can be valuable.



PHYSICAL PRODUCTS High Management

There are so many physical products you can create. You can create mugs, pins and so much more! But don't forget shipping can take a lot of time.



SERVICES What can you do for others?

There are also services you can make easily accessible on your shop like Coaching or Design Services.

Did you know you can also sell...



EXPERIENCES

**These are events that you can host online or in person!
You can create your own workshop and offer a virtual experience or a live one!**



My first workshop!



**Aim for selling to 1%
of your following on
social media.**

**Not everyone
will purchase
from your store
but if the value
is there they
will come.**



Learn
LETTERING
With Me!

threeologie

”

How to make your first sale? Try these tips!

ADD VALUE

Add so much value that your customers feel like they're getting a good deal. If the going rate for Procreate Brushes is \$10 for 10 brushes offer 20 brushes for the same price.

BULK ITEMS

Bulking items is another great way to add value and boost sales. When you offer a bundle or a few items for a discounted price customers feel like they are getting a lot in return for their money.

HOST A CONTEST

Contests or giveaways are a great way to get some new eyeballs on a new product! Simply host a giveaway to gift someone your product! This will encourage people to look at your product!

ADS

Ads can be a great tool to use to get eyes on your products or even your shop. You can spend as little as \$5 a day to get some eyes on your shop! Even if it doesn't convert to sales your helping people discover your shop.

SUBSCRIBE

Creating an email list is a great way to make sales. If you create your own newsletter you can market monthly to your subscribers or offer special discounts and deals to your customers!

AFFILIATES

Reaching out to other brands can also be effective. I've worked with brands like Type Matters and The Daily Type to post about my courses. They in return got a portion of sales and also helped me boost sales!

Why I think digital is amazing...

I love digital because it requires very little management.

I think all E-Commerce products are great but I've learned that I really love selling digital goods! The benefit of selling digital goods is that you make a sale and you're done with it. You can skip the process that goes with shipping.

Shipping

Shipping can take a lot of time especially if you're packaging a ton of orders. I've had to spend a good majority of my day packaging orders and heading to the post office.

To make things easier you could always schedule a post office pickup. I know a few services allow that.

Figure Out What You Like

I will continue to sell physical products but I've learned that with selling physical products it can take a lot of time from stuff I want to work on. The cost of selling virtual goods is also much less.

When you're selling physical products you will need to budget for:

- Product Bulk Cost
- Packaging Materials
- Printing Label Materials
- Branding Materials

And lastly time management! When shipping materials you need to be efficient and quick. You want your customers to have a great experience so make sure you get those orders out quickly. I recommend trying out physical products to see how you like it.



Courses: Big Sales MORE VALUE

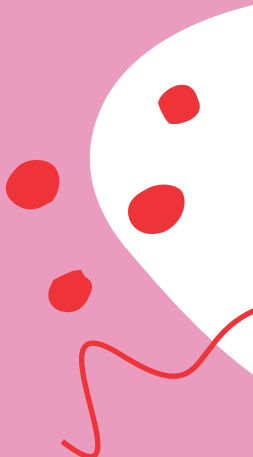
The biggest sales I've made have come from online courses. I've seen a lot of other artists say the same and if you notice a lot of the big artists sell courses. My biggest sales came from my Lettering and Business Course. I made over 20K in the first month of sales!





Module 4

**Now let's put it all
together and start creating
a shop for yourself.**



Getting Started Checklist

01



Select an e-commerce platform you want to use. You don't have to choose one of the ones I shared and if you already have one you're halfway there!

02



Design and customize your shop to match your branding. You want your customers to know this is your shop.

03



Create a Product! We'll get more into that in the next couple of pages. Follow the guide to make the product really good and ready to sell!

04



Add your product to your store! Make sure before it goes live there's a ton of value!

05



Market! It's important to launch your product and share it with your audience! Share the value and create some hype!

Getting Started

*Important questions & answers
to help you create.*

QUESTIONS

ANSWERS

*Have you already designed your website and
are ready to start adding products?*

1

*Do you have a few products in mind already?
Or a product you would like to improve?*

2

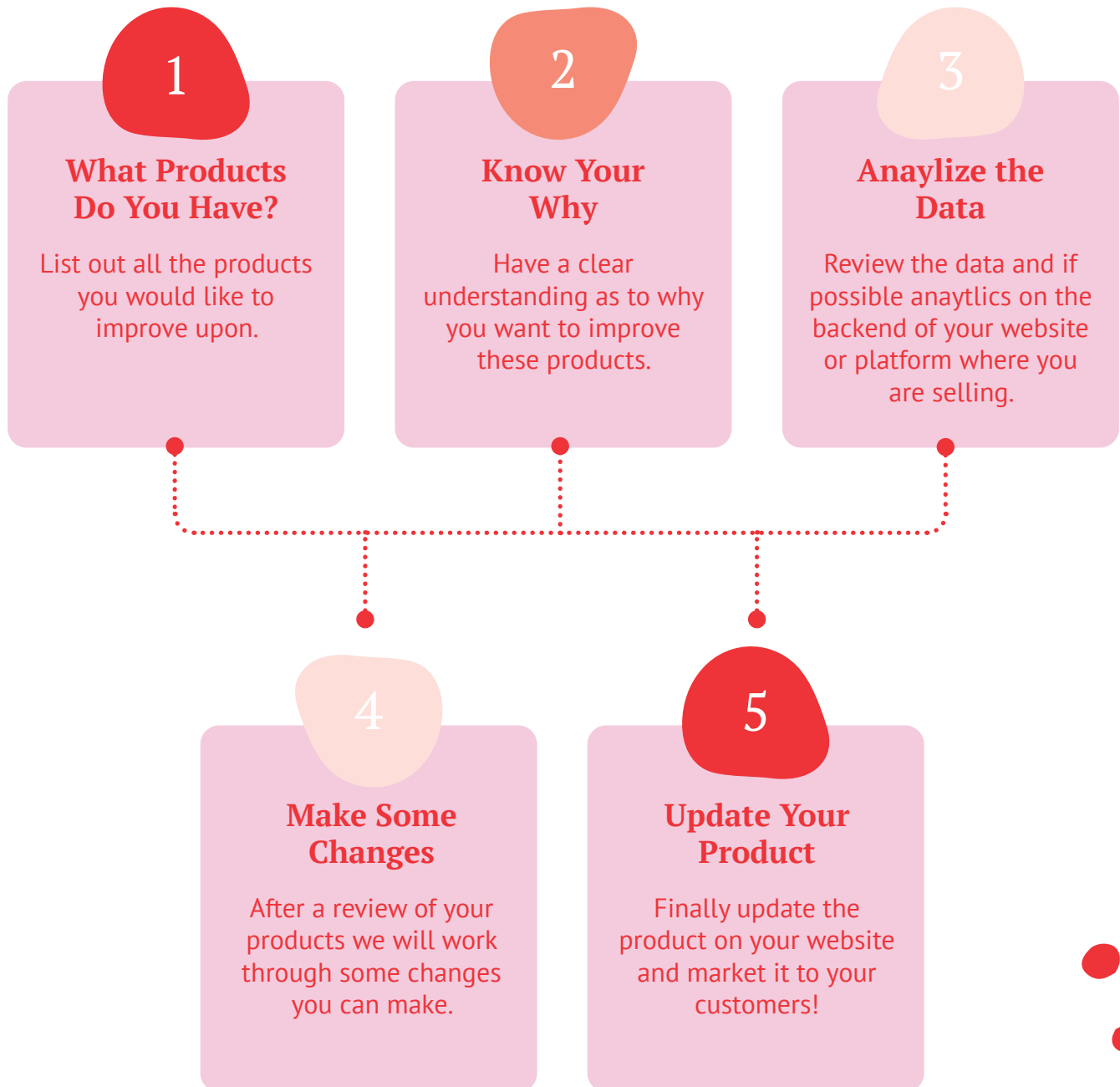
When do you want to launch your product?

3

*You can start creating products but I
recommend setting up your online shop first.
Once that's done start creating a product!*

Part 1: Improving a Product

If you've already created a few products follow this part of the guidebook to help you improve on your product. Let's get started!



MESSAGE

This next section will help you improve on current products!

YOUR NOTES

Product Improvement

PRODUCT:

DESCRIPTION:

PRICE:

HOW MANY VIEWS:

HOW MANY SOLD:

WHY IMPROVE THIS PRODUCT?

ANALYZE DATA:

How many people clicked the product:

How many abandoned cart:

What are your competitors selling this for?

Can you add more value?

WHAT DOES THE DATA TELL YOU?

HOW DO YOU THINK YOU CAN ADD VALUE?

Tips to Improve

1

PRICE TO HIGH

Sometimes your pricing could be a tad bit too high. Try these tips to test if your sales improve.

ACTION STEPS

- 01: Try reducing the price
- 02: Try hosting a sale
- 03: Price a bit lower than your competitors.

A

PLAN IT OUT:

2

ADD VALUE

Sometimes your product just doesn't offer enough value. Try these tips to increase the value.

ACTION STEPS

- 01: Try bulking items together into 1 product.
- 02: Offer bonus materials with your product.
- 03: Offer a "freebie" when you purchase!
- 04: Offer a little sneak peek before your customers buy so they can get a taste of what they could get!

B

PLAN IT OUT:

3

BE SEEN!

If your product isn't selling it could be that your customers haven't found your shop yet!

ACTION STEPS

- 01: Host a Giveaway!
- 02: Create a video showing off the product.
- 03: Spend some money on Advertisements.
- 04: Collaborate with a brand to share it!
- 05: Gift it to a bigger brand in exchange for a review on social media!

C

PLAN IT OUT:

After you make improvements...

...take these next steps.

1

Update

Make the updates to your product to improve it and update your shop! If you have new photos make sure to include those into the shop update as well!

2

Promote

***Check out Page 42 for tips on marketing!**

Spread the news! This is a great opportunity to share with your audience some changes you've made and how you've made a product even better! Tell them all about it!

3

Analyze

You're not quite done yet! Make sure to analyze the results of your product changes. Be sure to check analytics and ask yourself if a lot more people were interested in it.

Questions to Ask After You Launch:

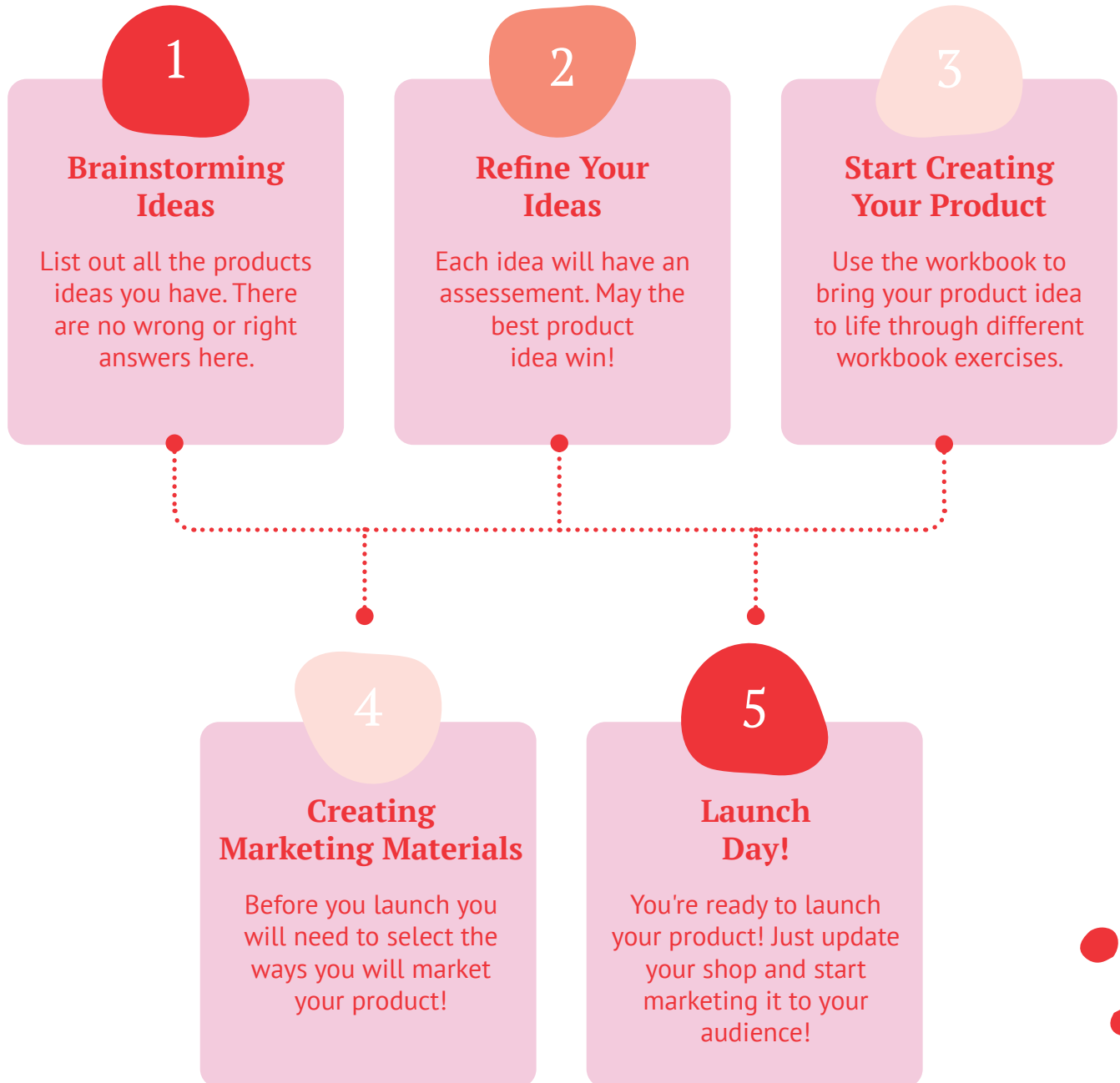
1. Did your product update result in more traffic?
2. Did your product update result in more sales?
3. Did your product update result in more shares?
4. Did your product update result in more followers?

Your Notes

Part 2: Creating a Product!

If you're ready to start launching your first product this section is for you. We will do a little work to create your product and help you launch it! Let's get started!

This plan was created to help you launch in a week but if you need additional time for a physical product you can still follow the steps and adjust the timing!



MESSAGE

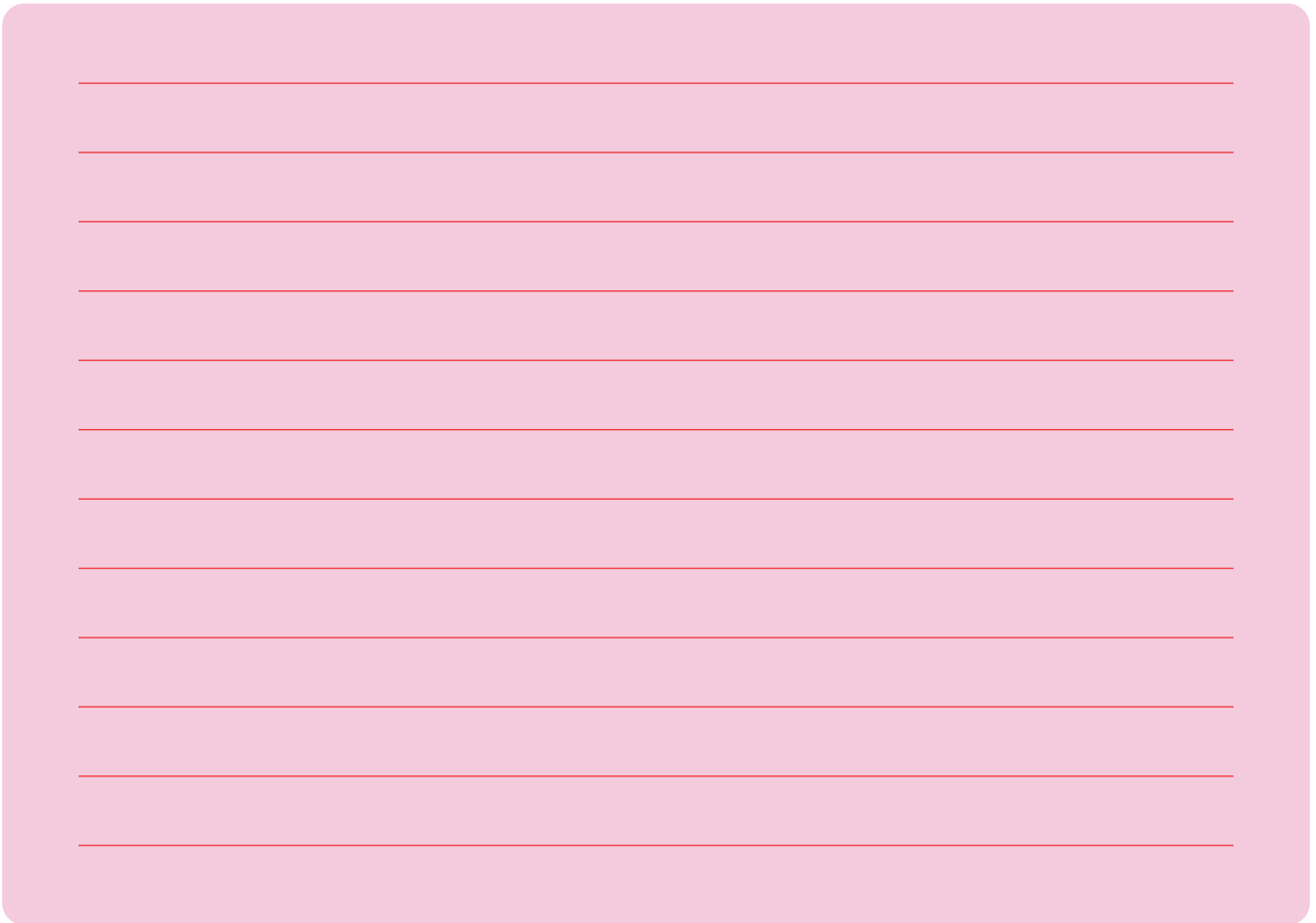
This next section will help you select a product idea and bring it to life!

YOUR NOTES

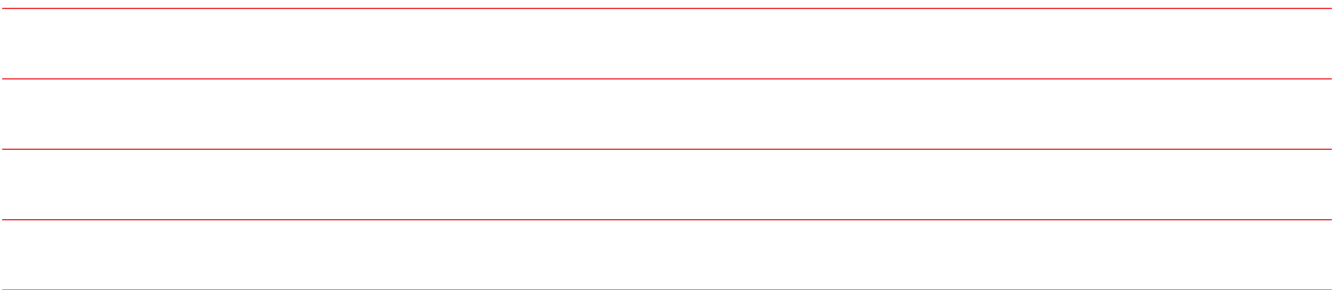
Brainstorm

To create an a new product you'll need to brainstorm ideas first! Make some notes on ideas that come to mind for products. There are no bad ideas ever. Anything that comes to mind just write it down here. Keep in mind what your specialties are and what you're good at.

PRODUCT IDEAS:



DID ANY PRODUCT STICK OUT TO YOU?



Refine Ideas

In this worksheet choose 4 ideas to refine a bit more. In each section describe what the product is and what it has to offer.

Product 1: _____

Time you think it will take to create:

Product 2: _____

Time you think it will take to create:

Product 3: _____

Time you think it will take to create:

Product 4: _____

Time you think it will take to create:

Assessment Product 1

Rate your ideas on a scale of 1 to 5

01

There are tons of products like this on the market already.



02

It will take a lot of time and money to create this product.



03

My audience has already asked me for this type of product.



04

I need additional resources to create this product.



05

This product will require little to no management after it launches.



06

This product will really make my brand stand out amongst others.



Assessment Product 2

Rate your ideas on a scale of 1 to 5

01

There are tons of products like this on the market already.



02

It will take a lot of time and money to create this product.



03

My audience has already asked me for this type of product.



04

I need additional resources to create this product.



05

This product will require little to no management after it launches.



06

This product will really make my brand stand out amongst others.



Assessment Product 3

Rate your ideas on a scale of 1 to 5

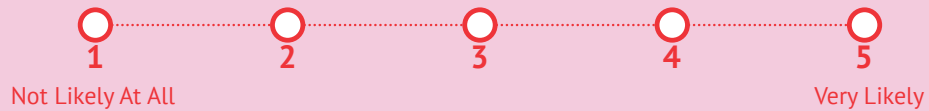
01

There are tons of products like this on the market already.



02

It will take a lot of time and money to create this product.



03

My audience has already asked me for this type of product.



04

I need additional resources to create this product.



05

This product will require little to no management after it launches.



06

This product will really make my brand stand out amongst others.



Assessment Product 4

Rate your ideas on a scale of 1 to 5

01

There are tons of products like this on the market already.



02

It will take a lot of time and money to create this product.



03

My audience has already asked me for this type of product.



04

I need additional resources to create this product.



05

This product will require little to no management after it launches.



06

This product will really make my brand stand out amongst others.



Select a Product

*Important questions & answers
to help you select a product.*

QUESTIONS

ANSWERS

After reviewing the 4 product ideas you listed which one seems the strongest?

1

Which of the 4 products do you think you could create in a week?

2

Which of the 4 products sounds the most appealing to you?

3

Select a Product to Create:

Bring it to Life!

Let's start creating this product.

What is the product:

WHAT'S INCLUDED

WHAT IS THE VALUE?

Why will people buy this?

What makes this product special?

What will you call this product?

7 Day Product Plan

Product:

Launch Date:

DAY

TO DO LIST

DONE

NOTES

1	Start Creating the Product	
2	Continue Creating Product	
3	Take photos of your product	
4	Write a compelling product description	
5	Name your product and Price It	
6	Create marketing materials to share	
7	Add product to your store and launch!	

Fill in this information as you go:

Product Name:

Price:

Description:

Marketing

Select a marketing strategy for launch

1

HOST A CONTEST

Host a giveaway on your social media platform. Offer the product for free to 1 Winner!

ACTION STEPS

- 01: Create the Giveaway Assets
- 02: Require a Like & Tag a Friend to be entered
- 03: Post on your social media!

PLAN IT OUT:

2

AFFILIATE OR PARTNER

Reach out to a brand or influencer who might want to partner with you. You can offer them commission or just provide the product for free in exchange for a review.

ACTION STEPS

- 01: Find the right brand to work with.
- 02: Set up affiliate marketing (if needed).
- 03: Gift the product to the brand.
- 04: Request a review on social media or offer commission on each affiliate link sale.

PLAN IT OUT:

3

HOST A SALE

Sales are a great marketing strategy for ecommerce! Launch a sale that offers your product at a discounted price.

ACTION STEPS

- 01: Select dates for your sale.
- 02: Decide on the sale price.
- 03: Share with your community!
- 04: Launch Sale
- 05: Optional: Create an ad.

PLAN IT OUT:

To do list

Create your own to do list here if you prefer a different way to plan out your product creation.

Product:

My task:

Done:

01

02

03

04

05

06

07

08

09

10

My notes:

Pricing Digital Products

Having trouble pricing out a product? Let me help you with that. Use this worksheet to help you price out your product.

Price above market: Consciously pricing your product above the competition to brand yourself as having a higher-quality or better-performing item

Copy Others: Selling your item at the same price as your competition to maximize profit while staying competitive

Price below market: Selling your item at a lower price than your competition to lure in customers.

1 What are competitors selling this type of product for?

2 How much do you think your product is worth?

3 Can your audience get this same product from another shop and for a cheaper price?

Price it! Your price should be overall an average of what is already out there. You can select a price above market or below market. Either way you should test out prices to see what works.

Average Price for this:

Your price estimate:

Price:



Pricing Physical Products

Having trouble pricing out a product? Let me help you with that. Use this worksheet to help you price out your physical product.

Material Costs: How much you are spending to create & manufacture this product.

ROI: The ratio of a profit or loss made on an investment. In this case your ROI will focus on how much you profit or lose in sales with physical products.

1 What are competitors selling this type of product for?

2 How much do you think your product is worth?

3 Can your audience get this same product from another shop and for a cheaper price?

4 How much did you spend on materials for this product?

5 How much do you need to make in sales to make a profit?

Price it!

Your price should take into account what your competitors are selling similar items for and how much you spent on materials. You need to make a profit! Make sure to test out prices to see what works.

Material Costs:

Average Price for this:

Your price estimate:

Price:



Congrats!

Woo! You have just completed the course! If you have any questions feel free to ask on our Facebook group that way if anyone else has a similar question they can also get an answer. And don't forget.. when you've launched a product please share it with us in the Facebook group!



Facebook group

Join the group today and start sharing your products with a growing community!

[JOIN GROUP NOW](#)



*Thank you
for being here*