

Making money online with Shopify in 2019

*Learn how to sell products and services on
Shopify – a guide by a mom, for moms*

Written by Veronica Dailey



The mission of Dailey Foods is to be of service to our customers by creating products and publishing practical home-based business information geared towards moms that encourages personal independence in harmony with the environment and our communities.

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Contents

<i>Table of Contents</i>	2
<i>Welcome Shopify Mompreneurs!</i>	4
<i>6 Steps to Making Money Online with Shopify in 2019</i>	6
<i>Step 1: Create a Shopify Account for FREE</i>	7
<i>Step 2: Choose products to sell on Shopify</i>	9
<i>Step 3: Set up your Shopify website & online store</i>	11
<i>Step 4: Create a Shopify Facebook Store</i>	13
<i>Step 5: Launch your Shopify online store</i>	15
<i>Step 6: Drive traffic to your Shopify online store</i>	16
<i>Search Engine Optimization</i>	16
<i>Email Marketing</i>	16
<i>Instagram</i>	16
<i>Pinterest</i>	17
<i>Launch your online Shopify store in 2019!</i>	18
<i>Join the Mompreneur Shopify Facebook Community</i>	19

Welcome **Shopify** Mompreneurs!

*I love using Shopify for selling our products online and decided to make 2019 the “Year of **Shopify**” for the readers on my site, **MompreneurAdvice.com**.*

*In November 2018, our food company, Dailey Foods, launched **Heavenly Chia Power Mixes** using Shopify with great success. I've fallen in love with how seamless it is to dropship our products, collect payment, integrate with Amazon, Facebook, and other seller platforms. All using one dashboard and your Facebook app (optional), for as little as \$9/mo.*

***Shopify** is rapidly growing and expanding throughout the world, offering sellers an “all-in-one” online selling platform. I believe Shopify is going to be the next big e-commerce platform, possibly even surpassing many of the current top online selling marketplaces. Specifically, because Shopify allows you to create YOUR OWN WEBSITE using their website creation software*

and hosting platform, along with Shopify partners apps! As opposed to selling on other auction and marketplace platforms. In this eBook I'll show you six easy steps for using Shopify to make money online. I'll also provide insight as to how I use Shopify to sell our products online. Let's get started!

Sincerely,

Veronica Dailey

Founder, Dailey Foods

MompreneurAdvice.com

HeavenlyChia.com

DaileyFoods.com

Shopify has created an easy 'all-in-one' sellers platform. There's no longer a need for juggling a Wordpress site, Bluehost, Godaddy, PayPal, and an Etsy store.

Shopify is an all-in-one tool for mompreneurs selling online in 2019.

[Facebook Store](#)

Just \$9/month

[Website & Online Store](#)

Starting at \$29/month

Create a Shopify store for your direct sales, product, service or information business today!

[Shopify 14-day free trial](#)



6 Steps to Making Money Online with Shopify in 2019

*In the following chapter's I'll share a brief tutorial on starting an online store using Shopify and tips for making money online with your own store in 2019. This online guide is a compilation of my personal research and usage of the Shopify platform. It's written for moms by a mom. As a Shopify Affiliate Partner I've created a unique, simplified approach to making money online selling my products as a **Shopify Seller**. Using minimal time and effort I work from home and support my family with my Shopify store. In this guide I offer Shopify marketing ideas for 2019, business trends, and tips for becoming a successful **Shopify Seller** in this changing marketplace.*

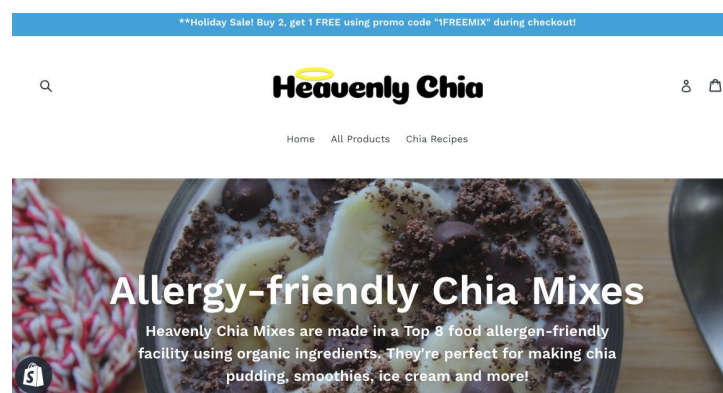
*This free step-by-step guide for mompreneurs will give you ideas for **choosing a Shopify business idea, launching a Shopify store, driving traffic to your store and making your first sale**. Included are screenshots of my Shopify online business, along with tips, ideas, and techniques for making your first sale as a **Shopify seller**.*

My Shopify Site

Check out my Shopify site using the link below:

Heavenly Chia

Heavenly-Chia.myshopify.com



Step 1: Create a Shopify Account for FREE

Ready to start selling on Shopify in 2019, ladies? The first step is to use the Shopify affiliate link below to **start your free 14-day trial (no credit card required)**:

[Begin Shopify 14-day free trial](#)

Once you've created your free trial account, return to this eBook for the rest of your tutorial.

How much does it cost to launch an online store with Shopify?

Here's a basic summary of the Shopify platform pricing options I suggest for mompreneurs starting their online businesses:

Shopify Facebook Store \$9/month

Easily launch an online store using Facebook and Shopify together with the **Shopify Lite** program. Shopify Lite allows you to post products to your Facebook shop, accept payment, process orders, print discounted shipping labels, packing slips, and track your inventory – all in one dashboard!

Selling on Facebook is great for mompreneurs who want to sell just a few items and already have a following on their Facebook profile. It's easy to get traffic to your Shopify Facebook store with Facebook Ads and by sharing your store link throughout the internet.

Shopify Website & Online Store \$29/month

Easily launch an online website and store using the **Basic Shopify** account. For \$29 per month you can easily create, launch and sell products on your very own website. Additionally, use free Shopify plugins to seamlessly connect your Shopify store products with Amazon, Facebook, Instagram and other platforms.

Why choose **Shopify** to host an online store?

Here's a few perks of using Shopify to launch your online website and store in 2019:

- Accept payments
- Track inventory
- Print invoices
- Print packing labels
- Create discount promo codes
- Connect your store to Amazon
- Connect your store to Facebook
- Connect your store to Instagram
- Print discounted shipping labels
- Calculate shipping costs
- Sell digital goods
- Sell services
- Sell event tickets
- Custom domain
- Custom domain email forwarding
- Post blogs
- Search Engine Optimized website
- Process payments online
- Accept payments in-person
- ...and so many more reasons.

Step 2: Choose products to sell on Shopify

CHIA POWER MIXES



Strawberry Coconut Chia



Heavenly Chia Chocolate Chia Power Mix
\$9.00



Heavenly Chia Turm
Chia Power Mix
\$9.00



Chia everyday!

We believe chia is one of the next big things. We developed a line of chia mixes made with gluten-free and plant-based ingredients to maximize the health benefits of raw organic chia seeds.

Choosing what you want to sell on Shopify is easy, here's my two-step formula for choosing products to sell on Shopify:

1. What do you make and sell already? Sell this.
2. What does the world need you to sell? Sell this.

Find Shopify Business Ideas

Find business ideas for your Shopify store by searching some of the following places:

- Google Trends
- Google Keyword Planner (with an AdWords account)
- Google and other search engines "suggested" keywords
- Asking friends and family what they need
- Asking yourself what you want
- Following business trends and creating businesses around items which will be in short supply or in great demand in the near future

If you're unsure which Shopify business idea is best for you, consider choosing the most niche Shopify business idea and start there. If you decide to make selling on Shopify a career you can eventually add additional

Shopify stores to your portfolio offering different niche products or services.

At-Home Business Ideas for Moms using *Shopify* in 2019

Here's a list of at-home business ideas for moms using Shopify in 2019. The first ideas are for products and services free to create and sell, and the second ideas are ones you can make and sell for less than \$100. These Shopify business ideas are ideal if you prefer to start an at-home business with little to no inventory. Some of the ideas listed below can utilize "dropshipping" which means your business can hold no inventory at all and make sales 24/7 with a third-party company fulfilling your online orders.

Zero cost *Shopify* business ideas for moms in 2019

Here's a list of ideas of zero cost products and services to make and sell online using Shopify:

- eBooks
- Online courses
- Printables
- Downloadable files

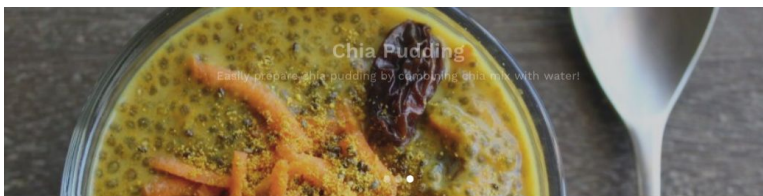
- Online workshops
- Online classes
- Organizing Services
- Personal Assistant Services
- Cleaning Services
- Nanny and Child Care Services
- Pet Sitting Services
- Tutor Services

Under \$100 *Shopify* business ideas for moms in 2019

Here's a list of ideas of under \$100 to sell products and services online using Shopify:

- Gift Baskets
- Handmade Crafts
- Body Care
- Meal Delivery Services
- Juice Delivery Services
- Online and In-person Art Classes
- Floral Delivery
- Handywoman Services
- Homemade Baked Goods
- Homemade Sauces and Condiment

Step 3: Set up your **Shopify** website & online store



Heavenly Chia Turmeric Golden Milk Chia Power Mix
\$9.00

Quantity

1

ADD TO CART

Zero added sugar - Dairy-Free - Gluten-Free - Vegan

Chia and Turmeric are powerhouse superfoods! Heavenly

How to select and install a **Shopify business theme**

Once you've created your account, select a Shopify business theme. Go for a simple theme and font to get your site going, you can always add more design over time.

How to customize your Shopify business design

When you're ready to customize your Shopify business website design, search places like Google, Pinterest, Facebook and Instagram hashtags for "Shopify website design ideas". Also, browse our featured Shopify stores on MomprenneurAdvice.com.

Easily customize your own site's color, fonts, design layout, site title and tagline. Focus on function over design when you're just getting started. Make sure customers can make a purchase using your site and have full understanding of what they're purchasing.

How to create a free logo with the Hatchful app

Shopify comes with a free app called [Hatchful](https://Hatchful.com) which lets Shopify store owners easily create logos that can be used across most social media platforms, your Shopify store, and are mobile friendly. They have some really cute designs that are very customizable.

How to write an About and Contact page for your *Shopify* store

Once you've got your store up and running, you'll want to have an "About" page and a "Contact" page. Make sure to include your business phone number, address, email, and any other contact info as all businesses must display contact information. Additionally, consult an attorney to create "Privacy Policy" and "Terms and Conditions" for your website. Make sure to install a disclosure for cookies and any other privacy gathering to comply with online laws. Consult an attorney to make sure your site is in full legal compliance before launching and making your first sale.

Write descriptions for each product you sell on *Shopify*

There's a few basic rules to writing sales copy, here's the basics:

Present the benefits to your customer

Most people purchase things they need so if you can present some obvious benefits your customer will get from purchasing your product then you are likely to

make a sale. Consider the product benefits when creating a product.

Stay positive

As tempting as it may be to use scare tactics to win your customer's love and affection, it generally doesn't work long term. Instead, present positive attributes of your product, and its benefits to others, the planet, animals, etc.

Follow up with a reminder

When writing sales copy for your *Shopify* store, remember that customers need to be told what to do and how to do it so that they can finish their transaction with your company. Make sure your website contains specific directions and suggestions so your customer can finish what they came to do, which was make a purchase or learn something from your *Shopify* site.

Step 4: Create a **Shopify Facebook Store**

Shopify allows mompreneurs to easily sell online using Facebook for just \$9/mo.

This simple option for mompreneurs starting an online store is great if you have an existing following on your personal Facebook account. Your Facebook friends and family can see your products and support your business easily through their own account.

*Create a **Shopify Facebook Store** selling items you already sell, items you make, or items you purchase wholesale and have shipped to the customer. Alternatively, start a zero inventory business selling services or information, it's up to you!*

Direct Sales Shopify Facebook Stores

*We love this feature from Shopify because many direct sellers sell on Facebook's platform, but without an organized method of accepting payment and processing orders. By choosing the **Shopify Lite** program, direct sellers can utilize Facebook's platform by accepting payments and tracking transactions using Shopify (check with your direct sales company for their specific rules about selling products on Facebook).*

Operate a Facebook Direct Sales Page using Shopify to handle your transactions. If you prefer or need an entire website (like we do with **Heavenly Chia**), the Basic Shopify plan allows your business to easily and seamlessly connect your Shopify online store products to your Facebook Business Page using a simple plug-in for as low as \$29/mo.

Every great business starts with an idea

Try Shopify free for 14 days, no credit card required

SHOPIFY LITE

\$9/mo

Sell on social media, in person,
or on an existing website with
Shopify Lite.

Get started today

BASIC SHOPIFY

\$29/mo

Lite features + build a home for
your brand with your very own
online store.

Get started today

Use Shopify Payments to accept credit cards online and pay 2.9% + 30¢. Accept payments in person and pay 2.7% + 0¢. Accept credit card payments using an external payment gateway and pay 2.0% on all transactions.

Lower rates available with other [pricing plans](#).

Step 5: Launch your **Shopify** online store

Before you can officially sell your first product online you'll need to make sure your **Shopify store is set to a public setting**. Check your settings menu to switch over when you are ready for your site to be live and generating sales.

Here's a link to a tutorial for [launching your Shopify store](#).



Step 6: Drive traffic to your **Shopify** online store

Marketing your Shopify store should be your first priority once the store has been launched. Driving traffic and making sales is your #1 goal. There are several ways to drive traffic to your Shopify online store using both online and offline methods. Here's our favorite ways to promote our Shopify store:

Four free ways to drive traffic to your Shopify store

Search Engine Optimization

Add specific keywords that describe your products, as well as keywords potential customers may use for finding your product to meet their need. For example, we keyworded the Heavenly Chia Shopify Store with descriptive words such as "chia seeds" and "chia health benefits" because our most likely customers will be

searching these terms in Google and other search engines. By adding these "search engine optimized" terms to your Shopify store you can attract potential customers once search engines start showing your store in their results. Tips: Make sure to submit your site URL to search engines once your site is published. Here's a link for [submitting your site to Google](#).

Email Marketing

Gather email addresses into a list through your Shopify store and email your customers anytime you want to share a post about your products, business, news related topic, special offer, etc. This will keep your business on their minds and thinking about you next time they need something you're offering. Post friendly content that is not annoying. Make sure the content you are sending email subscribers is quality, helpful and useful. Include an ad with your product at the end of each content piece.

Instagram

Using hashtags in all of your Instagram posts is great for attracting new potential clients and driving them to your Shopify store. Include a link to your Shopify store in

your Instagram bio and use hashtags that your potential customers will be looking at and that are relevant to your post. Share to your Stories section often, many people regularly view Stories when they are looking for entertainment.

Pinterest

Think of Pinterest as a big search engine using photos and captions. Create images that contain words your customers will find useful or valuable and add them to blog posts and products. Then, pin those images on Pinterest to be found in their search feed. Additionally, pin every product on your Shopify site onto Pinterest so people can find your products when searching for terms found in your product titles. Use SEO when writing your product titles so they can be easily found when people are searching Pinterest.

Hey Mompreneurs!

**Launch an online
Shopify store in
2019!**

***Follow along all year as we
share Shopify selling tips for
moms.***

***Get started with our free
affiliate link:***

***14-day free Shopify trial, no
credit card required***



Shopify Mompreneurs Facebook Community



Need inspiration for a Shopify business idea?

Join our Shopify Mompreneurs Private Facebook Group and get inspiration from the community of mompreneurs.

Request access:

[Shopify Mompreneurs Facebook Group](#) >

