

Hi Online Store Customer,

I hope you're enjoying posting items to your new online store. I wanted to share a few tips on how to get selling online quickly and painlessly!

YES, this takes *some* effort!

We have done everything we can to make posting items to your new Online Store easy. We tried to make the interface for both descriptions and photos both easy and intuitive. However, nothing we do will get the items there for you. Having a successful Online Store requires effort on your part to fill that store up with great pieces. Here are some of our thoughts on the subject that may motivate you:

- If you're having trouble getting started, set a daily goal of 5 great items with photos. Set a time and let your staff know, that's online-time and you can't be disturbed. It should take about 5 minutes per item so you only need 30 minutes.
- Pick a particular set time every day, first thing in the morning, lunch, or right before you leave. Getting into a routine will make it easier for you.
- Delegate a member of your team to load your Online Store. Find the youngest, coolest, most technically proficient member and require them to post X items per day. Make it part of their job. Evaluate them based on how well they do. Offer them commission based on Online Sales. Get them excited with either a carrot, a stick, or both!
- Don't give up. Things worth doing take effort. You might not get immediate gratification (aka online sales) but your time and effort WILL pay off if you stick to it. Think about setting up your physical store – that wasn't easy either but you're glad you persevered! Take the same attitude toward your Online Store and it can be equally impressive.
- Hire someone. There are professionals in this world that can write amazing online description, take great photos, and really SELL. Find one by posting a job locally. Pay them a small hourly rate and really INCENT them with commission. The more they sell, the more they make. If you find the right person, there will be more than enough money for you, them, and your consignor.

Promote the Heck out of it!

- Even the best online stores in the world won't be successful without some level of promotion. Your physical store required it, your Online Store is no different. Let's get the word out by following some of the tips below.
- If you have a website, ask your web "registrar" to setup a sub-domain (shop."yourwebsite.com"). Ask them to "point" that sub-domain to the address of your online store. Now it's SO EASY to tell someone how to find your Online Store. Also, be sure to put a "SHOP!" link on your website that opens your online store in either the same window or a new tab. Both of these ideas take a web designer about 30 minutes total.

- If you don't have a website, don't worry! Shop for a great looking URL (domain name) at GoDaddy.com. Find one that works for you. Include your shop name and city if necessary to find one that's not taken (twiceisnicenyc.com). As you register the name, you will probably be asked if you'd like "domain name forwarding", click YES! Have the new name forwarded to the URL for your online store. Then you can use that URL everywhere and your online store will come up automatically!
- SEO and pay-per-click. We don't recommend trying to do too much here. First, we automatically build keywords for you that help Google search find your website. Second, it's probably not worth the expense to try to buy keywords thru [Google Ad Words](#) using pay-per-click. You could explore that avenue and it may make sense based on what you're trying to sell, the area you are in, and how much competition there is for the words or phrases you choose.
- Now that you have a great URL, use it everywhere. Put it in your contract, your business cards, your customer receipts, your Facebook page, advertisements, flyers, letterhead, and email signatures. There's nowhere not to use it!

Taking it to the Next Level.

- We built our [Social Media Add-On](#) for one reason, to help you promote your business to new audiences and turn those audiences into shoppers. The goal was simple, turn surfers into followers, followers into browsers, browsers into shoppers, and shoppers into brand ambassadors – spreading your greatness to others.
- Customers who use our Add-On, in conjunction with our Online Store, will see far better results than those who don't. We promote your items for you, build local audiences, and everything connects back to your Online Store. You will have more follower, more visitors, more shoppers, and more revenue. See how it worked for [The Missing Piece of Tampa](#).

We will continue to help you get the most out of your Online Store investment. We welcome your feedback and have already used that feedback to make further improvements. We hope you enjoy this product and look forward to helping you grow your business.

Thanks,
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