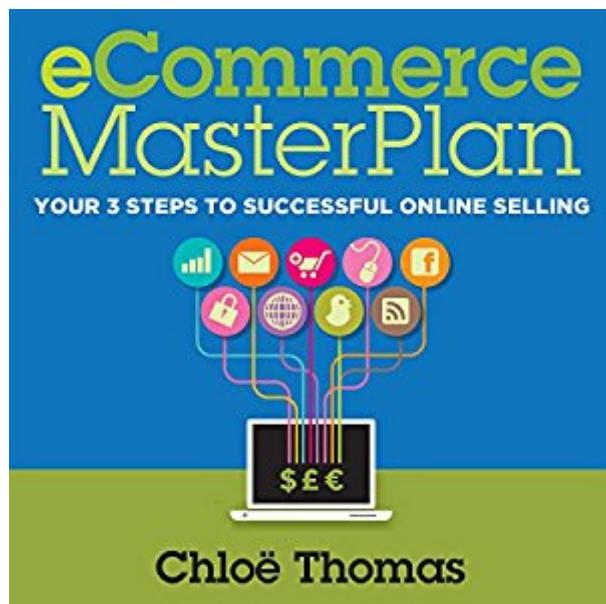


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# ECommerce MasterPlan 1.8: Your 3 Steps To Successful Online Selling



## Synopsis

Successful ecommerce businesses follow a pattern: the eCommerce MasterPlan. This book identifies the seven ecommerce business structures used by successful ecommerce businesses. These structures influence everything else in your ecommerce business. Understanding the ecommerce business structure is just part of the first step in creating your eCommerce MasterPlan. The other two steps are: the foundations of your ecommerce business (the website, the money, and the products) and the marketing plan (how to create it, launch it, and improve it). These three steps, outlined in this book, are already being used by businesses to accelerate their growth and avoid failure. The author, Chloe Thomas, has been running the marketing and websites of ecommerce businesses since 2004. Initially working in-house, she now acts as a coach, educator, and speaker. eCommerce MasterPlan is built on Chloe's years of experience across many ecommerce sectors and different types of businesses. Whether you already have an ecommerce business and want to improve performance, or you are interested in starting one, this book will help you achieve your goals faster and help you waste less time, effort, and money.

## Book Information

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