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Create Your Own Online Store In A Weekend



Synopsis

The advantages of selling your products online are many—low overhead, global markets, twenty-four-hour shopping—but perhaps most important is the level playing field offered by the internet. With a distinctive product and professional-looking website, you stand as much of a chance at success as anyone, even if others have more money to invest. In *Create Your Own Online Store in a Weekend*, Alannah Moore guides entrepreneurs through the process of setting up an online business and creating a website that fits both their products and their budget. This accessible primer provides detailed information on how to set up and provide content for your site as well as the right storefront and payment solutions. Moore addresses all aspects of running an online business, including marketing, order management, and boosting sales. Whether you are selling goods, services, or downloadable files, this guide will help you find the e-commerce solution that's right for you.

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Customer Reviews

• What this book will do for you • Within just days, you'll have your own online store and be taking payments online • The problem with this kind of promise (it really is a promise/guarantee, regardless of whether the author recognizes it as such) is that it misleads

people into thinking that "making money online" is easier than it actually is. As such, this kind of promise is deceptive. Yes, anyone can quickly put up an online store. But making money with that store (taking payments) is quite another matter. Before that happens, you must first attract enough qualified traffic to your store (typically only a relatively small percentage of visitors actually buy anything). And you must attract that traffic in a way that is cost-effective, in terms of both time and money. This is not easy. Many have tried and many have failed. Lady Luck may or may not smile upon you. If you aspire to sell online, you might be better off to first read in some detail about the kind of marketing that is typically required to drive a profitable online venture. Google "why most online stores fail" and read blogs by people describing the challenges of making money online. Then "and only then" if you feel up to the task, buy this book. Daniel K. Berman, Ph.D., author *The Newest Story of O: How to Legally Pay 0% Interest on the Money You Owe & Eliminate Your Debt in a Fraction of the Time* "Secrets to Making the Credit System Work in Your Favor

Creating the store "in a weekend" might be a little optimistic for some fledgling entrepreneurs. A catchy title sells books! The author provides so many helpful resources which should be researched that one could fall prey to analysis paralysis. That said, the book is an excellent way to kick start the process of putting together the elements of an online retail operation which is a glove fit for the individual seeking it. If every step were followed exactly as the author suggests then success would be a very likely result. Of the books I have read on this topic, this is certainly a good one, quite complete; it furnishes plenty of food for thought but sadly not the capital required.

Great book! Tons of information including many, many resources. One of the best books I've read on this subject. Unfortunately, many books I've purchased on this subject were poorly disguised "advertisements" for an online course or consulting practice, etc. Clearly, the author has done her research and gives step-by-step instructions on how to begin what can be a very complicated and technically difficult process. Highly recommended!

The information was good and it is well written, however, if you want to be a "Success", then there is much more to it. The book will get you started and wet your appetite.

Very thorough....kept information simple (which is great for beginners)

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