

Shopify Store Course

Shopify is a dedicated eCommerce platform used by half the world's eCommerce sites. If you just want to sell products, Shopify is solid, fast and makes online purchasing easy on any device.

If you have products to sell and you want an online presence this is the way to go. The interface is easy to manage via website or app.

Included in the Course

- We'll set up all the account details for payments, banking, shipping etc.
- Explore some of the options in the site for customer mailing lists, discount coupons, promotions
- Understand Collections, Tags and Keywords
- Produce the necessary Branding graphics (or adjust yours to suit) for the logos, banners & icons. I will also supply matching icon & banners for Facebook and Instagram pages if required.
- Show you how best to present your product photos
- Set up your initial product listings and show you how to update and add more.
- How to manage Orders and customer contact.
- How to register a domain name and point it to your Shopify store.
- Advice on promoting / advertising your store on other platforms

Tuition Investment: \$695.00

NOTE: Tuition prices do not include other business costs like Business Name Registration, Domain Name Registration, Website Hosting, Listing Fees, extra Licensed Photos/Graphics (a few may be included) or Advertising and Promotion - we will advise what you need on an individual basis. You may already have some of these in place.

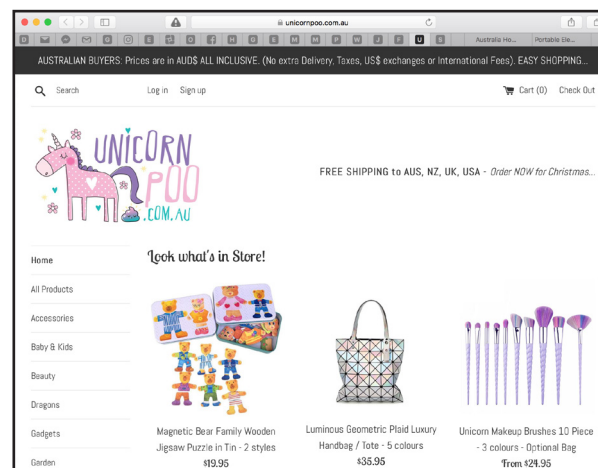
Dropshipping on Shopify

Dropshipping is a way of selling somebody else's products that you don't have to keep in stock. You can choose from thousands of items from clothing and accessories, to electronics, gadgets, jewellery, toys etc. and import them into your Shopify store instead of using your own products that you have to buy and stock. You only need to load the dropshipped item in your store and pay for it when a customer purchases.

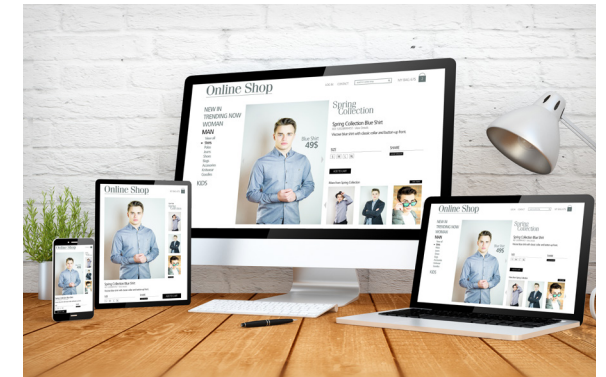
Included in the Course

- All the Shopify Course information, plus...
- Discussing the advantages and disadvantages of dropshipping
- Refining your niche market
- Setting up your supplier account
- Choosing and importing products suitable for your store
- Adjusting the product listings to suit your style
- Daily monitoring / adjustment of prices / international exchange
- Ordering products from suppliers for your customers
- Customer followup suggestions

Tuition Investment: \$995.00



eCommerce & Website Courses



Learn how to build and manage a professional online presence.

Presented by Linda Johnson

Please contact Linda to register your interest. Courses will be run with individuals or in a group setting depending on numbers / location.



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DIY Website & eCommerce Courses

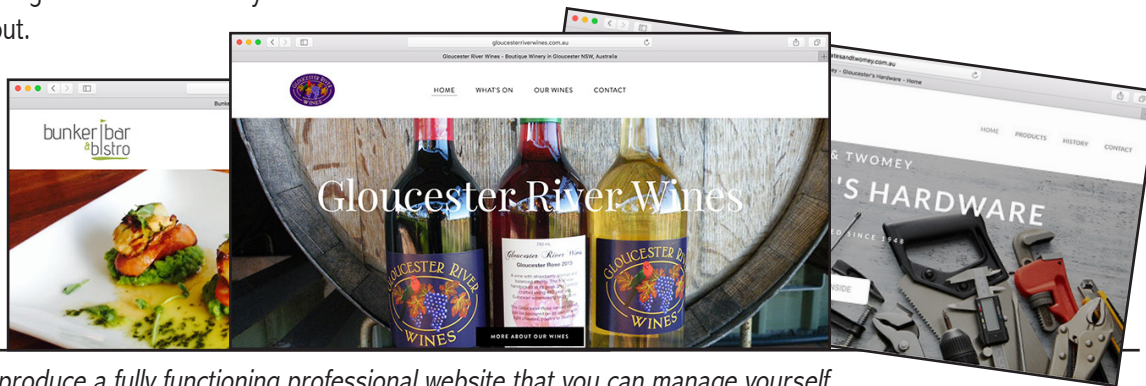
Weebly Website Course

Ideal for small to medium businesses and organisations. This kind of site is great for sharing information. Weebly sites are easy to manage and update yourself with basic computer skills.

Included in the Course

- We'll set up the account and explore the options for hosting the site (starting with a free account for a basic site)
- Show you how to register a domain name (if needed) and link it to your new site.
- Explore the different site themes (the look of the site) to best suit your business.
- Produce the necessary Branding graphics (or adjust yours to suit) for the logos, banners & icons. I will also supply matching icon & banners for Facebook and Instagram pages if required.
- Learn how to add pages, sections, links, downloads, photo galleries, blogs and apps.
- How to use the design features to make your information stand out.

Tuition Investment:
\$295.00



These courses will produce a fully functioning professional website that you can manage yourself.

Note: The Website Courses do not include the promotion and marketing of your site/business or guarantee sales. Separate marketing / graphic art services are available, along with website management / updates / help if required. Ongoing changes would be extra. The course is designed to set up a professional online presence and have it function seamlessly across all devices for your customers and have you comfortably manage and update it yourself. Tuition prices current for 2018.

Weebly + eCommerce add-on

Weebly now has comprehensive eCommerce abilities thanks to teaming up with Square.

An online shop can be added on to an existing Weebly site at any time. The interface is easy to manage via website or app.

Included in the Course

- We will upgrade your existing Weebly site to include the eCommerce component
- Set up the payment gateways / postage costs etc.
- Set up the initial products in your shop so you can add more at any time
- Understand Collections, Tags and Keywords
- Learn about inventory, orders and updating
- Advice on promoting / advertising your store on other platforms

Tuition Investment: +\$200.00 (in addition to Weebly Website. Can be added later)

Etsy Shop Course

Etsy is an online shopping hub specialising in hand-made / vintage / crafty products (also downloadable files like pdf books / mp4's). Ideal for people making their own craft products, jewellery, selling old wares and collectables etc. Your shop and products on Etsy get promoted by them, along with any separate promotion you do yourself. The listings are cost-effective and the site is easy to use.

An Etsy shop can be a standalone site or linked as a page to an existing website. The interface is easy to manage via website or app.

Included in the Course

- We will set up your account and all the payment / shipping / banking / business information
- Produce the necessary Branding graphics (or adjust yours to suit) for the logos, banners & icons. I will also supply matching icon & banners for Facebook and Instagram pages if required.
- Show you how best to present your product photos
- Set up your initial product listings and show you how to update and add more
- How to manage Orders and customer contact.
- How to register a domain name and point it to your Etsy shop.
- Advice on promoting / advertising your store on other platforms

Tuition Investment: \$295.00

