**Setting Up Your Store Reference Guide**

When you are ready to begin selling though Shopify’s platform, you need to set up your store. Use this quick reference guide to help you set it up with tips on things to remember, steps you need to take and the setup process.

Before you set up your store, you’ll need to have:

* a business idea
* a possible name
* your logo
* your business address and contact information

Research and decide what you will be selling. Pick a niche instead of trying to sell everything. Line up product sources if you aren’t creating your own or a service business.

Get good quality images of your products or use stock images if product images aren’t available.

**Step 1:** Sign up for Shopify’s free trial. This 14-day trial lets you begin adding products and building your store before choosing a pricing plan.

Create your Shopify account by entering a valid email address, a secure password and the name of your store.

This will be your myshopify URL (my-store-name.myshopify.com). It is used to log in to your store. You won’t be able to change this. You can change the name of your store. You can get a custom domain later on ([www.yourstore.com](http://www.yourstore.com)) if you like, so don’t stress about the name.

Check to make sure your name isn’t being used by doing a domain name search, google search or trademark search.

**Step 2:** Enter yourbusiness information

* Set your business address
* Contact information
* Time zone
* Store currency
* Default weight unit in the settings tab
* Fill in any other sections that pertain to your business

**Step 3:** Begin adding products to your store. In the Shopify store admin page, click on the Products tab on the left of the screen. Then click on Add products to create your first listing.

Give your product a title. Keep it short and use descriptive or variants such as color or sizes.

Add a product description. This is where you will describe and sell your product.

* Know who you are speaking, who is buying your product.
* Highlight incentives such as eco-friendly, the features, benefits and what really matters.
* Anticipate any common objections or questions the buy might have.
* Make your description scannable using short paragraphs, bullet points, subheadings, bold, etc.
* Help customers see themselves using it. Paint a picture of the materials you use, size charts or the story of how they are made.

**Step 4:** Upload product images or other media. In the media section, under products, upload photos, GIFs, videos, or 3D models of your products.

* Help your customers see the product in action, how they can proudly display it in their space.
* Use high-quality images.

**Step 5:** Set your price. Your price will be determined by several factors:

* raw goods cost
* time
* markup
* marketing
* costs
* Remember you can always adjust your prices as you learn more through your marketing.

Click the box for collecting taxes. You can configure your tax settings later.

The ‘compare at’ price will show the customer what the product would typically cost, especially if you are having a sale. The Cost per item field is optional. It used to track your profit margin on individual products.

Inventory tracking. If you are drop-shipping or using a print-on-demand service, you can skip this section. There will be some terms you might not be familiar with.

* SKU-this is the stock keeping unit used to track and manage inventory for specific products and their variations.
* Bar code- these are typically used when you are reselling products or want to add a scannable bar code later for inventory management.
* Quantity- this is how many of a specific product you have on hand.

Fill in the fields with your information.

Tick the track quantity or continue selling when out of stock buttons if wanted or turn off to mark items sold out if you have limited inventory.

Be sure to click Save product after each product listing.

**Step 6:** Choose a Theme. Your Shopify store comes preloaded with a default them when you open an account. To change or add a theme, choose either a free theme from within the admin or buy a paid theme from the Shopify Theme Store.

Click on the Online Store from your Shopify Admin. Then click on Themes. Click on free themes and then explore free themes. When you find one you like, click the Add button for the theme.

For a paid theme, visit the Shopify theme store, choose a theme. Click Buy them, then Approve charge.

**Step 7:** Add Contact and About pages. From the Shopify Admin page, go to Online Store, then Pages. Click Add page to be taken to the new webpage editor. Once there, enter a Title and the content in the boxes provided. You’ll want to be descriptive and clear with your webpage title since it will be displayed in the tab or title bar of browsers,

In the Visibility field choose the option for publishing your webpage or keeping it hidden. Click save. You will still need to add a link to the page in your menu for it to appear in the store navigation.

**Step 8:** Add a menu and links to your store to help people explore your store.

Go to Online Store, then Navigation.

Click the name of the menu you want to edit.

Click on the Add menu item.

In the Name field enter the link you want to add. A drop-down menu opens with link types.

Choose the ones you want and click Save menu.

Your new Shopify store is ready to launch when you have chosen a theme you are happy with, added your products and set up your store information.