

BOOST

YOUR ONLINE SALES



RESOURCE CHEAT SHEET

Ecommerce Platforms

If you are selling multiple products or even just one product, you need a “store” that will handle the sales process for you. This should allow you to display your items, take payments, and then log those transactions. In the case of a digital product, this should also provide automated delivery, which will provide you with truly passive income.

Here are the best eCommerce platforms and how they differ:

Shopify

(www.shopify.com)

A hosted solution. This means you get less customization but setup is incredibly easy. A simple, easy and affordable option with massive amounts of support, plugins, themes and more. Up to 5,000 products.

Bigcommerce

(www.bigcommerce.com)

Very similar to Shopify, though unfortunately more expensive and not as well known or as well supported. The main advantage is that it's convenient for selling internationally. Up to 5,000 products.

Magento

(<http://www.magento.com/>)

The most powerful ecommerce platform on this list. Huge and capable of support 50,000 products. However, it's also the most difficult to set up and the fiddliest to manage. A good self-hosted option for businesses that want to go all the way but not really suitable for beginners.

WooCommerce

(<http://www.woothemes.com/woocommerce/>)

A self-hosted option capable of supporting only 500 products. Despite this limitation, WooCommerce is one of the most versatile and popular choices owing to its simplicity (it's a WordPress theme/plugin) and the fact that it has so much support and so many plugins.

As a WordPress theme, WooCommerce is particularly easy to set-up and install, meaning that you can minimize the amount of time and effort until your store is live. This is also very well suited to selling single digital products.

Selling

Once your store is up and running, it's time to start optimizing your landing page and driving more traffic. The following tools can help you to do that.

Optimize Press

(www.optimizepress.com)

If you're looking to sell an ebook from your own website, then Optimize Press is one of the best tools for creating a 'sales page'. This is a single page that is entirely devoted to selling the one product. Optimize Press works as a theme for WordPress, which makes installation super easy if you have a WordPress website.

Optimizely

(www.optimizely.com)

Optimizely will allow you to run 'split tests'. This means you can create two slightly different versions of your website to see which one converts best. This allows you to optimize the page for sales.

Advertising Platforms

From there, it's a matter of advertising your book. There are a number of great platforms you can use to advertise a sales page for selling ebooks, but the best options are definitely:

- Facebook Ads
- Google AdWords
- Google AdSense

These are 'PPC' options meaning you only pay when someone actually clicks on them!

Information Resources

The journey to fully automating your process has only just begun. Now it's time to refine your craft! Here are some useful reads that will help you to do just that:

The Personal MB

Book by Josh Kaufman

This book is a detailed guide to the basics of business. Business principles apply when selling online just as they do anywhere else, so it is worth familiarizing yourself with these kinds of concepts. This book represents the single best “all in one” crash course in business.

Smart Passive Income

www.smartpassiveincome.com

This website is an excellent resource for anyone who wants to learn more about earning a passive income online (or a non-passive one even!). There are a huge number of blog posts here, each sharing useful tips, ideas, and guides.

Crushing It!

Book by Gary Vaynerchuk

This is one of the best guides available to building a big online audience, and then galvanizing that audience to drive huge sales. You'll discover how to build a passionate following and then turn that into a business, doing the thing that you love most for a living.

The 4-Hour Workweek Blog

Tim.Blog

This blog from Author Tim Ferriss discusses a wide range of topics, but the ideas revolving around earning money online are some of the best out there.