

# E-Commerce Workbook



*"I was taught the way of progress is neither swift nor easy." Marie Curie*

## Module 4

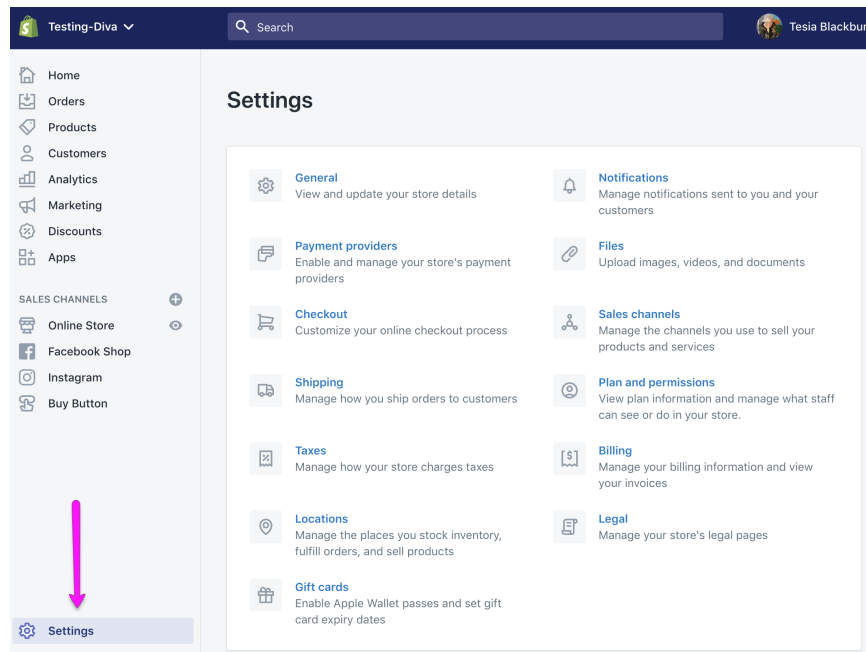
You've done all this hard work setting up your store, making a product and customizing the look and feel of your store. Would you like to get paid when your customers buy something?

Let's dig into Settings in the Shopify dashboard. We will set up all of the necessary payment providers and other settings.

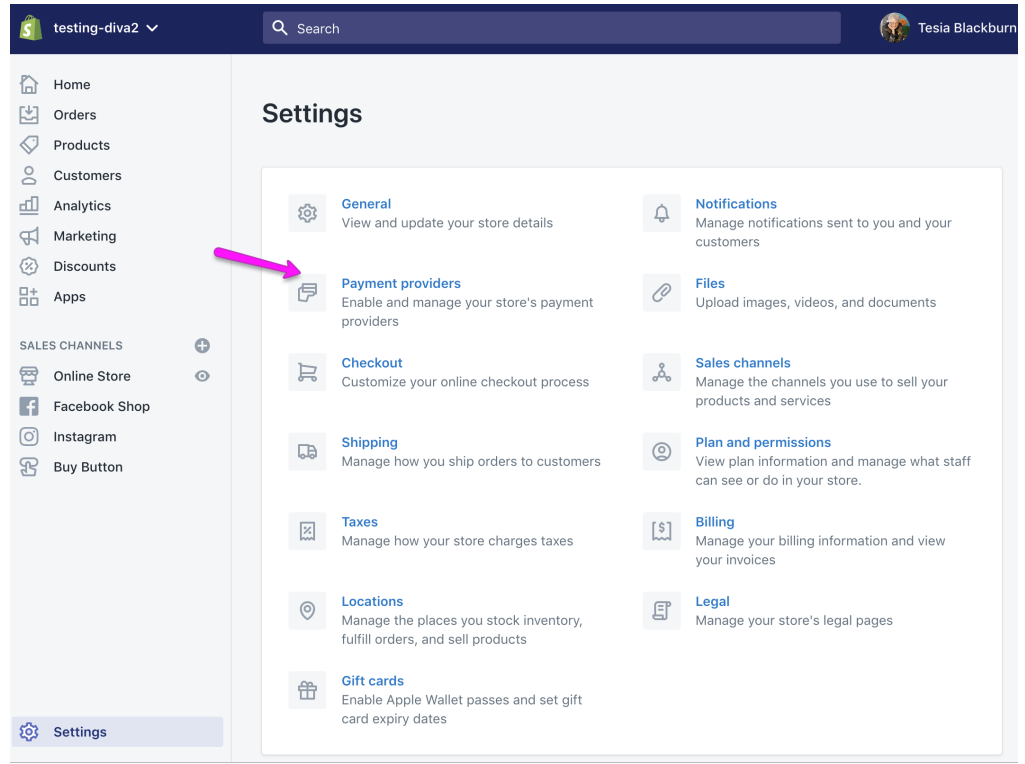
First, let's get paid!

### SET UP PAYMENT PROVIDERS

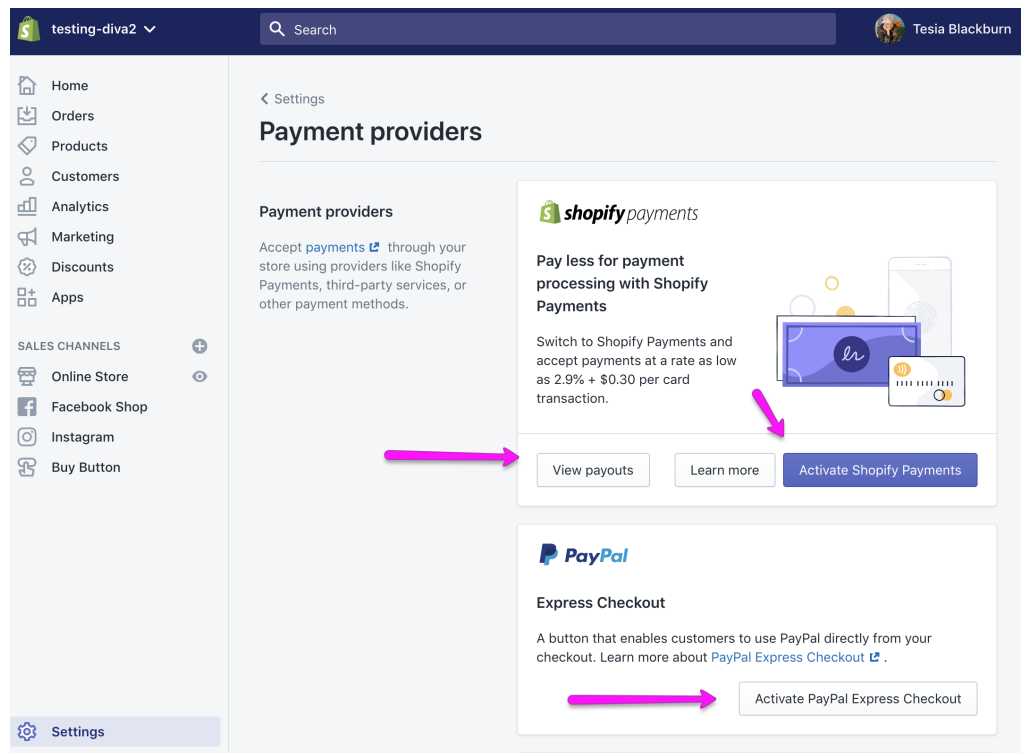
Log into your Shopify dashboard and scroll all the way to the bottom on the left.



Tap on Payment Providers



Activate Shopify Payments. If you have a Paypal account (highly recommended) you can activate it as well. Shopify payments is the only Payment Provider you need. You can activate others if you like.



## Optional:

**Scroll down and activate Amazon pay (if you have an Amazon seller account) and any other payment providers you wish to use.**

testing-diva2 ▾ Search Tesia Blackburn

- Home
- Orders
- Products
- Customers
- Analytics
- Marketing
- Discounts
- Apps

SALES CHANNELS +

- Online Store
- Facebook Shop
- Instagram
- Buy Button

Settings

### amazon pay

A button on your store checkout that enables customers to use the payment and shipping information stored in their Amazon account. Learn more about [Amazon Pay](#).

Activate Amazon Pay

### Third-party providers

Providers that enable you to accept payment methods at a rate set by the third-party.

Choose third-party provider

### Alternative payment methods

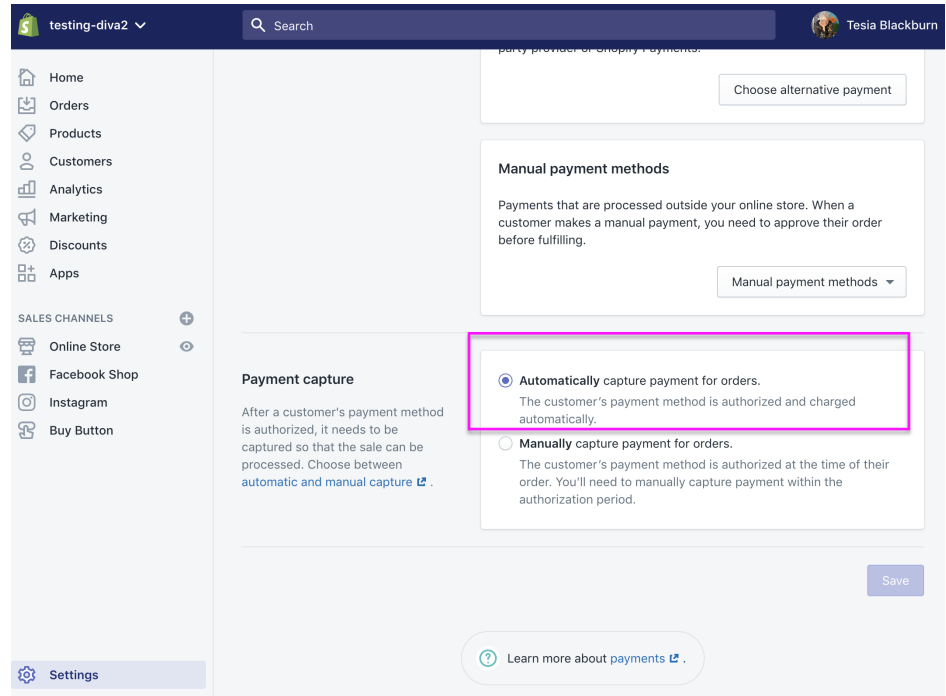
External payment methods that can be used in addition to either a third-party provider or Shopify Payments.

Choose alternative payment

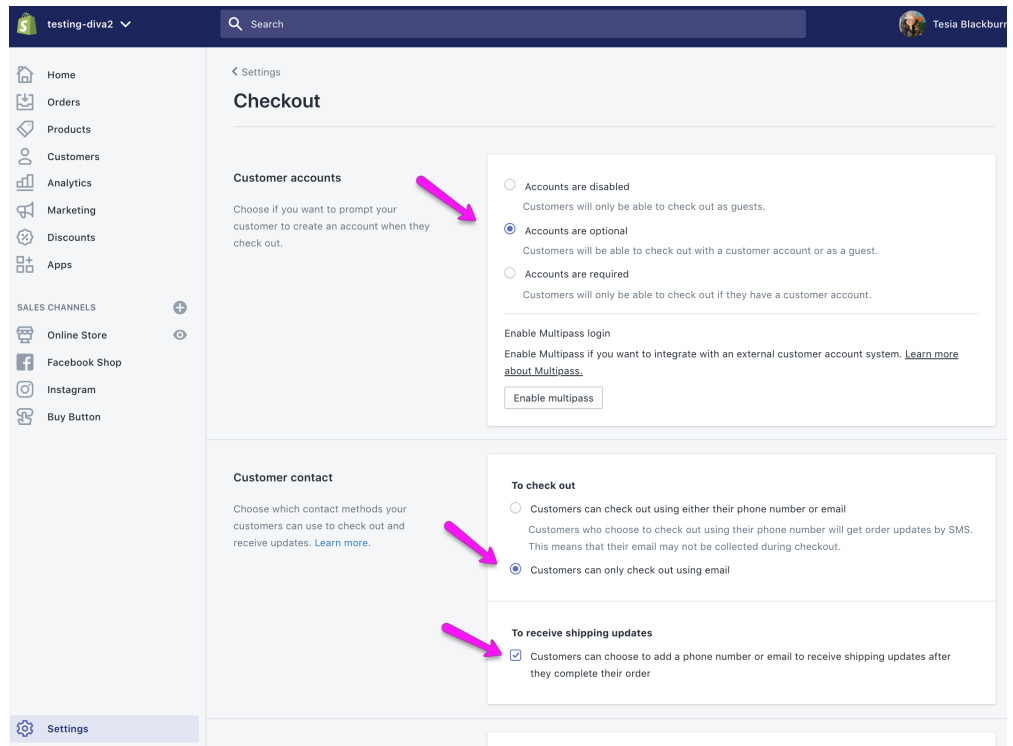
### Manual payment methods

Payments that are processed outside your online store. When a customer makes a manual payment, you need to approve their order before fulfilling.

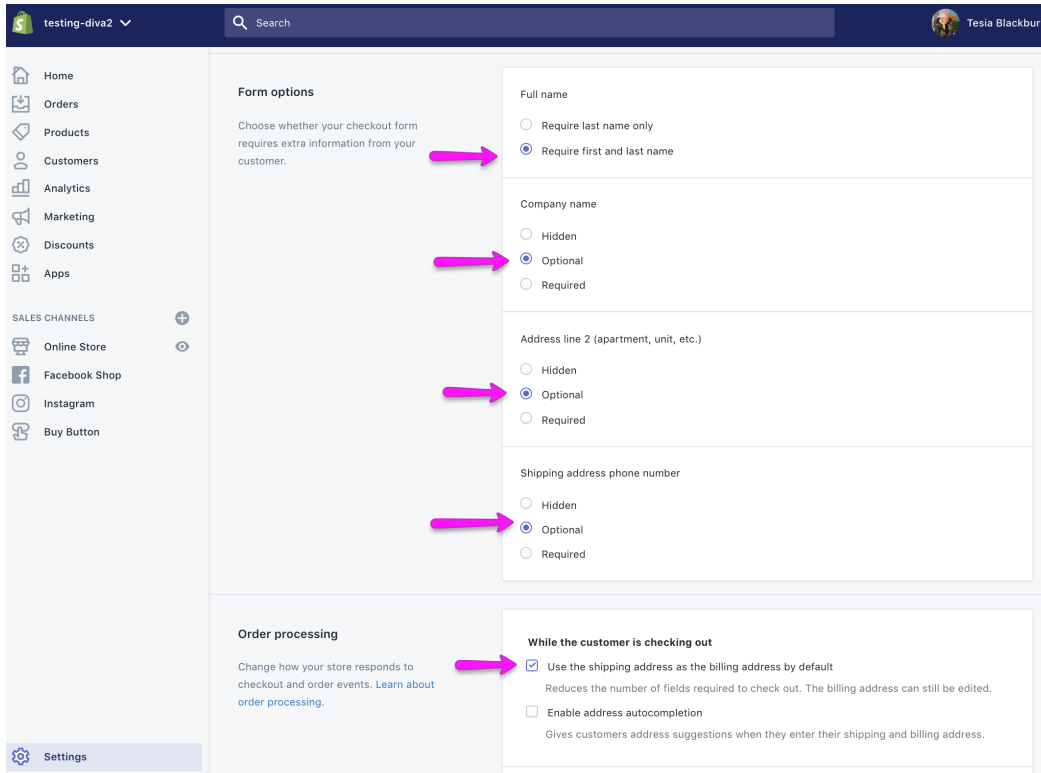
Be sure to scroll all the way to the bottom and select “Automatically capture payment for orders.” This will ensure that your customers’ payments are automatically captured and sent to Shopify.



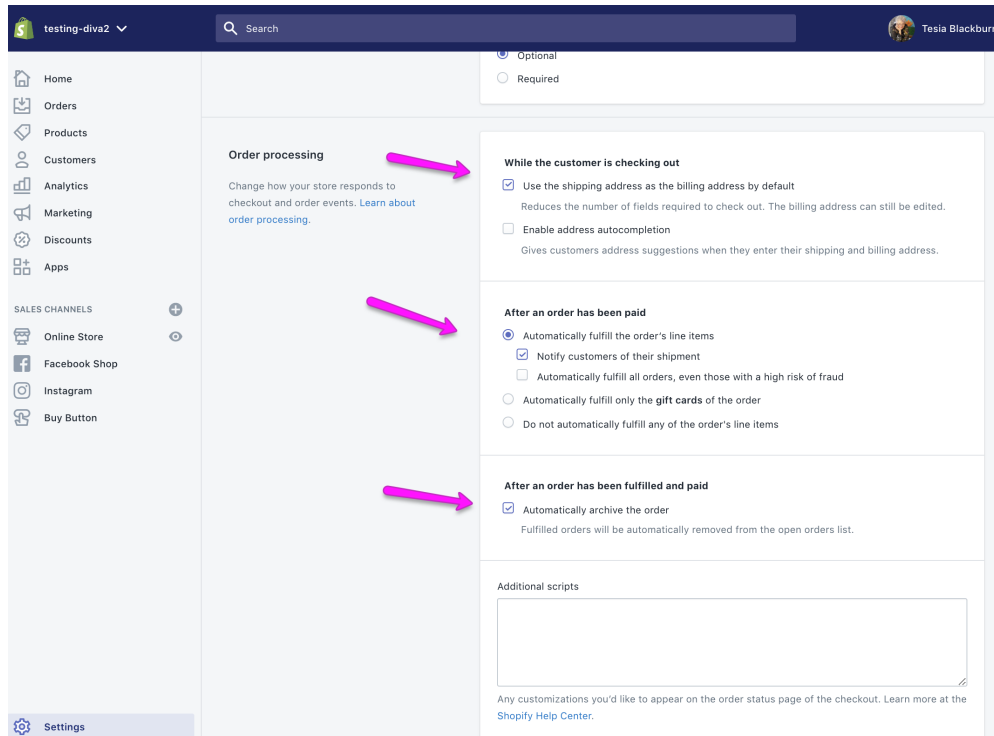
Next, go back to Settings and open “Checkout.” Shown here are my preferred settings. You may change any of these if you like. However, remember to make it easy for your customer.



## More of my preferred settings under “Form Options.”



Continuing down the page with my preferred settings. These are pretty self explanatory.



**And finally, email marketing option (a good idea) and abandoned checkout emails. Both of these are truly good ideas!**

The screenshot displays the Shopify Admin interface for a store named 'testing-diva2'. The user is Tesia Blackburn. The interface is divided into a left sidebar with navigation options and a main content area with settings panels. The 'Email marketing' panel includes a checkbox for 'Show a sign-up option at checkout' (checked) and 'Preselect the sign-up option' (unchecked). The 'Abandoned checkouts' panel has a checkbox for 'Automatically send abandoned checkout emails' (checked), a 'Send to' section with radio buttons for 'Anyone who abandons checkout' (unchecked) and 'Email subscribers who abandon checkout' (checked), and a 'Send after' section with radio buttons for '1 hour' (unchecked), '6 hours' (unchecked), '10 hours (recommended)' (checked), and '24 hours' (unchecked). The 'Checkout language' panel shows the current language is 'English' and a 'Manage checkout language' button. A 'Save' button is located at the bottom right of the settings area. Three pink arrows point to the 'Show a sign-up option at checkout' checkbox, the 'Automatically send abandoned checkout emails' checkbox, and the '10 hours (recommended)' radio button.

**Let's head back to settings and go through them in detail in the video below. Go into the classroom online and review the video "Shopify Settings."**



## **LEGAL SETTINGS**

You are welcome to use the documents linked in the classroom to help you create your own policies and statements. It is always a good idea to seek legal advice where needed. Proof your documents carefully. My website, names and so on are used several times throughout these documents.

DISCLAIMER: I make no guarantees about the accuracy or legality of any of these forms.

Check the Resources page for links to more legal information.

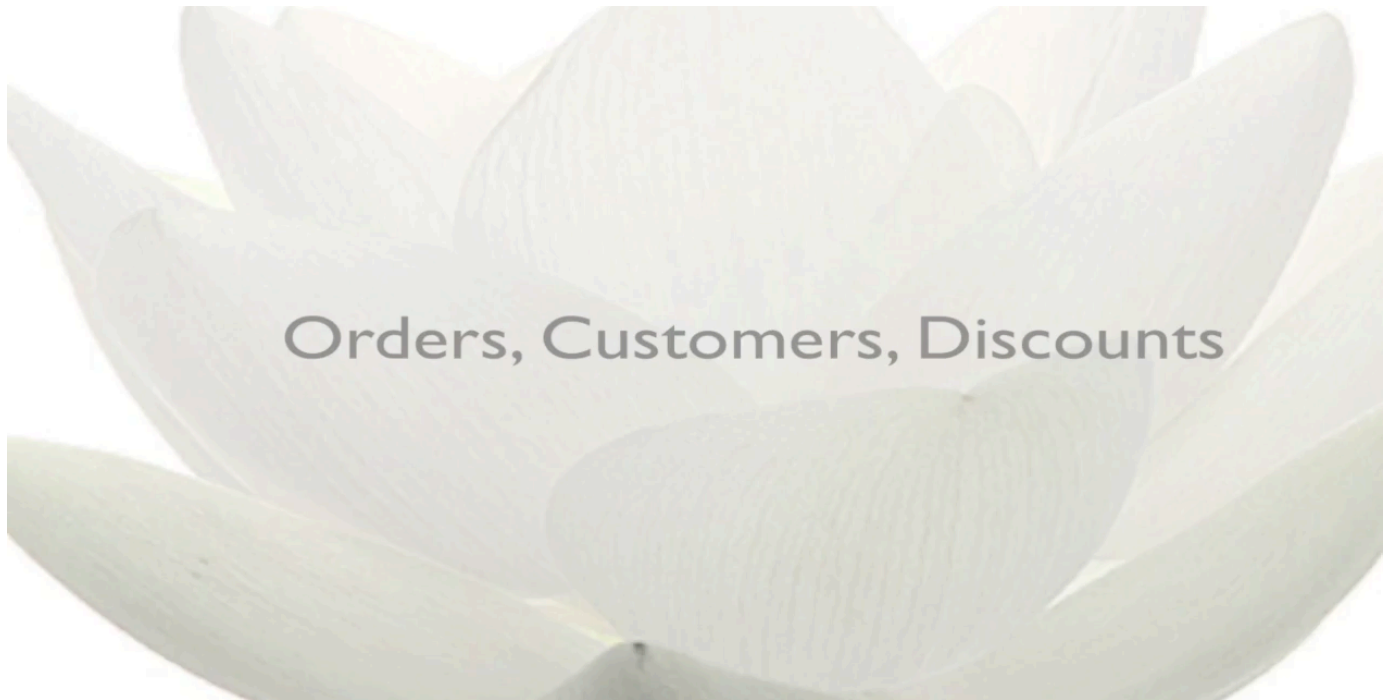
[Check the Classroom Module Page for links to the legal documents.](#)



Once you've finished going through "Settings" head back over to the left hand menu. Let's go through Orders, Customers and Discounts in detail.

## **Orders, Customers and Discounts**

Go into the online classroom and review the video "Orders, Customers and Discounts."



Your homework this week:

1. Complete the “Settings” section inside your Shopify Store.
2. Complete all four sections under “Legal.”
3. Setup your payment provider.
4. Setup one discount code.
5. Order a sample product from your vendor.
6. Review the Shopify Settings video,
7. Review the Orders, Customers and Discounts video.