

AUDIT YOUR SHOPFIY FOR SALES

The Ultimate Automation Blueprint



Total sales

\$14,416.15

↑ 1,611%

Online Store

\$14,265.42

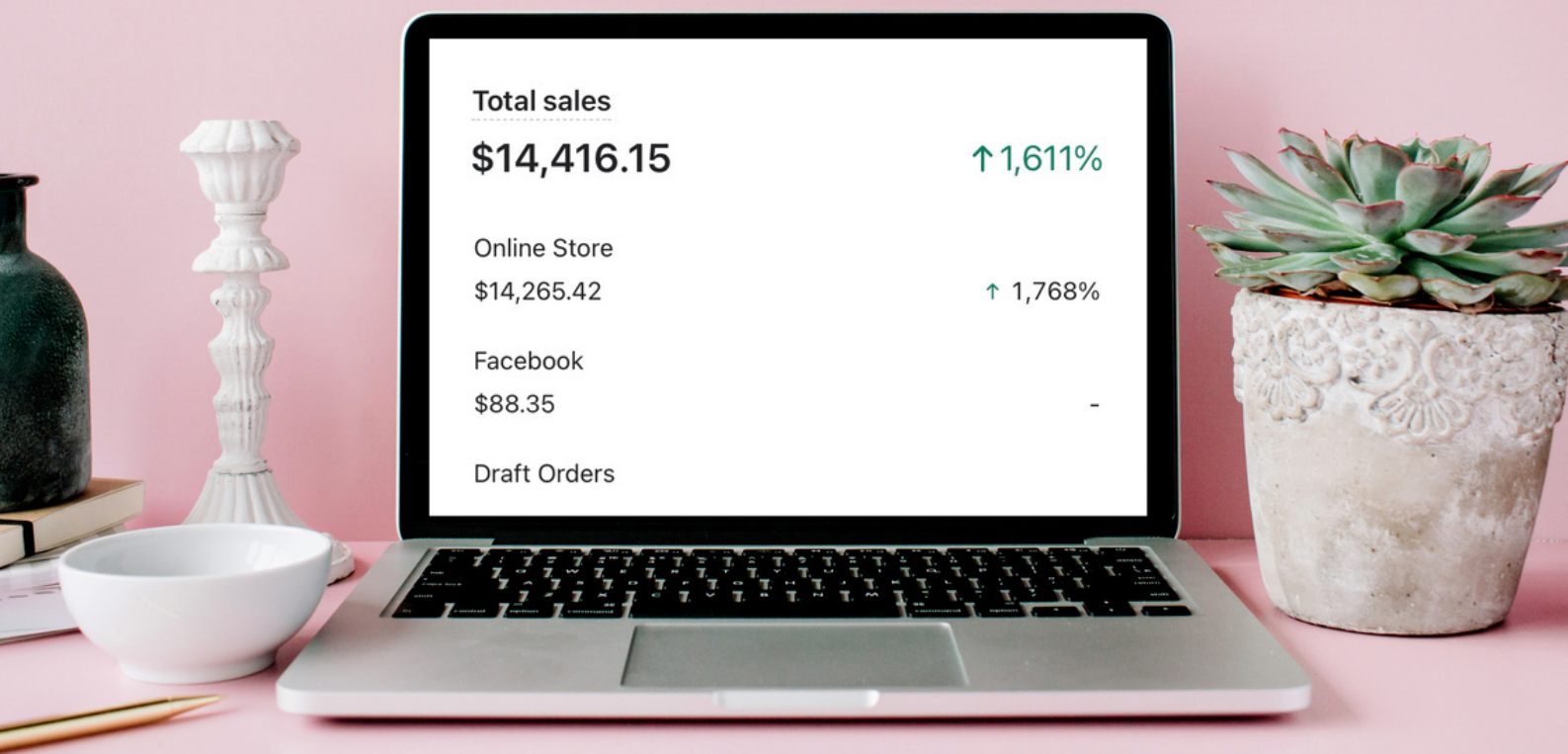
↑ 1,768%

Facebook

\$88.35

-

Draft Orders



Let's run your business like a boss...

A effective sales strategy will generate \$10k in sales easily.

This ebook will show you how to plan high value sales strategy. For the purpose of this guide, we're focusing on retail-based content you can use to sell your fashion products.

That being said, does a "10% off your order" sound enticing? Meh, hardly! No one wants another 10% off deal, they want the benefit inside.

Which is why you need a concise & compelling sales strategy to convey the benefit and desirable outcome of your sales magnet, so your audience says OMG Yes I need this!

Before we dive into the ideas, here are some questions to help you gain clarity on the benefit of your lead magnet and what you can do.

Let's get to it!

- LYDIA ENDORA

Shopify Checklist

MARKETING STRATEGY

- Shopify Email
- Omnisend Email Marketing
- Exit Intent Popup by Optimonk
- Abandoned Cart Recovery
- SMSBump Marketing & Automation

SALES STRATEGY

- Frequently Bought Together/Upsell
- Product Reviews
- Facebook
- Bold Loyalty Points
- Heatmap
- Sellbrite

DROPSHIPPING STRATEGY

- Modalyst
- Trendsia - Fashion Dropshipping
- Spocket
- Faire Wholesale
- Printiful

Audit Your Website



Add to cart/Checkout Page

Make it easy, fast and straight forward.

Update your logo and colors

Add upsell revomendation



Payment Options

Allow various payment according to your customers needs.

Klarna, Afterpay, Shop Pay, Paypal etc.



Delivery Time

Display accurate delivery time on at least three pages before checkout



Upsell/Post Purchase

Add upsell recommendations and backend discounts to increase retention and average order value.

Homepage Strategy

HERE'S HOW TO OPTIMIZE YOUR HOMEPAGE

KEY FEATURES

First Image

- Hero banner
- MVP and sale

Featured Collection

- Product Scroll & quick checkout
- Product descriptions
- High quality photos

Email Lead Magnet

- Segment audiences
- Weekly email
- Add to cart funnel

Make your homepage pop with strong CTA's and high quality images. Your content should be consistent throughout your social media outlets and website.

Make sure you include opt-ins like email and sms marketing so capture potential leads.

This is your opportunity to create trust with your audience.

Payment Options

Policy Pages

Size Guide

About Us







Contact & FAQs



HOMEPAGE BLUEPRINT

It's all about design and ease when creating a store. Make sure your website layout is easy to navigate for faster checkouts.

Home page

- ▶  **Announcement bar** → Promotion - \$ or % off
- ▶  **Header** → Canva template (blog banner)
- ▶  **Slideshow** → Lead magnet - program benefits
- ▶  **Featured collection** → New arrivals
- ▶  **Email signup** → Brand message
- ▶  **Featured product** → Top selling product
- ▶  **Rich text** → Interest driven topics: reviews, blog post, videos

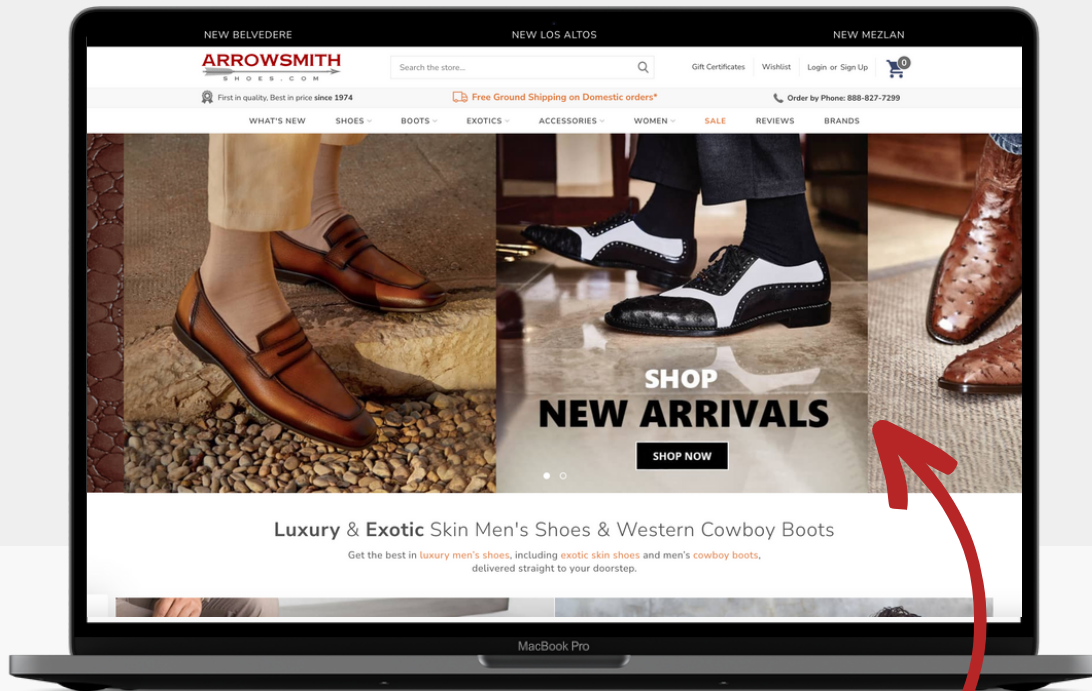
Hero Banner

2240px x 1260px

Homepage Layout

MVP Funnel

Homepage should focus on brand message and MVP.

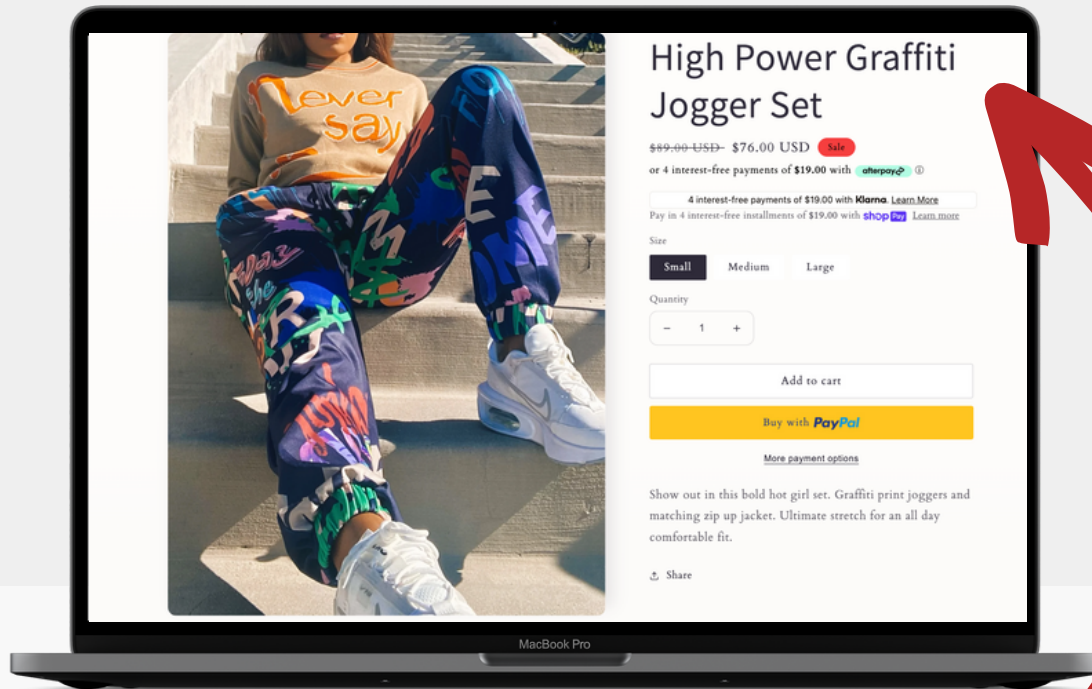


- 01** Clearly articulated benefits as they relate to your target audience. Top promotion or event first.
- 02** You can use a features and menu list to navigate through the site.
- 03** Whatever you do, do not forget the lead magnet! You need to collect email/sms leads.

Product Page Layout

MVP Funnel

Homepage should focus on brand message and MVP.



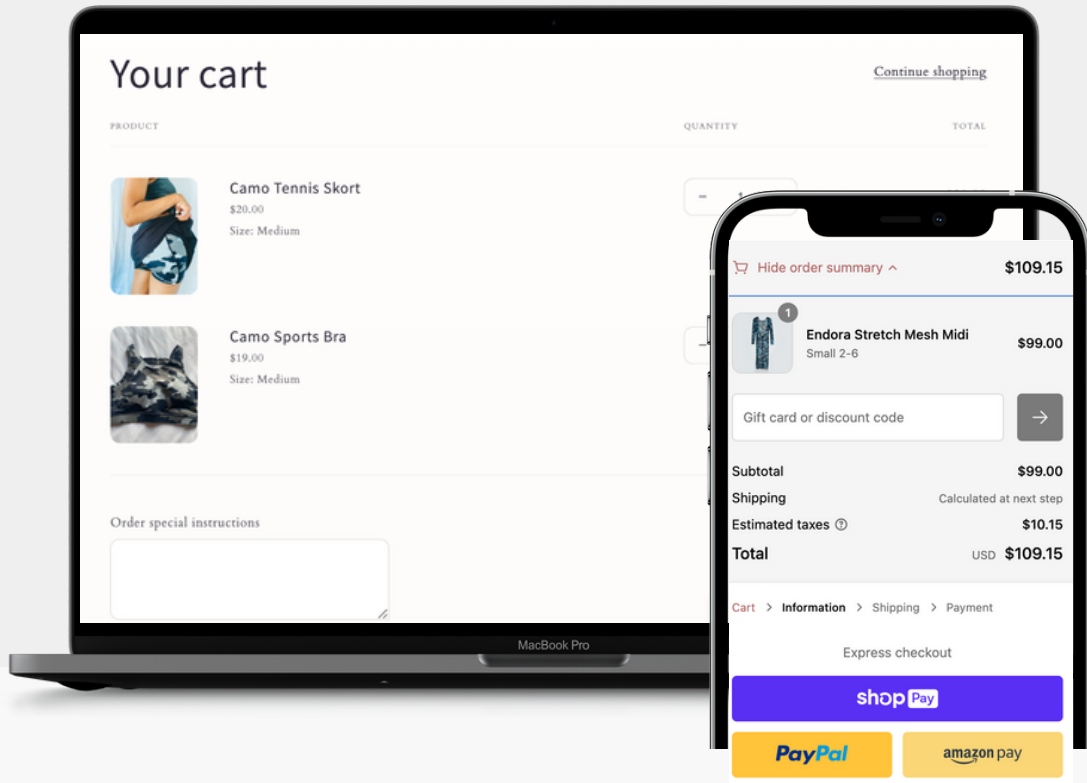
01 Retail price and sale price should be visible under the product name.

02 Bright product photos and detailed images.

03 Include Klarna, Afterpay, SHOPPAY and other payment providers under price.

03 Product descriptions should be accurate and include fabric content, measurements, and style options.

3-Step Checkout



Add to cart

01 Customer adds product to cart to view price before shipping.

Initiate Checkout

02 Customer begins the process of submitting their personal information. Discount code applied.

Purchase

03 Final purchase page with confirmation details. This page should include an upsell recommendation.

POSITIVE PRODUCT FEATURES

Quality Check Review List	True	Not Really
<p>The customer needs your products or services.</p> <p>Customers can easily shop your products or services in the marketplace.</p> <p>Customers will buy your products or services frequently.</p> <p>Your retail cost compared to your selling price is very low.</p> <p>The sources for your products are dependable.</p> <p>Delivery times can be fully met.</p> <p>Operations have been automated.</p> <p>Packaging is ready for fulfillment</p> <p>Customer retention is set up for sales</p>		

Client Homework

WHAT TO GET READY FOR THE PROJECT

SHOPIFY AUDIT

- *Develop all your important content and media prior to starting this course.*

An inspiration board will communicate visually how you would like your new website to look and feel. Attach as many images as you like.

QUESTIONNAIRES

- *Complete your brand strategy planner and product launch blueprint.*

Be sure to complete the forms in their entirety. You should have all your products ready to upload to Shopify.

COMPILE CONTENT

- *Write out all the text content for your website.*
- *Gather all the photos for your website.*
- *Submit the content for the homepage.*

It is best to start the design process with the majority of content already complete. This ensures that I can create the design based on how much or little content you have.

SHOPPING FEATURES TO ADD ON YOUR SITE

Improve your ROI and AOV when you add these features to your Shopify Store.

GIFT CARD

WISHLIST

BUNDLE

RESTOCK

UPSELL

REVIEWS

How much should you charge?

Sample Dress



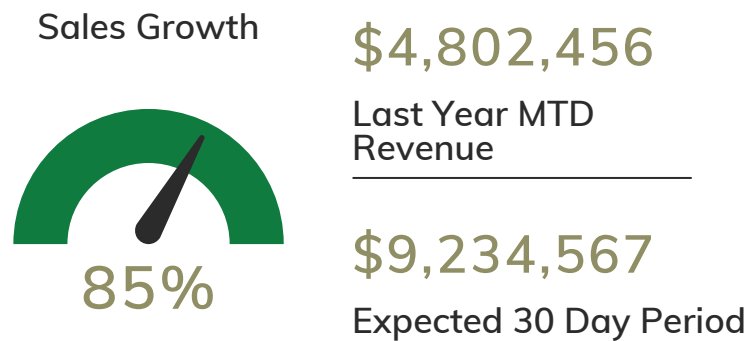
PRICE BREAKDOWN

Wholesale Price	-----	\$14
Retail Price	-----	\$49
Advertised Sale Price	-----	\$39
Profit w/ Sale Price	-----	\$25



SALES GROWTH

How to estimate your growth



Sales growth is the percent growth in the net sales of a business from one fiscal period to another. You would be comparing an earlier period of lower sales with a later one of higher sales. Generally, the two periods are also of a corresponding length.

Here's how to find your sales growth:

- What was last year's sales for this time period? (Month to Date,MTD)
 - What was your total revenue for last year?
- What is the total value for current on hand inventory? (Retail price)
 - What is your expected profit from on hand inventory?

3 Questions To Gain Clarity On The Benefit Of Your Website

1. Who is this for?

e.g. Mothers trying to balance parenting and business

2. What is your top selling product?

e.g. Business tasks that can be outsourced to a VA

3. What is the desired outcome?

e.g. Increase business revenue and reduce workload so mothers can spend more time with their baby and less time in the office

MARKET PROFILE

The type of person that would buy your products:
(age, gender, income level, career, education, etc.)

Top 3 Email Campaign Topics
3- Step Sales Funnel

What attracts this person to your products:

TOP SELLING PRODUCT(S)

EXPLAIN IN DETAIL YOUR TARGET
PRODUCT(S)

Top Product #1

Top Product #2

Product Features

Product Features

Target Retail Price Point

Target Retail Price Point

PRICING STRATEGY

- What is your monthly buying budget, including shipping?
-

- What is your maximum wholesale price point?
-

- What products are you having trouble finding?
-

Current Vendors	3 New Vendors

How much inventory do you have on hand?

MONTHLY SALE BREAK DOWN

WHAT ARE YOUR TOP 4 MOST PROFITABLE SALES?

Buy one get one

% OFF

\$ OFF

Gift w/ purchase

Bundle

Flash Deal

Week #1 Sale	Week #2 Sale
Week #3 Sale	Week #4 Sale

EMAIL CONTENT IDEAS

Behind the scene of your product packaging

Share a story about your business journey

Share DIY tutorial

Your workspace tour

Share your customer story/testimonial

Top three your favourite movie

Sunday fun games

Share a benefit of your products

Three fun facts about you

A day in your life as a entrepreneur