

Create Your Own Online Store in a Weekend

By Alannah Moore

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The advantages of selling your products online are many—low overhead, global markets, twenty-four-hour shopping—but perhaps most important is the level playing field offered by the internet. With a distinctive product and professional-looking website, you stand as much of a chance at success as anyone, even if others have more money to invest. In *Create Your Own Online Store in a Weekend*, Alannah Moore guides entrepreneurs through the process of setting up an online business and creating a website that fits both their products and their budget. This accessible primer provides detailed information on how to set up and provide content for your site as well as the right storefront and payment solutions. Moore addresses all aspects of running an online business, including marketing, order management, and boosting sales. Whether you are selling goods, services, or downloadable files, this guide will help you find the e-commerce solution that's right for you.

Create Your Own Online Store in a Weekend By Alannah Moore Bibliography

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Editorial Review

About the Author

Web designer Alannah Moore conducts website setup workshops in London and Paris, and specializes in advising small-scale entrepreneurs on website solutions.

Users Review

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