



# Ecommerce Made Simple: A Detailed Guide to Setting Up a Brand New Ecommerce Business

*Renaë Welsh*

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**Ecommerce Made Simple: A Detailed Guide to Setting Up a Brand New Ecommerce Business** Renaë Welsh

**If you're ready to start an online business, Ecommerce Made Simple is the guide that you need to take you there. Written in an easy to read, laid back style that blends perfectly with the author's 10 years of experience in the ecommerce business and technical know-how as a web developer, Ecommerce Made Simple is a step by step guide that anyone can follow to massive success. Whether you are a complete novice to the world of internet retail or you've made it part of the way there and now feel stuck, this book has everything you need to get online and selling.**

Topics covered in this book include:

Choosing the right business model  
How to pick your business' niche market  
Obtaining business names, licenses, and permits  
Financing your new business  
Choosing your business' look and feel  
Building your logo  
How to get web hosting and a domain name  
Which ecommerce software to use  
How to set up online payments  
Getting suppliers (both wholesale and dropship)  
How to present your product online  
Upsells and cross-sells  
What to do before, during and after the sale  
Best ecommerce practices  
...and more!

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