



Delaware Valley  
Virtual Assistants Association

# Welcome!



## **Shopping Carts 101** *for Coaches, VAs & Solopreneurs*

*with*

Mary Motz

Owner, ProVirtual Solutions & President, DVVAA

# What We'll Cover..

- ✓ A brief overview of web shopping carts: types & applications
- ✓ Basics of Internet transaction security, SSL, card processing & gateways (and why you shouldn't worry about it so much!)
- ✓ Hosted cart solutions: what they are and why they are your best bet (most of the time)
- ✓ PayPal: pros & cons
- ✓ Other hosted cart solutions – which one is best for your business
- ✓ A little-known hosted cart service that's reliable, easy to use... and FREE!
- ✓ Best-practices for digital product delivery (PDFs, e-Books, Mp3s)
- ✓ Q & A – (last 15 - 20 minutes)

# Shopping Cart Types

## Traditional e-Commerce

Consists of installing shopping cart software or script directly on your own web hosting account - the cart is literally housed on your website.

### Example Cart Products:



# Shopping Cart Types

## Traditional e-Commerce: Pros

- ✓ Will save money over the long term (on transaction costs) if your store has high volume sales by leveraging lower credit card processing rates and more precise control over shipping fees.
- ✓ Enormous flexibility - customize almost every aspect of the sale: store appearance, shipping & tax calculations, integration with your payment gateway
- ✓ Easier integration with existing office accounting solutions and inventory control
- ✓ Sophisticated sales reporting capability
- ✓ Best for high-volume sales of shipped physical products

# Shopping Cart Types

## Traditional e-Commerce: Cons

- ✓ You are responsible for the security of your site transactions and information – the SSL certificate and all store data are housed on your web hosting server
- ✓ Maintenance: you are responsible for keeping up with changes in security and technology
- ✓ Not a DIY solution – you will need advanced technical services to get your store built and maintained
- ✓ High development cost investment: \$5k – \$20K
- ✓ Not optimal for selling professional services, membership plans or subscriptions

# Shopping Cart Types

## Hosted Shopping Carts

You sign up with a service that handles the sale:  
including transaction processing and security.

Purchase process takes place at the selected cart service...  
not your website.

### Example Hosted Carts:



**E-JUNKIE™**  
we help you sell online



# Shopping Cart Types

## Hosted Stores

You sign up with a service that provides everything: site hosting, store design, inventory management, transaction processing and security.

Entire process takes place at the selected store service...  
not your website.

Your website is the store website.  
You map your domain name to the store service.

### Hosted Store Examples:



# How A Sale Is Processed Online

Here's a (very oversimplified) description of what happens when a customer buys something from you on the Internet:



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Here's a (very oversimplified) description of what happens when a customer buys something from you on the Internet:



# Don't Worry About It

*It's good to know all this...  
but there's an easier way!*

## Conclusion:

Unless you are selling shippable items in huge quantities, there is no need to do a traditional e-commerce solution!



# **The Basics:**

## **PayPal And Google Checkout**

*Perfect for those without a merchant credit card processing account, or just starting out*



- ✓ Both PayPal and Google Checkout are processor, credit card merchant account and gateway combined
- ✓ They integrate with most traditional and hosted cart products
- ✓ Easy-to-create item cart buttons to add to your site
- ✓ Accounts are linked to your bank account for easy deposits
- ✓ PayPal has advanced (upgraded) “virtual terminal” feature

# The Basics: PayPal And Google Checkout

*There's a few tradeoffs...*



- ✓ If you sell a LOT online – the transaction fees can really eat away at your profit margin (as compared to a regular merchant acct)
- ✓ There are examples of PayPal suspending accounts – with your money in them. Not as common as it was, but can happen
- ✓ Some customers really don't like or trust PayPal (this is far less common than in years past, but still happens)

# Best Hosted Cart Solutions

*For Coaches, VAs & Solopreneurs*



- ✓ A comprehensive ecommerce solution offering integrated email marketing, easy cart button creation & other advanced features
- ✓ Integrates with most payment services including PayPal, Google Checkout and Authorize.net (for bank merchant accts)
- ✓ Excellent for service providers offering payment plans (example: 7 payments of \$97)
- ✓ Ad tracking & split-testing features
- ✓ Affiliate program management

# Best Hosted Cart Solutions

*For Coaches, VAs & Solopreneurs*



- ✓ Absolutely fantastic features for the price - plans start at \$5.00/month! Perfect for casual or starter stores.
- ✓ Integrates with most payment services including PayPal, Google Checkout and Authorize.net (for bank merchant accts)
- ✓ Can be used to sell services at fixed prices, but does not support payment plans (ex: 3 payments of "\$x")
- ✓ Ad tracking features including Google Analytics
- ✓ Affiliate program management, can be integrated with AWeber list
- ✓ Excellent for selling digital products – supports file bundling.

# Best Hosted Cart Solutions

*For Coaches, VAs & Solopreneurs*



- ✓ “Freemium” model – get most features for free... premium is only \$8.00/month!
- ✓ Integrates with almost any payment service
- ✓ Sophisticated shipping calculation options
- ✓ Affiliate program management
- ✓ Can be used to sell digital products (w/Linklok script for secure delivery)

# Best Practices for Digital Content Delivery

- ✓ Make sure your files are easy to open and read (embed fonts in PDFs!)... be sure you offer cross-platform file compatibility and clear instructions. Stick to PDFs, MP3s, MOV, or WMV files. Only use ZIP files when necessary to avoid customer service issues.
- ✓ Avoid the “redirection” delivery method...meaning a customer buys something and simply gets redirected to a fixed page with a download link. The URL may be passed around or worse, indexed. Save this technique for free products.
- ✓ Use a cart that supports link “reissue” and control. Example = eJunkie. Secure digital delivery limits the number of times a link can be clicked – helps control unauthorized downloads.
- ✓ Send a follow-up email asking if the download went as expected. (You could use this as an upsell opportunity).

# **Now That You Know...**

- ✔ It's wise to know the basics of how this works. It will only help when you start to build your store – or if you want to sell your services in an automated way via your website.

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- ✓ You may (probably) need help with all this. A “techy” or e-commerce Virtual Assistant can help you sell online in a hurry.
- ✓ A VA can help with:

*Creating Products in 1Shopping Cart (or other cart product)*

*Running Sales Reports*

*Managing Affiliate Program*

*Placing Cart Links on Your Website or Blog*

*Managing Coupon Codes & Discounts*

# Find A VA...

- ✓ DVVAA.org has an easy form to complete if you are looking for help with shopping cart management or other services:  
[www.dvvaa.org](http://www.dvvaa.org) (click "*Find A VA*")
- ✓ Other VA Organizations include IVAA (ivaa.org), AssistU (assistu.com) and CVAC (cvac.ca) and VA Networking (vanetworking.com)



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# Resource List

✓ [www.dvvaa.org](http://www.dvvaa.org)

✓ [www.ivaa.org](http://www.ivaa.org)

✓ [www.cvac.ca](http://www.cvac.ca)

✓ [www.vanetworking.com](http://www.vanetworking.com)

✓ [www.assistu.com](http://www.assistu.com)

✓ [www.1shoppingcart.com](http://www.1shoppingcart.com)

✓ [www.e-junkie.com](http://www.e-junkie.com)

✓ [www.mals-e.com](http://www.mals-e.com)

✓ [www.infusionsoft.com](http://www.infusionsoft.com)

✓ [www.paypal.com](http://www.paypal.com)

✓ [www.google.com/checkout](http://www.google.com/checkout)

✓ [www.authorize.net](http://www.authorize.net)

✓ [www.aweber.com](http://www.aweber.com)

✓ [www.shopify.com](http://www.shopify.com)

✓ [www.prostores.com](http://www.prostores.com)

✓ [www.ebay.com](http://www.ebay.com)

# Thank You for Attending!

Thanks to **Carla Wilson** of Wilson Virtual Assistants  
for emceeing tonight's webinar.



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**PS - We will send you links to the  
recording files within 24-48 hours.**