

# How to sell products online: two quick ways to get started

Want to sell while you sleep? Then an online shop could be for you. There are lots of ways to get started but these are the two simplest options.



## Using a marketplace

### 1 Choose one or more marketplaces



[Amazon](#)



[AliExpress](#)

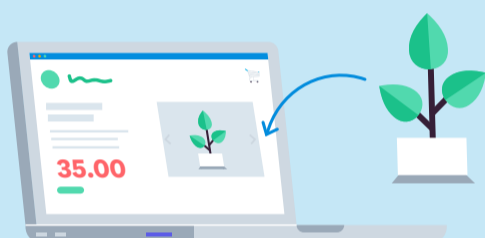


[Etsy](#)



[Facebook](#)

### 2 Import your products and set prices



### 3 Promote your page



- £ Marketplaces take a cut of your sales – and you won't get the money straight away
- ✓ Marketplace shops are fast and simple to set up
- ✗ But you can't do much to customise the way they look

## Using an off-the-shelf shop

### 1 Get a web address

A web hosting company can help



### 2 Add an off-the-shelf ecommerce toolkit



[Shopify](#)

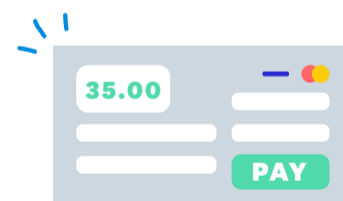


[BigCommerce](#)

### 3 Import your products and set prices



### 4 Set up online payment



This allows you to process debit and credit card payments

### 5 Promote your page



- £ You pay 2-4% of sales to process online payments, and you pay a monthly subscription for the shop software
- ✓ Off-the-shelf ecommerce gives you more control
- ✗ But it takes more time and effort to set up

## Tips

- Get great product pics – people are visual shoppers
- Include a BIG 'Add to cart' button for each product
- Don't forget to organise shipping!

## Seeing as you're going online

You can easily track finances, fees, and taxes for your online and physical stores using Xero. [Check out xero.com](#)

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