Let E-Commerce and Shopify Allow Your Business To Always Be Open.
A native of Baton Rouge, Orhan Mc Millan believes in the power of intentional and purposeful connection for the betterment of all.

He is the founder and managing partner of dezinsINTERACTIVE a Louisiana based branding, web development and marketing company entering its twentieth year in business. Assisting small businesses in the achievement of their goals and the realization of their dreams, is a major source of inspiration and reward for he and his team.

In 2018, he founded Manfulness Living, a community created for men by men offering a space to talk confidentially about subjects specific to men, while offering solutions to transform one’s life personally and professionally using proven mindfulness practices.

Orhan also has launched his personal brand company, in 2020, titled simply OM. With OM, he brings together years of experience in teaching, facilitating, and strategizing with individuals and businesses by offering services including coaching, training, facilitating and strategic planning.

Orhan understands on a fundamental level, that by empowering every individual that he can, in the realization and clarity of their vision, creates a more just community for all. Changing lives... for good.
Online Means Always Open for Business

The COVID-19 pandemic has challenged businesses across the nation to find new ways to connect with customers. Louisiana Economic Development (LED) partnered with e-commerce platforms to provide Louisiana small business owners with enhanced customer service and special resources to make setting up or expanding your e-commerce capabilities as easy as possible.
Introduction

What is Shopify?

An all-in-one E-commerce platform

Content management system with functions such as managing inventory, creating discount codes, etc.

Fantastic support system, with great customer service options

No technical or design experience needed to create a beautiful online website
At a glance, here’s what you’ll need to set up your first e-commerce site:

- A list of products you want to sell, including product photos & descriptions
- Any colors, fonts, and other visual elements you use for your business
- A custom domain, such as MaryBethFlowers.com
- A short description of your business and contact information
Setting Up Your Shopify

Steps Away from Launching Your Shopify

Starting Out

Creating an Account

Launching an Online Store

1. Step 1: Customize Your Design
2. Step 2: Add Your Products
3. Step 3: Set Up Your Domain Name (Optional)
4. Step 4: Set Up Shipping and Taxes
5. Step 5: Set Up Payments

Launching Shopify POS

1. Step 1: Add Your Products
2. Step 2: Download Shopify POS for iPad
3. Step 3: Get Your Hardware From Shopify (e.g. credit card reader, iPad stand)
Online Means Always Open for Business

The COVID-19 pandemic has challenged businesses across the nation to find new ways to connect with customers. Louisiana Economic Development (LED) partnered with e-commerce platforms to provide Louisiana small business owners with enhanced customer service and special resources to make setting up or expanding your e-commerce capabilities as easy as possible.
Launch Your Site with Shopify Enhanced Customer Support

Louisiana Economic Development (LED) is collaborating with companies and organizations that are subject matter experts to provide Louisiana small business owners with resources to make setting up your e-commerce capabilities as easy as possible. We want LA small businesses to be able to make sales online quickly and easily. The enhanced customer service and special resources make setting up or expanding your e-commerce capabilities as easy as possible.
Ready to launch?
Create your site now.

If you have any questions about Shopify or e-commerce resources available for small businesses, please...
Let’s get your business online

Shopify and Louisiana Economic Development are working together to make sure you can transition your business online with ease.

Enter your email address
Start free trial

Try Shopify free for 14 days, no credit card required. By entering your email, you agree to receive marketing emails from Shopify. By entering your email, you agree to receive marketing emails from Shopify.
Start your free 14-day trial of Shopify

Email address
orhanmc@dezinsinteractive.com

Password

Your store name
OrhanMcMillan

Create your store
Step 2: Creating the Store

- You will be lead to a page like this while Shopify configures your store.
Starting Out: Creating an Account

Step 3: Filling in Details

- You will be prompted to answer additional questions to set up your store.
Starting Out: Creating an Account

Step 4: Gaining Dashboard Access

You have 14 days left of your trial

Moving along nicely.

- Add product
- Customize theme
- Add domain
- Find more guidance

Strengthen your brand with a custom domain
Your current domain is infodezins.myshopify.com but you can add a custom domain to help customers find your online store.

Keep your account secure by verifying your email address
Themes

Online store is password protected
Only visitors with a password can access your online store.

Disable password

Current theme
This is the theme customers see when they visit your store.

Debut
Added: 10:00 am
Online store is password protected
Only visitors with a password can access your online store.

- Disable password

Menus
Menus, or link lists, help your customers navigate around your online store.
You can also create nested menus to display drop-down menus, and group products or pages together.

<table>
<thead>
<tr>
<th>Title</th>
<th>Menu items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Footer menu</td>
<td>Search</td>
</tr>
<tr>
<td>Main menu</td>
<td>Home, Catalog, About Us, Our Guarantee</td>
</tr>
</tbody>
</table>

Learn more about navigation

Your trial just started
Select a plan
## Domains

<table>
<thead>
<tr>
<th>Domain Name</th>
<th>Status</th>
<th>Date added</th>
<th>Provider</th>
</tr>
</thead>
<tbody>
<tr>
<td>infodezins.myshopify.com</td>
<td>Connected</td>
<td>July 15, 2020</td>
<td>Shopify</td>
</tr>
</tbody>
</table>

Traffic from your domains is not being redirected to this primary domain. [Enable redirection](#).

[Learn more about domains.](#)
Launching Shopify POS

Step 1 – Add Your Products (1/2)

- To add products, there are two methods: importing products from your pre-existing method, or adding a new product via the Shopify interface.
Add product

Title
Short sleeve t-shirt

Description

Product availability
Available on 1 of 1 channels and apps

Online Store

Organization
Product type
e.g. Shirts

Vendor
e.g. Nike

COLLECTIONS
Search for collections
Add this product to a collection so it's easy to find in your store.
Create collection

Title

| Summer collection, Under $100. Staff picks |

Description (optional)

Collection availability

Online Store

Collection image

Add image

Collection type

Manual

Add products to this collection one by one. Learn more about manual collections.
Step 1 – Add Your Products (2/2)

- Opportunity to add details by CSV (using a premade template) or adding products manually.
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Launching Shopify POS

Selling A Service vs. A Product

- Track quantity
- Continue selling when out of stock

QUANTITY
- Available: 0

Shipping
- This is a physical product

Customers won't enter their shipping address or choose a shipping method when buying this product.

Variants
- This product has multiple options, like different sizes or colors
Step 4: Setting Up Shipping and Taxes

- Shopify will walk you through the steps necessary to set up your shipping and taxes.
Launching an Online Store

Step 5: Set Up Payments

Payment providers

Accept payments through your store using providers like Shopify Payments, third-party services, or other payment methods.

Your store accepts payments with: PayPal Express Checkout and Shopify Payments.

Credit card rate
As low as 2.4% + $0.30

Transaction fee
0%

Accepted payments
- VISA
- Mastercard
- American Express
- Discover
- DPay
- Apple Pay
- Google Pay

Express Checkout
Miscellaneous Effects

- There are many other options available on the Shopify website.
### Settings

<table>
<thead>
<tr>
<th>General</th>
</tr>
</thead>
<tbody>
<tr>
<td>View and update your store details</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Payments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enable and manage your store's payment providers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage the places you stock inventory, fulfill orders, and sell products</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Notifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage notifications sent to you and your customers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Plan and permissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>View plan information and manage what staff can see or do in your store</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Store languages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage the languages your customers can view on your store</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Shipping and delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage how you ship orders to customers</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gift cards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enable Apple Wallet passes and set gift card expiry dates</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Files</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upload images, videos, and documents</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Taxes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage how your store charges taxes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Legal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage your store's legal pages</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sales channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manage the channels you use to sell your products and services</td>
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</tbody>
</table>
Expand E-Commerce Capabilities with Shopify Enhanced Customer Support

Louisiana Economic Development (LED) is collaborating with companies and organizations that are subject matter experts to provide Louisiana small business owners with resources to expand their e-commerce capabilities quickly. We want interested LA small businesses to be able to ramp up online sales and drive more revenue. These special resources and enhanced customer service are intended to make expanding your e-commerce capabilities as easy as possible.
Your plan includes: online store. Add/remove

**Basic Shopify**
Start selling your products online with your secure, beautiful store, and in person at events, fairs, or markets.

- **Credit card rates**: 2.9% + 30¢
- **International**: 3.9% + 30¢
- **In Person**: 2.7% + 0¢
- **Staff accounts**: 2
- **Shipping discount**: 3rd & 4th

- **Credit card rates**: 2.6% + 30¢
- **International**: 3.6% + 30¢
- **In Person**: 2.5% + 0¢
- **Staff accounts**: 5
- **Shipping discount**: 5th & 6th

- **Credit card rates**: 2.4% + 30¢
- **International**: 3.4% + 30¢
- **In Person**: 2.4% + 0¢
- **Staff accounts**: 15
- **Shipping discount**: 15th & 16th

Choose this plan
RESOURCES

https://www.lasmallbizonline.com/

Upcoming Webinars
Shopify will host weekly webinars for LA small business owners. You can also access previously recorded at any time—learn what you want, when you want to! We will post information here about upcoming webinars.

Office Hours: LIVE 1-hr Q&A with Shopify Guru Team
July 16, 20
11:00 am

Exclusive LIVE Webinar: Email Marketing 101

Exclusive LIVE Webinar: Grow Your Business with United States Postal Service Business Solutions

Adding Products

How to add a product

How to choose a payment provider

Getting Started

A general checklist to prepare for launching your e-commerce store

Adding business settings for your store
RESOURCES

FREE STOCK IMAGES
RESOURCES

LOOK AT OTHER SITES

Beekeeping Supplies & Honey Bees
Free Shipping On Qualifying Orders Over $100

Beginner Beekeeping Kits
Our beginner beekeeping kits contain everything necessary for a new beekeeper to start their first colony of bees, except the bees.

10-Frame Equipment
The 10-frame bee hives are the industry standard. These boxes store more honey than the 8-frame boxes, and provide more room for the colony to grow. A beehive deep box is made into 3 sections: the deep box, the 10-frame, and the shallow or frame box.

Beekeeping Clothing
Dadant beekeeping steps, veils, jackets, hats and gloves are designed and constructed with the beekeeper in mind. Our ventilated suits and jackets are the finest in the beekeeping industry and the most ventilated bee suit on the market. We carry a number of sizes and styles to fit men, women and children of all ages and shapes.

SHOP BEEKEEPING SUPPLIES

$381.05
Master Pollinator Kit M56001
Free Shipping with $100 Order

$354.13
9 5/8" Assembled / Painted Starter 10-Frame C5201P
Free Shipping with $100 Order

$293.50
Expanding Apiary Kit 10-Frame C5301P
Free Shipping with $100 Order