



Let E-Commerce and Shopify
Allow Your Business To
Always Be Open.





dezins**INTERACTIVE**

Orhan Mc Millan

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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.

Chrome

File

Edit

View

History

Bookmarks

People

Tab

Window

Help

100%

Wed 9:41 AM

Grayson Jackson

Louisiana Small Business Online

lasmallbizonline.com

LED

LOUISIANA
ECONOMIC
DEVELOPMENT

New E-Commerce

Existing E-Commerce

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.

New E-Commerce

I want to set up an e-commerce site.

Get Started

Existing E-Commerce

I want to enhance my e-commerce site.

Get Started

107345631_316....jpg

Show All

Introduction



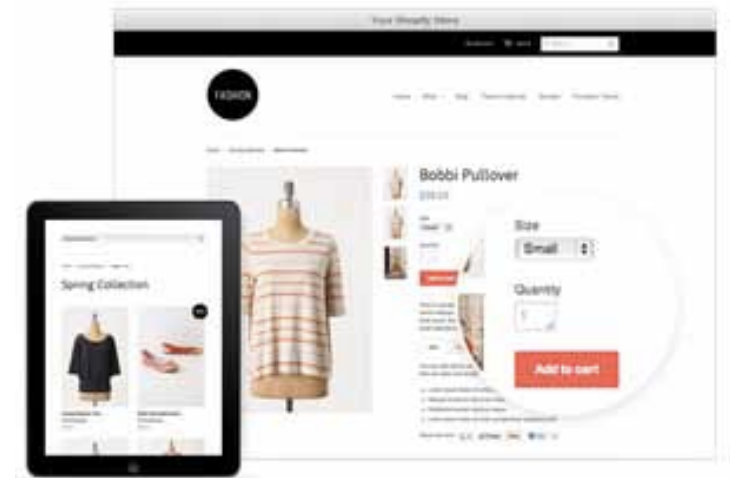
What is Shopify?



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



Step 1: Customize Your Design



Step 2: Add Your Products



Step 3: Set Up Your Domain Name (Optional)



Step 4: Set Up Shipping and Taxes



Step 5: Set Up Payments

Launching Shopify POS



Step 1: Add Your Products



Step 2: Download Shopify POS for iPad



Step 3: Get Your Hardware From Shopify (e.g. credit card reader, iPad stand)

Chrome

File

Edit

View

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Help

100%

Wed 9:41 AM

Grayson Jackson

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lasmallbizonline.com

LED

LOUISIANA
ECONOMIC
DEVELOPMENT

New E-Commerce

Existing E-Commerce

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New E-Commerce

I want to set up an e-commerce site.

Get Started

Existing E-Commerce

I want to enhance my e-commerce site.

Get Started

107345631_316....jpg

Show All

ChromeFileEditViewHistoryBookmarksPeopleTabWindowHelp

LEDNew E-Commerce - Louisiana x +

lasmallbizonline.com/new-e-commerce

☆New

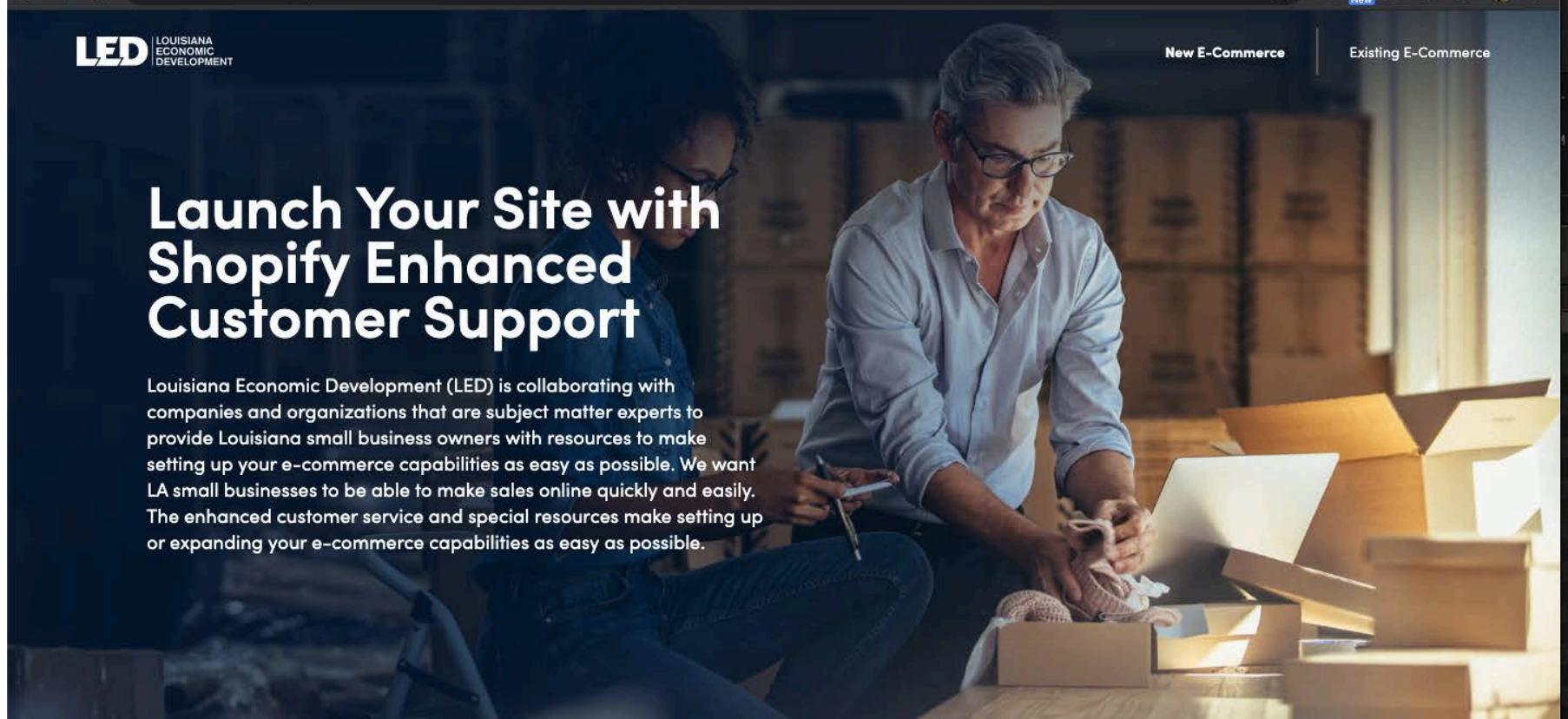
100% Wed 9:42 AM Grayson Jackson

LEDLOUISIANA
ECONOMIC
DEVELOPMENT

New E-CommerceExisting E-Commerce

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.



107345631_316....jpg

Show All



New E-Commerce

Existing E-Commerce

Ready to launch?
Create your site now.

Start Setup

If you have any questions about Shopify or e-commerce resources available for small businesses, please

107345631_316....jpg

Show All



Start ▾ Sell ▾ Market ▾ Manage ▾

Pricing

Learn ▾

Log in

Start free trial

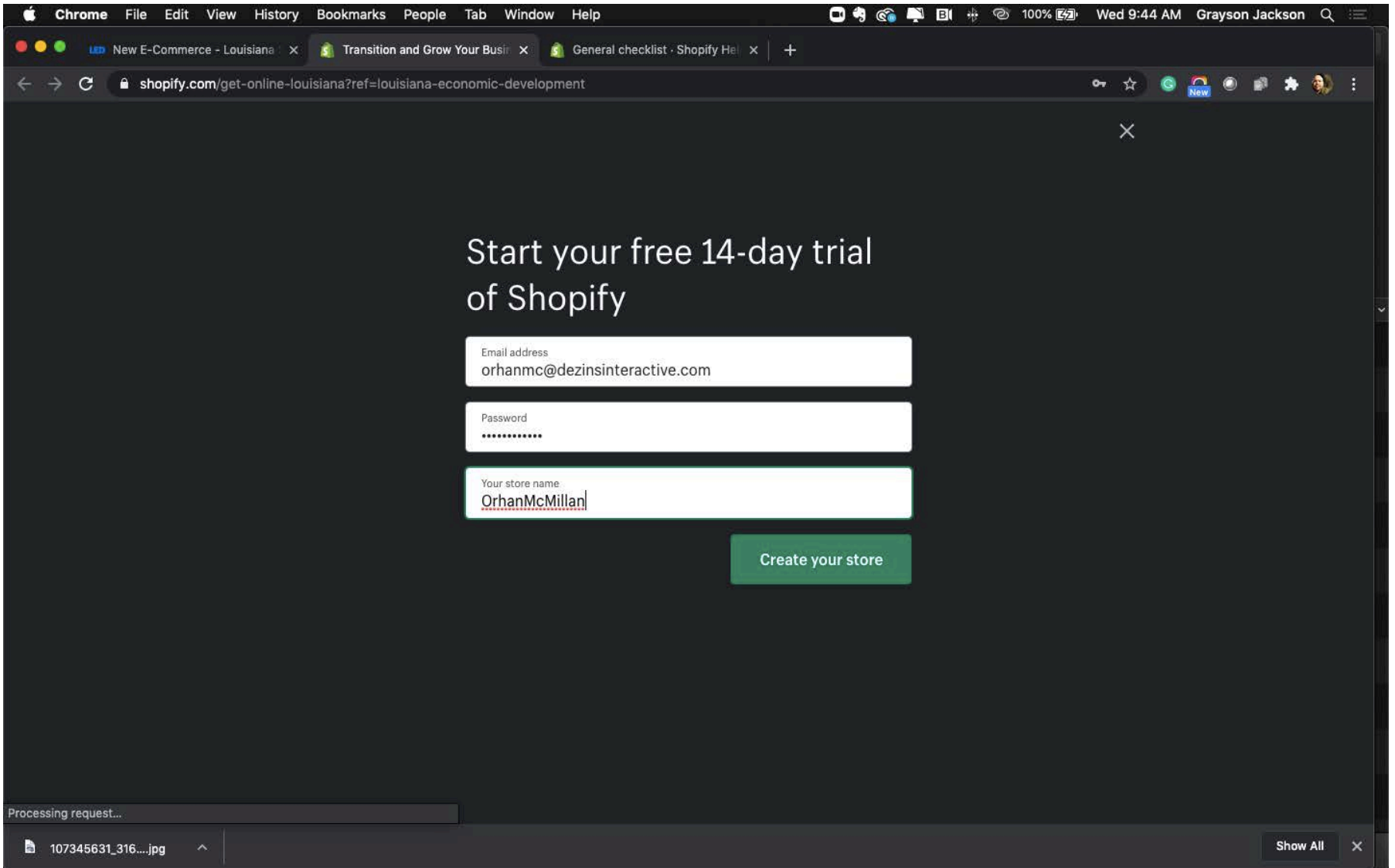
Let's get your business online

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

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.





Starting Out: Creating an Account

Step 2: Creating the Store

- You will be lead to a page like this while Shopify configures your store.

Sit Tight! We're creating your store.

4 of 4: Applying default theme...



Step 3: Filling in Details

Some final details before your account is set up

Where would you like to sell?

☒ Online Store
Shopify gives you a fully hosted ecommerce website

☐ Retail Store or Pop-up Shop
Shopify POS lets you sell in-store using an iPad checkout system

We'll use your address to set up your shop's currency, initial tax rates, etc.

First Name **Last Name**

Street Address

City **ZIP/Postal Code**

Kingston

Country **Province**

Canada Ontario

Phone number

☐ This is my retail store address

Do you have products?

Please choose one...

Are you setting up a store for a client?

☐ Yes, I'm designing/developing a store for a client

What will you sell?

Please choose one...

By clicking the button below you agree to [Shopify's Terms of Service](#)

- You will be prompted to answer additional questions to set up your store.

Starting Out: Creating an Account

Step 4: Gaining Dashboard Access

The screenshot shows the Shopify admin dashboard for a store named 'InfoDezins'. The browser address bar displays 'infodezins.myshopify.com/admin'. The top navigation bar includes the store name, a search bar, and the user's name 'Info McMahon'. A left sidebar lists various dashboard sections: Home, Orders, Products, Customers, Analytics, Marketing, Discounts, Apps, SALES CHANNELS, and Online Store. The main content area features a dark blue banner at the top stating 'You have 14 days left of your trial' with a 'Select a plan' button. Below this, a white card titled 'Moving along nicely.' contains a checklist of tasks: 'Add product' (checked), 'Customize theme' (checked), 'Add domain' (in progress), and 'Find more guidance'. To the right of the checklist, text encourages adding a custom domain, showing the current domain 'infodezins.myshopify.com' and providing an 'Add domain' button and a link to 'Learn more about domains'. At the bottom of the dashboard, another dark blue banner prompts the user to 'Keep your account secure by verifying your email address', accompanied by 'Your trial just started' and another 'Select a plan' button. The bottom of the screen shows a file explorer bar with the file '107345631_316....jpg' and a 'Show All' button.

InfoDezins

Search

Info McMahon

Home

Orders

Products

Customers

Analytics

Marketing

Discounts

Apps

SALES CHANNELS

Online Store

Settings

You have 14 days left of your trial

Select a plan

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.

WWW

Add domain

Learn more about domains

Keep your account secure by verifying your email address

...

Your trial just started

Select a plan

107345631_316....jpg

Show All

LED New E-Commerce - Louisiana

InfoDezins ~ Themes ~ Shopify

← → ↺

infodezins.myshopify.com/admin/themes

☆

InfoDezins

Search

Info McMahon

Home

Orders

Products

Customers

Analytics

Marketing

Discounts

Apps

SALES CHANNELS

Online Store

Themes

Blog posts

Pages

Navigation

Domains

Preferences

Settings

Themes

View your store

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

Actions

Customize

Your trial just started

Select a plan

New E-Commerce - Louisiana

InfoDezins ~ Pages ~ Shopify

← → ↻

infodezins.myshopify.com/admin/pages

☆

InfoDezins

Q Search

IM Info McMahon

Home

Orders

Products

Customers

Analytics

Marketing

Discounts

Apps

SALES CHANNELS

Online Store

Themes

Blog posts

Pages

Navigation

Domains

Preferences

Settings

< Online store

Pages

Add page

! Online store is password protected

Only visitors with a password can access your online store.

Disable password

All

Filter

Q Search pages

☐ Showing 3 Pages

Sort by Title A-Z

☐ About Us

38 minutes ago

☐ Contact Us

36 minutes ago

☐ Our Guarantee

38 minutes ago

Your trial just started

Select a plan

New E-Commerce - Louisiana

InfoDezins ~ Menus ~ Shopify

← → ↺

infodezins.myshopify.com/admin/menus

☆

WhatsApp

New

InfoDezins

Search

IM Info McMahon

Home

Orders

Products

Customers

Analytics

Marketing

Discounts

Apps

SALES CHANNELS

Online Store

Themes

Blog posts

Pages

Navigation

Domains

Preferences

Settings

< Online Store

Navigation

URL Redirects

Add menu

! 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.

Title	Menu items
Footer menu	Search
Main menu	Home, Catalog, About Us, Our Guarantee

Learn more about navigation

Your trial just started

Select a plan

< Online Store

Domains

[+ Connect existing domain](#) [➡ Transfer domain](#)

Buy new domain

Primary domain [Change primary domain](#)

Domain Name	Status	Date added	Provider
infodezins.myshopify.com	Connected	July 15, 2020	Shopify

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

🔍 Learn more about domains.

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.

The screenshot displays the Shopify Admin interface for a store named 'InfoDezins'. The browser address bar shows 'infodezins.myshopify.com/admin/products'. The left sidebar contains navigation links: Home, Orders, Products (selected), Inventory, Transfers, Collections, Gift cards, Customers, Analytics, Marketing, Discounts, Apps, SALES CHANNELS, and Online Store. The main content area is titled 'Products' and includes an 'Add product' button in the top right. Below the title are 'Export' and 'Import' links. A search bar labeled 'Filter products' is present, along with dropdown menus for 'Product vendor', 'Availability', and 'Tagged with', and a 'More filters' link. A 'Saved' button and a 'Sort' button are also visible. A table lists the products, with columns for 'Product', 'Inventory', 'Type', and 'Vendor'. The first product listed is 'Short sleeve t-shirt' with a status of '-4 in stock for 20 variants' and a vendor of 'InfoDezins'. A 'Learn more about products' link is located below the table. At the bottom of the page, a dark blue banner contains the text 'Your trial just started' and a 'Select a plan' button.

InfoDezins

Search

Info McMahon


Products

Export Import

Add product

All

Filter products Product vendor Availability Tagged with More filters Saved Sort

Product	Inventory	Type	Vendor
<input type="checkbox"/>  Short sleeve t-shirt	-4 in stock for 20 variants		InfoDezins

Learn more about products


SALES CHANNELS

Online Store

Settings

Your trial just started Select a plan

https://infodezins.myshopify.com/admin/products



HomeOrdersProductsAll productsInventoryTransfersCollectionsGift cardsCustomersAnalyticsMarketingDiscountsAppsSALES CHANNELSOnline StoreSettings































Unsaved productDiscardSave

< Products

Add product

TitleShort sleeve t-shirt

Description

A B I U                              



Unsaved collection

Discard

Save

- Home
- Orders
- Products
 - All products
 - Inventory
 - Transfers
 - Collections**
 - Gift cards
- Customers
- Analytics
- Marketing
- Discounts
- Apps
- SALES CHANNELS
 - Online Store
- Settings

< Collections

Create collection

Title

e.g. Summer collection, Under \$100, Staff picks

Description (optional)



Collection type

☐ Manual

Add products to this collection one by one. [Learn more about manual collections.](#)

Collection availability

[Manage](#)

Available on 1 of 1 channels and apps

Online Store



Collection image



Add image

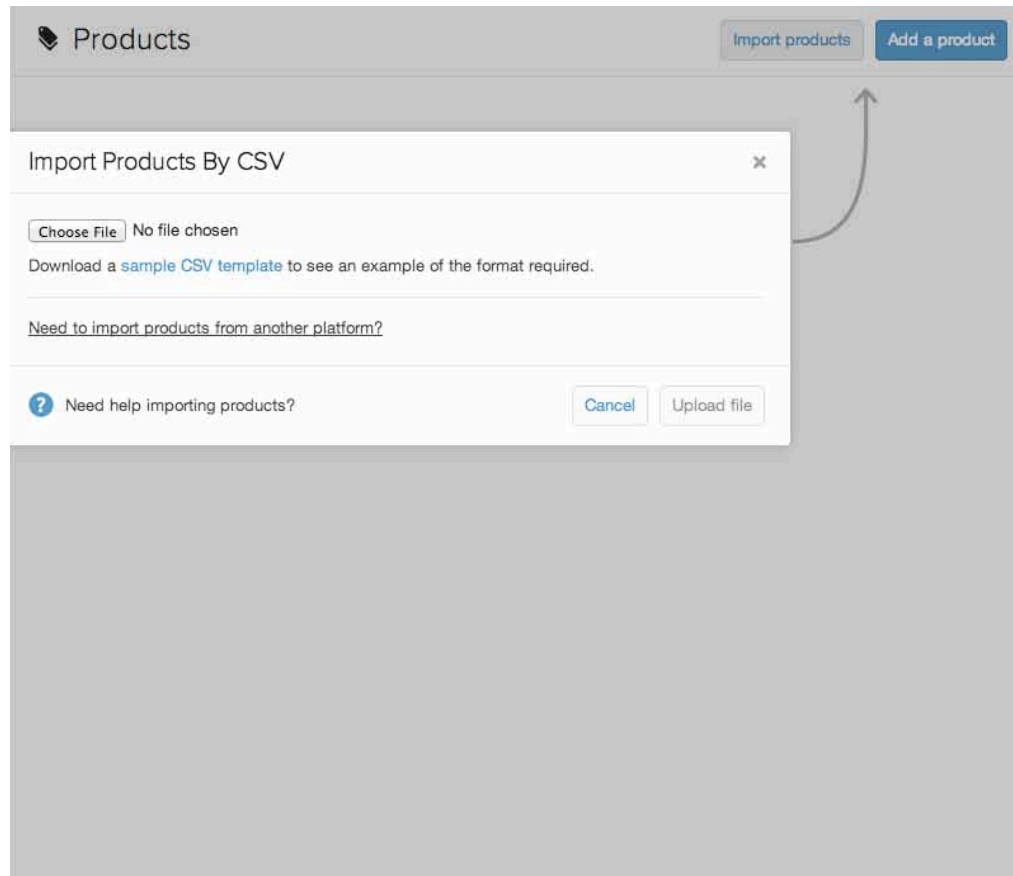
or drop an image to upload

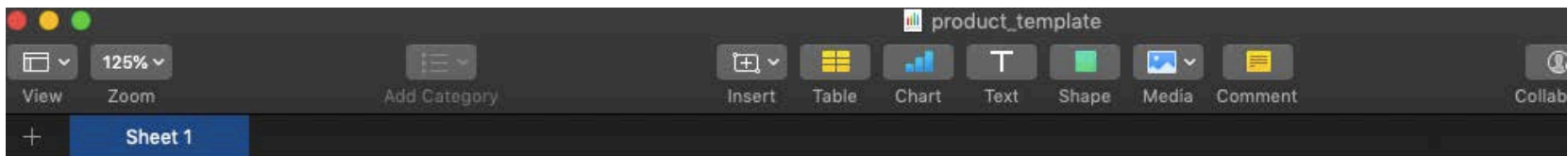
Your trial just started

Select a plan

Step 1 – Add Your Products (2/2)

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



[illegible]

Selling A Service vs. A Product

The screenshot shows the Shopify admin interface for creating a new product. The browser tabs at the top include 'New E-Commerce - Louisiana', 'InfoDezins ~ Products ~ New', 'how to add a service based pr...', 'Using CSV files - Shopify Help', and 'LOUISIANA ECONOMIC DEVEL'. The address bar shows 'infodezins.myshopify.com/admin/products/new'. The left sidebar contains navigation links: Home, Orders, Products (with 'All products' selected), Inventory, Transfers, Collections, Gift cards, Customers, Analytics, Marketing, Discounts, and Apps. Below these are 'SALES CHANNELS' with a plus icon and 'Online Store' with an eye icon. The main content area is titled 'Unsaved product' and has 'Discard' and 'Save' buttons. It contains three sections: 'Track quantity' with a checked checkbox and 'Continue selling when out of stock' with an unchecked checkbox; 'QUANTITY' with an 'Available' label and a spinner box set to '0'; 'Shipping' with an unchecked checkbox 'This is a physical product' and a note that customers won't enter their shipping address; and 'Variants' with an unchecked checkbox 'This product has multiple options, like different sizes or colors'.

shopify

Unsaved product

Discard Save

☒ Track quantity

☐ Continue selling when out of stock

QUANTITY

Available

0

Shipping

☐ This is a physical product

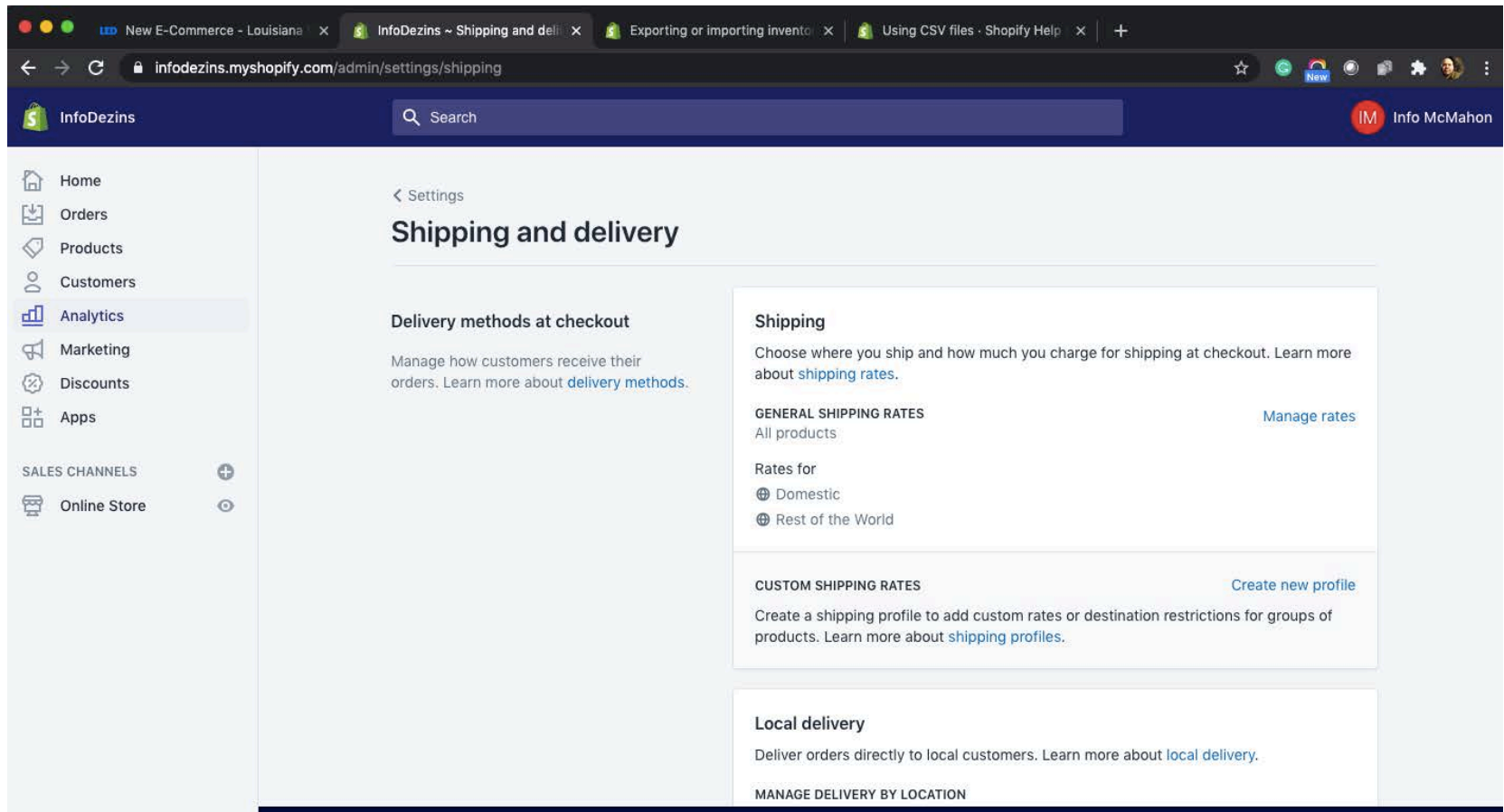
Customers won't enter their shipping address or choose a shipping method when buying this product.

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.



Step 5: Set Up Payments

The screenshot shows the Shopify admin interface for a store named 'InfoDezins'. The browser address bar indicates the URL is 'infodezins.myshopify.com/admin/settings/payments'. The left sidebar contains navigation links: Home, Orders, Products, Customers, Analytics, Marketing, Discounts, Apps, SALES CHANNELS (with a plus icon), and Online Store (with an eye icon). The main content area is titled 'Payment providers' and includes a sub-section 'Payment providers' with a description: 'Accept payments through your store using providers like Shopify Payments, third-party services, or other payment methods.' Below this, it states 'Your store accepts payments with: PayPal Express Checkout and Shopify Payments.' The 'shopify payments' provider is highlighted, showing a message: 'You need to provide more information to start receiving payouts. Complete Shopify Payments setup'. It also displays the 'Credit card rate' as 'As low as 2.4% + \$0.30' and the 'Transaction fee' as '0%'. Under 'Accepted payments', logos for Visa, Mastercard, AMEX, Discover, JCB, UnionPay, DPay, Apple Pay, and Google Pay are shown. There are buttons for 'View payouts' and 'Complete account setup'. At the bottom, there's a 'PayPal Express Checkout' section. The footer of the page is dark blue and contains the text 'Your trial just started' and a 'Select a plan' button.

Other Options

Miscellaneous Effects

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

Navigation

Link lists
Link lists help your customers navigate around your website. They can be added to your theme via [Theme Settings](#).
Link lists can also be used to [create drop-down navigation](#) for your storefront.

[Add link list](#)

Main Menu

- Home
- Catalog
- Blog
- About Us


[Edit Link list](#)

Footer

- Search
- About Us

[Edit Link list](#)

Apps



You don't have any apps installed

[Visit the App Store](#)

Pages

[Filter pages](#)

<input type="checkbox"/>	Title	Last Modified
<input type="checkbox"/>	About Us The About Us page of your shop is vital because it's where users go when first trying to determine a level of trust. Since trust is such an ...	Mar 5, 2014
<input type="checkbox"/>	Welcome You made it! Congratulations on starting your own online store! This is your shop's frontpage, and it's the first thing your customers ...	Mar 5, 2014

[<](#) [>](#)

Blog Posts

[Filter blog posts](#)

<input type="checkbox"/>	Title	Blog	Tags	Author	Date
<input type="checkbox"/>	First Post	News	—	Shopify	Mar 5, 2014

[<](#) [>](#)

Blog posts are a great promotion tool that can be used to write about new products and deals.

LED Existing E-Commerce - Louisiana x InfoDezins ~ Home ~ Shopify x Exporting or importing invento x Using CSV files · Shopify Help x LOUISIANA ECONOMIC DEVELO x +


lasmallbizonline.com/existing-e-commerce

LED LOUISIANA ECONOMIC DEVELOPMENT

New E-Commerce Existing E-Commerce

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](#)

Most popular

\$ **29** /month

Choose this plan

Basic Shopify

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

Credit card rates ⓘ

Domestic: 2.9% + 30¢

International: 3.9% + 30¢

In Person: 2.7% + 0¢ ⓘ

Staff accounts

2 ⓘ

Shipping discount

\$ **79** /month

Choose this plan

Shopify

Add features like gift cards, retail hardware support, and professional reports to sell online or at a retail store.

Credit card rates ⓘ

Domestic: 2.6% + 30¢

International: 3.6% + 30¢

In Person: 2.5% + 0¢ ⓘ

Staff accounts

5 ⓘ

Shipping discount

\$ **299** /month

Choose this plan

Advanced Shopify

Scale your business online and in person with advanced reporting, and third-party calculated shipping rates.

Credit card rates ⓘ

Domestic: 2.4% + 30¢

International: 3.4% + 30¢

In Person: 2.4% + 0¢ ⓘ

Staff accounts

15 ⓘ

Shipping discount

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

Guests are welcome to come and go during the discussions to ask questions or listen to the discussion.

July 15, 2020
11:00 am

Exclusive LIVE Webinar: Email Marketing 101

Exclusive LIVE Webinar: Grow Your Business with U.S. Mail

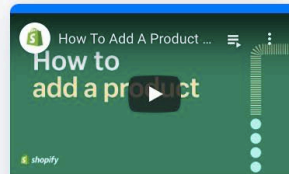
This interactive session provides an opportunity for business owners to connect with a local United States Postal Service Business Solutions Specialist to gain industry knowledge. The session will cover topics such as:



New E-Commerce

Existing E-Commerce

Adding Products



How to add a product



How to choose a payment provider

New E-Commerce

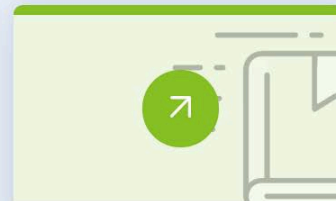
Existing E-Commerce

Getting Started



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

Guide

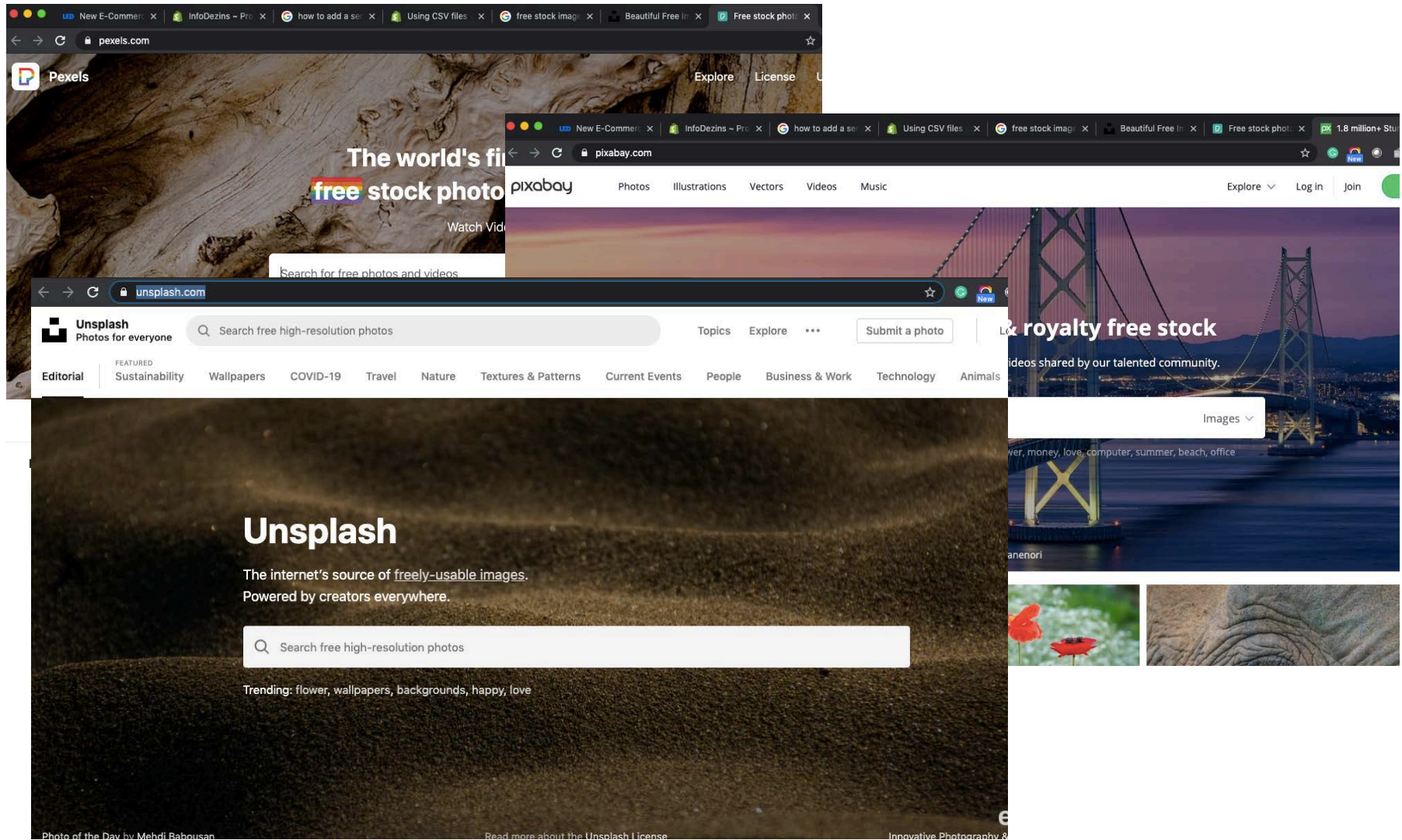


Adding business settings for your store

Guide

RESOURCES

FREE STOCK IMAGES



RESOURCES

LOOK AT OTHER SITES

[Our History](#) [American Bee Journal](#) [Dadant Candles](#) [Find A Location Near You](#) [Facebook](#) [Twitter](#) [YouTube](#) [Instagram](#)

 [HOME](#) [SHOP](#) [LEARNING CENTER](#) [NEWS](#) [RESOURCES](#)



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

[SHOP BEEKEEPING SUPPLIES](#)



Beginner Beekeeping Kits

Our beginner **beekeeping kits** contain everything necessary for a new beekeeper to start their first colony of bees, except the bees themselves. Our **Master Pollinator Kit #58001** includes:



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 honey to be stored, resulting in larger bee equipment. It is made into 3 sizes, **9 5/8" depth brood super**, and the shallow or



Beekeeping Clothing

Dadant beekeeping **suits, 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 sizes and shapes.



\$381.05

Master Pollinator Kit M58001

Free Shipping with \$100 Order*

Quality woodenware, educational materials and protective equipment

[Add to Cart](#)

[Add to Wishlist](#) | [Add to Compare](#)



\$363.13

9 5/8" Assembled / Painted Starter 10-Frame C52201P

Free Shipping with \$100 Order*

10 Frame 9 5/8 inch assembled and painted starter beehive

[Add to Cart](#)

[Add to Wishlist](#) | [Add to Compare](#)



\$293.50

Expanding Apiary Kit 10-Frame C52301P

Free Shipping with \$100 Order*

10-Frame Expanding Apiary Kit, assembled and painted

[Add to Cart](#)

[Add to Wishlist](#) | [Add to Compare](#)

[HIVE PARTS](#)

[SHOP BEEKEEPER SUITS](#)