



GET STARTED GUIDE

Thanks for joining A Better Lemonade Stand!

I wanted to make sure to start you off right so I have put together the absolute best resources for you in this PDF. This PDF contains partner discount, a list of the top 25 blogs posts online for ecommerce entrepreneurs, as well as my personal toolbox of over 75 incredible web apps to help you build your business.

Before I get into all of that, I wanted to highlight a few things to catch you up to speed with what's going on at A Better Lemonade Stand.

Top Rated Blog Posts

I try to write blog posts that are as actionable as possible. Below are just a few of my top rated posts you shouldn't miss.

1. [Reverse Engineering The Perfect Ecommerce Product](#)
2. [How To Build a Brand Persona](#)
3. [The 17 Things Every Entrepreneur Needs To Do To Prepare For 2014](#)
4. [Safely Sourcing Your Product From Alibaba](#)

#TheGreatBuild Project

I encourage you to check out my newest project, [#TheGreatBuild](#). I am building a new ecommerce business and documenting it every step of the way to help and inspire others just like you. Check that out [here](#)!

The Ecommerce Private Facebook Group

This is a private Facebook group with an active group of other passionate ecommerce entrepreneurs. If you are interested in joining this very active and exclusive group.

[Complete the application.](#)

Once again, I really want to thank you for joining A Better Lemonade Stand. I'm really excited to share my knowledge and experience with you. Please feel free to email me anytime at richard@abetterlemonadestand.com.

Cheers,
Richard

Partner Discounts

Shopify Discount

I have partnered with Shopify to offer all my subscribers 20% off all plans for the life of your business as well as a 30-day trial vs. the normal 15 days. You just need to [sign up through this link](#).

Please note: When you click on the link, there will be no indication at all that you are getting a discount whatsoever. However, when you receive your first monthly bill, the discount will be reflected in your invoice.

eCommHub Discount

eCommHub is a drop-shipping and fulfillment web application that integrates with your existing online e-commerce store for a fully automated experience. They integrate with all the major ecommerce platform players like Shopify, BigCommerce and Magento.

[Sign up to eCommHub](#) and use the coupon code **LemonadeStand** to receive 30% off for 3 months for any subscription on eCommHub.

Spark Shipping Discount

Automation is a major component to a successful ecommerce business. Spark Shipping offers automated order management, real-time, pricing updates, and third-party fulfillment that will both save you time and help you put your business on auto-pilot.

[Sign up for Spark Shipping](#) and use the code **ABetterLemonadeStand0414** to receive 25% off your first 3 months of service.

Lettuce Apps Discount

Lettuce's web-based platform provides the connective tissue between capturing orders, managing inventory, accounting for sales, processing payments, and order fulfillment. Rather than manually entering information into all these disparate systems, businesses can use Lettuce to manage all those pieces of its business from one online dashboard.

[Sign up for Lettuce Apps](#) using the code **TheGreatBuild** for 50% off for the first 3 months.

Klaviyo Discount

Email is one of the best ways to bring in new customers and keep them coming back. Klaviyo puts your newsletters, abandoned carts and more all in one place.

By nurturing new customers into making their first purchase and bringing existing customers back, stores running Klaviyo frequently see 25% increases in sales from email.

[Sign up for Klaviyo](#) using the code **LemonadeStand** for 50% off for the first 3 months.

Ecommerce Resources & Tools

Searching Patents

US Patent & Trademark Office - <http://www.uspto.gov>

Factory Sourcing Tools/Services

Makers Row (All U.S. Based Factories) - <http://makersrow.com/>

Fetch China - <http://fetchchina.com/>

Finding a Product/Manufacture

One of the first steps if you don't already have an idea for a product to sell online is finding a few product ideas you think might have potential. These are some sites I am always scouring in search of finding a new niche to sell into. Check out my blog post, [The Ultimate Guide to Safely Sourcing Your Product From Alibaba](#).

Alibaba - <http://www.alibaba.com>

Alibaba Express - <http://www.aliexpress.com>

EBay - <http://www.ebay.com>

World Wide Brands - <http://www.worldwidebrands.com> (Largest Drop Shipping Database)

Thomas's Register of Manufactures - <http://www.thomasnet.com>

In addition I subscribe to various sites the feature new/interesting products daily for ideas and inspiration like:

Outblush - <http://www.outblush.com>

Uncrate - <http://www.uncrate.com>

The Awesomer - <http://www.theawesomer.com>

Charles & Marie - <http://www.charlesandmarie.com>

Wanelo - <http://wanelo.com> is like a Pinterest for trending products and stuff you want/like. It's a great glimpse into new, interesting product ideas.

Spying On Your Competition / Confirming Market Size

These are all awesome tools for spying on your competitors and to help confirm market size while still in research mode.

FREE Tools:

Who Is Database - <http://whois.domaintools.com>

Compete - <http://www.compete.com>

Google Keywords Tool - <https://adwords.google.com/o/KeywordTool>

The Wayback Machine - <http://archive.org/web/web.php>

Google Alerts - <http://www.google.ca/alerts>

Quantcast - <http://www.quantcast.com>

Paid Tools:

SpyFu - <http://www.SpyFu.com> (\$79/month)

Open Site Explorer - <http://www.opensiteexplorer.org> (Free-\$99/month)

Domain Registration

Need to register a web address for your business? There are hundreds of services available; here are a few I have used.

Names Cheap - <http://www.namescheap.com>

GoDaddy.com - <http://www.godaddy.com>

Domains in Seconds - <http://www.domainsinseconds.com>

Hosting Services

If you need hosting services, these are the ones I have used and been very happy with.

Bluehost - <http://www.bluehost.com>

Rackspace - <http://www.rackspace.com>

Graphic/Logo Design

Need some graphic design done? 99Designs is great for holding design contests and ranges in price from \$200-\$500. Fiverr is great for less creative (mostly template) but still great work at \$5 a job.

99 Designs - <http://www.99designs.com>

Fiverr - <http://www.fiverr.com>

Outsourced Work/Odd Jobs

Anything that can be done without physically being present can be done with one of the following services. I have used Fiverr for Graphics and Video Intros, ELance for copywriting (I had someone write some captivating product descriptions), Odesk and Rent A Coder for programming challenges (Customizing ecommerce website templates).

Fiverr - <http://www.fiverr.com>

Elance - <http://www.elance.com>

Odesk - <http://www.odesk.com>

Rent A Coder - <http://www.rentacoder.com>

Zirtual - <http://www.zirtual.com>

Royalty-Free Photos

Nothing beats your own photography and unique graphics but that's not always possible, especially during your testing phase. Here are some sites for sourcing photos and graphics.

Dreamstime - <http://www.dreamstime.com> (Paid)

I Stock Photo - <http://www.istockphoto.com> (Paid/Free)

Fotor - <http://www.foter.com> (Free)

PicJumbo - <http://picjumbo.com/> (Free)

Graphics & Photography

Creative Market - <https://creativemarket.com/>

Place It - <https://placeit.net/>

Adobe Photoshop Alternatives

Gimp - <http://www.gimp.org/>

PIXLR - <http://pixlr.com/>

Canva - <https://www.canva.com/>

Business Incorporation

When you are ready to register your businesses, these services can help you through the legal mumbo jumbo. Make sure you educate yourself on exactly what you need before you go and get it.

The Company Corporation (USA) - <http://www.incorporate.com>

Corporation Center (Canada) - <http://www.corporationcentre.ca>

Corporate Creations - <http://www.corporatecreations.com>

Legal Zoom - <http://www.legalzoom.com>

Website Creation

For your actual ecommerce site you're going to want to use a ecommerce platform (listed later) but for testing purposes and proof of concept these sites can get you up and running in no time.

Weebly - <http://www.weebly.com>

SquareSpace - <http://www.squarespace.com>

Wordpress.com - <http://www.wordpress.com>

Wordpress.org - <http://www.wordpress.org> (One-Click Wordpress Upload with Bluehost.com)

Strikingly - <http://www.strikingly.com> (Gorgeous and easy 1 page designs. My current favorite for testing)

Landing Page Creation/Testing

Create landing pages quick and easy. Ideal for testing ideas.

Unbounce - <http://www.unbounce.com> (Paid)

LaunchRock - <http://www.launchrock.com>

Lead Pages - <http://www.leadpages.net>

Striking.ly – <http://www.striking.ly>

Web Form Builder

Need to capture information from customer/perspective customers etc? Use these services to create forms quickly and easily to add to a webpage to collect names, email etc.

WooFoo - <http://www.wufoo.com>

Google Docs - Forms - <http://docs.google.com>

Surveying

A great tool while in your research stage. Use your social networks to send out a survey to get some quick insight in your idea/market/product.

Survey Monkey - <http://www.surveymonkey.com>

Website/Design Color Coordinator

These website will help you better understand and choose colors for you website/logo/product packaging/branding etc. I particularly like the Adobe Kuler

tool. You can use color pallets the community has designed or create your own and name it.

Color Scheme Designer - <http://www.colorschemedesigner.com>

Adobe Kuler - <http://www.kuler.adobe.com>

Colour Lovers - <http://www.colourlovers.com/>

Shopping Cart Platforms

A list of some of the bigger/upcoming ecommerce carts. Shopify, BigCommerce and Volusion are all hosted solutions. Magento you need to host yourself. If you are a beginner, the first three are your best options. Shopify is definitely a favorite amongst many people including myself. Check out the post [Andrew Youderian](#) did with ecommerce shopping cart expert [Andrew Bleakly](#) - [Picking the Best Shopping Cart](#).

Shopify - <http://www.shopify.com>

BigCommerce - <http://www.bigcommerce.com>

Volusion - <http://www.volusion.com>

Magento - <http://www.magento.com>

Space Box - <https://spacebox.io> (Space Box is not a hosted ecommerce platform, rather a hosted ecommerce payment processor. You need to create your website and product on another platform but the beauty is it payment simplicity and the ability to do re-occurring/subscription payments.)

Payment Processing

Payment Processors will depend largely on who your shopping cart integrates with. Everyone will integrate with PayPal and it's the easiest to get up and running (5 Minutes). It can also be the most costly. It works great as a proof of concept stage but you will want to look into other options as you begin to sell more.

PayPal (Easy) - <http://www.paypal.com>

Stripe (Easy) - <http://www.stripe.com> (Great integration with Space Box and Squarespace. Also a good option for Canadian customers)

Google Checkout (Medium) - <http://www.checkout.google.com>

Authorize.net (Hard, requires application/credit check) - <http://www.authorize.net>

Email Marketing Platforms

You're going to want to begin building a marketing list so you can target promotions and specials to those who want to hear about it. Building a customer list is a fundamental component of all ecommerce businesses. Make sure you choose one that integrates with your shopping cart. MailChimp and AWeber are two very popular ones that almost all carts integrate with.

MailChimp - <http://www.mailchimp.com>

AWeber - <http://www.aweber.com>

Google Services

Google has a ton of services to help you with your new business. From researching your product/market viability to managing your online advertising and analytics. They are all worth knowing.

Google Analytics - <http://www.google.com/analytics>

Google Adwords - <http://www.google.com/adwords>

Google Keywords Tool - <https://adwords.google.com/o/keywordtool>

Google Webmaster Tools - <http://www.google.com/webmasters/tools>

Google Merchant Center - <http://www.google.com/merchants>

Google Trends - <http://www.google.com/trends>

Outsourced Order Fulfillment and Shipping

Once you begin selling product and are selling product at a steady rate, you're going to want to outsource your fulfillment. That means that all your product will

be stored on a warehouse and when an order comes in, it will go through your website and directly to the warehouse so they can pick, pack and ship your order on your behalf. There are many companies that can take care of this for you depending on the volume you plan to ship. Things to consider are integration with your shopping cart, total costs to pick and pack your product, and location of their warehouses.

Shipwire - <http://www.shipwire.com>

eFulfillment - <http://www.efulfillmentservice.com>

Importing

If your manufacturing takes place in another country, you are going to need to have it imported. To do that, you need a customs broker to inspect and sign for your goods on your behalf.

Pacific Customs Broker - <http://www.pcb.ca>

Duty Calculator - <http://www.dutycalculator.com/> - This tool allows you to select your import to and from country, select a product, enter a total amount and it will tell you exactly how much you will pay in duties and taxes.

Office Tools

For most ecommerce businesses starting out, a great FAQ page, email address and maybe some availability on social media sites is enough, but if you want to take your business to the next level, or maybe you are selling something complicated that may require a phone call to solve issues for customers, you may want fax and 1-800 #'s.

HelloFax - <http://www.hellofax.com> (Fax)

Toll Free Max - <http://www.tollfreemax.com> (1800 #)

Kall 8 - <http://www.kall8.com> (1800 #)

Applications

Keyword Researcher - <http://keywordresearcher.org>

Other Tools

A random list of other tool that may come in useful, depending on your particular situation.

My eCover Maker - <http://www.myecovermaker.com>

InstaPageRank - <http://www.instapagerank.com>

Domain Masher - <http://domainmasher.com>

Top 25 Ecommerce Blog Posts

General Business

Starting a Drop shipping Business - [The Ultimate Guide to Drop Shipping](#)

Finding a Product

Deciding on a product to sell - [Reverse Engineering the Perfect E commerce Product](#)

Choosing products to sell - [A Comprehensive Guide for Choosing What Products to Sell Online](#)

Testing an Idea/Product

How to start and test and idea - [How to \(Step by Step\) Test a Million Dollar Idea in 24 Hours](#)

How to validate your idea - [How To Test Your Online Product Before It's Even Made – Part 1 | Making Sure a Market Exists](#)

Business Planning

How to write an ecommerce business plan - [The Ultimate Guide to Business Plans](#)

How to start a business in a weekend - [How to Create a Million-Dollar Business This Weekend](#)

Analytics

Ecommerce metrics to watch (with Templates) - [Seven Essential Metrics for Ecommerce Startups \(with Templates\)](#)

Spying on Competition - [How to be the James Bond of the Web: 37 Best Marketing Tools to Spy on Your Competitors](#)

Ultimate guide to Google Webmaster Tools - [The Guide to Google Webmaster Tools – Analytics Integration, +1 Metrics, and More](#)

Search Engine Optimization

Beginners guide to SEO - [The Beginners Guide to SEO](#)

How to do an SEO audit - [How to Do an SEO Audit & Why It's Important for Your Store's Long-Term Success](#)

Google penalty removal - [Ultimate Guide to Google Penalty Removal](#)

SEO for ecommerce - [The Ultimate Guide to SEO for E-commerce Websites](#)

Comprehensive list of ways to build links - [Link Building Strategies – The Complete List](#)

Actionable list of 50 ways to build links - [50 Actionable Ways To Build Links To Your eCommerce Store](#)

SEO test for your site - [Quick Sprout](#) (Not a blog post but a testing tool for SEO. Think of it as an amazing, custom blog post written about the SEO of your personal site)

Marketing

Takes the cake for the most actionable, comprehensive infographic on the web - [The Noob Guide to Online Marketing \(With Giant Infographic\)](#)

Ecommerce conversion optimization - [Holy Grail of eCommerce Conversion Optimization - 91 Point Checklist and Infographic](#)

Raising Money on Kickstarter - [Hacking Kickstarter: How to Raise \\$100,000 in 10 Days \(Includes Successful Templates, E-mails, etc.\)](#)

Comprehensive guide to running a sweepstakes - [The Advanced Guide To Sweepstakes](#)

Google Adwords training. This is a great starting point for beginners - [Google AdWords Essential Training](#)

Facebook Ads - [A Comprehensive Guide to Facebook Ads - A 30 minute Crash Course in Facebook Advertising](#)

Graphics/Photography

Ultimate Resource for the best graphics/photography - [Where the Best Designers go to Find Photos and Graphics](#)