

Hello!

my name is  
Alicia Souza

Here is a little  
work book for my  
SKILLSHARE class:



eCommerce for Creatives:  
Sell your ARTWORK with  
an online store! ❤

Link: <https://skl.sh/aliciasouza2>

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↑  
click  
here!

Starting a business can be daunting and as an artist it can sometimes get even more intimidating or confusing, when your heart is already set on the lovely part of creating the art. I hope these notes will guide you through those first few steps and help you kickstart the process of building your brand online.

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## Lesson 2: Getting Started

- Note down a larger vision for your brand
  
- List down your goals to help you get there.

## MY WHY?

→ Problems you are solving?



→ Is there a wrong that you want to set right with your brand? Or to fill a void?



→ Tradeoffs within your life to make this happen. (time? money?)



→ What you want to achieve?



It may help to answer the following questions:

- How much do you want to grow?
- How many products do you want to start with?
- What does success look like to you?
- Will this business be a source of livelihood?
- Would you like to work solo or get a business partner on board?
- Weigh whether you need a partner by asking yourself the following questions:

Do you work better solo or with a partner?

Do you have the time to manage all aspects of your business on your own?

Are there aspects of your business that a partner with expertise can help with? (for eg. logistics)

List out your core brand principles and values

→ A value my brand will stand by & will be part of any decisions made?



→ Why are these values important?



→ How will they affect the brand & any decisions made?



little notes & thoughts

# Lesson 3:

## Preparing a business

Here is a checklist to follow for the documentation process:

- Prepare / Plan / market research
- Set goals + timeframes
- pick name(s) (firm name / brand name)  
- can be same or different
- trademark logo
- domain registration
- Secure social media pages
- register business (Proprietor / partnership)  
LLP etc.)
- GST registration
- Shops & establishment certificate  
(for commercial workspace - state dependant)
- website platform signup (Shopify etc.)
- Look into lawyer / accountant
- 
- 

Alicia's tiny recommendations of Payment Gateway partners:

India: Razorpay, CC Avenue

Internationally: Paypal

Do note that the checklist and the recommends are very location based and you may have more things to add and some things to subtract based on where you live.  
Do some research and a little Googling doesn't hurt anyone :)

## Lesson 4:

### Planning your finances

→ Put together a financial plan

- secure investment
- calculate pricing of products & operations
- calculate expenses
- set up bank account
- set up payment gateway
- insurance / others
- 
- 

notes

## WHO IS MY CUSTOMER?

- Why does a person buy from your brand?
  - Age / gender / location? relevance?
  - Spender or deal-lover?
  - Do your values align with your possible / ideal customer values?
- .....

→ Research brands that would be in line with yours

Choose three brands that reflect your values and aligned mission:

1

- Brand Name:
- What Are Their Values?
- How Do They Engage With Their Customers?
- Do They Have a Social Media Presence?
- How are they Advertising/Marketing?
- What are the top ten products & services?
- What is their pricing?

2

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→ Write out a list of all of your products you'd like to sell.

Consider starting with just a few products:

1)

2)

3)

4)

5)

6)

7)

8)

9)

10)

.....

→ It's time to price your products and estimate your marketing cost.

For each of your products build out your product price worksheet (next page is an example sheet and then the sheet for you to fill out). Following that is a worksheet to get you started on budgeting for marketing.

## Worksheet 2

• pricing • (example sheet) \*

Product: JOURNAL

category: stationery

	AMOUNT	PERCENT %
cost price	₹ 250	25%
COURIER cost	₹ 100	10%
payment gateway	₹ 20	2%
marketing expense	₹ 250	25%
Breakup (if needed)	[ Ads, photoshoot, video, press, discounts etc. ]	
packaging (storage, material cost)	₹ 50	5%
GST	₹ 150	15% (average)
RETURNS	₹ 50	5%
Total expenses	₹ 2870	87%
contribution margin	₹ 130	13%
MRP / sales price (maximum retail price)	₹ 1000	

Note: selling price of product = ~4 times the cost price to cover costs of selling online (apx.)



\* for illustrative purposes only. Margins will be dependant on category / size / pricing etc.

## Worksheet 2

### • pricing.

Product: \_\_\_\_\_

category: \_\_\_\_\_

	AMOUNT	PERCENT %
cost price		
courier cost		
payment gateway		
marketing expense		
Breakup (if needed)	Ads, photoshoot, video, press, discounts etc.	
packaging (storage, material cost)		
GST		
Returns		
Total expenses		
contribution margin		
MRP / sales price (maximum retail price)		

Note: selling price of product = ~4 times the cost price to cover costs of selling online (apx.)



# Marketing Costs

Marketing expenses	Budgeted	Actuals	Variance
Branding			
Website			
<u>Campaigns / Awareness</u>			
Online ads			
offline ads (eg: radio)			
Print ads (eg: catalogues)			
Influencer marketing			
Direct marketing			
Press relations			
Events			
Sponsored content			
Email marketing			
Market research			
Media - own (eg: blog)			
Video ads			
Trade shows			
<u>Others</u>			
Research			
Travel			
Equipment (hardware)			
Marketing tools / apps			
Marketing subscriptions / recruitment services			
Creative software			
Training			
Memberships / Affiliations			
Total			

## Lesson 5:

### Managing your logistics

→ Here is a checklist to help you figure out your logistics

- Sampling , finalising prods.
- order inventory
- packaging (material)
- Storage - racks etc.
- courier (<sup>logistics aggregator</sup> partner)
- \_\_\_\_\_
- \_\_\_\_\_

→ Research courier companies, list down your top options here::

Alicia's recommendations for courier companies:

India: Pickrr, FedEx, Aramex, Delhivery, BlueDart, DHL, DTDC

Internationally: FedEx, UPS, DHL

## Lesson 6:

### Creating your brand identity

→ Work on your branding by figuring out and finalising the following:

- Brand strategy  
(promise, story, values, look & feel)
- Brand identity (visual)  
(logo, fonts, colours etc.)
- photography
- copywriting
- website designing
- \_\_\_\_\_
- \_\_\_\_\_

little notes & thoughts

## my U.S.P. (unique sale - proposition)

- what will your brand solve / bring to your customer?
- what distinguishes it from a competitive brand?
- is your proposition important enough to win a customer over?



## Lesson 7:

### Building your website

→ Aspects to cover under building your website

- Photography
- Copywriting
- Website designing
- 

For Website Designing:

Try out Shopify with a free trial with Alicia's Coupon Code:

Free trial (India) : <https://shopify.pxf.io/aliciaindia>

Free trial (rest of the world) : <https://shopify.pxf.io/alicia>

Other ecommerce platform recommendations: Squarespace, BigCommerce, BigCartel, Wix

→ Tips for creating an effective website:

- Choose an easy to navigate template
- Check how your template works on different devices
- Check how your template works on different browsers
- Position your most important content (for eg. a new launch) at the top of your page
- Pay attention to product photography - a mix of product photos on a clean background plus some lifestyle photos is ideal!
- For product photos - make sure to capture all product details that a customer might want to know for eg dimensions, features, packaging photos etc.
- Add in core values and your unique selling point to your about page

- Here is a list of details you can add for product copy:
- Description
  - Dimension
  - Weight
  - Features
  - Care Details
  - Usage Details
  - Any delivery or additional tax on the product price

- Test your store!

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## Lesson 8: Leveraging your social media

- plan the strategy
- social media strategy
- \_\_\_\_\_
- \_\_\_\_\_
- 
- LAUNCH!**

Thank You  
&  
all the best!

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[www.aliciasouza.com](http://www.aliciasouza.com)

