

eCommerceFuel Manifesto



Spire Digital Manifesto

This manifesto is specifically for eCommerceFuel, but please make sure to read the [Spire Digital manifesto](#) as well as all concepts there apply first and foremost.

Mission Statement

To build the web's best community for experienced, independent merchants.

Core Values

Quality - Above all, we strive to inject quality into everything that we do. From blog posts to the membership in our private community, we value quality above all else.

Sense of Community - People may be attracted to eCommerceFuel forum initially based on the quality content / forum we offer, but they'll only stay if they feel like they're part of something bigger than themselves. We strive to create this sense of community by:

- Fostering personal connections between members through introductions, online events, off-line events and (eventually) masterminds
- Very warmly welcoming members to the group with a personal touch
- Publicly appreciating and acknowledging top contributors
- Following the recommendations [in this article](#)

Fierce Independence - The desire to shape one's own destiny and future is ultimately what's at the heart of most people's eCommerce drive - whether it's a store owner trying to improve his business or a professional looking to start his first online store. We want to encourage and promote this spirit in everything we do.