



How To Set Up A Shop

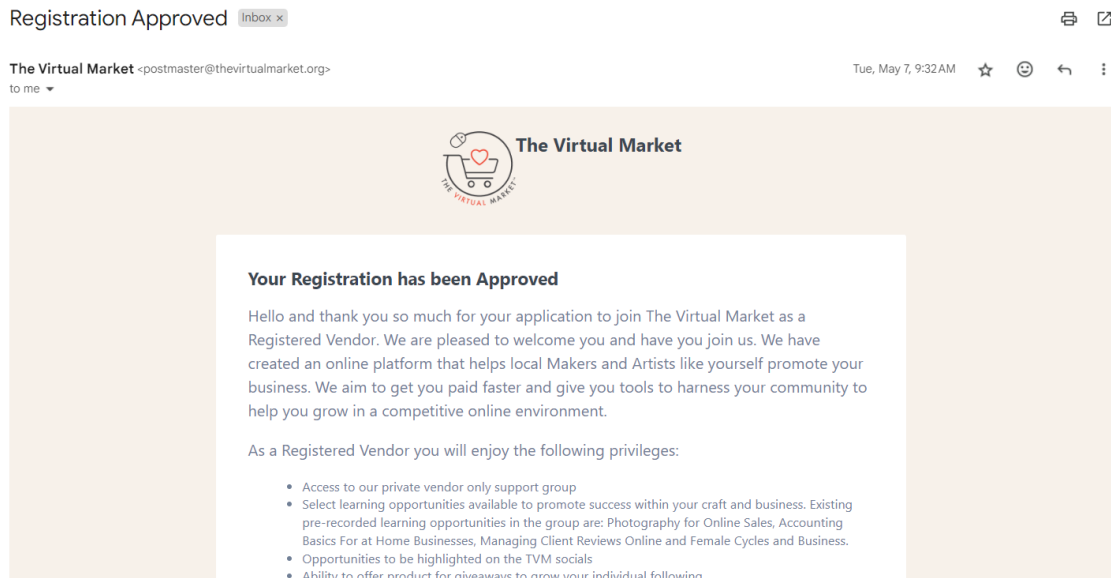
We are so excited to have you join us at The Virtual Market! Follow along this document for a guide on how to set up your shop.

Table of Contents

1. Opening Your Email	2
2. Information in Email	2
• Temporary login credentials	2
• Link to login to shop	2
3. Signing In	3
4. Click on My Shop	4
5. Begin Editing	5
6. Begin Setting up Your Shop	5
Logo	5
Shop Name	5
Banner	5
Shop Bio	6
Processing Time	6
7. Set up your Contact Now Link	6
8. Set up your Public Profile Information	7
9. Set up your Pickup Address and Admin Contact	7
10. Set up your Social Media URLs and Footer Call to Action	8
11. Connect your Stripe account	9
12. Save your information by pressing the save button	10

1. Opening Your Email

- Open the email you received from The Virtual Market titled “Registration Approved”. It will look like this:



2. Information in Email

- Read through the email and notice two items at the bottom:
- **Temporary login credentials**
- **Link to login to shop**

Here are your login credentials:

Email: chloejumper05@gmail.com

Temporary Password: [REDACTED]

Update your password in the settings menu after you login at

<https://thevirtualmarket.ca/panel>

Sally Leonard

Founder

The Virtual Market

www.thevirtualmarket.ca

info@thevirtualmarket.ca

3. Signing In

- Put your temporary login credentials into the **sign in area** and complete logging in



Sign In

[SIGN IN](#)

[Forgot Your Password?](#)

Don't have an account?

[VENDOR REGISTER](#)

[SHOPPER REGISTER](#)

- Once you have logged in successfully you will be taken to this page:



Chloe ▾

My Shop
Products
Orders
Subscription
Vendor Resources

Welcome

Dashboard

Go to [My Shop](#) to get your shop started!

Hello and thank you so much for your application to join The Virtual Market as a Registered Vendor and we are pleased to welcome you to join us. We're so excited for the direction we are moving in and are so happy that you want to join the community and to take on this journey together! Now that the website has officially launched, the only place to go from here is up!

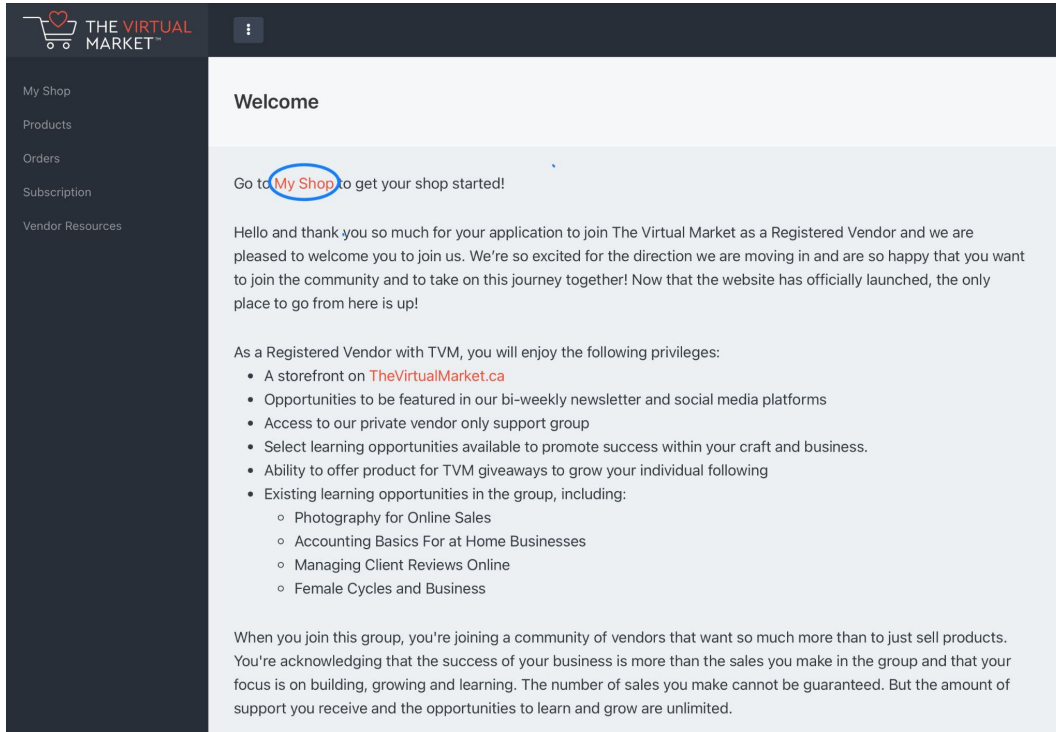
As a Registered Vendor with TVM, you will enjoy the following privileges:

- A storefront on [TheVirtualMarket.ca](#)
- Opportunities to be featured in our bi-weekly newsletter and social media platforms
- Access to our private vendor only support group
- Select learning opportunities available to promote success within your craft and business.
- Ability to offer product for TVM giveaways to grow your individual following
- Existing learning opportunities in the group, including:
 - Photography for Online Sales
 - Accounting Basics For at Home Businesses
 - Managing Client Reviews Online
 - Female Cycles and Business

When you join this group, you're joining a community of vendors that want so much more than to just sell products. You're acknowledging that the success of your business is more than the sales you make in the group and that your focus is on building, growing and learning. The number of sales you make cannot be guaranteed. But the amount of support you receive and the opportunities to learn and grow are unlimited.

Please join our Vendor Only group called Canada Vendors United. It is a Learning Group complete with Units/Guides to help you succeed in your business. Please join the group by clicking on the link below.

4. Click on **My Shop**



Welcome

Go to **My Shop** to get your shop started!

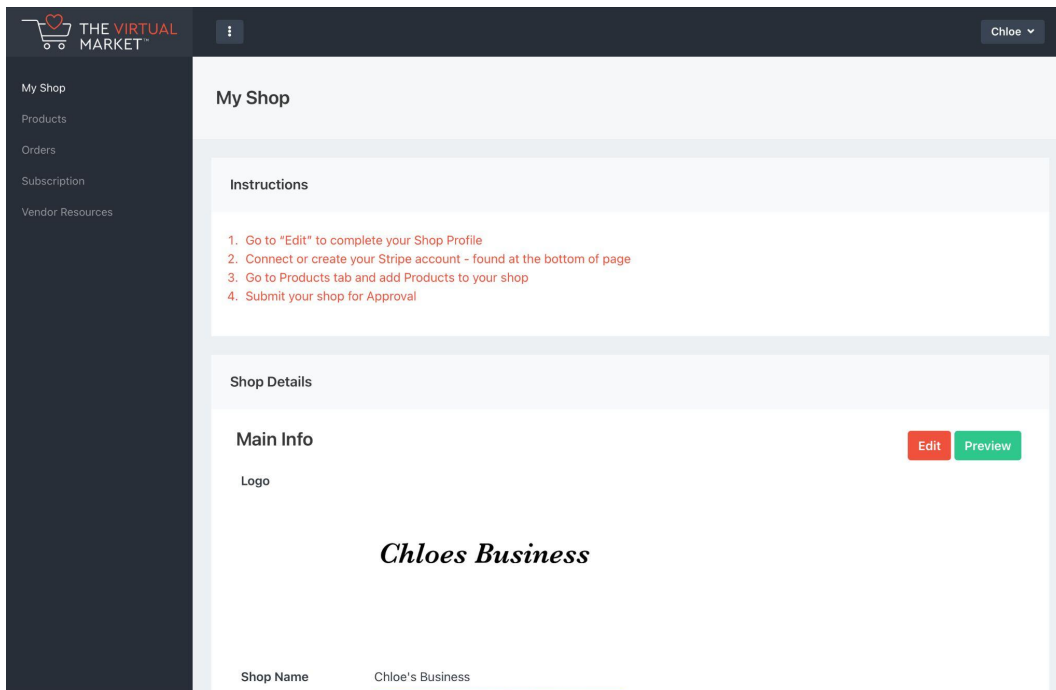
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- Once you click on my shop you should be taken to a page that looks like this



My Shop

Instructions

1. Go to "Edit" to complete your Shop Profile
2. Connect or create your Stripe account - found at the bottom of page
3. Go to Products tab and add Products to your shop
4. Submit your shop for Approval

Shop Details

Main Info Edit Preview

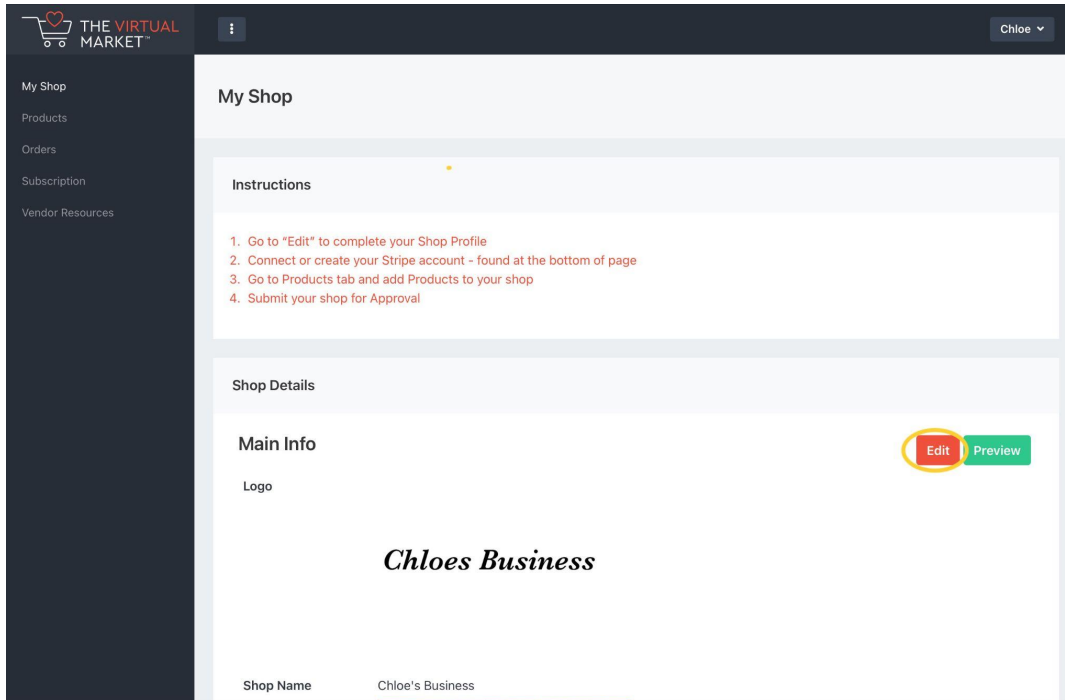
Logo

Chloes Business

Shop Name: Chloes Business

5. Begin Editing

- Click on **Edit** to begin editing your shop



6. Begin Setting up Your Shop

Logo

Click **replace/add image** and select the image of your choice. Square is the recommended image shape

Shop Name

Simply type your shop name in the **box**

Banner

Click **replace/add image** and select the image of your choice. Your banner image can be taken off the internet if you have legal permission. You can use <https://unsplash.com/> to find copyright free images.

Shop Bio

Simply type what you would like to be in your shop bio in the box. We recommend adding a refund policy to your shop bio. Example:

Please note all refunds are subject to Stripe transaction fees and must be completed within 10 days of receiving your item. There are no refunds for custom orders.

Or.

All purchases are final sale.

Processing Time

Simply type what you would like to be your processing time in the box

Logo*

Replace Image

Chloes Business

Shop Name*

Chloe's Business

Banner*



Replace Image

Recommended Image size: 1900 x 600

Shop Bio*

This is Chloe's Mock Shop

Processing Time*

2 weeks

7. Set up your Contact Now Link

- This link should be pasted into the Contact Now Link box

- **This should be a link to either Instagram DM or Facebook Messenger
- For more information visit: [Setting Up Contact Now Button](#)

Contact Now Link*

<https://www.facebook.com/profile.php?id=100053863518182>

This button will show up in your shop info card. You are required to put in contact information in this field. Please refer to the Vendor Resources guide for more details.

8. Set up your Public Profile Information

- Fill in the necessary information in the following boxes

Public Profile
Shown on Shop Page Info Card

Your Name(s)*	Chloe Smith
Shop Contact Email	chloejumper05@gmail.com
Phone Number	(403)-000-0000
GST Number	If you would like to publish your GST number publicly, add it here. e.
Pick Up Region	Pick up SE Calgary

9. Set up your Pickup Address and Admin Contact

- Fill in the necessary information in the following boxes

Pickup Address
Full address will not be published information - this will be used for product searches. To publish which community/sector of the city you are available at for pick up, add to the Public Profile section

Please select your address from the auto completed list.

Address*

Admin Contact
Not public - used for The Virtual Market administration

Email*

Phone

First Name*

Last Name*

Additional Contact

10. Set up your Social Media URLs and Footer Call to Action

- Fill in the necessary information in the following boxes
- For more information on CTA Footer visit: [How to Best Use the CTA Footer](#)

Social Media

Full URL required so that Shoppers can link directly to your social media pages

Facebook	https://www.facebook.com/profile.php?id=100053863518182
Instagram	
Twitter	
Pinterest	
YouTube	

Footer Call to Action

This section will be at the bottom of the page and allows you to highlight features, take people directly to certain products, highlight customizations etc

Footer Title	Max: 30 characters
Footer Subtitle	Max: 30 characters
Footer CTA Text	Max: 30 characters
Footer CTA Link	Please ensure links start with https://

11. Connect your Stripe account

Stripe

Connect Stripe

12. Save your information by pressing the **save button**

Facebook

Instagram

Twitter

Pinterest

YouTube

Footer Call to Action
This section will be at the bottom of the page and allows you to highlight features, take people directly to certain products, highlight customizations etc

Footer Title

Footer Subtitle

Footer CTA Text

Footer CTA Link

Save