

**good morning,
glad you're here!**

say hello

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Wife & two kids

Still can't grow a beard, despite being in quarantine

why are we here?

Reality of putting your
business online

Drawing quality,
transformational customers

by the numbers

Retail \$4.9 trillion in 2021

B2B \$6.6 trillion in 2020

**Online shopping is
preferred by 51% of US**

**2019 Black Friday \$87
billion**

remember

Not just about t-shirts

**Allow customers to make
decisions quickly and
convert**

**Gain revenue, gain loyalty,
grow another vertical**

**before we keep
going**

**Differentiate yourself
through the experience**

**Transactional vs.
Transformational**

**Experience drives
abandonment,
transactions, repeat buyers**

**exceed
expectations**

**Seamless & convenient
experience**

Speedy gonzales

Updated & accurate

Make it appealing

Ask for information

put this into practice

Simple navigation

Checkout process

Catch the eye

Minimal is key

Get them back

Customer service

how?

Squarespace

Shopify

Wordpress

squarespace

**Ecommerce is not it's bread
and butter**

Great for content

**Limited features for
ecommerce**

Starts at \$18/mo

shopify

**Ecommerce is what it does
best**

Seemingly endless plugins

**Great for developers to
customize**

Starts at \$29/mo

wordpress

**Best for full customization
to align with your brand**

**Great for content,
commerce, marketing,
extendability**

**Price varies - typically
finding a partner to assist**

examples

Booking appointments

Monthly subscription

Photography/Video

Wholesale

Diversify

final notes

Expand your reach

Understand your customers

Additional revenue

q&a

Additional questions?

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