

# The E-commerce Series

What you will learn in this **amazing**  
**binge-able**  
**fun**  
**challenging**  
**not timepass course.**

## **Episode 1: Introduction to E-Commerce**

An introduction into the exciting and ever-growing world of E-commerce.

## **Episode 2: Forms of E-Commerce**

Understand the different forms of E-commerce, i.e. wholesale, dropshipping, subscription and services.

# **Chapter 1: Understanding E-Commerce**

## Episode 1: Getting Started

A deep dive into Shopify Partner Program - the different avenues it has, its various benefits, and how to get started on it!

# Chapter 2: Shopify Partner Program

## Episode 1: Setting Foundations

Taking you through everything you need to know about your client's business before you jump into a project! This step is as important as the project itself.

## Episode 2: The Process - From Pitching to Delivering

In this episode, you'll understand the entire journey with any client: from pitching to delivering: there's planning, pitching, onboarding, building and delivering.

# Chapter 3: Understanding your client's needs

## Episode 1: Building a Development Store

A simple step-by-step guide on creating a development store.

## Episode 2: Products and Collections

Start building your store by adding the most important elements - products and collections. We'll walk you through the entire process of selecting, adding images, defining pricing, and so on.

## Episode 3: Picking the Right Theme

Time to make this store look appealing. Learn about themes, designing pages, and changing layout.

## Episode 4: Creating Essential Pages

Take your store one step further by adding in essential pages: about us, contact us, shipping & delivery, and policy pages.

## Episode 5: Setting Up Payment Gateways

Learn how to add a payment gateway onto your Shopify store.

## Episode 6: Shipping and Fulfillment

In this episode, you'll learn about the three shipping and delivery methods and you can add them onto your Shopify store.

## Episode 7: Domains and Plans

The last straw: understand how to integrate your domain address. You'll also learn about the different Shopify plans and how you can choose one for your client.

# Chapter 4: Getting to Building

## Episode 1: App Integrations

It's time to jazz up your store. The first thing to do - app integrations, and we'll walk you through exactly how.

## Episode 2: Marketing and Analytics

Stores are as good as the number of people buying from it. In this episode, we'll give you an overview of the different marketing and analytics features on Shopify and how you can use these to tell the world about your store.

## Episode 3: What Makes a Great Store?

Inspiration time! We look at other top Shopify stores and list down what they did right.

# Chapter 5: Jazzing up your store

## Episode 1: Pitching Shopify to Your Clients

In this episode, we'll teach you how to pitch Shopify to your clients and give you access to a bunch of resources!

## Episode 2: A Quick Pep Talk!

There you go! You're all set to start your journey in the world of Shopify. Here's a quick pep talk before you leave.

# Chapter 6: Maximise Shopify's partner program

# If you've come this far, you're special.

[Take the plunge ↗](#)