

# SETTING UP A STORBIE SHOP

The Storbie team knows a few things about setting up a successful online store. We've put together all their top tips to get your YES business trading online!

**CREATE  
YOUR  
STORE**

Go to [Storbie.com](http://Storbie.com) to create your online shop, type in your shop name, then click this button



**Create my shop now**

When you create your shop you will automatically get a Storbie domain name i.e [myshop.mystorbie.com](http://myshop.mystorbie.com)

**Contact the  
Young  
Enterprise  
Trust**

Let us know that you've created a Storbie shop.



04 570 0452



[support@youngenterprise.org.nz](mailto:support@youngenterprise.org.nz)

Tell us your shop name and the email address that you used to set up your store. As soon as your shop is approved Storbie will enable your store to go live without any cost.

**Build  
Your  
Store**

Using Storbie, edit your site, add content and upload products.



Check out the content section below to ensure you include all the necessary information.



## Payment Method

You can choose which payment application you wish to use, or you could select one of our recommendations.

### Custom Pay Method



i.e. Email bank deposit instructions directly to your customers.

### Integrated Method



i.e. PayPal enables you to accept credit cards online.

## Domains

You can stick with the default Storbie domain.

[myshop.mystorbie.com](http://myshop.mystorbie.com)

or...

you can contact [support@storbie.com](mailto:support@storbie.com) to organise a custom domain.

(Domain subscriptions will cost extra)

## GO LIVE

Launch your site when you're ready by clicking the big orange button!

[Launch my shop now](#)

*Your shop is ready to go live whenever you're ready!*

## ACTIVATE FOR FREE

Our partnership with Storbie means all students participating in YES have access to Storbie for free (you don't have to pay the \$35 + GST monthly fee).

To activate this email

[support@youngenterprise.org.nz](mailto:support@youngenterprise.org.nz)

and we'll set it all up for you!

You'll also have your store added to the YES Market you can view it here:

[www.yesmarket.co.nz](http://www.yesmarket.co.nz)

# BUILDING YOUR STORBIE SHOP

The content on your stores website is extremely important.  
Here's what we think are the best things to include!

## BRAND IDENTITY

The visuals of who you are

A high resolution logo or watermark that expresses your brand attributes. Your brand identity is purposeful in enabling your consumers to distinguish the brand in their minds.

**Keep it simple,  
but make it memorable!**

## ABOUT US TEXT

Tell everyone your story

Some ideas to include:

- Where the business idea came from and your association with YES
- Information about your team
- Any testimonials to your company (the nice things customers have said about you)
- Give your customers confidence with your product (i.e. specify return policies)

## ABOUT US MEDIA

Let your audience visualise your story

Add photo or video content to help tell your story. Here's a few ideas that you could have some fun with!

- Shots of the team or individuals
- Video demonstration of the product working
- Infomercial, an intro to your business with a bit of a sales pitch

**Side Note:**

**If you have video content upload it to YouTube before embedding into your Storbie site.**



## PRODUCT INFORMATION

Tell everyone all about your product

Tell your customers all the information they need to know about your product to make an informed decision before purchasing.

- Product name
- Product description
- Product price
- Product variants if applicable  
i.e. colour and sizes

## PRODUCT IMAGERY

Show everyone what it is that you sell

Upload any photos that make your product look as cool as it really is. Clean and professional looks best but don't be afraid to get creative. You may like to include an animation or video content specifically about your product.

**Think of ways to help sell your product by creating a unique brand feel.**

## CONTACT INFORMATION

How can your customers talk to you

Decide how you prefer to be contacted.

- Email
- Address
- Phone

**Contact forms are a great widget to add to your website!**

## Extra Stuff

The cool things that you may want to include

You can add anything you like to your store it's all up to you, however here's a few things you may like to include

- Links to your social media accounts
- A blog to support your product
- Integrate with Xero to keep track of your finances

Get as creative as you like!

If you need any help visit

[support.storbie.com](http://support.storbie.com)

or email the Young Enterprise Team at [support@youngenterprise.org.nz](mailto:support@youngenterprise.org.nz)