

# **Secrets for Making More Money with Online Stores**

## **Presented Josh Ellsworth**

# **3 WAYS TO SELL ONLINE**

**YOUR OWN: *JOSHELLSWORTHTEES.COM***

**THIRD PARTY MARKETPLACE:  
*ETSY/EBAY/AMAZON***

**A CLIENT'S STORE: *MYCUSTOMER.COM***

# WHAT IF I COULD SHOW YOU A WAY TO...

1. *INCREASE CONVERSION RATE*
2. *DECREASE LOST CUSTOMERS*
3. *MAINTAIN MARGIN*



STAHL'S

# Spirit Sale™

Online Stores for {Your Customer} Made Simple

Spirit Sale™ equips you with the tools to build online stores for your customers. Setup shops, manage orders, and schedule production from a central location.



# Spirit Sale Creates More Successful Customers

“Client webstores have been an incredible tool for our organization. It is incredibly well-suited for the sale Stahls' line of products. Spirit Sale has handled over 75% of our total sales and is easy to use. In this season of COVID, it has allowed us to continue to provide excellent service to our customers (and families) while also protecting our staff.” -  
Keith Huisman Calvary Christian Academy

**FACT:** Clients who are using online stores are growing at a 16% faster rate over the past year vs those who do not.

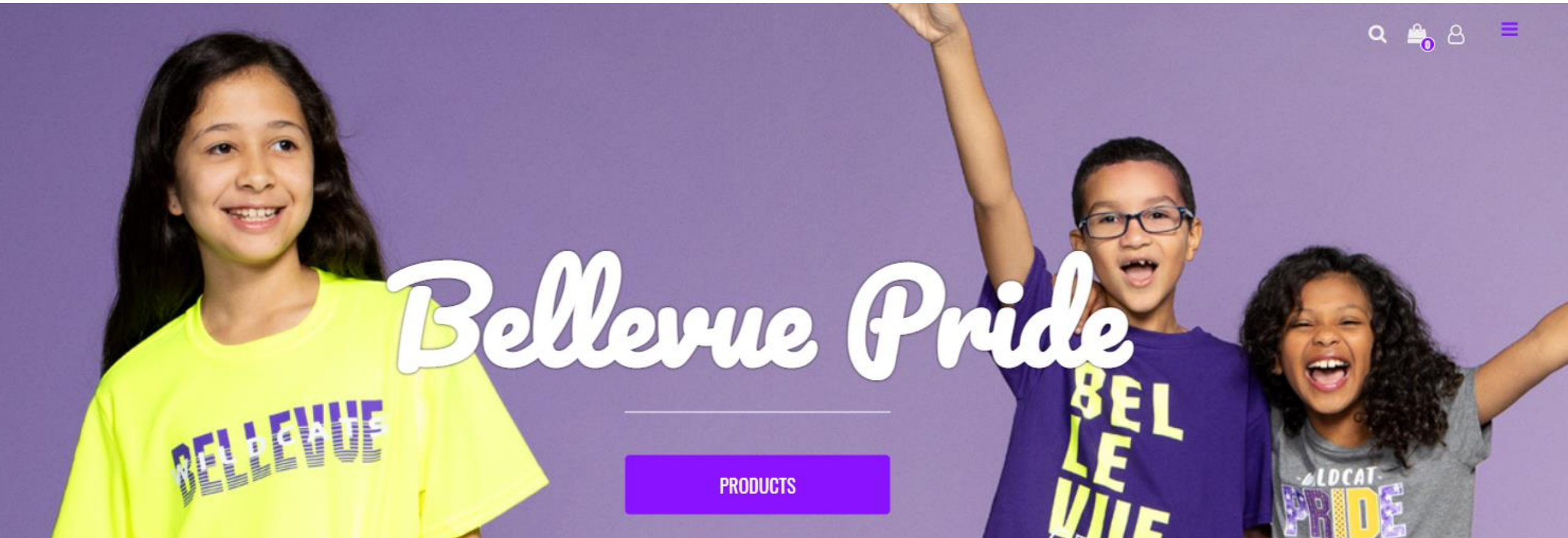
# STORE TYPES & EXAMPLES

## Pop Up Shops

Fundraising – Campaigns - Spiritwear

## Longstanding, Print on Demand

Corporate – Spiritwear – Boutique



# HOW IT WORKS

**Let's Build A  
Store from  
Start to Finish**



## **LAST 12 MONTH KPIs (Key Performance Indicators)**

**AVG Revenue Per Store: \$1511.53**

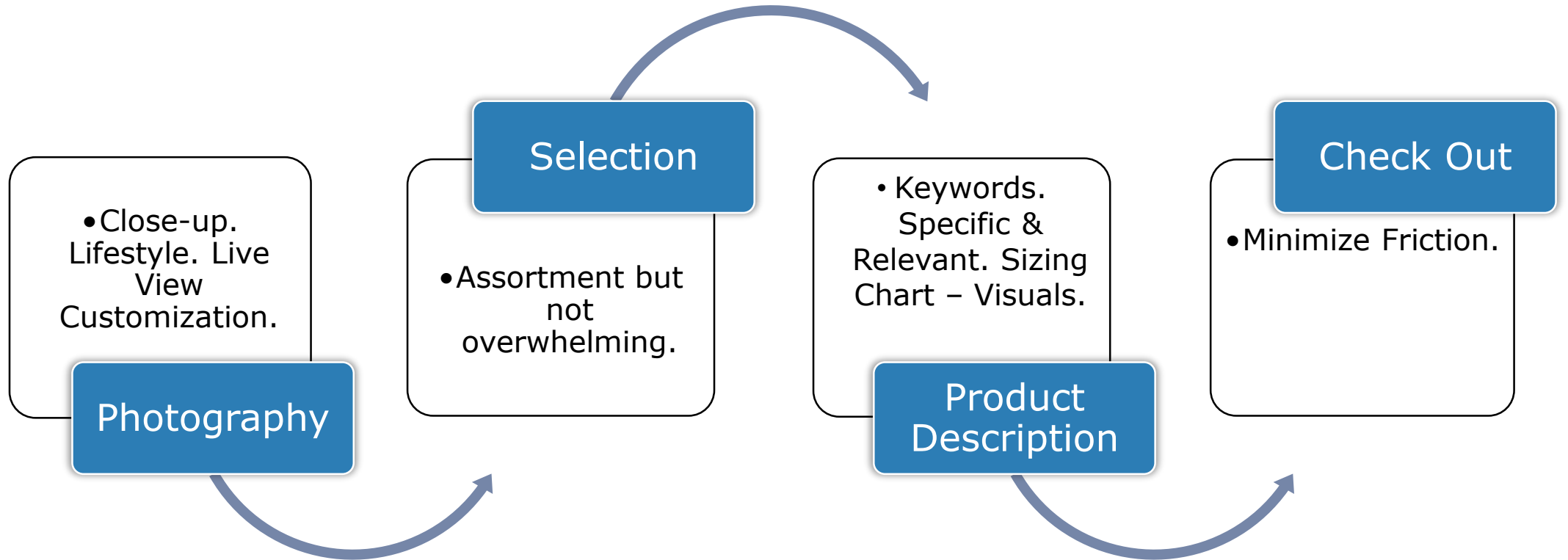
**AVG Revenue Per Order: \$59.71**

**AVG Revenue Per Item: \$25.75**

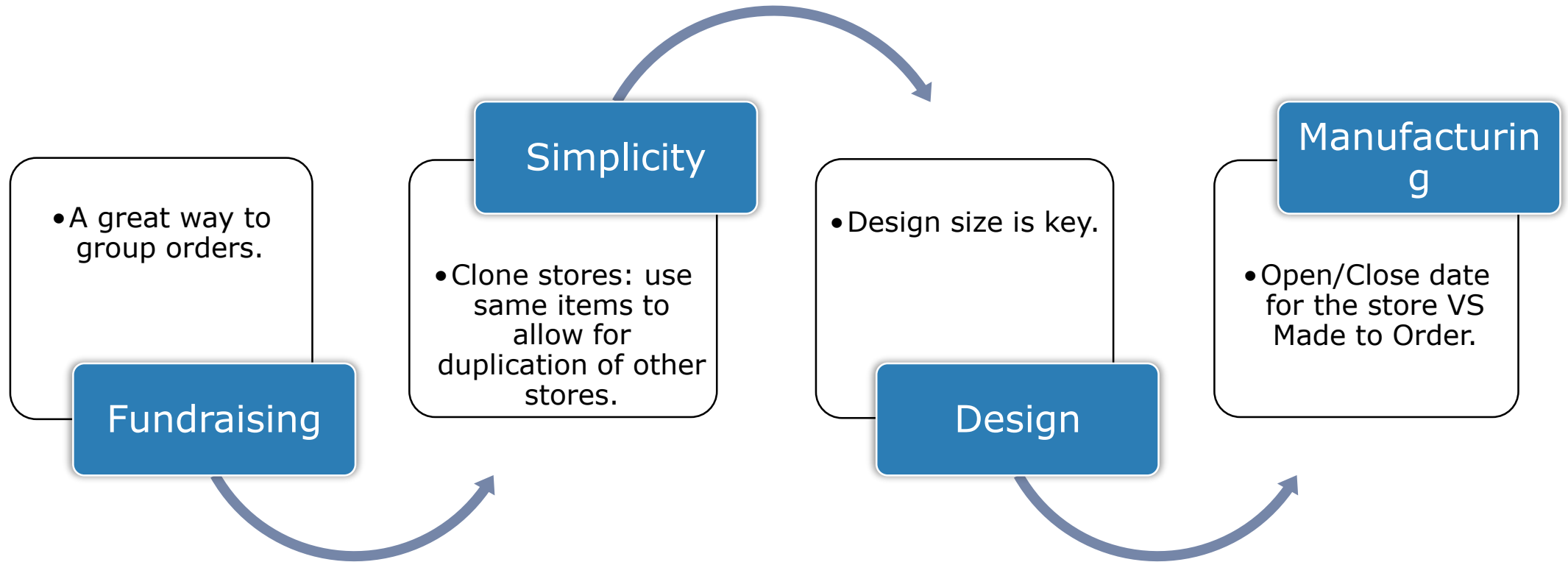
**AVG Items Per Order: 2.32**



# GAINING THE MOST SALES



# MAXIMIZING PROFIT



## **What You Need to Plan For:**

- 1. THE RIGHT ASSORTMENT**
- 2. A SHARED UNDERSTANDING OF SOCIAL MEDIA**
- 3. SHARED GOALS**
- 4. ACTIVE REPORTING**
- 5. CLIENT BUY IN**