

**SHOP
IOWA**



RESOURCES



ABOUT

Shop Iowa is a marketplace website for Iowa's brick & mortar retailers to sell online!

Now more than ever, people across our great state are looking for more ways to support their local businesses. In an effort to help Iowan's shop local without even leaving their homes, the Shop Iowa site is bringing together brick and mortar retail businesses from across the state into one online marketplace.

As a customer, you will be able to browse and buy online from many local businesses from all across the state. Choose local pickup from a nearby business, or have items shipped directly to your doorstep from a business you haven't yet had the chance to visit. Either way, you can feel good knowing that every purchase you make on Shop Iowa goes directly to a local business in Iowa.

Shop Iowa is funded by the Iowa Economic Development Authority, enabling small retailers to have a shop on the platform for FREE. Shop Iowa is managed by local Iowa company, Member Marketplace Inc, who owns and operates the Shop Where I Live platform in communities throughout Iowa.

www.shopiowa.com

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PREPARE TO SELL ONLINE



1. Choose What To Sell

2. Photograph products

3. Write Descriptions



- Best selling products
- Ease of selling & shipping
- Demand of the product

- Use natural light
- Ensure photos are in focus
- Remove background clutter

- Quick short descriptions
- Bullet points for features
- Long descriptions as needed

Once these are ready, it will be easy for you to start your online store!

Ready to get started?

register here:

www.shopiowa.com/sell



ON-BOARDING CHECKLIST

- REGISTER TO SELL / RECEIVE APPROVAL
- UPDATE STORE SETTINGS
 - STOREFRONT
 - POLICIES
 - BILLING
 - SHIPPING
- PRODUCT MANAGER
 - ADD A PRODUCT
 - ✓ Title
 - ✓ Short Description
 - ✓ Photo
 - ✓ Price
 - ✓ Category
 - ✓ Attribute: City
 - ✓ Inventory (if needed)
 - ✓ Update Sales Tax (if not taxable)
 - SAVE AS A DRAFT
 - REVIEW PRODUCT
 - SUBMIT FOR APPROVAL

Watch quick videos in knowledgebase for demonstration of each step