Part 3 Business Optics

If you have a storefront, then most of this will not apply to you, but if you are just starting out, and you are running a business from your home, you want to look like a legitimate business. When first starting out, I suggest doing two things.

Mailbox

I suggest getting an outside mailbox for your business. Not only does it protect your privacy, but also gives you a "business" address to use for your store and get returns and business mail for. Since I live in Hawaii and everything gets sent by the Postal Service, I keep a PO Box at the Airport to use as a return address and accept business mail. I have also used a mailbox at the UPS Store or other service that provides you a physical location and "suite" number. What is great for UPS Stores is they can accept your packages for you at any time from USPS, UPS, Fed Ex or DHL.

Phone Number

I suggest getting a separate number for your online store. This is easier than expected. Most online entrepreneurs get a phone number from one of the following companies that they either forward to their home/cell phone, or that they can just access on their smartphone. They can provide both a local or an 800/888 number to use on your store.

Grasshopper

Ring Central

Digital Phone

Some folks will just get a digital phone service from their local cable company. Because calls can be forwarded to your cell phone when you are on the run, it could be a viable option, yet something more expensive then the services above.

Family Share Plan

If you currently have a family share plan with your cell phone company, adding in another cell phone is only $9.99 a month normally.

Website Tracking

Tracking where customers and visitors from your website are coming from is key to optimizing your business. The easiest way to do this is by using the free Google Analytics tracking program. Go here: http://www.google.com/analytics/ and sign up as we will input the code into your cart when we start.