



Design and Launch an Online Boutique in a Week (ClickStart Series)

Melissa Campanelli

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Wouldn't you love to own your own trendy boutique—a hot spot that showcases your unique style? Do you daydream about selling your signature products to high-end shoppers? Your dream is just a few clicks and one week away! Whether your taste is classy and elegant or hip and unique, there's a spot for you in today's largest retail center—the internet. In just days, build your posh, online boutique selling luxury, designer goods or your own upscale, signature products. Learn how to handle and showcase inventory, reach affluent shoppers, fulfill orders, accept payments and so much more—using turnkey solutions that require no technical skills!

- Design a professional specialty-retail site using inexpensive, turnkey solutions from established companies like Google, Yahoo! and Go Daddy that require no programming or graphic design knowledge
- Create eye-catching content that captures elite shoppers and keeps them coming back.
- Use foolproof online tools that work 24/7 to handle payments and accept orders.
- Drive traffic using search engine optimization, new media marketing and other marketing and advertising techniques.
- Skillfully handle inventory, order fulfillment, customer service and all other operations. Stylish, unique, one-of-a-kind—turn your personal taste into a successful, online store—in just a few clicks and a few days!

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