Setting up a CafePress Shop

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Actually, setting up a shop is pretty intuitive. CafePress has made it quite "user-friendly." Basically you will set up a shop, upload your images, and choose which CafePress products to put them on, and you're ready to go.

CafePress…

- produces each item when ordered using their print-on-demand technology,
- handles all the payment processing,
- ships the product directly to the customer,
- and handles all customer service issues.

There is a base price for each item, and you set whatever markup you like. Then CafePress sends you a monthly check for your profits.

The store is free, although you can get a "Premium" shop for USD4.99 per month. There are some nice additional things you can do with a Premium shop, and you can upgrade from "Basic" at any time.

What are the major differences between a Premium and a Basic shop?

With the Basic, you can have only one of each product type, unlimited with Premium. You can organize your items into categories with the Premium. And you can do more customization of your store front with the Premium.

There are a few more advantages, but again, you can upgrade at any time.

Let's look here at how to set up a Basic shop. It's simple to get started…

Just go to…

http://www.cafepress.com/ and click on the "create and sell t-shirts" link (top right hand corner).

Or go directly to the signup page at…

http://www.cafepress.com/cp/info/sell/index.aspx?area=learn&page=learn

You will be given an option to set up a Basic or a Premium shop. For this article, we'll look at a Basic shop. Click the Get Started button under the **Basic Shops** option.

Complete the signup form, and you're set to go!

You will need to enter some basic information now about your site and product. Click the **OPEN YOUR SHOP!** button when you are done.

On the Open a Shop screen, click the **Open a Basic Shop** link (right hand side).

The Welcome to CafePress.com Basic Shops! will display. Here you need to enter basic information about your shop.
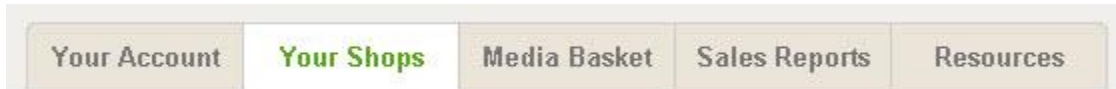
The "ShopID" will determine what the URL for your shop is (ex., http://www.cafepress.com/ShopID). So pick something you will want to use there, as that's what people will see.

Enter the "Shop Name" as you want it to appear within your shop. Finish filling in the rest of the form, agree to their Terms, and click submit. Then, click on the Submit button. Note the Preferences.

On the next screen, click the **BUILD YOUR SHOP** button.

You will now need to set your store settings… click the Set Store Settings link.

Click the **Your Shops** tab (example below).

Your Account	Your Shops	Media Basket	Sales Reports	Resources

Basic Shops				Upgrade to Premium! Learn More
ehb60	Customize	Products	Buy	Upgrade!

Those links next to the store name are where you will set up and maintain your store. Briefly…

Customize – Here you can upload a logo and add a description of your store.

Products – The link you will be using to add and edit products in your shop.

Buy – Use this link to purchase items from your shop for yourself.

We'll come back to that, but for now, let's get started…

Adding an Image

Click on the "Media Basket" tab…

…and you will be taken to your Images folder….

You don't have any images uploaded yet, so start by clicking on the **Upload New Image** button.

CafePress has guidelines for what size and type of image is best for each product. For now, though, pick one on your computer to use in this tutorial. (Note that it may not be quite the right size for your first product, but you can read CafePress' help later on to get it correct. Right now we just want to learn the process.)

On the upload images page, choose the image file to upload from your computer, agree to their Terms of Service, and click the **Upload** button. Note that, depending on the size of your image, this may take a few minutes.

You should be taken to a page showing your image, and are asked to input some information about your image.
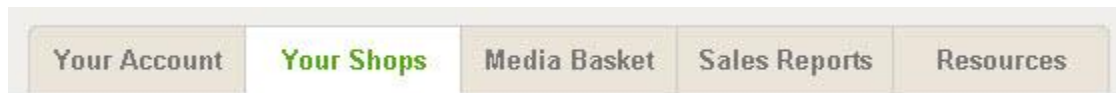
Three things to do here…

1. Name it (or leave the default filename as the name).

2. Insert Tags. These are just keywords that describe your image. Just like you name your page names or images for your site, use good related keywords here. This will help you get found in the CafePress Marketplace.

3. Choose the Category that best describes your store products. Note that you can always change these later, too.

That's it! Click the "Done" button and you're, well, done. Now let's add a product to your store and put your image on it…
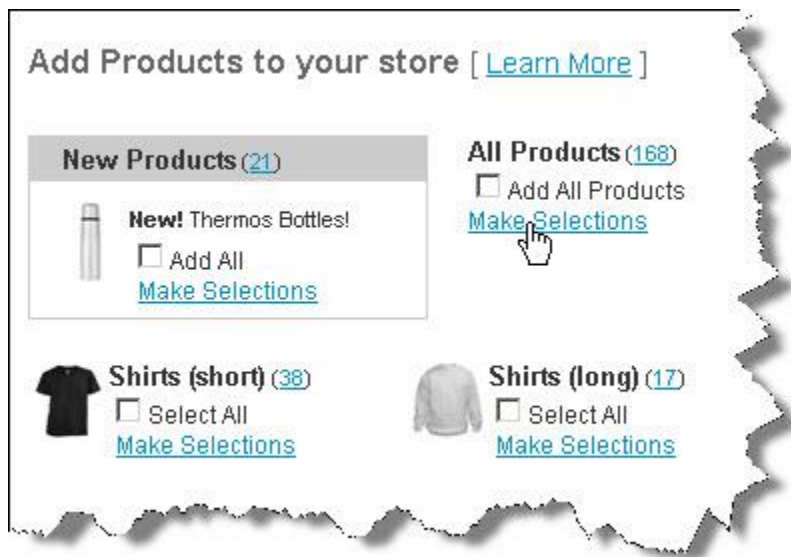
Adding a Product

Click on the **Your Shops** link…

Click the **Products** link. Since you have no products yet, click the **Add 1 or more products** link.

Click the **Make Selections** link for "All Products" on the next screen…

A new window pops up showing all available products. Select the one(s) you want, and click the **Add Selections** button. (For this tutorial, a T-shirt is a good choice.) The popup with the products then closes and you need to click the **Add These Products** button on the page…

On the next screen you will need to enter some information for this item. For this shirt, you can have a front image and a back image. (Two images costs more.) Click the Product checkbox next to Product. Starting with the Front, choose an image (**Add/Change Image** from the dropdown menu) and then click **GO**. On this screen, click the **Choose An Image** button. Tick the checkbox next to your image file name (see below), and then click the **Add** link, or just click the **Select** link.

On this screen, click the **Apply Changes** button.

Change To Be Made

Update Image To:

CHANGE IMAGE
REMOVE IMAGE

Apply changes to place this image on the sides of the products you've selected.

Note:
- For apparel items that have second side printing (excluding thongs), a $3 surcharge will be reflected in the retail price.
- When an image height hasn't been set for a side of a product, the image will be added to that side at maximum resolution.

APPLY CHANGES CANCEL

You will now see your product (e.g. T-shirt) with the image on.

▼ Products in your store

☐ Product 501576468

Light T-Shirt

$14.99

EDIT REMOVE

Click the **Done** button if you are satisfied.

The Shop Management screen will now display.

Shop Management: ehb60

Your Shop Link: http://www.cafepress.com/ehb60

Use this link to visit your shop or share it with others. (How do I link to my shop?)

You have your first customized product in your shop! Now you can add more images and products, and let people know the URL to your CafePress Shop!

You can update your information now too, like providing your address so CafePress can mail your checks. Just remember you can get to anywhere from that left navigation column.

CafePress' Help is very good, too. You can access that with the **Help** link at the very top right of most screens. Take advantage of that, especially to learn how to use the best images for each product.

To work on your shop, login at…

http://www.cafepress.com/

To visit your actual shop, go to…

http://cafepress.com/YourShop (Replace "YourShop" with your own Shop ID.)

Have fun!