

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

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

Melissa Campanelli

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Foreword by **Bradford Matson**
CMO, Bluefly.com

Design and Launch an Online

Boutique

In a WEEK



- ◆ Complete Guide to Creating a Specialized Store
- ◆ In-the-Trenches Advice from Successful E-Tailers
- ◆ For Even the Most Technically Challenged

Entrepreneur Press & Melissa Campanelli

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Melissa Campanelli : Design and Launch an Online Boutique in a Week (ClickStart Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Design and Launch an Online Boutique in a Week (ClickStart Series):

2 of 2 people found the following review helpful. Something else may be more resourceful. By Aisha I bought this book a few years ago, and finally got around to reading it this week. You can definitely tell this book is outdated. It lacks information about recent technologies, programs, and the recent boost in social media marketing. However, there are ways around that if you're reading other books and if you're doing your research. But, my biggest issue with this book is that it does not go into enough detail on how to actually do something. For example it will say something like "this is something you the boutique owner must figure out". I don't know, maybe it's just me, but if I'm reading a "how to" book, I expect it to tell me HOW to do something. I know advice will vary from business to business, but even an

example or tips would have been great. I've read other business start up books and some of them will even include software and forms that you can alter to suit your business needs. Based on reading the table of contents, you would think it's full of information and tips, but it doesn't give me much more than what I could find from research on the internet. So I wouldn't recommend. Get something a bit more informative and detailed. Especially, if you're a first time business owner. 2 of 2 people found the following review helpful. Just ok By Teodora As with every book, I can always find some value and that is why I have given 3 stars. However, I would say that probably 95% of the content was stuff I already knew from researching the web. I was looking for information on inventory and merchandising and it does not provide much on that. 0 of 0 people found the following review helpful. Good informational content By Doc Great tips

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!

About the Author Melissa Campanelli is a leading expert in small business e-tailing, and the co-author of several e-business books, including *Open an Online Business in 10 Days* and *Start Your Own e-Business*.