

Welcome to the Chocolate Candy Mall Store!

I'm happy to welcome you as a vendor (or prospective vendor) to the CCM Store. We have tried to make the registration process as easy as possible so that you can begin to list your products with the least amount of difficulty.

However, I know how confusing everything was to me when I first got started online, so I decided to provide a little "Vendor's Guide" to give some step-by-step instructions to make setting up your account even easier and to help you get the best possible results.

Step 1: You've probably already registered as a seller, but if not, go to our [Sell Candy Online page](#) and choose the membership level that is right for you from the dropdown menu near the bottom of the page. When you click on "Subscribe" you will be automatically directed to Paypal for payment. If you don't already have an account with Paypal, you can [set one up for free now](#) and then begin the seller registration process.

Step 2: After you've completed registration of your membership, you'll be directed to the page to [start selling your candy online](#). You'll see a form that you will fill out for each different product you choose to list.

Filling Out The Product Listing Form

There are 2 pages to the form, so I'm going to go over each step of the process with you here, to ensure you get the best results with your listings.

Name Of Product For Sale – In this box you simply want a short description of what you are selling; for example, "Chocolate Covered Cherries" or "Double Chocolate Brownies." You'll give all the delicious and unique details in the next box. Keep it simple, but do be specific. For example, instead of "Fudge," say "Dark Chocolate Marshmallow Fudge."

Describe Your Product In Great Detail – There is quite a bit to be included in this box. You'll want to be sure and include all of the following information:

- Give a slightly more detailed description of the product for sale.
- Include the amount the customer will receive (½ dozen, ½ pound, 12 ounces, etc).
- Include the price. If you are dealing with a different currency other than US dollars, you must make that clear to the customer. Paypal will make the conversion for them, but they need to know up front if you are charging in a different currency.
- Provide information about your shipping terms. Do you ship internationally or only to certain countries? Is the shipping included in the price (a good idea and one you can use to your advantage by advertising that point here)? If not, let them know that the shipping will be calculated/added when they check out. (Be sure that YOU configure the shipping details in your paypal account – more on that later).
- Your paypal Buy Now code from your paypal account (details on how to set that up below) will go here. You can't get sales if you don't include this code, but the this form will not allow you to include any code. You'll need to email this code to me for each item you list. My email address is angie (at) chocolate-candy-mall.com.
- Now that you have the main details covered, here's where you can break out all those tempting adjectives (homemade, mouthwatering, delicious, to-die-for, world famous, delectable, secret recipe, gourmet, etc.) and really talk about your product in great detail.

You want to make your product as appealing as possible (while remaining truthful) ☺ so that you will tempt your prospective buyers to choose your product over others. The more specific keywords you use the better because this will help your listings to be found by the search engines when people are looking for your type of product.

Your products and your story are unique. Tell your prospective customers why! The more info you provide the better. Think about the questions what, when, where, how, why, how long, how much, etc.

If you have more than one listing, don't copy and paste the same information with each listing. Either re-word your "story" or tell something different with each listing. This helps YOUR pages get found in the search engines, bringing you more targeted traffic. More traffic means more sales.

Upload 1-4 Pictures or Graphics – Images of your product are really important! People are much more tempted to make the purchase when they can see what it is they are ordering. Try to take/provide good quality photos (close-ups are best).

Make your products look as attractive and inviting as possible. To upload your photos, all you have to do is click on the browse button and then locate your photo on your computer. You may find it easiest to create a folder on your desktop just for these photos so that you can easily locate them as needed.

You must upload at least one image per listing, but I allow you up to 4, so if you are offering different quantities (6 oz., 1 lb., 2 lb., etc) of the same product, you can list and show them all on one page. Otherwise, you can use all 4 images to display different angles, etc., if desired.

Author Information - This section says optional, but it's NOT (The form software wouldn't let me edit this section.). You must fill this out. You can choose from the following options:

Your Name – You can use your real name or create a Vendor/Store name for your business (or both if desired; example: Angie from Chocolate Candy Mall).

Your Location – I prefer that you list your city *and* state, but if you only want to list your state, I will accept that. I believe that the more transparent you are, the more confidence buyers will have in your listings.

Read and agree to the submission guidelines and then click on the button to "Submit This Product For Approval."

Page 2: *Very Important:**

Review Your Listing - Look over the page and be sure that you've included everything that you want in your listing. You can edit it on this page if you notice you've made a typo or would like to add something you've forgotten. I'll add the Paypal code after you email it to me, but otherwise your page should appear much as you have it now.

Set Notification Options – Don't forget to set the notification options so that you will receive an email when your listing is approved and when any potential buyers ask a question. Tick the first two boxes and leave your contact email address.

Setting Up Your Paypal Details

Another Very Important Step: There are two very important steps that you must complete for your transactions to go smoothly. You have to set up your shipping preferences in your PayPal account and you have to create your Paypal button codes so that the buyer's money goes into YOUR account, not mine. ;)

Please Note – Paypal often changes the layout of their site, so these instructions may be slightly off at the time of your application. Hopefully you'll still be able to find the necessary steps, but if you have too much trouble let me know and I'll try to help.

1. Let's Start With The Shipping:

Personally, I don't like the way Paypal calculates shipping (seems a bit high usually), and as I buyer, I like free shipping. ☺ I would suggest that you consider promoting your products with free shipping anywhere in the US and then add the cost into your product price so that you are covered. This may not work to advantage for every situation, but it's definitely worth thinking about.

To have paypal add on the postage costs, you need to have at least one shipping method set up for the shipping variables to be recognized. If you don't already have at least one shipping method set up, you must set one up first, following these steps:

- a. Log in to your PayPal account.
- b. Under the Profile drop down menu, click on My Selling Tools
- c. Scroll down to the bottom of the page and find/click Shipping Calculations.
- d. Under Domestic Shipping Methods, check the Shipping Method Box

There are several options when it comes to method of shipping calculation. Each vendor will have to choose for themselves which method they prefer to use based on their product selection.

If you are new to selling and shipping, it would be a good idea to do a little research into the postal costs for the various weights and measures that you may be sending. You may also decide to factor the price of your shipping materials into your shipping cost.

You are able to add numerous shipping options so that your customers can choose their preferred shipping method if you like. You may prefer to only offer one option, which is okay, too.

Once you have saved at least one shipping option, here's what you need to do next...

e. Click on View

On the next page, look for "Override Shipping Methods Per Transaction." It should be "ON." If not, you need to edit your settings, look for "Use the shipping fee in the transaction instead of my calculator's settings." Select "Yes." Save changes.

2. Get Your Paypal Buy Button Code

Once you have the postage details sorted out, you then need to generate your Paypal code so that you can email it to me and I can add it to your listings.

Start by clicking on the Merchant Services tab at the top of the page. You should be taken to a page that looks similar to this...

Merchant Services

However you do business, PayPal gets you paid. Explore all you can do with your account below.

Features you can use right now

<p>Create payment buttons for your website</p>	<p>Send invoices online for fast payment</p>
<p>Swipe cards on your smartphone</p>	<p>Access your money instantly PayPal Debit Card</p>
<p>Already accepting credit cards? Start accepting PayPal payments and help increase your sales</p>	

Did you know?

You can also accept payments on eBay. [Learn more](#)

Tools and settings

- [My saved buttons](#)
- [Process orders](#)
- [Manage money](#)
- [Manage users](#)
- [Customize my buyers' experience](#)
- [Get PayPal logos for my site](#)

Contact us

Support: 1-402-952-8899

Next, you'll click on the "Create Payment Buttons For Your Website." On the following page you'll choose the button type that you want. For your product listings in the CCM Candy Store, you'll want to choose the Buy Now button.

Create PayPal payment button

PayPal payment buttons are an easy way to accept payments. Check the [PayPal Payments Standard Overview](#) for more information.

Use this page to customize your button and create the HTML you'll need to copy and paste into your website. [Learn more.](#)

[Having trouble viewing this page?](#)

▼ Step 1: Choose a button type and enter your payment details

Choose a button type ? Which button should I choose?

Buy Now ▼

Note: [Go to My saved buttons](#) to create a new button similar to an existing one.

Item name Item ID (optional) [What's this?](#)

Price Currency [Need multiple prices?](#)


Customize button

Add drop-down menu with price/option [Example](#)

Add drop-down menu [Example](#)

Add text field [Example](#)

Your customer's view



You'll see that you'll have the option to customize the button. This would be what you would want to do if you are offering various quantities/sizes of the same product. You can easily create a drop-down menu that will allow you to input the price variables as desired.

Once you've finished designing your Buy Now button, click the button at the bottom of the page that says "Create Button" and copy the code that is generated. Be sure to copy the entire code and paste it into an email to send me along with the specifics of which product listing it matches. ☺ My email address is [angie \(at\) chocolate-candy-mall.com](mailto:angie@chocolate-candy-mall.com).

Repeat the entire process for each of your product listings!

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**After Your Listings Are Live On The Website:** Promote your products! The more visitors you get to your product/store pages, the more sales you will make. There are plenty of ways to easily drive more traffic to your pages.

1. Are you on Facebook, Twitter, or other social networking sites? Add a link to your listings and ask your friends to check out your goodies.
2. Another way to promote your shop is to include a signature link in your emails. Most email systems allow you to set a default signature so that you don't have to manually add it every time.
3. Do you chat in any forums? Many forums allow you to have a link in your signature. This is especially effective if the forum is related in theme – food, candy, recipes, crafts, gifts, party planning, etc.

Even if you aren't currently involved in any related forums, now's a good time to join. You can find them by typing the words "forum + candy" in Google or one of the other search engines. Exchange the word 'candy' with other related phrases to find forums of interest.

An important thing to remember about forums is that you don't want to just join and start "spamming" them (by only promoting your products). You'll do yourself more harm than good. Instead, be sure to add value to the forum by joining in the conversations, sharing tips and pointers, etc.

**Filling Orders:** When an order is received, you will be notified by PayPal. Of course you'll want to provide great customer service. ☺ Reply promptly to your buyers to let them know that you have received their order. Good communication leads to customer satisfaction – along with great products, of course! Be sure your items are packaged well and shipped promptly.

You may even want to go to [Vista Print](#) and order some free business cards and labels. You can attach the labels to your packaging and insert a business card to encourage repeat business.

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This CCM Vendor's Guide is not exhaustive, but I do hope you will find it helpful in setting up your account and getting started promoting your business. We wish you all the very best of success!

Blessings,  
Angie & the CCM Team