

# HODGES ENTREPRENEURIAL ACADEMY

## E-COMMERCE GUIDE

At Hodges Entrepreneurial Academy, our mission is to empower aspiring entrepreneurs in Arlington, and we're thrilled to be a part of your journey to success. We know that starting a business can be an exciting but challenging endeavor. That's why we're here to provide you with valuable resources to make your entrepreneurial dreams a reality.

One of the crucial steps in forming a successful business model is choosing the right platform to sell your products or services. We've put together this fun and informative infographic to help you navigate through the world of e-commerce. By choosing the perfect selling platform, you'll be on your way to reaching your target audience, boosting your sales, and making your business thrive. Listed below from most simple to complex, we hope to help you in creating the brand of your dreams today.

### FACEBOOK MARKETPLACE



Facebook Marketplace allows users to buy and sell items within their local community. It's a convenient platform to reach nearby customers, making it suitable for small businesses and individuals looking for a more localized market.



### ETSY



Etsy specializes in handmade, vintage, and unique products. It's an ideal platform for artisans, crafters, and small businesses to showcase and sell their one-of-a-kind creations. Perfect for a single employee business model or as a side job to make money from your specialized talents.



### EBAY



eBay is a popular online marketplace where entrepreneurs can sell both new and used items through auctions or fixed-price listings. Re-selling is popular on eBay, and sellers can build their personal brands by specializing in single varieties of products.



### AMAZON



Amazon is one of the world's largest online marketplaces, making it an excellent platform to sell a wide range of products. It offers various selling plans, from individual to professional accounts, and offers specific benefits through Amazon Business such as quantity discounts.



### SHOPIFY



Shopify is a comprehensive e-commerce platform that allows entrepreneurs to create their online stores. It provides various customizable templates and tools to manage products, payments, and orders effectively. This is the biggest step in your e-commerce journey, going from only product to a full-fledged website.



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