



# THE "VIRTUAL" WAY

**DISCLAIMER:** To sell lemonade or any product virtually, you will need help from a mentor or adult to create a website or ecommerce store. You will also need an adult to accept digital payment on your behalf through any of the suggested payment platforms.



## ... "HIGH TECH" WAY

**WHAT IS IT?** - A full on virtual store! As an entrepreneur, you will be selling lemonade or another product to customers through an ecommerce website. Customers will come to your ecommerce site and purchase your lemonade or other product. Upon purchase, that product will then be sent digitally through email or physically shipped to your customer through the mail. **NOTE:** The "High Tech" Way is very similar to the "Simple Way" in terms of a virtual stand. Creating and setting up an ecommerce store takes a certain amount of time, management and technical skill.

**HOW DO YOU DO IT?** - Follow the steps to set up your website and begin selling your virtual sips or other products!

**STEP 1:** Decide which ecommerce platform you want to use

- There are only a few free platforms available that will allow you to make your own website and sell through the site itself. We've included 3 of our favorite options for you below.

**NOTE:** Be aware that while some platforms allow you to sell for free, they include some sort of trade off like a commission or transaction fee or limits on your products.

**NOTE:** The good news is that many of the more popular paid platforms allow you to set up a free trial which means you could sell your product for free for a limited time.

- [Square Online Store](#) - it's quick and easy to set up but there is a transaction fee
- [Shopify](#) - offers a free trial

- [Sharetribe](#) - offers a free trial
- NOTE: If you need additional options or want to find out more information about these platforms to help you make a decision, check out [this article](#).

**STEP 2:** Set up your store

- Create an account and a name for your store.
- After that, you can begin designing the website and products for your ecommerce store.
  - Here's [an example](#) of an ecommerce site that we created on Shopify to give you an idea of what your site could look like and what text and elements you could add. Also, be sure to check out the [Lemonade Day My Way - Website Text and Elements](#) document for additional information.
  - To enter the site, select the box in the right corner that says "Enter using password". PASSWORD = lemonade

ENTER USING PASSWORD →

## Lemmy's Lemonade

COMING SOON

Be the first to know when we launch.

Promotions, new products and sales. Directly to your inbox.

Email address

**STEP 3:** In order to sell your lemonade virtually, you will need to enable and manage your store's approved payment providers. **NOTE:** In order to accept payments you will need to connect your store to a bank account.

- Depending on the ecommerce platform that you select, there will be various options for payment providers. Some examples include:
  - Major credit cards, Paypal, Apple Pay, Google Pay, etc.
- **NOTE:** You might want to consider offering more than one payment method to appeal to different customers.

**STEP 4:** Publish your store and get the word out!

- Make sure that friends, family and neighbors know about your virtual lemonade stand!
- Consider using social media to spread the word.
- You might also consider creating a [flyer](#) that you can send via email or mail or you can even put them around your neighborhood.
- When you advertise be sure to include
  - Your store URL
  - Dates when your store will be available
  - Information about your product and what customers will receive by purchasing from you

**STEP 5:** Sell some virtual lemonade!

- The beauty of using an ecommerce platform is that while it may take time to set up, a lot of the work is done for you.
- Be sure to set up a custom [email confirmation](#) that customers will receive upon check out. If you're providing customers with a digital product like a [lemonade recipe](#), include a link to the recipe in the confirmation email.

**STEP 6:** Offer a free glass next time! (Optional)

- If you want to take your virtual sip concept to the next level and show some customer appreciation, you might consider offering a free glass of actual lemonade when it's safe to open an in-person stand. This is a great way to thank your customers for supporting your virtual stand.

**STEP 7:** Submit your results!

- After you have completed Lemonade Day My Way, we want to hear the results from your business!
- Complete the Business Results form online to tell us more about how you did Lemonade Day your way! [\[CITY TO INSERT LINK TO BUSINESS RESULTS FROM\]](#)
  - When you submit your Business Results, you're automatically entered into a drawing for a chance to win a NEW BIKE!
  - You can also enter to win the Youth Entrepreneur of the Year contest! All local winners will then be entered into the national contest.
    - Limoneira presents the 2020 National Youth Entrepreneur of the Year contest. Submit your business results to win locally and you may become the national winner!

Need more help or information? Check out this step by step guide on [building online stores](#).

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