

Shopify your Business  
February 3, 2021 - 12:00pm  
Find the Webinar Video [Here!](#)  
WEBINAR NOTES – [Digital Force](#)

We would like to thank Carissa Cosgrove - Shopify's Community Manager from Kingston, for joining us and sharing her knowledge on all things Shopify. Below are Carissa's suggestions, including links and tips from her workshop.

**Carissa writes:**

If you have a quick moment to share feedback with me about our time together, I would appreciate it so much. You can [tell me what you thought by clicking here!](#)

[Here is a link to a Brand Storytelling workshop I did a few months ago.](#) It's important to start thinking of your story and what makes you unique. Knowing and telling your/brand story is an area I see lots of entrepreneurs forget about. This is truly one of the most important parts of your business, this is how you start to build relationships with your customer.

Every decision you make for your business should be made with this in mind, and it's a lot easier to make a choice when you have given yourself clear guidelines.

[Here are the details on Shopify pricing,](#) you don't need anything more than a Basic plan (with a website) to start, and you can use a Lite plan (no website) to sell on places like Facebook and Instagram.

To find out more or apply to the free ShopHERE program, [click here.](#)

**The best places we've built to learn about Shopify and growing a business are;**

[ShopifyCompass.com](#) (online learning portal)

[help.shopify.com](#) (our help centre - there's a community here you are invited to once you join ShopHERE, see you there!)

[youtube.com/shopify](#) - Check out all the channels, there's something for everyone!

[www.shopifyhamilton.com](#) - My colleague Lindsay manages this site - you can book an appointment with her and learn about her events in Hamilton through this site. (She's amazing, you'll love her!)

And a few I mentioned on our workshop:

The free Neil Patel Digital Marketing summit on **February 23** - [Register here.](#)

[Oberlo.com](#) - learn how to dropship with Shopify

You can find free Shopify events in Ontario and around the world [here.](#)

**And as promised, here are my five favourite apps to check out!**

Digital Downloads

Shopify Email

Order Printer

Product Reviews

Shopify Chat

You can find all of those apps (and more!) in our app store [here.](#)