



INTEGRATION GUIDE





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Welcome to Lulu xPress, the world's first print-on-demand book App for Shopify®!

With the Lulu xPress App, you'll enjoy the high-quality, low-cost printing and shipping services Lulu has offered for over 15 years coupled with the powerful ecommerce capabilities of Shopify®.

You can create a store, populate it with your books (and any other products you sell!) and start selling from a single dashboard. The Lulu xPress App makes the book creation process quick and easy, meaning you'll have more time for the things you love to do (like write books!).

With this guide, we'll walk you through the process from creating your Shopify® Account to installing Lulu xPress and adding your book to your storefront.



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01

Where You Begin

If you've gotten this far, you probably have a piece of content you want to sell. Whether that content is a novel, textbook, guide, manual, coloring book, or any of a hundred different kinds of books, you have something you want to share with the world and produce some income while doing it.

With the Lulu xPress App you'll have more control over your book and your brand than ever before. While listing your book on Amazon is always a smart move, more and more consumers are indicating they would prefer to shop directly with creators.

Important Terms

Product – The Product is what appears on your store. The book, sneakers, t-shirt, or whatever you're selling is a Product. At the most basic level, Shopify® is allowing you to sell Products.

Variant – The Variant defines specifics about your Product. Let's say you want to sell your book as a paperback and hardcover. You might have a Product defined as *My Awesome Book*. Each format constitutes a Variant. Likewise, you might have two different paperback sizes. Now each binding and size combination is a Variant.

Mapping – When working in Shopify® with Lulu xPress, you will need to 'map' the shipping options Lulu offers to those Shopify® offers. Lulu xPress will automatically map shipping options, but you can manually assign what methods to use as well.

Connect – While using Shopify® and Lulu xPress, you're going to be doing a lot of connecting. The term is used interchangeably in a number of screens during the process. It's important to understand one connection in particular: the Shopify® Product and the Lulu xPress Book.

02

Your Shopify® Account

Account Creation and Service Levels
Building a Store
Setting up Products

Account Creation

First things first, you'll need to navigate over to Shopify® and register an Email Address, enter a Password, and Name your Store.

With your account created, Shopify® will ask a few preliminary questions to get you started, along with capturing some basic personal info like your name and address for payments. Give Shopify® a moment or two and your account will be complete!

The first screen is a basic home screen, with the main navigation to the left and an account/profile link to the upper right.

Immediately you'll see that you have access for 14 days as part of their free trial. But after 14 days, you'll need to select a paid plan to continue.





Shopify® Plans

Along with these three basic plans, Shopify® offers their *Shopify® Lite* (at \$9.00/month) and *Shopify® Plus* (for business) plans. The *Lite* plan is great for selling through an existing website or just using social media as your platform.

All the options provide you full access to the Lulu xPress App, so just look for the plan that fits your needs and budget.

Basic Shopify All the basics for starting a new business	Shopify Everything you need for a growing business	Advanced Shopify Advanced features for scaling your business
USD \$29 /mo	USD \$79 /mo	USD \$299 /mo



Building a Store

With an account created, you'll now need to build your store page(s).

Click the 'Online Store' link in your dashboard. Build out your webstore with a common drag and drop layout using customizable themes and elements like the page title, navigation, images, and links.

Note: Check out our Resources on [Page 26](#) to learn more.

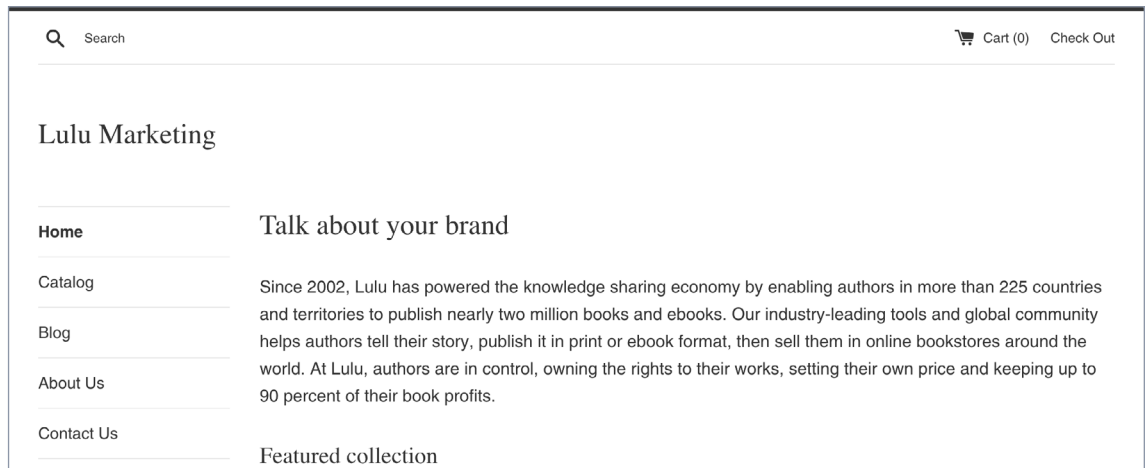
Page Design

While the Shopify® builder is simple to use with a drag and drop design, knowing how to design your pages and what to put on those pages is a bit more challenging. To begin, stick to a simple and standard page hierarchy:

Homepage

- Products page(s)
- Blog
- About
- Contact

You can easily see how this might look in practice by navigating to any common website. Here's an example from one of our Shopify® test stores:



The top level header is a simple search bar and check out, while the main navigation is located on the left sidebar.

A simple page navigation is employed, with a link to each important page (Products, a Blog, About, and Contact) and the persistent link back to the home page. All of this can be achieved in Shopify® with their drag and drop site building tools.

Note: You can find additional information about building a site in our Resources on [Page 26](#).

Why a Blog?

If you're a writer, hosting a blog is the perfect way to create easily shared and consistent new content. If the idea of starting a blog overwhelms you, don't let it! Your blog can simply be short updates, interesting takes on current events, or teasers for a new book.

The important thing is to have a place to put content that doesn't require editing your actual website. Somewhere you can add new written content, pictures, and videos, with ease. You are a content creator after all.

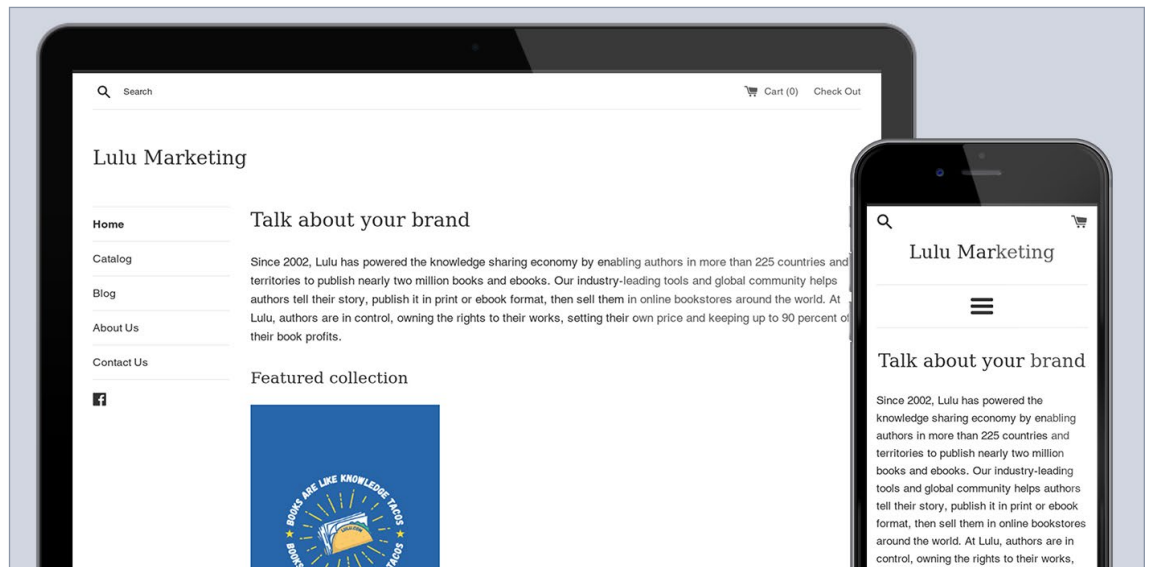
For some good examples of writing and publishing blogs, check out:

- blog.lulu.com
- janefriedman.com/blog/
- blog.reedsy.com

Keep it Simple

Aside from your blog, the majority of your website will be static—meaning there won't be any major updates or changes to the contents.

Most people who navigate to your page are going to find it because you referred them there; from an email or social media post or by physically giving them the URL. Meet their expectations with a clean, simple interface that explains who you are, what you do, and points them to your books (and other products).

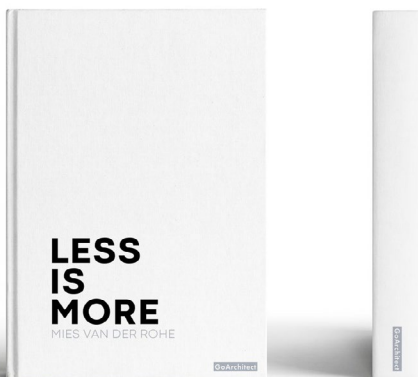


Test for Mobile

Customers will come to your site multiple ways. Desktop, laptop, phone, ipad, etc. It's important to make sure each device size provides the same great experience. And more than that, all research points to mobile devices being the preferred shopping tool for consumers. You have to make sure the experience a mobile users has meets or exceeds the standard desktop user.

There's a toggle at the top of the page to switch to a mobile view. Use it! Also take the time once the page is live to look at it on your own smartphone. Mobile viewing is the most popular way to shop, so be sure to optimize your page for mobile users.

Remember that your web store serves two main purposes: to help readers buy your book and to capture their information so you can stay in touch with them for future releases. Think about how you can make that experience better on mobile.



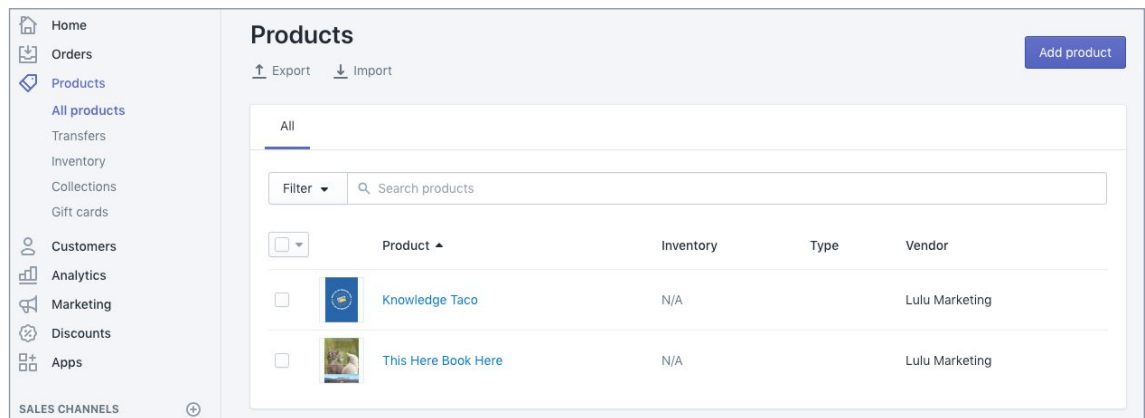
Setting up Products

The relationships within Shopify® can be complicated, but once you become acclimated it makes for a very clean and easy shopping experience.

There are two major actions you'll take to get your book on your new Shopify® store:

1. Create Products with Variants
2. Connect your Book files to your Product Variants

Creating a Product and Variants



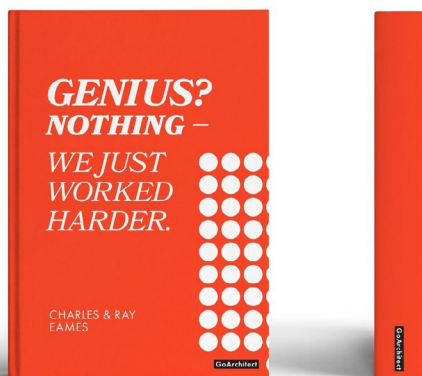
Click the **Products** button on Shopify's® dashboard and **Add product**. The product creation screen is going to ask you to create a title and description for your book. You'll also be able to upload an image. Make sure you add the front cover thumbnail, but you can upload multiple images (such as a shot of the back cover).

Next up, you'll set a sale price for your book. This is the retail **Price** customers pay you (plus shipping) when they order a copy of your book. Note that this is not the price to print the book, which is what you'll pay to Lulu when an order is placed. The option to **Compare at...** allows you to set a higher price and display the pricing comparison on your product page.

We'll cover pricing more in the next section.

Selecting **Charge taxes on this product** will trigger a Shopify® service to collect taxes were applicable on sales of this product. You can review Shopify's® help material regarding Sales Tax for more information.





The **Inventory** box allows you to enter a SKU, ISBN, or other tracking information to follow sales and inventory of your Product. This is optional and will not be required to sell your book using Lulu xPress and Shopify®.

Note: Since your book orders will be printed on-demand, select the option for Shopify® not to track inventory.

Books printed by Lulu xPress are always physical products and will require shipping. **Manual** is the default option and MUST be selected. Manual shipping does not mean you'll handle the shipping. Selecting this option indicates that Lulu xPress will package, handle, and ship the book for you as part of our fulfillment.

We'll look more at mapping shipping methods in the next section.





Variants, the last piece of Product creation, allow you to create variations of your book. For example, imagine you have these versions of your book:

- Black & White, 6"x9", Paperback
- Color, 8.5"x11", Paperback
- Black & White, 6"x9", Hardcover

You'll have two options for handling your books on Shopify®. The first involves using a single Variant for each Product, the second uses multiple Variants for each Product. We'll look at the pros and cons for each.

One Variant per Product



Creating a Product for each version of your book is a great way to keep track of individual book sales and will allow you to populate a Product Page on your author website with multiple thumbnails (one for each version). This can be helpful too if you plan to market one version to a specific market, since you can link them directly to a Product Page for just that version of the book.

All				
Filter ▼ <input type="text" value="Search products"/>				
<input type="checkbox"/>	Product ▲	Inventory	Type	Vendor
<input type="checkbox"/>	 Black & White, 6x9, Hardcover	N/A		Lulu Marketing
<input type="checkbox"/>	 Black & White, 6x9, Paperback	0 in stock		Lulu Marketing
<input type="checkbox"/>	 Color, 8.5x11, Paperback	0 in stock		Lulu Marketing
<input type="checkbox"/>	 Knowledge Taco	N/A		Lulu Marketing



Multiple Variants per Product

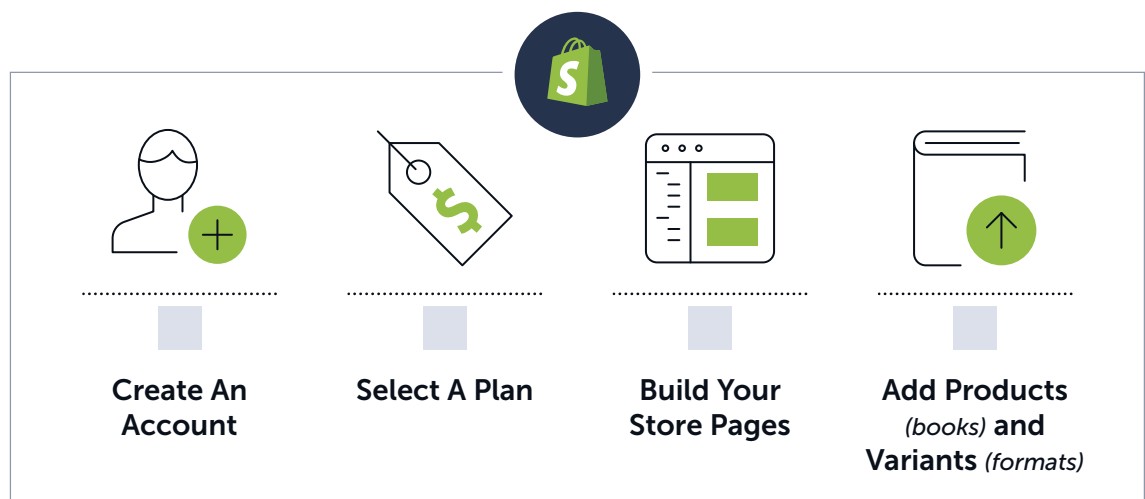
Alternatively, you can create one Product with three Variants. When connecting your Product to Lulu xPress, you will be prompted to select the Product and then the Variant you wish to connect.

All				
Filter ▾ <input type="text" value="Search products"/>				
<input type="checkbox"/>	Product ▲	Inventory	Type	Vendor
<input type="checkbox"/>	 Book	0 in stock for 3 variants		Lulu Marketing
<input type="checkbox"/>	 Knowledge Taco	N/A		Lulu Marketing

Using Variants to make multiple versions of the same book means you can have a single product page for the book and allow your readers to choose which format they prefer while shopping using a simple dropdown menu. Note that Shopify® does not know to apply your specifications to a Variant name. So if you create a 'Hardcover' Variant, you'll have to be certain you select Hardcover options while creating your book in the Lulu xPress App.

How you decide to handle Products and Variants is ultimately about preference. Using a unique Product for each book version can be a simple way to help you stay organized and track your book sales. And using Variants can be very beneficial if you have multiple books with multiple versions of each.

Shopify® To-Do List



03

Installing The Lulu xPress App

Installing the App
Complete Account Setup
Connecting a Product

Installing the App

From your Shopify® dashboard, click the App link and search “Lulu xPress” in the App Store.

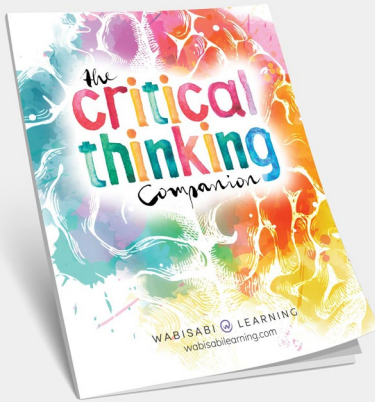
Or you can find the App directly at [this address](#).

Once you click **Get** you will be redirected back to your Shopify® Account Dashboard and prompted to **Install App** to begin using Lulu xPress.

With the App installed, you'll be prompted to register an account. If you've worked with Lulu xPress in the past, and you already have an account, attempting to register will prompt you to log in.

This is not a login for your Shopify® account. Instead, you are registering through Lulu xPress to create an account that our system can use to store your project information.

Once you're logged in, you'll see the Lulu xPress Welcome Page in your Shopify® Dashboard.



The Welcome Page includes two steps to begin using the App.

1. **Complete Account Setup**

Provide your shipping and payment information.

Note: You can add a payment method now or when paying for your first order. When you pay for the first order, you will have the option to create a Automatic Payment. With Automatic Payments enabled, Lulu xPress will charge you printing and shipping costs at the time of the order and begin fulfillment of your orders immediately.

2. **Connect your Shopify® Products with Lulu xPress Books**

Shopify® considers any item you sell with their eCommerce platform a “Product.” To sell your books, you will first make a **Product**, then connect that Product to Lulu xPress to link the Product with our print-on-demand services.

We’ll look at this in depth in the **Create Your Book** section.

A Note About Pricing

Before we complete the account setup, we need to take a moment to cover how pricing works. This is important at this stage, since you’ll be mapping the Shopify® shipping options to the Lulu xPress options.

There are four separate pricing elements we’ll need to review:

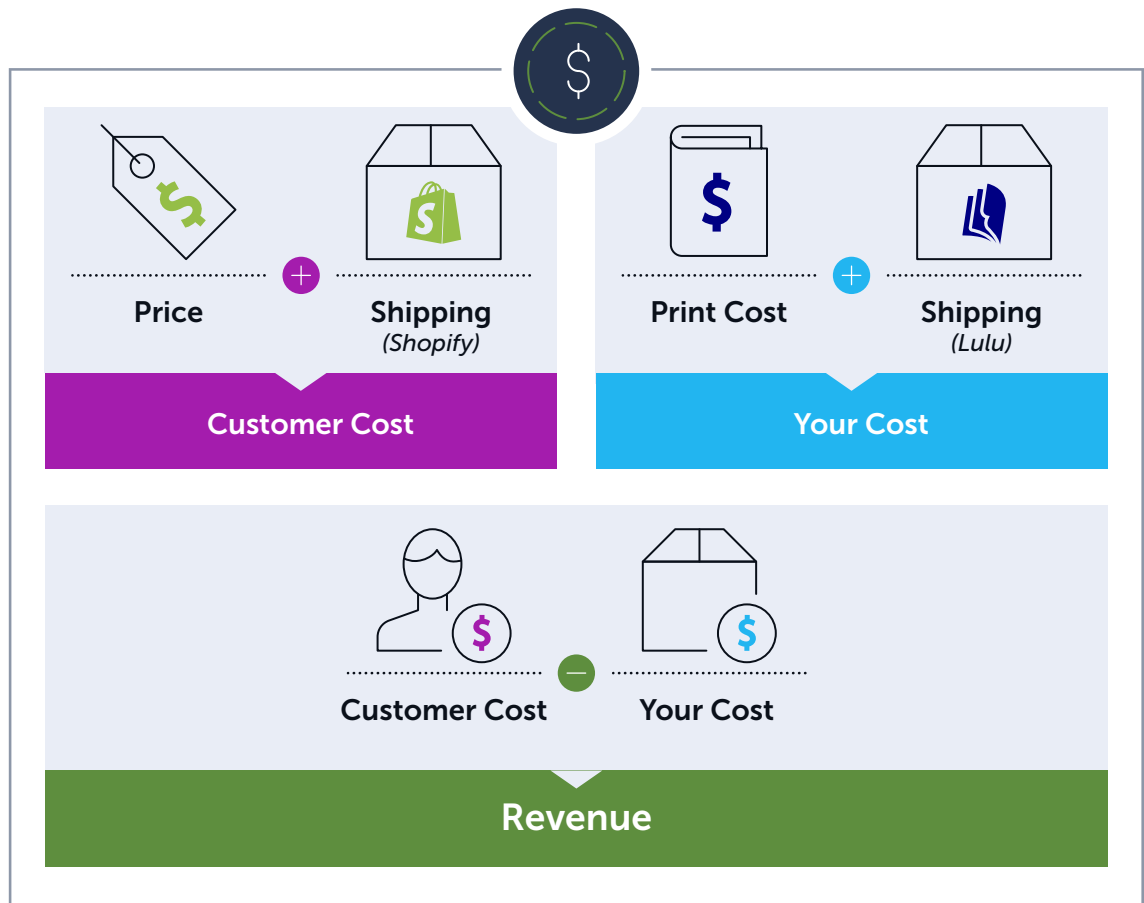
1. **Price (Shopify®)** – This is the price you set during the creation of the Product. The Price is what you will charge someone to buy the book.
2. **Shipping (Shopify®)** – Because the printed book needs to be shipped, your reader will be required to select a shipping method and pay the associated costs for that method.

From your Shopify® Dashboard, you’ll click the Settings button (lower left) and go to the Shipping section. Now select your shipping zone (the country or region) and create shipping methods and the associated costs. Note that you can opt for a method (such as Mail) to be listed free.

3. **Print Cost (Lulu)** – Lulu xPress prints your book and this cost covers that printing and binding. The printing cost will vary based on a variety of product options, such as paper weight and ink color.

4. **Shipping (Lulu)** – Lulu xPress handles both the printing and fulfillment of your print-on-demand books, making for a completely automated process. Our shipping methods are set and include the following options:
- a. Mail
 - b. Priority Mail
 - c. Ground
 - d. Expedited (2 Day)
 - e. Express (1 Day)

To set your pricing, here is a formula to help determine your desired margin:



The Pricing Calculator

When you first install the App, it's a good idea to use Lulu's Pricing Calculator to find printing and shipping costs from Lulu xPress for your book. You can use the calculator to gather information before completing the account setup.

Complete Account Setup

We only need a little information to connect your Print-on-Demand books to your new Shopify® store.

This includes three items:

1. **Contact Information** – An email address and phone number to use when contacting you about an order. Note that you can include a different email address than the one you used for your account setup. Thanks to the way Shopify® provides an easy and automated shopping experience, we'll be able to use a customer's contact info for shipping information, but it is important to include your own contact information as well, in the event that the buyer doesn't include a contact number or the information they provide is inaccurate.
2. **Billing Address** – Standard requirement for billing your printing and shipping costs.
3. **Mapping Shipping Methods** – You'll need to use the Shipping Options page (Settings > Shipping from the Shopify® dashboard) and set up each shipping option you'd like to make available to your customers. Then you'll map the shipping methods your customers see to the methods Lulu xPress uses. We offer an automated system that will price match shipping for you and use the method in our system that most closely matches the price for shipping you've set.

Note: Using automated shipping will always attempt to match a shipping method at an equal or lower cost than you set, to ensure you are not overcharged for shipping.

We recommend setting up the Contact, Billing, and Shipping information immediately, but you can always add this information later under More Actions > Settings from the Lulu xPress App. Your address, contact, and shipping information can always be edited at any time as well.

Payments

When an order is placed, Shopify® will notify you someone has purchased a product. We'll queue that order and after the printing and shipping costs are paid, we can begin printing the order.

Of course, we aim to make this easier with an automatic payment option.

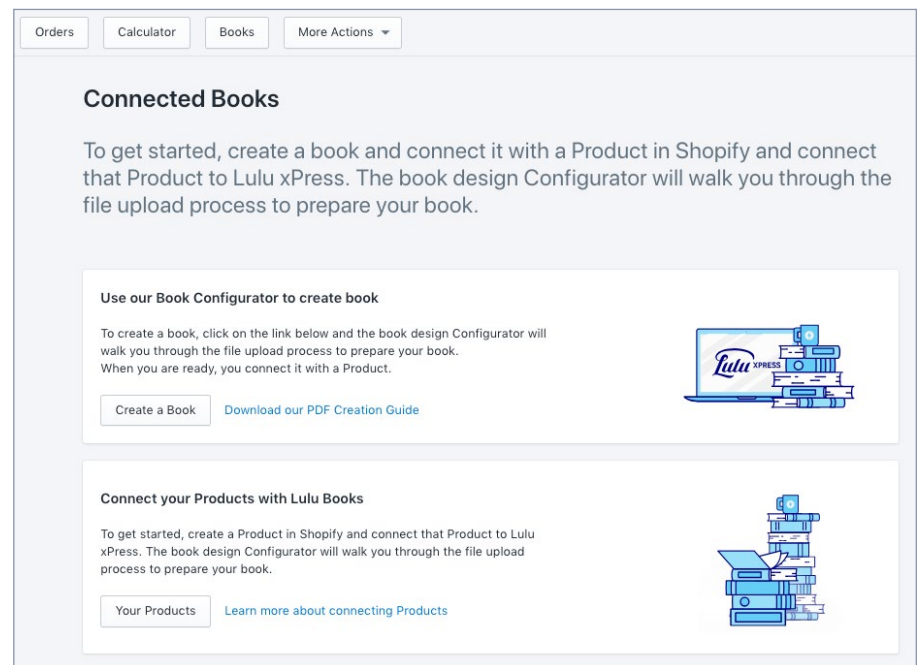
When you get your first sale (Yah!), you'll be able to save the payment method you use and authorize automatic payments for future orders. The payment will trigger one hour after the order is received.

You'll always be able to edit and remove the saved payment information from More Actions > Settings in the Lulu xPress App.

Connecting a Product

We're almost there!

Now that your Shopify® store is set up, you've got Products created for your books, and you've linked the shipping options to the Lulu xPress App, all that's left is to upload your book files!



In the Lulu xPress App, go to 'Books' and select the Create a Book option.

Note: You can also connect a book from the Products page by selecting Product > More Actions > Connect with Lulu xPress.

The book designer will require two files: a PDF for your book's interior and a PDF for your book's cover. Before you can upload your book, be sure to format and prepare these two files to meet our specifications.

04

Creating Your Book Files

This chapter includes all the information you'll need to prepare your PDF files for optimal printing. Lulu xPress' book creation platform and Shopify® App all work best with fully formatted and prepared PDFs.

Interior File Specifications & Layout

The single interior PDF file should include all interior content for your book. This includes a copyright page and any blank pages.

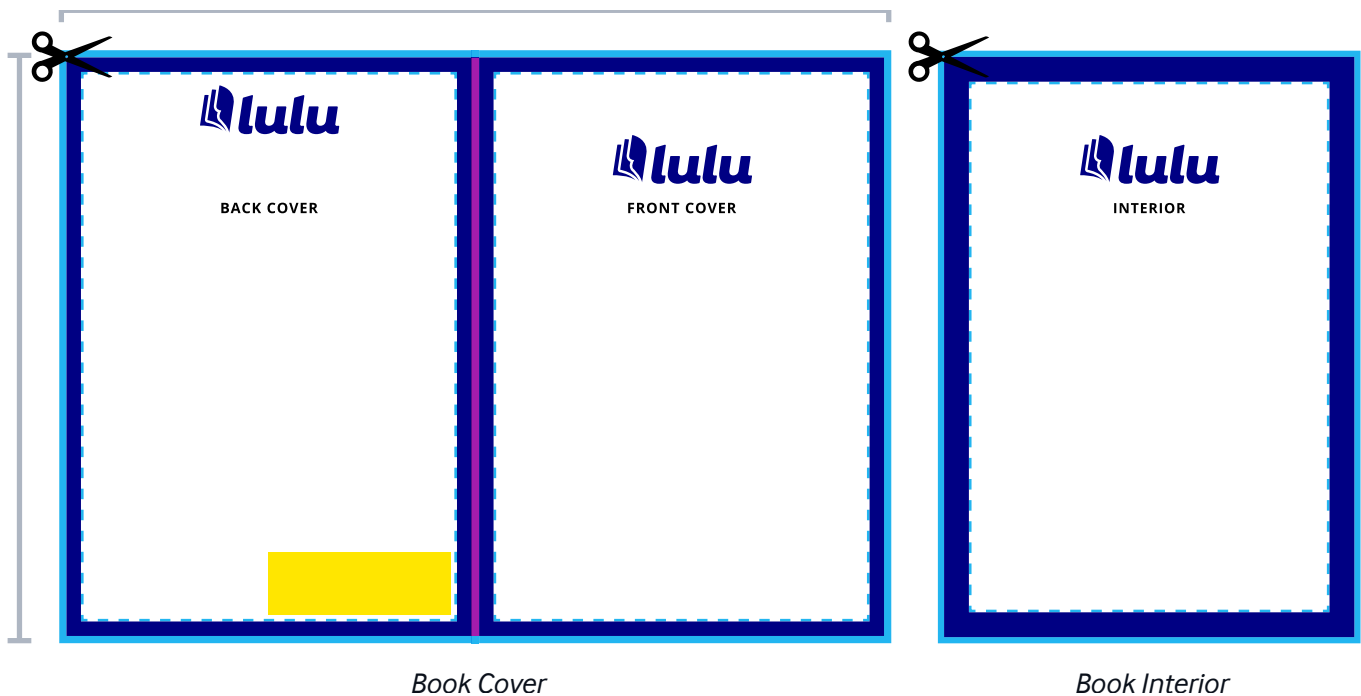
- Images should be 300 ppi resolution when possible
- Vector images should be rasterized
- All fonts should be properly embedded
- Flatten any transparent layers and vector objects
- Your PDF should be single-page layout, portrait orientated
- Size your PDF pages to match the book you are creating. Include the bleed dimensions of 0.125" for your document. For example – a 6"x9" book requires a PDF with pages sized 6.25"x9.25"
- Allow a 0.50" Safety Margin for all content
- Allow a minimum 0.20" Gutter margin for inner edge of all pages
- Do NOT include trim or bleed lines in your PDF.

Cover File Specifications & Layout

Your cover file should be a one piece PDF that includes the back cover, spine, and front cover content in a single page spread. We recommend using the template we provide during the publishing process (sized based on your interior file).

- Images must be 300 ppi resolution
- Vector images should be rasterized
- All fonts should be properly embedded
- All layers should be flattened
- Size your PDF to match the specification provided for your book. The spine width is relative based on the number of pages in your book
- Include bleed dimensions of 0.125" and allow a minimum 0.25" Safety Margin for all content (0.75" for Case Wrap)
- Do NOT include trim or bleed marks in your PDF

Anatomy of a Book



Total Document Size

The total dimension of the file with bleed included.

Spine Area

The spine width varies by the number of pages in your book. Use the appropriate formulas/tables to determine Perfect Bound, Casewrap, and Dust Jacket spine widths. Coil and Saddle Stitch products are not glued at the spine, so they do not require extra spacing.

Safety Margin

We recommend maintaining a border between the trimmed edge and important content (e.g. text, page numbers) to prevent it from being trimmed away.

Live Area

An area that text and images are safe from cropping.

Bleed Area

A border is trimmed from the final book block during manufacturing. Imagery or design elements that are intended to extend beyond the edge of the page should fill the bleed area to prevent white space appearing in final production.

Barcode Area *(Optional)*

The recommended area in which your ISBN is placed. Books not intended for retail distribution do not need a barcode or ISBN. We do not generate/add barcodes.

Gutter *(Not Shown)*

Inner margin allowing for the curve of the page.

Determining The Spine Width

Cover spine width is determined by the binding type and the total number of pages. Paperback covers use a formula and require a minimum of 32 pages to create. All Hardcover covers use a table with page quantity ranges and require a minimum of 24 pages. Each template includes a spine guide preset to the minimum width dimension allowed. Once you know the total number of interior pages and have chosen a bind type for your book, reference the correct formula or table on page 27 and determine your spine width dimension.

Adjusting the Spine Width

Lulu xPress offers templates in different formats that allows cover creation in the software you're most comfortable with. Below is a brief description on how to adjust the spine width using Adobe InDesign or Adobe Photoshop. The templates are available in PDF and PNG formats as well. Every cover template spine guide is preset to the minimum width dimension. Keep this in mind when adjusting your spine.



Adobe InDesign

Use the page tool to adjust the spine page width.

1. Locate the **Page Tool** from the tools panel and select it.
2. In the pages panel, click on the spine page (page 2 of the spread). The page will appear highlighted in the pages panel. Specify the following settings in the Liquid Layout control panel (Window > Interactive > Liquid Layout):

Liquid Page Rule:

☒ Object-based

Object Constraints: Resize with Page

☒ Width

3. After determining your spine dimensions by using the formula (perfect bound) or the calculator table (casewrap) found in this PDF, resize the page with the Height and Width widgets in the control bar. The entire cover should update automatically and is now ready for your artwork.

Note: The document must be setup with facing pages checked for the front cover page to automatically shuffle.



Adobe Photoshop

Adjust the canvas size, revise the spine width, and position the cover guides.

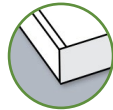
1. Subtract the existing minimum spine width dimension listed on the front cover from the spine dimension found by using the formula (perfect bound) or the calculator table (casewrap) in this PDF and add that value to the canvas size. Go to **Image > Canvas Size** and enter in the revised total width dimension.
2. Use the path selection tool to select the spine shape layer in the guides folder and enter in the correct width dimension found using the formula or spine calculator table.
3. Center align the spine guide, right align the front cover guide, and left align the back cover guide to the document spread. Make sure guide layers are positioned correctly and there are no issues.



Exporting For Print

Upon completion of your cover, load the Adobe PDF preset file "Lulu-Cover.joboptions". This PDF preset exports the cover as spreads and with document bleed. Your cover is now ready for print.

Spine Width Calculator

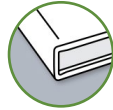
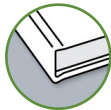


Paperback Covers

Use the formula to calculate the spine width in inches.

$$\text{Spine Width} = (\text{Interior Pages} / 444*) + 0.06''$$

* For magazine and comic book spine widths, replace 444 with 570 in the formula.



Hardcover & Dust Jacket Covers

Use the table to determine the spine width dimension.

Page Count	Spine Width (in)	Spine Width (mm)	Page Count	Spine Width (in)	Spine Width (mm)
0-23	N/A	N/A	445-472	1.3125	33
*24-84	0.25	6	473-500	1.375	35
84-140	0.5	13	501-528	1.4375	37
140-168	0.625	16	529-556	1.5	38
169-194	0.6875	17	557-582	1.5625	40
195-222	0.75	19	583-610	1.625	41
223-250	0.8125	21	611-638	1.6875	43
251-278	0.875	22	639-666	1.75	44
279-306	0.9375	24	667-694	1.8125	46
307-334	1	25	695-722	1.875	48
335-360	1.0625	27	723-750	1.9375	49
361-388	1.125	29	751-778	2	51
389-416	1.1875	30	779-799	2.0625	52
417-444	1.25	32	800	2.125	54

Formatting Your Book

The Product Configurator will require selecting a Product Variant to connect. Use the search bar to find the book you want to add files to. It's important to note that multiple Variants can use some of the same files.

For example, if you have a Black & White, 6x9 book in Paperback and Hardcover, you can use the same interior file for each Variant. You would need a different cover, as the Paperback and Hardcover use slightly different sizes for the cover file.

Once a Product Variant is selected, upload the interior file and we'll run a check on the file. If we detect any potential issues (like pages with high ink coverage or page sizing that doesn't match any of our formats) we'll provide a message to help make corrections. You'll also see a link to our **File Setup FAQ** on this page, with more detailed information to guide you in creating a file.

After we verify the file, you'll need to make selections for the book's interior specifications, including:

- Interior Color
- Paper Type
- Binding Type
- Cover Finish

The final step is uploading your cover file. Click **Download Spec Sheet** and we'll provide a custom spec sheet (in PDF format) with the necessary dimensions for your cover, including the spine placement and size, and the trim margins. Use the Spec Sheet to ensure your cover is sized correctly.

Once your cover is ready, upload it and **Save**.

We'll run the file check just like we did for your interior and provide any necessary notifications or warnings. Be sure that the cover PDF is a single page file.

That's it! Your book is ready to review. There's a live preview that allows you to flip through the book and see where the trim lines will fall. If everything looks good in your preview, click **Save** and your book is done.

05

Exploring Shopify®

Shopify® is quickly becoming the premiere ecommerce tool. They offer multiple tiers of access to bring ecommerce to anyone, from the newest start-up business to larger and well established webstores.

In simple terms, Shopify® offers a means to accept payment for goods and services. But what sets Shopify® apart is the pairing of ecommerce with broad web-building tools we've become accustomed too. Shopify® uses Add-ons to offer flexibility and depth to their site builder. Meaning you can leverage other designer's hardwork to make your site incredible.

To be a one-stop solution for your online business, Shopify® offers an impressive suite of tools. These include logo and form templates, profit calculators, image resizing, and so much more. They cover your bases for the kinds of things you'll need to run an effective business—all the things you might not be thinking about.



06

Exploring Lulu xPress

Using the App

Now that you've connected a Lulu xPress book to your Product, you can see all connected books in the Lulu xPress App. With at least one book connected to a Product, going to **Apps > Lulu xPress > Books** from the Shopify® Dashboard will display a list of the connected Products. Don't worry, the link to connect additional books to Shopify® Products is still there too!

On the Apps front page (**Apps > Lulu xPress**) you'll see a listing of pending, processing, and completed Orders, along with a notification about your Payment Settings.

You'll have options to make changes or remove connections for specific books on this page as well:

1. **Disconnect** – this removes the connection between this book and the Product (on Shopify). If you disconnect a Product and decide you want to connect again, you will need to go through the previously listed steps to Connect.
2. **Edit Configuration** – this option allows you to make changes within the Book Configurator. Add a new interior or cover file, or change the print options without disconnecting.

Note: Editing the description, title, Variant pricing, and other Product related details must be done through the Products page (found on the Shopify® Dashboard).

Price Calculator

Lulu xPress includes a calculator to find the pricing and shipping costs for your book prior to uploading a file. This is the best way to prepare for the printing and shipping costs of a new book and to make educated decisions about how to set your retail price. It's also the perfect way to test some variables (like paper weight, size, or color) to find the right product for the pricing you want to charge.

Help & Feedback

Located under **More Actions** in the Lulu xPress App, you'll find a Help section that includes answers to a range of Frequently Asked Questions for both Lulu xPress and for Shopify®. It's important to note that we limit the answers in this FAQ to specific questions about using Lulu xPress. More general Shopify® related questions are best answered on the Shopify® help pages (found at help.shopify.com).

Lulu xPress also hosts a Feedback Forum where you can see feature requests and add your own ideas about how we can improve the App. Because Lulu xPress is such a new tool for Shopify®, we're still learning how best to provide unparalleled print-on-demand services. Anything you wish the App did or anything that it could do better can be requested directly in our Feedback Forum.

Thank You!

If you've read this far into the guide, we're confident you've got a jump on creating a Shopify® store, creating a Product, and connecting your book files with the Lulu xPress App. You've taken a huge step toward monetizing your content through your own author platform; one of the best ways to build your audience, get your work out there, and start earning money from your hard work.

We've witness time and again authors, entrepreneurs, and experts leverage a book to great success. In fact, that's what motivated us to create the Lulu xPress App. We wanted to make it easier and more profitable for you to follow your dreams.

Keep writing and we'll keep supporting your ability to share your work.



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Appendix A: Lulu Resources

Video Tutorials

- [Getting Started](#)
- [Connecting Products](#)
- [Order Management](#)

Self-Publishing Guides & Tools

- [Author Toolkit](#)

Lulu Community

- [Community Forum](#)

Lulu xPress

- [Lulu xPress App FAQ](#)



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Appendix B: Shopify® Resources

Guides & Tools

- [Shopify Business Guides](#)
- [Shopify Business Tools](#)
- [Shopify Business Encyclopedia](#)

Shopify® Community

- [Shopify Forums](#)
- [Shopify Blog](#)

Paid Services

- [Hire Shopify Experts](#)

