### Create a Free On-line Store for your Farm

### **Debbie Roos**

### www.growingsmallfarms.org

North Carolina Cooperative Extension



## A Little about Myself...

• I've been a Sustainable Agriculture Agent for NC Cooperative Extension for 21 years

### • My primary program areas:

- Organic/sustainable agriculture, small farms
- Commercial vegetable production, alternative enterprises, direct marketing
- Beekeeping & native pollinator conservation
- Forestry
- I have a big website called Growing Small Farms: www.growingsmallfarms.org

## About this Webinar

- When the COVID-19 pandemic hit, we had a few farmers' markets that were shut down, although most remained open
- Farmers and market vendors were looking for ways to reduce contact at the farm and market so many started accepting pre-orders
- I saw that having an online store was a good way to manage these pre-orders and accept payment, further reducing contact
- I conducted five webinars in late March-early April for about 800 folks from across the country
- This recording is for folks who were not able to participate in the live webinar, or for folks who want to hear it again

## About this Webinar

- Managing expectations: I can't cover every feature of Square (that would take all day and you would be overwhelmed!) but I can show you how to get a basic store up and running
- I feel confident about this because I have had many people who attended my previous webinars successfully launch online stores and make sales
- Once you learn the basics and get more comfortable with the platform you will be able to figure out more advanced features if you need them for your unique operation

## **Direct Marketing Platforms**

- Square is just ONE option for setting up a store; feel free to explore others (I'll post handout with resources)
- Square is ideal for individual vendors; if you want a platform for a Food Hub or Farmers' Market or multi-farm CSA you may want to explore other platforms
- Meat producers with variable weight products may want to check out other platforms like GrazeCart or Shopify to see if they may be preferable to Square (See my Resource Handout)

### **Square Online Store**

- I am focusing on Square because many farmers already use it and it's fairly easy to get a store up quickly AND I wanted to get you a tool to use NOW
- If you already have a Square account you will be able to integrate your inventory into the store and make set-up easier
- Square offers a free option or you can upgrade AT ANY TIME to a paid plan with more features

#### Free

Everything you need to start selling online.

\$0/mo No monthly fees

2.9% + 30cper transaction

Sell unlimited products for pickup or delivery

 Automatic inventory, order & item sync with Square POS

 Instagram & Pinterest integration

Online shopping cart

Start for free

Start for free, upgrade at any time

#### Professional

\$12/mo

Elevate your brand and publish from a custom domain.

2.9% + 30cBilled annually per transaction

All Free features, plus:

Publish to a custom domain

No Square branding and ads

Free custom domain for one vear

#### Performance

Grow your business with integrated ecommerce features.

All Professional features, plus:

Post customer reviews right on

Fulfill orders and save with

Recover lost sales with

abandoned cart emails

discounted shipping labels

\$26/mo Billed annually

your site

2.9% + 30cper transaction \$72/mo Billed annually

Premium

2.6% + 30¢ per transaction

 All Performance features. plus:

Scale your business with the best

rates and discounted fees.

- Save on transaction fees with our lowest processing rate
- Highest discounts on shipping rates
- Avoid under or over-charge of shipping with our Real Time Shipping Rate Calculator

Start for free

Start for free, upgrade at any time

Start for free

Start for free, upgrade at any time

#### Start for free

Start for free, upgrade at any time

### Square FREE Online Store

- Square's FREE Online Store allows you to offer pickup and delivery
- No monthly fee; you pay when you make a sale
- Fee is 2.9% + \$0.30 per transaction
- So if you had 30 transactions for a total of \$600 in sales for the week you would pay a fee of \$26.40

### **Square FREE Online Store**

- I created a fake farm store so I could learn how to do this, then used screen captures to document each step for you to follow
- I suggest creating a simple store and as you get more comfortable you can make it fancier if you want and add more features
- Make a list of what you have to sell for the week
- Collect product images and put in a folder on your computer
- Make sure and test your site!
- Include links to your on-line store in all communications by email and social media

# Let's Get Started

# Start your site by going to <a href="https://squareup.com/us/en/online-store">https://squareup.com/us/en/online-store</a>



Ps

w

Lr

O Type here to search

Q

-





^ 🖮 🦟 ी×

 $\Box$ 

3/22/2020

**O** Type here to search











Skip this, I don't need shipping, pickup or delivery for my items

Continue



**O** Type here to search



Most Used

Q

Bookmarks

\* Bookmarks



Ps

^ 🖷 🧖 ⊄×





### Start Designing your Store





Available this Week: March 28

$\leftrightarrow$ $\rightarrow$ C $\triangle$ $\cong$ weebly.cor	m/app/website/users/131353621/sites/262136808517016301/dashboard/editor#/page/07617890-6ca7-11ea-8a94-	c1eed2753a50/block/07650d60-6c
👥 Apps ★ Bookmarks 📙 Bookm	narks 🦲 Most Used	
Header Done	📮 🔹 🗠 Autosaved	Upgrade 🔇
Layout	Your domain is your brand identity. <u>Get a custom domain.</u>	
Logo	Click on "Logo"	Order
Navigation		
Action button		
Cart Icon		
Section style NEW		
	Click here to edit	
	Order now	
	Available this Week: March 28	





C A weebly.com/app/website/users/131353621/sites/262136808517016301/dashboard/editor#/page/07617890-6ca7-11ea-8a94-c1eed2753a50/block/07650d60-6c...

👖 Apps ★ Bookmarks 📙 Bookn	narks 🔜 Most Used	
Header Done	Autosaved	Upgrade 🕐
Layout	Your domain is your brand identity. <u>Get a custom domain.</u>	
Logo type	BUMBLE BEE FARM	Order nov
Replace Edit	Once I realized how long and narrow the header space was I chose a different logo	
Log. 70	Click here to edit	
🖉 Home		
We automatically link your logo to your homepage.	Order now	
Navigation		
Action button		
Cart Icon		-
Section style NEW		
	Available this Week: March 28	















Main banner ··· Done 💻 🔻	n Autosaved	Upgrade ⑦ Guides Preview
out	Your domain is your brand identity. G	iet a custom domain.
×	Add image	
ner headline	My images Free photos	Order now
on button		
ion style		
ground	Click to upload image file	
v Image v	PNG, GIF or JPG   Max size 10MB   Min width 600px	
Add image		
MBLE Improve readability	BEE	
n height	and the second se	
S M L Default	Constant and the second s	
		Cancel Save

Main banner 🚥 Done 💻 🔻 🦛	Autosaved	Upgrade ⑦ Guides Preview Pr
rout	Your domain is your brand identity. Get a custom doma	ain.
×	Add image	
nner headline	My images Free photos	Order now 🖳
ion button		
tion style		
karound	Click to upload image file	
≻ Image ∽	PNG, GIF or JPG   Max size 10MB   Min width 600px	
Add image		
Improve readability	MBLE BEE	
tion height		
S S M L Default		
	C	Cancel Save



Ps

Lr

### Add Items to Your Store


Lr

Ps

Н

Д



Featured menu it ••• Done	Autosaved		Upgrade (?)	Guides Preview
s like you don't have any menu items		Your domain is your bra	and identity. Get a custom domain.	
te a menu item to feature on this page.				Order new )
eate menu item				17.
n		Orde	er Ahead	
on title	Tomato and mozzarella salad		Shrimp linguine with sun-dried and	
on description	Our freshest farm to table tomatoes are enhanced with a generous amount of hand-pulled mozzarella. Topped with basil, olive oil, and fresh	×	Hearty yet sophisticated, this devilishly spicy pasta dish brings you the perfect combination of flavors from the earth, sun, and sea.	×
s	\$14.00		\$22.00	
tles				
lescriptions	Tricolor beet and watercress flatbread		Tomato and mozzarella salad	
	The homemade flatbread is topped with tri- colored beets, watercress, and ricotta cheese	×	with a generous amount of hand-pulled mozzarella. Topped with basil, olive oil, and fresh	×
s lightbox	\$12.00		\$14.00	
button				
n style				



0.2

-



$\leftrightarrow$ $\rightarrow$ C $\triangle$ wee	ebly.com/app/we	bsite/users/131353621/sites/26	2136808517016301/dashboard/editor#/pag	e/07617890-6ca7-11ea-8a94-c1eec	d2753a50/block/17aa33 🍳 🕁 🧔	) 💷 🕕
👖 Apps ★ Bookmarks 📙	Bookmarks	Most Used		You can	also add a	
×			Select menu items	menu ite	em from here	Save
	Select menu items	to display in your featured menu iten	visible		+ Add menu item	
		Name	Visibility	Price	Date added	
	<ul> <li>Sector</li> </ul>	Microgreens	visible	\$5.00	3/22/2020	







Ps

9

w

O Type here to search

Q 0 🗹 -

へ 幅 底 切

3/22/2020







Details lightbox



Lr

0

Ps

w

O Type here to search

Д



	Autosaved		Upgrade ② Guides Preview
e nrina	Your	domain is your brand identity. <u>Get a custom doi</u>	nan.
Edit Item			Cancel Save
ł	tem Information	item	
H	tem Type	Media	+ Add other media types
6	Prepared food and beverage Change	Rover and the second	
1	tem Title ic	1	
6	Microgreens		۵.
	Bold Halic III III		
			3
	A mixture of microgreens and edible for ers 15 oz Note: even though	microgreens	s is not a
	prepared food iten	n that's the cl	osest I could get
Ŷ	our item will not appear on your site until you add it but this setting will change how it shows up	o in	
У	our navigation & search results		

	ks 🔜 Most Used					_
	Autosaved				Upgrade ① G	Guides Preview Put
ails such as price		You	ir domain is your brand identity. <u>Of</u>	et a custom domain.		4
Edit Item					Cancel	re ⊒
nu it	Still editing men	u item bu	t I have	scrolled	l down 🚽	_
	Allow your channess to select from variations such as Size ar	d Color on your published website	. Variations edited in your onl	ine store catalog will also upd	late in Square.	
	Add / Manage variations					
K X	Image Variations 🛱 Stock 🖗	Price 🖨	Sale Price 🔞	Item ID (SKU) 🛱	Weight	
1	+ Regular _	\$ 5	\$ -	-	- Ib	
	10 25 50 100					
	Click	hor up	dor "Sto	ok" to ir		
		m par un		CK LO II	iput	
	how m	any of ea	ch item	you hav	<b>e</b>	
	Allow shoppers to customize their food by selecting optional edited in your online store catalog will also prote in 50 or 1	toppings like extra sprinkles or no	onions. Modifiers	odd o NI		
		5 a150 wi	ien you	auu a m	zvv item)	
	Manage modifiers					
	Manage modifiers					Ŧ
	Manage modifiers				_	•

narks 📙 Most Used		
📮 🔹 🗢 Autosaved		Upgrade ⑦ Guides Preview
	Your domain is your brand identity. Get a custom domain.	
		Cancel Save 7
Allow your shoppers to select from varia	× Update stock	g will also update in Square.
Add / Manage variations	A	
Image Variations ₹	All stock changes will be reflected on your Square item list X     (SKU	U) ⇄ Weight
+ Regular	Available online (1)	
10 25 50 100	Bumble Bee Farm (Shipping location) Pickup available  Toggle button then select "In	under "Track Stock" ventory Recount"
Modifiers Allow shoppers to customize their food edited in your online store catalog will a Manage modifiers	Track stock          Select a restocking preference to update       0         Select a restocking preference to update       0         Stock received       Inventory recount         Damage       Theft         Loss       Dested entered	
	Allow your shoppers to select from varia Add / Manage variations Image Variations H Regular 10 25 50 100 Modifiers Allow shoppers to customize their food edited in your online store catalog will a	Allow your shoppers to select from varies a custom to the select from variable for the select



## **Edit Location & Hours**





Finishing Up Your Site and Publishing

Email subscription 🚥 Done 💻	Autosa Sign up IVI emans	Upgrade ⑦ Guides Preview Publis
yout	Your domain is your brand identity. Get a custom domain.	
le		Order now 🔀
cription		
oscription	Location & Hours	
ction style	Chatham County Farmers' Market Saturday 9:00am - 12:00pm	
	919-542-8244	
	<u>diroos@ncsu.edu</u> You can change the te	xt if you want
		···· ·· <b>·</b> ·····
	Get directions	
	Get directions Stay in the loop	
	Get directions Stay in the loop	ιUp
	Get directions          Stay in the loop         Email       Sign	۱Up
	Get directions  Stay in the loop  Email  Sign	۱Up

Edit   Weebly	× +					-	o ×
The Setu	up Guid	e is helpful t	for reminding	g you of ste	ps	ର 🛧 🔞	0 :
X Page: Home 🔻	+ Add 💻	• 5 3			Upgrade ⑦ Guide	Prevew	Publish
Home .			Your domain is your	brand identity. <u>Get a cur</u>	SETUP GUIDE		
PAGE SECTIONS	*	BUMBLE BEE FARM		Keep it up! Go	et your store set up.	iow È	
Header				get Bumble Bee F	Farm up and running.		
Main banner				7 of 9 completed			
Featured menu items			Real and the second	Design your webs	site 🖸 2:53 🥥		
Location and hours				Add an item te a			
Email subscription			Order ner	e Tor Connect domain	0		
E Footer			at the Cha	tham Verify your Identi	u 📀		
Easter branding			Farme	rs' Mai Add item images	٥	2.24-3	
				Set up shipping r	ates	2 20	
+ Add Section				Order now	1772/2003 Fodix Lawrence		
				11/1	1:22		
🐁 Site design						.27	÷
Type here to se	earch	Q 🗄 📄 🔯	📀 LT PS 🕅 😰		^	9 <b>⊡</b> // d× 4:20 3/25/	PM 2020 🖣





Email subscription ••• Done	when you are done setting up your store, you can preview it, then Publish	Publish
Layout		*
Title		
Description O		
Subscription	Location & Hours	
Section style	Chatham County Farmers' Market Saturday 9:00am - 12:00pm Pittsboro, NC 27312 919-542-8244 dIroos@ncsu.edu Get directions	
	Stay in the loop	
	Email Sign Up	

=			Upgrade	Support Setup Guide My S
Overview				
Website ¥	Bumble Bee Farm		🔗 Edit Website	Manage Store
14 <b>b</b> #	Last published on Mar 22nd, 2020 to my-site-10	3202-106372.square.site 🔁		
Items *	Past 7 days			
Orders		Complete your S	Square account	set-up
Marketing *	\$0.00	°.	0	•
Insights ¥	Sales	Page views	Unique visits	
Photo Studio				
Settings ¥				
	<ul> <li>You've published your store! You can no</li> </ul>	ow accept payments. To transfer money to your bank account	nt, complete your Square account setup.	
	Setup Guides			
	Setup Guides			
	6 of 9 completed			< >
	6 of 9 completed			< >
	6 of 9 completed			< >
	Setup Guraes 6 of 9 completed Design your website	Add an item to sell	Connect domain	< >
	Setup Guides 6 of 9 completed Design your website	Add an item to sell	Connect domain	<

Q

へ 🖼 🧖 ป) 11:06 PM 3/22/2020











## Let's talk about you.

Enter your legal name and home address, even if registering as a business. We will not use this information to perform a credit check, just to verify your identity.

Legal name			-			
Debbie			Roos			
Home address						
Street address					Apt/Un	it
Zlp code		City		State		
00000		City		Select sta	ite	×
Date of birth						
Select month	~	DD		YYYY		
Last 4 digits of SSN or ITIN			 Phone number			
0000			(000) 000-0000			
			1999/000-000			

CONTINUE

O Type here to search















Ŀ

0 🗹

9

Q

-

Ps

w

Once Square has verified your identity, you get access to the Weebly Dashboard

This is different from the Weebly Editor which you used to create the online Store



Store >

Ps

1

Lr

0 2

0

Website >

Ň

w

PB

2:47 PN

3/25/20

^ 🐿 🦟 ป×

Type here to search

Website >

Ļ

li

## Editing Pickup & Delivery Settings

$\leftrightarrow$ $\rightarrow$ C $\triangle$ $(here are are are are are are are are are $	p/home/users/131353621/sites/262136808517016301	1/dashboard#_=_		QZ	र <b>0</b>
🗰 Apps ★ Bookmarks 📙 Bookmarks	, Most Used				
$\equiv$			Upgrade Support	Setup Guide	Bumble Be
Overview Website ✓ Items ✓ Orders Marketing ✓ Insights ✓ Phote Studio Settings ✓	Bumble Bee Farm Last published on Mar 25th, 2020 to bumble-bee-farm.square Past 7 days \$28.00 Sales <b>Let's edit</b>	Edit Website Unique visits TSI tures for the next 3 months.			
	Setup Guides 7 of 9 completed	ck on "Setting	S"	< >	
	Design your website Website >	Add an item to sell	Connect domain Website >		
Type here to search	0 H 🔒 🔯 🧿	Lr Ps 🗊 🖬 📴		^ ≒ <i>(</i> "	ປ× 10:36 P ຊ× <u>3/29/20</u>

← → C ☆ 🔒 weebly.com/app	p/home/users/131353621/sites/262136808517016301	l/dashboard#_=_		ବ 🕁 👩
🗰 Apps 🔺 Bookmarks 📙 Bookmarks	, Most Used			
$\equiv$			Upgrade Support	Setup Guide Bumble Bee
Overview Website ✓ Items ✓ Orders	Bumble Bee Farm Last published on Mar 25th, 2020 to bumble-bee-farm.square Past 7 days	e.site ↗	Edit Website	Manage Store
Insights ✓ Photo Studio Settings ▲	Sales	Page views	Unique visits	
General Checkout	• Curbside pickup and local delivery are now available To enable, go to Pickup and delivery settings	for quick setup. Plus, we're waiving monthly fees for those fea	tures for the next 3 months.	Dismiss
Store Emails Abandoned Carts Shipping	Setup Guides 7 of 9 completed	n "Pickup & De	elivery"	< >
Pickup & Delivery Taxes				
Square sync	Design your website Website >	Add an item to sell Store >	Connect domain	
Type here to search	u H: 🧮 😋 🧿			へ 🖮 🜈 ป× 10:37 Pi 3/29/202

← → C ☆ ▲ w Apps ★ Bookmarks ≡	veebly.com/app/store/users/ Bookmarks 🛄 Most Used	131353621/sites/262136808517016301/#/st	ore/pickup		QL	7 0	D
Apps ★ Bookmarks	Bookmarks 🔜 Most Used						
=							
Question				Upgrade	Support Setup Guide	Bumble E	3ee Farm ♥
Overview	Pickup and delivery						
Website ¥	Customize your pickup and delivery	settings to suit your business and customer needs.					
ltems ♥ Orders	<ul> <li>We're offering simple, basic</li> </ul>	delivery features right now. More robust features con	ning soon.				
Marketing ❤ Insights ❤ Photo Studio Settings ▲	Settings Control your settings for defau may apply to all of your pickup	<b>e default loc</b> It pickup & delivery preferences, large order settings ar locations.	Cation will	be your f	farm	Edit settings	
General Checkout Store Emails Abandoned Carts	Bumble Bee Farm	Click "Ed	lit locatio	n settings	Edit locat	ion settings	
Shipping Pickup & Delivery Taxes Square sync	Pickup and delivery	Edit location details  Allow pickup at this location  Allow curbside pickup Contact Number: 9195484855  Allow delivery at this location	Togg to	le button b allow pio	to rig ckup	ht	
	Pickup & delivery hours	Monday Tuesday W	ednesday Thursday Frid	ay Saturday Sunday			



← → C ☆ ⓐ weebly.com	m/app/store/users/131353621/sites/262136808517016301/#/store/pickup/edit/11ea6ca5f7917696bd870cc47a2b63e4	२ 🕁 👰 卫	
🚺 Apps 🌟 Bookmarks 📙 Bookn	narks 🔜 Most Used		
Pickup and delivery > Edit Bun	nble Bee Farm	Cantel	
Check over your pickup and delivery settl	ngs for this location and customize hours, instructions and more.		
When can orders be picked up or deliv	vered?		
Set when orders can be picked up or delivered fro	m this location. You can add multiple hour ranges if you open and close throughout the day.		
Time zone America - New York	I changed the pickup hours		
Days and times			
Monday	to 3-6 pm veanesaays		
Tuesday			
Vednesday	for my farm		
03:00 PM V - 06:00			
+ Add range	Vou can add prop time. Iat austamars schodule a pickup ti	mo	
Thursday	Tou can add prep time, let customers schedule a pickup ti	ne,	
Friday	add nickup instructions, enable order status emails, etc		
Saturday		•	
Sunday			
	Don't forget to click Savel		
Order prep time	DUILITUISELLU LIILK Save:		
The default time needed to prepare an order. You	can add longer prep times at the item level for items that take longer to prepare.		
Default prep time			
1 hour	$\sim$		
Allow customers to schedule their preferred	pickup time		
O Type here to search	📮 🛱 🧰 🚱 🕼 🖻 🚺 💁 🔨	শি⊒ <i>লি</i> ব্≺ <mark>3/29/2020 ট</mark>	
		0,23,2020	
	weebly.com/app/store/u	sers/131353621/sites/262136808517016301/#/store/pickup	Q 🕁
--	--	---	-------------
Apps 🛧 Bookmark	s 📙 Bookmarks 📙 Mos	t Used	
≡		Upgrade Support	Setup Gulde
Overview Website 🌱 Items 🗸	Pickup and delivery Customize your pickup and delivery s	settings to suit your business and customer needs.	
Orders Marketing 🌱	<ul> <li>We're offering simple, basic of the second se</li></ul>	felivery features right now. More robust features coming soon.	
Insights 🗸 Photo Studio	Settings Control your settings for default may apply to all of your pickup i	pickup & delivery preferences, large order settings and tipping. These settings ocations.	[
Settings ^ General Checkout Store Emails	Bumble Bee Farm	I am going to show you how to add other pickup locations later	Edit loc
Abandoned Carts Shipping Pickup & Dellvery Taxes Square sync	Pickup and delivery Pickups delivery hours	Edit location details         Allow pickup at this location         Allow curbside pickup         Contact Number: 9195484855         Allow delivery at this location         Monday       Tuesday         Wednesday       Thursday       Friday         Saturday       Sunday         3:00PM - 6:00PM	
	Order prep time	1 hour	

Ο	Featured menu items   W	eebly ×	Orders   Weebly	X Orders   Weebly	× Square Dashboard	×   +		-	• 🗇	×
←		weebly.com/ap	p/store/users/131353621/sites	s/262136808517016301/#/store	e/orders			Q &	0 D	1 1
=	Apps 🔺 Bookmarks	Bookmarks	, Most Used							
=							Upgrade Support Se	tup Guide Bu	mble Bee Far	mΥ
c v	verview /ebsite 🍾	Orders		Man	age Orders		Create Ship	oping Labels	Export Order	s
   0	Orders	Ups Sav	e up to 55% on shipping with	UPS					More info 🔻	
N Ir	larkeung ⊻ nsights ♥	Q Search	All Statuse	s 🗸						
F	hoto Studio	Order #	Order Date	Customer	Items	Туре	Status	Total		
S	ettings 🂙	641915497	3/25/2020 12:09 AM	Debbie Roos	1 x Microgreens 2 more	Pickup	Pending	\$14.00		
		1659352050	3/24/2020 11:38 PM	Debbie Roos	1 x Microgreens 2 more	Pickup	Pending	\$14.00		
		Per page: 10		Click on th	e order to v	iew it				



ļ

liti 📄 🔯 🦻

Lr

Ps

🗊 📔 🚺 🔨





#### Bookmarks Most Used

~

 $\equiv$ 

ΞI	<b>Click on "We</b>	ebsite" 🗉		Upgrade Suppo	ort Setup Guide	Bumble Bee Far
Overview	Bumble Bee Farm				Manage Chara	
Website 🛩	Last published on Mar 22nd 2020 to bu	mbla bee farm couara cita 7		2 Edit Website	Manage Store	
Items ¥	Last published on War 2210, 2020 to but	nore-bee-ramitsquare.site >				
Orders	Past 7 days					
Marketing ¥	\$0.00	0	0			
Insights 💙	Sales	Page views	Unique visits			
Photo Studio						
Settings *						

 Curbside pickup and local delivery are now available for quick setup. Plus, we're waiving monthly fees for those features for the next 3 months. To enable, go to Pickup and delivery settings

Ps

T

L

#### Setup Guides

Ū

Ľ.

-

0

9



w

P

Dismiss

Website >

Q

Ξī

-

🏥 Apps 🔺 Bookmarks 📃 Bookmarks 📃 Most Used

# **Click on "Edit Site" to get to Weebly Editor**

Setup Guide Bumble Bee I

ര

Q

Overview	
Website 🔺	
Edit Site	
General Settings	
SEO & Social Media	
Integrations	

_	-			
Lo noo	1.00	a second	-	-
COLUMN			_	~,
1.91111	-		~	-

~

 $\equiv$ 

```
Instagram
```

Facebook

Messenger

Pop-ups

Items ¥

Orders

Marketing \*

Insights \*

Photo Studio

Settings \*

ws	0 Unique visits	
NS	0 Unique visits	
ws	0 Unique visits	
NS	Unique visits	
		< >
	ip. Plus, we're waiving monthly f	p. Plus, we're waiving monthly fees for those features for the next 3 months.

Website >



Store >





Q

Lr

Ps

# **Weebly Editor:** from here you can edit your site



Order now

戶







Site design

+



# Square Dashboard

https://squareup.com/dashboard/

# **Square Dashboard**



Ps

W

Lr

0

Q

 $\rightarrow$ 

Apps

C

\* Bookmarks

squareup.com/dashboard/

Bookmarks

Most Used

Q

へ 幅 🧖 🖏 11:43 Pi 3/22/20/







Store >

Ps

1

Lr

0 2

0

Website >

Ň

w

PB

2:47 PN

3/25/20

^ 🐿 🦟 ป×

Type here to search

Website >

Ļ

li

# Linking Your Bank Account





Account 🔺

## Bank Accounts



Your funds will only be transferred into a verified bank account. Verification usually takes a few minutes, but for some banks can take up to 4 business days. If you change bank accounts, your money will continue to be transferred into your existing account until the new account is verified.

Once your bank account is verified, card payments are transferred into your account in 1-2 business days. Online sales are transferred the day after you complete the order. Learn more about transfers>

Authorized					
Representatives	Location	Account Type	Account Info	Status	
Get Free Processing	Bumble Bee Farm	No Bank Account			Add Bank Account
Business 🗸	<u>8</u>				

Square Accessories 🗸







Apps Bookmarks Most Used 🗙 Bookmarks

 $\times$ 

## **Bumble Bee Farm**

Verify

Account Type	Checking	~
Account Holder's Name	Account Holder's Name	
Routing Number	Routing Number	
Account Number	Account Number	
Confirm Account Number	Account Number	

By linking your bank account, you're instructing Square to verify your bank account information with a consumer reporting agency for fraud and risk prevention purposes. This will not affect your credit score.

## Fill out these sections above





Q





# $\bigcirc$

## **Bank Account Added**

Your bank account has been successfully linked. Funds will be held in your Square balance until your bank account is verified. This verification may take up to 3 business days.









W

へ 幅 ((い))

3/22/202

Square Accessories ~







Square

# Once store is created go to <a href="https://squareup.com/us/en/online-store">https://squareup.com/us/en/online-store</a>

Payments Point of Sale eCommerce More Tools Resources

SQUARE ONLINE STORE

# Sell in more ways with a free online store.

Start a free online store



Oakdale Nature Club Home Get Involved A

Lr

Ps

Q

Ľ١

Sign in to edit

Sign In

Shop

QB

₽ 🖹

へ ⋈ 🗐 🬾 ป× 11:41 PM 3/23/2020



# **Testing Your Site**

Make Sure and Test Your Site Once It's Published!

- Order some things from yourself and make sure everything goes smoothly – don't worry you are just putting money into your own bank account!
- Look at the email confirmation you get as a buyer and seller









Secure Checkout	checking out		
PERSONAL INFORMATION	Edit	ORDER SUMMARY	
Debbie Roos debbie.roos@chathamnc.org		Microgreens Oty: 1 Variation: Regular	\$5.00 r
STORE PICKUP Your order will be ready for pickup Saturday after 10:00 AM	Edit	Cinnamon cap mo Qty: 1 Variation: Regular	ushrooms \$5.00 r
Bumble Bee Farm Sanford NC, 27330		Easter egg radish Qty: 1 Variation: Regular	nes \$4.00
PAYMENT INFORMATION	Edit	1	
VISA ending in BILLING ADDRESS Debbie Roos Sanford North Carolina, 27330		Subtotal In-store pickup Taxes	\$14.00 \$0.00 \$0.00
United States		Order Total	\$14.00

REVIEW & SUBMIT ORDER

#### Your order has been received

Thank you for shopping! You should receive a confirmation email shortly.

Continue shopping

PICKUP ORDER STATUS



Your order will be ready for pickup: Saturday after 10:00 AM (3/24/2020, 9:09pm)

#### Pickup location

Bumble Bee Farm

Sanford NC 27330 US

#### Get directions

and the second second

#### ORDER DETAILS

3/25/2020 12:09 AM

Order number

Order date

641915497

- COC-

Your Information

debbie.roos@chathamnc.org

## Testing the site: order confirmation



You receive an email with every order that says:

You just received an order! This is a copy of the email that your customer received.

This screen shot just shows part of the order...



Updating your On-line Store: Changing your Inventory





👖 Apps 🔺 Bookmarks 📃 Bookmarks

ks 📃 Most Used







visible

\$5.00

w

3/22/2020

## You can uncheck the boxes of items not available that week and/or add new menu items

Lr

0

Ps

ļ

Ξi

How to Add Multiple Pickup Locations





Ps

PS

Lr

Get Free Processing Business ~ Square Accessories ~ A strong password contains a mix of numbers, letters, and symbols. It is hard to guess, does not resemble a real word, and is only used for this account.

Update Password

### Owner Passcode (Point of Sale)

Your Owner Passcode can be used to access all areas of your Square account. For security, we recommend creating a separate Team Passcode at Security > Team Permissons

Q,





← → C △ ● squ	uareup.com/dashboard/locations				1	ବ 🛧 👩 D	*
Apps ★ Bookmarks 📘	Bookmarks 📙 Most Used						
Account & Settings					Q 🚺	⑦ Bumble Bee Fai	rm
		<ol> <li>Seller reso</li> </ol>	ources in response to COVID-	19 >			×
Account ∽ Business ∧	Q				(	Create Location	D
Locations	Nickname 🔨	Location Type	Address	City, State	Phone	Email	
Pricing & Subscriptions	Bumble Bee Farm	Physical		SANFORD, NC			
Transfers							
Receipt							
Tax Forms	The def	ault locat	tion is m	v farm to	adda		
Devices	THE UE	aun ioca		iy laili, to	auua	L	
Square Secure	second l	ocation c	lick on '	Create Lo	catior	<b>77</b>	
CCPA					cation	•	
Square Accessories 🗸							

Lr Ps 👘 🖬 📴





Bookmarks 🔜 Most Used s 🔺 Bookmarks

### Location Details

### **Basic Information**

Location Business Name	Chatham County Farmers' Market	
Nickname	Chatham County Farmers' Market	
Your business name appears o don't have a business name, de	n your customers' card statements and digital receipts. If you escribe your goods or services and city, e.g., Taxi - New York.	I added the
Business Bio	Enter a brief bio about your business. Short descriptions are the most effective.	farmers' market
		as a location,
Location Type	Physical Location	then clicked
Business Address		Save

P

Q \$

Deactiva

ര

Di

 $\mathbf{v} = \mathbf{v}$ 

へ 🗐 🌈 다× 11:00 PM 3/29/2020

Save

### Bu

Address Line 1	1192 US 64 W Business			
Address Line 2	Address Line 2			
City	Pittsboro			
State	North Carolina 🗸	ZIP Code	27312	

Ps

w

Lr

Contact Information

02

9



🗰 Apps ★ Bookmarks	Bookmarks Nost Used		_		_		
Account & Settings		Seller resour	ces in response to COVID-19 >			Q 🚺 🕲 🛙	umble
Account V Business A Locations Pricing & Subscriptions Transfers Receipt	SQUARE TEAM MANAGEMENT Opening a new location? Manage you locations. Try it free	ur team's hours and sales a	t all your				
Tax Forms Devices	Q					Cre	ate Lo
Square Secure	Nicket and A	Location Type	Address	City, State	Phone	Email	
CCPA Square Accessories	Bumble Bee Farm	Physical		SANFORD, NC			
	Chatham County Farmers' Market	Physical	1192 US 64 W Business	Pittsboro, NC		diroos@ncsu.edu	
					_		

Ps

Lr

## Now I have two locations

w

P

Ļ

0 2




$\leftarrow$ $\rightarrow$ C $\triangle$ $(=$ weebly.com/app		Q 🕁	• • •		
🗰 Apps 🔺 Bookmarks 📙 Bookmarks	, Most Used				
$\equiv$			Upgrade Support	Setup Guide	Bumble Bee
Overview Website ✓ Items ✓ Orders Marketing ✓ Insights ✓ Phote Studio Settings ✓	Bumble Bee Farm Last published on Mar 25th, 2020 to bumble-bee-farm.square Past 7 days \$28.00 Sales On á Settings"	Edit Website	Manage Store		
	Setup Guides 7 of 9 completed			< >	
	Design your website	Add an item to sell	Connect domain		
	Website >	Store >	Website >		10:36 P
Type here to search	ų 🛱 🗖 🔂 🧭				× 3/29/20





	ବ୍ 🕁 👩			
👖 Apps 🔺 Bookmarks	📙 Bookmarks 🔜 Me	ost Used		
$\equiv$				Upgrade Support Setup Guide Bumble B
	Order prep time	1 hour		
	Scheduled pickups	Not allowed	's edit the settings	s for the
	Instructions	No instructions		
	Mark orders as "ready"	Yes	armers' market loc	cation
	Chatham County Farm	ers' Market		Edit location settings
	A We are unable to valid	date the address below. Make sure this address	is correct before accepting any pickup orders.	
	Address	1192 US 64 W Business Pittsboro, NC 27312 US Edit location details		
	Pickup and delivery	Allow pickup at this location Allow delivery at this location (2)	Toggle but	tton to right
	Order prep time	Available immediately (No prep time)	to allow	<b>v ріскир</b>
	Scheduled pickups	Not allowed		
	Instructions	No instructions		
	Mark orders as "ready"	Yes		

Lr

🕺 🧿

Ps

**(** 

w

P

Hi 🥫

Ţ



👖 Apps 🔺 Bookmarks 🛛 Bookmarks 🔜 Most Used

#### Pickup and delivery > Edit Chatham County Farmers' Market





## I changed the hours to 9 am-noon on Saturdays

#### Order prep time

The default time needed to prepare an order. You can add longer prep times at the item level for items that take longer to prepare.

#### Default prep time

Available Immediately (No prep time)

#### Allow customers to schedule their preferred pickup time

Customers can select a future date and time to pick up their order, within the hours specified above. Delivery orders cannot be scheduled.

 $\sim$ 

#### Delivery settings

We're offering simple, basic delivery features right now. More robust features coming soon.

#### Estimated delivery time

	0	minutes	~	to	0				minutes		~					
$\square$	(	<b>O</b> Type here to search		Ţ	Цi	-	02	0	Lr	Ps	<b>(</b>	w	P			



Ļ

0

9



👖 Apps 🔺 Bookmarks 📙 Bookmarks 📙 Most Used

 $\leftarrow \rightarrow$ 

			Upgrade Support Setup Gar	ide B
Marketing *	Settings			Edits
Insights *	Control your settings for may apply to all of your p	default pickup & delivery preferences, large order settings and tipping. These settings sickup locations.		
Photo Studio				
Settings +	Bumble Bee Farm		Edit los	cation a
General	Address			
Checkout				
Store Emails				
Carts		Edit location details		
Shipping Pickup & Delivery	Pickup and delivery	Allow pickup at this location     Allow curbands pickup     Contact Number: 9795484855     Allow delivery at this location		
Taxes				
Square sync	Pickup & delivery hours	Monday Tuesday Wednesday Thursday Priday Saturday Sunday		
		3:00PM - 6:00PM		
	Order prep time	1 hour	Now I have two miskup leastings	
	Scheduled pickups	Not allowed	NOW I have two pickup locations	
	Instructions	No instructions		
	Mark orders as "ready"	Yes	with their own days and hours	
			with their own days and hours	
	Chatham County Farmer	n' Markat	Edit for	cation se
	Address	1192 US 64 W Business		
		Pittaboro, NC 27312		
		us Edit location details		
	Pickup and delivery	Allow pickup at this location		
		Allow curbside pickup		
		Set a phone number on your location to allow curbiede pickup.		
		Allow delivery at this location		
	Pickup & delivery hours	Monday Tuesday Wednesday Thursday Friday Saturday Sunday		
		9:00AM - 12:00PM -		
	Order prep time	Available Immediabely (No prep time)		
	Scheduled pickups	Not allowed		
	Instructions	Na instructions		
	Mark orders as "ready"	Yes		

Ps

P

w

T

Lr











Microgreens A mixture of microgreens and edible flowers - 5 oz



Cinnamon cap mushrooms

These nutty flavored cinnamon caps can be eaten stem and all - 6 oz





Have Questions or Need Help Setting Up Your Store?



A Phone support wait times are longer than usual right now. Here's a guide with answers to common questions and links to helpful information.

A For Square Online Store sellers, learn more about setting up curbside pickup and delivery here!

#### Suggested Articles

Based on your recent activity, we suggest you check out these articles:

How to Use a Domain You Purchased Elsewhere

How Can I Enable SSL?

Use a GoDaddy Domain with Your Site



81 results for "categories for menu items not showing up or

Adding Store Items and Categories to Your Emails

Learn how to easily add items or categories from yo

Adding Items and Categories

Learn how to create items from your online store da

Add Items and Categories to Your Website

Learn how you can add items to your online store from within the website editor.

Batch Edit Items Categories and Coupons

This article shows you how to make batch updates to items, categories, and coupons in your online store.

Type in your question and it will

suggest articles for you to read;

if you don't see one that looks

helpful, then reword your

question and try again!

#### Add a Booking Link to Your Navigation Menu

Learn how to add a Square Appointments booking link to your website navigation menu to allow

# Or Call the Square Support Desk: 855-700-6000

# After the Webinar

- I have posted this presentation on my website so you can download it and follow my step-by-step instructions
- I also posted some other resources you may find helpful

# Good Luck!

## **Debbie Roos**

### www.growingsmallfarms.org

North Carolina Cooperative Extension

