



Open Learning with Shopify

Getting started guide for students

The purpose of this document	3
Signing up for your free trial store	3
Get the right link from your instructor	3
Working in a group?	3
Provide your email, password, and store name	4
Provide additional information	5
As soon as you've created your store	6
You're all set	6
Practice logging in	7
Logging in from a bookmark	7
Logging in through the Shopify website	8
Potential costs to keep in mind	9
Costs that you should cover in your product prices	9
Avoid transaction fees by using Shopify Payments	9
Don't create Shipping labels when in test mode	10
When you'll need to provide credit card details	10
Some essential guidelines	11
Regulated products	11
Paid plans	11
Keeping your login password secure	11
Resetting your account login password	11
Giving others access to your admin	12
Giving select people access to your website	12
Locating your online store password	12
Launching your store	12
Using third-party services	13
Make the most of our free tools	14



Shopify Compass	14
Interested in digital badges?	14
When your Open Learning plan ends	15
To close your store and stop using Shopify	15
To close your store for now, but maybe come back to it later	15
To maintain access to your store	15
Prices for paid plans	15
Where to get help	16
Shopify community forums	16
Help documentation	16
Videos	16
Webinars	16
Shopify blog	17
Contacting Support	17
Don't panic :)	17
One of us!	17



The purpose of this document

This document is intended to guide you through the initial stages of signing up with Shopify, and to answer any early questions that you might have.

Signing up for your free trial store

There are a few essentials you need to know when you're ready to start.

Get the right link from your instructor

Your instructor will send you a special signup link to use when creating your store. This link has been created just for your course. Please do not sign up from any other website page.

Note: If you don't use the link provided by your instructor, your checkout will not be enabled and your store is likely to freeze.

Already own a Shopify store?

Shopify does not refund subscriptions for any stores you opened before participating in the Open Learning program. But remember that you can also [pause or close your earlier store](#) at any time. You might want to do this while you're working on your new store.

Working in a group?

For group work, the person who signs up for the group's store becomes the store account owner. After the store is created, the store account owner can then [create staff accounts](#) for other people in the group, so that you all have access to your store admin.

Whether or not you're working in a group for coursework, all students are entitled to use the signup link to build a store of their own.



Provide your email, password, and store name

Your signup page will look something like the screen below. It may mention a time limit, but you can ignore this.



1. Enter your college or university email address and click **Start free trial**.

Note: We need you to use your college or university email address so that we can verify your student status. You'll be able to change your account email address later if you want to.

2. Enter your chosen password. Be sure to think of a password that you can remember. Don't share it with anyone.
3. Enter a name for your store.

Note: Choose your store name carefully. The name you enter here will be used to build your store's internet address. After this address has been created, you won't be able to change it unless you buy a custom domain.

4. Click **Create your store**.

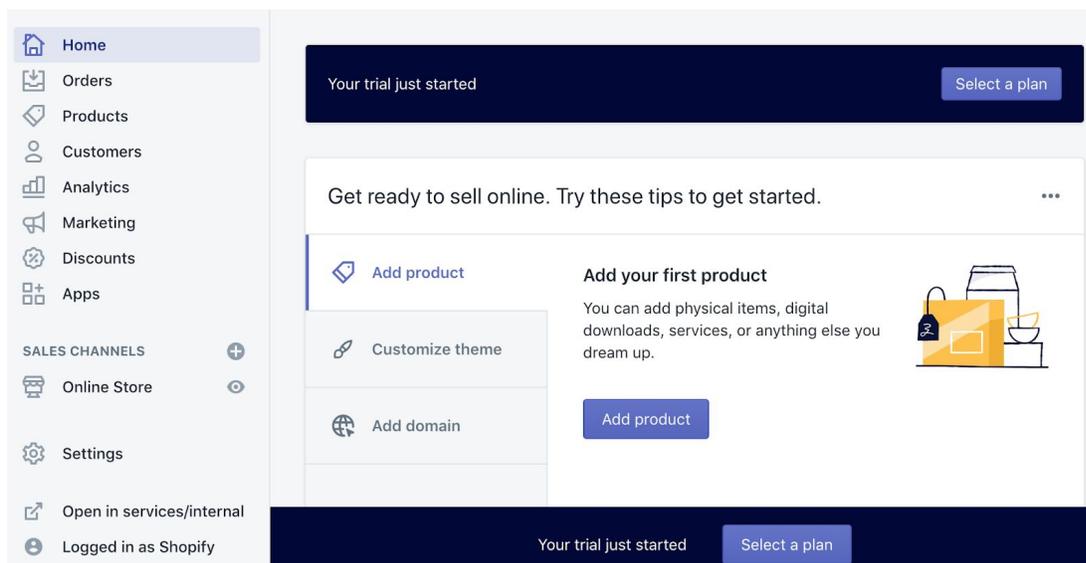


Provide additional information

Shopify will now create your new store. This will take a moment or two. During store creation, you'll be asked for some additional information, including:

- Your business address.
You can provide a temporary address (such as your college address) for now if you like. You'll need to change it to your legal business address when you're ready to make real sales to the public.
- A little more information about yourself.
It's OK to **Skip** this page.

After signup is complete, you're taken straight to your store admin, which is what Shopify calls the store's back end. This is where you'll do things like configuring all your settings, choosing your sales channels, customizing your website, and managing your customers and orders. Your store admin will look something like this:



Note: Ignore any messages that ask you to choose a plan. You do not need to do this while you're participating in Shopify's Open Learning program. If you decide to keep your store afterwards, you'll need to select a paid plan at that time.



As soon as you've created your store

There are two important things to do as soon as you've signed up:

- Bookmark the link to your new store. The link is shown in the address bar of your browser. It ends in *myshopify.com*.
- Confirm your email address. We will send you an email to verify that you own the address you gave when you signed up.

You're all set

Your store is now ready for you to start building your brand. Don't worry - no-one else can see your store until you [launch it](#), by removing the online store password.

Note: Don't launch until you're ready for real customers to visit your website and buy your products.



Practice logging in

It's a good idea to practice logging in as soon as you've created your store. The process is described fully in the Help Center, at <https://help.shopify.com/en/manual/your-account/logging-in>

Basically, there are a couple of ways to log in from your computer:

- [Through the bookmark you made for your store](#)
- [Through the Shopify website](#)

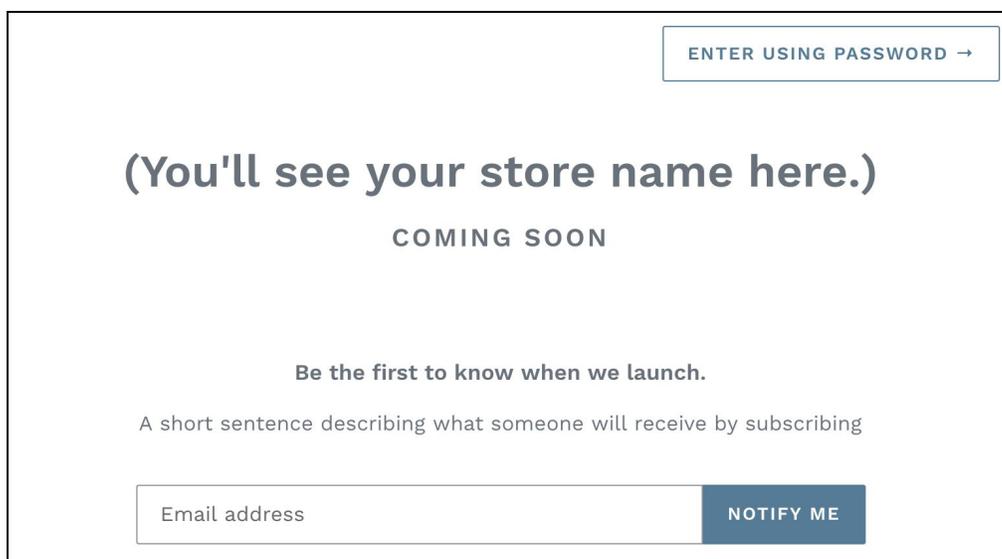
(You can also log in from your mobile device if you use the Shopify mobile app. You can read all about the app here: <https://help.shopify.com/en/manual/apps/apps-by-shopify/shopify-app>.)

Logging in from a bookmark

1. Open your store bookmark in a browser.

You'll be taken straight to your own store's password page. This page is what people see if they come across your store online.

The password page looks something like this, depending on the theme that's active on your store:

A screenshot of a Shopify password page. At the top right, there is a button labeled "ENTER USING PASSWORD →". In the center, the text "(You'll see your store name here.)" is displayed in a large, bold font, followed by "COMING SOON" in a smaller, bold font. Below this, there is a heading "Be the first to know when we launch." and a sub-heading "A short sentence describing what someone will receive by subscribing". At the bottom, there is a form with an input field labeled "Email address" and a button labeled "NOTIFY ME".

ENTER USING PASSWORD →

(You'll see your store name here.)

COMING SOON

Be the first to know when we launch.

A short sentence describing what someone will receive by subscribing

Email address **NOTIFY ME**



2. Click **ENTER USING PASSWORD**.

Again, it depends on your theme, but the next screen will look something like this:

ENTER STORE USING PASSWORD

Your password ENTER

Are you the store owner? Log in here

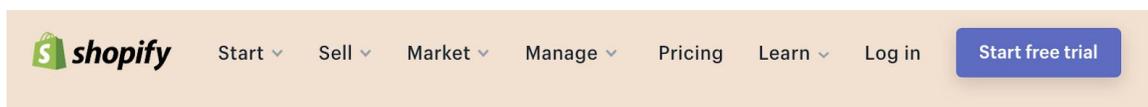
Click **Log in here**.

3. Enter your account email and password when asked. You'll be logged into your store admin.

Logging in through the Shopify website

Sometimes, you might find it faster to log in by going straight to the shopify website:

1. Go to shopify.com.
2. Click **Log in**.



3. Enter your account details when asked. You'll be logged into your store admin.



Potential costs to keep in mind

Shopify gives Open Learning participants free use of the platform, but there are possible additional costs that you should budget for (some are relevant only if you're making real sales).

Costs that you should cover in your product prices

The following are not covered by Shopify Open Learning, so make sure you cover these costs when setting your product and shipping prices:

- Packaging costs
- Postage and shipping services
- Shopify Shipping labels (if you're eligible)
- Paid apps built by third parties (all Shopify-built apps at <http://apps.shopify.com/> are free)
- Paid themes built by third parties (all Shopify themes at <http://themes.shopify.com/> are free)
- In-person credit card fees - charged by Shopify on behalf of banks when a customer pays with a card
- Additional fees, also known as transaction fees, if not using Shopify Payments.

Avoid transaction fees by using Shopify Payments

If you're using Shopify Payments, Shopify won't charge transaction fees if you make real credit card sales, but be aware that you will still be charged credit card fees. Shopify passes these on to the credit card company.

If you're not using Shopify Payments, Shopify may charge a percentage-based fee per transaction in addition to credit card fees.

The credit card fees you can expect to pay are shown on our pricing page, at <https://www.shopify.ca/pricing> (scroll down the web page to the SHOPIFY PAYMENTS section).



Don't create Shipping labels when in test mode

If you're using our Bogus gateway or Shopify Payments in test mode, all orders are simulated and no money will change hands.

You can mark test orders as fulfilled in your admin, but don't click "Create shipping label". This will generate a charge for a Shopify Shipping label - which you will then be invoiced for.

When you'll need to provide credit card details

If you subscribe to third-party services, for example print-on-demand apps such as Printful, you will need to provide your own credit card information. Printful, for example, charges your credit card and not the customer's, before it creates a print-on-demand order.

If you don't use any third-party services while you're on the Open Learning plan, you do not need to provide Shopify with credit card information.



Some essential guidelines

There are a few things to be aware of while you're working on your Shopify store.

Regulated products

Do not add regulated products of any kind to your store or mention them in your store name.

This applies even if you're not planning on launching or making real sales. You are bound by our Terms of Service (<https://www.shopify.com/legal/terms>) and our Acceptable Use Policy (<https://www.shopify.com/legal/aup>) as soon as you sign up with Shopify. Stores that do not comply may be frozen automatically.

Paid plans

Don't sign up for a paid plan, even if you are repeatedly invited to through messages in your admin or in emails.

Shopify waives subscription fees for Open Learning participants (although you will have to pay for anything you install from third parties, such as apps and themes.) **You do not need to sign up for a paid plan while your course is running.** If you want to keep your store afterwards, you will be able to sign up to a paid plan at that time.

Keeping your login password secure

Your login password is the one you chose when you first signed up for your store. Don't share this password with anyone, even if you're not making real sales. You use this password to log into your Shopify account, access your admin, and control all your personal information.

Shopify's merchant security system will lock stores if there's any suspicion that account passwords have been compromised, so you might lose access if two people try to log into your store using the same account password.

Resetting your account login password

You can change your account login password at any time, as described here:

<https://help.shopify.com/en/manual/your-account/logging-in/reset-password>



Giving others access to your admin

Your instructor might need to see your store admin for marking or grading purposes. You should create a full-access [staff account](#) for them, or [make them the store owner](#). Do not share your account login password.

Giving select people access to your website

You might be asked to make simulated or test sales as part of your course, or to take screenshots to illustrate your customer ordering experience. You might also want to sell to a small group of people, such as others on your course or students on your campus.

You can do all of these things without launching your store to the general public. To give select people access to your website, you'll need to share your online store password - **not your account login password** - with them.

Your online store password is used to enable your store password page and keep your online store hidden until you're ready to launch. If you remove it, anyone can see your store online.

Locating your online store password

You can find your online store password, change it, or remove it, in **Online store > Preferences > Password protection**, as described here:

<https://help.shopify.com/en/manual/using-themes/password-page>

Launching your store

Don't launch your store (by removing your online store password) until you're ready to sell to the world. Make sure your payment, shipping, and taxes settings are all correctly configured beforehand. You can read a full pre-launch checklist here:

<https://help.shopify.com/en/manual/intro-to-shopify/initial-setup/goals-checklist>



Using third-party services

While you're a student, we recommend that you avoid using third-party services such as apps or themes, unless you're sure you need them and you can cover their costs. Try "Made by Shopify" apps and themes first - these are all free of charge.

Apps made by Shopify: <https://apps.shopify.com/collections/made-by-shopify>

Themes made by Shopify:

https://themes.shopify.com/themes?sort_by=most_recent&price%5B%5D=free



Make the most of our free tools

We offer a number of free tools that will enhance your productivity. You'll find them at <https://help.shopify.com/en/manual/productivity-tools>. Popular tools include:

- Image editor
- Admin search
- Terms and conditions generator
- Invoice generator
- Profit margin calculator

You can also subscribe at <https://www.shopify.com/tools>, to get notified as new tools are released.

Shopify Compass

You're welcome to sign up for courses and workshops with Shopify Compass (<https://www.shopifycompass.com>). Many of these resources will take you further on your entrepreneurial journey. Your instructor may also choose to incorporate some Shopify Compass materials in your program.

Interested in digital badges?

Shopify runs a digital badging scheme, to offer you formal recognition for your achievements on the Shopify platform. You can share your badge on social media or download it to your CV.

Your instructor would need to make sure that the badge requirements are covered in your course, and you'd need to submit a feedback form when you're done. Ask your instructor to follow up with us if you'd like to be considered for a Shopify badge.



When your Open Learning plan ends

What happens at the end of your course depends on what you want to do with your store.

To close your store and stop using Shopify

Do nothing. At the end of the trial, you'll be invited to pick a paid plan. If you choose not to, your store will freeze and you will no longer be able to access it.

To close your store for now, but maybe come back to it later

Do nothing right now. At the end of the trial, you'll be invited to pick a paid plan. If you choose not to, your store will freeze. When you want to unfreeze your store, contact Support and have your store details ready. You will be asked to sign up for a paid plan at that time.

You might also want to read through this Help doc on Pausing or closing your store:

<https://help.shopify.com/en/manual/your-account/pause-close-store>

To maintain access to your store

Pick a paid plan before the Open Learning period ends. If you miss the end date for choosing a plan, your store will freeze. You just need to contact Support to reactivate it.

Prices for paid plans

You can see all our prices at <https://help.shopify.com/en/manual/intro-to-shopify/pricing-plans>.



Where to get help

Shopify produces some really great self-help resources. By making use of them, you will dramatically improve both your knowledge of Shopify and your general problem-solving skills. It's always worth asking other people on your course, too. Shopify merchants have a tradition of helping each other out.

Shopify community forums

Visit community.shopify.com to read forum posts from other merchants, or to ask a question of your own.

Help documentation

The Shopify Help Center at help.shopify.com explains every aspect of the Shopify admin. You can type a query in the search bar, or browse through topics in the navigation. The Help Center is your best friend!

Good Help pages to start with:

- <https://help.shopify.com/en/manual/intro-to-shopify/shopify-admin>

- <https://help.shopify.com/en/manual/intro-to-shopify/initial-setup>

Videos

If you prefer videos, there's a Youtube channel at:

https://www.youtube.com/channel/UCSG_dVp-hi_hWP-Z7DlpRgQ

Webinars

Watch or join one of the startup webinars at <https://help.shopify.com/en/webinars>.



Shopify blog

Our blog contains many useful posts on all kinds of topics. You can browse blog topics at <https://www.shopify.ca/blog/topics>.

Contacting Support

There's no charge for Support from Shopify. If you can't find the answer you need by searching the docs or the videos, visit <https://help.shopify.com/en/questions>. Answer the questions and you'll be guided to the right Support channel or resource.

Don't panic :)

You might get your store into a bit of a mess while you're learning, but you won't break anything. Fixing your mistakes is just part of being an entrepreneur.

One of us!

Welcome to the Shopify merchant community. We wish you all the very best - here's to your first sale! Help is always here: <https://www.shopify.ca/contact>.

Entrepreneurship is hard. You need to be brave and resourceful. But don't forget to have fun ;)