

The Quick Start Guide

# How To Get Started On Zazzle



## Be Up And Running in Two Hours or Less

Forget long learning curves. This 37 page step-by-step guide was written to show you how you can earn income and then quickly get you up and selling.

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# How To Get Started On Zazzle

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# How To Get Started On Zazzle

## **The Quick Start Guide To Get You Up and Running in Two Hours or Less**

Thank you for purchasing “How To Get Started On Zazzle”.

People are always looking for opportunities to make a little money in their spare time. But how about making a little money while you are sleeping? Thousands of “Zazzlers” wake up every morning to discover they made money overnight. That is a really fun feeling. And you are going to like it.

Zazzle makes it easy for you to earn a part-time to full-time income working from the convenience of your own home. It costs you nothing but your effort because Zazzle is free.

Less than two hours from now, you can have an international online business without any financial investment. International? The Internet is a world wide web and so your store is international in that sense. But Zazzle goes one better . . . you will have 17 nearly identical stores; all based on the one store you create. The difference will be that the other 16 will have their text converted to the local language. Your store for France will be in French; your store for Japan will be in Japanese. You will make money from sales on all of these international stores, too.

Take a look at one of our stores and their international siblings with the links below.



Some people are under the impression that you need to be an artist to make money on Zazzle. It helps, but is not required. In fact, you can make money on Zazzle and never create anything of your own to sell. We’ll be showing you how.

“How To Get Started On Zazzle” was written to show you how you can earn income and then quickly get you up and running.

Please keep in mind that Zazzle is fluid. New products are made available, processes and systems are updated from time to time. Web pages get improved and edited. The images used for this eBook were current as of the publishing date. Some may look slightly different, but the basic pages, their information and purposes have not changed.



One of our best selling bumper stickers is simple text.



A change-of-address postcard made from a vacation photo and some text.

## WHAT IS ZAZZLE?

Zazzle is an online seller of products that are created only after they are ordered. It is called “produce on demand” manufacturing or POD. Nothing is produced until it is ordered. Once an order is placed, Zazzle creates the product and ships it off to the buyer, most times within 24 hours.

The products they sell feature designs created by Zazzle members. The Zazzle system allows customers to personalize products by adding their own text or images, as well.

Zazzle is also a “business partner” with their members. Zazzle handles all of the details of sales and marketing. When something of yours sells, Zazzle pays you.

Most of your sales will be generated through the Zazzle Marketplace. The Marketplace includes all the designs and products for sale. It is a searchable site that helps buyers find just what they are looking for through keyword and category searches.

There are three ways to earn money and only one requires you to make a product.

1. **Royalties** – These are what you receive when a product with your design is sold. You set the royalty amount from 10% - 99%.
2. **Referral Fees** – You receive a referral fee when ever someone you send to Zazzle makes any purchase, your design or not. The fee is fixed at 15%.
3. **Volume Bonuses** – Zazzle pays you a bonus for all sales volume you generate over \$100. The Bonus is paid on a sliding upward scale starting at 7% for both product sales and referrals.

You can be successful by concentrating on just royalties or just referrals, but your best chance for success lies in doing both . . . referring people to Zazzle that buy your products. When you do, you’ll earn revenue in all three categories.

One more important point, Zazzle provides you with a passive income. Passive income is income received on a regular basis, with little effort required to maintain it. Once you’ve created a product, it is out in the marketplace available for someone to purchase today and a year from now. It can be purchased over and over again. Roughly 30% of our monthly sales are first time purchases of products, many of which we created years ago.

Zazzle provides you with all the tools necessary to design products and generate referrals. You’ll find it very easy.

Learn more [about Zazzle](#).



A simple silhouette and some text make up this mug’s design.



These fall leaves were put through our scanner. Easy.

## OUR CREDENTIALS

We “discovered” Zazzle quite by accident a little over four years ago. After setting up our store, we posted a couple of products and then kind of forgot about it. A few months later, one of our bumper stickers started selling like crazy. We made about \$50 that day and were hooked.

For the next several years, Zazzle was a part-time job. Putting in an hour or two on evenings and working on weekends (many times while watching football), we posted more products, learned how to promote our store and even write a little html code for our store (easier than you think). Today we have around 8,000 designs and over 25,000 products.

Our first Zazzle money came on 8/1/08 for \$91.69, four months after we started. Since then we’ve received a payment every month. The lowest was \$27.59 and the most we ever made in one month was \$993.89. That came just before Christmas. The timing could not have been better.

As the number of products has grown, so have our earnings. These days, our monthly income from Zazzle covers our car payment and other monthly expenses. If we stopped creating now and did nothing else, this monthly passive income would continue to pay for our car. But we continue to put in our time as we can see the day when our Zazzle earnings will be covering most, if not all, our regular personal expenses.

Like any endeavor, your results will depend on what you put into it. Zazzle is not a get rich quick scheme. We didn’t get our first payment until four months after we started (On the other hand, our friend Hinda made sales the first week she opened her store). We are not unique. You can easily be earning an extra \$25 - \$50 per month in a short amount of time with an ongoing effort. [Be the tortoise, not the hare](#).



A chicken photo from the state fair plus some text make up this fun apron.

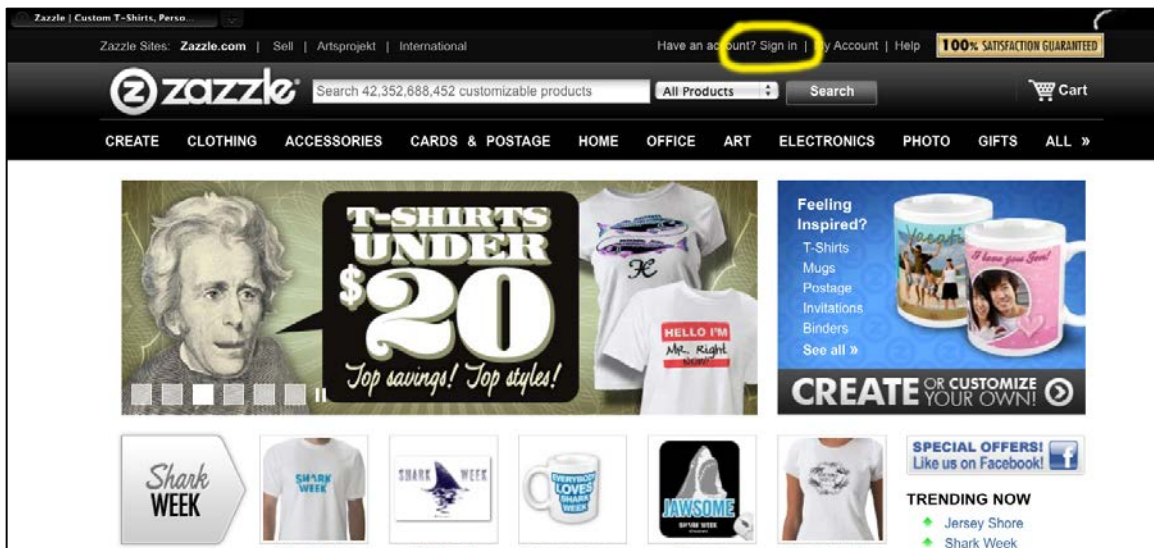


Zazzle design tools make it easy to create products with embroidered text.

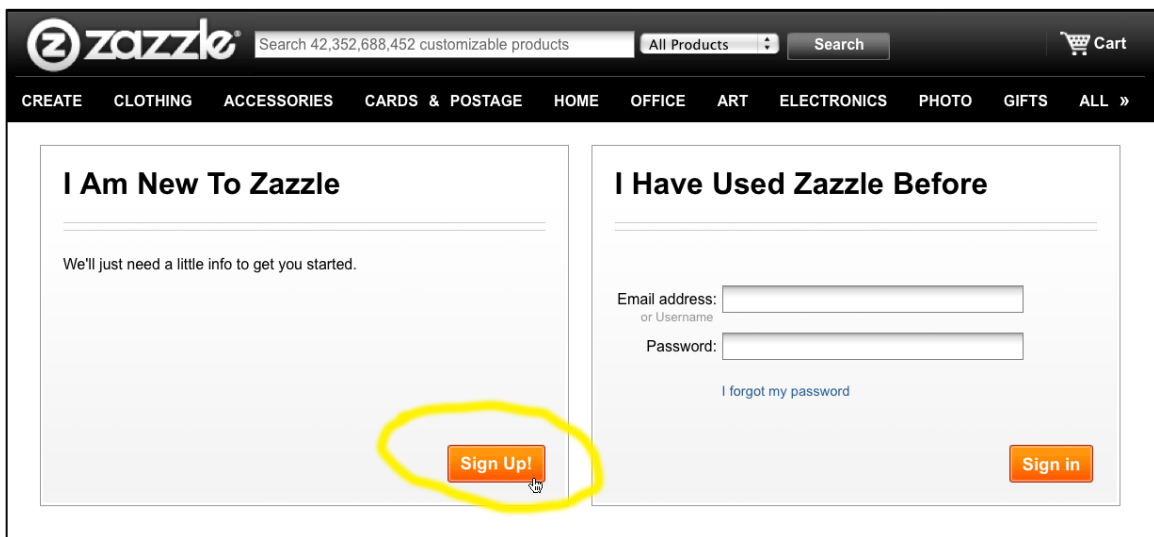
## SETTING UP YOUR ZAZZLE ACCOUNT

Your first step is to simply create your account at Zazzle. An account is required to either earn money or to buy something from Zazzle. We'll go through it screen by screen.

Go to [www.zazzle.com](http://www.zazzle.com) and click the Sign In Button on the upper right. (If you are outside of the United States, go to the bottom of this web page and click on the Zazzle International symbol best suited for your location. Sign in there.)



This will be your second screen. Click the Sign Up Button.





This is the “Sign Up” screen that buyers and sellers must complete.

**I Am New To Zazzle**

---

**We just need a little more info to create your account...**

Email Address:  Your identification at Zazzle

Verify Email:

Password:  Must be at least 6 characters

Verify Password:

Are you age 13 or older?  Yes  No

**Used Zazzle before?**  
[Click here to Sign In!](#)

**Continue >>**

By clicking the button above, you are agreeing to [Zazzle's User Agreement](#) and [Privacy Policy](#)

Enter your email address, choose a password and answer the age question. Then click continue. When you click the Continue button, you are agreeing to Zazzle’s [User Agreement](#) and [Privacy Policy](#). They are pretty similar to what you will see on many other sites.

Click the “Continue Button” to get to this Congratulations! page. Click the “Continue Button”

**Congratulations!**

---

Your account has been created successfully, and you are now logged in as **pjwprivate@** XXXXXXXXXX

**Continue**

Your next stop is the Zazzle home page where you started but with two important differences.



At the top you can see part of your email address indicating that you are signed in. Next to it, is the link "My Account". Click this and you're on your way to opening your store and creating your first products.



A quick stop at a local car dealer to photograph their large flag made this case for an iPhone 4.



This cork coaster uses a vintage Santa Claus image that is in the public domain.

## **OPEN YOUR NEW ONLINE STORE – IT'S FREE**

Before you can make any products for sale, you need a place to sell from. Zazzle will give you your own online store for free. Focusing your store on something you are interested in will make your Zazzle efforts seem effortless and fun. Many Zazzle stores are focused on a single theme, such as this one dedicated [just to tulips](#).

**So your first thoughtful decision is: What will be the theme of your store?**



Your theme can be broad or narrow. For example, your store could be about dogs, which is very broad. Or it might be about beagles, which is narrower. Generally, the more narrow your theme, the fewer window shoppers you will see in your store, i.e. there are more dog lovers than there are beagle lovers. However, the narrow theme lends itself well to online promotions and search engines.

Other points to consider:

- ✓ Zazzle lets you open as many free online stores as you can handle. If your theme is beagles, you can later open a store on Dobermans or even auto racing. You will be able to manage all of your stores from a single Dashboard.
- ✓ Within your store, you will be able to categorize your products to help shoppers find just what they want. If your theme is dogs, you can set up a beagles category along with categories for other species.

Later on, you will learn how you can easily customize your store's look and layout. For now, we'll get your store open so you can move on to creating your first product. You'll be surprised at how easy it will be. Once you've decided on a theme, click the "Open New Store" link under the "Store" tab.

**Manage Stores**

Dashboard Account **Store** Products Images Associates Earnings

**All My Stores**  
[View Stores](#)  
[Open New Store](#)

**Open a Zazzle Store**

A store is your artistic presence on Zazzle. Use it to showcase your designs, build an online community, and as a place to share your creativity.

**Benefits:**

- Customizable to match your designs, your brand, and YOU
- Store Comment Wall — interact with buyers and fans of your designs
- Fan Club — your fans are automatically updated when you add new products
- Real-time Reporting Center
- Did we mention setting up a store is 100%, no strings attached, FREE?
- Unlimited design storage

**Requirements:**

To open a Zazzle store you need a **valid email address** to use for Zazzle sign-in.

[Continue >>](#)

To open your store you will need to re-verify your email address. Your email address and your password are how you will sign in. Once you've completed the verification step, this is the next screen you will see telling you a verification email has been sent to you.

## Check your email

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We have sent an email to **pjwprivate@** with a link to validate your address. If you do not see a message from Zazzle soon, please check your junk mail folder.

Your email will be like the one below. Click the enclosed link to verify your email address and you are on your way.

**From:** Zazzle <support@smtp.zazzle.com>  
**Subject:** Validating Account Login Email  
**Date:** August 15, 2011 1:41:34 PM CDT  
**To:** **██████████**  
**Reply-To:** support@zazzle.com

Replies to this email are not monitored. If you require assistance [click here](#) to contact customer service.



Hello from Zazzle!

In order to use this email address to sign in to Zazzle, it needs to be validated. Validate your email address by clicking on the link below.

[Validate](#)

Or by copying and pasting the link below into your address bar.

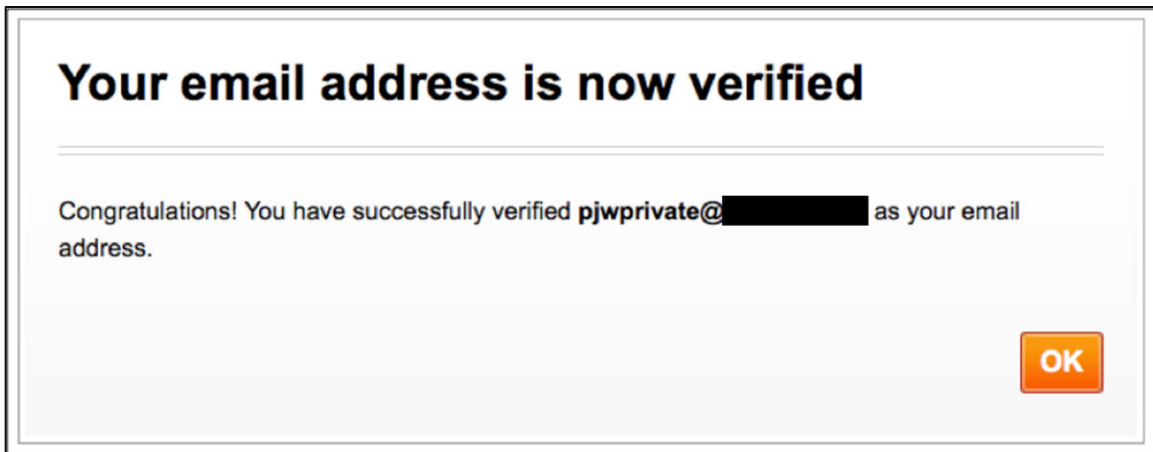
[http://www.zazzle.com/lgn/em/validate?ax=Validate&ru=%2fmy%2fstore%2fcreate&em=pjwprivate%40comcast.net&tk=AQABAAAAiggAA BQY84Kjpp5d7JsxNVal\\_HCB17dIRZAGj9VL3wznerE22CsQrM-lzO93z9bJQRNxWWDdeNWH1sZnUdifD\\_aF70zVLrvGuabYm9otPclX5GJfITxMm3tBXmTP6cWnETAqB7IA5m](http://www.zazzle.com/lgn/em/validate?ax=Validate&ru=%2fmy%2fstore%2fcreate&em=pjwprivate%40comcast.net&tk=AQABAAAAiggAA BQY84Kjpp5d7JsxNVal_HCB17dIRZAGj9VL3wznerE22CsQrM-lzO93z9bJQRNxWWDdeNWH1sZnUdifD_aF70zVLrvGuabYm9otPclX5GJfITxMm3tBXmTP6cWnETAqB7IA5m)

This link expires in 24 hours.

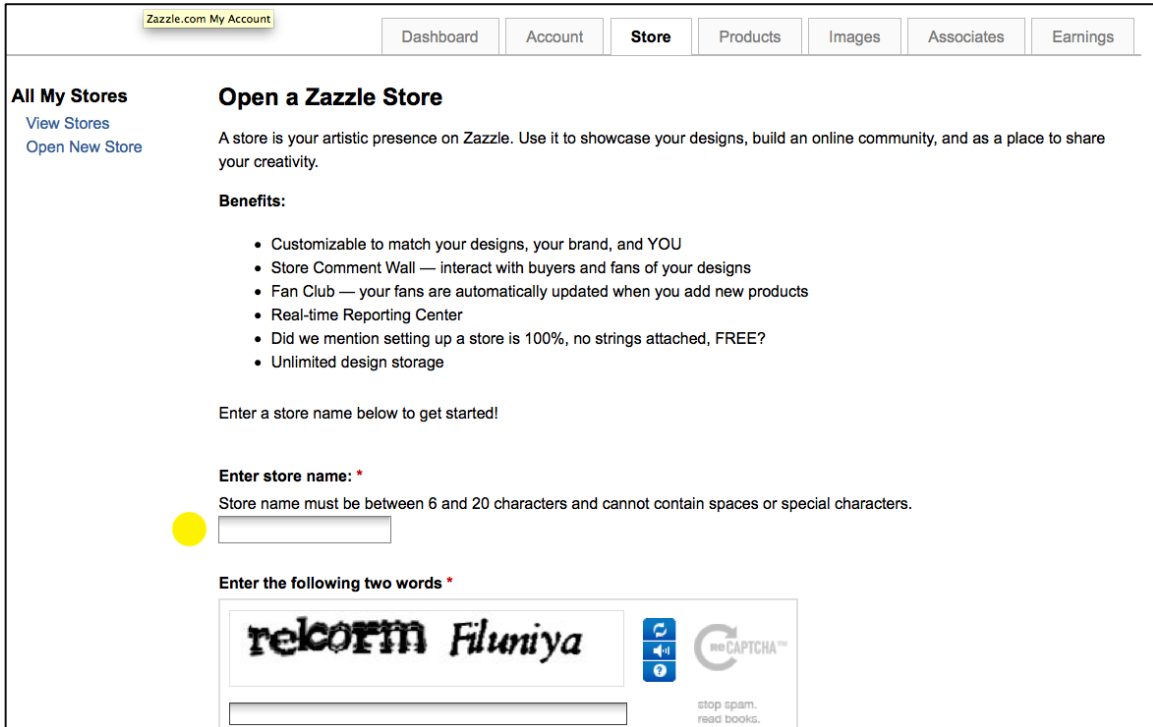
Thank you,

The [Zazzle](#) Team

After clicking the link, you get to this screen below.

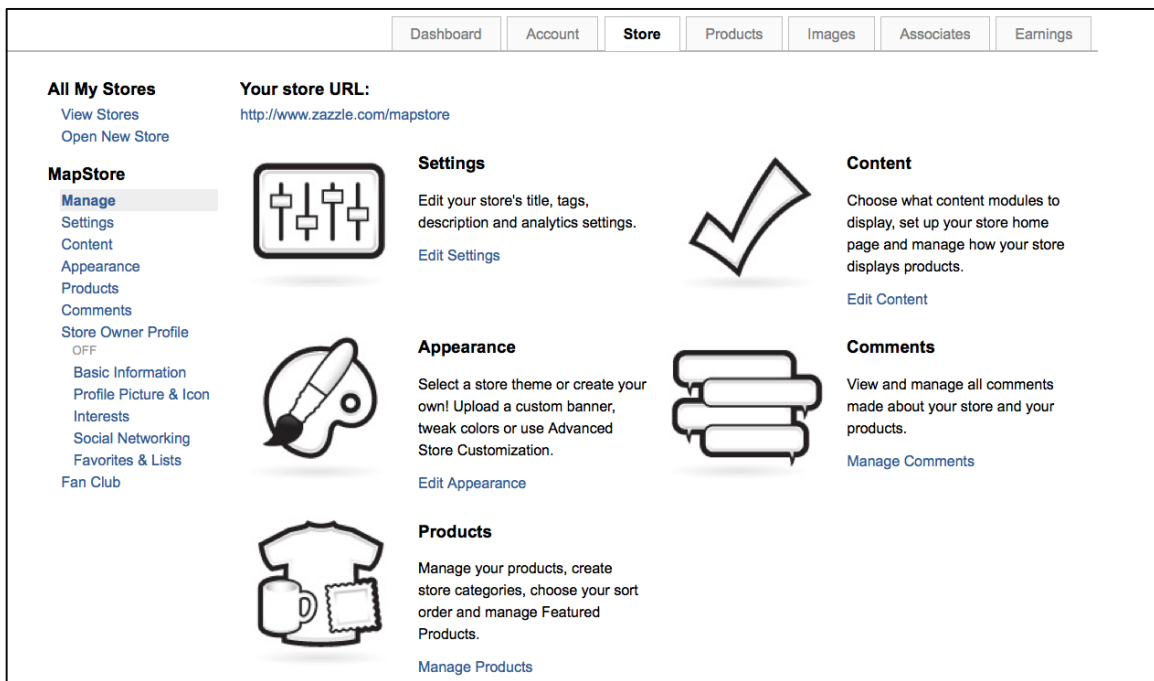


Click the "OK" button to get to the next screen.

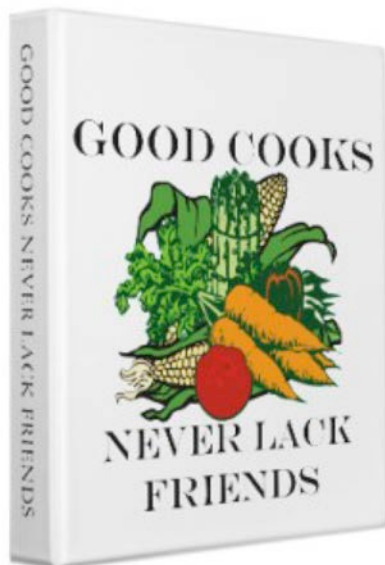


Time to name your store. Your store name will be added to the end of the Zazzle url to become your store address ([www.zazzle.com/yourstorename](http://www.zazzle.com/yourstorename)). Your store name must be between 6 and 20 characters with no spaces or special characters. This is one of the few things on Zazzle you cannot change. Choose a store name that reflects your theme. But also choose one that will be easy for others to remember so they can easily find your store. If your theme is dogs, perhaps your store name will be "EverythingDogs". Your Zazzle web address would then be [www.zazzle.com/everythingdogs](http://www.zazzle.com/everythingdogs).

Enter your store name in the appropriate box, fill in the CAPTCHA box and click the next button to go to the management page.



From here you will manage all parts of your Zazzle efforts using the tabs along the top . . . make product, check your sales, your referral fees and volume bonus, copy links to generate store traffic and more. We'll come back to this area later. For now, we're going to design your first Zazzle product. Click the "Products" Tab.



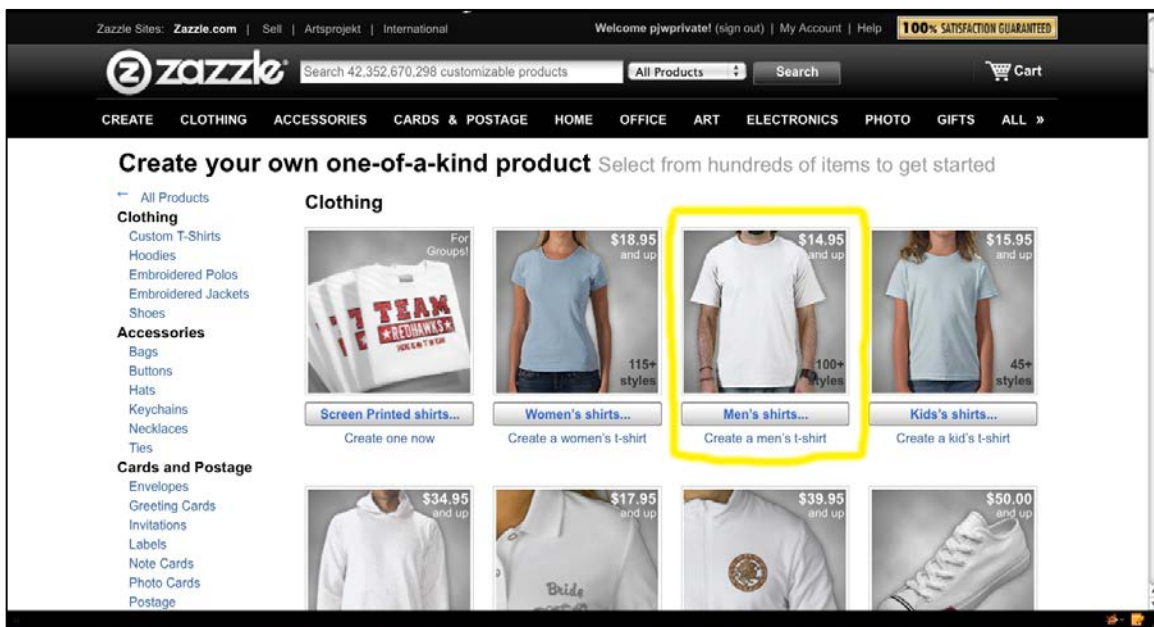
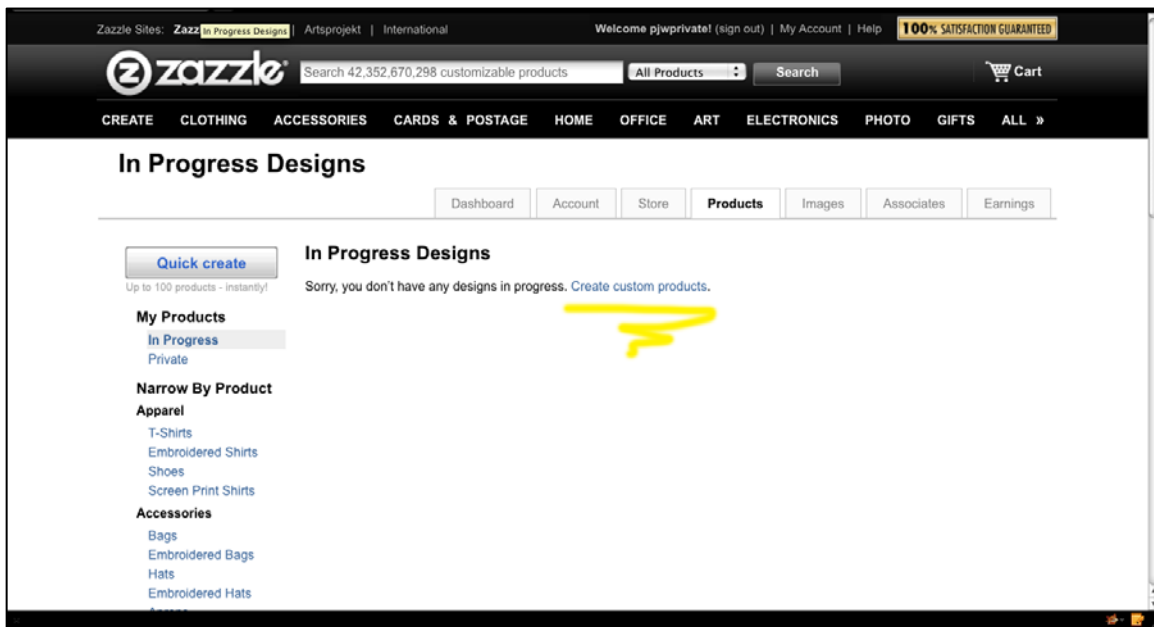
Public domain clip art and a little text were used to make this recipe binder. This same layout was also used for a refrigerator magnet.



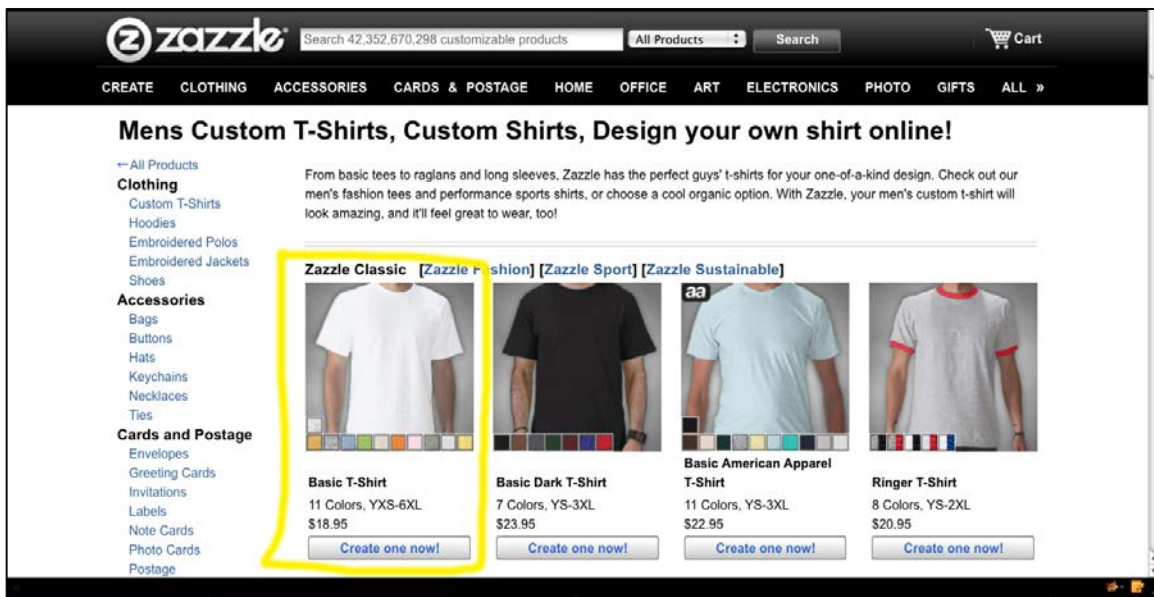
We changed the colors of one paw print shape to make this rainbow dog dish.

## MAKING YOUR FIRST PRODUCT

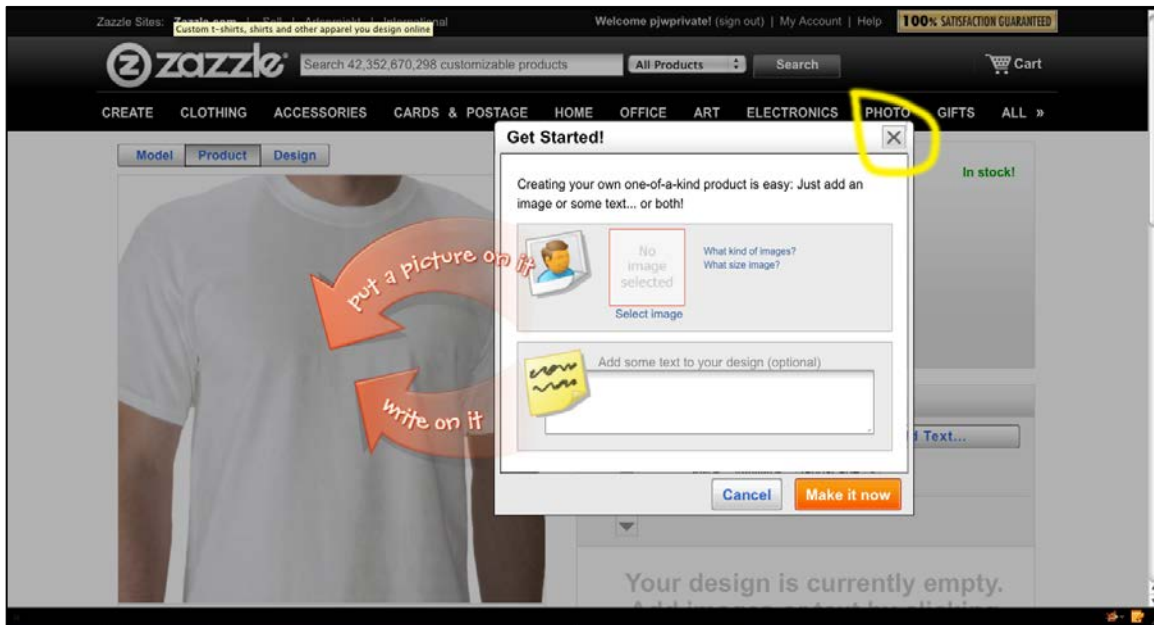
When you click the Products Tab for the first time, you are taken to this screen below. Click “Create Custom Products” to move the next screen.



This screen displays all the many different products you can create. From smart phone cases to bumper stickers. The design screens have some minor differences; so for purposes of this tutorial, select “Men’s Shirts” to choose a shirt style. Keep in mind that even though you are designing on a men’s shirt, your customers will have the option to see your design on any women’s shirt and even kids’ and babies’ shirts.

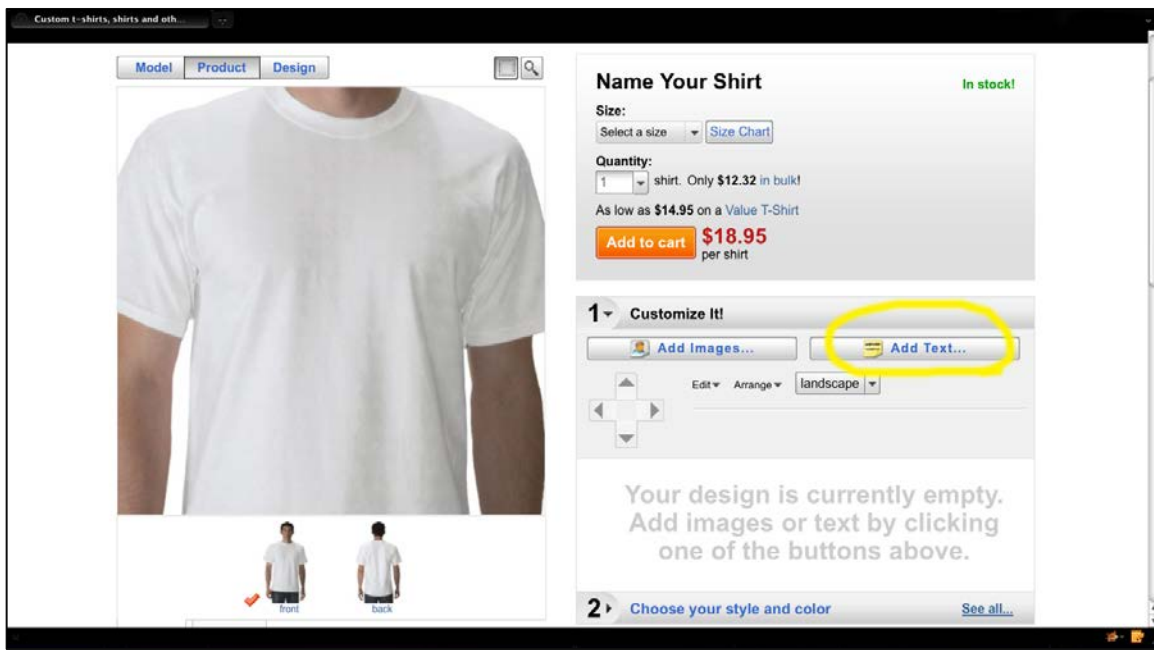


There are many styles and colors to choose from. For now, select the “Basic T-Shirt”. Later on, you’ll learn how you can change the color, style and size. The next page is where you will actually create your custom t-shirt.



This is the product design page that comes up for your first product. As it is your first product, Zazzle makes it easy with their Get Started window. You are going to move beyond that right now, so click the X to close the Get Started window and see the full t-shirt design page.





Just above the image of the t-shirt, you'll see three buttons: model, product and design. The model button will give you a full view of the model and the product button gives you a close up view of the shirt. The design button displays the printable design space you have available on the shirt. You find all or two of these buttons for every product. For your best results, do your work in the design view and flip back and forth to the product view to see how the final version will look (If you click on the image in the product view, you are automatically taken to the design view).

At the bottom of this Zazzle page, you can also see a front and back view of the model. The check mark indicates where your design work will go. With this shirt and many other Zazzle products, you can design for the front and back for a single product.

Later you will discover how to you can upload digital images from scans, photos, clip art or designs you created in almost any image manipulation program such as PhotoShop. This first shirt is only going to have text. You can use Zazzle's Design Tools to add text to any product. Click the Add Text Button.



A simple image and text make up the design for this decorative jar.



The Christmas season is also a selling season. One of our top selling return address labels uses a public domain image.



A Text Box opens up and here you may enter whatever text you want on your shirt. In this example the text is: Zazzle Makes It Happen. Click the OK button and your text appears on the T-shirt.



Your text appears on the t-shirt in Zazzle's default font. There are 308 different fonts you can choose from and the number is growing. You can make changes to the font style, color and size with the tools found under the "1. Customize It" heading.



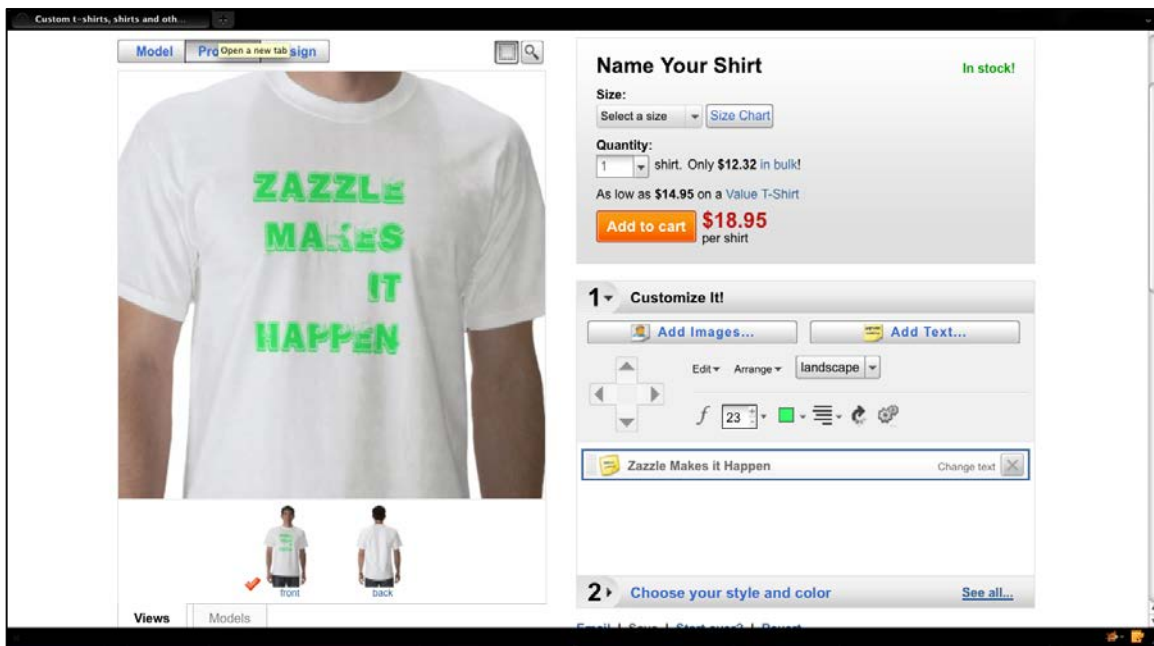
Starting from the left, the cross with arrows allows you to move your text (or image) in small increments. You can also click, hold and drag to move your graphic elements.

When you click the “f” link it opens a list of all the available fonts. Click a font name to see how it looks on your shirt.

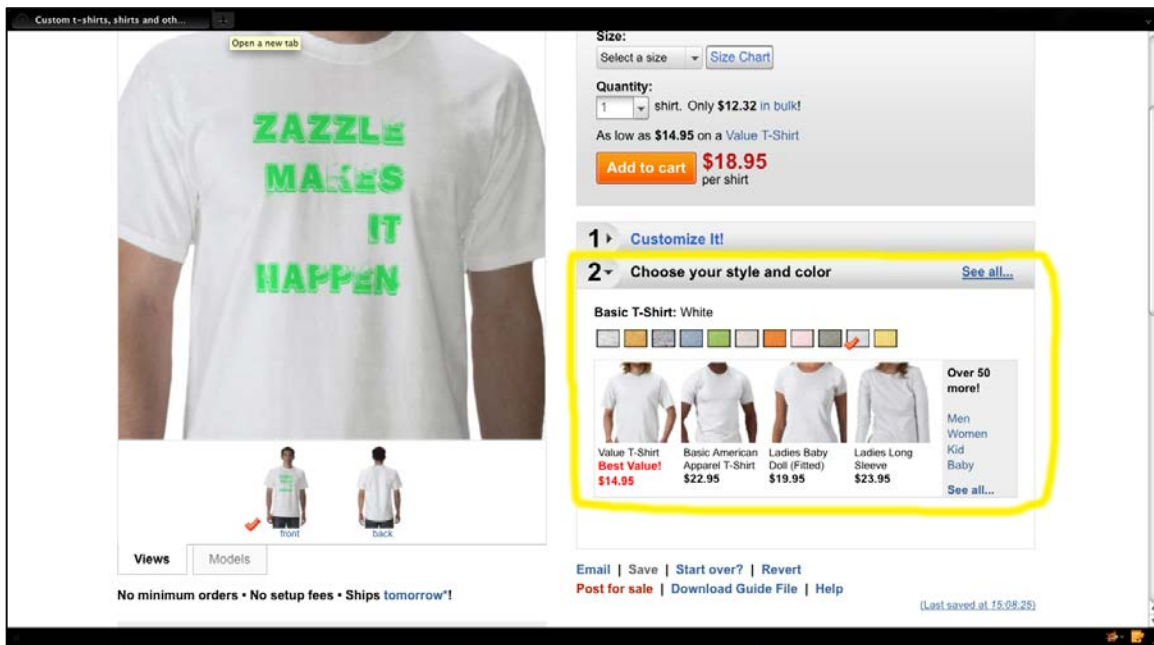
The little number box indicates the size of the font. Each font has a minimum and maximum size. You can click the “+” and “-” symbols to make small changes to your font size or your can use the downward symbol on the right side of the box to make large scale changes.

Black is the default color for text and it is shown in the little black box. When you click this box, you are presented with a wide range of colors you can choose from. All of the colors are available for every font.

Next to the font color box is the alignment setting. Just like in a Microsoft Word document, you can set the text to be justified to either left, right or centered.



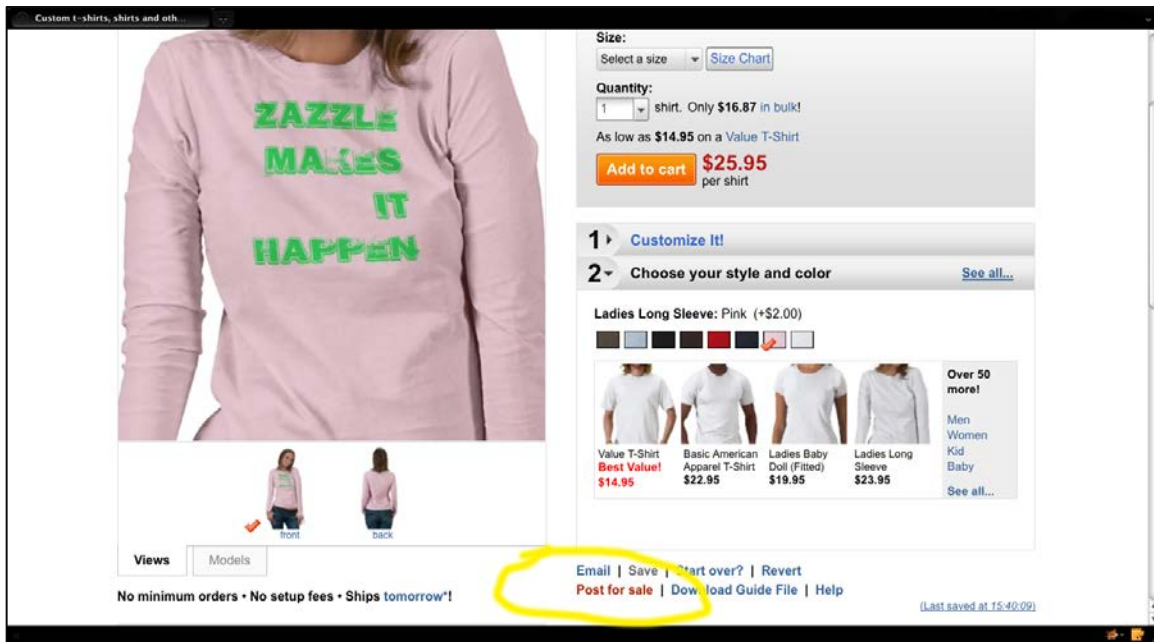
After making selections from these Design Tools, this is how the t-shirt looks. For the final design step, we'll display this design on a more attractive shirt color and style. Just below the "1. Customize It" heading is "2. Choose Your Style and Color".



Under this heading you can choose shirts for men, women, kids and even babies. Long sleeve, short sleeve, plus sweat shirts. There are many styles for each of these categories and each shirt style is available in several colors. Not all colors are available for all shirts.

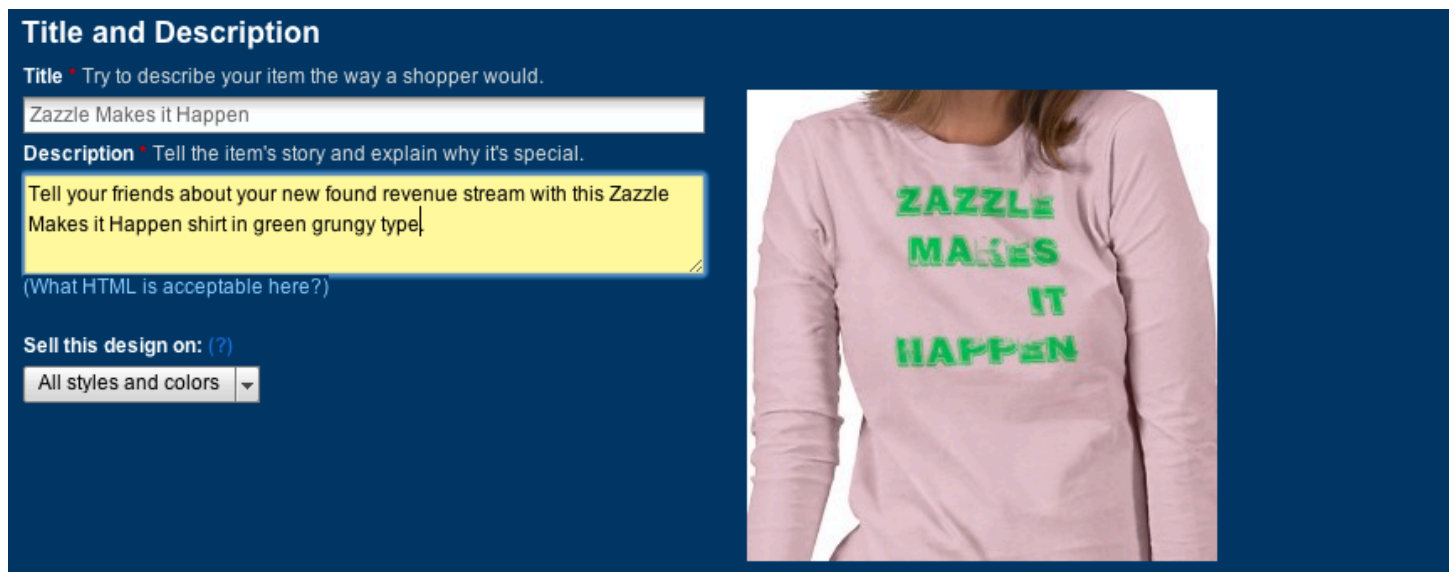
Note: all of the shirt options will also be available to your buyers. They may prefer your design on a sweatshirt, for example. Your goal here is to choose shirt options that best showcase your work.

After choosing a shirt style and color this is how the final product turned out.



The last step to get your first product to market is to add tags (keywords), a description and categories so that shoppers can easily find your product. Click the “Post For Sale” link near the bottom of the page.

This next page is common to all products you’ll make on Zazzle. Those items with a \* must be completed. Those without are optional. All of these attributes can be changed down the road should you choose.

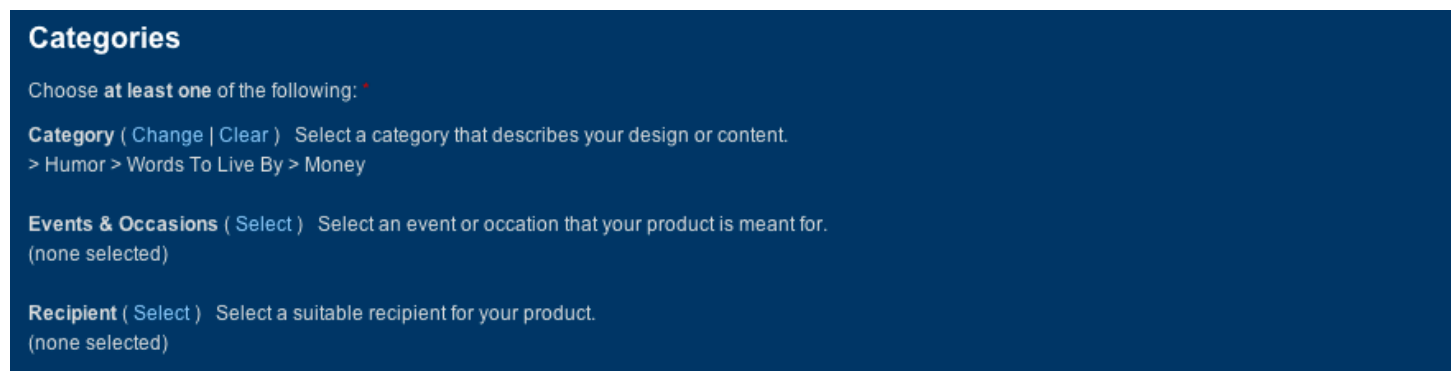


Enter a descriptive title. You do not need to add the product name (Long Sleeved Shirt, for example) as Zazzle will append that to your title. For this tutorial, we have titled our shirt: Zazzle Makes It Happen. This can be changed anytime.

You must enter a description. Descriptions have two important purposes. One is to simply describe the product to anyone that lands on your product page. More importantly, this is one of the fields that is searched by Zazzle's Marketplace. When a customer does a Marketplace search, your description will help them find your product. Similarly, this field is picked up by Google and other search engines to help people find your product when someone is surfing the web outside of Zazzle. For those reasons, you want your descriptions to describe in visual terms what they cannot see if your product comes up on a search engine outside of the Zazzle Marketplace. Remember that your customers can change the style of the shirt, so do not include details about the product style. Use a general term like "shirt" which will cover all of a customer's options.

This page also gives you the option to restrict what colors and products your customer can choose from. We always leave this set to "All Styles and Colors" to give customers the maximum number of options.

You must also categorize your product.



**Categories**

Choose at least one of the following: \*

**Category** ( Change | Clear ) Select a category that describes your design or content.  
> Humor > Words To Live By > Money

**Events & Occasions** ( Select ) Select an event or occasion that your product is meant for.  
(none selected)

**Recipient** ( Select ) Select a suitable recipient for your product.  
(none selected)

Zazzle requires you make at least one selection from "Category", "Events & Occasions" or "Recipient". You can change this anytime. "Category" is the most frequently used option. You'll see there are many subcategories as well. You can get very detailed and select through several levels of subcategories or simply select a main category and leave it at that. Zazzle makes available a [downloadable category tree](#) (downloads as a zipped pdf) that shows each category and all the subcategories below it.



**Store Category 1** \* ( Change | Clear )

MapStore ▾

> Fun Stuff

Later on you will be setting up store categories. This is where you will select which store category you want your product in. You can change this anytime. For now, you have no categories and can move on.



Tags are another way that people will find your product when they are doing a search. Choose descriptive words that help paint a visual picture. You are required to have one but you can include up to 40 descriptive tags (You are also limited to a maximum of 500 characters). The first ten tags are the most important. These are the “Power Tags”. Power Tags are the only tags that the Zazzle Marketplace will search and they will show in blue once you’ve added them. The remaining tags are only used by outside search engines such as Google or Bing.

All tags must be at least three characters long. To add your tags, separate single word tags with a comma and multiple word tags must be enclosed in quotation marks. When you have your tags entered, click the “Add Tags” button or simply hit return. You can always edit your tags later if you like.

Zazzle has a [no spam policy with tags](#). Be sure read it carefully.

There are other links here with additional information that you will find helpful.

You are required you to select a suitable audience for your product. Choose “G”. If Zazzle feels your product needs a different rating based on your tags, description or title, they will tell you at this point. You can change the words to get a “G” rating or choose a higher rating. A PG-13 rating will still put your product in front of virtually all buyers. Thus, if your tags are well thought out, keep them and choose the PG-13 rating.

You must also choose your Product Visibility. Since you want people to purchase it, leave it at “Public”. “Hidden” has some advanced uses, which we won’t be covering here. “Direct Only” is used when you do not want the public to see your product, but want to show your product only to certain people. For them to see it, you will have to provide them with the direct link. As with your tags, this setting can always be changed.

### Royalty Information

Royalty <sup>\*</sup> (?)

Royalty Percentage:  % (advanced calculator)

Price for this product: \$25.95

Royalty you will make: \$2.60

Since this is a new product, you have **24 hours** to finalize your royalty percentage. Changes after that go into effect on the **20th of every month**.  
[\(why?\)](#)

Later on you'll learn how to change the default royalty, which is currently set to 10%. At this point, you can override the default. When you tab out of that window you will see how much you will make when someone purchases your product. In this example, you would make a \$2.60 royalty (10%) on a sale. The royalty you select will change the price to your customer. The higher you set your royalty the higher the price. Zazzle's margin always stays the same.

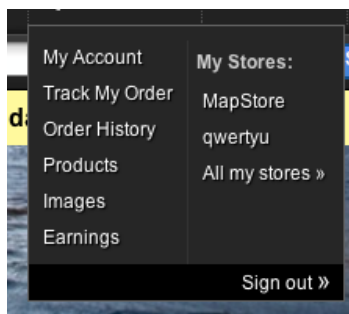
<sup>\*</sup> I have the right to publish and sell this product without violating others' rights, and I agree to Zazzle's [User Agreement](#)

Lastly, you must check the box that you agree to [Zazzle's User Agreement](#). You should be familiar with the agreement. Click the Post It! Button and your product will soon be in your store and the Zazzle Marketplace. It can take up to 24 hours to show up in the Marketplace and in your actual store. Most likely, it will show up under your "Products Tab" within 30 minutes.

### Congratulations

You've added your product to the marketplace. If you don't see it immediately, there's no need to worry. **It can take up to 24 hours for the product to show up in search results.** In the meantime, don't forget to share & promote it!

The next page Zazzle presents is the Congratulations page, which will include links and html code you can use to promote your product. You can access these advanced user tools anytime you want.



For now, go to the top of the page and the drop down menu with your store name and choose "Images".

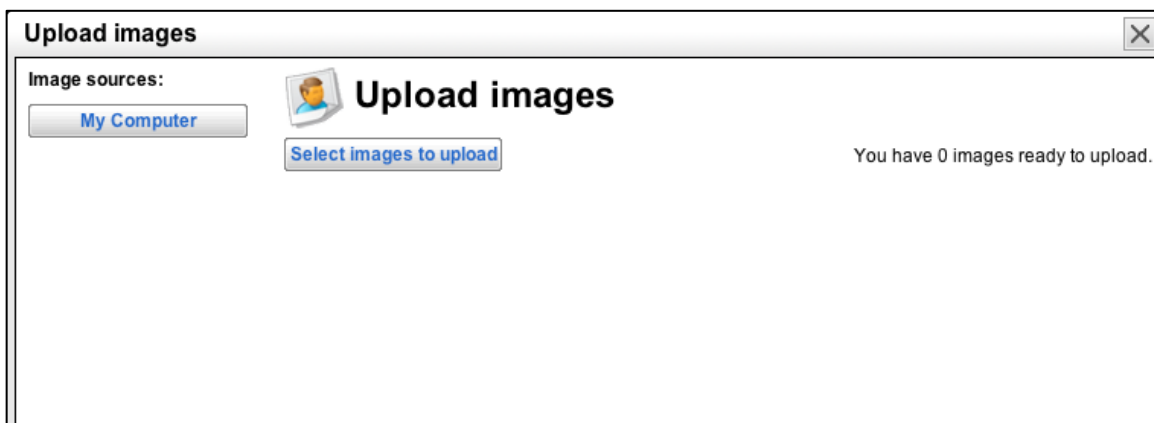
## **USING IMAGES ON YOUR ZAZZLE PRODUCTS**

Adding one or more images to a product is as easy as adding text. Zazzle allows you to upload images in these formats: JPEG, PNG, PDF, and Adobe Illustrator (AI). We prefer the PNG format because it allows for transparent parts of your image to show through to the product background or other images/text that might be behind your image. There are minimum resolutions ([Dots per inch or DPI](#)) for each product. Your best results will come with images that are at least 300 dpi.

Time spent making quality images will be rewarded in the marketplace. Zazzle provides a listing of [design guides and image sizes by product](#). Better yet, Zazzle makes available a [collection templates](#), one for each product, that you can use to precisely size images for a best fit. These can be a great help if you have PhotoShop or some other image manipulation program, but you do not need to use these templates or even have PhotoShop to put your images on a product. Zazzle's [Design Tools](#) give you everything you need to put most any image on any product.

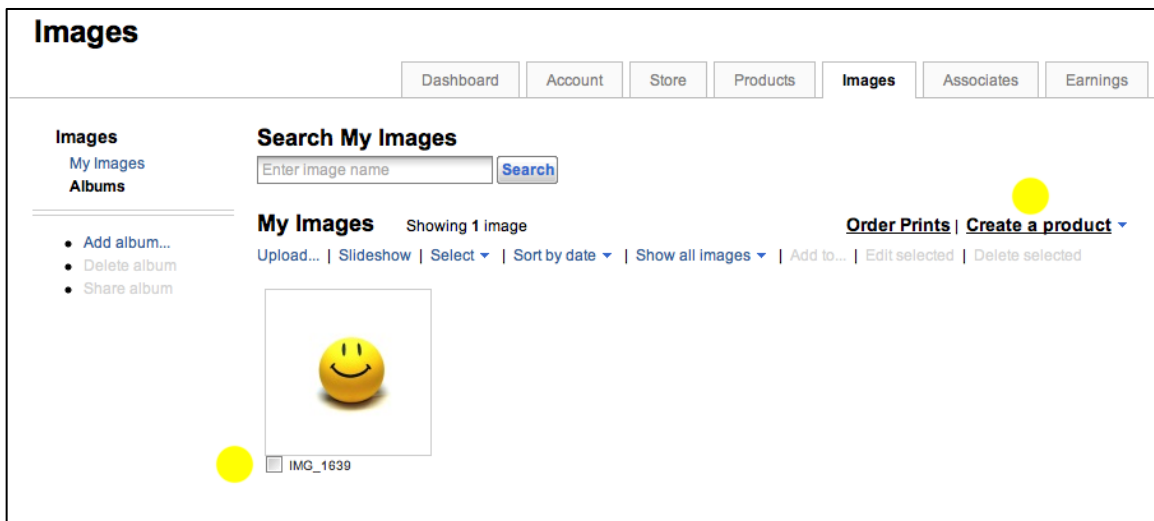
The Images Tab is where you can store your images for future use and organize them into albums. You can also delete your images after you are done with them. Your products will still be available.

Find yourself a high-resolution image of 300+ DPI for this next tutorial. Then, click the "Upload" link. This will take you to a screen that lets you select an image off of your computer.



Click the "Select Images to Upload" button to find the image on your computer. You can upload multiple images at one time using either your Shift or Control key. Once your image(s) is chosen, click "OK".

Your image will upload and show up on your images page (Sometimes it can take several minutes for your image to show up. If your image does not show up right away, occasionally refresh the Images screen until your image is available). We have chosen a smiley face image.



Each image has a selection box at the bottom. Check the box for your image and then use the pull down menu “Create a Product” to select any Zazzle product. We have chosen a mug. The next screen will be familiar. It is the same as when you did the text only shirt. You can see the mug created with the smiley face image and all the design tools.



As with the t-shirt, there are “models” or views below the main mug image. As you design your mug, you can use these views to see how your product looks from the left, right and front.

Zazzle will automatically size your image to fit on the product you have chosen. And usually, it works out fine. But this image has a lot of white space around the image and we would like the smiley face to be larger. You can resize your image as easily as you would in Microsoft Word.

When you click the mug, it takes you to the design view (You can also switch between product view and design view with the buttons near the top right). The image has a box around it with handles at the corners and sizes. You can drag these to resize your image. Proportions are always maintained. You can move the image around within the printable area by putting your cursor in the middle of your image and dragging it to the appropriate spot (This works the same for text, too).

In this case, we enlarged the smiley face and moved it near the top because we wanted to add the text below using the same process we did on the t-shirt. If you like how it looks in the design view, click the product view for a final check. You can still make changes, but if all looks good, click the "Post for Sale" link. This will take you to the page where you add the name, description, tags, etc. Everything is the same as before.



The final result.

## **EDITING YOUR PRODUCTS**

As we mentioned earlier, Zazzle lets you make changes to most anything related to your products. You can change the title, description, model, tags and more.



When looking at your products under the “Products Tab”, you’ll see that each of your products has a little pull down menu called “Actions”. Click on the “Edit” link and a new window shows up.

**Edit product details**

**Title and Description**

**Title** \* Try to describe your item the way a shopper would.  
I'm Cribbin' Babys 1st Tee

**Description** \* Tell the item's story and explain why it's special.  
<br><font size="2"><font color="pink">Make it a personal gift when you pick the color, style and size. Window-shop a fun and charming collection of children's and infants t-shirts in <a href="http://www.zazzle.com/pjwuebker/gifts?cg=196318887649413832&rf=238959784119007538"target="blank">The Baby Shoppe</a></font></font><br><br>DESIGN CODE: CLKER

(What HTML is acceptable here?)

**Sell this design on: (?)**  
All styles and colors

\* I have the right to publish and sell this product without violating others' rights, and I agree to Zazzle's [User Agreement](#)

**Please note:** It may take a few minutes for changes to appear everywhere.

Cancel OK

This page gives you access to everything you can change after your product has been published. You can change any of the characteristics at anytime. The changes are virtually immediate.



This refrigerator magnet is simply a vintage public domain photograph with a funny caption added.



This wedding stamp, is simply a photograph of a rose my wife received on our anniversary.



## **CREATE STORE CATEGORIES**

You can organize your products within your store by category to make them easier to find for visitors. You do this under the “Products Tab”.



Click the link “Add New Category”. Up pops a screen where you must name your category. This screen also gives you the option to upload an image to replace the folder.

You may also create categories within categories. Just open a category and you’ll see another “Add New Category” link. The process is the same except that this category will be inside your first category.

## **PROMOTE YOUR PRODUCTS AND STORE**

Your products are now for sale in the Zazzle Marketplace. But so are millions of other products. If you search the marketplace for “smiley face”, you’ll discover that this new mug is one of over 11,000 products related to smiley faces. How can you improve the odds that your products will be the ones a customer sees and buys? You have to spread the word.

Go to “Your Account” and click the “Products Tab”. Here you will see all of your current products. Click on one of them and it will take you to that item’s product page. Below the product image, Zazzle gives you many ways to promote your product on other sites. You can easily post your product to your Facebook wall, Tweet it on Twitter or post it to any number of other sites. Simply click the appropriate icon and you are on your way.



You can also post a link of your product. Zazzle will create the web code for you. Just click the “Link” button. The next page will give you the product link including your referral fee code that you can include in an email or instant message. You can also use this link to past into your Facebook status. Posted to your wall will be a picture and description of the product along with the link to the product’s page. This screen will also provide the html code to put your product in your web site or blog.

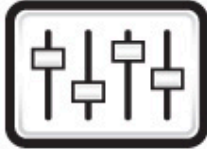


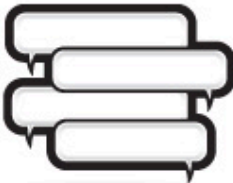

You will notice the first button is a “Like” button. This is another way to get your products moved up in the Zazzle Marketplace. The more “Likes” your product has the more likely it is to show up on some of the first pages in the Zazzle Marketplace. You cannot “Like” your own products, but you could set up a campaign to encourage your friends to “Like” your product and help move it up in the Marketplace.

“Likes” are just one factor that helps determine a product’s placement in the Marketplace. Zazzle keeps the actual formula a secret but some other elements that influence positioning are the number of sales, the number of comments and the number of product views.

The Zazzle Marketplace is but one site where people can purchase your products. The other is your own online store. When people visit your store, the only products they will see will be yours.

## **SETTING UP YOUR ZAZZLE STORE**

Zazzle provides a great number of tools to help you design a professional looking online store. Go to your account page and select the “Store Tab”. Displayed are all the options you have to create a truly compelling storefront. [Seen one of our stores with a customized layout.](#)

	<b>Settings</b> Edit your store's title, tags, description and analytics settings. <a href="#">Edit Settings</a>		<b>Content</b> Choose what content modules to display, set up your store home page and manage how your store displays products. <a href="#">Edit Content</a>
	<b>Appearance</b> Select a store theme or create your own! Upload a custom banner, tweak colors or use Advanced Store Customization. <a href="#">Edit Appearance</a>		<b>Comments</b> View and manage all comments made about your store and your products. <a href="#">Manage Comments</a>
	<b>Products</b> Manage your products, create store categories, choose your sort order and manage Featured Products. <a href="#">Manage Products</a>		

Here is what you’ll find under each of these tools.

**Settings:** Just as you tagged your products with keywords and wrote descriptions to help people find your products, you should also add tags and a description to help people find your store. If you are familiar with the advanced traffic tracking programs of [Google Analytics](#) and/or [StatCounter](#), this is where you enter your tracking IDs.

**Appearance:** Zazzle has created many ready to use themes to give your store a professional look. You can choose any of the designs you see. Pick one and then see how it looks by clicking the “Preview Changes” button. You can change your theme as often as you want.

This is also where you can create a custom theme by uploading your own header, change background and text colors on different parts of your pages. Again, use the “Preview Changes” button near the upper right to see how each change will look. Experiment with different combinations until you get an appearance you like.

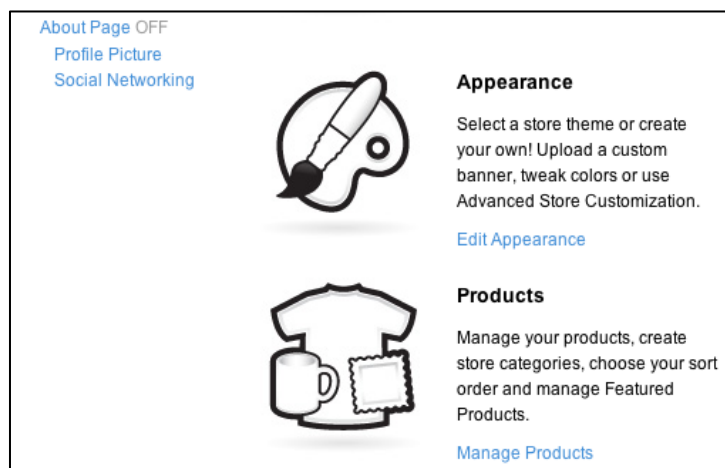
There is also a check box “BETA Enable Advanced Options”. This option allows you to customize every part of your store using html and other Internet coding. You must be very familiar with writing web site code to use this option. **One mistake can disable your entire store.** Do not use this setting at this time! When the time comes and you are confident in your html abilities, open a hidden dummy store and work on your code there. That way, if you make a fatal mistake, you will not lose all your products and your real store.

**Content:** On this page you can choose from many options as to what you want to show on your store’s pages and how those items will display. Like the other customizing pages, you can make a change, save it and then see how it looks. These options are always available. This section also has a BETA Advanced option. **Once again, you must be very familiar with writing html or xml code or you could make your store unusable.** For now, you can look but do not touch.

**Comments:** Visitors to your store can leave comments (If you enable the Comments Option). Here you can manage any store or product comments.

**Products:** This link takes you to the same page as the “Products Tab”.

**About Page:** Creating an “About Page” is optional. In the image below, the “About Page” is turned off. Click the blue letters in your browser and you will see all your options. You can upload a “Profile Picture” with the next link below and optionally include social networking links to your web site, blog, Facebook and many other social sites.





The “Current Total Balance” shows you the dollar amount of your royalties and referrals that have passed the 30-day mark.

The other blue links on the left side of the page give you different ways to view your earnings. Once you have some earnings, explore each of these. They are very simple to understand.



The Associates tab gives you information on how to earn referral fees. You will recall this is one of the three ways to earn money. What makes the system work is your personal referral code that should be included at the end of any link you post. Your referral code is on this page. You can include your referral code in links to the Zazzle Marketplace, to your store or store category and, of course, on any product link (Even if it is not your product). You can build these links yourself, but in most cases, Zazzle will build them for you. Remember the link button on every product page? As long as you are logged in, Zazzle will automatically include your referral code at the end of the product link.

Zazzle will also create banners, flash panels and more, each with your referral code. Links to each of these promotional tools is also found on the Associates page.

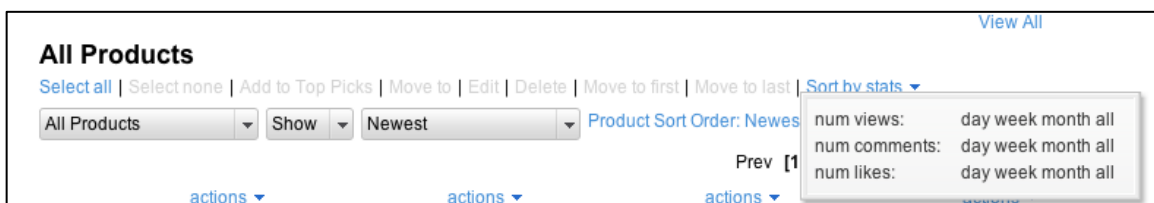


The Images Tab is where you will find all of the images you have uploaded. This can be handy should you want to create a new product with an image you used on something else. You can also create “Albums” to sort your images. Note: the main Images page displays all your images even if you move some to an Album.

Our system is to not store used images on Zazzle. We traditionally upload many images at one time and start creating products. We then delete an image when done to avoid making duplicate products. It is easy and quick to re-load an image from the computer should we need it again.



The Products Tab lets you see all the products you have created. Here, you can sort by product type, show up to 100 products per page and sort your products in various ways.



Over to the left, is a link “Sort By Stats”. This opens a pop up menu allowing you to sort your products by number of views, comments and likes. Each of these characteristics is tied into Zazzle’s Marketplace formula in some way. We visit this page a couple of times a day and sort by “number of views, day” to see which products people are looking at.



This pillow is made up of a single white flower photo, just repeated.



The same design was applied to this MacBook Pro Case.

The Account page is an important page. There are many links on this page, most of which simply take you to pages we've already covered.

Dashboard Wishlist **Account** Store Products Images Associates Earnings

**Member Account**  
[Account Settings](#)  
[Order History](#)  
[Address Book](#)  
[Payment Methods](#)  
[Comments](#)  
[Not for me](#)  
[Member Profile](#)  
    [Basic Information](#)  
    [Interests](#)  
    [Social Networking](#)  
    [Stores](#)  
    [Manage Profile](#)

**Seller Account**  
[Earnings](#)  
[Payment Settings](#)  
[Default Royalty](#)  
[Notifications](#)

**My Likes**  
[All My Likes](#)  
[Products \(4\)](#)  
[Stores \(191\)](#)  
[Wishlists \(0\)](#)

**My Reviews**  
[Reviews Received](#)

**Account Settings**

**Email Settings**  
Email:   
Password: [Reset Password](#)

Zazzle will send all order-related emails and any other important notifications to the above email address.

**Email Notifications**  
 Send me your Newsletter & occasional special offers.  
[Manage your store email notifications](#)  
[Manage subscriptions to stores you Like](#)

**Content Filter Settings**

Safe  
Filters content that contains images and/or language inappropriate for children. Only Rated G products will be shown.

Moderate  
Filters content that contains images and/or language considered inappropriate for pre-teens. Rated-G and PG-13 products will be shown.

Off  
This will let you see all products on Zazzle, including products with Rated R content. Please be advised that content may contain mature images and/or language. Users must be at least 18 years old to turn off filtering.

Applying a content filter helps protect you from content you do not wish to see. However, since Zazzle is a dynamic and ever-growing marketplace, some things may slip by at times.

If you do come across a product you feel is inappropriate for your filter level, be sure to report it using the "Report Violation" link on the product's page.

[Cancel](#) [Save](#)

The two most important links are under your "Seller Account". The first is "Payment Settings". This is where you enter the information you need to get paid. Your name, address, and social security number (US citizens) are required (All your info is protected and confidential). You must also choose a payment method, either PayPal or by mail. PayPal is the recommended option because it is faster and also because the threshold for getting paid is \$50 compared to \$100 by check (You can request payment before you reach either threshold, but there is a processing fee).

PayPal is free and secure. Here is the link to [sign up at PayPal](#). Be sure to choose either the Premiere or Business account.



The second important link is the “Default royalty”. This is the percentage markup of the products you create. This default percentage will auto fill with each new product and it is a great convenience. This is pre-set to 10%. You can set it up to 99%. When naming your royalty rate, make sure you choose a rate that you feel fairly values your work. Higher rates may mean less sales, but not always. You can test and change your royalty at any time. With a royalty rate above 20%, a small transaction fee is deducted from your earnings. Remember, you can change a product’s royalty at the time of creation or anytime thereafter (Changes to your royalty percentage for **existing products** go into effect on the **20th of every month**). Here [some thoughts about pricing your products](#) from Zazzle.

For unique or clever designs (Most of our products), we set our margins at 25%. We tested having everything set to 10% once. It did not increase the number of sales and so all we did was make less money. If you find one of your products is selling well, consider raising your margin. It likely will not reduce the number of your sales and you’ll make more profit.



The Wishlist is simply a list of products you might like to own. It may or may not influence a product’s position in the Marketplace. You can add your own products to your Wishlist. The Wishlist button is found on product pages.

**Dashboard** | Wishlist | Account | Store | Products | Images | Associates | Earnings

### My Account at a glance

- [My Profile](#)
- [Order History](#)
- [Account Settings](#)
- [Notifications](#)
- [Default Royalty](#)
- [Wishlist](#)

### Seller Statistics

**Current earnings balance: \$115.00**  
[History](#) | [Summary & Reports](#)

### Gift Certificate / Account Balance

**Current balance: \$0.00**  
[Redeem a gift certificate](#)  
[Buy a gift certificate](#)

Get FREE 2-Day Shipping with Zazzle Black! [Learn More](#)

### Design Center

Create a unique design and select from over 250+ product types. You can post your product for sale in the public community marketplace or keep it private.

- [In-progress Designs](#)
- [Private Products](#)
- [Public Products](#)
- [View your images](#)
- [Upload more images](#)
- [Tutorials & Guides](#)

[Create a product](#)

### New Features

- Have an idea about a new category? [Tell us about it.](#)
- [Store Category Browsing & Sorting](#)

### Stores

Your store is where you can showcase your products for sale. You can customize the store and make it truly unique!

[Manage My Store](#)

### Promotional Tools

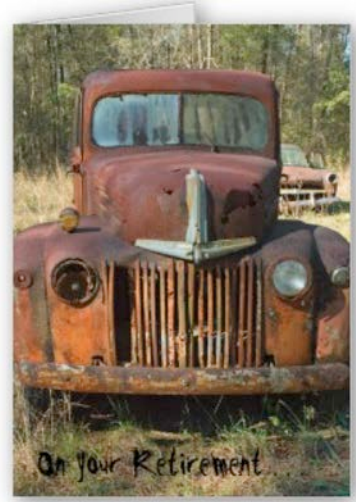
Want to increase your sales? Promote your Store and products.

- Display your products on your existing web site or create your own site using our [Store Builder](#) PHP script
- Go get a [merch booth](#) or use our existing [flash panel](#) - easy to add and it works great.
- Check out [more promotion tools](#)

Your Dashboard includes all the key links from all the other tabs. The only unique link is to buy or redeem gift certificates.



Wrapped canvass from a vacation photo.



A retirement card photographed during the same vacation.

## **VALUABLE LINKS**

As your “business partner”, Zazzle wants you to succeed, which is why you will find many links with information to help you create better products and promote your efforts. You will find these links throughout Zazzle. Many are at the bottom of every Zazzle page.

Here are the five most helpful:

1. [Zazzle University](#): Posts with best practices ideas. (A little dated but the info is good)
2. [Zazzle Forum](#): Interact with other sellers. Get ideas and help. We visit several times a day.
3. [Hot Tags](#): Daily list of the most searched keywords. Great resource for Power Tag ideas.
4. [Zazzle Blog](#): Mostly fun stuff. Weekly interviews with successful sellers.
5. [Zazzle Help](#): Links and information on virtually any topic.

These Zazzle links cover the most important topics for sellers.

- [Set Up Your Store](#)
- [What Products to Make](#)
- [Art-Based Designs](#)
- [Niche Designs](#)
- [Template Designs](#)
- [How to Make Products](#)
- [Design Tool Basics](#)
- [Zazzle Bulk Image Uploader](#)
- [Post a Product for Sale](#)
- [Tagging & Keywords](#)
- [Basic Design Tips](#)
- [Designing for Dark Apparel](#)
- [Guide Files](#)
- [Quick Product Create](#)
- [Product Style Control](#)
- [Store Categories](#)
- [Safe Design Area & Bleeds](#)

- [Free Design Tools & Software Tutorials](#)
- [File Formats & Compression](#)
- [Google Analytics](#)
- [Advanced Store Customization](#)
- [zBar](#)

## Non-Zazzle Links

The web contains considerable information with tips and ideas for using Zazzle. None are as comprehensive as the eBook you are reading. These are some of the better sites we've discovered:

1. [Zazzle 101 ... How to make a profit on Zazzle](#)
2. [The Zazzle ProSellers: The Most Successful Sellers At Zazzle](#)
3. [Zazzle Gallery Marketing Tips](#)

## Store Organization and Design Ideas

Zazzle gives you considerable flexibility as to how you organize your store and how it appears. These are links to a few [Proseller](#) stores to give you some ideas.

<http://www.zazzle.com/magnoliavintagee?rf=238959784119007538>

<http://www.zazzle.com/mousearte?rf=238959784119007538>

<http://www.zazzle.com/shopaholicchick?rf=238959784119007538>

<http://www.zazzle.com/kanikis?rf=238959784119007538>

<http://www.zazzle.com/perfectpostage?rf=238959784119007538>

<http://www.zazzle.com/bluntcard?rf=238959784119007538>

## Complete List of Zazzle Products and Their Design Tool Links (As of 3/15/12)

**Apron:** [http://www.zazzle.com/cr/design/pt-zazzle\\_apron](http://www.zazzle.com/cr/design/pt-zazzle_apron)

**Bag:** [http://www.zazzle.com/cr/design/pt-zazzle\\_bag](http://www.zazzle.com/cr/design/pt-zazzle_bag)

**Binder:** [http://www.zazzle.com/cr/design/pt-zazzle\\_binder](http://www.zazzle.com/cr/design/pt-zazzle_binder)

**Bumpersticker:** [http://www.zazzle.com/cr/design/pt-zazzle\\_bumpersticker](http://www.zazzle.com/cr/design/pt-zazzle_bumpersticker)

**Button:** [http://www.zazzle.com/cr/design/pt-zazzle\\_button](http://www.zazzle.com/cr/design/pt-zazzle_button)

**Calendar:** [http://www.zazzle.com/cr/design/pt-zazzle\\_calendar](http://www.zazzle.com/cr/design/pt-zazzle_calendar)

**Candy Jar:** [http://www.zazzle.com/cr/design/pt-zazzle\\_candyjar](http://www.zazzle.com/cr/design/pt-zazzle_candyjar)

**CaseMate:** [http://www.zazzle.com/cr/design/pt-casemate\\_case](http://www.zazzle.com/cr/design/pt-casemate_case)

**Cork Coaster:** [http://www.zazzle.com/cr/design/pt-fuji\\_coaster](http://www.zazzle.com/cr/design/pt-fuji_coaster)

**Electronics Sleeve:** [http://www.zazzle.com/cr/design/pt-fuji\\_electronicbag](http://www.zazzle.com/cr/design/pt-fuji_electronicbag)

**Embroidered Bag:** [http://www.zazzle.com/cr/design/pt-zazzle\\_embroideredbag](http://www.zazzle.com/cr/design/pt-zazzle_embroideredbag)

**Embroidered Hat:** [http://www.zazzle.com/cr/design/pt-zazzle\\_embroideredhat](http://www.zazzle.com/cr/design/pt-zazzle_embroideredhat)

**Embroidered Shirt:** [http://www.zazzle.com/cr/design/pt-zazzle\\_embroideredshirt](http://www.zazzle.com/cr/design/pt-zazzle_embroideredshirt)

**Envelope:** [http://www.zazzle.com/cr/design/pt-zazzle\\_envelope](http://www.zazzle.com/cr/design/pt-zazzle_envelope)

**Flexible Magnet:** [http://www.zazzle.com/cr/design/pt-fuji\\_fleximagnet](http://www.zazzle.com/cr/design/pt-fuji_fleximagnet)

**Flyer:** [http://www.zazzle.com/cr/design/pt-zazzle\\_flyer](http://www.zazzle.com/cr/design/pt-zazzle_flyer)

**Gel Mousepad:** [http://www.zazzle.com/cr/design/pt-fuji\\_mousepad](http://www.zazzle.com/cr/design/pt-fuji_mousepad)

**Giftbox:** [http://www.zazzle.com/cr/design/pt-zazzle\\_giftbox](http://www.zazzle.com/cr/design/pt-zazzle_giftbox)

**Greeting Card:** [http://www.zazzle.com/cr/design/pt-zazzle\\_card](http://www.zazzle.com/cr/design/pt-zazzle_card)

**Invitation:** [http://www.zazzle.com/cr/design/pt-zazzle\\_invitation](http://www.zazzle.com/cr/design/pt-zazzle_invitation)  
**Keychain:** [http://www.zazzle.com/cr/design/pt-zazzle\\_keychain](http://www.zazzle.com/cr/design/pt-zazzle_keychain)  
**Label:** [http://www.zazzle.com/cr/design/pt-zazzle\\_label](http://www.zazzle.com/cr/design/pt-zazzle_label)  
**Letterhead:** [http://www.zazzle.com/cr/design/pt-zazzle\\_letterhead](http://www.zazzle.com/cr/design/pt-zazzle_letterhead)  
**Liberty Bottle:** [http://www.zazzle.com/cr/design/pt-libertybottle\\_bottle](http://www.zazzle.com/cr/design/pt-libertybottle_bottle)  
**Magnet:** [http://www.zazzle.com/cr/design/pt-zazzle\\_magnet](http://www.zazzle.com/cr/design/pt-zazzle_magnet)  
**Mojo Napkin:** [http://www.zazzle.com/cr/design/pt-mojo\\_napkin](http://www.zazzle.com/cr/design/pt-mojo_napkin)  
**Mojo Pillow:** [http://www.zazzle.com/cr/design/pt-mojo\\_throwpillow](http://www.zazzle.com/cr/design/pt-mojo_throwpillow)  
**Mojo Placemat:** [http://www.zazzle.com/cr/design/pt-mojo\\_placemat](http://www.zazzle.com/cr/design/pt-mojo_placemat)  
**Mojo Towel:** [http://www.zazzle.com/cr/design/pt-mojo\\_kitchentowel](http://www.zazzle.com/cr/design/pt-mojo_kitchentowel)  
**Mousepad:** [http://www.zazzle.com/cr/design/pt-zazzle\\_mousepad](http://www.zazzle.com/cr/design/pt-zazzle_mousepad)  
**Mug:** [http://www.zazzle.com/cr/design/pt-zazzle\\_mug](http://www.zazzle.com/cr/design/pt-zazzle_mug)  
**Necklace:** [http://www.zazzle.com/cr/design/pt-zazzle\\_necklace](http://www.zazzle.com/cr/design/pt-zazzle_necklace)  
**Notebook:** [http://www.zazzle.com/cr/design/pt-fuji\\_notebook](http://www.zazzle.com/cr/design/pt-fuji_notebook)  
**Notepad:** [http://www.zazzle.com/cr/design/pt-fuji\\_notepad](http://www.zazzle.com/cr/design/pt-fuji_notepad)  
**OrigAudio Doodle:** [http://www.zazzle.com/cr/design/pt-zazzle\\_doodle](http://www.zazzle.com/cr/design/pt-zazzle_doodle)  
**Ornament:** [http://www.zazzle.com/cr/design/pt-zazzle\\_ornament](http://www.zazzle.com/cr/design/pt-zazzle_ornament)  
**Pet Bowl:** [http://www.zazzle.com/cr/design/pt-zazzle\\_petbowl](http://www.zazzle.com/cr/design/pt-zazzle_petbowl)  
**Pet Shirt:** [http://www.zazzle.com/cr/design/pt-zazzle\\_petshirt](http://www.zazzle.com/cr/design/pt-zazzle_petshirt)  
**Photo Enlargement:** [http://www.zazzle.com/cr/design/pt-zazzle\\_photoenlargement](http://www.zazzle.com/cr/design/pt-zazzle_photoenlargement)  
**Photo Plaque:** [http://www.zazzle.com/cr/design/pt-fuji\\_plaque](http://www.zazzle.com/cr/design/pt-fuji_plaque)  
**Photo Plate:** [http://www.zazzle.com/cr/design/pt-fuji\\_plate](http://www.zazzle.com/cr/design/pt-fuji_plate)  
**Photo Print:** [http://www.zazzle.com/cr/design/pt-zazzle\\_photoprint](http://www.zazzle.com/cr/design/pt-zazzle_photoprint)  
**Photo Puzzle:** [http://www.zazzle.com/cr/design/pt-fuji\\_puzzle](http://www.zazzle.com/cr/design/pt-fuji_puzzle)  
**Photocard:** [http://www.zazzle.com/cr/design/pt-zazzle\\_photocard](http://www.zazzle.com/cr/design/pt-zazzle_photocard)  
**Photosculpture:** [http://www.zazzle.com/cr/design/pt-zazzle\\_photosculpture](http://www.zazzle.com/cr/design/pt-zazzle_photosculpture)  
**Pitcher:** [http://www.zazzle.com/cr/design/pt-zazzle\\_pitcher](http://www.zazzle.com/cr/design/pt-zazzle_pitcher)  
**Postage:** [http://www.zazzle.com/cr/design/pt-zazzle\\_stamp](http://www.zazzle.com/cr/design/pt-zazzle_stamp)  
**Postcard:** [http://www.zazzle.com/cr/design/pt-zazzle\\_postcard](http://www.zazzle.com/cr/design/pt-zazzle_postcard)  
**Poster:** [http://www.zazzle.com/cr/design/pt-zazzle\\_print](http://www.zazzle.com/cr/design/pt-zazzle_print)  
**Premium Giftbox:** [http://www.zazzle.com/cr/design/pt-planetjill\\_giftbox](http://www.zazzle.com/cr/design/pt-planetjill_giftbox)  
**Profile Card:** [http://www.zazzle.com/cr/design/pt-zazzle\\_profilecard](http://www.zazzle.com/cr/design/pt-zazzle_profilecard)  
**Rackcard:** [http://www.zazzle.com/cr/design/pt-zazzle\\_rackcard](http://www.zazzle.com/cr/design/pt-zazzle_rackcard)  
**Rickshaw Bag:** [http://www.zazzle.com/cr/design/pt-rickshaw\\_messengerbag](http://www.zazzle.com/cr/design/pt-rickshaw_messengerbag)  
**Rickshaw Flapsleeve:** [http://www.zazzle.com/cr/design/pt-rickshaw\\_flapsleeve](http://www.zazzle.com/cr/design/pt-rickshaw_flapsleeve)  
**Rickshaw Folio:** [http://www.zazzle.com/cr/design/pt-rickshaw\\_folio](http://www.zazzle.com/cr/design/pt-rickshaw_folio)  
**Rickshaw Sleeve:** [http://www.zazzle.com/cr/design/pt-rickshaw\\_sleeve](http://www.zazzle.com/cr/design/pt-rickshaw_sleeve)  
**Screen Printed Shirts:** [http://www.zazzle.com/cr/design/pt-zazzle\\_screenprintshirt](http://www.zazzle.com/cr/design/pt-zazzle_screenprintshirt)  
**Shirt:** [http://www.zazzle.com/cr/design/pt-zazzle\\_shirt](http://www.zazzle.com/cr/design/pt-zazzle_shirt)  
**Skateboard:** [http://www.zazzle.com/cr/design/pt-zazzle\\_skateboard](http://www.zazzle.com/cr/design/pt-zazzle_skateboard)  
**Sandstone Coaster:** [http://www.zazzle.com/cr/design/pt-zazzle\\_coaster](http://www.zazzle.com/cr/design/pt-zazzle_coaster)  
**Specialty Mug:** [http://www.zazzle.com/cr/design/pt-zazzle\\_specialtymug](http://www.zazzle.com/cr/design/pt-zazzle_specialtymug)  
**Speck Case:** [http://www.zazzle.com/cr/design/pt-zazzle\\_speckcase](http://www.zazzle.com/cr/design/pt-zazzle_speckcase)  
**Stationery:** [http://www.zazzle.com/cr/design/pt-zazzle\\_stationery](http://www.zazzle.com/cr/design/pt-zazzle_stationery)

**Sticker:** [http://www.zazzle.com/cr/design/pt-zazzle\\_sticker](http://www.zazzle.com/cr/design/pt-zazzle_sticker)  
**Teapot:** [http://www.zazzle.com/cr/design/pt-zazzle\\_teapot](http://www.zazzle.com/cr/design/pt-zazzle_teapot)  
**Tie:** [http://www.zazzle.com/cr/design/pt-zazzle\\_tie](http://www.zazzle.com/cr/design/pt-zazzle_tie)  
**Tile:** [http://www.zazzle.com/cr/design/pt-zazzle\\_tile](http://www.zazzle.com/cr/design/pt-zazzle_tile)  
**Trucker Hat:** [http://www.zazzle.com/cr/design/pt-zazzle\\_hat](http://www.zazzle.com/cr/design/pt-zazzle_hat)  
**Wrapped Canvas:** [http://www.zazzle.com/cr/design/pt-zazzle\\_wrappedcanvas](http://www.zazzle.com/cr/design/pt-zazzle_wrappedcanvas)  
**Zazzle Skin:** [http://www.zazzle.com/cr/design/pt-musicskins\\_skin](http://www.zazzle.com/cr/design/pt-musicskins_skin)

### **YOU ARE ON YOUR WAY**

Zazzle is like any endeavor; you will get out of it what you put into it. So set yourself a regular Zazzle schedule of a couple of hours a day to create products, enhance your store and promote your products. Zazzle is available 24/7 to fit into your schedule.

[Let us know how your store is coming.](#)

Thank you.

*Betsy and Pete*

## **Disclaimer and Understandings**

The information presented within "How to Get Started on Zazzle" (including the various links to third party resources) is provided to help you quickly open and develop a Zazzle store. Our guide will save you untold hours of "learn it yourself" and trial and error.

As with any entrepreneurial endeavor, there are no guarantees regarding income. The success or failure of any Zazzler, just like any other business, will depend upon skill, talent and dedication. Opinions expressed in this book are based upon years of experience with Zazzle and what has worked in our particular stores. Your experiences will be unique to you.

We've made every effort to provide current and accurate information. Please understand that we cannot and will not be held liable for any errors or omissions you may discover.

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