

Getting started with Little Big Shop



Book a free *30-minute* consultation



help@littlebigshop.com.au



[littlebigshop.com.au](https://www.littlebigshop.com.au)

Welcome to your 14 day free trial!

OUR MISSION IS SIMPLE:
HELP SMALL BIZ THRIVE
ONLINE. WE'LL HELP YOU
GET YOUR STORE SET UP
AND GROW YOUR REACH.

Play
this
video



*Matija, our Customer
Success Champion*

Let's get your shop online and growing!

This quick guide is packed with tips from real small business owners to help you set up your store, boost your social media presence and promote your products with ease.

To start selling online with Little Big Shop, you simply need to:

- 01 ADD YOUR *PRODUCTS***
- 02 ADD A *PAYMENT METHOD***
- 03 SET UP A *SHIPPING METHOD AND/OR LOCAL AREA DELIVERY***
- 04 UPLOAD A *LOGO AND BRAND ELEMENTS***
- 05 BUILD A *MARKETING STRATEGY TO PROMOTE YOUR STORE!***

ABN & GST – do you need them?



ABN

Not required to sell on Little Big Shop, but check the *obligations for Business Registration* to see if you should register.



GST

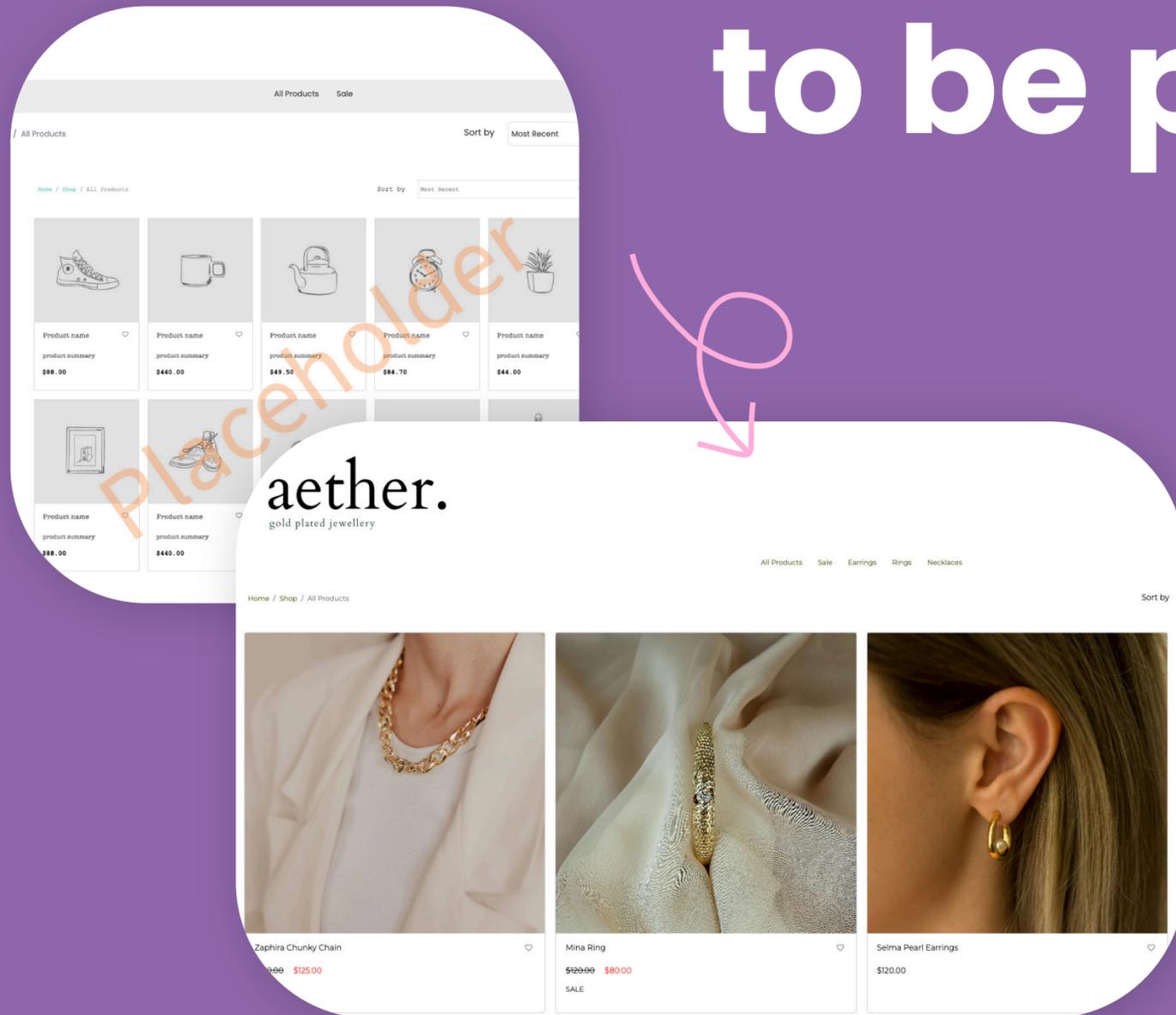
Only needed if your turnover is \$75k or more. Check *Registering for GST* for more info.



How to enable GST

Go to Shop Settings > Shop Details. Toggle the **'Are you registered for GST?'** switch so that it is on. The percentage you enter in the 'GST/sales tax rate' field will be added on top of the product price.

Your shop page is ready to be personalised.



01

Products you add will appear on the 'shop' page (the placeholder image top left).

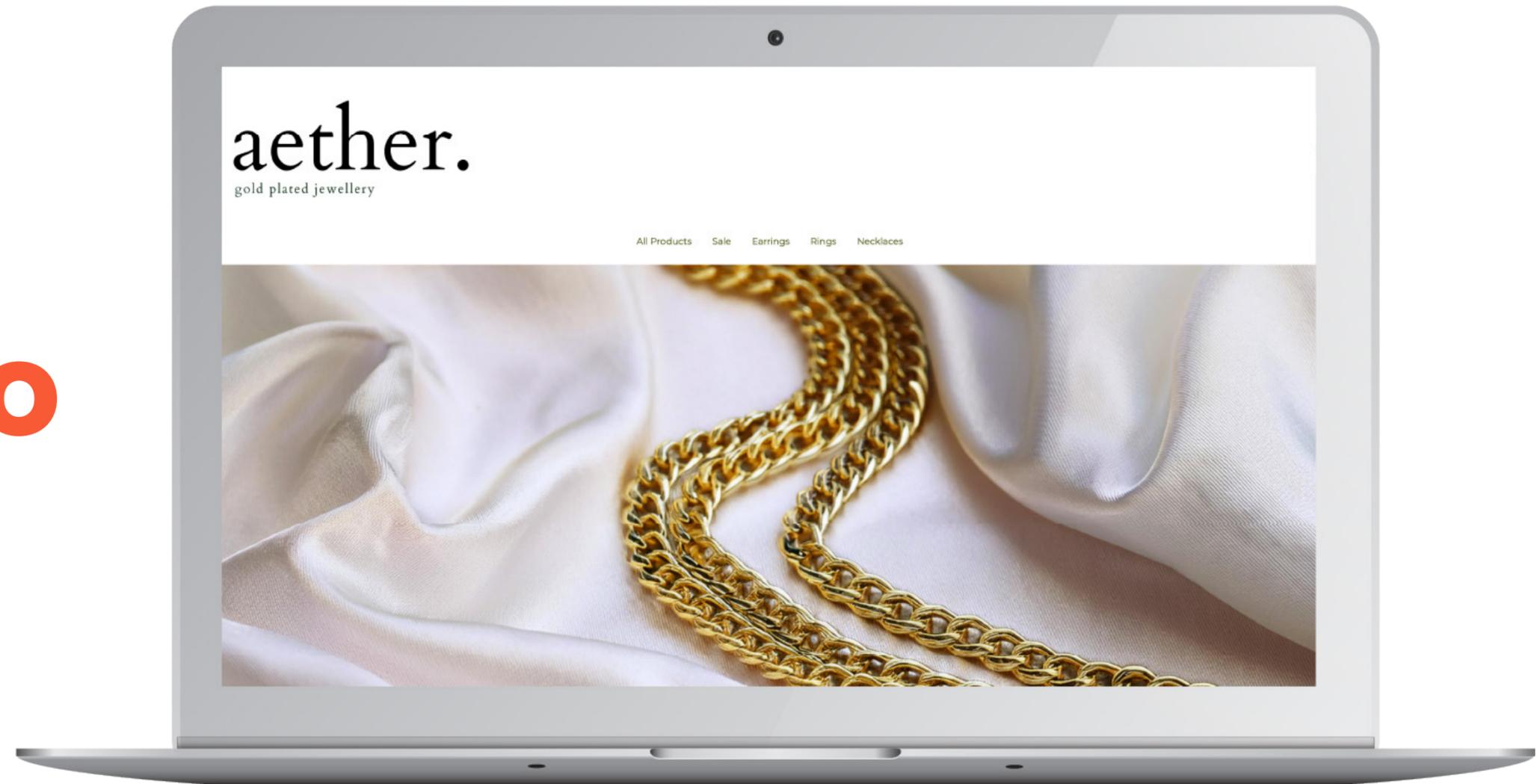
02

As you add products to your store, they'll show up here. You can keep the current display mode and start selling, or you can personalise it with content panels.

Why is a homepage important to create?

03

A **Homepage** is your shopfront – it shows what your business is about, builds trust and makes you look legit. You can also create pages like **Shipping**, **Contact Us**, **About Us** or even a blank page to customise.



Mix & match content panels

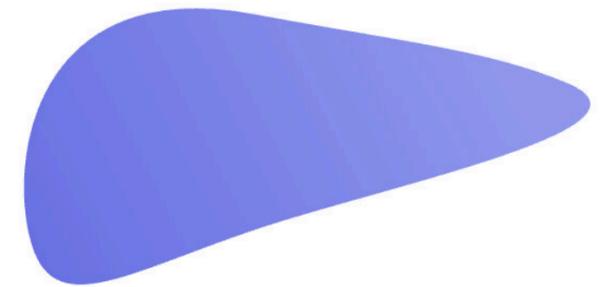
04

Our website builder contains a **Homepage template** with **customisable content panel** suggestions. You can edit, move or remove these, or add other ones.

Tip: highlight a particular item or new arrivals.

Design Blocks

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts.



NEW:

Asics Gel-Kinetic Fluent in White/Truffle grey.

[Shop now](#)

PREVIEW

Primary

Secondary

Outline

Primary button colour

#00cbd6

Secondary button colour

#322b06

Solid button text colour

#ffffff

Outline button text colour

#322b06

Logos



Site logo

This logo will appear in the header of your website and shop and on your dashboard.

You can upload the following file formats: 'jpeg', 'jpg', 'png', 'gif', 'webp'



Invoice logo (print friendly)

This logo will appear in the invoice PDF and any emails sent to the customer. Upload a logo that can be seen on a white background.

You can upload the following file formats: 'jpeg', 'jpg', 'png', 'gif', 'webp'

Global Style

05

Standardise your shop's look and feel in Global Styles.

- **Upload your store & invoice logos + favicon**
- **Choose fonts, text & link colours**
- **Pick header/footer colours**
- **Customise buttons**
- **Add custom CSS**

Set up local delivery to boost sales

06

As a Little Big Shop merchant, you can set up **local delivery** in Shipping, based on radius (km) or postcode. This can be a **customer incentive**. If you offer local delivery:

- **Post about it on social media**
- **Highlight it on your website**

Shipping > Add Region

Toggle on Local Delivery.

Add your local delivery details.

The screenshot shows a modal window titled "Add an area for local delivery" with a close button (X) in the top right corner. The form contains the following fields and options:

- Area name (customers will see this at checkout):** A text input field containing "North Sydney".
- Set area by:** Radio buttons for "Radius" and "Postcodes", with "Postcodes" selected.
- Add postcodes that share the same delivery rate:** A text input field containing "2060" with a red 'x' icon to its right. Below the field is the instruction: "Separate postcodes by pressing enter or with commas e.g 2000, 2009, 2016".
- Set time and rate:**
 - Est. delivery time:** A dropdown menu showing "3-5 Business days".
 - Rate (Includes GST):** A text input field showing "\$ 5.00".
- Apply free shipping when an order subtotal over a certain amount:** A checkbox that is currently unchecked, with a text input field below it showing "\$ 100.00".

At the bottom right of the form are two buttons: "Cancel" and "Add Area".

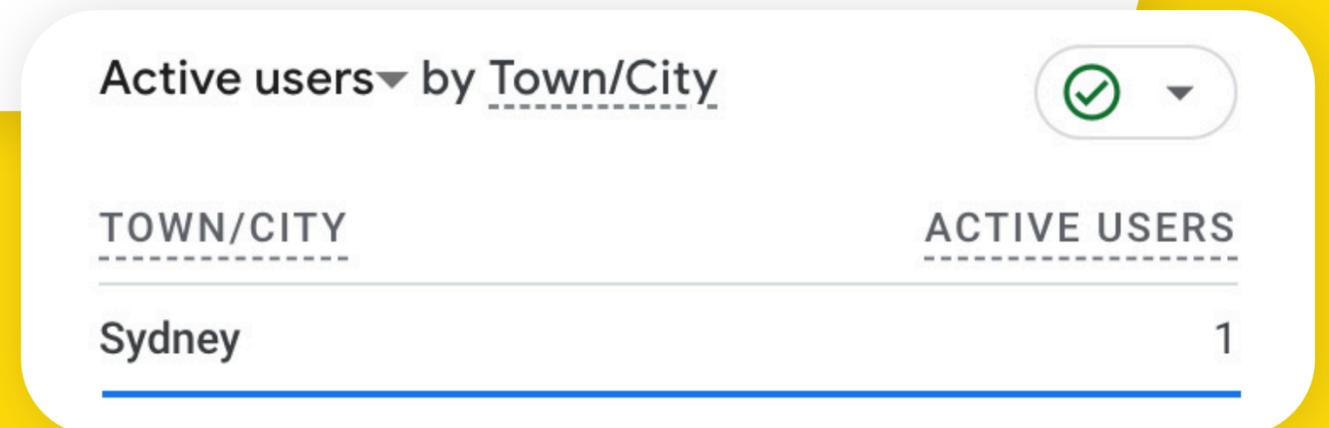
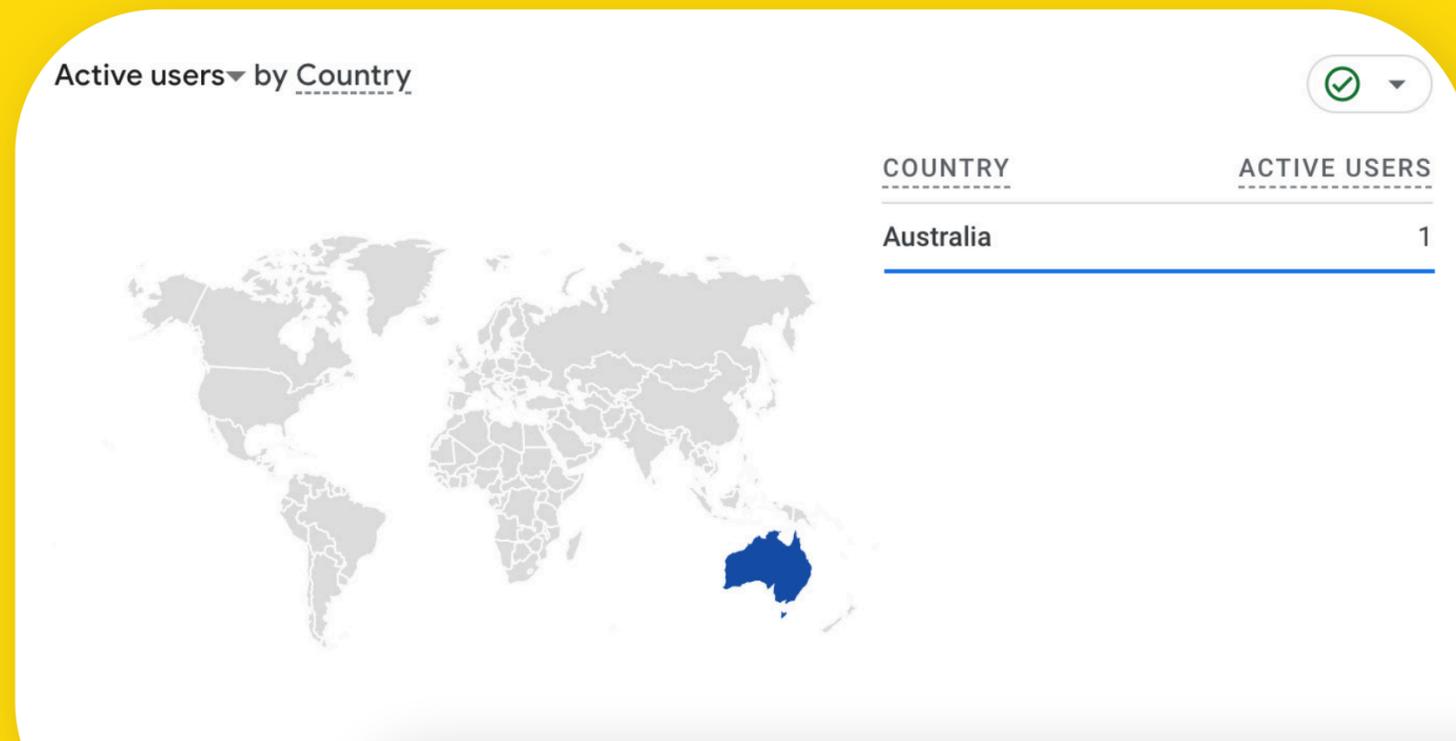
Analytics made easy

07

Connect your Little Big Shop store to Google Analytics (via **GTM**) to see:

- **Where visitors come from**
- **Your most popular pages & products**
- **How long they stay on pages**
- **Where they live**

Follow our *help guide* to set it up.



Pro tip: Create a free *Google Business Profile*, so customers can find you faster.

Social Media Essentials



PICK THE RIGHT PLATFORM

- Start with 1–2 where your ideal customers hang out.
- Create a **content calendar** to organise content.



CONTENT IDEAS

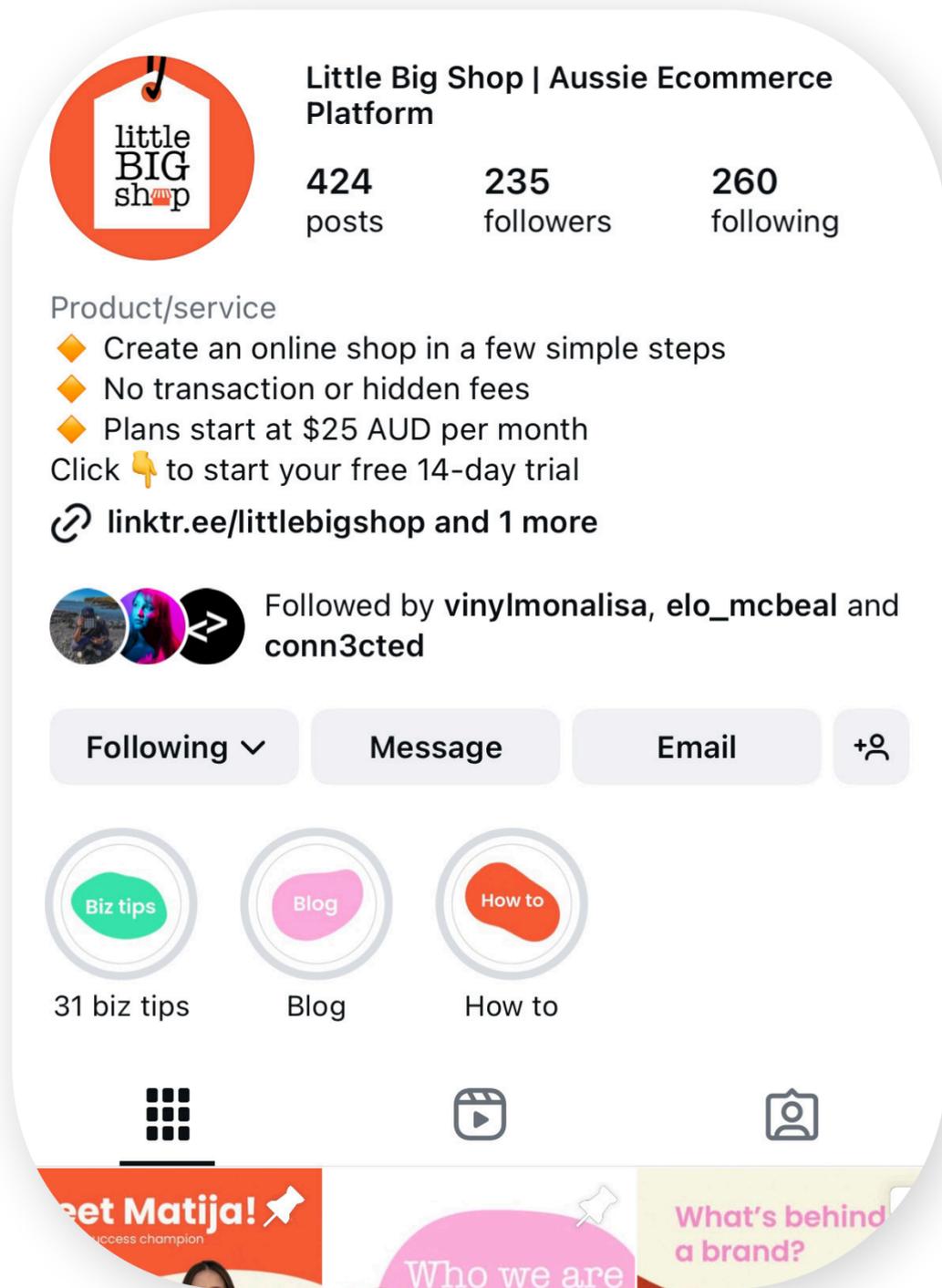
- New arrivals & try-ons
- How-to tutorials & FAQs
- Before & after
- Testimonials
- Behind the scenes & relatable posts



OPTIMISE YOUR PROFILE

- Add a **clear bio**: who you are + what you sell
- Always **add your shop URL**
- Include a **CTA** (e.g. 'Click link in bio to shop')

Ask friends, family & early customers to follow you. They're your first base of supporters.



First steps: Instagram

BIO

Introduce yourself and summarise your biz with a **unique selling proposition.**

ADD SHOP URL TO BIO

Go to Profile > Edit Profile > Links > Add your Little Big Shop **URL** and tap Done. Test the link on your profile

SWITCH TO BUSINESS ACCOUNT

Open your Instagram profile Go to Menu > Business tools & controls > Select Switch account type > Business

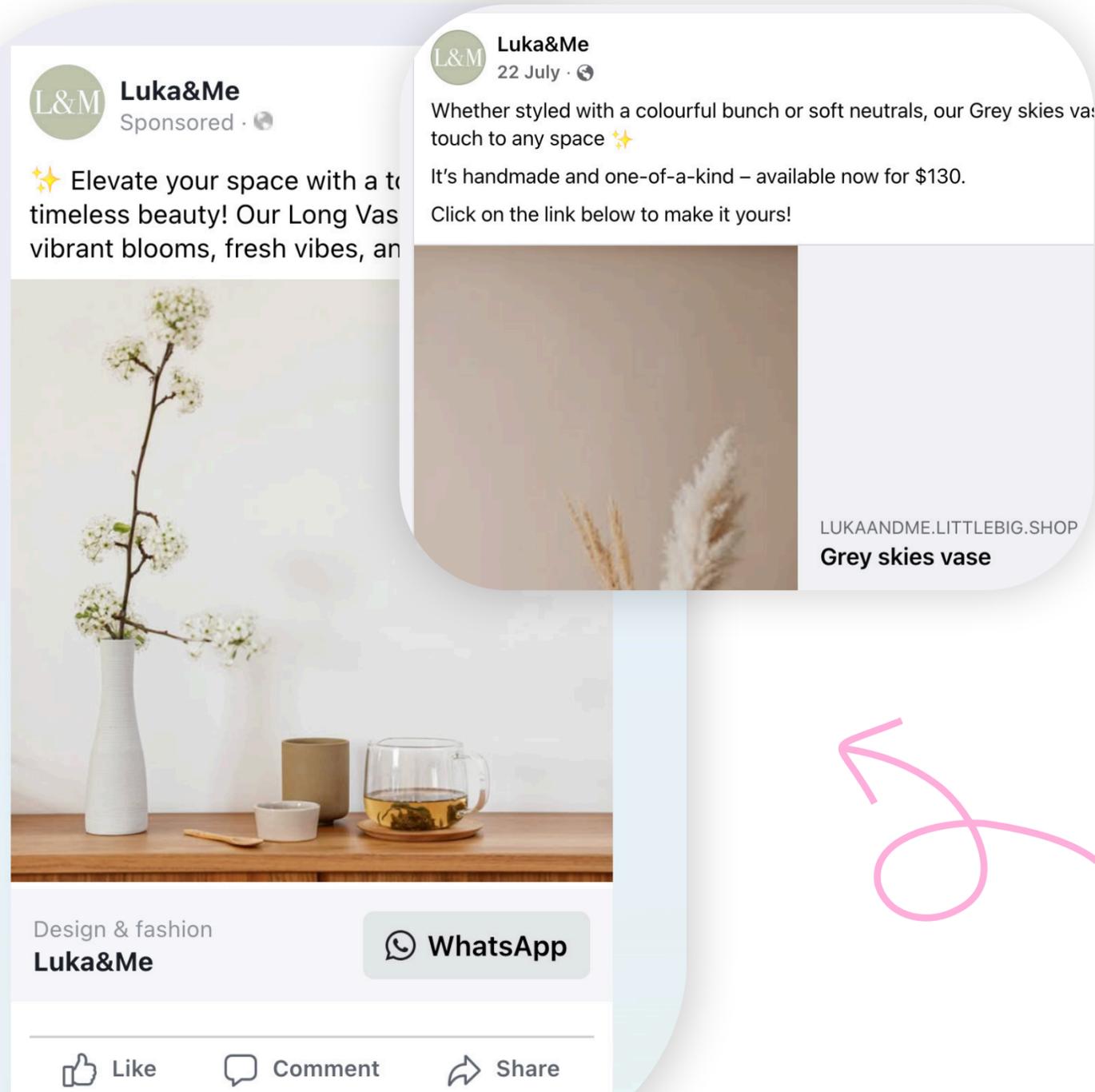
First steps: Facebook

ADD CTA AND LINK TO YOUR STORE

'Click here to shop now', 'Click on the link in our bio to start your free trial', 'Comment on the post and I'll DM you the discount code'. This will encourage action.

ADD A BUTTON FOR PRODUCT POSTS

Click Create Post (top right) > Add product photo + caption > Add **Message Me, Call Me or WhatsApp** button > Insert URL or Phone Number > Publish or schedule for later.



Taking photos with your phone

Snapping great product photos on your phone is easy, but those big file sizes can slow down your store. Here's how to shrink them without losing quality:

- **iPhone:** Go to Settings > Camera > Formats > High Efficiency.
- **Android:** Open your photo > tap Edit > Resize > choose a size.
- **Mac:** *Here's how to resize images on a Mac.*
- **Online tools:** Try *Image Resizer* or *Reduce Images*.

Read our *blog post* for tips on taking images for your store.

Your customers are in Facebook groups. Are you?

We've teamed up with the **Australian Small Business Network (ASBN)**, a 44K+ strong community of business owners sharing advice, tips and support.



Let's talk

BOOK A FREE
30-MINUTE CONSULTATION
WITH MATIJA



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● **Let us *help*
you build your
store**

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*ebook***

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blog for
ideas**