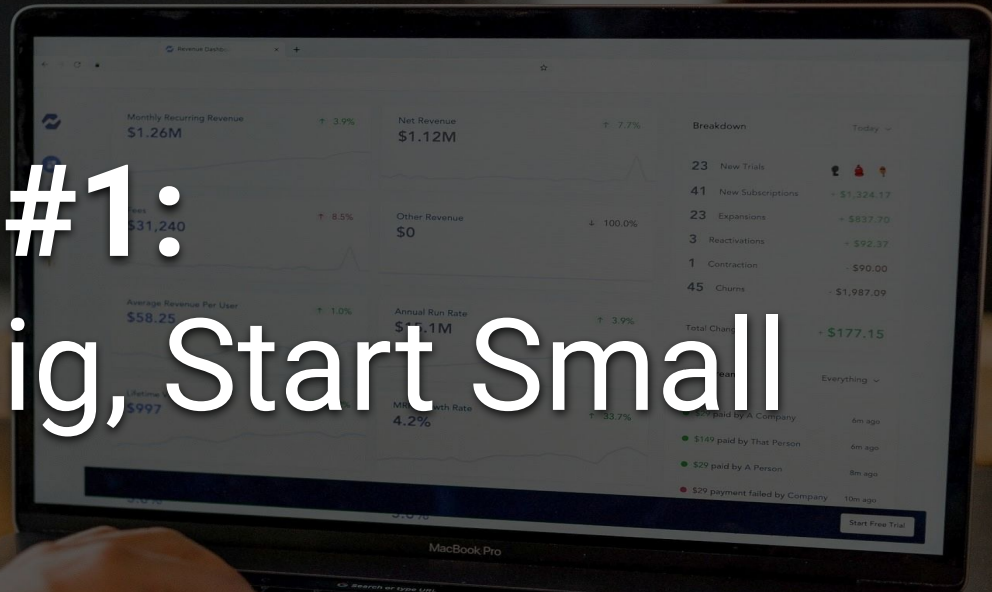


Lessons Learned

Hard-won lessons from 15 years of empowering those who sell online



Lesson #1: To Go Big, Start Small



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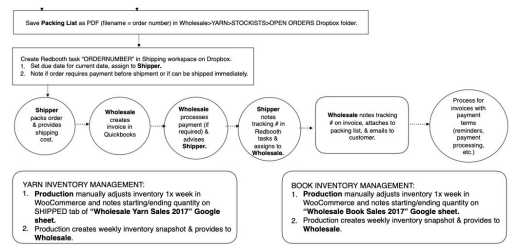
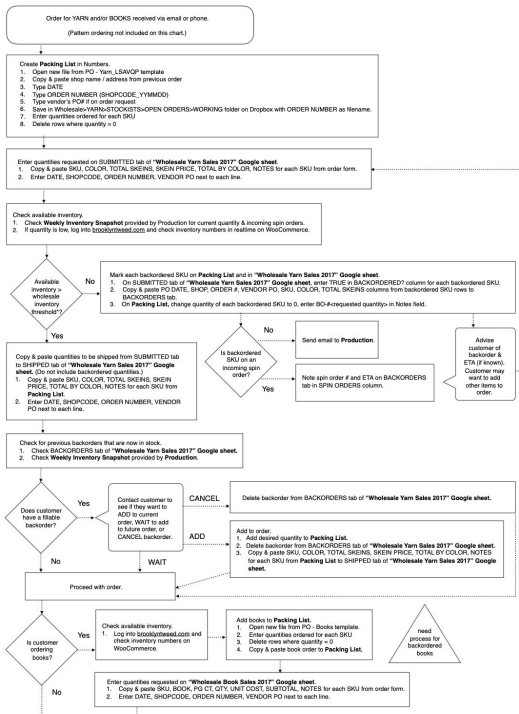


Lesson #2: Ask The Right Questions



Lesson #3: Speed Matters





Variant Products ▾

Loft

Shelter

Product Type ▾

Pattern

Yarn

Categories ▾

Cables

Colorwork

Shrugs

Vests

Accessories

Hats

Mittens

Gloves

Scarves

Cowls

Wraps

Socks

Dresses

Home

Blankets

Kids










Baby

Select Products (80 found)

✕

Filter products by id, sku, name, parent, price, etc

80 items | 80 selected

Thumb ▾	SKU ▾	Name/Variation ▾	Price ▾	Quantity ▾	Categories ▾	Product Type ▾
		Leadlight Wholesale	\$4.00	<input type="text" value="2"/>	Accessories ▾ Scarves ▾ Lace ▾ Shawls ▾	
	L101	Color — Fossil Parent: Loft ▾	\$7.38	<input type="text" value="99"/> of 1222		Yarn ▾
		Pizza Microfiber	\$11.00	<input type="text"/>		
		Byway	\$3.50	<input type="text"/>	Cables ▾ Accessories ▾ Scarves ▾ Wraps ▾	Pattern ▾
	L102	Color — Woodsmoke Parent: Loft ▾	\$7.38	<input type="text" value="1"/> of 994		Yarn ▾
	L103	Color — Nest Parent: Loft ▾	\$7.38	<input type="text"/> of 1252		Yarn ▾
	L104	Color — Pumpernickel Parent: Loft ▾	\$7.38	<input type="text"/> of 1044		Yarn ▾
	L105	Color — Sweatshirt Parent: Loft ▾	\$7.38	<input type="text"/> of 791		Yarn ▾
	L106	Color — Seat	\$7.38	<input type="text"/>		Yarn ▾
Thumb	SKU	Name/Variation	Price	Quantity	Categories	Product Type

Clear

Add Products



Lesson #4: Find a New Room

An aerial photograph of a dense forest of evergreen trees. The forest is mostly dark green, but there is a single, prominent tree with bright yellow leaves in the lower-left quadrant. The text is overlaid on the left side of the image.

Lesson #5:
Optimize For What
Matters Most

@js_zao
zao.is

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