

## **Sending Your Customers to Shop at YOUR Stampin' Store**

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Linking to your online shop is unfortunately not quite as straightforward as copying the link from your Internet browser's address bar, like you do with other links. It takes a little bit more effort, but effort is what separates those who are serious about their businesses from those who are not.

The reason you can't just copy and paste the link in your browser is because of something called "cookies"—but they're not the good kind of cookies! These "cookies" are used by computers to remember the last time a site was visited. It's a time-saving device used by pretty much all websites everywhere. It's basically a virtual shortcut to be able to pick up where you left off much more quickly.

This means if Susy Stamper visited my store first, then went to Dolly Demonstrator's blog and decided to go shopping—even if she was clicking on a link that Dolly included in her blog—Susy Stamper would very likely end up in my shop and not Dolly Demonstrator's. My shop was the last one she was in, and her computer thinks "Hey! I've been there before!"

Dolly would not get the sale, even if Susy was her customer, because Dolly has posted a generic link and not a direct one. Susy's computer remembers she has visited my store last and takes what it thinks is a shortcut to get there. And if Susy doesn't realize she is shopping with someone else, Dolly loses out!

**So—the question is obvious: How can I send my customers straight to MY store and no one else's?**

If you want to send them to your store landing page itself and not a specific product:

- Do NOT copy the link from the browser bar
- Use this link: <http://www.stampinup.com/ECWeb/default.aspx?dbwsdemoid=xxxxxxx>
- Change out the xxxxxx for your demo ID number.
- This link will always end up in your store and no one else's.
- I suggest shortening this link using the free site Bit.ly For instance, my bit.ly version of my store link is: <http://bit.ly/shopwithLyssa> Way easier to type and remember than the long one!

If you want to send them to a specific product in the store rather than the landing page:

- You can copy the product link from your browser bar, BUT
- You must add this to the end of the link: `&dbwsdemoid=xxxxxxx`
- Or, you can log in and use TAMS ([www.thesearemystamps.com](http://www.thesearemystamps.com)) to get your links, which is much faster and easier than looking up each individual product in the online store
- TAMS Pro Account has the short version of the product links available already made for you with no extra steps involved, when you use the Single Link Generator.

If you're a little overwhelmed right now, take heart! **It takes a little bit of effort to learn, but soon it will be second nature.** You WILL see sales rise as you use links that take customers straight to your store. I used to include links when I felt like it or had time—and now I know they were almost all completely generic links that did not lead to MY store. The first year I started using specific links directed right to the individual products, my sales went up by several grand. I was removing obstacles and excuses from my customers so that it was as easy as possible to shop. And shop they did!