

# **PopShop Online V 2.0 Users Manual**

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## POPSHOP Online Users Manual

This documentation is intended to explain the features and procedures for running both your online comic book web site and the in-store functions it contains. While attempting to be complete, there may from time to time be oversights and omissions. Please bring these to the attention of [documentation@popshoponline.com](mailto:documentation@popshoponline.com) as discovered.

### Section 1: Getting started

Once you have registered and had your PopShop Online Web Site set up, you will receive an email giving you a login id and a password. This login id is the same as your base email address and the password is assigned at random. Go to [www.popshoponline.com](http://www.popshoponline.com) to login. Enter the email address in the first line of the form and your password in the second line and click 'Login'. If everything is correct, you will be redirected to the PopShop Online Dealer Console which will have a menu of choices on the right as well as a control panel screen in the center.

The following section will review the functions of the PopShop Online Dealer Console:

### Manage Website Functions:

#### A) Edit Hours & Info

- a. This section contains the basic information for your store including the hours of operation, store address and phone number.
  - i. This is where you will enter the email address associated with your PayPal account. If you do not enter an address here, PayPal will not work when called upon. For information about setting up a PayPal account, log in to [www.paypal.com](http://www.paypal.com). Please note: PayPal has allowed customers to pay with major credit cards without setting up a PayPal account for some time now.
  - ii. Note: Enter the hours as text the way you would wish them to appear on your web site (i.e.- '11am to 7pm').
  - iii. This is also where you can enter the link to your EBAY Store (if you have one). Simply click on the box next to 'Ebay Store' to indicate that you need a link to show, then enter your Ebay Store hyperlink ([www.ebay.com/storename](http://www.ebay.com/storename)) in the 'Link to Ebay Store' field to have it activate.
  - iv. If you are a CGC dealer and wish to let customer know this, be sure to click on the 'CGC Dealer' flag when editing this section of your account.
  - v. When done completing the form, click 'Update Record' to save your changes and return to the home page.

#### B) Edit Welcome Messages

- a. On the typical PopShop Online Website, there are two user-defined messages. These are the scrolling welcome banner that appears at the top of each page (if you do not see this, you either have one of the designs that hides this feature or you have not placed a message in it yet) and the 'About Us' message.
  - i. To edit the 'Welcome Message/Scrolling Banner" simply edit the text in the top box. When your changes are complete, click 'Update Record' to save your changes. This box accepts limited HTML formatting so you are able to make certain text bold, italic, underlined, etc...
  - ii. To edit the 'About Us' message, simply edit the text in the bottom box. Click 'Update Record' to save your changes. This field also accepts limited HTML formatting.
  - iii. You can edit both fields at once if you choose.
  - iv. Once saved, check your site to see how the changes show to the user. The 'Welcome Message' appears on every page and if you

click 'About Us' at the top of any page you should see your 'About Us' message.

C) Edit Links

- a. The PopShop Online Web Site allows you to link to up to 5 external sites. Click on "Edit Links' from your Dealer Console to use this feature. Then simply enter the text you wish to display and the website it should link to in the boxes provided. Click 'Add Link' to save your changes.
  - i. Links will open in new windows.
  - ii. Using the link feature requires that a link to the PopShop Online homepage will also appear.
  - iii. Dealers are limited to 5 external links (not including the PopShop Online link).

D) Edit Discount Rates

- a. One of the most versatile features of the PopShop Online Web Site is the ability to set different discount rates by category. That way dealers can offer customers discounted pricing without jeopardizing their profit margins.
  - i. To edit a category discount, simply find that record on the list and change it's value (must be a numeric value equal to the percentage discount you wish to offer for that category). For example, if you wish to give 10% off Comics, just find Comics on the list, and change the discount rate to '10'. Then simply click 'Update Discount' next to the category in question. The page will refresh with your new discount rate.
  - ii. You can only update one category at a time. Wait for each to refresh the page before progressing to the next.
  - iii. The prices displayed on the site will directly reflect the discounts you enter here, so be sure to enter a value for each category and check to ensure that value is indeed numeric.

E) Manage Help Files

- a. PopShop Online Web Sites all come with certain central help files. But if you find yourself in need of answering questions that we have not yet addressed, you may use this function to enter your own customer Help Files. These files, unlike the central files, will only appear on your site.
  - i. If you wish to add a help file, click "Add Help File" at the bottom of this page. It will then take you to a form where you may enter the following:
    1. Help File Headline- This is the one-liner that will appear in the help file list when the user clicks 'Help'.
    2. Help File Subhead- This is the short descriptive phrase that appears at the top of the Help Article when it is selected.
    3. Help File Text- This is the actual text of the Help Article. This field supports limited HTML for formatting. (hint: <br><br> creates a full line break)
    4. When done, simply click 'Add Help Article' to commit your changes. The article will now appear both on your site and in your Dealer Control panel Help File list.
  - ii. To edit or delete a Help File, simply find that file on this list and click the appropriate action. Deletions require confirmation on the subsequent page. Edits will bring up a form showing you the current data in that file and giving you the opportunity to change that data. Click 'Update Record' when you are done editing.

F) Manage Articles

- a. Your PopShop Online Web Site allows you to control a fair amount of content. Events and Help Files are available to you, but so are Articles. Articles can be of 3 types, general Articles, News, and Reviews with

Columns being reserved strictly for PopShop Online central articles (if you have a submission, please contact [submissions@popshoponline.com](mailto:submissions@popshoponline.com) ).

- i. To create a new article, simply click on “Add An Article” on the bottom of the page. This will bring up a form allowing you to enter your article. Each article consists of the following:
    1. Article Type – Choose from the drop down to specify the type of article you are entering.
    2. Article Headline- This is the short one-liner that will appear on your Web Site home page.
    3. Article Subhead- This short descriptive text will appear at the top of the article when the user views it.
    4. Article Text- This is the actual content of the article and allows for limited HTML formatting.
    5. When the article is complete to your satisfaction click ‘Add Article’ to have it instantly appear both on your site and your Dealer Control panel.
  - ii. To edit an existing article, simply select the article from the list and click ‘Edit Article’. This will bring up a form showing the current contents of the article. Change all, some or none of these and click ‘Update Record’ to save your changes.
  - iii. To delete an existing article, simply select the article from the list and click ‘Delete Article’. You will have one opportunity to change your mind before committing this deletion. Once deleted, this article will immediately be removed from your site.
- G) Manage Events
- a. One of the most exciting capabilities of the PopShop Online Web Site is the ability to post and manage your in-store events using your web site. From the main page of the Dealer Control panel, click ‘Manage Events’ to access this function. For the most part, this area works identically to the Manage Articles function but with a few specificities.
    - i. To add a new event, click ‘Add Event’ at the bottom of the page. This will bring up an entry form specific to events for you to complete. The key fields of this form are:
      1. Event Headline- This is the one-liner that will appear on your Web Site Home Page. This should contain some quick reference of timing and nature for the user (for example, “Memorial Day Super Sale’ or ‘Friday Night Magic’).
      2. Event Subhead- This is a more descriptive field that will appear at the top of the event details once the user has clicked on the event.
      3. Article Text- This is the content or main body of your event description. As with other article-type entries, this field allows for limited HTML formatting.
      4. Is This Event Recurring?/Event Date- You should complete ONE OR THE OTHER of these as it will be confusing to users otherwise. If the event is recurring, that is to say that it happens every week or on some regular schedule, check the recurring box to suppress the date. If the event is a one-time event, do not check the box but be sure to enter the date. This will not only show the user the date on the home page but will remove the event from the list once it has passed.
      5. Event Time- It’s a good idea to let users know the time of day or day of the week for an event, especially recurring ones. This field is open text so you can enter whatever you like, just keep it concise and descriptive (for example- ‘Sundays 1-4pm’).

6. To save your new event, just click 'Add Event' when you have completed the fields.
  - ii. To edit an existing event, simply locate the event in the list and click 'Edit Event'. This will cause a form to come up that will show you the existing contents of this record and allow you to change anything you like. Simply click 'Update Record' to save your changes or "Back" to cancel your edit without saving.
  - iii. To delete an existing event, simply locate the event in the list and click 'Delete Event'. You will be given an opportunity to change your mind before committing this permanent change.

**Summary Section 1:**

Using these tools, you have seen how you can manage your personal information, your contact information, your PayPal links and even your eBay stores. In addition, you can link to other features or friendly sites, enter your own articles, helpfiles, product reviews and even show events on your website. In section 2, you will learn how to manage your orders, from online prepay orders to using your PopShop Online Web Site to manage your in-store subscriptions.

## Section 2: Managing Users

At this point, the content of your site should be completed leaving you ready and waiting for customers. But before they come, you'll need to understand how to manage them and the orders that will follow. This section will teach you how to use the two functions listed under the heading 'Manage Users'.

### Manage Users Functions:

#### A) User Lists

- a. Clicking on the User Lists button will allow you to both edit a user's basic information and view and print their subscription list. Before proceeding, look to the dealer control panel at the top right of the page and make sure you have a user. If not, create one on your website and then refresh the Admin Page. You should now have a user. Click on 'User Lists' to proceed.
  - i. You will now see a list of your users broken up into two categories:
    1. In-Store Users (Pay as you go)
    2. Online Users (Prepay only)
  - ii. The two options associated with each user are 'edit' and 'view list'
  - iii. Edit will bring up a screen allowing you to edit the user. Other than the basic user information, there are at least three special fields you should take note of:
    1. Gets Store's Newsletters- This is an opt-out email flag indicating your users agree to receive email from you (using the send newsletter feature described next).
    2. Gets PopShop Network newsletters- This is an opt-out flag indicating your users agree to receive email from me regarding special offers, etc.. These will never be used to promote ventures that are counterproductive to your business.
    3. IMPORTANT: In-store Account Active. Checking this box is what changes a user from a Prepay Online only customer to an In-Store Pay-As-You-Go customer. By making this switch you enable your customer to purchase and order items from you without paying upfront.
- b. View List- Clicking this button will pop up a window containing a printable list of all the items your customer currently has on order, broken down by Preorders and pending instock orders. It will also list all of their recurring subscription titles at the bottom for them to more easily read. This list will contain your logo as well and can be printed on any normal printer (but you must do set up the first time for sizing).

#### B) Send Newsletter

- a. As the name would imply, clicking on this button allows you to send a newsletter to your users. You get a subject line and body text to customize. Clicking send will send the email to your address while BCC'ing your userbase (only those who have not opted out. Users who will receive the mail are listed at the bottom of the page).

### Summary Section 2

Section two allows you to view your users, edit their basic information, change them back and forth between in-store users and prepay users (be sure their carts, preorders and/or boxes are cleared before making this switch) and lets you send a newsletter to only those users who have indicated their acceptance of such. Using these tools you should be able to easily show your customers what they are getting, make minor changes to their accounts and build community via a regular newsletter.

### Section 3: Managing Orders

Now that your site is ready and you know how to turn users into in-store users (meaning you can move most if not all of your subscriptions online) you are ready to learn how to handle orders as well as how to view pick lists and order sheets.

#### Manage Orders:

- A) Order types-
  - a. There are three basic order types:
    - i. There is a pending order, this is an item that should be in stock. Moreover, if it is a prepay order the item cost and shipping has been paid by the time you see it and if it is an in-store order, shipping and payment is irrelevant as you will collect that upon delivery.
    - ii. There is a pre-order- This item has been ordered in advance. It has not yet come out and the user has indicated they want it. If they are an In-Store customer no payment has been made and orders should go in their regular box for pickup. If they are an online user they will have paid for the item so you should order it and pull it, but they will not yet have requested a shipment. So when you fill, the item will go in their box but will not be sent out until they request and pay for a shipment, at which time you will see the books move to your 'waiting orders' folder.
    - iii. Finally, there is order history. For an in-store user these would be items that arrived in their box and that they manually 'cleared' using a user function available to them. For a prepay customer, this will be for items that were in their box that they requested shipment for and that you confirmed as shipped.
- B) Manage Waiting Orders
  - a. Waiting orders are orders that are either for in-stock items or are prepaid items that are now awaiting shipment. In either event, action is required on your part anytime you see a waiting order. To access this section click on the 'Manage Waiting Orders' link.
    - i. The resulting screen will list each individual item/order you need to ship. Again this will only happen in two instances:
      - 1. A user, either in-store or prepay, has requested an item in stock, requiring immediate action. OR
      - 2. A prepay online only user has requested a shipment of pre-ordered items that you previously filled using the 'Manage Pick Lists' function detailed below.
    - ii. To indicate that you have shipped (or in the case of an in-store user the accurate term would be 'picked') the item in question, click 'Fill'. This will automatically move the order into the users' history folder or box as appropriate, thus notifying them the book is either en route or sitting in their in-store box awaiting pick up.
  - b. Important Note: Since these items require immediate action they are not likely to 'pile up' therefore these are managed one item at a time for one customer at a time. This is quite contrary to how picklists and pre-orders work. See below for details on this more central function.
- C) Manage Pick Lists
  - a. Picklists represent your items 'On Order' for your customers, both in-store and prepaid online. Clicking on 'Manage Picklists' will bring up a list of all the items you have on order. This list is in order alphabetically by title and numerically by issue number.

- b. The screen that comes up when you click this link makes no distinction between in-store and prepaid online customers but the lists you will use to fill their orders does. The reason for this is that when ordering for the month, you will want to see consolidated orders whereas when you are actually filling the order at a later date, you will wish to know who has paid and who has not paid yet for their items.
    - i. To handle monthly orders:
      - 1. Click on 'Printer Friendly Version' locate next to the Pre Order By Title headline at the top of this page. This will launch an easy to read, easy to print list of all items currently on order from your customers. Additionally, since you may have opted to accept late catalogs from users, you will be receive an email each time someone orders or adds something to their list allowing you to advance reorder.
  - c. You should see a list of every title you have on order, it's Diamond (or other distributor) item code, the quantity you have on order and then two options:
    - i. View List:
      - 1. Clicking this will launch a new window showing you everyone who has ordered this title broken into groups of in-store users and prepay users.
    - ii. Fill
      - 1. Be careful- when you click fill you are telling the system to assume you have placed this item in everyone's box. The user's will see that this item is in their box.
        - a. In the case of in-store users they will now expect to find this item when they come in.
        - b. In the case of prepay customers, they will now expect to be able to order and pay for shipment of this item as they have already previously paid you for the item itself.
      - 2. Clicking 'Fill' will fill everyone at once, therefore you do not have to do these one at a time.
- D) Order History
- a. Items appear in here after:
    - i. Prepay customers: The customer has paid for the item, you have filled the item using the Manage Pick Lists Function, the user has then requested a shipment of the item and you have marked it as shipped using the Manage Waiting Orders function.
    - ii. Online customers: The customer ordered the item, you have filled the item using the Manage Pick Lists Function, the user has 'cleared' their in-store box indicating that they should have picked up at that point. In no way does their clearing the box in any way guarantee that they have actually picked up but at this point it doesn't affect you other than in the 'Order History' folder as you have already filled the order, your last online step in the in-store customer process.

### **Section 3 Summary-**

As you can see, using the Manage Orders functions correctly allows you to move the bulk of your customers online (or at least hybrid, so try setting up an in-store kiosk and watch your subscriptions grow!) allows you to successfully fill and manage orders in an ebay-like interface and allows you to know when and for what you've received payment. Additionally the Manage Picklist function using the 'Printer Friendly Version' of the main list allows you to easily update your Diamond orders while the 'View List' function associated with each individual item is an easy to use, highly organized tool for picking books on a weekly basis.

If you continue to have any questions, please do not hesitate to write to [lee@popshoponline.com](mailto:lee@popshoponline.com) or call 646-436-1311.