

# WISCONSIN COMMON MARKET

## WISCONSIN COMMON MARKET CHECKLIST

### Part 2: Product Upload

There are five components necessary to initiate selling from your Wisconsin Common Market store front. Please use this checklist to ensure that you complete each of the five components prior to training.

If you have any questions, please contact the partner agency that has been working with you. If you are not working with a partner agency, you may direct questions to Karman Briggs at 715-836-7511, Ext. 174 or [kbriggs@wisconsincommonmarket.com](mailto:kbriggs@wisconsincommonmarket.com).

Wisconsin Common Market  
Attn: Karman Briggs, WCM Manager  
418 Wisconsin Street  
Eau Claire, WI 54703

If Karman is unavailable, please contact Reneé Walz at 1-800-782-1063, Ext. 211 or [rwalz@wcm1.com](mailto:rwalz@wcm1.com).

*Please prepare the following items for your product upload training:*

- 1. Your payment options.** You have three options for accepting online payments:
  - If you already have an existing merchant account, you can continue to use it. Simply process your Wisconsin Common Market orders as a card not present or telephone order.
  - You can also accept payments through PayPal. To register, go to [www.paypal.com](http://www.paypal.com). Make sure you select a "Business" account type.
  - You can also choose to set up a new merchant account. Please visit Electronic Clearinghouse at [www.echo-inc.com](http://www.echo-inc.com). Wisconsin Common Market has partnered with them to offer you a one time set-up fee of \$99.00 with monthly fees of \$19.95 charged only if you process a credit card payment that month.
  
- 2. A color photograph of yourself** or a logo image to place on the site. Size your photos to no larger than 600 pixels at the greatest dimension. Please name your files using the following naming standard: `yourbusinessname_ownerlastname_hshot.jpg`.  
Example: `JewelryPlus_Johnson_hshot.jpg`
  
- 3. A biography of no more than 150 words.**  
Many shoppers want to know about you and your business, this can make your products more interesting to shoppers. *Some* information you may want to include:
  - Where you are located?
  - How & why did you start your business?
  - How long have you been in business?
  - Where did you obtain the skills to produce your products?
  - What types of materials do you use?
  - Is there a historical, ethnic or religious significance to your product?
  - What are the special features and benefits of your product?
  
- 4. Three digital photos for each product you wish to sell online.** For more information on taking good product photos, see the "Become a Member" page on [www.WisconsinCommonMarket.com](http://www.WisconsinCommonMarket.com). Please name your files using the following naming standard: `yourbusinessname_productname_viewX.jpg`. Example: `JewelryPlus_BlueBeadedBracelet_view1.jpg` (Each product should have a View1, View2, and View3)
  
- 5. Product Information, including:**
  - Item Dimensions
  - Colors Available
  - Product Description
  - Material, Fiber, Ingredients Used
  - Shipping Weight
  - Shipping & Handling Costs
  - Delivery Time Frame
  - Method of Shipping
  - Return Policy
  - Product Categories

See the **GENERAL PRODUCT LISTING WORKSHEET** on the next page for more assistance.

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## General Product Listing Worksheet

**Member's Name:** \_\_\_\_\_ **Business Name:** \_\_\_\_\_

The purpose of this form is to help you think through your product description and the **required listing information**. Use it as a tool to make sure potential customers have all the information needed to be able to buy from you. This form is not required, but it is for you to use as a guide. Fill out one form for each item you wish to list on the Wisconsin Common Market.

Be sure to include (3) digital photos for each product. One photo should be an overall view while the other two photos can be alternate or close-ups views, showing product details. Acceptable digital format is JPEG (JPG). Photos should be 600 pixels at their widest dimension either vertical or horizontal. Please use this naming standard for your digital photos:

**business\_product\_viewX.jpg**

**Product Category:**

<input type="checkbox"/> Music, Arts & Fine Crafts	<input type="checkbox"/> Apparel / Textiles / Accessories	<input type="checkbox"/> Jewelry/Gems
<input type="checkbox"/> Antiques and Collectibles	<input type="checkbox"/> Native American / Cultures of Wisconsin	<input type="checkbox"/> Other Great Products
<input type="checkbox"/> Specialty Foods	<input type="checkbox"/> Home, Hearth & Garden Décor	<input type="checkbox"/> Lodging & Special Attractions
<input type="checkbox"/> Professional Services		

**Product Name:** \_\_\_\_\_

**Please write your product description here:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Retail Price:** \_\_\_\_\_

**Shipping Weight:** \_\_\_\_\_

**Total shipping and handling charges:** \_\_\_\_\_

The product will ship within \_\_\_\_\_ days after receipt of order notification from the website.

**My preferred method of shipping is:**     United States Postal Service (U.S.P.S.)     Federal Express (Fed Ex)     United Parcel Service (UPS)  
 Other: \_\_\_\_\_

**What is your RETURN POLICY?** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Item Dimensions**

**Height:** \_\_\_\_\_

**Depth:** \_\_\_\_\_

**Width:** \_\_\_\_\_

**Will Colors Vary?**     Yes     No

**Colors Available:** \_\_\_\_\_

**Please list the Material / Fiber Content / Ingredients used:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Shipping Cost:** \_\_\_\_\_

**Handling Cost:** \_\_\_\_\_

