

# How to Set Up a Beacons Store to Sell Digital eBooks

Using Referral Link: <https://beacons.ai/signup?c=glenmurray>

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## Objective:

To help you quickly and successfully set up a Beacons store to sell digital eBooks, even if you have zero prior experience.

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## Step-by-Step Manual:

### Step 1: Sign Up Using the Referral Link

Go to <https://beacons.ai/signup?c=glenmurray> and create an account.

**Explanation:** Beacons offers a freemium model—sign up with email or via Google for quick access.

**Recommendation:** Use a professional-sounding email address as it will reflect on your store brand.

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### Step 2: Choose "Storefront" or "Creator Store" Setup

During onboarding, select “**Creator Store**” or “**Link-in-bio Store**” depending on your focus.

**Explanation:** The Creator Store gives you eCommerce tools designed for selling digital content.

**Recommendation:** Stick with Creator Store to enable eBook selling features easily.

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### Step 3: Pick a Custom URL and Store Name

You'll be asked to create a handle (e.g., [beacons.ai/yourname](#)).

**Explanation:** This becomes your store's unique address.

**Recommendation:** Use your brand name or niche keyword (e.g., [ebooksbyjane](#) or [fitnessguideshub](#)).

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### Step 4: Choose a Template and Personalize the Design

Customize your theme, colors, and layout to match your brand.

**Explanation:** Good visuals attract buyers. Beacons allows easy drag-and-drop design editing.

**Recommendation:** Keep it clean and simple, especially if selling digital products.

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### Step 5: Add a “Digital Product” Block to Your Page

Click “**Add Block**” → “**Product**” → “**Digital Download**”.

**Explanation:** This is where you'll upload and sell your eBooks.

**Recommendation:** Name each eBook clearly and add a short, benefit-focused description.

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## Step 6: Upload Your eBook File (PDF, ePub, etc.)

You can upload the file directly to Beacons for automatic delivery after purchase.

**Explanation:** Beacons handles the file hosting and sends the link to customers after payment.

**Recommendation:** Keep the file size reasonable (under 50MB is ideal). Compress if needed.

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## Step 7: Set Pricing and Delivery Options

Define your eBook price, optionally add discount codes or tiers.

**Explanation:** You can set a one-time purchase price.

**Recommendation:** Start with competitive pricing like \$5–\$15 depending on length/value.

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## Step 8: Connect Payment Processor (Stripe or PayPal)

Go to **Settings** → **Payments**, and connect Stripe or PayPal to receive payments.

**Explanation:** This is essential for getting paid instantly.

**Recommendation:** Stripe is smoother for digital sales and global reach.

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## Step 9: Add Legal Info (Refund Policy, Terms)

Create a block or footer with links to basic terms.

**Explanation:** Protects your store and builds trust.

**Recommendation:** A simple “no refunds on digital products” notice is often sufficient.

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### Step 10: Publish and Promote Your Store

Click “**Publish**”, and start sharing your store link.

**Explanation:** Once published, your store is live and ready for traffic.

**Recommendation:** Promote on social media, email newsletters, and add your store link in bios.

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### Step 11: Monitor Sales and Optimize

Use the built-in **Analytics** tab to track visits, clicks, and sales.

**Explanation:** Helps you understand which products and promos are working.

**Recommendation:** Test different eBook covers, pricing, and copy over time.

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### Pro Tips:

- Bundle multiple eBooks to increase order value.
  - Use a compelling thumbnail image for each eBook.
  - Create a lead magnet (freebie) to build an email list.
  - Add testimonials if you have early readers or reviews.
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