

Chapter 1

Web Stores Overview: Discovering Your Purpose

Tasks performed in this chapter

- ✓ Determining what to sell in your Web store
- ✓ Finding products to sell in your Web store
- ✓ Establish your store information
- ✓ Getting a Skype phone number

When you think of opening your own store, you usually have to consider a game plan that involves scouting out a retail location, negotiating a price per square foot, buying fixtures, carpeting, and lighting, assembling shelves and stocking tangible merchandise, and planning for a grand opening campaign that could involve balloons, a big ribbon to be cut, and lots of festivities.

Today, you can open your own store on the World Wide Web, without physical rent costs or high-capital investments. In the United States, as of 2007, over 211 million Americans have Internet access, according to Internet World Stats (www.internetworldstats.com).

More importantly, as of September 2007, Pew Internet & American Life Project reported that 50% of U.S. Internet users had broadband or fast Internet access at their home.

Consumers are overwhelmingly using the Internet to do their personal and holiday shopping, which presents a great opportunity for Web stores to take advantage of this growing population. Worldwide, Internet access is growing in practically every country, with shipping companies making Beijing as likely a customer target as Boston.

So, the question is raised: How can you take advantage of this growing, eager market? In this chapter, I begin to walk you through some of the steps you should take in the planning stages of building your own Web store. Later in the book, I walk you through the steps of actually building, filling, and promoting your Web store successfully.

Deciding What to Sell

It's very common to be in this situation: You know you want to build a Web store, but you're unsure exactly what to sell in your store. Perhaps you own a physical retail store and you want to add a Web store to offer multiple ways for your customers to reach your products. Perhaps you want to close down your physical

store and only offer your products through a Web store. In these cases, your question is not *what* to sell, but rather, which of your items would sell best in a Web store? After all, if you sell heavy items, the shipping cost may make it prohibitive for your customers to save money and for you to make money. (One of the reasons Pets.com filed for bankruptcy was having to ship 50 pound bags of dog or cat food for free or very little money.)

Let's assume, however, that you don't currently have a physical store and you're trying to decide what it is that you want to sell. One way to get started is to ask yourself a few questions:

- ✔ **What do you know?** Can you turn information or experience from a hobby into your own store? Can you identify a rare antique? Do you know what the hottest toy should be next year? Do you know where to get all the different types of remote-controlled cars, airplanes, and boats? Do you know the difference between an amplifier and a subwoofer? Your experience in the area will help you identify the manufacturers or product sources, spot the latest trends, and understand the nuances of that particular market, plus you can identify with your customer so you know what they'll be looking for and what questions they might ask.
- ✔ **Who do you know?** It's like the old saying goes, "It's not what you know, it's who you know." With so many e-commerce stores going up (and some of them closing) you need to have an edge, and one way to gain a competitive advantage is to know the right people. Perhaps you know a local business that hasn't sold their products online yet and needs a good partner. Maybe you have a connection or knowledge of a wholesale source, or a good way to get products cheaper than the average person. Sometimes, it's as simple as having an old college roommate who works or lives near Factory X or ABC Distributors.
- ✔ **What do you like to do?** Here's another saying, "You have to love what you do." If you're going to open your own Web store, don't do it if you hate the product you're selling, or you simply don't believe in it. It'll become a rough enterprise if you do. Ask yourself what you enjoy doing in your spare time. Maybe you like to work with your hands and create things. You could open your own store selling handmade jewelry, crafts, or apparel. Your focus could be customization, offering a one-stop shop to customize your customer's motorcycles, cars, or RVs.
- ✔ **What are people asking you, or what are you good at?** Sometimes, the best market research can come from your immediate network. One question I ask people is this, "Is there anything you know, better than most people, where people are always coming to you and asking you questions about it?" Maybe you're the foremost expert on how to beat a traffic ticket. Not only can you turn that knowledge into an informative product to sell, but you can create a Web site with lots of great advice and sell advertising space and related products as an affiliate member.
- ✔ **What do you think will sell well?** Ok, you've read the slogans, you've thought about my previous questions, but deep down, this is the one question some of you want to focus on. You want to pick a winning product (hopefully, it's a winning category — stores rarely do well on a single

product) that will have a healthy profit margin and sell well. Use your knowledge as a consumer, do some research online, and ask around to see if others agree with your assessment. I don't think there is one "magic" product that is 100% guaranteed to work, but I do think that if you pick the right area, like the Apple iPod after that was first released, the success of that product could carry you far.

If you want to draw from the experience of other small business owners, here are a few online sources (like the U.S. Small Business Administration shown in Figure 1-1) you can check out for ideas, research, and inspiration:

- ✓ **The U.S. Small Business Administration (SBA)** (www.sba.gov)
- ✓ **SCORE (Service Corps Of Retired Executives)** (www.score.gov)
- ✓ **Your local Chamber of Commerce** (www.uschamber.com)
- ✓ **Entrepreneur magazine** (www.entrepreneur.com)
- ✓ **National Federation of Independent Businesses** (www.nfib.com/page/toolsHome)



Figure 1-1: The SBA has lots of tools to help new business owners.

In addition to the questions to ask yourself above, you also need to consider your options for what to sell:

- ✓ **Tangible products:** This is the most common type of thing to start selling online, as most people understand and need physical products. Your goal here is always the same — buy low, sell high. You focus on keeping your costs down, and earning a healthy profit margin with each sale. Remember that your costs are more than just the price you paid for the item in the box. You need to factor in your overhead costs, keeping your Web store running, your time and effort, the cost of any employees you may hire, and so on.
- ✓ **Homemade products:** I make the distinction between tangible products and homemade products because the former is something you order from a manufacturer or distributor, while in the latter case you're the manufacturer, distributor, wholesaler, and retailer. Here, the term accountants love to use, *Cost of Goods Sold (COGS)*, isn't just the cost of the raw materials used to put together your product, but your time (or your employee's time) in assembling and finishing the product. In this case, your profit margin definitely has to cover the cost of your time, because in a homemade goods business, without you, there is no business (unless you train someone to replace you).
- ✓ **OPP (Other People's Products):** There are many businesses out there that have products or services they're eager to sell, but they need a sales force of people to help them sell it. You can become an affiliate and sell other people's products in exchange for a commission you earn from brokering the sale. This allows you to offer a wide range of merchandise without investing in lots of inventory, stocking, packing, and shipping the merchandise.
- ✓ **Information:** As I mentioned earlier in this section, maybe you know something better than most people, or are always asked to explain a certain procedure or solution. You can turn that information into an eBook or informative product that you sell on your Web store. In today's age of technology, you have several options to package your information product:
 - eBook (PDF file)
 - Audio file (CD, MP3, .wav)
 - Audio/Video file (DVD, .mov, .mp4, .avi)
 - Physical book
 - Subscription to a newsletter (PDF or DOC file, via e-mail)
 - Monthly subscription to an information Web site (all of the above)
- ✓ **Advertisements:** If you can build a Web site that people enjoy going to, whether it's full of informative content, fun games and activities, or the latest news and columns, you can earn money by selling the advertising space on your site. Typically, you want the ads on your Web store to reinforce the categories you offer on the store, but if you become part of a network of stores, you can exchange advertisements to encourage people to shop at multiple stores.

- ✓ **Services:** Sometimes, the best thing you can sell is your experience. You can use your Web store to sell your services, whether you have a professional talent (accountant, lawyer, PR guru), creative talent (graphic designer, artist), technical talent (software developer, electrical engineer), or any other kind of service that you can provide remotely. You can sell your services by the hour or by the assignment, and use your Web store to show off your portfolio, give away sample tips in exchange for leads, and perhaps build an additional revenue stream by selling products you know your clients will definitely need.
- ✓ **Combination of some or all of the above:** Hey, why limit yourself? Feel free to combine a few of these ideas and build multiple revenue streams for your business. You should probably pick one to focus on first and build up. Once you have one revenue stream rocking, think of expanding to the next area. You can't wake up one day and create a fully functioning site like Amazon.com, with 41 categories, an affiliate program, and tons of extra features. Take one at a time.

Finding Products to Sell

Okay, you have an idea of what you can sell online, now you need to find them! For many entrepreneurs, the act of *product sourcing*, or getting the merchandise they want to sell in their Web store, is not only their first big challenge, but for some of them, their competitive advantage as well. Your goal is to find a reliable, renewable source of quality merchandise that you can order, add a markup, and resell to your customers at a higher price.

There are multiple options when it comes to product sourcing, so let's look at the most common and hopefully, the most fruitful.

Start with what you own

When I teach people how to start their eBay business, one of the core bullet points I cover in every class is this: Most people started selling on eBay by cleaning out a room in their house, whether it was a closet, garage, attic, or the living room. This makes sense for an eBay business — there are over 50,000 distinct categories to put your stuff for sale, a built-in audience of 244 million members around the world who already come to shop on the site, and you can start your eBay sales with one or two items.

When it comes to running your Web store, however, I don't feel this principle universally applies. Let me explain: If you plan on opening a coin store, and you want to use your personal coin collection as your startup inventory, great. If you plan on starting a "Whatever I can find" store, and just stuff it with things in the garage so you have something available to sell, not so good. Your Web store needs to have a consistent set of categories that your customers can depend on, and a steady base of core products to fill your catalog. You don't want to be constantly writing descriptions and taking pictures for your Web store if your products change on a whim.

Pound the pavement

Unless you're sitting on a mountain of boxed-up products ready to be sold, you'll need to get out and start looking. Depending on what you decide to sell, you can go out and search for your products and buy them in whatever quantity they're available in. Some people call this "the thrill of the hunt" because they're looking for that undervalued product to add to their store inventory and sell for a higher margin. If you're selling products that are rare, unique, one-of-a-kind, antique, vintage, or collectible, you can fill your inventory by going to one or more of these places:

- ✓ Flea markets
- ✓ Thrift shops (such as Goodwill and Salvation Army stores)
- ✓ Secondhand or consignment stores
- ✓ Local auctions
- ✓ Estate sales
- ✓ Garage sales
- ✓ Merchandise outlet or closeout stores

You can find a lot of these events and more by searching sites such as Craigslist (www.craigslist.org) in your city or state, and going to their For Sale section, as shown in Figure 1-2.

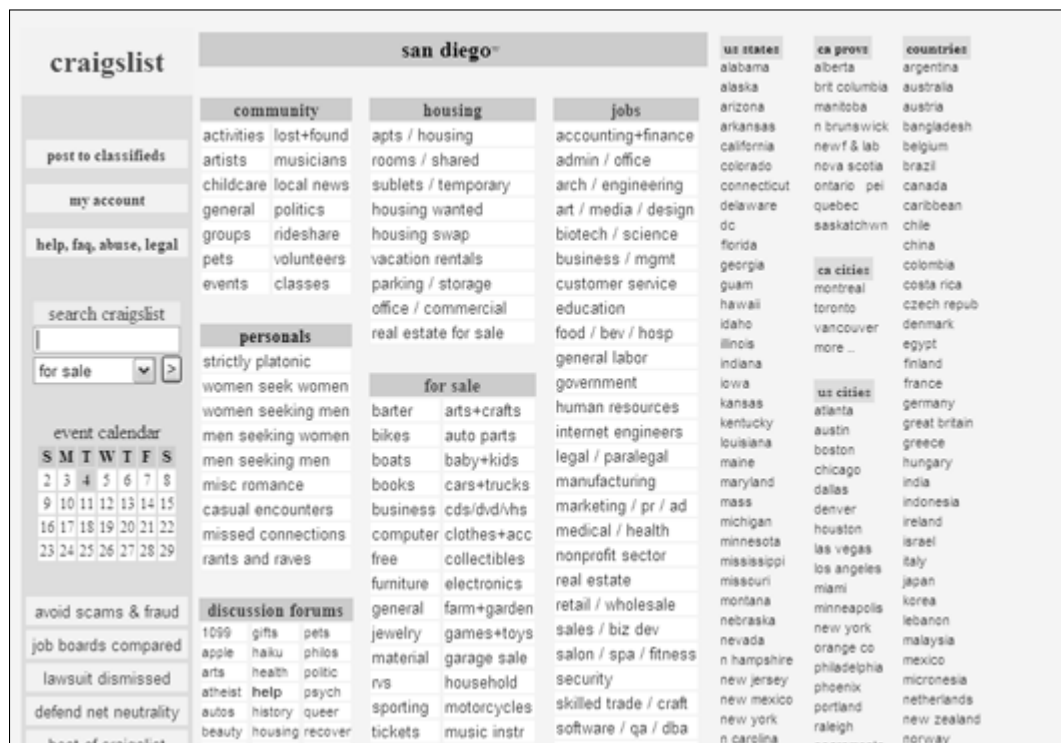


Figure 1-2: Find lots of local products through Craigslist.

What if you're looking for more common items, more "commodity," regular everyday items like apparel, electronics, gifts, or something similar? Thankfully, depending on where you live, there are places you can go. Sometimes they're called *merchandise marts* or *districts* where wholesalers in a certain category congregate and have offices and warehouse space. In Los Angeles, for example, there's the Fashion District in downtown LA (shown in Figure 1-3), where you can buy wholesale from different apparel manufacturers.



Figure 1-3: Find deals at places like the Fashion District.

The other big source of products that you can go and visit are trade shows. Every industry has their own version of a trade show, convention, or national (or regional) events. Many times, you can order products directly from the wholesalers or manufacturers that attend these events. Merchants gather at these trade shows to meet the manufacturers, learn from their colleagues, and get product information. Once you've identified your market or industry, you can look for trade shows in that industry through several mediums:

- ✓ **Newspapers and magazines:** Most industries have their own magazines or newspapers dedicated to their genre, from *Antiques Weekly* and *Frame Building News* to *Military Trader* and *Needlepointers Magazine*. The big trade shows will advertise in these newspapers and magazines, and typically, columnists will write articles about how to approach these shows and make the most of your experience.



- ✓ **Trade Associations:** If you think slogans like “got milk?” and “Beef. It’s what’s for dinner” were invented by one dairy or meat company, you’d be mistaken. Most industries have organized a trade association that furthers the interest of everyone in that industry, from the National Milk Producers Federation to the National Cattlemen’s Beef Association. Do an online search for your industry plus the words “trade association.”
- ✓ **Physical retailers:** Walk into your local retail store that carries products in your targeted industry, and ask the manager or employees if there are any local or regional trade shows that they know about which would interest you. While some of them may not say anything for fear of losing a customer, others may be advertising the show in their shop.

If you’re planning to walk into Best Buy to ask about electronics, let me save you a trip. The biggest electronics convention is the Consumer Electronics Show in Las Vegas in early January. It’s a great show, I have a lot of fun when I go there, and it’s where all the retailers go to figure out what to stock in their stores for the next year. Go to <http://www.cesweb.org> for more information.

Work on the wholesale

As you work your way up the “food chain” of products, your ultimate goal as a Web store owner is to purchase your inventory via wholesale channels and pay a lower price than the common person, so you can afford to re-sell it at retail (or a fraction thereof) and make money for your store. As your volume increases, you’ll get used to ordering from a wholesaler or distributor to re-stock your inventory.

When you order direct from a wholesaler, you enjoy several advantages:

- ✓ **Lower prices:** Because you are ordering a larger quantity from someone who doesn’t have to cater to lots of individual buyers, you usually get a great discount on the suggested retail price.
- ✓ **Steady inventory source:** As you sell out of your merchandise and place re-orders, you want to know that you can get a steady supply of this inventory. You’re building a name for yourself in this category, and you don’t want to earn a pool of customers only to tell them, “Oops, I can’t get any more of this category X. Try back in a week or two.” I guarantee you, they’ll be off in search of the next deal . . . far away from you.
- ✓ **Access to newer products:** When you have a relationship with a good wholesaler, you’ll find out about new product lines first, and typically have the chance to stock them as soon as possible, so you can keep your customers coming back to you.
- ✓ **You control the buyer experience:** Because you’re ordering the products directly and warehousing them, you can make sure that your customers are getting the correct order, properly packaged, and with any additional sales information you care to put in the box. You handle the returns directly, so customers get a quicker response time.

Of course, there are some downsides to going the wholesale route:

- ✔ **Up-front investment:** Typically, you have to buy a sizable quantity in advance to get the big discount. Oh, and typically, that merchandise is *non-returnable*, which means if you can't sell it, you're stuck with it.
- ✔ **Storage space required:** Once you order it and receive it, you have to provide a place to store or warehouse the goods until your customers can order it and you can ship it out to them. The more you have to order, the more space you'll need to keep it all.
- ✔ **You control the buyer experience:** Yes, you're reading it right, it's both a pro and a con. While you ensure a good experience, it means you also have to coordinate the packing and shipping of these products as well, which is an additional cost.

The other main option is something called *drop-shipping*. In drop-shipping, the company that holds the merchandise simply provides you with the information needed to make the sale, like product descriptions, photos, and a wholesale price. You go out and make the sale, and collect the money from the customer. You notify the drop-shipper, pay them the wholesale price, they pick it from their warehouse, and ship it *directly* to the customer, so you never get in the middle of that process. You keep the difference between what you charged and the drop-shipper charged you, as your profit margin.

When it comes to the benefits versus drawbacks on this one, it's somewhat the opposite of wholesaling. There is no up-front investment, and no need to warehouse, pack, or ship the item. However, the prices sometimes aren't low enough, they control the experience (which means if the drop-shipper is late, runs out of the product, or packs the item poorly, you get blamed, not them), and you rely on them to provide a steady supply of the product. In addition, you're typically competing against other members of their "wholesale clubs" for some drop-shippers, and the only criteria left to bargain with is price. This means you're at risk of someone undercutting you to gain business. When there is a price war, economics teaches one basic truth: In a price war, profits typically go to zero.

When it comes to product sourcing, here are a few Web sites to help you get on the right track:

- ✔ **Worldwide Brands** (www.worldwidebrands.com): They sell up-to-date directories of information, and have a OneSource program for helping you connect with the right wholesale companies for your needs. You can see more of what they offer in Figure 1-4.
- ✔ **WhatdoISell.com** (www.whatdoisell.com): This site is similar to Worldwide Brands, but is a bit more eBay-focused. They have a great library of information, courses, research, and suggestions that many Web store owners could benefit from.
- ✔ **Liquidation.com** (www.liquidation.com): They auction off lots of business surplus goods, but usually in small enough quantities to appeal to many small businesses.
- ✔ **DMOZ Wholesale Trade** (www.dmoz.org/Business/Wholesale_Trade): The Open Directory project has a directory of different wholesale sources in various categories.



Figure 1-4: Wholesale directories and more at Worldwide Brands



If you want to buy wholesale, you'll typically need (as a minimum) a resale certificate or sales and use tax permit that shows you're a business. Contact your state government's secretary of state or type "resale license" and your state into a search engine for more information on how to get one. Beware of middlemen helping you get this license — go directly to a state government Web site for more information.

Establishing Your Store Information

When you set up your store, you typically need to have some contact or business information to provide when signing up for everything. If this is a home business, you could simply provide what you already have — your home address, telephone number, e-mail address, credit card number, and so on. Many store owners, however, set up their own business identity, so their business and personal information don't get mixed together.

Here are some thoughts for what to set up:



- ✓ **P.O. Box or private mailbox service:** For as little as \$48 per year, you can have a separate address to receive all your business mail and correspondence. The Post Office offers P.O. Boxes for rent that you can sign up for to help establish your business. You can also go to a private mailbox provider, like the UPS Store (formerly Mail Boxes Etc.) and local pack-and-ship stores, to get a private mailbox. The advantages of a private mailbox include

- Your own street address (instead of P.O. Box 1234) which gives a better professional image of your company.
- The ability to receive packages from any shipping company, including UPS and FedEx (some shipping companies can't deliver to P.O. Boxes).
- The ability to have someone available during normal business hours to sign for all your incoming packages.

When it comes to your e-mail address, you should always get one that matches your domain name and storefront provider. We discuss storefront providers in Chapter 3, so don't worry about business e-mail accounts until then.

- ✓ **Fax number:** Despite the explosive growth of the Internet and e-mail, the fax machine hasn't been made obsolete enough, as the need to transmit documents continues every day. Rather than purchase your own fax machine and pay for a dedicated phone line (or share the fax machine with your answering machine), you can sign up for an online service that gives you a fax number and allows you to retrieve your faxes from their Web site, or they can e-mail you a copy of each fax as they come in. You can e-mail or upload documents that they can fax out for you as well. Some services to check out include

- **eFax** (www.efax.com)
- **MyFax** (www.myfax.com)
- **jConnect** (www.j2.com)
- **uReach Consumer Solutions** (www.ureach.com)



Two other sources for your own local fax number are your private mailbox shop (whether or not you have a mailbox there) and your local FedEx Kinko's locations. Both of them will send and receive faxes for you based on a \$1–2 per page average rate.

- ✓ **Telephone number:** It's true that most people today have at least two phone numbers, their home (landline) telephone number, and their cell phone number. But do you really want customers calling your house or cell phone at 2am to ask a question? Many small business owners get an extra line to handle their business calls, or at least get a number with voicemail to field customer concerns until the owner can call back on another line.

There's a newer development which offers an affordable solution that's easy to use. Internet telephony has been booming the last few years, and one of the leading companies in that area is Skype. Purchased by eBay in 2005, Skype helped lead the way for people to make free phone calls, using their computers and the Internet, anywhere in the world. In the next section, I go through the steps needed to create your own SkypeIn number.

Creating a Skype Phone Number

Stuff You Need to Know

Toolbox:

- ✓ Business credit card or PayPal account
- ✓ Business contact information



Time Needed:
10–15 minutes

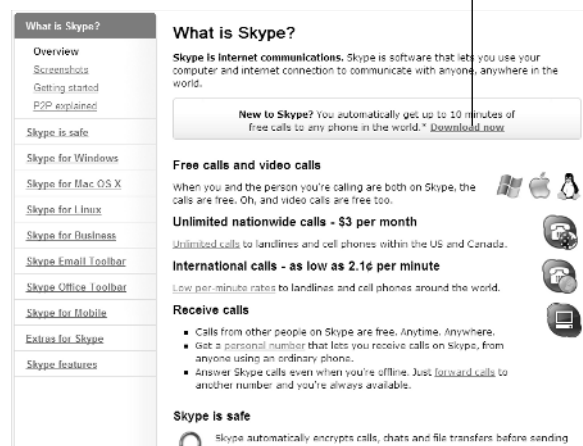
Skype has developed a new feature called SkypeIn, which offers you a personal telephone number with voicemail included. Anybody can call this number and either reach you (when you're logged in to Skype) or leave a message in your voicemail, which you can retrieve online. It costs approximately \$5–6 a month, as of this writing, and is a great way to separate business from personal calls. In addition, you can use your Skype account to make all your business calls, whether your customer, vendor, or supplier is in Boston or Beijing.

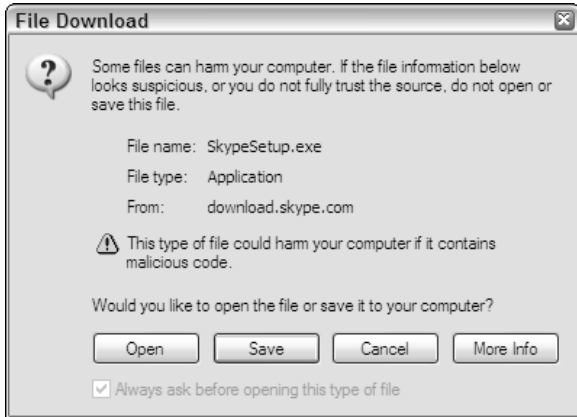


1. Go to the Skype home page at www.skype.com and sign up to be a member. Click on the Download option. In order to get a SkypeIn telephone number, you have to join Skype's system first and download the software onto your computer. You can see from their homepage that you can use Skype to call anyone around the world.

Click this link.

2. When you get to the Download page, you see the various programs that Skype offers their members. Once you install the software, you'll come back to get the personal number for your business, also known as SkypeIn. For now, just click the Download Now link to start the download process.





4. Click Install to start the process. The first window you'll see when the setup software starts running will ask you for your Language preference, and to agree to their End User Licensing Agreement. Review the terms, and click the check box to agree. At that point, the Install button will become clickable, so click that button to start the installation.

3. When you see the SkypeSetup warning pop up on your computer, either Save the file to your computer and then run the application, or click Open to run the installation program from their Web site. If you have a fast, broadband connection, you can click Open to start the installation program from Skype dynamically. If you're unsure about your connection, click the Save button to save the setup software onto your computer. Once it has fully saved onto your computer, run the program from your computer by double-clicking on the file or, for Windows users, use the Start button and the Run command, and find the SkypeSetup.exe file by clicking the Browse button from the Run window.



5. Once the Skype software has fully installed on your system, click the Start Skype button to create your account. You'll see a flurry of activity as Skype installs their user software on your computer. When that process is done, you'll see a confirmation screen. Click the Start Skype button to start creating your account.

6. In the first step to establish your Skype account, you have to give Skype your full name, and come up with a unique Skype Name (or userid) and a password to control access to your account. Review their Terms of Service and Privacy Agreement, click the check box to agree to those terms, and then click the Next button, which should now be clickable, to proceed.

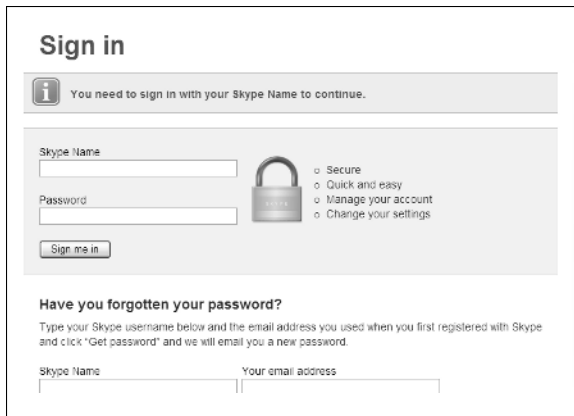
The image shows the 'Skype™ - Create Account' window. It has a title bar with the Skype logo and the text 'Create a new Skype Account'. Below the title bar is a large 'S' logo. The main area contains several input fields: 'Full Name', '* Choose Skype Name' (with a note 'Between 6 and 70 characters'), '* Password' (with a note 'Minimum 4 characters'), and '* Repeat Password'. There is also a checkbox for 'Yes, I have read and I accept the Skype End User License Agreement the Skype Terms of Service and the Skype Privacy Statement'. At the bottom right are 'Next >' and 'Cancel' buttons. A note at the bottom left says '* Fields marked with an asterisk are required'.

The image shows the 'Skype™ - Create Account' window, step 2. It has a title bar with the Skype logo and the text 'Create a new Skype Account'. Below the title bar is a large 'S' logo. The main area contains an '* E-mail' input field with a note 'A valid e-mail address is the only way to retrieve lost passwords.' and a checkbox for 'Yes, send me Skype news and special offers'. Below that is a 'Country/Region' dropdown menu set to 'United States' and a 'City' input field. There is also a checkbox for 'Sign me in when Skype starts'. At the bottom left is a '< Back' button, and at the bottom right are 'Sign In' and 'Cancel' buttons. A note at the bottom left says '* Fields marked with an asterisk are required'.

7. In order to establish your Skype account, they need a valid e-mail address on file for you, as well as your city and country information. Provide those in the boxes provided and the Sign In button should become clickable. Click that button to send the information to Skype and create an account for you.

8. Go back to the Skype Web site, click on Download or Skype Credit, then click on SkypeIn. You should be taken to the SkypeIn product page. This page explains the functionality behind your SkypeIn phone number. Scroll down and click the Get a SkypeIn number link to start this process.

The image shows the Skype website page for SkypeIn. The top navigation bar includes links for Home, Download, Skype Credit, Shop, Share, and Help. The main heading is 'SkypeIn – your personal number'. Below this is a section titled 'What's free, what's not?' with links for 'Ways to pay', 'Skype In', 'Skype To Go', 'SkypeOut', and 'SkypeIn'. The 'SkypeIn' link is highlighted. The main content area explains that SkypeIn is a personal number that lets you receive calls on Skype, from anyone, anywhere in the world. It lists features like 'How does it work?' and 'What number do I get?'. At the bottom, there is a section titled 'Get a SkypeIn number - and free Skype Voicemail' with a link to 'Get a SkypeIn number'.



Sign in

 You need to sign in with your Skype Name to continue.

Skype Name

Password



- Secure
- Quick and easy
- Manage your account
- Change your settings

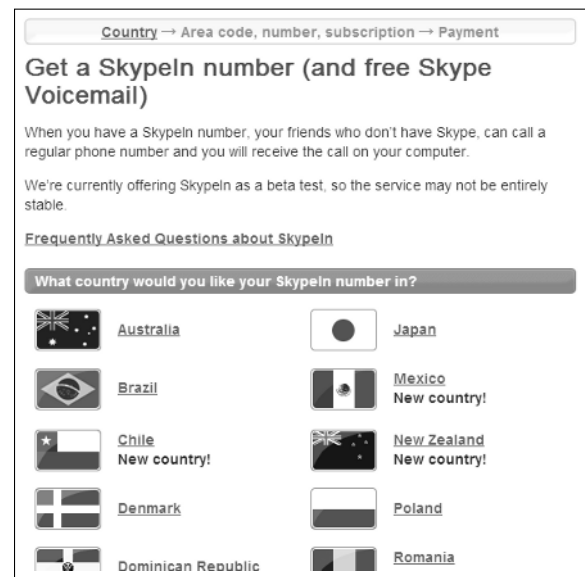
Have you forgotten your password?

Type your Skype username below and the email address you used when you first registered with Skype and click "Get password" and we will email you a new password.

Skype Name Your email address

- 10.** You'll see a list of countries that Skype offers phone numbers in. Peruse through the list and pick the country where you want your SkypeIn phone number to be based out of, and click that country's flag or designated link.

- 9.** Since all SkypeIn numbers have to be associated with a Skype account, log in to Skype with your newly created account. Click the Sign Me In button to proceed.



Country → Area code, number, subscription → Payment











Get a SkypeIn number (and free Skype Voicemail)

When you have a SkypeIn number, your friends who don't have Skype, can call a regular phone number and you will receive the call on your computer.

We're currently offering SkypeIn as a beta test, so the service may not be entirely stable.

[Frequently Asked Questions about SkypeIn](#)

What country would you like your SkypeIn number in?

 Australia	 Japan
 Brazil	 Mexico New country!
 Chile New country!	 New Zealand New country!
 Denmark	 Poland
 Dominican Republic	 Romania



Country → Area code, number, subscription → Payment

→ Step 1: State and area code

Select Area Code

Step 2: Number

© 2007 by Skype Limited [Important local information](#)

- 11.** You'll be prompted to pick from a list of area codes derived from your country selection. Click the drop-down list and select the area code that you wish from the list provided.



If there is any sort of local component to your business, you'll probably want an area code where most of your customers or vendors reside, so it's only a local phone call for them to reach you.

12. Once you pick your area code, Skype will update the screen with a list of potential phone numbers in that area code that you can choose from. If you want a specific set of digits, use the combination box provided to look for available phone numbers with your requested set of digits. If you don't like any of the numbers presented, click the Show Ten New Suggestions link to present ten new numbers.

Country: Area code, number, subscription: Payment:

Step 1: State and area code

Step 2: Number

Search among our available numbers to see if one containing your favorite combination of digits is available.


Enter your favourite combination:

Use the character "*" to represent any digit.

(619) 573-**** | (619) 573-**** | (619) 758-**** | (619) 573-****

(619) 573-**** | (619) 591-**** | (619) 573-**** | (619) 610-****

(619) 591-**** | (619) 573-**** [Show ten new suggestions...](#)

 Click on a SkypeIn number above to select it.

1 You will receive a free subscription to Skype Voicemail with your SkypeIn purchase.

Country → Area code, number, subscription → Payment

Step 1: State and area code

019


Step 2: Number

Search among our available numbers to see if one containing your favorite combination of digits is available.


Enter your favourite combination:

Use the character "X" to represent any digit.

(619) 618-0	(619) 618-0	(619) 618-0	(619) 618-0
(619) 618-0	(619) 618-0	(619) 618-0	

 (619) 618-0 is your new SkypeIn number.

Buy selected number

 You will receive a free subscription to Skype Voicemail with your SkypeIn purchase.

13. Once you see the number you want to use, click on that number. Skype will select it for you and assign it to your account. Then click the blue Buy Selected Number button to continue the process.

- 14.** You'll see the subscription payment. Decide if you want to try this system for 3 months, or order 12 months of service. Then, complete the fields as prompted and click Next to proceed.

1

SkypeIn, 3 month subscription, \$ 18.00

SkypeIn, 12 month subscription, \$ 60.00

[Change currency](#)

2

Enter your billing name and address

Please use the address your payment provider has on file for you

First name *

Last name *

Address *

City *

Zip/postal code *

State/Province *

Country/Region

United States

Next >

1

Select your payment method

PayPal

Click & Buy

MasterCard

VISA

Regular Bank Transfer

PayPal - the safe and easy way to pay online. PayPal accepts all major credit cards. Please note that you can only associate one Skype account with one PayPal account.

2

You're buying Skypeln number (619) 618-0

☐ Skypeln, 3 month subscription, \$18.00

☒ Skypeln, 12 month subscription, \$60.00

Skypeln, 12 month subscription	\$ 60.00
0% VAT	\$ 0.00
Total	\$ 60.00

3

Terms of Service

Terms of Service

15. Follow the prompts to complete your billing information. As of this writing, Skype gives you multiple ways to pay for your Skypeln number: PayPal, Visa, Mastercard, bank transfer, or Click & Buy. Pick the payment method you would like to use, and review the bill and Terms of Service. Then, follow the prompts, depending on your payment method, to get the correct information to Skype.

16. Your order is complete! Start using your Skypeln number for any business transactions, and once you get the e-mail, log in to your account so you can format your voice-mail system to receive calls for you when you're not at your computer.

Thank you for your order.

We're now processing your order, that should take no more than 30 minutes.

We'll send you a confirmation email to joel@joelad.com once your order is completed.

Order summary

Order number for Skype Name

Skypeln, 12 month subscription	\$ 60.00
0% VAT	\$ 0.00
Total	\$ 60.00

Skype

Account

Call

Check

View

Tools

Help

James Wilson

2 new alerts

619 618 0000

History

SkypeFind

Contracts

Call Phone

View

Send SMS Message

Add SpeedDial Contact

Select the country (region you are dialing)

United Kingdom

Calling rates

Enter United Kingdom phone number (with area code)

12345678

Go

21855005

Done

8, 004, 004, 004, 004

