Guitar Presets Marketplace Vendor Guide

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Steps to Become a Vendor

From the home page (www.guitarpresets.com), click either the "Become a Vendor" page in the top header or the "BECOME A VENDOR" button

From the Become a Vendor page, click one of the "APPLY TO BE A VENDOR" buttons (there are several on the page).

Become a Vendor

Becoming a Vendor Is Easy

After you submit the vendor registration, we'll review your registration. Once approved, you'll be able to start listing products. You'll create a product, upload the preset(s), add a description, and a video or audio sample. When your preset sells, Guitar Presets will take a percentage as defined in your Vendor setup, which is to help cover the costs of hosting the marketplace as well as payment gateway costs, etc. If your preset doesn't sell, you won't pay anything. See below for the benefits of selling your presets.

APPLY TO BE A VENDOR

Fill out the Vendor Registration form with a Vendor Name as well as what type of presets you are thinking about selling. Please include any YouTube channel link or sound cloud or any other link if you have one. We highly recommend having a YouTube channel or Sound Cloud page so that you can include videos or sounds in your products.

<u>If you are not already a registered user:</u> The form will look as follows. Please fill out all of the required fields and click Register.

Vendor Registration

Submit the form below to become a vendor on this store.

First Name *

Last Name *

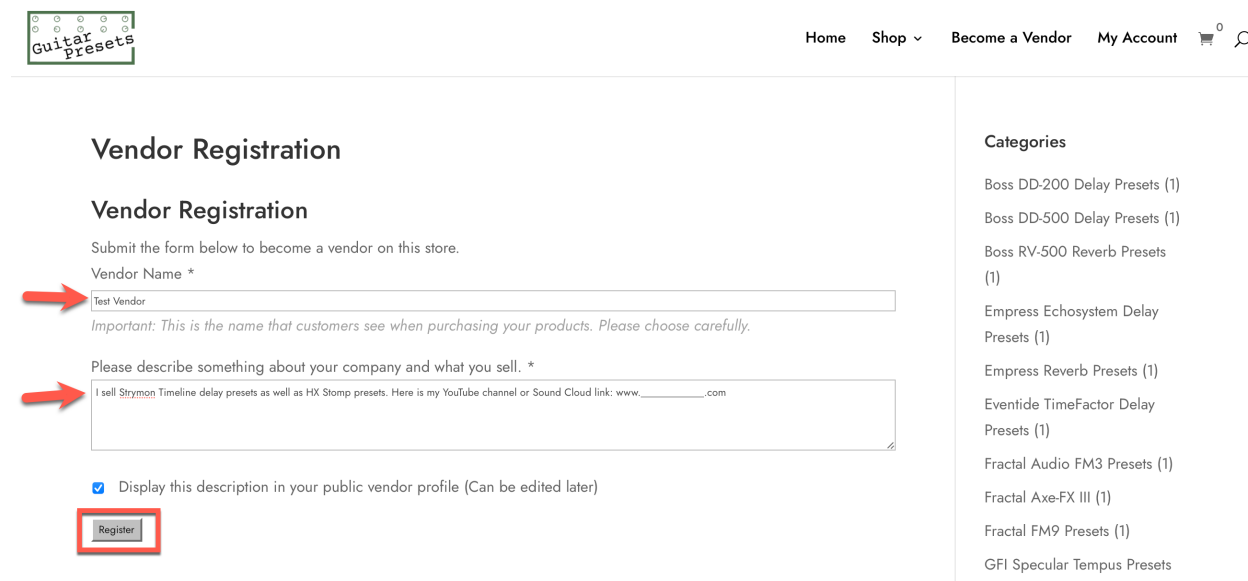Login Username *

Email *

Confirm Email *

Vendor Name *

Important: This is the name that customers see when purchasing your products. Please choose carefully.

Please describe something about your company and what you sell. *

☐ Display this description in your public vendor profile (Can be edited later)

Register

<u>If you are already logged in as a registered user:</u> The form will only have the Vendor Name and description to fill out. Then click Register.

You'll get the following confirmation. At this point, please wait for an Admin to review and decide (approve or deny) your request to be a vendor. You will also get an email confirmation of your Vendor Registration request.

Once you've been approved, you'll receive a Vendor approval email from Guitar Presets <guitarpresetsmarketplace@gmail.com>. Please check your Spam folder as it could end up there.
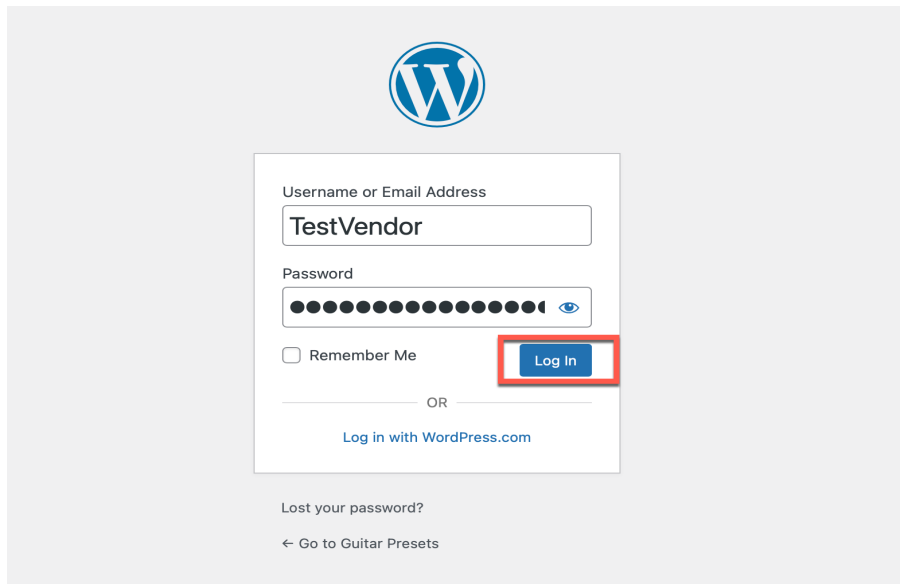
Go to the login link specified in your Vendor approval email. This is where you'll log into your Vendor view.

You'll be logged in and can update any necessary fields in your Profile.

Next, click on "Store Settings" and upload a Vendor Logo. If you don't have a logo, you can make one for free on www.canva.com. A vendor logo is not required but will give your shop a unique brand and differentiate you. ==Next, enter your PayPal Email address. THIS IS VERY IMPORTANT as you need this to get paid out your commissions from product sales.==

How to Add Products/Presets

Prerequisite: you must be an approved vendor that first filled out the Vendor Request Form. If you haven't done that, please see the Steps to Become a Vendor section above.

While logged into your Vendor account on guitarpresets.com, click on the "Products" tab on the left pane, then click "Add New"
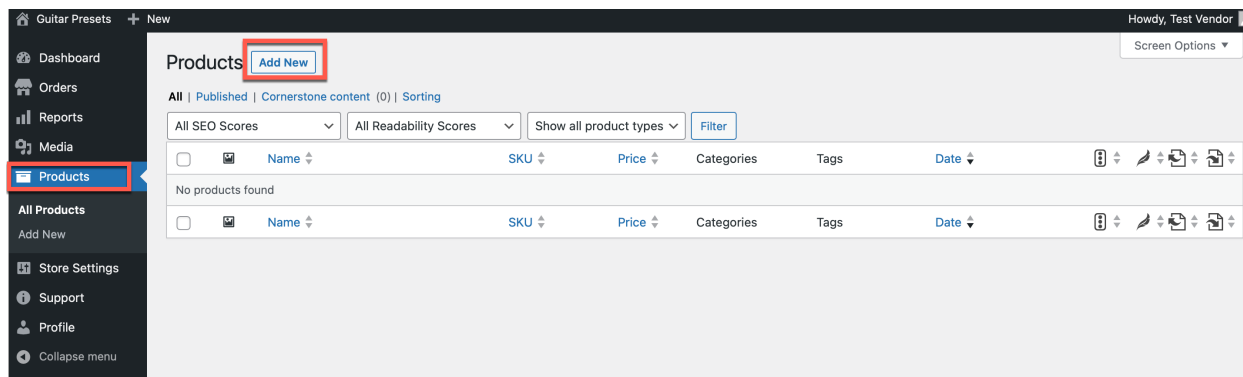
Name your product/preset and then enter a Product description. Please see the sample description below.
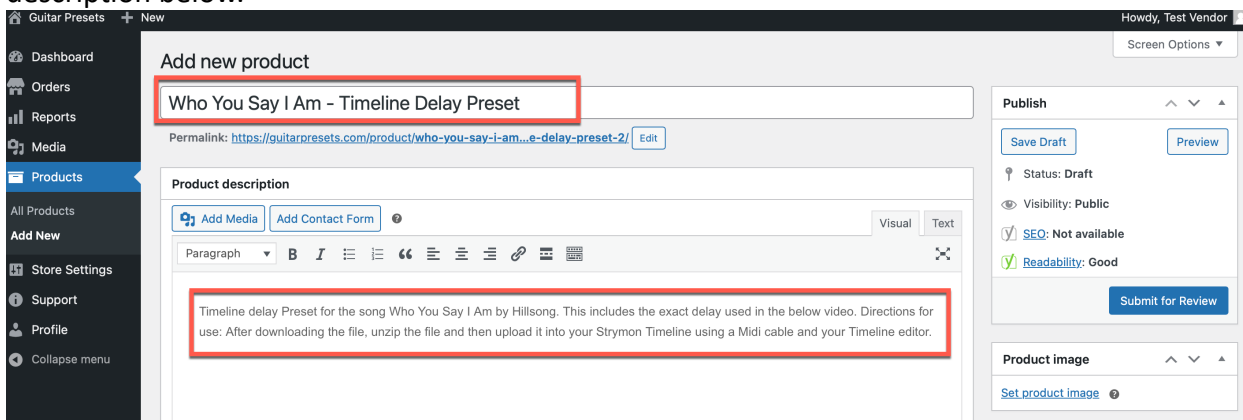
Add a YouTube Video, Sound Cloud link or other link so that potential buyers can experience/hear your preset before committing to purchasing. To do so, click "Add Media" in the product description

Add new product

Who You Say I Am – Timeline Delay Preset

Permalink: https://guitarpresets.com/product/who-you-say-i-am...e-delay-preset-2/ [Edit]

Product description

[**9** Add Media] Add Contact Form   ❓   Visual | Text

Paragraph ▼   **B** *I* ≔ ⅀ ❝ ≡ ≡ ≡ 🔗 ▭ ⌨   ⤢

Timeline delay Preset for the song Who You Say I Am by Hillsong. This includes the exact delay used in the below video. Directions for use: After downloading the file, unzip the file and then upload it into your Strymon Timeline using a Midi cable and your Timeline editor.

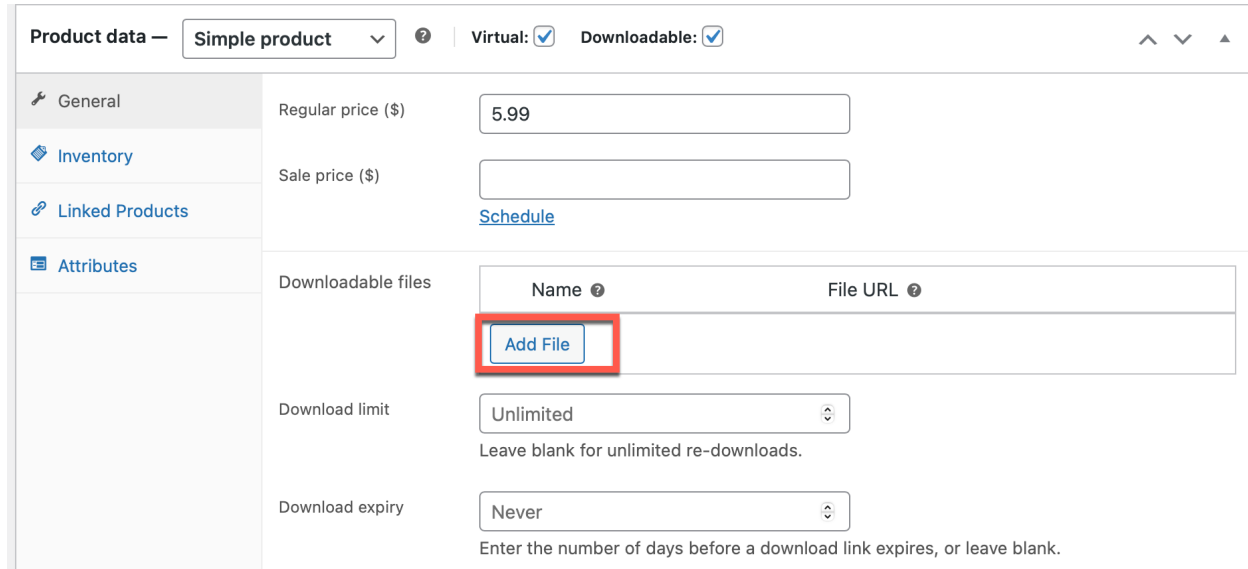Click "Insert from URL" on the left and then paste in your URL. Then click "Insert into product"

Insert from URL   ✕

Actions

Add media

Create gallery   https://www.youtube.com/watch?v=m3w9OBbh5gY

Create audio playlist   Link Text

Create video playlist   [_____]

Product image

Insert from URL

                                                                        [Insert into product]

The video or sound clip will then be embedded into the product page.

Next, scroll down to the "Product data" section. **Check the boxes for both "Virtual" and "Downloadable"**. Enter your price for the product, as well as any Sale Price (if you'd like).
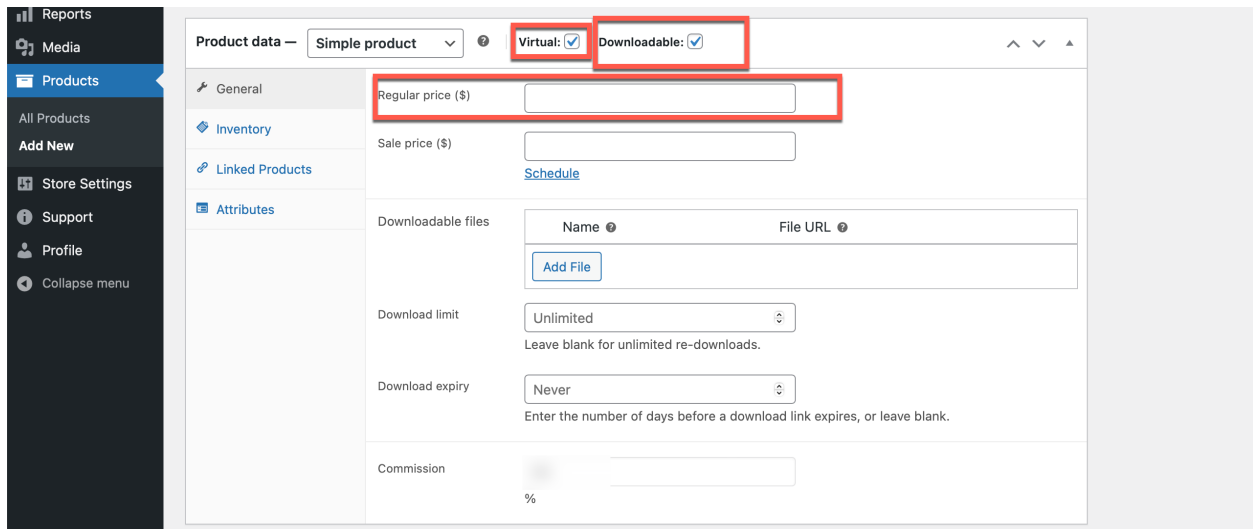
Then click on "Add File"

Give the preset/product a descriptive name and then click on "Choose file" to upload the file.

Note: your preset file <u>must be a zipped file</u>. For example, if you are uploading a Timeline Delay preset, which is a .syx file, you must compress/zip it first and upload the .zip file.

Drag and drop your zip file or choose "Select Files". Then click "Insert file URL"

Once you've uploaded the file, you'll see the File URL populated.

Note: you can Add multiple files by clicking the Add file button. This is useful if you'd like to include a readme file explaining the preset.

Leave the rest of the settings as is in the Product data section.

Next scroll to the bottom and enter a Product short description. This is shown at the top of the product. Example below:

Next, on the right-hand pane, upload a product image and additional images (product gallery images, if applicable). Additionally, be sure to select a Product category (shown in the image below). This helps place your preset in the right category on the shop.

Note: if you don't see a category for the preset you are trying to sell, select the "Other Presets" category. Over time, Admins will be checking that category and then adding a unique/specific category for the pedal.
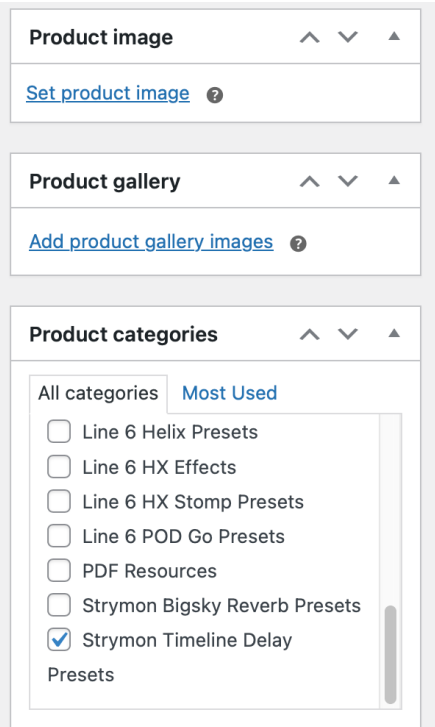
Other sections (shown below):
- Inventory – you do not need to do anything here
- Linked products – optional: you can put your other product upsells or cross sells here. For example, if you are selling a Timeline delay preset but also have another product that contains your entire timeline library of presets, that would be the upsell here (you'd need to already have that product published before putting it here). An upsell or cross sell linked product will be displayed to the potential customer during checkout, enabling you to potentially gain additional sales.
- Attributes – you do not need to do anything here
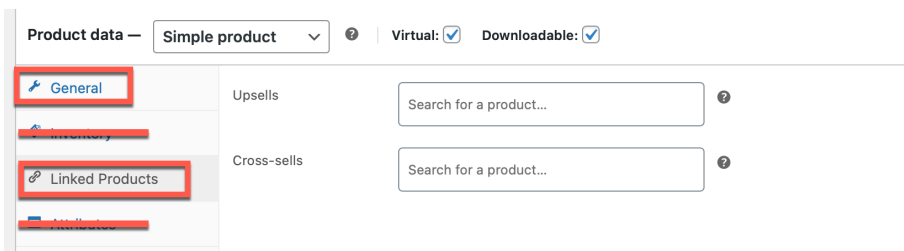

Before Submitting the product for review or publishing, click on the Preview button to see a draft of the product. You can then make any needed changes before submitting.

Prior to submitting, please double check that you've uploaded the preset file and that there is a File URL populated. Otherwise, the customer will not be able to automatically download the file after they've purchased it.
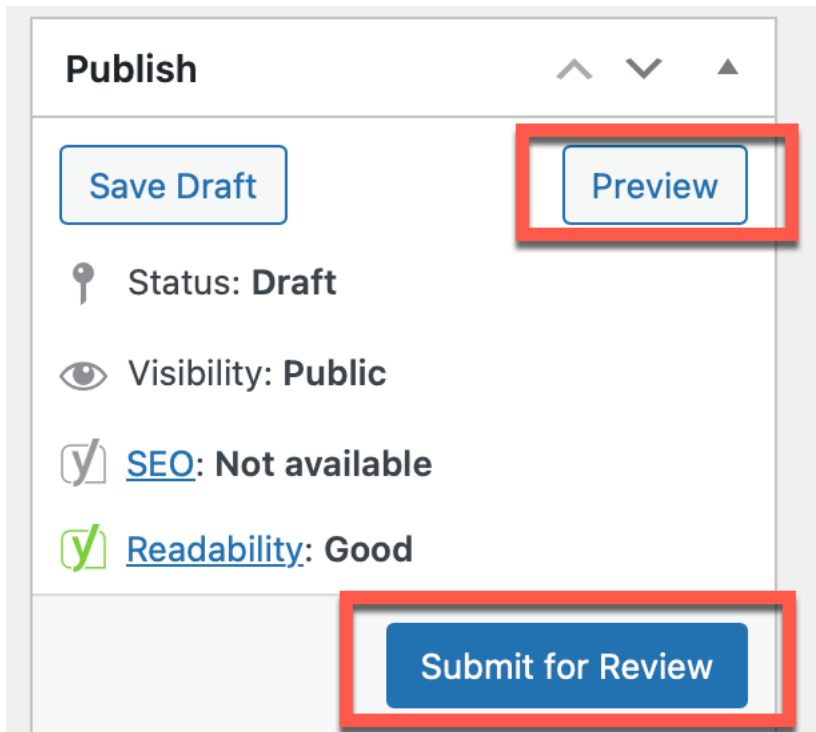
Once you've submitted, it will go to an Admin for review before going live. This is intended to eliminate Spam products. After a vendor has a few approved products, they will not need a manual review and can publish products directly without prior approval.

You can then see all of your products in the Products section on the left pane:
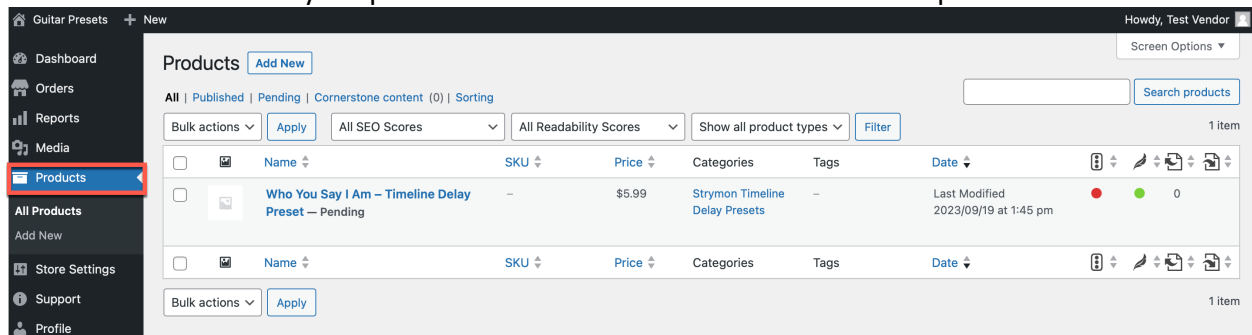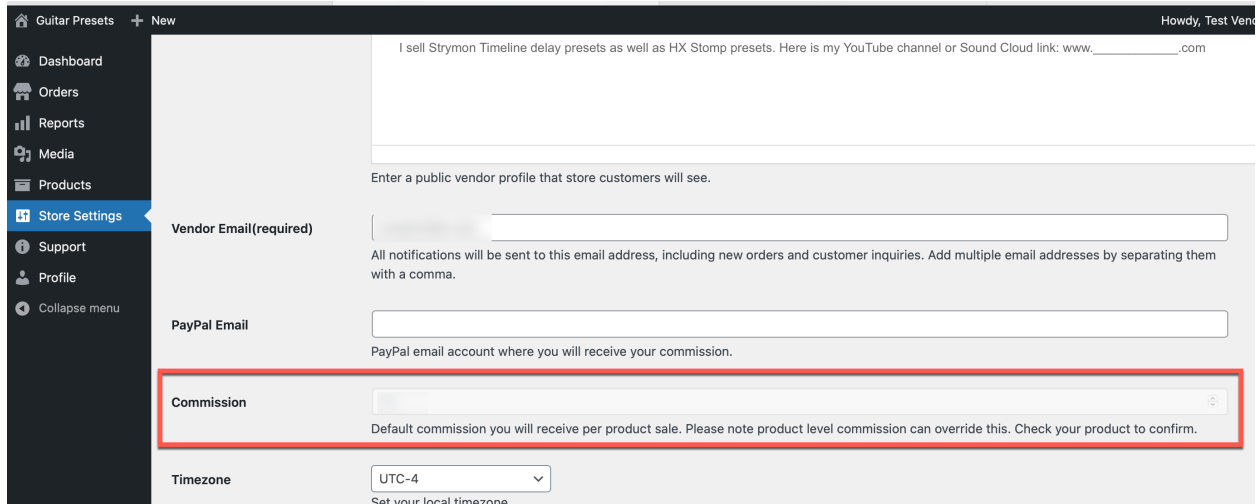
Orders/Sales

After you've created and uploaded your products, your work is limited, other than driving customers to your product. While you will likely get organic sales from customers browsing the Guitar Presets Marketplace, we recommend a more active approach by driving customers to your products via a YouTube Channel, Sound Cloud page, or other social media. You can copy the product URL and then include that in a YouTube video description or other site.

Once a customer purchases your preset, the Guitar Presets Marketplace automatically gives the customer a link to download the preset. No work is involved from you other than patting yourself on the back for a sale! That is the beauty of digital products with an automated fulfilment system.

Commissions/Fees

While there is no cost to you to post your products, Guitar Presets does pay for the website hosting, security, storage, domain services, payment gateway fees, and other costs. As a result, when you make a sale, the money first goes to Guitar Presets. Then on a defined schedule, you'll be paid out a commission for the sale, less a fee, which helps to keep the platform running. As an example, if you make a $3 sale and your commission percent is 60%, then you would receive $1.80 commission on it. $1.20 would go to Guitar Presets, and some of that would go to payment and other fees. Your specific commission percent will be communicated to you upon vendor setup and is visible in your Store Settings (shown below).

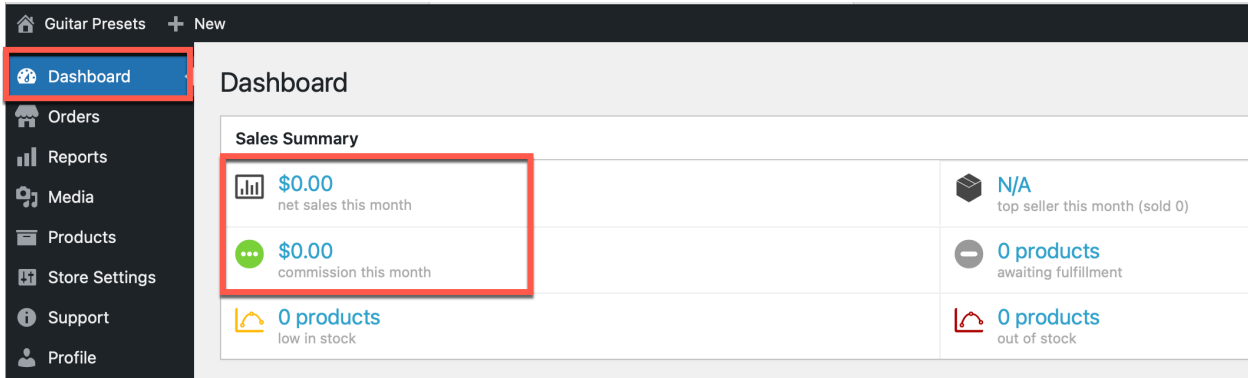## Reports

There are two places you can view reports:
- Dashboard
- Reports tab

Dashboard:
This shows your net sales for the month as well as commissions. Since Guitar Presets only sells digital products, sections such as the low in stock, out of stock and products awaiting fulfillment are not applicable as digital products automatically are fulfilled/sent to the customer once payment is made.

Reports Tab:
Has more sales details and allows you to do custom reporting by changing the date filters. You can also export to a CSV file if you'd like to slice the data more in an analytics tool of your choice.
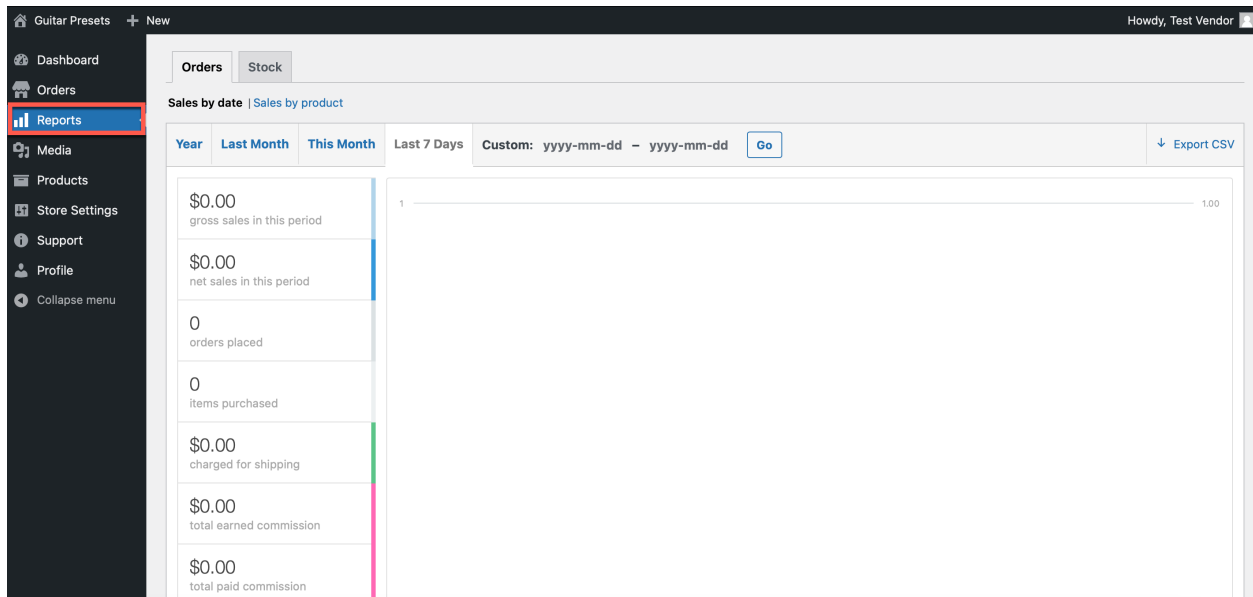
Where to go for Support Questions

For any support questions for your shop, you can either email guitarpresetsmarketplace@gmail.com or click on the "Support" tab while signed into the site and submit your question there.

Guitar Presets   + New   Howdy, Test Vendor

Dashboard

Orders

Reports

Media

Products

Store Settings

Support

Profile

Collapse menu

Support

Here you can get support on any issues you may have.

Please provide your support question below. *

Submit