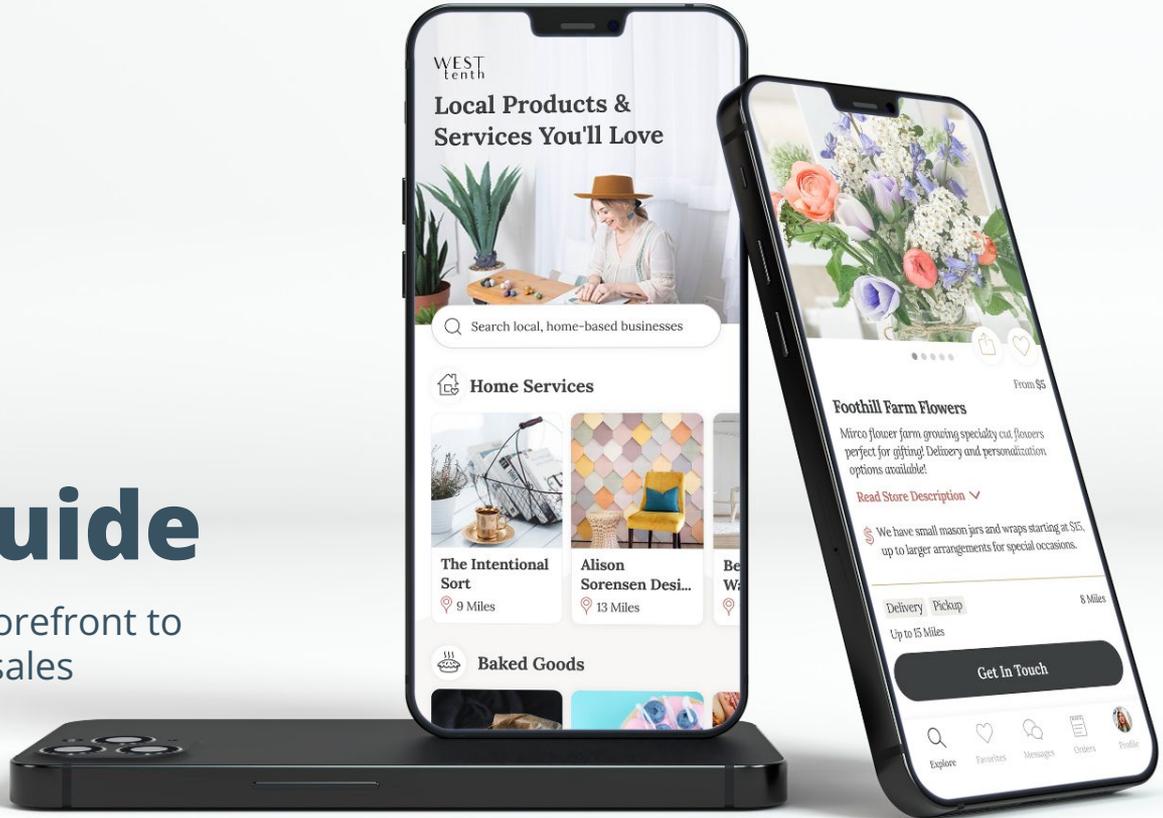


WEST tenth

Storefront Guide

Learn how to build a West Tenth storefront to attract customers and close sales



Our Mission

To create a new economy where those who want to work for themselves find the faith to bet on themselves. Where passion turns to profits. And where financial well-being is free for the taking.

At West Tenth, we believe that bread makers can be breadwinners, the kitchen can be the corner office, and momma can sign her own paycheck.

We're authentic, thoughtful, and we care deeply about creating equitable economic outcomes for women.

There are no pyramids here - we help women build meaningful, independent businesses based on their own talents.

THE WALL STREET JOURNAL

"Despite U.S. Employment Gains, Many Women Remain on Labor-Market Sideline"



OXFAM

"COVID-19 cost women globally over \$800 Billion in lost income"

Annuity.org

"Women are three times as likely as men to say they can't afford to save for retirement"

We aim to change headlines like these



We're a community of women hellbent on helping other women

30 ¢: on average, women in the U.S. own 30 cents to every dollar of financial assets that men own → this is the gender *wealth* gap

30 million: the number of working age women who do not participate in the U.S. workforce. Many leave to care for their families but the longer they are gone, the more their employment options evaporate.

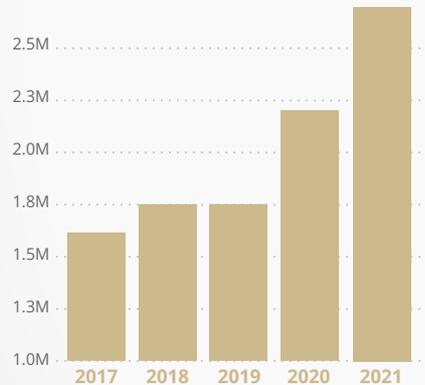
80%: the amount consumer spending that is controlled by women. But only 4% of all spending goes to women-owned business.



Women are starting businesses in droves

Millions of women are operating local businesses from their homes. At West Tenth, we think that any woman can do it—and do it well.

- 1 Home business formations, lead by women, are **skyrocketing**.



24% CAGR Over 3 Yrs

- 2 The pandemic and the Great Resignation have **accelerated** the trend.

Forbes "Why Employees Are Quitting To Start A Business..."

salesforce "Entrepreneurs Started Businesses In Record Numbers During The Pandemic"

The New York Times "Applications to start businesses surged last year."

- 3 Bakers, florists, family photographers, and more operate independently from **home**.



There is no integrated platform for discovering and transacting with local, home businesses

The average consumer jumps through **4 platforms** to complete **1 transaction** with a local, home business



SOCIAL MEDIA
PROFILE



MESSAGE
VIA TEXT



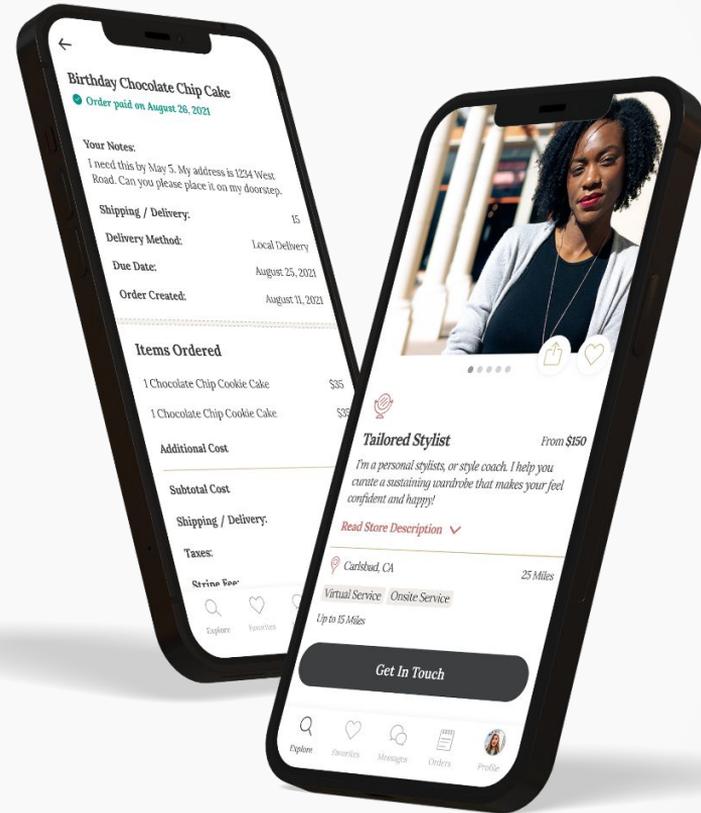
EMAIL BACK
& FORTH



VENMO OR
PAYPAL

Now local, home businesses are easy to find and pay

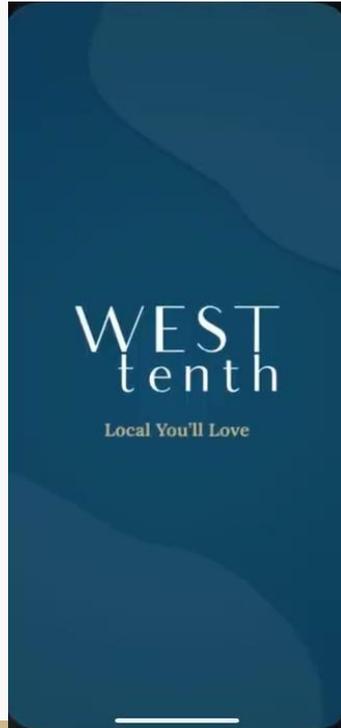
West Tenth connects consumers to nearby businesses whose goods & services appeal to home & family life



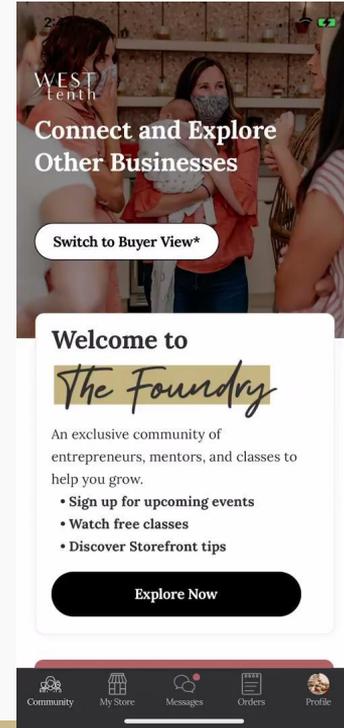
West Tenth is aggregating an entire sector of overlooked, differentiated local supply

								
Focus on Local	✓	✓	✓	✓	✓			
Serve Businesses Without Physical Footprints	✓			✓	✓	✓	✓	✓
Services & Goods	✓	✓	✓					
Drives Traffic to the Business	✓	✓	✓	✓	✓	✓		
Includes SaaS Tools	✓					✓		✓
Focused on Home & Family Businesses	✓							
Facilitates Transactions	✓					✓	✓	✓

Mobile App Demo



Buyer's Experience



Seller's Experience



What kinds of home-based businesses sell on West Tenth?

We love supporting businesses that enhance home, family & personal life.



Local Services

If you've turned a talent into a business that serves your local community, we want to support you! This includes home bakers, decorators, party planners, organizers, home-school consultants, and much more!



Custom, Hand-crafted Goods

Our marketplace is made for collaboration - it isn't a standard shopping cart experience. If you love customizing your goods, or creating a personal touch for customers, our platform is for you!



Download the app to start selling!

WEST
tenth

Our Current Categories



Baked Goods



Crafted Goods



Home Services



Celebrations



Personal Styling
& Care



Workshops
& Lessons



Custom Art
& Prints



Fitness



Photography



Small Business
Services



Other



Holiday



Baby



Pets



Floral



Jewelry



Holiday



Weddings

A few examples of businesses we love.....

- Baker
- Organizer
- Decorator
- Interior design
- Professional gifters
- Seamstress / Tailoring
- Home cleaning services
- Photographer
- Party planner
- Florist
- Makeup artist
- Nail artist (with home services)
- Hairdresser (with home salon)
- Makes beauty products
- Party or event entertainer
- Soap, bath product, candle maker
- Fitness instructor
- Tutor
- Pet groomer
- Craft class teacher
- Beauty (lashes, tans, eyebrows)
- Jewelry maker
- Gift wrapper
- Landscape designer or engineer
- Scrapbooker/memory books
- Calligrapher
- Home products (blankets, furniture, candles)
- Other small business services - Bookkeeping, social media, graphic design
- Crafter
- Meal planning



A few examples of businesses we don't support right now.....

These categories are not accepted:

- MLMs & Pyramid Schemes (will call them independent consultants, etc.)
- Any business that has a brick and mortar location only (renting space in a commercial kitchen, etc. is ok)
- Home business with a corporate umbrella (i.e. a travel agent that works from home but works for a specific company, just has home office)
- Childcare
- Eldercare

These categories are 'Not Yet' accepted- we want to add them but are delaying for now b/c of risk

- Child services that are highly physical like gymnastics or sports
- Health care professionals
- Someone who makes medical solution/cure claims



Sell your home-based service or product on West Tenth:



Be seen beyond your social.

We invest in world-class digital marketing (Facebook, Instagram, Pinterest, Google) to make sure your business gets seen.



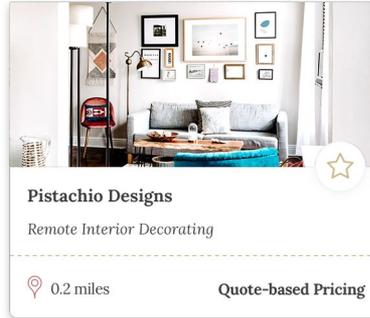
Easy to sign up. Free to join.

Signing up to sell on our app only takes 15 minutes. No onboarding fees or hidden costs - we simply take a small percentage when we get you a sale.



Become part of our community.

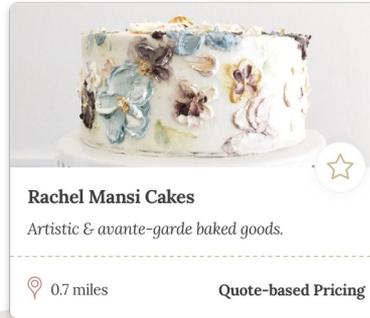
Join The Foundry by West Tenth to level up your business through education + community. Get access to networking events, classes, headliner speakers, and business discounts!



Pistachio Designs 

Remote Interior Decorating

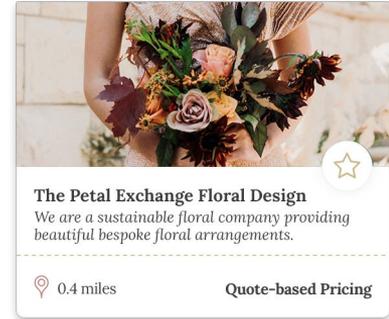
 0.2 miles **Quote-based Pricing**



Rachel Mansi Cakes 

Artistic & avante-garde baked goods.

 0.7 miles **Quote-based Pricing**

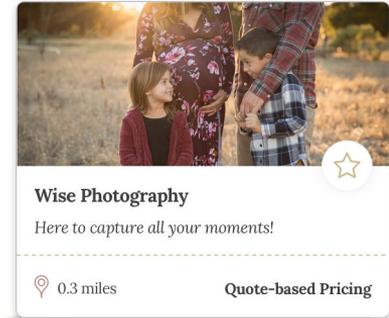




The Petal Exchange Floral Design

We are a sustainable floral company providing beautiful bespoke floral arrangements.

 0.4 miles **Quote-based Pricing**





Wise Photography

Here to capture all your moments!

 0.3 miles **Quote-based Pricing**

Home Businesses use West Tenth with Zero Risk

Does West Tenth charge any fees?

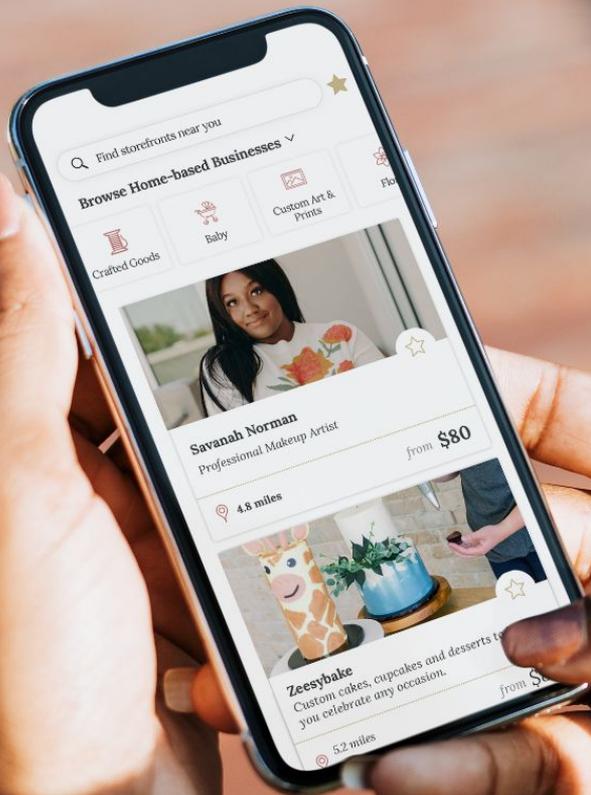
There is no fee to download the app, become a buyer, or to set up your digital storefront. West Tenth charges the Storefront Owner a 9.5% marketplace commission for each sale we bring you through the app. *AFTER* your first 30 days. *We will only make money when we make you money!*



Why does West Tenth charge a 9.5% marketplace commission for each sale?

We are committed to building a marketplace that reduces barriers of entry for home-based businesses and will not be charging onboarding, listing, or advertising fees like other digital marketplaces and local markets -- which can total more than 25%.

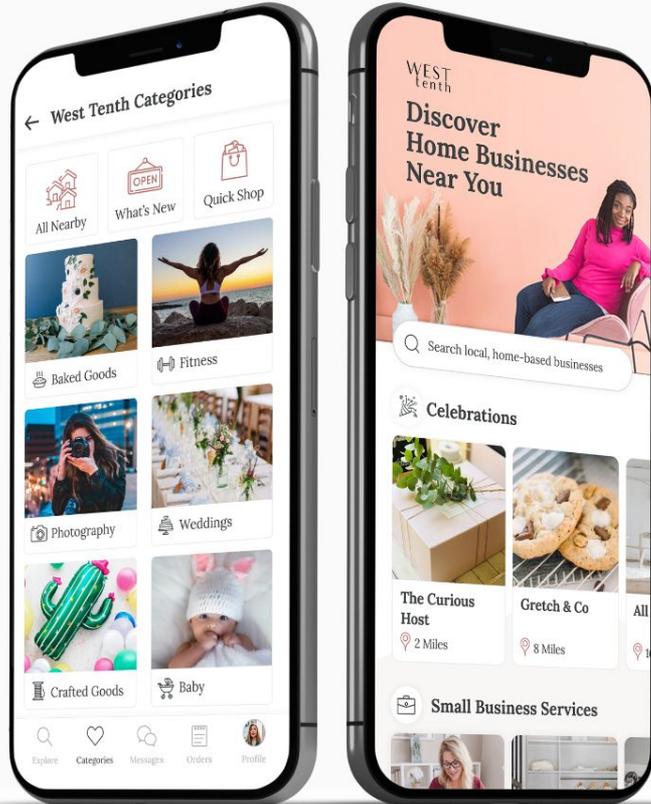
The West Tenth brand is built on community & trust



“ I’m just blown away at how much I learn & gain from just **interacting with people in this community.**
– **BRITNEY W.**

“ I am excited to have a place to **find and support** other businesses like mine.
– **DEANNA C.**

“ I became a fan of the app not only because of the incredible variety of goods and services, but most importantly, because I know I am **supporting local businesses.** Way to go West Tenth!
– **APP STORE REVIEW**



Creating a Storefront with WEST tenth

Storefront Approval Process

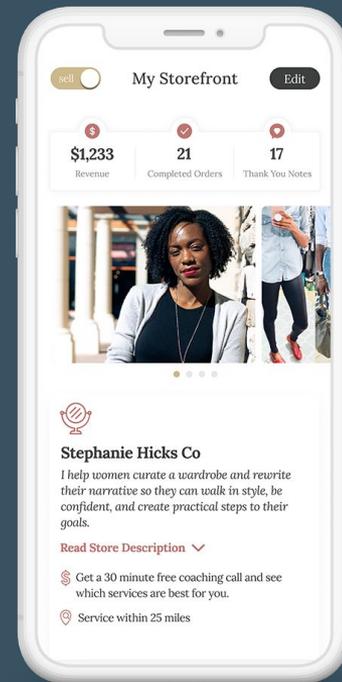
In order to be approved, a storefront profile must meet the following criteria:

1. Complete all required fields
2. Add Profile picture (please use your logo if you have one, if not, a headshot is great!)
3. Connect to our payment partner, Stripe
4. Add 3+ gallery photos (if you have a logo, please it on your profile picture)
5. Add 2-3+ Quick Shop items
6. No references to website, phone number, Instagram, Facebook, Etsy, etc.

Seller Perks

Take advantage of these perks to grow your business

- Pass along a 20% off discount code to customers you bring to West Tenth during your first 30 days.
 - West Tenth will pick up the tab and we'll refund the discounted amount AND all commissions for 30 days!
 - We send refunds to your Stripe account on Monday, Wednesday, and Friday.
 - Share on social media and make sure your coupon codes are listed in your business description on the West Tenth App for your customers to use.



Even More Seller Perks!

Take advantage of these perks to grow your business

- When you sell to another storefront owner, you NEVER owe any commission to West Tenth!
- Referrals Pay! Refer other businesses to West Tenth and when they go live, you will receive \$25 to spend on the app. Help yourself by helping another small business owner! Submit your referrals [HERE](#)
- You will have free access to the classes, resources and mentorship you need to grow through The Foundry!

Profile Logo or Picture

Use your logo or headshot photo to build a personal connection with customers



Storefront Owner
Sarah Brewer



Hi! I've requested a service on your profile. Could you check it please?

Yesterday 12:45

Hi Theresa! Sure, I am on it right now. You should receive the confirmation in a bit.

The photo added to the profile is the same photo that appears next to 'Storefront owner' on the storefront.

It also appears when exchanging messages with a customer.

Business logo preferred but a fantastic headshot works too!

Primary Storefront Image

Lead with an impactful first storefront image

Selling a Product?

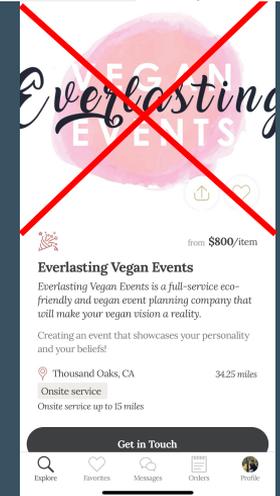
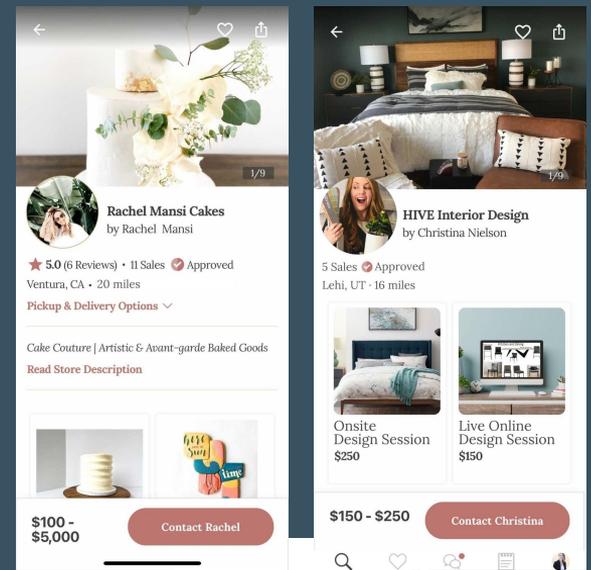
Display your most popular item!

Selling a Service & have a portfolio?

Ex. home organizers, photographers, etc... Use it!

Selling a Service without a portfolio?

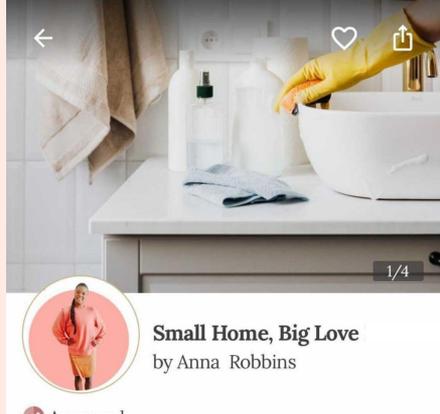
Ex. coaches, bookkeepers, etc... Use your own portrait!



Storefront Name

Use your business name

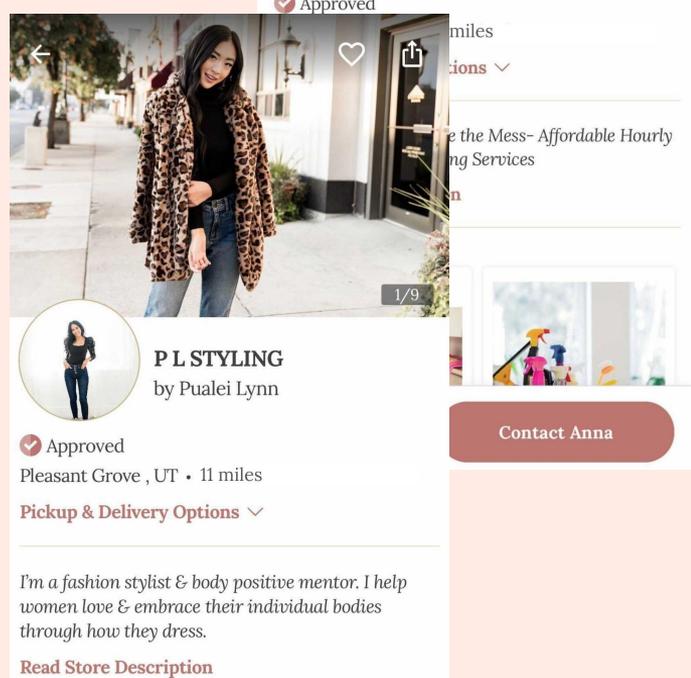
- If you don't have a business name yet, create a unique one. Avoid hard-to-spell names, use a name that conveys some meaning, and get feedback on the name.
- Don't just write your product type or service field (e.i.: Graphic Design, Cookies)
- This field is limited to 50 characters



Small Home, Big Love
by Anna Robbins

Approved

1/4



P L STYLING
by Pualei Lynn

Approved

Pleasant Grove , UT • 11 miles

Pickup & Delivery Options ▾

I'm a fashion stylist & body positive mentor. I help women love & embrace their individual bodies through how they dress.

[Read Store Description](#)

Contact Anna

Storefront Headline

Add a tagline explaining your business to customers

Pearls And Plaid
by Cristina Rodriguez
Humacao, Humacao • 3038 miles
Ethically-sourced palm fronds perfect for natural and sustainable home decor.
\$19 - \$29

The Tidy Bungalow
by Amber Ehrlich
Phoenix, AZ • 2 miles
Declutter. Organize. Create Space. Marie Kondo Certified Master Organizer.
\$135 - \$150/hr

Pastry Unicorn
by Bryce Cherven
Mesa, AZ • 10.25 miles
Custom cakes, macarons, cupcakes, and dessert tables for your celebration.
\$30 - \$250

Paper & Picas
by Ariana Jensen
Rexburg, ID • 716.5 miles
Graphic design, specializing in websites, branding, custom invitations and more!
\$40 - \$75

Leianne Phillips Photography
by Leianne Phillips
Eagle Mountain, UT • 476.5 miles
Wedding and Newborn Lifestyle Photography
\$200 - \$4,000

What A Fig: Art and Design
by Caitlin Richardson
Eagle Mountain, UT • 471.75 miles
Floral greeting cards and art prints. Customization available.
\$5 - \$100

Good taglines are short and explain your service or product offering.

Examples:

- Home baker of cakes, sweets, treats and more!
- Copywriting and public relationships consulting
- Luxury coconut butter candles and fine fragrances

Storefront Description

Add a compelling and descriptive summary of your business

Share your story with customers. Let them know why you started your business and explain the types of services or products you offer.

It's best to give the customer examples of what you can provide. For example, a cake baker should specify they can make wedding cakes, smash cakes, birthday cakes, and graduation cakes with buttercream and fondant icing.

This is also the perfect place to list information about your product materials, sources, or ingredients.



Elm Rose Designs
by Meghann Tucker

★ 5.0 (4 Reviews) • 37 Sales ✓ Approved

Georgetown, TX • 866 miles

Pickup & Delivery Options ▾

Handmade Toys and Games

At Elm Rose Designs we specialize in making handmade toys and games that are perfect for your little ones! Pick from one of our signature puzzles- Dinosaurs, Outer Space, or ABC's, or pick a custom puzzle with your child's name. Production time is 1-2 weeks depending on how busy we are. Local orders can be picked up or we're happy to ship your item to you as well!

We also do lots of custom orders varying from engraved cutting boards to meaningful wall hangings. Check out our listing below to see some previous projects we've done.

\$5 - \$200

Contact Meghann



She Fitness
by Keneika Jensen

✓ Approved
Palmdale, CA • 354.75 miles

Pickup & Delivery Options ▾

Virtual fitness coach to help you establish a wellness routine to reach your goals.

She Fitness is a virtual fitness program tailored to women of all ages and fitness levels, whether you're a marathon runner or you have never worked out a day in your life. First, you will get a fitness program that is customized just for you based on your needs and goals. Second, we'll focus on nutrition. Rather than strict diets that are bound to fail, we will find what works best for you and your lifestyle so you can fuel your body with the nutrition it needs and stick to better habits. Finally, we'll work on a healthy mindset which so often so many of us neglect. I teach my clients to make small changes that achieve big results. I am passionate about the people I work with and can't wait to help you reach your goals! If you have any questions, don't hesitate to send me a message.

\$50 - \$100

Contact Keneika



Salt and Sugar Bakery
by Stephanie Siefert

7 Sales ✓ Approved
Agoura Hills, CA • 388 miles

Pickup & Delivery Options ▾

Salt and Sugar Bakery is a licensed home bakery delivering gourmet and unique cookies for gifts, parties, and corporate events in the Conejo Valley.

I started my cookie business as a way to share my passion to friends and neighbors in my community. As a busy mom, I know how much it helps to have someone else take care of just one of the items on my to-do list. I'm here to help you with party favors at your next birthday party, a surprise delivery for a friend, or just satisfy that sweet tooth after a busy day.

Pricing Details:

We offer standard sizes for cookie boxes, but can also create a custom quote for your next event!

\$8 - \$120

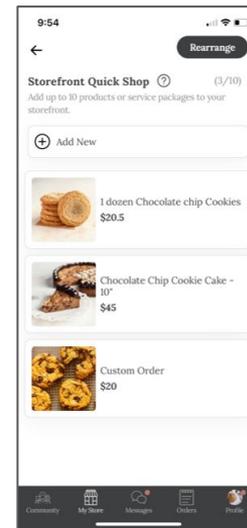
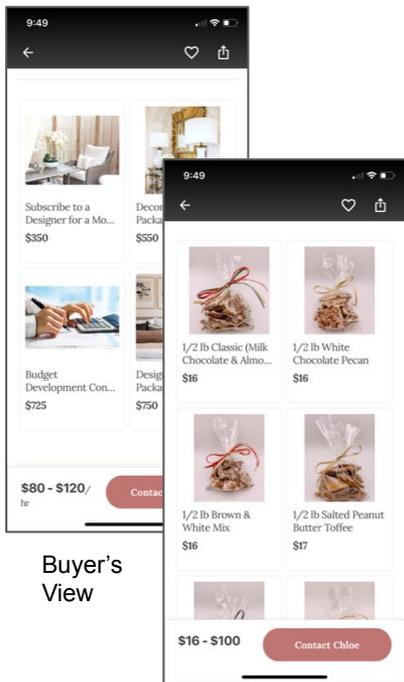
Contact Stephanie

Set Up Quick Shop Items

Highlight your best selling or seasonal service packages, items, and promotions

This feature provides customers an easy way to browse and request specific items or services with quantity, delivery method, and additional notes.

1. Watch the [tutorial video](#) to see how easy it is to set up
2. Go to your storefront on the West Tenth app
3. Find Quick Shop card and select 'Edit' button
4. Select "Add New" button to add up to 10 Quick Shop Items
5. If your store is already live, your Quick Shop items will be automatically published and visible to customers
6. If you sell custom goods, create a "Custom Order" quick shop

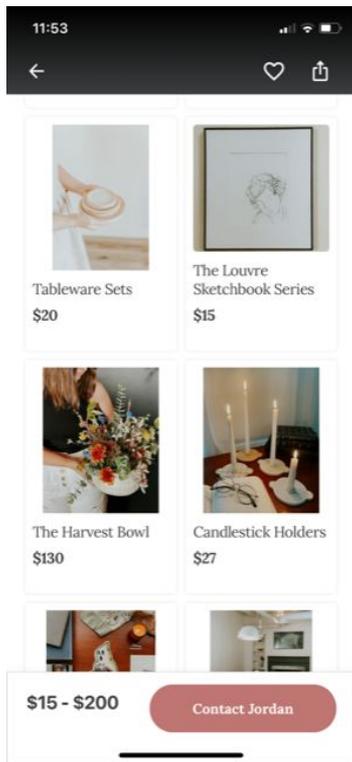


Quick Shop for Stores with Large Inventory

Add variations on the Quick Shop description

Do you have more than 10 items to sell? Add your best selling products as Quick Shop items and add variations on color, size and pricing on the Quick Shop description.

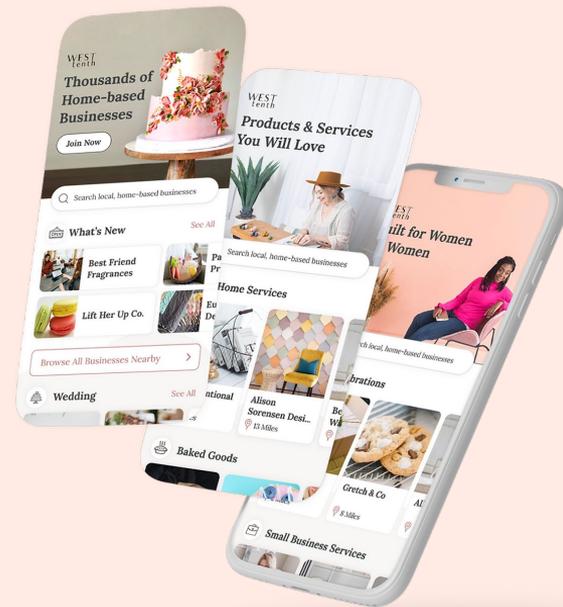
1. Create one Quick Shop item per unique product.
2. Add variations on colors, size, quantity and pricing on the Quick Shop description.
3. For example,
 - a. Add Tableware Sets as a Quick Shop item and add the variations as part of the Quick Shop description.
 - b. Create another Quick Shop item for Candlestick Holders and add the different sizes, colors and sets on the Quick Shop description.



Connect to Stripe, our payment partner

Payment is easy and secure on West Tenth

- You can connect to Stripe via our app or Stripe's [website](#). No tax id? No problem! You may use your social security number.
- No Website, just use: www.westtenth.com
- Stripe is a trusted payment platform used by major companies like Amazon, Google, Shopify, etc.
- Customers will pay you through the app using their credit card of choice.
- Check out this [video](#) to see how easy it is to set up Stripe:
- Once you have set-up Stripe, log out of Stripe and the West Tenth app, then log back in and enter your passwords for the systems to update and connect to each other.



Connect Your Business Instagram

Use this feature to keep your storefront fresh and dynamic with no extra work

This will only display images from your feed (no captions, reels, story). And you can disconnect it at any time.

1. Login to the app and navigate to the seller view
2. Select 'Edit' button and scroll to the bottom
3. Select the button 'Connect Instagram Account'

To ensure a successful connection with Instagram:

- Use your business account handle (not your personal handle)
- Use your Instagram username and password, avoid your email

Best Practices

Our best selling storefronts have adopted these best practices

1. Reply to customer requests within 6-8 hrs

- Data shows that the sellers who reply right away get more sales
- If you are busy, let them know when you will respond to their inquiry
- Ensure your notifications are turned ON on your phone so you see when they respond
- If you're going on vacation, make sure to put your store on 'Pause' temporarily

2. Read all West Tenth emails as we share important information about new features, promotions, and events.

3. Use West Tenth's [Custom Marketing Templates](#) and share your storefront on social media. Don't forget to tag @w10th so we can amplify your post!

Seller Resources

Watch, read, and learn how to use the app

- Watch our New Seller FAQ [\(Video Edition\)](#)
- Read our [Seller FAQs & Blog](#)
- Learn with our [App Videos + Tutorials](#)
- Connect with us [Facebook Group](#) & [YouTube](#)
- Need Help? Let us know! www.westtenth.com or
email: sellersupport@wtenth.com