ATS.ONL MARKETPLACE

# How to open your shop

Step by step, from signing up to your first order. Your shop gets its own address — **yourshop.ats.onl** — with its own menu, categories and footer, and customers pay through ats.onl with one basket.

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Shop profile = the page of that name in your seller menu (after you sign in, open **Sell** → **Go to your seller dashboard**).

## B1 Sign up

1. Go to **ats.onl**, click **Sell**, then **Open your shop**.
2. Enter your name, email and a password, your **shop name** and your shop's **web address** (e.g. *gymfast* → gymfast.ats.onl), and a short description. Click **Sign up and continue**.
3. Open the email we send and click the link to **confirm your email address**.

## B2 Your business

Application → 2 · Your business

1. Business type (individual, sole trader, partnership, limited company), legal name and phone number.
2. **Business address:** type your postcode and tap **Find address**, then check the fields. This address is **private** — only you and the marketplace see it (for checks and tax).
3. Want customers to see a different address (business premises or a mail-forwarding address)? Switch on **Show customers a different address** and fill it in. It's printed on invoices, your shop's legal details and return labels. Customers must be able to reach you by post there — a PO box alone isn't enough.
4. Limited companies add the Companies House number; VAT-registered sellers add their VAT number. **Save and continue**.

## B3 What you'll sell

Application → 3 · What you'll sell

1. **Your shop's categories** — one per line, e.g. *Dumbbells · Kettlebells · Gym wear* (up to 20). They become the menu on your shop's address. You can change them any time.
2. **Where your products appear on the main site** (optional): tick any main-site categories that fit. None fit? Type a suggestion — until it's added, your products go under **Other**.
3. **How you deliver** (e.g. "DPD next day from Leeds, dispatched within 1 working day") and, optionally, your **returns policy** (blank = the marketplace's standard policy).

## B4 Documents, then submit

Application → 4 · Documents · 5 · Review & submit

1. Upload proof of address or business documents if asked (PDF, JPG or PNG; private). Never upload card or bank details or your passport — identity is checked securely by Stripe later.
2. Check the summary, tick that you agree to the **seller terms**, and click **Submit my application**.
3. We email you when it's reviewed. If we need more, you'll see our note — fix it and send it again.

## B5 Get paid

Finance

1. Once approved, open **Finance** and click **Connect with Stripe**. Stripe checks your identity and bank details (they're never stored by the shop). Until this is done you can't receive payouts.
2. **Tax details:** follow the “Add your tax details” reminder on your Dashboard — the law requires marketplaces to collect them.

## B6 Delivery prices

Delivery

1. Add a **zone** (e.g. United Kingdom) and the **methods** in it — name, price, how many days (e.g. Royal Mail Tracked 48, £3.95, 2 days). Set this up before you list products, so customers can see what delivery costs.
2. Optional: free delivery over an amount, collection in person, delivery profiles for heavy items, and your holidays in the **dispatch calendar**.

## B7 Make your shop look good

Shop profile

1. **Logo** and **banner**, a shop colour, a tagline and a description.
2. **Contact:** an email for customers (required for businesses), phone and opening hours. Your **business address** and the optional **address shown to customers** can be changed here too.
3. **Social links:** Facebook, Instagram, WhatsApp (just your number), TikTok and more. They appear on your shop and in its **footer**, together with your contact details.
4. **Featured & categories:** rename or reorder your shop categories, and pick up to 8 products to feature at the top of your shop.

**Your shop's footer** fills itself in from your Shop profile: name, tagline, social links, your categories and contact details.

## B8 Add your products

Products → Add product

1. Name, **photos** (the first is the main one), price and a good description. A “was” price only shows as a sale once the product really sold at that price for 28 days in the last 6 months. Environmental claims (eco-friendly, sustainable…) must be specific and true — they're checked.
2. **AI writing help** (if the marketplace has switched it on for sellers): tell it a few facts and it writes the description, key features, product knowledge, search text and tags — check it, then press **Use this**.
3. **Category** on the main site — or **Other** if nothing fits — and tick **your shop categories** (e.g. Kettlebells).
4. Options such as size or weight, each with its own stock and price if needed; stock, SKU, barcode, weight.
5. **Save draft** to finish later, or **Submit for approval**. Once approved it's live; later changes to the listing are checked again, but stock and listing on/off apply straight away.

## B9 Check your shop

1. Click **View your shop** (top of your seller pages) — it opens **yourshop.ats.onl**.
2. Check the menu (your categories), search, a product page and the footer on your phone as well as a computer.
3. Share the address on your social media.

## B10 Running your shop day to day Dashboard

- The **Dashboard** shows what needs you: orders to send, messages, return requests, low stock, products sent back for changes.
- **Orders:** send them within the dispatch target, add the tracking number, print packing slips and labels.
- **Inbox and Questions:** reply to customers within the reply standard (2 working days unless the marketplace says otherwise).
- **Returns:** refund within 14 days of the goods coming back (or proof of postage, if sooner) — UK law. Each open return shows **Refund due by …**, and we email you 3 days before.
- **Finance:** sales, fees, payouts and monthly statements; yearly sales summaries for your tax return.
- **Marketing** (if the marketplace has switched it on): pick products and the AI writes an email and social posts for your shop; make pictures in your shop's colour with your logo, then download the email for Mailchimp, Brevo or MailerLite.

## ✓ Seller checklist

- ☐ Email address confirmed
- ☐ Business details and address
- ☐ Shop categories typed in
- ☐ Application submitted and approved
- ☐ Connected with Stripe
- ☐ Tax details added
- ☐ At least one delivery method
- ☐ Logo, banner and description
- ☐ Contact email, phone, social links
- ☐ First products submitted
- ☐ Shop checked on a phone
- ☐ Address shared with customers