



AND SO TO  SHOP
THE INDIE MARKETPLACE

HELLO THERE.

We are And So To Shop, a posse of small business owners (not that we ourselves are small, some of us are small, some of us are tall, but what we mean is that we run small businesses). We got together to create a positive, supportive community where we could collectively and individually grow, and feel a bit less daunted by this whole 'running a business' thing.

*We hope you'll
join us!*



MISSION STATEMENT

TO SUPPORT AND SHOWCASE INDEPENDENT BRANDS IN THE UK

We believe that independent brands should be seen as much as the big ones but we understand that often, they simply don't have the marketing budget and resources to achieve this.

We set up And so to Shop, as independent business owners ourselves, to give you a platform to show off what you do. Our aim is to increase support for independent brands and to give you the exposure you deserve. As part of our subscription we provide support to help you grow your business and develop both personally and professionally. We are a community who invest in each other, thrive on positivity and help one another to achieve success.



HOW DO WE WORK?

Our online marketplace, And so to Shop, gives you the space to sell your items.

Our online community provides you with the support, opportunities and friendship of other, amazing independent business owners.

We offer free unlimited listings and a low commission rate of only 12%.

We share your brand with our Press Partners and on our PressLoft account, so you have the opportunity to get your products featured in both hardcopy and online press' 'Join our Small Business Club for that extra level of support in growing your business



JOIN OUR COMMUNITY

We choose our Partners carefully for their brand image, customer experience, product and service quality. If you wish to join our community you must be based in the UK and be an independent business.

Join now for just £7.50 + 12% commission on sales. You will get access to our private Facebook group, press coverage, lovely Welcome Pack and more!

£7.50 per month

(12% commission on sales)

Read on to find out the perks of being a Partner



WHAT'S INCLUDED?

- Unlimited shop listings
- Features and promotions on our social media
- The official And so to Shop badge
- Access to our supportive Members Community
- Mass upload your products'
- Press coverage
- Access to photoshoots with Holly Booth
- Our lovely little welcome pack of indie treats



PRESS FEATURES

Our Partners have been featured in:

Mollie
LIVING A CREATIVE LIFE
MAKES

Style *at Home* **Your Home**

Yorkshire Post, The Irish Times, Living Quietly Magazine, The Courier, Cat World, The Green Parent, Festival Weddings Magazine, Scandi At Home, Closer, Cheshire Life, Belfast Telegraph, Your South Wales Wedding, The Cheshire Magazine, Your Surrey Wedding, Anne Louise Magazine, Cheshire Life, Society Marbella, Take A Break magazine, Real homes and Sunday Mirror.

Our founder Louise has been part of an expert panel at:

HOME & GIFT
BUYERS' FESTIVAL
TOP DRAWER





ASTS IN NUMBERS



Number of Small Business Partners
1,000+



Number of Products
20,000+



Website Monthly Users
10,000+



Instagram followers
39000



Facebook followers
5000



Pinterest views per month
2 million+



SMALL BUSINESS CLUB

A PLACE FOR COMMUNITY, EDUCATION AND GROWTH FOR SMALL BIZ OWNERS



Want a bit more support in growing your business? Alongside your And so to Shop subscription, you can join our Small Business Club, a place to learn, grow and thrive. What do you get as a member?



access to our exclusive Small Business Club Patreon, with daily posts, tips and opportunities



monthly training and practical workshops with amazing experts covering a range of topics



monthly mentoring meeting where you have the opportunity to problem solve, discuss your goals, share your wins and be supported in growing your business



practical resources to help you put in place strategies and take action to achieve your goals



access to our Small Business Club podcast, live in 2023

MEET OUR EXPERTS



Rachel Emma Waring
Creative Consultant &
Pinterest Queen



Alice Loveday
Stop Motion Video
Creator



Diana Stainton
Product Photographer



Catherine Erdly
Small Biz Retail
Expert



Sarah Mathias
Small Business Growth
Mentor



Therese Oertenblad
Wholesale Business
Mentor



Joanne Griffin
Retail Mentor



Elizabeth Stiles
Brand Consultant

Join our Small Business Club for just £20 a month on our All Access tier, cancel any time

FAQ'S

Do I have to sign up for a certain amount of time?

No, you can cancel your subscription whenever you like.

Can I put my shop on holiday?

Of course, we know that you may need a break from selling for various reasons so feel free to put your shop on holiday as and when you need to.

Can I bulk upload listings from other platforms?

Yes you can.

Can I sell with you if I sell on other marketplaces or platforms?

Yes of course, we want you to be bringing in sales and doing what works for your business.

How many products can I list?

You can add as many as you like, they are unlimited.

Do you charge any extra fees?

No, you pay your monthly subscription and 12% commission on sales, this covers all the costs involved in running the platform and payment processing fees etc. We also don't charge commission on shipping costs, just the product price.

How do I get paid?

Your sales proceeds are transferred automatically into your bank via Stripe (you will need to connect your Stripe account)

What support is available for me in setting up my shop?

We set up your shop for you, all you need to do is add your payment details (so you can get paid) and start uploading products. You can do this via our Mass Upload function, making it quick and easy. We have 'How to' videos available for you to watch and a guide to help you, as well as a small (and very lovely!) team who are always happy to help.

COME AND JOIN US

Joining the And so to Shop community is as easy as:

1

Pay £7.50 to join

2

We set everything up for you

3

Start selling!

