1 Log into Creator Studio and select the appropriate organization from the dropdown menu of organizations associated with your account. From the **Storefronts** section, click **Manage Storefronts**. Then click **Create Store** at the top of the page.

2 Choose a name for your Storefront and select which project(s) you wish to make available for sale. Then, click the blue **Create Store** button. **NOTE:** Each URL must be different from any others that have already been created, so have a back-up choice.

The optional Storefront password adds an additional layer of security for schools that want to ensure that only people invited by the school can purchase a book. If you do activate password protection, please include this information on your Yearbook Sale Flyer. **Our Parent Support Team cannot provide password information to purchasers, so it is important that you make parents and students aware of the password.**

IMPORTANT: If you live in a state where schools are not automatically tax exempt, you must click the **Declare Tax Exempt Status Here** link in the **Financial** tab and complete the required paperwork. Failing to do so will result in required sales tax payment upon your yearbook order.

Set Up Your Storefront

The Storefront is where students and parents can purchase their yearbooks online. After you have completed Storefront setup, you will have a custom URL to promote to potential customers.

3 You'll see a preview of your store (see left image) along with the name of the Storefront, the name of the book(s) available for purchase and an upload link for students and parents to contribute photos to. A "coming soon" message will be displayed until you complete the next step. **Note:** if you have more than one yearbook for sale in your store, make sure dates are clearly visible so parents don't order the wrong yearbook by mistake!

4 Click **Book Settings** then **Pricing & Sale Options** to make the book available for **Pre-order** (while you continue to work) or to **Immediate Order** (if your book is complete and all your sections are locked). Use the **Cost Calculator** to determine your sale price and set accordingly. You can opt to mark up the price and receive a profit check at the end of the year, or you can set the price for less than cost if you plan to supplement the cost with another revenue source such as advertising.

5 Also while in the **Book Settings**, you may need to adjust several options. The **eYearbook tab** will allow you to optionally offer eYearbooks for free or set a price. The **Financial** tab is where you will complete important information such as where your profit checks will be sent or your tax exempt status, if applicable. The **Personalization, Lamination & Distribution** tab is where you will turn on **bulk shipping** and **personalization**, as well as select your desired cover lamination (**matte** or **gloss**). Be sure to click the orange **Save** button after making any changes to any of these settings.
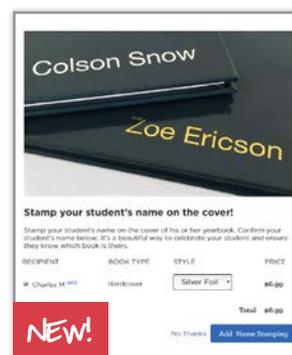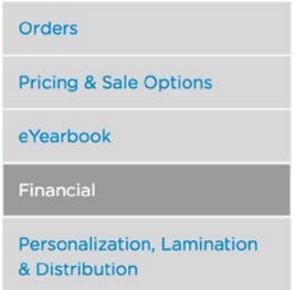
Stamp covers! Families can emboss the book recipient's name on the front cover with raised lettering (available in US only). This is enabled by default when you turn on the storefront so parents can apply it during checkout. You can disable stamping at any time, and choose which colors (gold or silver foil) you would like to offer. Note: making all cover stamps the same color will help speed things up with production!