RING & SHIP · THE GUIDE FOR MERCHANTS

From paid to published. Your app, then your page.

This is the paper copy of your guide: the same 12 steps and the same pictures as the one on your phone, with the frames explained below.

Gold frame: tap this Red box: don't touch it Green frame: just check

PART A · YOUR FIRST 5 MINUTES

The app

S1 Your account is ready
S2 Sign in and tap "Open my orders"
S3 Get paid: tap "Mary paid"
S4 Ship: tap "Mark as shipped"

PART B · SET UP YOUR SHOP

Your shop

S5 Pick your page look
S6 Add what you sell
S7 Check how you get paid
S8 Say how you ship
S9 Tell your customers who you are
S10 Publish your page

PART C · ON YOUR PHONE

Pings and the app

S11 Two little things, and you are done

PART D · AFTER YOU PUBLISH

What happens next

S12 Your page is live, and the rest is simple

- You have the **email we sent you** ("Your account is ready"), with your name and your password.
- Your phone, with the Orders link. A computer works too, but the app is made for the phone.
- **Photos of what you sell**, in your phone's photo album (3 or 4 is a good start).
- Your **shipping costs**, in your own words, and how your customers pay you (Zelle, check, card…).

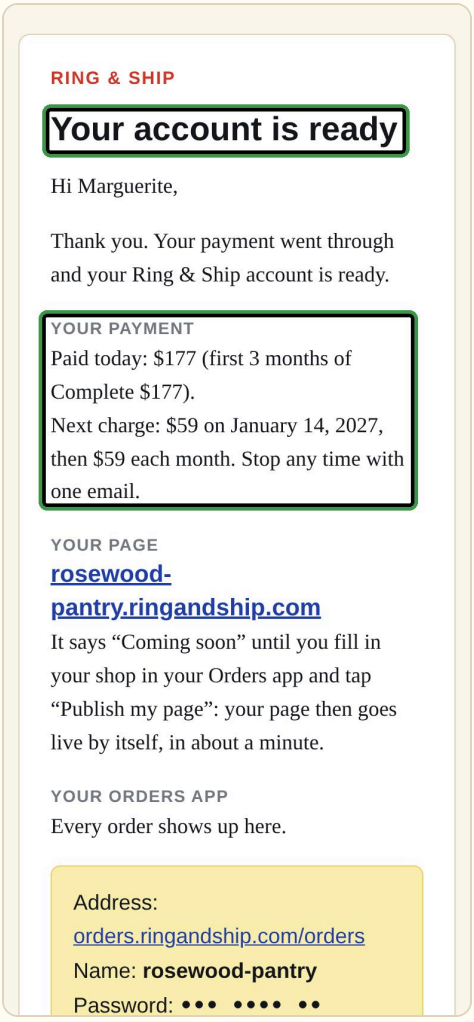
Nothing you tap sends anything to anybody. The app shows you a pretend customer first, and your page only goes live when you tap "Publish my page".

S1

WELCOME EMAIL

Your account is ready

1 Open the email from Ring & Ship: the subject is **Your account is ready**. At the top you see what you paid today, and when the next charge comes.



RING & SHIP

Your account is ready

Hi Marguerite,

Thank you. Your payment went through and your Ring & Ship account is ready.

YOUR PAYMENT

Paid today: $177 (first 3 months of Complete $177).
Next charge: $59 on January 14, 2027, then $59 each month. Stop any time with one email.

YOUR PAGE

rosewood-pantry.ringandship.com

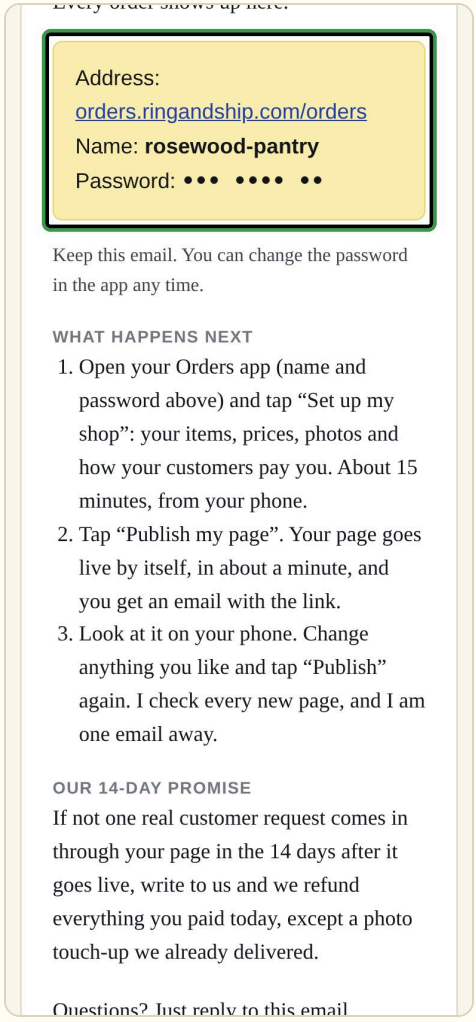
It says “Coming soon” until you fill in your shop in your Orders app and tap “Publish my page”: your page then goes live by itself, in about a minute.

YOUR ORDERS APP

Every order shows up here.

Address: orders.ringandship.com/orders
Name: **rosewood-pantry**
Password: ••• •••• ••

2 Scroll down to **YOUR PAGE**: that is your own web address. It says “Coming soon” until you publish. Under it, the yellow box gives your **Address**, your **Name** and your **Password** (three short words; we hide it in this picture).



Every order shows up here.

Address:
orders.ringandship.com/orders
Name: **rosewood-pantry**
Password: ••• •••• ••

Keep this email. You can change the password in the app any time.

WHAT HAPPENS NEXT

1. Open your Orders app (name and password above) and tap “Set up my shop”: your items, prices, photos and how your customers pay you. About 15 minutes, from your phone.
2. Tap “Publish my page”. Your page goes live by itself, in about a minute, and you get an email with the link.
3. Look at it on your phone. Change anything you like and tap “Publish” again. I check every new page, and I am one email away.

OUR 14-DAY PROMISE

If not one real customer request comes in through your page in the 14 days after it goes live, write to us and we refund everything you paid today, except a photo touch-up we already delivered.

Questions? Just reply to this email

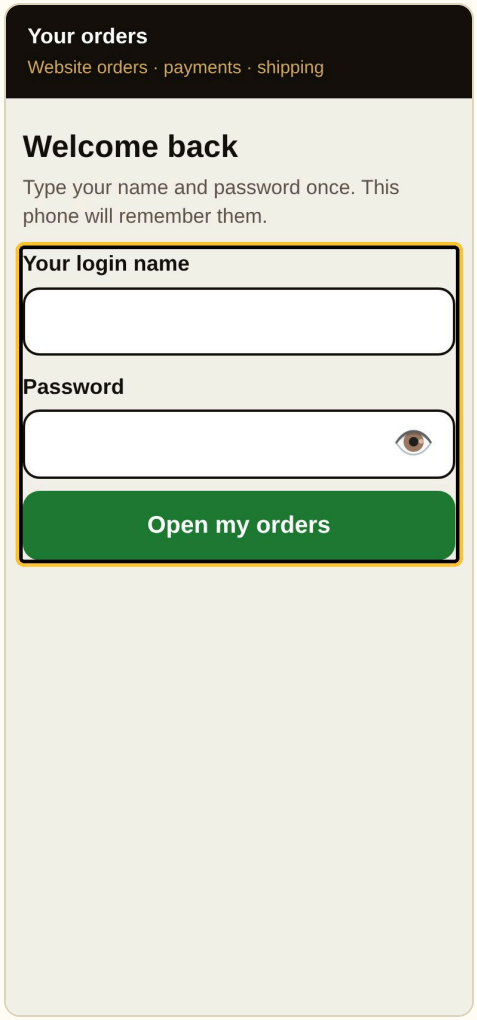
Keep this email. You can change your password in the app any time, and Salah is one email away.

S2

YOUR ORDERS APP

Sign in and tap “Open my orders”

1 Open the Orders link from the email. In **Your login name**, type the **Name** from the yellow box (with the small dashes). Then your **Password** (three short words).



2 Tap `Open my orders`. You land on your Orders page: this is where every order will arrive, by itself.

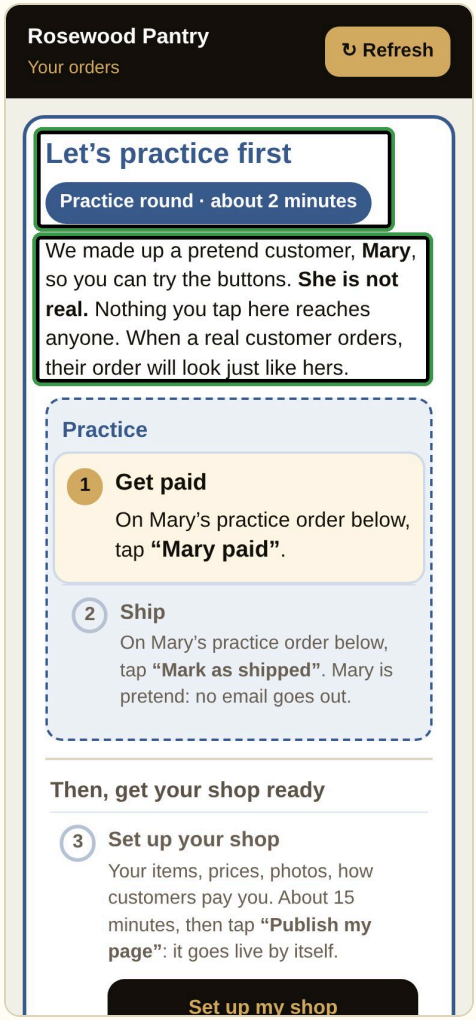
Password refused? Look at the email again and type the three words slowly, with the spaces. You can try as many times as you want.

S3

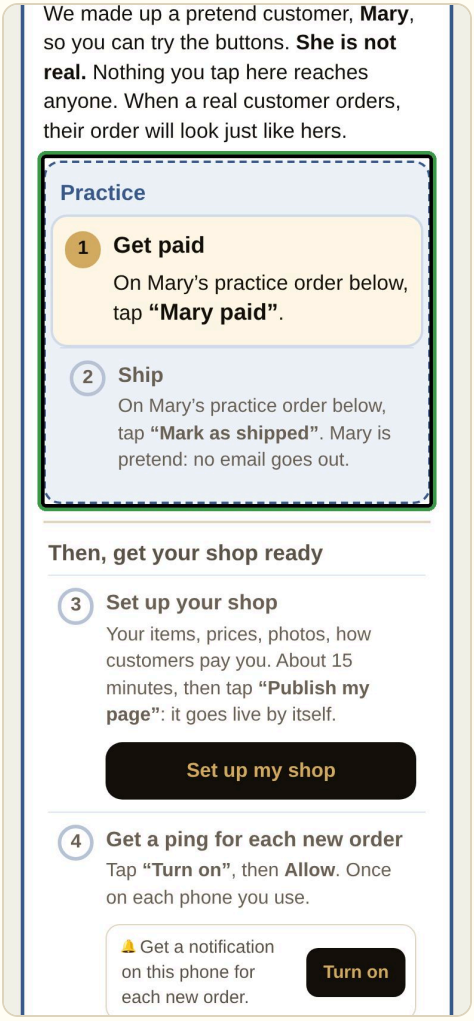
PRACTICE · STEP 1 OF 2

Get paid: tap “Mary paid”

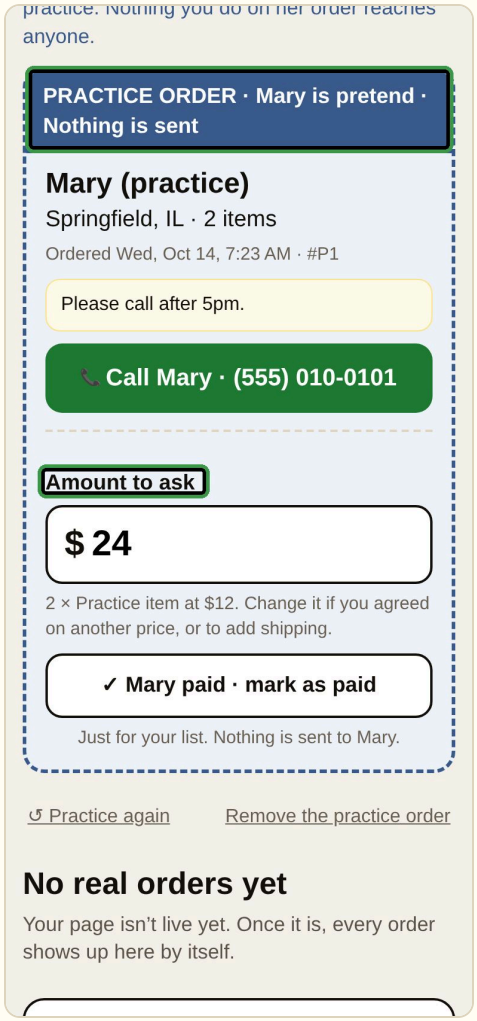
1 The app says **Let’s practice first**. Mary is a pretend customer we made up: she is not real, and nothing you tap here reaches anyone.



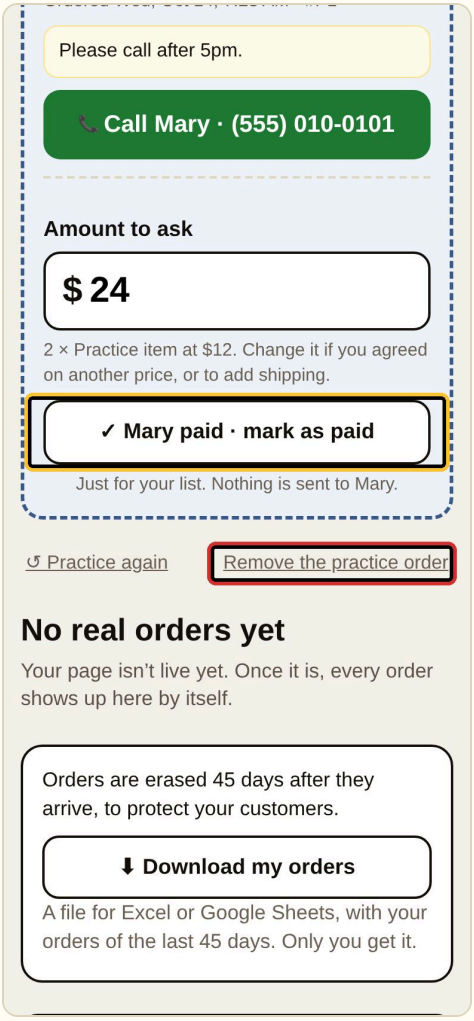
2 The practice has two steps, one at a time: **1 Get paid**, then **2 Ship**.



3 Scroll down to Mary's blue card, the one with the **PRACTICE ORDER** band at the top. Look at **Amount to ask**: $24. On a real order you change it if you agreed on another price.



4 Tap **`Mary paid · mark as paid`**. That is all.

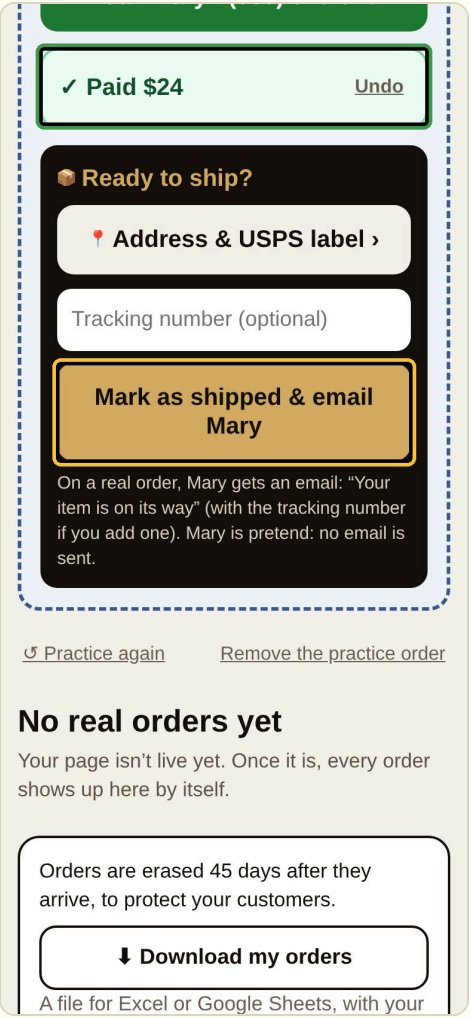


The green **Call Mary** button shows you what your phone would do on a real order. Once you add Zelle in your shop, a **Text Zelle info** button shows up next to it.

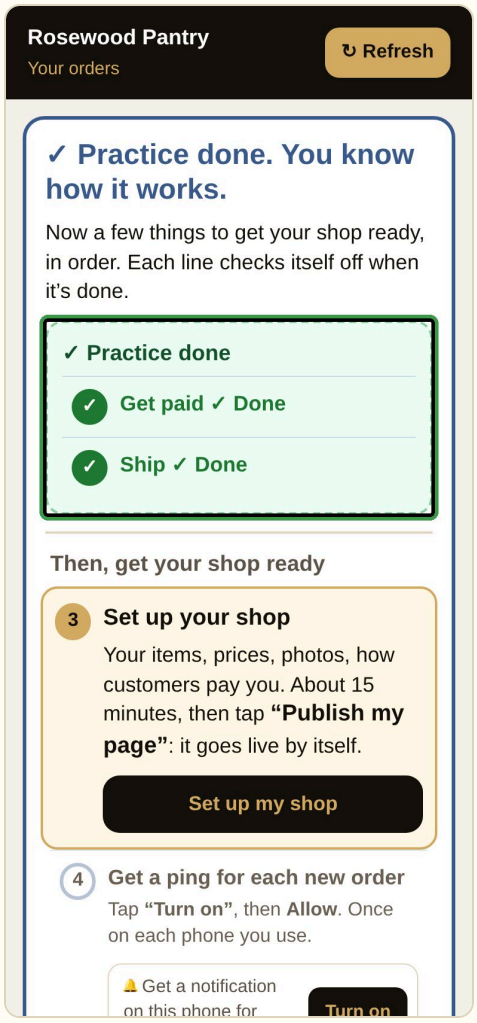
PRACTICE · STEP 2 OF 2

S4 Ship: tap “Mark as shipped”

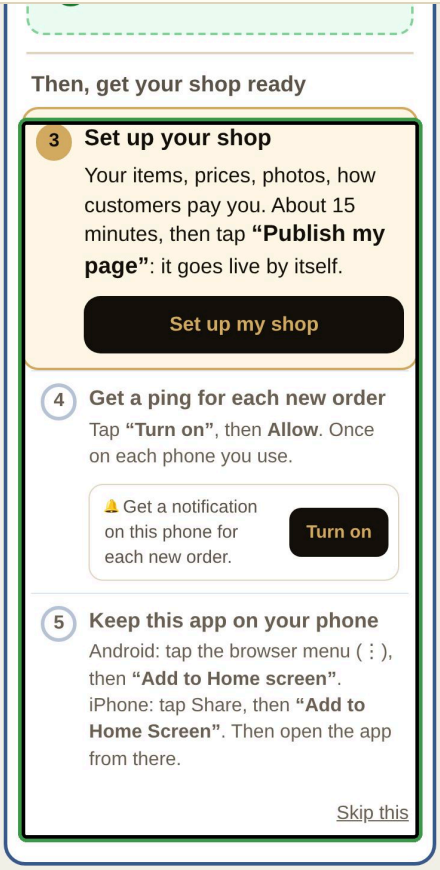
1 On the same card, tap **Mark as shipped & email Mary**. A small window says Mary is pretend, so no email is sent: tap **OK**.



2 ✓ **Practice done. You know how it works.** Both practice steps are checked for you, all by themselves.



3 The list goes on: line 3 is **Set up your shop**, line 4 the notifications, line 5 keeping the app on your phone.



Practice order

Mary is a pretend customer we made up for practice. Nothing you do on her order reaches anyone.

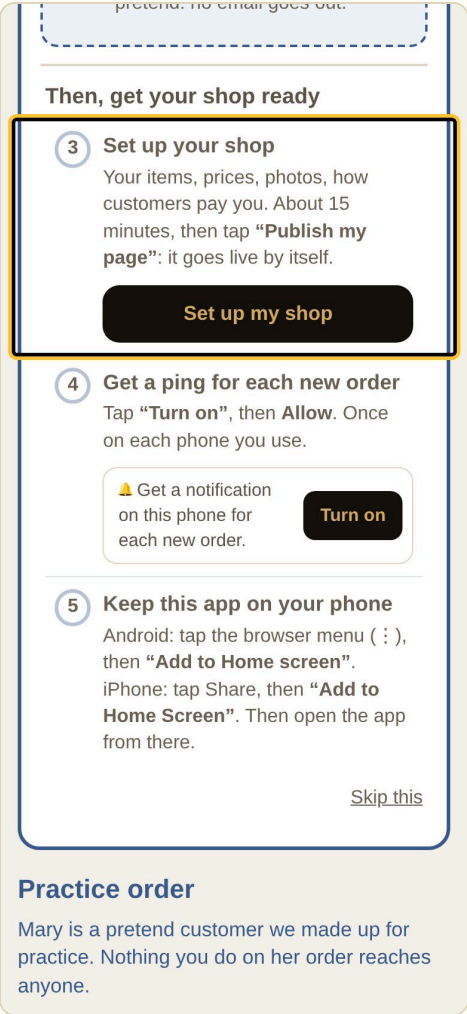
Want to try again later? Tap **Practice again**: Mary comes back new and the two steps uncheck. **Remove the practice order** hides her for good.

S5

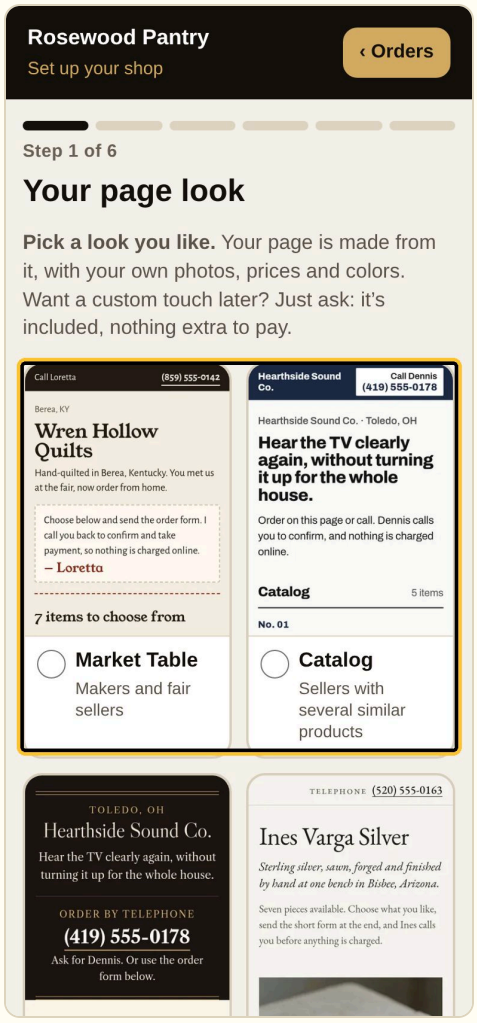
SET UP YOUR SHOP · STEP 1 OF 6

Pick your page look

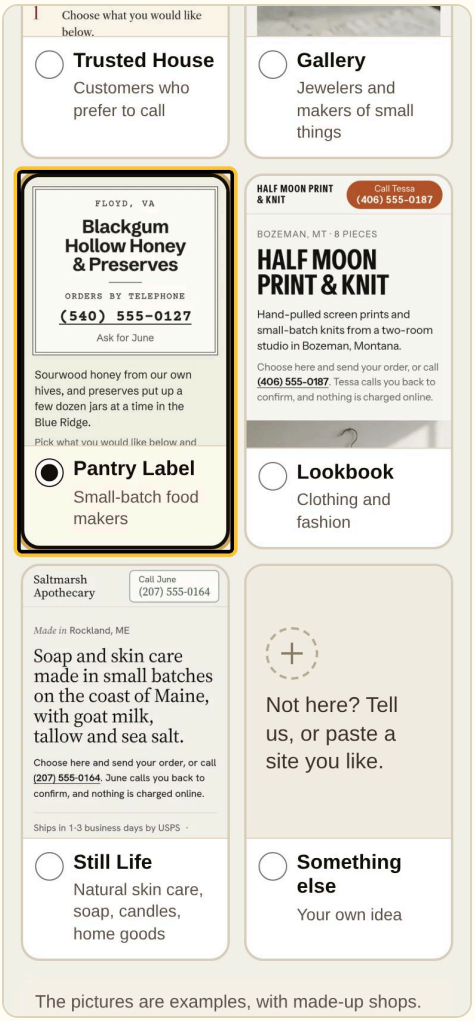
1 On the Orders page, line 3: tap **Set up my shop**.



2 Six short screens follow, one at a time. Screen **1 of 6**: tap the look that fits your business. Nothing is final — you can change it later, and Salah can build you a custom look.



3 The one you tapped gets a black dot and a dark frame. Here we picked **Pantry Label**: that name comes back on the last screen, when you check everything.



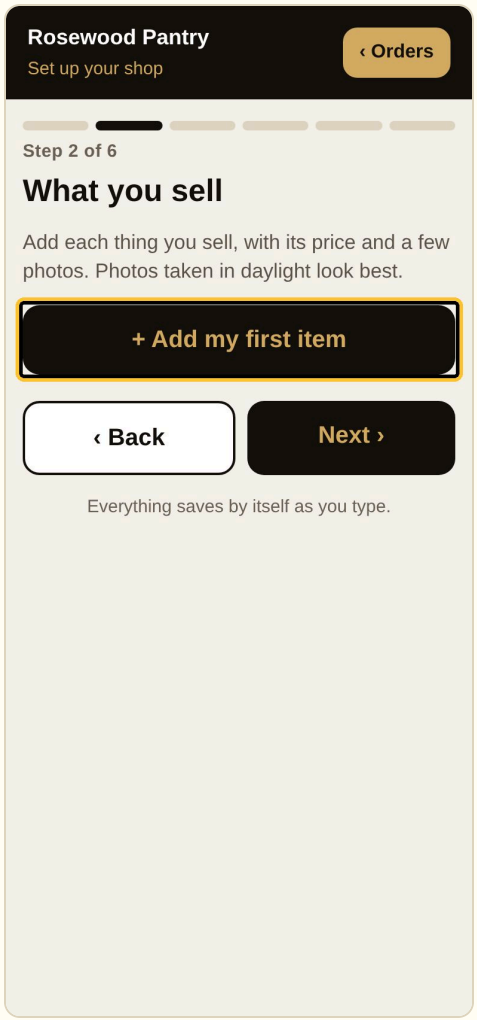
The pictures are examples drawn with other shops. Your page will use your own photos, prices and colours.

S6

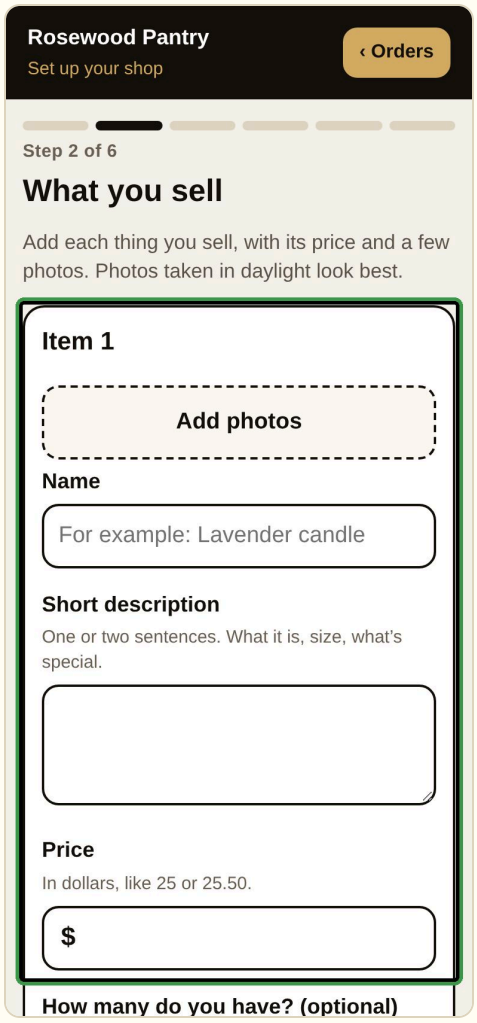
SET UP YOUR SHOP · STEP 2 OF 6

Add what you sell

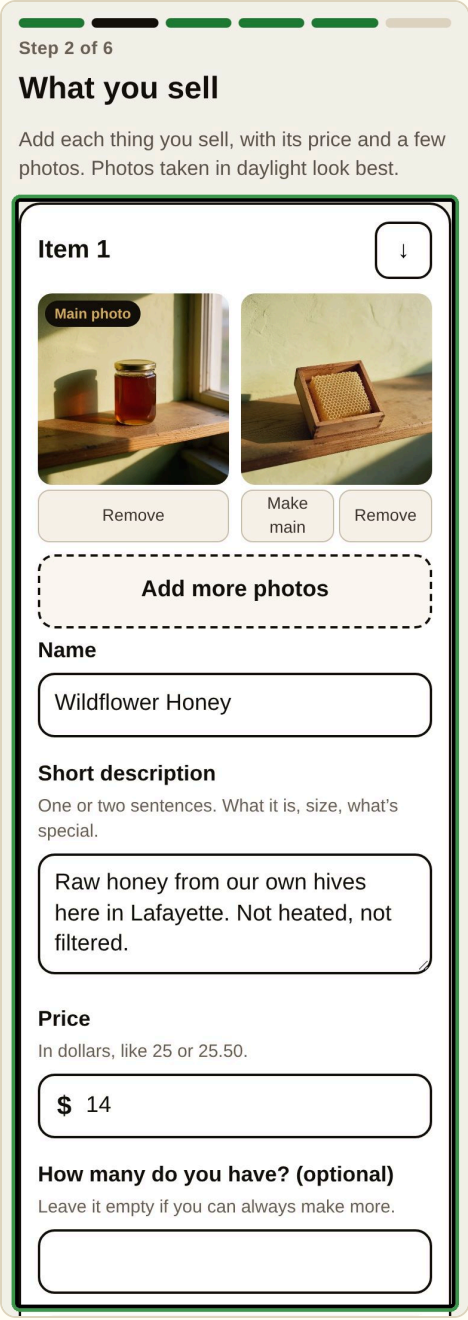
1 Screen **2 of 6** is empty for now. Tap the dark button `+ Add my first item`.



2 The form opens below: **Add photos**, the **Name**, one or two short sentences, and the **Price**. Photos from your phone are fine, the app keeps them as they are.



3 A finished item looks like this: photos, a name, a short description, the price, and how many you have. Three items and four photos make a good page to start with.



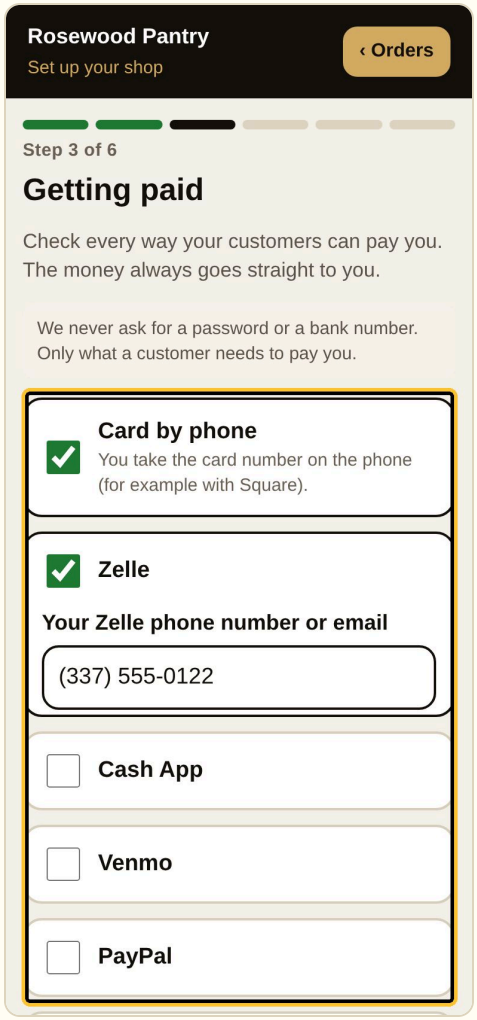
Everything saves by itself while you type. There is no button to press, and nothing is lost if you close the app.

S7

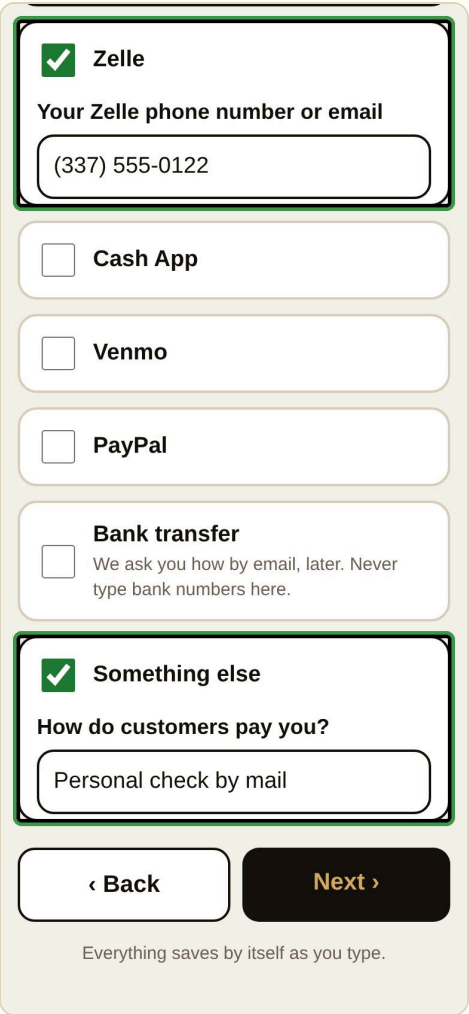
SET UP YOUR SHOP · STEP 3 OF 6

Check how you get paid

1 Tick every way your customers can pay you: **Card by phone**, **Zelle**, **Cash App**, **Venmo**, **PayPal**, **Bank transfer**, or **Something else** (a check by mail, for example).



2 When a way is ticked, the app asks for what your customer needs to pay you: your Zelle number or email, your Cash App name, or the words to write in the box yourself.



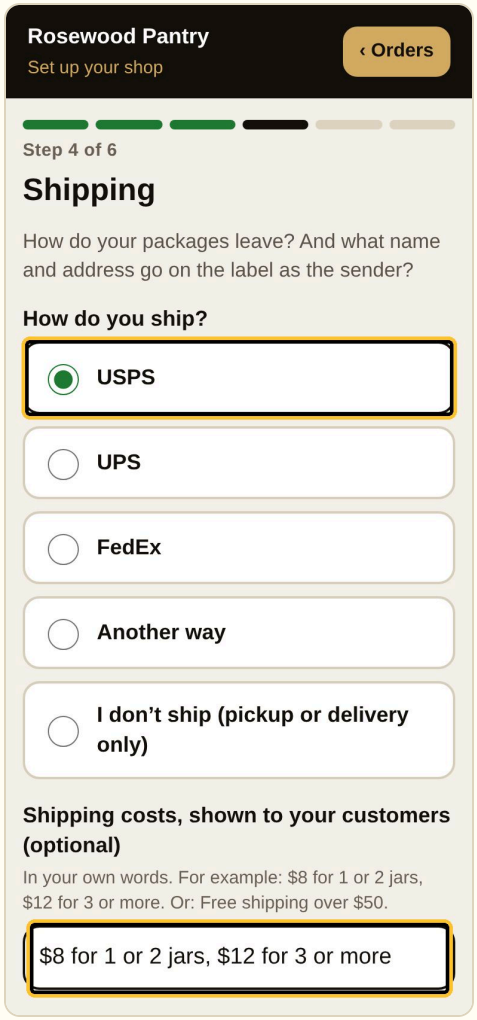
The money always goes straight to you. We never ask you for a password or a bank number: the app only shows your customer what they need to pay you.

S8

SET UP YOUR SHOP · STEP 4 OF 6

Say how you ship

1 First, how you ship: **USPS** is the usual choice. Then **Shipping costs, shown to your customers**, in your own words — for example: $8 for 1 or 2 jars, $12 for 3 or more.



2 Then your **business name and address**. They are printed on the shipping labels, and they appear in the legal part of your page. A company name if you have one; your own name is fine if you do not.



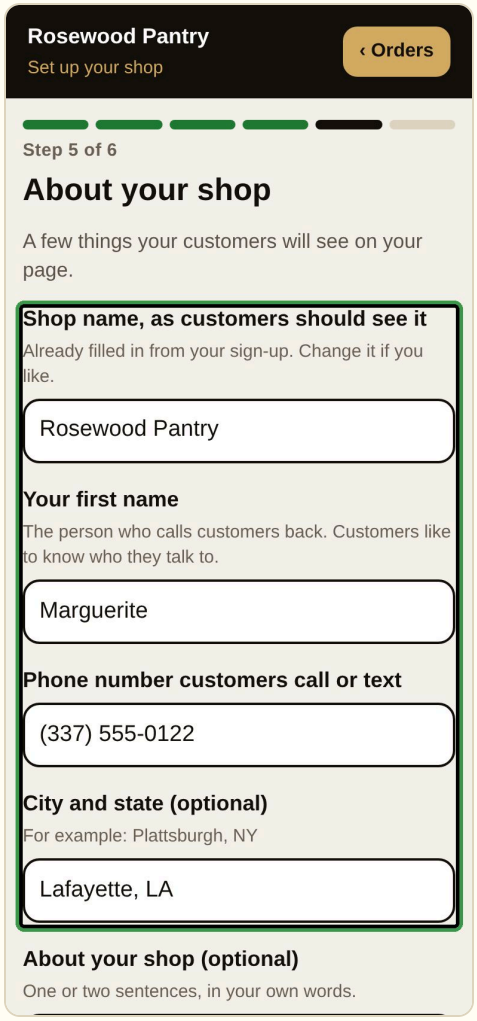
The address is only used for labels and the legal note. Your customers see it exactly like on a real package from you.

S9

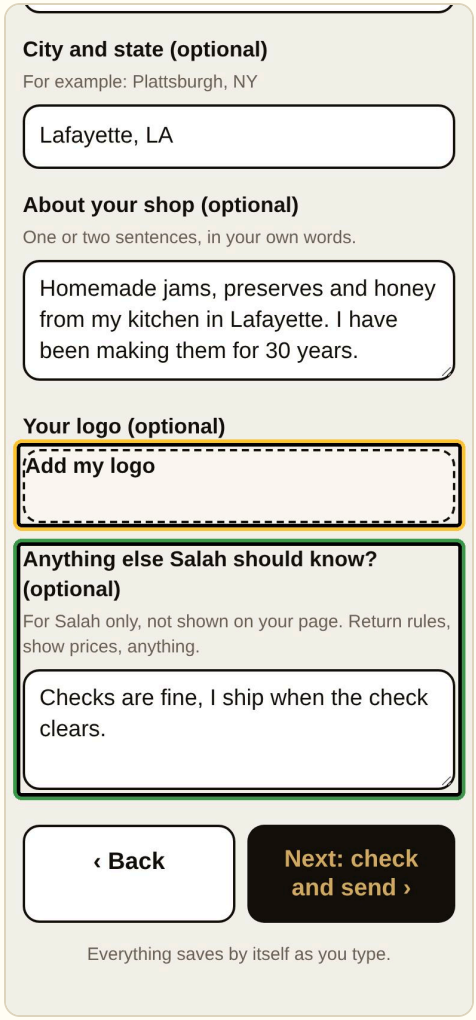
SET UP YOUR SHOP · STEP 5 OF 6

Tell your customers who you are

1 Shop name as your customers should see it, your **first name** (the person who calls back), the **phone number** customers call or text, your city and state, and one or two sentences about your shop.



2 Two optional boxes: your **logo**, and **Anything else Salah should know?** — that last box is for Salah only, it is never shown on your page. Then tap the dark button `Next: check and send`.



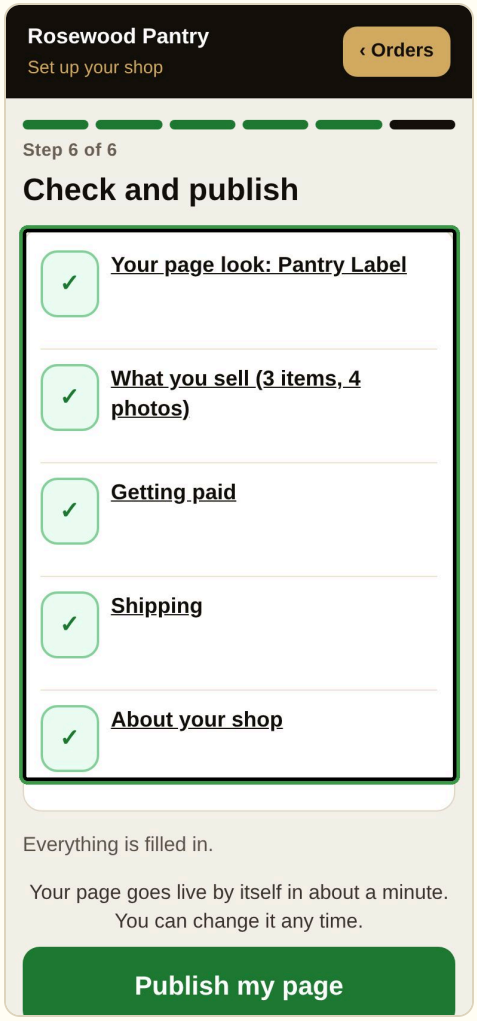
Short sentences work best. “Homemade jams and honey from my kitchen in Lafayette. 30 years of it.” says everything.

S10

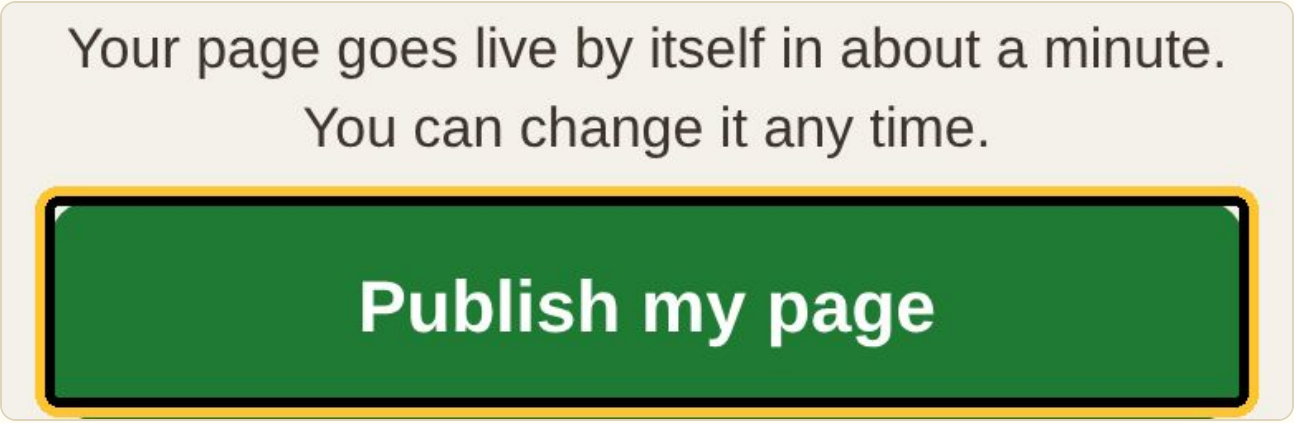
SET UP YOUR SHOP · STEP 6 OF 6

Publish your page

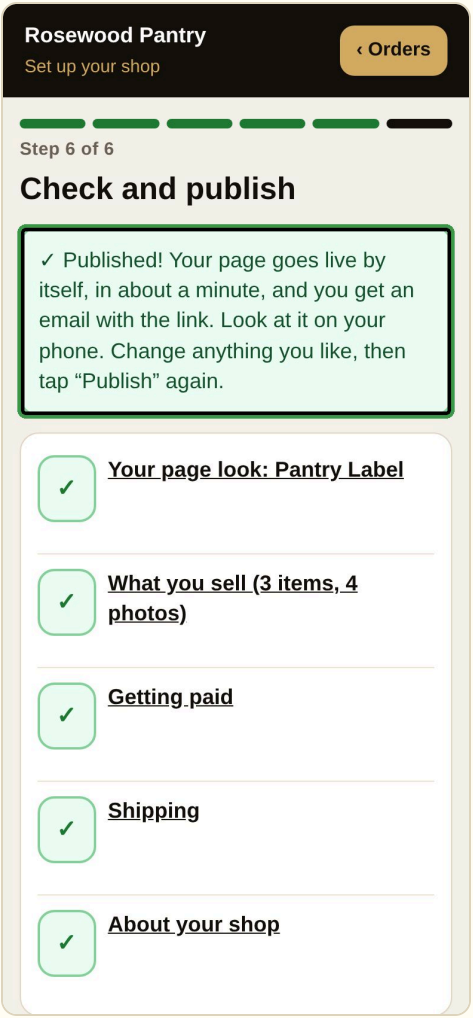
1 Five lines, all checked in green: your page look, what you sell, getting paid, shipping, about your shop. Read them one more time, slowly. Something wrong? Tap that line and fix it.



2 When everything is right, tap the green button `Publish my page`.



3 ✓ **Published!** Your page goes live by itself, in about a minute, and you get an email with the link. Look at it on your phone, change anything you like, then publish again.



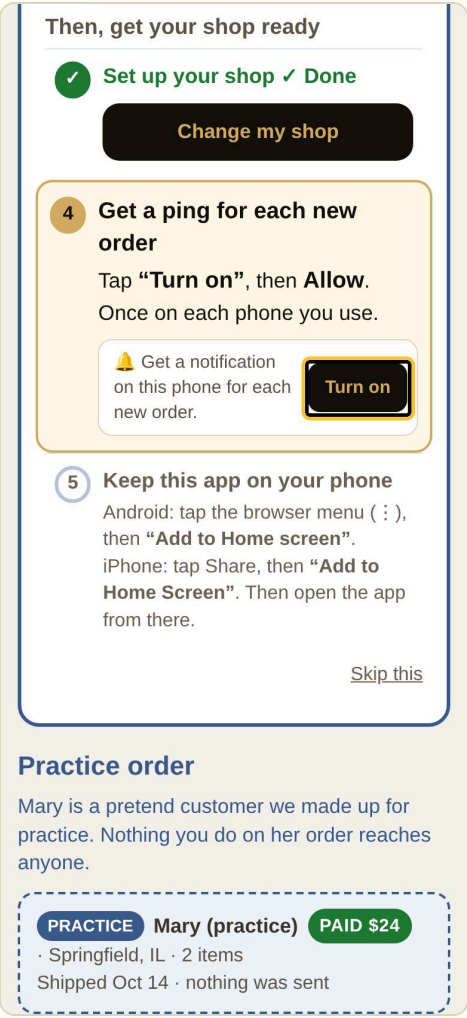
A line that is not green means something is still missing: tap it, the app shows you what to fill in. Nothing is sent to your customers before you publish.

S11

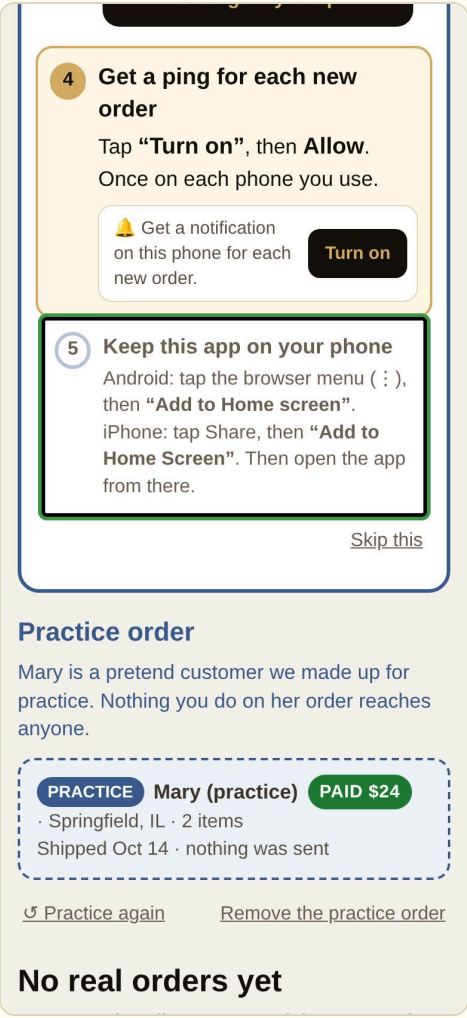
ON YOUR PHONE

Two little things, and you are done

1 First, go back to your Orders page: tap `‹ Orders`, at the top right of your app. Line 3 now says ✓ **Done**. Line 4: tap `Turn on`, then tap **Allow**. Your phone makes a little sound at each new order. Once on each phone you use.



2 Line 5: keep the app on your phone. **Android**: tap the browser menu (⋮), then **“Add to Home screen”**. **iPhone**: tap Share, then **“Add to Home Screen”**. Open your app from that icon from now on, like any other app.



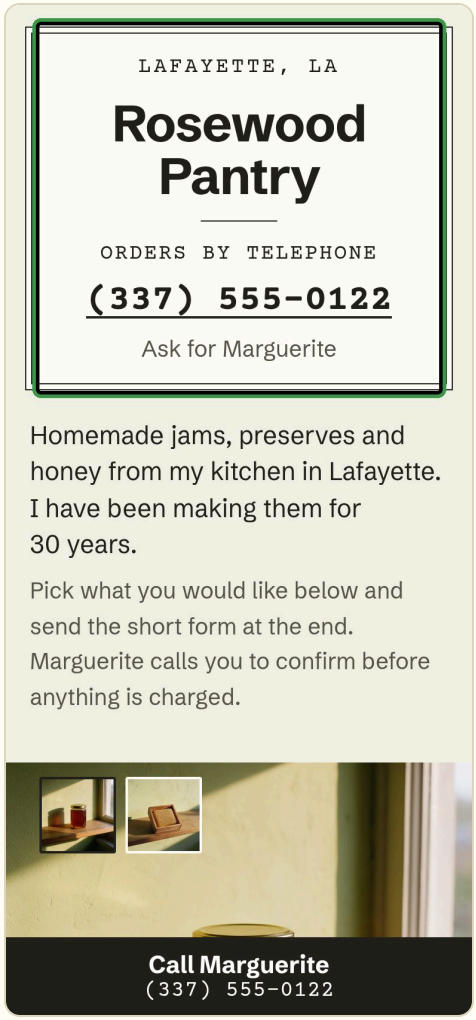
With the app on your phone and the pings on, you never miss an order: your phone rings, you open the app, and the order is waiting there.

S12

WHAT HAPPENS NEXT

Your page is live, and the rest is simple

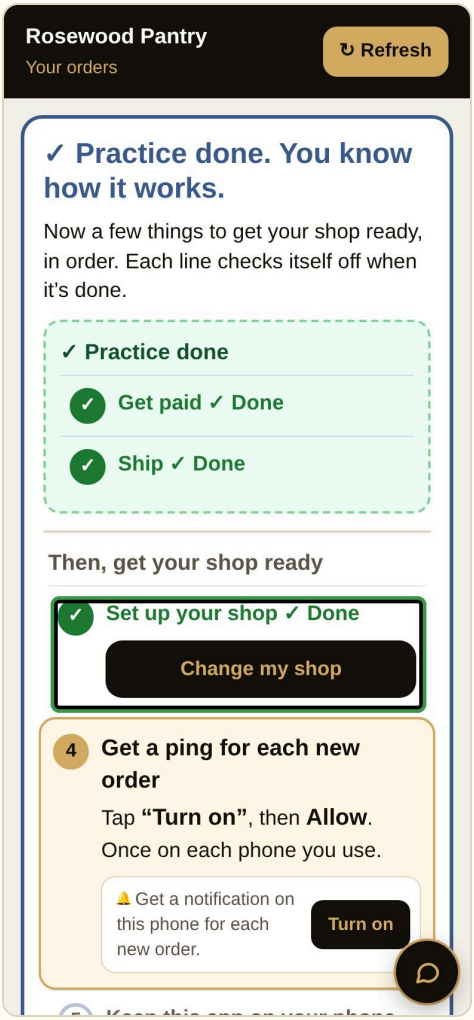
1 Your page is live at your own address, and you can open it on your phone, like a customer would. Look at it once, on the phone you use every day.



2 Salah looks at every new page. If you asked to be listed on Google and Bing, he sends your page to them; they decide when it appears — nobody can promise that. Any question, any time: he is one email away.

3 **Your payment.** Your first 3 months are already paid (Essential $117, or Complete $177). From the 4th month, your monthly price starts: $39 for Essential, $59 for Complete. Stop any time with one email.

4 And your first real order will look exactly like Mary's practice order: a card at the top of your app, get paid, ship, and your customer gets the "on its way" email with the tracking number.



That is the whole guide. Keep this page in your favourites, and come back when you have two minutes.

Stuck on a screen? Don't guess. Tell Salah which step you are on: the code in the black square, like **S12**. Text **+1 (646) 863-5550** or write to **hello@ringandship.com**.