

## *Creating My Policies Page*

When you're just starting your business online, the policies page is easy to overlook or create too quickly.

Well thought out policies will save you stress and frustration later. Take time now to decide how you will deal with troublesome situations, while you're unemotional and not in the heat of the situation—it's much easier to create fair, reasonable policies when your head is clear. ☺

Here are some important areas to cover in your policies and a few scenarios to be sure your policies address.

### Ordering Policies

- Are there any specific types of orders you may refuse?
- What will you do if your cart oversells? Refund? Offer another?
- Do you offer gift certificates? If so, what is your refund policy?
- What if there is a typo or accidental error in a price or a listing?
- Will you blacklist a customer for any reason?
- Do you reserve the right to refuse an order based on feedback?

### Shipping

- What shipping methods will you offer?
- How quickly will you ship instock items?
- Will you ship UPS, FedEx, DHL, or internationally by special request?
- What is your insurance policy? Is insurance required?
- Do you put delivery confirmation on all packages?
- What if an item is lost in the mail?
- How long will you wait before determining an item is lost in the mail?
- What if that item shows up later?
- What if an item is damaged in the mail?
- What if an item shows as delivered but the customer claims it was never received?
- How will you handle it if a package is returned to you undeliverable? Will you re-ship? Who's responsible for the second shipping charges?
- If your items are perishable (lotions, candy, etc) do you need to add any special shipping notes to your policies?

Refunds & Returns

- Do you allow returns? For sizing? For color? For errors?
- Who pays return shipping on a package sent back to you? Do you require the customer to purchase insurance or have proof of sending the package back?
- May an item be returned after use? Or only prior to use?
- Do you charge a restocking fee?
- Will you issue a refund for a returned item? Or store credit?
- Do you accept returns only for a limited time (within 30 days)?

Payments

- What payment methods will you accept?
- If you accept PayPal, will you ship to an unverified address?
- If you accept PayPal and are paid with an echeck, will you ship before it clears?
- If you accept checks, will you ship before they clear your bank?
- What if a payment is later returned (bounced check, non-cleared PayPal e-check)?

Custom Orders

- Do you accept custom orders?
- What is the payment policy?
- How long do you need for creating and shipping the item?
- Are custom orders returnable/refundable?
- If someone requests a custom slot on your waiting list, then changes their mind before you start their order, what's your policy?

Lotteries / Auctions

- How long will you allow the winner to contact you with shipping information?
- What if you cannot get in touch with the winner?
- What if a winner changes their mind?

Privacy

- What is your privacy policy for customers?
- If you operate a newsletter you need a privacy policy for it as well.