

# little blue market

## Welcome to Little Blue Market

Welcome to a community where your business isn't just a storefront, *it's a statement.*

We're honored to have you join Little Blue Market; a space built on the principles of democracy, equality, and economic justice. By bringing your products and passion here, you're helping shape a marketplace that values people over profit and empowers customers to shop their values.

This is more than commerce; it is collective action. Together, we're creating an ecosystem where small businesses thrive, ethical practices are celebrated, and every transaction supports a more inclusive and sustainable future.

As a vendor, you're part of a movement that uplifts independent creators, amplifies diverse voices, and fosters meaningful connections between businesses and conscious consumers. Your work matters, and we're here to support it every step of the way.

Thank you for choosing to build with us. We can't wait to see your impact grow.

 *Kate & Erin*

 **little blue market**  

# Vendor Checklist

## COMPLETE YOUR STORE (CLICK FOR VIDEO)

- Upload images (profile, store banner)
- Add shipping details (click for video)  
Include front facing shipping policies!
- Add payment details (through Stripe)
- Add RMA policy (your process for handling product returns, repairs, or exchanges)
- Add your Social Media URLs
- Add Store SEO (Search Engine Optimization - helps potential customers find your store)

## UPLOAD YOUR PRODUCTS (CLICK FOR VIDEO)

- Upload multiple images and angles of product
- Complete product descriptions with keywords
- Add shipping classes to specific products (class = deviation from shipping price)
- Add product variations (click for video)
  
- Check your store appearance
- Check purchase and shipping cost

# Store & Product Optimizations

## STORE BRANDING

- Upload a professional store banner (1250x500px minimum to avoid blur)
- Add a clear, professional store logo/profile picture
- Write a compelling store description with your unique selling points
- Include store policies (shipping, returns, exchanges)
- Add contact information and response time expectations

## PRODUCT IMAGES

- Use high-quality images (minimum 900x900px for main product images)
- Upload 3-5 images per product showing different angles
- Optimize file size before uploading (compress to under 200KB per image)
- Use descriptive file names (e.g., "blue-summer-dress-front.jpg" not "IMG\_1234.jpg")
- Maintain consistent image backgrounds (white or transparent preferred)
- Ensure all images are same aspect ratio for uniformity

## PRODUCT INFORMATION

- Write detailed, unique product descriptions (minimum 150 words)
- Include key features in bullet points
- Add product dimensions, materials, and specifications
- Add SKU numbers for inventory tracking
- Include care instructions or usage guidelines
- Use relevant product tags and categories

## PRODUCT ORGANIZATION

- Keep product categories organized and logical
- Feature best-sellers or new arrivals
- Remove duplicate listings

# Store & Product Optimizations

## SEO & DISCOVERABILITY

- Use keyword-rich product titles (but keep them readable)
- Write unique meta descriptions for products
- Use relevant categories and tags
- Link related products together

## PRICING & INVENTORY

- Keep pricing competitive and clearly displayed
- Update stock levels regularly
- Mark items as "Out of Stock" when unavailable
- Offer product variations when applicable (size, color, etc.)
- Consider adding sale prices or promotions
- Show shipping costs upfront

## CUSTOMER EXPERIENCE

- Set realistic shipping times and stick to them
- Respond to customer messages within 24 hours
- Offer clear return/refund policies
- Add FAQ section to store page

## PERFORMANCE & TECHNICAL

- Compress all images before uploading
- Test store on mobile devices regularly
- Ensure all product links work correctly
- Remove discontinued products or mark as unavailable

## REGULAR MAINTENANCE

- Update product information as needed
- Refresh product images periodically
- Check for broken links monthly
- Check analytics to see what's working

# Vendor Rules & Expectations

We built the Market to uplift progressive small businesses and connect them with conscious consumers who care. To keep the community strong, fair, and trusted, all vendors must follow these rules and expectations.

## PRODUCT STANDARDS

- Accurate listings are non-negotiable. Every product must have a clear and honest name, description, image, and category.
- Vendors may not use other people's photos to represent their work. All product images must be original and accurately reflect the product being sold. Customer photos may be used only with explicit permission.
- No misleading or placeholder content. Shoppers deserve to know exactly what they're buying.
- Listings must match what's delivered. Items should arrive on time, undamaged, and as described.

## SHOP REQUIREMENTS

- Vendors must have a fully completed shop profile, including logo, description, location, and contact details.
- Incomplete profiles may be temporarily suspended after 30 days until all required fields are complete.
- Vendors are required to sign and uphold Little Blue Cart's Ethical Statement and Community Guidelines before going live.

## PROHIBITED ACTIVITIES

- No prohibited items. Vendors may not sell products that violate our [Community Ethics Guidelines](#), including items that promote hate, misinformation, or discrimination.
- No external links. Product listings and profiles cannot include links directing shoppers away from Little Blue Cart Market to other sales platforms or websites.



# Vendor Rules & Expectations

- No marketing emails or post-sale contact. Vendors may only contact customers about shipping, returns, or order-related issues. Any promotional outreach must go through approved Little Blue Cart channels.

## FULFILLMENT & CUSTOMER CARE

- Each shop must include clear, transparent shipping and return policies within their storefront. These should outline expected processing times, shipping carriers, and how returns or exchanges are handled.
- Vendors are fully responsible for shipping, returns, and customer service for their orders.
- Sellers must follow Little Blue Cart's shipping and return policies to ensure consistent customer experience across the Market.
- Failure to complete or fulfill orders in a timely manner may result in account review or removal.
- All vendors are expected to communicate promptly and respectfully with customers.

## ACCOUNTABILITY & ENFORCEMENT

Vendors who fail to meet Market expectations may face:

- Temporary suspension (for incomplete profiles or unresolved issues)
- Removal of listings or shop access
- Permanent blacklisting from the Little Blue Cart Market for repeated or serious violations

Our community relies on trust – between shoppers, vendors, and the platform. These rules aren't red tape; they're what make the Market a place where values and business can thrive together.

# Community Ethics & Guidelines

At Little Blue Cart, we believe shopping is more than a transaction: it's a way to shape the kind of world we want to live in. Our directory is built on trust, integrity, and shared values. To protect that trust, every business listed here agrees to the following **Community Ethics & Guidelines**.

These standards make Little Blue Cart a safe, inclusive, and empowering space for both shoppers and business owners.

## CORE VALUES

All businesses on Little Blue Market agree to uphold these values:

### 1. Equality & Inclusion

- We do not discriminate based on race, gender, sexual orientation, religion, age, or ability.
- We actively foster a welcoming and equitable environment for all customers and employees.

### 2. Democracy & Freedom

- We do not support or fund extremist groups, anti-democratic movements, or policies that restrict rights.
- We stand against political efforts that target LGBTQ+ people, women, and marginalized communities.

### 3. Empowerment of Small & Underrepresented Businesses

- We uplift small businesses and support women-owned, BIPOC-owned, LGBTQ+-owned, and other underrepresented entrepreneurs.
- We believe a diverse business community strengthens us all.

### 4. Integrity & Fair Practices

- We operate with honesty, transparency, and fairness in all business dealings.
- We are committed to ethical sourcing, responsible labor practices, and truthful representation of products and services.

### 5. Conscious Consumerism

- We understand the power of intentional spending.
- We support shoppers in making choices that reflect their values and contribute to positive change.



# Community Ethics & Guidelines

## BUSINESS AGREEMENT

By being a vendor on Little Blue Cart, businesses confirm that they:

- Align with the mission of Little Blue Cart to connect conscious consumers with progressive, anti-Trump businesses.
- Abide by the values and standards outlined in this document.
- Recognize that failure to uphold these commitments may result in removal from the Market.

## OUR SHARED RESPONSIBILITY

Together, shoppers and small businesses are proving that every purchase is an act of power. By holding ourselves to these standards, we build a movement that is bigger than any one of us.

**Because when we shop with purpose, we create lasting change.**

 **little blue market**  
**FAQs**

We're so glad you're here. Below you'll find answers to common questions about joining and selling on Little Blue Cart Market, our progressive marketplace where shoppers can buy directly from vetted small businesses.

## GETTING STARTED

### **Q: How do I open a shop on Little Blue Cart Market?**

**A:** You can open a shop by submitting a vendor application through our website. Every vendor is vetted to ensure your business aligns with our [Community Ethics Guidelines](#). Once approved, you'll receive onboarding instructions to set up your storefront and start selling.

### **Q: How long does it take to get approved?**

**A:** Most applications are reviewed within 5–7 business days. We take time to ensure every vendor aligns with our Community Ethics Guidelines and that the products fit our Market standards. Once approved, you'll receive your setup instructions to launch your shop.

### **Q: If I am not approved, will I be told why and can I try again?**

**A:** Yes. If your shop isn't approved, we'll email you with feedback about what didn't meet our guidelines or requirements. You're welcome to make updates and reapply at any time. We love seeing vendors who share our values succeed.

### **Q: What does the \$25 startup fee cover?**

**A:** This one-time fee covers your store setup, verification, and onboarding. It helps us maintain a trusted, high-quality Market of progressive businesses—no hidden costs or recurring setup charges.

### **Q: Can I sell if I'm already listed in the Little Blue Cart Directory?**

**A:** Yes! In fact, we encourage it. Directory listings are free and designed to help shoppers discover your business. The Market lets them buy from you directly, giving you another way to grow sales while staying aligned with our values.

 **little blue market**  

# FAQs

## SHOP MANAGEMENT

### **Q: How many products can I upload?**

**A:** Your product limit depends on your plan:

- Launch: Up to 15 products
- Growth: Up to 30 products
- Impact: No product limit

You can upgrade anytime through your dashboard if you're ready to expand your catalog.

### **Q: How do I upgrade or change my plan?**

**A:** You can upgrade anytime from your vendor dashboard. Simply choose the new plan level, and your product listing limit will increase right away.

### **Q: Do I need to sell a certain amount to continue to have my store on Little Blue Cart?**

**A:** No minimum sales are required. As long as your shop remains active, compliant with our rules, and listings are up to date, your storefront will stay live on the Market. We believe in steady, sustainable growth with no added pressure.

## ORDERS & PAYMENTS

### **Q: How do payments work?**

**A:** When a shopper purchases from your store, funds are processed securely through our payment system. The 10% flat fee (which includes payment processing) is automatically deducted, and the remaining balance is sent to you when you meet the payout minimum.

### **Q: Who is responsible for collecting and filing taxes?**

**A:** Each vendor is responsible for their own business taxes and sales tax filings. Little Blue Cart Market automatically calculates and collects sales tax for each order and passes it to you, the seller. You are responsible for tracking and filing those taxes properly for your business.

 **little blue market**  
**FAQs****Q: What fees are collected from each sale?**

**A:** A 10% flat fee is applied to every sale. This covers platform maintenance, payment processing, and marketing. There are no additional hidden fees or listing charges.

**Q: How do refunds and cancellations work?**

**A:** Refunds and cancellations are managed directly by each seller. Little Blue Cart expects sellers to communicate clearly, directly, and quickly with their customers. If a seller fails to respond or resolve issues, they may be removed from the platform.

## SHIPPING & FULFILLMENT

**Q: Who handles shipping?**

**A:** Each vendor is responsible for their own shipping. You can set your own rates, carriers, and delivery timelines.

**Q: Do I need my own shipping and return policies?**

**A:** Yes. Each shop must include clear shipping and return policies, so customers know what to expect before they order.

**Q: How do I share tracking information?**

**A:** Once an order ships, you'll submit your tracking number through your vendor dashboard. Little Blue Cart automatically sends that information to your customer by email.

**Q: What if an order is lost or delayed?**

**A:** If an order is lost, delayed, or damaged, it's the seller's responsibility to communicate directly with the customer within 48 hours and find a fair resolution. Transparency and responsiveness are key to maintaining trust.

 **little blue market**  
**FAQs**

## POLICIES & COMPLIANCE

### **Q: What products can I sell?**

**A:** All products must align with our [Community Ethics Guidelines](#). We welcome progressive makers, doers, and dreamers, but not businesses that promote hate, misinformation, or discrimination of any kind.

### **Q: What does Little Blue Cart expect from sellers?**

**A:** We expect every order to:

- Arrive on time
- Match its listing description
- Arrive in good condition

These standards ensure our shoppers can trust and support you confidently.

### **Q: How are disputes or complaints handled?**

**A:** If a customer has a problem, they should contact the seller first. If it's not resolved, they can escalate the issue to Little Blue Cart, and we'll review it to make sure the seller met Market expectations. If a dispute is escalated to Little Blue Cart, our team will review communication and order details to determine whether the seller met Marketplace standards. Little Blue Cart reserves the right to make a final determination to protect the integrity of the platform.

### **Q: How are returns and exchanges managed?**

**A:** Returns and exchanges are arranged directly between the customer and the seller. We encourage clear, fair return policies that are easy for customers to understand before purchasing.

### **Q: What actions are prohibited?**

**A:** Vendors may not:

- Sell items that promote hate, discrimination, or misinformation
- Post external links that direct shoppers off-site
- Send marketing emails or contact customers outside of order-related messages
- Misrepresent products with inaccurate descriptions, images, or categories
- Fail to ship, fulfill, or communicate with customers in a timely manner
- Engage in fraudulent, misleading, or deceptive practices, including fake reviews or manipulating traffic.

Violations can lead to suspension or removal from the platform. Full details are outlined in our [Vendor Rules & Expectations](#).

 **little blue market**  
**FAQs**

## MARKETING & GROWTH

### **Q: Will my shop be promoted?**

**A:** Our team regularly features vendors across social media, newsletters, and special collections. The more aligned and active your shop is, the more likely it is to be featured!

### **Q: Can I pay to be sponsored at the top of the site?**

**A:** Not right now. We want every vendor to have an equal opportunity to be discovered organically. However, we do feature standout vendors through our social media, newsletters, and editorial collections at no additional cost. Paid sponsorships may be introduced later, and current vendors will always get first access.

### **Q: How can I increase visibility?**

**A:** Keep your listings current, upload high-quality photos, and share your Little Blue Cart store on your own social media or website. Engaged, responsive sellers tend to get the most love—both from our team and from shoppers.

### **Q: Can I promote my Little Blue Cart shop elsewhere?**

**A:** Absolutely! We encourage you to share your shop link far and wide. The more traffic you bring to the Market, the more visibility everyone gains.

## TECHNICAL & SUPPORT

### **Q: What if I need help or have technical issues?**

**A:** Our vendor support team is always here to help. You can reach out anytime through your dashboard or email us directly.

### **Q: What kind of vendors belong here?**

**A:** Our sellers are artists, makers, and business owners who believe that shopping is activism, and who want their sales to reflect their values.