Sell your first product

Store & payments · https://schoolyland.com/docs/sell-your-first-product/

Your store runs on **WooCommerce**, the most widely used e-commerce system in the world. It sells anything: courses, digital downloads, coaching packages and physical goods. With WooCommerce Subscriptions (sold separately), it sells subscriptions too.

Create a product

1. In WordPress admin, go to **Products → Add New**.
2. Name it, write the description, set the price and add an image.
3. For a digital product (courses, downloads), tick **Virtual**. This removes shipping fields from checkout.
4. Publish. The product now has its own page with a working buy button.

Selling a course? Link product to course

The standard pattern on your platform (the LearnDash WooCommerce integration) has two halves. On the **product**: in the product data box, select the course in the **LearnDash Courses** field. This association is what enrolls the buyer, and the buyer's account is created automatically during checkout. On the **course**: in its Settings, set Access Mode to **Closed** and put the product's purchase link in the **Button URL** field, so the course page sends visitors to checkout. A product with an empty LearnDash Courses field sells fine but delivers nothing (see the troubleshooting checklist). One product can list several courses. That's how you build a bundle.

Getting paid

WooCommerce connects to your own payment account: PayPal, Stripe and hundreds of other gateways. The money goes directly to you, not through Schoolyland. Setting up a gateway is a one-time job under **WooCommerce → Settings → Payments**; if you're not sure which gateway fits your

country and currency, ask the support assistant. This is a very common question and the answer is specific to where you sell.

Coupons

Create discount codes under **Marketing → Coupons**: percentage or fixed amount, expiry dates, usage limits, per-product restrictions. Coupons pair naturally with email campaigns: a launch discount for your list is usually the fastest first revenue.

Watching sales

Orders appear under **WooCommerce → Orders**, with built-in reports for revenue and top sellers. Even easier: ask your connected AI ("*How were sales this week?*" or "*Who bought the workshop yesterday?*") and it reads the store data for you. See Connect your AI.

Level up

- Recurring revenue: Subscriptions and recurring payments.
- Higher order values: Build a sales funnel with order bumps.
- Partners selling for you: Run an affiliate program.