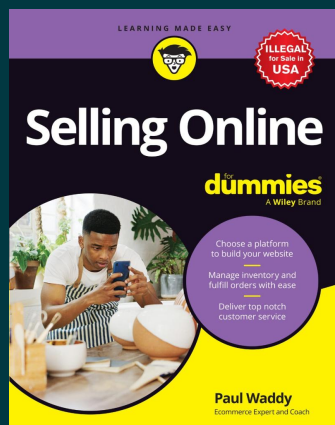




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About the Author

Paul Waddy

Paul Waddy is an ecommerce advisor with over 15 years of experience and the author of *Shopify For Dummies*. Paul is the founder of Paul Waddy Advisory and www.learnecommerce.com.au, and the co-founder of Ecom Nation. Paul's expertise is in helping online retailers scale profitably.

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