



ADDING & FULFILLING VIRTUAL & DOWNLOADABLE PRODUCTS

Introduction

The terms *virtual* and *downloadable* might sound a bit technical, but they're simple to understand. This guide will walk you through how to add and fulfill both virtual and downloadable products in your store.

But first, what's the difference between a virtual and a downloadable product?

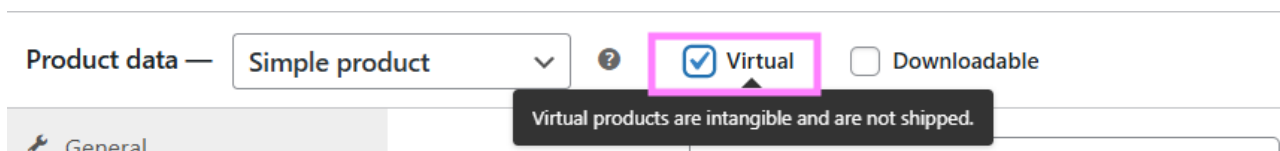
- **Virtual Product:** A virtual product is something you can't physically touch, ship, or download. These are typically services like online coaching sessions, consultations, or other appointments.
- **Downloadable Product:** A downloadable product is a digital file that customers can buy, download, and keep. Examples include PDF ebooks, digital art, templates, or printable planners.

VIRTUAL PRODUCTS

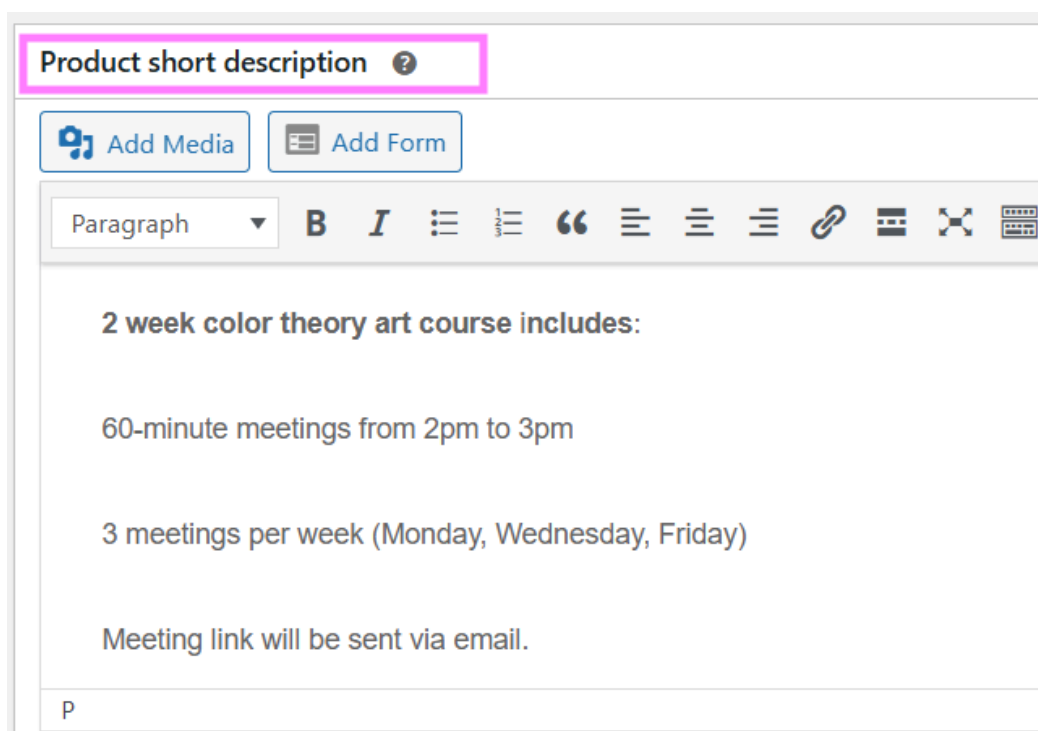
How To Add Them To Your Store

In the products section of the backend of your store;

1. Select “**Add Product**”.
2. Then, scroll down to the “**Product Data**” box. Make sure to tick “**Virtual**”.



3. Include all important and necessary information regarding the service/course/appointment/meeting in the **short description section**.





4. Including a detailed course/service breakdown in the **long description section** would be advisable so the customer knows what to expect. See our example below.

A two week course diving into the fundamentals of color theory. The course will cover basic understanding of hue, saturation, and brightness. As well as lighting, shading and shadow work.

Week 1

Lesson 1: color theory fundamentals- Primary, Secondary, and Complimentary colors.

Lesson 2: color theory fundamentals (cont.) - Warm & Cool Colors.

Lesson 3: color theory fundamentals (cont.)- Hue, Tint, Tone and Shade.

Types of Virtual Products

With the examples below, you'll load them to your store in the same way as mentioned above, however, remember to mention in your short description that they will receive a link to your course/ tutorial after purchasing it.

- **Videos/ Courses/ Tutorials:**

When someone buys your Virtual product from your store you can then share the relevant link to the customer after purchase.

(When adding your product, remember to mention in your short description that they will receive a link to your course/ tutorial after purchasing it.)

Google Drive: You can give the customer access to your course file (share via link) so they can access the entire course when they purchase it via Fempreneurs.

YouTube: You can privately upload your course videos and create a private playlist.

Zoom: You can record your course live via a zoom meeting (even if you are the only participant). An hour later the link will become the meeting link. Of which you can share with the customer after purchase (if the course has multiple videos, you can send multiple links for each course module)



Online Courses Through Another Website: You can create a standard virtual product, once a shopper has bought this product, YOU as the vendor will be able to send them the relevant details to login to the secondary website which hosts the courses. Once the item has been bought you receive all the necessary details of that shopper. Fempreneurs simply facilitate the sale.

Fulfilling A Virtual Order

HOORAY, SOMEONE HAS BOUGHT YOUR VIRTUAL PRODUCT!!! But now what?

Not to worry. Here is a simple guide to help you through the step-by-step process to fulfil your order.

Please note, it is the responsibility of the store merchant (i.e. you, not Fempreneurs) to contact the customer directly once the order has been placed with the next steps/ the virtual product link etc.

1. You'll notice that your Virtual product order is automatically marked as **"fulfilled"** so no further processing needs to take place with regards to shipping etc.

2x Virtual + product	test	R0,00	VOID	0000-00-00 00:00:00	FULFILLED
1x Virtual + product	test	R0,00	VOID	0000-00-00 00:00:00	FULFILLED



<input type="checkbox"/>	Order	Order Status	Order Date
<input type="checkbox"/>	37151	Completed	April 9, 2025 8:42 am
<input type="checkbox"/>	36998	Completed	April 7, 2025 8:59 am

2. To schedule a meeting, the customer's details can be found under their order number, which will also be emailed to you.

Order #37151 Details

General Details

Order date:

April 9, 2025 8:42

Order status:

Completed

Billing Details

Email:

cocobeans1878@gmail.com

Phone:

0665425870

In this box at the bottom of the order, you'll find their contact information where you can call to schedule an appointment or email them the specific package they have bought.

NEED HELP?

We're here to help if you get stuck!

Simply email support@fempreneurs.co.za - we also offer an "Add my products" package where we'll add your products to your store for a nominal fee.



DOWNLOADABLE PRODUCTS

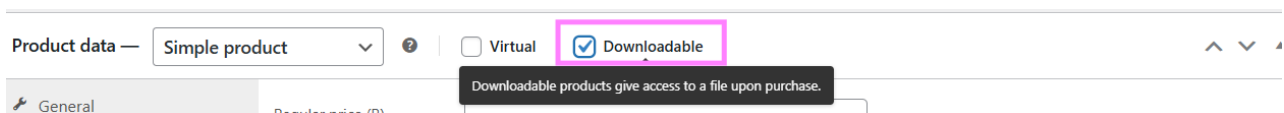
How To Add Them To Your Store

A downloadable product is a digital product that can be bought and downloaded by the customer to keep and print if they wish.

Examples of these are anything a customer can “Download”;. PDFs, digital art, vouchers, tickets etc.

In the products section of the backend of your store;

1. Select “**Add Product**”
2. Scroll down to the “**Product Data**” box. Make sure to tick “**Downloadable**”



After ticking this box, additional options will appear:

3. “**Downloadable Files**”: Add file(s) for customer download.
4. “**Download Limit**”: Specify how many times a customer can download the file(s); leave blank for unlimited.
5. “**Download Expiry**”: Set the number of days before a download link expires after purchase. If you do not wish for the download link to expire, leave this blank.
6. Click “**Add file**” to add more than one slot to upload product files.
7. Enter the file name in the “**Name**” box
8. Enter the downloadable URL in “**File URL**” if hosted elsewhere.

9. Select "**Choose file**" to insert an existing file from your Media Library or upload a new file.



10. Remember to fill in the other fields: "**long description, short description, product image, product gallery** (if needed), **tags**, and **categories**"

Types of Downloadable Products

- **Digital Art:**

To add to your store, follow the same process as above.

NB: Art/pictures for printing must have a high resolution and pixel quality!

- **Vouchers:**

BEFORE YOU BEGIN

Be sure to create your vouchers beforehand in a design app (e.g Canva). Ensure your voucher design includes all the elements in the image below: (Be sure to update vouchers if they have expiry dates.)





Ensure you also create a 1:1 image of your voucher for the product image like below.

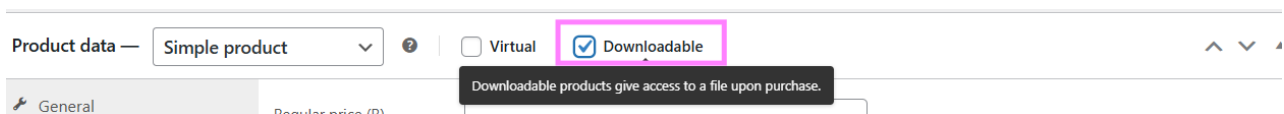


Vouchers (Single)

Here's how you add a **single** voucher to your store.

This is a **standard voucher** with a fixed price or set of products it applies to.

1. Select "**Add Product**"
2. Scroll down to the "**Product data**" box and tick "**Downloadable**"



3. Fill in the voucher price.



4. Select “**Choose file**”

This is where you will upload your voucher (**Do not** add multiple files. This is a **single** voucher. Please see how to upload multiple vouchers in the next section)

Name	File URL
R50 Voucher	https://fempreneurs.co.za/wp-content/uploads/

Buttons: Add file, Choose file

5. Fill these in if necessary; they can be left blank.

Download limit

Leave blank for unlimited re-downloads.

Download expiry

Enter the number of days before a download link expires, or leave blank.

6. Be sure to add all important information to your short description:

Product short description

Buttons: Add Media, Add Form

Paragraph

VeAmore Voucher

Expires 15th May 2025

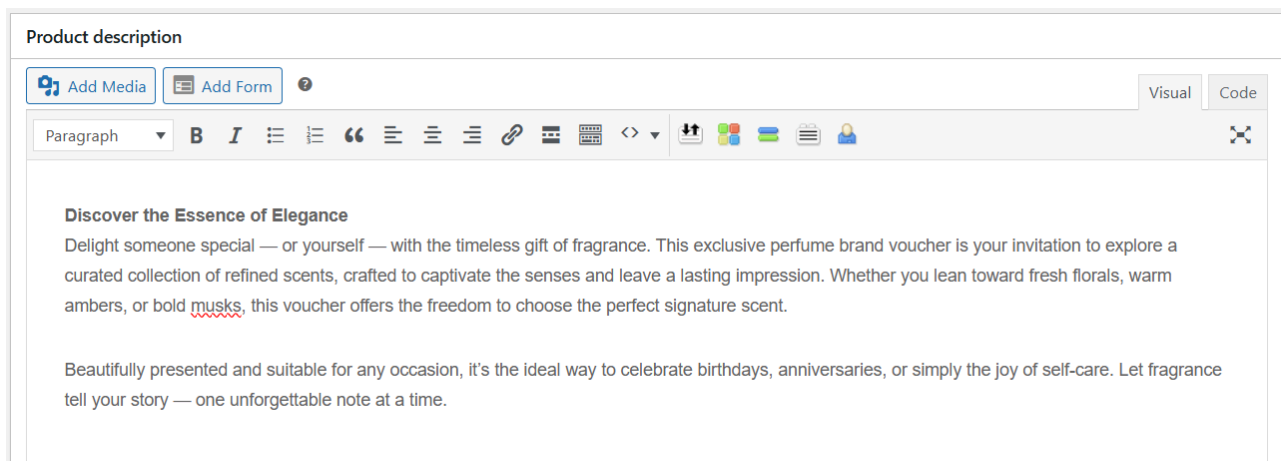
Applies to all our products in store and online



7. Remember to add your 1:1 image as your product image



8. Add the rest of the product information to the long description.



8. Remember to fill in: **Product name**, **Tags** and **Categories**.



Shipping **does not** need to be filled in as the product is downloadable.



Vouchers (Multiple)

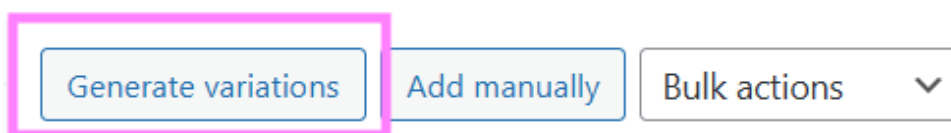
This is how to add multiple vouchers **with variations** (eg, price, value etc.)

1. Select “**Add Product**”
2. Scroll down to the “**Product data**” box and select “**Variable product**”
3. Add in your variations under the “**Attributes**” tab

Price Remove  

Name:	Value(s):
<input type="text" value="Price"/>	R50 Voucher R100 Voucher R150 Voucher R200 Voucher
<input checked="" type="checkbox"/> Visible on the product page	
<input checked="" type="checkbox"/> Used for variations	

4. Then go to “**Variations**” and select “**Generate Variations.**”



This will automatically create your product variations.



5. Drop down each variation and do the following:

- (Optional) Adding a **SKU** will help keep track of the different voucher types being sold.
- Ensure **“Enabled”**, **“Downloadable”**, and **“Virtual”** are ticked.

#37815 R50 Voucher

SKU
50VE

GTIN, UPC, EAN, or ISBN

Enabled Downloadable Virtual Manage stock?

- Fill in the product Price.
- Select **“Choose file”**
This is where you will upload your voucher:

Downloadable files

Name	File URL
R50 Voucher	https://fempreneurs.co.za/wp-content/uploads/

Choose file

Add file

- Fill these in if necessary; they can be left blank.

Download limit: Unlimited

Download expiry: Never

Follow the above process for all your voucher variations.



6. Be sure to add all important information to your short description:

Product short description ⓘ

[Add Media](#) [Add Form](#)

Paragraph **B** *I* ☰ ☷ “ ☰ ☷ ☷ ☷ ☷ 🔗 ☰

VeAmore Voucher

Expires 15th May 2025

Applies to all our products in store and online

P

7. Remember to add your 1:1 image as your product image.

Product image ^ v ▲

Click the image to edit or update

[Remove product image](#)



8. Add the rest of the product information to the long description

Product description

Add Media Add Form

Visual Code

Paragraph B I [List Icons] [Quote Icon] [Link Icon] [Table Icon] [Code Icon] [Undo/Redo] [Image Icon] [Media Icon] [User Icon]

Discover the Essence of Elegance

Delight someone special — or yourself — with the timeless gift of fragrance. This exclusive perfume brand voucher is your invitation to explore a curated collection of refined scents, crafted to captivate the senses and leave a lasting impression. Whether you lean toward fresh florals, warm ambers, or bold musks, this voucher offers the freedom to choose the perfect signature scent.

Beautifully presented and suitable for any occasion, it's the ideal way to celebrate birthdays, anniversaries, or simply the joy of self-care. Let fragrance tell your story — one unforgettable note at a time.

9. Remember to fill in: **Product name**, **Tags** and **Categories**.

Shipping **does not** need to be filled in as the product is downloadable.

- **Tickets:**

To set up tickets for events, fundraisers, markets, etc. please contact support@fempreneurs.co.za and we'll help tailor it for your specific event.

Fulfilling A Downloadable Order

HOORAY, SOMEONE HAS BOUGHT YOUR DOWNLOADABLE PRODUCT!!! But now what?

Not to worry. Here is a simple guide to help you through the step-by-step process to fulfil your order.

Please note, it is the responsibility of the store merchant (i.e. you, not Fempreneurs) to contact the customer directly once the order has been placed with the next steps.



When first uploading your downloadable product to your store, please remember to upload your product file.

This is extremely important, otherwise the customer will not receive what they have paid for.

[Schedule](#)

Downloadable files	<table><thead><tr><th>Name ?</th><th>File URL ?</th></tr></thead><tbody><tr><td><input type="button" value="Add File"/></td><td></td></tr></tbody></table>	Name ?	File URL ?	<input type="button" value="Add File"/>	
Name ?	File URL ?				
<input type="button" value="Add File"/>					
Download limit	<input type="text" value="Unlimited"/> Leave blank for unlimited re-downloads.				
Download expiry	<input type="text" value="Never"/> Enter the number of days before a download link expires, or leave blank.				

Now to fulfil your order:

1. Head to your **Fem profile > MANAGE MY SHOP BUTTON > Orders**.
You will see your order.
2. Downloadable products are automatically marked as **“fulfilled”** as no further processing needs to take place.

<input type="text"/>	R0,00	<input type="button" value="VOID"/>	0000-00-00 00:00:00	<input type="button" value="FULFILLED"/>
downloadable test product				
<input type="text"/>	R0,00	<input type="button" value="VOID"/>	0000-00-00 00:00:00	<input type="button" value="FULFILLED"/>
downloadable test product				



3. Since the product is not a physical item, no shipping needs to take place. **The customer can choose to download the product via the hyperlink provided to them at the checkout:**

DOWNLOADS

Product	Downloads remaining	Expires	Download
Virtual + downloadable test product	∞	Never	CAT 🐱

4. They will also receive the downlink link in their order email once payment has been processed.

Hi yajna,

We have finished processing your order.

Downloads

Product	Expires	Download
Virtual + downloadable test product	Never	cat :D

NEED HELP?

We're here to help if you get stuck!

Simply email support@fempreneurs.co.za - we also offer an "Add my products" package where we'll add your products to your store for a nominal fee.