

Amway MyShop Digital Storefront FAQs

Overview

MyShop is a new digital storefront for IBOs that they can use to reach and sell to customers. Formerly known as Personal Retail Website, MyShop is free, easy to set up and use and allows IBOs to customize their content, including featured products and personalized messaging and images.

FAQs

Questions and answers to help you understand the new MyShop Digital Storefront shopping experience, features and benefits.

MyShop Details

1. What is MyShop Digital Storefront?

Formerly called Personal Retail Website (PRW), MyShop Digital Storefront provides an enhanced shopping experience for IBOs to reach and market to customers. Hosted by Amway, MyShop allows IBOs to customize their site with highlighted products, personal messaging, along with many other features designed to meet expectations of today's consumers.

2. How will MyShop Digital Storefront benefit my business?

MyShop Digital Storefront is a free, professional and personalized way to showcase and sell products to customers. IBOs can choose the products and content they'd like to feature based on their business focus.

3. When will MyShop Digital Storefront be available?

MyShop will launch in the U.S, Canada and Dominican Republic in October 2020.

4. Where can IBOs learn more?

Login in to Amway.com and search MyShop to learn what the new digital storefront has to offer, how to set up/use it, share with customers and increase retail sales.

MyShop Set Up and Management

5. How do IBOs set up the MyShop Digital Storefront?

IBOs can easily set up their new digital storefront by logging in to Amway.com and searching MyShop. The MyShop Welcome page features a guided set-up process, as well information on how to manage the site, including how to edit and change photos, featured products and personal messages, etc.

6. How do IBOs transition their Personal Retail Website (PRW) to MyShop?

Amway will contact IBOs who have an existing PRW via email with instructions on transitioning to MyShop. MyShop can be set up at any time prior to the PRW expiration date of December 31, 2020. If you want to keep the URL from your PRW, you can do that by choosing “custom” in the URL step in the setup of MyShop. Customers will still be able shop on PRWs until they are expired or deleted.

7. Can someone else set up a MyShop Digital Storefront on an IBO’s behalf?

No, IBOs must create their own digital storefront due to the personalization required.

8. How will IBOs know their MyShop Digital Storefront is operational?

To confirm their MyShop is active, navigate to the MyShop section from the Business Center or Search for MyShop on Amway.com. Once you are on the MyShop landing page, you will see the Active indicator next to your MyShop Name.

9. Will IBOs receive a website address for their MyShop Digital Storefront?

Yes, IBOs will receive a website address – also called a URL – to their MyShop when they set up their digital storefront. IBOs with an existing Personal Retail Website will be able to retain their current URL.

10. Can IBOs create vanity URLs or use existing vanity URLs?

IBOs may have custom URLs created by an outside provider (e.g. GoDaddy.com[†]), which will redirect customers to their MyShop Digital Storefront and IBOs will have to procure their own Vanity URL. During the set up process, you can check the availability of your preferred URL. Amway reserves the right to reject any URL that contains a trade name, trademark, inappropriate language, or causes confusion to the site visitors. IBOs with existing and compliant vanity URLs may keep them.

[†]GoDaddy.com[®] is a registered trademark of Go Daddy Operating Company, LLC.

11. Can IBOs use Amway, product brand names or pin levels in their MyShop Digital Storefront URL?

No, a MyShop URL must not contain any trade names, trademarks, inappropriate language, or cause confusion to site visitors. Visit [Amway Social Media Guide](#) for more information.

12. Can IBOs create a MyShop Digital Storefront using mobile devices?

Yes.

13. How can my customers access MyShop?

MyShop is accessible by both mobile devices like smartphone and tablets, as well as desktop computers.

MyShop Shopping Experience

1. Can IBOs set their own pricing on their MyShop Digital Storefront?

No. MyShop will only display retail pricing.

2. Do customers need to enter an IBO ID number when they place orders through a MyShop Digital Storefront?

No, IBO ID numbers will automatically be assigned through the site.

3. Can users register as customers on the MyShop Digital Storefront?

Yes, customers may register at any time during their shopping experience on MyShop. MyShop lives on Amway.com and will have the same navigation header as the rest of the site.

4. Can customers shop on different IBOs' MyShop Digital Storefronts?

Yes. Customers are free agents and can shop with any IBO and on any MyShop Digital Storefront.

5. Can Canadian customers use the MyShop Digital Storefront in the U.S. and vice versa?

Yes, if a U.S. IBO has a Canadian customer, the customer will need to use the .ca domain instead of .com to access the IBO's MyShop (i.e.: www.amway.ca/shopname). Likewise, a Canadian IBO with a U.S. customer will need to instruct the customer to use the .com domain instead of .ca. (i.e.: www.amway.com/shopname).

6. How do IBOs change their MyShop Digital Storefront to customer view?

IBOs can paste their URL in the web browser address bar and view their MyShop as visitors. Or they may navigate to the Business Center by going to the MyShop section using the Search functions or through the Business Center, then click on the MyShop URL.

7. Can customers place an order on a MyShop Digital Storefront using a mobile device?

Yes.

8. Can customers access Amway Partner Stores through the MyShop Digital Storefront?

Yes, registered customers have access to view and place orders through Amway's Partner Stores. Non-registered customers will need to register to view and order from Partner dstores.

9. Why do customers sometimes get a 404 error when visiting a MyShop Digital Storefront?

This happens when customers have bookmarked Digital Storefront URLs from a past version of Amway.com. The customer should remove the old bookmark and replace it with the updated URL.

10. What happens to a MyShop Digital Storefront when IBOs do not renew their business?

MyShop is automatically deactivated if an IBO does not renew their Amway™ business. When the business is renewed, IBOs can reactivate MyShop by logging into the Business Center on Amway.com.

11. How are IBO sales attributed to IBOs? Does the customer have to stay with the same IBO?

We will follow the “servicing IBO” rules where you will have a “sponsor IBO” whom you will default to. However, another IBO can send a link to you, to shop on their Digital Storefront or from Share bar. That link will ensure the “servicing IBO” will get credit.

12. Can IBOs sell products to a downline IBO and transfer PV/BV through a MyShop Digital Storefront?

IBOs can sell to downlines via MyShop, but cannot transfer PV/BV.

13. What forms of payment will be offered through MyShop Digital Storefront?

MyShop will use the same forms of payment that are accepted by Amway.com.

14. Can non-registered customers purchase product using a MyShop Digital Storefront?

Yes. They will check out as a guest.

15. Can products purchased through a MyShop Digital Storefront be added to a customer’s DITTO™ order?

Yes. The checkout process from MyShop is the same as it is on Amway.com.

16. Is the return process changing?

No. The returns process will remain the same.

Promoting MyShop

1. How will customers know about an IBO’s new MyShop Digital Storefront site?

IBOs will be responsible for sharing the new link with their customers.

2. Can IBOs post their MyShop Digital Storefront URL to their social media channels?

IBOs may link to MyShop only on profile pages of their social media channels. They may also include MyShop links in posts they share in closed environments. Please refer to the [Amway Social Media Guidelines](#) for more information.

3. Can IBOs publish MyShop Digital Storefront URLs on business cards?

Yes, IBOs may include their MyShop URL on business cards. All business cards must be submitted to Business Conduct & Rules for review.

4. Will MyShop Digital Storefront be searchable on search engines such as Google[®], Bing[®] and Yahoo![®]?

No, customers may access MyShop by putting the URL in the web browsers’ address bar.

5. Is MyShop Digital Storefront connected to the new share feature on Amway™ product pages?

No. The new share feature connects the customer directly to the IBO, not their MyShop.

6. Is domain masking allowed?

No, Amway does not allow use of this practice.

7. What is Domain Forwarding?

Redirecting requests on the internet to a different online address.