SPIRIT STORE

Installation & Administration Guide

One WooCommerce site. A branded storefront for every group you sell to.

Covers: Spirit Store 0.9.x · Spirit Store Chat 0.4.x · Spirit Store Theme 1.1.x · Elementor Template Kit

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1. What Spirit Store Does

Spirit Store turns one WordPress + WooCommerce site into many branded storefronts. Each group you sell to — a school, a little-league team, a company, a chapter — is an "entity": a record holding its colors, logo, mascot, and order deadlines. Products are assigned to entities, pages re-brand themselves per entity, buyers find their storefront through a live search, each entity gets a front-end admin portal, and an optional AI chat assistant answers questions from live store data.

The word "Entity" is only a default. A Terminology setting renames the entire product to your market — School/Schools, Team/Teams, Company/Companies — across the WordPress admin, the storefront, the importer, and the chat assistant.

The pieces

Component	What it provides	Required?
Spirit Store	Entities, branding, portal, live search, CSV import, REST API, webhooks	Yes
Spirit Store Chat	Floating/inline AI chat widget wired to your n8n workflow	Optional
Spirit Store Theme	Hello Elementor child theme with the design system	Recommended
Elementor Template Kit	8 importable templates: header, footer, entity page, product pages, home, portal, 404	Recommended
n8n workflows (Pro)	Order emails, daily digest, deadline reminders, chatbot brain, event alerts, AI product images	Optional

2. Requirements and Site Preparation

- **WordPress 6.2+** (tested to 7.0) on any decent host, with pretty permalinks enabled (Settings → Permalinks → "Post name").
- **WooCommerce** — products, cart, checkout. Complete the WooCommerce setup wizard first.
- **A payment gateway** — e.g. Stripe via the official WooCommerce Stripe plugin.
- **Elementor + Elementor Pro** — required for the template kit and the dynamic tags that re-brand one template for every entity. The core plugin works without it.
- **Hello Elementor theme** — free on WordPress.org; the Spirit Store Theme is its child theme.
- **For automations:** an n8n instance (cloud or self-hosted) and an OpenAI API key for the chat assistant and image generator.

3. Installing Spirit Store

1. Go to **Plugins** → **Add New** → **Upload Plugin**, choose `spirit-store-x.y.z.zip`, install, and activate.

2. Open **Settings** → **Spirit Store** and set your **Terminology**: the singular and plural words for your market (School/Schools, Team/Teams…). Every label in the product follows this immediately.
3. Open the new **Entities** menu (it wears your terminology) → **Setup**. This checklist verifies WooCommerce, Elementor Pro, permalinks, required pages, entities, and product assignments — with one-click fixes. Work down it until everything is green.

> **Upgrading from School Storefronts or Entity Storefronts?** Install the new plugin BEFORE deleting the old one. Deleting the old plugin runs its uninstall routine, which removes the admin role and settings; Spirit Store 0.9.2+ repairs the role automatically, but you may need to re-enter Settings → Spirit Store afterward. All content survives either way.

4. Creating Entities

Each entity is one storefront. Go to your Entities menu → Add New:

- **Title & content** — the entity name and an optional description (shown on search cards).
- **Branding box** — primary and secondary colors, mascot name, and logo. These drive page colors, buttons, the chat widget, and Elementor dynamic tags.
- **Order Deadlines box** — optional dates the reminder workflow and deadline banner use.
- **Featured image** — shown as the card photo in the storefront search grid.

Where entities live (URLs)

Entity pages publish at /stores/{entity-slug}, each entity's product archive at /catalog/{entity-slug}, and the admin portal at /portal/. Older links using /schools/, /school-store/, or /school-portal/ redirect automatically. Developers can change the bases with the ssfstore_entity_rewrite_slug, ssfstore_catalog_rewrite_slug, and ssfstore_portal_path filters.

5. Products and the Spreadsheet Importer

Create WooCommerce products as usual. Assign each product to one or more entities with the entity checkbox panel on the product edit screen (the panel and admin column wear your terminology). A product assigned to several entities appears in each of their storefronts.

Importing from Excel/CSV

1. Save your Excel sheet as CSV UTF-8.
2. Add a column named with your plural label (e.g. **Teams** — the legacy header **Schools** still works) containing comma-separated entity names or slugs.
3. Run **Products** → **All Products** → **Import**. The column auto-maps; imported products are assigned to those storefronts.

Entities must already exist — unknown names are skipped rather than auto-created, so a typo cannot create a broken storefront. The product exporter includes the same column, so export → edit in Excel → re-import round-trips cleanly.

6. Theme and Elementor Template Kit

Install the theme

1. Install the free **Hello Elementor** theme (Appearance → Themes → Add New).
2. Upload and activate `spirit-store-theme-x.y.z.zip` (Appearance → Themes → Add New → Upload).

The theme styles buttons, product grids, forms, and tables from each entity's colors via CSS variables, and adds helper classes you can put on any Elementor container: ssf-hero (gradient hero in the entity's color), ssf-stripe (accent bar), ssf-card, ssf-pill-generic.

Import the template kit

1. In Elementor: **Templates** → **Saved Templates** → **Import Templates** — upload the whole kit zip.
2. **Theme Builder templates** (header, footer, entity page, product page, product archive, 404): open Templates → Theme Builder, publish each with its display condition — Header/Footer: entire site; Entity Page: singular Entities; Product/Archive: their WooCommerce conditions; 404: 404 page.
3. **Page templates** (Spirit Store Home, Spirit Store Portal Page) are page content, not Theme Builder entries. Edit your homepage (and your portal page) with Elementor, then insert the template from the folder icon → My Templates. Each already contains its shortcode — remove any bare shortcode previously on the page so it isn't rendered twice.

> The kit's page templates use the `[ssf_entity_search]` and `[ssf_entity_portal]` shortcodes, which exist in Spirit Store 0.9.0+. Import the kit only after installing the current plugin.

Dynamic tags

With Elementor Pro active, a Spirit Store dynamic-tag group provides Entity Text (name, mascot, deadlines), Entity Color (primary/secondary), and Entity Logo. Use them in the entity-page template so one template renders every storefront. To preview any Elementor page as a specific entity, append ?ssf_entity=that-entitys-slug to the preview URL.

7. Entity Admins and the Portal

Entity Admins are your on-the-ground contacts (a school counselor, a team manager). They never see wp-admin: logging in sends them to the front-end portal, where they can toggle which catalog

products appear on their storefront and propose product packages. Proposed packages arrive for you as pending grouped products, and the n8n Plugin Events workflow can email you an approval link.

Creating an Entity Admin

1. **Users** → **Add New** — create the account with the **Entity Admin** role (the role name follows your terminology).
2. Open their profile and set **Assigned entity** — they can only manage that one storefront.
3. Send them the portal address: `yoursite.com/portal/`.

The portal page is created by the Setup checklist and contains the portal shortcode. Signed-out visitors see a login form; signed-in users without the Entity Admin capability see an explanation with a link to My Account (not another login form); Entity Admins see the portal. You may rename or move the portal page freely — the plugin finds it by its shortcode.

8. Customer Membership ("My Entity")

Registered customers can pick their own storefront under My Account → Account details ("Which team do you shop for?" — the wording follows your terminology). The selection personalizes the chat assistant: even on general pages like the homepage or cart, the assistant knows which storefront a logged-in member shops for and answers accordingly, phrasing it as "your team's store." Page context always wins when they are browsing a specific storefront. Membership grants no admin access, and only the entity's slug — never a name or email — is sent with chat messages.

9. The Chat Assistant (Spirit Store Chat)

1. Install and activate `spirit-store-chat-x.y.z.zip`.
2. In your n8n instance, open the Chatbot Agent workflow, click its Webhook trigger node, copy the **Production URL**, and paste it into **Settings** → **Spirit Chat** → **Webhook URL**. The launcher appears once this is set.
3. Brand the widget: colors, logo, assistant name, greeting, launcher style, position, display rules.

With "entity colors" enabled (default), the widget wears each entity's colors and logo on that entity's pages, falling back to your configured brand elsewhere. Display rules: all pages, homepage only, entity pages only, or only pages containing [ssf_chatbot]. The same shortcode also embeds the chat inline in any page.

Each message sends only: the message text, a random session id, the current page's entity slug, the logged-in customer's membership slug and a yes/no logged-in flag, and your terminology label. Reflect this in your privacy policy.

10. Automations (n8n Workflows)

The Pro bundle includes six ready-made n8n workflows. Import each JSON (Workflows → Add workflow → ⋯ → Import from File), then follow the sticky note inside each one.

Workflow	What it does
Order Lifecycle	WooCommerce order webhooks → confirmation, completion + review request, or cancellation emails, plus a rep alert. Optional HMAC signature verification.
Rep Daily Digest	A 7:00 summary email of the previous day's orders (skips zero-order days).
Deadline Reminders	Daily check of every entity's deadlines; emails you 60/30/7/1 days out.
Chatbot Agent	The AI brain behind the chat widget — OpenAI + live-data tools reading the plugin's public API.
Plugin Events	Receives package proposals (approval email with review link) and entity-saved notifications. Its Config secret must match Settings → Spirit Store.
Product Image Generator	Run manually: AI feature images for products without one, converted to JPEG and attached.

Wiring WordPress to n8n

- **Order events:** WooCommerce → Settings → Advanced → Webhooks: add "Order created" and "Order updated" pointing at the Order Lifecycle production URL; set a strong Secret.
- **Plugin events:** paste the Plugin Events production URL into Settings → Spirit Store, and enter a shared secret of your choosing — the SAME value must be in that workflow's Config node. The plugin sends it as an X-SSF-Secret header; the workflow ignores requests that don't match. There is nothing to "generate": you invent the secret (a long random string) and paste it in both places.
- **Chat:** paste the Chatbot Agent production URL into Settings → Spirit Chat.
- **Order-webhook hardening (optional):** set NODE_FUNCTION_ALLOW_BUILTIN=crypto and WOO_WEBHOOK_SECRET=<your Woo webhook Secret> in the n8n environment and restart; until then the Order Lifecycle workflow deliberately accepts unsigned requests so testing works.

The workflows read the store through the plugin's public REST API at /wp-json/ssf/v1/entities (list), /entities/{slug} (one entity), and /entities/{slug}/inventory (live products). These endpoints expose only published storefront data — never orders or customers.

Appendix A — Shortcode Reference

Shortcode	Purpose & attributes
`[ssf_entity_search]`	Storefront finder: live-search grid of entity cards, plus a Products & Packages section for matches. align="center|left" (default center).
`[ssf_entity_portal]`	The Entity Admin portal (login-aware).
`[ssf_products]`	An entity's catalog through the native WooCommerce grid. school_id="" limit="12" columns="4"; defaults to the current entity context.
`[ssf_deadlines]`	Deadline banner for the current (or school_id="") entity; hides when no dates are set.
`[ssf_chatbot]`	Chat plugin: inline chat embed. height, width, max_width; mode="floating" marks a page for the floating widget in shortcode display mode.
`[ssf_school_search]` `[ssf_school_portal]`	Legacy names for the first two — permanently supported; existing pages keep working.

Appendix B — Troubleshooting

Symptom	Fix
Entity pages 404 after install/update	Rewrite rules flush automatically on each plugin update; if a 404 persists, visit Settings → Permalinks and click Save once.
Entity Admin sees "only for Entity Admin accounts"	Confirm the user's role is Entity Admin and an entity is assigned on their profile. 0.9.2+ self-heals a role/capability that an old plugin's uninstall removed — load any page once after updating.
Login on the portal page seems to loop	The signing-in account isn't an Entity Admin — the portal now says so explicitly and links to My Account.
Chat says "school" or asks which storefront on an entity page	Update to Spirit Store Chat 0.4.0+ and the current Chatbot Agent workflow: the widget sends your terminology and the page's entity slug with every message.
Package/entity notifications stopped	Re-check Settings → Spirit Store: the webhook URL and shared secret may have been cleared when an older plugin edition was deleted. The secret must match the workflow's Config node exactly.
Old /schools/ links in the wild	They 301-redirect to /stores/ automatically; no action needed.

Support

Pro Bundle purchases include 30 days of email support: support@ais.email (include your order number) · 404-293-0331. Prefer not to run any of this yourself? Ask about the Managed tier — we host, monitor, and update the automations for you.