

The Ultimate E-commerce Guide

This definitive guide covers choosing a niche, picking a domain, creating a logo for your business, choosing suppliers, finding products and setting up marketing campaigns.



TABLE OF CONTENTS

1	What is eCom/Dropshipping?
2	Becoming a Drop Shipper
3	Choosing a Niche or General Store
3	Picking a Domain Name
4	Logo & Brand
5	Why You Should use Shopify
6	Drop Shipping Suppliers
8	Finding Profitable Products & Niche Ma...
10	Making Money With Dropshipping
11	How to Get Visitors to Your Store
13	Email Marketing
14	Wrapping Up

1. What is eCom/Dropshipping?

Ecommerce allows you, as an individual, to take control of your life by owning your own business. You will be selling products to people all around the world right from your very own website.

The focus of this cheat sheet is dropshipping e-commerce, which is the simplest and easiest to get started.

Dropshipping is a business model that allows you to sell many different items that you will never the stock yourself. You will simply do research on products you want to sell, and list images of these products on your store, followed by marketing the product(s). When someone makes a purchase you simply order the product from the vendor which then gets sent to the customer directly.

The whole idea is that it saves you a lot of money by not having to order any items that could end up sitting on your shelf forever. Most importantly, it allows you to test any number of products in any niche. If the product just does not sell there is no loss to you except for the advertising expense.

You make money by marking up the products several 100%. For example, you can easily find items for one or \$2.00 and sell them for \$20.00.

When you find a winning product, you will simply scale your ads and watch the sales come in. Many people have gotten rich just off of one product but the idea is to rinse and repeat for even more money.

Here is an illustration of how it works:



2. Becoming a Drop Shipper

Saying that anyone can become a drop shipper is not true. Sure, if anyone has the knowledge on how to do it they can become successful, but the ones that have an entrepreneurial spirit are the ones that survive in this business.

If you are easily discouraged by sub par results, this might not be a business for you. There is a lot of testing involved with many different products before you find a winner. Many people quit before this happens so they are doing themselves a disservice by not being persistent.



If failing a few times does not affect you and you take that as a positive learning experience, then there's no reason why you cannot succeed. Rewards come to those that persist and keep at it.

The type of drop shipping that we will focus on will be the model where you have your own store hosted on Shopify. This is the easiest way to get started and will minimize any challenges that you may have. There's a lot of good support with Shopify and it's the most trusted platform.

If you are looking to do any high-ticket drop shipping or try to white-label your own products and try to dropship them, sorry but this cheat sheet won't be focusing on that.

We will focus on getting your products directly from the manufacturer/supplier who will do the dropshipping for you. This makes it much easier and less work for you. Less headaches is good!

3. Choosing a Niche or General Store

Long before you decide on a domain name for your store, you need to determine whether you want to start a niche or a general store. To explain these, a niche store would be a site all about the same topic, for example – Fishing.

In this store you could sell anything from fishing lures to lifejackets. It's laser targeted to this industry so there would be some type of instant trust built as you'll be seen as the expert in fishing. However, you won't be able to grow beyond this and are limited to only selling products related to fishing.

A general store gives you the freedom to test just about any product that you can drop ship. This is the preferred method and I will tell you why. With this model, you can test any number of products as they come out. It's not tied to any niche so it won't matter if you have a bunch of random stuff on your store. People will know that you sell "cool stuff" and will come back often to check what you've got.

If you really want to focus on a niche store, you can still do that model and it can become quite profitable. However, if you are in the category of "I have no idea what to sell" then it's a no-brainer – you must start a general type store!

4. Picking a Domain Name

The domain name you choose is going to be extremely important. You need to pick something that is catchy and easily remembered. If you're doing a niche store on fishing, you want to have the word "fishing" in your url for obvious reasons.

For a general store, the name can be something even that you make up. One cool tool that I use is the Domain name generator from Shopify - <https://www.shopify.ca/tools/domain-name-generator>

Try it out and see what you can come up with.

Once you have your domain, register it with Godaddy or Namecheap. You can buy the domain from Shopify too, but we strongly suggest getting it from either one of these two registrars.

Make sure you get domain privacy too so your personal information is not visible to anyone on the web. Namecheap has a free private registration and with Godaddy, you have to pay - so it's a no-brainer - just go with NameCheap. You can register a domain for as low as \$10 a year.

5. Logo & Brand

There are too many stores with a really ugly and unprofessional logo design.

Don't be like them! Take your time to create your Logo and make sure the colors on your store are uniform. A good theme can help you choose your colors so make sure that the logo stands out, but also “ts” well with the site colors.



You can get logos made cheaply from Fiverr.com or you can hire someone from Upwork.com. Pick out a few existing samples of logos that you like and would work well with your site as far as the look. Send these to your graphic artist to draw inspiration from.

Having a professional logo that stands out and looks good will also help your with your brand and build trust. Don't skimp on this step!

Put it this way. Have you ever purchased anything from a site that doesn't look professional and with an ugly logo?

Chances are you probably haven't. The only exception would be if it is a trusted name or you were referred to the site from a friend.

When you are trying to win over a customer that has never been to your site before - you better have a good logo or they are going to bounce!

6. Why You Should use Shopify

There are many different ways to host your store online. Besides Shopify, there are other platforms like Magento, WooCommerce, Weebly, Volusion, etc. The reason why we like Shopify is that it is the easiest to use and there are many options to add customizations.

The support is also excellent and as a beginner, the last thing you want is to try to figure out how to properly set up your store. You want to have a solution that works and is easy to manage so you can focus on the one thing that matters – making money!

There are also a lot of apps available for you to use to customize your store. Premium themes have also been developed to be used on the Shopify platform. It's highly suggested that you get a premium theme to avoid having to pay monthly fees for apps.

Shopify plans start at \$29 a month. This includes hosting, unlimited products on your store, 24/7 support, a free SSL certificate (extremely important) abandoned cart recovery, and more.

There are other options but to start, you just need the basic plan.

	Basic Shopify All the basics for starting a new business	Shopify Everything you need for a growing business	Advanced Shopify Advanced features for scaling your business
Monthly price	USD \$ 29 /mo	USD \$ 79 /mo	USD \$ 299 /mo

7. Dropshipping Suppliers

Choosing the right supplier is a critical step that you will need to take. There are a few factors that you need to take into consideration when you're trying to find a drop shipping supplier.

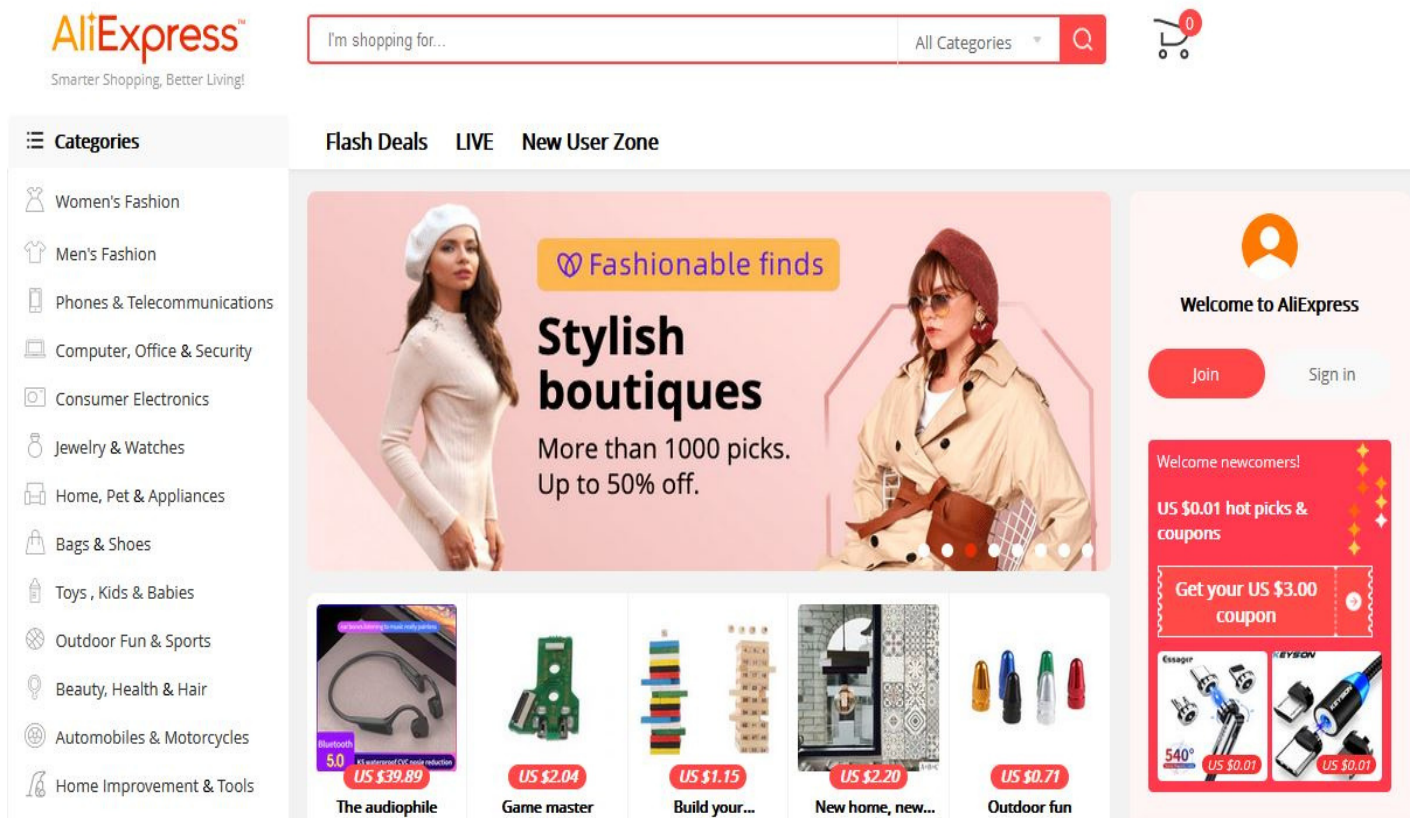
If you already know what products you want to sell you need to ensure that your supplier is going to be providing you with the high level of service that you expect. Your business relies on this so you need to be sure to select the proper supplier to do your dropshipping.

Because our focus is on low cost items you're going to find these suppliers mostly in China. If you're dealing with higher cost items than generally these will be local to you. With print on demand items such as T-shirts and mugs you'll be able to find a supplier that's local to you as well. These are mostly found in the USA.

For the unique and inexpensive items you're going to focus on drop-shippers from China and you may well be aware of the site – Aliexpress.com. This is the preferred site for many people in the drop shipping business because of the sheer amount of products that are available. What's great about this site is that the same product can be found from many different suppliers.

You can find everything from fashion, jewelry, home improvement, electronics and more.

Whether you have a niche or general store, you are going to find EXTREMELY cheap products to markup big and sell on your store.



If you know which product you want to sell you will be able to look at each individual supplier to see which one offers the best deal. It's very important that you don't choose based on price.

You may find an item that could be 10¢ cheaper but if the drop-shipper is new and doesn't have any reviews or data, this could be a risk because some of these drop-shippers end up disappearing after a while.

So in essence you will need to find a drop-shipper that has been in business for a few years and has many positive reviews. This will enable you to get hassle-free service and ensure that your customers receive their goods without issue.

You should also contact your supplier before listing the product on your store. When you talk to them you'll be able to ask some questions about the service they provide. When you build a relationship with your supplier this will make it easy for you to get questions or disputes solved much quicker.

Another suggestion which isn't always necessary but you could order a sample of the product from the supplier just to ensure the quality of the item. You'll be able to see how they package the item so you know exactly how your customer will then receive it is well.

This way you can correct any issues that you might see before starting to sell it on your store. Most of the time though this is not necessary but it certainly an option. A well known drop-shipper/supplier understands the needs of store owners because they have built relationships with others as well.

Suppliers to avoid

You want to ensure you avoid any suppliers that are either new, have bad reviews, negative feedback and that expect a monthly fee to do business with them. This is bad for business and is not in normal practice so you should avoid this at all costs. A good supplier will never charge you a monthly fee to do business with them.

Minimum order

You must also contact the supplier to ensure that there is no minimum order. Most of your sales will be single sales only so you need to make sure that your supplier will have no issues with sending out single items to your customers.

There are other options to Aliexpress and a great tool to find dropship suppliers is with Salehoo. It gives you access to over 8000 dropship suppliers to choose from.

8. Finding Profitable Products & Niche Markets

There are a few different ways to find products and niche markets. First up is the lazy way. Here, you will simply go on to Aiexpress.com and look through all the products selling. If you are in a niche market they should be easy for you. You will want to see the total amount of orders which is displayed in the product description. If you see an item that has a lot of sales it could be something to consider.

Another way to find products with the lazy method is to click on the top-selling items. Here you'll see what items are selling the most and can use this to start your research. You can also focus on products similar to the top Sellers as these could be either complementary items you sell along with that item or focus on that new item entirely.

Facebook Feed

One hack is to type in phrases like "50% off", "free shipping" and the Facebook search box. You'll then click the video tab, select the current year, and search for videos from the last three months.

You will then be able to see all the ads for the latest dropshipping products. Take a look at all the comments, views, and shares, and focus on the ones with the highest engagement. These could be items that you could consider. This may also give you ideas for a niche market that you can expand on.

Instagram

Influencer marketing is huge these days and one of the ways to find winning products is to see what Instagram influencers are posting. You will need to do some research here to find influencers and the best way to know if they will do posts for your products is to simply just contact them or see what they are posting.

Spy on other stores

Finding products in existing stores that get a lot of traffic is a great strategy for the simple reason that the stores are not going to waste their traffic on products that don't sell. The logic is simple. If the store has a lot of traffic and you see a product that has been on there for a while chances are it is doing well. The stores have big budgets to do a lot of testing so if a product is selling it's going to remain in the store until it sells out.

Keep in mind not all of these products will be doing well as some could be in a testing phase.

Chances are the products on the first page are doing good so you should focus on them. You will need to do more research on each individual product so just use the strategy as a guideline.

To Find the stores simply follow the directions below:

STEP 1 - Go to MYIP.MS - enter this in your browser

STEP 2 - Enter this IP address: 23.227.38.32 and then click "Whois Lookup"

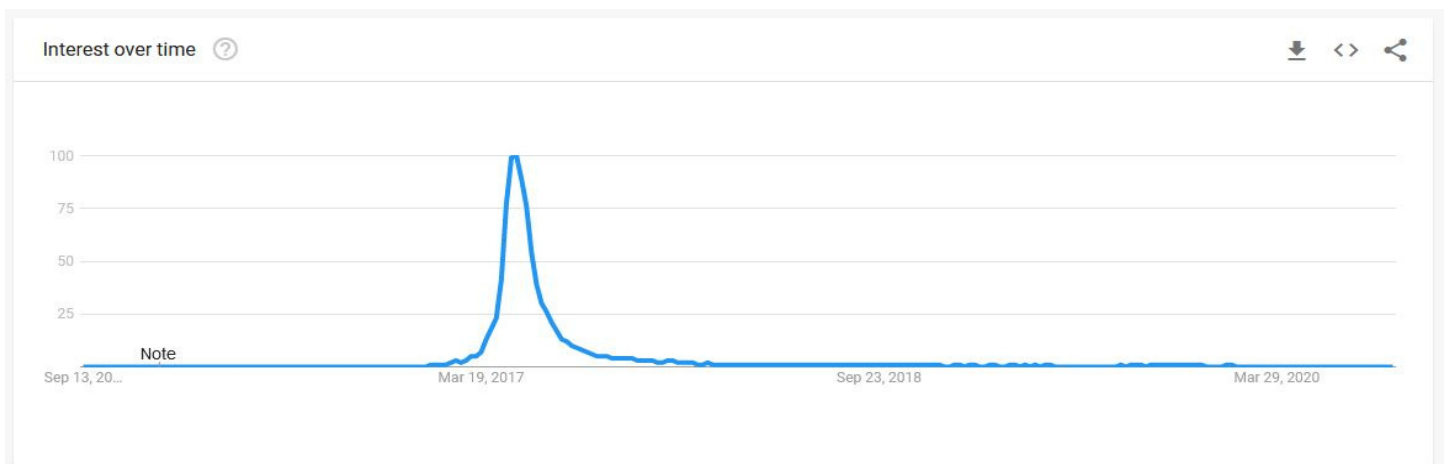
STEP 3 - Click on "Other Sites on IP"

STEP 4 - View the list and click on "View All Records" to get more results

By following the above steps you'll be able to find many stores on the Shopify platform. You'll be able to see what other stores are selling and either get inspiration or find your next winning product from that list.

Google Trends

With Google Trends you'll be able to determine the popularity of a product. You'll be able to see if a product is starting to tank in popularity or if it is trending up. If you can find a product that is starting to trend up in a viral way then you could possibly make a fortune with this.



9. Making Money With Dropshipping

The money you make in dropshipping is fully dependent on how much effort you put into it. We are sure you have seen on Youtube a lot of the so called guru's with their fancy cars and homes boasting how much money they make. While this can be true there's a lot of scammers out there who make you believe that if you buy into whatever they are selling that you'll become rich like them.

They will make it seem that it's easy to make money in this business but the truth of the matter is many people do fail. The reason for this failure is that they expect instant results and when it doesn't happen they quit.

Persistence is key in this business so if you are one to give up easily it probably isn't for you. We are not saying that your first product won't be a hit as it could happen, you'll just need to understand that it could take many more products to test before you find that winner that you can start scaling to make some serious money.

Most of your money will come from a few of your winning products. You may only even have one product that is absolutely killing it which is OK but you should always be testing other products. The more winning products you have the more money you make. With the success of your winning products you'll build up your brand name which in turn will help you sell other products on your store.

Aside from doing paid advertising on either Facebook or Google Ads, email marketing is a strategy that you also should employ to make even more money. With email marketing you will build up a fan base whereby simply sending out a single e-mail you could potentially make thousands of dollars. This doesn't cost you anything to do except for the monthly fee of your auto responder which is minimal.

The products you choose also needs to have a good enough markup to cover the costs of your advertising and other fees. If you price too low you can either be in the red or break even. You'll want to make sure that it's priced right and you can get a lot of information from your competitors. See what they are pricing the same item at and adjust your is accordingly.

You don't need to undercut them by charging less, in fact you could even charge slightly more for the item by providing a lot more benefits and information about the product.

Saving money also helps and one of the ways to reduce your monthly fees is by getting rid of your paid apps and get a premium theme which includes all these apps. The premium theme does require a bit of investment upfront but pays for itself in the long run. There are two reasons for this. The first is that your conversions will be greater simply because these themes are built for conversions and second, you're not paying for apps anymore.

Also, since the apps are integrated into the theme, your site will be faster due to coding. The more apps you have the slower your site will become. It's important to have a fast site as this is a conversion factor. People simply do not stick around for site that takes more than 3 seconds to load.

A lot of the money making and drop shipping comes from two things. First you need the proper mindset with a "never give up" attitude. Second, you need to know what you're actually doing. A lot of people get into this business without proper training and start spending money without seeing any results. The free training you find online whether it's from a Google search or a Youtube video might help but this information could be outdated and is a strategy that no longer works.

So How Much Can You Make?

Potentially, you could make six figures in a month with drop shipping. Finding a winning product or two can make all the difference. Keep in mind that profit is usually 20-30% in dropshipping so when you hear people doing six figures a month it's not all profit. Hell, 20-30% of six figures is still good money and a hell of a lot more than any job will pay you.

10.How to Get Visitors to Your Store

So your store is online, you've got a few products up there and now all you need is the traffic. The most common method to attract visitors to your store is through Facebook paid advertising.

Many drop shippers focus on this method only and for good reason. The type of marketing you will be doing for your products on Facebook is targeted traffic to people that may be interested in your product.

Facebook Ads

Facebook has so much data on their users that you can use that data to find people that might be interested in your product. For example, if you are selling a cat toy, you could set your campaign up to target people that are cat owners.

This will ensure that your ad is only seen by people that actually own a cat. The same theory would apply to any product you sell. You can target interests as well, for example if you want to sell a golf product, you'd target people that are interested in golf.

Retargeting ads with Facebook

An even more effective way to get people to buy from you is to do retargeting. When someone visits your store, they will see your ad again on a different webpage when they click on from your site. This does two things. First, it reminds them again of the product you are offering and could convince them to return and buy and two, it builds brand awareness.

When people are more familiar with your brand, they will trust you more and a purchase is more likely than if they have never heard of you.

Facebook ads for Dropshipping is very complex and it's something I can't teach in this cheat sheet because of how much is involved.

Do not fear though, the training you can get for Facebook ads makes it easy to learn. Some of the best training for Facebook Ads with the dropshipping model comes with this course.

Sales Funnels

Having a sales funnel to "warm up" your customers is another strategy that will increase your sales. With a sales funnel, you can get your potential customers interested in your product and also do upsells.

Selling your customer 1 or 2 more complimentary products can almost double the money you are making. Many companies are doing this and although it's an option, it is something you should consider.

Clickfunnels is considered to be the best in this business and although it is not cheap, (\$97 a month) it's a tool you can consider to add in your marketing arsenal.

Instagram Influencers

A very popular method (and probably the easiest) is to find an Influencer in your niche to do a 24 hour (or longer) post on your product.

This is how it works. Say for example you are in the pet niche and want to sell a new product in that space. The first thing to do is to find an influencer in that niche. It could simply be a popular account on cats, dogs, or something that would make sense.

First check out that they have at least 30,000 followers, have good engagement on their posts, comments, likes, etc. then reach out to them.

Ask them if they would be willing to put up the image of your product and a link to your product in the bio for 24 hours. They would then post it and rave about your product to their followers. Expect to pay anything from \$20 and up, depending on how popular the page is. If you negotiate well, you could get these really cheap.

Many marketers have pro ted big from this strategy so it's something you should definitely test.

Google Ads

A lot of drop shippers are starting to use Google Shopping Ads either in tandem with Facebook Ads or separately.

Google Ads overall can be a bit more expensive than Facebook but the difference is you get much better quality traffic.

What's different about Google Ads is that when people are searching for an item in Google, you'll end up seeing your ad with an image on the page. Also new is when people search for related items in Youtube, the ads will also appear just below the video where you can scroll through various related products.

This relevance is very powerful because people are already searching for the item that you will gear your ads towards. So the main difference here is that on Facebook you will be targeting people with interests that match your product, in Google Ads you're targeting people that are actually looking for your product. For example, if you are selling a PacMan night light when people search for "Pacman Night Light" or "best Pacman Night Light" your ad will come up. The targeting is much more specific and they are ready to buy.

When someone clicks on your ad on Google, you can even retarget them on Facebook after. At some the point they will most likely buy from you especially if you are retargeting.

At the end of the day, you really should not just focus on one form of traffic. Having traffic coming from a variety of sources will be your best bet to get more conversions and to help you build your brand.

See pac man wall light Sponsored ⓘ

		
Pac-Man Lamp Ghost Light \$38.96 Seller Free delivery	Marvel Hulk Fist 3D Wall Light \$39.44 Amazon.ca Free delivery	PAC MAN - Ghost Lamp M... \$57.72 Seller Free delivery

[→ More on Google](#)

11. Email Marketing

Most people that start a dropshipping store never bother setting up an email campaign. It's not super important to start one right away, but when you start getting traffic to your store, do not ignore this strategy!

When you send out an email to your subscribers, you are essentially "printing money." The best part there is no cost to you except for the monthly fee of the autoresponder which is free if it's Mailchimp or \$15 to start with GetResponse. Every time you send an email to your list it's very likely you will have some purchases and the bigger your list, the more money you can make.

Keep in mind you have to be crafty with your emails and ensure that it is targeted. If you have a niche store this is easy, but with a general store, it's a little more difficult. There are ways though that you can get around this so that you'll be able to still capture the interest of your reader with your products.

With a general type store, you can "segment" your lists so that your emails will be more targeted.

You can segment them into these types:

- A general list

- A list of people that have made a purchase

- A list of people that have abandoned cart

To give you an idea of how this would work, let's take the Abandoned Cart example. Someone comes to your store, enters their information (including email) and for whatever reason decides to abandon cart.

Your email software will then automatically send them an email (after a specified time predefined by you) reminding them to make the purchase. You can even send an email with a discount code to entice them more. If they still don't purchase, you can send more emails with possibly a related product or more information on that product.

If they make a purchase, the software will detect this and market them even more with related products. As you can see, the potential here to make even more money with email marketing is HUGE and should not be avoided.

12. Wrapping Up

The information we provided in this Cheat Sheet should help you get your store up and running. What we've given you are the basic steps that you need to take to get started.

If you want to put yourself in the best position to succeed, you really should get yourself a good course that can teach you everything in between the steps I gave you and even more. You're starting a business without having to hire staff, open a brick and mortar store or even hold inventory. Take our advice and get even more guidance from a comprehensive course that goes into so much more detail.

Can you succeed with what we have taught you in this cheat sheet?

Absolutely.

Would you want to be better prepared before you start and have the best chance possible to succeed?

We think you do.

thank
you

We hope you got some valuable information from our Cheat Sheet on Dropshipping. Please visit our site at <https://dropshipping.com/articles/> for more reviews and e-commerce marketing tips!

Feel free to get in touch with us for any feedback or questions!

DROPSHIPPING
.com