

How to start the Ultimate Online Business

Jason Allan Scott



JASON ALLAN SCOTT

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How to start the Ultimate Online Business
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AUTHOR BIO

Jason Allan Scott is a successful Serial Entrepreneur, Professional Keynote Speaker, Best Selling Author, award-winning event professional, Mentor, Podcaster and a part of Tim Ferris's NR set who travels the world educating and empowering people.

Scott can show you how ordinary people can build a solid living, with passion and purpose, on their own terms.

His accomplishments include: voted Top 100 Movers and Shakers in Events by Eventbrite 2016, voted number 1 on Double Dutch 250 people in Events, one of the Small Business Top 100 companies and he's top 10% on social media in events in the world and 2016. Jason has started and sold several companies on three continents in his entrepreneurial journey.

Tired of living someone else's life?

Decided you never wanna be a boss or have a boss?

Whether you are a wanna-preneur or seasoned entrepreneur or just a dreamer that wants to be a "do-er", I speak and show people how with low or no resources you can follow a passion, become your own boss, and be successful. This is not "lip service"; I can follow it all up, I know how to run a business with numerous life examples from my journey and those I have met and interviewed who have achieved so much with so little to start.

This book is just one example of how you can do it too with e-commerce and an online business.

I hope you enjoy as this was written for you, to learn, grow and start your own adventure.

To be honest, it took me 12 months to launch my first e-commerce business! I followed conventional strategies to begin with. I incorporated myself, looked for wholesalers, underestimated my marketing budget, developed a great looking store, manually added thousands of products...and never made a sale.

Today, after selling my e-commerce business with over £100 000 in annual sales, I understand what I did wrong, and found a way to fix it.

I did what most people do – I concentrated too much on creating a great looking store instead of actually trying to make a sale.

People think that if you're launching an e-commerce business, you should do it the hard way. When you're a first-time entrepreneur, figuring out how to start your online store seems pretty complicated.

What I have found is that it's much more productive to learn and create along the way. Your first step is to simply launch your e-commerce store. You can explore ad campaigns and logo designs at a later time...like once your store is up and running.

One of my favorite quotes is: "Get going, get better".

Below is a detailed tutorial I'm sharing about how to start an e-commerce store. It won't be perfect, but it'll be exactly what you need to get started.

The internet has completely changed everything. Today, it's possible to build a business that gives you the flexibility to build a lifestyle you love – whether that means spending more time with your family, taking an extra vacation, or even just having a little extra "cushion" in the bank so you know that you're safe.

If you're reading this, you know you're destined for more than just the average 9 to 5 workday for the rest of your life and feeling like you're not being paid what you're worth. It used to be the case that the only way to more money and freedom was through expensive college degrees, getting some Wall Street job, or taking a huge loan to start a high-risk business. Now, it's possible to build a life you love by sitting at home on your couch. Setting up an e-commerce store is one of the simplest, most "tried and true" routes to financial freedom.

It's not easy, but with the right approach, you could build a side revenue stream that gives you the freedom to design the life you want. In this book, we'll show you how to set up a profitable e-commerce store within one week. We'll cover topics like how to come up with good product ideas, all the logistics of setting up an e-commerce store, the technical side, and even how to launch your first ad campaign.

LET'S DIG IN

- **Generating Product Ideas:** Learn how to research and come up with product ideas.
- **Evaluating Product Ideas:** Learn how to filter out product ideas that aren't worth testing.
- **Launching the e-Commerce Store:** Learn how to build a free Shopify store, from designing a logo to creating the 'About Us' page.
- **Find Suppliers and Add Products to Your Store:** Learn how to look for suppliers and import products to your store.
- **Launch Your First Ads Campaign:** Learn how to create your first Facebook Advertising Campaign.

STARTING YOUR #1 E-COMMERCE BUSINESS

1 GENERATING PRODUCTS IDEAS

Picking the best products to sell is the next big challenge after deciding to start your eCommerce venture.

There are millions of products to choose from, and all of them have had success. Picking products can be extremely difficult. It can lead to products being picked on a whim, with little consideration, which alternatively ends in poor performance.

In this chapter, our goal is to provide a roadmap for brainstorming product ideas, so we can later filter out the ones that aren't worth testing.

You never start with a blank page. Your head is already full of good ideas: your hobbies, products you like, trends, exciting products that you have heard of.

Write everything down that comes to mind. It doesn't matter if you think the product will be a bestseller or not. Trust me – write it down.

Brainstorm Generating Product Ideas

When you browse other stores, look at their offerings, best-selling lists, and promoted products.

Many stores have a tremendous amount of data and employ entire departments to organise their sales and pick their products. Use that information to your benefit.

Browse a lot. Browse frequently.

Browse Other Shops:

- AliExpress Most Popular Products (Weekly)
- Amazon Best Sellers
- Ebay Daily Deals
- Lazada Top Sellers
- LightInTheBox Top Sellers List

Generating Products Ideas – continued

There are over 100 million products on Polyvore and 30 million on Wanelo. Add Fancy and Pinterest, and boom, you now have an infinite number of products from around the world that can be sorted by popularity, trends, categories, and more.

People often overlook these sites in their research, but they are very valuable. Set up an account at each one, and subscribe to different categories and lists. Follow what people like the most and add it to your list.

Browse Social Shopping Sites. Ask Friends?

The next time you have coffee with friends, ask their thoughts on trends. Don't limit yourself – talk with friends of all ages and backgrounds to get a wide variety of ideas.

Look Around

Look around your house, your work, your life.

Are there any products you can't live without? What products would make your life easier? Is there anything that is hard to find in the supermarket or department store?

Howard Schultz came up with his coffee shop idea on a trip to Italy and later called it Starbucks.

The founder of Inkkas brought his idea from Peru, where he saw great shoes he thought that people in the US would like.

Stay alert and spot opportunities.

You see hundreds of products and ideas each day. Be observant, carry a notebook, and remember to write everything down.

Chapter 1 Action Item:

Write Down a List of 50 Product Ideas: Use the tricks mentioned above and spend some time browsing the web whilst writing down your ideas. Add them to an Excel spreadsheet so it's easier to evaluate them later.

Remember – don't get hung up on the details. All ideas will require a test. Your goal is just to come up with as many ideas as possible. In chapter two, you will narrow down your idea list so it contains only the very best ideas.

2 FILTERING PRODUCT IDEAS

As you may have noticed, generating the product ideas are the easy part. What truly matters is knowing which products will sell well, or at least have potential. In this chapter, we will narrow down our ideas list and decide which products we are going to sell in our e-Commerce store. There are eight different filters. Go through each one and cross out the ideas that fail to meet the criteria.

Filtering Product Ideas

Niche Filter:

With the rise of dropshipping and the relative ease that an eCommerce store can be created, niche shops have become the trend. It quickly turned from an eCommerce novelty to a proven, successful strategy. Don't fight the big stores. Avoid broad and general categories. The masses are already exposed to thousands of offers daily. Look to supply niche products that are underserved by larger players. For example, there is no specific interest group for a normal belt, but you can easily tell that cycling gear will resonate well with cycling enthusiasts. Find your niche.

Dropshipping:

Dropshipping allows entrepreneurs to sell goods without having to carry inventory. The product manufacturer creates, packages, and ships the product out to your customer for you, making this a low maintenance business model. In this article, you'll learn *Why You Should DropShip* and *16 Dropshipping Tips* to help you succeed.

Why You Should Dropship

Dropshipping is a great business model for new entrepreneurs. It's low risk, low cost, easy to start up, and is highly automated.

Low risk business: You only pay for goods sold to customers. There's no need to buy bulk inventory to get wholesale prices as dropshipping prices are already pretty low.

Low cost:

Since most goods come from China, the cost of goods is generally rather low. Since product costs are low, you can price your products at market value and run a profitable business.

Easy to start:

You'll be able to start selling the same day you sign up. Products can be imported quickly and since you won't carry inventory, you can start promoting right away.

Highly automated business:

Products can be imported in one click. Orders can also be processed in one click. You can even use tools.

Supply to eliminate order processing time.

This is great for those with full-time jobs, currently in school, or with busy schedules.

Dropshipping Tips for New Entrepreneurs

1. Focus on Mastering Marketing

With so many aspects of a dropshipping business being automated, you'll have more time to focus on marketing. While tweaking a website, designing a logo, and creating graphics can be a lot of fun, marketing is the money maker. You'll need to spend time learning how to master ads, grow your traffic and converting your store's visitors.

Ads and search engine optimisation can help drive more traffic to your store. Keep in mind that most e-commerce stores convert at a rate of 1–2%. That means if you have less than 100 visitors on your site you probably won't be getting any sales. The more traffic you can get to your store the more likely you are to convert the sale. Ads are instant gratification and can boost sales in a short amount of time. However, SEO can help drive long-term sales by allowing your ad to rank high in search engines. Creating blog content and

optimising product pages can help you build an audience. This allows minimal ad spend whilst maintaining low acquisition costs.

Your website also needs to be optimised for conversions. Do you use scarcity and urgency to compel people to buy on your store? Have you added AliExpress customer reviews to your store to give it the social proof that it needs? Is your website presentable from a customer's perspective? Are you missing images on your homepage? There are many actions you can take to ensure you're optimizing your online store correctly.

2. Create an Amazing Offer

An important dropshipping tip is to create a compelling offer. Don't be the store owner who fails to include sales or bundles. If none of your products are on sale people may lack the motivation to buy your product. However, if you present the right product with the right deal you'll be more likely to convert them.

Bundle deals can also work really well. When creating a bundle deal, focus on selling more of the same product. For example, if you sell hair extensions your bundle would include more hair extensions. If people love the product, they'll want more of it. The hard part is convincing your customer to pull out his or her credit card, but once it's out – upsell, upsell, upsell.

3. Avoid Underpricing Your Products

Dropshipping products from AliExpress or any other.

Supply allows you to keep your product costs low. The cost of goods are usually relatively close to wholesale price, allowing you to sell products at market value and make a profit. The goal of a dropshipping business is to be profitable. If you're selling a five-dollar product, you should be charging around \$19.99 for it. You need to consider the cost of goods, marketing, business expenses, and eventually hiring a team.

If other brands are undercutting their prices, don't undercut yours. As long as your prices are fair and within market value, you should maintain a profitable price point.

You should also work to increase average order value so that you make a higher profit from every order.

Create strategies that will allow you to make more money overall.

4. Remove Bad Suppliers Quickly

While most AliExpress suppliers are easy to work with, reliable, and offer good products, sometimes a bad apple or two slips through. With thousands of AliExpress suppliers, you can easily replace a bad supplier.

Many suppliers sell similar products, allowing you to sometimes even sell the exact same product but from another manufacturer.

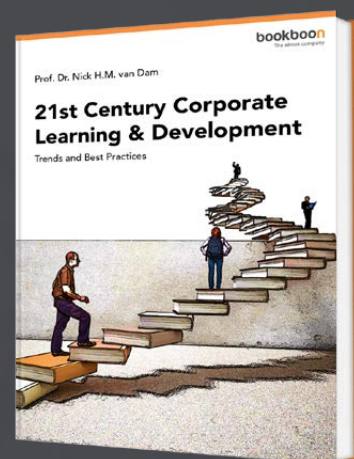
If you notice suppliers don't use the shipping delivery method you've chosen or consistently ship faulty products, then you can easily remove their products from your store.

Again, this isn't very common. Suppliers know that by offering quality service you'll continue bringing them more sales.

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5. Automate More of Your Business

I recommend using dropshipping tools since many aspects of your business will be automated. However, if you have a full-time job or are looking to create a more passive income, figuring out how to automate more aspects of your business will allow you more freedom to pursue your passions.

Ecommerce automation tools can help you grow and scale your business quickly. Buffer allows you to automate social media posting. Kit automates marketing tasks like advertising, retargeting, emails, and more.

6. Ensure Your Website is Presentable

One of the most important dropshipping tips is to make sure your website is customer friendly. In other words, your website shouldn't scare off a customer. Many new owners start marketing their stores when their home page is missing images, has placeholder text and all of their products are lumped together in one big category.

Before launching your store, take a look at other websites in your niche. What does their home page look like? What's the format of the copy on their product page? Do their images have logos on them? What types of pages does their website have? Which features or apps does the store include on their website?

After taking notes about the look and layout of different stores in your niche, browse through the Shopify app store to find apps that allow you to model your store after other successful brands.

You might include countdown timers, shoppable Instagram galleries or affiliate programs.

You can also add pages to your website such as refund policies, FAQs, shipping information, and more.

When it comes to banner images for your homepage, feel free to use relevant stock photos from Burst. You'll be able to find images for a range of niches and they're free to use and modify your store.

7. General vs. Niche Store

If the goal of creating a store is purely for experimentation and to find the right niche, create a general store. You'll still need to create separate product categories for each product type to allow for easy browsing. While most successful stores start with a specific niche focus, the idea behind the general store would be that it's your starter store.

If you've already done your research or have validated your business idea, you should work on building out a niche store. Your niche store allows you to have a focus in order to find the right audience for your products. The running niche would be an example of a niche within the general fitness category. You don't need to include your niche name in your domain if you plan to expand into other product categories as you grow. Brands like Amazon started as a niche store (online book store) and eventually expanded to become a store that sells everything.

8. Prepare to Pivot

While a dropshipping business is easy to startup and great for new entrepreneurs, it's still a business. You're going to experience challenges and obstacles that'll require you to find a way to overcome adversity.

You'll be required to pivot several times as you grow your store. Your supplier might remove all of their inventory, forcing you to find another way to get products to your customer. A new trend might pop up within your niche that you need to add to your store immediately to capitalise on sales. A product you really like might not be favoured by your customers, requiring its removal from your store. An ad might perform really well and require you to scale quickly resulting in negotiating with your bank for a business loan.

A pivot isn't necessarily good or bad, it's a requirement if you want your business to last for years to come. You'll need to have the intuition to know when to take action in your business to ensure its continued growth.

9. Offer Exceptional Customer Service

There are ways to stand out when selling the same products as everyone else. One of the best ways is to offer exceptional customer service. Offering refunds and responding to customer inquiries is important, but it doesn't separate you from many of the big brands out there.

Joke around with your customers. If they order from your store multiple times, write them 'thank you' cards. Run monthly giveaways exclusive to customers who've ordered from you in the past. Do whatever it takes to make each customer feel valued and appreciated. If it weren't for them, you wouldn't become a success.

Start these customer appreciation habits from your very first sale.

"Customers might not always remember what they bought from your website but they'll always remember how you treated them."

– Jason Allan Scott

10. Choose Products Based on Figures

With AliExpress dropshipping, it's easy to find the best products. If products have received thousands of orders, then they have the social proof to validate them as a product worth selling. Once you find the products with the highest volume, you want to take a look at the reviews. Are the product reviews high? Do the customer pictures look like the product picture? Are there a lot of positive product reviews? If so, you'll want to add that product to your store as it's likely to get positive feedback from you as well. You also want to look at the seller rating to ensure that overall feedback is positive.

Be picky about the products you add to your store. Don't merely add products because they look nice and you'd like it for yourself. Look at the data – are these products getting sales and positive feedback? By doing this, you will get a better chance of landing your first sale.

A great tool you should use as a dropshipper is the AliExpress Seller Check Chrome Extension. You'll be able to see a detailed report on each seller's rating on AliExpress. This includes how long they've been on AliExpress, how much you can trust them based on goods sold, how fast their shipping delivery is and more.

11. Always Choose ePacket

As a dropshipper, you're free to sort products based on ePacket shipping. Since ePacket shipping is the fastest and affordable shipping method, you'll be able to ensure quick delivery to customers without breaking the bank. On average, ePacket shipping costs under \$5 for most products. This allows you to still make a profit when selling goods at market value.

From personal experience, I've seen ePacket deliveries reach customers within a week making it the best delivery method for dropshippers.

12. Be Active Daily

Running a business requires daily effort. You don't need to spend eight hours a day working on your business but you'll need to spend at least an hour a day on your store as you grow your sales. Each day, you'll need to process orders so that products arrive to your customers promptly. You'll also need to respond to customer inquiries within 24 hours (ideally less) so that customers can depend on you.

Marketing efforts will also need to take place each day. You can automate your social media posting at the beginning of the week. However, you should aim to be active on social media daily. You'll also want to make sure that your ads are always running.

13. Import 25 Items to Start

When I built my first online store a few years ago, I made the mistake of importing 600 products to my store in one day. It can be really exciting to add a ton of great products to your store since it only takes one click.

Here's the problem though: When you add too many products to your store, you need to rewrite product descriptions and maybe remove the logo from a few images. Writing descriptions for even 100 products can be time consuming and exhausting, especially if you're a student or hold a 9 to 5 job. Stick to 25 at the start. It only takes a few hours to easily write quality product descriptions for 25 items.

By starting with a smaller collection, you'll be able to launch your business quickly so you can start making sales. Once a week you can add 10 to 20 new products so that you build out your store's collection while already making a profit. You don't need 100 products to get your first sale. All you need is one great product to land that first sale.

14. Monitor Your Competition

Another dropshipping tip is to like your competitors on social media. Monitor their websites and social media pages regularly. By liking their page, you'll start receiving their product

and retargeting ads. Which products do they advertise? Does that product get a lot of engagement such as comments or shares?

By monitoring and paying attention to your competition, you'll know which products you should be selling on your store. When you pay attention to the types of posts your competitors add to their social media pages, you'll know what type of content people within your niche really like – this helps make you a better marketer.

15. Change the Custom Note

As a dropshipper, you may choose to use Oberlo. You should then change your custom note to your supplier. Under Settings, click Suppliers, you'll find Custom Note on the bottom. Here you can leave a message for all your suppliers. You'll want something that's relevant to all your suppliers.

On my store our message reads, 'Ship with EPACKET only! We're dropshipping. Please no invoices or promotions!' Since we only import ePacket products, we remind suppliers to use ePacket shipping when delivering products to ensure customers receive their goods quickly. We also inform the suppliers about our dropshipping methods so they don't add their own invoices or marketing materials to the packages. We haven't had an issue with them because of this message.

16. Use Oberlo Supply

If you're launching your first dropshipping store, you should consider using Oberlo Supply. Oberlo Supply allows you to dropship quality products from some of the best suppliers, and you are able to find products from the most popular niches. The best part about using Oberlo Supply is that you won't need to process orders because products immediately get sent to suppliers. This is great for people with busy schedules. As a result, you'll have more time to focus on running marketing campaigns in order to make more money.

It's great for new and experienced entrepreneurs because it makes the business easier to run, allows you to build a high-volume store without having to process orders, and you're saving a lot of time and money.

3 CATEGORIES FILTER

It's essential to narrow down your product selections by excluding the 'stay away' categories to avoid overlap with the Niche Filter. Some product categories have grown significantly over the last decade. There are many strong players and smaller shops out there supplying these products. Take a look at the eCommerce growth rates: book sales are flat and the jewelry market is shrinking. 80% of Americans say they've bought electronics or apparel online in the past three months, which means they already have their choice of trusted store.

Cross off the following general categories from your idea list: books, jewelry, electronics, and clothing – you need to be more specific and find a niche. Please note: I don't suggest crossing out these categories entirely. You could sell plus size women's clothing, men's clothing, custom hiking/cycling electronics gear, or jewelry hidden in candles. I suggest you focus on finding an interesting subcategory that will make your store unique. Don't fall into the trap of selling in general categories.

Evaluating Product Ideas: Price Sweet Spot Filter

We found that the perfect eCommerce product price is \$40 to \$60 (at a 200% mark-up). With a \$40 to \$60 price range, the profits are relatively good and you can still cover the marketing costs of up to \$20 per sale.

The conversion rate is usually higher because the purchase requires less consideration on the part of the buyer. There is also less support. You increase the odds of the success of your store in the developing markets. With Chinese dropshipping, you can sell everywhere in the world. Although \$30 may not be much to people living in the US, it could be expensive for someone living in South America or Eastern/Central Europe.

Look over your list and cross out product ideas that are more than \$60.

Marketing Channels Filter

You have to think about your marketing strategy before you even launch your store. You may change it, but you must have a plan to begin with. To put it simply, different marketing channels are great for different products. Once you pick the product, you have to figure out which marketing channel will be best for it.

Advertising an \$800 hoverboard on Facebook might not be the best idea, but you might succeed in advertising it on Google Adwords. A hoverboard is not a spontaneous purchase. However, people will use Google to learn more about it and find which stores sell it.

Create a product evaluation/marketing table: Think about your resources (time, money, knowledge), select one or two marketing channels, and cross out all ideas that don't suit those channels.

Cost		Difficulty		Speed of Results		Scalability		Top Selling Products														
Search Ads		High		Low		Average		Low		Specific		Niche		Higher Price								
SEO		Low		High		Slow		High		Specific		Niche,										
Higher Price		Facebook Ads		Mid		Mid		Quick		High		Intuitive		Purchases								
Display Ads		High		Mid		Quick		High		Brand Products		Email Marketing		Low		Mid		Quick		Low		Exclusive Deals

Google Trends & Keyword Tools

If you're trying to grow your organic traffic, Google Adwords is a must! I recommend using this even if you're going to use another marketing channel. It helps to see what products are trending and also to check the demand of your product ideas.

Keyword Tools

Go through your product ideas and enter each product name and their variations into the 'Google Keywords Analysis' tool. Select 'Keyword Ideas method' and look at how many searches each 'Low Competition Keyword' receives.

Let's say you get all of that traffic and 2% buy at your store. Would this demand be enough?

Google Trends

Go to trends.google.com and do the same. Enter each of your product ideas into the search and look what the trend is. Is the trend increasing or decreasing? Are there any patterns? Do you see any spikes?

What Does It All Mean?

In general, you should avoid product categories that have little or no search traffic (less than 500 monthly searches). If you are planning to do a lot of search campaigns or grow organically through SEO, refer to the 'Google Keyword Analysis Tool' to further dismiss all product ideas that have high competition.

Seasonality Filter

Avoid seasonal products like Christmas decorations, Easter baskets, and even children's toys. Check 'Google Trends' for product seasonality trends. By focusing on seasonal items, you are reducing your sales cycle.

Most Christmas decoration sales do not take place in the spring or summer. Easter basket sales are not high in the fall or winter. Therefore, you want to put products in your store that will be attractive for buyers year-round.

Copyrights Filter Dismiss all branded products:

It is not easy to find suppliers. If you dropship from little-known suppliers, chances are you'll be selling fake products. Build your own shop brand and avoid western brands.

Competition Filter

Evaluating your competition may be an endless task, but you need to check whether the product you're about to start advertising is already widespread among other websites.

Here's a simple trick: If you're dropshipping, most store owners will likely have the same images. Google a product, then do a product image search.

Look at how many shops have similar products.

Find your competitors, check their pricing strategy, research their popularity/traffic (on sites like Alexa.org or SpyFu.com), and what marketing channels they are using. Cross out all product ideas that already have huge competition.

Chapter 3 Action Item: Decide Your Store Product Category

Filter the product ideas you wrote in the previous chapter using the above filters. Decide on the product ideas you want to proceed with when creating a store, then think of related products to fill in the store. Next, we'll be launching our eCommerce store: picking a brand name, designing a logo, and setting up the Shopify store.

4 LAUNCHING THE E-COMMERCE STORE

People often think if you are launching an E-Commerce business, you should do it the hard way.

They think you should never launch a poorly developed store, or that you should try to build the second Amazon long before making any actual sales. We have found it's much more productive to learn and create along the way. Your first step is to simply create your store. Once your store is up and running, you can explore advanced settings and solutions at a later time.

The Essential Store Launch Checklist

You can easily complete it in a couple of hours.

Pick Your Store Name

Picking a name shouldn't be a huge concern right now. Think of something random and simple. I recommend adding 'store' or 'shop' because you will need to find an available internet address (domain). It's easier to find an available one when there are several key words in the name.

Register for a Free Shopify Account

In the olden days, you had to get a server, upload an e-Commerce system to it, hire someone to change it according to your needs, and pay to maintain it. It was expensive, time consuming, and the final result was still a slow and ineffective website. Thankfully, Shopify and other alternative software have simplified the process. You can create your store in just a few clicks and all of the server setup and maintenance is taken care of for you.

Go to Shopify.com, click 'start your free trial', enter your store name, and create your shop.

Choose Your Store Theme

Go to Shopify Theme Store and choose a theme. If your budget is tight, there are numerous free themes. Try choosing one that you want and requires the least amount of changes. Editing your theme can be time-consuming and often ends with a website full of mistakes. Some popular selections are New Standard, Supply and Simple.

Once you have found your preferred store look, click the green button “*Preview In Your Store*”, and install it to your store.

How to Tweak Your Theme: Shopify is non-programmer friendly. To edit your store look, just go to Online Store → Themes → Customise Theme. On the right-hand sidebar you’ll see each section of your theme: Header, Body, Footer, etc. Open each section and play around to get the feeling of what can be done with the theme.

There’s nothing specific you need to change, but it’s good to know you have customisation options.



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Add Your Logo

Your logo is likely to be the first element seen by your store's visitors. A logo made by a professional graphic designer can cost you a lot of time and money. That's why Shopify has created an easy to use and absolutely free Logo Maker. Just go to Shopify Logo Maker, enter your brand name and test out some variations until you get a decent looking logo.

Alternatively, you could buy a custom logo on Fiverr for \$5.

Content is extremely important. This is an area that you should focus and spend more time on in the future. However, the following sections should be enough to start with: About Us, Terms & Conditions, Privacy & Returns Policy, Shipping & Delivery Information, and Contact Us.

To create a page, go to Shopify Online Store → Pages → Add Page.

About Us Page

This page needs to be unique but will take quite a bit of time. In the meantime, copy and paste one of the pre-generated 'About Us' pages from the list below and edit it to suit your store later.

Welcome to [SHOP NAME]! We aim to offer our customers a variety of the latest [PRODUCTS CATEGORY NAME]. We've come a long way, so we know exactly which direction to take when supplying you with high quality yet budget friendly products. We offer all of this while providing excellent customer service and friendly support. We always keep an eye on the latest trends in [PRODUCTS CATEGORY NAME] and put our customers' wishes first. That is why we have satisfied customers all over the world and are thrilled to be a part of the [PRODUCTS CATEGORY NAME] industry.

The interests of our customers are always our top priority, so we hope you will enjoy our products as much as we enjoy making them available to you.

Or

We are [SHOP NAME], a small but motivated company specialising in [PRODUCTS CATEGORY NAME]. We passionately believe in great bargains and excellent service, which is why we commit ourselves to giving you the best of both. If you're looking for something new, you're in the right place. We strive to be industrious and innovative, offering our customers something they want, putting their desires at the top of our priority list.

Shipping & Delivery Information

Most of the sellers have very similar delivery prices and timeframes, so it is best to copy and paste this standardized shipping & delivery page.

Our goal is to offer you the best shipping options, no matter where you live. Every day, we deliver to hundreds of customers across the world, ensuring that we provide the very highest levels of responsiveness to you at all times. The time frame for order delivery is divided into two parts:

- **Processing time:** Order verification, tailoring, quality check and packaging. All orders are sent to the manufacturer for dispatch within 24 hours after the order is placed. The manufacturer and China Post process the orders, which takes an additional 2–4 days.
- **Shipping time:** This refers to the time it takes for items to be shipped from our warehouse to the destination. International delivery usually takes about 15–30 business days. US orders are shipped by ePacket, which is a US Postal Service product. After processing and leaving the warehouse, items usually take between 7 and 14 days to arrive at their destination but can take longer from time to time. **Contact Us** Keeping in close contact with your customers is very important. Make sure you place a clearly visible ‘Contact Us’ link on your store. To create a contact page, click the Add New Page button and change the page template to contact. **Required Policies** Shopify offers a handy tool for generating terms and conditions, standard privacy, and return policies. Just go to Shopify Settings → Checkout → scroll down to the Refund, Privacy, and TOS statements section to generate each policy sample.

Add a Payment Gateway

Add your PayPal email address under the Shopify Settings, Payments Section. Later, you can change, remove, or add additional payment options. If you don't have a PayPal account, take five minutes to register at PayPal.com.

Why PayPal?

PayPal allows you to accept both PayPal and credit card payments. Plus, it's the easiest solution for small merchants. Other payment providers such as, Stripe or BrainTree, usually take weeks to set up.

Adjust Shipping Settings

The sourcing tool we recommend to you will offer most of the products with a free delivery option. I suggest adding a free shipping rate to all of your orders. Go to Shopify Settings, Shipping, and delete all shipping zones that are non-international. Edit the international zone rate to Free. You can later adjust your shipping rates to include more delivery options.

But Free Shipping is enough for now.

Set Up Your Billing Information

Before launching your store, you should enter your Shopify billing information. You won't be charged until your Trial Ends (14 days). Just go to your Shopify Settings, Account and enter your Billing information.

Add Custom Domain (Optional)

Buying a domain is optional. Currently, your URL looks like this [store name].myshopify.com. But you might want to change it to look more normal: [store name].com. You don't have to do this right away, and there will be a cost (about \$13 per year). You can set this up later once you decide if you want to invest further money into your business. It is important to note, however, that a custom internet address provides social accountability when you start advertising your site, which can increase your sales significantly.

To buy a domain, go to Shopify Online Store → Domains Section → Buy New Domain and follow the instructions.

P.S. You'll need to confirm the domain before it starts working. The confirmation letter is in your email inbox.

Chapter 4 Action Item:

Prepare Your Store for Product Import. Launch your store by following the checklist above. Don't play too much with the details. What you really need is a simple medium to sell your products. A basic store serves this goal perfectly well. Next, we'll be learning what AliExpress dropshipping is and how to find trustworthy product suppliers to populate your store with products.

Why AliExpress Dropshipping and How Does It Work?

(FAQs)

With dropshipping, store owners can sell and ship products to their customers without actually seeing the products. After you sell a product, you simply buy it from a supplier and have it shipped directly to the customer. Entrepreneurs love it because there is no inventory to hold, and a lower upfront investment allows you concentrate, in most cases, on the most important thing – bringing in customers.

Dropshipping isn't something new. Zappos started off with dropshipping back in 1999. Amazon and Sears use dropshipping too. In fact, up to 33% of the entire e-Commerce industry has adopted dropshipping as their primary inventory management model. If big names don't catch your attention, look at the regular guys making their way and sharing their stories on Reddit.

So, what does this have to do with AliExpress? Dropshipping is fueled by Chinese suppliers, and the number of Chinese dropshipping companies are on the rise. The growth of Chinese exports during the last decade can be linked to their integration with western businesses, and now, thousands of Chinese suppliers understand the opportunity they have with dropshipping.

AliExpress dropshipping is the new trend. It's a way to easily start your first business or boost your current store's efficiency. No doubt it comes with drawbacks, but let me start from the beginning.

5 FIND SUPPLIERS AND ADD PRODUCTS TO YOUR STORE

Charming Jack Ma shouldn't be a stranger to you. A guy who built a \$179B Alibaba empire is a superstar now. Often compared to Jeff Bezos of Amazon, Jack started his business in 1999. After failing to find Chinese products online, he built a platform to offer Chinese suppliers' products to the western part of the world. At his primary business, Alibaba, you can buy products for your store and stock them in your own warehouse.

On AliExpress, you can buy products in single pieces for yourself or you can dropship. Both options are platforms, which means individual sellers can register and sell their products to the world.

Prepare to have your MIND-BLOWN!

Neither Alibaba nor AliExpress holds inventory.

Told you.

They are marketplaces, comparable to eBay.

So how does AliExpress dropshipping work?

AliExpress dropshipping works similarly to the traditional dropshipping method. You simply copy the product from AliExpress to your store, set your own prices/markups, and after you sell a product, you purchase it from AliExpress and have it shipped directly to your customer.

AliExpress dropshipping comes with many advantages, but dropshipping is much more nuanced than just stocking the inventory. If you don't take control in the beginning, AliExpress dropshipping can be total chaos.

How does it differ from the standard dropshipping?

One of the biggest wholesale directories, Wholesale2b, offers over 1,500,000 products. AliExpress sells more than 1,500,000 t-shirts alone. Not to mention other categories like

Consumer Electronics and Jewelry. In addition to numerous dropshipping advantages, AliExpress dropshipping is extremely flexible:

- You control your own margins. You are not bound to a suggested retail price (MSRP) and can decide your retail price on your own.
- You can start immediately, for free. AliExpress dropshipping is possible even without contacting the supplier.
- You don't need an established business entity before starting your online store, though you will need one when you grow.
- You have access to millions of products. Instantly.
- AliExpress products are trendy. Chinese suppliers do their research well by watching the trends. Presidential campaign heating up? Sell Trump and Clinton t-shirts. This all looks pretty good, right?

What is so messy about it? Below I answer the most frequently asked questions I hear about AliExpress dropshipping. Being fond of AliExpress, I find some questions uncomfortable, but I did my best to provide an honest, accurate picture.

Can you dropship AliExpress products easily?

Definitely yes. It's even easier with tools like Oberlo. Dropshipping from AliExpress makes all parties equally happy. AliExpress as a platform gets its share of revenue, suppliers sell their product, and you make profits. I've personally sold A LOT of AliExpress products and know guys who have sold even more. *It works.*

Will my customers know if the products are dropshipped from AliExpress?

Only if they found the same products on AliExpress themselves. In your customer's packages, there are rarely any promotions. You can prevent this by contacting the suppliers through the AliExpress messaging system before your orders are shipped. If you're doing quite a bit of sales, you can even arrange custom packages or flyers for free.

Why should someone buy from me if you can buy the same product from AliExpress cheaper?

Because you're better. Call it better marketing execution which reached the potential customer first, call it a brand which makes people buy from you, call it trusting your store brand or even your location, call it the value you offer by providing extra services or content, or call it technology that allows your customers to shop more easily. Don't be obsessed with price competition or even worse, uniqueness. In eCommerce, you will never be the cheapest and you will most likely never be unique. Especially with lower priced products (<\$100), the price is not the determining factor.

All these stores are multi-million businesses.

Are these companies price competitive?

No. Are they out of business? No. Why? Because in some ways they are better. That being said, the possibility to set your own prices and not worrying about being price competitive should further ease the start of your business. If you have calculated that it costs \$15 to get one customer with Facebook marketing, add \$22 to the original AliExpress price and try to make the sale. You can increase your price as long as it makes sense for people to buy the product at that price.

You can reorganize your pricing strategy later, but for the eCommerce first timers, this a tremendous no-sales relief. Look at the same product on different websites:

- DHgate
- LightInTheBox

AliExpress shipping takes too long, my customers won't wait.

Alibaba made over \$14 billion in sales in just one day. Customers of other businesses listed above don't seem to be concerned with long delivery terms either. Your task is to set clear expectations, define your shipping policy, and display it in the relevant places on your store. AliExpress packages aren't delivered by boat anymore, it doesn't take 60 business days. Actually, with the now popular ePacket delivery option, it takes only 7–14 days to reach the US. There are rumours that ePacket is also coming to other major markets, such as Australia, the United Kingdom and Canada.

In addition, some suppliers keep their most popular products in US warehouses, which offers even quicker delivery.

Pick only the best suppliers and do your research. If you pick a random supplier, chances are you picked the one with the two-month delivery option.

Note: the differences between shipping options are huge. Some suppliers claim to ship out their orders the same day with ePacket delivery (delivery time: approximately two weeks), others ship out their orders within 10 days and offer standard China Post 45 days delivery (delivery time: approximately).

What about quality risk and copyright infringements?

You probably have heard stories about the ridiculously bad quality of Chinese products. Sadly, these stories are true, but there are two sides to every story. You can just as easily run into a bad supplier in Europe or the US. In the end, it's you who needs do the careful due diligence and proper research. You need to sort the bad suppliers from the good ones. The unfortunate stories are well documented. Read them and don't repeat the mistakes.

AliExpress is a marketplace; I can easily put any item on eBay and a Chinese supplier can easily put any item on AliExpress. Like eBay, AliExpress has had thousands of scammers and quality issues as well. Being a public company and hoping for business in foreign markets, AliExpress is forced to do a great job changing. Supplier accounts on AliExpress are no longer free. You have to pay ~\$1,500 to have your full store running, which makes it difficult for scammers.

Moreover, AliExpress offers a generous buyers safety program and hires thousands of employees to check their listings. In fact, Alibaba's group hires over 2,000 employees to make sure their listings don't contain copyright infringements. Chinese suppliers can't afford to sell cheap products anymore.

Do AliExpress suppliers speak English?

Their English can be a bit clumsy. However, before doing business with them, you can contact the suppliers in advance to get a sense of their English. Bigger suppliers are quite responsive. They have sales teams managing your orders and answering your questions in live chat or email.

- • • AliExpress Dropshipping is far from perfect. It's tough and complex. It requires time, careful research, and planning. Its advantages make it the easiest way to kick-off your online business, and it's totally awesome for testing new product ideas.

Recall what has been said in the previous chapter:

AliExpress Dropshipping works similarly to the traditional methods. You copy the product from AliExpress to your store, set your own prices/markups, and after you sell a product, you purchase it from AliExpress to have it shipped directly to your customer. AliExpress Dropshipping is extremely flexible and is the easiest way to kick-off your online store.

There are three steps to getting a product to your store: finding the product, evaluating the supplier and importing the product to your store. Add Products to Your Wishlist AliExpress is just like an Amazon supplier database. Go to AliExpress.com and look for the products you decided to sell in day two. Once you find a product that fits your search criteria, add it to your AliExpress account wish list.

Make sure your products can be delivered with the ePacket delivery option. ePacket delivery takes 14 days to arrive to the US, while other delivery options usually take over a month.

Handy Tip: Install our free Chrome Extension and sort ePacket products in the category page.

Scott Tip: Don't Always Go For the Lowest Price

Typically, the price on AliExpress.com goes down with the quality. Don't get overly excited when you find the same product at a fraction of the price. There are a lot of sellers offering similar products on AliExpress.com. Be sure to compare prices different suppliers set. If a number of sellers have similar prices for the same product, but if one supplier has a significantly different price, this usually indicates they have compromised the quality of the product. Although a lower price does not necessarily mean lower quality and vice versa, we highly recommend you avoid these types of situations.

Here is an example: Keep in mind that Chinese sellers on AliExpress.com have very tight margins and under.

Tip: Look for Suppliers who have Positive Feedback of 95% or Higher

Two most important things while evaluating AliExpress.com sellers are their Feedback Score and Positive Feedback Rate. The Feedback Score indicates the seller's sales volume, while the

Positive Feedback Rate represents the feedback rate the supplier has received. Always aim for 95% or higher positive feedback rate and at least a 2,000-feedback score. Obviously, this doesn't automatically mean a supplier with a 500-feedback score shouldn't be trusted, but it is a good general measure to go by.

You should also consider individual product feedback and the order count. It's much safer to buy a product that has been ordered a few thousand times with a 90% positive feedback score, than a product that has only been sold twice with a 100% positive feedback score. Look for unhappy customers. Usually, the unhappy customers help identify possible product defects and issues. If a particular product does not have any feedback, look up the other products in the same category of that supplier and check the feedback.

Some sellers start selling other vertical products, and you don't want your customers to become the testers of those new products.

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Tip: Pay Attention to the Responsiveness of the Supplier

Let's say you have an emergency situation – a customer files a dispute on your PayPal account and insists on a reshipment. You want your supplier to respond to you immediately, don't you? To protect yourself against such situations, always check how responsive the AliExpress.com supplier is before importing their product. Write them a message via AliExpress.com and see how quickly you receive an appropriate response. You can even create a fictional scenario where you say you haven't received your order. Note how long it takes for your seller to reply and how they handle the situation.

Install Oberlo for free

Install a free Oberlo trial to your Shopify store. With Oberlo you can import products from AliExpress to your store. When you receive an order, Oberlo will automatically ship the products to your customers.

Set Up Oberlo

Before importing products to your store, you should set up the application. Go to the Oberlo settings page, set your Price Rules, and explore other settings.

Import Products

In case you haven't done it yet, install our free Chrome Extension in order to use this importing method. If you have installed our application, go to your AliExpress Wishlist and import all bookmarked products. Alternatively, you can browse AliExpress, and after you find the product you want to import, click an orange arrow down button on the bottom right corner of the browser window. The product is then added to your Oberlo Import List page where you can edit and publish it to your shop.

Editing Products

AliExpress products often have very weird titles and descriptions. You'll probably want to change them before publishing the products to your store. Product customisation is managed in the 'Oberlo Import List' page. From there, you can set the product category, update

product title, description, tags, variants titles, adjust the prices, select which images you want to import, etc. Go to 'Oberlo Import List', edit your imported products and publish them to your store.

Chapter 5 Action Item:

Fill in Your Store with Products.

Continue importing products from AliExpress until you have at least 50 products. Congrats, your store is now ready!

In the next chapter, we'll be learning how to launch your first Facebook Advertising campaign and start making sales.

6 LAUNCH YOUR FIRST AD CAMPAIGN

Facebook advertising is possibly the most effective way to promote your products to more than 1.5 billion people around the world. If you're just a beginner, it can seem a bit complicated – from all the pixels and conversion tracking, to numerous campaign objectives and that mysterious Power Editor tool. Don't worry, we've got you covered. In this chapter, I will share the fundamentals of Facebook advertising, so you can launch your first successful ad campaign without wasting your time or money.

How Does It Work?

Facebook's goal is to find the most effective way to allocate the limited advertising space they have. They achieve it by running thousands of mini auctions every second, with advertisers competing against each other for ad space. If you happen to win an auction, you will be charged, but your ad will be displayed to the audience of your choosing. And how much does Facebook advertising cost?

Well, it depends. Because of these auctions, your advertising costs will depend on many factors: the country, the audience, the ad placement, and even how good your ads are. For example, there's much more competition in the US, so you'll have to pay more to reach the same amount of people compared to a cheaper country, like Thailand. Even within the US, some audiences can be twice or even three times more expensive to reach – you'll have to test it for your own business and evaluate the results. Now that you know how Facebook advertising works, let's have a look at how to create an actual campaign.

To make the process easier, let's break it down into three parts: BEFORE – DURING – AFTER

BEFORE If you haven't created an ad campaign, you first need to set up your ad account in Facebook Ads Manager. Account Settings → Ads Manager → Select your Ad Account.

Click on 'Account Settings' on the top menu bar. Fill in your business name and address. If you want someone else to help you manage your campaigns, scroll down to the 'Ad Account Roles' section and click 'Add a Person'. Choose which level of admin rights you want to give them, enter their full name or email address, and click confirm. By doing this, you won't need to share any of your personal login details with them – they'll be able to manage your ad campaigns from their own personal profile.

Next, add a new payment method under the 'Billing' tab in the 'Ads Manager'. Click 'Add Payment Method', choose how you'd like to pay (by card or Paypal) and enter your payment details. Once you're happy with the account settings and billing, let's move to researching your audience.

Audience Research

Finding the right audience is the most critical part of Facebook advertising. If you choose an audience that's not relevant enough to your ad, you'll waste a lot of advertising budget on reaching the wrong people. When it comes to targeting, I like to get super specific. For example, I aim for an audience in the US that's from 50,000 to 100,000 people. If it's a smaller country, the potential audience could be even smaller. You should avoid using generic interests, like nature, sports or food. Choose very specific ones instead: relevant brands, authors, books, magazines, websites or even other Facebook pages.

To identify them, use the 'Audience Insights' tool.

Go to 'Audience Insights' and enter the "seed audience" you want to analyse in the sidebar: Then, click 'Page Likes' on the top menu bar and scroll down to see a list of other pages, relevant to the audience you selected.

How to Create a Facebook Advertising Campaign

There are three main ways to launch a Facebook ad campaign: 1. Boost post on Facebook Pages, 2. Self-serve Ads Create tool, and 3. The Power Editor tool. Boost Post is the quickest and easiest way to promote your content, but it's also the least effective one. I suggest staying away from it. Power Editor, on the other hand, is a bit too complicated, especially for beginner advertisers. Although it gives you all the campaign features that you'd ever want, it's not as intuitive to use. In this article, we will create ads in the 'Ads Manager' with the 'Ads Create' tool. It's easier to use and gives you most of the campaign settings.

First, go to the 'Ads Create' page by clicking on the link or clicking on the small arrow in the top right corner of your Facebook profile. Click 'Create an Ad'. You will immediately see a list of the main campaign objectives that you can choose from. There are 15 campaign objectives (although some are only accessible through Power Editor), and you should always go with the one most relevant to your end goal.

Facebook does a lot of optimization automatically. Depending on which campaign objective you choose, Facebook will try to generate the least expensive results for you.

If you're promoting an online store, you'll want to choose either the 'Send People to Your Website' or 'Increase Conversions' objectives because that's what Facebook will optimize for – website clicks or website conversions.

To use the latter, you need to set up some additional tracking on your Shopify store, which we'll cover next time. Right now, choose 'Send People to Your Website'. Enter the URL of the product you want to promote and click 'Set Audience & Budget'.

Select Your Audience: Again, finding the right audience is absolutely critical for a successful campaign. You need to choose the location, age, gender, and language of your audience. Then, plug one or a few interests you've already discovered into the 'Detailed Targeting' section. You can even use a combination of interests by using the 'Narrow Audience' feature – e.g. targeting people who are interested in all of the above AND the Runkeeper app. By doing this, you'll be able to reach your most relevant audience and increase ad responses.

Better response will lead to cheaper clicks and more chances to get a sale.

Once you found an optimal audience, choose from a daily or lifetime budget, and enter how much you'd like to spend. Then, choose whether to run it continuously or between a specific start and end date.

In the 'Advanced Budget Settings', you can also choose your bidding and optimisation preferences. It deserves a separate article just for this one topic, but I'd generally suggest to begin with the default options – optimise link clicks to your website, use automatic bids and website conversions. Once you're happy with the settings, click "Choose Ad Creative" to create the actual ads.

Design Your Ads

For the ad creative, select to create a new ad or choose an existing post that you've already published on your page. Decide whether you want to use a single image or video in your ads or go with multiple images (also known as carousel or multi-product ads). If you want to promote a few products from the same category in one ad, go with the multiple images format. If you have just one specific offer, choose single image format. Next, choose the media for your ads: images, slideshow, or a video. I suggest using images for your ads. You

can select up to six images when creating a new campaign, which will create up to six ad variations. By creating a few ads, you can quickly see which image is working the best.

You can choose this one and pause the other ads to save your ad budget. The recommended image size is 1200 × 628 pixels. I suggest to save them in .png format.

After images, move on to the text part.

Here, choose the Facebook page you will be running the ads from – you can also choose to remove it, but that will stop you from running the ads in the mobile news feed or desktop news feed, which you don't want. You can link your Instagram account to show your ads as well. Then, enter the headline and text that will be used for your ad and choose an optional call-to-action button. Text will appear above the image and the headline immediately below it. For the headline, you have a character limit of 25 symbols, and for a post text, you have 90 characters. Below 'Call to Action', click "Show Advanced Options" and enter a News Feed Link Description that will appear below your headline. Check the ad preview to make sure it looks exactly how you want. Finally, remove any ad placements you don't want to use.

My advice is to use just one placement whenever possible: if you choose multiple ad placements, Facebook will again try to optimize your campaign and will usually push most of your budget to mobile devices. If that's what you want, great.

If you don't have a mobile-friendly website, this could lead to a ton of mobile traffic, but very few checkouts.

I also recommend not using the Audience Network placement – they include third party apps and websites that are outside of Facebook and usually don't generate the results you want. It gets worse – you can't control the context of those websites, so your ad might be showing up to the right audience but displayed on a very strange piece of content. Once you're happy with all of the above, click "Review Order", double check your campaign settings, and click "Place Order".

Congratulations – you've just created your first Facebook advertising campaign!

It's a fact that you'll have some countries, age groups, gender, interests, placements, and ads performing better than others. It's truly amazing that you can find all the information in the Facebook Ad Reports, so make it a habit to come back every few days and evaluate your campaigns. For example, you can check the 'Performance & Clicks' report to see how the ad is doing overall.

My own and many other advertisers' rule of thumb is to achieve at least 1% click through rate on Desktop News Feed or Mobile News Feed. If you're getting a very high click-through rate on your ads, then your offer, audience and ad design, work well. If you see you're not getting at least a 1% click-through rate, you will want to test other products or audiences.

Study how many clicks you are receiving and what is the cost per click for different ads and audiences. It will help you plan your future advertising campaigns. Finally, check your ad campaigns by different breakdowns – With breakdown, you can very quickly analyse your results by categories of different countries, age, gender and placement to identify any hidden gems that are working much better than the rest.

Campaign Breakdown by Age

Find those hidden opportunities, edit your ad campaign, and focus on those components that are bringing the best results.

Chapter 6 Action Item:

Now that you know how to set up your advertising campaign, research audiences, choose your campaign settings, and design your ads – Create your first Facebook advertising campaign. Don't begin with a large budget, start small with a daily budget of \$5. Keep learning!

7 SHOPIFY OR WOOCOMMERCE?

Throughout this book, I have told you about Shopify. Let me give you a comparison between Woocommerce and Shopify to show you whywhy:

These are the two most popular eCommerce platforms in the market with their own advantages and disadvantages. In this chapter, we will compare Shopify vs WooCommerce to help you decide the best option for you.

Overview: Shopify vs WooCommerce

Before we start with our in-depth comparison of the two most popular eCommerce platforms on the web, it's important we cover the basics and highlight what makes these platforms stand out, again.

What is Shopify?

Shopify is an all-in-one eCommerce platform that makes it easy for you to create an online store, accept payments, and manage your inventory all from a single platform without ever worrying about the technical aspects of managing a website such as web hosting, security, caching, etc.

What is WooCommerce?

WooCommerce is an open-source eCommerce plugin built for WordPress. It allows you to leverage the most powerful Content Management System (CMS) and use it to run an online store. Because of the open-source nature, you can customise every aspect of your store and easily build custom extensions.

The decision to choose between the two platforms depend entirely on your needs and skill level.

What to Look for in Your eCommerce Platform?

What to Look for in Your eCommerce Platform?

There are few things you absolutely need to keep in mind when starting an online store.

These key factors will help you decide which platform is better suited for your needs.

Budget – The initial cost of starting a fully functional e-commerce store.

Ease of use – It should be easy to use even for absolute beginners.

Payment Methods – It should have support for multiple payment methods (e.g. PayPal, Stripe, other merchant processors).

Integrations – Number of services and third-party tools you can integrate to grow your business.

Scalability – The platform should be able to scale as your business grows.

These are the very basic requirements all online store owners must consider. However, depending on your need, you may also want to look at other options like shipping, inventory management, invoicing, taxes, etc.

In this chapter, our goal is to take an in-depth look at how Shopify and WooCommerce stand on these basic requirements, and which one of them is best suited for your needs.

Cost: Shopify vs WooCommerce

Cost is often the most important consideration for eCommerce website owners. You need to evaluate the cost of getting started while also keeping in mind the variable costs for add-on services and software.

The true cost of using Shopify

Shopify makes it super easy to start your online store. Their basic plan starts at \$29 per month, with the option of upgrading to the Shopify plan for \$79 or the Advanced Shopify plan for \$299 per month.

Shopify pricing

Each of these plans include domain name, SSL certificate, and web hosting.

The basic plan comes with enough features to setup a new online store. You can add unlimited products, 2 user accounts, unlimited file storage, and more.

However, this pricing doesn't include third-party tools and add-ons that you will need to take your Shopify store to the next level. As your business grows, these costs will start adding up, and you'll soon be paying a lot more than the basic plan.

Payments are another factor that affect your costs. Shopify offers their own Shopify Payments solution which costs 2.9% + 30 cents per transaction.



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If you want to use third-party payment gateways or your own merchant account, then you will be charged a flat fee of 2.0% for all transactions. You can reduce this fee to 0.5% by using the Shopify Advanced plan which costs \$299 per month.

These payment processing fees are fairly steep when using external payment gateways. However, if you're just starting out and want to use the Shopify payment solution, then the fees are fairly comparable to popular platforms like Stripe and Braintree.

The true cost of using WooCommerce

WooCommerce is an eCommerce plugin for WordPress.org (also known as self-hosted WordPress). It is open source and freely available as a WordPress plugin.

However, you'll need a domain name, SSL Certificate, and a WordPress hosting account to start a WooCommerce store.

Typically, a domain name costs \$14.99, SSL Certificate costs \$69.99, and web hosting around \$7.99/month. This is not cheap, particularly for someone who is just starting out.

Thankfully, there are several hosting companies who are now offering specialised WooCommerce hosting plans which significantly reduces the cost.

Getting started with WooCommerce

Bluehost, an official WordPress and WooCommerce recommended hosting provider, has agreed to offer our users a free domain name, free SSL certificate, and a discount on web hosting.

This will help you start your online store for as low as \$6.95/month.

As you can see, the cost of starting a basic WooCommerce store is significantly lower than Shopify. WooCommerce also doesn't charge you a percentage fee of your transactions which is a very nice perk.

However, the WooCommerce costs start adding up as you purchase paid extensions. Your hosting costs will also increase as your online store grows.

One clear advantage of using WooCommerce is you can often find free alternatives to the paid extensions. You can also keep your costs in control by only purchasing the tools and plugins as you need them.

With the number of free themes and free add-ons available through WooCommerce, when it comes to cost, it's definitely the winner.

Winner: WooCommerce

Ease of Use: Shopify vs WooCommerce

Most users starting an online store are not web designers or developers. Even users who are familiar with basic concepts need a platform that is easy to use and gets out of their way.

Let's see how Shopify and WooCommerce stack up in terms of user friendliness.

Shopify – Ease of Use

Shopify is a fully hosted platform which means you don't need to install, manage, or update any software. You also don't need to worry about security, performance, backups, and compatibility issues.

As soon as you sign up, it helps you pick a design for your website. After that, they walk you through customisation and help you add products.

Shopify customisation

Shopify comes with an intuitive drag and drop interface. Managing your products, sales, and inventory inside Shopify is a breeze.

One downside of this guided, polished, and highly optimised user experience is control limitations. You can only use the design and development tools provided by Shopify or add-ons available in their marketplace.

This is not as bad as it sounds. For most users, the large selection of extensions and themes available in Shopify are more than enough to get started and grow your online store.

WooCommerce – Ease of Use

WooCommerce is not a hosted platform like Shopify. This means you will need to install WooCommerce, manage updates, keep backups, and make sure that your website is secure. There are plenty of free and paid plugins that can automate most of these tasks for you.

WooCommerce setup wizard

WooCommerce is super flexible when it comes to customisations. You have full control of the whole platform. You can add any functionality imaginable to your website with the help of more than 50,000+ WordPress plugins. However, there is no built-in drag & drop design builder. You can use one of the WordPress page builders, like Beaver Builder, but it will add to your cost.

The biggest downside of the flexibility is it comes with a learning curve and requires a more hands-on management of your website. You also have to sign up for a merchant account or similar service (Stripe/PayPal). While the WooCommerce guided setup wizard is helpful, it does not come close to the onboarding and ease of use of Shopify.

Winner: Shopify

Payment Methods: Shopify vs WooCommerce

There are many payment gateways you can use to accept payments online. Some payment methods may not be suitable for you, and others may not be available to your customers.

This is why it's important that the platform you choose offer multiple payment options. Let's take a look at how Shopify and WooCommerce compare when it comes to payment integrations.

Payment Options in Shopify

Shopify offers plenty of payment options you can use to receive payments from customers. It has its own payments solutions called Shopify Payments (powered by Stripe), as well as popular third-party payment gateways.

Shopify Payments

Annoyingly, Shopify charges an extra 2% on fees for each transaction made through third party payment gateways. This is on top of the transaction fees charged by the payment gateway. You can reduce the fee to 0.5% by paying \$299 per month for Advanced Shopify plan.

Shopify Payments have flat credit card fees, but no additional transaction fees. Credit card rates start from 2.9% + 30¢ for the basic plan and decrease for other plans.

Payment Options in WooCommerce

WooCommerce offers PayPal and Stripe payments by default. It also supports all other popular payment service providers through add-ons.

WooCommerce payment methods

For payment gateways, WooCommerce even has support for many regional and less popular payment services. Since there is no barrier to entry, any payment company can create add-ons for WooCommerce and provide support for it.

As a self-hosted platform, you are only charged transaction fees by your payment gateway or your bank. WooCommerce never charges you a percentage fee on your store transactions, which is a major plus.

If choosing your own merchant account and using a third-party gateway is important to you, then you will save A LOT of money by using WooCommerce. If you're a small store and willing to use Shopify Payments, (same credit card rates as Stripe/ Paypal) then it doesn't make a difference.

Winner: Tie

Integrations and Add-ons: Shopify vs WooCommerce

No matter how robust an E-commerce platform is, you'll always need third-party tools and services to grow your store. Examples include an email marketing software, a lead generation tool, analytics tools, outreach services, etc.

Both Shopify and WooCommerce have a massive extensions directory, and they integrate with many third-party services.

Shopify Add-ons and Integrations

Shopify comes with a powerful API and an App Store where you can buy third party add-ons for your Shopify store. They have hundreds of apps covering every feature you'll want to add to your store.

Shopify App Store

For lead generation, they have integrations with software like OptinMonster which helps you grow your email list and reduce cart abandonment. They have apps for SEO, product reviews, discounts, countdowns, and more.

Shopify's app store contains both free and paid apps. Free apps are usually created by third party services that have their own pricing, and the app only integrates your store to their APIs. Pricing for paid add-ons varies and most apps offer monthly subscriptions.

WooCommerce Add-ons and Integrations

WooCommerce extensions

WooCommerce is an open source and built on top of WordPress. This gives you access to more than 50,000 free WordPress plugins and many more paid plugins.

You can use these addons to add payment gateways, lead generation, SEO, performance optimization, and almost any feature you can think of.

Due to the low barrier of entry, there are a lot more integrations and add-ons available for WooCommerce than Shopify. Almost all third-party tools and service providers have their own plugins to seamlessly integrate with your WooCommerce store.

You can also hire a developer to create an integration or plugin just for your own website. However, it's important to keep in mind that WooCommerce is a lot easier to customise. Having personally gone through the process of submitting a plugin for WordPress and

submitting an app to the Shopify store, we can say that the process is extremely harder on Shopify vs WooCommerce.

Winner: WooCommerce

Scalability and Growth: Shopify vs WooCommerce

You have probably heard the term “growth-pains” from various CEOs. As your business grows, you will need more resources to handle new challenges and goals.

Shopify and WooCommerce can both be scaled to handle large amounts of traffic and orders, but they’re not created equal. Let’s take a look at how these two eCommerce platforms compare when it comes to scalability.

Scalability on Shopify

Shopify Enterprise

Shopify handles the technical parts of your store which means you don’t have to worry about performance, security, and scalability. Once your business starts growing, you can simply upgrade your Shopify plans.

Their infrastructure can easily handle your growing business without you having to worry about downtimes, backups, updates, or security. They also offer enterprise services as part of the Shopify Plus plan.

This takes out the painful part of the growth, but it also adds to your cost of business. Your expenses will grow, and you’ll have to plan accordingly.

By not having to hire/manage a technical team in-house, your costs will be offset which equals a positive.

Scalability on WooCommerce

WooCommerce Scalability

WooCommerce is a self-hosted platform which makes you responsible for maintaining updates, backups, and security for your website.

Your starter WooCommerce hosting plan would run out of resources as your store starts getting more traffic.

The good part is you have plenty of options to manage growth since you are in full control of your website. This begins by better management of resources, caching to upgrading your hosting plan and more powerful servers.

Your WooCommerce hosting costs will increase, but you will have better control on resources, and you can make sure you are not paying for resources that you don't need. You can use a managed WordPress hosting provider like WP Engine or LiquidWeb to help scale your WooCommerce store.

Despite the control that WooCommerce offers, some business owners simply prefer a hassle-free solution.

Winner: Shopify

WooCommerce vs Shopify: Which is the Best eCommerce Platform?

Shopify and WooCommerce are both powerful platforms to start your eCommerce store. It truly comes down to your personal skills and preferences.

Shopify is a lot easier to use. It doesn't require you to install anything, and you can get started quickly. Setting up payments and understanding pricing plans are easier.

The disadvantage of Shopify is you don't have full control of everything. Your costs can go high with transaction fees, add-ons, and integrations. Your upgrade options are limited to select plans, and you cannot manage costs on pay-as-you-grow basis.

WooCommerce is an open source and gives you full control of your website. It costs a lot lower to start an online store with WooCommerce, especially with WooCommerce hosting companies.

You personally have to maintain the software, which can be a disadvantage. It comes with a bit of a learning curve. However, millions of beginners are already using it, and they get over the learning phase quite quickly.

If you are looking for a cost-effective solution, and you want to have full-control of your online store, then WooCommerce is the best platform for you.

If you want something that's completely hassle-free that has infinite scalability, then Shopify is the better platform for you.

NOW LET'S TALK THE DIRTY "S" WORD:

SALES

Want more traffic and more sales for your online store? Of course, you do – read on for this next step!

8 SALES

Are you doing the most you can to get as many visitors to your store? We've put together some learning tactics for you. We will teach you how to trigger special discounts as the customer is about to walk out of your store and to create emails for customers who have placed items in their shopping carts, but failed to complete the purchase.

Here's a fun idea: Implement one of these tactics every single day over the next two weeks. On the last day of this two-week sprint, evaluate and take stock. What worked best for you?

Get ready to attract new visitors, get more out of current customers, and get those lost visitors back today!

1. Upsell Your Products

"May I interest you in this upgrade?"

Most of us have heard some form of that question. It's an example of upselling, or the effort of merchants to sell you a slightly more expensive product.

And guess what? It works. According to Econsultancy, upselling is 20 times more effective than cross-selling online. Sometimes your customers don't realize a better product is available, or they may be convinced that a different product may be a better fit for their needs.

Are one of your products made of slightly better leather? Or carry a special component that's handmade? Make sure to emphasise the difference and see if the customer can be convinced to make an upgrade.

There are two keys to upselling: 1) Make upsells related to the original product, and 2) Be sensitive to the price range of your customers. Just keep in mind that your product has to fit the original needs of your customer, and they may not be very enthusiastic about a higher product price once they have an anchor price in mind. The new product must really be better than the original.

Here's an example of a product upsell:

Take a look at how Apple sells iPads. Basically, every option represents an effort by Apple to convince customers to switch to an iPad that gives Apple slightly better margins.

Here's an app to upsell your products: Product Upsell

The Product UpSell app gives you the ability to offer a different product during checkout based on the contents of the shopping cart of your customers. Integrate it with your store to sell one or many higher-margin products.

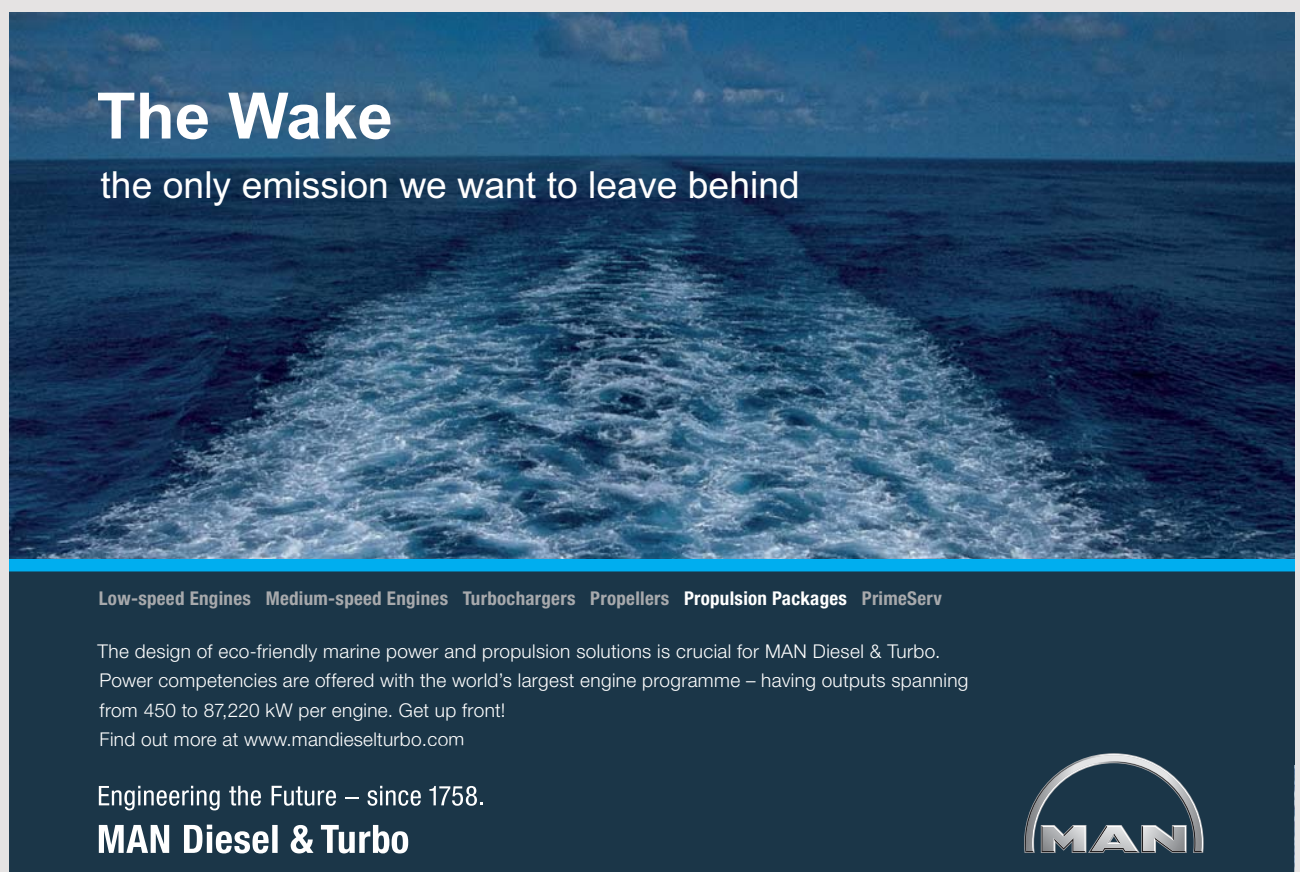
You can also customise it to make an offer only if the contents of the cart exceed a certain dollar amount.

Finally, you can use it to run promotions like: "Buy One, Get One Free."

2. Integrate Instagram

The average order value from Instagram marketing is \$65.00. That's higher than any other social media platform except for Polyvore (\$66.75).

In addition, a recent study has found that Instagram gives brands 25% more engagement than any other social media platform.




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If you use the right hashtags, appropriate filters, and post at the right times, then you're well on your way to building a big following on Instagram. The key to mastering Instagram marketing is engagement with your users.

What are some ways to engage with your audience? You may try running campaigns or contests, going behind the scenes for your products, and most importantly, showing pictures of your customers using your products. These are called user-generated photos, and they're an excellent way to demonstrate to potential customers you have happy, current consumers.

User-generated photos are a great way to generate social proof. Prospective customers see that your products are regularly being purchased by people just like them and feel more comfortable following the trend of others.

Keep building your Instagram followers and engage more.

Here's an example of a piece of user-generated content:

Fit Little Bride, a store that sells work-out clothing for women, has lots of pictures of its customers working out in its products.

Here's an app to integrate Instagram with your online store: Instagrator

Instagrator is an excellent tool for increasing Instagram engagement. It integrates your online store and gives you the ability to moderate the Instagram pictures of your customers and display them in different formats. It's an excellent tool to increase engagement with new customers by showing you like to feature your current customers.

3. Reduce Abandoned Carts

You're losing money by missing out on potential orders, but don't take it personally. Every online store is missing out on potential orders.

The phenomenon is a well-studied one: Customers add items to their carts but abandon their carts during checkout. According to the Baymard Institute, *67.45% of shopping carts are abandoned before they're completed*. Think about that for a minute. Your sales are one-third of what they may potentially be.

It's worth the effort to resolve as many hesitations as you can because a significant percentage of those who abandoned their carts may yet be convinced to complete their purchase. Perhaps

they can be persuaded with a discount, or the offer of free shipping, or maybe they never meant to exit their cart in the first place because their computer crashed.

One simple and effective way to reduce the incidence of abandoned carts? An email recovery campaign to convince your customers to complete their purchase.

Go ahead, craft a good email that entices your customers to return to their cart. You can do this directly in the Shopify admin, and we also recommend an app below.

Here's an example of an effective abandoned cart email:

The folks at Black Milk Clothing aren't above using a cute puppy and a bold subject line to try to get customers to return to their carts.

Here's an app to recapture some of the customers who abandoned their carts: Abandon Aid

Abandon Aid lets you send a note to a customer who abandons their cart, reminds them of their order, and kindly asks them to complete it. It's simple and automatic: No need for manual triggers.

4. Launch a Facebook Store

Okay, we've talked about Instagram. Now it's time to talk about Facebook, another big platform for social media marketing.

As you can see from Shopify's infographic on social media marketing, Facebook takes the lion's share of the orders placed from social media marketing.

Well guess what? Facebook isn't just a great source of traffic. You can also sell directly on Facebook with a Facebook Store.

It's easy to set up, and a great channel for making sales. Even better, it integrates directly with your Shopify store, so you don't have to keep a separate track for inventory changes.

Make it easier for customers to reach you on the biggest social media platform in the world.

Here's an example of a Facebook store: Southern Swim

Here's an app to integrate your store with Facebook: Facebook Store

Facebook Store is an app developed by Shopify that allows you to showcase and sell products directly on your Facebook Page. Customers can share their favorite products with their friends. One cool feature is "like-gating", which permits only the users who have "liked" your Facebook page to view your store.

5. Capture More Email Subscribers

In online marketing, email is one of the best channels at your disposal. It drives traffic to your store, supplements content marketing, and outperforms both Twitter and Facebook for generating sales.

Email marketing works. Want some data? According to recent research and surveys:

Email has an ROI of around 4,300% (according to the Direct Marketing Association)

80% of people say they receive marketing messages alongside their personal emails on a daily basis.

70% of people make use of coupons or discounts they learn about from email.

60% of people say receiving special offers is the top reason they subscribe to an email list from a business.

Think about it. There are way too many tweets and Facebook posts for us to keep up with, but people still cherish new messages sent to their personal emails. Plus, email gives you the space to say things that can't fit into a social media post.

Be active about promoting your newsletters to get as many subscribers you can on a high-converting channel.

Here's an example of a prominent email sign-up bar:

Take a look at Huckberry, which is very heavily driven by its email marketing. Huckberry makes subscribing to emails the central feature of their homepage.

Here's an app to improve the number of your email subscribers: Email Pirate

Email Pirate allows you to create a fully-customisable opt-in window that pops up to encourage your visitors to subscribe to your emails. You can download this list of customers into a spreadsheet and upload it to your email clientele. It also gives you the ability to track user behaviour so you can segment your customers based on their behaviour prior to opting in.

6. Improve Your Email Campaigns

It's not enough to capture a bunch of email addresses. You actually have to send them regular emails.

There are numerous occasions to send emails that your subscribers will appreciate.

For example, send out a welcome email as soon as a customer signs up. These have among the highest open rates of any marketing emails.

Or, write an email to let your customer know that his order is being processed and is on the way out. He'd love to know his order will be arriving soon.

One more example for you: Send out regular newsletters, and let subscribers know of new discount offers, product tips, and fun company news.

For more inspiration, check out our list of email campaigns that you can steal today.

Here's an app to create better email campaigns: Emma

Emma gives you the ability to conduct better marketing campaigns by targeting your customers with the right message based on purchase history. For example, segment along high-value or recent customers. You also have the ability to automate thank-you and rewards emails. Finally, you can track the purchases that resulted from your emails. You instantly can assess the value of a particular email. Emma is a great tool for designing, delivering, and analysing your email campaigns.

7. Send Out Wishlist Reminder Emails

One final type of email for your consideration: the Wishlist Reminder Email.

The Wishlist Reminder Email is closely related to its cousin, the Abandoned Cart Email. Both are supposed to convince you to take the final step in purchasing that product you've had the intent to buy.

Has it been a while since someone has checked in on their Wishlist? Do you now have an item on sale that's been put into a lot of Wishlists? Will it soon be sold out? Send out an email to let your customer know.

It may just be the trigger they need to purchase the item.

Here's an app to send Wishlist reminder emails: [Wishlist + Reminder](#)

The [Wishlist + Reminder](#) app is an easy way to automate Wishlist emails. You can customise the look and feel of the Wishlists on your site. Send emails out to people to remind them there's something in your store that they want, and whenever you list a product on sale in their Wishlist.

8. Make It Easy for Your Customers to Get What They Want

If your store is badly designed then you're losing customers.

What exactly does it mean for your store to be poorly designed? Besides looking untrustworthy, your store could be suffering from some combination of the following: lacking a clear value proposition, not writing good product descriptions, and difficult navigation.

Even when you've improved every dimension above, you could still be committing some ecommerce design mistakes. Are you properly segmenting your products or are you putting too many products on a page? Have you figured out the right balance between text and visuals? These are all things you should consider.

There are lots of ways for you to improve your store. If your theme isn't really converting well for you, take a look at some of the other great themes on offer from [Shopify](#).

Here's an example of a well-designed, high-converting online store:

There are many examples of beautiful ecommerce websites, but in particular, we like Dodocase. Take a look especially at how clearly it segments its products.

Here's an app to increase conversions: Exit Offers

Sometimes when you've perfected the design of your store, you could still be losing customers who, for example, feel your prices are too high. Enter Exit Offers. When customers move their mouse to close out of your store, you can make a special offer pop up, to offer, for example, a discount or free shipping. You can also track the success of this app. It also gives you the chance to A/B test different messages.

9. Generate More Product Reviews:

According to the online magazine Internet Retailer, you can increase your ecommerce conversion rate by 14–76% by adding product reviews to your online store.

Why? For two reasons:

First, social proof: Product reviews are a form of testimonials. You see immediately what people are saying about a product you're considering to purchase.

Second, SEO: Having product reviews increases the amount of content on a page and also increases the probability that you hit a few long tail keywords.

For both these reasons, adding product reviews increase sales.

Here's an example of a store that integrates product reviews:

Raw Generation actively solicits product reviews. It has a dedicated page, and now has 575 customers who have submitted comments about its products.

Here's an app to generate product reviews: Product Reviews

Product Reviews is a free app designed by Shopify that offers an easy way to add reviews to your store. It's fully-customizable and includes theme-adaptive design.

10. Improve Your Ad Spending

Are you experimental in your ad spending? You should regularly test slight variations on your bids for keywords to find a good niche.

One of the best ways to attract qualified visitors is by using Google AdWords to get your store to show up in Google when people search for your keywords.

After advertising on Google, try out Facebook advertising. Consider that Robert Nava of National Parks Depot spent \$60 and got nearly \$1000 in sales on the very first day. We're not saying that his success is easily replicated, but Facebook advertising is not something you should ignore.

Play around and see what kind of ads work for you.

Here's an app to improve your ad spending: Vantage

Ad spending is tricky, but the Vantage app will help you improve your ads to save money and get better results. Instead of a fixed fee, Vantage charges up to 15% to auto-optimize your campaigns.

11. Engage with Your Visitors

It's not just asking your visitors to subscribe to your email newsletter. There are other ways to engage with them on your storefront.

For example, you could direct your visitors to your social media profiles. Do you have a gorgeous Instagram feed? Are you actively managing your Facebook page? Make these "follow" buttons more prominent on your homepage.

Feature your blog more actively. Every ecommerce store should be blogging regularly, to connect with fans and to rank better for SEO.

Why not try offering promotions on your products? Everybody loves a special sale.

What's one way to do all of these more effectively? Try using an on-site pop-up to capture emails, link to your social media profiles, or promoting a product.

Here's an example of a store using a pop-up:

NOMAD sells portable charging devices for your phone and uses an on-site pop-up to direct visitors to its social media profiles.

Here's an app to increase engagement with a pop-up: Justuno

Justuno increases sale conversations by automating pop promotional offers and exit offers. It can also pop up to encourage your visitors to follow you on your social media networks.

12. Do Market Research and Anticipate Future Sales

If you have the ability to expand your product line or add new products, then you should evaluate market demand and see if it's worth the costs.

You can do this by keyword research, geographic validation, and looking at social media trends. One more creative way to test out your market? Pre-sell items, or list them as out of stock, to see how many people place actual sales.

That's right, if you're considering selling one out of three items, create pages for all of them (with good photography and appropriate text), and place them up on your store. List them as "out of stock" and simply see which products get the most attention in terms of orders placed and requests to be notified when you restock. That's the one to sell.

Here's an example of a product that's out of stock:

Are you a fan of House Lannister? So are we. Apparently, a lot of people are. Take a look at how Black Milk Clothing handles the out of stock variants.

Here's an app to manage pre-orders and out of stock products: Out of Stock

Out of Stock manages pre-orders before you have it in stock. Ship it to your customer once it becomes available. Set it up for pre-order or when you're waiting to re-fill your stock.

13. Think Outside the Box

There are lots of things that you can do to move your products. Shopify has a guide on 50 ways to make sales.

Consider LuxyHair, which built its business through Youtube marketing. Or Raw Generation, which generated sales by exploiting deals websites.

And finally, BeardBrand managed to tap into the needs of a community: men who are big into grooming their beards.

Come up with your own tactic and share it below in the comments. It can be big or small. Our first entry?

Try integrating gift registries into your store. You can get loads of referrals and sales if you have a wide selection of products that are suitable as gifts. Plus, it offers higher margins.

That's just one suggestion...

Here's an app to create registries and wish lists: Gift Reggie

Gift Reggie is a nifty tool for creating custom wish lists that could be especially useful as gift registries. Customers can take these registries to share with friends and family. Why not give your customers one more option to share your store with your networks?

This post has given you a roundup of good tactics and apps to generate traffic.

CONCLUSION

Most people sit back in their cubicle, scroll through their Facebook feed looking at all the cool lives their friends are living, and wish they could be the same. In this day and age, it's possible for virtually anyone to build a lifestyle they love using the tools available on the internet. Want to travel the world? You can do that. Want a little extra money each month to take your friends out to dinner? You can have it. Want another stream of income to feel "safer"?

You can have that too.

All you need to do is take action.

By going through this book, you've already separated yourself from everyone who keeps waiting for the perfect business idea to hit them out of the blue. You've shown you're committed to building a life you love. Because of that, we want to help you even more.

Check out my store www.sphunx.com – padded trunks for hunks, to support men's cancer awareness. Drop me a message on my personal website, www.jasonallanscott.com. Tell me what you're looking to do and we can see if we can help you. We have successfully helped many early stage e-commerce entrepreneurs get their stores off the ground quickly – Ask questions, and never feel like you're "alone" on your journey.

CHECK IT OUT