

MARK MILLER

AMAZON FBA AND E-COMMERCE WITH SHOPIFY



A STEP-BY-STEP BEGINNER'S GUIDE TO HELP YOU UNDERSTAND ALGORITHMS AND MARKET STRATEGIES TO DOMINATE E-COMMERCE AND CREATE YOUR PASSIVE INCOME. GUIDE TO FINANCIAL LIBERTY. CREATE YOUR BRAND AND DOMINATE

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BY MARK MILLER

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PART 1

AMAZON FBA

Introduction

Before going to start talking about the fundamentals of Amazon FBA business, we need to understand the basics of e-commerce businesses that have evolved into a successful and convenient business model and offered a lot of scope for future enterprises to reduce the impact of traditional motor brick industries.



What is an e-commerce business?

Before the era of the internet, wholesale marketers are the rulers of the industrial supply. Starting from the industrial revolution that has evolved in the mid-1850s with the export and import of spices there is no hurdle for mortar and brick industries who delivered products to the shops directly for the customers who would come to the shops to buy whatever they need.

This chain of mechanism has made good profits for the suppliers and has become a burden for sellers due to fluctuations in prices depending on various factors. However, in the early 2000s internet has boomed making businesses thrive. Years passed and the Internet has become a necessity making new enterprises evolve with time. One of those days, Amazon has become live on the internet and it never looked back since then.

What is the Amazon business model?

Amazon acts as an intermediary between the seller and buyer using its websites or apps. A

buyer can digitally order the products and receive the product within a minor frame with the help of amazon's efficient logistics supply. Moreover, Amazon prefers and gives importance to customer's satisfaction more than any factor thus making people coming back to it for every need so often.

However, Amazon does not sell everything in its platform unlike other millions of private stores that offer various niche products for its visitors.

Amazon collaborated with lakhs of business supplies also called sellers into a complex network system with its efficient logistics system to deliver products to the buyers.

What is Amazon FBA in brief?

Amazon FBA in layman terms is defined as Fulfilled by Amazon. This technically describes that the seller can use amazon's efficient logistic support to deliver the products, unlike Amazon FBM where the seller needs to ship the products to the buyer by himself.

Are you still in confusion about how Amazon FBA works? Head over and read the systematic procedure that explains the process that goes on with the famous Amazon fulfillment service.

The working steps of Amazon FBA

1. First, the Amazon seller needs to send his products in a neatly packed procedure according to the amazon standards to one of its warehouses that are situated in almost every part of the country.

2. When the product is received by the Amazon warehouse the listing goes live on the website and customers can order the products. Received product is stored in those well-established warehouses until the product gets ordered by the buyer.
3. Amazon is responsible for any mishaps that may happen to the products inside the warehouses. Amazon has a strict policy to reimburse any damaged product money to the sellers due to the mistake of its logistics department.
4. When the product is ordered by a customer amazon packs it to the customer and sends it to the shipping address all by its own by its well-established delivery department or by its sibling delivery partners.
5. All the while amazon is responsible for any delivery delay or wrong product delivery to the customers and the sellers need not worry about the customer assistance that they otherwise need to do on their own or by third party call services.
6. If a buyer is not satisfied with the product, he may raise a return ticket that will be fulfilled by the Amazon. After the end of the return policy timeframe, the seller will receive his funds excluding the basic amazon Fulfilment service fees in his bank account.

This is the basic structure of the business model that goes on when you are partnered with Amazon fulfillment service. I hope that clears away your thoughts about the basic process.

What sellers should be aware of?

- **Choosing the right product:** If you are serious about making money with amazon,

then you need to find the right product to sell. Choosing to sell some mediocre or unpopular products may land you into losses. If you can get one unique product that can attract consumers of your niche your business will grow very easily. We will go through the concept of private label products that is a successful strategy to earn more profits using Amazon FBA.

- **Keyword research:** Amazon algorithm works on the basic principle of keywords. Whenever you try to create a listing, the system asks you to insert a few mandatory keywords so that the user can see your product in his search results. There are many ways to find successful and profitable keywords with very little competition. You can simply use the amazon default search recommendations to get an overall estimation of popular products. However, to get good profitable results using Amazon FBA the sellers need to get accustomed to keyword tools, amazon jungle scout that displays the competitive strength in their results.
- **Negotiating with partners:** People often get confused with the significant terms of drop shipping and amazon fulfillment. Dropshipping is the process where you just act like a middleman and sell the products from the retailers to the consumers. You need not worry about manufacturing, shipping and any other parameters that come with it.

However, there is no way that you can know about the quality of the product and you may land in losses if the customers start retiring the product due to varied reasons. In a word, if you are a drop shipper there are very fewer things that you can

control and all you can do is believe with all guts about your supplier. This is the reason why there are very few successful drop-shippers in the industry.

Amazon FBA covers these disadvantages that dropshipping provides with the power of controlling things on your own excluding the logistic department.

However, when trying to expand your business using Amazon FBA or while giving inputs for retailers to create private-labelled products you need to negotiate with them for reducing the costs. A lot of wholesale retailers and manufacturers are available through websites like Alibaba that belong to China. For this reason, every Amazon FBA seller should improve his negotiation skills with the manufacturers for more profits.

- **Reducing your shipping time:** Usually, amazon sellers can opt for an option called FBM while creating a seller account. FBM is defined as Fulfilled by the merchant. That is amazon lists the product on its website and when someone purchases it the merchant should ship it all by himself or the third-party courier services he links up with. Sellers from eBay, which is another famous e-commerce selling platform use this way of sending the orders usually and is often ridiculed for its late shipping.

For this exact reason, Amazon has smartly linked up with courier services all around the world with hundreds of equipped warehouses to form the most reliable logistic systems. When you get registered with Amazon FBA, Amazon fulfils every order that is processed. However, it charges a basic percentage of the price for the maintenance

and many factors come along in between while shipping the products to the customers.

Many Amazon FBA sellers at the beginning suffer to understand the mechanism of the shipping and delay the process of shipping the products to the warehouses with good packaging. This book will give a detailed systematic instruction to decrease the shipping time and costs with different strategies and principles.

- **Marketing:** The most important thing amazon sellers should take care of is to get people through the listing page. Successful sellers use various strategies to market the product page. The most reliable strategy is to give PPA ads through social networking platforms like Facebook and Twitter. However, nowadays there has been a lot of competition for the ad space and made sellers improve their marketing tactics. Many Amazon FBA sellers rely on both Amazon ads and amazon associates who promote products for them. In this book, we will give a complete checklist of marketing techniques that can be followed to increase the conversion rate of the product.
- **Getting rid of the product hijackers:** When your product goes viral, it is often bound to get hijacked by other sellers by counterfeiting those using irrelevant and illegal tactics. Amazon FBA sellers should be smart enough to detect these counterfeiters and report them to Amazon as soon as possible. To make these product hijackers do not affect your sales in the future you should try to create brand awareness about your product.

Chapter 1: What is Amazon FBA?



Amazon is known to be the largest global online retailer, which is a preferred market platform by many people to their sell products online. Amazon helps boost sales with its world-class fulfillment and expertise wherein they pick, pack, and ship orders to customers. It became an income-generating venue for third-party sellers or merchants who want to make passive income through selling products online.

Of course, it's not only the manufacturers and online business owners who can sell on Amazon to help grow their sales. If you're looking for REAL online business, Amazon has a potential to earn you a steady income for life.

Anyone can sell on Amazon!

- Stay at home moms
- People tired of working for others
- College students
- Anyone looking for extra money
- Anyone who wants to sell old stuffs
- Retirees

Selling on Amazon can earn income with just a few products or can take advantage of building a

business with more than 20 categories of products to list. It's a big and exciting place for online sellers to widen their customer reach and increase their sales.

Why People Pay More on Amazon?

Amazon has built a great reputation for almost 18 years now. They continuously develop programs, especially for its customers. With the current program, Amazon Prime, customers are valued with numerous benefits from becoming a Prime member.

Isn't it a good idea to sell products where your customers can enjoy these benefits from Amazon?

Your customers can avail the following:

- Free 2-day shipping
- Unlimited deliveries with no minimum order size
- Unlimited movies and shows with Prime Instant Video
- Unlimited video streaming and photo storage
- Early access on Amazon Lightning deals and MyHabit
- Collection of free e-books with one book a month borrowed (no due date)
- Discounted automatic delivery (some most used items)
- Hassle-free returns

It's important to consider that not everyone is totally price conscious. Amazon caters to all people who prefer online convenience when getting a product, they need, even if they are non-Prime members.

Like for some busy professionals, to have the convenience of getting a product shipped to their doors could be advantageous even with a little

cost to spend for the item. For a snowed-in family, the extra \$3.99 shipment fee is worth the cost than to go out of their house during the cold season just to buy an item they want.

Also, persons living in the country would rather pay an extra fee, instead of driving an hour, each way, to get an item. If you think about it, the cost and time they spend to commute and purchase an item are the same cost they spend with Amazon, BUT with the added benefit of saving them time. People buy on Amazon because of the service of shipping the product. The convenience of receiving the item right at the doorsteps makes a difference to the customers that even spending a little cost outweighs the convenience of having an item.

Why Sell on Amazon?

Selling on Amazon is for you if you want a business that would let you:

- Experience freedom to do your own thing
- Work on your own interests
- Be with your family and take a vacation
- Earn savings or emergency funds
- Make a passive income

Selling on Amazon is a great way for you to sell products on a network with a great reputation and have millions of established buyers. With its marketplace, there is a big chance to make a profit from selling products. Indeed, selling products on Amazon is an opportunity to reach more customers globally.

Aside from the advantage of Amazon's marketplace, sellers are guaranteed of the following:

Friendly selling experience.

Amazon has the most user-friendly database. You'll discover how easy it is in this book.

Huge products database with detailed item information.

This makes Amazon Store a quick venue to sell products showing detailed enticing information to the prospective buyers.

Pay sellers on time.

When making payments, Amazon is reliable and does it on time.

Easier selling with FBA program.

Amazon Store creates an easy platform and fulfillment services by providing the complete selling resources such as warehousing and logistics, which makes selling on Amazon easier and reliable.

Now, let me discuss the most compelling feature and the biggest advantage of selling on Amazon, the Fulfillment by Amazon (FBA) program.

The small cost of joining Amazon FBA is worth the benefits that a seller could get from it. Here are some advantages of selling on Amazon FBA:

- Time is saved in sending items by order
- Amazon takes care of the inventory
- Amazon does the right packaging to fill daily orders
- Customer service is done by Amazon, including refunds/returns

Amazon offers the FBA program to eliminate fulfillment difficulties of online sellers and helps to level up the business. Amazon sellers have experienced making money, growing sales fast and delighted more customers after using Fulfillment by Amazon. Most of the Amazon sellers

have reached a 20% incremental in their sales when they joined FBA.

Amazon Selling Options

Amazon offers different ways to sell products in their marketplace. To differentiate the options, here are the two ways of Amazon selling:

- 1. Sell products TO Amazon:** Selling to Amazon is an invite program to sell products directly to Amazon wherein you are granting Amazon the ownership of your inventory. Amazon will then market and sell to shoppers on Amazon.

You must take note that if you choose to be a supplier to Amazon, you're selling your products at wholesale rates. Granting Amazon, the full ownership of the products is letting them choose their own price and shipping options of the products. This selling option need not to use the Amazon FBA service.

Although becoming a supplier may mean you will be getting lesser rates for your items, it may benefit you by eliminating tasks such as marketing, advertising, and pricing.

- 2. Selling ON Amazon:** This selling option is what we call Amazon FBA. When you sell on Amazon, you have greater levels of control and potentially higher margins on your listed products on Amazon. Unlike selling to Amazon as a supplier, this option allows you to control shipping, prices, and order fulfillment.

Here are the advantages of selling on Amazon:

- Find New Customers.

With the huge marketplace of Amazon, sellers can gain exposure to new and varied customers. Prime members see your products as eligible for free

two-day shipping which customers normally prefer a short delivery lead time at no cost.

- Capitalize on Amazon's Branding.

Sellers can leverage the marketplace benefits through capitalizing on Amazon's branding as a shopping online destination. Listing products on a marketplace known for its ease of online selection and shopping, as well as its reliability, can benefit a seller. Remember, nobody trusts a random online retailer, who they can't see or talk to. So, the best thing people can do is sell through companies with a great reputation and branding, such as Amazon.

- Increase Sales.

Sellers who own online store are taking advantage of the increased exposure on Amazon. Your products can gain visibility with millions of customers. This exposure eventually translates to increased sales through Amazon's marketplace especially that customers can view your listings labeled with Amazon delivery guarantee.

So, which option gives you the high levels of profit?

I'd rather tell you; it's selling ON Amazon! The truth is, it is more popular than selling to Amazon as a supplier.

The wide coverage of Amazon is another reason that Amazon FBA is the best option in selling your products online with global opportunity. Also, its features and services are highly flexible.

Sellers do not need to live in the United States to get a chance of growing a business. With the global marketplace of Amazon, they make FBA program possible to different countries.

At this time, aside from the [United States](#) , FBA is available in countries like the [United Kingdom](#) , [Canada](#) , [France](#) , [Italy](#) , [Germany](#) , [China](#) , [Japan](#) , [Spain](#) , [Mexico](#) , and [India](#) . There are fulfillment centers from these countries. Surely, Amazon can offer FBA to more countries in the next few years. So, why not sell on Amazon with the FBA program?

Lack of experience and capital should not stop you from starting your online selling business. The Amazon FBA business model is designed so unique to help even an average seller.

What's more? Amazon finds ways to make sure that they provide the sellers great tools and resources in leveraging the selling business.

For example, would you like to know Amazon's selling rate of an item before you decide to start selling that item on Amazon?

That piece of information will be useful when answered. Having the indication of an item's recent high sales on Amazon can help in your buying decisions.

To find this information, I can refer you to Amazon Best Seller Rank.

The Sales Rank report is just a snapshot of ranks in time and not the total of quantity sold from the time an item is listed on Amazon.

For example, two items may have same Sales Rank that both sold one unit at a time, even if one of the items have sold one unit per month for 2 years and the other have just sold only one unit after 2 years. The Sales Rank of the two items only indicates that the items are sold recently.

Sales Rank gradually gets higher and higher whenever the item sells again. Amazon updates Sales Rank every hour. You can try to observe

how an item changes its rank to get a broader view on how a product sell.

But you should not think that those items with lower rank aren't selling well. Observe how its rank spikes from time to time that indicates it is being sold frequently. Ironically, the lower the rank indicates that the item is quicker to expect a sale. You'll notice how an item changes its rank in a short period of time.

How Selling on Amazon Works?

Selling on Amazon works for two different types of sellers according to the subscribed plan, which is as Professional or Individual Seller. These two selling plans offer you the flexibility to sell one or a thousand items.

Before that, I want to give you a clear guide on how selling on Amazon works, there is a 4-step process to follow once registered:

- Step 1: List products.

If you're an individual seller, you add products to the Amazon catalog one at a time, unlike the Professional subscription that allows you to add batches of items. If the product is already on Amazon, just take note of the quantity, condition and shipping options of the products you must sell. For unlisted products on Amazon, you need to identify the UPC (Universal Product Code) and SKU (Stock Keeping Unit) and prepare products attributes like title, description, and product images.

- Step 2: Sell to Customers.

Listing your products will automatically make it available on Amazon for customers when they search on products related to yours. The service of Amazon starts from here where you have placed

your item on a trusted marketplace. Amazon will notify you whenever there is a successful order. Set your account settings on which method you want to be notified, either by email or text message.

- Step 3: Ship Order.

If an item is sold, Amazon will notify you that a customer placed an order. Using the Amazon FBA will let Amazon do the shipping of your ordered item. This is a hassle-free fulfillment of customer's order. On the other hand, you can choose fulfillment by merchant, which allows you to process shipment details but may cause you headaches.

- Step 4: Get Paid.

Amazon will pay you on a regular schedule, generally every 14 days. There is nothing to worry about because you will be notified whenever they deposit payments on your bank account. You need to provide valid information for your bank account. Just maintain a minimum of \$1 in your Amazon account balance for disbursements to take place. As a cost-effective program, you only pay as you go. You're only charged for the storage space and order they fulfill.

Certainly, the Amazon FBA program is a good deal for online sellers!

And, you have just learned the essential information about selling online on Amazon using the Fulfillment by Amazon program. Now you have a choice to sell with no headaches in running your business, and eventually have more time to focus on how your business can grow.

What are Algorithms and How to Use Them?

Amazon is a crowded marketplace where thousands of retailers and sellers try to climb up to the top search result for a product listing. Just like Google, which uses different search, engine-ranking techniques to rank its SERP Amazon also uses an algorithm known as the A9 algorithm that determines the top results for a keyword or product category?

What is the A9 algorithm and how is it different from Google algorithms?

Google has been a pioneer in search engine technology for a decade and the most important reason for the success of Google is its complex algorithms that display valid results according to the user's search query using various criteria like backlinks and less duplicate content. However, Amazon works on a different model where it tries to sell the consumers a product unlike in Google where consumers are the product (by selling ads, or by making users use their other services like YouTube).

This difference has made Amazon develop an efficient algorithm called A9 algorithm that tracks every move that the user takes while he was using amazon and its affiliated websites. For this reason, it was now believed that Amazon has access to a huge chunk of information that no one ever possesses in its cloud. Amazon integrates this data with its hardcore data mining and data analysis algorithms that can query the search results according to the user's wishes and tastes. This sum up to the conclusion that Google's algorithms give us results that are the most accurate for search query whereas Amazon algorithms give results that are more relevant to the user tastes and past behavior.

Amazon FBA sellers who are trying to sell products should consider this and try to improve the rank of the product using the following techniques that are believed to be used by the A9 algorithm to determine results.

Amazon algorithm focuses on mainly three goals to determine what to show for its customers.

These are the only criteria that amazon cares about and will always. Sometimes Amazon may be harsh on sellers because at the end of the day, all it cares about is satisfying customers and that is the reason why it has been ruling the e-commerce industry from the past few years.

Here are the major goals that amazon wants to accomplish with its algorithm:

a) To make customers come back often

Amazon sells many products from safety pins to motorcycles. The only way it can sustain in this competitive industry is by not losing a customer for any reason. To make this happen Amazon introduced a new service called amazon prime that would deliver the products without any shipping charges. Amazon has taken a huge risk with this because of the huge number of orders it needs to be delivered within a short frame of time.

Thanks to Amazon's efficient logistics system, it has grabbed a large portion of market share and is now thriving with profits. Amazon offers various offers and discounts to make customers come back to shop with the e-commerce platform.

Amazon A9 algorithm makes sure that products are displayed in a way that the customers would spend more on the platform.

b) To understand the conversion factors

Amazon tracks many factors like bouncing rate, quality of images to determine what are the

essentials that are making users buy the products. This self-analysis of product pages can make amazon improve its quarterly sales.

c) Improve its product relevancy search

Amazon has many consumers who are trying to buy a product without a complete understanding of the product they are going to buy. Therefore, amazon uses its efficient algorithms to data mine all the descriptions, product titles, and images to give a perfect result for the customer. By using the A9 algorithm amazon gets this awesome curating feature that can help both the e-commerce company sellers and the end-users.

Amazon never disclosed the factors they consider for the implementation of the A9 algorithm, but many third-party sources have identified the metrics that Amazon uses to rank the products that are available in their platform. Follow along for a better understanding of the topic.

1. **Negative seller feedback** - Whenever a customer buys a product on amazon, he is eligible to send feedback about the product and the seller. Feedback can be given either by text, email or by the amazon feedback window that is present beside the order details. It is believed that amazon tracks this feedback information to improve its search algorithm. Any wrong feedback related to the products will be filtered and will become judgmental for displaying the results. Therefore, for this reason, all the Amazon FBA sellers should prefer quality as their major weapon. Always try to give customers a perfect product so that there will be very little negative feedback and thus good Amazon search ranking.
2. **Order processing speed** - This is the reason why FBM sellers are not present in the top

search pages usually. Amazon logistic systems are told to be given faster processing time and can deliver the products within a week at a maximum. However, Amazon FBA sellers should be sending their products to warehouses and huge order numbers may delay the order processing speed. So, always make sure that you have enough quantity in the warehouses.

3. **In stock rate** - Sometimes when you visit a product page, you will be welcomed with an “out of stock “message. This briefly details that, now, the product is not available in the Amazon warehouse, and cannot be ordered until the seller gives an intimation about the stock details. You may lose many sales due to this message and for this reason, amazon prefers sellers with stock in their warehouses. So, always make sure that you can deliver goods if there is an increase in demand for your products. A quick search of products can make you understand more about this metric. Go to the Amazon website, enter any product of your wish, and scroll on to the results that are displayed. Look at the individual product pages and you will find that almost all products have enough stock. Thus, it should be remembered that the in-stock rate is directly proportional to your amazon search rank.
4. **Perfect order percentage** - When a customer orders the product, it goes on various stages until it is delivered to the buyer. It will go through the technical listing, shipping, and delivery. If a customer is satisfied with all the stages about the order than the perfect order percentage of the seller increases. Amazon estimates the perfect order percentage using

different data mining algorithms and uses those results to display search results. So, if you are consistent in every department during the order processing your POP increases and naturally your sales too.

5. **Order defect rate** - Amazon customers are hard to deal with. If there is any problem with the product that has been shipped to the consumer, they can complain about it to amazon buyer protection. So always, make sure that your product is of good quality and try to send it to amazon warehouse within less time frame. Every bad feedback can increase your order defect rate, which is said to be preferred by the A9 algorithm to filter results. However, when you are shipping with Amazon FBA, all shipping delays will be responsible by amazon and the algorithm that orders defect rate will not affect you. Also, never, try to claim to provide a buyback guarantee if you are not willing to offer it to your customers. Consumers may report to amazon for giving fake claims, which will increase your order defect rate.
6. **Exit rate** - When your listing is live, users will visit the amazon product page from various sources or directly from the amazon search engine. It is believed that an average amazon customer only stays for a few seconds on a product page. When a customer leaves without ordering or prime ordering any product this statistic entity is defined as the exit rate according to amazon standards. If the exit rate is more than 75%, of all the visits the product page has received then the listing may receive some demerits in the Amazon A9 algorithm. So, always make sure every detail of the listing is provided along with beautiful images and

description such that the visitor will get tempted to place the order. A decrease in exit rate is good for both sales and page rank for a keyword

7. **Packing options** - When the product gets delivered customers are concerned about the type of package that has been done to the product. If there is any unsealed protection for sensitive products, there are huge chances for customers giving negative feedback. This is the major reason why amazon FBM sellers get negative ratings. However, if you are an Amazon FBA seller amazon looks after the safe sealed packaging in their warehouses thus reducing the negative reviews and improving your search index in the results.
8. **Sales rank** - Whenever you visit amazon you might have seen sales rank in the category. This is the metric that attracts many visitors and can help you gather more sales. Good keyword research and initial marketing strategies can help to increase your product rank in that category. A lot of people give away their products at initial stages to improve their sales rank as it has a tremendous impact on conversion. It is highly believed that amazon values sales rank and can help you sit at the top of the results page. You may wonder whether it is easy to surpass the competitors and increase your sales rank. Research says that it is possible to improve your sales rank with good competitor research and initial sales.
9. **Customer reviews** - Amazon A9 algorithm also highly depends on customer reviews to filter the results. You can give quick research on any product category and can observe that the results are of high customer ratings. This is

the reason why many Amazon FBA sellers use fake review agencies to get positive reviews. However, never try to cheat the system as it may lead to negative consequences. Always deliver the consumers a satisfactory product so that they will give positive reviews as a token of appreciation. Amazon also considers quality than quantity. This essential algorithmic trick has made Amazon a bad place for junk and cheap products.

10. **Answered questions** - Whenever you visit an amazon product page you might have saw consists of questions and answers from the consumers and the seller. This is a very essential conversion factor and can increase sales. An additional advantage of questions & answers in amazon is even buyers can share their knowledge about the product. Due to this whenever a visitor is interested to buy a product, he can clear his doubts about the product and conversion rate increases. So, always try to update your listing with a lot of questions and answers, as the Amazon A9 algorithm prefers it highly.

11. **Quality of images** - Images are the most driving factor for sales. Recently Amazon has a rule that makes 1000 x 1000 pixels images mandatory for every listing. If you are unable to provide high-quality images A9 algorithm adds your listing into suppressed listings. With 1000 x 1000 pixels, you can get a hover zoom option and can look at the product closely. Close sources from Amazon say that in the coming year's amazon will introduce 3D renders that can improve the visual experience of amazon customers. To rank well in Amazon search results, you need to invest in a good

photographic camera for making believable images that can intrigue the visitors.

12. **Prices** - Pricing is a controversial topic and is often difficult to say whether amazon uses it for ranking its results or not. Many experiments by the search engine optimization specialists confirmed that amazon indeed uses price as a ranking factor for few categories. However, still, positive reviews are the most driving factor. Therefore, if you are getting good positive reviews for your listing then you may try to reduce the prices for few days to increase your organic search and sales.

13. **Parent-child products** - Usually, Amazon FBA sellers sell multiple products of the same listing with different colors and sizes. Imagine if you are selling apparel with an American flag on it. You have it in different colors and product types such as shirts, tank tees, and hoodies. Amazon offers you a solution to display all of them on one product page instead of different product pages. This grouping of parent-child products can help in the increase in visitors and sales. For this reason, it is believed that the amazon A9 algorithm prefers parent-child products over single products.

14.

Time on page and bounce rate - Amazon determines the quality of the listing using two different metrics that are often unnoticed.

a. **Staying time on the product page:** This is a metric that is often used by Amazon to determine the quality of the listing. Amazon collects the time spent by a visitor on a page and compares it with the other product pages to determine the search engine results. It is also a high conversion factor when compared to other metrics. If a listing has intrigued and made the seller, stay for a long time then the Amazon algorithm weighs it higher than the other product pages. It is logical because a bad product can never intrigue the buyers.

b. **Bounce rate:** There is a small difference between bounce rate and time on a page that often goes unnoticed due to various factors. Bounce rate is defined as a numerical entity in seconds, which defines the user switching depending on the product offers or sponsored items. The bounce rate is inversely proportional to the impact on the A9 algorithm. If the bounce rate is more on your product page, then you are lucky enough to find your spot on the top results page. Amazon FBA sellers should prepare intriguing product pages with brand images to make visitors hooked about your listing.

15. **Product listing completeness -**

Amazon A9 algorithm prefers a product page that consists of all the restrictions that Amazon has imposed on sellers. If there is the completeness of the product page, then the Amazon algorithm may demerit you from their results. Therefore, it is always important to maintain your product page with complete information. From the next metric, we discuss all metrics which fall under the relevancy factor that Amazon considers for its A9 algorithm.

16. **Product title -** The title is the most important metric that the A9 algorithm considers while grouping out similar items. This is the reason why you need to concentrate on researching a little bit more on keyword research for the product title. Amazon allows you to enter 80 characters for the product title so brainstorm the best keyword ideas so that you will get good organic search. However, do not stuff unnecessary and meaningless words for the sake of ranking as it may be useless for the listing relevancy.

17. **Product features -** The second metric where keywords are highly considered is on the product features. Product features are also known as the bullet points in the product overview category. These are the glance that visitors look at most of the times. Try to insert many long-tail keywords in the product features for better recognition of the Amazon A9 algorithm.

18. **Product description** - Amazon product page conveys a lot of information in the form of a descriptive paragraph. A lot of sellers write very fewer descriptions to their products thinking that it may not be an indicator for amazon SERP. However, experiments have shown that descriptions that are filled with a long tail and short tail keywords are likely to outperform other listings. Write a simple non-technical description so that the visitors can understand the essence and usage of your product. You can also use some Catchy phrases to obtain their attention.

19. **Brand and manufacturer part** - Amazon highly considers branded products as their top search results. Amazon algorithms check whether your product has been registered on the amazon brand registry and pushes you forward if are registered. The manufacturer is also displayed on the left side of the product page. This is the reason why you need to ask your Alibaba suppliers if they already have clients selling on Amazon. Manufacturers with past selling records in Amazon are favored over the newcomers.

20. **Specifications** - Product specifications are an easy way to give a complete overview of your product with numerical entities. Many products available in amazon are not thorough with specifications. Specifications come into handy when visitors want to filter the results using color, size, prices, and weight. Amazon offers many filters using the advanced search. So thorough specifications of your product can bring some new visitors with a thorough understanding of what they need to buy. Amazon A9 algorithm favors products with very well written specifications.

What is the Best Market Strategy Currently?

If you want to create a powerful marketing strategy, you need to have a strong foundation to carry you forward. The foundation of any marketing strategy lies in the brand that is being marketed in the first place, as your brand provides you with a core image and key guidelines to help you decide how to establish your presence and market your business. This is one area where many Amazon FBA business owners go wrong: they believe that Amazon is already branded and therefore they do not need to brand their own business because it has already been done. The fact of the matter is, Amazon has branded Amazon, which means that you and every other seller that is selling on the platform are all being leveraged as the brand. The sellers on Amazon who are taking the time to stand out and improve their own image, while driving massive amounts of traffic to the platform, are the sellers that are going to be favored by Amazon's platform and offered better rankings and traffic from the platform itself. If you want to be one of Amazon's preferred sellers who earned the best rankings and the best positions in search results, you need to put in the effort to brand yourself and drive your own traffic to your store, too. This way, Amazon sees your business as being a popular one and helps improve your traffic by driving some of its own traffic to you, too.

Creating your own brand defines who you are, what you have to offer, and why people should choose to shop with you over any other brand out there. You can design your own brand with minimal effort and leverage this image and personality to get your brand in front of a larger audience. All you need to do is determine who

your target audience is, create an image that suits your brand, and create a tone that determines how your brand is going to sound in all marketing efforts. With these three elements in place, you will have plenty to launch a strong, marketable brand that will help you grow your Amazon FBA business much faster.

Identifying your target audience is a crucial step in the brand building because it allows you to know how you can create a brand that is going to appeal to your audience. Different demographics have different desires when it comes to how brands look and sound, so you are going to want to cater one specifically to your demographic. You can easily find out whom your target audience is by considering what your product niche is, and then determining who is the most likely person to buy that product. That person is your target audience. When you identify that person, make sure that you identify them clearly. Understand who they are, where they come from, what their income level is, where they spend time online, and what they are doing with their spare time. The more that you can understand your target audience, the more you can connect with them and create relatable branding and marketing materials that are going to be far more likely to attract your target audience to your business.

The next part of your business is your imagery. This includes your brand colors, your logo, and the general image that you are giving off for your brand. On the issue of choosing your brand colors, look at your competitors and see what types of color palettes they have been using, as this will give you an idea as to what types of colors are popular in your industry. Unbelievably, color preferences do vary by demographics, so you are

going to want to pick a color palette that fits the pattern for what already exists in the industry. This does not mean that you should be directly copying your competitors, but it will help give you an idea as to what colors are going to work best for you and your business.

Logos are easy to purchase, especially with platforms like Fiverr. For your Amazon FBA account, you can easily hire someone for \$40-\$250 and have your logo made for your business. This logo is going to be displayed on everything to help people develop brand recognition and know what belongs to your business, so make sure that it is a brand that you are going to enjoy. There are many different styles of logos, so once again choose one that fits your industry well.

Lastly, you are going to need to pick the general image of your brand. That is: what feel do you want to give off with your marketing materials? Are you wanting people to feel connected and like they have a sense of community around them, or are you wanting people to feel like they are independent and empowered? Do you want people to feel fun and inspired, or do you want them to feel serious and important? Consider what you are selling and what mood fits your niche, and then design your brand image around that. For this, you want to pick your chosen brand fonts and the actual content that you will be featuring in your images.

When it comes to designing the imagery for your brand, a popular tool that marketers use is known as a “mood board.” Mood boards are graphics that feature the ideal image and mood that a brand will be portraying with their business. This includes their logo, their chosen brand colors, their fonts,

and graphics that portray their ideal mood or feel based on what they want customers to feel when they shop with them. You can easily create a board like this using a platform like Pinterest or Photoshop. Once you have it, keep it nearby and then gauge every piece of marketing material against your board to make sure that it has the right feel for what you are going for with your business.

The last part of building your brand is creating the tone or the voice of your brand. Creating the tone or the voice of your brand includes identifying what you want your brand to sound like and then identifying what vocabulary would match that sound. For example, if you want your brand to come across as fun you might use words like flair, whimsical, and entertaining in your marketing content. If you want your brand to come across as serious, however, you might use words like sleek, empowering, and modern.

Again, how you choose your brand voice relies heavily on whom you are talking to, as you want to create a brand that is going to be relatable to your audience. Consider your brand as its own entity and your audience as your brand's friends. Your audience is only going to befriend your brand if they feel a sense of connection to what you are offering them, so you need to make sure that you are offering something relatable. The easiest way to pick your tone is to identify what successful businesses in your niche are using and use that same tone. This way, you can feel confident that you are going to have a sound that is relatable and that is proven in your industry.

The one key difference when you are building a brand is creating your uniqueness. You do not want to sound the same as every other brand any

more than a person wants to have six of the exact same friends. You need to identify your unique vocabulary and way of speaking that belongs to you and that sets you apart from everyone else in the room. Remember, you want to be a friend, not a clone. Choose a way to speak that feels more relevant to your brand and individualized to who you are, yet still relatable to your audience and this will help you market your brand effectively.

Building Your Marketing and Sales Funnel

After you have built your brand, you want to build a marketing and sales funnel. Many who are new to business view sales funnels as being unimportant or only relevant for passive income streams, but the truth is that every single brand need sale to funnel. The purpose of a sales funnel is to drive traffic to your website so that people can purchase your products. This can be as passive or active as you desire to be, and it can be as simple or strategic as you desire it to be, too.

Ideally, a sales funnel should get your audience to a checkout link in three clicks or less. You can have many different entry points where people enter your sales funnel so that they can get into the process of getting into those three clicks or fewer cycles. For example, you might bring people into your sales funnel through paid advertisements, organic social media content, and word of mouth. Then, once they are in that funnel, they are exposed to your business and are directed to your shop and then the checkout page so that they can purchase from your business.

When you first start out in business, it is useful to keep your sales funnel and several entry points as simple as possible so that you do not become overwhelmed. Once you begin to feel confident in those entry points and funnels, you can begin to

branch out into other ones, allowing you to send even more traffic to your website. The key here is to leverage your momentum and maximize your sales by consistently growing at a pace that you can reasonably manage. If you attempt to grow faster than you can manage, you are going to crash fast and hard and you are going to completely blow up your entire business.

The easiest way to create a sales funnel is to identify one entry point, identify how that entry point can lead to interest, and identify how that interest can lead to a sale. Below I will outline some great sales funnels that you can consider using as your initial sales funnels while you start to grow your business.

- Paid Advertisement > Customer Clicks Advertisement > Product Sales Page
- Social Media Post > Customer Clicks Website Link > Product Sales Page
- Email Newsletter > Customer Clicks Website Link > Product Sales Page
- Lands on Social Media Page > Messages Shop > Product Sales Page Link Offered
- Blog Post > Customer Clicks Link in Post > Product Sales Page

Although some sales funnels get much more complex with various steps that cause customers to sign up for email newsletters, purchase small “tripwire” purchases, and then purchase larger products, not all sales funnels need to work this way. In fact, early on, the easier your sales funnel is, the better it will be. When you have a simple sales funnel, it is easy for you to manage and drive traffic through, and it is easy for you to troubleshoot if something in the sales funnels stops working. Over time, if you desire, you can

begin to automate new features into the sales funnel, however, it is not necessary.

The idea with Amazon FBA is that everything is as simplified as possible. Your primary goal is to drive people to your product pages so that they can fall in love with your product and purchase it. At most, an Amazon FBA sales funnel should be 4 steps long in order to feature an email newsletter sign up before a person is lead to the product page. This way, you have your email list growing which gives you direct access to your existing audience anytime you need it. You can easily capture emails using a simple landing page with a platform like MailChimp, Squarespace, or even Shopify.

Perseverance

With Amazon FBA, your mindset is what is going to help you see your success before your bank account does, and that level of faith and commitment to making it work is crucial. This is where you are going to find the drive and inspiration to keep going so that you can find the right path forward for your business, no matter what obstacle or challenge you may face along the way.

Every single plan, no matter how well-crafted, is going to have unexpected bumps and hiccups in it. Even something as simple as planning to take a bath in the evening after work can go awry when you get home and realize that several other things are demanding your time and attention, rendering your schedule full and no time left to bathe. Plans always go off course and struggles will always arise and accepting that fact early on is a great way to make sure that you are prepared for any struggles that you may face along the way. This is as much about mental preparation as it is about actual practical preparation in your plans.

As you cultivate your plan, make sure that you look at the most likely challenges you are going to face along the way. Identify what those challenges are and pinpoint them on your plan so that you are already aware of what these possible challenges are ahead of time. In many cases, just being aware of the potential for these challenges to arise is plenty for you to avoid them once you hit that point in your plan through preparation and planning.

You should also plan to have enough resources available to navigate any challenges that you may face on your way to success. For example, having extra merchants available and extra funds

available is a great way to make sure that if your supplies run out at one merchant, you can get them elsewhere. This also ensures that if you have a cash flow issue in your business early on, you have saved funds to help you deal with that cash flow rather than being left high and dry. This type of planning is important as it helps keep you on track with your success.

Another example, if you find that people are leaving low-quality reviews, avoid getting defensive. Instead, ask them what they would like to see more of and how the experience could have been better. If it was something you can fix on your own, such as by finding a new supplier or adjusting your products or listings, do that. If it was something that needed to be managed by Amazon, ensure that your product reviewer has the right information to get in touch with Amazon so that they can receive support and have a more positive experience.

Although you do not have to do this, taking the time to engage on your own is going to help you have a more personal and positive impact in your business. You are also going to have the unique opportunity to see where you can improve on your service so that everyone has a positive experience with your shop. Through your own reviews, you can learn more about what new customizations and variations should be considered, what other products you can share, and how you can continue offering great quality. Never overlook the value of spending time reading your own reviews for support in growing your business on Amazon FBA.

Remember What You Are Working For

Even though on-line entrepreneurship can vary at times, for some business owners, it is all about

focusing on the product and leaving the result. When productivity and motivation take off, why do they remind themselves behind their businesses?

- Be Grateful for The Freedom and Flexibility

Ellie and Mac's Lindsay Esri said that the owner of an online commercial venture allowed her home to do a terrific job. "The owner of online business has forced my family (with four children) to travel the world," she said. "We have had such wonderful experiences because of it."

No one has the luxury of raising their personal program and performing as an owner - but on-line commercial enterprise owners do. Taking advantage of that flexibility is an accurate way to re-charge your new batteries.

- Celebrate Your Freedom

Owning a commercial enterprise comes with a lot of risks, but it additionally helps the business proprietors to become self-sufficient and fiercely independent. In those days, when you experience very less than motivated, keep in mind that your career direction allows you to choose your own adventures and challenges.

Erin Mulkeran said for me, "For me, this path has consistently intended that I have the possibility to create my own personal curriculum and make my own decisions. If I'm ready to work, I can call the shots." Love Design.

- Refocus

"I recognize that on-line entrepreneurship is about your survival and responsibility to participate actively in the community. If you can't do that now, it's time to re-think the business."

One of the great cases about being an online business owner is your ability to shift gears and pass operations in a new direction quickly. If you are no longer motivated, consider refocusing your business in a way that is better suited to your modern interests.

Early organizations hate the phrase and online marketing can be even more challenging. As there are web sites and competing agencies interested in just about every area of the imagination, using advertising can be an excellent challenge to stand out from your friends from the line. This is if you do not have a good deal of cash to put into your advertising and marketing budget.

But there are a lot of recommendations that any on-line commercial enterprise can use for marketing their commercial venture, not missing their financial position.

Time is Money

We have all heard the saying, "Time Is Money." And how true it really is, but how do you get more time and how do you turn that time into actual dollars. I will be explaining how to save, and create time through productivity, and in turn using your new time to improve yourself which will eventually turn to dollars. The equation to this is productivity + daily improvement = dollars, this equation follows the rule that time is money. You must understand before we move on that "time is money" is broken down into productivity and everyday improvement, that is what the saying is referred to.

How to incorporate productivity and everyday improvement in your life to produce dollars in the end. First, is to understand the two principle:

- Productivity - Getting things done in an effective and efficient way in order to better move your life along and help get ahead of competition by freeing up more time. This can range from a variety of things and we will dive into more detail about them soon.
- Daily Improvement - Anything that helps you improve day after day in order to become the best version of yourself and brings you closer to wealth.

Now if you are confused as to how this all connects to dollars, let me explain. If you are asking "how does any of this make me money?" you are looking at this terribly wrong. See by being productive you created or saved time, you used it to improve yourself and now you can take your improved self and go create something, all that knowledge you gained from improving yourself go use it and become something more.

So, I guess if you never improve yourself this system doesn't connect to dollars but it can still create you more time no doubt and you can use that for whatever, and actually if you put a dollar amount on doing your passion, being with your family, or something of the sort you are connecting this system to dollars and time is money still applies. This can really be understood in your own way, so put it in your own way.

In any business that you are a part of, whether its Amazon FBA or anything else, knowing how to identify and leverage your strengths is a crucial opportunity for you to grow faster. Every single person has strengths, and strengths of all shapes and sizes can contribute to the success of your business. Finding out what your strengths are and learning how you can leverage those to help you grow your business is a great opportunity for you to excel in your growth.

A great example of leveraging your strengths will be if you are exceptional with scheduling and ordering. A punctual person is incredible at getting everything done on time, which means that you are going to excel with Amazon FBA because you can ensure that your orders are always submitted delivered to the warehouse on time. If you find that punctuality is your strength, you can always create a strong schedule that is going to help you submit everything on time so that your business is flourishing.

If you find that ordering and managing the backend of things is your strength but punctuality is not, then you might adapt the way that you do things differently. In this case, you might prepare all your orders and shipments in advance so that you do not find yourself scrambling at the last minute to get everything done. This way, you are

confident that you are prepared to get your products to the warehouse on time every time, ensuring that you always have plenty of stock for your customers to order.

In addition to knowing what your strengths are and leveraging them, you should also be aware of what your weaknesses are. Having a clear understanding of what you might struggle with or where you might fall flat in your business can help you use your strengths to offset these weaknesses and keep you going strong. If you cannot fully offset them, at least you can be aware of them and plan for you to have plenty of time to navigate all of the tasks relating to these weaknesses so that you are always running your business steadily. You can also plan to learn new skills and techniques to help these weaknesses less of a burden so that you can still run your business efficiently and without any unnecessary troubles. Look for opportunities to improve your mindset, to learn more about your Amazon FBA business, and to learn more about advertising and business in general. Stay open-minded to ways that you can follow the trends in your industry and be willing to adapt your plan accordingly if you see new opportunities to improve your growth. The more willing and open you are, the more you are going to spot the growth opportunities with your business, and therefore, the more growth you are going to achieve. Growth mindset and a willingness to stay open to learning is something that virtually all entrepreneurs who achieve massive success in their businesses have in common.

Shipping and Customs Charges

Shipping the Products

Once the manufacturer has completed your orders, the next step is to have them all shipped to Amazon FBA warehouses. You need to research this part before you place an order, especially if you decide to source your product from Chinese manufacturers because there are a lot of processes involved when it comes to importing items from abroad.

For illustration purposes, let's assume that your manufacturer is from China, where most Amazon FBA sellers get their inventory.

Shipping from China to Amazon Warehouse

There are three ways to ship from China to Amazon Warehouse:

- The items will be sent directly to Amazon Warehouse from China.
- The items will be sent to your home first and then to Amazon Warehouse.
- The items will be sent to a third-party company and then to Amazon Warehouse. This company will also check and prep the products for you.

Chinese supplier - Amazon Warehouse

A lot of people use this first method because it is the fastest and cheapest way among the three options for obvious reasons. This is especially true if you decide to use air or express cargo. You must pay for the shipping fee twice if the products must go through your home or a third-party company.

Chinese supplier - You - Amazon Warehouse

Some sellers prefer that they see the products that they ordered firsthand before selling them online. This is especially helpful when it comes to

ensuring that the items meet Amazon's quality requirements. This is also ideal if you live near the US main ports, like Los Angeles. It will add more to your shipping expenses if you live far from major ports because of the additional transportation costs from the port to your home. However, if you do decide to have the items shipped to your home first, you will be responsible for prepping your products, which can be a tedious process, especially for beginners like you.

Chinese supplier - Third-party – Amazon Warehouse

If you want your products to be inspected, prepped, and monitored professionally, and you have extra money to spare, you can hire a third-party company that can do all these things for you. You need to find a third-party company that is also located in the same state as the Amazon FBA warehouse if you want to have low shipping costs. If it is in a different state, the shipping costs will be a lot more expensive.

Shipping by Sea or Air

Sea freight

This is a complicated method of shipping items for export and import because it involves a lot of steps. It may be complicated, but it is still one of the major ways to transport products from one country to another because it can accommodate a large shipment at a much lower cost. The main disadvantage is the length of time. Shipping by sea has several stages:

- From the Chinese supplier to Chinese port (domestic)
- From the Chinese port to the US port (international, export and import)

- From the US port to your home, to the third-party company, or directly to Amazon FBA warehouse (domestic)

Two forwarders are involved in the entire process — the Chinese and US forwarders. They must coordinate with each other and handle all the processes involving importing and exporting these goods to and from their respective countries.

You can either find your own freight forwarder or you can let your supplier find one for you. You need to understand that Amazon is not responsible for anything related to customs clearance and does not provide any delivery support. They also do not act as a contact for overseas customs clearance. These are all the responsibilities of the freight forwarder and the seller. If your goods do not meet the requirements of the customs, they will be detained, and the freight forwarder should know how to handle such scenarios.

Finding your own freight forwarder vs. letting your supplier find one for you

If you think you will continue having this business for many years to come, you might want to find a freight forwarder that you can rely on. Sounds cheesy, but that's how it should be. Moreover, finding your own forwarder is beneficial because you can find someone who speaks the same language as you do. And you are satisfied with what you have researched about them. You can choose someone who meets all your business needs. You can choose either a freight forwarder who is in China or in the US, although the former is preferred by many. The main reason is the ease of communication, and there will also be no time

difference that can affect communication because you live in the same state.

If you find your own freight forwarder, your Chinese supplier should deduct the cost from the total amount that you must pay. The amount depends on whether the forwarder will ship from the supplier's warehouse or from a seaport in China.

Most beginners usually resort to the second option of letting their supplier find a freight forwarder for them because they do not have a lot of contacts yet. But as they continue doing their business, they will get recommendations from fellow sellers on where to find the best freight forwarder. But you can still choose to let your supplier handle the shipment process. This is especially a great idea if your supplier has done business with an Amazon seller before because they already know how it works. You do not have to explain about Amazon fulfillment centers, and the right way to prep the products. Just make sure to ask about the shipping costs because sometimes, they do not include the cost of shipping from the US port to Amazon.

The benefit of letting your supplier find a freight forwarder for you is that you do not need to search for it. And searching for freight forwarders and knowing what questions to ask can be challenging. With the expertise and connections of your supplier, you can be sure that you will have a reliable freight forwarder who can handle your shipment for you. The only downside is that you are not learning the nitty gritty of processing shipments and searching for your own contacts because you let your supplier do it for you.

Cost of sea freight

There are a lot of steps involved when it comes to shipping goods by sea. However, it is still the cheapest way to ship because it can accommodate a large volume of shipment, unlike air freight, which has a limit. The cost of sea freight depends on where the shipment is coming from, where it is going and what month you are going to ship. But for reference, you can use \$300/CBM which includes all shipping costs from a seaport in China to one of Amazon's warehouses located in the south of the USA. This will at least give you a rough estimate of how much you will be paying. The United States is a large country, and the shipping costs also depend on where you are in the US. If the Amazon warehouse is in the west coast, the shipping fee will be much lower than if it is in the east coast.

There is also a minimum shipping capacity when using sea freight, which is 2-3 CBM per shipment. Keep in mind that when using sea cargo, most of the fees and charges that the freight forwarders need to pay in the entire process of importing and exporting the goods are fixed no matter how much CBM shipment you have. The minimum is 2-3 CBM which is not difficult to reach since you are shipping goods in bulk.

Shipping time

So how long does it take for your cargo to reach Amazon's warehouse from China if you use sea freight? There are so many factors involved that it usually takes at least 30 days for a shipment to reach Amazon's warehouse located in the west coast coming from a Chinese seaport. If the Amazon warehouse is in the east coast, it will take an additional 10 days, so 40 days in total. This is the minimum timeframe, but it could take longer than that. For example, if you ship during the

holiday season in the US or during a festival in China, your cargo might take a longer time. There are also times when the customs clearance takes a longer time to complete because they are processing a higher volume of cargos than usual. Other factors that can affect the delivery time are the weather, labor issues at seaports, seasonal behaviors, and so on.

Christmas is the best time to sell online because a lot of people are buying gifts for their loved ones. So, if you are planning to sell stuff for Christmas, you must make sure that your shipment leaves China by the last week of October. If not, you will suffer delays and your shipment that you intend to sell on Christmas will arrive late, probably after Christmas. During this time, there is a much higher volume of shipment, which is why things get stuck at the customs.

Air freight

The second method of shipping is via air freight, and this is ideal if your shipment exceeds 1000 lbs. If it is below 1000 lbs., you can try express cargo, which involves a courier company such as DHL, FedEx, and UPS. However, most sellers on Amazon use either sea cargo or air freight because they usually have a lot of stuff to ship. Just like with sea freight, goods shipped via air freight also must go through customs clearance. And just like sea freight, you also need to find a freight forwarder who will handle the entire process, including clearing customs. You must make it clear to your freight forwarder that you want to pay for the total cost of shipping the products. You do not want to pay fees again when the shipment reaches your home or for import and export fees. This should be clarified by the freight forwarder before you decide to use their service.

Cost of air freight

When it comes to air freight shipping, the cost depends largely on the weight and volume of your shipment. Typically, air freight shippers charge per dimensional weight or actual weight, depending on which one is higher. To calculate the dimensional weight, you need to multiply the shipment's volume in CBM by 167. For example, if your shipment has a dimension of width-60 cm x height-60 cm x length- 60 cm, you will get 216,000. Divide this by one million and you will get 0.216. To get the volumetric weight, multiply this by 167. Your shipment's volumetric weight is 36.072 kgs. If this is bigger than the shipment's actual weight, you will be charged based on the volumetric weight, or vice versa.

Compared to sea freight, air freight is a lot more expensive, especially if you are shipping heavy items. Imagine if you are shipping items that weigh a total of 2000 lbs. in a medium sized box by sea from Shenzhen, China to New York, USA, you only must pay \$1200. But if you ship the same item via air freight to and from the same destination, you must pay a whopping \$4000.

Shipping time

Obviously, shipping via air freight takes a much shorter time than sea freight because airplanes are 30 times faster than ships. It will only take your shipment 3 days to one week, again depending on different factors such as speed of getting cleared at the customs, holiday season, and so on. Therefore, air freight is a lot more expensive than sea freight.

If you are pressed for time, you should consider choosing air freight. Maybe you are planning to sell before the holiday rush, and you want your items to reach on time. Or maybe you are selling

goods that have expiry dates or items that are seasonal. Electronics and other expensive items are also usually shipped via air because they will have a lower chance of getting lost or damaged because of the shorter shipping time. They are also more protected in planes than in ships in terms of storage conditions.

CO2 emissions

You already know that airplanes emit a large amount of CO2 in the air. And if your business values sustainability, you might want to consider shipping via sea freight. According to a research conducted by the UK government, an ocean liner carrying 2 tons of shipment for 5000 km will only have 150 kgs of CO2 emissions. Compare this to 6605 kgs CO2 emissions of an airplane carrying the same load and traveling the same distance, choosing sea freight over air freight will seem like a no-brainer for people who are pro-environment and sustainability.

Import Duty of Products and Other Taxes

You also need to know the different fees involved in shipping your items. It is not just the cost of the service provided by the freight forwarder. They also must pay different fees and taxes throughout the whole process. Import duty and taxes are calculated based on customs value and category of goods or HS code.

Customs value

Ideally, the customs value is calculated as: cost of product + cost of transportation to the Chinese port + export clearance in China. However, freight forwarders just estimate the amount at 20% to 30% of the value of the product in the United States, and this is what they declare at the customs clearance. To estimate the tariff of the

product, you just multiply this amount to the current tariff rate.

HS code

Customs also assigns a standardized classification system to determine customs duty. HS Code means Harmonized Commodity Description and Coding System or simple Harmonized System.

This consists of classification names and numbers to sort out traded goods that come in and go out of the country. You must ensure that you assigned the correct HS code to your goods. Otherwise, you may be charged the incorrect customs duty.

Since you are not shipping the goods yourself, you do not really have to worry about these things because the freight forwarder or the courier company handles the entire process from start to finish. All you must do is to be aware of these details so that you at least have an idea how much you need to pay when shipping your products. Once your products are shipped, or even before they reach their destination, you can now start preparing the products for sale by creating and building your brand.

Panning 1000 Feet

The Process in A Nutshell - this will be your personal roadmap.

1. *Registration on Amazon FBA – Signing Up on Amazon FBA*
2. *4 Ways to get started – Choosing product in Amazon FBA.*
3. *Looking for products - After the plan of attack, I'll teach you different methods to find products to sell. This is the most important part of the book. I think you'll find lots of tips here that you won't get from any other book.*
4. **Lit of Products** - Once we received our product, we must list it on Amazon. Also, we must make sure that our product listing is fully optimize and will convert into sales. In addition, it won't be available for sale immediately because we still must ship to Amazon fulfillment centers. That's where step 5 come in.
5. **Shipping and Custom FBA step by step** - I'm going to teach you what to do step by step to ship your product on Amazon and make sure that it'll be available for sale ASAP (so you can start making money).
6. **Get Traffic** - You can't just rely on organic Amazon traffic, in the product listing part, we will do everything we can to make sure that your products will get found on Amazon, but it's not enough. We must implement some traffic getting methods for you to get more eyeballs on your listings. You can skip this part if you like and go straight to step 7, but I don't recommend that you do it. Once you understand how powerful the traffic getting methods that I'm going to show you are. You'll be kicking yourself for skipping this step.

7. Importance of Reviews and How to Get Them - Besides the traffic, reviews are the lifeblood of your business. it can make or break a product. Follow the guidelines that I'm going to show you to get more reviews on your products.
8. Rinse and Repeat - Once you got a hang of the process, you just must rinse and repeat it. Find more products, sell more and make more money.

Alright, let's start with the basics first - signing up as an Amazon Seller.

Registration on Amazon FBA

Register for a Seller Account

Firstly, you, as a seller, need to create an Amazon Seller account that is if you do not own one already. It is advisable to ensure that you read the guidelines before you register to adapt the favorable report for your business and the type of selling plan that you want to put up

There are two types of seller accounts, the individual and professional account. The idea here is to choose the one that best fits your business. The difference between the two lies in the fact that for the individual mind, it would be more appropriate for a merchant who intends to sell less than thirty items online monthly, whereas for the professional account is better for a merchant planning to sell over forty items per month. This account also gives the seller access to other business metrics and advertising that the individual statement does not offer.

For the individual account, a fee of 1 us dollar is paid for every sale made on an item, whereas for the professional account, there's payment of 39.9 US dollars per month. The professional sellers enjoy an unlimited number of products for sale, and twenty or more items are open for all sellers, be it individual or professional.

Key things to note before you register for a seller account, you should have decided on the items that you want to sell. Once registration is done, we move to the mode of selling. The selling plan is a guideline of ways in which you intend to avail your products to your customers. You should also acknowledge that it is possible to start with an individual account and later switch to a

professional account once you have had a different view on the selling of your products. Forty items is the cut-off point in this company because as for Amazon it will charge the seller a fee of one US dollar for every item sold when using the individual selling count, so that when you intend to sell forty items in one month through Amazon it is easier to pay for the professional selling account which charges forty US dollars for every month. The moment you have chosen what selling account to use, you click on the start selling button to start the process, and then follow the prompts that appear next. The platform asks you to either login or creates an account using your preferred email if you don't have any. Going forward, you will need to have:

- Name and address of the business
- Adhering to the terms and conditions of the seller agreement
- Telephone number
- Mode of billing- chargeable credit card for a professional account
- Tax information (needed if you are using the professional seller account)

amazon seller central

1 Seller agreement 2 Seller Information 3 Set up your credit card 4 Tax information 5 Product information

Set up your Amazon selling account

Have the following available:

- Business name & address
- Mobile or telephone number
- A chargeable credit card
- Tax information [What does this mean? *](#)

Legal name
What is a legal name? *

Seller agreement
 I have read and accepted the terms and conditions of the Amazon Services Business Solutions Agreement
[If you are an international seller, read this important information](#)

Next

For the information on the seller, you will require a name and address for your business, as well as a signature for display, which will be put beside the item you are selling for buyers to identify. It can be any name, but it should be unique because it is available to the members of the public.

The next step is verification of identity via a text or phone call through the mobile or telephone number you provided. Once the verification process is done the site opens to a page where you are needed to key in the details of your credit card account number and the nine-digit routing. For the Professional seller, you must provide the mandatory tax information to Amazon for procedural purposes. Once you've given your tax information, the procedure of registration is completed, and you will be taken back to the home page of your seller central account, and from there you can manage your account activities.

Your account has now been created! Your home screen is empty and needs to be set up.

Setting Your Account

Once you register a seller account, you are required to complete a public profile for your business. This is what your business looks like, what is available to your customers. This is what gives your customers an idea of who you are, what you are offering according to shipment options, and what your business is all about. They will get to see your returns policy and feedback from other customers. The main concentration lies in the following

About Seller

You are obliged to tell people precisely who you are how your company came to be being and what inspired you to start that specific business. Talk

about your business ideology, what your ambitions are, and what you are planning to offer them. By doing so, you are trying to establish a relationship with your customers in the most transparent way. This will help to build trust, and your customers will be more likely to choose you over other competitors in the market.

Your Logo

A business logo is a visible representation that appears on advertisements, business signs, and that enables the customers to identify your business. The best logos also give customers a sense of your company's nature and morals. Potential buyers will be able to locate your business once they see your logo in several places. Your logo should be 120 x 30 pixels and not have inclusions of any URLs or business remarks in it.

Your Return and Refunds Policies

It is advised that you give your customers vivid instructions on how they can return an item for either compensation or renewal. Let them know the approximate days needed to process a refund, where they need to send returns to and the period through which the policy can be used. When setting up your various systems, keep in mind that Amazon has its requirement that all sellers should allow customers to return products for a minimum period of 30 days after it has been sold. With knowledge of this, you are qualified to create set up your business selling account and start making money out of it.

Fill Correct Form

New product form

When setting up a selling account on Amazon, two types need to be filled out. The first one is a new

product form. If you are offering to sell a product that is already not listed on Amazon, then you need to fill this form. By adding a description and title of the product on the form, you will be doing it correctly. You are supposed to include as much information about the product as you can to enable the partners to recognize and be able to comprehend what this new product is and what it does.

After filling out this form, a case will be opened for the seller support to analyze and make any alterations if they are required to be made. You are to include as much information as you can prove. The product listing (URL) from the manufacturer's website, for example, is an important detail to add. You should not depend on Amazon to presume anything.

Shipment form

Once you finalize your FBA products, you are supposed to design a shipment plan that lays out the process of your product fulfillment. The first step in filling the shipment form involves adding a departure shipping address, which during most cases, is the seller's home address. Then the second step consists of the choice of packing. There are two options to choose from: the individually packed products or case-packed products.

As for the packing of the Individual product, you will be sending off all your products separately packed, whereas the Case-packed products are all the products enclosed in one box sent off to the Amazon warehouse. When filling in the selection of items, choose all the products displayed. And in the future, when you decide to add more items to this plan, you can directly choose to "Add to an existing plan."

4 Ways to Get Started

So, you may want to sell either an old item or a new stock for your business on Amazon, and you do not know where to start? Here is a step by step procedure that not only guides you through the entire process but will also ensure that you get what is best for your type of business. Amazon FBA is your ideal resource for providing your business thrives in accordance to your ambitions. You can choose any of these plans of attack that I'll recommend for you. There's no right or wrong plan. It all works; it's up to you if you want to choose one over the others.

Also, these are not "official" ways to get started on Amazon, I just invented these myself, so yeah, follow at your own risk.

Seriously though, these methods work. I won't write it here if it doesn't.

Way # 1 - Top 100 Best Sellers

If it isn't broken, then don't fix it! If you chose this method, there will be more competition, but I'll try my best to help you beat them. You can start by finding products that already sells well on Amazon. To do this, go to <http://www.amazon.com/Best-Sellers/zgbs/>

There will be TOP 100 items for different categories. Some examples:

Top 100 in Home & Kitchen



You don't have to stick with the first page. Look also at the next few pages for product ideas. Another thing that you can do is to find the top 100 under a category. You see, under a category are subcategories. In the Kitchen & Home category. You'll see a lot of subcategories.

- : Any Department
- Home & Kitchen
 - Kids' Home Store
 - Kitchen & Dining
 - Bedding
 - Bath
 - Furniture
 - Home Décor
 - Wall Décor
 - Seasonal Décor
 - Heating, Cooling & Air Quality
 - Irons & Steamers
 - Vacuums & Floor Care
 - Storage & Organization
 - Cleaning Supplies

In the Kids' Home Store subcategory, you'll see almost the same products with just different pictures. (see below)



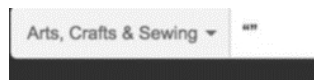
These safety baby pads are selling like pancakes! They must be profitable and are selling like crazy. I'm not saying that you should sell baby pads, but if you keep seeing the same products pop up repeatedly then it can be something to look at. I'll be honest with you, it takes time to get a feel of the Amazon store, what sells well, what doesn't, what products gave more net profits etc. I suggest that you spend a minimum of 30 minutes a day shopping in Amazon and reading reviews. You don't really have to buy anything, just go "window shopping" and get a feel of the market.

Way # 2 - Amazon Top 2,000

The top 2,000 can still be a gold mine especially for new amazon sellers because it'll be less competitive. Most people skip the top 2,000 thinking that it won't make them any money. Big mistake! - You can be the one who will take advantage of this.

The process is the same as finding products in the top 100. So how do you do it?

It's a bit tricky and but easy. Amazon doesn't have a top 2,000 list but what you can do is to type "*" on Amazon, choose a category and click search. Then you'll see over 400 pages of best sellers in that category.



(This doesn't work on all categories). Scroll down to see the results.



You can go on Page 300 and those items will still be profitable! Use this to get more ideas on what products to buy and sell.

Way # 3 - Junk Products (Less than \$10)

(They're not really junk, though I call them JUNK PRODUCTS)

These products could have a ton of reviews (or none - a bit tricky) and are selling for very cheap. Usually, they are \$1-\$10 and below. Now, don't expect to get rich off these products BUT you can make a full-time income just by focusing on them. The name of the game for junk products is QUANTITY over quality. I'm not saying that your products should be literally junk, of course not. It

should still be useful, and people should like it. Examples of these products are below:



If you can sell a big quantity (especially if bulk) of these, then it could be a big money maker. They're super cheap and has lots of reviews.

Way # 4 - Partner Up

If you don't have any capital but you have some skills about Internet Marketing (like SEO, Pay Per Click, Running FB ads), You can take advantage of your skill and partner up with someone already selling their products on Amazon.

You can find people who sell products on Trade Shows and even on Internet Marketing events about selling on Amazon! I highly suggest that you attend one, you'll meet a lot of businessman in these events.

If you want to learn more about internet marketing, you can follow a lot of gurus out there, be careful though! Some of these gurus will sell you on how easy it is to make money on Amazon. Don't be blinded by their shiny promises. Again, making a living in Amazon is very possible but it does take some effort and action.

In order to get started with FBA, it is important to note that doing so is not easy. There is a lot of thought that needs to go into several aspects of selling on Amazon: product selection, what you will charge, fees, marketing, and understanding the rules and regulations of FBA to avoid any unnecessary issues. Although there will be some minor headaches along the way, know that ultimately FBA is the best way to go. Ultimately, this can be the side hustle that turns into a full-time, high-earning business of your own. The thought of having to report to no one except yourself should bring a smile to your face.

What to be Aware of before Beginning

First, sellers cannot just start selling on Amazon. It is not as simple as taking a few photos, slapping a price on them, and sitting back, waiting for the money to roll in. There are steps to take in order to find success on Amazon.

If you already have a selling account, you will want to add FBA. If you have not yet started a selling account, hop on over to the Amazon website and get started. Signing up is free, and you will have your virtual store ready for merchandise once you have selected the product or brand you are going to sell.

Secondly, know that there could be a trial and error phase in which you discover the products that sell versus the goods that do not. One of the biggest mistakes people make is thinking it is easy to start making money on Amazon and that a virtual store does not have to be taken as seriously as an actual storefront. That simply is not true. Unless you have won the lotto, earning extra cash is not a walk in the park.

If you are thinking that maybe going the Fulfilled by Merchant (FBM) route might be a cheaper, simpler way to start your business, think again. When using FBM, you are still a third party seller on the Amazon website. However, people using FBM as opposed to FBA are not eligible for Prime shipping. Tens of thousands of people pay for Amazon Prime yearly because they want that free, two-day shipping exclusive to Prime members. If you are selling something so incredibly unique that no one else has it, and people are chomping at the bit to buy it, then the added advantage of utilizing FBA for Prime access wouldn't matter as much. As it is, most people do not have the luxury of selling a one-of-a-kind product and buyers will purchase the exact same product, even if it costs slightly more, just for that free shipping. Do not skimp on the important things. FBA is something to seriously invest your time, money, and energy in.

Something else sellers should be aware of is getting overly eager. Say you have found a ton of product at a super low price and are excited to purchase the goods, then turn around and sell them in your newly created FBA store. It is important to research the product you intend to buy before actually spending the money. Check out the Amazon site and make sure there are not already hundreds of other merchants selling the exact same merchandise. There will be instances in which the goods you have to offer are already being sold. What you want to avoid is an overabundance, both on Amazon and what you pay to keep stored at one of their fulfillment centers. Remember that if you have product sitting on the shelves for too long, you will incur that extended storage fee. Purchasing more product

than you can sell in a reasonable amount of time will most likely result in those added charges.

Getting Set Up

What is particularly great about the FBA process is how easy it is to set up. The most difficult decision you will have to make when signing up on the Amazon site is which plan you would like to utilize. There are two, one is individual and the other professional. Both can be used for FBA and the difference is cost. If you are just starting out and are not sure that FBA is right for you, it would be best to select the individual account. Shipping cost on that option is .99¢ per item sold. If you are not sure how much you will wind up selling in the first month, the individual plan might be best. With this option, however, keep in mind that the product might sell much faster than you originally anticipated, which could result in your not turning a profit because you had to pay so much to ship your goods. On the other hand, if you are gung ho and ready to sell tons of product, select professional. That has a flat rate of \$39.99 per month.

There are a few things you will need to have when signing up, no matter which option you choose.

- If you have not at this point, make sure you sign up for a seller account on Amazon.
- Once you have your seller account ready to go, you will need to register your business name, telephone number, and address.
- Read, then electronically sign the seller agreement.
- Select your preferred method of billing.

The step by step process on Amazon is self-explanatory and simple to use. Provide them with

all the information they require, and once that is complete, you will be taken to your seller central page. There, you can manage your inventory, upload photos of merchandise, organize your catalogue and view financial reports. Every part of the Amazon seller platform is incredibly easy to use. If you find something missing, or have a question, there is a friendly Amazon representative readily available to answer your questions and guide you through the process. That is one of many reasons Amazon is superior to any other fulfillment website. They go above and beyond to make sure that both the seller and the consumer are satisfied with the process from start to finish. As you continue through the process, you will come to a step that asks whether you or Amazon will be liable for shipping. At that point, you want to make sure you select the option that says you want Amazon to handle shipping and customer service. That is the FBA part of the platform and missing that step might cause you some grief until it is remedied. It is not an end all be all and can be changed at any time, so try not to worry if you accidentally select the wrong option.

Once you have selected the fulfillment by Amazon option, you will be taken to another page to agree to more terms of service. Read them carefully, then once you agree, you are ready to go.

If you get a week or so in and merchandise is not flying off the shelves yet, you have the option to ship yourself instead of using the FBA service, which is great. It can save some money if the first month is a little slow. However, we recommend you give the process time to work for you. Like just about anything else, success does not happen overnight and while it might be nerve wracking to sit back and wait to see what happens, trust that

this process will work and you will find the success you are looking for.

Shipping

As part of the setup process, you are going to want to keep one important thing in mind. When it comes to shipping, make sure that you are offering free shipping. While it might take away from your bottom-line, that is a huge draw to consumers and if there is a seller offering similar product, but their shipping is free and yours is not, you just lost out on a sale.

If you are strategic about pricing, including researching what competitors are charging, you might be able to add some of the cost of shipping into the total price of the unit, which will help offset what you might lose by offering free shipping. Because shipping rates are much less when using FBA, you should not have to increase the price per unit by much, if at all, which will help you maintain that edge you need to compete on Amazon.

With free shipping comes free returns, so if the customer is dissatisfied with the product, or it was an impulse purchase and they decided to send it back, you will also be responsible for that fee because returns and shipping are free for the customer, not the seller. Make use of the fee calculator Amazon provides as part of its exemplary FBA platform and services.

Looking for Products

Choosing the right products to sell could be overwhelming. These references will give you information on which marketplace to look for a product to sell online, the number of competitors and the right prices to sell.

So, what makes a product “great”? Let’s look at some important factors.

Good Sales Volume

This is an elementary rule for choosing a good product. You want to sell this product, so you need to make sure it will sell well. If you pick a niche product that only sells a couple of units every month, you won’t make much profit at all. There is a lot of competition, so you must pick a product that is selling big. But it’s also important that there are no big players already selling that product. These sellers tend to dominate the markets they’re selling in, taking up most of the market share by selling at low margins. This is because they enjoy the economies of large scale that small sellers can’t.

Attractive Pricing

If you’re familiar with a behavioral concept called impulsive buying, you know how important it is to put the right price on your product. You need to pick a product that falls into the right price bracket. It should be priced high enough that people don’t think of it as a useless trinket, but inexpensive enough that people feel the urge to buy it as soon as they see the price. This is what we call impulsive buying. When the customer thinks the price isn’t too high, she doesn’t consider making comparisons with similar products, which gives you a competitive advantage.

Since you must pay some fees to Amazon, you can't pick a product that is very cheap, because you won't profit from it. The best price range is between \$20 and \$100. If you want to refine it even further, pick a product below \$50.

Niche Product

Extremely generic products won't sell, at least not for your business. So, if you were thinking of going with clothes or soap bars, drop the idea. Your products need to be a bit unique, so they can serve a niche. Markets of generic products are highly saturated already, and they have big players dominating the field, so you don't want to go there. Instead, you need to target a specific group of customers, a group that isn't too big or too small, but just the right size to give you profitable returns. Sell a product that people can't easily find in supermarkets or malls in every city, something that isn't mainstream.

Non-Seasonal Product

Do you want to make year-round sales? Simple-- don't pick a seasonal product. You'll be amazed at how many people don't consider this before choosing the right product for their business. If you wish to sell throughout the year, pick a product that is not seasonal in nature. Otherwise, your sales will drop hard when people don't need your product, and it will hurt your business. If you must sell a seasonal product, pick a few other products to sell, too, and make sure some of them are non-seasonal. This way, you can keep selling throughout the year.

Necessary Competition

Not all competition is bad competition; realize this before you start selling. A small seller like you cannot afford to spend much on advertising your

product, so it's good to have some competition in your market. It's healthy for your business, even advantageous. Being the only player in the market won't benefit you since you won't be able to create awareness for your product in the market.

So, pick a product that has a healthy level of competition. This will ensure that you can reap the benefits of your competitors' advertising. At the same time, be wary of oversaturated markets.

Good Supplier

Good suppliers are indispensable to the business. You can trust a good supplier to deliver the right goods on time. This will ensure that you can fulfill orders on time and will help to build and maintain your reputation. On the other hand, a bad supplier will be unreliable, which can hurt your business if he doesn't deliver on time.

It's ideal to have a reputed supplier for your chosen product(s), and best to have multiple suppliers. That way you can make sure your sales aren't hampered even if one seller is facing some issue.

Online Wholesale Product Sources

Here is the list of online sites to help you research good products to sell.

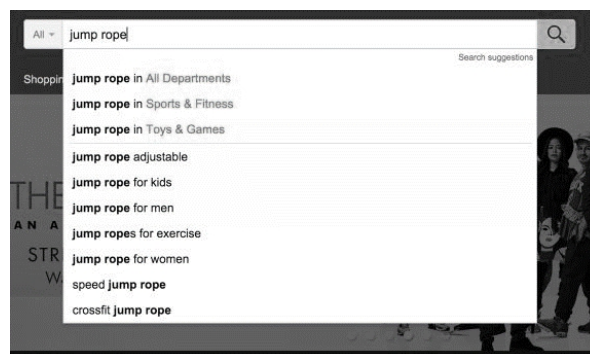
List of Products

A crucial part of building a successful FBA business is having high quality and high converting product listings that stand out from the competition. You need to start building your product listing page while you are waiting for your product to be manufactured and shipped. This way, as soon as your product arrives into the Amazon fulfillment center you will be ready to start selling with a listing page that crushes your competition.

Keyword Optimization

Understanding the keywords that your customers are using to find your keywords is the most important step in optimizing your product listing page. These keywords will need to be in the product's title, description, and marketing strategies to efficiently drive the most traffic to your product.

- **Choosing your keywords:** In order to discover the keywords that people are using to search for your product, there are key places to look and utilize.
- **Amazon Search Field:** If you type in a product into the Amazon search bar and do not hit the enter key, you should see a list of suggestions for phrases to type. These are your keyword ideas for your products.



Here is an example for the jump rope product - along with your search you see multiple phrases that are related. Go ahead and write these down in a spreadsheet, as these will be very effective keywords to target in your product listing.

Google Keyword Planner

This is a great tool that anyone can use to find loads of keyword ideas that are related to your product. Simply sign up for an AdWords account and you can use the tool for free. Enter your product into the search bar and you will be provided with hundreds of related keywords. Pick and choose the ones that are most relevant to your product and then add these to your spreadsheet of keywords.

Your Competition

Most of the keywords for your product will be placed in title, bullet points, and description of your competitor's product listing ad. Narrow down all the keywords that they are targeting, are there any particular phrases that might not be the exact wording of your product but relevant? Start off with analyzing the top product in your niche and start adding these to your keyword spreadsheet.

Fiverr

There are plenty of search engine optimization (SEO) specialists available to hire on Fiverr. If you hire one for a gig, they will be very effective in providing a targeted list of keywords for your product. This will save you time and it is worth the small investment.

So, go ahead and put in some work to put together a list of highly relevant and targeted keywords. This will effectively pave the way for starting to construct your product listing page.

Product Title

I will now be showing you how to craft the perfect title that will incorporate your targeted keywords and draw in your targeted audience. Your product title is one of the most important aspects of your product listing page, which is why it is extremely important to optimize it. The product title is also a key opportunity to make your product stand out from your competitor's titles.

- **Product title details** - Amazon titles need to be less than 200 characters. It is also important to know that Amazon will randomly grab keywords from your title and then include these in the URL for your product.

Product title tips:

- Include your biggest primary keyword at the very beginning of your product title. This is very important for showing maximum relevancy to Amazon, which will help your product rank better in the search results.
- Try to include as many other keywords in your title that you discovered and included in your spreadsheet when doing keyword research.
- You do not need to repeat keywords in your product title. For example, if you have “Jump Rope Set” as your primary keyword, you do not need to add the keyword “Jump Rope” into your product title. Amazon will be able to detect the keywords within longer keywords and rank your product for all those keywords.
- Write for your customers! Although your product title needs to include as many of your targeted keywords, the title still needs to read well and be enticing for people to click on.
- Follow the template below to create a very effective title for your product that will get your product ranked and convert sales.

A Perfect Title Formula:

- Main Keyword - Other Relevant Keyword - Benefits & Features - Sales Copy

Make sure you use punctuation to make sure the title flows and reads well. The sales copy that you include should be a call-to-action, special offer, or a guarantee. This sales copy will convince customers to continue reading your product listing page. An example of this could be “#1 Jump Rope with Free Shipping”.

So overall, use this formula create a product title that balances having enough keywords along with being readable to your prospective customers. Make sure you don't rush this - take your time to come up with a targeted and effective title that will pave the way for your sales!

- Bullet Points

There is a bullet point just below the price on your Amazon product page. Here you can add up to 5 bullet points that will highlight the crucial information that you want your customer to see. I certainly recommend utilizing all 5 bullet points as this is another key opportunity to get customers interested to read the rest of your product description.

Bullet point tips:

- Do your best to make the bullet points stand out. This can be done by using stars, capital lettering etc.
- Include the benefits of your products, not just the features. What are the main benefits of your product that your competitors' product may not offer?
- Highlight any special offers or bonuses that you have.

- Customers will always look at it, as it is just near the price. Use this as an opportunity to really sell your product to them!
- Don't forget to include your keywords in the bullet points. This will further help you to rank for your desired keywords.
- The first and the last bullet points are where the customer will look most. Use these to highlight your main benefits and offers.

Product Description

Having a well-crafted product description is important for having an optimized listing page. These are the key reasons why it is crucial to have a great product description:

- A strong product description will convert shoppers into customers. More customers will create a better seller's rank which will allow your product to rank better organically. This will in turn create more sales without having to pay for ads.
- The product description is the main place to really highlight why your product is better than your competitors. In other words, this is the place to differentiate your product.
- Many other sellers do not fully utilize the product description, so this is where you can step in to capitalize on their laziness.

Product Description Details

There are some specifications of the description that you need to know:

- You are only allowed 2000 characters, not words!
- Basic formatting is possible - this includes basic HTML: bold, paragraph spacing etc.

Product Detail Tips

- You should focus on writing your description as a sales letter, including a specific benefit, product guarantees and distinct call-to-actions.
- Start with a catchy headline that will be certain to grab your customer's attention. Immediately give them a reason to buy your product rather than a product from a competitor. Really focus on your customer and how your product will benefit them.
- Another great tip is to look at the positive and negative reviews of your competitor's products. See what people really like in other products and ensure that these features and benefits are strongly emphasized in your product description. On the other hand, if your product solves issues in other products that people have complained about, be sure to highlight these too.
- You don't need focus on including all your keywords in your product description, although you will want to include your top ones as this will help with ranking your product page on Google.

Here is a template to help you create an effective product description:

"Headline

Sub-Headline

Bullet point

Bullet point

Bullet point

Benefits, Features, and Bonuses.

Guarantee and Call-to-Action!"

It can take up to 30 minutes for changes to appear on your Amazon product page.

- **Headline:** Remember the headline needs to be attention grabbing. For example: “The Secret to Getting in Amazing Shape Without Going to the Gym”.
- **Sub-Headline:** Should be a strong continuation of the main headline.
- **Bullet points:** This is where you can highlight the main features of your product. Highlight the advantages of your product! You can also include a bonus offer here.
- **Guarantee:** Include strong guarantees as this significantly improves your conversion rate.
- **Call-to-Action:** Tell your customers what to do! Remind them to buy your product now before shopping around.

If you follow this template for making an effective product description, this will really pay off by making your product stand out from your competitor's and will drastically increase your conversion rate.

Using High Quality Images

I will be covering why it is extremely important to use very high quality images on your product page. High quality images serve the following roles:

- **Drawing Attention** - they grab a shopper's eye which will entice them to click through to your product over a competitor's. This is particularly important for the very first product image.
- **Stronger conversion rates** - having a selection of high quality images gives a strong sense of professionalism and lets the customer really see and 'feel' the product. This really boosts your conversion rate. Having great images is the closest you can bring the

customer to looking at a product in a physical store.

Product Image Specifications

- You are limited to 9 product images
- Your main image must have a white background - this is Amazon's guidelines
- Your images should be at least 1000 pixels on the longest side - this allows customers to zoom in to your product.
- Product Image Tips.
- Make your first feature image very high resolution.
- Always use the 9 images available for your product.
- Either hire a professional photographer to take your images or use your own or a friend's high quality camera.
- You can then have these edited using a freelance website mentioned.
- Do not include promotional text or logos on your main product image - this is against Amazon's guidelines.
- Get pictures of your product from all angles.

Overall, when it comes to selecting and uploading your product photos, make sure that your featured product image is superb. This is your best chance to put your product as close as possible to the customer's hands before they purchase it!

Other Details

I will be explaining how to effectively fill in all the other details in your product listing dashboard.

Search Terms

This is very important, and you can find this in the "Keywords" tab of the product listing dashboard.

This is where you can use the keyword research that you did earlier. Simply plug in your top keywords, this will help Amazon determine what customer searches to show your product for, so this is extremely important for getting your product in front of shoppers.

Product Dimensions

This is found in the 'More Details' tab and it is important to fill in as many details as you can. There will also be other fields that are not relevant to your products, but have a look to see what you can possibly fill in.

These details are not as important as your product description, but Amazon does prefer having as much detail as possible about your product which can help them get your product in front of more people.

Checklist of Required Actions

You're almost at the stage to launch your new product! Here is a checklist of actions that you must complete before starting:

- Conduct keyword research
- Create an effective title
- Highlight the features and benefits of your product in the bullet points
- Create an amazing product description
- Get 9 very high quality photos for your product page
- Complete as many 'Other Details' in the product listing dashboard as you can

Shipping and Custom Fees FBA Step-by Step

Sending your very first inventory order into Amazon is always a very exciting, and somewhat nerve-rattling, experience. This is usually the point where it strikes you that you really are in business on Amazon and your excitement and anticipation for making real sales builds. It can also be a very nervous time for many newcomers because Amazon simply has so many rules that must be followed to the letter to avoid problems.

Two Ways to Go About It

When it comes to getting your inventory into Amazon, there are two ways to go about it. You can send the inventory into an Amazon Fulfillment Center yourself or have your supplier ship directly to Amazon. If you are sending a small, locally sourced number of items, you will likely ship the units yourself.

If you are ordering several hundred or several thousand, you will more likely have your supplier ship your inventory directly to Amazon. Many people, however, feel more comfortable having a supplier ship their order to them and then they ship the order to Amazon after ensuring the items are as ordered and everything is labeled and packed according to Amazon's specifications.

This practice is especially true when using a supplier for the first time.

Whenever you elect to ship items directly to Amazon from anywhere within the USA, you can take advantage of Amazon's drastically lower shipping rates by utilizing their preferred carrier, UPS. When your supplier ships directly to Amazon, however, Amazon's preferred rates will not apply, and shipping charges will depend on the carrier used and the method used to ship.

A Simple 3 Step Process:

Sending your inventory into Amazon is just a three-step process.

Those steps include prepping your items for shipment, labeling your items and shipping boxes correctly, and packing your shipment boxes using the appropriate dunnage. Once you create the shipment in your Seller Central dashboard and download the automatically generated FNSKU and shipping labels, you're ready to ship!

I highly recommend that you thoroughly familiarize yourself with all procedures regarding product preparation, packaging, and shipping before sending in your inventory. You can find all of Amazon's guidelines on the subject by searching the FBA help manual from your Seller Central account.

Below is a link to some helpful FBA video tutorials on product preparation, packaging, and shipping, available on YouTube.

Click Here for Playlist of Shipping Requirements for Each Product Category: [FBA Packaging, Prep, and Labeling Video Tutorials](#)

Package Preparation

If you decide to do the shipment yourself, the first step in getting your inventory to Amazon is product preparation. Depending upon the type of inventory you will be sending, Amazon has product preparation guidelines that must be followed to ensure that your items will be accepted at by FBA at the warehouse.

Special preparation instructions exist for items that fall into the following categories:

- Toys and Baby Products
- Glass / Fragile Products
- Liquids

- Items with Perforated Packaging
- Plush, Fabric, Apparel, and Textile Items
- Powders, Pellet, and Granular Products
- Adult Products
- Sharp Items
- Small Items (less than 2 -5/8")
- Items Sold as Sets

These guidelines can be found in your Seller Central Help under Prep Matrix Packaging

Just as they do with prepping your inventory, Amazon also has specific guidelines for packaging your boxes also. The guidelines cover the size and weights of packages, acceptable dunnage materials, and how items are packed inside. These guidelines are to protect Amazon's warehouse staff as well as the physical goods inside. Just as with prep, the rules also differ according to the types of inventory shipped. Below is a link to some online help documents available inside Seller Central about Amazon's packing and prepping requirements, as well as shipping guidelines.

- **Packaging**

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prepping requirements, as well as shipping guidelines:

- Seller Central Online Help
- [Seller Central Online Help Documents: Packing and Prep Requirements](#)
- [Seller Central Online Help Documents: Shipping Guidelines](#)

Labeling

Labeling also must be according to Amazon specifications and here those specifications extend not only to the size of the labels and the fonts they are created in, but also to the types of printers they must be printed with. Though Amazon will suggest expensive thermal printers built specifically for printing labels, these units can get quite expensive and I've found that a good laser printer can do a good enough job in most cases.

Helpful links for Labeling Requirements:

- [Seller Central Online Help Documents: Inventory Labeling Requirements](#)
- [Sticker less Comingled Inventory Requirements](#)
- [Amazon FBA Labeling Service](#)
- [Printable Amazon Labeling Quick Reference Guide](#)

Though it can seem confusing at times, just remember that every unit of inventory that you send to Amazon for fulfillment must have a scannable bar code so that it can be stored at a fulfillment center. That barcode will either be the UPC barcode (in the case of sticker less comingled inventory) or the FNSKU label (which covers the UPC barcode) in the case of the more common stickered or labeled inventory.

When you order inventory from your supplier, you can simply email them a copy of the FNSKU file and shipping labels (if the supplier is within the United States) or just the FNSKU if the supplier is overseas (Amazon preferred shipping rates only apply within the USA). The supplier then affixes the label to your units and ships the order to Amazon per your instructions.

For those who do not trust their supplier to label their inventory with the labels, but still wish the supplier to ship directly to Amazon, just specify Amazon label the units when they arrive when creating your shipment inside Seller Central.

Amazon's labeling service is available at the cost of \$0.20 per label. It will cost you, but you know they will be done correctly.

I highly suggest sending in your product as sticker less-commingled if you can.

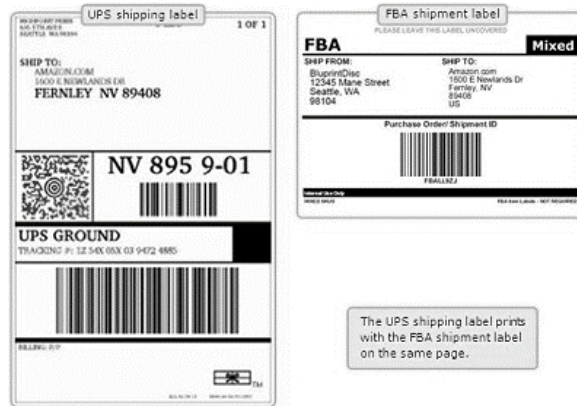
Otherwise, you or your manufacturer will have to apply the stickers manually to each product. To do this, you must have a qualifying product that is new and has a scannable barcode on it. You also must register your brand. Click [here](#) to learn more on Brand Registry.

Shipping

Once you have prepped and packaged your boxes, it's time to slap your two shipping labels on each box to be sent into Amazon and head on off to UPS.

Just to note, since you'll need to know the exact weights and dimensions of each shipping box **BEFORE** you can accurately print your shipping labels, you will need to measure your boxes and go to the post office beforehand to get the correct weight of each box.

Sample FBA Labels:



- When you print your shipping labels, they will print out two to a sheet - a UPS postage label, and a second FBA label identifying the shipment number generated when you created your shipment plan in your Seller Central dashboard. These are the only scannable barcodes allowed on the outside of your shipping boxes.



- The FNSKU label is also generated when you create your shipping plan. A copy of this label is printed onto approved label paper and affixed on each unit of inventory over any scannable barcode on the products package. This label must be removable by the customer.

International Shipping

Presented here is an overview of the process and what you need to know now to get your Amazon business up and off the ground.

- Two Paths

When sourcing products from overseas, two things come to the forefront of your mind - cost and time. Cost because shipping from a foreign country such as China to the United States can be quite expensive, even for relative light products. And time because shipping by the lower cost sea route can take weeks, typically 4 - 6 weeks from loading to unloading.

The importer (you) therefore has a decision to make between the two paths to take-air versus ocean freight. When you're first starting your Amazon business,

I highly suggest taking the swifter, Air freight route. Though more expensive, it can avoid some logistical nightmare when it comes to keeping inventory in stock.

As airfreight can often cost as much, or even more than the inventory itself, our product selection strategy revolves around finding products that ideally weigh no more than a pound to a pound and a half and are less than 12 x 12 inches.

These parameters give us the best opportunity to keep our profits in our pockets, where it belongs. Though not always possible, the closer you can get to these specifications, the better.

Here, immediately, are some differences between the two methods of shipping:

- **Air Freight**

Delivery Time: You can have your product in the U.S. within 28 hours. The cost depends on your products volumetric weight and can be high. You will typically pay \$4.60-4.80 (USD) a kilogram. Usually smaller, less expensive inventory costs and point-to-point, simple shipping that doesn't

typically involve freight forwarders, customs brokers, or logistics services.

- **Sea Freight**

Delivery Time: It may take up to 4-5 weeks to receive your product in the U.S.

Sea freight is usually geared for larger volume orders. You can generally ship using two methods the first is “FCL” or “Full Container Load” this method is for larger orders that will take up full a full shipping container. The other method is the “LC” or “Less than Container Load” with this method of shipping your product hitches a ride with others shipping their goods. Your units will only take up a portion of the shipping container. The LC is for shipping smaller cargo and is the cheaper method of shipping.

IMPORTANT: When you get to the point you will need to ship by sea you will need to hire a shipping and logistics agent. You will need a freight forwarder to organize your shipments overseas, DO NOT ATTEMPT TO SHIP BY SEA on your own. You will need professionals to assist you with this. The fines can be costly if certain documents are not completed correctly. I recommend [FBA Forward's](#) service.

They have yearly service fees and offer discounts. You will typically have to involve customs brokers and/or logistics companies. Often higher dollar amounts involved make it prudent to add costly services such as inventory and supplier inspection services.

Some Tips and Resources:

- Airfreight Companies
 - [DHL](#)
 - [FedEx](#)

- [UPS](#)
- [INT](#)
- The Sea Freight Process
 1. Cargo (your product) is loaded onto the container vessel.
 2. The supplier or a logistics agent sends a Bill of Lading, Packing List, and Commercial Invoice to the importer.
 3. Shipment arrives to Port of Destination.
 4. The cargo is then distributed to Amazon Warehouses.
- Special Note: Make sure your factory knows you want FOB (Freight on Board) this takes care of many fees and customs forms you would have to do yourself.

Customs - Keep in mind you will have to pay customs for clearance services; this will be relatively cheap compared to the main shipping charge. For more information click here: [U.S. Customs and Border Protection](#)

Shipping Tips

- For U.S. delivery use FedEx for large shipments, use FedEx Ground
- For international shipping:
 - a. Cheaper to ship to just one place
 - b. Then use FedEx Ground to ship to Amazon's warehouses
 - c. Ship at one spot in the US then distribute amongst the warehouses
 - d. Account for U.S. Customs payment
- Note: There are no export taxes.
- Most Important Things About Shipping

FNSKU Stickers: These need to be placed on each unit before being shipped to Amazon. You will need to ask your manufacturer to do this for you. If they refuse, you will have to send your product to a service like FBA inspection. You can see this video below to know where you to retrieve your FNSKU sticker.

See the Shipping Video: [The Amazon Shipping Lecture](#)

On your First Shipment: I highly suggest getting your product ship to your house first! So, you can check to make sure your manufacturer has packaged your units correctly, and your product is presentable. If you are a foreigner, I highly suggest shipping to a service like FBA inspection to perform this action for you. If everything is good, you can have them ship your second shipment straight to the Amazon.

For Newbie's: [Amazon's Shipping Guide](#)

Get Traffic

Your listing is like a center and Amazon the city within which that center is found. There are many channels flowing into and through Amazon and some of them to your center. To increase the traffic flow to your center, you must create more feeder channels from the main channels into your center. This is where Amazon SEO comes in. However, this is simply the inner traffic. Thus, how much traffic will flow into your center will depend on the inner traffic. What if the existing inner traffic is not enough?

If the inner traffic is not enough, then, you will have to attract outer traffic into the inner traffic. This traffic will come from sources outside Amazon ecosystem. Hence, we have two main sources of traffic to your listing.

- Amazon ecosystem
- Beyond Amazon ecosystem

Driving traffic from Amazon ecosystem into your listing

Driving traffic from Amazon ecosystem into your listing encompasses the following:

- Amazon SEO – we have already covered this under Keyword optimization of your listing (see **KEYWORD OPTIMIZATION OF YOUR LISTING**)
- Choose the right fulfillment option – studies have indicated that Amazon algorithm tends to give preference to FBA (Fulfillment by Amazon) over FBM (Fulfillment by Merchant). Thus, if you are dealing with the same product under the two options, the product under FBA option will rank higher on the SERP (Search Engine

Result Page), other things remaining the same.

- Focus on getting quality positive reviews (through promotion, great product and service)
 - Positive reviews are largely related to successful sales and great customer experience. They are a premium quality of your sales turnover (ST). The higher the volume of positive reviews the greater is the performance of your listing. Amazon wants to generate more revenue and would naturally give priority to a product that is generating more sales. Thus, your ranking will get higher and more traffic flow to your listing. Don't forget that Bestseller is not just about your product registering big volume of sales, but big volume of sales compared to similar products from your competitor.

Driving traffic beyond Amazon ecosystem into your listing

The following are ways by which you can drive traffic from beyond Amazon ecosystem:

- Non-Amazon SEO – driving traffic from beyond Amazon will require you to devise a different approach to SEO targeting popular search engines including Google, Bing, Yahoo, among others. This is mainly done through content marketing.
- Directory listing – there are many directories offering niche placements and contact details. Providing these with links to your Amazon product page is the best way to utilize directory listing to drive traffic to your listing.
- Social Media activity – it is estimated that over 2 billion people are actively on social media. Thus, using social media can be a great means

of driving traffic to your listing. For example, you can open a Facebook page for your niche and post content with links to your Amazon listing. You can use Twitter to provide news about your new product launch or enhanced features or versions of your existing product. You can use Pinterest to show photos of your newly launched products. StumbleUpon is a great social media for new product discovery. You simply don't forget to link your social media activity to your Amazon listing.

- Videos – Videos have the most magnetic attraction with the millennial generation. If your products are targeting millennials, then, creating “how-to” videos is the best way to attract them to your Amazon listing. Make a great “how-to” video about your product, upload on YouTube and simply link it to your Amazon listing.
- Press Releases (PR) – There are several PR sites where you can launch your press release. Though reputable PR sites are difficult to list on (due to high standard of quality expected), once successful, you can get a huge volume of traffic to your site.
- Advertisement (PPC) – Pay per Click (PPC) is the most popular form of online advertising. The Google empire is heavily reliant on PPC advertisement. Facebook too offers PPC advertisement. There are many others, but these are the leaders. Simply create an advert (text, image, animation, video or a combination of some or all of these) as per the advertising platform requirements. Pay and upload the advert and let the advertising platform launch it to your target audience. Whenever potential

customers click the advert, they are directed to your product listing.

- Niche Website – a niche website is a website specifically designed and developed to provide content and promote activities related to your niche products. This is a must-have if your intent increases your passive income streams.

Advantages of owning niche website as a tool for driving traffic

The following are some of the advantages:

Importance of Reviews and How to Get Them?

Reviews are the online feedback rate given by customers after purchasing and using your product. In the modern world, reviews are robust because it can impact either positively or negatively on your business. 60 % of the online buyer's trust customer reviews and use them before deciding to buy your products.

- Amazon customer review can push for buyers to purchase your product.
- They can convince consumers that your product is the best in the market.
- The analyses on Amazon act as an assurance for the right quality products to potential buyers.
- The reviews serve as an online recommendation for your goods to be bought.

Why are product reviews valuable in business?

If someone rated you a two-star recommendation for your product and rated another a five star, their products are most likely to sell than yours, this is evidence that reviews are significant. Studies show that no matter how much we are making decisions that we need in life, most of the time, we tend to make these judgments based on the actions of others .

Even in these modern times, we want customers to spread the right words about your business, which is why we strive to fulfill customer satisfaction. Online reviews are the spread of the right word on the online marketplace just that it is done in the form of rating a product or services provided by a company by giving it stars. Each is ranging from one star being a 1/5, which is the lowest rate and five stars being 5/5, which represents the highest rate. In the most basic

business reviews only range from one to five stars, but there are well-established companies that go up to seven stars.

Some reviews are also written in text form; many online customers would read remarks given by other users before they think about buying. For many, it acts as a truth to their doubting minds, whether a product is genuine or fake. And for others, it merely gives them the go-ahead to purchase the product.

Most online customers also weigh bad reviews against the good to purchase an item. If the numbers of good comments given are more than the bad ones, the customer is likely to try it out. But when the bad comments are more than the good ones, most of them don't even want to see the product. This shifts the buyers' interest to that of other competitors in the marketplace.

Amazon Reviews, the More the Merrier.

Communal verification is dominant in the marketplace, and the more you get verified on social media, the more influential you become. An item that is rated with a three-star and is viewed by more than five hundred customers is likely to sell as well as an item rated 3.5 stars reviewed by 15 people. The more the reviews, the higher your chances are of selling a product online.

Techniques of how to earn Amazon reviews

Here are some of the best mechanisms to obtain legitimate reviews on Amazon.

- Ensure substantial customer satisfaction- many customers want to be dealt with genuinely and most respectably. By ensuring all your customer services are offered faultlessly. Many of the bad reviews are a result of deceiving customers online about a product, and once

they purchase it, they realize it is not the same as described online. Avoid giving your customers unnecessary expectations.

- Keep track of feedbacks given by customers- consistently asking for feedback from fulfillment by Amazon shows that you care about the views your customers have about your brand. By doing so, you can act on complains, make necessary adjustments on advice given by customers, and allows you to understand how your product is fairing in the marketplace. FBA does your customer services for you and can provide you with the information because they deal with your customers firsthand. You can do this by generating an automated email that sends to Amazon once they notify you that your product has been purchased. Sometimes you might be so busy and forget to keep up with asking for feedback from FBA. But the automated emails make it easier.
- Request Amazon to give you reviews through your social media platforms- your followers on social media are more likely to subscribe to your content than on Amazon. It is, therefore, advisable to get reviews through newsletters that are directly linked to your subscribers. New customers to your social media pages can follow up and trust purchasing products from you because you are associated with Amazon. This consistency shows Amazon that you deserve good reviews because you are hard-working.
- Find a way to get to customers who reviewed similar items in other industries-due to similarities in product features and fulfill the same tasks customers may want to try out new brands. Necessary competition helps you work

on getting your products to the highest ranks. With Amazon, you can search for users who have either liked or reviewed other similar products and put into consideration some of the excellent work they are doing to make their products shine in the marketplace. You can find a connection to these viewers on the customer review on Amazon. Search their profile to get a contact address and then use it to send your content their way. Or even try reaching out to them on social media.

- Request for the top Amazon viewers- Amazon has a list of all its frequent viewers. They hold a collection of their most esteemed valued customer who views their platform. Some of these customer's views on your product are considered authoritative because they are valuable to Amazon, which means whatever they write on review is taken very seriously. By soliciting such famous people, you put your business at a higher chance of gaining fame in terms of views.

How can you get top Amazon Viewers?

Most of these famous Amazon viewers earn a living by giving businesses views to new companies. So, you can approach them and strike a business deal or hire them to boost your company's sales. You must convince them to make a contract with you by convincing them on the benefits you are willing to give them for the reviews and like their product. Here's how to get them.

Firstly, you need to identify these fashionable viewers. On Amazon, you will find them by going to the top viewer rankings; this shows those that are recurrently making high contributions to the

Amazon market. The other Hall of fame presents badges held by various top viewers. This way, you can approach your desired candidate or even candidates to promote your business.

Finding specific tags that are significant to your business is also a way to get top rated viewers — skimming through the Hall of fame results in the popular viewers most used tags that are related to your business. You could use these tags to promote your business. Once you find the right tag, you can hire them to use it on your business platform.

You could also find and keep a contact list of various top-rated viewers for different stages of promotion in your company website. In case you decide to add a different product, you could as well identify the contact information of those that will help your new product thrive .

Create a mailing list of the entire potential top-rated viewers so that you can request for them to promote your products by giving it good reviews. Then narrow it down to the one you can afford to hire and at the same time, increase the sales of your business. If finding the mailing address of the potential influencer is hard, you could try out their social media page.

You could also get popular viewers on your side by laying out a substantial argument of content and reason for providing a specific service with more significant benefits for the whole society. Send out an email that explains your vision to change the environment of customers to be much more comfortable and safer. If your argument makes sense, they may even agree to do your promotion for free. Especially if you choose eco-friendly products, some famous activists will support you without payments.

Always strive to show gratitude to customers who view your products and write reviews. Whether bad or good reviews appreciate your viewers, these simple gestures make people love you more. Remember to thank famous rated Amazon viewers for their considerate.

Sometimes you may get horrible reviews critics on your product brand from customers online since there's freedom of speech online there are no rules that could punish those cruel customers spreading negativity on your product. Below are some means that you can use to deal with them.

- Don't make hasty decisions online when you are angry. You should take time out to cool down before you say anything that jeopardizes your business. Bad reviews hurt, but you must take them positively and use it to improve your business.
- Learn to engage carefully with angry viewers, and because you need a space in the marketplace, you should reply with the calmest attitude. One mistake could cause you to get kicked out of the Amazon marketplace. This will lead to the failure of your business.
- Take a chance to redeem yourself online. Amazon buyers can take down bad reviews once the mistakes have been mended. This could be done by either offering compensation or renewal of product for free to make them satisfied.
- As for bad reviews from Amazon on your product, you should not hurry to reply online because it could cause more harm than good, instead write up a thoughtful apologetic email to their address to ease the tension.

18 Best Practices

These are the practices that enables me to learn more about the business, find good products, choose great suppliers and ultimately make more money.

#1 - The 30 Minutes Habit

Every day, I spend a minimum of 30 minutes just browsing pages after pages of different products. By doing this, I can build my product and market knowledge. Also, this expands my knowledge about prices and what customers want in a product.

#2 - Good Product, Bad Product

I never, ever sell a bad product. I don't care if it'll make me thousands of dollars up front. If it's not something I would personally use or something I would not recommend, then I won't sell it. Karma's a bit*h, you sell crap, crap comes back to you.

#3 - Diversify the product source

You don't have to import all your products from different countries outside the U.S. Try different sources and find out what works for you.

#4 - Discount

Don't be afraid to ask for a discount .

#5 - Awesome Seller

Once you found an awesome seller, cultivate this relationship and make sure that you're both making a profit.

#6 - Trade Shows

Attend trade shows to get a feel of what people outside Amazon are selling. If people are buying it outside Amazon, then they will probably buy it inside AZ.

#7 - Traffic

Never rely on the Amazon organic traffic alone. I taught you SEO and YOUTUBE, take advantage

of this information and rank your Amazon pages on Google.

#8 - Keywords

Write keywords that not only sells the product but also keywords that optimized your product page for Amazon traffic and ranking.

#9 - Know the supplier personally

If the supplier knows you, he'll give you more discount and will make sure that they only ship quality products to you.

#10 - Photos

A good photo can double or even triple your sales. Invest in a good camera or hire a professional to take photos of your product. A white background always works great .

#11 - Product Listing

If your product listing sucks, no one will buy it. Review the product listing repeatedly, it's that important.

#12 - The Little Things

I think you already know that this business is not magic. There are no super secrets that will make you a millionaire. It's all a combination of doing the little things. Ex. Double checking your listings, making sure that you respond properly on a bad review, know what they want, what went wrong etc.

#13 - Start Small

You don't have to start by selling products at \$100-\$500 price range. Start with products priced at \$20-\$30. This is the sweet spot when it comes to selling on Amazon.

#14 - Reviews

Always try to get a review from friends, family members and current customers before making the official launch of the product.

#15 - Cut Your Losses

Some products won't sell as expected. No need to be a drama queen about this, cut your losses and move on.

#16 - Labels

Always double check the labels of your product and make sure that it's correct .

#17 - Gift cards (gray area)

You can set up coupons to give away to your friends and family members (gift cards). These discounts still count as an official sale thus making your product ranked higher on the bestseller list. (Remember, this is a bit on the gray area side if things so please see Amazon's term as this one changes from time to time/)

#18 - Shipping

Always go with free (or cheap) shipping on the products that you will re-sell. Unless you're not making any money, then obviously – charge for shipping if you must.

Alright. Hopefully you'll follow these best practices. One tip alone if acted upon can make you thousands of extra incomes per month.

How to Select the Best Private Label Products for Amazon FBA

Among the most popular practices for offering on Amazon FBA is private label products, but the problem that many people have difficulty with is working out which products to offer, what the best ones are to develop their brand name around. Some individuals choose the complicated route, selecting items that require a great deal of modification and cost a fortune to produce, and some preferred a much more natural way .

The first concern to ask yourself is why you are selecting private labeling. Many people choose to

utilize Amazon to create their brand name are those who are fed up with searching for decent goods on eBay that they can flip on Amazon for revenue or vice versa. Reselling is not an excellent video game to get into-- it may bring you a little additional money, but it will never be a steady income and there is a lot of work included.

Personal label products give you the very best chance at relatively passive and consistent earnings while keeping labor and time to a minimum as well as overheads. Many people can see the real benefits of constructing their brand name around personal label products without the requirement to keep on trying to find brand-new ones to keep the cash rolling in. There is one enormous difficulty that stands in their way of real success-- unnecessary complication.

Keep it Simple

It is simple to see the advantages of brand structure, but the more intricate a product you pick, the more work must be taken into it which needs to lead to a much higher opportunity of creating profits. Ok, that might hold; after all, the iPhone is even more important than a pack of plastic food containers; however, developing a brand-new iPhone does not suggest that people are going to purchase it. The most successful, the most cash you make, will come from essential stuffs.

The best private one when it comes to the crunch label items to develop your brand around are simple and, if you flow these guidelines, you will discover it works. Ask yourself these concerns before you put your cash down on a product Is it evergreen? Will your consumer keep on returning to it, time and time again? Consider things like shampoo or conditioner-- items that people will purchase over and again.

Is your item one that people are looking for? A picture that you just blew some thousand dollars on an item, branded it and after that discovered that nobody is looking for that specific item. Not just your real brand name, but the thing type itself. How would you feel? Gutted? Foolish? Do your homework. There is a secure method to discover what people are searching for on Amazon before you lay out your life savings which are to search for a keyword on Amazon. You can go about it by typing the specific keywords to the search bar on Amazon and see the results, so you can use among the many automated tools to look for you. A few of these tools will inform you what has been looked for on listings and others will determine market spaces that you can consider delving into. If you pick a product that is extremely common on Amazon Incredibly, one might struggle to get you to have a hard time in the door. There are quite a couple of items that are lacking in competitors and these are the ones that you ought to look. How easy and low-cost is the item to produce? You do not need to sell costly items that cost a fortune to make and include a lot of modifications. It's better to offer 15 systems of plastic container packs a day at \$20 each than it is to provide a phone occasionally that as an incredibly low revenue margin.

Exists any proven sales data against this product. One step that lots of individuals skip over is evaluating their Amazon listing with store products before selecting to put a bulk order. This is an essential step, one that will show if your item will sell before you start the costly level of sourcing your product from a maker. There is absolutely nothing too scientific or complicated about this. The extremely best products to sell private label

are basic ones. Quality products, products that people buy from time to time .

Guidelines for Private Label Selling on Amazon FBA

By now, you must currently know how to start with private label selling on Amazon FBA. Some people think it is going to be a primary job and that they can make cash quickly. The following are the five crucial guidelines to private label selling on Amazon:

- **You Need Capital** - Creating your extremely own personal label is not the same as discovering a resell product to flip on Amazon. You need the money to purchase your product in bulk to pay for any modifications that you may want, and that is not free. Your providers are not going to offer you the best offer on your selected product and they won't build any prototypes for you unless you are going to acquire large quantities-- that suggests money, a lot of it.
- **You Are Not Going to Have Any Quick Wins** - There is a massive distinction between the person who resells on Amazon and those who come up with their items and brands. Some people that do the latter are building up an asset, something that will bring the cash in for the foreseeable future, whereas a reseller is merely making instant cash and will require to go off and discover another item to sell after that. There is a lot of difference between the two kinds of personalities. Everybody wishes to generate income however the person who constructs a property understands that, even if their product attracts an additional couple of hundred dollars a month, it is far. Superior lasts a lot longer than the person who flips an

expensive item. Why is this? Possessions are always a much better alternative than merely knowing to flip a single item. Properties have a more sustainable worth; they will last through time. It is far better to have ten possessions worth, let's state \$500, making you a prospective \$5000 each month than resell products that you turn, and they're gone forever.

- Know Who Your Buyers Are and Keep Your Risks Low - One of the profitable ways to succeed with a private label product is to know who your customers are and to understand them. And the very best method to understand your customers is to utilize Amazon Supported Advertisements. The stupidest thing to do here would be to choose an item, talk with your provider, buy a whole load, and stick it on Amazon, expecting to make a lot of cash. It can work; however, it is unusual. When you are producing your label item, you need to keep your threats low. Use Amazon Sponsored Ads to check out your product to make sure that this is something people want and will go into their wallets. You must shift your frame of mind for this but discover how to utilize these sponsored advertisements to your benefit before you pay for something you can't move.
- You Are Not Reselling an Amazon So Stop Thinking Like an Amazon Reseller - Many people get into a problem by believing like an Amazon reseller and not like a private label seller. To be effective and to run a genuine business, you must hang out constructing your brand and your possessions. The possessions you develop are going to produce money with really little participation from you A reseller

needs to start once again weekly or month, searching for that next big item to turn, processing their deliveries and whatever else that goes with it. A personal label seller who has done their homework can construct something much more significant than they are, something that lasts for the long term.

- Do Not Forget to Build on the Success of Your Work - Last, and essential, construct on your success. The cash that you make from your product needs to go into developing another one and sustaining it. It is so tempting to take your profits and invest it, however like anything, the more you put back in, the more you will go out. To be effective at offering private label products, you need to keep in mind that they are challenging to create, and it will be a very uncommon individual who strikes the crowning achievement the first time around. Don't anguish; do your research and test out your items before you buy them and begin small. Develop your service as you go and, if you do it right, you will eventually have a stable of properties that regularly generate income with little input from you.

These factors are more than good adequate to persuade you. As an online seller, you ought to think about private labeling, as it will take your service to the next level much quicker.

Conclusion

After reading through this guide, you should feel informed and ready to get started embarking on the journey of FBA business ownership. The benefits are obvious and the potential for profit is enormous if you are willing to put in the strategic work and effort. Many people have invested the time and turned Amazon into their main source of income – now you can too.

It starts off simply: creating your account and arming yourself with the tools of the trade. With the right apps, you can figure out the best way to get a bang for your buck. You'll become an expert at the practice of buying low and selling high, especially with the help of the tools that software developers are continually improving.

Once you've built up your inventory of items you sought out with expertise for their appropriate ranking and adherence to Amazon restrictions and guidelines, you are ready to start a shipment. The packing materials are costly but remember that you will be able to deduct the cost from your income at the end of the tax season. When you create a shipment with your Amazon Seller account, you will receive detailed instructions on how to pack your shipment and where to send it .

When you've sent your first shipment, be aware of the selling and storage fees that will be levied against you. The advantages of being a professional seller are numerous, but particularly about these selling fees, since you won't pay extra for every item. Use the FBA revenue calculator, another tool in your toolbox, to determine the potential earnings from your sale.

If you feel comfortable with retail arbitrage but are seeking to take it to the next level, or if you are entering Amazon FBA with experience selling

online, private labeling is for you. Buying inventory cheaply and marketing it under your personal brand is a way to ramp up your earnings. The competition is fierce, but if you choose your products wisely, it can have huge rewards. Even with the right product choice, you will still need to do the most to market your business and get the coveted Buy Box benefits.

A lot of marketing is just common sense: you need to have an attractive sales page, so your products present well. There are tricks of the trade, however, that will improve your standing. Offering discounts can help get you the necessary exposure to generate reviews and taking advantage of Amazon's advertising function with the help of keyword-finding aids will improve your chances – as long as you know how to properly invest in your campaigns.

The technical side of things can get complicated, but this guide should help you feel more comfortable in the awareness of the potential pitfalls that lie ahead. Amazon businesses are rewarding, but you need to be properly equipped with the right legal knowledge in order to avoid the consequences of a mismanaged business.

Once you get started with Amazon FBA, you may find yourself encountering unique issues that aren't addressed in this guide. For those situations, you can address your inquiry to the online community of the FBA Sellers through Seller Central or on other communities like Reddit. These forums offer a framework for the exchange of novel ideas that could revolutionize your selling. Be open to the suggestions of others, as they could help you get ahead of the game .

PART 2

E-COMMERCE WITH SHOPIFY

Introduction

No doubt you have already heard of Shopify. It is something of a household name now. Unless you have already delved deeply into it then the chances are you won't know what it can do for you and how it works so that's what I'm going to start by telling you before we look at the main advantages and disadvantages of using it.

With e-commerce developing into the biggest growth influencer worldwide, it is more important than ever to choose a solution that can turn your business into a better and profitable venture. Shopify in its basic form helps to sell your products and services on the web. Here are some solid reasons as to why you need Shopify for your business.

Shopify is what is known as a complete ecommerce solution for business that are looking to sell their products online. The site will permit

you to form a personalized online store, offer any items merely like and acknowledge installments from charge and credit cards moreover following orders and giving client benefit. When it comes to creating an online home for your store, there are many web building platforms and online payment solutions to choose from, Shopify takes all the hassle out of mixing and matching and puts all the tools for getting your online business up and running successfully in one place.

Shopify is more than a simple marketplace where goods are exchanged, it is also what is known as a payment gateway which means it handles the transaction verification process required to ensure that those who pay for your goods via debit or credit card actually have the funds to complete the purchase. It also means they are responsible for the security concerns related to these transactions which can be both complicated and expensive for merchants to pursue themselves.

When it comes to deciding how you want to use Shopify, the first thing you will need to determine is if you want to create your own site and then link it Shopify or if you are more interested in getting started as quickly, easily and cheaply as possible by using the store that Shopify will provide at all levels of service. While the option to create your own site will certainly cost more, it will give you complete control over the customer experience which is an important consideration if the niche you are considering working with is extremely competitive.

Simplified set up

In a traditional business set up, you would need to purchase an on-premise e-commerce software, which due to its standalone nature requires elaborate set up for IT and specialized

development personnel, as well as management of the software. Such solutions had drawbacks like

- Expensive
- Not being scalable
- Difficult to use
- Time-consuming customization and integration with other processes of your business

Further separate software components are needed to take care of the front-end customer part of the business and the back-end operations such as inventory management, order management, customer service, and accounting. Bringing together the different software services to enable a comprehensive e-commerce platform hence becomes complex, with frequent need for maintenance. And this reduces overall efficiency as a result.

Luckily, Shopify provides the ideal solution by integrating all the important commerce requirements and business functions into one united platform through the SaaS model. Thus, your business can create a relevant, personalized and engaging online experience. This is possible with Shopify's strong infrastructure that unites all the business systems and the information which feeds the systems.

Meet with customer expectations head-on

Your business can succeed only when your target customers can buy your services and products from your store online in an easy way. Shopify is unique in the sense that it can leverage and unify both the back office and front end apps complete with their shared and unique information. This unification of all systems enables easy visibility

and meets with the expectations of customers in an effective way.

Success-oriented features

Some of the important requirements that Shopify satisfies include:

- **Unified platform:** Has a unified accounting, e-commerce, inventory, POS, marketing, customer service, financials, merchandising and order management, which are managed via a platform that is cloud-based.
- **Enhanced customer-centric operations:** Personalized and consistent experiences for customers, targeted customer, and marketing service along with a single-window view of all transactions and interactions with customers at all channels and touchpoints.
- **Smart order management:** Increased profitability by having a single-window inventory and order management throughout all supply chain and channels
- **Personalized customer experience:** Fast, unique, compelling and personalized in-store, mobile and web experiences to highlight the brand value and surpass customer expectations.
- **Enable unlimited expansion:** Rapid set up of sites for various business channels, models, brands, currencies, languages, and countries under a single platform.

Streamlined comprehensive approach

To manage your vital business functions, you need a platform that provides a unified solution. It should encourage collaboration, align the operational processes and offer real-time visibility of data. Shopify meets with all these expectations

and more. It helps control all the below functions in a cohesive manner.

- Analyses and reporting
- Customer support
- Procurement
- Inventory and order management
- Marketing
- Promotions and pricing
- Content management

Ecommerce platforms have moved beyond the basic unified software protocol to enable customers to buy services and products easily online. Shopify has excelled in this aspect with its competitive pricing and features. The e-commerce platform helps build a business that is easy to scale, fully customizable and offers a highly automated functionality that saves time.

In short, Shopify aims at providing a seamless online shopping experience across various channels. The adaptability and flexibility provided by the software help to maintain the pace of your business, reduce the operational expenses, boost efficiencies and eliminate the trouble of managing software and hardware.

Chapter 16: What is Shopify?



Shopify is a way of setting up a store online, providing you with an easy platform to sell just about anything that you want. It is incredibly popular with entrepreneurs and businesses who want an easy way to create an e-commerce shop that can operate alone or as part of an existing company.

One thing that sets Shopify aside from the competition is the fact that it is incredibly versatile. You don't need to have any experience in writing code. If all you want is a simple store to get up and running pretty much straight away, Shopify has a range of templates that you can choose from.

These provide the skeleton of the store and can be customized so you can put your own unique stamp on your store. However, Shopify is not limited to small businesses or internet entrepreneurs; it is scalable, customizable and even multi-lingual, making it the perfect platform for any business even the biggest of brands like Red Bull, KKW Beauty, WaterAid and Budweiser – all using Shopify as their online store platform.

How does it Work?

Shopify is dead simple to use, one of the biggest reasons why it is so popular. It is a web-based software so there is no need to install it first. The platform is fully hosted by Shopify and this brings several advantages, including full customer

support. There isn't any need to go through complex installations, worry about upgrades that might mess things up and you don't need to worry about any web servers – it's all done for you. And Shopify is compatible with all the major operating systems.

Setting up a store is simple, as you will see later. All you need to do is sign up for your free 14-day trial on Shopify and give it a go. Once the free trial period is up you need to decide whether to continue or not and which plan to choose. We'll be looking at those plans later, but there are several to choose from, each with its own unique features and price. Then, you just need to decide on what to sell and add your payment details to pay for your subscription.

That's all there is to it. You can register a domain name so your Shopify store has the name you want it to have and if you already have a website or a domain name, simply integrate it all with Shopify - I'll show you how later.

Shopify Advantages

Shopify has several decent advantages and one of the biggest is that it offers more than 100 different themes for you to choose from for your storefront. This allows you to choose a professional look that also looks good on a mobile device. For those that have used WordPress, the approach to Shopify themes is quite similar – a store holds the themes and you can browse to choose what you want. Some are free, some require payment and you can also choose from themes set up for specific industries. These themes have been professionally designed and Shopify ensures that they consistent and compatible with its own software before they allow them into the store.

Another great advantage is the flexibility that Shopify offers, allowing to use the Shopify app store to add different functionalities. There are over 1200 apps to choose from. Again, some of them are free while some are paid, and you can pick and choose the ones that help make your store easier to use and to automate certain aspects of it. There are social media apps, customer service, inventory management, accounting, even shipping apps, all available to add to your store to help run your new business. All of this makes Shopify more than a simple store; it is a complete business solution, aiding for the backend as well as the frontend. And if you worried about installing the apps, don't be because Shopify will do the work for you.

If there is one thing designed to send people into a panic, it's a glitch that causes their website to go down with no warning and leaving them with no idea how to get it all back again. Shopify is robust but, to deal with any issues that arise and any problems you may have their next advantage is that they operate a 24/7 customer support service. They offer several different phone numbers for different areas; they have email support and online chat so your problems can be solved straight away. Time is money as any business owner knows and the minimum amount of fuss and maximum speed to get an issue resolved is crucial

The Shopify software is in the cloud so you have a great deal more flexibility because any web browser can be used to run it. You can work wherever you want, whenever you want, if you have a connection to the internet.

Security is not an issue either, Shopify does it all for you, ensuring all transactions are completely

secure so you can concentrate on selling your goods.

Lastly, there is a Shopify POS (point of sale) app for both Android and iOS that helps take care of in-person transactions. Using it means you can sell anywhere – at a market, a fair, in a popup window, anywhere you want. Plus, it offers the versatility of accepting multiple methods of payment. The best of it is, the app fully syncs with your account so your orders can be monitored as can stock levels in real time, across all your points of sale – online, physical store, and so on.

Shopify Disadvantages

While Shopify has plenty of advantages, it also has a few disadvantages. Don't be too surprised; nothing is perfect, and nothing can possibly suit everyone so make sure you are aware of the downsides before you start.

Unless you make use of the Shopify payments system, you will need to pay a fee on each sale and that can be anywhere from 0.5% to 2%, depending on which plan you are signed up to. If you opt for the basic plan, the transaction fee is 2% of each sale; the Shopify Plan is 1% and the Advanced Plan is 0.5%. How much of a disadvantage this proves to be is down to your perspective? In terms of money, it is equal to between \$0.50 and \$2 for every \$100 sale – that isn't too bad, and that money is used to pay for the payment management technology that Shopify uses. In simple terms, all you are doing is paying them to handle your transactions. Plus, Shopify doesn't hide their fees; they are completely upfront, and you will always know what the charges are going to be.

Not all the apps are free to use. While they can offer huge amounts of functionality, some of them

do have a monthly cost attached to them and this can soon bump up your monthly expenditure. Take MailChimp, for example, a popular mail app that helps you to run a mail campaign. If you have less than 2000 email subscribers then Mailchimp is free, but anymore and the costs are anywhere between \$10 and \$200 per month. Another one, FreshBooks, is a great accounting app but it will set you back almost \$32 a month.

As far as apps go, if you have a small business most of them are free. But, grow your business larger and you may have to start paying out for those apps. For someone like you who is going to be starting a brand-new business, for now, you won't need to worry about that. And, if your business does grow, your revenue should grow with it and those all-important apps won't seem quite so expensive. You could try doing the accounting and marketing yourself to start with, but you will find that your attention will be on that and not on selling. You could also hire an external person to do for you, but that will cost you more than the app would. Perhaps, in the long run, the best option is to bite the bullet and buy the app, saving yourself the time that you could be using to focus on selling.

Many platforms make use of CSS or HTML coding, but Shopify doesn't. Instead, it uses something called Liquid so store customization means you need to know the language, or you need to know someone who does. That can prove expensive so, to begin with, stick with the themes on offer and leave the customization for later down the line.

While Shopify is incredibly flexible, and it can be highly customized, some parts of it can't unless

you opt for the very expensive Shopify Plus plan so be aware of that from the start.

So, as you can see, most of the disadvantages revolve around costs and expense but, if you want a successful business, those are inevitable – you can't have it all for nothing. If you had a physical store, for example, you would have overheads in rent and utilities, not to mention taxes, staff, inventory and so on. With Shopify, the monthly subscription you choose is akin to these costs but much cheaper.

Payment plans

After a 2-week trial, Shopify users are asked to pick the usage plan that is right for them. The various tiers allow for different levels of features as well as differing number of items you can list for sale.

- **Starter:** The basic tier of Shopify service is \$14 per month and includes the ability to list 25 items for sale. This is the perfect option for those who are just getting a feel for online sales and don't want to be able to do too much too soon.
- **Basic:** At twice the cost of the starter option, the basic tier of service allows an unlimited number of items to be listed for sale. It also offers telephone support, 1 gigabyte of storage, a waiver of all transaction fees, unlimited bandwidth usage and a credit card charge rate of 2.9 percent plus an additional 30 cents per each transaction made. If you are thinking about creating a company that dropships items, then this is the service tier you are likely going to want to consider.
- **Professional:** For an additional \$50 each month, professional tier users are allotted 5

gigabytes of store storage space which allows for high resolution photographs for products that require a greater degree of visible detail. Additionally, you will be able to offer gift cards to your users as well as recover their old shopping carts. You will also be privy to an improved credit and debit card transaction rate of 2.5 percent plus 30 cents per charge. Perhaps most importantly, this tier of service provides access to an advanced suite of analytics tools to more accurately monitor customer behavior.

- **Unlimited:** The unlimited Shopify plan offers no limits on the amounts of data that your store uses for the cost of \$179 each month. This option is only really needed by professional businesses who are using carrier shipping and need real time results. It offers a credit and debit card transaction rate of 2.25 percent as well as the 30 cents per transaction fee.

Expectations

When you start off with a basic Shopify site you can expect something akin to a basic WordPress site but without any of the related plugins. This niche can be filled on the Shopify application store which offers numerous varieties of applications for either no charge, or a one-time or monthly usage fee. Many of the most common and useful applications are available free of charge and it is simply up to you to determine which ones are going to be right for you.

Likewise, when first starting off it is important to have a realistic understanding of how much space you will need for the pictures of the products you are going to be selling and budget accordingly. For new businesses, it is unlikely you will need more

than 1 gigabyte of allotted space before you start looking to expand your product line. Shopify offers up numerous options when it comes to website creation but it is also possible to use any of the major CMS platforms including WordPress, Joomla or Drupal to create a more unique looking site, though you will need to code, or pay someone to code, the site in such a way that it plays nice with Shopify.

If you are not able to supply the coding knowledge yourself it is important to budget at least \$2,000 for this project, with many more elaborate jobs easily doubly or tripling this rate. If you are going down this route it is important to have a very clear idea of what you want the result to be as any changes are going to cost, you dearly. To get a better idea of what all you are going to need to have in mind to create your brand successfully.

Remember, if you choose to only be connected to the Shopify network but not take advantage of their all in one service you will need to individually source all of the elements of your site including the site itself as well as any hosting and credit card transaction fees. The costs and hassles of working with several different companies adds up quickly, which makes the basic Shopify solution the most cost effective and easiest choice for many new online business owners to make.

When it comes to payment solutions you will have the option of using Shopify Payments which will be built into your store and is powered by Stripe technology. If you don't like the sound of the rates outlined above, then you are free to look into a third party transaction verification service which will be a more convoluted process that will ultimately save those who use it time and money in the long run. Additionally, it is important to note

that Shopify payments are not available in all regions as well.

The biggest downside for many of these third party programs is that users are required to have a merchant account in order to qualify which can be a difficult process for small businesses who are already processing a fair amount of transactions but may not have the best overall credit history. Acquiring a merchant account is a complicated process which requires a detailed history of successful transactions your online business has conducted as well as proof of a successful business plan. Merchant accounts are given out by debit and credit card companies and they are anxious to ensure that the transactions they verify are going to go through on the merchant level as well as the consumer one as they are the ones on the hook if it all falls apart.

Additional features

Assuming you decide to create your site through Shopify directly you will find that you immediately have access to a wide range of free templates, each with several variations and everyone designed with a specific type of store in mind. Each of the basic templates are all also guaranteed to be responsive which means you will not have to worry about designs not translating to mobile platforms. There are also numerous paid templates that typically range between \$100 and \$300, though if you are planning on paying for a template you will likely want to pay a little more and have one created for you from scratch for the best results.

If you choose the basic level of service or above, you will also have access to the ability to sell both physical and digital goods and charge any shipping rate of your choice as well as PayPal

integration for even more payment options. You will also be able to start a blog and send email blasts, as well as add a buy now button to any existing websites. Additionally, you will have the ability to create staff accounts, discount codes and have access to additional point-of-sale integration options.

For those who own small physical businesses and are interested in taking them online, perhaps the most important Shopify functionality is its point-of-sale kit which lets them make the most of their Shopify accounts by using it to process payments in the real world as well with the help from any Android or iOS device as long as they are in Canada or the United States. The point of sale kit includes everything a small business holder would need to take credit and debit card payments including a receipt printer, barcode scanner, card reader and even a cash drawer. It also works with pieces of existing systems.

1. Making Money on Shopify

Now come the most lucrative part and in fact, we can say the thing for which everyone works. Yes, that is money. Shopify is a wonderful platform to make money online. Here is a brief description of a few ways to earn cash with Shopify.

Establish your own store

It is certainly one of the most significant ways to make money with Shopify. The primary requirement is just to have something to sell! If you are not the owner of traditional bricks and mortar business, you can certainly take help of Drop Shipping. Here are some of the guidelines for drop shipping:

Affiliate Program

In case you don't have your own products for selling and you are not even interested in drop shipping, you can join the Shopify affiliate program with which you can earn up to \$358 per customer using the option of customer referrals. In this, you have two options to choose from:

2. Earn Residual Income in the form of Revenue Share as Your Monthly Income

It's easy to earn commissions for all the Shopify customers referred by you on your website. The amount of commissions can go up to \$35 per month.

3. Earn Commission per Sale of a Client's subscription

The website traffic influences your income to a large extent as the promotional contents available on the sites motivate the customers doing online

searches to buy the products and thus boost your sales.

- Promote Shopify on Your Review Site

If you are not comfortable working on affiliate programs, you can make regular income just by running a review website on Shopify. It helps the customers in easily finding out the best and the most reliable products. In case your review website scores a high position in search engine rankings, it will certainly bring more Shopify sign ups to your site thereby helping to make more money. In order to gain such good income, you must have good traffic presence on your website which will help in enhancing the conversion rates.

- Show Creativity in Shopify Themes

If you are a person with a creative bent of mind, you can make customized themes to grab the attention of the customers.

- Create a Shopify App

It requires good programming skills. If you are good at it, you can design an App with the help of Shopify API and enhance the customer experience. Apps are a great way for your business to be mobile. You can not only have people looking at your products wherever they are, but they will also be able to quickly look and see if you've posted any updates.

The advantages of having an app are remarkable. You can not only make sure your customers are always up to date, but you can also make sure they know about all promotions and sales you'll be having. The advantages are great, if you have some way to make it.

Advantages of Using Shopify To Make Money

- Availability of Shopify packages at competitive rates.
- Availability a 14-day free trial demonstration.
- Free Ecommerce set up option.
- Easy to implement with GET STARTED option which provides an informative forum to get your site started in minutes. You just need to name your shop, add a short and catchy description to it specifying business contact details and the shop address.
- Even if you don't have products to sell, you can still make good amount using the Shopify affiliate program

How to Get more Sales on Social Media

Social media has been playing a pivotal role in boosting online sales nowadays. People make good use of the social media platform for making people aware about their products and grabbing their attention towards it.

For example, if you are interested in selling an iPhone case, the best way is to buy it from Ever buying for 4\$ and then sell it for \$10 keeping a margin of \$6 at your Shopify store.

Not only this, but you can also create a discount code for 20% off and advertise it on Facebook, Twitter or Reddit for gaining the attention of more people towards it.

People love to buy gadgets using discount coupon codes and every day such sales are being done in huge numbers. Not only this, but you can also create Facebook stores and sell more products over there.

A Shopify store can be an exciting foray into digital retail, but you should also be mindful of potential obstacles and challenges along the way. Just like

offline retail enterprises, an online store will test your patience, challenge your preconceived notions, and push you to your limits as far as knowledge and adaptability to changing trends and consumer preferences. This is especially true in the online commerce segment where your audience is constantly presented with a plethora of options.

The main thing to remember, as a Shopify storeowner, is to never lose sight of your primary goals in starting an e-commerce store. Whether your target is to have an additional source of income, or to eventually expand your online store into your main livelihood, long-term profitability and sustainability should be your focus rather than impulsive, hastily-decided, poorly-planned directions that can sidetrack you from financial freedom.

4. Maximizing Profit

Learn to use social networks to increase your income.

Social networks have recently become one of the most important platforms for business promotion. This is due to the high traffic on social networking sites at any given time. Never run out of ideas on social networks that can take a company to the next level of the following complete list of social media marketing methods. From promotional publications to personal and commercial promotional ideas, the list is likely to inspire corporate marketing specialists and social media users for a long time.

Use fun, famous and inspiring quotes while posting on social media platforms

Users of social networks are very attracted to the quotes of famous people. Users are likely to be attracted to social media posts that contain famous or fun quotes. When you combine these quotes with promotional information for your products and services, you will most likely get the desired traffic for those messages. Feel free to use the quotes used. Social network users do not bother to read a famous quote more than once, if they find it worth reading. Therefore, in the process of reading these quotes, users of social networks can read the promotional information attached to the estimates and, therefore, the products or services are promoted in the process.

Use creative filler posts for promotional purposes

Of course, people like to cause anxiety and social media users are not excluded. The publications of filling in the blanks are publications that leave

readers wondering what would happen if they were involved in any promotional idea transmitted in a social media publication.

Perform periodic surveys on social networks to create commitment

While most social media platforms such as Facebook offer integrated surveys, it should be borne in mind that doing surveys manually can do a lot, not only by increasing traffic but also by participating in a publication. Try to impose questions which seek to know the level at which a product or service is acceptable to its consumers. Surveys that require affirmative or negative responses can make your current or expected consumers convey their opinions about the products or services you sell on social media platforms. Hence, they not only provide their opinions on published questions but also create a commitment to other users of social networks in which they form a discussion. Once an active discussion is obtained, the publications will attract more and more traffic, making the products or services known to a wide range of people.

Upload photos behind the scenes on social media

It is always monotonous to tell potential consumers the goods and services it offers and its likely competitive advantage over other similar goods in the market. Every Internet marketer does it and Internet users are used to it. It is always on the agenda. However, you can be smarter by including behind-the-scenes photos in your posts that show how consumers produce or consume products or services. Sometimes, displaying photos of your employees, your warehouse or your work area increases the likelihood that potential consumers are interested in your publications.

Therefore, it is essential to include unlikely photos in your posts on social networks to generate more traffic.

Always update your company's statistics and data in real-time.

Customers are always interested in their progress in real-time. They are always eager to know if their business is progressive, stagnant or falling and falling. Show them that this can be achieved by periodically publishing statistics and data on the progress of your business. In most cases, Internet users, especially social network users, find it interesting to know that their contributions to their products or services have a positive impact on their sales. Hence, it is important to provide this information periodically. Also, never hesitate to tell your audience every time your company's statistics are negative.

Recycle your posts that have worked very well attracting more traffic

There is nothing wrong with recycling the old posts that make more sales for you. However, you should be very careful not to recycle publications that still have active debates and commitments. He will look so desperate. One should recycle only expired publications that worked very well while they were still active. Reintroduce old posts by including relevant links in them. As such, you can promote a different aspect of the product or service by using a publication that seemed to attract more participation than other publications. You will be surprised by the enthusiasm with which social network users will receive a recycled publication. Ensure that once interesting, always interesting, this will never change.

Guest posts in other publications or famous blogs

You will be surprised by the result of using other people's traffic to your advantage. Internet marketing starts from scratch and before creating your large number of followers, it is never wrong to borrow from other Internet marketing experts. Posting guests simply means publishing your ads in other publications that you contribute to another site. Always be active in participating in other sites that could promote goods or services other than yours. The growth of Internet marketing, especially in social networks, has never been achieved through individual efforts. It requires joint efforts to achieve the desired results and the use of traffic created by others is a way of doing it. Therefore, never hesitate to use human trafficking to your advantage.

Accompany your posts with brand images

People easily identify funny or branded images. These are common images that have been used on other sites and have had a wide range of followers. There is no sin in using the same images to your advantage. In most cases, social media users will always have a second to look at an image they saw before on a different platform. In addition, they are increasingly interested in the possibility that these images are used in a different context or that the images have been slightly modified. Take advantage of this common practice to attract more and more traffic to your posts, blogs, or sites. Most brand images are fun and fun. Social media users like fun and fun things. Give him. The trick to winning the hearts of many social media users is to give them exactly what they want to get when they login to their social media accounts. A higher percentage of social network users visit these sites to interact and relax their minds. Funny plays a key role in fulfilling these

wishes, so don't be afraid to provide exactly what they need.

Use graphic information when posting or blogging on social networks

Of course, promotional information transmitted only in words is boring and less likely to attract long-awaited traffic. Most users of social networks are more attracted to graphic information than written information. Therefore, it is recommended to enrich the promotional information with images and brand images. Obviously, this will show your audience how serious it is to let them worry about any information they are trying to convey.

Link your posts to many other controversial blog posts

People like controversy. There is nothing as interesting as getting involved in your blog posts like including a little controversy in them. Human nature is always involved in controversial things. In fact, controversies attract so much attention that it is incomparable, even in religious places. Take advantage of this human nature and attract traffic to your blog posts.

At the end of the day, a dispute will have attracted traffic to your posts. Nobody cares what kind of controversy has brought potential customers to your site, all that worries them is whether their efforts to attract the fruits of traffic or not. The controversial blog posts will surely bring a lot of traffic to blog posts or social networks and this is the only desired result.

Ask your followers for suggestions about your products or services and how to improve them to the fullest

As a buyer of an assistance or item, nothing is more moving than the sentiment of having added

to the improvement of an item or administration you are expending. Give back in kind. Ask your supporters on informal communities to offer their recommendations and suppositions about the nature of the administration or item you are advertising. Also, don't forget to look for your ideas on how to improve products or services to meet your needs better.

Clearly, you will create client dedication by drawing in your adherents and looking for their recommendations on items or administrations. Client faithfulness is maybe the most significant part of accomplishing showcasing objectives. In this manner, never abstain from taking an interest in any action that can unite steadfast clients.

Make use of photos that have nothing to do with your products or services, but that conveys the feeling and attitude behind your brand.

It is always good to publish images of your products and services. However, other social media users may find it monotonous and boring. Why not try something different, such as posting photos that have absolutely nothing to do with the brand you are promoting, but convey feelings and attitudes of your brand? This has worked for many Internet promoters and marketers. For example, Starbucks shares photos on Instagram to link its brand to sunlight. Therefore, instead of publishing images of their products, they publish different images of the sun to associate their brand with brightness, warmth and kindness .

Push the handle widely and the best you can

If you are anxious to increase the number of your followers, especially on Twitter, never be afraid to promote you're driving in the slightest chance you have. Feel free to be a bit shameless. The goal is

to reach a greater number of followers and then exploit all possible means. It doesn't matter if you give a presentation at a conference or a talk. Always remember to tell your audience how they can communicate with you on social networks and this includes providing your name on Facebook and your name on Twitter. This is not enough, give your audience a reason to visit those social networking sites and really have an interest in you and whatever you do. For example, include social media links and controllers on each shared slide during a conference presentation. Also, don't forget to leave a printed copy of the shared slide to your audience.

Synchronize all your social media accounts, blogs, and sites.

You can synchronize all social networking sites so that a user who finds it in one of the sites finds it almost automatically in the rest of the sites. This is an important way to increase tracking, especially if these sites are used for promotional purposes. On some occasions, linked social networking sites may share information. This implies that one can publish on a social networking site and the information is automatically transmitted to the rest of the social networking sites that such accounts like. Therefore, it simplifies your work when you write promotional information that eventually reaches a wide audience. Therefore, always be sure to connect all your social networking sites.

Participate in weekly hashtag themes

To build the following desired social networks, it is essential to be an active participant in the community. It is only through the process of active participation in social networking sites that you can create followers for yourself. When you participate in fun weekly social media traditions, such as

returning to last Thursday and becoming very active in them, it is very likely that you will follow up on that commitment. This is because these hashtags have developed a loyal audience over the years and, therefore, have great traffic. It should be noted that periodic publication in the traditions of social networks and hashtags make people like you, in social media marketing, all you need is to be appreciated by your audience and it's fine. Make them like you appreciating what they like .

Keep your competitors under strict control.

You must always remember that you are not alone in social media marketing. Therefore, keep in mind that any mechanism or measure you are applying to spoil the support of your audience could be the same ideas applied by your competitors. Much worse, its competitors could apply more effective measures to win the hearts of the same audience that is blocking with obsolete tactics. Therefore, always be sure to monitor your competitors to find out what they are doing to win their audience. Identify your strengths and weaknesses to build a solid strategy that stands out among the competition.

Always participate in photo contests on social media platforms

Currently, users of social networks have developed photo contests in which they upload photos of the same funds. Photo contests are always photos taken with the same backgrounds. In photo contests, users normally tend to take advantage of relatively similar funds to see which fund best fits the photo taken. It is important to keep at the back of your mind that these competitions do not necessarily require winners and losers, but instead, aim to stimulate

discussions and commitments that pass the time. During photo contests on social networks, users tend to incorporate a series of discussions in which they compare photos and discuss how these photos affect their daily lives. During these discussions, sponsors of user-generated content are attracted. This plays an important role in attracting more and more attention to photography contests. Therefore, it is necessary to exploit the traffic generated by photo contests and participate in these contests to attract more viewers to promotional information.

He also participates in video contests

Video contests behave in the same way as photographic contests. Social network users use the platform to upload videos with similarities in terms of backgrounds and themes. During video contests, users upload many videos with the same themes for comparison purposes. Like photography contests, video contests are not held for the purpose of determining winners, but rather for entertainment purposes. However, multiple videos are uploaded, and heated discussions take place. You can use this platform to upload videos in video contests to request discussions and subsequently attract traffic to a blog post. This is a verifiable means to attract more traffic to a publication. Therefore, it has the effect of increasing sales for an Internet marketer.

Create subtitle contests

Subtitle contests can be compared to photo or video contests due to the nature in which they are presented. In most cases, subtitle contests begin by sending subtitles by social media users. They can have a good laugh if they are presented correctly. A social media marketer should always take advantage of subtitle contests to gain support

for their promotional information loaded on social media platforms.

Participate in raffles

The lottery is perhaps the oldest form of marketing. It should be taken into consideration that in the recent past, prize contests have been incorporated into social networks to increase awareness of products and services that can be promoted through social media platforms. The draws are easy to enter and use. In addition to their simplicity, they are famous and well known to many and, therefore, play an important role in promoting products and services in social networks. You can take advantage of the social media contest scene to attract more traffic to your posts and blogs. This can be effectively achieved by including these sweepstakes in their promotional publications to ensure that users of social networks are not only attracted, but also interested in their publications. As a result, this is expected to possess an indirect effect on the number of sales you will make in a product or service in the promotion.

Have your posts shared by other social media users?

Social media platforms offer avenues through which users can share their posts published by other users.

However, it is c to remember that people only share what is acceptable at the time on Facebook or Twitter. You must share your posts by adding the Share this content buttons. When your friends or followers on social networks share your content in your timeline, your friends will also see the content. This has an incredible effect on your marketing efforts because there are no limits to the number of users who can access such content if it

is widely shared. Therefore, it is helpful to have your posts and content shared so that your followers can share them according to their own timeline.

Offer bonus points to your friends and followers for sharing your content

In several cases, marketing experts and social media promoters have devised incredible measures to encourage users to share their own content in their schedules and pages. This includes the bond offer for each share. The bonuses serve as incentives and motivational tools for social network users to share their content on their social media pages and schedules. The use of tools like Rafflecopter allows you to offer additional voices to your fans who share their content on their pages. It is important to remember that bonuses are not only offered for sharing content on your own. They can also be offered for similar and related actions on social media platforms. Therefore, it is advisable to use these tools to further promote your content on social media platforms.

5. Shipping and Tax Rates

Unfortunately, if you're selling physical products, the work isn't over until the item is shipped to the customer, and the customer is happy. Taking the time to properly setup your shipping and getting yourself prepared for the shipping process will help you streamline the process a bit. The ideal situation is that you will offer as many shipping options as possible for customer to choose from. In this manner, they can receive items at the best prices or the most opportune times.

Manual Shipping Rates

Manual shipping rates are flat rates applied to each product. After setting a manual rate, the customer will immediately know the cost of shipping, and you can ultimately ship the product out in any manner you choose if it reaches the customer. I would try to mention the expected shipment times to help customers out.

The advantage of this method is that you don't have to weigh each item, but the disadvantages are plentiful. Not only are the customers not able to customize how they want an item shipped (what if they need it quicker?), but they may also be taken aback if your shipping charge is much higher than it needs to be. If customers order multiple items, your fixed rate may not consider the size of the box required to ship them all at once. In general, it's not the best method to use.

The biggest disadvantage is that you may estimate poorly. Should the cost of shipping extend past the fixed rate you've set, then you will have to make up the cost difference on your own. This is fine if you build the price of shipping and materials into

product prices, but you need to be diligent about how you price things.

If you only sell one line of product, and they're all practically the same size and weight, this option may be viable. If it isn't, you should offer shipping options to your customer.

Shopify USPS Shipping

Like eBay and PayPal, Shopify has a deal with the USPS that allows you to purchase labels at a discounted rate and print them off at home.

Because you are most likely selling products that range from small to large, light to heavy, this is typically going to be the best method. All you need to do for your products is setup a weight, possibly slightly higher than the actual weight to accommodate for the packing materials and handling.

When the customer checks out, they can choose from several USPS options that allow them to pay more for quicker service. Shopify is automatically going to take the size and weight of your package into consideration and not allow them to order first-class mail when it's inappropriate, so there's no worries about getting underpaid for your shipping costs if your weights are correct. Additionally, the discounted rates (based on which tier of Shopify you use) will save you money. If you're a high-volume seller, and we all aim for that, then the Professional Plan's reduced rates will save you a healthy chunk of change over a period.

Other Carriers

You can also provide the option of other carriers for your customers, including UPS and FedEx, among others. Using the shipping setup in the settings, you'll be able to incorporate shipping APIs that allows these to be calculated much like

the USPS costs are calculated. There is no discount involved with Shopify and these carriers, but if you have a business account with UPS, for example, your discount will still apply.

Unfortunately, this is only available if you're a Professional member, which if you remember costs \$299 per month. For high-volume sellers, it's worth having these additional options.

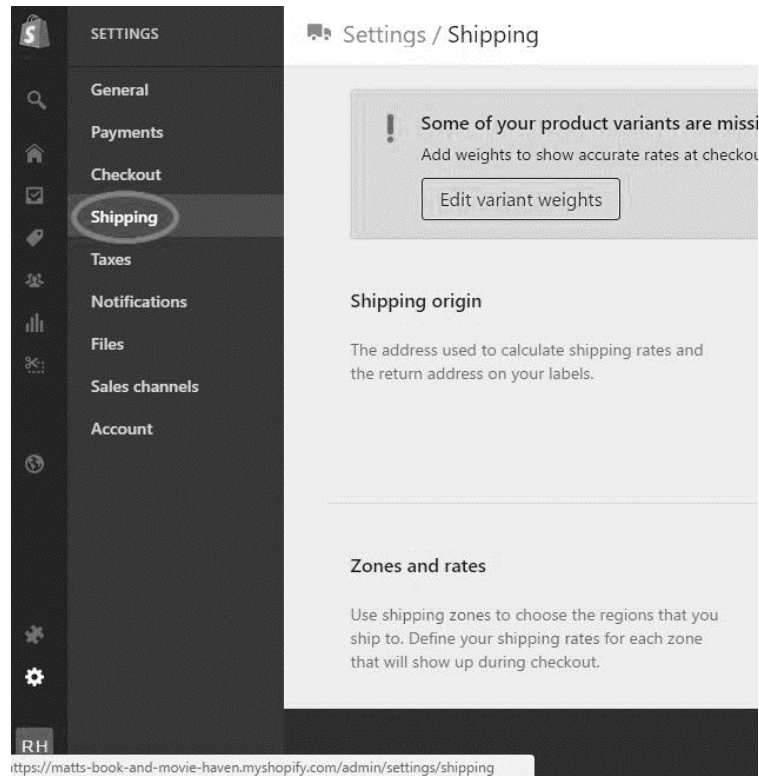
Fulfilment and Dropshipping

We've mentioned dropshipping briefly, but we'll cover this in greater detail later. This may be the best possible shipping method as the products aren't even in your possession or purchased by you until they are already sold to the customer!

There is also fulfilment shipping, which is similar in the idea that you're not the one handling the shipping, but unlike dropshipping, you already purchased the items, and now you're having them stored with a company that will ship them for you once they sell. This method may provide better profits than normal dropshipping, but you're still investing in the product and the fulfilment company's time. The ideal situation is to find a local fulfilment service where you can have products brought to without much fuss.

Shipping Settings

Now that we've covered the options for shipping, we must go through the process of setting it up. We ran through this briefly during the "Settings" part of the Shopify interface, so you may already be familiar with this if you took the time to explore. Navigate to your "Settings" page and click on "Shipping."



On this page, you'll see several things that you can adjust. This includes:

- Shipping Origin – This is the return address. Typically, it will be your home address unless you have a dedicated business location. If you do not want your home address on the label, then you can always open a PO Box at your local post office to avoid this. Do not use a fake address.
- Zones and rates – Here you can setup your shipping zones and rates. This includes the ability to limit shipping to certain parts of the world. By default, everything is included, so it may be wise to adjust if you don't aim to offer international shipping. Within the manual shipping rates.
- Label format – Next, you'll see the label format. If you're using special printers or labels, you can adjust this to fit your needs. If you're using

a laser or inkjet printer that's standard and just taping on labels, then leave it at the default.

- Packages – If you have a selection of boxes you use for your shipments, inserting these sizes will help minimize the amount of time inputting this information for products later.
- Additional Shipping Methods – This is where you setup methods other than calculated USPS rates.

Shipping the Product

After an order is made, Shopify will notify you (unless you disabled notification), and they will give you the option to print out a shipping label. If you're using the standard calculated shipping, the label will default to match the information you've entered for calculated shipping. You can adjust this as needed. Always be sure your measurements and weights are correct.

To ship, you'll need a few things:

- Boxes or bubble mailers of multiple sizes that are appropriate for the products you stock. If you only have a few items for sale, you can hold off on buying in bulk, but once you begin moving product, you really need to keep some standard packaging materials on hand to speed up the process.
- Padding, such as bubble wrap and newspaper. Packing peanuts are becoming less common, and it is advised to avoid them as many customers find them inconsiderate to the environment.
- Shipping tape. Ideally, it will be clear. This way, if you're printing off paper labels and taping them to the box, you can tape over them a bit without it obstructing the information. Keep in

mind that you're not supposed to tape over the barcodes. Nothing usually happens if you do, but it's technically discouraged by the USPS.

- Printer for printing labels.
- Paper or label paper. Label paper has adhesive back that means you can just peel and stick it to the box once it's printed. Once a product is labeled, you can take it to the post office or you can login at [USPS](#) and schedule a pickup.

If working with third-party carriers, check with them to ensure you're following all their guidelines. These companies will almost always offer home pickup as well. If you're working with fulfilment services, Shopify and the service will help you set this up in a way that will automate the shipments thereafter .

Shipping Rates and Order Fulfillment

To set your shipping rates, from your control panel, click on "Shipping." Input whatever locations and rates that you want but the easiest is to have two – a home country rate and then a "Rest of the World" rate.

Further down the page, there are options for adding Drop Shipping or Order Fulfillment. These are not Shopify services and are run by third parties – some of them very recognizable names. This is a great way of selling products across the whole world without needing to send packages yourself. You send the drop shipping company a load of your products and they do everything for you – storage of stock, packaging and posting. And, because Shopify will integrate easily with these services, your sales can be handled by the other company without you getting involved in the order.

Tax Rates

If you earn over a certain threshold in most countries, there are tax or VAT systems in place. If tax must be added to orders, click on "Tax" in the main admin panel and input the correct tax amount in the box for "Country Tax Rate." This will then appear on invoices and you will be able to see the tax you collected in your sales reports. If you don't have to collect any tax, this value can just be set as zero.

To see tax reports, click on "Reports" and then on "Tax Rate."

6. Getting the Right Keyword Shopify

We are going to talk about keyword research and how it applies to improving your store's visibility in search engines and how to target paid advertisements. This market research, however, will lay the groundwork for those tasks.

Additionally, you'll be able to learn about your market simply by understanding the search habits of your prospective customers.

The first thing you can do is simply run a quick Google search for the types of products you want to sell and see what comes up. Google's search bar will also show you some similar search terms along the way, and it is often wise to take the time to look these over as well. Largely, this is going to show you what type of content people are seeing when they search for the same thing. Once again, it gives you a chance to size up the competition, and it also helps give some ideas about what you can do to improve upon what's already available to everyone.

Taking this much further, I want you write down a list of keywords and phrases that apply to the type of products you want to sell, common topics surrounding your market, and specific product names. I would type this list up so you can easily copy and paste later .

Next, it's time to use these words by taking advantage of Google's Keyword Planner. This tool is designed to help you create ads and appropriate bids for these ads on Google Adwords, the advertisement service that Google offers and uses on its own search results. You can get enough information without opening any ad campaigns to make this worth your while.

In Google's Keyword Planner, type in the keyword you have in mind, and it will pull up quite a bit of information. This software offers suggestions for related keywords, information on how often the keywords have been searched within a month, and a generalized idea of how much people are paying to place ads that show up when these keywords are typed into a search bar or are related to the page they're displayed on.

This data is valuable for many reasons. It is not going to show you a direct number of sales or how much money people are spending on any particular product or category of products, but it will help you understand if a market or product is trending, if people are actively seeking information or products by using these keywords, and just how competitive it is. While a high competition rate through the Keyword Planner doesn't mean you won't sell a certain product or can't break into a certain niche, it does mean that people will have a harder time finding this product on your ecommerce store through Google.

It is wise to write down those keywords and key phrases that have low competition and a moderate to large number of searches per month. If possible, it is ideal to incorporate these keywords and key phrases into your product titles and descriptions in an organic manner. We'll discuss this more later, but write these down while you're at it, and keep them somewhere you'll remember to find them later.

If you're unsure of the direction you aim to go with your ecommerce business, keyword research may be the best starting off point. If you can find a niche with large amounts of searches but low amounts of competition, that suggests that the competition isn't spending a lot of money on

advertising these products, which makes it easier for you should you go that route. Additionally, it generally suggests that you will have the possibility of becoming one of the first-page results when people type in this phrase or word. Many entrepreneurs have used Keyword Planner and similar tools to pinpoint untapped niches in the past, and despite the growth of ecommerce over the last ten years, it is still possible to find a market that hasn't been completely saturated.

Another great thing about this type of keyword research is that it can help you name your shop, your domain name, and products with keywords that work well within search engines.

Search Engine Optimization (SEO) is an ever-evolving study and implementation of how to best make your website visible on search engines, especially Google. It is a highly involved topic, but a few key points can be applied to all your content, whether that's your blogs, product descriptions, video descriptions on YouTube, social media posts, or any other faucet of your online presence. Knowing the basics will help you avoid common blunders that hurt your rankings. While the best approach to SEO is working with a professional, these tips will at least help you get started.

- **Content is King**

Above all suggestions with SEO, the most important thing is that you are producing QUALITY content that is well written, proofread, and 100% original. Anything that isn't high quality is going to hurt you one way or another. Quality content is what builds trust in your name, and that high reputation will eventually translate to your positioning within search engines.

If you're not a great novelist, it may be imperative to have someone edit/proofread your work. If you know someone that will help, then by all means ask for their help. Offer to pay them back with your services, products, or even just money. If you don't know anyone, hiring a decent freelancer from sites like [Upwork](#) is suggested.

To ensure your original content isn't flagged a plagiarism, use [CopyScape](#) (or other plagiarism checkers), and scan your content 500 words at a time. This will let you know if there's anywhere else on the internet where the words you've written already exist verbatim. Avoid reusing manufacturer descriptions and pictures for this reason.

Again, no amount of SEO work matters if you don't produce excellent content. This is the most important thing you can do.

- **Implement Keywords**

Using that method, you should be able to create a relatively long list of keywords and order them from most likely to succeed to least important. As a rule of thumb, a high search count with a low competition is helpful.

I've suggested the implementation of keywords in many instances throughout the product description, blog, etc. As a rule of thumb, a keyword should not be utilized more than once per 100-200 words. Stacking a keyword too many times on a single page can cause Google's algorithm to flag your site as spam.

Never implement keywords in a way that doesn't work organically. As your content must be quality, shoving in a keyword awkwardly just hurts your chances of sales even if it does happen to increase your rankings on Google.

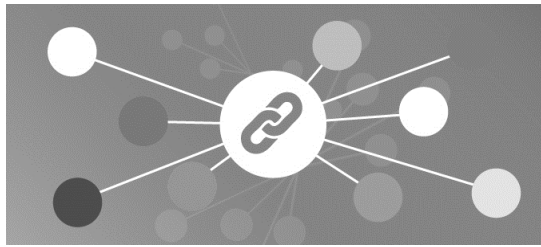
Use your keywords in meta data fields, titles, your domain name if possible, and basically every spot you can. Even if you can only fit it in once, it is better to have it than not to have it.

You can write blog posts around your key words. Not only is this a good way to give yourself something to write about, but it ensures that you're using keywords in an organic and intelligent manner. Anyone can stack a page with keywords, but only great writers and smart SEO strategists can write a brilliant article around any given keyword.

- **Images and Video**

Images and video, especially when they're original content, will greatly help with your search engine visibility. Not only does this help integrate your site into the Image and Video search features on Google, but it also gives you another chance to incorporate keywords within the alt-text and the video's description.

7. Shopify Backlinks



Whenever possible, building relationships with folks that will gladly link to your store will help increase your search engine reach and general popularity in two ways. First, these links can drive traffic. Second, Google takes these types of links into account. The more legitimate sites that link to your site, the more legitimacy Google attributes to your site, pushing you a bit further up the search results. Linking from social media pages also helps.

Generating back links can be difficult work. Not all people want to post a link to someone's store, and many people in your niche are probably trying to make their own income. To help facilitate this, it may be wise to reach out to blogs that allow guest posts. With a guest post, you will write a blog post that is highly informative, fits within the constraints of the blogger you're working with, and contains only a small mention of your store, likely in a small biography at the end of the post. In this manner, you're not asking for a favor without offering something in return. Find a handful of blogs and reach out to the folks running these pages. See if they'll link to your blog or store and offer to do the same for them.

Create coupon codes and distribute them amongst the many free coupon and freebie websites. This not only encourages sales by offering a deal, but it also creates back links since your website will

have to be linked for customers to enjoy the deal. These are some of the easiest links to build, but keep in mind that you only want these codes to appear on reputable websites.

Avoid creating back links the shady way. While it's possible to create links through spammy posts on blog comment, dumping content into directories, and paying for less-than-reputable services, these types of links may actually damage your search engine reputation more than they help, especially if you cannot be bothered to create new content. Coming back from horrible SEO decisions can be tough work, so just don't try these less-than-organic methods .

Search engine optimization is very vital when it comes to running an e-commerce store. It goes without saying that the sales of an e-commerce store largely depend on the ability of the customers to find it and from this point, make sales. So how do you increase your chances of being found and driving traffic to your website? Here are some tips that may help you with this:

- Do not solely depend on pay per click. This is a strategy that is used by a lot of e-commerce sites to increase the visibility of their stores. The dark side of this strategy is when one stops its implementation for traffic, the traffic can almost instantly disappear as well. Also, there is a mild feeling of distrust amongst customers when it comes to sponsored ads. While this strategy would pay off, one should also focus on implementing a strategy that grows traffic to their websites organically which is a better long-term strategy for maintaining their visibility.
- Do not duplicate content. Duplication of content on e-commerce sites whether in terms of

descriptions of products or even their listings may result in penalization by search engines. Therefore, it is important for store owners to investigate the content they produce ensuring it is unique but also SEO optimized to increase traffic to their sites.

- Building a content strategy. Creating high-quality content that is unique will help your site rankings when it comes to optimization and will also prove a beneficial tool for encouraging repeat visitors to your sites since your customers will find value in your content.
- Refrain from using the product description from the manufacturers. Copy pasting this information from the manufacturer site in order to save on time is SEO suicide. Make sure to write new descriptions for your products which would help best optimize it and lead to increased traffic to the site.
- Optimize images of products. Image search increasing has become an important tool that users of the internet are taking advantage of to get products online. With this said, online stores should then use more keywords with the ALT tags from the images that they use. This helps their products to be found easier and this would consequently translate into increased sales.
- Include product review: Allowing your users to submit reviews for your products works to encourage the generation of content for better SEO optimization. This content, however, is being created by your customers and this saves you time and effort while improving your site's ranking.
- Have products linked from the home page. This is a mistake made often by many store owners.

Their products are deep into their websites and what this does is that it makes it increasingly difficult for customers to find your product. Furthermore, it adversely affects your product page's ranking making it harder to appear in engine searches.

- Organize the store for Search engine optimization. The way you structure your store will affect its visibility. Think of organizing your internet store with the goal that it incorporates various landing pages of which they can be particular to a brand or item. Applying this structure affords you the chance to better optimize pages and keywords, which will build your site's visibility when they are looked up online.

One can also incorporate the use of coupons on their websites. What then this goes to do is that it will drive traffic to your website due to the increased interest. Including these coupons in websites and forums for coupons will also work to your favor by creating backlinks to your website and this will not only lead to increased sales on your website, but it will also go to increase your website's ranking on the search engines and consequently make it more visible.

Those are a few tips that you can use to improve on your website's search engine and consequently drive sales. I do hope that this information places you in a position that is designed to give you an upper edge when it comes to running your online store.

8. Practical Steps of Naming Your Business

Picking the name for your business can feel like a daunting task. You want to choose the perfect name and create a great brand that your audience will love. However, a dilemma awaits. Either you will have trouble coming up with any good name ideas, or you will have far too many name ideas, and won't be able to narrow them down to one winner. It is easy to get stuck at this phase of launching a business because you can't decide. Fortunately, choosing a good name doesn't have to be so hard. By learning what makes a good name and how to brainstorm good name ideas, you will be able to choose a name for your business in no time.

Two Strategies for Naming Your Brand

There are two schools of thought for choosing a name.

Industry-centric Brand Names

First, you can choose a name that represents what your business does. Businesses like Bank of America, Ford Motor Co., Home Depot, UnitedHealth Group, and AT&T (originally American Telephone & Telegraph) use this strategy. When you hear the name of one of these businesses, you immediately recognize what industry the business is in and what the business probably does. The primary benefit of this strategy is that you don't need to teach your customers what your brand is about. For example, at USGolfTV, it's immediately clear to our viewers and our readers that we produce golf video and content in the United States. The downside is that it can be harder to build a unique brand if your business has a generic name.

- The Innovative Outsider Angle

The other strategy is to make up a new name and build a brand around it. This doesn't necessarily mean the name of your business is a word that no one has ever heard of before, but it does mean that no one else has used it in your industry. For example, the word "apple" has been around since the dawn of the English language, but it wasn't until Steve Jobs and Steve Wozniak founded Apple Inc. that the word "apple" meant anything in the computer industry. The two main benefits of using this strategy is that you can define the meaning of your brand and you can be certain that no one else is using your name. The downside is that you must start your marketing process by educating your audience on what your brand means, which can cost both time and money.

Industry-centric Equals Efficiency

While both naming strategies are viable for your online authority publishing business, I tend to lean toward choosing a business name that makes it immediately clear what the business does. You also don't have to spend precious ad dollars educating your audience about what your brand means and can instead direct that money toward advertising, which directly generates sales. It's also statistically unlikely that, as an online entrepreneur, your business will ever become a billion-dollar brand, so it's all right if you miss out on some of the branding opportunities that having a totally unique name affords.

What Makes a Good Name?

The criteria that make for a good brand name can be somewhat difficult to define. While we can often recognize a good brand name when we hear it, it can be challenging to communicate why that brand

name is effective. I went through and check the names of hundreds of major brands and found a few commonalities that make for a great brand name.

While these guidelines are not universal, many good brand names meet the following criteria:

- **Short and Concise** – Good brand names tend to be short brand names. The names of Fortune 500 companies tend to be between two and five syllables long. Try to avoid any brand name that's longer than five syllables, because these names tend to be harder to communicate to your potential customers.
- **Memorable** – The name of your business should be memorable to everyone. You should be able to tell someone the name of your business and they should be able to recall it 48 hours later. If you want to test whether your name idea is memorable, call five of your friends and mention it in passing. Two days later, call them back up and ask them if they remember what the name of your business is. If they remember it accurately, you know that your name passes the memorability test.
- **Easy to Pronounce** – Good brand names tend to smoothly roll off your tongue. If your name is difficult to pronounce, it will also be difficult to remember. Try to say the name of your business idea 10 times in rapid succession. If repeating the name of your business ten times fast becomes a tongue twister, you might want to consider a smoother-sounding name for your online business.
- **Defines What Your Business Does** – I truly believe that the best brand names inherently define what your business does. If you can identify a concise, memorable, and easy-to-

pronounce name that also defines what your business does, you know you have a winner.

How to Come up with Name Ideas

There is no step-by-step process that will guarantee that you come up with a good name idea. You might come up with a bunch of name ideas during a brainstorming session. You might get a great name idea from a friend, a coworker, or someone on Facebook. The name idea you end up using might come to you in the shower, while your subconscious is doing the thinking for you. There might even be a business in a different industry whose name you like and want to create a variation of for your own business. While there's no surefire way to find the perfect name idea, there is an exercise that you can do that will help get your mental juices flowing.

This exercise, which I like to refer to as word crunching, involves coming up with words that are used in your industry, and combining them with other words, in hopes of coming up with name ideas.

The first step is to think of all the words that describe your niche. In the investing world, I would list words like stocks, bonds, mutual funds, investing, markets, Wall Street, and trading. Once you have run out of ideas, run each word through [Thesaurus](#) to get additional ideas for words that describe your niche. Ideally, you'll have as many as 20 different words that you could potentially use as part of your business name.

The next step is to look up a list of common prefixes and suffixes on the internet. Prefixes and suffixes are simply words that you attach to the beginning or the end of one of the words that are used to describe your industry. You can find

several good lists of prefixes and suffixes by searching for “domain prefixes list” and “domain suffixes list” on Google. Lean Domain Search has made a list of the 5,000 most used domain prefixes and suffixes. Some common suffixes include words like blog, guide, advice, info, report, journey, and tutorial.

After you have a list of industry words and a list of common suffixes and prefixes, start combining industry words with either a prefix or a suffix to come up with name ideas. You also might have a list of decent names to choose from or you might not have any good names in the bunch at all. Again, there’s no perfect process to choose a name for your business. You just must keep mulling over ideas until the right name shows up.

How to Choose Between Multiple Name Ideas

If you are trying to decide between multiple name ideas, there are several things that you can do to narrow the list down to a single choice:

Check Your Ideas Against the “What Makes a Good Name” Criteria – There’s a list of criteria for what makes a good name. For each name idea, verify that it is short and concise, memorable, easy to pronounce, and defines what your business does.

Conduct a Facebook Poll – In any Facebook group that you are a part of, you can create a poll of different name ideas. Have the other people in the group vote on your list of name ideas to get some public feedback. It often works well to poll various business groups that you might be a part of. If you’re not part of a group, you can post the question on your personal Facebook profile, but you will just have to ask respondents to comment their choice since polls aren’t currently available on personal Facebook profiles.

Create a PickFu Poll – For a small fee, PickFu allows you to poll their network of respondents for feedback on your name ideas. Using their service, you can create a poll that lists all your name ideas, and they will have several dozen respondents choose which of your name ideas they like best. The respondents will also provide you feedback, including why they might like one name idea over another.

Verify No One Else Owns Your Name Idea

Once you have found a name idea that you like, you will need to make sure that it's not already taken by someone else. If the name of your business is already being used by a prominent website, blog, or company, you should move on to another idea. At the very least, using a name that's been taken by someone else will create confusion among your customers and the customers of the other business that has the same name. One of your readers might do a Google search for your website and land on your competitor's website instead!

Worst case scenario, you might find yourself on the end of a trademark infringement lawsuit for using someone else's registered trademark, which will cost you thousands of dollars in legal fees and hundreds of hours of lost time that could have gone into growing your business.

First, do a basic trademark search to make sure that no one else has registered your business name as a trademark. You can do a basic trademark search on the U.S. Patent & Trademark Office. Search for your name idea and make sure there aren't any listings for the name you want to use. If there are listings for your name, you may still be able to use the name if the registration is dead or if the registration is in a different category

than your business. However, you will want to buy an hour of a trademark lawyer's time to be sure that you won't run into trouble for using the name. Before I went full time with my business, I worked at a website design agency that had gone under a merger with another firm. They chose a good name for the combined business but failed to do a basic trademark search for the name they had chosen. They had developed a logo, a website, and an entirely new brand around their new name. A couple of months later, they received a cease and desist letter from the company that owned the trademark. They ended up having to change the name of the business again and redid all the branding work for their new name. Many customers were confused about the multiple name changes and it ended up being a big hassle for the business. This headache could have been avoided if they had done a basic trademark search for the name they wanted to use and had seen that it was already taken.

The second step to make sure that your name idea isn't taken is to perform a basic Google search for the name you want to use. If there's an established website, blog, or business that is already using your name idea, you should probably move on to your next name idea. When someone searches for your name in Google, the established competitor will almost certainly outrank your website. In order to avoid confusion and to establish your own unique brand, I recommend only choosing a brand name that is not currently being used by anyone else.

9. Ways of Sourcing for Suppliers

Before you set out to look for suppliers, we value your business and would not want you to get cheated. It is essential to distinguish between valid wholesalers and retailers posing as such. We already differentiated in defining the two and the terminologies, feel free at to scroll back up to remind yourself of the differences. Note that there are retailers that claim to be wholesaler but are not. Legitimate wholesalers buy directly from manufacturers and offer much lower prices than retailers.

Here Is How You Identify Fake Wholesalers:

Unfortunately, real wholesalers very rarely invest in marketing and are usually much concealed. This means that by the time you find a legitimate wholesaler, chances are you will come across very many fake ones. You also should be wary of swindling middlemen, but fortunately, you have us and we have you.

- They will ask for ongoing fees: Have you ever been asked to pay an application fee to be accepted for a certain job? If yes, then you probably realized that you got conned. This is the same with such 'wholesalers. They will ask you to pay a monthly fee to grant you the privilege of working with them. Two words, RED FLAG! Real suppliers will never ask you to pay ongoing fees.

However, distinguish between suppliers and their directories. We shall look at directories shortly, but they are likely to ask you to pay a certain fee, however, theirs would be legitimate and be reasonable.

- Open to the public: Wholesalers do not sell to the public, and if this wholesaler does, they are simply a falsely poised retailer cheating the public with their hyperinflated prices. However, you need to be registered as a legitimate business and have a wholesale account. You also need to have been approved before you make your first purchase.

Here are some fees you will incur:

- Per Order: Many and most drop shippers will charge you a fee for every order you make. This will probably range somewhere between two and five dollars. It is all a matter of complexity and the size of the products that are being drop shipped. Note that you are not being conned, this is a standard of operation in this industry.
- Minimum order: Wholesalers will always have a minimum purchase number. This is done to ensure that they get rid of window shoppers who are a nuisance and people with small orders that won't translate to important business.
- If you are drop shipping, then this will come with its own complications. What would you do if a supplier has a minimum purchase of around six hundred dollars and your business' average order is two hundred dollars? In such a situation, your best option would be to prepay the supplier the six hundred dollars. This allows you to build credit with them.

Identifying Suppliers

Having the knowledge to know identify who's real and who's not, it's time to find you some suppliers. Live everything in life, there are several strategies you could employ to find a supplier that is in line with your goals. We listed the methods below

basing them in the order of effectiveness and preference.

- Contact Them: We highlighted somewhere above in this pile of words that phone calls work miracles. Call the manufacturer and find out what they have to offer by simply asking for a list of their products. Also, find out whether they drop ship or not. This is a basic.
- Google: Google is indeed your friend. This is obvious, why didn't we start with this? Well, because, there are several things you need to keep in mind,
- Carry out an extensive search: Let us again revisit an old point of wholesalers being terrible at marketing, but no offense to them. This means that your top searches will probably not be what you are looking for. But look at this as a challenge, when is the last time you clicked 'next page' on a Google search? Now you have a reason to.
- Website aesthetics could be misleading: While how appealing a website looks like could be a good indicator for how serious a business is, this may not entirely apply to suppliers, especially wholesalers. Do not skim through a website and jump on to the next because that one did not look good.
- Use as many modifiers as possible: I'm sure you've heard enough times already, so here it is again. Wholesalers do not invest in marketing and will not do any Search Engine Optimization. Try using as many words that will distinctively bring up exact results for what you are looking for, words such as a distributor, warehouse, bulk, and supplier.

- The competition is your friend: Wait, what? Yes, your competition could help you identify a supplier. How do you ask? Simple. Place a small order with a competitor who is drop shipping. Once you receive your package, simply Google the returns address that is on the package. And bingo, you have identified who the original shipper of the package is. Contact them next.
- Trade Shows: Trade shows offer one major advantage, centralization. Attending a trade show allows you to interact with potential suppliers all in one single spot. This only works, however, once you have already identified a niche market and know what product you want to deal with.
- Directories: Here we are! We said that you should not confuse suppliers and their directories. So, what are directories anyway? A directory is a database of suppliers, simple. They are usually sorted in accordance to market, niche, and items. Now comes the question, why should you pay for supplier directories? This is because most of the companies that run supplier directories are for-profit, thus will charge you to let you access their database. However, to prevent monthly subscription and other expenses by supplier directories, ensure that you conduct your research and know from the get-go what specifically you are looking for. Identify your market niche and products then it will require a bit of searching to find what is it you are looking for.

Here are some supplier directories that offer impeccable services; Doba, Wholesale Central,

Worldwide Brands and SaleHoo.

Before You Contact Them

Now that we've taken through criteria of sorts for identifying potential supplier and are ready to contact them, there are a few things that need to be in check before you do so.

- Is your business legal? Is your business legal? As we have constantly mentioned, almost all wholesalers will require you to certify that your business is legal. They also tend to only reveal their pricing to legally registered businesses. If you just need basic information then that you shall get without any documentation, but to be fully incorporated in the system and get the inside scoop, your business should be fully legitimate.
- Understand your and the general reality: You need to know that supplier will not go any extra mile, not even an inch to help you out. Similarly, everyone else who contacts them makes promises and tells them how great their plans are. They've heard it before; they've heard it all. All suppliers need is credibility. Be definitive in your statements and answers, use terms like 'we have', 'we are'. Mention things that carry some weight and remember to mention any professional experience you have. Avoid using phrases like 'I think.' Do not ask for favors too soon and be as convincing as you possibly can.
- The phone is your friend: The idea of making phone calls especially to people who are deemed as our superiors is always frightening. But phone calls are a very efficient way of getting things done. Phone calls are not as scary as you think. Suppliers are also

accustomed to receiving phone calls thus you will be attended to.

Attributes of Good Suppliers

- **Expert Staff:** One good indication of a credible supplier is its staff. Good suppliers will have representatives who understand the industry quite well. You can tell this from how they answer questions.
- **Committed support:** Essentially, suppliers are supposed to allocate you're your own sales representative for a streamlined flow of business. The sales rep is supposed to take care, handle and fulfill your needs. It is very frustrating to have to call suppliers and nag them to fix a certain issue. Therefore, the sales rep acts as the bridge between the two entities.
- **Technology:** As time goes by, the key to remaining successful in the industry is adaptability. This is an easy way to know what kind of supplier you are dealing with. If they are invested in technology, then they will be a pleasure to work with. They will offer you real time feeds on inventory, shipping, catalogs, and the like. Imagine a supplier that still handles all that manually.
- **Accepts orders through email:** This may sound minor and negligible, but some suppliers do not accept orders via email. Pause for a minute and think about having to place every single order via phone and whether that system sounds effective to you.
- **Location:** In this business of drop shipping, location is one of those factors that carry a lot of weight. Find a supplier that is in the middle of the country, especially if you live in a big

country such as the United States or Canada. Why? This is because, if a supplier is located at one end of the country, it will take too long to get orders to the other end fulfilled. The ideal fulfillment period is two to three days, keep that in mind.

- **Efficiency and organization:** These are difficult to measure and calculate. How do you know whether someone you have never worked with is organized and efficient? Simple, work with them. How? Place an order or two and be the judge. This will tell you a lot about a drop shipping supplier.

How to Pay Suppliers:

There are two ways in which suppliers accept payments:

Credit cards: Most suppliers will require you to pay using a credit card as you're starting out. As your business grows and flourishes, credit cards are still the best option for payments because they can rack up a lot of reward points.

Net terms: Net terms means that you are provided with several days to pay for items you purchased. For instance, when you are on 'net 40' terms, this means that you have forty days, which are counted from the date of purchase to pay for the goods, either by check or bank.

10.

Steps in Building Your Online Stores

Who wouldn't like to enjoy an online empire and do an impressive ecommerce business while sitting at home? To make your dream come true, let's first understand how to set up one's online store using Shopify.

Setting Up Your Online Store

Online store or online shopping is the latest buzz word you often get to hear. Here is an interesting offer from Shopify with a 14-day free trial that can be signed up from the main homepage. You can also click on the Free Trial button available on the menu bar. Provide your email, password and create a store name.

The URL of the page contains your store name; however, if you wish to change it later, the page allows you to change. It is always better to create a simple name which reads. In case, you don't want to be redirected to a URL from your domain; then you must keep a store name/URL ready on hand.

You will have to provide all your basic details such name, address, and phone number while creating your account on Shopify. After this process, you will be taken to the admin dashboard to start creating your online store. Check out the 7 steps guide to ease the process.

1. Add your products

Start adding products to your store by manual addition or a bulk upload from a CSV file or import from platforms like Magento and eBay. If you have digital products, then firstly you need to install an app for digital product delivery, add your products using this app. The Shopify's online manual.

throws more light on the selling of digital products. If you have selling services that you are attempting to sell, then opt for an app like Product Options with which you can customize your service offerings. Shopify store allows you to have 100 variations for the products which typically have options as for size, color, and finish. This site gives you the feasibility to add a product with a set of options, and there is no limit as such if it is a physical product. For example, you have 3 options for your e-book, i.e., just the e-book, the second is e-book along with supporting material and a 3rd option which is inclusive of everything plus access to a private member forum. The Shopify Documentation clearly tells you how to set up products.

2. Customize your design

The next step is to add custom design by choosing a theme. You can choose a theme from Shopify theme store which has various designs for free as well as paid. If you do not have any plan as such and simply chose some theme, you can always edit the theme by using the template editor or theme settings editor for modifying the coding. One common place where you would want to edit is the footer because that is the space you may choose for providing social links, payment methods, and various other details.

There will be some example themes that might be great to start out with. There are tons to choose from, but these ones are some of the best to look at off the bat.

3. Select Your Domain Name

The Shopify online manual encompasses all the information related to setting up of the custom domain name of your store. So, instead of being forced to choose a domain, you can select from

the options like store.yourdomain.com or yourdomain.com.

4. Set up Shipping and Tax Rates

You will be required to add taxes as well as additional shipping costs to your items and notify Shopify about the same. Shopify would list the basic prices, but it depends on the product you sell, and you may need to customize more options.

4. Set up payments

This is the critical part of all the steps. Shopify Payments accept the credit cards if you are in USA, Canada or the UK, this facility would not require any third-party payment gateways or merchant account. Shopify incorporates other payment processing services that includes PayPal, Amazon Payments, and Google Wallet.

6. Settings

Your complete profile needs to be set up carefully, most of these details get filled while you do it step-by-step. However, it doesn't ask for the information required for adding your Google Analytics code, store description, and store title in the profile as all this information is required to be filled in the general settings.

7. Open Your Store and Prove it to the world

Once all the details are entered, and you are ready with you online store, you can make it public. Till such time, it will be password protected, and you can also test the same to ensure if everything is functioning the way it is supposed to. Make sure that you check everything before the customer notices the loopholes.

Choosing Apps for Additional Functionality and Features

Shopify provides hundreds of free and premium apps which can be used to improvise your online

store; they are categorized as:

- [Accounting](#) — Link your Shopify store to any of the popular accounting solutions such as QuickBooks, FreshBooks, and Xero.
- [Customer Service](#) — It always helps both the customer and the seller if you add contact forms, live chat, feedback, and other features for customer support.
- [Inventory](#) — Inventory management systems if integrated with your online store will help in the process simplification.
- [Marketing](#) — This category helps you include your email, search, and social media marketing into your online store.
- [Reporting](#) — You can check for additional analytics related to your online business with the usage of these apps. It will help you in measuring conversion rates, sales data as well as customer behavior.
- [Sales](#) — This category helps you in increasing the sales with the help of product reviews, customer loyalty programs, upsells, and recommendations given by others.
- [Shipping](#) — Create your product shipment process easier and simpler with apps that help in managing the order fulfillment process and link you with your preferred shipping service.
- [Social Media](#) — This is one category not to be missed on, keep yourself connected with the customers and engage them on social media platform using these apps.
- [Tools](#) — You will find tools that would help you in handling all the features required for running an online store successfully. The best part and the most convenient thing for the users is that it also offers setting up of bulk redirects, fighting

fraud, language translators as well as RSS feeds.

Unsure of how and where to start your online store, then you may have to reconfigure your SEO settings for your product pages and in addition to that, add email marketing support so that the customers can be added to your email list. These email marketing services often guide you how to connect your Shopify store to their system.

Social Selling

This has become a totally new concept of selling and widely used these days. If you are one person who wants to sell products on your blog, then here it is. Shopify provides plugins and widgets for [WordPress](#) , [Drupal](#) and [Joomla](#) users by which you can show products in your posts, pages, and sidebar. If you are creating content based on customer's interest, this would increase traffic to your domain. Another interesting way to keep your customers in loop and engaged is to create a Facebook page and post interesting stuff. Shopify offers various [Facebook integrations](#) that would allow you to turn your Facebook page into an e-commerce store.

What About Affiliates?

Shopify offers various apps that allow you to [create your own affiliate program](#) to keep track of referrals made by customers and supporters. You can do this if you would not mind sharing your profits with others, this will also create some publicity.

Where You Can Go to Learn More

If you are a person with zeal to learn about Ecommerce and succeed in marketing your online store, then there is no stopping. You can simply find reading material like, e-books, guides, tutorials

and videos to help you learn more at [Ecommerce University](#) . You could also check [Shopify Wiki](#) where you can go through everything you are required to know about while using Shopify and the design/development of your store. Shopify also has a [support](#) in which you can find over 200 troubleshooting articles. Just in case, if you happen to come across some new or weird issue, you even have [forums](#) to look for support. Forums often have thousands of topics related to e-commerce.

Where You Can Get Help

This is the last resort wherein if you fail to help yourself with the troubleshooting guides, you can always seek professional help from the [Shopify Experts](#) . This area provides help with the store setup, designers, developers, marketers and photographers who can indeed make your e-commerce store into a successful business.

Best Themes to Start Out

Have you ever gone on a website or an online store and found everything to just not look good? Maybe things aren't where you think they should be, or it just isn't visually appealing. The design for your shop could make someone continue shopping or make them turn and go somewhere else.

First, there are some general tips you should follow if you want to pick the best design for your shop.

Stay Away from Crazy Colors

Yes, having crazy colors can be a lot of fun, no one's denying that. However, if you want someone to keep browsing through your website, you might want to stay away from them. Try to pick colors

that don't clash and don't make you want to look away.

Pick colors that are not only visually pleasing, but also go with what your store aesthetic is. You want the best that you can get for your store, so making it all come together with the colors is a great way to start.

More Complex Navigation

You might not think about it but depending on how many products are in your store, a simple theme might not be best. If you have twenty products, then having a simple theme will work perfectly. You'll have simple navigation and will probably be able to use just a free theme.

Since you'll need more complex navigation for the more products you have, you might have to look at paid themes instead. But, if you're just starting out, you should probably try to stick with as many free themes as possible.

Functionality

The design is important, but it isn't necessarily the most important aspect of a theme. If the theme you have doesn't have the functions you need, then you won't be getting everything out of your store that you want.

Theme Support

Believe it or not, there is support for all the themes on Shopify. Every free theme is automatically supported by Shopify, so if you ever have any problems with them, you can go to the customer support center.

Other themes will always have who the support team is. It should be on a box that has their name and how to contact them. If you know of any theme supporters who are notorious for being difficult to contact or otherwise, that is something

to take into consideration. Also, if you want to have guaranteed support, maybe choosing a free theme will be best.

Free or Paid

This is the million dollar question when choosing a theme. Is the theme you are leaning towards a paid theme? You might want to take a step back and make sure you're willing to pay for a theme, especially when you are just starting out.

Often, a free theme will be more than enough for a new Shopify shop owner. Buying a theme right off the bat might seem smart, but if it isn't what you wanted, then you're still stuck with it. Doing your research about every theme you look at is key. You don't want to be stuck only looking at free themes, but you also don't want to be stuck with a theme that looked good but doesn't have that key thing you wanted.

If you want to and have the money, you can also hire someone who can create a theme customized for your store. These people are called Shopify Design Experts and they do a very good job. However, you might be forking out quite a lot of money if you aren't careful. This is best if your ideal theme is nothing like what is out there and if you have had your shop for a while.

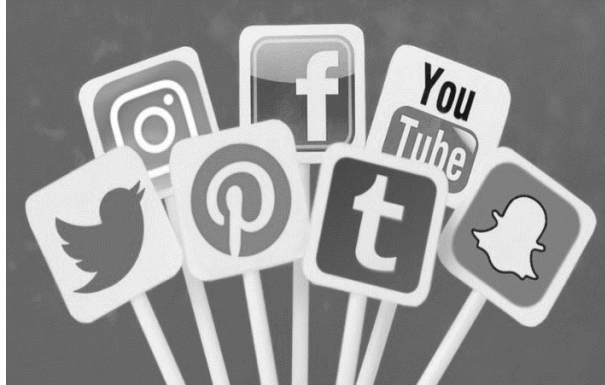
Who Are Your Products Targeting?

There are specific themes that will go with certain product types. For example, clothing and fashion might be what you are selling. If that's the case, then you can look at specific themes that are geared towards clothing and fashion.

These themes, when you go super specific, will highlight your products in the exact way that you want them to be highlighted. If you are selling electronics, many of those themes will list your

products in a way that you might expect to see for electronics. Knowing what you are selling will be a huge help in making sure your theme works for your products.

11. Ways to Market Your Brand Through Social Media



Using social media to market your brand or company can also have a positive impact on every step of your customer's lifecycle. Once you learn how to make the best out of social media marketing, you will realize that it entails more than just marketing your products/services. It is also worth pointing out that there are varying marketing strategies which can be utilized in the different stages of any customer's life cycle. New customers will be targeted using a varying promotional strategy as compared to loyal customers. Social media marketing gives you the advantage of personalizing your marketing efforts depending on your customers' lifecycles.

Let's consider an ordinary scenario where you are using social media to market to prospective clients, repeat clients, and loyal customers.

Attracting Prospective Customers

Any business, whether large or small, will have to work on attracting potential clients to depend on their products/services. To effectively achieve this, a solid marketing plan is required. Marketing goals here will include raising awareness of the brand as well as creating interest. To attract new clients,

marketers should spend time engaging in social listening. They should strive to comprehend what their target audiences are looking for.

Influencing Repeat Customers

Once a customer has made a purchase, this should not be the end of their relationship with your business. In fact, relevant marketing efforts should be in place to guarantee that these clients depend on your products/services again. The type of content shared on social media will have a major impact on whether customers will depend on your brand again. Ideal content to use here should encourage conversions. A great idea here would be to post content featuring celebrities whom you use as influencers on your social media campaign.

Loyal Customers

Customers who often depend on a company for their products/services portray their sense of passion towards what they are getting. Oftentimes, they will choose to depend on brands that they have at once dealt with as opposed to trying new brands in the market. You can't expect loyalty if content shared is not engaging or that it is disturbing. Using the right social media marketing strategy can give a huge boost to your conversion rate. The more loyal customers depend on your brand, the more that sales will increase.

Clearly, there is a lot that your business will gain through social media marketing. One crucial factor that you should always bear in mind is that your business exists in a highly competitive environment. Therefore, if you are going to promote your products using social media, you should strive to stand out. This calls for the formulation of a working strategy which is not only unique, but that it works for your business.

Dominating social media is going to require you to focus your social media platform with a clear approach, defined goals, and a strategy that will help you reach those goals. Creating a multi-platform approach requires you to know how to leverage each platform, how you can build a massive following on each platform, and then how to turn that platform into a working social media sales funnel. Before you can start creating your strategy and determining how to grow on each platform, you need to decide what your goals are and how you can best reach those goals using social media. Each platform is going to provide you with slightly different benefits. So, by identifying your goals first, you can ensure that you are going to be using the right platforms and enforcing the right strategies to maximize your time investment on social media.

Creating Your Business Goals

The first thing you want to do is create your business goals for this year. Typically, all your other strategic goals should directly reflect your overall business goals. By knowing exactly what it is that you are trying to accomplish in your business in the immediate future, you can start creating goals for your social media platforms as well. You can set one or more goals for your business soon, though you should be intentional about setting only one or two goals as your primary focus for the year. This way, you are clear on exactly what it is that you are working toward and you can design every secondary goal and strategy around that primary goal in your business.

The best way to create your business goal is to look at what means the most to you and your business for the coming year and create your

goals around that concept. If you are brand new in business, you might set the goal to make your first year profitable in business. Identify what exact number that would be for you. Or, you might set the goal to increase your brand awareness and start connecting with a broader audience so that you have a system of trusted people to invest in your business as you continue to grow your brand name and popularity over the years to come. If you have been in business longer, your goal may be to refocus your brand on something slightly different and bring your audience along on that adjustment with you. You might try to increase your profits this year so that you can hire more employees or offer more to your audience.

Whatever your goals may be, make sure that you use the S.M.A.R.T planning goal style to ensure that you are setting goals that you can achieve this same year. So, your goals need to be specific, measurable, attainable, realistic, and timely. For example, rather than saying “I want to earn a six-figure year in these year” you could say “I want to earn \$125,000 in revenue by December 31, of these year through my business.” When you set specific goals, it becomes easier for you to know whether you are effectively moving toward your goals. This way you can determine if your strategies are working or if they need to be adjusted to help you advance more effectively.

Creating Your Social Media Goals

Once you have your general business goals created, you can start determining what your social media goals are going to be. It is important to realize that social media works differently for different business models. Approaching your social media goals requires you to consider what exactly social media can do for you and how you

can maintain your image while incorporating social media into your strategy. For example, if you are a lawyer, you may not want to use social media as openly as another business because you cannot freely share certain information. In certain industries, you will need to be more conservative in your approach, which means that your goals should reflect these conservative social media values. So, if you were a lawyer on Instagram, rather than being open and sharing snippets of your life online, you would likely refrain from using stories or IGTV altogether and instead simply create posts on your feed. These posts should be targeted specifically toward your desired audience by providing them with the information that they need to know, then direct them to your website or your phone number so that you can talk privately with them. In this scenario, your social media goals would be to entirely get people to contact you, rather than to build a massive following and become a well-liked influencer in your industry. You can determine which style of social media goals you need quite simply. If you run a more professional business where you need to keep a large portion of information private, then you need to use social media to drive people to contact you. If you run a brick and mortar store, then you need to use social media to drive people into your store so that they can shop with you. If you run an online business, then you need to build your following so that you can market to a larger audience.

You still need to be more specific when you are setting social media goals. What exactly are you trying to achieve through social media? For example, if you are the owner of a coffee shop, do you want to drive more tourists to your coffee shop so that they can take pictures with your photo ops

and increase the popularity of your shop? Or, do you want to increase the number of local individuals who are coming through your doors to purchase coffee and become loyal visitors? If you are an influencer, maybe you want to increase your following so that you can generate pitches for popular brands and start earning more income through your platform.

Whatever it is that you desire to do, make sure that you are utilizing social media as a tool in your overall goals and not relying on it as the exclusive strategy itself. Even if social media is your primary method for reaching out to your audience, you should recognize that your business itself is not exclusive to social media. You will still have plenty of other things that need to happen for you to achieve your goals. When you see social media as a tool and organize it into your overall strategy as a tool, you put yourself in the position where you can start using social media as one of your most powerful forces online.

Determining What Platforms Will Work Best for You

After determining what your goals are for social media, you have one last thing that you need to consider before beginning the process of designing your social media strategy. You need to determine what platforms are going to be the most effective for you when it comes to achieving the goals that you have set out to achieve. You are going to learn about the six biggest social media platforms that presently exist, how they can be used, and who will most benefit from them. Make sure that you read through this information and choose platforms that are going to support you in achieving your goals so that you are focusing your

efforts in areas that make sense to your overall goals and business.

12.

Ways of Picking Out Most Profitable Niches and Winning Products in the Market

Niche selection is the first step when setting up a dropshipping business and for a lot of good reasons. The question that many people tend to ask is, does one necessarily have to identify a niche prior to setting up a dropshipping operation? Some might argue that niches aren't necessary because dropshipping is a low-risk business, and you can just try out whatever product you want and switch to a different product if you don't find the first one to be that profitable. The truth is that there are several great reasons why it's important to choose the right product niche before you can fully set up your dropshipping business and start making sales.

For starters, having a specific niche makes it easier for you to create a brand and to market your products. Without a niche, it would be practically impossible for you to drive any traffic to your site through SEO, and even if you wanted to advertise, you wouldn't know where to begin when looking for keywords.

Having a niche makes it possible for you to strategize on things like marketing, pricing, and content creation. Niche selection also helps you identify products that can bring you real profits so that you don't have to waste time and other valuable resources doing guesswork or using trial and error to figure out where to invest.

It also helps you save a lot of money when it comes to making deals with suppliers (some suppliers may need you to pay subscription fees before they serve you, so if all your products are

from different niches, you may have to spend a lot of money paying many different suppliers and distributors). Niche selection keeps you organized, and it focuses your efforts towards specific areas, so it increases your chances of succeeding in the dropshipping business.

Now that you understand the importance of niche and product selection, here are some tips to help you find the right niche for your dropshipping business:

Know the Difference Between Trending and Evergreen Niches

Before you go about selecting a niche, you should know there are 2 general types of niches—there are those that are evergreen, then there are others that are trending niches. The difference is that evergreen niches are those that remain profitable over long periods of time while trending niches are those that make large volumes of sales within a short period of time, then their sales decline.

Trending niches come about as a result of hype over new products, or a sudden surge in consumer interest in a product that has already been in the market for a while.

There are some drop-shippers who chose to chase trending niches and fads, and they have been known to make sizable profits out of this practice. However, if you choose to invest in a trending niche you have to be very careful. First, you must ensure that you join in on the fad at the correct time. That means that you enter early enough when people are still excited about the product so that you can make a profit off it before there is a decline in consumer interest.

Second, you must avoid getting in on trending niches way too early before you are able to tell for certain that they are going to trend. Some people

have wasted their resources investing in niches that showed early signs of turning into fads, only for those niches to “choke” and fail to become full-fledged trends.

If you are new to the dropshipping game, and if you want to make a consistent profit over a long period of time, your best bet is to find a niche that is evergreen, or even one that has occasional trending products, but it still maintains high sales volumes when the trend declines.

Finding a Niche Using Google Trends

Google Trends is one of the best tools out there that you can use to find good niches because it can give you valuable insights into people’s interest in all sorts of products. Google is the biggest search engine in the world, so it has data on a very large pool of prospective consumers. You can use Google trends to find out what the popular product searches are at any given moment, how people’s search volumes for certain products and niches have changed over long periods of time, the geographical information of people who are looking for certain products, and if people are interested in certain products throughout the year, or the changes in interest are cyclical or seasonal in nature. You can use these data points from Google Trends to identify products that are on high demand and niches that people seem interested in so that you can decide whether to invest in them.

Finding a Niche Using Facebook

You can find out if a niche that you are considering investing in is viable by using Facebook. You can type search terms related to that niche into Facebook, then go into the “ groups” of the results. When you go to “groups” you will find a list of all

Facebook groups that have the search term you are looking for in their names, and you will be able to see how many members are in each of those groups.

Different marketing experts have different criteria for determining exactly how promising a niche is based on a Facebook search. Some experts claim that if a search term related to a niche yields more than 15 groups, with 30,000 or more members in each group, then it's highly likely that you are dealing with a niche that is potentially lucrative. If you are trying to narrow down from a list of possible niches to go with, it's wise to choose the niche that has the highest number of groups and members on Facebook.

Finding a Niche Using Trend Hunter

Trend Hunter is often used to find popular products within specific niches, and it can be used to assess the viability of a niche when you are trying to set up a dropshipping company. It's particularly useful when you are interested in niches where products often go in and out of fashion, or they are frequently updated. It's also a great place to find niche ideas because it lists thousands of products, all of which are meticulously grouped into categories and subcategories.

If you are considering selling a particular product, and you are looking to expand your product list based on how closely other secondary products are related to your original product of choice, Trend Hunter is the perfect place to find products that may compliment your core product. It's also the place to go when you are interested in identifying products that you can vertically integrate with your current ones in order to increase your market share within a given niche.

Finding a Niche Using Instagram

It's always a great idea to find niches that can be promoted on social media platforms, so there is an inherent advantage that comes with using Instagram as a resource for your niche research. Services such as Websta can be used to analyze statistics from Instagram. If you type your niche keyword into the search function on Websta and other similar websites, you will receive two distinctive results that are both useful for the purposes of your research. One result will be the list of people on Instagram who have your niche keywords in their account names. The other result you will receive will be the list of hashtags that are like your keyword. This data is useful because it tells you which niches can be marketed using hashtags that are already popular. It also tells you what niches you can select if you intend to work with popular Instagram influencers to market your products.

Finding a Niche Using AliExpress

AliExpress is by far the most popular supplier for drop-shippers who import products from China to the US and other western nations. It lists thousands of sellers from whom you can source your products, so it's a great tool if you want to identify products and to select niches that have the potential for profit. If you want to use AliExpress for niche research, you must visit the website and check the statistics of the products that you are considering for your e-commerce shop. AliExpress uses a star rating system to measure product quality, so you can use it to filter out products that are of a poor quality when you are considering several options within the same niche.

You can run a product search on AliExpress and sort your results by quantity in order to rule out

products that are in short supply or those that don't have a big enough market to warrant large manufacturing volumes. If you sort your products by numbers, you can be able to rule out niches that aren't popular. You can also see how long product suppliers have been listed on AliExpress (this tells you if the product is profitable in the long run).

The most important parameter that you ought to consider when using AliExpress for your analysis is the percentage of buyers who leave positive feedback in their review of the products that you are considering for your dropshipping business. The closer the positive feedback is to 100%, the more you know that you are dealing with a high-quality product that has reliable distributors. The information you gather from AliExpress can also help you figure out how to price your product, whether to expect consistent sales, and if a niche is suitable for promotion through advertising and other means.

Finding a Niche Using Amazon Tools

Amazon is the biggest player in e-commerce right now, so it's a great source of information when you are trying to figure out which niches you can use to generate some profit. Amazon has many categories of products, and you can use their system of categorization as a guide to finding out about rare products and niches. One of the best ways to stumble upon niches that are relatively unexplored is by looking at the Quirky and Unique as well as the Interesting Finds on Amazon. These are the categories where Amazon places products that don't squarely fit into some of their most explored niches, so if you study the products that are listed there, you may be able to coin a new niche that not many people have thought about

already. This will give you the advantage of being one of the first people to specialize in that niche.

Other Ways to Find a Niche

In your quest to find a niche that is unique and unexplored, don't limit yourself to the main resources, instead, broaden your horizons and look as far and wide as you can. The deeper your research is, the more likely you are to finally stumble upon niches and products that are truly unique.

You can try to read blog posts about trending products and bestselling products in different niches. There are many marketing researches firms that run blogs which provide a lot of useful and actionable information about changes in market trends and consumer habits. You can use this information to predict which niches are likely to perform well both soon and in the long run, and you can then decide to make one of them the basis of your dropshipping company.

You can also base your choice of a niche on things that you are passionate about. Search engine optimization is the best way to market your dropshipping business. If you are passionate about a topic that is related to a particular product or niche, you may be uniquely capable of creating SEO content that can market that niche, so it would make sense if you chose to invest in it. For this to work, you would have to write your own blog or create your own video content about the niche that you are passionate about, then you would use that content to drive traffic to your sales page.

If you want to figure out what niches you may be passionate about, go to the list of hobbies (Wikipedia maintains a long and comprehensive list.) and go down that list, trying to imagine

yourself creating content that's related to any of those hobbies. If you find one that you think you might like, go online to find out if there are products that you can sell which are closely related to those hobbies (for example, if you are passionate about knitting, and you are willing to create content about it, there may be some knitting products that you could use your content to sell, and so you may have an advantage if you decided to pick "knitting products" as your niche).

Researching Your Competitors

It's not enough to identify a niche that could be profitable. You also must study the other drop-shippers who have already gone into that niche and to find out if there is anything you can do to gain a competitive advantage against them. If you find a great niche that already has hundreds of retailers competing for customers, you can try to carve out a micro-niche within that niche so as to attract customers who are very specific about the products that they want to buy.

13. Steps in Planning your Pricing Strategy



How much should you sell your product for?

The price is a characteristic of your product. It's part of its branding and of its market positioning—its place in the market compared to other similar offers (competitors).

Pricing is therefore an important element to consider when you build your business, not only as a mean of generating revenues, but also as an element that impacts how your product will be perceived by potential consumers.

Pricing is often an element of discomfort among new entrepreneurs. Likely caused by a lack of experience and thus confidence, putting a price on a new product or service can make many new business owners nervous.

Many entrepreneurs don't know how much to charge and aren't sure of the value of the new product. They might also fear the market's reaction. Will they think the price is too high? What if they leave a comment on the web saying, "It certainly wasn't worth the cost!"?

However, remember the definition of a business: getting remunerated for the value you bring to a market. There shouldn't be any shame in getting paid for providing value.

Pricing Is (First) a Psychological Thing

If you keep your price low because of a lack of confidence in your own product, it will show. The price of a product is often associated with its (perceived) quality. If you think that by offering your product at a very low price, you'll avoid potential complaints and will navigate in a safer zone, don't be so sure.

Before we get into more detail, I would like to share a little story.

A short time ago, I was part of a mastermind group of web entrepreneurs and bloggers. At the first meeting, we all introduced ourselves. One member was a life coach. He introduced himself and explained what he was doing, with obvious confidence:

“Come to see me once, and you will feel aligned and get the ability to be laser-focused on what you are meant to achieve in life. Just one session with me will change your life.” Wow. Even I wanted to book an appointment with him right away. His speech was very convincing. Then, we asked him how much he was charging per session. I expected \$1,000. He could have said \$1,500, and it would have seemed justified. However, he said \$250, for one hour of his time. What do you think happened in my mind? Did I think “What a bargain!”?

Well, not exactly. It made me doubt his promise and the result he was selling. In just a one-hour session with him, my life would be changed, for only \$250. Something felt wrong about that. That “something” was the cost of his service. It was simply too low, and that low price diminished the perceived quality of his offer.

Do you see how pricing is primarily a psychological thing?

Does this mean it's better to sell your offerings at a higher price just to increase the perceived value?

Well, no... but the displayed price should be in accordance with the benefit you are promising.

Pricing is also often related to status. Some people will always buy the most expensive watches and shoes because they want their "social status" to show in their clothing and accessories.

Your chosen positioning strategy in the market—your product compared to your competitors'—should also have an influence when determining the price, as it's one element that consumers will use to evaluate your offer.

Whatever price you are willing to let your product sell for, there should be a good reason to back it up. A lower price isn't necessarily a bad thing, if you justify it. The same is true for a higher price.

How to Define the Price of Your Product

What is the Purpose of Your Product?

The first question to answer is: "Why are you offering this product in the first place?"

Is it to:

- Gain credibility? (Often the case in publishing a book or creating a blog)
- Get more email subscribers to your website?
- Generate revenue?

Why does the purpose of your product matter? If you hope to collect leads (email subscribers), then you have a reason to give your product away or at a lower price, since the emails alone have a high value. In this case, a low price won't diminish your product's perceived value. It will be justified, and even advantageous, since you want to get as

many quality visitors to subscribe to your list as possible.

If you wish to gain credibility, then money isn't the main goal, either. You shouldn't settle for a very low or very high price, but more for something in the middle. However, if you want to generate revenue, then yes, you should aim for a higher price.

What's the Paying Capacity of Your Target Market?

If you've done some research into your avatar's (ideal customer's) profile, you should have an idea about its income, its discretionary budget, and its willingness to pay for the type of product you are offering.

What could your audience pay for your product? If your target market is single parents on benefits or college students, and you're selling a giant home cinema screen, there's a good chance that this market, even if interested in your offer, won't have the ability to pay for it.

Ask yourself: "Can they pay?"

This is an important aspect to consider when deciding on a niche. Ideally, you want to serve a market that has discretionary income to spend on non-essential goods.

What is the Market's Reference Price?

What's the price for similar options offered in the market? At what price are your competitors selling comparable products? That should also be a good indicator. Look at your competitors' product characteristics and related pricing. Compare the characteristics of their offer versus yours. Then, think of the position in the market that you would like to occupy. Are you a low-cost, average, or high-end option?

Cover Your Costs

What is your fixed cost, or the cost you pay independently of how many items you create?

What are your variable costs, or the cost per product created?

For example, if you write a book, your fixed cost will include the production of your book, including the writing time, the cover illustration, the editing, and proofreading. The variable cost will include the printing and distribution fees per book.

Unless you've decided to give your product away for free, you'll want to cover both your fixed and variable costs. If the purpose of creating your product is to generate revenue, then you may want to sell it for at least three times its variable cost of production. On the other hand, if the purpose is to generate leads (subscribers), then you might not need to cover your costs, since it will be considered more as an investment.

What's the Perceived Value of the Benefit Your Customers Will Gain After Consuming Your Product ?

How beneficial is the result provided by your offer to your target market? What's the perceived value of that benefit?

For example, how much would a person who wants to lose ten pounds to look great before the summer be willing to pay for a weight loss program? What about a woman who wants to fit into her wedding dress? Or a man who needs to lower his cholesterol to avoid imminent health problems?

Your target market will be sensitive to price depending on the importance of overcoming the "pain" as well as its urgency.

Also, what will it take for your customers to overcome the “pain”? If you’re offering a weight loss program that guarantees good results within two months by following an exercise and healthy cooking plan, how much would the average person who wants to lose weight quickly be ready to pay? How much would that same person be willing to pay for a simple, natural pill that guarantees the same results? Probably more than the exercise plan, as the effort required for achieving the result is smaller.

The benefits to be gained by using the product, and the effort required, should be considered when deciding on the product’s price.

The Mattress Method

Marie Forleo, business coach and entrepreneur, has a great way of explaining the perceived value of a product: The Mattress Method. Can you translate the value of your product into real-life currency, like time, money, love, and health?

She gives an example of the day she went shopping for a new mattress. The mattress she was looking at was more expensive than other types offered on the market, but the salesman reminded her that

- You spend one-third of your time in bed
- Good sleep improves your productivity, health, and good looks

Essentially, the salesman told her that good sleep contributed in making her richer, healthier, and prettier. These are the tangible benefits of the product in real-life currency. What is the perceived value of the benefits your customers will gain after purchasing your product?

Your Portfolio of Products

You should offer multiple levels of products or services.

For example, if you have an eBook selling for \$19, an online course at \$79, and a one-hour consultation at \$250, you have a portfolio of three products. Offering multiple levels of products gives people a price reference point .

In the example above, if you only sell an eBook and an online course, the online course may be perceived by consumers as too expensive, but when you add a pricier item—the \$250 consultation—to the portfolio, it makes the middle offer seem more affordable. It's psychological. Most people will opt for the middle option.

Another reason to consider a product portfolio might surprise you: some people will only want the high-end option. If you don't offer a high-end option or a more expensive product, they will buy one elsewhere.

In the book *80/20 Sales and Marketing*, Perry Marshall explains that there will always be people willing to buy a very expensive offer. He gives the example of Starbucks. Starbucks sells cups of regular filter coffee for \$2.50. You can also buy a complete breakfast for about \$12, including a soy latte, biscotti, and a fruit salad. But have you noticed the espresso machine also available for sale? Of course, not many customers will buy the \$400 espresso machine, but a few will. If Starbucks didn't offer an espresso machine, the customer who wanted to buy one would get it from somewhere else. Starbucks would lose a sale for not offering the product .

Do you have a high-end product to offer? If not, can you create one? Not only will offering one make your other, lower cost products look more affordable to your customers' eyes, but not offering

one will most likely cause you to lose potential sales.

The bottom line is to offer multiple levels of products or services. It helps people to make a purchase decision when they can compare products and prices.

Discounts Are Dangerous

As a rule, it's better to avoid offering discounts. Discounted rates are addictive. When people see your product offered at a discount, they'll have a harder time buying it at the regular price later. They may expect further discounts and wait for one before buying.

Plus, discounting can evoke confusion towards the perceived quality of the product you are offering. If it's sold for less, does that mean it's worth less than what it was offered for?

The question is: What should you do instead?

A better approach is to add extra value for a limited time. In the context of a launch, this may include adding another item to the original offer as a bonus.

For example, if you're selling an online course on outdoor photography, you could offer a free eBook on how to take great sunrise and sunset shots to the first 10 buyers.

If your product is a book, you could offer the audio version at no extra fee, for a limited number of copies sold or for a limited time.

It's a bargain for your audience without diminishing the perceived value of your main product or accustoming consumers to discounted prices.

Note that the bonus item should be relevant to the main product and, ideally, should complement it.

If You Really Want to Offer a Discount

In this case, be sure to justify the discount. Give a reason for why you are offering it.

Is it for clearance? Is it your organization's 10th anniversary, so you'll happily give away a discount to celebrate? Or are you giving a special discounted offer to your most loyal customers to thank them?

Whatever the reason, mention it. Let people know that this is for a special occasion to make sure they won't expect frequent discounts in the future.

All-inclusive resorts in regions near the tropics offer discounted rates during the northern hemisphere summer, because fewer people are buying their vacation products during that period. That's justified. They have a reason to lower the price, as the low season means less occupancy. These resorts could do even better—they could upgrade their regular offer. Instead of discounting the price of a room, they could offer dining vouchers or free excursions during the low season.

Don't Worry About People Complaining About Your Product's Price

Ramit Sethi, author of [I Will Teach You To Be Rich](#), has been asked many times to talk about pricing on different podcasts and live shows, such as The Smart Passive Income or Chase Jarvis Live.

He admitted to having had trouble charging for his products at the beginning. He feared his audience's reaction, even if his first product was a five-dollar eBook! And yes, some members of his audience did complain.

"How dare you charge us for your content?!"

Ramit had been delivering valuable information, for free, for about two years before selling his \$5 eBook.

Well, what does this teach us? It tells us that there will always be those who complain!

Fortunately, these complainers usually only constitute a very small percentage of an audience, and they aren't part of an audience that you want to serve. They don't represent your ideal customer. Ramit's audience members who complained about the \$5 eBook, even after they had happily consumed two years of valuable free content, weren't worthy of his attention.

The bottom line is that there will always be unhappy people, and that's okay. Live with it, and stop fearing putting a price on your product.

That said, if the complaints you're getting with regards to your product's price are generalized, maybe you did do something wrong. In that case, listen to the constructive negative feedback, and, if possible, modify your price accordingly.

What to Remember About Pricing?

1. Pricing is part of branding and positioning.
2. Pricing is very psychological:
3. It's often associated with quality.
4. It can also be related to status.
5. To determine your product's price, there are some elements to consider:
6. The purpose of your product
7. The paying capacity of your target market (niche)
8. The market's reference price (other similar options offered on the market)
9. The perceived value of the solution or benefit your product provides
10. It's better to offer multiple levels of products in order to have a portfolio of products of different value and at different prices.

11. Instead of discounting your product, offer bonus items for a limited number of purchases or for a limited time to add extra value. This way, it won't diminish the perceived value of the original offer, and it will avoid accustoming your customers to discounted rates.

14.

Measures to Keep Your Business Website and Your Customer Safe



If the site is damaged or destroyed by [hackers](#) or [malware](#) , that could seriously harm the business's reputation and credibility, not to mention the potential lost revenue if the website performs any type of ecommerce and goes down. For these reasons and more, website security should be important to small businesses.

Larger businesses can have a dedicated web team and security manager who can focus their attention on making sure the website is secure. Most small businesses don't have a large staff—in some cases, the whole business is just one person. So, any business can benefit by following the security practices:

Select a reliable and secure web host :

Where you choose to host your website is one of the most important decisions you can make related to the security and availability of your site. All web hosts are not created equal.

Use a secure website platform:

Once you've selected a reliable and secure web host, you need to decide how you're going to build your website. For many small business owners, it's easiest to outsource the building of their website, since most people don't have the expertise to build high-quality websites themselves. That means many small business owners don't give much thought to how the site is built—their primary concerns are how much it costs, how it looks, and how well it works. This is sort of like hiring a construction company to build your house with the main requirement being that it “looks good” and not asking about the quality of materials or requiring them to get the necessary permits to ensure it's built properly.

Use strong authentication:

Typically, when you login to your site to begin making updates or changes, you'll utilize the conventional username and a secret key. This is the most essential type of client verification. Sadly, it's likewise the most fragile type of confirmation, particularly if your record has full regulatory rights on your site. Below are guidelines for creating strong user authentication:

- **Avoid Obvious Usernames** - The first step to avoid being the victim of a brute force attack is to make sure you're not using an obvious username for the administrator account. The most obvious username of all for the administrator account is “admin.” Almost anything is better than “admin.” You can use your own name instead of “admin” as the administrator username, but that's not too hard to figure out if your name exists anywhere on your website. You can get more creative than that.

How about your email address? That's usually longer than your name and it has a symbol, the [At sign](#) : @ . Just adding one symbol to your username makes it significantly more complex. And most attackers won't know your email address or bother using it in a brute force attack. However, your email address is still guessable. So why not add another symbol, or switch it slightly from your regular email address? That will make it long and harder to guess. Using your email address as the basis of your username is just a suggestion. Just make sure you remember whatever you set as your username.

- **Create Strong Passwords** – this is different than picking a username that isn't obvious. Everybody agrees that strong passwords are better than weak passwords when it comes to good security. And a lot has been written about the need to create strong passwords. So why am I writing about it here? The reason is simple: we're still using weak passwords. Why? Because they're easier for us to remember and type. We've got better things to do than pause to think about what our password is for a system or application.

What makes a password weak?

- Any default password that came with the system or application and was never changed
- Any word that can be found in a dictionary
- Anything shorter than 8 characters

Unfortunately, using weak passwords makes it easy for an attacker to guess or brute force their way onto your website, so you shouldn't be using those.

What makes a password strong? The strongest passwords are very long strings of random letters, numbers, and symbols. The drawback of passwords like these is they are extremely hard for the average person to remember.

There are two important factors to consider when creating strong passwords: length and complexity. Length is self-explanatory, and complexity refers to the variety of different letters, numbers, symbols, and special characters you use when creating a password. The longer and more complex your password is, the stronger it is. However, length is the more important factor. Always try to make longer passwords versus super-complex passwords. Longer passwords are much harder to crack, if they aren't composed of dictionary words or simple number sequences. If you start thinking in terms of sentences instead of single words, that will turn your passwords into [passphrases](#) . Throw in some symbols and special characters and you'll improve your security significantly.

- **Implement Two Factor Authentication -**

Sadly, even after picking a hard-to-guess username and creating a very strong password, this still isn't the best security for logging in to your website. If someone were to get their hands on your username and password somehow, they'd have full control of your website. You need a way to improve your site's authentication process to better ensure that it's really you who's logging in. That's where [two-factor authentication](#) comes in. Two-factor authentication is stronger security than just passwords or passphrases because it includes not just what you know (the password), but also something you have or something you are.

Something you have is often a code you enter from a device you own. This might be a hardware device like an [RSA token](#) that has a digital code which changes every 60 seconds. Or it may be an app on your smartphone with a changing digital code. In some cases, the “something you have” is your phone. The authentication system of your website can send a text to your phone with a numeric code. Since you’re the only person who has your phone (hopefully), you’re the only one who can enter the code into your website when you log in. That prevents someone else from logging into your website with just your username and password.

- **Lock Out Multiple Failed Login Attempts -** Another authentication improvement you might want to consider is locking out multiple failed login attempts. This works much the way it sounds when someone tries logging in to an account (like the “admin” account) many times unsuccessfully, the account can be temporarily locked out to prevent any further attempts. Of course, this can create a problem for you if you’re using the account that someone is trying to brute force and they lock you out. That’s another reason why you want to pick a non-obvious username for the primary administrator account.

Protect against email scrapers

Well-intentioned business owners want people to contact them or someone on their staff and they think posting an email address right on the website is the best way to get business emails.

Unfortunately, spammers have [scripts](#) that crawl websites to gather email addresses for the sole purpose of sending spam to them.

Making it easy for potential clients to contact you makes good business sense, but there are better ways to do it than putting your email address on your website.

Probably the best and most secure way to make it easy for people to contact you through your website is by setting up a contact form. A contact form is a simple set of fields that you can add to any page of your website. The fields often include Name, Email address, Phone number, and a free-text field for asking questions or including additional information. When people finish filling in the forms, they click a Submit button and the information is automatically forwarded to an email address (or addresses) designated by the webmaster in the website configuration. At no point is an email address visible to email scrapers if the contact form is configured correctly .

But contact forms can be susceptible to spam, too. Spammers have scripts that crawl the web looking for contact forms to fill with spam. The scripts can even enter the command which is the equivalent of clicking the Submit button on the contact form to make sure the spam gets sent.

To prevent this, contact forms can include a [CAPTCHA](#) field that people need to complete before submitting the form. The CAPTCHA field will usually have a small image of words, or a series of numbers or letters which must be typed correctly by the person filling in the form. It usually looks something like this:

~~following~~ ~~finding~~

Example CAPTCHA image

CAPTCHA is very good, but not perfect, at stopping spam scripts, since it's very hard for scripts to read an image and correctly determine

the letters or numbers in it. The tradeoff is, it can be hard for people to read the CAPTCHA images, too. This can sometimes make filling out forms with this extra level of security a frustrating experience for visitors to your website.

Nonetheless, I recommend including CAPTCHA fields whenever you add forms to your website with rare exceptions, which I'll explain below. The benefit of thwarting spam scripts outweighs the downside of introducing the occasionally annoying step of filling in the extra field.

Protect your website from downtime

One of the key tenets of security is "availability": is your information available when you want it to be? For many small business owners, it's vitally important that their website be available to current and potential customers always.

However, there are many reasons why your website could go offline: hardware failure at your web host (that's why you should select a high-quality web host), accidental or deliberate loss of your web code (that's why you should have strong access controls and keep good backups), and even [Distributed Denial of Service \(DDoS\)](#) attacks.

Keep your site from getting blacklisted

Even if your site has been up and running for a while and you've got good security controls, you can still run into problems through no fault of your own. One of these problems includes your site getting [blacklisted](#) by Google or other search engines.

Getting blacklisted in the Internet world means your site has been flagged by one or more search engines as being a potentially suspicious or harmful site. Even if you're not intentionally doing anything wrong with your site, it can get

blacklisted. If your site gets blacklisted, search engines might issue a warning to people who see your website show up in search engine results, telling them that your website might be harmful. Either that, or your site may get delisted from search engines altogether.

Obviously, this is not desirable for businesses who rely on search engines to drive traffic to their websites.

Encrypt traffic to and from your site

One of the techniques is to make sure that the websites where you do secure transactions are using [HTTPS](#) (also known as HTTP over [Transport Layer Security](#) (TLS)). This means that all the traffic flowing between your browser and the website's server is encrypted, preventing anyone else from eavesdropping on the transaction and potentially collecting sensitive information.

You can tell when a website is using HTTPS by whether it has a padlock or similar symbol in the address bar of the browser.



Check for a padlock to confirm an HTTPS connection. If you click on the padlock, you can usually get information about the secure connection. When you see that padlock, you can be assured that all communications between you and the website are encrypted. As a business owner with a website, you can offer the same level of security to everyone browsing your site, too. You want to offer HTTPS encryption if you're doing any type of e-commerce or any other sensitive transactions. Like I advised earlier, you should avoid e-commerce transactions with websites that

don't have HTTPS because all your sensitive information is being sent "in the clear." Similarly, many potential customers will not buy anything through your site if you don't have HTTPS either.

Back up your site

As I mentioned earlier, having good backups for my websites has saved me more than once. I've become almost religious about making sure my sites are backed up.

Why is it so important to back up your site?

Because there are so many ways it could get damaged or you could lose it. For instance:

1. You could break your site by accidentally deleting files or installing an update that goes wrong.
2. Your web host could go down and you need to move your site to bring it back online.
3. Your site could get hacked and your files might be removed or defaced.

Keep your site patched and updated

One of the ways websites frequently get hacked is through vulnerabilities created by outdated and unpatched CRM platforms like WordPress as well as the themes and plugins for those platforms.

Just like any other type of software, CRM platforms, themes, and plugins aren't perfect, and they often have flaws or vulnerabilities accidentally written into them. Hackers like to search for these flaws and use them to attack the websites with these vulnerabilities and see what kind of damage they can cause.

Responsible CRM, theme, and plugin developers will quickly fix the vulnerabilities in the code once they are discovered and they'll release a software update or patch to everyone using their products.

However, not everyone who uses these products will know about the patches or take the next step and install them.

Monitor your site's uptime

Even after all the effort you've gone to making sure your site is secure and doesn't go down, it's still possible your site will go down due to events out of your control. Perhaps there's a problem with your web host, or a malicious person took your site down, or some other reason why your site is temporarily unavailable. If that happens, you'll want to know.

The best way to know if there's ever a time when your site isn't available is to use an [uptime](#) monitoring service. This service will periodically "ping" or check your site to see if it's up and responding. If it isn't, it will send you an email letting you know it detected some downtime. If you consistently see a problem with your site's availability, you'll want to investigate the cause.

Hire a professional to check your site's security

Now that your site is as secure as you know how to get it, you can go one step further and ask a professional to double-check your security. There are security consultants who specialize in testing websites to make sure the security is strong enough to keep bad people out.

These security professionals will conduct "[penetration tests](#)" or "pen tests" for short. Their job is to use the same tools and techniques hackers would use to simulate an actual attack on your website. If they're able to succeed, they'll go as far as they can (without causing any damage) to see if they can gain access to any sensitive

information—which is exactly what a hacker would be looking for.

Get your site certified

You've done a lot of work getting your website secure. Now you can show that your site is secure by displaying a certification seal from a trusted third party. Perhaps you've seen websites with these seals from McAfee SECURE or Symantec:



Security certification seals

If your site:

- Collects personal information
- Has downloadable software
- Has a password-protected area
- Collects or displays credit card, financial, or medical information

then you might want to take the extra step of getting your site certified and displaying a security seal like one of these.

Conclusion

Today multi-channel selling is popular, which entails making a sale across multiple platforms. Do not just wait for the customers to visit your website, rather attract them using platforms such as Facebook, Twitter, and Instagram. You should not be ignorant of such trends because they play an important role in connecting you with customers.

Also, you are encouraged to do a proper assessment when seeking to set up a successful Shopify store. This is where you identify a market niche. You need to identify the products that you will be dealing with, which are those you know have a broad market and ensure customers will be willing and able to buy them online.

For instance, health and fitness products have gained significant popularity in the market. It is common to come across blogs encouraging people to be attentive with what they are eating and to exercise regularly. This increased awareness of health issues has created a market for health and fitness products. Also, there is a growing market for consumer electronics such as personal computers, laptops, smartphones, and TVs, among others.

Furthermore, Millennials have created a broad market for beauty and fashion products. You should take advantage of these markets and target certain customers, provide suitable content, and give people offers that will attract them to your store.

You have been provided with an extensive discussion on how to find reliable suppliers. It has been noted that not all businesses you come across will be legitimate wholesalers, you must take your time in researching for suitable suppliers.

An aspect that you be aware of is ensuring you are selling your products at as low a price as possible. To ensure you are dealing with competitive prices and making profits at the same time, you will need to look for legitimate wholesalers or suppliers who will give you suitable market prices. From there you will be able to sell at a mark-up price.

Be cautious of the retailers who pretend to be wholesalers. They will be selling their products at a higher cost than wholesalers. When you

engage with such suppliers, you will end up selling at higher prices than the competitors.

Another aspect you must compare is local and international suppliers. For instance, cost, quality, and the customers' social class will determine whether to deal with a local or international supplier. You can also come across ideal suppliers through referral, Google search, attending trade shows, or contacting manufacturers.

As noted, you need a marketing plan to succeed in differentiating your brand. A marketing plan is important because it enables you to carry out calculated and assessed actions.

When you engage in marketing planning, you get the opportunity to think and become more conversant with aspects relating to the target customers. Look at the marketing plan as a strategic plan that informs you of customer needs and wants. Also, you get to learn how to attract them, reach them, and tell them what they want to hear. It will then be possible to engage them, follow up, and convert them into customers, which in turn will increase your sales.

Related is the aspect of increasing your sales funnel through Facebook marketing. You were guided on how to reach maximum customer value. If you attain this, it means you have managed to attain a class of loyal customers and you can retain your customers .