

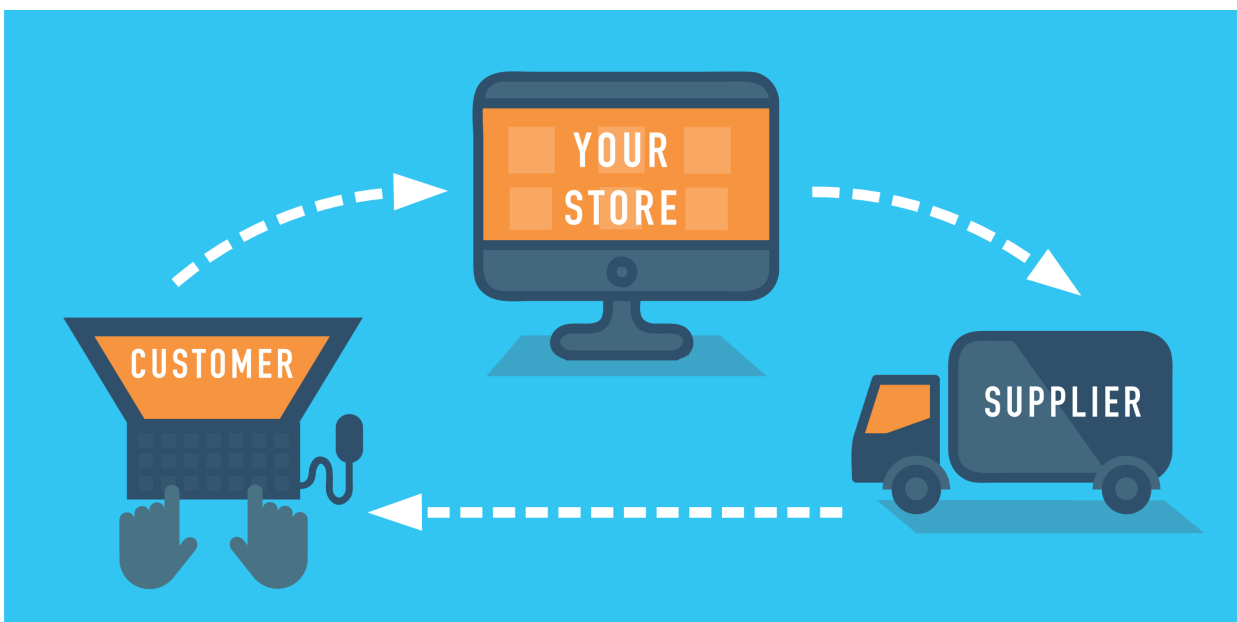
# Drop Shipping EXPOSED (and 2 Ways to Profit Now)

DropShipLifestyle.com

If you are new to eCommerce or even just new to the drop shipping business model you likely have a lot of questions. Unfortunately the way most people get their information these days is by doing a quick Google search and, as with any internet marketing business, (or any other online ventures) this often isn't the best way to get information because things can change so fast and most of the information that ranks at the top of the search engines is old and outdated.

In this report I'll answer questions that many beginners have by sharing information that is relevant NOW; in 2015.

## Starting with the most obvious: What is Drop Shipping?



Drop shipping (also referred to as "blind shipping") is a strategy used when selling online that allows you to sell physical products without actually ever seeing or touching them.

### It works like this:

You get approved to sell for a "drop ship supplier". This "drop ship supplier" has at least one warehouse located somewhere in your country (in my case, the USA) where they store inventory.

Once approved for an account the drop ship supplier sends you their product list and you can list these products for sale on your website.

When a customer buys these items from your website you then buy them from your "drop ship supplier" and have the supplier ship the item(s) from their warehouse to your customer.

The difference between the retail price (what the customer pays you) and the wholesale price (what you pay the drop ship supplier) is your profit.

## Who are these “Drop Ship Suppliers” and why don’t they sell directly to the public?

There’s a lot of misinformation that gets passed around when answering these two questions and that’s likely because there are two VERY different types of drop ship suppliers. There’s the kind you want to work with (private brands) and the type you want to stay far away from (paid memberships with no price controls).



Private brands are the best to sell for because they do not sell directly to the public. That is not their objective as a business. Their job is to sell to retailers including online merchants like us. What’s great about selling for brands is that they actually care about their products value. They demonstrate this by offering high quality product images, excellent customer support and most importantly PRICE PROTECTION. These suppliers/ brands do not want to work with online retailers who will lessen the value of their brands by offering cheap pricing (for example selling a \$1,000 desk lamp for \$500 because they are OK with a small profit margin) so to enforce this they set a MAP policy (Minimum Advertised Price). This makes it so that there is a minimum price that retailers can advertise products for sale for. For example; if the MAP for a product is \$700 NO ONE is allowed to list it for sale for under \$700. Raises prices is fine, but you can not sell for lower or you will risk having your account suspended or even banned. Brands set these policies to protect their image (no cheap products) and the retailers profits (no one undercutting you). There can be huge problems when working with drop ship suppliers that do not enforce pricing policies.

Suppliers who do not enforce MAP policies are usually the ones that are super easy for newbies to find. Google any niche + drop shipper and they will appear high in the rankings. These are NOT the types of company that I want to sell for, and you shouldn’t either. The problem is that drop ship suppliers that make this known as their “main” business model do not focus enough of their brand value but rather pushing products onto their retailers. They often just have the goal of moving as much product as possible out the door and to do this they do not enforce pricing policies. They basically just send you one price list (that you usually have to pay for and I have NEVER paid to be approved with any of my suppliers). This price list will only contain wholesale cost, there will be no MAP (minimum advertised price). This means to sell the product at ANY PRICE YOU WANT. Sound good right? It’s not, it’s TERRIBLE.

The reason is a lot of newbies are OK with making 5% profit margins (sometimes less) and these drop ship suppliers main goal is just pushing product out the door so they are quick to approve everyone that applies (and pays). Don’t get caught up selling for these companies.

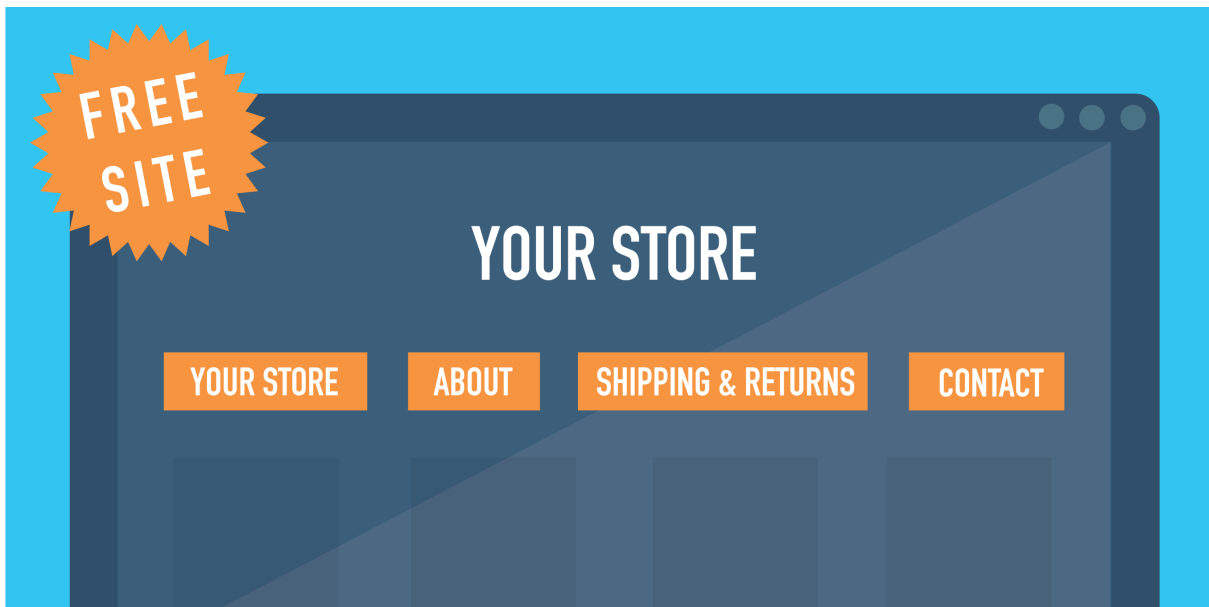
**If you want more information on exactly how I find these legitimate brands/suppliers please log into the Drop Ship Lifestyle members area...**

## **Two Ways to Make Money Now:**

I'm writing this part of the guide assuming that you're a totally newbie just getting started and looking for a way to get set up and start earning via drop shipping. If I was starting in your situation who are two things I would do NOW to start a site that will start earning ASAP:

Put up a "mock store":

Before you get approved for any supplier they will want to see your current store to make sure you are legit. The obvious problem is that you're new and you don't have one. So what is there to do? Visit Shopify (my go to eCommerce platform) right away and sign up for the free trial. I would then go to the Shopify theme store and select a free theme that fit my niche and add pages like "About Us", "Shipping & Returns Policies" and "Contact Us". For templates you can log into the Drop Ship Lifestyle members area... after that you're going to want to put some products up before you start applying with drop ship suppliers in your niche.



### **Now there are two ways to do this:**

Upload "demo" products that are not actually for sale OR find products off eBay to sell:

I typically just upload demo products because I do not need quick cash and I can wait to get approved for suppliers before making money. If you want to fill your store with real products at first (ones that can sell and earn on) another option is to source your products from eBay. Once you find good listing from eBay business with a lot of inventory and good feedback you can contact the eBay store owner and ask for wholesale pricing. You can then upload these products to your site advertise on TheFind, Google Shopping and Amazon Products (get vouchers for these in the members area) and hopefully bring in some orders at the same time that you're applying for accounts with drop ship suppliers.

If you have any questions on this report or if you want to learn more in depth information regarding this business model I highly recommend you join the Drop Ship Lifestyle program. I created this program myself and it is constantly being updated to share the most relevant (and profitable) strategies that are making money online now.

I hope to see you on the inside,  
Anton  
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