



THE 18 STEP CHECKLIST:
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**HOW TO START A PROFITABLE
ECOMMERCE STORE**

HOW TO START A PROFITABLE ECOMMERCE STORE

HOW TO FIND PRODUCTS TO SELL CHECKLIST



- Ask yourself what you have bought lately online.
- Ask your friends and family what they have bought lately online.
- Take notes of items you see in your living room, in people's homes, at the gym, at the mall, etc.
- Post on Social Media, and ask your peers what they have bought online lately.
- Write down your hobbies and what products one must have to partake in these hobbies, try to find the less "obvious" of products. (We call this "niching down"!)

Now make a list of all these products, write every single product idea that you have thought of. Try for 100 products!

After you've created a list of these products, cross out the ones that DO NOT retail for over \$200.

(Even if you don't move forward with all the products on your list, hold on to them! After you get your first store going, you can pull from this list for your 2nd, 3rd, 4th, etc. store!)

HOW TO START A PROFITABLE ECOMMERCE STORE

HOW TO START WITH LITTLE INVESTMENT



- Don't use "drop ship" databases that charge you a monthly fee
- Don't use suppliers that charge you to "drop ship". (Remember: drop shipping is only paying the manufacturer price + shipping, only AFTER you have sold the product.)
- Make sure the suppliers enforce MAP pricing and are selling to you at their wholesale cost.
- Never buy any products upfront, this is not drop shipping.
- Sign up for a free Shopify trial here: <http://www.shopify.com/>

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HOW TO GET REAL SUPPLIERS



Research each product that is left on your list. Look at what is popular in the market, but doesn't look like it has too much competition.

- Choose ONE product that is at least \$200 a month retail, that you want to move forward with.
- Research your future competitors in your niche and write down all the brands they sell.
- Google these brands, make sure they don't sell retail themselves.
- Call these suppliers and tell them you are an online retailer, and would like to open an account.
- Never work with a "middle man", always work directly with the brand manufacturer.