THE DROP SHIP LIFESTYLE



FROM START TO LAUNCH IN 21 DAYS

UPDATED FOR 2020

ANTON KRALY

10 YEARS AGO, I DECIDED TO SPEND $29 A MONTH FOR A SHOPIFY WEBSITE.

THAT WEBSITE MADE ME A MILLION DOLLARS IN REVENUE WITHIN THREE YEARS.

BACK THEN, I WASN'T EXPERIENCED. I WASN'T AN ECOMMERCE GURU.

IN FACT, I NEVER DID ANYTHING LIKE THIS BEFORE STARTING MY FIRST DROP SHIPPING STORE. AS TIME WENT ON, I BECAME AN AUTHORITY IN THE WORLD OF ECOMMERCE. MY METHOD OF DROP SHIPPING HAS BEEN PROVEN SUCCESSFUL COUNTLESS TIMES, AND MY ECOMMERCE COURSE IS NOW RECOGNIZED AS ONE OF THE BEST IN THE WORLD.



MY NAME IS ANTON KRALY. I'M THE FOUNDER OF DROP SHIP LIFESTYLE.

I WANT TO TEACH YOU HOW TO BUILD A PROFITABLE ONLINE BUSINESS. A BUSINESS WITH REAL ASSETS AND REAL LONGEVITY. A BUSINESS WITH LOW OVERHEAD THAT CAN BE OPERATED FROM ANYWHERE WITH AN INTERNET CONNECTION.

TABLE OF CONTENTS

WELCOME TO THE LAUNCH PLAN! 4

Freedom, Opportunity, Money... 5

Here's the good news 6

What is Drop Shipping? 9

My Story and Why I Started Drop Ship Lifestyle 10

Here are the steps to getting your drop shipping business up and running. **16**

FIND YOUR AUDIENCE 17

Day 1: Niche Selection 18

237 eCommerce Niche Ideas 20

DSL Supplier Sourcing Toolkit 24

NO Brick and Mortar Stores 25

Keep Track of Your Competitors with This 27

Use the Master List Spreadsheet to Stay Organized 28

Finish Your Competitor Analysis 28

GET APPROVED AS A LEGIT RETAILER 29

Day 3: Supplier Identification 30

Tips to Snag Gold and Silver Suppliers 32

MAKING YOUR FIRST SALE 34

Day 4: eCommerce Platform 36

Sign up for a free Shopify trial here 36

Day 5: Theme Selection 37

Day 6: Logo 38

DIY Method 38

TABLE OF CONTENTS

$5 Method	38
Day 6, Continued: Contact	38
Day 7: Products	39
Day 8: Domain Settings	40
NameCheap Domain Settings	40
Day 9: Social Media	42
Day 10: Email & Email Forwarding	43
Day 11: Contact Suppliers	45
Here are Some Drop Shipping Suppliers to Avoid:	47
Days 12 - 21: Contacting Suppliers & Optimizing Product Offerings	49
Optimizing Product Offerings	49
Supplier Re-engagement Script	49

WELCOME TO THE LAUNCH PLAN!

BY THE TIME YOU FINISH READING THIS, YOU WILL:



have a firm grasp on what drop shipping is.



know if the drop shipping life is the life for you.



understand the basics of becoming a savvy internet retailer.



know the basics of starting your own drop shipping store.



see the benefits of owning your own company, choosing your hours, and never being bound to the 9-5 ever again.

WELCOME TO THE LAUNCH PLAN!

FREEDOM, OPPORTUNITY, MONEY...

We all want these three things, but they come at a price.



If you want MONEY, you usually have to work long hours for years at a company, hoping for raises and bonuses.



If you want FREEDOM, you need to work less at your job to focus more on your own endeavors.



If you want OPPORTUNITY, you have to be in the right place at the right time.

BUT WHAT ABOUT OWNING YOUR OWN BUSINESS?

So you don't like your 9-5 job. You don't like your daily commute into work. You're not fond of the way upper management treats your time. Maybe you do enjoy your job, but you still don't get the freedom you feel you deserve. Maybe you despise your job, and you wish you could leave and never look back.

Well...Why don't you?

Why don't you leave? Why aren't you packing your bags and moving to a country

> ***I didn't grow up living under a rock. I know exactly why...***
>
> ***All of this sounds like a fairy tale. That's why.***

Right at this moment, you may be thinking:

"WHAT ABOUT JOB SECURITY?"

You're worried about having a reliable flow of income. Knowing when you get that next paycheck is your lifeline.

WELCOME TO THE LAUNCH PLAN!

"WHAT ABOUT MEETING MY FINANCIAL NEEDS - OR THE FINANCIAL NEEDS OF MY FAMILY FOR THAT MATTER?"

You have to eat, pay bills, buy soccer or football gear for the kids… food needs to go on the table, rent is due soon. There's a lot to think about.

"HOW DO I EVEN GO ABOUT STARTING A BUSINESS?"

Maybe you're thinking, "who is this Anton guy, and why is he telling me to magically start a business?"

"OWNING A PROFITABLE, REMOTE BUSINESS SEEMS LIKE A PIPEDREAM! I HAVE NO EXPERIENCE, I HAVE LITTLE TO NO COMPUTER OR BUSINESS SKILLS…"

Perhaps you found yourself running a business that was a money pit, or maybe you've never managed a business at all. You didn't go to business school, and you use your computer to browse Facebook - not build eCommerce stores.

HERE'S THE GOOD NEWS

The concerns you may have - like the ones above - are valid… but they aren't relevant with Drop Ship Lifestyle.
We will cover this more in detail later, but know this:

- A Shopify website costs $29 a month. **That's your business overhead** [overhead = the money it costs to keep your business running] Your drop shipping store is online. The $29 Shopify website IS YOUR STORE. No electricity bills. No inventory costs. No rent to pay.

- YOU DON'T HAVE TO QUIT YOUR DAY JOB. If you're worried about job security, don't be. With my drop shipping method, you only need 30 minutes a day to manage your store. My drop shipping process is semi-automated, so you can continue to work at your current job AND run an entire drop shipping store. No sweat.

- There's no coding or intense computer tasks involved in running a drop shipping

store. I spent tens of thousands of dollars hiring coding engineers and web design specialists to design an intuitive and ergonomic Shopify template for Drop Ship Lifestyle users.

I want to take some time to recap on what drop shipping actually is. If you're reading this, you probably have a good idea at this point, but it's always good to refresh.

WELCOME TO THE LAUNCH PLAN!

DROP SHIPPING IS A RETAIL METHOD WHERE YOU DON'T KEEP PRODUCTS IN STOCK. INSTEAD, YOU PARTNER WITH A SUPPLIER THAT STOCKS ITS OWN INVENTORY. YOU TRANSFER CUSTOMER ORDERS AND SHIPMENT DETAILS TO THEM, AND THE

That's it. **You don't handle shipping or inventory!** You as a drop shipper simply get orders from customers and pass those orders on to suppliers

Now, your goal as a drop shipping retailer is to get approved with good suppliers that make quality products.

Once you are approved, these suppliers let you sell their products on your website. You make the sale, and then the supplier receives a notification from you to ship the item to the anticipating customer.



WELCOME TO THE LAUNCH PLAN!

WHAT IS DROP SHIPPING?

Drop shipping IS NOT a get rich quick scheme.

Yes, some of our members make a lot of money really fast, but it's not because they "worked the system" or anything like that. Our members did proper **niche selection, competitor research,** and **supplier identification**

[we will talk about these more later - they are the cornerstones of any successful drop shipping website]

We at Drop Ship Lifestyle don't believe in rich quick schemes. They aren't sustainable, and they don't value customers.

We focus on building real, sustainable businesses that grow over time.

To be successful with drop shipping, you need to focus on the basics - the foundation - before you jump too far ahead. This isn't some dinky blog that churns out magic money. No, it's a real business, and we need to treat it like a real business.

Just like any sustainable business, we need to do proper research. We need to lay a solid foundation. Like I said earlier, this foundation consists of three things:



The reason I wrote this Launch Plan is to help you find the best way to lay the foundation for your drop shipping business.

Our proven framework has led thousands of people to success.

You can find that as well.

Before we really dig in, I want to share a little bit more about me.

WELCOME TO THE LAUNCH PLAN!

MY STORY AND WHY I STARTED DROP SHIP LIFESTYLE

I never thought I would be doing what I do today.

I've always been interested in business, but I never thought I'd be teaching courses...on drop shipping of all things!

Three years ago, I launched my course, Drop Ship Lifestyle. I now teach over 8000 students, and the course was voted the "Best eCommerce Course" by Shopify last year.



My course gives students the knowledge and tools necessary to create freedom through entrepreneurship. By leveraging the power of drop shipping, folks around the globe are taking control of their lives.

I love what I do. I love it because I see my techniques and methods changing the lives of people every day.

It all began when I was 21 years old...
I was raised in Long Island, New York. I grew up as a regular, middle class guy, but I dreamt of bigger things.

After graduating from college I started my first business venture via buying a cookie delivery route. Yep, I spent my early 20's in bumper-to-bumper traffic, selling baked goods.

This was not the "lifestyle" or "business" I wanted. Not even close. My dreams were bigger.

This is when I read 4-Hour Workweek by Tim Ferris. This book introduced me to the world of eclectic commerce, or as we call it, eCommerce.

I immediately got to building a website that listed the bakery products for sale. My first website was called NYCookieShop.

WELCOME TO THE LAUNCH PLAN!



I then created my first Adwords ad set, and within a few days, my first eCommerce store was making more money than the delivery route that I paid $25k for.

That was what got me hooked on eCommerce. Eventually, I started selling more and more expensive products before moving on to building new niche stores.

That first website was earning me enough money to have a stable salary in NYC. However, I eventually realized that it was the same amount of work to sell a $20 package of bakery products as it was to get a $500 order.

I started focusing on selling high ticket products instead of cookies, and my salary instantly multiplied. This was in 2007 - my first drop shipping store, built a decade ago.

WELCOME TO THE LAUNCH PLAN!



From there to here...

As my first store became more successful, I started looking around the internet for a community of like-minded people. Eventually, I began perusing drop shipping and eCommerce forums online.

I wanted to talk with people that had a passion for eCommerce!

But I found that many of the "authority figures" in these forums had it wrong. Most of the "gurus" - I like to call them fake entrepreneurs - I found online were just pretending to know what they were talking about.

So I began correcting them, calling them out on their BS. I was really good at it. My store was making seven figures, and I started to make friends in the drop shipping world.

Before I knew it, my inbox was flooded with messages about people wanting me to teach them my drop shipping methods.

Phone calls with people asking me about their sales methods? It sounded horrible. I didn't want to spend all of my spare time on the phone.

But this community NEEDED to grow.
Which was why I decided to make a course with step-by-step videos. It was a way for me to teach as many people as I possibly could. I then created a private community of folks that were passionate about eCommerce. As many people in the community started to grow, I was able to have high level conversations with everyone.

This was when Drop Ship Lifestyle was born, circa 2012.

I moved to Chiang Mai Thailand around this time, and I decided more people needed to see it.



WELCOME TO THE LAUNCH PLAN!

The plan was to have 10-15 people come out for a small drop shipping mastermind weekend. Word spread like crazy and over 100 people flew from all over the world, creating the first DSL retreat.

I finally had the community I've always wanted.



The Tribe...

Today, Drop Ship Lifestyle has grown into a tribe of 8000 people from over 30 different countries. We are a growing community that helps each other in this crazy and fast-paced world.

Our members are made up of moms, dads, families, digital nomads, and entrepreneurs from all backgrounds. They are some of the best drop shippers in the world, and they are also some of the best people.

There are so many incredible stories from the Drop Ship Lifestyle family. They took initiative and put themselves out there. Even though many of them knew nothing about eCommerce before building their stores, they found a way to succeed.

WELCOME TO THE LAUNCH PLAN!





Drop Ship Lifestyle is about freedom. It's about building something real and being proud of it.

Enough about me, let's get into some drop shipping!

WELCOME TO THE LAUNCH PLAN!

HERE ARE THE STEPS TO GETTING YOUR DROP SHIPPING BUSINESS UP AND RUNNING.



You can accomplish all of this in 21 days. No joke. It's possible. Thousands of our students have done it, and you can do it too. Let's begin.



FIND YOUR AUDIENCE

DAY 1: NICHE SELECTION

Let's talk about products, who your audience is, and the make-or-break factor of every drop shipping store.

Your audience (aka your customers) is dependent upon the types of products you sell. For instance, if you sell puppy supplies, you'll attract people who… well, people who are pet owners. With a puppy supplies store, you won't attract people who buy furniture.

Common sense right?

My proven framework for drop shipping calls for attracting a certain type of audience:

- An audience that requires little interaction
- An audience that returns products rarely
- An audience that complains less
- An audience that buys high-ticket products

We will discuss this more in detail soon. **To obtain this ideal audience, your products must attract a certain type of buyer.**

This means that EVERYTHING begins with choosing your products. YOU choose your niche, thus choosing your audience.

I can't stress it enough; choosing your product's niche is brutally important when building your drop shipping store. If building your website is like building the first floor on a building, choosing your niche is like laying the foundation.

My entire drop shipping program starts with niche selection.

...there are profitable niches…

...and then there are black holes…

...choose wisely...

FIND YOUR AUDIENCE - DAY 1: NICHE SELECTION

GOOD PRODUCT NICHES...

These give you customers that won't steal hours upon hours of time. Good product niches are ones where high-ticket items are sold. [High-ticket items are products that sell for $200 or more]

If you sell high-ticket items, you make more money per sale than if you were to sell a ton of low ticket items.

BAD PRODUCT NICHES...

These give you troublesome customers that make constant returns. They are niches so competitive, that no one would ever find your site. They are low-ticket items that make you very little money.

GOOD NICHE



LOTS OF SALES



LOW AMOUNT OF CUSTOMER SERVICE



HIGH PROFIT

BAD NICHE



NO SALES, OR MANY PROBLEMATIC SALES



LOTS OF CUSTOMER SERVICE NEEDED



SMALL MARKET

FIND YOUR AUDIENCE - DAY 1: NICHE SELECTION

237 ECOMMERCE NICHE IDEAS

If you still haven't picked a niche and don't know where to start, you can download our list of 237 Profitable eCommerce Niches.

Although this resource lists 237 niches that are making money online right now, it barely scratches the surface of the possibilities!

If you want to sell something online that's not on the list, by all means get creative! The sky's the limit.

[NOTE: If you decide to pick a niche that's not on the list, make sure that it follows the 3 requirements in the "Niche Criteria" section of the 237 Profitable eCommerce Niche Ideas PDF]

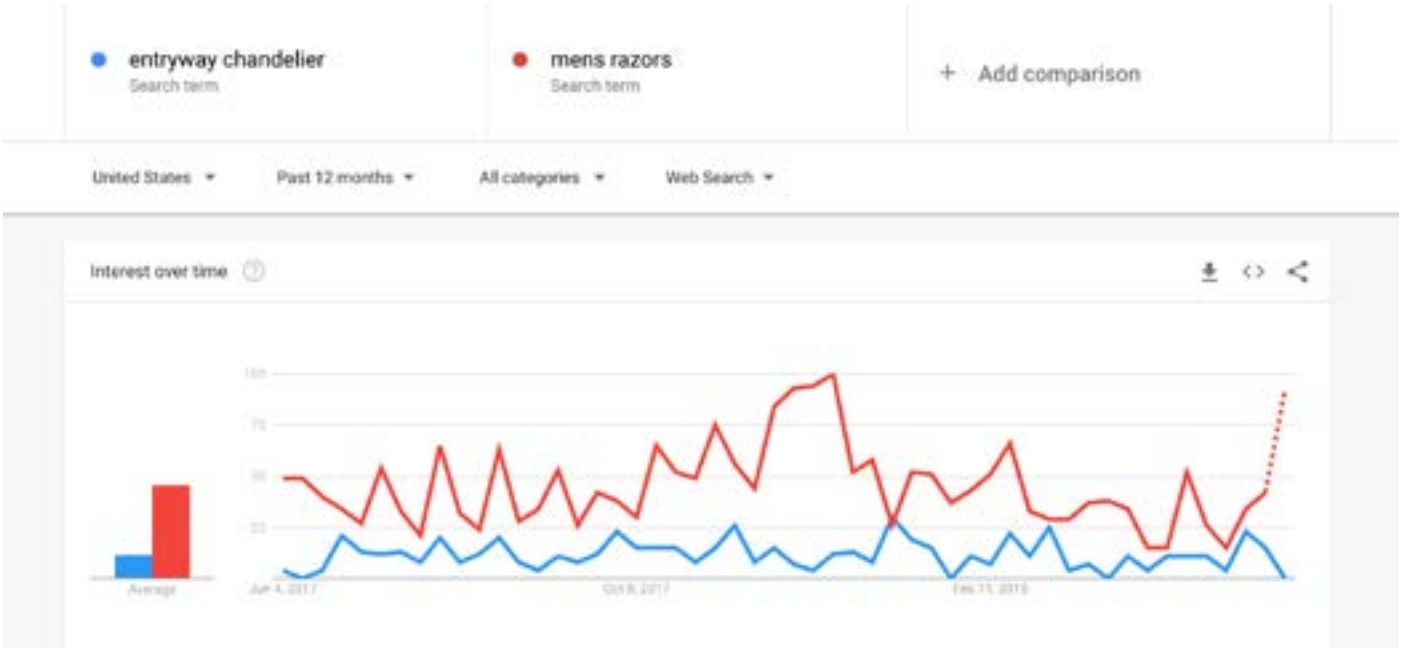
PRINT OUT THE PRODUCT BRAINSTORMING CHECKLIST

Then write down as many profitable product ideas as you can.

Once you've found a product that you feel comfortable with, run it through Google Trends to check its seasonality as well as whether its search volume is trending up or down.

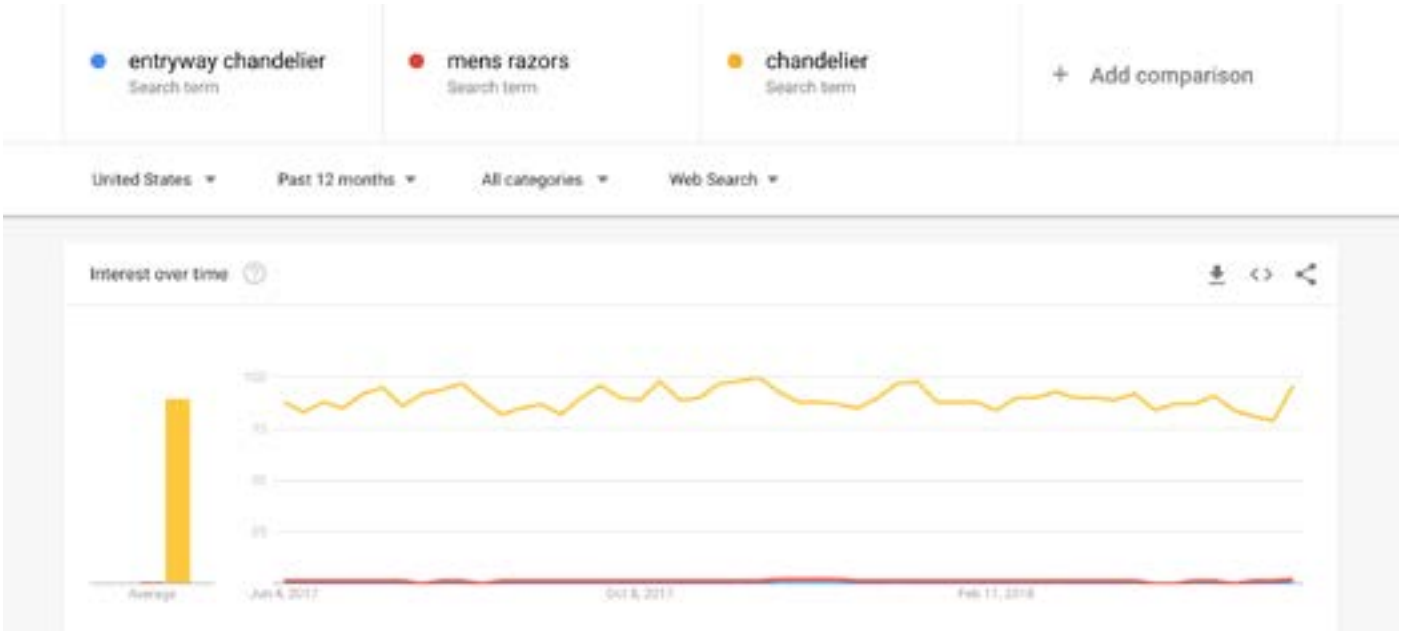
Here's How to Use Google Trends to Choose Your Niche.
You can see below that when we compared "entryway chandelier" with "mens razors" we can see that men's razors have a higher search volume. However, you must take into account such things as: the price of the product and how saturated the market is already with retailers of that product before you decide to jump into that niche.

FIND YOUR AUDIENCE - DAY 1: NICHE SELECTION



You must also take into consideration the keywords that you are using. For example, you can see below when we searched for the keyword “chandelier”, in addition to the other two keywords. “Chandeliers” blew the other two keywords out of the water.

You might think this is a good sign, that selling chandeliers would be a great product. However, you must keep in mind that you want to be as niched down as possible, or you will be competing with businesses that have already monopolized the niche.



FIND YOUR AUDIENCE - DAY 1: NICHE SELECTION

I use this example a lot, but it's like selling paddle boards vs. selling iPhone cases...



- Let's say you sell a paddleboard for $1000.
- You pay the supplier $600 for that paddleboard.
- The supplier charges you $200 to ship that paddleboard to the happy customer.
- Subtract $800 from the price that the customer paid for that paddleboard.
- Look there. You just made $200.



- Now, on the other hand, let's imagine you're selling iPhone cases.
- Each case sells for $20.
- You pay the supplier $12 for that iPhone case.
- They charge you $3 for shipping.
- It looks like you just made $5 from that sale.

The important thing to note is that you did just as much work selling the paddle board as you did the iPhone cases.

It's NOT easier to sell iPhone cases. It's not like they will sell like hot cakes either. There are so many competitors and established iPhone case stores, that people will have trouble finding your site.

Even if you do make sales on low-ticket items like iPhone cases, you would have to sell 400 of them to make as much as you did with selling 10 paddle boards.

FIND YOUR AUDIENCE - DAY 2: COMPETITOR RESEARCH

If a niche is making certain people money online, it doesn't mean that EVERYONE can make money in that niche.

If a niche is extremely competitive, it will be much easier for an established business to compete in the niche than YOU: an individual starting his or her first Drop Shipping store.

If you haven't yet identified your potential competitors to make sure you can compete with them, or created a list of suppliers to make sure your niche has enough to be profitable, you can download our Supplier Sourcing Toolkit

DSL SUPPLIER SOURCING TOOLKIT

To find competitors there are a few things you need to do:

- Find the best sellers.
- Observe those sellers' business model.
- Look at the popularity of these sellers.
- Get on directories and do research on stores selling items in a niche you are interested in.

NOTE: When you are researching other drop shipping stores, pretend you are a buying customer.

What did you find appealing about the site?

What are their color choices?

Is the site easy to use?

What type of deals are they offering?

Is it easy to contact them?

Take a note of what you like and do not like about their websites.

From here, find brands on sellers' sites. Look for top-sellers and featured brands. These brands are your future suppliers. Make a spreadsheet of these suppliers and reference it later.



NO BRICK AND MORTAR STORES

The goal is to identify the top three retailers in every niche.

To do this, go into the website's "About Us" or "Contact Us" page. If there is no store address or map feature to locate a store, you are good to go. Our competitors are drop shippers, NOT brick and mortar stores.

For example, I did a quick Google search for "entryway chandelier" and found Canada Lighting. I went to their "Contact Us" page, and found that they do not have showrooms or physical locations where they sell their products. Great! I would jot down their website address in my "Competitor's Table".

Contact Us

Wondering when your order will arrive? Need to find out how to return an item you ordered? First check our helpful FAQ section to find the answer to these and many more questions. If you are unable to find your answer there, select one of the customer service areas below to contact us.

We'll be happy to assist you!

Check Order Status | Request a Return or Replacement

Quote Request | Email Us: Sales@CanadaLightingExperts.com

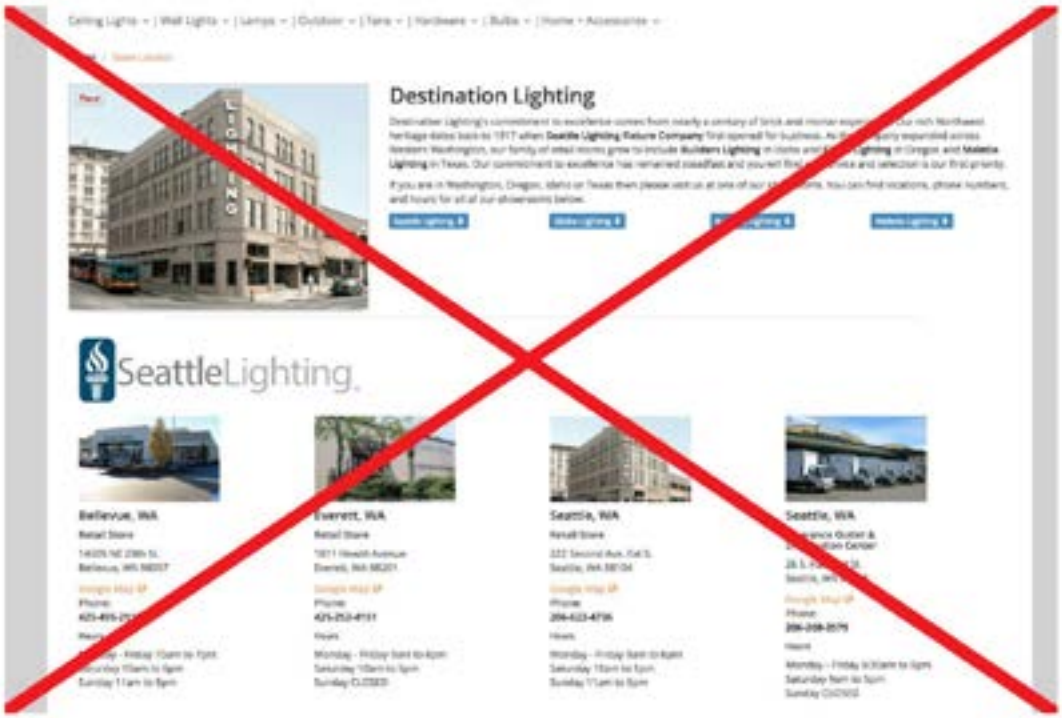
Phone
Toll Free: 1-855-234-7565
Fax: 1-815-366-0385

Sales Department Hours
Monday - Friday: 5:00 a.m. to 6:00 p.m. PST
Saturday & Sunday: 6:00 a.m. to 3:00 p.m. PST

Service/Return Department Hours
Monday - Friday: 6:00 a.m. to 5:00 p.m. PST
Saturday & Sunday: Closed

Corporate Headquarters
3321 Power Inn Road, Suite 310
Sacramento, CA 95826.

I then found another website, called Destination Lighting. I saw on their page that they had a "Store Locator" feature, so I clicked on that link. You can see below, they have many retail stores. This is a website that you WILL NOT write down in your "Competitor's Table".



KEEP TRACK OF YOUR COMPETITORS WITH THIS

Again, the reason you are identifying your competition is because you need to **see if the niche market is oversaturated.** You need to find where your store can fit in.

A way to see if it is oversaturated is if many professional and high-quality ONLINE ONLY retail stores pop up with a simple Google search.

If a few online retailers pop-up, and most are NOT user friendly sites, you're in business. That's an undersaturated market.

But you also need to ask yourself, "Is there a reason that people are not selling this product?" Because there very well could be.

The reason not many people are selling a product might be that you found an unsaturated niche - you are ready to slay the sales!

OR...

Perhaps you realize that this particular niche is very technical and hard to sell online without sales support **(REMEMBER WE WANT TO DO AS LITTLE SALES SUPPORT AS POSSIBLE - only when necessary).**

Be sure to ask yourself these questions when researching competitors. Find room in the market, and initiate the hunt for amazing suppliers in amazing product niches.

We will talk about this more in the next section, but after you've narrowed down your list to the **most favorable 3 niches**, you will search for the manufacturers of those products.

Start with your three top competitors.

Go to their web store, and search for a "brands" page. Then you can copy and paste these brands into a spreadsheet of potential suppliers. It's really that easy to find 100's of suppliers, (plus you already know they drop ship).

FIND YOUR AUDIENCE - DAY 2: COMPETITOR RESEARCH

Be sure and write down suppliers' email addresses, phone numbers, web domains, and any other contact information you can find.

Talk to your community...

Ask yourself, your friends, and your family if they would buy your products online. Ask them what their hobbies are - what they spend money on. Also, make sure to check Google Trends to compare the search volume for each niche.

It's important to know that if you find your competitors on directories, you should look at who THEIR suppliers are. This will give you insight into:

The possibility of reaching out to those particular suppliers

OR

Knowing whether or not your future competitors have product offerings from silver and gold suppliers (which we will cover in the next section).

So...

USE THE MASTER LIST SPREADSHEET TO STAY ORGANIZED

FINISH YOUR COMPETITOR ANALYSIS

Now, let's take a look at getting approved as as legitimate internet retailer.



GET APPROVED AS A LEGIT RETAILER

DAY 3: SUPPLIER IDENTIFICATION

Let's go back to the Supplier Sourcing Toolkit for a second.

Reference back to this throughout this section. Treat it like your road map.

A couple of need to know terms:
MAP Policies - minimum advertised price. The supplier enforces you to AT LEAST sell their product for a certain amount. This is a good thing. We want suppliers who enforce MAP.

Note: you couldn't sell your paddleboards for $800 if the MAP policies stated that you had to sell them for $1100. Those suppliers would drop you like it's hot.

Supplier Access - having access to a suppliers directory. Being in contact with your supplier. Selling your supplier's products.

I've organized potential suppliers into three different categories. You won't find these terms anywhere else outside of the Drop Ship Lifestyle community. It's just a labeling system I use to find the best suppliers.

GOLD	SILVER	BRONZE
Only works with a few people Enforces MAP Refers your business to top retailers Best customer service	Vets all potential retailers before letting them sell products Enforces MAP policies Good customer service	Accepts everyone [retailers] No MAP policies Charges for product access Horrible customer service

So how do suppliers fit into the Drop Shipping model? How is it even possible to sell goods that we never even see, package, or ship ourselves?

I covered this when I explained what drop shipping was in the first section, but many people are confused by this process. Let's look at it again.

Here's how drop shipping works:
Certain manufacturers/suppliers would rather focus on the production and innovation of their products than selling them to the end consumers. Which is where YOUR drop shipping store comes in.

If you can get in touch with these suppliers and convince them that you can drive sales to their products, they will approve you as one of their retailers, giving you access to **Wholesale Discounted Pricing** [you buy their $1000 product for $600, so that you can make money on the sale].

Once you have an agreement established, your job is to lure customers to your site.

If someone buys a product on your site, you just email the shipping info to your supplier, and **they take care of the packaging and shipping for you.** You keep a percentage of that sale.



So you see, everyone gets a piece of the pie. Everyone is happy.

Your customers are happy because they just received an awesome high-ticket, quality product. Your suppliers are happy because someone is selling their products for them. You're happy because you made money in a way that was low-hassle and low-stress.

UNLESS YOU WORK WITH BRONZE SUPPLIERS.

Bronze suppliers are the worst… no exceptions. They're bad.

Again, we are building a REAL business. Why would you want to work with Bronze suppliers?

Bronze suppliers are sketchy, you can't rely on them to ship products, their customer service is trash, you'll always be worried about the quality of the products you're selling...need I say more?

TIPS TO SNAG GOLD AND SILVER SUPPLIERS:

Build a store

This store will be built BEFORE YOU GET APPROVED. You need this - especially if you have no eCommerce/retail experience. If a supplier sees that you are competent enough to build a store, it's more likely that they will approve you. (Don't worry we will cover this in more detail in a bit.)

Explain your marketing and customer service techniques to potential suppliers

They will appreciate this. Remember, silver and gold suppliers are real businesses with a vested interest in their reputation. They won't treat you or your customers like garbage. You need to relay your good intentions to them. Maybe they'll be willing to work with you.

Follow up regularly

Like with most things in life, you need to make sure to follow up. If your suppliers don't have time to discuss a deal now, schedule a time on your supplier list spreadsheet to talk with them later. Don't give up on them, and they won't give up on you.

What do you think? Sound hard? Easy? Are you confident? Are you worried about what you're going to say?

If you're worried, don't be...

I wrote up a phone script for you to follow later in the launch plan. Stay tuned for that!

Let me tell you, when you get approved by more than 10 suppliers…it feels good. You

know that you're onto something.

You have a store that works, and that can potentially make you money on autopilot. You'll wake up to sales and make money while you sleep.

Now that you have completed all the prerequisites and understand where suppliers fit into the drop ship model, lets get started!



MAKING YOUR FIRST SALE

MAKING YOUR FIRST SALE



Maybe you're thinking, "Why set up a store before contacting suppliers, and not the other way around?"

I get asked this all the time, and I get it. It seems counter-intuitive to build a site before you reach out to suppliers. Wouldn't you like to know how many suppliers you're approved by before putting work into building an online store?

It may seem like a good idea to get supplier approvals first, but this is not the reality of how the drop shipping industry works.

The reason for this is simple:
Do you remember what I shared with you about getting approved by drop ship suppliers in the previous section? I basically said that if you can get in touch with these suppliers, convincing them that YOUR store will drive sales to THEIR products, they WILL enter into a Drop Shipping Agreement with you.

You must convince them that it is wise to partner with you.

You can't do this without a professional looking online store. Trust me, I tried getting supplier approvals both ways in my 10+ years of experience, and it is almost impossible if you don't have a website.

But don't worry…

You DON'T need previous web experience to launch a fantastic site in LESS THAN A DAY.

Setting up a website nowadays is much easier than it sounds! In this section, I'll show you how to quickly set up a beautiful online store.

Each of the following steps is important in building credibility as a Drop Shipper, so that when we start contacting suppliers, we win.

Ready?

DAY 4: ECOMMERCE PLATFORM

When starting out in Drop Shipping, one of the fastest ways to give yourself a head-start is by picking the right ecommerce platform.

I recommend Shopify, because it's inexpensive, powerful, and intuitive. Also, Shopify is great because they offer a free trial.

Many times, students in my Drop Ship Lifestyle course make their first sale within the free trial period, which more than pays for their Shopify membership.

SIGN UP FOR A FREE SHOPIFY TRIAL HERE

Really, go ahead and do it now. Like, right now! It's a free trial that you can cancel at any time, so there's really no risk :-)

Pro Tip: It says "21-Day Free Trial". However, if you send an email to customer support requesting a trial extension, they sometimes will give extensions up to 1 month.

DAY 5: THEME SELECTION

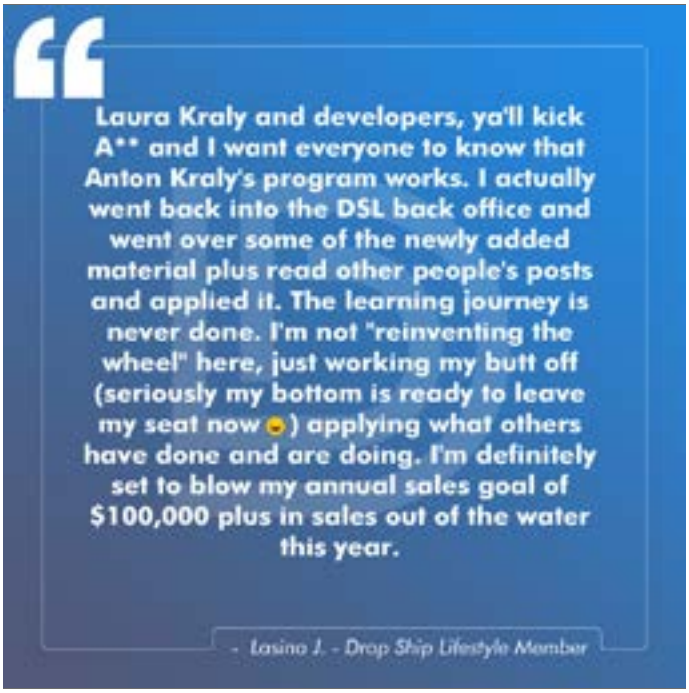
Shopify offers a variety of both paid and free themes.

If you're a DSL member, I provide you with a premium Shopify theme that is optimized for conversions. I've spent thousands of dollars hiring web designers to make this theme top of the line. It's the best theme for high-ticket drop shipping. Period.

The theme I provide you with helps you create a semi-automated store that's hassle free.

Once again, my method of drop shipping can be accomplished in less than 30 minutes a day. This premium theme is the easiest way for you to start out.

However, if there is any reason you don't want to use the theme that Drop Ship Lifestyle provides, you could always download the "supply" theme. It's customizable, and a good place to start if you don't have access to my optimized drop shipping theme.





Congrats! Now that you've got a Shopify theme installed, we'll make some key edits in the next section.

DAY 6: LOGO

Getting a logo adds a great deal of credibility to your business. You can either make a logo yourself for free, or get one made professionally only for only $5.

NOTE: Logos should generally be saved in the "PNG" file format. If you don't know what this is, just ask your freelancer for the PNG when you hire them.

DIY METHOD

If you have photo editing experience and are inclined to create a logo yourself, you can use the free online photo-editing tool called Pixlr.

$5 METHOD

To get a logo made for cheap, head over to Fiverr.

This site is full of freelancers who will do various tasks for 5 bucks. Just create a free account, find someone who's portfolio you like, and hire them for a quick and cheap logo.

This is a great resource to use for other small needs as well.

Installing Your Logo Once you have a logo made, go to "Online Store" ? "Themes" ? "Customize Theme".

Click "Header" and then check the box that says "Use custom logo" and upload the image.

DAY 6, CONTINUED: CONTACT

Adding contact information to your website is important because it shows that you will be responsive to customer inquiries. This is important to suppliers when they consider whether or not to approve your store.

It would be wise to get a Google Voice or a 1-800 number at some point, but for now, the fastest way to get up and running is to use your own current phone number.

If you're using the Supply theme, the fastest way to add your phone number to your website is by adding it to the "Header Message" field, located on the same page as where you uploaded your site logo.

Your header message can be something along the lines of: "Customer Support: (123) 456-7890"

If you have an unprofessional sounding voicemail message, consider changing it temporarily so that suppliers who call you and don't get through feel comfortable leaving a message, and – more importantly – picking up again when you call back and **approving you as a reseller!**

DAY 7: PRODUCTS

Now that we've got a site, logo, and phone number, the next step is adding products to your site.

"What? Add products? But I'm not approved by any suppliers yet!" I know!

This seems like a counter-intuitive step, but it is one that is crucial in order to get supplier approvals.

The goal is not to necessarily trick suppliers into thinking that we're already running a profitable online store – although if they do think that, all the better.

The goal is to demonstrate our seriousness as a Drop Shipper by showing exactly what their products would look like displayed on our site - to prove that we will do their products justice in the way that we display them.

To add products, go to Shopify and click on "Products" → "Add a Product".

Then, google your niche, find a product that is being sold in your niche, and copy over the photos, description, and price point.

Then click "Save Product". Repeat this process until you have 10-20 products on your site.

Awesome work so far… Now you only have 2 more steps to complete before we start actually contacting suppliers!

DAY 8: DOMAIN SETTINGS

A huge – and often overlooked – step in setting up a Drop Shipping store is registering a domain name.

A domain name (also known as "URL") is the sequence of characters that you type into your browser to find the site.

For instance, you may have noticed that to get to your store's home page, you would type in something like: "www.yourstorename.myshopify.com". Unfortunately, that looks unprofessional. Legitimate drop ship suppliers are used to working with drop shippers that have their own domain

Drop ship suppliers DON'T want to work with people having only a subdomain - which is what the **yourstorename**.myshopify.com is. We want to register OUR OWN domain.

My favorite domain name registrar is NameCheap. You can search for domain names from their homepage to see if they're available for purchase.

Let's look at some examples.

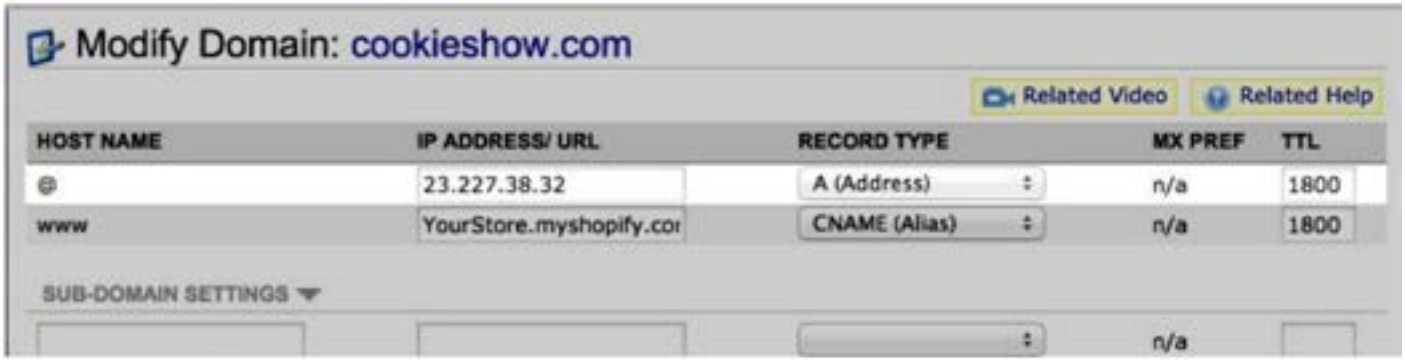
If you were selling garden fountains, some good domain names would be bestpricefountains.com, buygardenfountains.com, gardenfountainsdirect.com, etc.

Keep searching until you find one that you're happy with for your niche, and then buy the ".com" version of that domain. It should only cost around $10 per year.

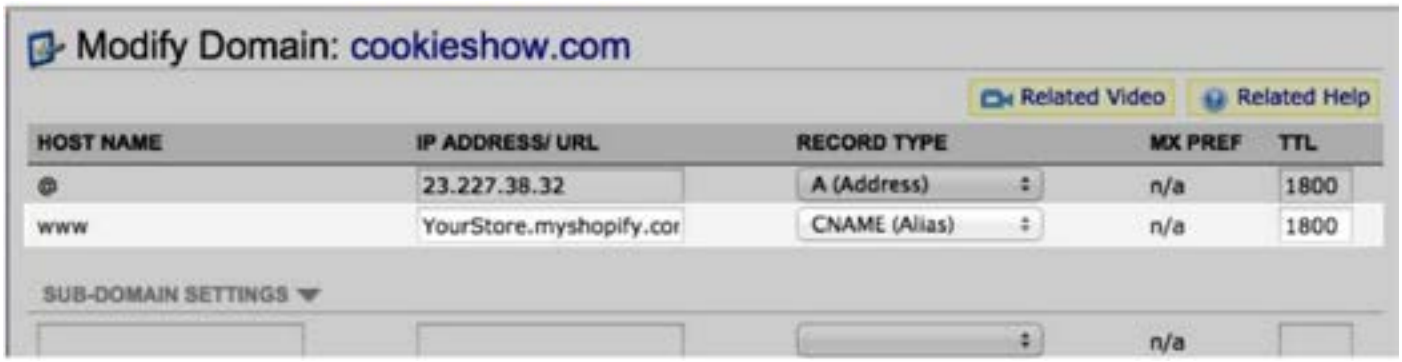
NAMECHEAP DOMAIN SETTINGS

Now that you've registered your domain name, you have to change some settings so that your domain name displays the proper Shopify store. To do this, make sure you are logged in to NameCheap.

1. Then, go to "Menu" » "Manage Domains", and click on the name of the domain that you just registered.
2. Then, click "All Host Records" on the left side.
3. Under the header Host Name edit the @ row.
4. Under the IP ADDRESS/URL type in Shopify's IP address 23.227.38.32 and under Record Type, select A (Address).



5. Under the header Host Name edit the www IP ADDRESS/ URL, type yourstorename.myshopify.com address in that box.
6. Under the RECORD TYPE select CNAME (Alias).



7. Scroll down and click "Save Changes".

Shopify Domain Settings

1. Now, in your Shopify admin panel, click "Online Store" » "Domains" » "Add Existing Domain" » "Add a Domain I Already Own".
2. Now, type in the domain name that you just registered, including the "www." and the ".com".
3. For example, if you bought "gardenfountainsdirect.com", you would type in "www. gardenfountainsdirect.com".
4. Click "Add Domain".
5. Now you've got your own professional-looking custom domain!

NOTE: It can take 30 minutes to 1 hour for your NameCheap settings to properly update, so don't be surprised if www.yournewdomainname.com doesn't take you to the Shopify store right away. Check back in an hour and it should be good to go.

DAY 9: SOCIAL MEDIA

After you've set up your Shopify Store, you need to set up all of your social media pages, and link them back to your domain name.

Here are the Social Media sites you should consider opening if they apply to your audience:

- Facebook
- Instagram
- Polyvore
- LinkedIn
- Youtube
- Flickr
- Google+
- Twitter
- Pinterest
- Blog (add a "Blog" page, and write articles surrounding your niche.)

DAY 10: EMAIL & EMAIL FORWARDING

The final step to complete before moving into the "Contacting Suppliers" phase is to set up a professional looking email address.

This is a huge contributor your success.

Even if you are amazing on the phone, your suppliers won't exactly take you seriously if you're emailing them about business from a Hotmail or Gmail email address.

I will share with you the method I use to turn my Gmail email address into a custom email address, like support@mystorename.com, anton@mystorename.com, etc.

And yes, this can all be done from within Gmail!

I recommend using Gmail to manage your Drop Shipping stores for various reasons. Just trust me on this one. As you grow, and as you add more and more stores to your portfolio, Gmail will scale much more easily with you than other email clients.

If you currently have a Gmail account, you can just use that.

Otherwise, sign up for a free Gmail account here.

NameCheap

1. In NameCheap, go to "Menu" ? "Manage Domains", and click on the name of your new domain.

2. Then, click "E-mail Forwarding Setup" on the left sidebar.

3. You will now see a menu that shows a left hand column where you can add prefixes such as "david", "support", "sue", etc. This allows people to email sue@yourdomainname.com.

4. On the right hand column, it shows where you want to receive the emails being sent to these addresses. Assuming you're a one-person-operation, just put your gmail address in the right hand column for each forwarding email you create.

5. Now that you can receive emails from that address, head over to Gmail and I'll show you how to also send them from the same email address.

Gmail

1. In Gmail, click the gearbox image in the top right hand corner, then click “Settings” and “Accounts and Import”.
2. Under “Send mail as:”, click “Add another email address you own”.
3. A box will pop up. Enter your name, and the email address that you created in 4. NameCheap.
4. Leave the box next to “Treat as an alias.” checked.
5. Click “Add Account”.
6. A code will be sent to the email address that you are setting up – for example, anton@dropshiplifestyle.com – which will be forwarded to the email that you provided in 8. NameCheap, which should be the Gmail account that you’re logged into right now.
7. Once this code comes, enter it into the window to confirm the email address. Now, go back into the “Accounts and Import” section in your settings.
8. In the “Send mail as:” section, select “Reply from the same address the message was sent to”.
9. Now you can send and receive emails from your custom email address!

TIP: If you are using this Gmail account exclusively for your online store and not for personal use, then you can click “Make Default” next to your new email address so that you always send mail from that address. If you do not do this, you will by default send email from your regular email address, and you will have to manually select your domain name’s email address whenever you send a new email.

Setting up an online store, while easy compared to what it was like just a few years ago, can still seem overwhelming. The fact that you’re still here reading this a good sign that you have the commitment to really succeed at making money online!

Also, you now know every step you need to take to have a store that looks great, one that Drop Shipping Suppliers will feel comfortable having their products displayed on.

In the next section, we’re going to discuss everything you need to know to get approved by your first 10 suppliers so you can start making sales online!

DAY 11: CONTACT SUPPLIERS

You're ready. You can do this. Suppliers want to hear from people like you. People who are professional. People who are ready to pull in customers and sell awesome products!

Now that you have a good looking, credible website running, it's time to get in touch with suppliers and start getting approvals so you can make your very first sale.

Day 11 is all about contacting your suppliers from your Master List Spreadsheet.

Often Drop Shippers say this is the most difficult part for them... the dreaded talking to strangers on the phone. However, it really is not as scary as it sounds.

The best advice I can give is to just rip the band aid off, and start dialing before you can make up an excuse for not calling.



As soon as you hear someone else on the other line, all anxiety goes out the window, adrenaline starts pumping, and business ensues. Use our calling script when contacting manufacturers and you will do just fine.

Here is an Introduction Script You Can Use:

Hello, my name is "Your Name" from "Store Name" and I am interested in opening up an account with "Supplier's Company Name".

You should then be transferred over to someone on the sales team, where you will need to restate your name, store name, and purpose for calling (opening up an account).

Conversation Continued...

Hi "Sales Person's Name", my name is "Your Name", and I am calling from "Your Store's Name". We are an online retailer of "Your Niche" and we are interested in adding your brand to our collection. I was wondering how I could go about applying for an account?

At this point the Salesperson might ask for your web domain, so be sure to have that on hand or memorized. They might even check it out while you are on the phone with them and give you feedback.

They will either tell you that they are not currently opening any new accounts at the moment, at which point you ask them when they think they will be opening new accounts, and regardless of their answer, ask them for their email address at the company so you can follow up with them in the future.

Make a note of this conversation in your "Master List Spreadsheet" and use the color key to color the supplier row accordingly.

The salesperson, if they are opening new accounts, will ask you for a valid email address to send the "dealer application" to. You should give them the email you created on Day 10; "yourname@yourstore.com".

The Sales Person will then tell you that they will email you an application, you will thank them and tell them you will get the application back to them as soon as possible.

Make a note in your "Master Supplier Spreadsheet" of the sales person's name, direct line, email, and any other important information that you gathered from the phone call.

I usually make a note on my spreadsheet that says something like, "sales person's name" said he/she will email me an application, and then I add the date this conversation took place, so I know when it is an appropriate time to follow up with this person if they fail to send me the application in a timely manner.

This is crucial: FILL OUT YOUR APPLICATION ASAP! Fill in your application as soon as you receive it and email it right back to your contact.

Not only will you look eager to sell this supplier's brand, but you will also be fresh on the mind of the salesperson, and they will remember who you and your store are, and less time will be wasted on them going back through your correspondence and looking at your website.



After you are approved with a supplier, they will send you their product images, MAP pricing, and any other information you might need. You will then go into your Shopify account and start uploading your products! After you have 50+ products on your site, you can go ahead and make your site live and start selling!

Getting approved by a good drop ship supplier shows you that your store is working.

I remember how excited I was getting my first supplier approvals 10 years ago. I would keep my composure on the phone, then as soon as I hung up I would punch the air triumphantly. It's the best feeling ever.

HERE ARE SOME DROP SHIPPING SUPPLIERS TO AVOID:

The "Sinking" Business

These are the suppliers that actually are a legitimate business, but they are running a sinking ship.

They may sound frantic or unprofessional on the phone. They may not even pick up the phone. They probably don't have high-resolution product images, product descriptions, or other product info for you to upload on your site.

If you are first starting out, it is ok to seek partnerships with these suppliers, if only to add another brand to your site so you look more credible.

Just know that they will take more energy to work with than other more professional suppliers, and as you achieve more success in drop shipping, it may make sense to drop them as a supplier.

Middlemen Wholesalers

These are people like you – they are not the manufacturer. The only difference is that they have a warehouse, and they bulk-order directly from the supplier and then re-sell to people who want to drop ship individual units. The problem with this is that you're just spending extra money to pay their salaries, when you could be going directly to the manufacturer and getting a better price.

Drop Ship Supplier Directories

Drop ship directories are sites where you can pay a membership fee and gain access to "supplier" contact information. The problem with this is that the information is usually outdated… Often times, the information is completely fabricated – The companies listed don't exist, and were invented by the drop ship directory simply so they could charge you a membership fee.

As you learn, you will be able to adapt your interactions with new suppliers, but for now, stick to the scripts and take notes of your interactions.

DAYS 12 - 21: CONTACTING SUPPLIERS & OPTIMIZING PRODUCT OFFERINGS

OPTIMIZING PRODUCT OFFERINGS

This is when Drop Shipping gets really fun: When your problem stops being "how do I make my first sale?" and instead becomes "how do I make this business even more profitable than it already is?"

One of the fastest ways to boost your revenue and profit is to do something I like to call "Trimming the Fat": As you begin to host more products from more brands on your site, you'll start getting more and more sales.

And, as your sales increase, you will notice trends as far as which products sell the best, which brands have the best margins, which manufacturers are the easiest to work with, etc.

If you are noticing that a brand is dead weight, or that they are costing you ad money without contributing to a proportional amount of sales, there is nothing wrong with cutting that brand from your website.

Conversely, when you notice particular brands – or items – are doing really well, you can amplify that revenue by optimizing that product page for conversions, promoting it on the homepage of your site, driving more traffic to that product's page, etc. Get creative and have fun with it!

SUPPLIER RE-ENGAGEMENT SCRIPT

"Hey, this is [your name] from [your website's name].

We were in touch with you in [initial contact month, ie "July"] but never ended up setting up a Drop Shipping agreement.

A lot of our customers have been asking about [their brand] products and are wondering why we stock nearly every other brand but not yours, so I figured I would reach out again and see if you're accepting new applications now.

I would love to add your products to our collection, and I think our existing and future customers would be very happy to see that as well."

The key in re-contacting suppliers is to be persistent but not annoying.

And that's how you turn "not now" into a "yes!"



CONGRATULATIONS!

You now know what it takes to go from having a niche idea to being approved with top suppliers in your chosen industry.

Now… …If you haven't already, it is time to put your newfound knowledge into action! You can do this.

You deserve a second stream of income that is completely controlled by you, one that can work on whenever you choose and take a break from whenever you choose.

Or, if your goal is to create an online stream of income that can replace your 9-to-5 entirely so you can quit your job, you can achieve that as well – and you'll get it if you work hard and follow my system. When I was first starting out in the Drop Shipping industry, I remember how overwhelming the process of building an online business was.

One of the key things that enabled me to achieve success was ignoring the "I need to build a business" thought, and just focusing on the very next step I knew I had to take…the little but important next action that would take me that much closer to realizing my goal.

So, whether you're feeling overwhelmed by this or whether you're just excited and ready to get started, take that very next step. And then the next one after that. And before you know it, you'll be looking back at how far you've come as a successful business owner and entrepreneur.

This concludes the core training of your 21-Day Drop Shipping Launch Plan.

ARE YOU READY?

REAL DROP SHIP LIFESTYLE REVIEWS FROM MEMBERS LOCATED ALL AROUND THE WORLD!

Since 2013 more than 8,000 students from over 25 countries have followed our online business courses. Many of them have replaced their incomes and left their old jobs behind by following our highly rated Drop Ship Blueprint.

Their stores offer the world real value. When quality products from quality suppliers meet quality retailers…eCommerce becomes worthwhile.

Don't take my word for it that drop shipping works… al the testimonials in this launch plan are from real Drop Ship Lifestyle members who found their freedom through drop shipping.



I want to share my story with you because joining Drop Ship Lifestyle really changed my life. And I really believe this is going to be the ultimate step, the best first step, that anyone can do, including you, especially you, to really change your life around and build a great business.

Johnny FD - Chiang Mai, Thailand

My site launched on 3 weeks ago and last night I hit 10k in sales. I have 3 very young kids and we have all been hit with lots of colds, flus and viruses in the past few months. I have worked really hard and I know I have still got so much to do. I am not tech savvy and a lot of the small things took me weeks to figure out, but thanks to the support around me in here this can be done!
Carla S.

Carla S. - Australia





This is one of the best things, business wise, I've ever invested in, and it wasn't even that much! I encourage anyone who's interested in starting an online business, to sign up, do it.

Jeremy P. - Central America

Do you want to follow a PROVEN framework to get results that have been replicated thousands of times by my students?

Do you want to own your own business - a REAL business with REAL assets - that you can grow over time and be proud of?

If you go with my program, you could make $300 A DAY with your Shopify store. You could take hold of the semi-automated Shopify platform and work with incredible suppliers.

You could be recognized as a legitimate internet retailer - making customers happy and making your wallet happy...in less than 30 minutes a day.

I WANT TO INVITE YOU TO JOIN DROP SHIP LIFESTYLE

Our coaches will walk you through uncertainty, and our community will be there for you.

What do you say?

Want to take hold of your future?

More than 8,000 people have already said yes, and they're doing it.

BE A PART OF THE DROP SHIP LIFESTYLE COMMUNITY!