

Profitable Online Business

BLUEPRINT

How To Create Simple
Online Businesses
From Anywhere
In the World



21st Century Ideas

Your Dropshipping Cheat Sheet

You've read the ebook and now you have a very complete understanding of how to go about creating a dropshipping business.

Now all that's left is to get out there and do it! In case you're suffering from 'overwhelm' though, this guide will help to talk you through the steps you need to take to actually build your business from scratch.

1 Identify Your Niche

The first thing to do is identify the niche/industry you want to operate in. If you already have a website and an audience, this may be preordained. Otherwise, consider the competition, the types of products you want to sell and the sort of person you would like to sell *to*.

2 Choose a Product

Next, you need to choose the type of product you want to sell. The best products will be those that solve a simple problem and that have a clear 'value proposition'. How can you get an emotional response and get people to really *need* what you're selling?

3 Find a Dropshipper

This means using a dropshipping directory normally. See the resource sheet for a complete list.

Otherwise, you can try contacting wholesalers directly or just searching Google

4 Make Sure the Dropshipper is Good

- Ask what their quality control methods include
- Ask to see an example of the product
- See what services they offer – will they provide white label services and let you promote your brand through the products?
- Make sure they are a 'real' dropshipper and not acting as middle men

5 Prepare to do Business

The dropshipper might also require some things from you:

- Proof that you are a real business/reseller
- A minimum first order – ask them to set up credit so that they can pay you back through sales
- Pre-order fee – this is to cover delivery and packaging on new products

A real dropshipper will *not* ask for any recurring monthly fees. This should be seen as a very big red flag!

6a Set Up Your eBay Listing

Once you have the product sorted, the easiest way to make money is to start selling on eBay. Just list the product and wait for sales for some seriously easy money.

6b Create Your Website/Blog

Otherwise, you need to create a website or blog. This will normally involve creating a logo and then setting up the site itself with WordPress or a similar CMS. Add content on a regular basis and you'll be able to keep bringing people to the site. Strengthen your brand further with a mailing list and social media presence.

Make sure you have a real 'mission statement' and that your branding communicates this well. Know precisely *who* you want to sell to and what your brand is all about.

7b Create an Ecommerce Store

Finally, create an ecommerce store and use this to add products to your site. You can do this through WooCommerce or a number of other platforms – see the resource sheet for more.

Now it's a matter of arranging and pricing the items correctly to help them sell, while continuing your marketing and blogging activities.