

The Ultimate Guide to
Dropshipping
Winning Products

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1. The Mindset for Success

I found dropshipping to be the most important part of a journey when it comes to building an ecommerce business. This is going to be the most important chapter for your journey as an entrepreneur because I want to talk about mindset.

This is something that you should really take serious. You should plan this out. You should actually follow these steps in this book on how to set yourself up for success as an entrepreneur, starting with your mindset.

I want you to realize that everything starts with a thought. Everything that you do in business, everything that you do moving forward, begins with a thought, and those thoughts actually determine your actions, and those actions determine your results.

I want you to understand that a growth mindset is really starting with belief - the belief that your efforts and those efforts of the people around you or working with you are going to lead to success in your business. It does not matter if this path is an uphill battle or downhill sprint. At the end of the day, a growth mindset encourages you to overcome the obstacles that you may face and to view your setbacks as opportunities.

The Concept of failure

Now, I want to talk really quick on the concept of failure. When it comes to failure, most people think that failure is a thing, but really **the only type of failure there is, is quitting**. So, the one thing I want to talk about is failing forward. That's the mindset that you want to have in any business, especially ecommerce.

Look, entrepreneurs should be able to look at any failure objectively and understand that there are lessons to be learned from each and every failure. I want you to understand that in ecommerce, as you start to decide on products and decide what your store is going to look like, and what types of things you are going to sell, it's important to remember that not every product that you launch is going to be a success.

However, every product that you launch is going to give you data, and you can take that data and make smarter decisions moving forward. By the time that you have maybe a couple of products that don't work, you're going to have your massive win!

My Personal Experience

When I started back in 2017, I started a drop shipping store with about 15 products. Now, of those 15 products, 13 of them were failures. In fact, 13 of them made me absolutely no money. I probably even lost a little bit of money. However, in that process of trying and testing 15

different products, I had two winners. I used those two winners to scale my store in eight months to close to a million dollars.

So, I want you to remember that if I had given up at product 13 and not tested product 14 and 15, I would've never had my win. So, the concept of failing forward and understanding that these are not failures is important. You are just going through a learning process that you have to go through to become the expert that you are going to become.

So, growth is all about learning and applying skills. This is why entrepreneurs should expect and also anticipate that there are going to be some tough times. But all you need to do is be willing to work through those and overcome them. Don't allow those setbacks to stop you from growing as a person and as a business. So, understand what you do and don't give up in your business.

Visualization Techniques: You Have Control Over Your Thoughts

The one thing that you do have control over is your thoughts. Your mind is the choice that you make every single day in how you actually want to approach your day and your business. You need to do your visualizations, that is, think about where you want your business to be and who you want to be in business.

This is the one thing that is missed by many people when it comes to visualization techniques. You need to see that person as though you are already that person. When you do this and you believe that you can achieve that, and that you already have achieved it, the universe will start to work in your favor. It will start to pull you into that version of yourself. You want to see the version of yourself in which you desire to be, and I want you to live in that version of yourself, and then you have to get into action.

As things start to unfold for you, you have to act, you have to trust, and you just have to get into action. Reading this book is not by chance. This is one of the secrets that the most successful people in our world to date use. We are all on a similar journey. While some of us are further along than others, all you need to focus on is where you see yourself.

I believe in you, and you should always believe in yourself, and you should bet on yourself constantly. You are the key to this puzzle, but you must apply action to this process. So, every single day, those small consistent actions, and your holding that vision of where you know you are going to be, are going to get you there.

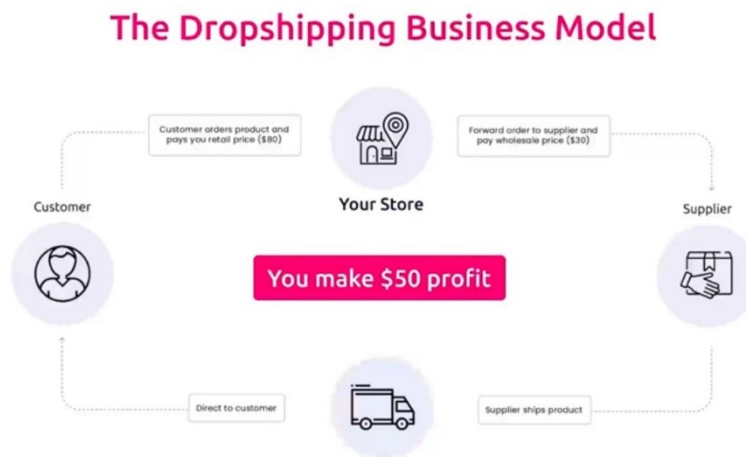
Now, in the next section of this course, we are going to explain drop shipping and how the timing is better than ever to take advantage of the growth of this 5.7 trillion ecommerce industry. So, I'm very excited to have you a part of this. The fact is that this industry is massive and it's only going to get bigger and bigger. So, the big question is how can you get into this

industry and make a full-time living from the comfort of your own home?

The Dropshipping Business Model Explained

Drop shipping is all about buying low and selling high. There's no need for store inventory. You don't have to pay rent for a building. That's the beautiful thing. This is a laptop lifestyle business that you can build from anywhere.

So, how can you get into this and make a full-time living? Well, if you look at the image below. It explains the drop shipping business model.



This is the lifecycle of a drop shipping sale. When someone goes to your online store to make a purchase of one of your products, and they pay retail price on that product, a full retail price in this example of say is \$80.

Once you've received the money, which is automatically handled by the store software that you set up in your store. This can be done on various ecommerce platforms like Shopify, SellThe Trend, or WooCommerce. You can then go and place the order with the supplier like [Spocket](#) right then and there for the exact same product that the customer just bought from your store.

The great thing is that you won't be paying retail price for that product, but a much lower wholesale price from the supplier. In this example, the supplier's price will be \$30. So, the supplier will then ship the product directly to your customer without any more work on your part. You get to pocket the difference between the retail price of \$80 and the wholesale price of \$30. That's a \$50 profit. That's pretty awesome, right?

The customer receives the product that they ordered and they are happy, right? So, now you have a chance, a good chance that the customer is going to come back and buy additional products from your store. That in a nutshell is the dropshipping business model.