

# **SHOPIFY DROPSHIPPING MASTERY**

Learn Step By Step with Video Tutorials

How to Make Monster Profits

Dropshipping on Shopify

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Charles J. J.*

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## About the Authors

We started our career at Shopify on the support team, working with small business owners and helping them set up their online stores. Today, we now create ecommerce courses for small and medium-size businesses. We also coach many of Shopify's biggest businesses as they continue to grow.

Aside from helping other businesses grow, we're also ecommerce business owners ourselves. Twenty years ago, we started our Shopify store together as a side hustle and it has since grown into a 6-figure business. As independent business owners, we know what it takes to set your Shopify store up for success and we want to help you too achieve success.

*Cecile Dean*  
*Charles Johnson Jr.*

## Why Shopify?

Shopify is a world-class commerce platform. It has everything you need to start, sell, market and manage your business. Shopify is an ecommerce store builder that **allows you to sell any kind of item from your website and get the money upfront**, whether it is a physical product, a digital product, or a subscription.

Shopify is also what is known as a “hosted” solution. This means that you do not need your own domain and you do not need to install it yourself. Rather, you just create a profile and set up your store that way and link to it from your website.

This is one of the first advantages of Shopify – it is incredibly quick, easy and reliable. You can create your store in a few clicks which takes just a few minutes. Shopify also helps you create regular backup of your store. So, in this Shopify dropshipping mastery, we will look at some of the things that make Shopify such a good choice, and at how you can start making monster profits from your dropshipping business.

In this book, you’ll understand how to customize the look and feel of your online store, how to buy a domain if you don’t already have one, how to set up shipping and payment settings, how to get free and paid traffic to your store, and so much more!

By the time you get to the end of this book, you would have had the fundamentals of your online store set up correctly. You will be provided with marketing tips and business advice to help you succeed. Finally, I have to thank you very much for investing in this playbook. Let’s get started now, shall we?



## 1. Introduction: The Essentials

Stop spending your days going down the Youtube rabbit hole of unclear advice for dropshippers. Here's the single most effective set of proven techniques to start (or scale) your dropshipping business.

This book and the supplemental video tutorials are created from my high-ticket membership programs and are **regularly updated** to keep you up to date with recent developments in the world of dropshipping and ecommerce in general. The **link to download all the episodes of the supplemental tutorial videos (about 3.8 hours) is included at the end of this book.**

Now you have at your fingertips a complete step-by-step playbook that will show you how to build and monetize a dropshipping business that essentially runs semi-automatically.

This playbook is built on a foundation of principles from my years of personal experience, and also from the experience of top marketers and business professionals who have successfully built dropshipping empires across multiple platforms and with varied products.

- You need this playbook if you fall in any of the following categories:
- You're currently operating a business with less than stellar results
- You have a small following, but you just can't seem to build any real traction
- You're already following some good advice, but it just doesn't seem to be working for you
- You want to learn dropshipping and ecommerce secrets from beginning to end

### Getting Started

The first thing I want to say is a massive thank you. Thank you so much for taking the time to buy this book. Now I know your time is precious, but I also know that you're not going to be disappointed by the enormous amount of information that I'm about to share with you. I also want you to know that you are in very capable hands.

We have a huge amount of experience in this area. We've been doing dropshipping for many years, and we've helped literally thousands of students with the information we compressed in this book and the supplemental videos to create success with their dropshipping stores. So, sit back, relax and enjoy the content. Don't rush it. Just take your time.

### Getting Further Help

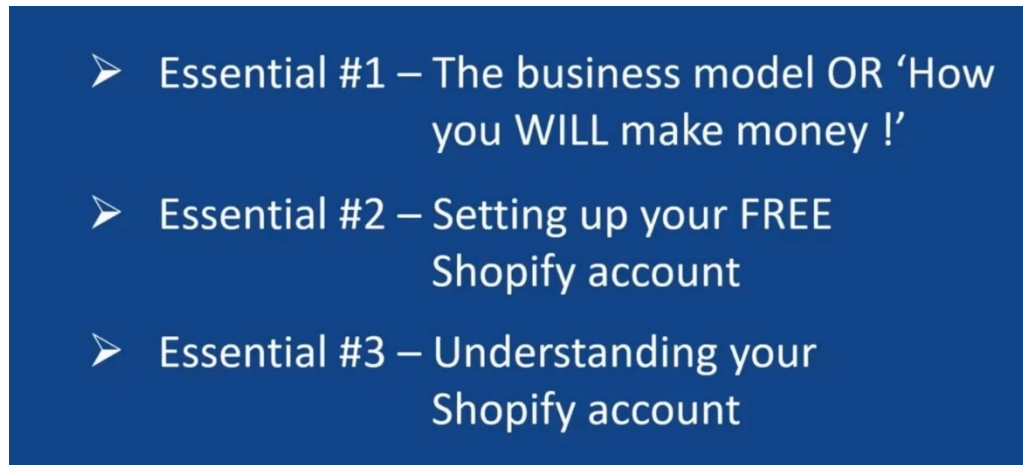
My colleague and I are always available to help you. We're constantly answering our students' questions, so if you have any problems at any time, please do not hesitate to reach out to us. The support email address you can use is at the bottom of this book.

With that said, what is so important is to understand that this is all about taking action. Reading this book and watching the tutorials is great because what I'm going to teach you here is how to build out a \$10,000 per month business. In order to do that, clearly you need to take action. Otherwise, nothing is going to happen.

So, as we progressed through the course, follow me step by step. Take your time, as I said earlier, but take action as you go, and you're going to see your business starting to build out. It really is a very exciting process.

## 1.1. Building Blocks of the Business

Now, the very first thing that you need to do is understand the building blocks of this business, that is, the basic foundation on which you're going to build this fabulous business. I call those the essentials. Figure 1.1.



*Figure 1.1: The essentials of the business*

Essential number one is the business model or how you will make money. Clearly, you need to understand what this whole business model is about and how it's going to actually make you money and build your very exciting business. In the next lesson, I'm going to show you exactly how that works.

Essential number two is all about setting up your free Shopify account. Now, if you've never heard of Shopify, don't worry. It's basically the software, or the platform that we're going to use to build out your fantastic store.

The great thing about Shopify, and one of the reasons why it really has become almost the market leader, is that it is so easy to use. It's super simple. You don't need any technical knowledge. It's basically point and click and dare I say, even fun to use. You're going to really enjoy building out your Shopify store.

Essential number three is all about understanding your Shopify account. In this essential, I will show you, I'll give you a very high-level view of your Shopify account so that you are very much at ease and really understand the power, and how simple this software is to use.

Those are the three essentials. Those are essential building blocks and they're all coming up in the next three lessons. If you're ready let's dive into essential number one.

## 1.2. The Business Model

As I said before, essential number one is the business model or how you will make money. What I want you to do here is just to understand the high-level concepts of what this business is all about. Figure 1.2.

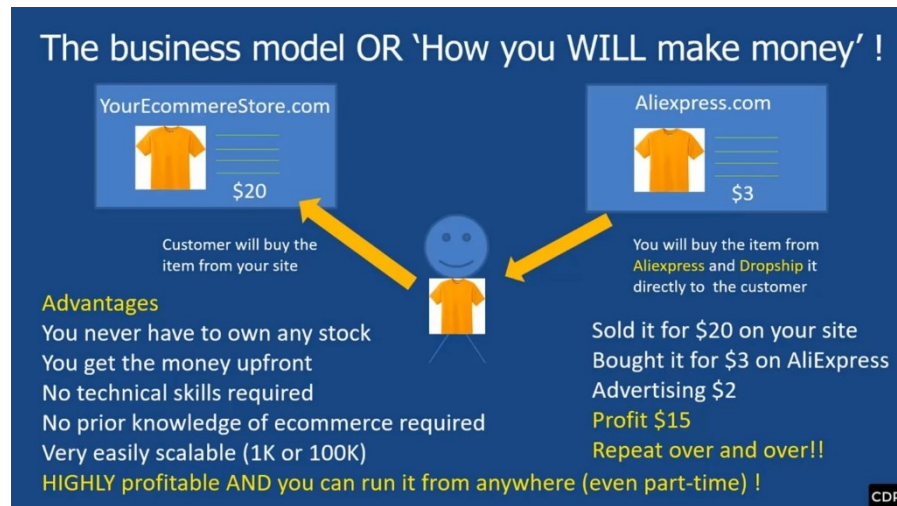


Figure 1.2: The business model

We're not going to delve into any detail or anything like that, which is going to keep it very high level - a helicopter view if you like - of how this whole process is going to work. Study Figure 1.2.

The first thing we're going to do is build out your ecommerce store (represented with a t-shirt on the top left of Figure 1.2). We're going to do that with that software Shopify. You're going to see how this all evolves. If you've never done anything like this before, you might be thinking, "Oh my goodness, how am I going to possibly build out my own ecommerce store?" You're going to see how simple and fun it is to do.

Now, once we've built that store, we're going to have basically a store, which is initially this empty. That's what your store is going to look like in the beginning. Then we need to start stocking it with items so that people can come and buy them. But we're not going to stop them with physical items. We're going to stock them with just pictures and text, much like any store that you might see out there on the Internet.

But where are we actually going to get our physical items from when people buy them from our store? This is where an amazing website called AliExpress.com (our supplier) comes in. I will give you a bunch of other suppliers later in the course.

AliExpress is a huge. It's absolutely a massive website with millions of products on it. The reason it's so interesting is that the prices are so attractive. Let me show you how this is going to work.

For example, as illustrated in Figure 1.2, let's just imagine that we have found a t-shirt on AliExpress for \$3. Hold on a second. I want to say straight away that this business model is not about selling t-shirts. You can sell t-shirts if you want, but what I really want to emphasize is you can sell absolutely anything. This example is going to be about t-shirts, but please understand, you can sell anything you want.

So, assuming we found a t-shirt on AliExpress for \$3. What we're going to do is take the images so the images of the t-shirt and its description and put them on our site. The only thing we're going to change is the price. I'm going to put it on our site for \$20. I think you can probably already start to see how we're going to make money.

Now, we've got our store with one item in it. Of course, eventually we'll have many items, but for the moment we've just got one item. The next step, therefore, is to find somebody, of course, to buy it from our store. So, let's imagine we have a customer shown in the middle of figure 1.2, wandering around in the wilderness.

What we want to do is to target that customer. We want to find customers who will buy t-shirts in this example. That's a big part of what I'm going to teach you as well. I'm going to show you how you can **laser target** the right people so that they will come to your store to buy your products.

So, assuming we found the perfect customer who will come to the store to buy the item from our site, in this case, the t-shirt for \$20. Once he's bought that from our store, we now have \$20 in our hands.

Now, if you cast your mind back just a few minutes, I also said that we weren't going to stock the store with any physical products, simply images and text. So, at this point in time, we're not able to send him the t-shirt that he just bought because we don't hold any stock. This is where our suppliers such as AliExpress comes in.

Although this customer bought the item from our site for \$20, we then go over to AliExpress and buy it for \$3. We will ask the supplier over on AliExpress to **send the item directly to the customer**. Not to us, not to anybody else, but directly to the customer. That process of sending it from AliExpress directly to the customer is called **dropshipping**.

When the customer receives that item, he is very happy. Now, with that in mind, let's have a think about what that actually means from a business perspective. Let's see how that makes us money. Now, I want to draw your attention to a few things shown on the lower right side of Figure 1.2. We have sold the t-shirt for \$20 on our site. We then went over to AliExpress and bought it for \$3.

Now, I told you I was going to teach you how to find those ideal customers and bring them to your site, and that's going to involve a certain amount of advertising. So, let's imagine that we spent \$2 on paid advertising to get that customer to our site. Free advertising can also work of course. That leaves us with a profit of \$15.

That's just for one transaction. We can repeat this process over and over again. I really hope that you can now see in that simple example exactly why this whole model of Shopify, AliExpress and dropshipping is super powerful. Just to help you further understand why this is so exciting, let's have a look at the advantages. There are numerous advantages, but I'm just going to pull out the main ones.

Over on the lower left corner of Figure 1.2, I listed out some of the advantages. The first one is that you never have to own any stock. When somebody buys it from your site, the item will be sent directly from the supplier on AliExpress to the customer. You never own any stock. That means you don't need a garage full of t-shirts waiting to sell. No products you don't need to fill up your apartment with.

Another great thing is that you get the money up front. When we sold that t-shirt on our site for \$20, we immediately had that money. Then we went over to AliExpress and bought it for \$3 and immediately made a profit of \$15 after taking off advertising. So, by getting the money up front, we don't have a cash flow problem. On the other hand, many businesses require an enormous upfront investment, like thousands of dollars perhaps. But here you don't need that.

The other thing that I mentioned a few times now that you're going to see as we now progress, is that there are no technical skills required. Shopify is super easy, super point and click. I'm really, excited about showing you that in the upcoming video tutorials.

You also don't need any prior knowledge of ecommerce. If you're reading this and you're thinking, goodness me, I feel like I should at least have some sort of business knowledge or perhaps done this before or something like that. You really, really don't.

Literally anybody with enough determination, of course, can do this. Taking action is also very important. So, if you've got that determination, and you're willing to take action, then absolutely without any prior knowledge of ecommerce whatsoever, you can build out a fantastic business.

Now, the next thing, which I think you can probably already see as well, is that it's very easily scalable. It really is literally up to you how fast and how big you want to grow this business.

You might be thinking, I just want to make an extra \$1,000 a month part time. Maybe you've got a full-time job, and you just want to do a little bit of part time stuff and you want to make \$1,000 a month.

You might also be thinking, well, actually that's not enough. I want to go bigger than that. I want to go to perhaps all the way up to 100 K a year or maybe even beyond. All right. These are all possible with this model. It has the scalability baked in, and it's really just entirely up to you your determination as to how far you want to take it.

Then lastly, this is highly profitable and you can run it from anywhere, even part time. You could in the long term certainly build a full-time business out of this. Many of my students have done so. But you can also do it part time if you got a 9 to 5 job.

If you have a job and you just want to try to fit this business model in and grow it while working your own job, you can totally do that, and you can run it from anywhere. I've been in ecommerce

for well over 20 years and I run my business from home and all kinds of various locations. It is totally transportable. If you want to, you can live that kind of internet lifestyle as it's sometimes referred to.

This model allows you that, and I repeat, it is basically entirely up to you as to how far you want to take this, your determination and your ability to take action.

Now, let's just take a step back just to finish this lesson because I know there's an awful lot of information there, especially if you've never seen anything like this before or if you're feeling a little bit kind of overwhelmed.

First of all, I want you to know that's totally normal. Okay? Often when we start new processes like this, we feel overwhelmed. So don't in any way feel that's a bad thing. Just take your time. If you found this a little bit confusing or even if you've absolutely got it 100%, it's a great idea just to watch the videos again or maybe two or three times until you really start to get the concepts.

Now with that said, you don't need to understand every single detail of what I'm talking about here. As we go through this playbook, it's going to become clearer and clearer and you're going to get more and more excited about what this business model has to offer. So, I say huge congratulations in taking this first step on what is going to be a very exciting journey.

I love teaching this model because it really is amazing. In the next chapter, you're going to see a link which I want you to click on because it's going to be the very first step in setting up your very first Shopify store. The great news is you will then have a **14-day no obligation free trial**. So, there really is no reason whatsoever not to get started. Are you ready? If yes, move on to the next chapter!

### **1.3. Your Link to 14-Day Free Shopify Account**

This is about to get very exciting! But before we can progress any further, simply **click on the following link** to access Shopify's 14-day free trial web page. <https://shopify.com>.

If you are an existing store owner, you can boost your sales by adding the latest trending products to your shop from [SellTheTrends](#). Here's the short BIT.LY link you can use: <https://bit.ly/3DssVFQ>.

### **1.4. Setting up Your Free Shopify Account**

Once you've completed the step in section 1.3.2, you should arrive on the Shopify web page where you can create your free trial account. Now, go straight to watch your very first video tutorial and follow Tim step by step as he shares a huge amount of knowledge with you to build your first Shopify store.

*Watch Video: Chapter 1, Lesson 1 - Setting up your free Shopify Account*

There it is in just a few clicks and at absolutely zero cost, your very first Shopify store! You now have an incredibly powerful piece of software at your fingertips to build your incredible business.

Now, if you're probably looking at your store's back office, especially if you've never seen Shopify before, thinking, oh my goodness, what's all this about? You might feel a little bit overwhelmed at this stage, and that's absolutely normal. Absolutely fine. That's why you've got this book. We're here now to help you understand this product. This is not complicated, okay?

You don't need any prior technical skills. You don't need any fancy software, knowledge or anything like that. You're going to see how easy this is to use. It's all point and click. It really is an incredible product.

Now, with that in mind, I'm going to show you in the next tutorial a high-level overview of Shopify, just so that you kind of appreciate how it works. You will start to build that confidence, and start to feel that, yes, you really can do this. So, move on to the next lesson.