Introducing: The E-Commerce Empire Roadmap

• 5-Steps of Launching a Successful E-Commerce Business
  • Step #1: **Find a KILLER Product**
  • Step #2: **Source from a Reliable Supplier**
  • Step #3: **Order & Receive Product Samples**
  • Step #4: **Sell Samples to Validate Product**
  • Step #5: **Build Your Brand/ Product Line**

• 99% of all e-commerce entrepreneurs fail because they don’t have _a proven roadmap to follow_
Step #1

Product Discovery
What Makes a Good Product?

- Good Products tend to be...
  - Small, light, durable, cheap to ship
  - Selling between $15 - $100
    - Low-end ($15) - cost of shipping won’t destroy profit margins
    - High-end ($100) - doesn’t require much buying power
    - Non-seasonal / consistent stream of buyers
  - Most importantly, you need Great Margins!!!
    - Aim for 50% when starting out
    - Make sure you can eventually achieve 67%
What Makes a Bad Product?

• Bad Products tend to be...
  • Heavy, bulky, expensive to ship, fragile
  • Technically complex or requires precision engineering
  • You want a low error tolerance
  • Are sold in markets with lots of brand loyalty
  • Higher cost per acquisition
  • End of Product Lifecycle - COMMERCIALIZED
  • Trademarked (Don't use someone else's logo)
  • Highly Regulated (i.e. Missile Launchers)
Product Brainstorming & Discovery

• There’s a few product discovery strategies working now...
  • **Old** Method: Amazon **Best Sellers**, **Movers & Shakers**
  • Method #1: **Passions**, **Interests**, **Hobbies**, & **Pain Points**
  • Method #2: Spy on the **Competition**
    • **Product Catalogs (Amz)**
    • **Giveaway/Review Clubs**
    • **Amazon Sponsored Products (PPC)**
When Researching Products

- Force yourself to stay **Extremely Focused**
- Focus ONLY on ___ **Metrics** ___ that ___ **Matter** ___
- We recommend using ___ **Product Research Workbook** ___ to keep yourself organized
Step #2

Product Sourcing & Supplier Negotiations
How to Find & Contact Suppliers

• Start searching
  • Alibaba = International
  • Google = Domestic

• Contact them and say...
  • “Our company distributes similar products, and we thought your products might be a great addition to our product line. Could you please send more information?”

• You’ll receive catalogs, pictures, pricing
Supplier Communication Tips

• You need to build a **relationship**

• Use the **Secretary** hack – you should NEVER **Be the Boss**

• Over-the-top **professionalism**
  - **polite**, **calm**, & **cool-headed**

• Don’t worry about **Pricing** or **MOQ**
Step #3

Product Ordering & Shipping
Best Practices For Ordering Samples

- You want __5__ to __10__ sample units of your product
  - From __1__ supplier
- If you have problems with __Price__ or __MOQ__ - just __BLUFF__!
  - Use this script – “I need to get __3 sample units__ to each of my __20 locations__, that’s just __company policy__. Sorry it’s such a big __sample order__, we’re just a __big buyer__.”
International Shipping Simplified

• You’ll be using **Air Express shipments** to ship orders
  • Avoid **sea shipments** until you’re ordering at least **$5,000** per month

• FOB = Free On Board
  • Simply put, it’s the price of the product **off the shelf**, without **shipping**

• When starting out, ask your supplier to use their **express account**
Always be sure to use 3rd party financial protection

- Acceptable forms of payment = Alibaba Trade Assurance, PayPal, Escrow, & LC
- Avoid these forms of payment = Western Union (WU), Wire Transfer (T/T)
Step #4

Selling & Validating Your Product
What to Do With Your Samples

- Make sure your samples are **AWESOME**
- Sell samples to **real customers** at **full price**
  - Ensures your product **meets true customer expectations**
  - Reveals the true **sell price** of your product
- Need to **validate** your product before buying in bulk
Step #5

Build Your Private Label Brand
Building Your Private Label Brand

- After validating your product, it's time to expand
  - Build a Private Label brand around your product
  - Expand your Product Line
- Almost all suppliers Private Label + Make Modifications, so just ask!
- Make ONE product modification or alteration per order