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# Beginner's Guide For Dropshipping

Things To Keep In Mind Before Selling  
Online ?

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# What is Dropshipping?

**Dropshipping** is a retail fulfillment method where a store doesn't keep the products it sells in stock. Instead, when a store sells a product, it purchases the item from a third party and has it shipped directly to the customer. As a result, the merchant never sees or handles the product.



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Starting a dropshipping business is one of the easiest ways to make money online in 2019.

- **Finding reliable supplier and a platform to start dropshipping.**
- **Choose a Niche which is going to be profitable for you in 2019.**
- **Implementing a customer acquisition strategy.**

# How Dropshipping Actually Works?

## THE DROPSHIP MODEL



# How Can you Start a **Dropshipping Business?**

There are only a few essentials requirement to start a dropshipping business.

They are:

- A platform on which you can sell your product on
- A problem solving, unique or daily use product to sell
- A genuine supplier for that product
- Facebook Business account
- Good amount of capital from \$1,000-\$5,000 to be on a safer side
- A sales tax ID

# The Things you need to start your Dropshipping Business are as follows:-

→ **Finding reliable supplier and a platform to start Dropshipping.**

You need a place to start selling your products to make money.

Choosing the right platform or online marketplace to dropship your product is crucial to the success of your business - but which platform is best for you?

You have to decide between selling on an established platform, or starting your own independent online store.

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# Pros and Cons of Selling On Online Marketplace

## → Pros.

- They already attract huge amounts of **traffic** which can be your potential customers.
- Consumers **trust** these platforms
- It's easy to set up an account and start selling with Zero to low fees for **setting up** your products.

## → Cons

- You're in direct **competition** with sellers on the same platform that you are on.
- You will be charged fees for every **sale** that will come from you.
- .You will be in control means you will have branding limitations, image uploads, etc.

# Pros and Cons of Selling On Your Own Online Store

## → Pros.

- No competition with other sellers on the same platforms.
- You have complete control over branding, design, layout etc.
- You're building a business independent of a third-party platform

## → Cons

- It costs money to set-up and design your own store like hosting cost, domain cost, etc.
- It takes time to rank on Google and you'll have to invest in SEO and marketing
- You miss out on the guaranteed customers from established platforms.



## → Choose a Niche which is going to be profitable for you in 2020.

A niche is a segment of a market or the category that you are going to sell in. For example, sports shoes are a popular niche in the shoes market. You could even say that waterproof sports shoes are a sub-niche of the sports shoes niche. You get the idea. The more specific your niche is, the better.

A common misconception about dropshipping is that you can be successful and profitable in any niche, but that's simply not true. If you choose a niche that's already saturated with sellers or dominated by major brands, you're going to face an uphill battle with your new business.

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# How are you going to choose your niche?

- **Start with your interests and passions:** Tap into your hobbies and interests. If you enjoy travel or hiking in the outdoors, you're going to have unique knowledge of the products and trends in those markets that can help you identify a viable niche.
- **Scratch your own itch:** This is old school entrepreneurial advice. The theory is, if you have a problem in your life then it's highly likely that others will have the same problem. If you can identify a product that solves that problem, you might have uncovered a great dropshipping niche.
- **Research the competition:** Is the niche you're interested in over-saturated? If so, is the competition easy to beat? Better yet, is it worth beating them? You'll often find that the niche you're most interested in joining is the one that nearly everyone is already a part of. This doesn't mean you can't hop on the bandwagon, just be ready for some competition.
- **Ensure the niche is profitable:** The objective of business is to make money, right? Therefore, you need to check the profitability of every dropshipping niche and product idea that you come up with. Ideally, you want a profit margin of at least 40% after shipping costs, seller fees and taxes, but you should be aiming for margins of 100% or more.

## → Implementing a customer acquisition strategy.

Now that you have a selling platform for your dropshipping business, you need to attract customers to your store. This is where a customer acquisition strategy comes in.

Customer acquisition is the art of persuasion. You can think of it as advertising and marketing. Sounds expensive, right? But it doesn't have to be. You can take the fast (paid) path or the slow (free) path to gaining new customers. Let's take a look at both strategies in more depth.

### **Paid:-**

Facebook is the world's largest social media platform. It's a great place to advertise your products as you can tap into a huge audience. This is how Facebook makes its money, so every customer you acquire through this method comes at a cost. Facebook ads are a good option for the following reasons:

### **Free:-**

This involves finding blogs or forums that are related to your product/niche and actively participating in discussions. By positioning yourself as an authority in your niche and including a link to your website, you can increase traffic and acquire new customers.

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# Conclusion

We've reached the end and, by now, you should be well on your way to starting an eCommerce dropshipping business from scratch.

The work is far from over, though. Now you have to successfully run your business.

But don't worry! As long as you follow these next few tips, you'll have a successful eCommerce drop shipping business for years to come.

- Continue to update your website. Work on your SEO and create high-quality content to bring in traffic.
- Maintain your relationship with your supplier. Keep tabs on the products you're offering and, when you're ready, look into adding more
- Keep up with your customer service. Answer emails and questions, and update your FAQ page (if you have one)
- Stay on top of your social media. Refine your ads, run contests, and promote like crazy.

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