

FOREWORD BY ROBERT T. KIYOSAKI

STARTING FROM ZERO

How To Build An Online Business
WHEN YOU'RE STARTING WITH NOTHING



FRED LAM

STARTING FROM ZERO
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Lurn, Inc. 12410 Milestone Center Drive, Suite 600,

Germantown, MD 20876, First Edition
Published by Lurn, Inc.

www.lurn.com

ISBN-9780997207965

About the Author – Fred Lam

Twelve years ago, Fred Lam started his online venture while employed as a dishwasher at a local restaurant. He never did well in school and wasn't born with a silver spoon in his mouth. He thought his career would end in a restaurant until he got introduced to the Internet Marketing world. After that his life changed.

Starting with zero experience, Fred struggled to unlock the secret codes to succeed in the online business industry. Through dedication and hard work, he finally discovered a system and together with his ex-partner, Fred created their first online business and generated over \$4.6 million dollars in sales in just 4 months.

Unfortunately, due to the lack of business knowledge and infrastructure at a young age, the business collapsed. Despite the downfall, Fred was fortunate to master parts of his 5-step blueprint, which he will share with you in this book.

After the business collapsed, Fred went through a state of depression. He quit Internet Marketing and created his own ad agency with the skills he acquired. Quickly afterwards, Fred was retained by a local automotive dealer to be the youngest Marketing Manager for BMW Group Canada, MINI, and Rolls-Royce. From there, Fred has expanded his agency to have more than 15 dealerships under his wing along with top clients around the world.

With his new success, Fred gained confidence to craft his second online business venture. Within only six months, Fred generated \$6 million dollars in sales.

This is when he discovered his complete 5-step blueprint that has been tested and proven for any individual to start from zero. The best part is the system is fully replicable. In fact, Fred created two additional multi-million dollar businesses with one of them surpassing the \$10 million-dollar mark using the exact blueprint that you're about to learn.

You never need inventory.

You never need technical skills.

You never need hundreds of thousands of dollars to start.



You simply start from zero to potentially generating 6 to 7 figures a year.

If you want to take charge of your life and gain financial independence, take charge and apply everything you'll learn in – Starting From Zero.

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Foreword

As I wrote about in Rich Dad Poor Dad, I learned about money working for my rich dad from the age of nine into my college years. He would spend hours teaching his son, Mike, and me the ins and outs of running a business. There was many a Saturday that I would have rather been surfing with my friends or playing some other sport, yet I often found myself sitting in my rich dad's office, learning from a man who would one day become one of the wealthiest private citizens in Hawaii.



During one of our Saturday lessons in rich dad's restaurant, rich dad told Mike and me, "It's at work where you earn your money. And it is at home where you decide what you are going to do with your money. And it is what you do with your money after you earn it that makes you rich or poor."

"It's like homework," said Mike.

"Exactly," said rich dad. "That is exactly what I call it. I call getting rich by homework."

"My dad brings a lot of work home," I said almost defensively, "but we're not rich." My dad was the head of education for the state of Hawaii at the time.

"Well, your dad brings his work home, but he really does not do his homework," said rich dad.

"Just as your mom does housework, but that is not what I mean by homework."

"Or yard work," I added.

Rich dad smiled. "Yes, there is a difference between yard work and the kind of homework I am talking about." It was then my rich dad said something to me that I have never forgotten.

"The primary difference between the rich, the poor, and the middle class is what they do in their spare time."

Then he said it again because he wanted to make sure I heard him and it sunk in.

"The primary difference between the rich, the poor, and the middle class is what they do in their spare time."

"Their spare time," I said in a shocked tone. "What do you mean their spare time?"

Rich dad smiled at his son and me for a moment. "Where do you think this restaurant business was started?" he asked. "Do you think that this business came out of thin air?"

"No," said Mike. "You and mom started this business at our kitchen table. That is where all your businesses have been started."

"That's correct," said rich dad. "Do you remember life was all those years ago?

Mike nodded his head. "Yes, I do," said Mike. "Those were very tough days for the family. We had so little money."

As I sat there listening, I began to understand a new distinction between my rich dad and my real father, my poor dad.

So I asked rich dad, "My dad says that being at home is the time to relax and rest so that he can be good at work the next day. He says the way to get rich is to work hard and get raise after raise."

I continued, "but are you saying a big paycheck does not make you rich?"

"That's correct," said rich dad. "A paycheck does not make you rich. It is what you do with that paycheck that makes a person rich, poor, or middle class."

"I don't understand," I said. "My dad is always saying that if he got a bigger pay raise, we would be rich."

"And that is what most people think," said rich dad. "But the reality is that, the more money most people make, the further in debt they get. So they have to work harder."

"And why is that?" I asked.

"It's because of what they do at home. It's what they do in their spare time," said rich dad. "Most people have a poor plan or a poor formula for their money after they make it."

"So where does a person find a good formula for wealth?" Mike asked.

"Well, one of the better formulas for wealth is found right here on the Monopoly board," rich dad said, pointing to the game board.

"What formula?" I asked.

"Well, how do you win the game?" asked rich dad.

"You buy several pieces of real estate. Then you begin putting houses on them," Mike answered.

"And that is one of the formulas for great wealth," said rich dad. "Right here on the Monopoly game board, you have one of the best formulas for wealth in the world. It is a formula that many people have followed to become richer beyond their wildest dreams."

"You're kidding me," I said with a bit of disbelief. "It can't be that simple."

"It's that simple," rich dad confirmed. "For years, I have taken the money I earned in my business and simply bought real estate. Then I live off the income from my real estate and continue to build my businesses. The more money I make from my business, the more money I invest in real estate. That is the formula of great wealth for many people."

"So if it is so simple, why don't more people do it?" asked Mike.

"Because they don't do their homework," said rich dad.

I started thinking out loud. "So... the first step is to build a business?"

"Close." Rich dad said. "The first step is doing your homework and getting educated so you know how to start your business, then you build it."

"The point is, you get rich at home, not at work," said rich dad. "I really want you to understand that. I don't care what kind of business you build. I do care that you understand that most people do not get rich at work. You get rich at home by doing your homework."

I'm much older now. I do not consider myself a very smart man, but I know how to follow a successful plan. I work hard, and I do my homework."

That is why I'm introducing Fred Lam to you. Fred is the man with the successful plan. If you follow Fred's plan, work hard and do your homework then you can

follow rich dad's formula for real wealth. With Fred's plan, you can do your homework and build a business at the same time.

My first business cost me hundreds of thousands of dollars. I had to build a factory, hire employees and buy a lot of raw materials. Then I had to go out and sell the products we were making. It took money and time and all the energy I had.

But starting a business is so different now. It is a new age.

You have a computer that is more powerful today than the computers Nasa used to land on the moon! You have the power to reach billions and create digital products that don't require inventory or capital!

We're in the digital age. The Industrial Age is over and is now being replaced by the Information Age. This is leading to some major opportunities for everyone.

There are only two questions left:

Will you take the opportunity?

Who will be your mentor and teacher? Who will be your rich dad?

Read this book by Fred. Consider Fred as your possible rich dad. Fred built his business from the ground up from his kitchen table. His system is ingenious. Fred will show you how you can sell any of over 1 million products - without a dime of investment! His system saves you from needing employees, or investors, or a factory. You just need a computer and your kitchen table.

Oh! You also need spirit. And you already have that or you wouldn't be reading this right now.

Read this book, consider what Fred is teaching. Maybe this is the opportunity you need to grab.



Robert T. Kiyosaki

CONTENTS

About the Author – Fred Lam	3
Foreword	5
Introduction	11
The Golden Age of Entrepreneurship	11
Chapter 1: The 30,000 Foot Overview	19
Turn A Hundred Dollars Into A Profitable E-Commerce Business.....	19
Rags to Riches: From Restaurant Dishwasher to CEO	25
Chapter 2: Your Opportunity Within The Falling Empire Of Retailers	32
Retail Is Going Downhill	32
Amazon Revolutionized Retail	34
How Retail Is Still Profitable	38
The Old-Fashioned Retail Method VS. The Modern Method	41
Why E-Commerce Is Right For Everyone	44
Michele's Story	48
Chapter 3: The Digital Goldmine Opportunity	49
The Multi-Billion Dollar Industry	49
Niche Selection	53
Secure Your Domain	56
Creating Your Brand Presence	59
Chapter 4: The Wizard Behind E-commerce	63
Technology Turns Any Newbie Into A Store Owner	63
Conor's Story	65
Comparing The Two Industry-Leading Technologies	66
Shopify Tutorial	71
Processing Credit Cards	90
The Power of PayPal	91
Chapter 5: The Inventory Arbitrage	94
Inventory? No Way!	94
Inventory Arbitrage	97
Access To Millions Of Pieces Of Inventory	100

Sell Branded Goods	104
The Pricing Formula	106
Configuring Your Shipping	107
Chapter 6: “Build It and They Will Come” Is False	109
What’s In It for Me?	109
Why A Times Square Lease Is So Expensive.....	113
The Importance of Traffic	115
The 3 Ways of Getting Traffic	116
Chapter 7: The Magical Alignment of Your Buyers	127
The #1 Platform For Retailers—Facebook.....	127
Stalking On Facebook	130
Define Your First Plan Of Action On Facebook.....	134
Facebook Ads—The Easy Way	139
Chapter 8: Scaling Up to Multi-Millions.....	152
My \$10 Million Story	152
Scaling Up with Emails	155
Instant Investors (PayPal Working Capital).....	161
Strengthening Your Brand	163
Diversifying Your Product Line	165
What’s Next? Rinse & Repeat	168
Final Thoughts	171

Introduction

The Golden Age of Entrepreneurship

IF YOU HAVE PICKED UP this book, it's more than likely that you identify — or would like to identify — as an entrepreneur. You didn't grab this book by accident; you're destined for this journey.

With this book in hand, nothing can hold you back. You are going to learn how to master the three concepts that will catapult you to the success you deserve: Opportunity, Knowledge, and Execution. Once you master these, you will almost effortlessly become the highly successful, financially independent entrepreneur you were meant to be.

*A pessimist sees the difficulty in every opportunity;
an optimist sees the opportunity in every difficulty.*

— Winston S. Churchill

The first piece of the puzzle is Opportunity. No matter where you live or what you do, remember that we are all surrounded by opportunities on a daily basis. According to a recent article in Forbes, there are almost 28 million small businesses in the United States alone. Over 22 million of these businesses are made up of self-employed individuals with no payroll or employees.

When most people think about launching a small business, their minds naturally gravitate toward the idea of "traditional" small businesses. The truth is that 52% of small businesses are home-based - and a whopping 15 million people have a business.

What's even more intriguing is that approximately 543,000 new businesses are started every single month! The technological advances we have experienced in the 21st century provide us, as entrepreneurs, with far more opportunities than ever before. Why? Because the world as a whole is now a single market.

This means that entrepreneurs can now think about opportunity on a global scale from Day One, yet they can start locally. This approach, popularly known as "globalization," means that you can design and deliver global solutions that have relevance to every local market you plan to target. Look at a social media platform like Instagram, for example. There are many people around the world making a fortune

simply by posting pictures online. That's it. All they are doing is posting pictures online, and big brands are fighting to find them and have them endorse their products.

Why? Because these Instagram (or YouTube) superstars are a "face" that their buyers will recognize... and as you know, recognition means money and sales. Lots of it.

The concept is simple: Take pictures, get thousands of followers, and make money. That's why it's called an opportunity.



With today's key social media platforms, an entrepreneur can create a product, build a reputable brand, and grow a new business. You can now do all this with very low upfront costs and a high level of interactivity with potential clients and customers. This was never before possible. These social media platforms provide communication, mobilization, and location-based services.

Another opportunity that can be just as profitable is to create your own website. You may be thinking, "Sure, a website would be awesome, but it's too hard to get started and to convert it into something financially viable."

While it might seem overwhelming, in this book I am going to prove to you how you can become a very profitable businessperson simply by creating a website.

Regardless of your niche, the cost of entry for a startup is at an all-time low. A few years ago, I created a website for e-commerce that easily required a million dollar investment. Today, however, you can create a website for next to nothing and be on your way. And if you want to expand things a little further, smartphone applications can be built for less than \$10k. That means you can invest in your own business with no need for an outside investor!

What does all of this mean?

Well, if you are ready to get out of the 9 to 5 grind, become a highly successful entrepreneur, and embrace financial freedom, then this book is for you.

This book will provide you with the insider information that you can utilize to make that goal a reality. But please, please read this book to the very end and take each and every action I ask of you. This is imperative to your success because this book is based on proven blueprints and strategies that you can copy and use to create your own profitable business, right out of the gate!

Now, I'm not guaranteeing that you are going to start making six figures, seven figures, or even eight figures a year. What I can guarantee is that if you take action and execute every single step within this book, you will become a very successful entrepreneur.

It all goes back to the global market I mentioned earlier in this chapter. With the world now a single market, all you need to start this journey to success is access to a laptop and the internet. That's it.

With access to a laptop and the internet, your area of opportunity includes not only the potential of your local market; your opportunity is truly global. That's right. As a successful entrepreneur, you can reach a global market and work from anywhere you want: your home office, your living room, or even your neighborhood coffee shop!

It's all about opportunity, and in today's world, opportunity is only going to become more available. Think about it. Ten years ago, if you were going to quit your 9 to 5 job to become an entrepreneur, you would have had a very difficult time. For many individuals it was nearly impossible.

You're Invited!

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That I Used To Build My Multimillion-Dollar Businesses.**

PLUS I'll Show You A Powerful Tool You Can Use To Build Your Business In Just 17 Minutes! No Technical Skills Required! You'll Definitely Want To Show Up LIVE Because There May Not Be Replays.

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Jobs weren't the same even ten years ago, and as I write this in 2016, I am confident that things will have changed even more in another decade. It's very likely that 30% of the jobs that exist in today's economy will slowly disappear, and the new generation will be offered an entirely new world of opportunity. And our grandchildren? They will have jobs that we never imagined would exist because opportunity will continue to increase.

Because opportunity continually increases, you can invest a small amount right now to start building a profitable business. In this book, I am going to share with you a specific strategy that will show you how to turn a one hundred dollar bill into a profitable business.

You might be thinking, "Well, this is basically geared toward millennials and Generation Y; young kids who can embrace technology and really understand the new languages being used on the internet." This is entirely incorrect - a false mentality that many people have. It's also the same mentality that quite often deters success!

The truth is that Baby Boomers are joining the fun in record numbers. The percentage of Baby Boomer entrepreneurs who have started a business grew from 14.3% in 1996 to 23.4% last year. In fact, in every one of the past 15 years, Boomers between the ages of 55 and 64 have had a higher rate of entrepreneurial activity than Generation Y - and every year the number of Baby Boomers starting their own businesses grows dramatically.

In this book, my strategy and blueprint will work whether you have any knowledge or experience. What I'm sharing with you is easy, and the opportunity is massive. In fact, the opportunity I'm about to show you in this book will be worth half a trillion dollars by 2019. Even 0.000001% of that is still a six-figure business. That is like earning what a doctor earns every year.

You now understand that opportunity is all around you, and that this book is also an opportunity. However, in order for you to embrace this or any opportunity in the future, you need to have the second concept in line: Knowledge.

***The greatest enemy of knowledge is not ignorance,
it is the illusion of knowledge.***

– Stephen Hawking

Here in the 21st century, we are surrounded by knowledge. It is no longer necessary to grab the trusty Encyclopedia Britannica to become knowledgeable about a particular topic. Today, all we need to do is log on to a computer, jump on the worldwide web, type in

www.google.com, and learn. The wealth of information on the internet is enormous, and you can use it to apply new knowledge, learn a new skill set, and take one step closer to becoming a successful entrepreneur.

Without the internet, you would either

- a) Have to go to school, or
- b) Pay a fortune for a mentor who would show you exactly what you need to do to become a success.

Because we now have much easier access to information, you have many opportunities to obtain knowledge, including information from a Google search or from attending a live

webinar. Webinars are great tools which provide you with targeted knowledge in one convenient place. All you have to do is attend the webinar, listen to the training, and bam! You are all the wiser.

Taking knowledge to the next level, consider all the various colleges and universities that offer web-based learning. Depending on the course or degree you pursue, there is usually no need to travel or even go to a facility to learn. Instead, you just log in to a virtual classroom from the comfort of your own home.

No matter what niche or industry interests you, it is important to start gaining knowledge; in your case this means acquiring knowledge on how to build an online business. In short, start local and go global. The knowledge that you are going to gain in this book will provide you with every tool you will need to make it happen.

Here's your chance to gain more knowledge in my Free 2-Part Online Workshop Series.

FREE 2-Part Online Workshop

Learn How I Launch A REAL Business Using The 5-Step System
in Just 17 Minutes. Register Your Free Seat Now!

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However, if you don't embrace this knowledge, you will never be successful. The more knowledgeable you become, the more successful you will be in the long run.

Speaking of success, I'd like to share a story about a friend of mine, Dan Dasilva. Dan is someone who remained focused and executed a plan of action that worked. He saw an opportunity, gained the knowledge he needed to succeed, and now generates six to seven figures per year.

Dan is no different and no better than you. This can be your reality.

Dan was a young kid when I first met him at a private, invitation-only mastermind group. Even though he was only in his twenties, his knowledge base surpassed that of many people I knew. What's more, he saw an opportunity, and without hesitation, he turned that opportunity into a business. And when he first started that business, he had zero knowledge. He didn't even know such opportunity existed!

Dan was the type of guy you didn't want your kids hanging out with. To some, he might have been coined one of the "bad guys;" he'd experienced a very underprivileged time in his life. But that rough time motivated him to make a change - and to succeed as an entrepreneur.

He was one of those kids who moved out when he was around 17 years old. He started selling drugs and rolled with the wrong crowd. Years passed without him seeing his family. In a way, the people in the streets and in the life he was leading became his surrogate family.

That is, until the day his life changed forever.

One day, he was in his apartment when he heard a knock at the door. When he opened the door, he was snatched up, arrested by nine police officers, and taken to the police station. There he was processed and put behind bars. In his mind, this was the end of the road.

But someone posted his bail.

A police officer walked up to his cell, unlocked the heavy iron door, and said, "You can go now." Dan was in confused shock when he learned that his parents, who he hadn't seen in years, had just paid \$75,000 to bail him out. When he walked around the corner and into the lobby of the police station, his parents said, "Our doors are always open for you."

With that, Dan's life changed forever. Not only did he move back in with his parents, they gave him a lump sum of money to start working on something new because he wasn't able to go to school. Knowing that his parents paid such a large amount of money to bail him out of jail, he wanted to do something that would provide him with a high return in a very short period of time.

So what did he do?

He logged onto Google and started to research opportunities, gaining knowledge and a new set of skills. It was then that he found an opportunity that changed everything: the exact opportunity that I am about to show you within the pages of this book.

Since taking advantage of this opportunity, Dan has launched six- and seven-figure businesses. He was able to pay back all the debt he owed his family, and he even paid for his family members' living expenses. He was someone who did all of the above, based on the opportunity he found and the knowledge he gained.

Dan didn't just acquire the knowledge; he executed it! And Execution is the third item we will discuss in this book; it is one of the most important pieces of the puzzle leading to your success.

Why? Consider this: Even if you are surrounded by a wealth of knowledge and multiple opportunities, they are worthless if you don't execute them. You need to focus and execute. While you're reading this book, for example, I want you to execute everything I ask you to execute. Don't just read the words on the page. Apply what you learn.

This is how you will get from zero to success on the internet. Follow my book step-by-step and you will have the ability to create a six- to seven-figure business and to live the life of which you have always dreamed.

All I ask is that you give up your TV time and spend at least one hour per day applying what I show you in this book. If you do that and follow my lead, you will gradually succeed. Without opportunity, knowledge, and execution you cannot have a successful business.

As you move on to Chapter 1 of this book, I want you to promise me that you are going to execute every single step I show you. That way, I can help you launch and build a profitable business that puts you on the path to becoming the successful entrepreneur you were meant to be.

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Chapter 1: The 30,000 Foot Overview

Turn A Hundred Dollars Into A Profitable E-Commerce Business

SAY WHAT? Yes, you read that correctly. By the end of this book, I am going to show you just how you can successfully turn a \$100 bill into an e-commerce business of which you can be proud.

Not only that, but the business you create will flourish once you have learned how to embrace the opportunity, implement the knowledge you have learned, and execute it accordingly.

It's all part of the money-making puzzle I mentioned in Chapter 1. Throughout the rest of this book, you will have the opportunity to make micro-investments, each of which will help bring you one step closer to your end-game of becoming a financially free, successful entrepreneur.

Now, when I say "micro," I mean just that. You can invest \$10 at a time. Everything combined will be less than one hundred dollars. By the time you finish investing that hundred dollars, I can virtually guarantee you will have your e-commerce business up and running.

Still don't believe me? Take out a piece of paper and write down the amount of money I ask you to invest. By the end of the book, you will see that you have invested less than \$100. Think about that for a second. For less than the cost of your monthly cable bill, you can launch your new business. Madness right? Well, it's madness that you will soon learn how to monetize and take to the bank.

Over a decade ago, it was basically impossible to invest that kind of money and have a business. Instead, you'd be spending hundreds, if not thousands, before even seeing your first customer. And forget about an online business. It used to cost a fortune to have your own simple box-focused website, let alone an e-commerce business. A simple website could cost \$100,000 easily,. Just imagine how much it would cost to develop an e-commerce site; upwards of one million dollars!

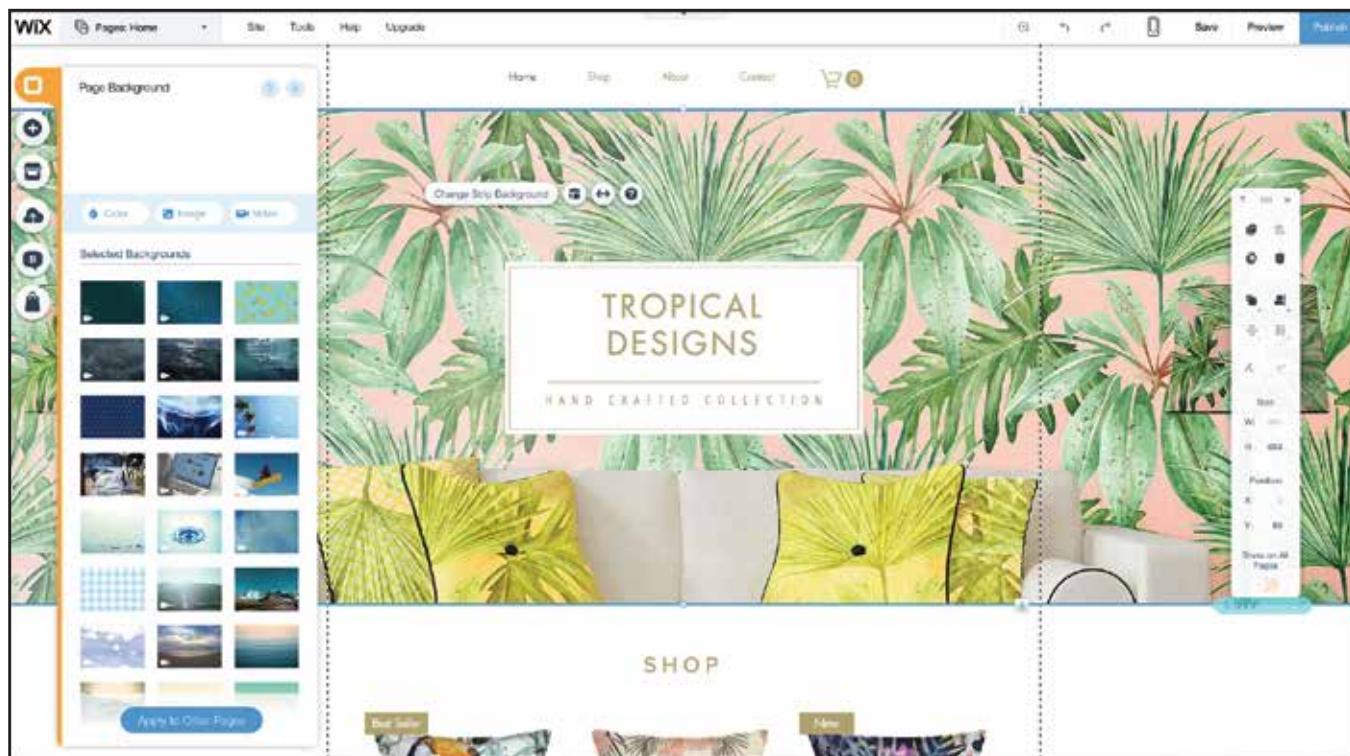
This is not an exaggeration!

During that time, many people decided to learn how to create websites themselves in hopes of saving some money. But it took years to learn how to implement a solid design, code the site, and program it to be functional. Back then, coding and programming involved a lot of confusing aspects: adding the code to NotePad and then utilizing something called Netscape Communicator to view the success of the code, which almost always never worked (for newbies, anyway).

Thankfully, today you can have that e-commerce business for less than \$100 without having to stress about code or any other technicalities. And that \$100 is chump change in comparison to the millions people used to pay.

When I reflect back on how I started on the internet, I clearly remember it taking me more than two years to learn everything I needed to know to create a website. By the time I was creating websites, I was charging clients tens of thousands of dollars because that was the only way I could create a lucrative business. Back in those days, designers and programmers could make a fortune by creating simple websites. That is not the case today.

Thanks to rapidly-evolving technology, today anyone can create a sleek, functional website for free. You can use platforms like Wix or WordPress to create a website in just a few hours for nothing or next to nothing! You don't need to invest a fortune.



You can launch an e-commerce business for under \$100 and I am going to show you how.

Now, in order for you to turn that website into serious profit, there is a five-step system that you will need to follow, one that can help you go from zero to profit in no time at all. This concept is essentially why I decided to call this book Starting from Zero.

What's great about my Five-Step System to Success is that you don't need any prior knowledge or experience. I am going to hold your hand and guide you all the way through each step. All you need is a desire to succeed and you will be on your way to generating the profitable business you have been dreaming about for years.

In this chapter, I am going to briefly discuss these five steps and how they work. Later in the book, I will go into depth on each step so that you can become a master of executing this blueprint and launching your profitable e-commerce business.

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A Brief Summary of the Five-Step System to Success



Step 1: A Website Store Is a Must

Some people find this step intimidating because they believe that they don't have enough knowledge or experience to create a website. If this doubt has popped into your mind, remember that we are in a technologically driven era which offers you a million and one ways to make this happen. As I mentioned earlier in this book, I am going to show you specific technology that you can use to create your own e-commerce website in no time at all and with little investment.

In fact, you don't need to have any knowledge about programming or design. All you need is a computer, access to the internet, and the ability to type in some words or copy and paste. If you can manage that, you will have your website up and running by the end of this book. Better yet, you will become a master at building these websites. The sky is the limit.

Step 2: Inventory

Once you have traffic and your website, you will need inventory. After all, an e-commerce website without inventory is like a bird without feathers: You'll get nowhere, fast.

To be more specific, you need what I call Inventory Arbitrage. I am going to show you how to gain access to millions of products without spending tons of dough. In fact, I will show you how to gain access to these products with zero capital. Yes, for free.

I'm going to share the secret that has made it possible for me to build online market-places with hundreds and thousands of products - products that I have never actually seen in person. In Chapter 5 of this book, I am going to guide you through the process of this very unique strategy. I will also give you complete access to millions of products, including top brands like NFL and NBA products and more. This winning blue-print will be yours later on in this book.

Step 3: Traffic Makes Perfect

No matter what your background is, you probably understand the importance of website visitors. Without visitor traffic, you have nothing, so the first thing you need to know is how to attract visitors to your website. And not just any website visitors; what you want and need is targeted website traffic made up of people who are actively interested in and looking for what you are offering.

If you have high-quality (targeted) visitors, you will make more money. It is as simple as that. Later in this book, I will share a strategy of mine that you can utilize to access billions of visitors and direct them to your website. Obviously, without visitors your website won't generate a profit. That's why Step 1 - setting up a website store - plays a critical role in my 5-Step System to Success.

Step 4: The Profit Multiplier

Leveraging your traffic and inventory is key when it comes to your website making more money and growing exponentially. In this step, I will share with you the specific strategies that have elevated my brands and multiplied my profits time and time again.

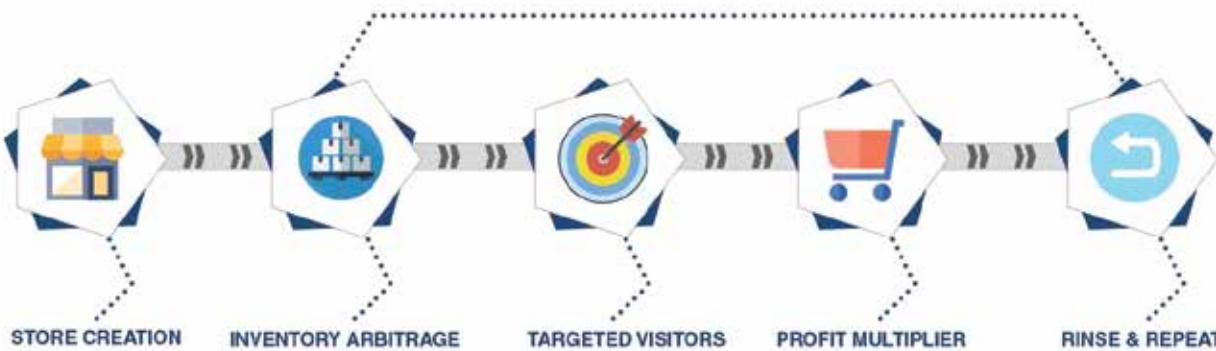
Step 5: Rinse and Repeat

The title of Step 5 likely speaks for itself, but once you have mastered Step 4, it will be time to repeat the process. There is no limit to the number of stores you can create and how many products you can sell. After you do this, you can generate more targeted traffic.

To be more specific, I am going to share a few vital points with specifics on what to watch for when you are rinsing and repeating. Like anything, there are pitfalls that you may stumble upon which will cost you more money than your profits are generating. However, this rinse and repeat step is an important key to success.

Why? Because creating multiple streams of income means serious money-making potential. Imagine if you have five different e-commerce businesses which each generate ten thousand dollars a month. That equals fifty thousand dollars a month in profits, profits that are entirely reachable if you follow my system.

5-Step System To Success



Just think. In only a few months' time, you could be the owner of a half-a-million dollar business.

Throughout the rest of this book, I am going to lay out the entire blueprint on how I use this Five Step System to Success to generate a profitable e-commerce store starting with less than \$100. In the pages that follow, I will prove to you that you can do this, and that everything I talk about in this book will soon be your reality - if you execute everything I share to make it happen.

But before we go deeper and discuss these blueprints, I would like to share some of my story with you, including how I started out and how I became a successful entrepreneur after discovering this extremely powerful system. It's important that we connect on this level, so you can see that there really isn't much difference between you and me.

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Rags to Riches: From Restaurant Dishwasher to CEO

Unlike many other entrepreneurs I have met, I wasn't born with a silver spoon in my mouth. In fact, I was raised with two brothers in a low-income family, well below "average."

My dad was in Hong Kong to focus on his career. Every month he would deposit a small lump sum into my mom's bank account. And when I say small, I mean that my mom had to work day and night, sometimes at two or more jobs, to keep enough food on the table for three growing boys.

To this day, I remember my mom always calculating how much money she had so she could afford to raise three kids. Deep down, it pains me to know how much she struggled, but the struggle we felt as a family is what put a massive fire under me to succeed.

As a kid, I was very motivated to become successful. I was determined to do well in school and get a degree so I could get a professional job and take the financial burden off my mother. I needed to take care of her, just as she took care of my brothers and me.

But it was a long road.

When I moved from Hong Kong to Canada, English became my second language. I worked hard to learn English but I didn't do well in school. This quickly squashed my dreams of becoming an educated success story.

No matter how I tried to look at it, I felt like the odd man out. In 12th grade I was unsure whether or not I would graduate. I was in a full panic the day I got my report card, and even more petrified when I opened that envelope.

It was bad.

I received a 51% in math and English, one percent away from having to repeat my senior year again. If I had a 50% it would have been over; no college or university for me. Well, at least not for another year.

Even with that passing 51%, my dreams were shattered. I felt like a failure, but I still needed to make an income to take the heavy financial burden off my mother's shoulders.

The first job I took was as a dishwasher in a restaurant. I didn't like the job, but it was the only job I could get. With my physical appearance (young, short Asian kid), many places wouldn't even hire me.

That probably sounds crazy, but it's the truth. Even McDonald's, of all places, wouldn't hire me! I put an application in at McDonald's and felt confident I would receive a call for an interview, but there was nothing. I never even got a call back.

I was forced to count on my closest friends for a referral at an Asian-owned Japanese restaurant, but not without having yet another traumatic experience. Even with the referral, the restaurant manager barely hired me!

I remember the interview like it was yesterday. It wasn't your standard pleasant job interview; it was actually quite uncomfortable. At first, I stood there with my head hanging low, looking like a lost puppy. But just as the manager was about to turn and leave, I mustered some courage and said, "Please! Please just give me a shot! I won't let you down."

I was tired of feeling like a failure. I wanted to prove myself to the manager and to my family. I think the manager realized how desperate I was for work because he turned to me and said, "All I have is a dishwasher position." My eyes lit up - not because I wanted to be a dishwasher, but because I needed to make some money so I could stop being a burden on my mother. With a job like that, I knew that I could also find other ways to make money.

I took the job but I couldn't help asking myself, "Is this how I'm going to live for the rest of my life? As a dishwasher? A waiter? Am I going to work at a restaurant for the rest of my life?"

I knew I couldn't. I knew I needed to do something different, something that would be fulfilling, yet something that would also make a lot of money. So, while I stood there washing dishes day after day, my mind would drift to imagine something better. I knew that sometime soon I would get out of that job and do something else.

Now, I don't really believe in the Law of Attraction or anything like that, but every single day I held the thought of doing something else close in my mind. It was powerful enough for me to believe it - and one day it happened. I was getting home from work and a friend of mine approached me, saying, "Hey, I want you to come to my friend's house and see what he's doing. He's creating a massive business on the internet."

He's what?

I was floored. I was excited and interested in learning more, so we went over to his house. The moment we entered, I could feel the success. He had MacBooks, iMacs, and many books scattered across his table. I learned that he had built a six-figure

what he had been doing.

Once we sat down in his living room, the guy told me how he started making tons of money writing eBooks on how to sleep better. What? I was extremely surprised that someone could make that much money writing eBooks, but I knew it had to be true.

Just the idea of becoming successful like that made me very excited. I asked him tons of questions and wanted him to share everything he knew with me. After all, knowledge is power, right? If you educate yourself, the sky is the limit. Fortunately, after a long discussion he said, "Fred, I see something special in you. That's why I want to give you this \$5,000 course I bought on the internet, so you can learn."

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That was the first day of the rest of my life, the beginning of it all. It's a day I will never, ever forget.

I got the package, went home, and immediately started taking notes and gaining knowledge on how to create a business online. A week later that same friend-of-a-friend asked me if I wanted to work for him. Without missing a beat, I said, "Yes, of course!" From that moment on, I was taken under his wing. I started working on an internet-based business and he became my mentor.

Since much of what he did had to do with creating eBooks, I had this idea of writing an eBook on how to grow tomatoes. After the eBook was written, my task was to drive the business forward, to drive targeted traffic to the website.

At that point, I was working day and night. I kept my dishwashing job to ensure that I still had an income, but in a very short period of time we managed to scale that tomato-growing

business to six figures! Despite all my work, I was stunned by this success and became even more motivated.

Several years later my internet marketing boss asked me, "Hey, do you want to get involved in an e-commerce business I'm about to create?" Again, I agreed right away, and he became my business partner.

Together, in 2008, we managed to scale an e-commerce business to \$4.6 million in a matter of just four months! The business, dedicated to selling gas reformulators, reached

unbelievable sales. Of course, back in 2008, gas prices had skyrocketed, so we just rode the wave. We built a massive business and spent tons of money traveling around and enjoying life. We also invested money left, right, and center to expand what we had created.

To me, it was like magic.

One sunny day, an auditor came in to look at our financial books. We thought we were good. We figured the auditor was just there to ensure that we were financially healthy. But within that few short hours, after people had been running around shuffling paperwork and looking for information, dark storm clouds gathered quickly.

"You guys owe a lot of money to people," the auditor said with a sigh.

We started to tremble. "We just created a \$4.6 million company," I said, "and you're telling us we're in debt and losing money?" We simply couldn't believe it.

A couple of days later our bank called us and said that they were shutting down our merchant account and that we would no longer be able to use our credit cards.

Overnight, we lost everything for which we had worked so hard. The business collapsed and we had to let the entire staff go. As you can imagine, I went into a state of depression. I had no idea what just happened. To top it all off, I had to go back to bussing tables at the Japanese restaurant just to keep my head above water.

It felt like the end of the world, or at least the end of my entrepreneurship. I kept replaying what happened in my head over and over again. It was on repeat and I just couldn't figure it out. How did that just happen? Everything had been perfect, so how did we lose everything overnight?

I just couldn't understand.

Through those repetitive thoughts, I built a three-step system, the precursor to the 5-Step System I am about to share with you in this book. The first step was to drive an insane amount of targeted visitors or traffic to any website. The second step was to create a website, and the third steps was the inventory arbitrage.



Looking back on things, I realize that the business was able to scale at such lightning speed because of our ability to create inventory arbitrage. We didn't hold any inventory. Instead, we used inventory arbitrage and started building this multi-million dollar business.

But I realized that while we built a really great business with those three steps, something important was missing.

So instead of moaning and wallowing failure, I took that failure to another level. I started looking at my failure and saw what I did wrong. I also figured out what had happened with my previous business, and this provided me with some crucial knowledge on other aspects of entrepreneurship.

My new knowledge became the building blocks of starting a new business. A solid foundation.

Through that experience, I realized that there were two missing steps we had needed to sustain our business: the profit-multiplier step and my favorite, the rinse and repeat step.

So I started fresh. My business partner came back to me and said, "Fred, let's build another business together." And we did.

This time we applied the first three steps and added the two missing steps mentioned above. In a short period of time - about four years - we built a \$10 million empire.

Throughout the process, I had many other businesses that earned well over six to seven figures, and all of them followed my 5-Step System. In fact, throughout the entire process of building the business, I perfected our system, ensuring that it remained on point and airtight.

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After a couple years, I decided to put everything I learned into a course, teaching students how to use my 5-Step System to create an online business. Most of my students have

experienced some incredible results, expanding their e-commerce businesses to six-figures - but not without reading the entire book from start to finish. If you ask any one of my students, they will tell you not just to read this book, but to execute the system and to become immersed in the process.

Executing everything you read and learn throughout this book will allow you to build a very profitable e-commerce business online, becoming a financially free and highly successful entrepreneur.

Before we dive into this system, I want to share some information with you about the retail world. Even though your business will be online, it is still important for you to understand the retail industry and our economy so you can spark an actual opportunity. I will talk about this in more detail in the next chapter.

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Chapter 2: Your Opportunity Within The Falling Empire Of Retailers

Retail Is Going Downhill

RETAIL IS NOT WHAT IT ONCE WAS. Walmart, Target, Sears, Gap, and many large retail outlets have announced the closure of hundreds of stores globally. Like the fall of the Roman Empire, the brick-and-mortar retailer industry is currently crashing down around us. What we have seen so far is just the beginning. According to a March 2016 article in Investor's Business Daily, Office Depot shed 181 stores; Walgreens Boots Alliance lost 57 stores; Coach lost 45; and BB, a well-known clothing brand, shut down 60 stores. Even the retail giant Walmart, which generated over \$482 billion in business in 2015 alone, announced in January 2016 that they too would be closing down 269 stores across the globe.

What's the deal?

What is going on to make these retail giants - stores we have relied upon for decades - close more and more stores every year?

For one, the cost of employees, real estate, and inventory are increasing year after year. These increasing overhead costs are sabotaging brick-and-mortar retailers. The more their costs rise, the more vulnerable they are.

But the destruction of traditional retail brands goes deeper than just expenses. Rising overhead cost is only one of the problems for these companies. The real issue for them is the global trend of consumers purchasing from online retailers. This is what we call e-commerce.

While major retailers watch their sales plummet and are forced to shutter stores, online retail sales continue to sky rocket. It truly is unfortunate that many of these brick-and-mortar retailers are laying off employees. (If you work for a retail chain, I would suggest that you either find a new job or start wearing a new hat: the hat of entrepreneurship.)

Even so, not all major retailers are giving up!

Many are catching on and shifting their focus to e-commerce. Every single major retailer is now investing money and infrastructure into e-commerce because it is the reality of retail in the 21st century.

In fact, e-commerce continues to grow exponentially. According to Business Insider, retail giant Target is now focusing heavily on online sales. Originally, Target had planned to expand their presence in Canada. They mistakenly thought they could gain market share and increase sales by expanding into another country. In less than one year after opening, every single Canadian Target store was forced to close,

leaving empty stores all over Canada and causing the layoff of thousands of employees.

Why? Consumers are now geared toward purchasing online.

Let's face reality. People are becoming more comfortable with shopping online. Why leave home when you can do so much on your smartphone or laptop? You can compare prices online. You can find product reviews online. You can find similar products online. There are just so many reasons a consumer would rather shop online. In fact, many stores, such as Best Buy, have a lot of deals that are exclusive to online sales only.

This is where the trend is going. It is the reality of retail right now. And this is where opportunity comes into play - for the big guys, yes, but there is also a huge opportunity for you. Consumers are now confident enough to take out their credit card, enter that magical 16-digit number on their computer, tablet, or phone, and make a purchase.

Best of all, this online shopping trend gives you an enormous advantage!

Unlike large retailers, you have few, if any, overhead costs when operating an online retail store, also known as an e-commerce website. If you apply the 5-Step System laid out in this book, it will allow you to start raking in your piece of the pie from the half-a-trillion dollar retail industry.



Now, I know what you're thinking. It seems impossible to create a successful e-commerce store and sell retail products while large retailers are announcing closures all over the world. But don't let that blind you to what's really happening! Right now, everyone is purchasing online. In fact, consumers are more confident than ever to buy whatever they want through the internet. This is thanks to Amazon. Amazon has revolutionized the online retail industry, and retail sales overall! It has forever changed the way consumers buy products.

Amazon Revolutionized Retail

Yes, I am raving about Amazon. They have accomplished what no other company has in the history of retail. While many large retailers are suffering from the inevitable change in

consumer purchasing behavior, Amazon has taken retailing to greater heights. According to an article on investors.com, Ken Perkins, president of Amazon's Retail Metric, recently said, "I don't think many traditional retail CEOs would say publicly, 'Amazon is eating our lunch.'"

Over a decade ago, Amazon was just an online bookstore. That's it! Can you believe the biggest online retailer in the world got its start as a humble little platform for authors to self-publish their books online?

This is one way Amazon has affected retail for quite some time. Physical bookstores are now having a difficult time because people are geared toward buying books online. Next, Amazon expanded its operations to music and DVDs, and it saw an increase in sales simply by expanding its product line.

Today, of course, Amazon is a full e-commerce platform, selling everything - and I do mean everything - from pet accessories to watches to baby diapers and even groceries.

Most astonishing of all: Amazon has now surpassed Walmart in total revenue per year!

Yes, really!

As you may recall, I mentioned that Walmart generated over \$482 billion in sales in 2015, but Amazon has now pummeled the big box retailer. It seems Amazon is serious about living up to its mission statement, which essentially says that it will be the utmost customer-centric company, where customers can buy anything they want online.

This is the very reason why Amazon invests an unprecedented amount into revolutionizing the way people buy: They have introduced Amazon Prime, AmazonFresh, and one-click Buy buttons. All of these have changed the way consumers spend their money, allowing them to use their credit card on a laptop, desktop, tablet, or mobile smartphone.

The screenshot shows the Amazon Fresh homepage. At the top, there's a search bar with 'Amazon Fresh' and a magnifying glass icon. To the right of the search bar are links for 'HOLIDAY TOY LIST' and 'Sponsored by Skylanders Imaginators'. Below the search bar, there are account links for 'Hello, Sign In' and 'Your Account', along with 'Try Prime', 'Lists', and a shopping cart icon with a '0'.

The main navigation bar has categories like 'fresh', 'Groceries', 'Household, Health & Beauty', 'Local Market', 'Past Purchases', and 'Fresh Deals'. Below this, there are several product categories with icons: Household & Cleaning, Pet Care, Beauty & Grooming, Health & Wellness, Laundry, Paper & Plastic, Drugstore, and Baby.

A sidebar on the left lists 'Related categories' such as Prepared Foods, Vans, and various food items like Appetizers & Snacks, Bread & Dough, Breakfast Foods, Desserts & Toppings, Fruit, Ice Cream & Novelties, Juice, Meals & Entrees, Meat Substitutes, Meats, Pasta & Sauces, Pizza, Potatoes & Onion Rings, Seafood, and Vegetables.

The main content area features a banner with the text 'Gooey, flaky, and delicious' over an image of pizza rolls. Below the banner, a section titled 'Everybody loves pizza' shows five products from Totino's:

Product	Description	Price	Rating	Availability
Totino's Pizza Rolls, Triple Cheese	Totino's, Pizza Rolls, Cheese, 44.5 oz	\$3.86 fresh	★★★★★ (1)	Exclusively for Prime Fresh members
Totino's, Pizza Rolls, Cheese	Totino's, Pizza Rolls, Cheese, 44.5 oz	\$7.70 fresh	★★★★★ (1)	Exclusively for Prime Fresh members
Totino's, Pizza, Three Cheese	Totino's, Pizza, Three Cheese, 9.8 oz	\$1.29 fresh	★★★★★ (1)	Exclusively for Prime Fresh members
Totino's Party Pizza, Bacon and...	Totino's Party Pizza, Bacon and... Totino's Party Pizza, Bacon and...	\$1.35 fresh	★★★★★ (1)	Exclusively for Prime Fresh members
Totino's Pepperoni Party Pizza Pack	Totino's Pepperoni Party Pizza Pack	\$4.95 fresh	★★★★★ (1)	Exclusively for Prime Fresh members

When I was a kid and the internet didn't exist, I would never have imagined people would put their credit cards through a computer, let alone a mobile phone. If you're like me, I bet you've had the same thought. Not only that, but I bet there was a time, not long ago, when you weren't comfortable entering your credit card number on a computer.

Guess what? Everything has changed! Online retail has evolved. People are now more than willing to spend money with their credit cards on a computer and even on a mobile phone.

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You and I are not the only people who used to feel uncomfortable providing our credit card numbers online. Most consumers used to feel it was very unsafe to give away personal information. But because Amazon had such an incredible vision of what online retail could be, it was able to create a sea change in the retail industry by giving consumers the confidence to buy online.

This consumer confidence has allowed entrepreneurs like us, the average Joes, to ride the wave of Amazon's creation - the change that Amazon has spent a fortune to make. Online sales are so easy now, it is simply mind-boggling. We can create a website and start selling retail products online. Consumers are not afraid to purchase from us because they now understand that they have security. They can feel safe providing their personal information and entering their 16 credit card numbers on any website.

But Amazon has done so much more than simply putting the online consumer at ease. It has discovered the true magical formula to online retail success: Smart inventory!

Aside from all the innovative technology and infrastructure Amazon has built, there is one thing they do that has blown the traditional retail industry out of the water. I am willing to bet you aren't even aware of it. It has to do with how they structure their inventory - and it is this exact strategy that has helped me create Step 3 of my system: inventory arbitrage.



It is this method of managing inventory that has made Amazon bulletproof, unlike other major retailers. This method is so simple it is almost beautiful in its simplicity. Ready for it?

Amazon doesn't actually own most of the inventory sold on its website.

Instead, Amazon has given the business of keeping inventory to the retailers. How clever is that? It has created a service called Fulfillment by Amazon that allows small

to large enterprise retailers to hold inventory at their locations and fulfill the orders for all the other retailers. So when it comes to keeping inventory, Amazon can wash its hands of the whole thing!

This is where the magic truly lies. I know a lot of people who have leveraged Amazon platforms and used Fulfillment by Amazon to build a seven-figure business, even if they had a small operation and worked from home. And this is just fine for Amazon.

Since everyone is putting their inventory on Amazon, it has allowed Amazon to list all these products on its website. Amazon makes a profit on every single transaction and builds its retail e-commerce business, and because it doesn't have to hold any inventory, it generates cash flow like nothing before.

Believe me, I know how insane that sounds. In Business 101, we learned that inventory is cash. Yet Amazon has been able to build an entire empire with barely any investment in inventory.

Using Walmart as an example, it has to invest millions of dollars in inventory just to open one store. That amount does not even include the cost of real estate or the cost of employees. It's a significant amount of money that Amazon doesn't need to lay out, which means Amazon can invest its cash in places where other brick-and-mortar retailers cannot.

When I learned about this method of doing retail business, I had my "Aha!" moment. This method of doing retail business led me to discover the concept inventory arbitrage. It allowed me to understand that manufacturers and vendors are more than happy to hold inventory for you while you simply focus on selling.

This is the exact strategy I am going to show you. I'm going to lay it all out for you. I will tell you who to work with and how to deal with vendors so that you can have your own e-commerce website just like Amazon, selling thousands or even tens of thousands of products without holding a single one in inventory.

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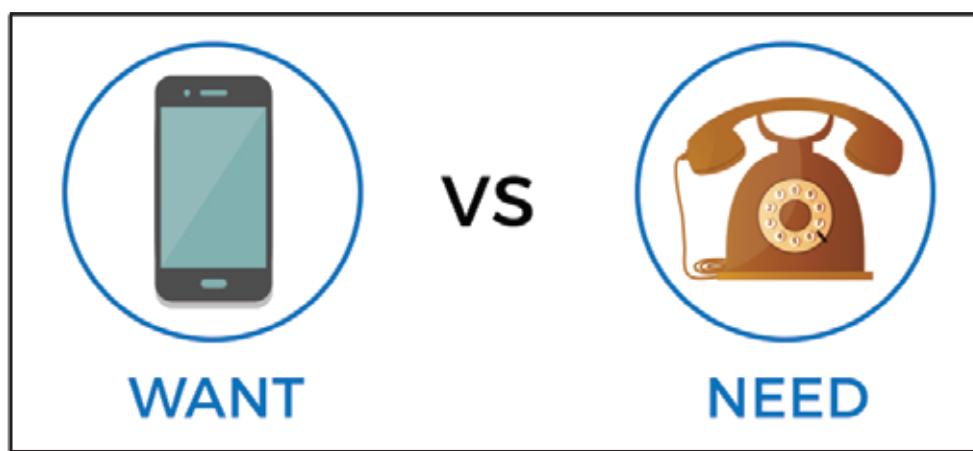
How Retail Is Still Profitable

I said it before, and I'll say it again: You can still make insane profits through retail, specifically through e-commerce. It may sound like a horror story when you hear about retailers shutting down globally and how there is tremendous change happening in the industry, but e-commerce is not only immune to this change, it is the driver of this change.

Still not convinced? Let me share a statistic with you that was put out by eMarketer. In 2013, the U.S. alone accounted for over \$4.53 trillion in retail sales. Yes, you heard that correctly. I said trillion, not billion. They had sales equaling \$4.53 trillion! That's not chump change!

Regardless of what has happened in our economy over the past few years, people will still buy goods. People will still use their hard-earned money to buy the things they want.

This is **very** important. I basically just said, "People buy whatever they want." Right now, your focus is to understand the first rule of buying behavior. The number one factor in a consumer buying an item is that they will buy based on their wants, not their needs.



You are not going to sell groceries or diapers because those things are based on need. When you sell based on need, you can never create a highly profitable business. You will be restricted by the cost of living, the amount of goods actually needed, and changes in the economy.

The bottom line is people buy based on their desires and their wants. Look at it this way. You need to buy a car because you need to get from point A to point B. But any old car will do, right? You could open up a newspaper right now and buy any old piece of junk for a couple hundred bucks. This car will fulfill your need because all you are trying to do is get from point A to point B.

But here's the thing...

People won't buy that piece of junk for a couple hundred bucks. Why? Because they don't want it. People buy based on wants. They want the nicest BMW. They want the nicest Mercedes. They want a Ferrari. All these luxury cars are based on wants.

Luxury brands are all based on wants.

Now, for all you women out there, I'm going to use another analogy. You need a purse, right? You need a purse in which to put your wallet. You need a purse in which to put your makeup. You need a purse in which to put your keys. But why don't you just use a plastic bag? Or maybe one of those reusable shopping bags? Why not use a fanny pack?

Because you don't want those things!

Why does everyone want a Louis Vuitton bag? Why does everyone want a Gucci? It's because people buy based on wants. This is how luxury brands are able to sell you a product that costs you thousands, but costs them less than \$30 or \$40 to make. Vuitton and Gucci can do this because they have created a want.

They make you want it!

As an e-commerce entrepreneur, your job is to find and sell products that people will buy based on their wants. The key is to buy these items for a low price and sell them at a high price. If you can find a low-supply product and a high-demand market, you are almost guaranteed to make insane profits right from the start.

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Let's put this in a different way. Do you play games? Why? Because you like games and you want to play them. People don't need to play games. They want to play games.

The game Angry Birds is the perfect example. A company that took the simple concept of having birds catapulted through the air to kill pigs is now worth billions of dollars because people want to play the game. That's how companies are able to make a tremendous impact. It's how companies are able to profit. They sell products at a high cost while investing a low amount of money per unit.

Simple, right?

But you also absolutely have to understand another critical fact...

Although the multi-trillion dollar industry is very lucrative, many people will still fall into the trap of following the old-fashioned retail method, which poses a great threat of failure. If you follow the old retail method, you will either lose a lot of money or you will stress out like never before. At this point in history, there is a stress-free, modern method you can use to profit from retail. This method does not require any knowledge or experience - and you can have your business up and running in just a few weeks.

Get ready.

I'm about to share this modern retailing method with you. I want to be sure you fully understand this method so you do not fall into the old-fashioned method.

I want you to succeed!

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The Old-Fashioned Retail Method VS. The Modern Method

Capital. It's the word new business owners fear the most. It's the first word that comes to mind when people are introduced to the idea of opening a retail business.

After all, to start a business you need a large amount of capital to invest in your triple net and your monthly lease. You have to invest in your inventory. You have to invest in your point of sale system. You have to invest in employees. You have to have a substantial amount of cash flow just to keep the business running on a day-to-day basis.

Let's break this down further.



In the old days, in order to start a business you would first have to find a real estate agent. Then you would have to go out, find, and buy or rent a perfectly located retail space. Then you would have to invest in renovating and decorating your store. You would then have to start dealing with every single vendor for whom you wanted to carry products.

Once you had all this in place, you would then have to find the capital to invest in inventory. This basically meant walking into a bank and asking for a loan. Finally, you had to find your new team members by advertising.

Starting a retail business used to be a massive undertaking. The amount of risk involved was substantial because you were not guaranteed that you were going to have any profit the minute you opened up that retail store.

When you open a brick and mortar retail store, you are never guaranteed that people are going to walk through your doors, pick up the products you are selling, go to the cashier, and give you their money. There is just no guarantee. When you are following the old-fashioned retail method, you have to spend a ton of money just to prepare for your opening - all without knowing whether you will succeed.

And time is money. You will be spending an enormous amount of time getting your old-fashioned retail store off the ground. It will take you at least six months to a year to get started.

So you aren't just risking money; you are also risking your time, which is really just more money out the window.

But the 21st century technological revolution has changed all that.

There is now a far more efficient and risk-free way to start a business. What I'm talking about isn't entirely new. I was actually inspired by Michael Masterson, author of Ready, Fire, Aim. The concept is based on learning to shoot, whether it's a gun or bow. When learning this skill, you are taught to get ready, aim, and then fire. Well, I'm here to tell you that's what the old-fashioned retail method was all about.

Now, because of advancing technology and the evolving market, all you have to do is get ready, by creating an e-commerce website. Then you can go ahead and *fire!* You just start selling right away! **Open the store and start selling.** You don't aim until after you start selling; you perfect your strategy later on.

The graphic features a purple background with a faint silhouette of a person in the foreground. In the center, the words "You're Invited!" are written in large, bold, yellow letters. Below this, in white text, is the invitation: "Join My 2-Part FREE Online Workshop To Learn The Exact 5-Step System That I Used To Build My Multimillion-Dollar Businesses." Further down, in white text, is the additional information: "PLUS I'll Show You A Powerful Tool You Can Use To Build Your Business In Just 17 Minutes! No Technical Skills Required! You'll Definitely Want To Show Up LIVE Because There May Not Be Replays." At the bottom, a green button contains the text "SAVE YOUR FREE SEAT NOW!" in white, accompanied by a white cursor icon pointing towards it. Below this button, in smaller white text, is the offer: "Free Live Demo: Watch Me Build A Business Live!"

This is how you keep your risk minimal. In fact, to get a website up and running so you can sell products using my inventory arbitrage method, you will need **less than \$100.**

Did you hear that? You will need less than \$100 to get started!

You won't be investing hundreds of thousands of dollars, thousands, or even hundreds of dollars. The modern method revolves around technology. It revolves around inventory arbitrage.

You really can get a website up and running and start selling right away and then perfect the system later. Your website, as we all know by now, is going to be an e-commerce website. The perfection doesn't start until Step 4 in my 5-Step System. Throughout Steps 1 to 3, you basically just get ready and fire.

Get ready and fire. That's how you ride the wave and start generating sales in a very short period of time.

Now, you might be wondering, "Is e-commerce right for everyone? Is it right for me? Can I do this? Do I have the technology and the knowledge to create an e-commerce store and use the strategy ready, fire, aim?"

The answer is yes!

Next, I'm going to share with you how e-commerce is right for everyone and how it is especially right for you. All you have to do is follow my 5-Step System. You will have an e-commerce website up and running so you can start selling retail products in no time.

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Why E-Commerce Is Right For Everyone

With this new ability to create a retail outlet literally at our fingertips, we are now in the age of e-commerce.

Even if you have heard the word e-commerce before reading this, you might still be wondering what it actually means. E-commerce originates from the concept of commerce, something that is by no means new. Commerce is simply a business interchange of goods across a distance. This interchange can be within the same country, or it can be between foreign countries.

So what's with the "e"? By adding the "e" in front of the word "commerce," we change the meaning to "electronic commerce." It means that the interchange, the sale of goods and services, is completed electronically via the internet.

"But it must be difficult to get an e-commerce site up and running," you say.

It certainly looks difficult because there are many aspects. First, you need to actually create a website. That sounds difficult all on its own, but then you need to acquire and manage an inventory. You must have knowledge and prior experience to actually create an e-commerce store, right?

Wrong!

I have one question for you at this point. Do you know how to use a computer? If the answer is yes, then you can start an e-commerce store. Thanks to today's technology, you don't need to have any prior knowledge or experience to create an e-commerce store.

But what about the advertising? How do you write ads that attract people? Fortunately, you don't even need to be a copy writer to start a successful e-commerce site.

Okay, it's true that when you create a business, you have to create ads and convey information about your products. You need to write sales material that will draw people in.

But here's the thing. Because of the evolving market, and because people are all about buying items online, you don't need to be a great copywriter. As long as you can write something informative, that's all that matters. All you have to do is describe the products you are selling and have them available in your store. That's it!

Copy writing is not something that you need to perfect when it comes to e-commerce.

Now, we have talked about why you don't need prior experience to open an e-commerce site, but there is another reason e-commerce can work for anyone and everyone. It has to do with overhead expenses. E-commerce is right for everyone because it keeps your costs low. As I mentioned earlier, right now the cost to start a business is at an all-time low. This is especially true of an e-commerce business.

Think about it. If you were to go the old-fashioned route, finding a physical retail location, stocking inventory, and hiring employees, your startup and operational costs would be through the roof. But with e-commerce you don't need any of that. You don't even need employees! You can be a work-at-home mom or dad and start creating an e-commerce store just like that!

The beauty of e-commerce is that you can work any time of the day. You can even **make money** while you sleep because e-commerce doesn't have the same limitations as brick-and-mortar commerce. Your website is open 24 hours a day, seven days a week. It doesn't matter if you don't have anyone working on the website or filling the orders 24 hours a day. You have access to the globe, which means that there will be consumers browsing your website and placing orders 24 hours a day.

Anyone, anywhere, anytime can go to your website to make a purchase.

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This is the main difference between the old-fashioned retail method and the modern method. With today's technology powering e-commerce, your store is up and running 24/7, 365 days a year. It is even open during holidays. You simply cannot do that with an old-fashioned retail store. For that you have to have employees, you have to open the store at specific times, and you can't be open 24 hours a day because it costs too much. Your overhead expenses would be astronomical!

Do you see how different - and how easy - e-commerce is?

If you are still in doubt, please keep reading. I am going to prove to you in the pages of this book how e-commerce is right for everyone. Modern technology, combined with my discovery of inventory arbitrage, will allow you to have an e-commerce website up and running in a matter of weeks. Best of all, you don't need to invest a significant amount of money. All you need is some time to put it all in place and execute.

How small an investment is required?

If you have \$100 then you are all set. You're about to learn how you can have an e-commerce website up and running for just \$100. And your first e-commerce website can be filled with hundreds or even thousands of products in any niches or categories you want.

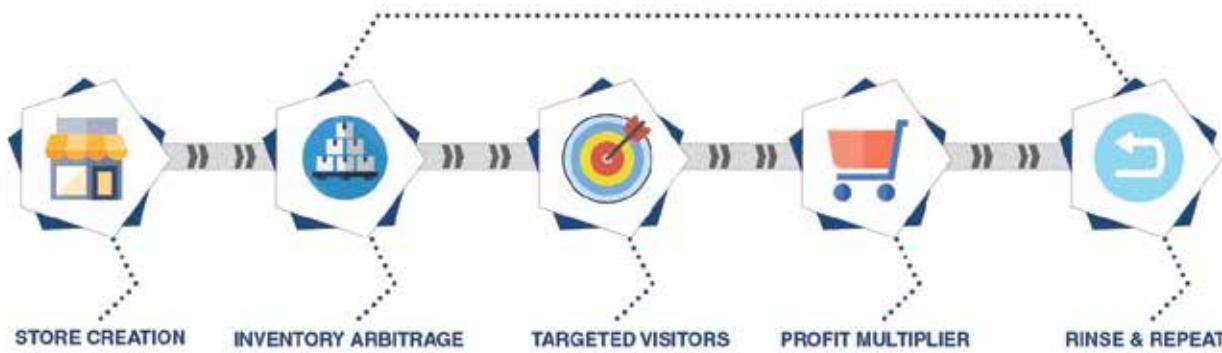
Of course, there are so many thousands of products out there that you could sell, but chances are you don't want to sell just anything. You need to tap into your own unique interests and passions. Ultimately, you should find a product category or niche about which you are passionate.

Let's face it. A lot of the time, people go into retail just for the money. They want money to buy the newest car or the biggest house. But at the end of the day, if you just focus on the money, then you're doing nothing but putting yourself back into a boring 9 to 5 job.

If, on the other hand, you create an e-commerce website which sells products that you absolutely love, then you'll love dedicating your time and energy to it. Every time you work on it, you are going to be excited and happy.

I hope you are pumped and ready to get started because I am now going to share with you everything you need to know to get it all off the ground. I will share information on how to deal with the technology and get the entire inventory; essentially everything you need to know to get an e-commerce store up and running. I'm going to share my step-by-step method on how to do this.

5-Step System To Success



So, if you are still wondering whether e-commerce right for you, let me tell you this: If you take this book, read every single word in it, and actually apply the knowledge and execute the steps I share in these pages, you will find success. I can **guarantee** you e-commerce is right for anyone and everyone. We are in the *golden age* of entrepreneurship and technology.

Anyone - a twenty-year-old kid or even someone in high school - can start creating an e-commerce store right now.

There are absolutely no limitations here.

There are no restrictions.

And all you have to do is take action.

You're Invited!

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Micky's Story: How A 21 Year Old Found His Path.

My name is Michele Olivieri and I come from Rome, Italy.

I want you to understand exactly who I am and what I was doing before my life changed forever so maybe you can relate a bit more with my story.

I was a 21-year-old university student that for the most part was just following the general ideology of society, which was, go to school, do well, find a job and that's it.

However, I knew from an early age, probably from when I was 15 that this just wasn't what I was cut out for. I knew I had more to offer to the world and if there was a person who could pave his own path and make something special out of it, I truly believed that person could be me.

So when I was 16, I decided to start looking for different ways in which I could branch out from just the narrow minded, out-dated educational system and really learn how to leverage the power of the digital society in which we live in today.

I immediately went to the Internet because that was what I loved to do, and knew that people were starting to make a lot of money with it, however like most of you...I struggled A LOT.

I actually went on for 4 years without being able to make a single cent. I believe that's because I didn't understand the concept of creating a funnel and making it easy for a customer to follow. I was also following the trends, instead of taken the principles of funnel creating and applying it to what it was that I love to do, which is building brands and selling products that provide incredible VALUE to peoples lives.

After one failure after another I stumbled across Fred Lam and I was instantly attracted to him due to his genuine desire to change the average persons life into an extraordinary one. I respect him and his moral values very much.

Fred made it very simple for me to understand how to take a customer from the start of the sales funnel all the way to the end and do it effectively. He helped so much that the 2 weeks with my e-Commerce store, I managed to generate over \$2500 in sales. At this point in time, I'm learning everyday and my business is growing month by month.

I hope to be able to continue working closely with Fred and understand even more in-depth the ins and outs of marketing as a whole, so I can be able in the near future to run multiple 7 figure businesses myself. Join us on this journey to greatness!

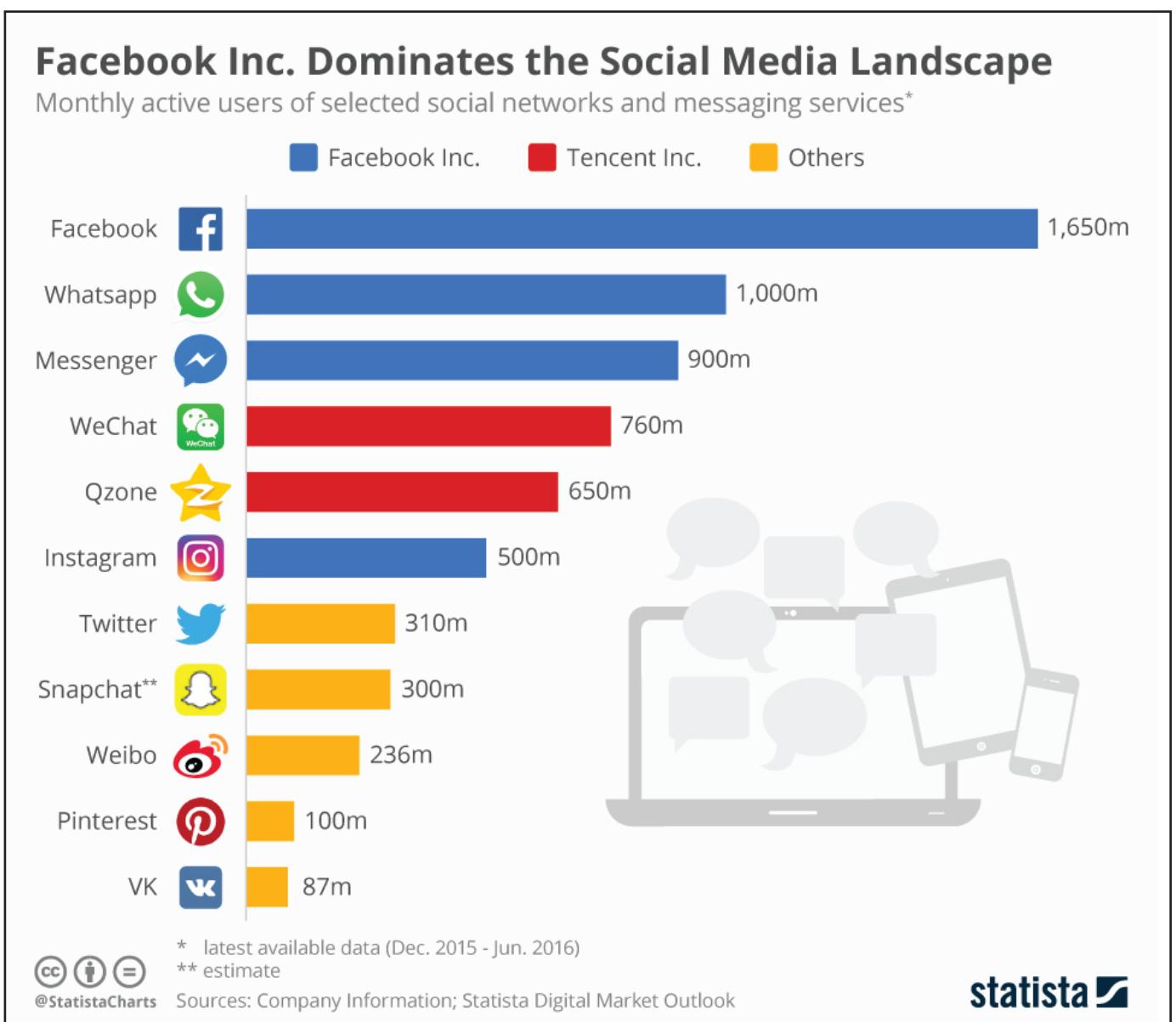
Chapter 3: The Digital Goldmine Opportunity

The Multi-Billion Dollar Industry

ARE YOU READY TO BE AMAZED?

I'm going to begin this chapter by sharing a statistic from statista.com, a statistics portal with access to more than 18,000 sources.

In 2016, the U.S. is expected to do well over \$396 billion in retail e-commerce business. By 2019, this market is expected to grow to \$600.21 billion just in U.S.! Now, no one has a crystal ball, so this is strictly a forecast. However, it is plain to see that we are in a period of exponential growth in the retail e-commerce industry.



* Source: Statista Digital Market Outlook

With this in mind, I'm going to share with you the blueprint you need to follow so you can grab a piece of that multi-billion dollar pie. After all, with that much money flowing through online retail businesses, there is plenty to go around! A small fraction of it can easily provide you with a seven-figure business empire.

Always remember that right now, we are at the beginning of this great journey. This is the rising age of e-commerce and there are many aspects of e-commerce that are evolving, pushing e-commerce sales to even greater heights.

Perhaps one of the greatest aspects of the rise in e-commerce is the introduction and development of mobile technology. Mobile retail e-commerce sales are booming! Let me share a story with you to illustrate the rise - and power - of mobile e-commerce. This is a story about how I turned a business around simply using mobile technology. Right now, we are in a mobile retail e-commerce era. Once again, Amazon is at the forefront of this change, having completely revolutionized how people make purchases through mobile phones.

When I started my e-commerce business, I was only focused on browser-based e-commerce, to be found on desktop and laptop computers. To my peril, I did not focus on mobile at all.

One day, it hit me. I was looking at the statistics and realized that mobile retail sales had been growing exponentially. This year alone, it is expected that the U.S. will see an astonishing \$123 billion in mobile retail sales.

That's a lot of money on the table!

In fact, right now there are actually more mobile phones in use than laptops or desktops. Mobile phones and devices really open up a whole new world for everyone. People now have access to the internet right at their fingertips, no matter where they are. They are no longer tied to their home internet service. They can be sitting in a coffee shop in London, touring the Eiffel Tower, on safari in Africa, or at a restaurant in their hometown.

What does all of this mean for those of us in the e-commerce business? What did it mean for me? It meant that there was a big piece of the pie that I wasn't capturing. The moment I had this realization, I turned my business plan around and established my mobile e-commerce presence. I have invested a substantial amount of money to ensure that my website is what I call "mobile friendly" or "mobile responsive." This means that I have made sure that absolutely every single mobile device can see my website properly. My site will load fast and it has a very user-friendly interface, where people can find exactly what they want.

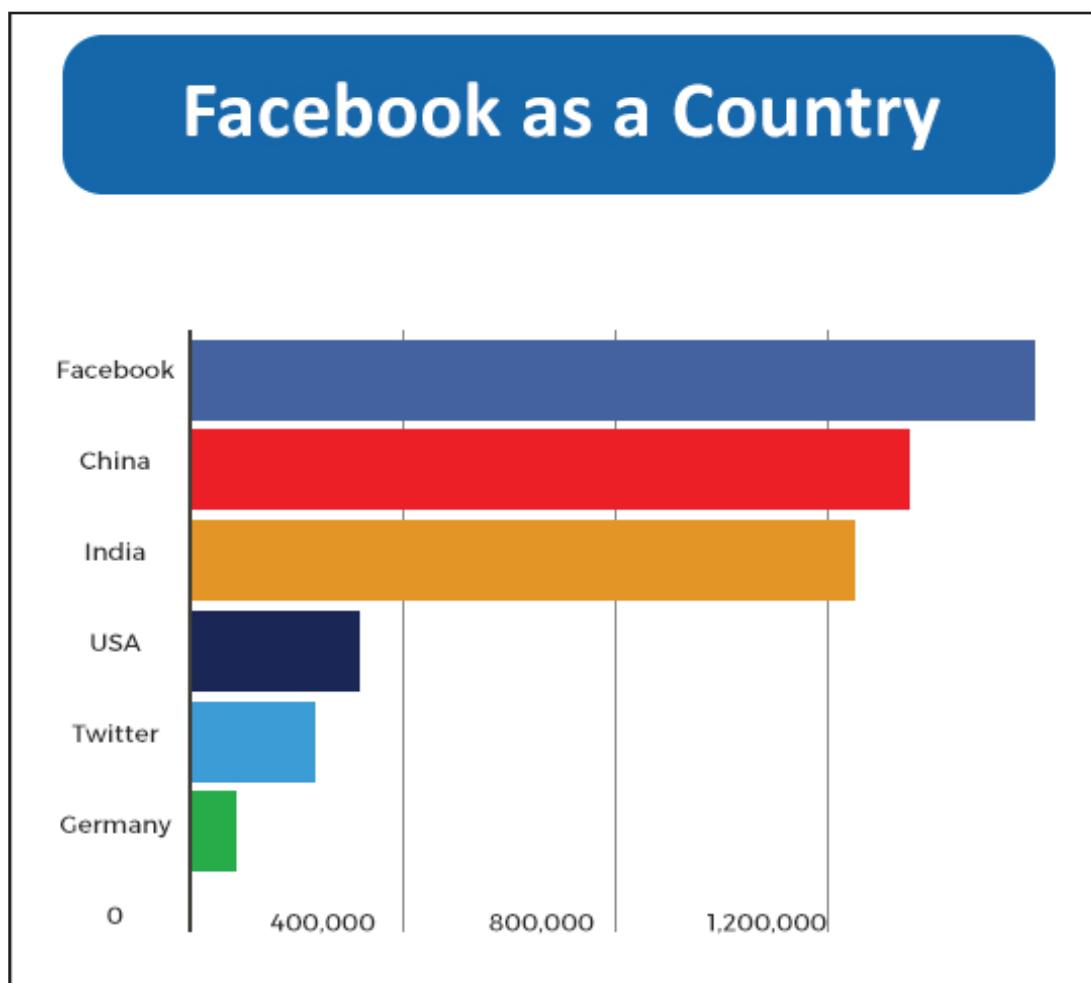
So, what happened?

Well, my investment was far from wasted. The day I launched my mobile e-commerce stores, my sales went through the roof! My sales *increased nearly 50%* in the first week - simply by turning my site into a mobile e-commerce store that allowed people with a mobile device to browse and make purchases.

It has been three months since my mobile e-commerce website was launched, and mobile now accounts for nearly 80% of our sales. Sales are well into eight figures right now - and 80% of that is a lot of money. And it is all because consumers' buying behavior has changed and I changed with it. Consumers now have the confidence to buy via mobile and that is where the opportunity starts.

But it doesn't end there, not by a long shot.

There is now another aspect of e-commerce that is blossoming and growing quickly: social commerce. Right now, there are many brands and many small businesses that utilize social media to build a brand presence, create sales, and gain traffic. Most important, social media is also a platform through which you can interact with your customers and your prospects. This means you can better understand your market and grow your business even further.



E-commerce in social media is something you cannot ignore. Take Facebook as the prime example. Facebook is the number one social media platform on the internet. It has over 1.4 billion users every single month. We are talking about the population of China using Facebook every month. That is a lot of people!

Facebook is not alone.

The growing sector of social media marketing involves a number of other platforms. There are many people making money on Instagram, for example. They are creating a brand, showcasing their products, and sharing their product tips and information through Instagram. Since Instagram has now reached over 300 million active users, these marketers have a wide audience.

Pinterest is another major force in the social media game. Right now, it has over 100 million monthly users. If you focus your strategy specifically on social commerce, I can guarantee you will have a business flooded with customers in a very short amount of time.

The best part? When you combine e-commerce, mobile e-commerce, and social commerce, there is absolutely no way you can fail to create a profitable business - while keeping your costs incredibly low.

So, where do you go from here?

The rest of this chapter is dedicated to providing you with the exact blueprint and strategies you need to follow to get there. This will include a step-by-step plan that shows precisely what you need to do to create an e-commerce website to start taking advantage of the opportunities mobile and social commerce offer. In fact, all of the strategies I provide throughout this book tie in with e-commerce, mobile retail e-commerce, and social commerce.

What are you waiting for? Let's get to it!

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Niche Selection

Do you know what a niche market is?

A niche market is a specialized segment of the market, which is focused on a specific product, or set of products. This concept is very important. The very first thing you must do when creating a successful business is to understand and fully acknowledge the niche market you are targeting.

This first step in the creation of your e-commerce store is what I call a niche selection. You have to pin down who you really want as customers. You have to determine very carefully what your store is about and why these people need to visit it.

How do you accomplish this?

By finding something that captures your own passion. This is a critical key to your success. I have observed many different businesses, and I have even had businesses of my own which did not revolve around passion. These businesses do not last long. They will not stand the test of time.

In fact, a business that is not based on your own passion will collapse in a very short time because you will not be committed to it over the long term. You won't want to waste your energy and time on it.

Believe me. Even if that business is generating a profit, you will gradually get bored with it and eventually you will not want to deal with it anymore.

In order for you to have a life-long, sustainable business, you need to find something you are absolutely passionate about - not just something random that you think will sell. That is where a lot of people fail. So many entrepreneurs and so many small businesses fail in the beginning because they try to enter a niche market in which they have absolutely no interest.

For example, if you like horses, read about horses, go horseback riding, and have an overwhelming love of horses, then that is your market. "Horses" is your niche. You can create an entire e-commerce website all about horses. It can include horse accessories, horse t-shirts, bracelets with horses on them, toy stuffed animal horses, and anything else related to horses.

Your website can include all of that because right now, using inventory arbitrage, you have access to literally millions of products - and you can actually sell them. "Horses" is a great example of a passion that you can use as a niche for an e-commerce store

which revolves around horse-related items. This level of passion is a very important key to success.

But what if you don't have an obvious passion, or you aren't sure if your passion would make a great e-commerce store?

Fortunately, Amazon can help! Remember, Amazon is the king of e-commerce, having made it what it is today. EBay is also a great source for passion niche research. If you need help narrowing down a niche market, simply go to Amazon.com or eBay.com, and look at their top categories.

You'll instantly find hundreds of categories to consider. Think about Home and Gardening. Are you a person who loves your home environment, someone who loves gardening, cooking, and home décor? If that's the case, then the Home and Gardening niche would be perfect for you.

If not, maybe you are a person who loves camping, hiking, and outdoor activities. If that is what you are passionate about, then you can choose the outdoor gear/camping gear niche.

The main thing is that you choose something you love.

Now, choosing a niche will be easy for some, but for others it can be very difficult. Some people even feel so discouraged about not discovering their niche that they abandon the idea of building an e-commerce store. Don't do this!

Instead, answer this question: What is the first thing that comes to mind when I ask you, "What are you passionate about?" The answer that immediately pops into your mind is your intuition at work. This is your subconscious telling you what you absolutely love. Follow that thought! Follow that intuition - and go after that market!

Most of all, do not allow anything deter you or get in your way. Don't let your loved ones, your partner, your children, or your friends and family tell you what you should or shouldn't do. Your first intuition is always going to be the best. It will be the idea you never regret. Go with that idea. Go with that market. And start taking action.

As I said earlier, you are entering a unique environment in which you get ready, fire, and then aim. In other words, you will perfect the process - including the products you sell - after you start selling.

Right now, follow your intuition. I promise you it is the right thing to do because I have seen many people, including my students, waste a lot of time trying to define their perfect niche.

Don't waste time this way. Finding your niche is very simple. It is simply what you are absolutely passionate about.

There's one last thing you need to know before we continue.

When you begin creating your e-commerce store, I recommend that you don't attempt a multi-departmental site. At this point, there's no need to be the next Walmart, selling everything from clothing to TVs to electronics to groceries. That's too big - at least in the beginning.

Instead, focus on one specific market - a very narrow market. This lets you get your feet wet and it minimizes your risk. This works greatly to your advantage. Later in this book, I'm going to share with you how to use social commerce to fine tune your business and find your hungry buyers. Once you have mastered the first four steps of the Five-Step System, you will rinse and repeat by creating a larger e-commerce outlet. This is when you can add more departments to your e-commerce site.

But we are getting ahead of ourselves. Right now, I want you to write down on a piece of paper the niche you are pursuing.

Go on. Write it down.

Congratulations!

What you have just written is going to be your first e-commerce store.

The graphic features a purple background with silhouettes of people in the corners. In the center, the text "You're Invited!" is displayed in large, yellow, bold letters. Below it, in smaller white text, is the invitation: "Join My 2-Part FREE Online Workshop To Learn The Exact 5-Step System That I Used To Build My Multimillion-Dollar Businesses." Further down, in white text, is the benefit: "PLUS I'll Show You A Powerful Tool You Can Use To Build Your Business In Just 17 Minutes! No Technical Skills Required! You'll Definitely Want To Show Up LIVE Because There May Not Be Replays." At the bottom, a call-to-action button in green with white text reads "SAVE YOUR FREE SEAT NOW!" with a cursor icon pointing towards it. Below this button, in smaller white text, is the offer: "Free Live Demo: Watch Me Build A Business Live!"

Secure Your Domain

You now know the niche market you're targeting with your e-commerce store. This makes it possible for you to secure your web address. With a physical brick and mortar location, you have a physical address: the street name, postal code, state/province, and country.

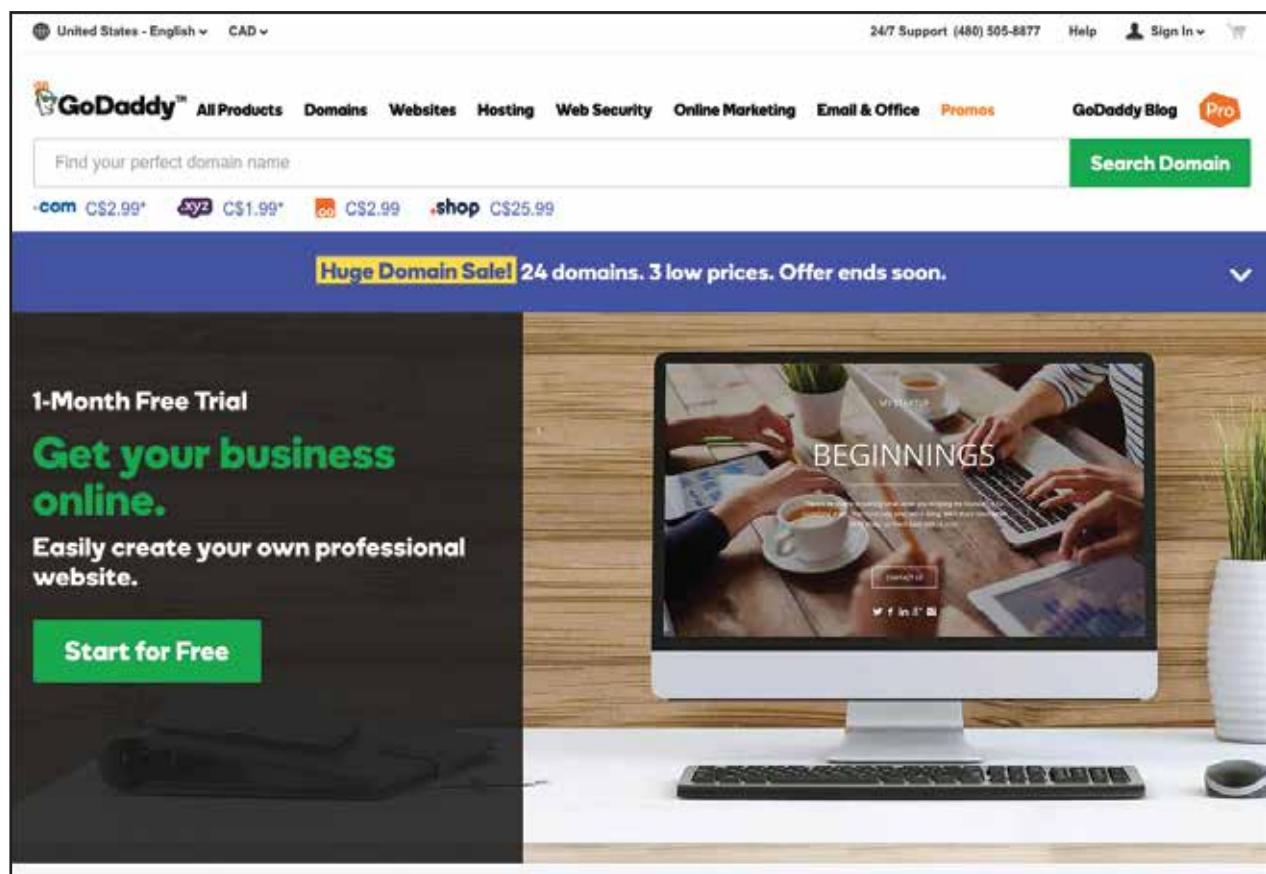
In the online world, you have a similar way to identify yourself: a web address. Your web address is simply your domain, www.TheName.com, .co, .net, .io, or your country's extension, such as .ca for Canada. That's all there is to it. This is your web address. This is the address that people type into their browser to visit your online retail store.

It is important to understand that your domain is an important part of your brand image. You want to find a name that fits your niche. If you have chosen a horse niche, then your domain name should be something related to horses.

However, you can't use a domain name that someone else is already using.

To find out whether a domain name is already taken, simply go to www.GoDaddy.com or www.NameCheap.com. There are many other domain name services out there, but I personally prefer GoDaddy.com.

There you will find a very large search field on the home page. Simply type in the domain name you want and it will instantly state whether the domain is available.



Keep in mind that you cannot have underscores or spaces between the words in your domain name. You can use hyphens, but I strongly suggest you look for words that can be tied together.

When you enter your domain name in the GoDaddy search box, you will find similar domains that are secured by other businesses. But you want to be unique. You want your domain name to stand out and not be easily confused with that of another business.

Your best bet is to choose a domain name with two to three words in it. When you type it in, GoDaddy will tell you if someone owns that domain or not. At times, you will see something called a premium domain. Avoid this at all costs!

Please, do not fall into the trap of purchasing a premium domain. You are in the very early stages of creating your brand. You don't need to spend thousands or tens of thousands of dollars on a web address. Seriously, that's what these premium domains cost. Go with something that is available and that is at market price, which is a mere \$10 a year.

Take the time to research your options.

I often use Source.com or Dictionary.com to look for potential domain name words. All you have to do when you find something that is available is purchase it. It will only cost you \$9.99 a year.

Now, as you go through the process of purchasing your domain name on GoDaddy or NameCheap, you will be asked if you want to add items like privacy for your domain info, an email address for your domain, and a web hosting server.

All of that can be ignored.

All I need you to do right now is secure your name and spend the \$10. Out of the \$100 that we have allocated to getting your e-commerce store off the ground, you just spent \$10. Now you are left with \$90 to get your e-commerce store ready to go.

Have you done it yet? Have you secured your domain name?

If you haven't, then do it now. It's very simple. Once you have your market niche and you know what you want to go after, purchase a domain. Secure it and it will become your brand.

Once you have secured your domain, I'm going to show you how you can start creating your brand presence without any knowledge or experience. You don't need to be a designer to create your brand. In the final installment of this chapter, I am going to share exactly how to create your brand.

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Creating Your Brand Presence

You did it! I know you did!

Now that you have secured your domain name, your next immediate task is to create a logo. Now, I want to be clear on this from the start: You do not need the perfect be-all and end-all logo right now. Do not get lost in the process of creating your logo. Do you need something nice looking and eye-catching? Sure, but you don't need to perfect it. Not yet.

Many businesses, including Google, Microsoft, and Yahoo, change their logo from time to time. Coca-Cola is a great example. The company has changed its logo several times over the many decades it has been in business.

Keep that in mind. You really don't need to come up with a logo right now that will stick with your brand for life. Having said that, you still need something off the top, a logo that will help you create your brand and give your brand a presence on the internet.

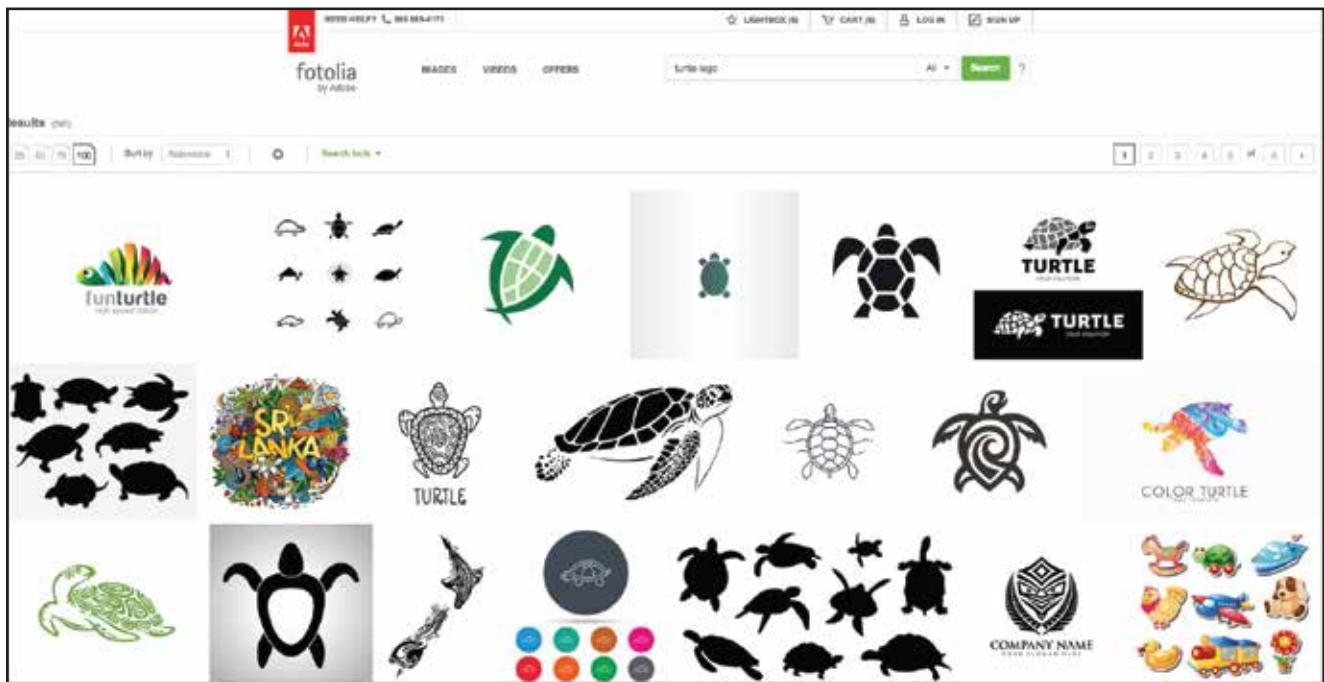
There are two different ways for you to create your logo without being a designer and without knowing how to use a design program. The first way is go to www.Fotolia.com. Fotolia.com is an image website that is owned by Adobe. When you go to the site, you will have access to an immense library of pictures and logos. Choose an image or logo you want to use, pay a very small price, and you will have the right to use that image as your logo.

To search their huge library of images, go to Fotolia.com. You will see a search field on the homepage. In this search field, simply type the keyword of your domain name or the name of your niche.

Let's use "turtle" as our niche. The "Turtle" brand is what we are going to create together.

Ready?

Type in the keyword "turtle" plus the word "logo." (Use your own keyword plus "logo" if you prefer.) When you hit Search, a multitude of different images of possible turtle logos will instantly appear. You'll see many graphic designs and logos from which to choose. All you have to do is click the one you want and purchase the image. Now you can use it for your e-commerce store and for all related material in the future.



But what if Fotolia.com doesn't have an image or logo you like? What if nothing catches your eye? You still need a logo, but you want a logo that you love. Fortunately, there is another option. You can outsource!

Outsourcing is basically hiring a freelancer, an individual who can do the work for you. **But don't panic!** I'm not saying you need to spend thousands of dollars, or even hundreds of dollars to have your logo created by someone. In fact, it is incredibly inexpensive to have this done. All you need to spend is \$5!

Yes, you read that correctly. You can stop rubbing your eyes now.

You can have your logo designed by a freelancer for a mere \$5. You might be asking, "Where can I get a logo created for such a low price?"

Let me introduce you to Fiverr.com, where freelancers sell their expertise for a starting price of just \$5. All you have to do is spend \$5 to have your logo created.

When you visit Fiverr.com, go to "Graphic Design" and look for "Logo Design." There are many services that you can outsource on Fiverr: graphic design, digital marketing, writing and translation, video and animation, and music and audio services. At this point in your journey, you are using Fiverr specifically to create your logo.

In the Logo Design category, the freelancers are automatically listed from highest average customer review to lowest. I suggest you choose someone based on their previous customer recommendations. Click on a profile and look at the work portfolio to see what they do. Be sure to check the client feedback and ratings to ensure that other people were happy with this freelancer's service. Otherwise, you just won't know what you are getting into.

Refine Results

All in Graphics & Design

Logo Design

Delivery Time

- Up to 24 hours
- Up to 3 days
- Up to 7 days
- Any

Online Status

What is a good rating? Anything over a 4.5-star rating is ideal. The closer to a 5/5 or 100% rating, the better. These are the people you want to work with. You might look through someone's individual ratings and feedback and see an odd one that isn't great. That doesn't mean anything. Obviously, as we all know, people make mistakes and sometimes clients leave negative feedback. My benchmark is always a service provider who has a 90% rating (4.5/5) or above. If you stick with this rating level, you will get high quality work.

Fiverr is very straightforward. All you have to do is find the designer you want, proceed with the order, and provide the information requested. Be sure to provide as much detail as you can in terms of what you envision for your logo, including preferred colors, style, and what your e-commerce website sells. The more details you give designers, the easier it is for them to create something you love. Once you have placed your order, sit back and let the designer do the work.

Now, if the design you get needs a change, some graphic designers will provide revisions in their price - while others may not. The freelancer's profile should clearly show his or her revision policy. Overall though, it only costs \$5 to have a premium logo created. That's a great deal!

So, let's check your status. Where are we in the creation of your e-commerce store?

You have purchased your domain and you have used Fiverr to create your logo. This means that at this point you have spent \$15 of your \$100 budget. Fabulous!

If your logo isn't created yet, go to Fotolia.com or Fiverr.com now and do it. You need to execute.

You chose your market, you secured your domain, and now it's time to create your logo.

Now is the time to execute.

The graphic features a purple background with a faint silhouette of a person on the left and another person with their hand raised on the right. In the center, the text "You're Invited!" is displayed in large, bold, yellow letters. Below it, in white text, is "Join My 2-Part FREE Online Workshop To Learn The Exact 5-Step System That I Used To Build My Multimillion-Dollar Businesses." Further down, in white text, is "PLUS I'll Show You A Powerful Tool You Can Use To Build Your Business In Just 17 Minutes! No Technical Skills Required! You'll Definitely Want To Show Up LIVE Because There May Not Be Replays." At the bottom, a blue button with white text reads "Register Your FREE Seat Now!" with a cursor icon pointing towards it. The overall design is promotional and informative.

Chapter 4: The Wizard Behind E-commerce

Technology Turns Any Newbie Into A Store Owner

How easy is it to create an e-commerce website?

Well, do you know how to turn on a computer? Can you go online? Do you know how to use Microsoft Word?

I can virtually guarantee you that if you can do these things, then you can create your own e-commerce website. Really! Thanks to the innovations in our industry, you no longer need to pay thousands or even hundreds of dollars to create an e-commerce store with full functionality.



You don't need a lot of money nor do you need to be tech savvy or experienced. As long as you know how to copy, paste, and type out the words you would like to appear on your website, voilà! Everything is done.

Want to know the best part?

Even though you aren't paying big bucks to hire help, you can still be guided through the process. There are so many online training videos that you can simply go to YouTube and learn how to create your site.

The majority of these YouTubers are e-commerce store owners in their own right, so they know what they're talking about. Many of them also have something extra that I love: live chat support that allows them to personally guide you through the entire website creation process. There is absolutely **zero excuse** for you not to create your own website that sells physical or retail products online.

This may feel a bit overwhelming and you may be thinking, "Wow! I need to create a website with full functionality." But if you follow the steps I give you here, you can have a website up and running in no time.

In the current marketplace, there are many e-commerce website creation companies from which you can choose. These include Volution, PrestaShop, Magento, 3Dcart, Infusionsoft, and 1ShoppingCart. Each of these is classified as an industry giant. However, with these platforms, you still need to have a basic understanding of how to program a website. In fact, you need to know how to synchronize everything and put it online.

Fortunately, you have two other options which really will make your life easier. These two current industry drivers allow any newbie to create their own online e-commerce website: WooCommerce and Shopify.

Before we talk about the advantages and disadvantages of WooCommerce and Shopify and why you should choose one over the other, please know this...

Right now we are in a golden era of retailing. You don't need to worry about programming and you don't have to worry about design. These can be done easily and I'm going to guide you through the entire process.

The graphic features a purple background with a faint silhouette of a person on the left and another person's hand reaching out from the right. In the center, the text "You're Invited!" is displayed in large, bold, yellow letters. Below it, in smaller white text, is the invitation: "Join My 2-Part FREE Online Workshop To Learn The Exact 5-Step System That I Used To Build My Multimillion-Dollar Businesses." Further down, in white text, is the additional information: "PLUS I'll Show You A Powerful Tool You Can Use To Build Your Business In Just 17 Minutes! No Technical Skills Required! You'll Definitely Want To Show Up LIVE Because There May Not Be Replays." At the bottom, a green button with white text reads "SAVE YOUR FREE SEAT NOW!" followed by a white cursor icon pointing towards a "Free Live Demo" link.

You're Invited!

Join My 2-Part FREE Online Workshop To Learn The Exact 5-Step System
That I Used To Build My Multimillion-Dollar Businesses.

PLUS I'll Show You A Powerful Tool You Can Use To Build Your Business In Just
17 Minutes! No Technical Skills Required! You'll Definitely Want To Show Up
LIVE Because There May Not Be Replays.

Register Your FREE Seat Now!

SAVE YOUR FREE SEAT NOW!

Free Live Demo: Watch Me Build A Business Live!

Connor's Success Story

After working in the food service industry for a few years I knew this was something I wanted to get out of as soon as possible.

I always loved the idea of running my own business and being my own boss so I could work on my time. Ever since high school I have tried several ecommerce businesses and always did okay, but never got good enough results that I could really live off of.

Like many others I began to search online for courses and methods to help scale my current business to a level that would support the lifestyle that I have always wanted to live. I knew that Facebook Ads were critical to scaling my business, and in searching for methods to grow my business.

Then one day, I was introduced to Fred Lam.

Fred had mentioned that he started off washing dirty dishes while he was researching ways to make money online.

I too was a busser and food runner at a local restaurant just outside of my hometown, so hearing Fred talk about his first job really resonated with me.

After seeing Fred's training and his system, I couldn't resist, I had to be part of his amazing Zero Up community.

The automatic ordering, site wizard, and fact that it was just a one time payment helped set this offer apart from the rest. The amount of time the automatic ordering feature has saved me is amazing.

After purchasing I began to implement the steps in Fred's training videos into my drop-shipping store.

Within the first 30 days, I was able to generate over \$23,000 in sales. I am now working on scaling my store to six figures in sales a month, and Fred is even offering me tips on how to reach this goal. Fred has really helped me change my way of thinking when it comes to business and helped me grow my business with his very clever marketing strategies. I plan on using Zero Up to continue to scale this business, as well as create other ecommerce stores in different niches.

I'm so glad I made the commitment to join Zero Up and encourage others to do the same. All the training is laid out in a way so that everyone can understand regardless of his or her experience with ecommerce and drop-shipping.

If you are ready to learn and put the time in to watch and implement all the strategies with Fred Lam, you will see success.

Comparing The Two Industry-Leading Technologies

So, what about these two amazing, industry-leading technologies, WooCommerce and Shopify? Is one better than the other?

Well, this is my personal opinion, but after many years of experience I recommend Shopify over WooCommerce.

Having said that, you can't make a decision if you don't have all the facts. So I'm going to share with you information about both of these platforms. From there, you can make your final decision.

Let's talk about WooCommerce first. WooCommerce is WordPress-based. Now, we have all heard of WordPress. It's that blogging platform, right?

Well, WordPress isn't just for blogging anymore. In fact, WordPress is known to be the best CMS (Content Management System) for any beginner who is creating a website. The user interface is very easy to use - and that's not even the best part.

The best part is that WooCommerce is absolutely free to use!

There are no monthly fees or any other hidden fees. All you pay for is your website hosting service, and you are all set. However, I have found that the one major flaw with WooCommerce and WordPress in general lies in their security or lack thereof.

WooCommerce is built on top of WordPress and WordPress is a very vulnerable platform. WordPress is a target for many hackers. Even a novice hacker can breach WordPress sites with relative ease. There is also a massive amount of customer information on WordPress servers! If you use WooCommerce, it will leave you and your business very vulnerable unless you invest in your own security to prevent such security breaches. I know I would not be able to sleep at night knowing my customer information wasn't secure.

"No problem," you think, "I can invest in security software."

Unfortunately, this will cost you a substantial amount of money every month, which is a huge investment - a lot more than the \$100 we're staying under.

Please understand that I am not giving you third-hand information about WooCommerce and WordPress. I personally experienced a horror story that shows what can happen with WordPress.

When I launched my business, iPro Academy, a complete online course that teaches people how to drive online traffic through paid advertising, I got into serious trouble with WordPress. During the middle of my launch, a launch that generated millions of dollars, I got hacked. My partners and I discovered that this hack affected the prime time of the sale.

The hackers didn't steal any information from our website. Instead, they stole my business! They installed specific codes on my site by hacking into WordPress, accessing my site, and changing my product links! When customers went to purchase one of my products, they were redirected to a completely different website that I did not own.

I still remember it clearly. My customers were being redirected to a power energy generator website. The hacker was trying to make affiliate commissions by redirecting my traffic to a site that gave a different offer. I want you to consider how scary this was - along with the potential for total disaster to my business. If you have WooCommerce with your WordPress account, you have a lot of customer information there - including credit card information.

This lack of security will leave you liable to your customers and to the public. Why? Because hackers can go in and steal all of your customer information and use it for illegal purposes.

Do you want that liability? Do you want that level of worry?

This leaves us with the second option, Shopify. It is one of the main reasons why I choose Shopify over WooCommerce. I have to say that moving to Shopify was the best move I ever made for all of my businesses - especially my online e-commerce stores.

Shopify is amazing!

shopify

The Easiest Way To Build Your Online Store

Create Your Store With Shopify Today And Receive An Exclusive 21-Day **FREE** Trial Plus 10% Off Your Monthly Subscription*.

Create Your FREE Account Today

*10% off monthly subscription is only valid for 1 year. Only new plans are eligible for this promotion and you must clear your browser's cookies and cache to create an account.

For one thing, it has one of the best mobile e-commerce checkout pages I've ever seen. I have already discussed the massive power of mobile e-commerce. If your website and your checkout process are not mobile responsive, you are leaving a lot of money on the table.

Can you guess how much of a drastic change my business experienced when I changed into Shopify? Here's my Shopify story.

Before I switched to Shopify, all of my businesses, including my e-commerce stores, were using one shopping cart. Now, don't get me wrong. The online shopping cart is a pioneering achievement for e-commerce providers and I had mastered its use. I was, however, spending a lot of money each month with one shopping cart for all my accounts.

Then I discovered one major problem as I was looking at my website analytics. I was losing out on mobile sales, **big time!** Out of my entire annual sales, only 10% was coming from mobile devices.

I knew I had to make a drastic change in the way I operated my business. If I didn't change with the times, my business would eventually collapse. The first move I made was to check out Shopify. Lo and behold, I saw that a lot of major companies use Shopify as their platform. The main reason is because of Shopify's enhanced mobile checkout platform.

I wasted no time making the change. I literally transferred my business to Shopify overnight. Within one week, my sales took a 180° turn. Now, every one of my e-commerce stores brings in over 80% of sales straight from mobile. My overall annual sales have increased dramatically, because now I'm able to scale my businesses within the mobile industries.

With Shopify, you have access to hundreds of apps that allow you to create and enhance your online store for outstanding customer interaction.

Now, I am well aware that nothing is perfect. Shopify is no exception.

There is one disadvantage Shopify as compared to WooCommerce: a small monthly fee. The pricing starts at \$29 a month. However, you don't need to pay a hosting fee on top of that. That saves a little bit of money.

Shopify costs more money than WooCommerce, because each month you pay at least \$20 more than you would pay a hosting provider. You can find hosting providers for less than ten dollars a month right now when using WooCommerce, but with Shopify you have to pay \$29.



shopify

The Easiest Way To Build Your Online Store

Create Your Store With Shopify Today And Receive An Exclusive 21-Day **FREE** Trial Plus 10% Off Your Monthly Subscription*.

Create Your FREE Account Today

*10% off monthly subscription is only valid for 1 year. Only new plans are eligible for this promotion and you must clear your browser's cookies and cache to create an account.

But make no mistake...

I can virtually guarantee that this \$29 will be the best investment you make for your e-commerce store. That being said, the best part about Shopify is that you can have as many different e-commerce stores as you want at no additional charge. All you have to do is click a few buttons and you have an entire e-commerce site built.

Now, there are two other disadvantages to using Shopify. The first is their currency, and the second is the ability to create additional pages outside the store.

Let's talk about currency, first. If you are in the United States, then you will have absolutely no problem with this. However, if you are an international business owner, let's say from the UK, Australia, or Canada, you are going to be restricted because of Shopify payment. I'll share more details about this in a later section.

What you need to know now, though, is that your default currency will not be in U.S. dollars. This may be a problem for you because it is very important that your online store accepts payment in U.S. currency, the number one trading currency in the world.

If you live outside the U.S., you have to use local currency when accepting payments. This will cause you to lose money due to the exchange rate. Fortunately, there are apps you can purchase in Shopify that will allow you to get past this issue. For those of you who don't want to make that very small investment, currency will be a disadvantage.

The second disadvantage to Shopify is the need to create additional landing pages. A landing page is the page that people "land on" and visit to see what is available at your store. If they find what they like on the landing page, they will go through the buying process.

Now, this disadvantage applies mainly to advanced users. Creating an HTML or CSS landing page in Shopify is tedious. In fact, it is a downright complicated process just to have these types of landing pages on Shopify. Now, you can avoid this issue by creating pages through Shopify, but you will be limited to their themes, structures, and infrastructure.

With all that said, it is still clear to me that Shopify is the superior choice when it comes to setting up your e-commerce store. For this reason, I have devoted the next section to showing you step-by-step how to get your Shopify store up and running, and how to configure it so you are ready to sell products.

The graphic features a purple background with two silhouettes of people on either side. The central text reads:

You're Invited!

Join My 2-Part FREE Online Workshop To Learn The Exact 5-Step System
That I Used To Build My Multimillion-Dollar Businesses.

PLUS I'll Show You A Powerful Tool You Can Use To Build Your Business In Just
17 Minutes! No Technical Skills Required! You'll Definitely Want To Show Up
LIVE Because There May Not Be Replays.
[Register Your FREE Seat Now!](#)

SAVE YOUR FREE SEAT NOW! 

Free Live Demo: Watch Me Build A Business Live!

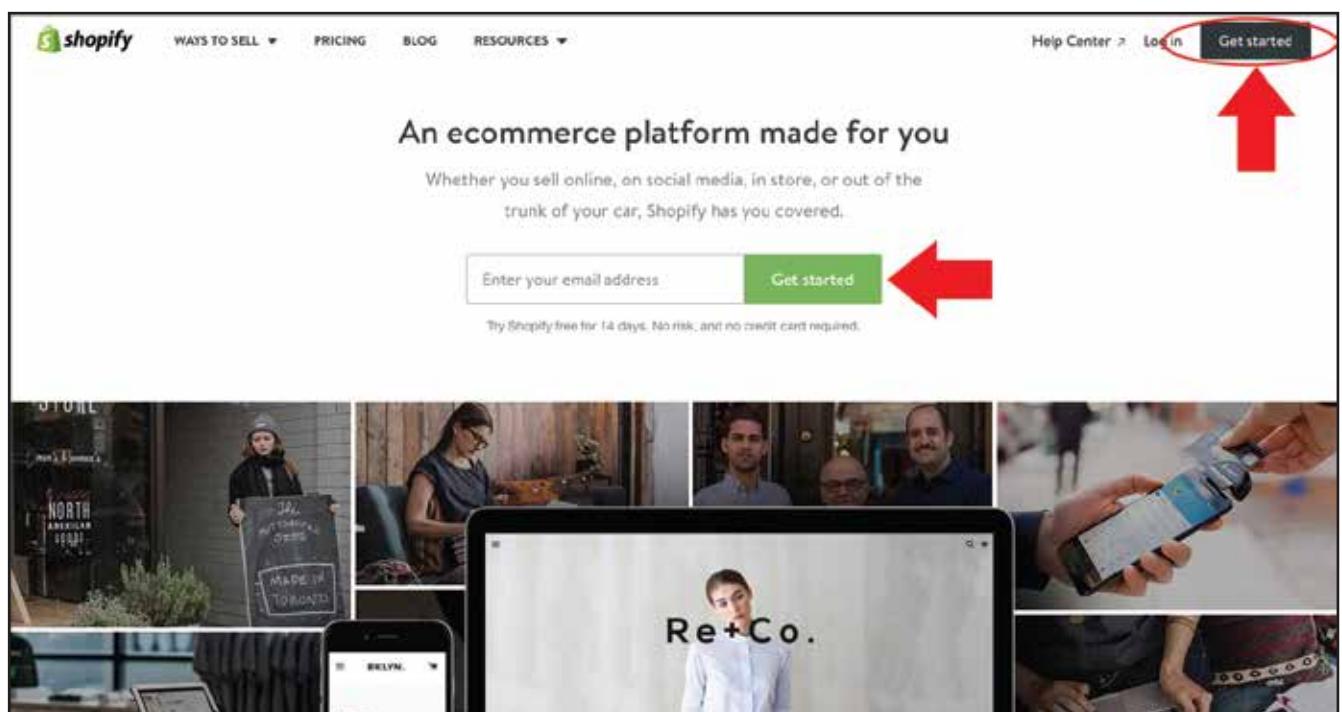
Shopify Tutorial

Shopify is massive.

Shopify is the only publicly-traded e-commerce provider. At the time of this writing, it is trading at \$30 a share. This means that Shopify must ensure that it delivers the best product in the industry so that it continues to draw a high demand for its product.

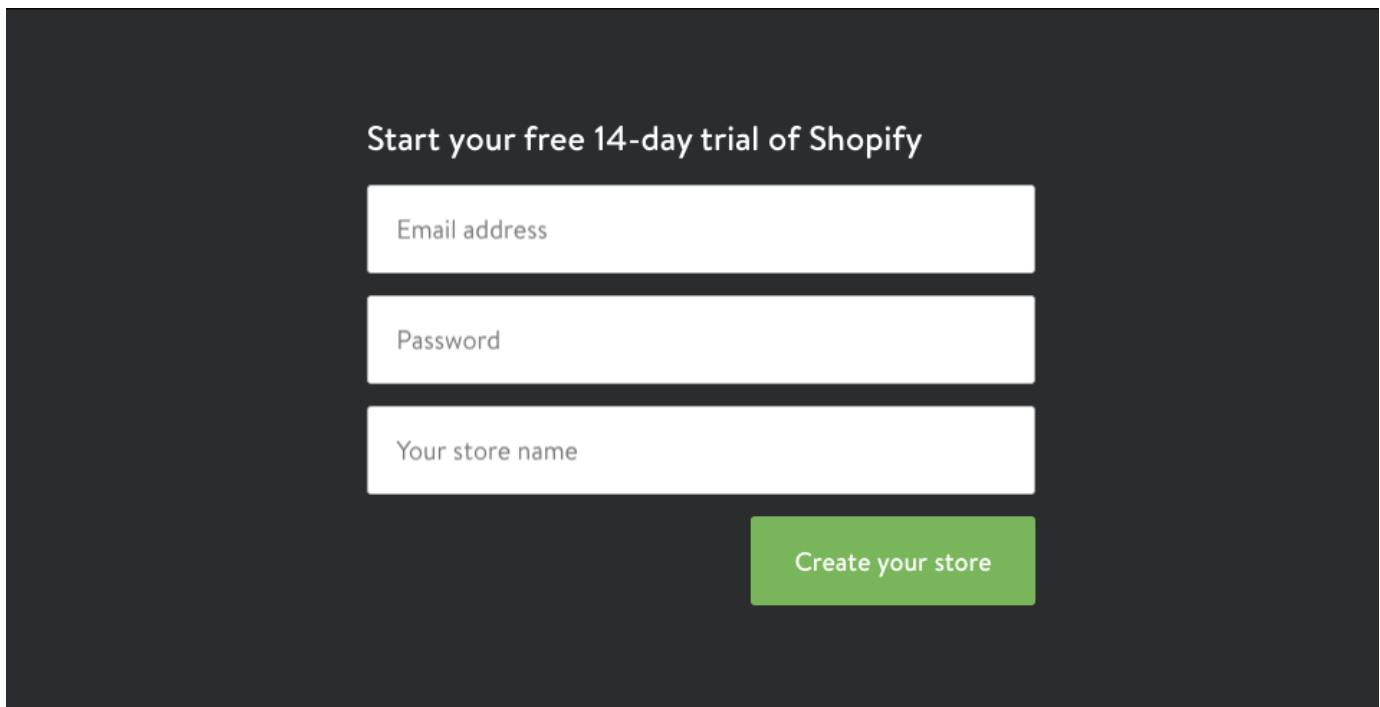
This is another major reason I choose Shopify over other e-commerce platforms; it's accountable not only to its customers but to its shareholders.

In this section I'm going to walk you step-by-step through the Shopify store setup and configuration process. I will show you how to have everything in place so that you can start putting up products and start selling.



What comes first?

Go to www.shopify.com. Click the button that says **Get Started**. At this point, you'll enter your email address, create your password, and input your store name - the niche or the domain name you chose earlier.



Now, Shopify offers a 14-day free trial period, but the free trial is not for us. We are looking at this from a long-term perspective. So once you have filled out all the information and created your account, I would like you to upgrade your account to Basic Shopify, which you can select from the pricing table on the screen.

Pick a plan to use when your free trial ends		
<small>There is no risk—if Shopify isn't right for you, cancel before August 26th and we won't charge you.</small>		
<small>Your price includes Online Store. Add/Remove</small>		
Most popular		
\$29 /month Choose this plan Basic Shopify Start selling your products on your secure and beautiful online store with low credit card rates. Credit card rates Online: 2.9% + 30¢ ⓘ In Person: 2.7% + 0¢ ⓘ Staff accounts 2 ⓘ Shipping label discount Good	\$79 /month Choose this plan Shopify Get more sales with features like gift cards, professional reports, and abandoned cart recovery. Credit card rates Online: 2.6% + 30¢ ⓘ In Person: 2.4% + 0¢ ⓘ Staff accounts 5 ⓘ Shipping label discount Better	\$299 /month Choose this plan Advanced Shopify Save time and money with our lowest credit card rates, advanced report builder and carrier calculated shipping. Credit card rates Online: 2.4% + 30¢ ⓘ In Person: 2.2% + 0¢ ⓘ Staff accounts 15 ⓘ Shipping label discount Best

Basic Shopify will give you everything you need. At this point there is no need to upgrade to \$79 or \$299. You can leave that for when you start scaling your business. That's when you will start moving up the ladder.

For now, our sole purpose is to get your e-commerce store up and running to start generating sales.

Basic Shopify costs \$29 a month.

shopify

The Easiest Way To Build Your Online Store

Create Your Store With Shopify Today And Receive An Exclusive 21-Day **FREE** Trial Plus 10% Off Your Monthly Subscription*.

Create Your FREE Account Today

*10% off monthly subscription is only valid for 1 year. Only new plans are eligible for this promotion and you must clear your browser's cookies and cache to create an account.

Let's take a look at what we have spent so far: \$10 on a domain, \$5 on a logo, and now \$29 on Basic Shopify. So, at this point in the journey to set up your e-commerce store, you have spent \$44 of the \$100 we talked about previously.

Once you upgrade to Basic Shopify, go to the **Sales Channels** on the left-hand side of the screen and click **Online Store** to activate your store. Keep in mind that Shopify is not restricted to only online e-commerce stores. You can sell on Facebook, mobile app, even as a point of sale (POS) system. Many small brick and mortar businesses use Shopify's POS to take payments using a tablet. This is smart because it means they don't need to invest thousands of dollars for a physical POS; they can just use Shopify!

For our purposes, we need Shopify's e-commerce retailing. Now that you have activated your online store, click on **Preferences**.

Online Store / Preferences

Title and meta description

The title and meta description help define how your store shows up on search engines.

Homepage title 0 of 70 characters used

Homepage meta description 0 of 160 characters used

Enter a description to avoid ranking poorly on search engines like Google.

Google Analytics

Google Analytics enables you to track the visitors to your store, and generates reports that will help you with your marketing. [Learn more about Google Analytics.](#)

Google Analytics account [\(how do I set this up?\)](#)

Paste your code from Google here:

Facebook Pixel

Facebook Pixel helps you create ad campaigns to find new customers that look most like your buyers. [Learn more about Facebook Pixel.](#)

Facebook Pixel ID [\(how do I set this up?\)](#)

Paste your Facebook Pixel ID here

Now enter your home page title, which is the brand name you chose previously. Under the home page meta description you will enter all the information related to your meta description. This is the very short summary of the page content which appears under your page link when it appears in search results.

Next, you will need to uncheck the section that says **Password protect your store front**. This way, you are not blocking your store. Then simply click on **Save**.

The next thing you need to do is go to **Domains**. Once you are there, click on **Add existing domain** found in the top right-hand corner. Here you will input the URL of the domain you just purchased, www.yourdomainname.com, and then click on **Add domain**.

Storefront password

Password protect your storefront

You can add a custom password page to your theme. [Learn more](#)

Save

Online Store / Domains

Add existing domain

Buy a custom domain

Switch from myshopify.com to a custom domain and strengthen your store's brand.

Add existing domain

Enter your existing domain name
http:// example.com

Learn more about domains

Cancel **Add domain**

Buy new domain

Add existing domain

Once you have added your domain, Shopify will provide a step-by-step guide that will teach you how to have your domain attached to your store. I'm not going to go into this in depth here because Shopify covers it.

When you have your domain all set up, you need to go back to the main list on the left-hand side of the screen, click **Settings**, and then click **General**. This is where you configure the settings you will need for your store. Simply enter the information that you need to include.

In the **Standards and formats** section you should put the time zone that you prefer and keep the metrics as is. *Don't change the metrics.*

Standards and formats

Standards and formats are used to calculate product prices, shipping weights, order times, and more.

Timezone: (GMT-08:00) America/Vancouver

Unit system: Imperial System

Default weight unit: Pound (lb)

Currency: United States Dollars (USD)

Change your store's currency by editing your [Shopify Payments settings](#)

EDIT ORDER ID FORMAT (OPTIONAL)

Order numbers start at #1001 by default. While you can't change the order number itself, you can add a prefix or suffix to create IDs like "EN1001" or "1001-A."

Prefix: #

Suffix:

Your order ID will appear as #1001, #1002, #1003 ...

Next, while still in **Settings**, you will click on **Checkout**. The Checkout section is incredibly important! Under **Customer Accounts**, make sure **Accounts are disabled** is checked. You are doing this because you want the customer to check out as a guest. You don't want to make the entire buying process more complicated than it needs to be. People just want to buy! They don't want to create an account, so make sure that accounts are disabled!

Customer Accounts

Choose if you want to prompt your customer to create an account when they check out.

- Accounts are disabled
Customers will only be able to check out as guests.
- Accounts are optional
Customers will have the option to create an account at the end of the checkout process.
- Accounts are required
Customers will only be able to check out if they have a customer account.

Next, in the **Form options** section, make sure that **Require last name only** is checked. Then ensure that **Company name** is checked as **Hidden**, and **Address line** is checked as **Optional**. There are people who have extremely long addresses, so you want to make it an option only.

You can choose whether or not to check **Phone number**, but I suggest hiding it in the beginning. As your company grows, you can change this to **Optional**; it will give you another way to get in touch with your customers.

Form options	<p>Choose whether your checkout form requires extra information from your customer.</p> <p>Full name</p> <p><input checked="" type="radio"/> Require last name only <input type="radio"/> Require first and last name</p> <p>Company name</p> <p><input checked="" type="radio"/> Hidden <input type="radio"/> Optional <input type="radio"/> Required</p> <p>Address line 2 (apartment, unit, etc.)</p> <p><input type="radio"/> Hidden <input checked="" type="radio"/> Optional <input type="radio"/> Required</p> <p>Phone number</p> <p><input checked="" type="radio"/> Hidden <input type="radio"/> Optional <input type="radio"/> Required</p>
---------------------	---

Why are we hiding some fields, but not others?

When checking out, the more information people have to enter, the lower your conversion rate will be. In other words, if people have to fill out a lot of information, there is a greater chance they will just leave your checkout before buying a thing. You don't want this to happen! This is why you need to hide some of the fields in this form.

Next, you will go down to **Order processing** and make sure that **Use the billing address as the shipping address by default** is checked. This is another way to reduce the number of fields customers are required to complete in the checkout so your new customers aren't overwhelmed.

Order processing	While the customer is checking out
Change how your store responds to checkout and order events. Learn about order processing .	<input checked="" type="checkbox"/> Use the shipping address as the billing address by default Reduces the number of fields required to check out. The billing address can still be edited.

The next thing you need to do is ask permission! Yes, you will ask for your customers' consent to send promotional emails to them. Make sure **Customer agrees to receive promotional emails by default** is checked.

Now, I want you to understand that giving your customers the option to receive promotional material is very important, especially when you get to Step 4 of my 5-Step System. You absolutely must provide this email option. Here's what it looks like:

Collecting consent to send promotional emails to customers from your store ?

- Customer **agrees** to receive promotional emails by default
- Customer **does not agree** to receive promotional emails by default
- Disable and hide this field

The rest of the page can be ignored, except for the **Refund policy and TOS statements** at the bottom of the page. This is yet another advantage to using Shopify: You don't need to hire a lawyer to draft your refund policy, your privacy statement, or your terms of service. The beauty of this platform is that it's all covered! All you have to do is click on the button that says **Generate sample refund policy**, and voilà! Your refund policy will be automatically created. The same goes for your privacy policy and your terms of service.

Refund, privacy, and TOS statements

These statements appear in the footer of your checkout page.
You can generate these policies using a sample template. These sample templates are not legal advice and by using them you agree to this disclaimer.

Refund policy

Generate sample refund policy

Returns
Our policy lasts 30 days. If 30 days have gone by since your purchase, unfortunately we can't offer you a refund or exchange.

To be eligible for a return, your item must be unused and in the same condition that you received it. It must also be in the original packaging.

Several types of goods are exempt from being returned. Perishable goods such as food, flowers, newspapers or magazines cannot be returned. We also do not accept products that are intimate or sanitary goods, hazardous

Privacy policy

Generate sample privacy policy

PRIVACY STATEMENT

SECTION 1 - WHAT DO WE DO WITH YOUR INFORMATION?

When you purchase something from our store, as part of the buying and selling process, we collect the personal information you give us such as your name, address and email address.
When you browse our store, we also automatically receive your computer's

Terms of service

Generate sample terms of service

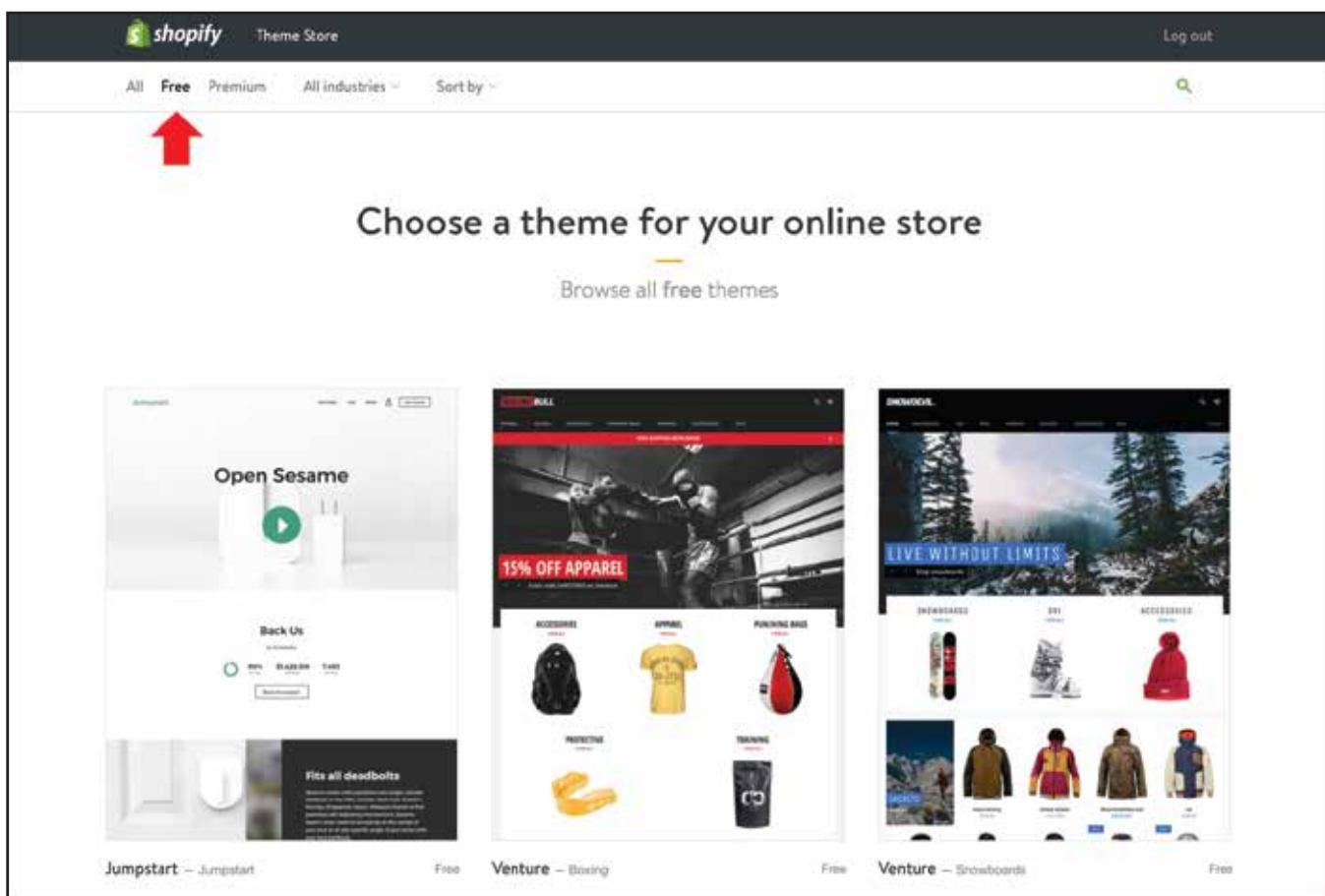
TERMS OF SERVICE

OVERVIEW

This website is operated by Beauty. In. Throughout the site, the terms "we"

At this point, there is a little work involved. You should do your due diligence, read over the policies that are automatically generated, and make the necessary changes to ensure it is right for your e-commerce business. It's likely that you won't need to make any changes, but read it through so you have a basic understanding of these policies. Every website needs a refund policy, privacy policy, and terms of service because it is a legal entity; you are creating a legitimate business. These are very important pages to have on your website.

After you have done all this work to configure your store, you get to have some fun! You will go back to **Sales Channel**, click on **Online Store**, and then click on **Themes**. In the top right-hand corner of the page, you will click on **Visit Theme Store**. In Shopify, developers have already created what we call a done-for-you website, so you can simply choose the theme you want and actually start creating your store. There are some premium themes for which you have to pay, but I suggest you avoid these for now. At the top of the screen you will click on **Free**.



There is really no point in spending money on a premium theme at this stage of the game. A free theme will be good enough and will do the job nicely. Under free themes, you can select whatever theme you like. There are well over 20 themes from which to choose, so you are bound to find something you like. I love to keep my stores simple, so I will choose the Pop theme and I suggest you choose Pop as well. Of course, it is up to you to decide what you want to choose. Once you have clicked on the theme and installed it, you get to customize it!

I love this part and it isn't anything to be alarmed about. It is not difficult to customize a theme. Once you click on **Customize Theme**, you will be brought into what we call what-you-see-is-what-you-get software. You will see a list of pre-sets on the right-hand side of the screen that includes:

- Colors
- Typography
- Headers
- Footers
- Borders
- Navigation
- Home Page

launchpad-star	Info
 Presets	
 Colors	
 Typography	
 Header	
 Footer	
 Home page	
 Home page - slideshow	
 Home page - featured product	
 Home page - featured collection	
 Home page - featured content	
 Product page	
 Collection page	
 Cart page	
 Social media	
 Checkout	

Just go into each of these sections, one at a time, and change the things that you would like to change. That's it! There is nothing difficult. No technical magic involved.



You're Invited!

Join My 2-Part FREE Online Workshop To Learn The Exact 5-Step System
That I Used To Build My Multimillion-Dollar Businesses.

PLUS I'll Show You A Powerful Tool You Can Use To Build Your Business In Just
17 Minutes! No Technical Skills Required! You'll Definitely Want To Show Up
LIVE Because There May Not Be Replays.
[Register Your FREE Seat Now!](#)

SAVE YOUR FREE SEAT NOW! 

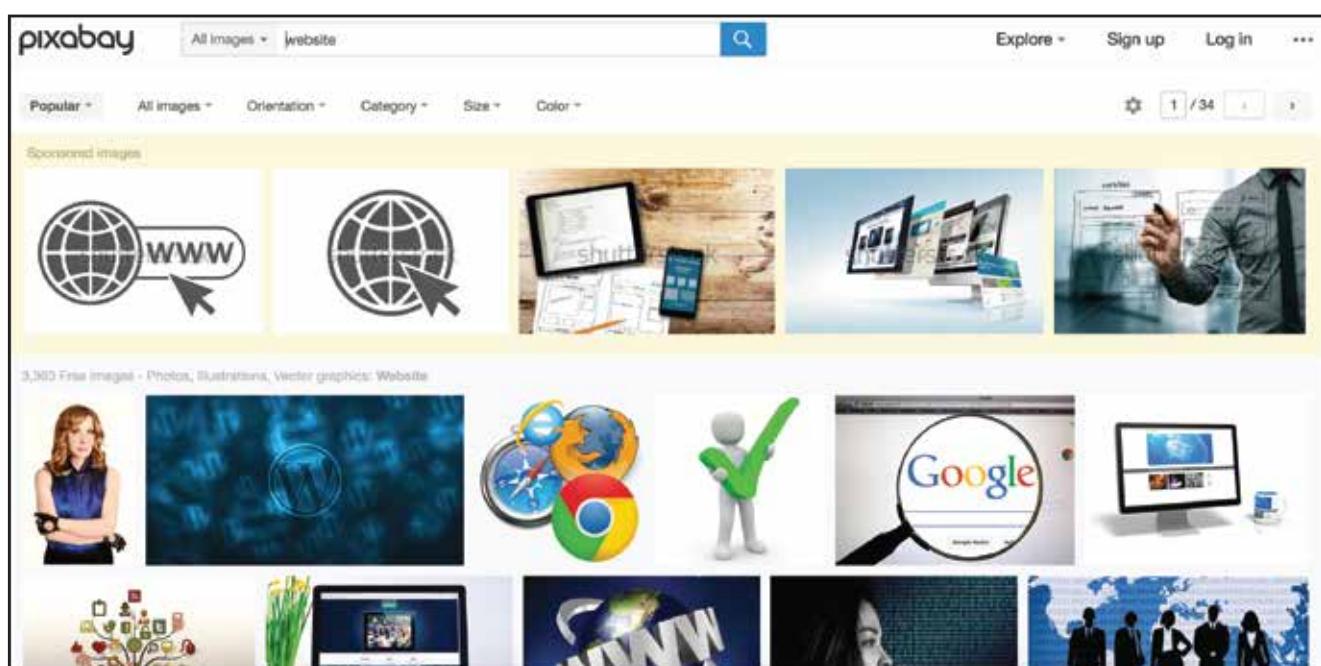
Free Live Demo: Watch Me Build A Business Live!

Now, remember that everything you do simply requires copy, paste, and typing. You don't have to know how to write code or program because everything is already done for you. All you have to do is click a few buttons, change the colors, upload an image, and that's it!

When it comes to images, be extremely careful. Do NOT go to www.google.com and search for any old image and use it. Why not? Because images can be copyrighted and you might infringe on another person's copyright. You can go to www.fotolia.com and buy royalty images.

But there is an even better option!

There is another website from which you can get royalty-free images - and you don't even need to include an attribution credit to the creator of that image. This website is www.pixabay.com. On pixabay.com you can simply type in keywords of the images you want, and copy and paste. You can use these images for your store.



Now that you understand the basics of customizing your theme, changing the color, creating the brand, and uploading images, the next step is to add pages.

There are several pages that are incredibly important to have in your Shopify store. The first of these is an **About Us** page. If you go back into Shopify, you can click on **Online Store** and then click on **Pages**. In the top right-hand corner, click on **Add page**.

All Pages

Filter pages ▾ Start typing to search for pages...

Title ▾

<input type="checkbox"/> About us	A great About Us page helps builds trust between you and your customers. The more content you provide about you and your business, the more...	Last Modified Today at 3:48pm
<input type="checkbox"/> Home page	Write a few sentences to tell people about your store (the kind of products you sell, your mission, etc). You can also add images and videos to...	Last Modified Today at 3:48pm

Again, this is very simple. Simply enter the title of the page, type in whatever you want to talk about on this page, and click on **Save**. Again, voilà! Your webpage will be created.

You also need to create a Frequently Asked Questions (FAQ) page to minimize the number of people emailing you with questions. When you create the FAQ page, you will type in all the general FAQ questions and answers that you can think of. Now, when people have a question, they can go there instead of calling or emailing you.

Online Store / Pages / Add page

Cancel Preview Save

Page details

Title: FAQs

Content:

Q: Do you ship worldwide?
A: Yes, we offer worldwide shipping for free.

Q: What is your refund policy?
A: For whatever reason if you do not enjoy our product, you are eligible for a 30-day full money-back guarantee from the date of purchase.

Visibility

- Visible (as of 2016-08-12 4:09pm PDT)
- Hidden

Template

Select a template for this page.

page

On both the About Us page and the FAQ page, you will include your terms of service, your privacy policy, and your refund policy. To do this, go back to **Checkout**, copy your privacy policy, terms of service, and refund policy, and paste them into an actual page, because right now, those policies exist only on the checkout form. You also need these three pages on your actual e-commerce store website.

Once you have copied and pasted these three main pages, the final thing you need to do under **Online Store** is go to **Navigation** and paste your privacy policy, terms of service, and refund policy page in the **Footer** menu. Then you go into the main **Menu** and simply paste in your About Us page and your FAQ page.

Footer [Edit menu](#)

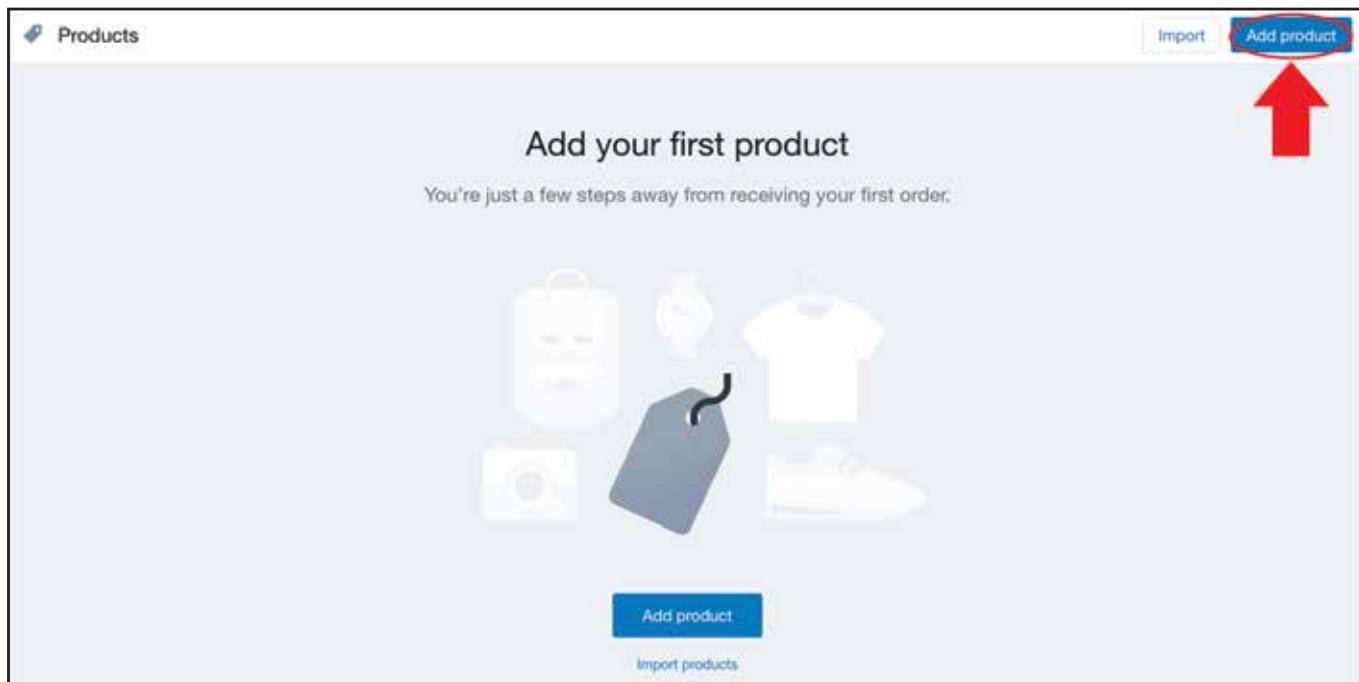
- [Privacy Policy](#)
- [Terms Of Use](#)
- [Refund Policy](#)
- [Contact Us](#)

Congratulations!

You have created your online store!

Now it's time to add your products so customers have something to purchase. I'll share with you where to find products and how to take advantage of inventory arbitrage in a later section. For now, I'm going to quickly share how you can easily add products to your store.

When you are in Shopify **Settings**, click on **Products** in the main menu and then click **Add Product**. Again, this is very self-explanatory. Shopify has done a great job of making this fail-proof. Type the title of the product in the **Title** field and then type the information about that product in the **Description** field. This is where you tell your customers all about the product. What color is it? What does it look like? What does it do? What are the benefits for the customer?



One of the most important aspects of writing your product description is being sure to list the benefits. People need to know why they are buying it. They don't care about features. They care about benefits.

Let's use selling a pen as an example. You want to tell your prospects why they need this pen. They don't need the pen because it has black ink, and a 7 millimeter ball-point tip. You don't want to say any of that. Instead, tell them the benefits.

Tell them, "This pen will allow you to write down all your important notes during your busy day. This pen will last longer than any other pen on the market because of the way the ball point is created." Those are benefits! Provide the benefits for the customer right in your product description.

The screenshot shows a 'Products / Add product' screen. The 'Title' field contains 'Black 7mm Ball Point Pen'. The 'Description' field contains the text: 'This pen will allow you to write down all your important notes during your busy day. This pen will last longer than any other pen on the market because of the way the ball point is created'. Below the description is a rich text editor toolbar with various formatting options like bold, italic, underline, and alignment.

Next, under **Images**, just upload your product images. You can upload as many as you want. Put the image you want as your primary product image on the left; that is the one which will be the main image for your product. Then simply type in the price and the weight of the product, where the vendor is from, and the **Collection** in which this product can be found.

shopify
The Easiest Way To Build Your Online Store
Create Your Store With Shopify Today And Receive An Exclusive 21-Day FREE Trial Plus 10% Off Your Monthly Subscription*. [Create Your FREE Account Today](#)

*10% off monthly subscription is only valid for 1 year. Only new plans are eligible for this promotion and you must clear your browser's cookies and cache to create an account.

The screenshot shows a product listing page for a "Black 7mm Ball Point Pen". The left side contains fields for Title (Black 7mm Ball Point Pen), Description (a rich text editor with a note about the pen's durability), and Images (a placeholder for a pen image). The right side includes sections for Visibility (set to Online store), Organization (Product type: Stationary, Vendor: Nike), Collections (Pen), and Tags (Vintage, cotton, summer). A "Save product" button is at the top right.

The **Collection** is essentially the product category. If it's going to be under accessories, is it under bracelets? Is it under earrings? Is it under cat accessories? Just put the product under the proper collection and click **Save**.

When you click Save, your product will automatically appear online - and people can actually purchase it right away.



Shopify Apps

Now that you have the basic understanding of how to add products, it is time to learn the importance of Shopify apps. I want to share with you four key apps that you absolutely must use. In Shopify, on the left-hand panel, there is a selection that says **Apps**. When you click on it, you will land in the Shopify app store where you can browse the thousands of apps that Shopify offers to enhance your store.

Out of all the apps out there, there are only four that you need when starting your first e-commerce store. The first app is called the Order Lookup App. This Order Lookup App is absolutely amazing! It reduces customer service requests by 80% because it gives your customers the ability to go through your website, enter their order number and their email address, and find the status of their order.



The screenshot shows the Shopify App Store listing for the Order Lookup App. The title is "Order Lookup App" developed by NewLeaf Labs. It has a 5-star rating. Below the title, there's a video thumbnail showing the app's interface. The main description highlights that it "Empowers Your Customers" by giving them access to their order information. It also mentions a "Free 7-Day Trial" and "Install It Now!". Below the main section, there are four bullet points: "Impresses Customer Satisfaction", "Saves Time", "Highly Customizable", and "Available In Your Language". At the bottom, it says "A Our Team Is Here To Help Your Team" and "Free 7-Day Trial".

- ✓ Reduce routine customer requests by 80%
- ✓ Provides automated on demand customer service
- ✓ Save time, save money

Get

Price	Free – \$10.00 / month
Free Trial	14 days

Support & Sales

Developer	NewLeaf Labs
Email	Support@OrderLookupA...
Website	orderlookupapp.com

[Get Support](#)

Screenshots



I'm serious when I say this.

When it comes to retailing online, many customers call or email to ask where their product is and how long it will take to arrive. Fielding these calls and messages takes time. A lot of time. This Order Lookup App will minimize the number of phone calls and emails you get.

The next app that I suggest you use is called the Improved Contact Form. You obviously want to create a very easy way for people to contact you in case there is a question or a problem. The Improved Contact Form will automatically create a Contact Us page for your e-commerce store. There, the customer enters their name, email address, message, and it is automatically sent to any inbox you choose - all for free.

 Improved Contact Form / Preferences

[Inbox](#) [Form Fields](#) [Contact Button Style](#) [Contact Page Settings](#)

Form Fields

Message to display before the form:

If you have any questions, please feel free to contact us using the form below. We will get back to you as soon as possible.

"Thank you" message to display after the form is submitted:

Your message has been sent! We will get back to you as soon as possible. Thanks!

Ask for a name (required)

The next app I suggest you use requires a small investment: Fomo (formerly known as Notify) is amazing software that boosts your sales by showing social proof of purchase. Essentially, a screenshot of the purchased product will appear at the bottom of the screen, indicating that someone in a specific city purchased that product. Every time a product is purchased, Fomo will show an alert.


Formerly Notify

[Message & Basics](#) [Design & Settings](#) [Fomo Live](#) [Analytics beta](#) [Orders](#) [Help](#)

Order message:

Someone in {{ city }}, {{ country }} purchased a {{ product_with_link }}
 {{ time_ago }}

Variables: {{ first_name }}, {{ city }}, {{ province }}, {{ country }}, {{ product }}, {{ product_with_link }}, {{ time_ago }}

Enabled
 Loop
 Mobile

Variables: {{ first_name }}, {{ city }}, {{ province }}, {{ country }}, {{ product }}, {{ product_with_link }}, {{ time_ago }}

[NEW - Integrate with Yotpo](#) [NEW - Integrate with Judge.me](#)

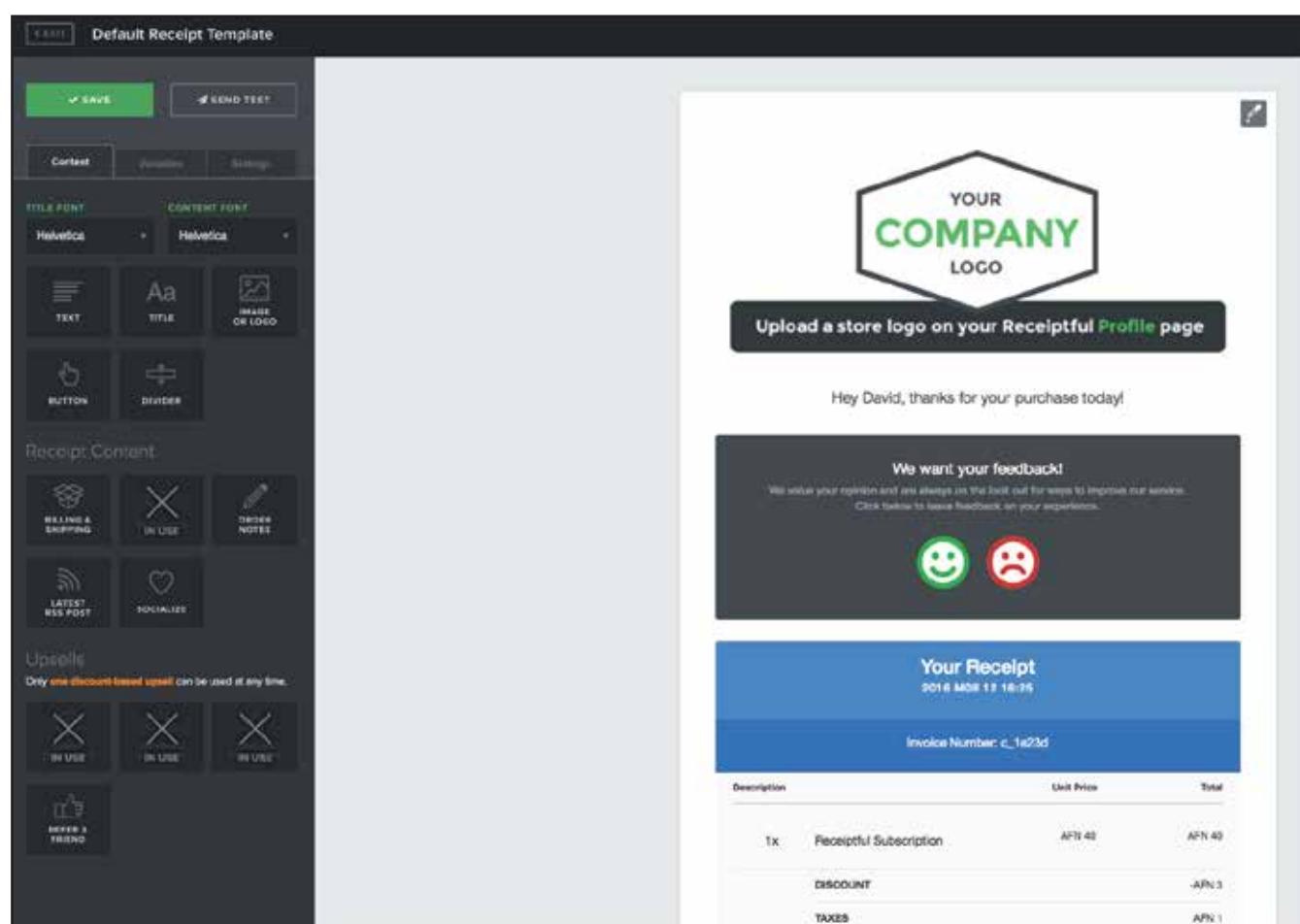


Someone in Sydney, Australia purchased a
Fat Moose Sailor Hooded Jacket
 4 minutes ago

This is a very powerful sales strategy.

Seeing these popups will often trigger customers to think, "Wow, people are really purchasing from this website. I need to buy on this website because it is a legitimate e-commerce store and I can get my goods delivered to my door." This will dramatically increase your sales. It worked for me and it only costs \$14.99. We are at \$44 of the \$100, so this will bring us up to \$59 I can virtually *guarantee* that you will make your money back with Fomo. I have made tens of thousands of dollars just by having this app installed on my e-commerce website.

The last app that I highly recommend you invest in is called Conversio (formerly known as Receiptful). Here's how it works: Once a customer has bought a product from you, a receipt is automatically sent from Conversio, along with two amazing features. One feature is a unique discount coupon code. To really skyrocket your sales, you want your customers to keep coming back and buying more from you. Providing them with a discount code is a great way to accomplish this.



You can create a unique discount code that's valid for the next week, the next two weeks, or any amount of time you want directly on the receipt. This will encourage your customers to return to your website to buy more products. It's the same as

if they came into your brick-and-mortar store, bought something, and then you said to them, "Hey, here's a coupon. The next time you come back to our store you will receive 20% off your purchase." A lot of people will come back to use that discount. Really! This app alone has made me a ton of money.

The second amazing feature that Conversio provides is an algorithm, which ensures that every receipt sent also features another recommended product.

How does it do this?

Conversio actually analyzes your entire shop and determines which product is the best seller - the product people are most likely to come back and buy. It lists that product right on the customer receipt, again encouraging people to return to your store and buy more.

The investment you make in Conversio is only \$19, which brings the total cost of your e-commerce store to \$78. I highly recommend you do this to maximize your average order value per customer. The more a customer comes back to buy, the more money you are going to make. This is exactly what Conversio will help you do.

There are hundreds of apps in Shopify Apps, and you are welcome to go through them to see what other apps might be beneficial for your store. However, I don't recommend you add these right now because none is necessary in the beginning. Just stick with the four I have recommended to get your store up and running well.

Installed apps

	Order Lookup App	View details 
	Improved Contact Form	View details 
	Fomo (formerly Notify) - Boost Sales with Social Proof	View details 
	Conversio (previously Receiptful)	View details 

That's it! You now have a fully functional e-commerce store!

Now, there are two important items remaining. The first is processing customers' credit cards, and the second is inventory. I have a lot of fun, helpful information to share with you about inventory.

But first I'll dive in and talk about how to process customer credit cards.

The graphic features a purple background with a faint image of a person speaking on the left and another person's hand raised on the right. In the center, the text "You're Invited!" is displayed in large, bold, yellow letters. Below it, in smaller white text, is the promotional message: "Join My 2-Part FREE Online Workshop To Learn The Exact 5-Step System That I Used To Build My Multimillion-Dollar Businesses." Further down, in white text, is the additional information: "PLUS I'll Show You A Powerful Tool You Can Use To Build Your Business In Just 17 Minutes! No Technical Skills Required! You'll Definitely Want To Show Up LIVE Because There May Not Be Replays." At the bottom, a blue button with white text reads "Register Your FREE Seat Now!" with a cursor icon pointing towards it.

You're Invited!

Join My 2-Part FREE Online Workshop To Learn The Exact 5-Step System
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PLUS I'll Show You A Powerful Tool You Can Use To Build Your Business In Just
17 Minutes! No Technical Skills Required! You'll Definitely Want To Show Up
LIVE Because There May Not Be Replays.

[Register Your FREE Seat Now!](#)

SAVE YOUR FREE SEAT NOW! 

Free Live Demo: Watch Me Build A Business Live!

Processing Credit Cards

Accepting credit cards online used to be a complete nightmare. You needed to have both a strong financial standing and a great relationship with your bank. On top of that, you would receive regular on-site visits from your banker, and there would be something to deal with called reserves. Reserves were essentially a hold on a portion of the funds whenever a credit card purchase was made.

When you processed a credit card online, the bank would hold 10% of the funds just to make sure they covered themselves in terms of risk. This way, the liability was not fully on the bank, but on you as well. Of course, the 10% reserve that the bank held would affect your bottom line because you would actually have to chase after the bank to release the remaining funds to you. Many banks would hold these funds for six months! As if that wasn't enough, you would have to have regular meetings with the banker - and the credit card processing fees were very high.

Fortunately, we are in an ever-evolving industry. For example, credit card processing changed drastically when Stripe payment was introduced to the market. Stripe was founded in 2011. It created a payment processing solution ideal for web developers, because it eliminated the need to register and maintain a merchant account with a bank. Stripe handles all the transactions, so it is a very easy way for you to accept credit cards.

And the best part?

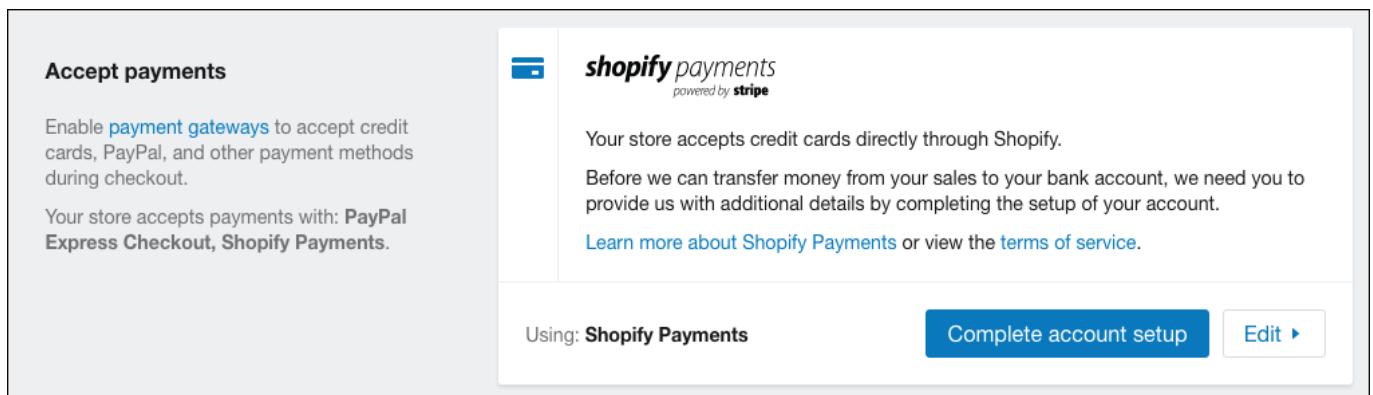
Shopify works closely with Stripe. If you have a Shopify store, you get instant approval on the processing of all major credit cards on your e-commerce store. You can process Visa, MasterCard, American Express, Discover, and Diners Club. There is no reserve - and you get daily deposits right into your bank account.

Stripe and Shopify have also teamed up on a very important chargeback feature. Let me share with you what chargeback means. If you see unauthorized charges or charges you don't recognize on your credit card statement, you can call the bank and say, "I did not approve this charge" or "I don't recognize this charge." When a customer does this, the credit card provider will reverse the charges and withdraw the money from your account until you have proved that the charge is legitimate.

Not so long ago, proving a charge was legitimate used to require a ton of work by the merchant (you). You would need to send all the related documents to your bank. You would need to contact your customers. You would need to fill out a chargeback form to make sure you have included everything that is relevant.

Those days are gone. With the Stripe-Shopify joint venture, you can enjoy using a very easy chargeback management tool. With just the click of a button, you can either contact your customer directly about the charge in question, or you can submit documents straight to your Shopify account to handle your chargebacks.

As with every other aspect of Shopify, it is very easy to set up credit card processing. Once you have logged into your account, click on **Settings**, and then click on **Payments**. Under **Payments**, by default, you will be prompted to use Stripe payments. All you have to do is activate it, enter your personal and banking information, and you will get instant approval on the processing of credit cards.


 A screenshot of the Shopify Payments setup page. On the left, there's a sidebar with the heading "Accept payments" and instructions to enable payment gateways like PayPal and Shopify Payments. The main content area features the "shopify payments" logo with "powered by stripe". It states that the store accepts credit cards directly through Shopify and provides instructions for bank account setup. Buttons at the bottom include "Using: Shopify Payments", "Complete account setup", and "Edit ▶".

But processing credit cards alone is not enough.

You will want to provide your customers with different payment options, including PayPal. You will absolutely need PayPal. Next, I will share with you the power of PayPal and why it is critical for you to get a PayPal business account to accept PayPal in your e-commerce store.

The Power of PayPal

As a new e-commerce store owner, you absolutely cannot ignore PayPal. It is one of the most powerful payment systems on the internet. Almost every e-commerce store accepts PayPal. This is why it is very important for you to accept PayPal in your online store.

Why is PayPal so important?

Let me tell you how it has benefitted me. Sales on my e-commerce websites have increased by nearly 20% just by having PayPal as a payment option. But don't just take my word for it. According to an Ipsos study conducted in July 2010 of 805 PayPal

merchants, the merchants reported an increase in sales of 18% by doing nothing more than accepting PayPal on their website.

PayPal fees are very low. You don't even need to pay a monthly fee to accept PayPal payments. The fee for accepting payments starts at 2.9% plus 30 cents per transaction. From there it is a sliding scale; the more you process with them, the lower your fees are. PayPal fees can go as low as 1.9%.

But that's not all. There are over 184 million active PayPal users. That means people are very confident using PayPal to pay for their products online. In fact, a lot of people actually feel more comfortable paying with PayPal than using their own credit cards. Why? Because PayPal has a protection plan in place for both buyers and sellers.

Accepting PayPal is another powerful way to increase the consumer confidence in your e-commerce store and that means your sales will increase.

Let me put this another way. The reason people feel more comfortable with PayPal is because they know that if they do not receive their goods, they can contact PayPal and get their money back. You just can't beat a deal like that!

In order for you to get a PayPal account, go to www.PayPal.com and sign up. It's absolutely free. You don't need to pay a penny to open an account. Remember to sign up for a business account because you get more advantages as a business than as an individual. This is especially the case if you are selling online. Once you have entered all your personal information, just enter your banking information and synchronize your PayPal account with your bank account. This allows you to withdraw your money from PayPal.

Another incredible advantage of accepting PayPal is that it now offers PayPal Credit (formerly called Bill Me Later). PayPal Credit is only for U.S. residents, but it is very powerful. If you have an e-commerce website that sells products valued over \$99, your buyers will have the ability to use PayPal credit to purchase the product without paying a single penny in interest for six months.

Believe it or not, there is no charge for this!

PayPal Credit is a six-month, no-interest financing option that allows your customers to buy expensive products on your website without paying any interest. At the same time, PayPal handles everything for you! You don't have to worry about not being able to collect the money because all of that is PayPal's responsibility, not yours.

As a vendor, the benefit of PayPal Credit is absolutely amazing. If you are selling a very expensive product and the person either doesn't have a credit card or needs a financing option, PayPal handles it all for you.

Not convinced yet?

There is one last, mega, huge reason I recommend you accept PayPal. PayPal plays a huge role in scaling up your business, and I will share this with you when we get to Step 4.

For now, you have your logo, your domain, your website, and you can even accept credit cards and PayPal.

And guess what? Now it's time to look at inventory!

The graphic features a purple background with a faint silhouette of a person on the left and hands in the air on the right. In the center, the text "You're Invited!" is displayed in large, bold, yellow letters. Below it, in white text, is "Join My 2-Part FREE Online Workshop To Learn The Exact 5-Step System That I Used To Build My Multimillion-Dollar Businesses." Further down, in white text, is "PLUS I'll Show You A Powerful Tool You Can Use To Build Your Business In Just 17 Minutes! No Technical Skills Required! You'll Definitely Want To Show Up LIVE Because There May Not Be Replays." At the bottom, a green button contains the text "SAVE YOUR FREE SEAT NOW!" in large white letters, followed by "Free Live Demo: Watch Me Build A Business Live!" in smaller white text. A black cursor arrow points towards the "SAVE YOUR FREE SEAT NOW!" button.

Chapter 5: The Inventory Arbitrage

Inventory? No Way!

Finding inventory, finding new vendors, and finding your own products has always been one of the most exciting parts of opening a retail business. This hasn't changed, but with an e-commerce store, you can now cut out the middleman, thanks to Alibaba. It is now possible for business owners to purchase directly from manufacturers. This is not how it used to be.

Not long ago, in order to carry a product, you would need to buy it through a third-party vendor who worked directly with the manufacturer. That middleman would mark up the margins and sell the product to you at a higher price than the manufacturer charged. They would make X amount of money by taking a cut for themselves, which would require you to set your prices higher.

Not anymore!

Now, thanks to Alibaba, you can buy goods directly from the manufacturer. This is where the magic of the margin comes into play. With this setup, you can really sustain your business and build it through profit. Just think: Instead of sharing 10% or 20% with a middleman, you are keeping that margin as pure profit for your business.

In their excitement, many business owners go to Alibaba, contact manufacturers directly, and find whatever they like. But the big shock comes when they place their order. They immediately get a hit with a minimum investment of \$10,000, an investment that can soar all the way to half a million dollars! At this point, many dreams are shattered because it is so difficult to find the capital to invest in product.

At the same time, there are other entrepreneurs who are able to put down this kind of investment. Obviously, a lot of mom and pop shops need to buy inventory in order to survive. But they don't know what's coming. People think, "When I start a new business, all I really have to do is buy inventory." This is far too simplistic a way to view starting a business.

There are actually a lot of hidden fees and costs associated with purchasing inventory. Not only do you need to pay for the goods with a huge investment, you need to pay for the cost of freight shipment. Having the product shipped from the origin country to your country is expensive. Aside from the cost of transporting the goods, you will have to pay customs and duty charges. And on top of all this, you need to pay for packaging so the goods can be transported safely.

But adding up the cost of your inventory isn't over yet!

There is still another investment required. You have to find a designer to design your packaging and your flyers, and you need to buy these in bulk. The packaging alone costs tens or hundreds of thousands of dollars. Then you have to pay for warehousing and order fulfillment. You need to hire people or a third-party company to hold your inventory and fulfill your orders on a day-to-day basis.

Factor in all of these costs, and the cost of purchasing the product increases by a minimum of 20% over your initial investment. And you aren't even guaranteed a profit!

Now, let me ask you a few questions.

If you have invested a significant amount of money in your inventory, what if the product doesn't sell?

What if you purchase the wrong inventory?

What if the cost of investment is way too high, but you could have bought it for less through other sources?

There are just too many risks that many people are not willing to take. I know many people, including myself, who have invested a lot of money in a ton of inventory. We actually left it all in the warehouse. It's sitting there right now, collecting dust. We bought the product assuming it would sell, but ended up not selling a single item.

But this was the only option we had just a few years ago.

I knew there had to be another way.

And now there is a better way. If we all had to invest in inventory and bear this risk, then the number of entrepreneurs on the internet, as well as the number of physical retailers, would decrease drastically. But that's not what is happening! Instead, the number of online entrepreneurs is growing rapidly.

I know from my own personal experience that inventory is an enormous headache - and a major roadblock for many new entrepreneurs who want to create a profitable online business. Many of my own students told me that they were struggling to create an e-commerce store and keep inventory.

So I looked for a different method. I basically went on a journey. I tried to find the best possible way to have inventory, yet not have to invest a substantial amount of money in the beginning. I knew this would eliminate all the risk.

One day, I found the solution to this problem sitting right on my desk. It was an Amazon package. As I looked at that package, I considered Amazon's business model. I took a deeper look. I mentioned earlier in this book that Amazon doesn't hold the majority of their inventory. Amazon is simply a platform through which people sell products.

Amazon collects the money, pays the vendor, and fills the orders.

I realized there must be a way to first collect the money, then pay for the goods and have the orders filled. With this method, you could make your money at the time of the sale. You wouldn't need to buy inventory upfront.

I knew that if Amazon could structure their business this way, I could too.

I investigated further... and discovered inventory arbitrage. And now it is time for you to discover it too. Get ready to learn what inventory arbitrage is, and how you can take full advantage of it to build an online store with thousands of products. You can do it all without having to hold a single piece inventory - and you will minimize your risk.

The graphic features a purple background with a faint silhouette of a person on the left and another person's hand reaching up on the right. In the center, the text "You're Invited!" is displayed in large, bold, yellow letters. Below it, in white text, is the invitation: "Join My 2-Part FREE Online Workshop To Learn The Exact 5-Step System That I Used To Build My Multimillion-Dollar Businesses." Further down, in white text, is the benefit: "PLUS I'll Show You A Powerful Tool You Can Use To Build Your Business In Just 17 Minutes! No Technical Skills Required! You'll Definitely Want To Show Up LIVE Because There May Not Be Replays." At the bottom, a green button with white text reads "SAVE YOUR FREE SEAT NOW!" followed by a cursor icon pointing towards it. Below the button, in smaller white text, is the offer: "Free Live Demo: Watch Me Build A Business Live!"

Inventory Arbitrage

You never need to hold inventory again!



I know this is a bold statement, but I'm going to prove to you how you can use inventory arbitrage to sell thousands of products on your e-commerce store yet not have a single piece of inventory on hand. Not only that, but you can sell an exceptional variety of products across multiple categories.

Whatever you can think of, you can sell without the massive investment of \$10,000, \$50,000, or even half a million dollars just to stock your products. There are no more headaches associated with handling freight, making sure it gets on the boat, and gets safely to your warehouse. There is no more hassle of clearing customs, or paying customs duties or tariffs. You don't have to invest in warehouse space, and you don't have to hire anyone to fill your orders.

All of these inventory-related expenses and headaches are now history, thanks to my discovery of inventory arbitrage. Inventory arbitrage lets you sell millions of products, from watches to TVs to customized bracelets to clothing to literally anything that comes to your imagination.

And the best part?

You don't have to pay for any inventory until you have collected the money from your customers. Inventory arbitrage is also known as drop shipping. Here's how it works:

1. A customer purchases a product on your store and you collect the money.
2. The money you collect is a marked up price from your vendor. So, let's say you sell a dolphin necklace for \$14.95, but you actually paid only \$2 for this item from your vendor. This leaves you with profit margin of \$12.95.

3. You take the \$2 out of the \$14.95 and set it aside.
4. You contact your vendor and have them ship the product under your name, so it looks to the consumer that the product is being shipped from your company, rather than from your vendor.



This entire process takes place behind the scenes without your customer ever knowing about it. All you are doing is arbitraging the inventory of your vendor by listing it on your e-commerce site and selling it.

Unlike traditional retail, you don't need to have the actual product on hand for the customer to grab and take to the checkout counter. All you need is the image and the product description. When a customer makes the purchase, you don't even need to know if you have the product. All that matters is that the customer receives the item.

Now, Amazon isn't the only company using inventory arbitrage. A lot of online companies are basically arbitraging. They don't hold any inventory. Instead they act as the sales platform and have the vendor hold the inventory.

For example, I used to work as the marketing manager at a BMW dealership. During the years I worked in that position, I learned a lot about how to create brand presence, and how to operate a retail store.

But how is working at a car dealership an example of inventory arbitrage?

A car dealership retails cars. You might think that a BMW dealership needs to hold a large inventory. But consider this: In Canada, BMW dealerships are held by private owners. They are not owned by BMW. A business person buys the BMW franchise and creates a dealership to sell the cars.

At first, I thought that all of these dealers had to pay hundreds of millions of dollars just to stock their inventory. But then I found out that they actually use inventory arbitrage. BMW headquarters gives a grace period to their BMW dealers on their inventory.

In other words, the dealers don't have to pay for their vehicle inventory when it hits their lot. Instead, they have a certain number of days to sell that inventory before they have to pay BMW for it. The cars are on the dealership's lot, but BMW still holds the inventory.

After a certain number of days, the dealer does have to pay BMW in full for the vehicles, to keep them on the lot and sell them. This is when many dealers go to the bank to get something called floor plan financing to pay for the inventory. This is a line of credit secured by the inventory itself. All the dealer does is pay an interest fee on each car, which really helps with the cash flow.

Obviously, the longer they have the cars on the lot, the more interest they pay. If they can sell that inventory very fast, they make profits right away. That's why many automotive franchises use floor plan financing. They are simply inventory arbitraging. These dealers are not holding their inventories; BMW or the bank is.

This is a great illustration of the power of inventory arbitrage for your e-commerce store. Remember, your job is to build relationships with as many vendors as possible within your niche and then have the product available for sale on your store.

You can sell millions of products on your store. The sky truly is the limit, because all you are doing is investing your time to grab product images and enter product descriptions. That's it. You don't have to worry about the inventory because that is the vendor's responsibility.

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Access To Millions Of Pieces Of Inventory

At this point, you may be wondering how on earth it is possible to have access to millions of inventory items without spending a single penny to purchase them in advance. Not long ago, it was virtually impossible for this to happen. Now, however, we are in a golden age of entrepreneurship. The internet has been evolving at such a rapid pace that this is the new reality of retail.

Now it is time for me introduce you to AliExpress. AliExpress was founded in 2010 as a subsidiary of Alibaba. It is an online retail operation made up mostly of small Chinese businesses offering products to international online buyers. Essentially, the same manufacturers that work with Alibaba are selling items by the single piece at manufacturer's prices on AliExpress.

These vendors are used to selling products at wholesale prices. They understand that businesses who resell their products need to make a profit. That's why you can simply contact these vendors to set up drop shipping.

Why are these manufacturers doing this? After all, wouldn't it be better for them to take bulk wholesale orders for their products? Yes, it would. However, a lot of Chinese manufacturers are suffering. It might appear to those in the Western world that these manufacturers make a lot of sales. But if you go to Guangzhou, you'll see a tremendous number of manufacturers closing each month. Their sales numbers are plummeting compared to five years ago.

That said, businesses that work with Alibaba needed to start diversifying, so they launched AliExpress and will do anything to acquire a sale. If you go to aliexpress.com, it may look like a retail store with an overwhelming number of items, but you can actually resell every single item listed on their site through your own e-commerce store with no inventory required. Just copy the product information and the product image onto your e-commerce store and start selling it.

It doesn't get any easier than that!

That's not even the best part. The best part is that with AliExpress you can literally sell anything! There are things you wouldn't even think of that you can sell: diaper bags, smartphones, security cameras, GPS systems, LED projectors, watches, and faucets. You can find just about anything through AliExpress. In fact, at one point I realized that AliExpress offers some products that are better than what we can get locally.

Take a look at this screenshot of a watch. You might think that this watch would cost \$10 or \$20 at a local shop, but guess what? Through AliExpress you can buy it for a mere 67 cents! It costs less than a dollar for this premium butterfly watch with rhinestones and a leather strap.



The screenshot shows a product listing on AliExpress. The main image displays a gold-toned butterfly-shaped watch with a white dial and a white leather strap. To the left of the main image is a vertical sidebar showing six smaller thumbnail images of different watch models. The product title is "1pcs Retro Vintage Type Women Butterfly Pendant Rhinestone Leather Bracelet Quartz Wrist Watch Clock 183". It has a rating of 4.5 stars from 3 voters and 24 orders. The price is listed as "US \$0.67 / piece". Below the price, there are color options represented by small images of the watch in various colors. The shipping information indicates "US \$3.69 to United States via China Post Ordinary Small Packet Plus" with an estimated delivery time of 20-39 days. The quantity selector shows one piece is selected. The total price is noted as "Depends on the product properties you select". At the bottom of the listing are four buttons: "Buy Now", "Add to Cart", "Add to Wish List (425 Adds)", and a "Store Promotions" section with a link to "Get a US \$2.00 coupon". On the right side of the page, there are social sharing icons for Facebook, Pinterest, VK, Twitter, and a message icon.

If you are a consumer and you see this watch priced at \$9.95, you would think it was a pretty good deal. You might even buy a couple of them - maybe one for your daughter and one to give your niece for her birthday. The quality of this watch is actually pretty decent. It works perfectly fine and it is made with nice materials. And you can get it for only 67 cents.

If you sell this watch for \$9.95, then you are making a profit of \$9.28.

Can you comprehend how massive a profit margin that is?

It is also extremely difficult to find this watch in a local shop. If a butterfly lover found the watch on your e-commerce site, obviously they would buy it.

This butterfly watch is just the beginning. There are tens of thousands of products that are priced lower than a dollar on AliExpress, and the perceived value is a lot higher than what you will pay for it. This means you can charge well over the wholesale price and sell these products via your e-commerce store, making a substantial profit.

Are you sitting there wondering, "What about the quality of these products?" (I know I would be wondering that if I were in your shoes right now!)

With AliExpress, you choose your vendors. That means you can choose to work only with the vendors who provide quality products. AliExpress has even refined its system so consumers and buyers like you can see who the best vendors are, and whether a product is high quality.

Here's how. When you are searching for vendors on AliExpress, look for each store's icons, such as medals, crowns, or diamonds. A vendor with a new store starts with one medal and earns more from there. Once it earns five medals, it receives a diamond. When it earns five diamonds, it gets a crown icon.

In order for vendors to earn these icons, they need to get good feedback scores from their customers. The more positive feedback they get, the faster they earn their icons.

Ultimately, you want to work with vendors which have crowns! These are the best vendors. However, when you first start working with AliExpress, I would suggest that you work with diamond vendors. Choose vendors with at least two diamonds.

If vendors have two diamonds, it means they have received positive feedback on more than 1000 transactions. Yes, it actually takes 1000 positive feedbacks, or a feedback score of 5, for them to get two diamonds. That creates a clear safety net for you in terms of quality and service. This doesn't mean that vendors with fewer than two diamonds aren't good vendors. However, these vendors are probably new and relatively untested. Ideally, you would wait for them to operate for some time before deciding that you want to set up a relationship with them.

The screenshot shows a detailed view of a seller's profile on AliExpress. At the top, it displays the store name 'Fancyqube Fashion store', the fact that it has been open for '6 year(s)', and its total feedback count '241241'. The feedback rating is shown as '95.3% Positive feedback' with a series of blue diamond icons. A red box highlights the feedback count and rating area. Below this, the store's location is listed as 'Store No.801408 Zhejiang China (Mainland)'. It also notes that the store has been open since 'Mar 22, 2010'. To the right, under 'Detailed seller ratings (Out of 5)', various metrics are listed with their respective scores: 'Item as Described: 4.5 Above Average', 'Communication: 4.5 Above Average', 'Shipping Speed: 4.4 Above Average', and 'Overall Rating: 4.5 Silver'. At the bottom, there are buttons for 'Visit Store', 'Follow', and 'Contact Now', along with an 'Offline' status indicator.

Once you have identified the vendors with whom you want to work, you need to contact them and tell them you are interested in drop shipping. These vendors may be from China, but I guarantee they will understand what drop shipping means.

There will be times when vendors don't respond to your message. If this happens and you really want to work with that vendor, I suggest you initiate a conversation by purchasing a product from them, but not completing the transaction. I promise this will get their attention.

Once you have their attention, tell them specifically that you want to order a lot of product in the future, but that you want to do drop shipping. Since you have a pending order, the vendor will realize you are a legitimate person and that you are not trying to scam them. You can start building a relationship from there. Once you have created a relationship with the vendor, you can start selling their products.

When it comes to filling the orders for your customers, you might be tempted to use free shipping. This is not recommended. With free shipping, you won't have any tracking information for your product. If a customer contacts you asking where the product is, you will be forced to refund their money because you won't know. For this reason, it is very important that you pay for premium shipping.

When you choose premium shipping, ask specifically for ePacket. ePacket is a specific shipping method that China Post and USPS have created jointly to ensure faster shipping times between China and the U.S. You will pay between \$2 and \$3 per package. Keep in mind that you will be marking up the price of the product by at least 400%, and will have a high enough profit margin to afford this.

You can also charge the customer for shipping in order to cover the shipping costs. Many online customers are happy to pay for shipping; they understand that you need to put the product onto a plane, have the plane fly it across the ocean, and then have someone deliver it to their door. Whatever you choose, make sure your vendors accept ePacket so that you will have fast shipping. With ePacket, it normally takes two to three weeks for the product to arrive in the hands of your U.S. customer.

Now, your vendor might have great feedback, but how is the product quality? You need to look at the number of feedbacks as well as the feedback score of each product before you decide to sell it. If there are at least 50 positive feedbacks, then you know this is a good company and a good product. Make sure any products you sell are 4-star or 5-star products. If the product has a lot of 1- or 2-star ratings, then the quality of the product may be low and you should avoid them.

You can spend a lot of time on AliExpress just looking for the niche of products you have chosen to sell. Anything you can think of can be found on AliExpress. Again, you can fill your e-commerce store with hundreds or thousands of products the day you launch, and you don't have to hold any inventory. All you do is copy the image, create a really amazing product description, and set the price. Then you can sell it on your e-commerce store.

This is why it's called inventory arbitrage; all you are doing is copying the image, copying the product description, and listing it on your store. You only buy the product from the vendor and have the vendor ship it directly to your customer when the customer gives you their money. That way you are collecting the money from your customer before paying for the product and you make a huge profit.

Just make sure that the vendor and the product have good feedback levels - and that they offer ePacket shipping!

Sell Branded Goods

What if your tastes are a little more refined and you want to sell brand name items?

Fortunately, AliExpress is not the only option when it comes to inventory arbitrage. When it comes to selling branded products, another option is doba.com. Founded in 2002, Doba is an American drop shipping aggregator which acts as a middle man between retailers like you and various drop ship suppliers. It all happens through a single interface. Again, you have access to over 2 million products and a massive number of vendors who are willing to drop ship products on your behalf.

Many vendors list their products on their members-only platform in order to drop ship their inventory. Doba requires you to have a subscription of \$59.95 per month, but you can get a 14-day free trial to see what products are available before you commit to a membership. In comparison to AliExpress, Doba has great brand name products, such as NBA- or NFL-licensed products, Marvel products, Maxim, and as-seen-on-TV products. But remember, the cost of these products will be higher than what you get from AliExpress. This will eat into your profit margin and your store will be less profitable.

The screenshot shows the Doba platform's user interface. On the left, there are navigation menus for 'Categories' (Apparel, shoes & jewelry; Automotive, tool & industrial; Books; Electronics & computer; Games, movies & music; Health & beauty; Home, garden & living; Kids, baby & toy; Outdoor & sports), 'Suppliers' (Baker and Taylor, Sea of Diamonds, Golds, BuyLARGE, Tyson Net, MINCUSA, George & Jimmy Creative Ltd, Croft, Sunstone, GEMather, Dollar Days, Ingram Entertainment, ATV Superstore, Quartz, IPS, Kow Imports, Itally, CHT Electronics, Penn Industries, RSR Group, View All Our Selected Suppliers), and 'Brands' (Sea Of Diamonds, Golds, Minnesota Gemmifair, Blanche, Panda Supplies, Edt, Unigd, Bulk Buys). The main content area features a 'Search' bar and a 'Trending Products' section with six items: 'Rustic Coaster Cart With Portable Wheels', '18K Gold Over Sterling Silver Filigree Open Hearts', 'Sterling Silver Green Freshwater Cultured Square O...', 'GENUINE 18K GOLD screw rubber steel shade BRACELET ...', 'Sterling Silver Aragonite, Created Turquoise, Carn...', 'Crystal Fisheye & Sodalite Item# Adjustable Shambal...', and 'Silver T-Bar & Red Sodalite Trade Wrap Bracelet'. Below this is a 'Browse by Category' grid with four rows and four columns, showing categories like Apparel, shoes & jewelry (shoes), Automotive, tool & industrial (drill), Books (books), Electronics & computer (laptop), Games, movies & music (video game), Health & beauty (perfume), Home, garden & living (pens), and Kids, baby & toy (children's items).

Does this mean you should avoid Doba? Not at all. And it doesn't mean that your store won't be profitable. It just means that you will have a significantly lower profit margin compared to AliExpress. With Doba, however, you can sell products in the thousand dollar range; it offers many high-end, expensive products, such as 14-carat gold jewelry and outdoor patio sets.

But beware. I don't recommend that anyone just starting an e-commerce business to start with Doba. The products are priced high - and higher priced products are tougher to sell online. When the time comes that you want to expand your product line and showcase brand name items to look more legitimate and instill confidence in consumers, then I highly suggest you use Doba to scale up your business.

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The Pricing Formula

I bet you have been wondering for some time now how to set the prices for your products. How do you know how much to charge for a watch, a dress, or a smartphone? You have access to millions of products, but charging the wrong price will hurt your business. It is time to learn yet another skill set – the pricing formula.

Knowing how to price position your products is very important. This is knowledge you must gain in order to have a highly profitable e-commerce enterprise. If you price your products too high, customers will not be tempted to buy them, leaving a lot of money on the table and allowing your competitors take your business. At the same time, pricing your products too low will hurt your bottom line and the profit margin of your business.

Over the years that I have been operating e-commerce businesses, the magic number I have found when pricing my goods is 25%. The wholesale price you pay should be at most 25% of the price you will charge. For example, if you have a product that costs you \$2.50, then sell it for at least \$10.00.

Pricing your products, however, is not always a rigid rule, and this 25% pricing formula gives you a lot of flexibility. For example, you can create a sales event and discount certain products for a limited time. Just like a brick-and-mortar retailer, you can have a summer sale, a Christmas sale, a Father's Day or Mother's Day sale, or any other sale you want. You can take 40% or 50% off of the original price and still have enough margin to be profitable.

Another reason the number 25% will work is because you need to have enough of a margin to afford advertising. You see, no matter how much retail has changed, advertising is still the best way to attract consumers to your e-commerce store and turn them into customers.

Are you tied to 25%? Not at all. It is not a number that's engraved in stone. You will still need to do your own market research by visiting amazon.com, ebay.com, and etsy.com to see at what prices your competitors are selling.

For an even broader look at all the different stores on the internet that sell the same product, go to google.com, click on the shopping tab, and enter your product information. Provided the e-commerce retailers have synchronized with Google Shopping, you will see a showcase of all the businesses that are selling that product.

You have the final decision on pricing your product. The 25% formula is my recommendation based on my experience as an e-commerce entrepreneur. But if your intuition tells you that you need a lower margin to sell a larger quantity of goods, you can move all the way up to 50%.

I feel that 50% is the maximum you can afford. Anything over 50% will not leave you with much of a margin. Remember, you still have to attract consumers to your website, and that means you still have a few more operating costs. Pricing nearly every single product on your store at 25% will give you plenty of margin to be super profitable!

One last thing about your pricing formula: Perceived value.

Remember the butterfly watch? Based on the consumer's perceived value of the watch, it could sell for anywhere from \$14.95 to \$19.95. When consumers see it, they each have a price tag in mind - and that price tag varies. For this reason, when you are determining the price for a product, you absolutely must think of it as a consumer would.

What would you pay for it?

If you were shopping in a mall and you saw a similar product, how much would you pay? How much would the average consumer think it would sell for? Obviously, that perceived value is very important. Now, you can't sell that butterfly watch for \$49.95. Sure, \$49.95 gives you a huge margin, close to 90%, but people are not going to buy it because they won't see the value of the product as \$49.95. The best approach is to price at 25%, go no higher than 50%, and really look at pricing in terms of perceived value.

Configuring Your Shipping

There is one final step to having a fully operational e-commerce store. Since you are selling a physical item, you need to factor in the price of shipping. Just like the pricing formulation for your products, shipping cost cannot be too high or too low. The sweet spot I have found ranges from \$4.95 to \$9.95 unless you are selling a very heavy item, like a big-box item. If this is the case, then you can stretch it to \$14.95.

This pricing method for shipping is based on a single item. If a customer buys more than one product, they expect to pay more in shipping. However, nearly 70% of the time, a first-time customer will only buy one single item. That's why you should set your shipping prices based on single items.

There is one small kink. Thanks to Amazon Prime, we cannot charge too high a price for shipping. People are treated like kings when they have an Amazon Prime account. They get free shipping. Not only that. They have free ***two-day*** shipping! Sometimes, they even get ***free one-day free shipping***.

Remember, you can price shipping too high. Again, based on my e-commerce experience in the past several years, \$4.95 to \$9.95 is the optimal range for most of your shipping costs. I promise. I have tried many tests to see the effect of shipping processes on my stores, and they always prove that \$4.95 to \$9.95 works best.

One final note on shipping prices...

On all e-commerce platforms, you have the option of using real-time shipping pricing. I don't recommend using this because you are not carrying your inventory. Because you are using inventory arbitraging, you need to have a fixed shipping price in your accounts and in your shopping carts. Here is the shipping table that I use for all my businesses. Feel free to copy and paste this right into your own store.

To create this shipping table in Shopify, all you have to do is click on **Settings** and then **Shipping**. You will now see a **Shipping zone**. In the Shipping zone, simply enter the shipping zone and the country that you would like, such as United States. Then edit the shipping rate by clicking **Add Shipping Rate** and following the table here.

Weight based rates			Add rate
Name	Range	Rate amount	
Free Shipping	0 kg – 0 kg	Free	Edit X
Lite Standard Shipping	0.1 kg – 0.19 kg	\$2.95	Edit X
Standard Shipping	0.2 kg – 0.29 kg	\$4.95	Edit X
Medium Shipping	0.3 kg – 0.39 kg	\$7.95	Edit X
Heavy Shipping	0.5 kg – 0.59 kg	\$12.95	Edit X

You don't want to get your shipping prices wrong and I don't want you to, either. This price range for shipping is what I can guarantee works fantastically well. Stick with it and avoid real-time shipping.

Now your store is fully completed! It's time to look at what you need to do next.

Chapter 6: “Build It and They Will Come” Is False

What’s In It for Me?

The foundation is laid! You have pre-populated your e-commerce store with all the products you want (I recommend at least 25 products to start).

Now is the time to consider the most important question of all: “What’s in it for me?” This is the question that matters the most because it’s the question every one of your prospects will be asking - whether they are aware of it or not.

When your prospective customers do their virtual saunter into your e-commerce store, they will be asking, “What’s in it for me if I buy from you? Why should I buy from you?”

I’ll be brutally honest with you. All people are selfish when it comes to buying online. It’s true! They buy what they want - and only what they want. In a physical retail store, they may be with family or friends who pressure them one way or another. But in an e-commerce store, you simply cannot make use of the many emotional triggers that exist in a physical store. For example, physical retailers can play subconsciously manipulative music in their stores. They also normally employ sales people to convince you to buy their products.

When shopping online, people are not surrounded by these pressures and emotional triggers. For this reason, your sole job is to answer their one mental question, “What’s in it for me?” Your prospects need to know the answer to this question because it helps them justify to themselves why they are spending their money to purchase something from you.

This is particularly true if they have never heard of your store before, or if your store is brand new.

Think about this. Would you buy something from your store? Why?

I know you have heard the expression “Build it and they will come.” Please get that expression out of your head right now. “Build it and they will come” is a movie line, not a business model and certainly not a marketing strategy. If you think you can rely on it for your e-commerce store, then you have just built a sinking ship. Your store will fail.

Think about what you see when you do a Google search. It doesn’t matter whether you are looking for information on how to plant a tree or for great birthday gifts for your father. When you conduct a Google search, you get hundreds of results pages

- with millions of results!

Face it. The World Wide Web is a very big place! Your one little e-commerce website exists in a sea of billions of websites.

To really stand out and have visitors at your store, you need people to be able to find it. This means you need to craft an effective message (which we also call an offer) and broadcast it loud and clear so the public can hear you.

Your message is often the first impression consumers will have of your e-commerce store. For this reason, you must be sure that your message is very good.

But how do you craft a message to answer that all-important, number one question on every consumer's mind? There are two strategies you can use.

Messaging Strategy 1: Discounts

The first messaging strategy is to offer a discount. Everyone loves discounts. A discount message is even more effective if you make the discount a whopping 50% off the first item purchased. Why should you offer a 50% discount? Because it is an **emotional trigger**.

And don't worry: Using the pricing formula discussed in the previous chapter, you will still make a profit even when you sell an item at 50% off.

Now, when most people see a discount or a sale, they feel, "This sale is about to expire," or "This deal will be gone soon, so I have to buy this product right away."

Naturally, Shopify has an app that helps you create this discount offer. It is called Hurrify and it creates an emotional buying trigger. How? By creating a countdown timer on your product page! When people see 50% off and the time counting down to the expiration of the offer, their emotional buying trigger is activated. They think, "I better pull out my credit card right now and buy this product while I can still get 50% off!"

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You see, factoring human psychology into the online retail experience is an absolute must for you to be truly successful. We already know that physical retail stores use many strategies that we cannot use online (such as playing music). That's why we have to use motivators like discounts and countdown timers to trigger people's emotions and sense of urgency.

Hurrify does this effectively, and there are other apps that work too. Hurrify isn't free, but it isn't expensive, either. It costs \$7 a month, and even if you add \$7 a month into your budget, you are still only at \$85 well below the \$100 cost of creating your e-commerce store.

Messaging Strategy 2: Free

The second messaging strategy is using the word "Free." People go absolutely nuts when they see free stuff! But don't panic; you won't simply give away product for free. That would cost your business a lot of money. So, how do you do it? Just charge for shipping and handling.

Remember, people already know that since they are buying a product on the internet, the product will need to be shipped. They will accept shipping and handling being charged to their credit card. When you use this method, choose specific products to offer for free. The best products to offer for free are the ones that cost you between \$3 and \$5.

When discussing free products, I want to be clear that we are not talking about "Free trials." Free trials are often offered on cosmetic products or nutritional supplements. This free trial strategy initially charges the customer only for shipping and handling, and then 14 or 30 days later, the seller charges the customer's credit card for the price of the product.

We are not using this free trial strategy. Our "free" strategy involves simply giving the product away for free and charging for shipping and handling.

The price range of the free product is very important.

If your free products cost you between \$3 and \$5, and you charge \$9.95 for standard shipping, then you still make a profit for that product. Many people, including my own students, are using this free-plus-shipping method. They are building six-figure empires simply by giving away free products.

Mark Earl's success story

Mark Earl applied every single step I have given you so far in this book, and he made money online, right away! He spent just one weekend setting up his e-commerce store. He used only the free-plus-shipping model. Here are his numbers:

Mark sold free-plus-shipping for \$9.95. The unit cost for the product was \$3.42. He spent \$1.02 in advertising. So his profit was \$3 on each product he gave away for just the cost of the shipping.

Just think about this. It took him one weekend to have his store up and running using inventory arbitrage, and in just two days, he was making sales. The free-plus-shipping model works!

Use these two strategies to broadcast your message to consumers and to provide them with the best answer to the question, "What's in it for me?" These strategies let you shout out to the public, "Hey, come to my store right now and you will save money!" Saving money always draws consumers in and with you they will get either a discount or they will get the product for free - plus shipping and handling.

The graphic features a purple background with a faint image of a person gesturing. In the center, the text "You're Invited!" is displayed in large, yellow, bold letters. Below it, in white text, is the invitation: "Join My 2-Part FREE Online Workshop To Learn The Exact 5-Step System That I Used To Build My Multimillion-Dollar Businesses." Further down, in smaller white text, is the benefit: "PLUS I'll Show You A Powerful Tool You Can Use To Build Your Business In Just 17 Minutes! No Technical Skills Required! You'll Definitely Want To Show Up LIVE Because There May Not Be Replays." At the bottom, a green button with white text reads "Register Your FREE Seat Now!" with a cursor icon pointing towards it. The green button also contains the text "SAVE YOUR FREE SEAT NOW!" and "Free Live Demo: Watch Me Build A Business Live!"

Why A Times Square Lease Is So Expensive

You now have a marketable offer, so it's time to master the third step of my 5-Step System: traffic!

I'm not talking about the traffic on the street outside your house or work. I'm talking about the virtual traffic of website visitors to your online store.

When you create an e-commerce website, you, along with billions of other website owners, own a tiny piece of real estate on the internet. To generate revenue, you need traffic by website visitors. The more traffic you have, the more sales you make, and the bigger your brand becomes.

But what do I really mean by traffic? I'll use the example I have used many times to educate people around the world on the concept of traffic.

For now, think of your e-commerce store as a physical store. Where is it located, exactly? There will be a huge difference in the amount of money you pay for a leased space in New York City's Times Square versus a space in the hot desert outskirts of Las Vegas. When you open a retail store in Times Square, it will cost you hundreds of thousands of dollars, whereas if you open it in the middle of the desert, it will cost you less than a thousand bucks a month.

Why is there such a drastic difference in these lease prices? Traffic.

The more foot traffic of people walking past your storefront, the more you will pay for a lease. It makes sense. How many times have you walked into a store simply because you happened to be walking past it and thought it looked interesting? You're not the only one who has done this. The more people walking past a store, the more valuable the location.

This is why places like Times Square, or even a mall in your local area, cost a fortune every single month. Auditors actually go to these locations to determine how much foot traffic there is in front of a retail outlet. They mathematically calculate the lease rate based on the amount of traffic. So when it comes to a physical store, you need to make a significant investment every month on your lease. This cost is directly related to the amount of foot traffic around your store.

How does this work on the internet?

Obviously, it's not quite the same. There isn't a stream of potential customers walking by all the time. You simply don't have that privilege. What you do have is the ability to advertise your website and offers to drive traffic to your store.

To start generating sales, you need to master the art of generating traffic. You take the funds you would use to pay for a physical store lease and instead use them to advertise your website.

Generating traffic is an art. It is not something that you can master overnight. However, in the next few sections I'm going to share with you how to do it - so you can literally generate traffic to your site in the blink of an eye.

The graphic features a purple background with a faint silhouette of two people on either side. In the center, the words "You're Invited!" are written in large, bold, yellow letters. Below this, a white box contains the text: "Join My 2-Part FREE Online Workshop To Learn The Exact 5-Step System That I Used To Build My Multimillion-Dollar Businesses." Underneath, another white box contains: "PLUS I'll Show You A Powerful Tool You Can Use To Build Your Business In Just 17 Minutes! No Technical Skills Required! You'll Definitely Want To Show Up LIVE Because There May Not Be Replays." At the bottom, a green box contains the text "SAVE YOUR FREE SEAT NOW!" in large, bold, white letters, followed by "Free Live Demo: Watch Me Build A Business Live!" and a cursor icon pointing towards the text.

The Importance of Traffic

In the online world, traffic is king.

The more you know about how to generate traffic, the more sales you will have. It really is that simple. I like to define traffic using classic Greek columns. If you take a look at the photo below, you will see that the top of the building is like a rooftop. This rooftop is your business and the traffic that supports that rooftop is represented by the pillars below it.



Each stream of traffic is represented by a pillar. The more pillars you have, the larger your income stream, because each pillar of traffic translates into sales. Additionally, the more pillars you have built, the more sustainable your business is.

If you only have one source, or pillar, of traffic and something happens to it, your business simply cannot stand. You simply cannot rely on only one source of traffic. You cannot put all your eggs into one basket. If you do, your business will collapse. It will not be sustainable.

This illustrates why your job as an online entrepreneur is to create as many pillars as possible to sustain the business. With several sources of traffic, you can continue to sustain your business even if one of those sources flops or dries up.

Now that your entire e-commerce website has been created and loaded with inventory, you need to start building your pillars. In the next section, I'm going to share with you the three ways of generating traffic that will turn you into a traffic guru.

But first, you need to know that when you master the art of generating traffic, you can actually charge other companies or small businesses a fortune to help them generate their own traffic.

The ability to generate traffic is the number one skill set that I developed during my career. This is the expertise for which I'm known. Many people who know me call me a media buyer because I know how to buy traffic in massive volumes. I buy millions of dollars worth of traffic using both Google and Facebook. I also created a company and an educational training course that teaches how to generate traffic.

If you want to really master generating traffic, then after reading this book you may want to visit www.iProAcademy.com, where you will learn to look at traffic in a completely different way.

Since you cannot sustain your business without traffic, and you need traffic to generate sales, I am now going to teach you how to turn *traffic into profit*. I'm not talking about a little bit of profit; I'm talking about a serious amount of profit. I'm going to share with you how you can gain access to the multi-billion traffic source network starting with just \$5.

Let's get started!

The 3 Ways of Getting Traffic

There are many ways to drive traffic to your website. One popular technique is SEO, or Search Engine Optimization. SEO is popular, but it's not terribly feasible. It's a very difficult way to generate traffic. Despite this, many people are teaching how to use SEO for traffic generation. In brief, SEO is based on the use of keyword density on your page. You build your site with content that is keyword-optimized. Then you list your site on Google, Yahoo, and Bing and hope that it will appear on the first search result page when users type your keywords into the search bar.

Another option is forum posting. This entails going into related forums, posting comments and valuable content about your business and your products, and hoping that people will click on your link to take advantage of your offers.

Yet another method of generating traffic is article marketing. With this method, you write articles on a day-to-day basis and submit them to article websites.

All of these options can be very tedious. In this book, I am not going to share with you how to do these things. Why not? Because the reality is that these methods are very difficult, requiring a lot of time and effort to gain some traffic.

I have a better way. Three better ways, actually.

In this chapter, I am going to review these top three methods so that you can use them to start generating instant traffic in your online store.



Method #1: Social Media

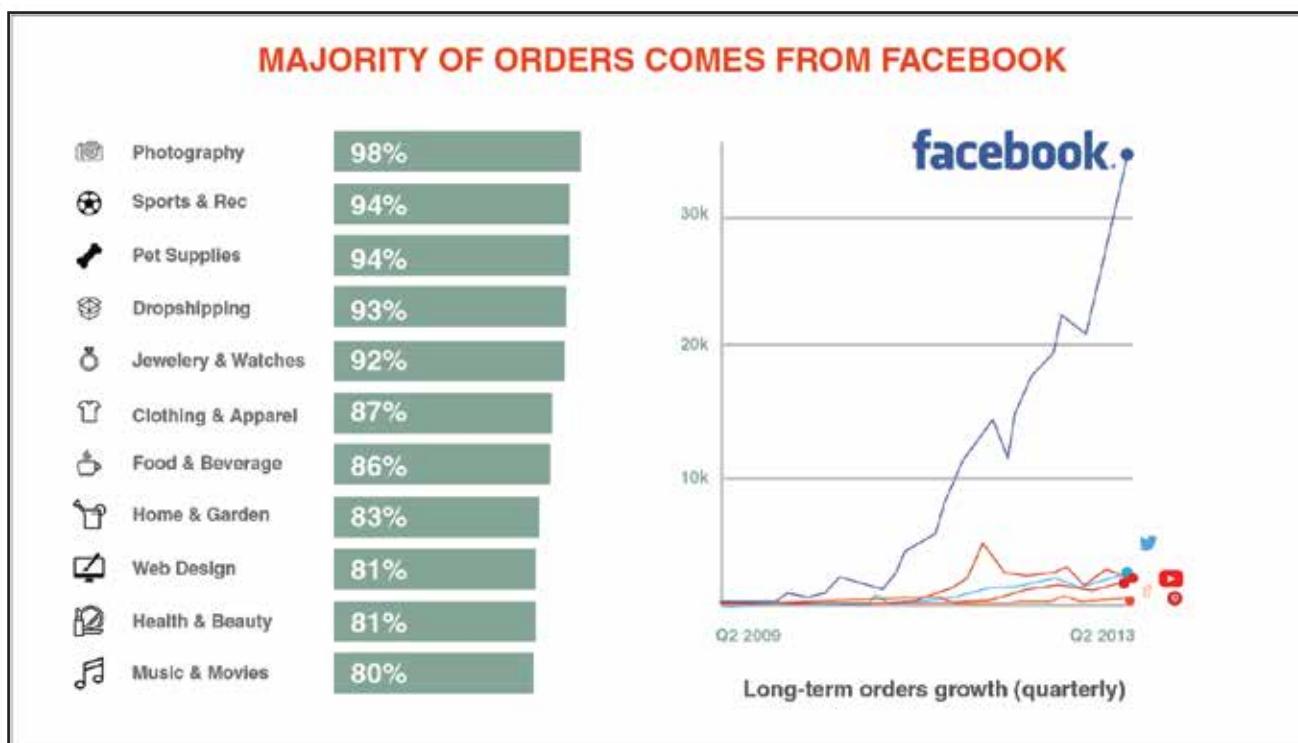
It is incredibly important for you to leverage social media to drive traffic to your website. Not sure what social media is? You probably use it regularly without realizing it. Social media are basically platforms in which people engage and interact on a personal level. Smart businesses are taking advantage of social media to build their brands and generate traffic. They use their presence on social media to share information and offers about their products, their content, and related items that consumers need to know.

Using social media to promote your business is now called social commerce. Social commerce offers a very big market in our industry, one that will continue to grow in the years to come. It allows you to leverage social media to get visitors to your e-commerce website to acquire sales.

Now get ready for a mind-blower. I am going to share a statistic that literally blew me away when I first saw it. This statistic gives you a glimpse at the impact of social media for driving traffic to your website. This statistic comes from Shopify, the provider we are using for our e-commerce website.

Shopify conducted an analysis to determine which social platforms drive the most sales. It looked at 37 million website visitors who came from social media and converted into 529,000 e-commerce orders. Shopify looked deeply into its database to get this data. It looked at Facebook, Twitter, Pinterest, Google+, LinkedIn, Instagram, Reddit, YouTube, Vimeo, Vine, Hacker News, and Polyvore.

The statistic? 63% of the 37 million visitors were driven by Facebook. That translates into 23.3 million people all driven by Facebook.



Facebook essentially owns the entire market share!

What does this mean for you? If you use Facebook, Pinterest, and Twitter, which, when combined, account for more than 87% of the market share, you will start getting sales at a much faster pace.

The craziest part is that, on average, 85% of all orders from social media belong to Facebook. In fact, Facebook dominates some industries such as:

- Photography
- Sports and recreation
- Pet supplies
- Jewelry
- Clothing
- Food and beverage
- Home and garden

If you are in these industries, you need a Facebook presence.

Another surprising result from this analysis showed how much people spend on Facebook. I can virtually guarantee that you or one of your friends or family members has bought something via Facebook - and the average order value on Facebook is \$55.

That means that if you take all the social media orders, 85% of which are via Facebook (that is, 85% of 529 thousand e-commerce orders that stem from social media), you're looking at nearly \$25 million in sales right from Facebook.

You ***definitely*** need to have a presence on Facebook!

Another fast-growing social media platform is Instagram. I suggest you get an Instagram account, a Pinterest account, a Facebook account, and a Twitter account for your business. These four alone will give you a huge head start over many other new e-commerce brands.

We are going to start with a focus on Facebook, partly because of its dominance in social commerce and partly because the other platforms are so similar to it. Once you understand how to market on Facebook, you will easily be able to do the same on Twitter, Instagram, and Pinterest. In fact, if you build a foundation on Facebook, you can take whatever you post on Facebook and apply it to Twitter, Instagram, and Pinterest.

So, you know Facebook, right? You are on it every day. How hard can it be to use it as a way to market your e-commerce store?

The main difference is that you will be creating a Facebook for Business page. Fortunately, this is very simple to do, and it's free. All you have to do is log into your personal Facebook account and find the link that says **Create Page** found at the bottom of the panel on the left-hand side of the screen. Click on Create Page and you will see six different choices. Choose **Brand or Product**.

 **Create a Page**

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you. It's free to set up. Just choose a Page type to get started.



Local Business or Place



Company, Organization or Institution



Brand or Product



Artist, Band or Public Figure



Entertainment



Cause or Community

Once you click on this, you can choose a category that correlates with the niche you have chosen for your e-commerce store. You can choose Clothing, Home and Decor, Health and Beauty, Jewelry and Watches, or anything else that is suitable. For the purpose of this example, I am going to choose Baby Goods. This is where you will put your business name - your domain name.

After you enter your business name, click the button that says **Get Started** and you will be brought to a screen that asks you for additional information. This is where you can tell people what your page is about, so include a short description of your page. In the box under the description you will enter the URL of your website. Then, secure your Facebook page name. For this, use your domain name or the brand of your e-commerce store. Then click **Save Info**.

Brand or Product

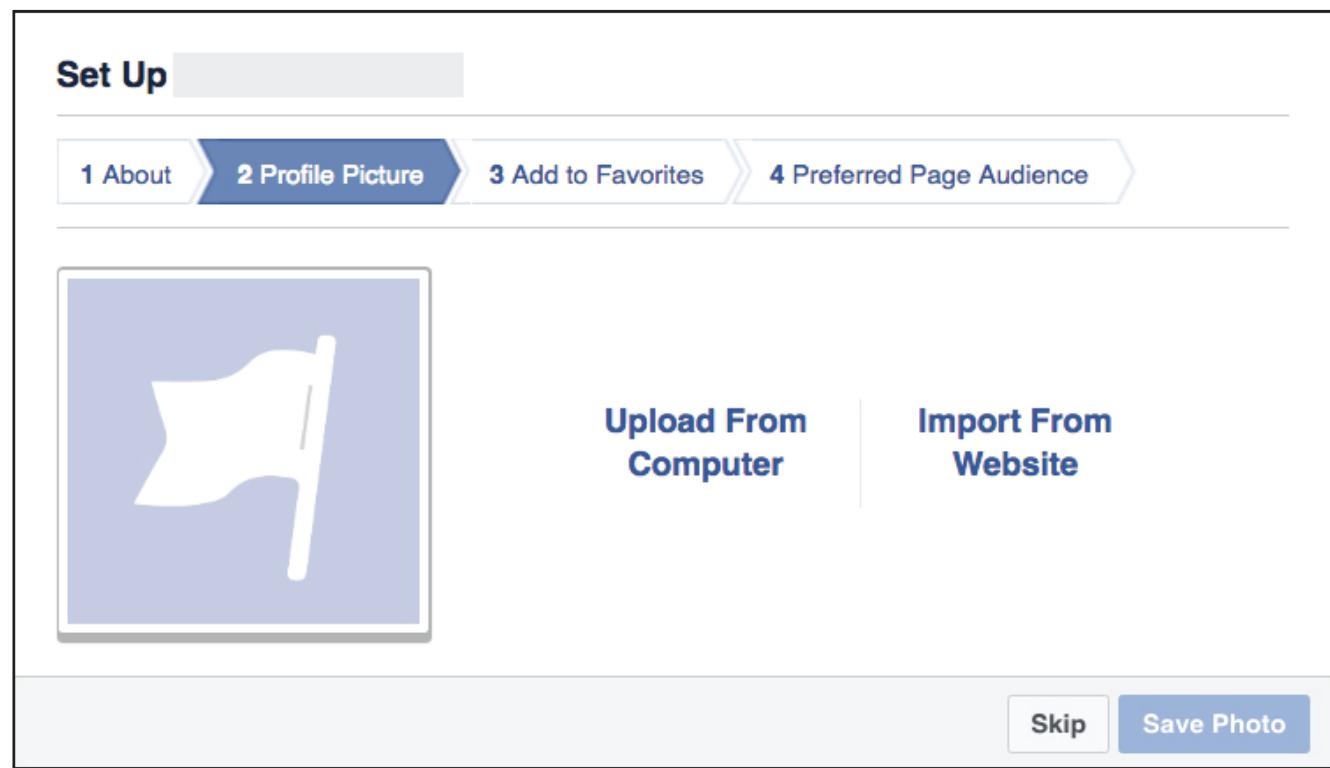
Website

Brand or Product Name

By clicking Get Started, you agree to the Facebook Pages Terms.

Get Started

Now you have your basic information entered and can upload your logo. Be sure the logo size is 160 x 160 pixels. Once you have uploaded your logo, **Save Photo** and choose whether or not to add to your Favorites.



Next, you will tackle your preferred page audience. This is how Facebook helps you automatically connect with the people who will most likely respond to your Facebook page and posts. Fill in your location (you can go through the United States, or wherever you like).

Then enter the age, gender, and the interests of the market you are targeting. Enter one keyword that will resonate with your audience. For example, if you are going into pet supplies, you might use a keyword like "Pet Supplies" or "I love pets." Use any interest-targeting that really fits your niche.

Set Up

1 About 2 Profile Picture 3 Add to Favorites 4 Preferred Page Audience

Tell us about the people you'd most like to connect with. Anyone can find your Page, but we'll do our best to put it in front of the people who matter to you most.

Locations Everyone in this location

Include | Add locations

Add Bulk Locations...

Age 18 - 65+

Gender All Men Women

Interests Search interests | Suggestions | Browse

Languages Enter a language...

Skip Save

Next, set your language. Make sure you choose the same language - ideally English - for all aspects of your page, which means choosing **English all**. Now click **Save**.

You have officially created your Facebook page!

One more thing: You need a cover photo for your brand new Facebook business page. To add a cover photo, click on the button at the top of the screen. The size of your cover photo should be 828 pixels wide by 315 pixels tall.

Once you have that in place, you can add a **Shop Now** button, which will bring people to your store. Then start inviting your friends to Like your page. This will help it go viral, which is exactly what you want to do on all social media platforms. Going viral is vital!

Going viral is vital!



How do you go viral? It's all about the content.

It means you will post unique viral content on a daily basis, content that will sometimes include promotional content. Every day you will create posts related to your niche. These can be posts on:

- Important news
- Important people
- Customers using your product (If you can get customers to send in photos, this is great!)
- New or feature products
- Current promotions
- Anything else related to your niche and your e-commerce store

In order for you to gain some traction on Facebook, you need to start liking other people's pages, particularly pages that are related to your niche. Comment on people's posts. Say, "Hey, I have a special offer, go check it out." You want to leverage the social media platform through engagement and create conversations with people so they can tag your page, like your page, and share the contents of your page. That's how you will start generating traffic through social media.

It is vital that you have a Facebook page in place. Once you have this up and running, I would suggest you set up your Instagram, Twitter, and Pinterest accounts. Then link these pages so that your followers can follow you on all of your social media accounts. This will help you create an even bigger following!

Method #2: Email

Using email to generate traffic is even simpler than using social media! All you have to do is find a bunch of websites that are related to the niche you have chosen.

Let's say you are selling a specific product that is astrology-based, like a Leo horoscope necklace, available on AliExpress. Go to www.google.com and type in your niche keyword, astrology, plus the word "newsletter." Search for ***astrology newsletter*** and your search results will include astrology websites which have a newsletter in place.

Now let's say one of the results is a site called astrology.com. Scroll down to the very bottom and look for either "advertise with us" or the advertising contact page. From here, you will be able to request an advertising media kit, but you don't want just any kit. You need to ask them specifically for the ***email-dedicated kit***. The beauty of this advertising method is that you can actually pay astrology.com to email their own subscribers. These subscribers will receive your promotion and will be directed to your landing page.

Take a look at this example of an email on a website called lifescrpt.com.

The email is from **lifescrptdailydeals** on October 5, 2011, for subscribers of lifescrpt.com. It features a testimonial from Karen, Jeannette, PA, about the Gerber Life Grow-Up Plan. It also shows a photo of a woman holding a baby and information about a free child safety ID card. The email ends with a testimonial from Samantha, Nakaville, VA, and an "Apply Now!" button.

Pricing on this method of generating traffic can vary. It can be based either on CPM, or cost per thousand emails sent, or you may be charged a flat amount (anywhere between \$200 and \$2000) for lifescrpt.com to send your email to its entire newsletter database.

There is another variation on this email method called cost-per-client. With this method, you still buy e-mail traffic, but you only pay when someone clicks on the link to your landing page from within the email. These are the sites on which you need to focus, but you have to find them all first. You can do this by using a site called similarweb.com.

Go to similarweb.com and enter the name of the website you found that offers cost-per-client email marketing. When, for example, you enter astrology.com, similarweb.com will extract all the websites related to astrology.com.

With this information, contact every one of these websites and ask how much it costs to advertise with their newsletter. When you have all the information, you can decide which, if any, of these buyers you wish to use for your email marketing.

This method is great, but you will be asked to submit what we call an insertion order. Big websites will ask you for a large amount of money up front in order for you to buy their emails. When that happens, make sure you speak to them directly and ask for remnant traffic. Remnant traffic is the traffic that they cannot sell. It's basically excessive inventory that you can buy at a very cheap price.

When these people email you back with a price quote, keep in mind that you can negotiate the quote down by at least 50%. Really use your negotiation skills and low-ball them. Offer them a lower number and then work back and forth to settle on a price with which you are both happy.

Here's one last (but very important) point about buying email traffic:

Always be sure to specify that you only want United States traffic! Otherwise, you could be wasting your money. If you don't specify U.S. traffic, you might get traffic from any number of other countries from which people subscribe but don't actually buy.

Remember, you want U.S. traffic.

Now, you might be thinking, "OK Fred, social media and email traffic generation look great, but they are either going to be time consuming or they're going to cost me a lot of money." Well, there is one more method that you can use. Using this third method alone, I can virtually guarantee that you can start making thousands, tens of thousands, or even hundreds of thousands of dollars.

Method #3: Facebook Advertising

This method is so easy that there isn't much to say about it, except that it is the best! I will go over this method in more detail in the next chapter, but here I want to tell you that Facebook's self-service advertising platform has ushered in a new age of advertising. You can start advertising your products for a mere \$5. That's it! With just \$5, you can start advertising your product and potentially make a profit right away. That's another \$5 of your \$100, which brings you up to \$90.

You might be thinking, "I'm probably going to end up spending a lot of money on advertising." No way! Listen and let me reassure you: You really don't need thousands or even hundreds of dollars to start advertising on Facebook. All you need is \$5.

What's more, I am going to help you minimize your risk by sharing with you, step-by-step, how to set up your Facebook advertising campaign so it will generate traffic and sales for your e-commerce store.

Ready? Let's do it.

The graphic features a purple background with a faint silhouette of two people. In the center, the words "You're Invited!" are written in large, yellow, bold, sans-serif letters. Below this, in smaller white text, is the promotional message: "Join My 2-Part FREE Online Workshop To Learn The Exact 5-Step System That I Used To Build My Multimillion-Dollar Businesses." Underneath, in white text, it says: "PLUS I'll Show You A Powerful Tool You Can Use To Build Your Business In Just 17 Minutes! No Technical Skills Required! You'll Definitely Want To Show Up LIVE Because There May Not Be Replays." At the bottom, a button with the text "Register Your FREE Seat Now!" is overlaid on a green bar. To the right of the text is a black cursor icon pointing towards the button. The green bar also contains the text "SAVE YOUR FREE SEAT NOW!" in large white letters and "Free Live Demo: Watch Me Build A Business Live!" in smaller white text.

Chapter 7: The Magical Alignment of Your Buyers

The #1 Platform For Retailers—Facebook

Let me take you back in time... to 2011.

That might not seem like long ago, but you might be surprised to learn that in 2011 it was very difficult to make a profit with Facebook advertising. For some people, making a profit was downright impossible. I was one of the lucky ones. I was able to make several percentage points in profit from Facebook advertising.

Why was it so difficult? Back then, Facebook advertising was the new kid on the block. Even though Facebook had massive traffic, Facebook advertising was still in the very early stages of development. Many people didn't trust its validity or its viability.

Back then, I had an agency through which I handled the advertising campaigns of over a dozen automotive dealers around the U.S. One day I received an email straight from the president of one of the companies that I worked for. This email put me into a state of shock. I actually felt offended by it.

The email subject line said, "Stop all Facebook Ads." I couldn't believe what I was seeing because I was making money for these people via Facebook advertisements and other traffic sources. Facebook was an integral part of the marketing campaign. This information led to a published article stating that General Motors had officially stopped advertising on Facebook. However, they did not specify why. In 2011 they were spending millions of dollars on Facebook and then they shut down their advertising campaign overnight.

Now, most people had no idea why General Motors stopped advertising on Facebook. But people in the marketing industry, like me, knew for a fact that those ads were not working for them, even though Facebook advertising had huge potential.

Now, let's get into our time machine and come back to today. Since 2011, Facebook has made drastic changes to its advertising method. In fact, many automotive companies are now taking advantage of Facebook advertising. Not only is it much easier than other forms of advertising, but the ability to generate profit using Facebook is much greater than it was five years ago. Facebook now has over 1.4 billion active users worldwide. It's a massive network - the population of China!

Facebook can now do many things that even Google can't do. Right now, it is the only online advertising network that can compete with Google.

Why?

Because Facebook has one major capability that Google doesn't have: targeting!

Now, Facebook spends a fortune to acquire what they offer advertisers. Do you know why Facebook spent \$11 billion on acquiring Whatsapp and Instagram - even though neither of these platforms was making money? You might think that it simply wanted to have more companies under its umbrella.

The truth is that Facebook wants to take advantage of all the Whatsapp and Instagram users who do not use Facebook. By using its Facebook data, Whatsapp data, and Instagram data, Facebook can refine its targeting for advertisers like you and me.

What makes Facebook so massively huge right now - what allows entrepreneurs to make a fortune on Facebook - is its precise targeting ability. Seriously, what Facebook can do today in terms of precision targeting is unprecedented.

Let me give you an example. Let's say you have a yoga studio and you just hired a very handsome male yoga teacher. Before Facebook, if you were to advertise specifically for the classes taught by this handsome male instructor, you would have to place ads in the newspaper. You might also have created a Google ad, sent out flyers, or conducted a direct mail campaign.

But when you advertise in this way, you have no control over who sees your ad. If a man picked up that ad, he could easily toss it aside because he's simply not interested in yoga.

Your yoga studio needs to specifically target single women who are interested in yoga and who also live in the same general area as your studio. That's what Facebook allows you to do!

How? People comment, share, like, and put personal and geographic information in their profiles, and Facebook makes it possible for advertisers to take advantage of that data. This means your yoga studio can advertise specifically to females who are in the age range of 18 to 30, are single, live in your area, and love yoga.

This is what we call precision targeting. The chances that these people will click on your ad and sign up for classes grows exponentially because Facebook allows advertisers to fine-tune ads to ensure that the right people see them.

This kind of precision targeting is leading the way into a golden age of advertising. Right now, even beginners without any knowledge of advertising can, with very little guidance, profit from Facebook. Of course, you need the right knowledge and that is what I am going to share with you in the rest of this chapter.

But first you need to know one thing: Facebook knows more about you than you know about yourself. As entrepreneurs, we need to leverage what is around us and use it to our full advantage. You need to master Facebook stalking. Yes, you need to stalk people on Facebook to turn them into buyers who will go to your e-commerce store and start buying products.

You're Invited!

Join My 2-Part FREE Online Workshop To Learn The Exact 5-Step System That I Used To Build My Multimillion-Dollar Businesses.

PLUS I'll Show You A Powerful Tool You Can Use To Build Your Business In Just 17 Minutes! No Technical Skills Required! You'll Definitely Want To Show Up LIVE Because There May Not Be Replays.

[Register Your FREE Seat Now!](#)

SAVE YOUR FREE SEAT NOW! 

Free Live Demo: Watch Me Build A Business Live!

Stalking On Facebook

Let me make myself crystal clear: I am *not* teaching you how to stalk a beautiful woman on Facebook or how to spy on people on Facebook.

What I am about to describe is how you can use a piece of software that Facebook spent billions of dollars to create so that advertisers like you can actually stalk their buyers on Facebook. This software allows you to find out who they are, what they like, what their interests are, what their household income is, and what their behaviors are on Facebook.

Now, before I show you how to use this software, you need to come up with three important keywords that are related to your business.

First, find a keyword related to your niche. Let's say that you have a fitness e-commerce store. Your niche keyword is going to be one of the following: fitness, weight loss, or bodybuilding. These are your main keywords.

The second type of keyword is related to a public figure. You want to identify a key public figure in your niche. In fitness, one example is Jillian Michaels, but you can go to www.google.com and search for top public figures in fitness, and choose the one with whom you feel the most comfortable.

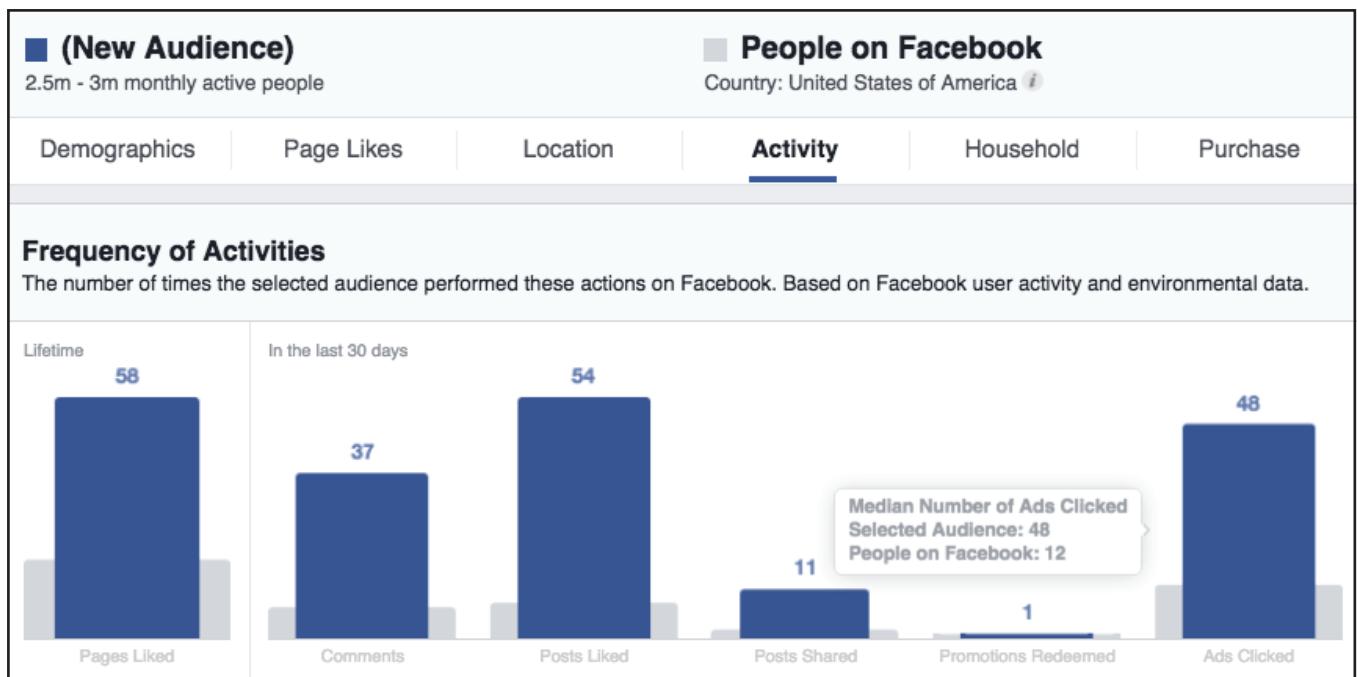
Your third keyword is a brand. You want to go after large, significant brands within your niche. In the fitness niche, one large brand is Beachbody. Another one is P90X. These brands are tailoring their messages toward the same niche as you.

How do you take advantage of this?

Once you have your three keywords, go to www.facebook.com/ads/audience-insights. Here you can see all the information about the audience that you want to target. Under **Interests**, on the left-hand side of the screen, you will type in each keyword, one at a time. You can start with body building, Jillian Michaels, or P90X.

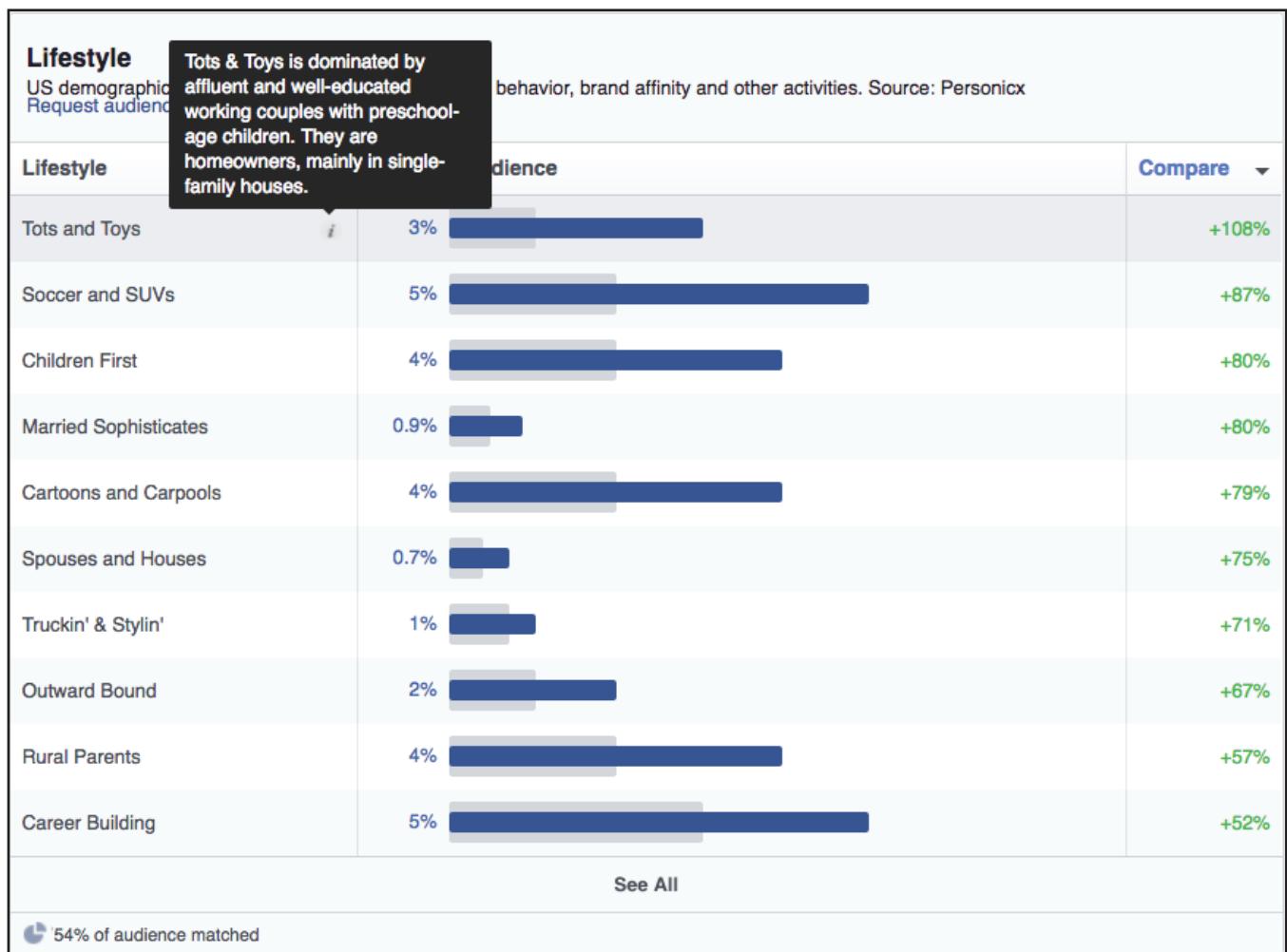


When you enter Jillian Michaels, you will see that the demographic is 97% women. So, pretty much only women follow Jillian Michaels. You can also see that these are women are mostly between the ages of 25 and 34. Jillian Michaels' audience is mostly women; your ads need to be women-specific to reach and speak to these people.



You can also make use of **Lifestyle**, which is accessed in the center of the screen. Lifestyle is so precise it's almost a little scary.

With Lifestyle, you can see exactly who these people are. The first in the Lifestyle list is Tots and Toys. To the right of this, and all other items in the Lifestyle list, there is a tiny little "i" icon. When you hover over this "i" you get a ton of information about this group. In the case of **Tots and Toys**, these are people who are affluent and well-educated working couples, most with preschool age children. Homeowners dominate this cluster, mostly living in single-family houses. This tells you that they are young working professionals.



The second item on the Lifestyle list is **Soccer and SUVs**. Hover over this “i” and you learn that these people belong in large, upper-income families living in the cities. They rank high in terms of working women and most have started to accrue their net worth predominately through the homes they own. Again, this identifies right away that these women have real estate, they are young, and they are professionals.

In the Lifestyle item **Children First**, home owners are in their mid-twenties and live in suburban areas.. On average they earn an upper-middle class income, which is above average for income when compared to the national average. You can keep scrolling down the Lifestyle list to learn about all the different types of people.

Now, if you look at the tabs near the top of the page, you will see **Page Likes** next to **Demographics** (the one you have been looking at). This will show you what your audience is interested in besides Jillian Michaels. This really has everything you need to really understand your market!

(New Audience)
1.5m - 2m monthly active people

People on Facebook
Country: United States of America *i*

Demographics	Page Likes	Location	Activity	Household	Purchase
Top Categories					
1	Health/Medical/Pharmaceuticals	UCLA Health • HeartValveSurgery.com			
2	Community	Many Wonders • OMG I Love Dogs • Daily Christianity • Animal Matters			
3	Health/Beauty	Robin McGraw Revelation • Daily Smile			
4	Product/Service	From You Flowers			
5	Patio/Garden	Osmocote® Plant Food			
6	Public Figure	Marlo Thomas • Medical Medium • Dean Graziosi • Henry Fernandez			
7	Travel/Leisure	Interval International			
8	Food/Beverages	Diamond Nuts • Avocados from Mexico			
9	Website	The Good Old Days • I Love Dogs • Daily Pet Stuff • Old Photo Archive			
10	Company	Radio Flyer • Low VA Rates • Wild Delight			

Another important tab to look under is **Activity**. Here, the most important thing to look at is **Ads Clicked**, which is the last column in the top graph. The grey compares the number of ads clicked to Facebook's entire database. The blue, which says 48 over 12, means that this audience is four times more likely to click on an ad. This is very important information!

(New Audience)
2.5m - 3m monthly active people

People on Facebook
Country: United States of America *i*

Demographics	Page Likes	Location	Activity	Household	Purchase
Frequency of Activities The number of times the selected audience performed these actions on Facebook. Based on Facebook user activity and environmental data.					
Lifetime	In the last 30 days				
Pages Liked	Comments	Posts Liked	Posts Shared	Promotions Redeemed	Ads Clicked
58	37	54	11	1	48

Median Number of Ads Clicked
Selected Audience: 48
People on Facebook: 12

The chart displays the number of times the selected audience performed specific actions on Facebook, both in their lifetime and in the last 30 days. The actions listed are Pages Liked, Comments, Posts Liked, Posts Shared, Promotions Redeemed, and Ads Clicked. For each action, there are two bars: a grey bar representing the median for the entire Facebook population and a blue bar representing the selected audience. The blue bars are consistently taller than the grey bars, indicating higher engagement. For example, in the last 30 days, the selected audience has liked 54 pages (blue bar) compared to the median of 11 (grey bar). The chart also includes a callout box stating the 'Median Number of Ads Clicked' for the selected audience is 48, while for the entire Facebook population it is 12.

Finally, when you look under the **Purchase** tab you can see the audience's purchasing behaviors. You can see that they are buying a lot of things in the following categories: subscription-based, food and drink, kids, household product, and health and beauty.

This information lets you sell the products your market is most likely to buy online. You can tie everything together and craft a perfect message because you understand who your market is, who your audience is, and what they normally buy. You can serve up an ad for your product that these people will very likely buy!



This is the beauty of Facebook!

This is how you can stalk your Facebook audience to understand who they are and what they like. Then you can craft the perfect message to these people, which will minimize your risk of spending that \$5.

Skip that fancy drink at Starbucks tomorrow. Instead, you can have ads running on Facebook. But before we do that, let's define your first plan of action on Facebook.

Define Your First Plan Of Action On Facebook

Now you know how to stalk your buyers on Facebook.

But you need to have a plan of action in place before you start advertising your specific message and your products to your audience.

First, you need to figure out what products you are going to advertise. It is very important for you to clearly understand which products work on Facebook - and which ones don't. Through my years in e-commerce, I learned the importance of finding **themed products**. This concept is critical for protecting you from losing money when advertising on Facebook.

What do I mean by themed products?

Themed products are products which fit a specific theme and can be tied to a very specific offer. A dolphin necklace is a themed product, and the theme is dolphins. Anyone who has expressed an interest in dolphins will likely buy that necklace.

It is critical to theme your products. The theme can be baby products, cats, nursing, or anything else. Let's use that butterfly watch as an example once again. I had never seen it before, yet I have sold thousands of them.

Now, I did actually order a butterfly watch myself to see what it looked like before I started selling them. I discovered that it is the perfect product for Facebook advertising because I can advertise this product to people who have expressed an interest in both butterflies and watches.

I call this the **double targeting intersect** and I will explain it in more detail in the next section. However, the concept is essentially one that will minimize your risk of losing money while maximizing your results with Facebook advertising.

Now, remember that you will be offering the advertised product for free-plus-shipping. To find your products, go to AliExpress.com and look for niche products under the search function. When searching for products in your niche, you want to confirm two things before you decide to offer that product for free-plus-shipping.

First, as I mentioned in Chapter 5, make sure that the vendor has the option of ePacket shipping. This is very important! When a consumer buys something online, especially when it is the first time they interact with your store, you want to make sure they receive their product quickly. This won't be a problem if your vendors allow you to ship with ePacket.

Shipping			
Calculate your shipping cost by country/region and quantity.			
Quantity:	1	Ship to:	United States
Shipping Company	Shipping Cost	Estimated Delivery Time <small>?</small>	Tracking Information
POS Malaysia	US \$0.00 Free Shipping	22-38 days	Not available
ePacket	US \$2.44 US \$1.45 You save: US \$0.99 (about 41%)	12-20 days	Available
EMS	US \$40.17 US \$18.88 You save: US \$21.29 (about 53%)	12-21 days	Available
DHL	US \$57.54	6-13 days	Available

Second, make sure that the cost of your product, including the ePacket shipping, adds up to less than \$5. This is extremely important when it comes to the free-plus-shipping model, because if you are charging \$9.95 for shipping, then you will almost double the profit margin. This will ensure you can afford the advertising.

Once all this is established, all you need to do is find five to ten products to start.

Now, I'll be honest with you...

Not all of these products will make you money right away. However, if you can find even just one or two products that are profitable, you have instantly hit a home run. That's when you can increase your Facebook advertising budget and start making more money. The more products you offer for free-plus-shipping, the more money you will make. **This is all based on quantity.**

In Shopify, it's very simple. Once you have decided on a specific product you want to offer for free-plus-shipping, you need to add that product to your product page. Here is a template that will guide you through that process.

1. The first paragraph will offer a detailed description of the product.
2. The second paragraph will include a call to action (CTA): "Get this x, y, z product for free - just pay shipping and handling."
3. Under the call to action, you need to say, "Please note: It will take 2 to 4 weeks for delivery." That way you are protected if a customer complains that their product hasn't arrived. You can say, "I told you up front that it would be 2 to 4 weeks for the delivery of your products."

Be sure to use the word **FREE!**

You must make sure you use the word FREE everywhere. You want it in your product title. You want it in your description, where you can use it and tell the customer they will pay just the shipping price.

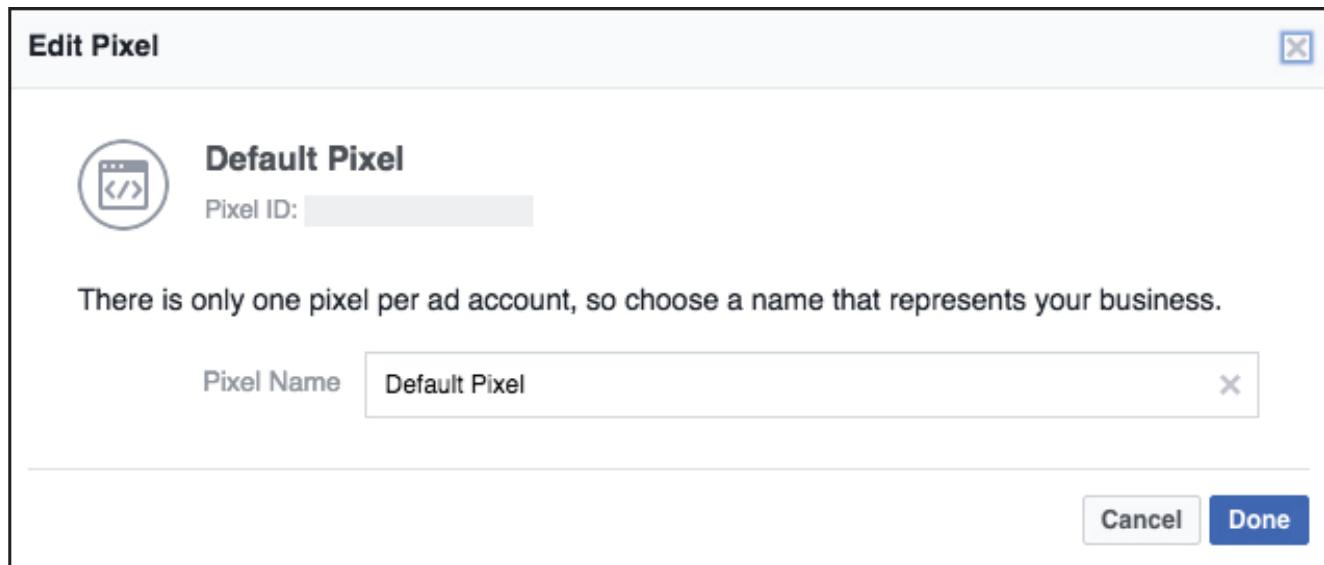
Finally, before you hit Save, make sure the product is not part of any collection because you don't want your free products to be visible in your store. The reasons for this are twofold.

First, you want to create a sense of urgency. You want this offer to be very "special." If people go back to your store and see that everything else is free-plus-shipping, then they will lose confidence and no longer want to buy from you. You have one goal here: to create a buying frenzy! You want to let people know that they are getting a very special deal right now. You're basically saying, "If you go back to my store later, you won't find such a great deal."

The second reason you don't want your free products to be part of a collection is that eliminating the free products in your store forces your buyers to return to buy products at MSRP (manufacturer's suggested retail price). This provides you with a much higher profit margin. You thereby make more money because your customers are not just coming back for your free-plus-shipping stuff; they are actually coming back to buy other products. This is how you multiply what we call lifetime customer value and really sustain your long-term business.

Once you have chosen your products and have everything in place, go to business.facebook.com and sign up for a business manager account. This is the platform from which you will do your advertising.

Once you have created your account, you need to go into Facebook, click on the navigation bar located on the top panel, and click on **Pixels**. This is where you generate a pixel that can be installed on your website.



Look at highlighted section in the pixel screenshot below. This is a dedicated ID number for your account. You need to copy that ID number, go to your Shopify account, click on **Sales Channel**, then **Online Store**, and then **Preferences**. Here you will see a section that says Facebook pixel. Paste the ID number of your **Facebook pixel** here and click on **Save**.

When you do this, Facebook will help install your pixel on your website.

```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq) return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','https://connect.facebook.net/en_US/fbevents.js');

fbq('init', '2172466819');
fbq('track', "PageView");</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

The screenshot shows the Shopify Preferences page with the 'Facebook Pixel' section. On the left, there's a brief description of what Facebook Pixel does: 'Facebook Pixel helps you create ad campaigns to find new customers that look most like your buyers.' Below this is a link to 'Learn more about Facebook Pixel'. On the right, there's a section titled 'Facebook Pixel ID (how do I set this up?)' with a text input field labeled 'Paste your Facebook Pixel ID here'.

"But what's a pixel?" you may be asking.

Let me explain. In this golden age of internet advertising, we can do what cannot be done in traditional advertising. When you buy a newspaper ad, TV or radio commercial, or direct mail advertising, there is no way to know from where your sales are coming. It is always guesswork. That's why traditional advertising is not really an investment; it is an expense because you don't know whether or how you will get any monetary return.

With online advertising, the magic is in the pixel!

When you use pixels, Shopify actually tells Facebook exactly which ad resulted in the sale - and from which audience. This makes it possible to optimize your ads. You can pause the ads that are not working and increase the budgets for the ones that are making you a profit because you receive accurate data that tells you precisely where you are making your sale.

Facebook has built its platform and their algorithm based on pixels. If you have pixels installed, you will allow Facebook to help you optimize your advertising campaign to make sure that you hit your objective: making sales!

The beauty of this system is that you are letting Facebook's multi-billion dollar software to do all the work for you! Facebook is helping you find the people who are most likely to buy products on your website. It does all the data analysis for you. For this reason, it is critical that you have your pixels installed. Obviously, when you have the pixels installed, you still need to make sure you set up your Facebook ad correctly to maximize your ad message and increase your sales.

Now that you know the basics of Facebook's targeted advertising, I am going to show you the easy way to set up a Facebook ad. In fact, I am going to share with you one specific strategy that will minimize your risk of losing your money and increase your chances of making profits right from Facebook.

Facebook Ads—The Easy Way

I challenge you to log into Facebook right now and successfully run an advertising campaign. Chances are, you will be confused and not fully understand what needs to be done.

In fact, if you don't have any guidance, I can virtually guarantee you are going to lose money. My goal in this chapter is to make sure that doesn't happen. I will turn you into a master of Facebook advertising by minimizing your investment, maximizing your ad dollars, and maximizing your sales.

How can I do this? **By removing all the risk!**

I am going to share with you a step-by-step method that will provide you with what you need to minimize your risk of losing money with Facebook advertising. You might even hit the jackpot and start *making profits* almost instantly with an ad.

Do not try to reinvent the wheel. Trust me, I have spent *millions of dollars* on Facebook. I have so much Facebook advertising experience and I know what works - and what doesn't. I have created a system that is super simple for anyone to copy.

All you have to do is bookmark this page, and whenever you set up a Facebook ad, simply follow what I am about to show you. You will minimize your chances of losing money while your chances of making money will increase dramatically.

Let's get to it.

The first thing you need to do is go back to **business.facebook.com** and click on **Create Ad**, located in the upper right-hand corner of the screen. You will be asked for your objective. There are over a dozen objectives from which to choose. You can ignore all of them except one, under Conversion, which is **Increase conversions on your website**. You will choose this objective because you want to tell Facebook to help optimize your advertising campaign so you can make sure you increase sales.

That is all you care about. You just want sales. You don't want people commenting. You don't want people sharing. You don't want people liking your Facebook page. Of course, you do want clicks, but your ultimate goal is to increase sales on your website and you want to tell Facebook to focus on this.

So, click **Increase conversions on your website**. Then name your campaign based on the products you are selling and click **Continue**.

Awareness	Consideration	Conversion
Boost your posts	Send people to your website	<input checked="" type="checkbox"/> Increase conversions on your website
Promote your Page	Get installs of your app	Increase engagement in your app
Reach people near your business	Raise attendance at your event	Get people to claim your offer
Increase brand awareness	Get video views	Promote a product catalog
	Collect leads for your business	

Next, you will be asked to choose a Conversion Event. Since we have utilized Shopify's easy integration of the Facebook pixel (discussed in the previous section), all you have to do is go to the **Conversion Event** drop-down menu and choose **Purchase**. This will tell Facebook that your goal is to make a sale.

Facebook now understands what you want. Facebook will use its pixel to track and measure the conversion and help you optimize your advertising to make sure that it is entirely based on the purchasing activity.

Conversions

Get people to take valuable actions on your website, such as watching a demo or purchasing a product. Use the Facebook pixel to measure and optimize ads for conversions.

Conversion 

 Purchase 

We'll optimize delivery of your ads to get the most of these conversions at the lowest cost.

Next, under **Audience**, you absolutely must change the location to **People who live in this location**. If you leave it on the default Everyone in this location, anyone who goes there, even if they are just visiting, will see the ad. Since you are trying to sell a physical product to your audience and turn them into buyers, they must actually live in the area so that they can receive the product in the mail. They can't be traveling there from the UK, Australia, New Zealand, or China because that will affect the shipping cost.

So point to people who live in the location, and then choose people who live in the **United States**.

Audience

Define who you want to see your ads. [Learn more](#).

NEW AUDIENCE 

Custom Audiences 

Choose a Custom Audience 

Create New 

Locations 

Everyone in this location 

United States

United States

Include  Add locations

MAP 

Add Bulk Locations...

Age 

25 

- 65+ 

Gender 

All

Men

Women 

Languages 

English (All) 

Another very important thing to consider is the age of the audience. Don't go after people who are under the age of 25. Start at **25 plus**.

True, at the age of 18 people will have a credit card, but let's be realistic. People between the ages of 18 and 25 often have a low credit card limits and they don't generally like to buy this kind of stuff online. In fact, if you have a product that works with the baby boomers, which is 45 and older, your chances of making a sale grow exponentially.

For one of my businesses, 90% of my sales are from 45 plus females. I can be super specific because I understand my audience. I know who they are. You, however, don't know who your audience is - yet. Facebook will provide you with the data so you will learn over time, but start with ages 25 to 65 plus for now.

That brings up the question of gender, which is optional. If you are selling fashion accessories, pet accessories, or any other female-dominated market, then you should check the **Women** option. In these cases, there is no point in targeting everyone, and there is no point in targeting just men

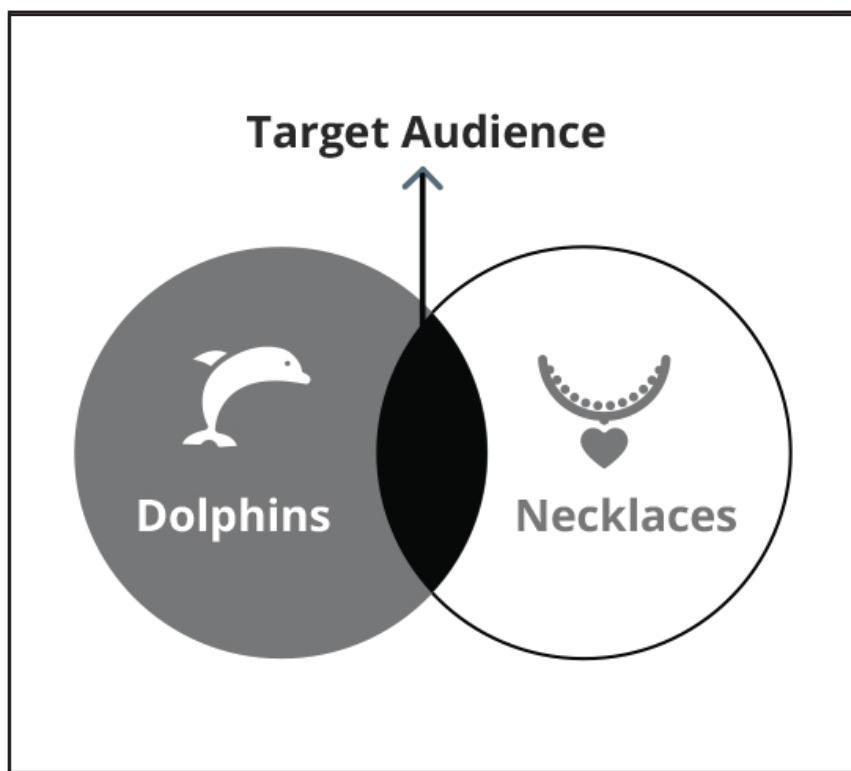
However, if your products are ideal for both men and women, just leave **All** selected. Facebook then serves ads to both men and women and will track your results over time. If Facebook determines that more women are interacting with and buying from the ads, then it will automatically stop sending the ads to men and just send them to women. That's not a bad deal!

Next is **Languages**. A lot of people fail on Facebook simply because they leave this section blank, which will by default be set in the English setting if you're targeting the United States. Yes, it is true that everyone who lives in the United States understands English, but let's be realistic. In North America, we live in a multicultural society that consists of Indians, Pakistanis, Asians, Koreans, Japanese, Russians, and many other ethnic groups. Not all of them speak fluent English. So if you only want to target English-speaking people, enter in "English (All)" as your language to ensure that you are only targeting people who can understand English, thus people who can understand your ad that is written in English

My own mom is a good example. She has been living in Canada for the last 20 years, but her English is not good. She doesn't understand what an ad is saying if it's in English. So be sure that the language is **not** set to the default setting of English. Many people log into their Facebook accounts in their own language. If they preset their Facebook account to be in a foreign language and you advertise in English, chances are very slim that you will succeed because they won't understand what your ad says.

Next, you need to look at **Detailed Targeting**. Pay close attention because this is where I'm really going to minimize your risk. You already know how to use Audience Interests to stalk your buyers. Now I am going to share with you another strategy to minimize your risk, something I call the **double targeting intersect**. Take a look at the Venn diagram below. The reason I am telling you to choose a themed product to advertise is so you can utilize this Venn diagram.

Let's say you are advertising a dolphin necklace. Obviously, you can send the ad out to anyone who is interested in dolphins. However, there are many reasons people might have an interest in dolphins, yet they have no interest whatsoever in a dolphin necklace. The truth is some people are forced into the dolphin detail targeting interest.



What do I mean by "forced into"?

Well, there will be people who are truly interested in dolphins, but there are also people in this audience who are what we call a *forced like*. You may very well have experienced this *forced like* yourself in the past.

If your best friend goes to Sea World and swims with the dolphins, that doesn't mean you love or even like dolphins. But since your best friend posted a photo of herself kissing a dolphin, you feel obligated to Like that post. Obviously, your Like of this post doesn't mean you are into dolphins. You might not want to be caught dead kissing a dolphin. But since you liked a post that was related to dolphins, Facebook will categorize you as having an interest in dolphins. When you Like the post, you are automatically put into the dolphin-interest pool!

You need to minimize the risk of targeting these forced likes!

How? By adding another layer of targeting. One circle on the Venn diagram represents dolphins and the second circle represents necklaces. The overlapping area in the diagram is your target audience because they like both dolphin *and* necklaces.

Do you see how this minimizes your risk?

You are selling a dolphin necklace and you are telling Facebook that you only want to send your ad to people who are interested in both dolphins and necklaces. This eliminates anyone that might like dolphins, but wouldn't buy a necklace. This strategy minimizes your risk because it dramatically increases your chances of making a sale. And it's very simple.

Simply go into **Detailed Targeting**, put the target keyword **dolphin** in **Audience Interests** and then click on **Narrow Further** below Detailed Targeting. Here you can add another keyword, which, in this example, is **necklace**. When you do this, you are literally forcing Facebook to show ads to people who are interested in both dolphins and necklaces. The audience the ad is shown to must match both words in order for it to work.

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

dolphins

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or **Narrow Audience**

Detailed Targeting ⓘ INCLUDE people who match at least ONE of the following ⓘ

Interests > Additional Interests

dolphins

Add demographics, interests or behaviors | Suggestions | Browse

and MUST ALSO match at least ONE of the following ⓘ

Interests > Additional Interests

Necklace

Add demographics, interests or behaviors | Suggestions | Browse

Exclude People or **Narrow Further**

By doing this you are refining your audience; this will increase your chances of succeeding in this specific campaign.

Again, this is why the themed product works so well. If you are selling a cat product, such as a cat t-shirt, you can target people who like cats and people that express interest in tops, t-shirts, or hoodies. But be careful! Choose only one alternative interest. Don't go crazy adding a third or fourth interest. Doubling the interest overlay will accomplish what you need.

We are almost there, but we need to cover a little more.

Next, go to the **Placements** section. By default this is set to run on **Automatic**. This means that your ads will be shown on mobile phones, on Instagram, and on Audience Network, which is Facebook's third-party ad server that shows ads on other websites via a mobile device. Your ad will also be shown on the Desktop Newsfeed, so people see these ads on their computers, and on the Desktop Right Column, which shows the ad in the right-hand column when looking through your newsfeed in Facebook.

For now, ignore all of these... except one!

Under Placements, click on the radio button next to **Edit Placements**. In the **Device Types** drop-down menu, select **Mobile Only**.

Placements
Show your ads to the right people in the right places.

Automatic Placements (Recommended)
Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [Learn more](#).

Edit Placements
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more](#).

Device Types	Mobile Only ▾
Platforms	<input type="checkbox"/> All Devices (Recommended) <input checked="" type="checkbox"/> Mobile Only <input type="checkbox"/> Desktop Only <input type="checkbox"/> Audience Network <input type="checkbox"/> Messenger

Then uncheck **Instagram** and **Audience Network** from the default platforms. Click on the little arrow next to **Facebook** and uncheck everything except **Feeds**. By

doing so, your ad will only target mobile users in their Facebook News Feeds.

Placements
Show your ads to the right people in the right places.

Automatic Placements (Recommended)
Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [Learn more](#).

Edit Placements
Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more](#).

Device Types	Mobile Only ▾														
Platforms	<input checked="" type="checkbox"/> Facebook <table border="1"> <tr><td>Feeds</td><td><input checked="" type="checkbox"/></td></tr> <tr><td>Instant Articles</td><td><input type="checkbox"/></td></tr> <tr><td>In-Stream Videos</td><td>Ineligible</td></tr> <tr><td>Right Column</td><td>Ineligible</td></tr> <tr><td>Instagram</td><td><input type="checkbox"/></td></tr> <tr><td>Audience Network</td><td><input type="checkbox"/></td></tr> <tr><td>Messenger</td><td><input type="checkbox"/></td></tr> </table>	Feeds	<input checked="" type="checkbox"/>	Instant Articles	<input type="checkbox"/>	In-Stream Videos	Ineligible	Right Column	Ineligible	Instagram	<input type="checkbox"/>	Audience Network	<input type="checkbox"/>	Messenger	<input type="checkbox"/>
Feeds	<input checked="" type="checkbox"/>														
Instant Articles	<input type="checkbox"/>														
In-Stream Videos	Ineligible														
Right Column	Ineligible														
Instagram	<input type="checkbox"/>														
Audience Network	<input type="checkbox"/>														
Messenger	<input type="checkbox"/>														

You might be surprised to know that almost every single e-commerce store on the internet right now is focusing primarily on mobile. In fact, a lot of online sales gurus will tell you to make sure you do mobile first because mobile is a much bigger market right now than desktop. Not only that but serving your ads on mobile will cost you much less than it will on desktop because the ad inventory on mobile is so much greater.

Now here is another very important point. At the very bottom of the Placements section under **Advanced Options**, click on the link that says "Specific Mobile Devices & Operating Systems".

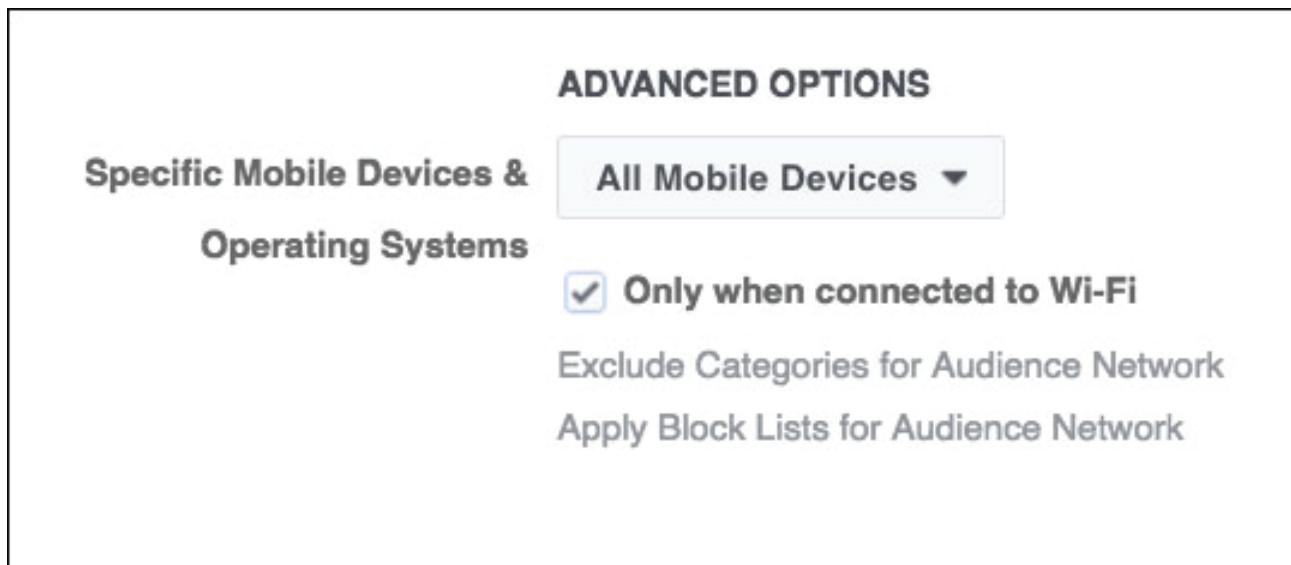
ADVANCED OPTIONS

[Specific Mobile Devices & Operating Systems](#)

[Exclude Categories for Audience Network](#)

[Apply Block Lists for Audience Network](#)

In the **Specific Mobile Devices & Operating Systems** drop-down menu, make sure that it is set to **All Mobile Devices**. Then check the box next to "**Only when connected to Wi-Fi**".



Think about it. When people are on the go, whether they're waiting for someone, or the bus, or in the bank drive-thru lane, they usually have no Wi-Fi available - but they will most likely log into Facebook to check their newsfeed.

If they are on a 3G, LTE, or 4G network, then you know for a fact they are not going to spend a lot of time checking stuff on their phone. They are just trying to kill the 5 to 10 minutes they have, and that is not enough time to go through an entire buying process.

Simply put, people will not be checking out your product, buying it, and putting their credit card in place if they are not around Wi-Fi.

When people do have access to Wi-Fi, however, it usually means they are at home or work. If your ads are seen by people when they are at home, work, or another place where they have a chunk of extra time, then they are more likely to go through the buying process - and you have a better chance of making a sale.

Seriously. I can guarantee that if someone is on Wi-Fi, they are going to spend at least half an hour on their phone. But without Wi-Fi, they won't spend much time at all. So make sure you select **Only when connected to Wi-Fi** and you will have a great chance to increase your sales.

Next, you want to go to the Budget & Schedule section and choose a Daily Budget of up to \$5. You don't need to spend \$20, \$100, or \$1000. Just go with \$5 and ignore everything else in this section. Next, click on **Continue**.

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear. [Learn more.](#)

Budget  Daily Budget 

\$5.00

\$5.00 USD

Actual amount spent daily may vary. 

Schedule 

Run my ad set continuously starting today

Set a start and end date

You'll spend no more than **\$35.00** per week.

Now we come to the fun part: creating your ad!

Click on **Create New Ad**. Now go to the **Format** section and make sure that you select **A single image or video in your ads**. When you want to upload that image, scroll down to the **Media** section and click on **Images**. Make sure you choose your best product image to upload. That's it. Do not change the size. Do not do anything else. Once you grab the image from AliExpress, just upload it to Facebook.

Format
Choose how you'd like your ad to look.



Carousel
Create an ad with 2-10 scrollable images or videos

Single Image
Create up to 6 ads with one image each at no extra charge 

Single Video
Create an ad with one video

Slideshow
Create a looping video ad with up to 7 images

Of course, you also want to make sure you connect to your Facebook page. In the **Text** section, you will go to **Connect Facebook Page** and select the Facebook page that you desire.

Next you will enter your website URL, and for this you want to copy and paste your product page. This will ensure that when people click on your ad, they will be taken directly to the product page, where they can add the product to their cart and check out.

Page & Links

Enter the text for your ad. [Learn more.](#)

Connect Facebook Page

Your business is represented in ads by its Facebook Page or an Instagram account.



iPro Academy



or [Turn Off News Feed Ads](#)

Ready for the clever bit?

Once you have your URL entered, Facebook will automatically prepopulate your **Headline**, your **Text**, and your **Image**. It cannot get easier than that - but you should change your headline. Put in the word FREE followed by the product name. You should also change the Text to specifically trigger buying behavior. In essence, you want to create a YES right away.

People who teach sales techniques say the more times you get a “Yes” the greater your chance for closing the sale. So, going back to our trusty dolphin necklace example, we can start the text off by saying, “Love dolphins?” If the people are seeing this ad, then they expressed an interest in dolphins, and chances are, they love dolphins. When you say, “Love dolphins?” they will respond, “Yes, I love dolphins.” Then you say, “Get this X, Y, Z product for free. Just pay shipping.”

That's it! Nothing fancy. Nothing crazy.

The screenshot shows the Facebook Ad creation interface. The 'Website URL' field contains 'http://www.example.com/page'. The 'Headline' field is empty. The 'Text' field contains the placeholder 'Enter text that clearly tells people about what you're promoting'. The 'Call To Action (optional)' field has a dropdown menu with 'Shop Now' selected. Below the CTA is a link to 'Hide Advanced Options'. The 'News Feed Link Description' field is empty.

Then go to **Call To Action** and select **Shop Now**. You are essentially programming these people, telling them to shop now, that they need to buy something now. You can then go to the **News Feed Link Description**, where

you want to put in additional text for the product. You can say, "Get this X, Y, Z product for free. Just pay a small shipping fee."

Then simply click **Place Order** at the bottom of the page, and you are done!

Let your ad run overnight. While the ad is running, double-check the next day to ensure you are getting sales. If you aren't, you need to make sure your interest targeting is working. Your goal is to get your Cost-per-Click (CPC) link to be less than \$1. The less CPC you pay per link, the more money you are going to make.

In order to determine the success of your ad campaign, you need to monitor performance and clicks. To accomplish this, go under **Ads Manager** near the top left-hand corner of your screen and click on **Ads Manager**. You will see a column toward the right-hand side of the screen that says **CPC (Link)**. Again, make sure that this number is under \$1. If it is, it means you are paying less than \$1 for each person to go to your checkout page.

Impress... ⓘ	CPM (... ⓘ)	Link Cli... ⓘ	CPC (Link) ⓘ	CTR (Li... ⓘ)
46,125	\$4.50	976	\$0.21	2.12%
30,519	\$5.57	688	\$0.25	2.25%
39,549	\$3.79	949	\$0.16	2.40%
24,405	\$3.95	514	\$0.19	2.11%
7,195	\$5.10	153	\$0.24	2.13%

Keep in mind that in your ad you said the person gets the product for free and they just need to pay for shipping. If you look at this from a mathematic perspective, the lower your CPC link, the less you have spent to get that prospective customer to your website to initiate the sale.

You also need to pay attention to the cost-per-purchase (CPP). Your CPP should be less than \$15 because this is the point at which you will make a profit.

Why? Although you are selling the product for \$9.95 (the shipping cost), you still have the cost of the goods involved. However, many buyers don't buy only one item; they will often buy two or three items. Your average order will be around \$20, which is essentially your first purchase.

Additionally, they will probably come back to your store to purchase again and again!

You want to capture as much of the audience as you possibly can, and your goal is a CPP of less than \$15. This is a safety net. You will know that you can either break even or lose a little bit of money, but you will also start building your customer base, allowing you to start making a profit from all your coupon giveaways and emails.

So, remember...

When you have an ad up and running and you are getting a CPC link that is higher than \$1, pause that ad, find new audience targeting, or create a new ad. You must do this! If, on the other hand, you have products that are hovering around \$8 to \$10 CPP, then simply increase your budget, get more ads out there, get more visitors to your website, and make more sales.

The thing you absolutely must understand right now is that you are playing a game of quantity. The more home runs you hit with your products, the more money you are going to make.

You are going to start attracting people to your store. It is at this point that you can initiate the fourth step of the profit multiplier system, increasing your sales, and making more money from the customers that you have acquired.

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Chapter 8: Scaling Up to Multi-Millions

My \$10 Million Story

I think one of the most frustrating things for a business owner is hitting a sales ceiling.

I know this because it happened to me. For three years in a row, every one of my businesses was hitting a ceiling that I simply couldn't get past.

I was stuck. I wanted to build my businesses past the \$10 million mark, but it was much harder than I expected. My personal goal was to surpass \$10 million. I was getting close, but it was going very slowly!

I was afraid of this plateau, so I took a long, hard look at my system. It was then that I realized that my system was missing something. It was missing a very critical step - the ultimate step that would allow me to scale my business into the multi-millions of dollars, to eight figures!

When I discovered this - the critical fourth step of my 5-Step System - I was able to accomplish my goal! I call this step the **profit multiplier**. With the initial three steps, I was generating great revenue, and all I had been doing was applying what you have learned up to this point. But I couldn't break past that \$10 million threshold.

What brought this revelation to me?

A very close friend of mine, Anik Singal, gave me a huge lecture on email marketing. This was several years ago, but I remember it like it was yesterday.

We were staying at the Cosmopolitan Hotel, having been invited to an invite-only mastermind event. While we were there, I went up to Anik's suite to have a chat so we could catch up.

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We started talking about how business was going. We talked about what was working and what wasn't. We shared a lot of ideas.

Now, Anik is a remarkable person. He teaches people how to succeed through digital publishing, and he practices what he preaches when it comes to scaling a business up. He does not include any fiscal products in his business. All he does is turn people's passions into profits by selling online.

When I told him I had hit a roadblock, that I was stuck and couldn't reach my eight-figure goal, he asked me one question: "Are you emailing your clients?" I rolled my eyes. Then he asked me, "Are you doing more product launches?"

That was it!

Suddenly I realized that I had been doing something very wrong. I certainly was not using this specific method to multiply my business in a big way. Before I even answered his questions, I felt like I had been hit by a bus. I realized right then and there that I had been leaving a ton of money on the table.

I wasn't emailing my clients. I wasn't doing any product launches. I was just focusing on the first three steps of my system: building and maintaining my e-commerce store, leveraging inventory arbitrage, and generating traffic.

At that point I had a brand and I had traffic, but I was missing what we call a "backend." No, I'm not talking about my own personal backend! In business, the backend is basically a method of magnifying or multiplying your business whenever a customer walks through your online door. I call it the profit multiplier - and it is the lowest hanging fruit of my entire 5-Step System.



Anik told me flat out, "Dude, you're losing a lot of money right now. I can guarantee that with what you have right now, with the number of clients you get every single day, you can easily take home more than a million dollars a year simply by sending out emails."

It was then that I knew that as soon as I got back home to Vancouver, I would need to strategize my business so I could focus on the 4th step: the profit multiplier.

The graphic features a purple background with a faint image of a person speaking on the left and another person's hands in the background. In the center, the text "You're Invited!" is displayed in large, bold, yellow letters. Below it, in white text, is the invitation: "Join My 2-Part FREE Online Workshop To Learn The Exact 5-Step System That I Used To Build My Multimillion-Dollar Businesses." Further down, in smaller white text, is the additional information: "PLUS I'll Show You A Powerful Tool You Can Use To Build Your Business In Just 17 Minutes! No Technical Skills Required! You'll Definitely Want To Show Up LIVE Because There May Not Be Replays." At the bottom, a blue button with white text reads "Register Your FREE Seat Now!" with a cursor icon pointing towards it.

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Scaling Up with Emails

Are you ready for this?

The profit multiplier has just two steps. That's all. Just two simple steps that you need to take in order to maximize your backend.

Step number one is emails. Yes, nothing more complicated than sending out emails. I can tell you with 100% honesty that by simply applying emails to my business, I created an additional stream of income and boosted my business by 20%.

Think of this in the proper scale. When you are running a seven-figure business, 20% is a massive amount of money to add because of something so very easy. Sending out emails doesn't cost you money and it's incredibly simple. So it is critical that you maximize your client database in this way, simply asking them for more sales.

Step number two is diversification. This means coming up with new products and new product lines. If you do not change in this way, you will be left behind. You absolutely must diversify!

When I applied both of these steps, my business was transformed. When I diversified my products, wrapped this diversification around a product launch, and used emails, my business skyrocketed.

These two steps literally doubled my business. All I had to do was apply the profit multiplier. In fact, as I diversify my products, I am actually slowly moving away from being a re-seller of well-known products using inventory arbitrage, and instead creating my own products under my own brand.

But before I talk about the steps you need to take to diversify your e-commerce store, I want to make you a master at sending emails. Using email as a marketing tool is not quite as easy as it looks! That's why I am now going to make sure you know exactly how to use emails to increase your sales almost overnight.

Sending emails might look simple, but if you don't have the right resources and the right knowledge, you will fail. When it comes to e-commerce, you are not simply sending an email like you would to a friend. No, the emails you send via your business are what you use to broadcast a message to your entire database of customers.

In order for you to broadcast your message, you need to make sure you have the right software. That's right. Your Gmail account isn't going to cut it. The software has to be incredibly versatile and reliable.

. Fortunately, there are many options on the market right now, such as MailChimp, AWeber, GetResponse, and Infusionsoft. Each one of these is a great piece of email software, but at times they may not be reliable. What you need is a reliable provider that can help you get your message right to your email recipient's inbox.

Just think about this. What happens if you send out an email and it lands in your customer's spam or promotional folder? It's going to be pretty difficult to get a sale from customers who never even see your email. This is what can happen with the email platforms listed above.

But it's not just about the software. There are many things you need to be aware of when launching an email marketing campaign. No worries, though. I am going to make you a master at sending emails.

E-commerce email marketing is very, very different than traditional email marketing. In traditional email marketing, you are taught to personalize your email. You send each email in your name and you are required to wrap stories around it. Now, don't get me wrong. This is absolutely what you must do if you own a blog, a digital product, a course, coaching, or if you are just trying to sell yourself as a brand.

However, for e-commerce, email is very different. You need to have the right mindset. You need to think like you are a Best Buy or an Office Depot. You need to brand yourself as an identity, a store, and send that email with the store name. Even the time at which you send out your emails, whether you do it yourself or have the email scheduled to be automatically sent, is also different.

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I know this seems like a lot, and it is not my intention to throw everything at you at once. What I want to do is simplify the entire process of emailing customers for you. I want to share with you my **W5 strategy**. My W5 strategy consists of who, what, when, where, and why - and it's really quite simple.

Let's start with the **who**. The who is your brand name. You always want to send your

emails from your brand name, so that whenever your customer receives your email, they see your store's name. There is no exception to this rule.

When you subscribe to a newsletter from Best Buy, or Staples, Office Depot, or Walmart, you don't ever hear from the CEO or from the founders of the company. Walmart, Best Buy, or Office Depot is always the name in the "From" field of the email. The company or brand is what you subscribe to. Make sure your **who** is always consistent and is always your brand name.

The second W is **what**. Your email must answer the customer's question, "What's in it for me?" We talked about this earlier and it bears repeating. Remember, customers are selfish. You need to give them a reason to purchase something from you. You have to tell them what's in it for them if they click the link in the email. It can be free shipping. It can be a free gift. It can be 50% off. It can be a sale, like a summer sale, a private sale, or a Christmas sale. Always answer that question first: "What's in it for me?" That's what consumers want.

The third W is **when**. When is very important. You need to make sure you send your emails at a very specific time of the day, and this varies from day to day. When you send emails on any day from Monday to Friday, you want to send it between 9 a.m. and 11 a.m. Eastern Time. This is proven to be the perfect window of opportunity. Many internet marketers have tested this time. It has always proven to get the highest open rate, which reflects the number of people who open your emails, as well as the highest click through rate, which is the number of email openers who click a link within your email message.

Weekends are different. First, you never send out an email on a Saturday unless it is urgent, such as if you have a sale that ends on a Sunday and you want to remind your customers about it. But if it is not really desperate, do not touch Saturday. On Sunday, the best time to send out your emails is after 12 noon Eastern Time, because that is when people are getting up, finishing brunch, or getting out of church. It is critical in e-commerce that your emails are sent within these time frames.

The fourth W is **where**. This one is very easy. Where is simply the page of your online store that you want your customer to visit when they click on your email. Don't direct people to your main website or home page. You need a specific landing page created just for your email. If you are running a summer sale and your link sends customers back to the main website where they cannot instantly find information about that sale, then they're gone - and you lose sales.

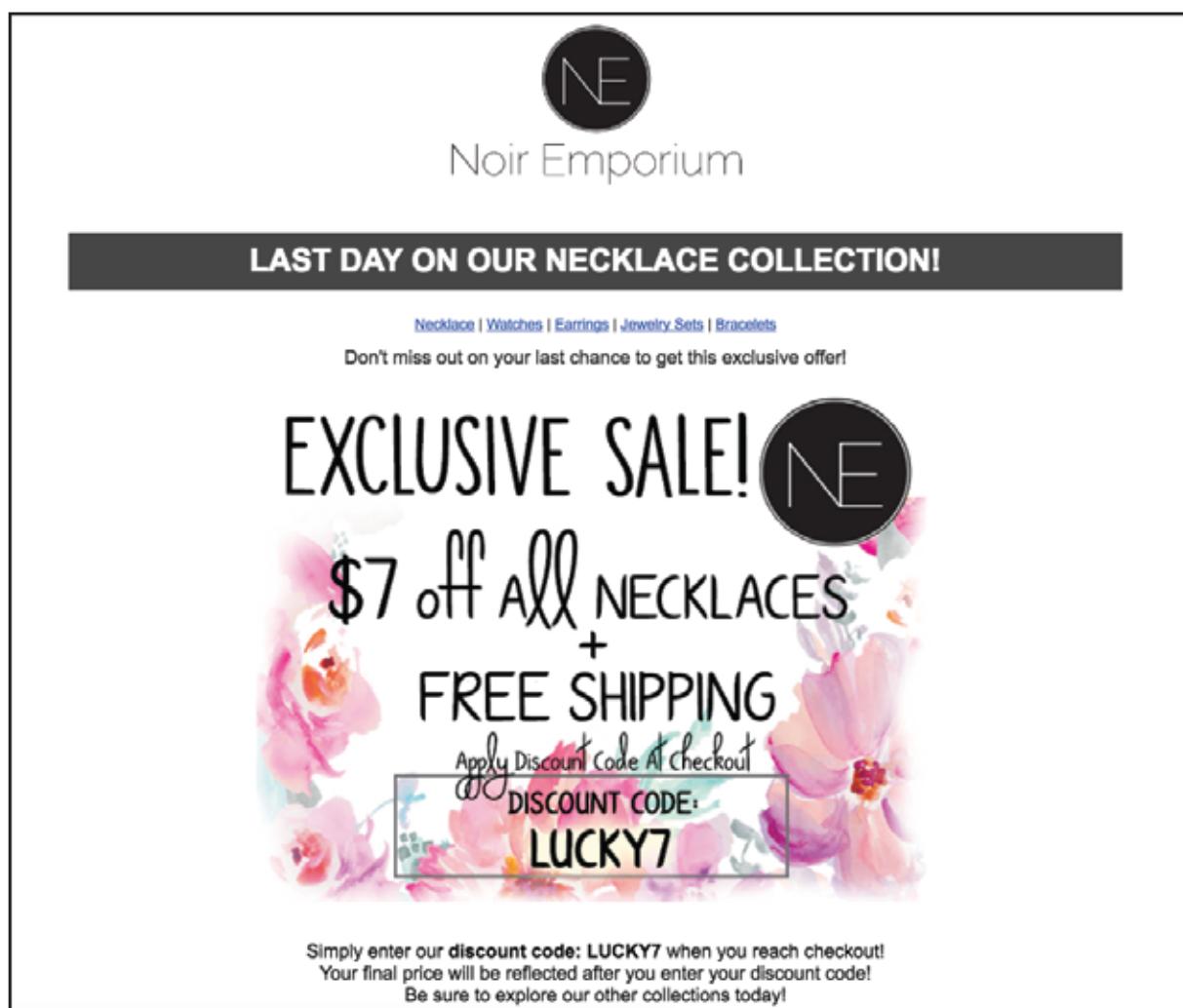
If you have a specific webpage or landing page that talks about the summer sale featuring products marked down or discounted for that sale, then your chance of a sale is extremely high because you have already pre-filtered these people.

People landed on that page because they saw an offer on the summer sale in your email and chose to click it. They are on that page for the sole purpose of checking out that offer - and to potentially buy the products associated with it. So make sure you know exactly where to send these people. Do not send an email without having a **where** page in place. Do not send an email without any links. Your email should always give people a link to click that takes them to the sale.

The last W is the **why**. Why is more for you than for your customers. Why are you sending the emails? What is your goal behind sending each particular email? Is it to increase your sales, to tell people about your best-seller, or to tell people to sign up for a contest? Maybe it is simply to generate email leads.

Choose whatever you want, but you must identify your ultimate goal with each email. Of course, in the end we all know it is about making the sale. But there are times when you need to send out an email just to get more Facebook page subscribers, or because you want people to check out a video for the presale of a new product. Always define - and remember - **why** you are sending the email.

The W5 is really very simple. As an example, here is an email message I sent to my database for a specific sale I was holding. Now, sales events always work well for your e-commerce business, but you do not want to send an email every single day.



It's true that sending emails doesn't cost you any money. It is the lowest hanging fruit because you don't have to pay for this form of advertising. You don't even have to pay any money to acquire the customer because they are already in your database! All you do is send them an email and get them to go to your website and ask for a purchase.

But don't abuse this opportunity. I see many e-commerce websites that send emails almost every day, and I can tell you this. If you send an email every day, people will get annoyed and will unsubscribe from your email. When this happens, you lose that customer forever.

Instead, you must strategize your email campaign with an effective schedule.

Once you know what to put in your emails and you have mastered the W5, put a mailing schedule in place. Mailing schedules are very important.

How many emails should you send per week? Three. I have taken the time to test this with my own e-commerce stores and have found that three per week works best.

Do not rush and decide you will send an email out tomorrow. You will have no solid idea of what you should send out and this will hurt your bottom line. To be a smart entrepreneur, to be a smart e-commerce business owner, you need to have a mailing schedule and you should have it made up at least a month in advance. The coming month's schedule should specify the days emails will go out, and the purpose for each email in terms of products, promotions, or strategy. Put this schedule on a calendar and stick to it!

Now, there might come a time when you will run out of products or ideas for messages to send to your customers. If you reach this point and run out of products to promote, or you have an empty mailing slot and don't know what to fill it with, there is a great solution:

Simply sign up as an affiliate for another company, mail out an offer for them, and make a commission. By doing so, you are diversifying your brand and you are making a commission without doing anything extra. It's a win-win situation!

The reality is that being an affiliate is quite similar to inventory arbitrage.

You are arbitraging because you just send email traffic to the affiliate offer and let that company take care of handling the sales. All you do is collect your commission money.

Think affiliate sales isn't for you? Think again. It is very important for you to start introducing affiliate offers to your database of customers.

Go to Google.com and look for companies in your niche which have an affiliate program. There will be a ton of options that appear in your search. You can also go to www.clickbank.com or www.offervault.com to find affiliate products in your niche that you can sell.

Follow the W5, have your mailing schedule in place, make sure you are following through and sending emails consistently, and you are guaranteed to multiply your profits right away.

You are now a master of email marketing!

The graphic features a purple background with a faint silhouette of a person on the left and another person's hands on the right. In the center, the text "You're Invited!" is displayed in large, bold, yellow letters. Below it, in smaller white text, is the invitation: "Join My 2-Part FREE Online Workshop To Learn The Exact 5-Step System That I Used To Build My Multimillion-Dollar Businesses." Further down, in white text, is the additional information: "PLUS I'll Show You A Powerful Tool You Can Use To Build Your Business In Just 17 Minutes! No Technical Skills Required! You'll Definitely Want To Show Up LIVE Because There May Not Be Replays." At the bottom, a call-to-action button with a green gradient has the text "SAVE YOUR FREE SEAT NOW!" in large white letters, followed by "Free Live Demo: Watch Me Build A Business Live!" in smaller white text. A white cursor arrow points towards the "SAVE YOUR FREE SEAT NOW!" button.

Instant Investors (PayPal Working Capital)

The second step to the profit multiplier system is diversification. When you diversify your product line, you ultimately need cash. As they say: In any business, cash is king. The more cash you have, the bigger your business is going to be.

"But I'm just starting out!" you might be thinking. "I don't have a significant amount of cash - and I don't have a line of credit."

I have good news for you.

Let me introduce you to your instant investor. This is not a business partner, a line of credit, or even a personal loan. It's a way to get instant funding at a super low interest rate: less than 3%. I touched upon it earlier. It has to do with the importance of accepting PayPal.

If you are still not accepting PayPal, you are losing a huge opportunity. Honestly, what I am about to show you will knock your socks off.

You see, PayPal works directly with a bank called WebBank. This partnership works to your advantage by instantly providing you with a loan to help you expand your business.

"There's no way it's that easy," you say. But it is. The only thing that they look at is the sales within your PayPal account. The beauty is that without a credit check, you can get a loan of up to \$97,000 with a flat fee of interest that is just \$2000. That's basically 2% interest. You only pay a flat fee with no annual or compound interest.

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The application process is very simple. All you do is fill out an application which takes five minutes. As I said above, there is no credit check and you get instant funding. Your funding will be available and in your PayPal account in less than a minute.

Want to hear the best part?

You don't have to worry about repayment because you are still accepting PayPal money from your sales. You can choose to pay off PayPal by giving them a percentage of your sales every single day. You can choose to keep 90% of the sales one day and use only 10% of your sales to pay back your loan, or you can keep 70% of your sales and use 30% to pay back the loan. Obviously, the faster you pay them back, the less your flat-rate interest fee will be.

With this method, you do not need any personal guarantee. There is no early repayment penalty. It is completely unlike credit cards or traditional bank loans, which hit you with higher interest, annual fees, late fees, and often prepayment penalties. These traditional forms of funding demand complicated applications and often take weeks to approve and deposit your funds.

But with PayPal, your working capital is just a couple clicks away!

You can easily get up to \$97,000 and invest it into diversifying your product line. But you must accept PayPal to have access to this funding. The minimum requirement for eligibility is to have a PayPal business account for at least three months and process at least \$20,000 in sales annually. That's it!

If you meet these requirements, PayPal will lend you money so you can expand your business. It's a beautiful thing.

It's like having direct access to an investor and paying a very small percentage in fees for the funding you need.

It completely changed my businesses. I love to use other people's money to expand my businesses!

It is the perfect way for you to get a very large loan for a very small fee to expand your business.

And it is how you can strengthen your brand and diversify your product line.

Strengthening Your Brand

Now that you know how to get your working capital straight from PayPal, it's time to start considering taking your top-selling products and giving them private labels.

Private labeling simply means that instead of the product packaging bearing the manufacturer's name, the packaging shows the retailer's name. Doing this works to your distinct advantage.

By private labeling your product, you will be able to put your brand name on every package and product you choose. You can work with the same AliExpress vendors. All you need to do is request to buy in bulk quantity and for permission to put your brand name on the products. They will ask you for a minimum order, and that is fine, because now you know exactly how to get your working capital straight from PayPal. You can now invest in these products!

Not only does private labeling strengthen your brand; it can also lower your costs. In many cases, the vendor will give you a much lower cost-per-unit when you buy in bulk. This increases your profit margin on every order you sell.

But all of this still doesn't mean you have to fill the orders. You can keep the same arrangement that you've had with your vendor. The only difference is that your vendor will supply the products under your brand name, while shipping it out from their location. So you still do not have to worry about the cost of holding inventory.

At this point, you can also utilize the powerful marketing strategy of the personal touch...

Consider including a thank you card or flyer in each product package. Online consumers don't generally expect to receive a thank you card. If that thank you card is handwritten, it really takes their relationship with you to a whole new level. What I do is put a specific coupon code inside the thank you card. I also include a flyer so my customers can see what other products we carry.

When you add this kind of personal touch, the customer thinks, "Wow! I am getting a discount coupon to go and buy other products. I am getting exactly what I ordered. It's not a scam!" What you are doing is building the confidence of your buyers so they will return to your website and buy even more products.

In addition to branding your packages and including thank you cards, it's probably time to invest in customer support to better serve your customers. This is incredibly important; the more happy customers you have, the more sales you will make in the long run.

You might be surprised that even though a consumer starts out by spending a mere \$20 in my store, their lifetime customer value can go all the way up to \$1500. Why? Because I have built a customer-centric support team that takes good care of my customers. When a customer sees a toll-free number on your website, it increases your conversion rate. In fact, you will receive phone orders.

When I started building my customer support team and placing a heavier focus on the customer, my sales from phone orders went up. Today, phone orders account for nearly 10% of my regular sales. So if I have a store that sells around \$1500 per day, about \$100 to \$150 of those come in via phone orders.

Obviously, you won't only take phone orders with your customer support team. You can do much more with this level of manpower. For example, they can call customers with abandoned carts and follow up on those potential sales. You can also provide your customer service team with a compensation package that motivates them to upsell other products when they are on the phone with your customers.

The final brand-strengthening method that I am going to share with you is to get involved with charity. People love it when you give back to the community. When they see a brand that supports a specific charity, they will feel that they are a part of what you are doing. Look at Toms Shoes. Right now, for every shoe Toms sells, they make a pair of the same shoes for underprivileged kids.

Just think about the strength of the message that charity delivers to the public!

People know that whenever they buy a pair of shoes from Toms, another pair of shoes will be donated to someone who needs them. This builds an unrivaled relationship between the company and its customers. When you do this, your customers aren't only happy that they bought something from you; they feel good on a moral level. This is very important. If your customer feels good about buying from you, then you will have a lifetime customer. The value of that will continually grow in terms of dollars.

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Diversifying Your Product Line

When you go into a specific niche and master the first three steps of my 5-Step System, you really want to start moving toward the diversification of your product line as part of your profit multiplier step. Start carrying and shipping products that are indirectly related to what you are currently selling. This way, you can start capturing new audiences and customers.

For example, in one of my main stores, I sell water purification products. Water purification is the core of the business, but in order to expand that business I needed to diversify by adding another similar niche of products. This would let me spread out and gain different angles of attack that would allow me to reach out to new audiences and new customers on a daily basis.

Since my main product was in water purification, I started to diversify into the green and home living product line. These really go well with water purification, which is a home product and a green product.

Essentially, I began looking for other green products that would complement my water purification products and change the way people see my store. Now I have a green line that attracts people who are eco-friendly and want to save money and the environment.

The beauty of this concept is astounding!

These two product lines cross-sell each other. My water purification customers can buy my green and home living products, and my green and home living customers can buy my water purification products. The products are indirectly related, but still in the same healthy home living niche.

By doing this, I doubled my business because I had mastered the first three steps of my system. All I had to do was apply the first three steps to a new sub-niche. I automatically doubled my business simply by doubling the product lines offered in my store.

Let's look at another fine example of diversification success: Zappos.

I was very privileged to visit Zappos in 2008. At that time, Zappos was solely focused on shoes and I went on a tour to see how it ran its online business.

I met the owner/founder, Tony Hirsch, who gave a quick presentation about how he founded Zappos. The journey began when his partner, Nick Swinmurn, couldn't find a pair of brown Airwalks at his local mall. When he could not find the size and color

color he wanted, he saw an opportunity. He quit his day job and approached Tony about starting a website that sold shoes online with outstanding customer service. The company was originally called ShoeSite.com.

In the beginning, Tony and Nick decided to target a very specific niche; there were a lot of people with very big feet size who had a difficult time finding shoes that fit. Let me tell you, if you wear a size 18 shoe, it's very hard to find shoes that fit. Tony had discovered an opportunity and he went after that niche market. He then expanded to antique shoes, collectible shoes, and eventually he expanded to offer many different lines of shoes.

Fast forward to today. The company's name has changed to Zappos, and it doesn't just focus on shoes anymore. It has diversified its product line by selling indirectly related products. It now sells apparel, clothing, shorts, sunglasses, and hand bags.

This is how the company started to grow exponentially, by simply diversifying its product line and creating a large portfolio. It was this diversification that attracted Amazon, which was willing to pay billions of dollars to acquire the company.

When diversifying your product line, pay attention to the following tips.

First, don't just carry low-priced items. You should also carry medium- to high-ticket items. This creates diversity in product type as well as product price. For you to have a very successful store, you need to sell items priced from one dollar all the way to \$1500.

This is how you start building more sales and making more profit, because people won't just come to you for products that are under \$20. Once they have established a relationship with you and they know your store provides good products that are delivered in a timely manner, they will be more than willing to buy products from you that are hundreds or even thousands of dollars. These consumers will keep coming back to your store to check out and buy what you sell.

Another tip to keep in mind when diversifying: Do not start raking in inventory. Even if you have cash or working capital from PayPal, do not fall into the trap of getting a bunch of inventory to sell. You need to test the market first, and apply the principle of inventory arbitrage to the diversification of your product line.

Simply find another vendor who will drop ship for you. Then you can test products that are indirectly related to your store and determine which products work. If you find a best-seller, then follow Step 4, selling the product under your own brand name. This will minimize your risk and allow you to invest in inventory and in a new market without spending a fortune.

Remember to follow the Facebook strategy I shared with you above and focus on that for your new product line. If you can double your traffic with a new product line, I can virtually guarantee you will double your business within a very short amount of time.

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What's Next? Rinse & Repeat

You have made it to the 5th and final step!



Now that you have mastered the first four steps of my 5-Step System, you are ready to focus on the final step, Rinse & Repeat.

This is the point at which you need to start thinking like a real CEO. This might also be the time for you to outsource or to hire an assistant who can handle your initial four steps. There are many places from where you can find and hire a virtual assistant for about \$600 a month.

I have found that the best assistants are often located in the Philippines. These staffers cost a lot less than what you must pay for an assistant from the United States. I have also found many of these people to be very loyal to the business.

You have two options when it comes to outsourcing or hiring a virtual assistant. Go to www.onlinejobs.ph or Craigslist and post the job in the appropriate category. Once you have hired an assistant, you can train them to know exactly how to run the four steps of your business.

It is at this point that you can truly become a CEO of your business. Being a CEO means that your sole focus is on growth and expansion, while the day-to-day work is handed over to your assistant.

When focusing on growth and expansion, leverage your website to attract products with authority. What do I mean by "authority"? I mean products which are well-known in your marketplace. Since by now you will have an extensive portfolio thanks to the four steps you have followed, I can guarantee you will start building a large and responsive database.

You will start to build traffic data and customer data, both important assets. You can create a portfolio or a PowerPoint presentation, and pitch your brand to well-established products within your marketplace. Once you gain approval, you can resell these products in your store.

Some of these well-known products may actually come looking for you as well. Just remember that they want to be sure you are a well-established e-commerce website. By sharing data that demonstrates the large size of your database, and the many visitors to your store, you will pique the interest of products that are very well-known in your industry.

Right now, a lot of people are approaching my companies with proposals for several of my stores, hoping that we will carry their products. Obviously, we have a brand that we created and we have to honor that brand. For this reason, we screen every single proposal before we actually put the product in our store.

This is where it gets really fun!

This is the point at which you can start working with innovative new products. You can start working with high-price products. You can work with a lot of vendors that are in the United States and you can sell products that are very well-known.

Once you have created a relationship with a well-established product or company, they will want proof that you can actually sell. To do this, you need to fully utilize your email marketing system to create a spike in sales and wow your new vendors. When your vendors can see your ability to sell, they will bend over backward to do whatever they can to support you. This again strengthens your brand and diversifies your company.

Keep in mind that you simply cannot do any of this if you are still running the day-to-day operations of your business. Get that virtual assistant! Your focus should be entirely on the growth and expansion of your e-commerce store. Once that's all done, you will initiate Rinse & Repeat, which is the fifth step.

Step 5 is super easy! Your goal is to build multiple streams of income. Each e-commerce store is one of those streams. One store might be selling \$10,000 a day and another store might be generating only \$500. Your third store might be doing \$2000, and your fourth store might be doing \$5000.

Do you see how this is all working?

By diversifying into a different niche or a new brand, you will start making more money by applying the four simple steps to each of these stores.

At this point, you know exactly how to create your website. You know how to strengthen your brand. You know how to inventory arbitrage. You know how to drive traffic to your website. By simply taking these four steps to an entirely new market, you will have more e-commerce stores and can start generating more income.

You will be making money while you are asleep!

Remember, e-commerce operates 24 hours a day, seven day a week, 365 days a year. You are literally making sales night and day. I started with a water purification business. Now I have beauty, fashion, and we are looking into creating our own skin care line.

This is how I built multiple sources of income with my companies. If each of them generates \$10,000 a day, that adds up to \$40,000 in sales every single day! Some of them sell \$15,000 and others, \$20,000, but it averages out to \$40,000 a day with four stores.

What does that mean for me?

That is a total of \$14 million in sales per year. I have built an eight-figure empire by simply Rinsing & Repeating the first four steps within different niches.

This is how you can start to take the knowledge you have learned and the opportunities at your doorstep.

Just execute to start making a ton of cash, and maximize the potential that you have right in front of you!

You're Invited!

Join My 2-Part FREE Online Workshop To Learn The Exact 5-Step System That I Used To Build My Multimillion-Dollar Businesses.

PLUS I'll Show You A Powerful Tool You Can Use To Build Your Business In Just 17 Minutes! No Technical Skills Required! You'll Definitely Want To Show Up LIVE Because There May Not Be Replays.

Register Your FREE Seat Now!

SAVE YOUR FREE SEAT NOW!

Free Live Demo: Watch Me Build A Business Live!

Final Thoughts

CONGRATULATIONS!

If you have applied everything I have taught you in this book and you have hustled to create your e-commerce store, you will start generating profits in a very short amount of time.

As for those of you who are reading this book and did not do a single thing I told you, tell me one thing:

What are you waiting for?

I encourage you to go back to the beginning of this book right now. Re-read the entire thing, applying everything.

I have shared with you a decade's worth of my discoveries, tests, trials, and the millions of dollars I have spent to discover this proven 5-Step System. I have given it to you flat out. If you are not hustling... if you are still dreaming and not taking action, then you will never succeed online.



The fact is that you are just one step away from being a successful entrepreneur. Screw 9-5 jobs! Screw working for minimum wage! Screw working in a box! Screw working at jobs you don't like!

I have just handed you an opportunity. I just gave you the full 5-Step System! If this doesn't excite you, I don't know what else possibly can. I don't know what else I could give you that would prompt you to start building your first business.

If you don't take action, you will regret it because the opportunity will soon vanish. It is right now that we are at the peak of e-commerce. If you don't ride the wave before everyone else moves to e-commerce, you will miss your chance. The market is going to become saturated. At that point, when you look back on the opportunity that this 5-Step System offered, you will regret that you did not take action.

Do it! Give up your TV time! Create a rhythm to work on your new business. By allocating just one to two hours, you can have your e-commerce business up and running in less than 30 days - and start generating profit. That's all you need.

Please don't let this book just sit on your bookshelf or coffee table collecting dust. I want to empower you! I want to change your life! In fact, I want to change the life of every single person who is reading this book.

You're Invited!

Join My 2-Part FREE Online Workshop To Learn The Exact 5-Step System
That I Used To Build My Multimillion-Dollar Businesses.

PLUS I'll Show You A Powerful Tool You Can Use To Build Your Business In Just
17 Minutes! No Technical Skills Required! You'll Definitely Want To Show Up
LIVE Because There May Not Be Replays.
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SAVE YOUR FREE SEAT NOW! 

Free Live Demo: Watch Me Build A Business Live!

I wrote this book only to give you this opportunity. I firmly believe that every single person should be given this opportunity
But you need to take action!

Now, I want to hear from you. I want to hear your success stories.

Email me directly, any time, at fred@startingfromzero.com and tell me that you are already becoming a successful entrepreneur, that you are already making money online, and that you left your job to create the financial reality of which you have always dreamt.

That's really all I care about!

I want to empower you throughout the process. In fact, if you are following me online and you are on my email list, I will keep giving you valuable information. I will keep training you on the latest and the greatest information so you can keep taking advantage of opportunities in which you don't have to invest a lot of money.

I will be doing it myself so you can learn from all of my mistakes and all of my successes, and apply this knowledge and experience to your own business.

I really look forward to your success!

Finally, I want to thank you from the bottom of my heart for reading this book and applying the treasured information inside it. I really do hope you enjoyed this book.

Last, but not least, **please take action.** I believe you are an entrepreneur. Every single individual reading this book is an entrepreneur. The only difference between successful people and unsuccessful people is opportunity, knowledge, and execution. I just gave you all three of those, right inside this book.

Use it!

FREE 2-Part Online Workshop

Learn How I Launch A REAL Business Using The 5-Step System
in Just 17 Minutes. Register Your Free Seat Now!

REGISTER YOUR FREE SEAT NOW! 