

IDMPakistan


**FEELING STUCK
IN LIFE???**

**START THIS
ONLINE
BUSINESS
PART-TIME**

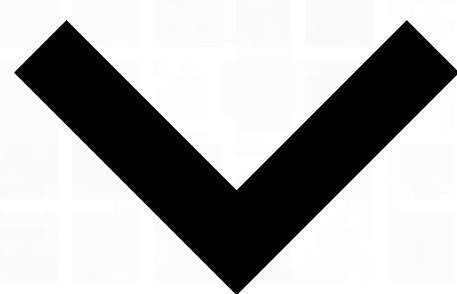


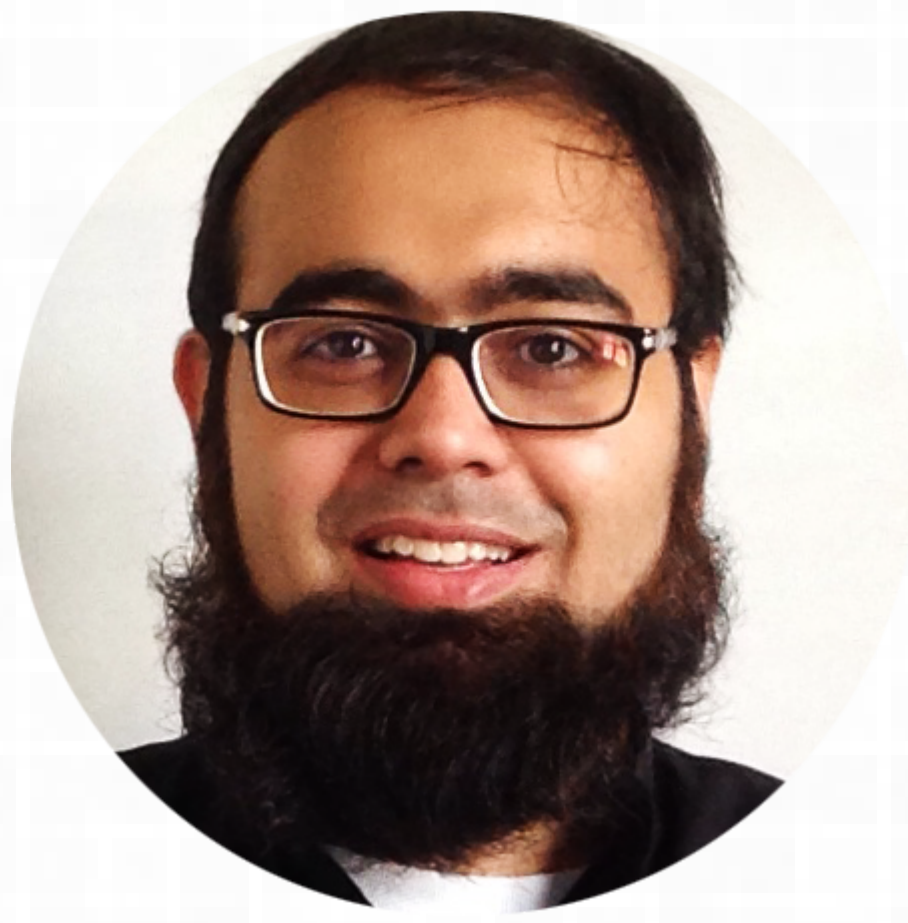
**This online business can earn
you between Rs 100,000 to Rs
500,000 per month**

LAUNCH YOUR OWN ONLINE BUSINESS IN 7 DAYS

**While working part-time,
earning more than your full-
time job and securing the
financial future of your life**

LET'S ROCK & ROLL





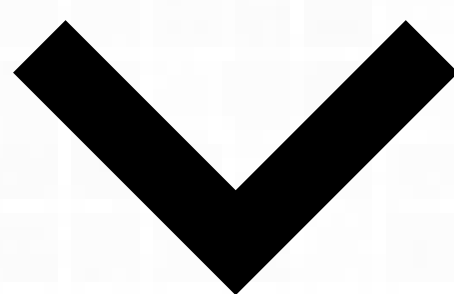
HI THERE...

I am Shoaib Ahmed from IDMPakistan. I am excited to share with you today the 4-step system of starting a successful online business after having earned 7 figures in sales.

There is no requirement of education or background to run this online business. However, anyone having digital marketing skills will be able to start this business much more quickly and can generate income faster than those having no experience in digital marketing.

But don't worry, I will guide you step-by-step so even if you have no experience in digital marketing, you will be able to start this business.

But there is one more thing I want to discuss with you before we proceed any further...





No matter if you start an online business or an offline business, one thing that you NEED to succeed is commitment.

My job today is to share with you these 3 business models, but if you don't apply or take action or give up too early, you will not succeed.

Plus, I (and IDMPakistan) don't make any guarantees that you will make income with these online businesses because I have no idea how much time and energy you will invest.

Sounds fair?

**WHAT
IF...**

You are able to start a successful online business that makes you consistent income every month, would it worth it to invest 10 minutes reading this guide?

**WHAT
IF...**

You are able to finally start an entrepreneurial venture and work on something that you **TRULY** love, would it be worth it to invest 10 minutes reading this guide?

**WHAT
IF...**

You are finally able to quit your job and work full-time on your passion of online business, would it be worth it to invest just 10 minutes reading this guide?

YES?

INDUSTRY SIZE:

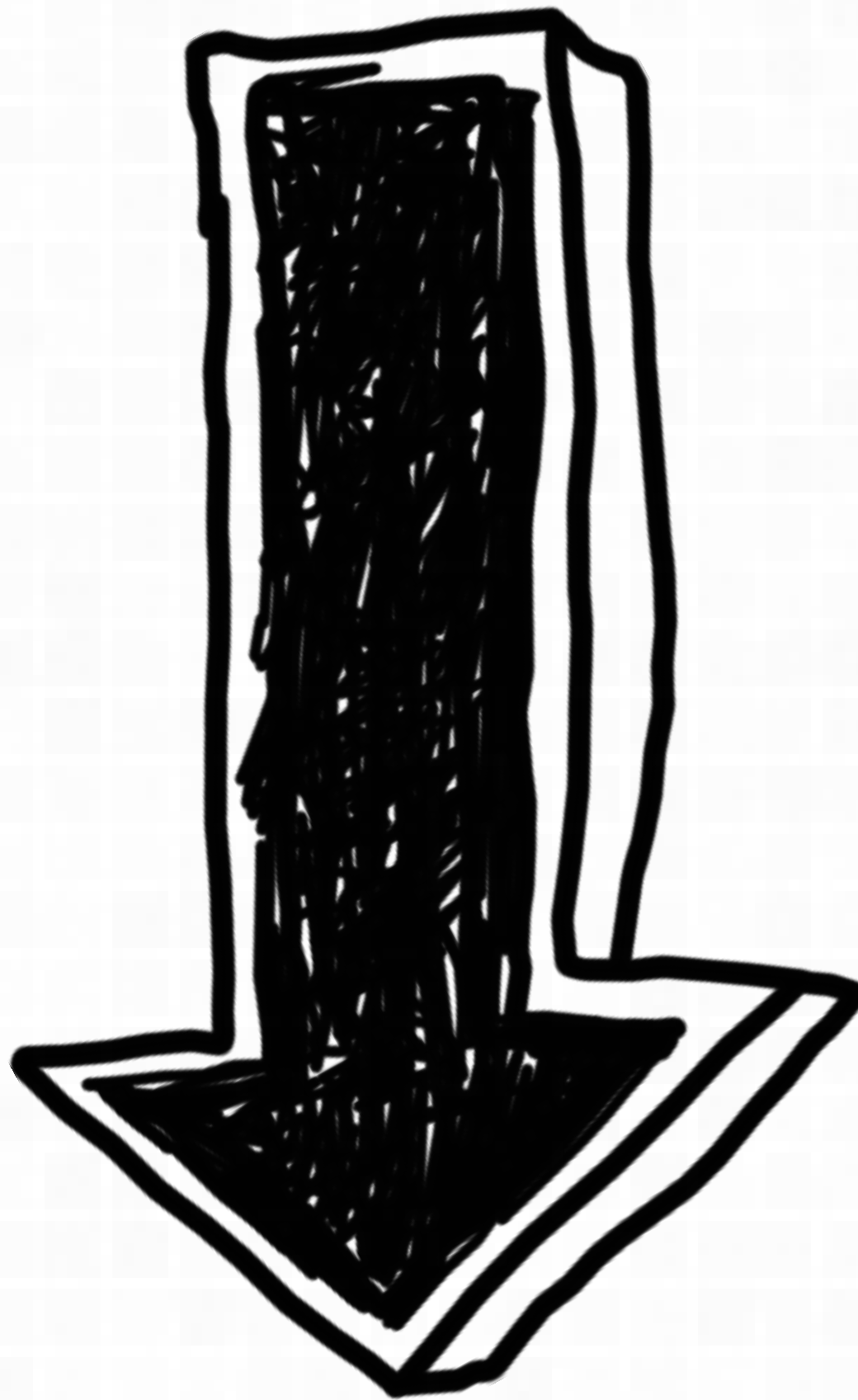
**\$1 BILLION
BY 2020
IN PAKISTAN**



Would you like a slice of this industry?

**It's one of the fastest growing industries of Pakistan.
Everyday new entrepreneurs are coming in this industry
and making their passion of entrepreneurship a reality!**

ARE YOU READY?



**4 STEP UNIQUE
FORMULA TO
START A
SUCCESSFUL
ONLINE STORE
IN PAKISTAN**

STEP 1: PRODUCT

The most important step is to find a product that matches a certain criteria. The beauty of my formula is you don't need many products to make a good income every month. You just need to find one product-range (niche) and that's it.

We call this model, niche-based online stores. So the product should match the following criteria:

The Ultimate Product Selection Criteria

- Profit / Sale > Rs 800
- Weight of Product < 2 kg
- Potential customer audience size = in Millions
 - Easy to Ship the product via TCS
 - Can be sourced from Pakistan

TYPES OF PRODUCTS THAT MATCH ALL THESE CRITERIAS



STEP 2: SOURCE **THE PRODUCT**

Now is the time to find the wholesaler of the product you selected in step1. The beauty of this system is you don't have to be involved in complex import processes as you will be buying the stock from the wholesaler.

Let's say you selected "Ladies Handbags" as your product in step1



SO WHERE TO BUY LADIES HANDBAGS IN CHEAP PRICES?



Every big city of Pakistan have the wholesale market of ladies handbags.

In Karachi, you can buy cheap handbags from Central Mall and Marium Market (Saddar town, Karachi).

Both imported and local varieties are available, you can buy a handbag for Rs 800 and easily sell it for Rs 1700+

The beauty of local sourcing is, once you get big, you can also start your own manufacturing as well.

STEP 3: CREATE **ONLINE STORE**

At this time, a lot of entrepreneurs feel stuck as they have no clue how to make a professional website and online store.

The best thing about this system is you don't need a website or an online store in initial stages. All you need is a Facebook page (FREE) and you can start to showcase your products.



SO HOW TO CREATE YOUR FACEBOOK PAGE?



Step 1) Go here and create your Facebook page for free: <https://www.facebook.com/pages/create>

Step 2) Upload a nice profile photo and cover on your page that matches with the product that you want to sell

Step 3) Upload single pictures of the stock you bought in step2

Step 4) Upload albums of the stock you bought in step2

That's it

STEP 4: ADVERTISE

No matter if you have the best product, or the best Facebook page or the best price, if you cannot promote your product it **WILL NOT SELL**.

Now you have done all the hard work to start your business. But the real work begins now, as now is the time to **MAKE MONEY**.

First make a goal as to how much you want to make every month. Let's do some math here...

YOUR INCOME GOAL

So let's say you want to make Rs 250,000 (2.5 Lakh) in sales every month.

Here's the break down:

Average price of the handbag will be Rs 1700
To make Rs 250,000 per month, divide income goal with product price.

So, $\text{Rs } 250,000 / 1700 = 148$ sales per month

Or, $148 / 30 = 5$ sales per day

If you just sell 5 handbags per day, you will make Rs 250,000 per month

SO HOW TO ADVERTISE ON FACEBOOK?



This is a very detailed topic and I will try to give you a glimpse of what will work in this business for you.

Step 1: Go to <http://business.facebook.com> and create your Facebook business manager

Step 2: Get UBL Wiz card / Meezan bank debit card / MCB Lite card

Step 3: Attach the card to your Facebook business manager

Step 4: Create a campaign (Start with Engagement ads as you don't have a website yet)

Step 5: Upload the album on your Facebook page and make sure that the best selling one is on the front.

Step 6: Run the campaign and take orders on whatsapp, Facebook messenger and Call

OVER TO YOU...

You could have the best business idea but if you don't take action on it, it will NOT work.

We at IDMPakistan brought you this eBook for FREE after great efforts from our team. The only thing we need in return is you start implementing this knowledge and get your online store up and running.

Remember, Ecommerce is HUGE right now in Pakistan. You can make a successful online store right now but if you wait for another year or two, the competition will become fierce and you might not get a chance to become successful in this space.

The most important element in making this business (or any business) a success is to become a student of Digital Marketing. Learn about it everyday. If you know how to do proper digital marketing, you will never have to worry about making sales every again.

TAKE. ACTION. NOW

LEARN DIGITAL MARKETING

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