Instagram Store Setup

Creating the Perfect Instagram Business Account

Creating the Perfect Instagram Business Account

Step 1: Account Creation

1. Download Instagram
2. Create new account
3. Choose business name
4. Switch to Professional Account
5. Choose "Business"

Step 2: Profile Optimization

Username: @YourBrandName (easy to remember)

Name: Your Brand Name + What you sell

Bio: Clear, benefit-focused

Profile Picture: Logo or professional photo

The Perfect Bio Template

[Emoji] Your Brand Name

[What you sell] for [your audience]

Green checkmark icon

✅

[Benefit 1]

Green checkmark icon

✅

[Benefit 2]

Green checkmark icon

✅

[Benefit 3]

Box icon

📦

Free Shipping above ₹499

Alarm clock icon

⏰

24/7 Customer Support

Hand pointing right icon

👉

DM to order

Phone icon

📞

[Your WhatsApp number]

Instagram Shopping Setup

Requirements:

- Business account
- Facebook page connected
- Website (can be simple)
- Product catalog

Setup Process:

1. Go to Settings → Business → Shopping
2. Connect Facebook page
3. Upload product catalog
4. Wait for approval (1-3 days)
5. Tag products in posts

Instagram Highlights Setup

Products Catalog	**Reviews** Customer testimonials	**How to Order** Step-by-step guide	**FAQ** Common questions
Contact WhatsApp, email		**Behind the Scenes** Build trust	

Instagram Story Templates
Daily Stories to Post:

1. **Product of the Day** (Showcase one product)
2. **Customer Review** (Share testimonials)
3. **Question Box** (Engage audience)
4. **Countdown** (For launches)
5. **Poll** (Get feedback)

🗒 **Day 10 Assignment:** Set up complete Instagram store with all elements above.

WhatsApp Business Setup
Why WhatsApp is Powerful:

- 500 million+ users in India
- High trust platform
- Personal communication
- Easy payments via UPI

WhatsApp Business App Features:
Free Features:

- Business profile
- Quick replies
- Away messages
- Labels for orders
- Catalog feature

Setting Up WhatsApp Business:
Step 1: Download App

- Download "WhatsApp Business"
- Use business phone number (or secondary number)

Step 2: Business Profile

- Business name
- Address
- Business hours
- Email
- Website

Step 3: Catalog Setup

- Add product photos
- Add descriptions
- Add prices
- Categorize products

Quick Replies for Efficiency

Create these quick replies:

QR1 - Welcome Message:	QR2 - Pricing:	QR3 - Order Process:	QR4 - Shipping Info:
"Hello! Thanks for messaging [Business Name]. We sell [your products]. How can I help you today?"	"Our prices start from ₹299. Which product are you interested in?"	"To order: 1. Send product photo 2. Share delivery address 3. Make payment via UPI 4. Receive tracking"	"Shipping: 3-7 days nationwide. Free shipping above ₹499."

Order Management System
Use Labels:

- New Inquiry

  👍

- Order Placed

  📦

- Payment Received

  💵

- Shipped

  🚚

- Delivered

  ✅

- Issue

  ❓

📝 **Day 11 Assignment:** Set up WhatsApp Business with catalog and quick replies.

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Creating Irresistible Product Listings

The Product Listing Formula:

Part 1: Product Photos (Most Important)

Need 5 types of photos:

01

Main Photo:

Clean, white background

02

In-Use Photo:

Product being used

03

Features Close-up:

Show details

04

Size Comparison:

Show scale

05

Lifestyle Photo:

In beautiful setting

Product Description Template:

[Product Name] - [Key Benefit]

- √ [Feature 1 with benefit]
- √ [Feature 2 with benefit]
- √ [Feature 3 with benefit]

📏 Dimensions: [Size]

🎨 Colors Available: [Colors]

📦 Includes: [What's in box]

⚠️ Note: [Any important information]

💰 Price: ₹[Price] (₹[Strikethrough Price])

🚚 Shipping: FREE across India

⏰ Delivery: 5-7 business days

👉 DM to order or click link in bio!

Pricing Psychology

Pricing Rules

Rule 1: Use ₹499 instead of ₹500

- Why? ₹499 feels like ₹400 range
- ₹500 feels like ₹500 range

Rule 2: Show Discount

- MRP: ₹999
- Our Price: ₹599
- You Save: ₹400 (40%)

Rule 3: Bundle Pricing

- Single: ₹499
- Combo (2 items): ₹799 (Save ₹199)
- Premium Bundle (3 items): ₹1,099 (Save ₹398)

Creating Product Videos

15-Second Product Video Formula:

1 — **0-3 sec: Problem**
Person struggling

2 — **4-7 sec: Solution**
Your product appears

3 — **8-12 sec: Benefit**
Product solving problem

4 — **13-15 sec: Call to action**
DM to buy

Day 12 Assignment: Create 3 product listings following the formula. Create one product video.

Made with GAMMA

Pricing Strategy for Maximum Profit
Cost Breakdown Formula:

Supplier Price:	₹200
Shipping to Customer:	₹50
Platform Fees (0-5%):	₹10
Payment Gateway (2%):	₹5
Packaging:	₹10
Returns Buffer (5%):	₹10
Marketing Cost (10%):	₹25
Your Profit (40%):	₹120
Selling Price:	₹430 (round to ₹429)

Competitive Pricing Analysis:
Check Competitors:

- What are they charging?
- What's their quality?
- What's their shipping time?
- What extras do they offer?

Your Pricing Strategy:

Option 1:	Option 2:	Option 3:
Match price, offer better service	Charge more, offer premium quality	Charge less, focus on volume

The Tiered Pricing Model:

1
Basic Package: ₹429
- Product only
- Standard shipping

2
Premium Package: ₹599
- Product
- Free shipping
- Gift wrapping
- Thank you note

3
Deluxe Package: ₹799
- Everything in premium
- Extra accessory
- Priority shipping
- Surprise gift
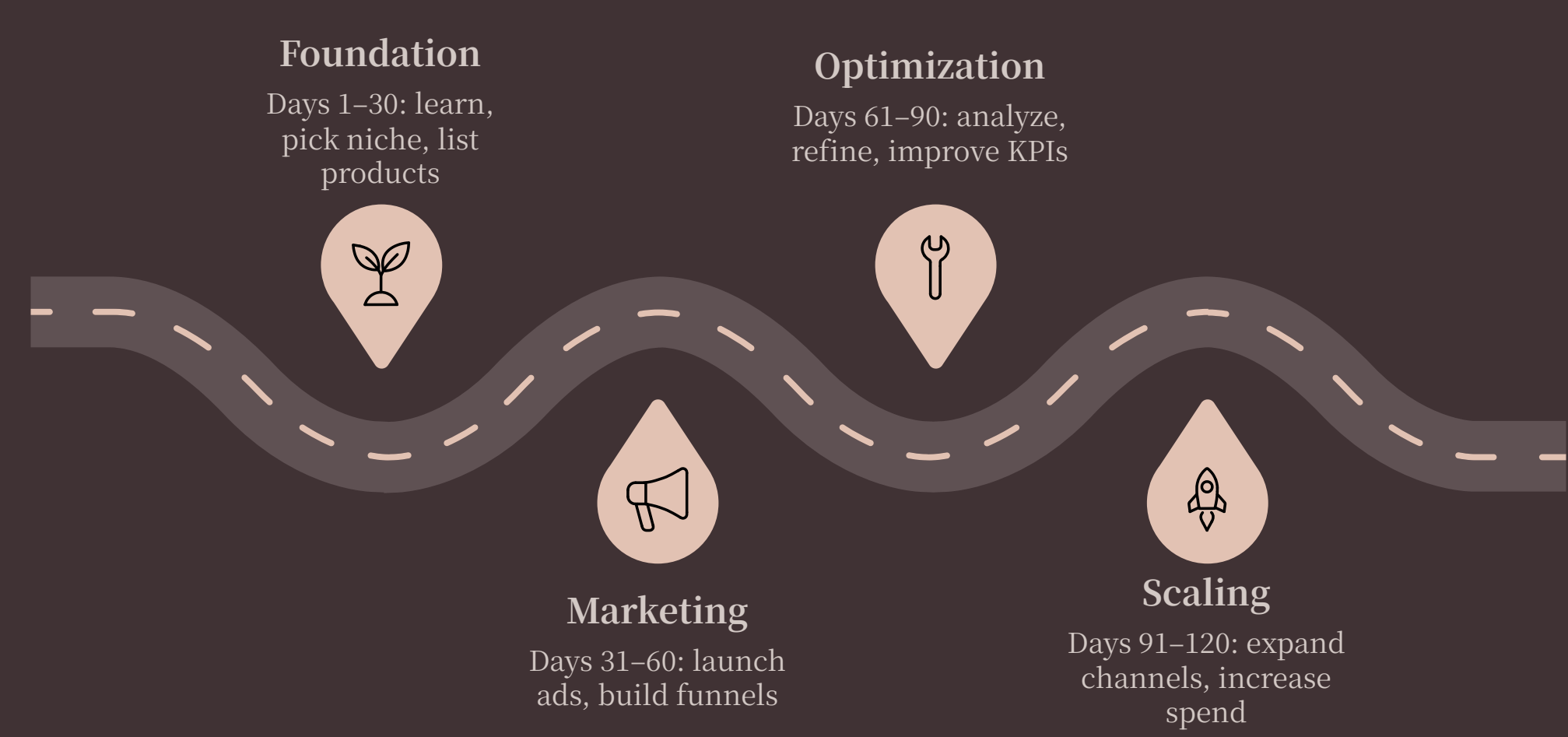
Seasonal Pricing Strategy:

- **Festival Season:** Increase price 10-20%
- **Off Season:** Offer discounts/bundles
- **Clearance:** Old inventory sale
- **Launch Price:** Special introductory price

Psychological Pricing Tricks:

1. **Charm Pricing:** ₹499 instead of ₹500
2. **Prestige Pricing:** ₹1,000 for luxury feel
3. **Odd-Even Pricing:** ₹397 feels calculated
4. **Price Anchoring:** Show "Other sellers: ₹999"

📝 **Day 13 Assignment:** Calculate pricing for your first 5 products. Create tiered packages.

The 120-Day Action Plan

Foundation
Days 1–30: learn, pick niche, list products

Optimization
Days 61–90: analyze, refine, improve KPIs

Marketing
Days 31–60: launch ads, build funnels

Scaling
Days 91–120: expand channels, increase spend

Your complete roadmap to becoming a top 1% dropshipper in just 120 days.

Month 1: Foundation & Setup (Days 1-30)

Week 1-2: Learn basics, choose niche, find products

Week 3-4: Set up platforms, create listings, test with friends

Goal: First 3 sales, ₹1,000+ profit

Month 2: Marketing & Sales (Days 31-60)

Week 5-6: Content creation, engagement building

Week 7-8: Sales systems, customer service setup

Goal: ₹10,000+ profit, 20+ customers

Month 3: Optimization (Days 61-90)

Week 9-10: Analyze data, improve processes

Week 11-12: Test new products, improve marketing

Goal: ₹25,000+ profit, system running smoothly

Month 4: Scaling (Days 91-120)

Week 13-14: Add new products/platforms

Week 15-16: Build systems for scale, plan team

Goal: ₹50,000+ profit, ready to scale to ₹1,00,000+/month

Income Targets:

₹10K
Month 1
₹5,000-₹10,000 revenue

₹40K
Month 2
₹20,000-₹40,000 revenue

₹1L
Month 3
₹50,000-₹1,00,000 revenue

₹2L
Month 4
₹1,00,000-₹2,00,000 revenue

₹5L
Month 6
₹5,00,000+ revenue

Start Today Checklist:

- Read and understand Chapter 1
- Have conversation with parents (if under 18)
- Install Instagram and WhatsApp Business
- Join Biluxe10 dropshipping community
- Choose your niche (Chapter 7)
- Find first 5 products (Chapter 5)
- Commit: "I will become a top 1% dropshipper in 120 days"

Final Truth: The difference between failed dropshippers and top 1% isn't luck. It's systems and persistence.

Failed dropshippers: Give up after 2 weeks

Top 1%: Keep going for 120 days minimum

Failed dropshippers: Copy others exactly

Top 1%: Learn principles, then innovate

Failed dropshippers: Focus only on profit

Top 1%: Focus on solving customer problems

This course gives you the systems of top 1%.

Your first sale is waiting. Start now.

- Biluxe10 Team

"Dropship Like a Pro, Build Like an Entrepreneur"

Your entrepreneurial journey starts with your first product listing.