<u>FREQUENTLY ASKED QUESTIONS</u> – Please download this document and keep it to hand while you are going through the lessons ☺

Q. Can I launch my Shopify store during the free trial?

A. No. You can build out your store, add products, edit the settings and add free apps from the app store, but until you upgrade from the free trial to a paid plan, you cannot make your store live for others to see, and you cannot start selling.

Q. Can I have more than one free trial?

A. Yes, you can have as many as you like. If you want another free trial at the end of the first one, simply go to shopify.com and register again. You can even use the same email address. Note that you will be starting again from scratch each time you start a new free trial.

Q. Do I need to register as a business in order to drop ship?

A. It's not a requirement, but it's always useful to have a business. A sole trader/sole proprietor is a quick and easy way to set up a business. Please note that we cannot give you advice about registering as a business.

Q. How do I find out which payment processors are available for my country?

A. Shopify has a list of available payment processors for every country. However, for some reason you can't see all the countries on the main Shopify page for this. So, to find yours, go to Google and type in 'shopify payment processors (country)'

Q. Do I need an SSL certificate for my Shopify store?

A. No, Shopify has SSL built in.

Q. How do I place an order with a supplier (after a customer has ordered from my store)?

A. Every supplier has their own process. You will be given instructions by the supplier. Usually they will give a log in area where you can place orders, keep track of orders etc.

Q. If I set up my store with some 'dummy' products to show to potential suppliers if they ask, what happens if somebody comes to my store and orders something?

A. Since you will not have done anything to promote your store at this stage, the chances of this happening are very slim. However, if it DID happen, you can simply refund the order by going to 'orders', clicking on the order and hitting the 'refund' button. No harm done!

Q. Is there a template for contacting potential suppliers?

A. No template because it wouldn't be relevant. In most cases you will be completing an application on the supplier's website. If you want to contact a supplier who does not mention drop shipping on their website, simply send a short email or make a quick phone call to ask if they drop ship for online retailers.

Q. Is there a way to fully automate everything so that when a customer places an order on my store, the order is automatically fulfilled by the supplier?

A. Later on in the course we talk about 'The Fully Automated Solution'. This app allows you to connect with multiple suppliers and fully automate the entire process.

Q. What about when I have 100's of orders a day. How will I be able to process all these orders with the supplier?

A. You won't. By time you have 100's of orders a day, you won't be processing ANY of them yourself. You will be paying others to do that work for you!

Q. I only want to drop ship to a certain country/countries. How do I stop people from other countries visiting my store and placing an order?

A. You can't stop people from visiting your store. That's impossible. However you CAN make it so that users from countries you do not want to drop ship to, are very unlikely to place an order. You do this by creating shipping zones and setting a ridiculously high shipping rate for the zones you do not want to ship to. Only the users from these zones will see the high shipping rates.

See the lecture on setting shipping rates in Section 5 of the course

Q. How do I set the prices for products on my store?

A. You need to make a profit, but you also need to charge within a similar price range as other stores selling the same types of products. Check out other stores and set your own prices accordingly.

Q. What sort of profit margin should I be aiming for?

A. Minimum of 20% average across your store. This means that you may have some products that give you as much as 40% or more, and some products that only give you as little as 5%.

Q. How do I know what to charge for shipping?

A. You need to factor in the cost of the products to you and what the supplier charges you for shipping. Once you know the total cost, you can decide what you want to charge your customer. If you can offer some sort of free shipping, do so.

Never charge more for shipping than customers would expect to pay. If are unsure what people would expect to pay, visit some online stores that sell similar products and find out what their shipping costs are.

Q. Is it possible to drop ship from multiple suppliers?

A. Yes, you can drop ship from as many suppliers as you like. There will be more admin work involved for you obviously, but it can certainly be done.

Q. Some payment processors hold our funds for 7-10 days before releasing them to our bank account. So how do we place the orders with the supplier if we don't yet have access to the funds?

A. You need to be able to cover this. In practice, new stores start of slowly and sales gradually build up over time. In most cases, having a rolling bank of around $100 will be enough to cover things. Alternatively you could use PayPal, although even PayPal will sometimes hold a reserve of a certain % of your funds. It really depends on the history of your PayPal account.

Q. Do you recommend setting up a 'general' store instead of focusing on any specific niche?

A. No because you will not be able to define your audience. It would be very difficult to succeed with a general store. Having related or complimentary niches on your store is okay!

Q. I am having trouble verifying my new Zoho email address. What should I do?

A. Go to this Zoho help page and follow the instructions

https://www.zoho.com/mail/help/adminconsole/shopify.html

Q. What does a successful drop shipping store look like?

A. It's important to understand that a drop shipping store should look no different to a store that *doesn't* drop ship!

Drop shipping is simply the method of fulfilling orders to the customers. It doesn't make the store look different. In fact, the only people who should know if a store is drop shipping or not, are the people who run the store.

So, the question should be, 'what does a successful *store* look like?'

To look at successful stores in your chosen niche, do a Google search. For example, if you decided that you want to drop ship computer accessories, do a Google search for 'buy computer accessories online', or similar. The page 1 – 2 results are generally doing very well.