

All About Online Dropshipping

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Agenda

- What is Online Dropshipping
- What you need to get started
- Which products to sell
- Finding a shipping partner/supplier
- Get the word out

What is Online Dropshipping

Dropshipping is a retail fulfillment method where a store doesn't keep the products it sells in stock. Instead, when a store sells a product using the **dropshipping** model, it purchases the item from a third party supplier and has it **shipped** directly to the customer.

The retailer does not keep inventory but keeps the profit.

1. Dropshipping is not a get rich quick scheme
2. It requires hard work – but your hard work will pay off
3. Requires minimal start up money for marketing and a good website
4. Your upfront costs are lower than tradition start up – no inventory
5. The key is to sell a variety of products, specifically a unique product

Why is Dropshipping Popular

“With dropshipping, the manufacturer/supplier ships products directly to the consumer.

Which means...

You can run an ecommerce website from your house without having to deal with any logistical headaches.”

The Dropship Process - we will discuss in detail

WHAT IS DROPSHIP?



What you need to get started

- eCommerce Dropship website
- Products
- Dropshipping partner/supplier
- Marketing – Social Media

eCommerce Online Website

What is an eCommerce website?

- This is your online store. And your online store must be able to process orders from your customers. It needs to accept online payments and keep track of orders.
- Your ecommerce site should be simple and user friendly.
- You can either use an existing ecommerce company to create your website OR you can create your own website using a free web builder such as WordPress.

The difference is cost vs convenience. Let's take a look at that on the next slides

eCommerce Online Store

Using a website company to create your store.

The most popular is Shopify.

Shopify is a website designed specifically for ecommerce businesses to sell items online. They work with many different dropship suppliers, including the popular Oberlo and Ali Express.

Shopify charges a monthly fee for this convenience. The minimum fee is \$29.00/mo for Basic.

See new slide for pricing chart.

<https://www.shopify.com/>

<https://www.shopify.com/pricing>

	Basic Shopify All the basics for starting a new business	Shopify Everything you need for a growing business	Advanced Shopify Advanced features for scaling your business
Monthly price	USD \$ 29 /mo	USD \$ 79 /mo	USD \$ 299 /mo
FEATURES			
Online Store Includes ecommerce website and blog.	✓	✓	✓
Unlimited products	✓	✓	✓
Staff accounts Staff members with access to the Shopify admin and Shopify POS.	2	5	15
24/7 support	✓	✓	✓
Sales channels Sell on online marketplaces and social media. Channel availability varies by country.	✓	✓	✓
Locations Assign inventory to retail stores, warehouses, pop-ups, or wherever you store products.	up to 4	up to 5	up to 8
Manual order creation	✓	✓	✓
Discount codes	✓	✓	✓
Free SSL certificate	✓	✓	✓
Abandoned cart recovery	✓	✓	✓
Gift cards	✓	✓	✓
Professional reports	–	✓	✓
Advanced report builder	–	–	✓
Third-party calculated shipping rates Show calculated rates with your own account or third-party apps at checkout.	–	–	✓



Start ▾

Sell ▾

Market ▾

Manage ▾

Pricing

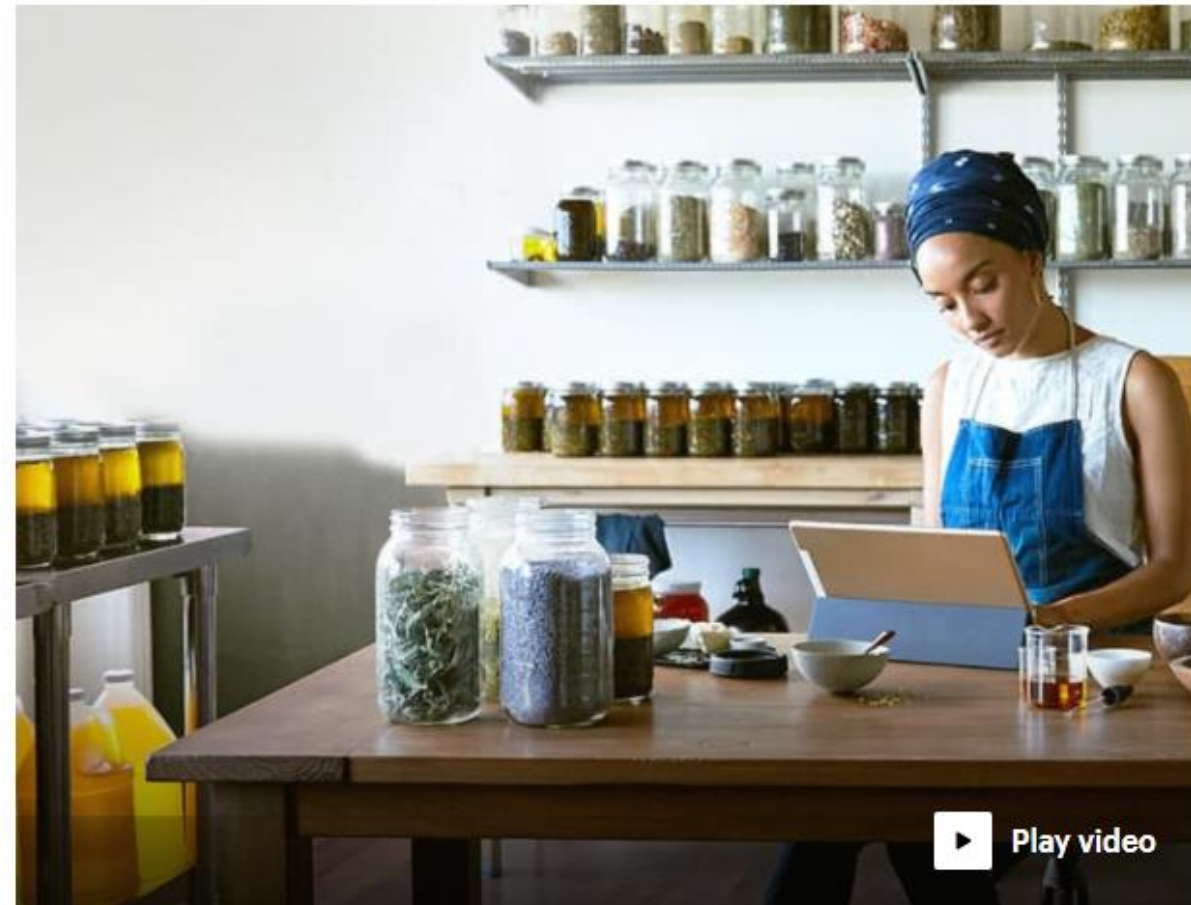
Learn ▾

Log in

Start free trial

Anyone, anywhere, can start a business

Start free trial



▶ Play video

Start your free 14-day trial of Shopify

Create your store



eCommerce – Creating Your Own Site

- You can create your own ecommerce online store. This requires a decent amount of knowledge with computers and websites. But.... with some guidance and patience, anyone can create their own site. This choice will save you out of pocket fees.
- We recommend using WordPress.
- You will also need to get a domain (your website name) and a company to host your website on its servers.
- It's possible to get your domain and hosting for free but chances are you will be better off paying a small fee for these services.
- This Video will guide you through the details of creating your own ecommerce website.
- How to create a dropship website using WordPress. https://youtu.be/pDXiS_1V2QI

It's About the Product!

Select niche products to sell

The niche you select needs to be laser-focused and something you are genuinely interested in. If you aren't passionate about the products you will be more apt to become discouraged, it takes a lot of work to successfully scale a drop shipping business.

Apparel

Gardening

Craft Supplies

Home decor

Pet supplies

Here are some points to consider when selecting your niche:

- 1. Seek attractive profits.** When you are running a drop shipping business model, your focus is on marketing and customer acquisition, so the amount of work required to sell a \$20 item is essentially the same as it would be to sell a \$1,500 item. **Select a niche with higher-priced products.**
- 2. Low shipping costs are very important.** Even though your supplier or manufacturer will handle the shipping, if the cost is too high, it will act as customer repellant. Find something that is **inexpensive to ship**, as this also gives you the option of offering free shipping to your customers and absorbing that cost as a business expense in order to attract more sales.

Products, continued

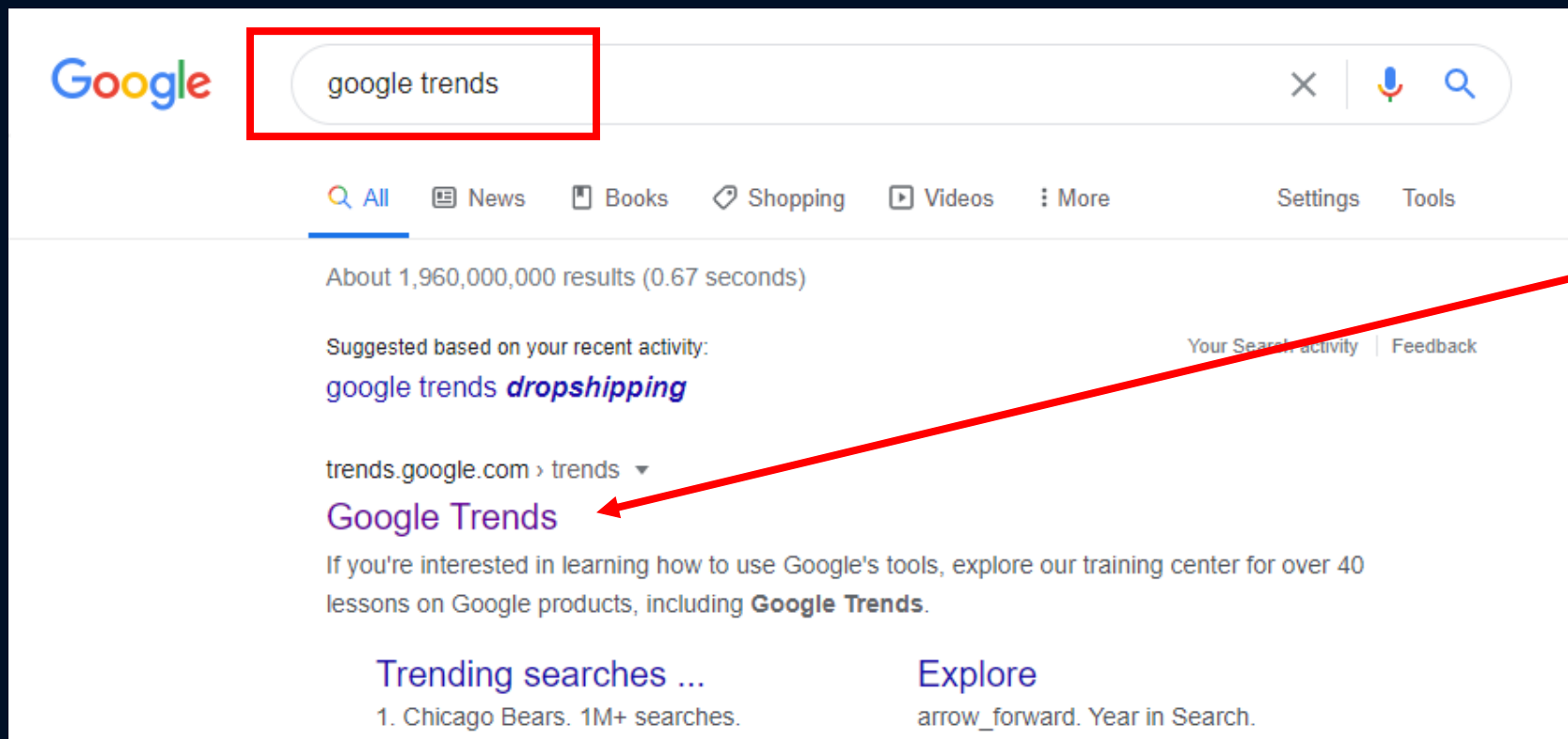
3. **Make sure your product appeals to impulse buyers with disposable income.** When you are focused on driving traffic to your website, you want to experience the highest conversion rate possible because most visitors will never return. The products you are selling should trigger impulse buys and appeal to those with the financial ability to make a purchase on the spot.
4. **Sell something **that isn't readily available locally**.** Pick something your customer **can't find down the street**. That way, you become more attractive to a potential customer.

More information on Products <https://www.shopify.com/blog/best-dropshipping-products>

5. Make sure people are actively searching for your product

How Can I do that?

Use **Google Trends (free)** and **Google's Keyword Planner (there is a fee)** to check some common search terms related to your potential niche. **If nobody is searching for what you are planning on selling, you are dead in the water before you even begin.**



Type Google Trends in your Google search bar, then click the link



● **Android**
Operating system

● **Apple**
Technology company

+ Add comparison

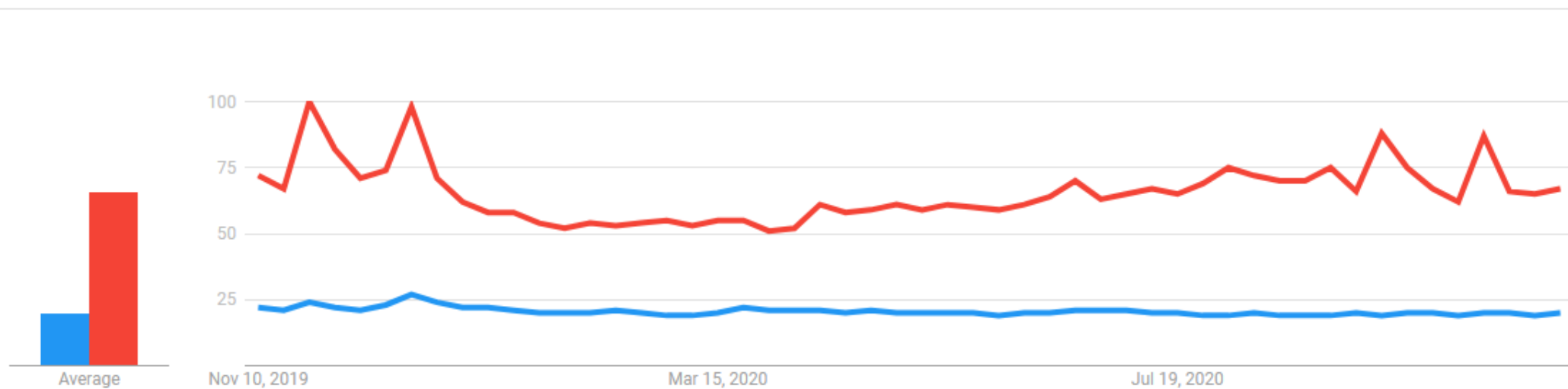
United States ▼

Past 12 months ▼

All categories ▼

Web Search ▼

Interest over time ?



6. Market Research

Research your future competitors. This gives you a big advantage and is the secret to massive success online. Go online and find websites that are already selling in your prospective niche. Then find out a couple things about those sites.

Do they have a warehouse, showroom, or retail stores?

The goal is to find companies that sell online for multiple brands but have no physical presence. This shows you that they're drop ship suppliers.

It means you can compete with them!

How to find the Right Dropship Suppliers

This may be the biggest decision you will make. You need to partner with a stable and reputable manufacturer or supplier.

Let's first discuss manufacturer vs supplier.

A dropship manufacturer is the direct relationship with the company who makes the product and has the product in house. You'll make the biggest profit here.

If the manufacturer does not participate in the dropshipping method, then you go one level down to their suppliers. This is the most common method with the biggest variety.

Why? For some, they will require a minimum order value. If in case you don't meet this minimum order requirement, then this is the time you move down the supply chain. Ask if the manufacturer has a list of distribution channels as an alternative. The idea is for you to achieve a fewer supply chain in order to get a lower cost. This enables you to be more competitive with your pricing. For more Information <https://beeketing.com/blog/dropshipping-suppliers/>

Dropship Suppliers – Do your research

Here are some sites that will help you start researching:

1. <https://www.crazyegg.com/blog/best-dropshipping-companies/>
2. <https://www.bigcommerce.com/blog/dropshipping-companies/#best-dropshipping-suppliers>

SUGGESTION - Ask the supplier if they participate in “ePacket shipping”

This keeps the shipping costs down. It's a set of rules set by the USPS and if they meet those rules, shipping is cheaper. (used mostly with China and Hong Kong)

Here is an overview of the most popular dropshipping suppliers, their advantages and disadvantages.

- Spocket.
- AliExpress.
- SaleHoo.
- Doba.
- Wholesale2B.
- Worldwide Brands.
- Wholesale Central.
- Sunrise Wholesale.
- MegaGoods.
- InventorySource.
- National Dropshippers.
- Dropshipper.com.
- OfficeCrave.com.

Marketing – Get the Word Out

The key is to generate traffic to your website and this is where you should consider spending some money.

1. You must have a Social Media presence with your store name and engage with online communities.
2. Create a FB page, Instagram account, Tik Tok, Pinterest, Reddit and Twitter.
3. Use Facebook Ads, Instagram Ads and Tik Tok Business. These are the most popular social media apps for advertising
 - FB Ads - <https://www.facebook.com/business/ads>
 - IG Ads - <https://business.instagram.com/advertising/>
 - Tik Tok - <https://www.tiktok.com/business/en/>
4. Use a social media management tool - this will help you organize all your social media traffic. More information- <https://zapier.com/blog/best-social-media-management-tools/>

FREE ADVERTISING - This link provides some “free” ideas to get traffic to your website
<https://www.youtube.com/watch?v=X2j6DTaDgas>

Happy Selling!