

Starting Your Drop Shipping Business A - Z

**Practical Guidance On Starting Your Own Business
Using The Benefits Of Drop Shipping**

What You Need To Prepare And Get Started Right

By

[Gary C. Granai, Esq.](#)

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Updates And Additional Resources

Business changes by the day. Companies come and go. Resources change. The internet changes.

And as all that changes, the drop shipping business changes.

To keep you up to date, this book is frequently updated and made available for free download.

You can get the latest update and addenda to your Drop Shipping Business A-Z by going to [Updates And Addenda](#).

This book is somewhat general in nature. It is backed up by very specific information that you can find in the portal that dedicated to business and drop shipping at [Poland Business](#)

Forward

Forward

Background On This Book

This book is born out of our experiences with drop shipping. When this Chamber started drop shipping in 1997, our staff were like most people on the Internet at the time - very new to the process.

And being a private nongovernmental organization (NGO) working on a strict budget, we tried to save as much money as possible in setting up our own online stores. Our purpose was to promote Polish products and to develop distribution networks by finding wholesalers through our own online stores.

We decided to use free systems wherever we could. And that was an absolute disaster.

In retrospect, we might not have made every mistake that it was possible to make, but we did not miss many. The money and time loss involved were beyond what we would have believed possible for such a simple venture.

We learned drop shipping the hard way. We have since earned back the money we lost - and more - but we will never be able to recover the time.

As we went through the process of start up, failure, and recovery, I kept a diary. And it is from that diary that I decided to make information available to all those who are interested in drop shipping so that they do not have to go through what we did.

So as you read this, I hope that you are able to get into drop shipping the easy way rather than the hard way that we did.

Remember: Your most important resource in life is your time.

You will only go through this world once and you only have a limited amount of time. So it behooves you to spend that time as best you can. We are all here today and some of us will be gone tomorrow. So the time that we spend today on something is the most important time of our lives. If it is not, then spend that time on something else.

I have written this book to save you time, frustration, and money.

It is a public relations effort by our Chamber of Commerce. I hope that if we provide you sufficient information, you will consider some of the other publications that we offer and that someday you may return to our Chamber to buy products from our member companies.

What Is In This Book

I will show you what it takes to start a drop shipping business. And then once it is started, I will show you what it takes to get it online. And finally what it takes to make money.

I will show you some traps, scams and blind alleys that you might see and hopefully give you enough background information so that you can avoid them when you do.

I try to do this in a straightforward way so that you can get all the information before you spend money and waste time on something that may or may not be good for you.

While straightforward, the advice will be, by reason of this Chamber's experiences, highly opinionated.

The book is in reality an advertisement for the level of service provided by this Chamber. We provide other publications that may be of interest to you. We will not pitch them here. They will be referred to peripherally among the background, resources" and other information I discuss.

I emphasize that the information provided in this book is information that you should have before you spend money.

And if you are running a drop shipping business now, you might find that the information will help you improve what you are doing.

This book is continually updated. It has to be because the Internet and the business world change everyday.

And to try to present the best information in the best way, I ask you, our readers, to give me feedback. At the end of every chapter I give you a link to our feedback page and ask that you give me comments on what I have written, pointers to resources that you think I should include, and send me case studies and examples of successful drop shipping businesses that you think might be important for others to know about.

In some ways this e-book is a collaborative effort because the information in it is not only the result of our staff's research, but also the result of feedback from so many others with whom we have had contact. We do hope that you can contribute to this effort so that we can provide the best information possible to people who are looking for straightforward information.

And What About You?

The drop shipping business is responsible for making many Internet millionaires. The people who have become the millionaires come from all walks of life. The common trait they exhibit is their willingness to learn, work, and not give up.

You can make a fortune in the drop shipping business.

But you have to understand that it does not come out of the box for \$49.95.

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It is not done overnight.

It is not done by finding some magic hidden secrets.

The truth is that there are no secrets. Starting and running a drop shipping business takes the same time, effort and planning that it does to run any other business.

So can you succeed in drop shipping? Of course! You just have to have a plan and work your plan.

As you read this book I hope I give you enough information so that you can create a plan.

And I hope I can provide you the encouragement to work that plan.

So I dedicate this book to your success.

[Gary Granai](#)

Introduction

Introduction

The Chapters

To make the information in this book as useful as possible, the information is broken down into six chapters that cover various important aspects of the drop shipping business as well as getting a business of any form online.

At the end of each chapter I have added a feedback link so that if you find the chapter did not give you what you need, or if you want additional information, you can contact me directly and I will help you. I will also use this feedback to add additional information to this book.

Chapter 1 - The Basics Of Drops Shipping

There is a lot more to the drop shipping business than meets the eye. It is not just simple as it is typically portrayed. It is a very flexible business that you can use to your benefit in many ways. In this chapter I try to cover the basics of drop shipping so that you understand what can be done with drop shipping. The intent here is to broaden your background so you not trapped into a narrow alley when you could be doing so much more if you had complete information.

And like with any business there are pros and cons, advantages and disadvantages. These are covered in this chapter.

Chapter 2 - Planning

Perhaps the main difference between those people who succeed with an online business and those who give up, or fail, is the amount of time that they put into research and planning. In this chapter we cover not only information about planning, but we give you some background so you have a better understanding of the goals that you might be shooting for. If you have a good understanding of what you are trying to do, then making a basic plan becomes very simple.

And it is very important that you have some concept and some plan so that you can develop benchmarks as you go forward with your business.

In this chapter I try to help you so that you can properly set benchmarks and determine exactly what you want to do with the form of drop shipping that you choose.

Chapter 3 - Finding A Supplier And Products

The process of choosing a supplier and deciding which products you should sell in your drop shipping business should really be something that is very carefully done. It should be more than joining a drop shipping program or buying a suppliers' directory and choosing products.

You have to look at the competition selling those products, you have to look at the reliability of the supplier, you have to check how those products will sell within your market niche, and a lot more.

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In this chapter I give you background and then add questions that you should ask of every drop ship supplier with which you consider dealing.

Chapter 4 - Things You Need

When you start your business there are many things that you are going to need. You will need tools, supplies and support.

In this chapter we give you a large list of resources with our comments about those particular resources and why you should use them or why you need them.

In some ways this can be one of the most useful chapters because you benefit by our years of experience and the feedback that we get from customers who tell us what their experiences were. It's simply saves you a lot of time and helps you avoid problems.

Chapter 5 - Getting Your Business On Line

Once you have done all your planning, chosen all your tools, chosen your products and you're ready to go into business, then you have to get that business on the Internet and exposed. And before you do that you have to be sure that you are ready to run a business. Once you start getting orders and start depositing money in your bank you don't want to have to go back to the beginning and fix things that were not properly set up.

In this chapter we give you hints tips and help with additional resources to help you get your business online.

Chapter 6 - Getting Customers

Everything that you have done to this point is very easy as compared to what you will face when you try to bring customers to your store and make them buy from you instead of the competition.

In this chapter I give you information about the techniques that are used by those who are most successful.

Everything you have done in the first five chapters is part of preparation to run your business.

Since you use drop shipping, you should spend very little time on the fulfillment process.

You will have to spend most of your time promoting your business and developing a continual stream of customers who come to your store. And you will have to spend time bringing those who have been there before back to buy again.

This chapter will help you in that process.

About The Author

About The Author

Since his first introduction to computers in 1963 as a Midshipman studying at the [United States Naval Academy](#) at Annapolis Maryland, Gary Granai has been involved with application technology.

In 1994, as a consultant to the communications industry that was changing in Eastern Europe, he saw that the developing Internet base was ready to turn commercial. In 1995 he formed the second commercial Internet service in Poland.

He was an early pioneer in the use of the Internet to promote international trade. In 1999 he sold the technical side of his Internet company and retained the trade and information portals which are online today. ([MasterPage](#) , [QuickLink Business Register](#) and [The Business Portal](#))

An iconoclast by nature, in 1999 he saw that there were no private organizations effectively helping small Polish companies export their products so he formed the Poland Import Export Chamber of Commerce online and maintains a position of Director. He maintains his position as a director of the [Poland import export Chamber of Commerce](#) on line continues as the only foreign Chamber that helps Polish company export their products. More information about what he has done can be seen at this [Management Background](#).

During the days of the wild growth of the Internet bubble, he remained true to his philosophy that business was not changed by the Internet but the Internet rather offered a new way to communicate. And while other big name companies failed, his business portals survived and have maintained consistent profitability. The big names are not even remembered.

Mr. Granai believes that business is all about the basics. Business starts from a solid foundation and business survives only with hard work and religious application of a business plan.

Small business is the economic engine of the world. And the Internet has given the small trader and small-business the opportunity to reach global markets. But more importantly it allows these same small businesses and traders to improve their presence in the all-important local market.

And he encourages people who have been considering a small business to at least examine the opportunities that stand before them.

At the same time he works to expose those services that are designed only to trap the unwary.

Gary Granai has assisted many companies who have gone from the pre-concept stage to profitability. Those include "work at home moms" selling Polish silver and Amber jewelry as well as Indian manufacturers exporting granite to Poland.

This book is written with the hope that it can help encourage those who might be holding back and slow those who might be going too fast. And in the long run to add to the knowledge base about the opportunities available in drop-shipping.

Chapter 1

The Basics Of Drop Shipping

Chapter 1

The Basics Of Drop Shipping

Drop Shipping is nothing new. It was developed many years ago by mail order catalog companies and has bloomed with the growth of the Internet.

Drop shipping has made many Internet millionaires. Many of these people started with almost nothing and now are retired in splendor.

You can do the same. It just takes study, discipline and work.

Drop Ship Suppliers Come In Many Shapes And Sizes

Drop shipper suppliers are all around you. They range in size from the largest in the world, Amazon.com to small businesses like your local flower shop.

Some drop ship wholesale orders and others drop ship retail orders.

They drop ship everything from ebooks to cars.

And all of them depend on people like you to find customers for them.

You sell. They ship. You both make money.

Some of them handle all the money. Others let you handle the money.

You can even sell those things that other people have listed on eBay. You let them pay the listing fees and do all the work and you make the easy money selling their listings.

Understanding The Process

One must fully understand the process to fully understand how one can use it. So let' start with a couple important definitions.

Definition Of Order Fulfillment Service

An order fulfillment service is a service that stores products in a warehouse and ships them on order.

You can use an order fulfillment house to stock inventory that you own, or you can use an order fulfillment house that stocks products that someone else owns.

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Owning your own warehouse, staffing it, and administrating it can cost hundreds of thousands of dollars.

It also requires you to put a substantial amount of startup capital at risk. And your company will have to pay full operating costs whether or not the space is fully occupied.

Outsourcing your order fulfillment is much more cost effective. And it will allow you to grow.

Outsourcing your warehousing to a fulfillment house allows you to switch fixed costs into variable costs. You only pay for what you use.

Definition Of Drop Shipping

There are different definitions of drop shipping with each definition being specifically related to the type drop shipping business being engaged in.

In all cases, however, drop shipping is the shipment of a product to a customer by a factory or distributor at the request of a seller.

And rather than developing a complex definition that has many twists and turns, we will proceed to define the process by way of example.

Prior to the advent of the internet, mail order catalog companies were the main users of drop shipping and the business was defined by them.

A mail order catalog company focuses on sales. It does not buy inventory and does not store inventory.

It takes an order from a customer and then orders the product from the supplier. The supplier ships the product directly to the customer.

When the mail order catalog company has a product drop shipped to the customer, the supplier includes an invoice that names the mail order catalog company as the supplier and not the company that did the actual shipping.

The process hides the fact that the mail-order catalog company does not have an inventory and that it did not ship the product. The receiving customer sees the invoice from the mail-order catalog company and assumes that the mail-order catalog company did the actual shipping.

By any definition of drop shipping, you can see the advantages to the mail-order catalog company. The advantages include, but are not limited to, the following:

There is no requirement to invest in inventory, there is no requirement to have a warehouse, there is no requirement to have a staff to ship product, there are no problems of having excess inventory that cannot be sold, and the seller can focus totally on the selling process.

With the advent of the Internet, drop shipping is now not limited only to mail-order catalog companies. Many of the on-line stores use drop shipping. Very small entrepreneurs are able to

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start their businesses by offering hundreds of products that can be drop shipped and are able to put all their time and money into creating a good web site and advertising.

A Typical Discussion Of Drop Shipping

Sell without inventory, increase the number of products that you sell in your shop without increasing your inventory, sell hundreds of products on Ebay without ever having to handle anything, sell hundreds of products from a home computer in a corner of your room. Don't get involved in shipping, don't handle goods, don't put up with breakage and theft and all the other hassles of having a hard goods business. Use drop shipping.

"Drop shipping" is simply an arrangement between you and the manufacturer or distributor of the product you sell whereby the manufacturer or distributor -- NOT YOU -- ships the product to your customers.

Here's an example: Let's say Mary wants to set up a web site that sells skin care products. Instead of filling her basement with cases and cases of stock, and then going downstairs each time an order comes in, Mary puts together a drop shipping arrangement with a manufacturer who ships the products to her customers directly.

And the best part is that the manufacturer will happily ship the products using shipping labels with Mary's company name, address, and logo instead of their own. The product arrives at the customer's house a few days later, and they never know that the product wasn't shipped directly from Mary's warehouse!

Let's say Mary has a product called the "Total Skin Care Package," priced at \$97. A customer visits her site, places an order, and is billed \$97 plus \$11 for shipping and handling.

Mary then sends the manufacturer an e-mail with her customer's order and shipping information. The manufacturer packs up the customer's order, puts Mary's shipping label on the package, and mails it out via UPS or FedEx, usually within 48 hours.

The manufacturer then bills Mary for the WHOLESALE price of the "Total Skin Care Package" -- in this case \$64 plus \$11 for shipping and handling. Since Mary has passed the shipping and handling fee on to her customer, she has just netted a profit of \$33. AND ALL SHE HAD TO DO WAS SEND HER MANUFACTURER AN E-MAIL! DROP SHIPPING ADVANTAGES

There are a few huge advantages to this model. First, it SAVES YOU THE COST of building your own inventory. If you're like most people starting a small business, you don't have a ton of extra money lying around. The last thing you want to do is tie up your cash in inventory that you may or may not be able to sell. No inventory also means no leftovers. If the product you sell suddenly becomes outdated, obsolete, or just plain un-trendy, you aren't the one with a house full of stock that nobody will buy. Many online retailers find themselves having to offer deep discounts -- and taking huge losses -- on old products just to get them out of their homes to make room for more inventory!

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You'll also be able to SKIP THE HASSLES of shipping your products. Unless you've already set up a shipping account with someone like FedEx or UPS, you'll be heading down to the post office every day to buy stamps and mail out your products.

And you'll be able to ADD NEW PRODUCTS ALMOST INSTANTLY. Since you don't have to worry about ordering inventory, you can add products to your web site within a few hours. If you find that your customers are eager to buy a certain product, you can have that item up on your site in almost no time.

Sounds Great, Is Great, Is Not So Easy

More than 9 out of 10 online stores using drop shipping that you find on the web will not be there next year.

I caution you to do your homework. Test, test and then test again.

You Can Use A Fulfillment Service Or Drop Ship Supplier

Remember that drop shipping is used to get someone else to do the shipping.

If you use drop shipping to have someone else make the investment in inventory, you will make less money that if you make the investment.

The way to make the most profits with drop shipping is to buy large quantities of product and store them in a fulfillment house.

If you want to sell something that is not available for drop shipping, such as Polish Pottery, you can avoid the shipping and handling problem by using a fulfillment house. Buy the pottery that you want from the factory, store it in the fulfillment house and then sell it.

If you are unable to, or afraid to invest in inventory, then use a drop ship supplier, but be prepared to pay for the service in the form of higher prices and lower profits to you. And you sell what they have.

Common Drop Shipping Problems

Of course, no business model is without disadvantages - and drop shipping your products can lead to some serious problems if you aren't careful. Below are a few of the most common problems.

High Prices

Sometimes the cost for products from a drop shipping company will be higher than the retail price of those same products sold in large mass merchandising chains.

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It is simply a matter of economics. The supplier invests money in product, stores it, maintains the warehouse, staff and incurs all the expenses necessary to make available a product that you can buy one piece at a time. That is expensive, and you pay the expenses.

If the product is a fast mover, the supplier may be able to hold the prices down. But in many cases you will find that the prices are high.

In any case, your costs will always be higher and your profit margins lower than if you buy large quantities and store them yourself - in your garage or a fulfillment house.

Shipping Delays

Remember how I told you that the best thing about drop shipping is that you don't have to worry about shipping your products? Well, this can occasionally create issues. Let's say you send an e-mail to your drop shipper asking them to send an order to your customer, and it just so happens that they are sold out of that item at the moment. The longer it takes them to let you know that the item is unavailable, the longer it will be before you can pass that information on to your customer, and the worse you'll end up looking.

Tracking Shipping Status

Your customer calls you up a week after ordering a product and asks what the status of their shipment is. Unfortunately, since you didn't ship the product, you have no idea what to tell them. And if your customer is demanding a refund for an order that has already been shipped, YOU'LL be paying for it when your drop shipper sends you the invoice!

Drop Shipper Backs Out

Occasionally, a manufacturer or distributor will simply back out of their drop shipping agreement with you. They may decide that the work involved in packaging and shipping their products for you simply isn't worth the trouble.

High Shipping Costs

Finally, you can run into problems with shipping costs if you work with a number of different manufacturers and distributors

. For example, let's say a customer orders 6 products from your web site, with each one being drop shipped to them by a different manufacturer or distributor. They'll have to pay shipping and handling costs on each individual item, and that can add up to a lot of extra money.

If your customers see that they'll have to pay \$40 to ship \$80 worth of goods, they'll abandon their order every time.

What Does This Mean To You?

Do your market research to check if the products that you want to sell can be sold at drop shipping prices when bought from the supplier that you have chosen.

Be sure to work the numbers through your financial plan to see if you will have money left over to spend.

Chapter Two

Planning

Chapter 2

Planning

When you do your planning, it is important to recognize your place in the internet pecking order. And where you are will affect your business in many ways.

For example, you are likely to hope that you will get customers from the search engines. There is nothing like hope. But hope in this case is not likely to pay the bills.

Getting a website good position in the search engines takes talent, money and time

Many people have the knowledge but there is a certain art that has to be exercised in order for a site to be able to achieve good search engine position. So unless you're one of the chosen few that have this talent within your genes, forget the search engines; unless you have a big budget for an SEO expert, of course.

Generally, expect to be at the bottom of the feeding chain and the customers that you will get will be the leftovers from the major sites. They will be the people are looking for something that the major sites did not offer them.

So you have to do your research and try to determine what these leftovers from the major sites want and think that they need. And how you can satisfy those wants and needs.

You will be catching people on the rebound as they search the major sites for information and pricing. You will have to be ready to catch them as they bounce and stop them in their tracks on your site.

How Much Money Can You Make?

Drop shipping has made, and continues to make, Internet millionaires. If you plan properly and follow through on that plan, you can be a millionaire, too.

But you have to start with the basic understanding that you will be competing with the major retailers and large stores that you find in the shopping malls. And to compete successfully, you have to adjust to the market.

For one thing, your costs will always be higher and your profit margins lower.

For customers to come to you, you have to add value. There has to be a reason for customer to come to you and possibly pay more for product than they would pay at the local mall, on eBay or another website.

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You have to be a value added reseller that aggressively promotes itself in as many ways as possible.

People come to the Internet for information. If you provide them sufficient information, product reviews, and expertise you will have taken a step towards adding value.

If you provide a lot of good information and promote your site aggressively, you can succeed.

As An Alternative

Don't try to beat them. Join them. Sell for them.

Many of the most successful drop shippers use Amazon.com and other affiliate programs. They simply promote those products offered.

Their job becomes one of promotion only. Their risk is that of page setup, promotion costs and time.

If you are not familiar with the Amazon Affiliate Program and what it can do for you, look at it [here](#).

Please understand that I make no money, directly or indirectly, from recommending Amazon. They have given many people a path to retirement and you should know about them and how they have done it.

Starting A Drop Shipping Business.

If you are going to start a drop shipping business there are many things that you have to consider.

For the most part when starting a drop shipping business people focus on the product and spend their time trying to find a drop shipping program that will supply the product that they want.

But there's a lot more to starting a drop shipping business that will survive at least through the first year.

You can have the greatest product in the world but you need a sales system, a selling system, sales force, and customers. And to get the customers you have to have a thorough advertising plan that you faithfully follow.

Take Into Account Your Position In The Drop Shipping Sales Chain.

It is important for you to understand that you are very important to manufacturers, suppliers and distributors. For them to survive they need sales people. And that is exactly what you are.

You are an independent contractor. You are a commission agent.

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They invest no money in you. But you build a web site, promote it and invest a substantial amount of time and some money in finding customers for their products.

You do the hard work and make the investment in promotion and they ship the product.

You are one of thousands, and in some cases hundreds of thousands, of people who are soliciting products for the drop ship supplier.

As a drop ship sales agent you can work for these factories either selling their products wholesale or retail.

And the drop ship supplier often competes with you by selling the same products at lower cost on his web site.

You are important. But you are also expendable. There are thousands waiting in line to replace you.

Many leave, but some make a lot of money.

How You Make Money

Many times we get questions about people asking us what will their profit be.

The answer is fairly simple. You buy at one price and sell at another.

The difference between your buying price and your selling price will be your gross profit.

But to calculate your net profit, you have to deduct your operating expenses.

If you sell for a firm like Amazon, you get a percentage on each sale.

But if you sell something like Polish pottery that you buy from the factory or a distributor, you determine your gross profit by setting the sales price.

You make money by buying at low prices and selling at as low a price possible to keep customers coming back for more.

What you have to do is do detailed market research, find products to fit your liking, check the pricing and then determine at what price you can sell that product.

To determine whether your business will be profitable, you have to calculate your expenses PLUS THE VALUE OF YOUR TIME. Without knowing your expense structure there is no way that you can determine your profitability.

When you work through your business plan financial section, the number become very obvious.

Who Are The Drop Ship Suppliers?

Not all factories distributors and retailers get involved in drop shipping. They do not want to get involved in holding inventory and shipping individual pieces for the same reasons that you don't want to. Namely, there is a lot to tracking shipments, and there is a lot involved in maintaining an inventory and a lot involved in shipping individual pieces.

So there are some people who fill the void and provide inventory and fulfillment services.

Most factories do not maintain any inventory at all and only produce to order. This is typical, for instance, in the glass and crystal business where factories require minimum orders of hundreds to thousands of any one piece. They just don't have single pieces to sell.

So the void is filled by entrepreneurs who buy large quantities of products, stock them in their own warehouses and offer order fulfillment services. They are generally known as wholesale drop ship suppliers. They are in fact distributors.

Because they are in business to make a profit, the price that you will pay for products from these distributors will necessarily be higher than the price that you will pay if you buy it directly from the factory. At times, the your cost can be two to three times the factory price. In extreme cases, the drop ship price may actually be higher than the retail price for the same product purchased through a major retailer.

Major retailers will be major competition to you online and offline. They understand that you do not make money selling product. You make money by buying product at the best prices possible and then by selling the product at as low a price possible. They depend on high turnover to make a profit.

As a small drop shipper, however, you are not in position to get good deals on prices because you are buying only one at a time rather than shipping containers at a time. You just will not be able to beat them.

And you will also compete with these same major retailers, AND FACTORIES AS WELL, selling on the auction sites such as eBay. They often sell at a loss in order to build customer and mailing lists.

The drop ship suppliers with which you will deal will generally be distributors who buy smaller quantities than the major retailers and who offer you prices sometimes above what you would pay at a major retailer for the same product. And the prices they offer you will definitely be higher than factory direct prices and normal wholesale prices.

What Will You Sell?

How many times I have heard words about being passionate about your product. And every time I do I envision another budding entrepreneur being lead down the road to failure.

For example, people get passionate about Polish pottery. They collect it and want to sell it.

They jump in and find that it takes a lot more than passion to sell Pottery.

They find that the competition is fierce. Not only are they competing with thousands of other small operators, they also compete with wholesalers and factories that, in order to build mailing lists, sell on eBay at discounted prices.

Those that survive against the competition put passion aside and focus on planning.

They define their niche and work their niche.

Your Niche In The Drop Shipping World

You have to define your place in the drop shipping world and define your niche.

You have to choose products or a way of selling those products that makes you unique and valuable to people who find your website, your business card, your advertisement or any other promotional material.

You have to do something that adds value so that people want to pay you a premium price to buy from you.

You have to provide them something special.

They have to want to come to your little corner of the world - your niche.

Definition Of A Niche

A niche can be defined as a situation or activity specially suited to a person's interests, abilities, or nature and a special area of demand for a product or service.

Let's apply this to drop shipping.

An example of niche marketing is selling customized, hand painted Christmas balls to churches for fundraisers. The customer is narrowly defined, the product is specific, the service is focused, and the service fills a need.

Starting Your Drop Shipping Business A-Z

Another example is becoming the expert for and selling only peacock pattern Boleslawiec Polish Pottery and offering every piece made by the factory.

And here is a website niche marketing [elliptical trainer machines](#). Look at how simple it is. It uses Amazon for drop shipping.

Defining Your Niche

Here is a list of questions that you should write down and take your time to give thoughtful answers to.

When you answer these questions you have to be brutally honest because the answers to these questions can make a difference as to whether you survive in business or not.

As you write down the answers to these questions you should be thinking in terms of starting up a small retail shop next to a large store such as Wal-Mart, Home Depot, Target, or any other store chain selling the type product that you want to sell.

On the Web you will compete with people who are the online equivalents of those stores, if not the stores themselves. You have to create a presence and an offer that will divert customers from these huge stores to your small, unproven operation.

How are you going to compete with the hundreds of thousands of businesses selling the products that you want to sell?

What is your unique selling proposition? In other words what makes you unique in the market so that people will want to buy from you?

Why do you think that people will buy from you? Will you be selling convenience? Price? Service? An off-line presence?

Are you offering what you want to sell or what customers want?

What do your customers want? How do you know that? Have you done market research? Have you done surveys? Or are you just reaching a conclusion because you think that people would like to buy from you?

Why should customers believe you?

What kind of appeals will your target customers respond to? Does your target market really need you to satisfy a need that they cannot find anywhere else?

What powerful benefit will you provide?

Why will customers buy from you a second time?

Random Thoughts On Random Things

There are three parts to the business equation. Price, Quality And Service

A customer only gets two of the three in its favor. One of the three is always unfavorable.

For example, if you want low price, you give up quality or service.

If you want service, you pay a higher price.

As a business perso, you can't provide all three and stay in business.

But in defining your niche, you have to offer something, be it price, service or product that makes you unique in the world and makes people want to buy from you.

By way of example, suppose you want to sell Boleslawiec Polish pottery.

There are major wholesalers and major retailers that sell this pottery on the Internet. They import the product by the container load and have hundreds of thousands of dollars of inventory in their warehouses. They have fairly large advertising budgets and are well-known all over the country.

You want to sell Polish pottery but can only afford an investment of \$500-\$1000 in the inventory. Your costs of importing the product from the factory will be as high as the cost of the inventory that you pay to the factory. The prices of the product on your shelves sometimes can be higher than the retail price that some people pay for the same pottery on eBay or from the large Polish pottery retailers.

How Are You Going To Compete Against These People?

You can and it is done every day in thousands of locations around the country.

One way that you can do it is to create something special for the people your town, state or niche. You provide a service or a convenience that makes people willing to pay a higher price to deal with you than to order via the Internet from the major companies.

You have to make yourself and your small company valuable to the buyers.

You may do that by taking your small inventory and using it much as a catalog store where people can come look at your samples and order from Polish pottery catalogs that you keep on hand.

You can provide a special order service for other small businesses and accumulate orders so that you can place a large enough order with the Polish factories to get significant discounts thereby reducing the end cost of the inventory on your shelves.

And Here Are Some Other Ideas On Other Products.

Perhaps you can contact companies including banks, insurance companies, beer distributors, food purveyors and others and convince them to purchase custom- made Christmas ornaments made to their specification to be used as gifts to their clients and employees.

Perhaps you can set up a business supplying people who sell on eBay or at flea markets. They are always looking for product but do not have the capital to place large orders. Aggregate orders and sell at a good price to them.

Perhaps you can sell ceramic mugs with company logos for promotional items.

Regardless of what you do, or how you do it, you have to take the time to review and think through exactly what you are going to offer that makes the customer want to buy the product, that hundreds of thousands of others are selling, from you.

Define your niche.

And then:

Niche, Niche and Niche some more.

The Importance of a Practical Plan

Business plans are often said to be sales tools to show bankers and investors.

That is nice.

But your first concern is survival.

Your plan should be a tool. In it should be useful.

It should be a blueprint. And you should use it like a builder uses a blueprint to build a house.

It should be like the instructions you get when you get buy a piece of flat packed furniture. It should be detailed.

Here Is How To Start.

List all the expenses you will have.

Calculate the profit on each piece you sell.

Calculate how many pieces you have to sell to cover your expenses.

And then plan how you are going to get enough buyers to cover your expenses.

Starting Your Drop Shipping Business A-Z

To do that:

Make a detailed online advertising plan.

Make a detailed web site plan.

Make a detailed email list building plan.

Make a detailed off line promotion plan.

Make a detailed coupon marketing plan.

Print everything put all in a 3 ring binder. Use separators.

Update them as you get "smarter".

And use them.

Follow them.

Plan your work and work your plan.

Take the time to learn how to make each of these plans and then take more time to make your own plan.

If after you are all done, if the business does not make money on paper, it will not make money on the internet.

If it does make money on paper, you have a chance. If your plan is good.

So make a good plan.

Information about making each of these plans can be found all over the internet.

It can also be found in the [Drop Ship Guide](#) .

Chapter 3

Finding Products And Suppliers

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Finding Products And Suppliers

Have you ever noticed that there are literally hundreds - if not thousands -- of independent web sites selling huge mish-mash selections of inexpensive gift items... things like plastic gnomes and porcelain figurines?

That's because there are a few HUGE drop shipping companies that import these items and then recruit web sites to sell them on their behalf. These companies have massive product inventories and make it very easy for people to get started selling their products for them.

Unfortunately, this is NOT the way to go if you are getting started with drop shipping. There are already a ton of these giant gift sites out there -- and way too much competition for you to reasonably expect to be successful at it.

Instead, spend some time researching different kinds of products that you might want to sell. The products you choose should be in demand but not widely available online. As usual, I highly recommend targeting a niche market rather than trying to find a product that EVERYONE wants to buy.

Once you've found a product that you think may be the right one for your business, you'll need to do a little "competitive analysis." This simply means finding out what potential competitors are charging for the products you want to sell and calculating how much of a profit you'll be able to make.

How To Find Money Making Products

There are many products available that can drop shipped and they are fairly easy to find.

In order to save you time, money and do your competitive analysis, I recommend that you invest in one or more of the drop shipping directories.

Yes, a drop ship directory costs money. But having one will help you get a full understanding of what is available and what the price structures are for the various products.

Drop shipping directories are critical, essential tools that you need to stay competitive in the drop shipping business.

The latest editions of the drop shipping directories should always be on your shelf.

Yes, it costs money to have a shelf with resource books. But you are in business and there are certain expenses that go along with it. And the cost of one or more drop shipping directories on your resource shelf is one of those expenses.

Trade And Craft Shows

Trade and craft shows are a good place for you to find drop ship suppliers.

And you have the advantage when you meet them at one of those shows.

Suppliers go to trade and craft shows to find new customers. They want to sell you something. They want to talk to you.

When you go to trade or craft show you will be able to talk directly with the factory representative or distributor representative, see the product, feel its quality, get the pricing, and get a feel for what your competition will be.

You will be able to use the prices that you get from exhibitors and compare them to those that you find through the drop shipping directories.

But most important, you will be able to create a personal relationship with the people from the company that is going to supply you product and service. You will be able to discuss with them their supply routine, their order fulfillment process, their size, and all those other questions that you should ask of a supplier.

Local Suppliers

In your town there are small businesses that have the same needs as every other business. They need salespeople.

You can fill their need.

You have the ability to expand the reach of the small business in your town.

You own a company that is engaged in no risk selling products for other people.

It does promotion, marketing, selling, branding and business development.

And you get paid only if you sell something.

Many small businesses do not have the marketing capability that you have with a dedicated drop shipping business site online.

You can help them compete against the majors by broadcasting their message and advertising their products.

You can work a commission arrangement with them where you only have to sell and you get paid a percentage of their sales. They do all the shipping and customer service.

Choosing A Supplier.

It is one thing to find a product. It is another thing to make sure that the supplier of that product can deliver what the supplier says it will deliver and that it will be delivered on time

You depend on that supplier for your reputation. And you depend on the supplier to be able to provide the product in sufficient quantities so that you can recover your investment in your business.

Don't get yourself caught in the position of having invested in a business without having thoroughly researched your product and assured yourself of a supplier that can deliver

Your Selling Platform

Your choice of a supplier influences your choice of your selling platform.

If you are going to sell products like crystal, pottery, wedding gifts that you get from various suppliers, then you will choose something like a Yahoo Store.

Here are two: [A2Armory](#) [Unique Handmade Gifts](#)

But if you use a supplier like Amazon, you will set up something that is referred to as an "Amazon Site."

Here are two; [Old House Web](#) [About Elliptical Trainer Machines](#)

And if you are going to sell using affiliate network products, you can use template mini-business sites.

Here is one: [About Elliptical Trainer Machines](#)

So don't do anything with your web site until you have your suppliers fixed.

Just register your company name and put up a business card type web site so that when you talk with suppliers you look serious.

You Are At Risk

You are totally dependent on your drop ship supplier.

Your customer is not going to listen with any degree of sympathy when you put up a website, take that customer's money and don't deliver because the supplier did not deliver to you.

The customer could care less about your problems. You took the customer's money. It is up to you to deliver.

Starting Your Drop Shipping Business A-Z

Your website puts the most important thing that you have online. And that is your reputation.

You should consider strongly visiting your drop ship supplier to inspect the facility and see what that supplier has on hand and to look at its shipping organization so that you get a comfort level sufficient enough to allow you to invest your reputation on the Internet on that supplier.

Chose Your Supplier Carefully.

Many internet millionaires have chosen what is perhaps the largest and one of the most reliable drop ship suppliers - Amazon.com . The Amazon Affiliate Program has made many Internet millionaires and continues to do so.

Amazon has a large selection of products and has a reputation for delivery.

At this point I think it is important that I emphasize that I am not making any money directly or indirectly by recommending that you consider Amazon as your supplier. That decision is totally yours, of course. But as you move forward on setting up your business, it behooves you to thoroughly examine the premier drop shipping supplier in the world and understand what it can do for you and what your opportunities are.

If you are going to start a business your ultimate goal is probably to make money. Amazon offers you perhaps the safest way to make money as a drop shipper on the Internet.

Here is a **video tutorial** that gives you good background information about the Amazon Affiliate Program and how to use it for drop shipping. [Amazon Affiliate Program](#)

Questions You Will Need To Ask Of Suppliers

Most companies that you contact will be more than happy to speak with you -after all, you are going to be selling their products for them. When you call, simply ask to speak with someone about becoming a vendor for their products. Once the switchboard puts you through to the right person, you'll want to ask all of the following questions:

What Is The Price To You?

You need to make sure that their wholesale prices are reasonably lower than the prices you'll be able to sell the products for -- to ensure that you're left with a fair profit margin

Do They Charge A Handling Or Any Other Fee?

If so, how much? Most companies who drop ship will simply add the cost of UPS or FedEx shipping onto your wholesale price, but some will also charge you a handling fee (generally between \$1 and \$5).

This is to offset their cost of picking, packing, and processing the order for you.

Do They Have A Monthly Minimum Or Maximum Of Products They Will Drop Ship?

Some companies will require that you sell a minimum dollar amount of their products each month (usually around \$100). A few also have a monthly maximum of units they will ship for you. If you think that you will be selling more than this number each month, they'll refer you to one of their distributors.

How Do They Drop Ship Their Products?

Almost every company that drop ships products will use a major nationwide delivery service like UPS or FedEx. Ask them to include tracking numbers with the order confirmations they send. This will save you many potential problems when customers ask, "Where is my order?"

How Do They Bill You?

Most drop shippers will bill your credit card the wholesale price of the product plus shipping and handling as soon as they receive an order from you. With others, you may be able to set up a monthly billing cycle where you submit payment for all orders at the end of each month.

You'll also need the manufacturer to send you descriptions and images of the products you'll be selling for your web site.

Many companies will simply tell you to take the images directly from their own site. Others will e-mail you a link to their product information. Companies with large inventories may want to mail you a CD-ROM of their product images and descriptions.

When setting up an account with a distributor, ask lots of questions about shipping and order fulfillment, as these are the two areas that can potentially cause you the most problems.

Make sure that they are able to confirm your orders quickly, and that they will provide tracking numbers. You need to be confident that your customers' orders will be delivered promptly

Common Drop Shipping Problems

Wow, all of the hype about Drop sounds great, doesn't it?

And the truth is, there ARE lots of people making tons of money using the drop shipping model.

But there is also no shortage of crooks and scam artists just waiting to take your money in exchange for the promise of "Instant Drop Shipping Riches" or "Ready-Made Online Drop Shipping Stores."

Here are a few things to watch out for when you're researching drop shipping:

Companies Offering To Sell You Low Cost Lists Of Drop Shippers.

The old saying "You get what you pay for" applies here. Spend \$4 on a drop shipping list, and you'll get an e-mail listing 200 company names, addresses, and maybe phone numbers. A few calls to out-of-service numbers and you'll realize that the list is years old and basically useless.

Companies Charging You A Monthly Fee To Be Your Drop Shipper.

Think about it: Why would a company charge you to sell you things? Answer: Because their products are either worthless junk or they're marked up WAY too high. In either case, they know your online store won't be able to sell any of them, so they need to make their cash from you through a monthly fee.

Companies Offering You A Turn-Key Online Business

You get a complete web site, wonderful products (that can ONLY be purchased from them), and a merchant account that allows you to accept credit cards. The strategy here is to get you to spend YOUR money advertising and selling products that they are buying from REAL wholesalers, marking up, and selling to you. These companies usually also charge a one-time and/or monthly fee.

Here's the bottom line: No one is going to do your work for you. If you want to set up a real online business, you're going to need to do some legwork. Any company that seems to be making your job easier by providing you with lists of products to sell or setting up your site is just going to be eating into your profits! As always, ask yourself if their offer seems too good to be true. If it does, you can be sure that they'll be taking their cut!

End Note

Take Your Time.

Find the list of products and sellers, BEFORE you write your business plan.

And don't start a web site until you have written your business plan.

And do take the time to thoroughly review all the information that you find in the World Wide Brands portal. It is at [World Wide Brands](http://www.worldwidebrands.com)

Chapter Four

Preparing Your Online Presence

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Preparing Your Online Presence

There are many cookie-cutter type online stores that you can use. They are very simple to set up and you do not have to know anything about computers or programming to make your website or to set up your store.

But there are many other options available to you. In this chapter I will discuss a few of the things that you should consider and things that you must know about before you go forward with any store.

Web Hosting

Web hosting companies offer you many services. And if you choose the right ones, they also offer you many opportunities for marketing and growth.

If you choose the right web host you will find that it offers a large collection of tools and promotion help. Many of them have built-in shopping carts and tools that you can use to set up websites using their templates.

You will use a web hosting company in one form or another.

A web hosting company makes your website and e-mail available on the Internet. You store all the data related to your website on the web hosting company's servers.

Web hosting is extremely competitive and you can find many hosting companies that will provide you a lot for very little. There are thousands of available and you are encouraged to shop around.

Here is a video tutorial on what you should look for when choosing a hosting company. [How To Choose A Web Host](#)

Domain Name

Your domain name is an Internet nickname that allows people to find you on the Internet. And the way the system works, you are allowed to choose this nickname.

Each domain name is unique. There are some that you probably know like eBay.com, yahoo.com, google.com.

Once you register a domain name and assign it to a hosting service, anyone that types that domain name into their website browser window will be transported to your website at that domain name.

Starting Your Drop Shipping Business A-Z

Most people start by registering only one domain name. But as their business develops they recognize that they can make more money by using additional domain names and splintering their product lines.

Since you should be planning for the future, read about product splintering now and factor it into your business plan and into your decision about choosing a web host now. There is a free white paper on product splintering [here](#).

When you choose a website host choose for the future. Choose a website host that allows you to house many additional domain names on their servers without extra charge.

For instance I use the [Blue Host](#) and pay only one low monthly fee for as many domain names as I wish. As of the writing of this book, I pay \$7.95 per month and house 10 domain names on their servers. So it only costs me 79.5 cents per month per web site to have them on the Internet.

Here is a video tutorial on Blue Host . [Blue Host Review](#)

Your Image

Even before you start your business, you should register a domain name and use e-mail that includes that domain name.

When you contact suppliers you look serious when you contact them over your domain name rather than using a free e-mail address that is in reality the same as using free hotel stationery.

Look serious. It only costs about \$10 to register a domain name. And if you choose the right website host, you get a free domain name as soon as you sign up for the account.

You are encouraged to take this step and get a domain name as soon as you can.

And if you cannot afford to get a domain name, practically speaking, you can not afford to start a drop shipping business.

Your domain name is essential and if you cannot afford that essential item, you will not be able to afford any of the other expenses that you will incur in running your business.

Be honest with yourself. If you cannot afford it, don't waste more time. You only have so much time left in your life. Use it well.

Here is a video tutorial on how to find and how to register a domain name. [About Registering A Domain Name](#)

Your Shopping Cart

A shopping cart is the working end of your website. You are likely to have purchased something online and you have gone through a check out routine that takes your shipping information and credit card and confirms your order. A shopping cart processes that routine.

Starting Your Drop Shipping Business A-Z

Many website hosts provide shopping carts for you.

Many online store packages include a shopping cart.

The only real concern you should have about a shopping cart is whether that shopping cart is compatible with your payment gateway.

Payment Gateways

From a marketing perspective, PayPal is essential. For some reason people will make a purchase faster if you offer them the use of PayPal as compared to offering them the use of a credit card.

Some marketers glibly say that people almost consider PayPal as funny money. And because people think twice before putting credit card information on the Web, having a PayPal option in the site increases sales.

Get a PayPal business account here. [PayPal](#)

But you also have to be able to accept credit cards outside the PayPal system.

For the small business just starting up it, is probably most efficient to use a payment gateway rather than to take the time to find a merchant account. Professional money handlers who know how to check for fraud operate the payment gateways. As you are getting started this little fraud checking backup can save you a lot of time and allow you to sleep.

Here is a video on the [2Checkout Payment Gateway](#)

Auto Responders

An auto responder will make the difference between you making a profit or failing.

Visitors will come to your website and be gone in less than 60 seconds never to return.

You have to capture their e-mail address using something like a special discount, a coupon, catalog give away or some special offer. Once you have the e-mail address you know who they are and you can send them periodic e-mail with all the offers that will bring them back to your site and makes sales for you.

Internet professionals ALL recognize the importance of developing the e-mail list. You have to start developing that list from day one.

Most people are not fully familiar with one auto responders can do and how they are used.

Here is a link to the service that I use. They have a great deal of material about autoresponder services. It makes no sense for me to try to reproduce what these experts have to say.

Here is a link to a video on [Get Response](#)

Starting Your Drop Shipping Business A-Z

And here is a video on how to use an autoresponder to make a capture page. [How To Make A Capture Page](#)

Keeping Things In Perspective

If you choose the right package for your online store you will be absolutely surprised by the results.

I am a big proponent of the Yahoo stores simply because I tried other things before I I was convinced by some one to try a Yahoo store. And after I tried the Yahoo store I can say I will not change selling platforms.

Here is [a video](#) that will give you a feel for what you can do with the right tools.

A good tool is the [Drop Ship Guide](#)

Chapter 5

Getting Your Business Online

Chapter 5

Getting Your Business Online

Getting online is easy. But getting something online that makes you money is another story.

It only takes me a couple hours to have a new business site online. But once it is online, the hard work starts.

If a new site is properly planned and has the right features, there is less hard work and you will see more sales for the hard work that you do.

And if you do it right, you can make thousands of dollars in profits in the first month. (Case study information available on request. Use the feedback form.)

Here are some things that you should consider.

Step One - Set Your Image

Before you contact suppliers, get a company name and use email over that company name.

[Business Email](#)

Step Two - Get The Tools You Need

Review what tools are available and get all the tools that you need.

If you review all the video tutorials at [The Business Information Service](#) you will see some basic tools.

For the best information, get a copy of the [Drop Ship Guide](#)

Step Three - Plan Your Web Site

I choose my words carefully here. Plan your web site.

Do not make it. Plan it.

Do not give the plan to a designer. It is your business. You take control.

You plan the selling machine. Then tell the designer to put your selling system into a presentable form.

Planning Your Website To Sell Products And Services

You have one chance with visitors to your web site. They spend less than a minute and are gone unless you tease them into staying and doing something.

Let's talk about that here and show you how it is done.

Purposes of a Website

Your website has to have a "selling purpose".

There can be many more things added here. But these are the basic and most important functions that most sites selling products and services must have.

To get customers for immediate sales

To get email addresses for future sales

To tease customers into contacting you by phone or email.

To distribute your catalog in exchange for an email address.

Purpose Of Information In Your Website

Information is not included in your website to give people information. It is there to stimulate sales.

Information is a doorway to sales, collecting email addresses and stimulating contact.

Information gets customers to the website from the search engines.

Information in the website teases the customer into asking for more.

About Information In Your Website

Create content that is written for your specific visitor so that it flows smoothly and reads well to them.

What this means is that you often get best results by writing customer focused copy that is written similar to broadcast copy or "written for voice" so that it speaks directly to the reader.

Create content that is original and you can feel proud to have created.

Starting Your Drop Shipping Business A-Z

Thousands of people may be visiting your site every day, but if you don't convince them that they should be using your product, subscribing to your service, or registering in some way, then your page is simply not doing its job.

Stop and think about the value of the content that you create for your Web site.

Create content that serves your customer's needs FIRST and your own needs second.

Far too often, our focus is so narrowly limited to just our own objectives for a site. One powerful tip is to first research the specific needs of your customer within your niche and then deliver up high value, based on your research and give the searcher EXACTLY whatever it is that THEY want, first.

Create content that will meet your visitor's exact search query and satisfy it.

Important Includes

There are some things that you have to have in your page.

You need some pictures. But add only a few pictures and add only what is necessary. Pictures affect how fast the page opens. Too many pictures will make for slow loading and people leaving your pages.

Instead offer a free downloadable catalog in exchange for an email address. Fill that with all the pictures and a sales presentation.

Give away a discount coupon in exchange for an email address.

Add an affiliate program to get others selling for you.

A Plan In Action

Here is a web site that has been set up using the principles laid out in this book. [Unique Handmade Gifts](#)

The selling platform is a [Yahoo Store](#).

We focus on gathering email addresses so we can build a customer list. Because of the way people read web sites, the email gathering tools are on the top left.

A coupon is distributed in exchange for an email address. (Yahoo stores allow you to give automatic discounts for coupons.)

The affiliate program is set up to get an email address rather than making people fill out a form. (Yahoo stores have a built in affiliate program.)

Starting Your Drop Shipping Business A-Z

The entire site can be downloaded as a catalog. And a coupon code is included. Once again it is traded for an email address.

Wholesale information is also traded for an email address.

The front page has pictures with no text description. They tease visitors into clicking for more.

Content is buried in the background of the site so that customers don't waste time reading it. But it is optimized for long tail key words that make it very visible in the search engines. And it brings a lot of customers from the search engines.

The site functions were planned well before any thought was given to pictures, graphics, logos or text. In fact, the plan did not even consider what products were going to be sold.

The site was first planned to sell something. But the how it would sell was planned first. After that the something was chosen and added.

There is a video tutorial on Yahoo Stores here. [About Yahoo Stores](#)

And here is video review of a book that I HIGHLY recommend. I used it to set up my store and I still use it for marketing. [Online Profits](#)

Summary

A commercial website is an advertisement. Advertisements are teasers. They stimulate contact. They stimulate people to give you contact data so that you can follow up.

Plan, Plan and Plan Some More

Build Mailing Lists

Chapter 6

Getting Customers

Chapter 6

Getting Customers

This is the hard part.

The number of visitors to your website that you need per day depends on the type site and what you are selling.

Some sites can be very profitable on 25 visitors per day.

Others need many thousands.

The difference comes down well each turns visitors into customers.

Here are some thoughts on getting visitors and then turning them into customers.

Link Exchanges Or Affiliate Program

If you are selling products, get others to sell for you. Give people the opportunity to be your affiliates. Pay them to sell for you.

Don't waste time with link exchanges. You get buried in some links page and get nothing for it.

Get attention and position. Pay other web sites to have your link on their site.

And pay them only if you sell something to the people that they send you. And you do that with an affiliate program.

Write other websites and ask them to be your affiliate and put a link to your site.

Encourage people to put a signature at the bottom of their emails that is an affiliate link to your site.

Coupons

People want coupons. Get your coupon offer out by postcard, email, in craigslist, and in your website.

Get an email address in exchange for a coupon. Then send weekly specials.

Tell people to pass the coupons on to friends and family.

People keep coupons. They will come back to your site months later.

Mailing Program

Sign up for an autoresponder and buy a list of possible customers from the autoresponder service. Get the word out fast.

Business Cards

Use a business card distribution plan that pays people a percentage when they give out your business cards and get a sale. Here is [an example](#).

Write Articles

Article marketing is essential. Write articles. If you don't write well, pay someone to write for you. Use a freelance copywriter. Here is a [typical place](#) to find them. Look at the offers. The rates are not low. They are cheap!

Build A Mailing List

Build your site to last. Offer something that will encourage people to give you an email address so that you can build a mailing list.

Use it to make special offers.

Use it to improve your brand.

Use it to sell.

Use it to bring people back to your website.

Building that mailing list will be slow.

You are in business and time is money. Don't waste time. Buy a list of people who have already asked to get special offers.

Autoresponder services typically offer mailing lists as well as everything you need to build your own.

Use an autoresponder to build a capture page Here is the link to that video on capture pages again. [Making Capture Pages](#)

Get Into The Search Engines The Fast Way

Add your company information to a blog based directory. For example there is one at the [Business Register](#). When your information is added, the blog pings the major web services and you start turning up in the search engines in few hours.

Another effective way to do it is to write and publish an article. That, however, takes time to write and time to submit. So the directory route is probably the fastest.

Conclusion

Final Thoughts

Drop shipping can be an easy way to get started selling online.

But always remember that drop shipping isn't a magic formula to make you rich.

Building a business DOES take a certain amount of hard work, and this is no exception.

The real "magic" is that drop shipping allows you to invest your money in marketing rather than inventory.

A well- planned marketing strategy is what will ultimately help you build a lucrative income.

In this book I have tried to give you ideas. I hope I have raised some questions in your mind and stimulated you to do a lot more research and planning before you spend money and waste your life's valuable time tilting at windmills.

If you think that the drop shipping business is for you, I have a lot more in the Drop Ship Guide. You can get information about that at the [Drop Ship Guide](#)

Moving On

I leave you with a couple thoughts.

Niche, Niche and Niche Some More.

To do that,

Plan, Plan and Plan Some More

And follow the step by step procedures in the [Drop Ship Guide](#)

To Your Success,

Gary Granai