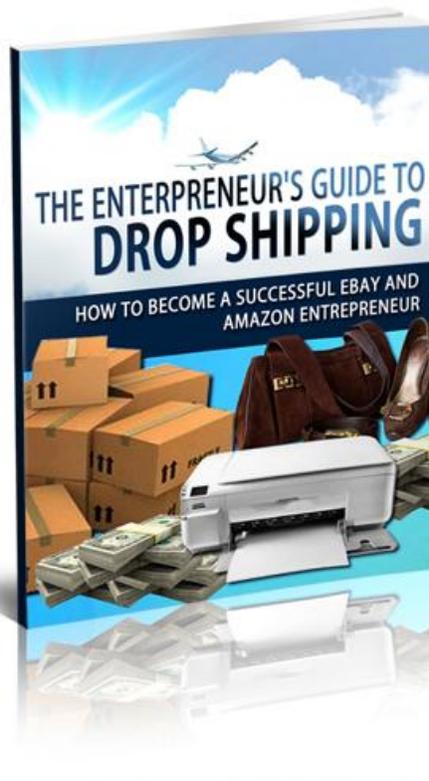


TOP 10 TIPS FOR BECOMING A SUCCESSFUL DROP SHIPPING COMPANY

FROM THE CREATORS OF

“THE ENTREPRENEUR’S GUIDE TO DROP SHIPPING”



Top 10 Tips for Becoming a Successful Drop Shipping Company

INTRODUCTION

Welcome to Top 10 Tips for Becoming a Successful Drop Shipping Company. If you are reading this then it means that you are interested in saying goodbye to living paycheck to paycheck and ready to learn how to effectively make money on the internet. Drop shipping is the go-to method of making money online. There are literally millions of products that you can market on your own website, eBay or Amazon.com and make a profit in doing so. Best of all, starting a drop shipping company is easier than you might think and requires minimal overhead costs and no need for a big warehouse.

Before we get started, let's outline the main types of drop shipping-ish businesses that you are probably familiar with and explain how what we teach in our award winning eBook "The Entrepreneur's Guide to Drop Shipping" is different. First, you are probably aware of or have even been involved with Multi-Level Marketing. This is the official name for the pyramid style business opportunities such as Amway, Mary Kay, Pampered Chef, Thirty-One Gifts, Tupperware and Tastefully Simple (just to name a few). These companies do operate using drop shipping, however as a business owner you are required to showcase products at home parties or catalog parties and literally alienate the people that you know to get them to buy from you. As your progress through the business, you'll earn a bigger cut of the pie in incentives from the overall company. With MLM you are only able to market and sell the products that are produced by this particular company.

Top 10 Tips for Becoming a Successful Drop Shipping Company

Next we have affiliate marketing. Affiliate marketing is another type of drop shipping business where you will promote products as an affiliate of particular companies. These products can range from everything from eBooks to website services to actual tangible products. Truthfully, some people make a lot of money with affiliate marketing, but the available products and what is “hot” in the market is always changing.

Now we have traditional drop shipping, which is what we focus on teaching people how to establish. With traditional drop shipping you will utilize eBay, Amazon.com or your own personal website to market products. There are millions of products you can choose from. In fact there are companies that offer drop shipping on everything from cloth diapers to automobile parts. In our tell-all eBook “The Entrepreneur’s Guide to Drop Shipping” we discuss how to get started with your very own drop shipping company and the best manufacturers to work with around the United States and China. This bonus report is going to cover the top tips for a successful drop shipping business.

TIP # 1: SELL PRODUCTS YOU KNOW AND USE

Every time you turn on the television you see a celebrity endorsing some sort of product that they swear has changed their life. But the real question is – Have they **ACTUALLY** used it? In most cases, the answer is no. If you plan on building a successful drop shipping business, then you should promote products you actually use. Sure, cell phones may be a hot item to sell online, but if you do not know the difference between 3G and 4G networks or which phone is going to stream the fastest, then you are more than useless to your customer base.

Top 10 Tips for Becoming a Successful Drop Shipping Company

Consumers want to purchase from sellers who can answer their questions about a product or at least offer a helpful, detailed review. When choosing the right products for your drop shipping business, consider sticking to a specific niche that co-insides with your life. If you are an eco-friendly mother of three, then creating a drop shipping company that offers cloth diapers, inserts, covers, organic cotton blankets, all natural baby products and a variety of baby toys may be the best option for you. You can create a primary website where you offer short reviews of each item and also have them for sale as well as posting products for sale on eBay and Amazon.com.

By selling products that are relevant to your life, you are helping establish a solid reputation with the consumer. You must always remember that any business is most successful when consumers refer other consumers. This is often done by them posting a review and rating your service. Make it your goal to present the best front to consumers so that they will continue to purchase from you again and again.

TIP # 2: FOCUS ON PRODUCTS THAT NEED TO BE REPURCHASED

If you are not careful, you could be spending the majority of your time and money attempting to generate new traffic to your drop shipping business. Make it a goal to have at least 80% of the products you sell be those that need to be purchased by the consumer again. When you sell an item for less than the consumer can get it elsewhere, offer them great customer service and the convenience of home shipping – you have created the tri-fecta for an everlasting consumer.

Top 10 Tips for Becoming a Successful Drop Shipping Company

Think about it like this – every week you go to Grocery Store A because they offer affordable prices and all the products that you want. Each item that you purchase may not be less than Grocery Store B, but the customer service, amenities and quantity of products at Grocery Store A is better, therefore you spend the extra money on other items. Most consumers purchase many items over and over again from online retailers that make them happy. This is exactly why companies such as Mary Kay, Amway and Avon are so successful.

With your drop shipping business, you want to be sure you carry products that consumers will need to purchase again. Now, this works in many ways. Cell phone accessories are one item that is a hot seller and also will be purchased again. If a customer bought a cell phone cover for their Apple iPhone 3G and has now upgraded to the Apple iPhone 4S, they are going to come back to your site to purchase another cover. If they like the quality of the cover, they may purchase additional covers. The same holds true for other accessories such as chargers, memory cards, screen protectors and Bluetooth headsets.

We are all creatures of habit. If we have a positive experience at a doctors office, vet office, grocery store, online merchant or any other place, we will likely go there again. Your goal as a drop shipping business owner is to offer products to consumers that make them want to come back and purchase more.

TIP # 3: MANAGE YOUR ONLINE REPUTATION

Have you ever noticed that information on the internet spreads faster than a wildfire in the desert? Once something –good or bad – goes viral, it is nearly impossible to stop. As an online merchant, you want to manage your online

Top 10 Tips for Becoming a Successful Drop Shipping Company

reputation at all times. This means that you should address negative feedback on eBay or Amazon.com immediately. You should respond to questions, comments or concerns promptly and you should always put the customer and their needs ahead of your own.

It only takes a handful of negative reviews to a company for it to ruin their online reputation. If consumers reading about you or your products know that you take a long time to ship or fail to fulfill orders, it will hurt your business. Of course, you could spend hours of your day answer emails and questions if you are not careful. Learn to manage your time accordingly and devote a few solid hours to answering emails or responding to customer concerns each day.

TIP # 4: USE MULTIPLE SELLING PLATFORMS

Many consumers are die hard shoppers on a specific site such as eBay or Amazon.com. Not all will go and compare the cost of goods on different sites. As a drop shipping business owner, you want to be sure that your products and services are reaching the masses. To do this, you need to have items available for sale on multiple selling platforms. Start by selling your products on eBay and Amazon.com. Both of these sites allow you to set up a merchant account. They charge a small percentage fee for allowing you to use them as a selling platform. You should assess this fee into your prices. This is something that we covered in our timeless eBook “The Entrepreneur’s Guide to Drop Shipping.”

Once you have established a strong customer base through eBay and Amazon.com, you can create your own online store. Many online merchants choose to create a simple ecommerce site using ZenCart. This is a free platform that will help you

Top 10 Tips for Becoming a Successful Drop Shipping Company

build an online store. It also allows you to offer discount codes and other specials on your products such as “Buy 3 Get 1 Free.” ZenCart is user friendly for all business owners and they offer hundreds of tutorials to help those that are not internet savvy.

TIP # 5: PROMOTE YOUR PRODUCTS THE FREE AND EASY WAY

You can put hundreds of products up for sale on the internet, but without a little promotion they are not likely to sell. The biggest mistake that drop shipping business owners make is investing heavily in online advertising hoping it will give them overnight success. The entire world of online shopping takes time to build up. There is no such thing as overnight success no matter what any person tells you. You can help boost the standing of your products by promoting them using a variety of free and easy options.

Social media has taken the world by storm and is likely to just keep expanding into the future. As a result, you can use social networking sites like Twitter and Facebook to help market your favorite products. On these two sites, you can use short phrases with a link to direct consumers to your product. For example, if you are focusing your efforts on selling cell phone accessories you could post a tweet that reads “#DroidX Accessories for 60% Less than Verizon and ATT Charge! Click here: <http://bit123.ly>” By putting the # sign before the keyword, you are tagging it so that search engines can find it. Your short message covers the important information that people need to know and the link will direct them right to your products.

Top 10 Tips for Becoming a Successful Drop Shipping Company

In addition to social media, you can use a consumer blog as a way to promote certain products. This can be done by including short reviews on certain items which tells the reader the benefits, why they should choose it and then add in a link to wherever you have the product for sale. Again, this is free and easy and helps create connections online that will boost your ranking in the Google Shopping segment when a person searches for the item you are promoting.

TIP # 6: BE TRANSPARENT WITH CONSUMERS

Believe it or not, there are still consumers who are embarking on their first attempt in online shopping every day. Not all people have jumped on board with this concept which makes life easier by having products sent right to their door. As a result, you need to be transparent with consumers. Be sure they know your terms and conditions regarding your products. This will help alleviate any issues. If there is an issue with an order, be sure to notify the customer immediately. Also, if there is a complaint made regarding your services or products in an open forum where other consumers will be able to read it, but sure to also address it openly and politely so that it does not appear that you have ignore that unhappy customer. All of these little details will help you be a better business owner and help draw business to you.

TIP # 7: USE MULTIPLE DROP SHIPPING COMPANIES

In order to make the biggest profits, you need to offer the best price on your products and also compare the cost of the goods you are promoting. There are hundreds of different drop shipping companies available today. Many of them

Top 10 Tips for Becoming a Successful Drop Shipping Company

offer duplicates of products at different rates. As a smart business owner, you should find the lowest priced good to sell to consumers to help improve your earnings.

In our eBook “The Entrepreneur’s Guide to Drop Shipping” we have supplied you with a complete list of the best drop shipping companies to work with. This list has been compiled through years of experience in the drop shipping industry. Sadly, there are companies that are only out to scam potential business owners and those should be avoided. As a rule of thumb, remember that no company should charge for you to set up and account with them and sell their products. It should always be free.

TIP # 8: DUPLICATE YOUR SUCCESS

Once you have found success with your drop shipping company, you can take your approach and techniques and start a second or third or fourth company. There are so many different products on the market today that you can promote and sell. Many people who start a drop shipping business are hoping to be able to earn a substantial income that will help them quit a job or have the extra money they need to buy a house or a new car or take a dream vacation. If you follow general consumer trends, you can determine what are the best selling products for drop shipping.

Consumer trends are changing all the time. This is why it is important to track them so you know what you should stop selling. For example, few cell phone accessory distributors are promoting products for Palm and Blackberry phones. While they are still produced and are still available, the majority of consumers are

Top 10 Tips for Becoming a Successful Drop Shipping Company

reaching for Samsung Galaxy, Droid and iPhone cellular phones today because of the many features that these phones offer. There are items that are timeless as well like lingerie, school uniforms, cookware and sporting accessories. If a niche is new to you, learn as much about it as you can so that you can appear an expert to the consumer. Again, this helps boost your credibility with the consumer.

TIP # 9: USE TRACKING NUMBERS

Maybe this is a no-brainer, but consumers want to know where their package is. Make it your goal to obtain tracking numbers from the drop shipper so that you can rely the information to the consumer when you mark their product as shipped. This will allow them to track their purchase online. One of the main benefits of using tracking numbers is that it will decrease your stress with consumers. If a consumer has waited a few days and is not aware their product has shipped, they may contact you, upset, wanting to know where it is. Truthfully, you may not have a clear answer for them because the product is being shipped by a third party. Use tracking numbers as much as possible to keep consumers in the loop.

TIP # 10: CHOOSING COMPANIES WITH QUICK DELIVERY TIME

We live in a microwave society where people expect things in their hands as soon as they submit a purchase. When choosing drop shipping companies for your drop shipping business, you should check out their shipping and deliver times. If there is a backlog of a week before an item is shipped, then this is not a good company for you to work with. In order to help boost sales and customer happiness, you should

Top 10 Tips for Becoming a Successful Drop Shipping Company

choose companies that ship products within 3 business days. Additionally, you should select those distributors that offer expedited shipping options.

On average, the turnaround time from when an item is purchased from your drop shipping company to when it is shipped should be no more than 7 business day. This is true no matter where the product is coming from. If Company A in Hong Kong can ship a product to the United States in 3 days, then Company B in Florida should be able to do the same.

CONCLUSION

At the end of the day, your drop shipping company is going to be as successful as you want it to be. It will take consistent time and effort on your part as well as devotion to following some of the cardinal tips we outlined in this short report. By implementing this tips for success, you will be able to launch your drop shipping business to the top in no time. For more tips and information on starting your own drop shipping company, be sure to order our exclusive eBook “The Entrepreneur’s Guide to Drop Shipping.”