



**YOUR ECOMMERCE STORE**  
**UNLEASHED**

# YOUR ECOMMERCE STORE FREE REPORT

## HOW TO ADD A PROFITABLE ECOMMERCE STORE TO YOUR CURRENT WEBSITE

Ecommerce is rapidly growing to the point where it's likely to overtake the revenue generated by brick and mortar stores in the near future. Over time, companies like Amazon, eBay and Etsy have managed to erode a lot of the uncertainty that the general public has felt toward buying products online, which means that more and more people are starting to take full advantage of what is an incredibly convenient, easy and cost-effective way to buy products.

Buying online means that you can choose from products all around the world and that you can buy things much more cheaply seeing as the sellers don't need to rent a store or pay lots of staff.

But this is even *better* news for the sellers. If you open an online store, then you can sell to a completely global audience with very few overheads. There's an extremely low barrier to entry, meaning that you don't need to rent or buy your own premises or hire a team of staff. As we'll see in fact, you need only a *very* small amount of initial capital to invest in inventory (though here are ways you can do it without any) and this means there's barely any risk.

In the full *Your Ecommerce Store* ebook, we discuss all the different kinds of ecommerce store you can create, all the different types of business that stand to benefit from them and a range of different tools and platforms you can use to build, promote and grow your store.

For this much shorter report though, we'll be focussing on a specific scenario where you can use an ecommerce store. Specifically, we'll be looking at how bloggers and webmasters can use an ecommerce store to monetize their existing website.

By the end of this report, you'll know how to build an ecommerce store to add to your website very quickly and easily at minimal expense. From there, you'll discover how you can populate that store with excellent products and encourage them to sell in higher quantities.

Ready?



## Why Your Blog Needs its Own Store

If you already have a blog or a website, then adding a store is the very best and most efficient way to increase your earnings quickly.

If you don't already have a store, then there are a number of ways that you might currently be monetizing your website. One possibility is that you have adverts on your site in the form of Google's AdSense 'ad units'.

If this is the case, then you are earning money each time a visitor to your site clicks on one of those ads. Specifically, you're probably earning a few cents for each click which is probably resulting in a relatively meagre turnover for your business.

Keep in mind that *most* people don't click on ads. That means you need to get about 1,000 visitors to get just a few clicks on your ads, earning you 30cents to \$3 maximum. If you're getting 100,000 visitors to your site *daily* then this might mean you earn enough to make a living from that alone – but this is a huge challenge and something that takes years if not decades to achieve.

What's more, is that when people click on those ads, you're sending them *away* from your site and to someone else's brand!

And what you have to think about here, is that those advertisers are willing to spend the money on those ads. In other words, it's worth it for them to spend that amount of money on advertising meaning that they must be making *more* on average from each visitor. That means that you're at the bottom of the food chain. They're paying you to give them your visitors and

then they're making more money from those visitors than you are. If you could find a better way to monetize your site, then you could be earning much more money... guaranteed!

There are other ways you might be making money from your website though. One option is that you might be selling an affiliate product – meaning you're making commission on selling someone else's product. Again, in this scenario the product creator is making more money than you are and you're sending your visitors away, thus disconnecting them from your brand.

Finally, you might be making money from selling a digital product like an ebook. This is much better but it still drastically limits your potential profit. Selling a single ebook doesn't look highly professional – rather it makes you look like a digital marketer (which you probably *are*).

What's more, is that selling a single ebook means that the most you're likely to make from each individual visitor is the value of that ebook. Just once. And it takes a very specific type of person to buy an ebook in PDF form. This isn't something you could sell to your Grandma for instance...

### **The Ecommerce Store Difference**

Now imagine that you have a fully functional ecommerce store with lots of different products and a professional layout like Amazon. This includes some *physical* products too.

Right away, this makes your business look a lot more professional and serious for your visitors. Having an online store is something that we associate with big businesses and this is great for your brand.

What's more, is that physical products are things that anyone can buy. And actually digital products are going to be more appealing for many people if they're available through a store – as it feels a lot more like the kind of online shopping that they're used to.

You now have far more ways you can market your individual products and make them look appealing. You can integrate your ecommerce store with your Facebook page for example so that your visitors can buy from you directly through your social media accounts. Or you can turn your store into an app so that people can buy from you from their mobile devices.

Even just being able to do things like run special promotions and discounts, let *other* people be affiliates for your products or including featured items in widgets around your site can make a huge difference.

Let's look at a popular blog called *The Art of Manliness* as an example. This is a website all about 'manly' things like chopping down trees, working out, dressing well and correctly smoking a cigar. In one post, the owner talks about their 'detective's wallet' which is a wallet made from a very nice material and that also includes a notepad for easy note taking.

The product is something that can appeal to *anyone* who carries money in a wallet, while the article perfectly promotes it. What's more, is that readers will automatically be impressed by the fact that they can buy a nicely made wallet from the website, suggesting that it's a proper business with proper manufacturing means.

The amount of money that something like this can make, versus a 10,000 word ebook is pretty much incomparable. And there's so much more scope for marketing and for growth.

All this means that you really only need a few hundred daily visitors to your website to make a full-time living from an ecommerce store. Think about it: most highstreet stores wouldn't get much more footfall than that and they manage!



## **The Nuts and Bolts – How to Build Your Ecommerce Store**

There are lots of ways to build an ecommerce store but the good news is that all of them are pretty easy. This is thanks to the existence of ecommerce platforms that basically walk you through the set-up process and make it very easy to add items and extend the capabilities of your store with plugins and themes. In other words, this is like the equivalent of WordPress but for ecommerce stores instead of blogs.

There are lots of different ecommerce store platforms to choose from, so actually one of the hardest things to begin with is going to be deciding which one you want to use.

In the full ebook, we discuss all the biggest ecommerce platforms from BigCommerce, to Magento, to Shopify. In this case though, we're going to look at WooCommerce specifically. Why? Because if you have a blog, then WooCommerce is one of the easiest options to add to your existing business model.

This is because your website is most likely built using WordPress. And that means you're halfway there, seeing as WooCommerce is simply a plugin for WordPress.

Just make a new WordPress site or create a branch of your existing site and then install and activate WooCommerce. You can find it in the 'New Plugins' section of WordPress along with most of the other plugins.

Once you've installed it, you'll then be walked through the set-up process which only requires you to enter some basic information and to let WooCommerce create a few new pages for you that are considered necessary for most ecommerce stores. Once this is done, you will have some new options in your admin panel and you can then edit your store almost as easily as you would edit any other WordPress site. This includes installing new themes just as you normally would, getting 'addons' for WooCommerce which will include things like the option to add your store to your Facebook page or to turn it into an app. Finally, you'll be able to add new products very easily as well and give them an image, price and shipping costs etc.

There are tons of plugins and features you can add to your store through the plugins but some things to consider are: recurring payments (so that you can set up standing orders with your customers), digital products (so that you can sell ebooks, games and other non-physical items and deliver them automatically) and affiliate support (so that other people can sell your products as well).



## What to Sell and How to Source Products

So now you know how to create your ecommerce store and why you should, the next thing you need to think about is what you're going to sell and how you're going to get those products to stock your store with.

This is what puts a lot of people off of the idea of selling through an ecommerce store as they assume that they won't be able to find the products or they don't know where to begin looking.

Fortunately, there are plenty of options and not all of them need to be difficult at all.

### Reselling

One option is simply to become a reseller. This is perhaps one of the simplest business models out there and is something you can do *very* easily through an existing website and an ecommerce store.

Basically, this means that you're going to buy products at a low cost and then sell them for more, thus turning a profit. The way you'll normally do this is by buying in bulk from a wholesaler and there are thousands of these available online – you can even do it through eBay.

And this is the perfect example of how you can set up this simple business model without needing to take any big risks or spending lots of money. Simply identify a product that will suit your audience and that you can sell to relatively easily. Next, buy one order of one product in bulk. For example, you might decide that you want to sell jeans in which case you could buy 50 pairs of jeans at wholesale price. You'll likely sell these on for double what you paid, which is called 'keystone pricing' in the business.

So if you bought 50 pairs of jeans for \$500, you can sell them off for \$1,000. This gives you a turnover of \$1,000 and a profit of \$500 and you can reinvest that money to grow your business. Pocket \$200, buy \$700 worth of jeans and spend \$100 on PPC advertising to drive more customers to your business. Next time you sell off all your inventory, you'll have \$700 profit and \$1,400 revenue to reinvest. You can now branch out to start finding more products, or you can invest more into your marketing!

### **Dropshipping**

Reselling is a great and very simple option, but it is not the perfect business model for a number of reasons. If you can't sell your product, you're going to be stuck with lots of jeans and you'll have made a loss. That rather peachy view of the business model I just described also doesn't include what happens when you get returns, or even the cost of delivery.

Dropshipping though just might *be* the perfect business model. This basically means that you're selling something on behalf of someone else – like an affiliate. The only difference? You get to keep the majority of the profit as though you were a reseller (they act simply like a wholesaler), you get to brand the product with your own logo and you get them to handle the shipping and storage.

So as far as your customers are aware, they're buying original products from you. But you handle none of the admin!

The only hard part is finding companies that offer this service. In the full ebook, you'll learn some places you can look to find them.

### **Creating Products**

Another option is to create your own products. This is again a lot easier than it sounds and you have lots of different options.

One is to 3D print something. You could do this by investing in your own 3D printer, or by using a company like Shapeways that will charge a small fee on top of the cost of the materials. You can 3D print phone cases and all sorts of other things.



Another option is to make your own t-shirts. A lot of companies do surprisingly well with this very simple business model using printers like spreadshirts. Likewise, you can print your own mugs, mouse mats and other merchandise. Similar is POD publishing. This stands for 'Print On Demand', which is a service offered by Amazon, LuLu and some other companies. This is basically a method of self-publishing books except without the risk. Rather than having to order a massive bulk of books and then sell them off at a profit, POD publishing means that the books are printed each time you make a sale and sent out automatically. This is a really good way to transition from your current digital ebook model to having a real store – you can now sell a physical copy of your ebook with zero risk and it will make your business look much more professional.

*Or* you can create something yourself if you have skills in arts and crafts. Make money creating your own jewelry, painting pictures, or even selling music.

And there's no reason that you can't stock your store with your digital products either. This can just be a different way to sell a digital product such as an ebook or even a piece of software.

Finally, if you want to do this properly, you can consider making your own product from scratch by working with a manufacturer. This is the hardest option of course and involves a lot of knowhow and a bit more investment. BUT new technologies are making it easier than you think. Sites like MakersRow.com make this process much easier than it otherwise would be and talk you through everything you need to know.

Scared to become a manufacturer but not content with selling books? Then you can always build up to it. Bootstrap your way to producing more ambitious products by earning some income using simpler and smaller business models and then reinvesting the profits wisely!



## How to Make Your Store a Success

Once you have your store up and running and your inventory is in place, all that's left is to make it a success. If you're an internet marketer with your own blog and mailing list, then you're starting at a massive advantage as you can use this audience to make some initial sales and spread the word. Likewise, you should have some idea as to how you can go about making your products sell better using the right persuasive language and the right graphics and layout.

But on top of all that, you should also start introducing some new techniques specific to ecommerce.

For example, one useful thing you can do is to think about how you'll organize your products in relation to one another. By having your products in the right places, you can make them appear like a better deal and make them more prominent for visitors.

'Contrast' is one technique that does this. By putting an expensive product next to a cheaper one, it makes the cheap product look *even* cheaper and makes the expensive product feel much more premium. Both these effects mean the products actually sell better than they otherwise would.

Another interesting strategy is to use POS placements. POS stands for 'Point Of Sale' and this is basically your online checkout where the users enter their payment details and click buy. At this point they've already overcome the main 'barriers to sale' and have committed to buying something. This makes it MUCH easier to convince them to increase their order and to add more things to it, thereby earning you more profit.

In the full ebook we look at many more strategies like this that you can use to ensure your store will thrive. What's more, is that we also look at how to choose the right products and the right market to maximize your potential sales. We also dive into how you can use PPC and calculate your ROI in order to know how much you should be spending...

There's a LOT more to running a successful ecommerce store in other words. However, you should now at least understand the basics and see why it's the best way to grow your brand,

monetize your blog and potentially to branch out into other areas. It's time to stop running a blog and to grow it into a digital empire!