I speak with people everyday who simply can’t wait to open their first store online. Often the issue is that they lack the super computer nerd wisdom to open it all by themselves. With that in mind we have compiled this quick start resource so you don’t need a degree in Nerdology to turn a quick profit.

Upfront, you should be well aware that this manual has been stripped of every single word that does not directly contribute to getting your store up and running in the next 24-48 hours. So please take the time to read every single word of it as it may make the difference in the success or failure of your online venture.
This entire guide can and should be completely devoured in under an hour. And honestly if you can’t dedicate one hour to learning the steps necessary to properly set up your business, I hate to be blunt but, you might as well throw in your towel now.

For those that have made it passed my first act of complete honesty, before you lies an amazingly easy process. However, that’s not synonymous with being lazy and getting great results. So to be glaringly clear upfront, you CAN NOT be lazy and expect to be successful. In order for laziness and success both to exist, one must precede the other. Simply put, work hard now and you’ll soon reap the fruits of your labor.

Let’s Get Started...
CONTENTS

Chapter 1: Find A Supplier..........................................................pg. 5

Chapter 2: Choose A Niche......................................................pg. 13

Chapter 3: Choose A Shopping Cart Provider....................pg. 16

Resources..................................................................................pg. 21
Step 1: Find a supplier

Finding a supplier is kind of an odd ball way to begin your journey in establishing an online business. After all, most online seminars and all the over-priced e-books will tell you to get started by going out and finding what you want to sell first. But in only a very few cases is that a good idea.

I’m a very profit focused business man, so I’m going to share with you what works for me. And since I’ve been in business profitably for nearly 17 years, I feel quite empowered to share what actually works as a doer not as a talker.

In my best, humble opinion, the single best method to get started is to find a great supplier.
Often the difference between successful businesses and unsuccessful ones are the relationships that they establish (or don’t establish) with their suppliers and their customers. I won’t tell you that finding a great supplier is an absolute guarantee of your success, but I will tell you that without one YOU WILL FAIL.

**The real key to success is to remember…**

People tend to do business with people that they know, like, and trust. So if and when you position yourself to be known, liked, and trusted by both your suppliers AND your customers, you’ll spend more time cashing checks than complaining. And if you don’t you’ll spend more time doing the reverse.

Here’s what I recommend you look for in a supplier. It’s the same checklist I use to evaluate my suppliers both in my personal life and in my businesses.
1): Find a supplier that provides you with a personal account representative.

This is great for the days that you just need a direct answer to your specific question. Most of us are too busy running our businesses and simply don’t have the extra time to chase down an answer somewhere across the seemingly endless Internet.

There is untold power in knowing that a straightforward answer is only a phone call away. The true genius of having a personal account rep is that you’ll never get stuck with the much feared idiot: the new guy.

Why do they even let him pick up the phone? Needless to say, the world’s newfangled standard of generic phone support just baffles me.

Anyways, I can’t stress enough the power of having a solid contact in the industry especially one who has a personal interest
in your success. And if you find a real good rep, he or she will work their behind off to find you the best discounts on all your products and the associated shipping. And Oh, they’ve got the inside scoop on what’s actually selling online and can help maximize sales volume with just a few recommendations.

2): Find a supplier that provides both bulk shipping and drop shipping.

Obviously, the more you purchase at one time the better the price per item. However, sometimes it is smarter to drop ship certain items that aren’t as popular or rather you don’t know how quickly it will actually sell. This is the single best method to ensure you never get stuck with any dead inventory.

A special side note, even Walmart and the other Top Tier retailers are selling products online via dropshippers. And considering they’re running $1,000,000,000 (billion)+ per year
businesses, one might consider taking advantage of the same technique to maximize their own profits.

I especially love drop shipping for testing new products to carry. And to be 100% honest, on the retail side of my business, I’m a big fan of only buying in bulk when I know I can move a lot of product in a relatively short amount of time. And right after I see it sell, I’ll purchase in massive quantities to maximize my profits.

3) Find a supplier that is NOT a middle man playing the mark-up game.

Although this subject doesn’t really deserve a chapter of its own, it’s a very serious subject that needs to be mentioned.

There are hundreds of companies that apply mini-middle-man-markups to their entire inventory and resell it as a so-called “wholesaler”. The word “wholesale” has become completely abused over the last decade or so. Please beware of these profit
snipers. They make their living by sucking the life out of all your possible profit margins.

What you really want to find is a manufacturer or a distributor that sells at Manufacturer Direct pricing levels.

Manufacturers

vs.

Distributors (Middle Men)

vs.

Manufacturer Direct Distributors

Manufacturers provide the best possible price as the product is actually made by them and has yet to pass through any other hands before arriving to you. The problem with buying from manufacturers directly is the fact that you usually have to purchase by the boatload. And since that is well above most people’s budget, it’s completely out of the question.
Distributors provide a solution to the budget issue by allowing lower quantity purchases for customers who can’t afford to pay by the boatload upfront, but in exchange for allowing lower quantity purchases, distributors substantially markup their inventory to cover their costs and to turn a profit.

The optimum middle ground is a Manufacturer Direct Distributor. This type of distributor sells products at the same exact pricing as the actual manufacturer. And they make it available in small enough quantities that fit almost anyone’s budget. It’s this type of distributor that maximizes profits for resellers and volume for manufacturers.

4) Make sure your supplier is registered with the Better Business Bureau.
The BBB is the single largest entity that is dedicated to building fair and honest relationships between businesses and consumers. But please be forewarned there are thousands of companies who place fake BBB seals on their website. The only way to make sure it’s legitimate is to click on it and read their report on BBB.org.

In closing, there’s nothing worse than having a supplier who doesn’t have a personal interest in your success. Without that you’re going to war without a single shot in the chamber. Find yourself a great supplier and everything else will be easier by comparison.
Step 2: Choose a niche

A wise and wealthy online retailer once proclaimed, "The riches are in the Niches". And you know what? He was right... and that's why he's rich. On a daily basis I talk to entrepreneur after entrepreneur who wants to sell online. And whether it's physical products, virtual products, or just software, the majority of people are of the misguided perception that they can sell everything to everybody.

They’re living under the entrepreneurial impression that they can create their own Walmart online. And granted it’s a phenomenal dream, but its completely unrealistic. Walmart is a $405+ billion a year business. They eat Mom & Pop businesses for breakfast. Entire countries fear their very presence. So the fact that you think you can go head to head with Walmart is like being a one-legged man in an ass kicking contest.
So my opinion, don’t go head to head with Walmart. Focus on what they suck at... specialization. That’s how companies like Best Buy, Home Depot, & IKEA stay in business. They’ve chosen a market segment that is far and away from Walmart’s and they market the bejeezus out of it.

There are a limitless number of niches available. All you need to do is to choose one. A few that come to mind are Security & Defense, As Seen On TV, & Gift Baskets. Off hand, can you name any dominant company in any one of these niches?... the answer is no; because one does not yet exist. It’s ultimately because no one has branded themselves as the leader in those markets yet. There in lies the diamond in the rough. The opportunity of a lifetime lies in a servicing a single niche. Your company could literally become the next household name.

So choose a niche and conquer it.
Quick Million Dollar Tip…

If you’ve done a good job choosing a supplier in step one, you need only speak to your personal account representative to help you discover a profitable niche.
Step 3: Choose a Shopping Cart Provider

This is another one of those things that often goes overlooked by entrepreneurs as they’re looking to establish their online business. Most people completely overlook the importance of a high quality shopping cart provider.

In most people’s eyes all carts are essentially the same. And that’s how they make the mistake of putting zero effort into choosing a great one. That is, of course, until they experience the terror of lost profits due to the limitations of their shopping cart.

So to save you aggravation, lost profits, and lost sleep, here’s a list of the things every entrepreneur needs to know before choosing a cart.
1) Choose a Cart Provider with Amazing Support

Your Cart Provider’s Customer Service team needs to be available 24/7/365. I, personally, take zero excuses on this one. If I have a question or need help, I can’t afford to wait for someone to email me back. I need an answer now. And I’d expect any serious online retailer to expect the same of their cart provider. Minutes without answers can result in lost customers for life. The creme de la creme of providers will even provide you with a personal account rep. Hey, I’m just saying...

2) Choose a Cart Provider that allows Multi-Channeling selling

What’s better than having one online store? Having one on eBay, Amazon, and even one on Facebook. And what’s even better than that? Managing them all from one shopping cart.

This is the internet version of McDonald’s. For maximum profit you’ll want to be seen on every single corner. With the
technology available today, there’s no excuse not to be selling on the iPhone, the iPad, and any other available portal to the web. If they can get online, they can buy directly from you with the right shopping cart provider.

3) Choose Cart Partner that provides an education in Marketing.

Nothing on the planet Earth gets sold without some form of marketing. Buying a website is not marketing. Loading products into your store is not marketing. Marketing is the skill of making people chase you with credit card in hand, begging you to buy your stuff. And that’s no bologna. When was the last time you saw a Coca-Cola rep selling door to door. NEVER. You know why? because the Coca-Cola company is amazing at marketing. And because of that marketing, people will wait in line with their credit card in hand just to buy one icy cold Coke.
A great shopping cart provider knows that their business model revolves around you being successful in your business. And they thoroughly understand that marketing is the key to your financial success. Often a great shopping cart provider will include a “Marketing University” as part of your package.

For this very reason and a lot more, we’ve chosen to partner with BigCommerce. Simply check out their features page and you’ll be just as amazed as we were.
A Deeb, A Deeb, That’s all folks...

As my marketing guy would say, “everything else is just a good problem to have”. What he means by that is, there are a lot of minor details embedded in the actual selling, shipping, and serving parts. However, none of that matters if you don’t properly setup these three crucial checkpoints. And if you find providers like the one described on the last few pages you’ll never be without an answer for any issue.
Oh yeah...

What would a guide be without some quality references.

**Suppliers**

EZWholesaler.com/ EZDropshipper.com

13757 58th Street North Suite 200

Clearwater, FL 33760

1-800-504-2209

and anyone recommended by

Salehoo.com

**Shopping Cart Provider**

BigCommerce

9609 N Mopac Expressway, Suite 960

Austin, TX 78759

1-888-699-8911

tell ‘em we sent you and get a 15-day free trial (no credit card required)