WE GO BEHIND THE SCENES OF AN ECOMMERCE BUSINESS

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REASONS TO DO THIS SESSION

- Selling online has changed, mainly because of Amazon
- I don't want you to make the same mistakes I made
- It used to be: Come up with your concept, find products from distributors, open your store, get in Google, be successful.
- Now: too much competition/too easy to start. Amazon encourages everyone to find products, send them to Amazon, lower your price to win the buy box.
- The number of sellers goes up and prices go down.
- BUT, there are ways to win at eCommerce.

ANDREW'S ECOMMERCE HISTORY

- 1999 Started CarbSmart.com
- 2000 First warehouse (1,000 ft²) Irvine, CA, 2 employees
- 2001 Next Warehouse (2,500 ft²) Santa Ana, CA, 5 employees
- 2003 Next Warehouse (8,000 ft²) Reno, NV, 2 Retail Stores,
 23 employees
- 2004 Stroke at Age 39, Crash of Industry, Moved to Back of Store in Huntington Beach, CA, Started Selling on Amazon
- 2006 Back to Reno, NV, 4,000 ft² Warehouse, 6 employees
- 2012 Closed all Online Stores, converted sites to WordPress
- 2014 Started Selling on Amazon.com Again, Opened Office
- 2016 Started BigBoyBamboo.com (3,500 ft² Warehouse)

TOPICS THAT WILL ONLY BE BRIEFLY BE COVERED

- Questions To Ask Yourself Before Starting An eCommerce Venture
- Multiple Sources of Income that Support Your Blog/Brand
- Product Sourcing
- Writing Content and Product Descriptions
- Marketing Your eCommerce Venture

QUESTIONS TO ASK YOURSELF BEFORE STARTING ECOMMERCE

- Are you freakin' crazy?
- What is your reason to sell online?
- How does eCommerce relate to your blog?
- Does your eCommerce activities support your blog or does your blog support your eCommerce?
- Choosing your niche and researching your options
- Is there a lot of competition? Do you add value?
- Are you selling other people's products or creating your own brand and products?
- Are the products you want to sell already on Amazon and how will you compete with them?

MULTIPLE SOURCES OF INCOME

Passive Sources of Income

- Affiliate Marketing
- Digital Products eBooks, webinars
- Membership Sites
- Licensing

MULTIPLE SOURCES OF INCOME - ANDREW'S CHOICES

Passive Sources of Income

- Affiliate Marketing
- Digital Products eBooks, webinars
- Membership Sites
- Licensing

MULTIPLE SOURCES OF INCOME

Active Sources of Income

- Physical Books
- Your Own Branded Products
- Seminars
- Drop Shipping
- Store and Ship Physical Goods
- Subscription Box Services

MULTIPLE SOURCES OF INCOME - ANDREW'S CHOICES

Active Sources of Income

- Physical Books
- Your Own Branded Products
- Seminars
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PRODUCT SOURCING

- Are You Selling existing products or creating your own?
- Find the manufacturers Amazon, Google, Alibaba.com,
 Local Retail Stores
- Go to tradeshows
- See what your competitors sell
- See what is missing in your niche Determine Your Differentiation

WRITING CONTENT AND PRODUCT DESCRIPTIONS

- Don't copy manufacturer's text
- Don't copy Amazon text
- Write your own:
 - Benefits (Description as paragraphs)
 - Features (bullet points)
- Hire a Copywriter

PRODUCT PHOTOGRAPHY

- Don't use manufacturer's images
- Take your own with pro camera (iPhone and Android are fine!)
- Save and edit highest resolution possible
- WooCommerce: 1050x1050
- Amazon.com 1200x1500
- Include multiple images
- Share images on social media

MARKETING YOUR ECOMMERCE VENTURE

- Your Blog
- Search Engine Optimization
 - Google
 - Bing
- Google Adwords
- Google Merchant Center
- Google Shopping

TOPICS THAT WILL BE DISCUSSED

- The Only Reasons to Start eCommerce
- Choosing Your eCommerce platform(s)
- Choosing Your Shipping Options
- Our Daily Workflow
- Preparing Products for Amazon.com FBA

THE ONLY REASONS TO START ECOMMERCE

- You Are Supporting Your Blog
- You Are Creating a Brand
- You Are Creating Something New & Different
- There is Little or No Competition
- You Have Incredible Margins
 - o Most items:
 - Markup 100% Buy for \$1.66, Sell for \$3.32
 - Markup 140% Buy for \$1.66, Sell for \$3.99
 - Custom Manufactured: Shoot for 300% or more!
 - Markup 300% Buy for \$1.66, Sell for \$6.59
- If You Write Books or Courses
- You Are Starting A Subscription Business

SUBSCRIPTION BUSINESSES

- Allows you to sell a variety of items to your readers without maintaining inventory or a storefront.
- Curate a unique experience around a product category that supports your topic.
- Support and build your community with related products.
- Market to your existing community.
- Source products from your existing contacts/suppliers.
- Easier to plan monthly options.
- You are selling the service and not individual items.

THE CARBSMART SUBSCRIPTION BOX BUSINESS

- Creating 2 options at 2 price points:
 - CarbSmart SnackSmart Box, 5-7 items, \$29/month
 - CarbSmart Clean CarbCutter, 6-9 items, \$39/month
- Free bonus items including cookbooks and recipe cards.
- Supports needs of my readers.
- Introduce new and hard-to-find items.
- 50,000 on my email list.
- Recognized and trusted source for readers.
- Will build on the CrateJoy platform.

CHOOSING YOUR SHIPPING OPTIONS

- USPS
- FedEx
- UPS
- Other Shippers

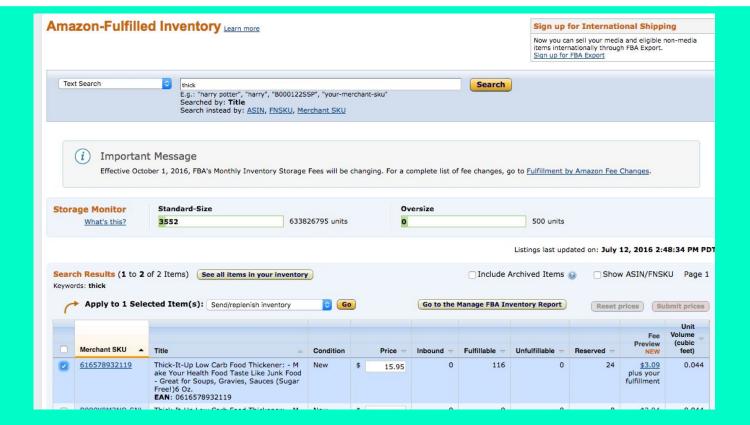
CHOOSING YOUR ECOMMERCE PLATFORM(S)

- Amazon FBM (Fulfilled by Merchant) you ship to customer
- Amazon FBA (Fulfilled by Amazon) Amazon inventories and ships to customer
- Etsy handmade goods
- eBay new and used items
- for Digital Products e-Junkie.com, Easy Digital
 Downloads for WordPress, Gumroad, Clickbank
- WordPress with WooCommerce
- Other platforms like Big Commerce, Shopify, etc.
- Other Marketplaces like Jet.com, Wal-Mart.com,
- Subscription Box Service CrateJoy.com

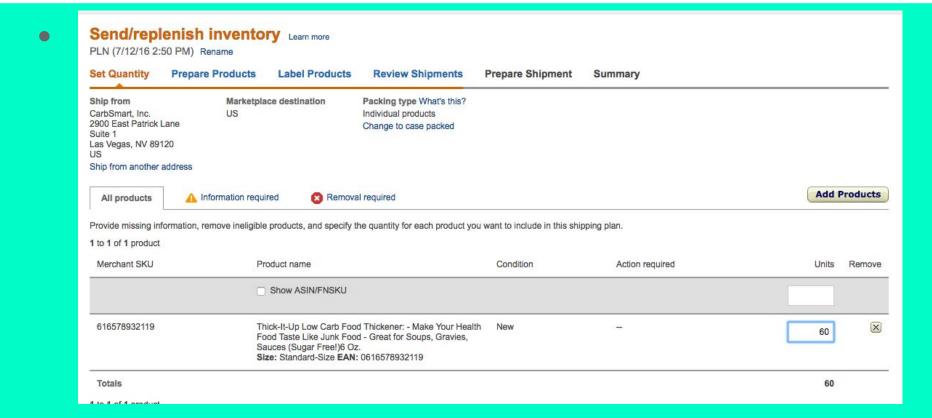
PREPARING PRODUCTS FOR AMAZON.COM FBA

- Shipping Inventory to Amazon FBA
- Log Into sellercentral.amazon.com
- Print Labels
- Ship

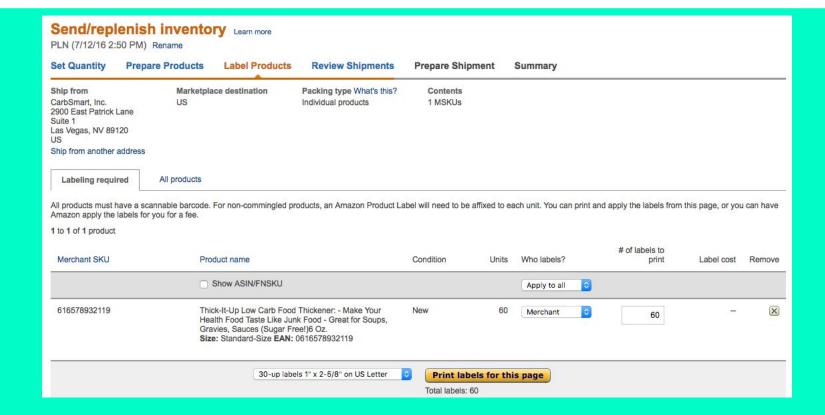
CHOOSE ITEMS TO SEND TO AMAZON.COM



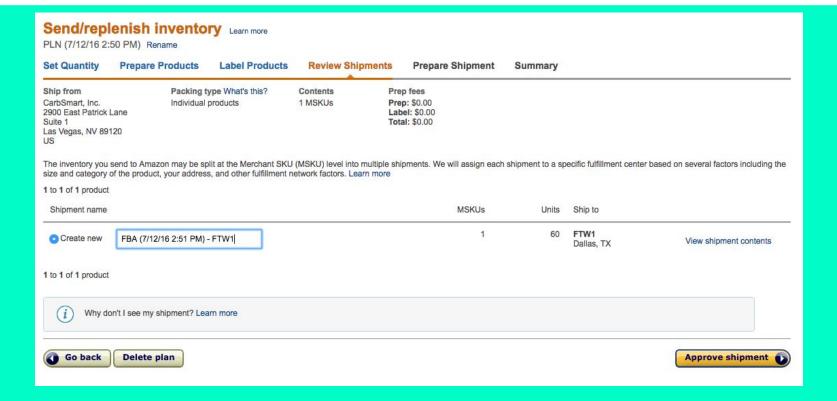
CHOOSE QUANTITY TO SEND



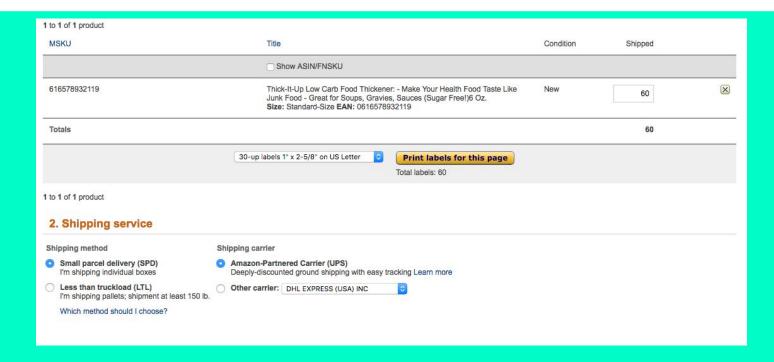
PRINT LABELS



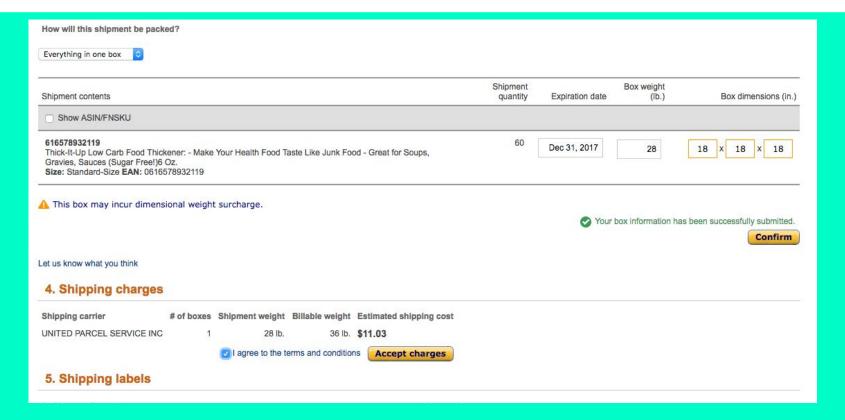
ACCEPT WAREHOUSE TO SEND TO



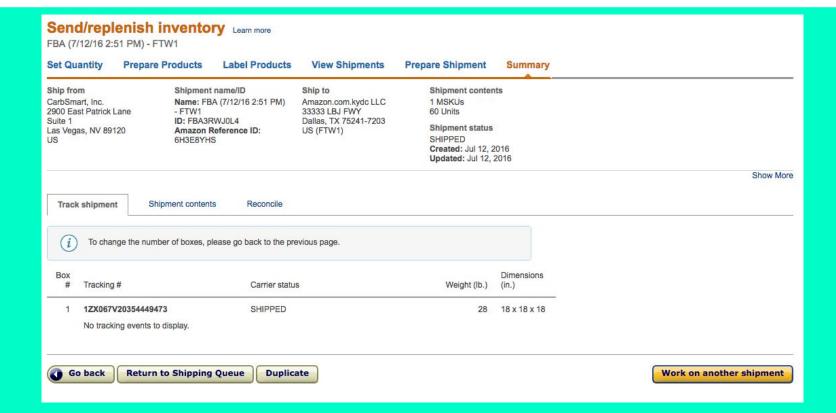
CHOOSE SHIPPING METHOD TO AMAZON



BEST BY DATE (FOR FOOD), BOX WEIGHT & DIMENSIONS



SHIP IT!!



BUY SCOTT'S STUFF!

• http://www.cafepress.com/dd/83407621





BUY MY STUFF!

- Whatever is in the warehouse
- Big Boy Bamboo T-Shirts (BigBoyBamboo.com)
- CarbSmart Cookbooks on Amazon (http://bit.ly/CarbSmart-Cookbooks)
- Low Carb Items on Amazon (http://bit.ly/carbsmart-amazon)
- CarbSmart PDFs (http://bit.ly/Order-From-CarbSmart)

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POSSIBLE FUTURE TOPICS

- Blog Content: The Next Level
- Anticipating content that will be in the news.
- Exploiting trends.
- Getting your company into the conversation in a big way.
- Making the most of authority and long-tail search terms.
- Turning your blog into a brand.
- Making the most of blogger perks.
- Becoming an idea machine.
- Making the most of your most popular posts.
- Creating great ideas out of thin air.
- The power of listicles.
- From blogger to influencer.
- All your blogging questions answered! One big-ass Q&A.
- Other Topics?