

WE GO BEHIND THE SCENES OF AN E-COMMERCE BUSINESS

Andrew S. DiMino

CarbSmart.com, NevadaManna.com, BigBoyBamboo.com

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**
- ~~Drop Shipping~~
- **Store and Ship Physical Goods**
- **Subscription Box Services**

PRODUCT SOURCING

- Are You Selling existing products or creating your own?
- Find the manufacturers - Amazon, Google, Alibaba.com, Local Retail Stores
- Go to tradeshow
- 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**
 - **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

Amazon-Fulfilled Inventory [Learn more](#)

Sign up for International Shipping
Now you can sell your media and eligible non-media items internationally through FBA Export.
[Sign up for FBA Export](#)

Text Search **Search**

E.g.: "harry potter", "harry", "B000122SSP", "your-merchant-sku"
Searched by: **Title**
Search instead by: [ASIN](#), [FNSKU](#), [Merchant SKU](#)

Important Message
Effective October 1, 2016, FBA's Monthly Inventory Storage Fees will be changing. For a complete list of fee changes, go to [Fulfillment by Amazon Fee Changes](#).

Storage Monitor [What's this?](#)

Standard-Size 633826795 units

Oversize 500 units

Listings last updated on: **July 12, 2016 2:48:34 PM PDT**

Search Results (1 to 2 of 2 Items) [See all items in your inventory](#) Include Archived Items Show ASIN/FNSKU Page 1

Keywords: **thick**

Apply to 1 Selected Item(s): **Go** [Go to the Manage FBA Inventory Report](#) [Reset prices](#) [Submit prices](#)

<input type="checkbox"/>	Merchant SKU	Title	Condition	Price	Inbound	Fulfillable	Unfulfillable	Reserved	Fee Preview NEW	Unit Volume (cubic feet)
<input checked="" type="checkbox"/>	616578932119	Thick-It-Up Low Carb Food Thickener: - Make Your Health Food Taste Like Junk Food - Great for Soups, Gravies, Sauces (Sugar Free!)6 Oz. EAN: 0616578932119	New	\$ 15.95	0	116	0	24	\$3.09 plus your fulfillment	0.044
<input type="checkbox"/>	B000Y0M2NO	Thick-It-Up Low Carb Food Thickener: - M...	New	\$	0	0	0	0	\$3.09	0.044

CHOOSE QUANTITY TO SEND

Send/replenish inventory [Learn more](#)

PLN (7/12/16 2:50 PM) [Rename](#)

Set Quantity [Prepare Products](#) [Label Products](#) [Review Shipments](#) [Prepare Shipment](#) [Summary](#)

Ship from
CarbSmart, Inc.
2900 East Patrick Lane
Suite 1
Las Vegas, NV 89120
US
[Ship from another address](#)

Marketplace destination
US

Packing type [What's this?](#)
Individual products
[Change to case packed](#)

All products


 Information required

 Removal required

[Add Products](#)

Provide missing information, remove ineligible products, and specify the quantity for each product you want to include in this shipping plan.

1 to 1 of 1 product

Merchant SKU	Product name	Condition	Action required	Units	Remove
	<input type="checkbox"/> Show ASIN/FNSKU			<input type="text"/>	
616578932119	Thick-It-Up Low Carb Food Thickener: - Make Your Health Food Taste Like Junk Food - Great for Soups, Gravies, Sauces (Sugar Free!)6 Oz. Size: Standard-Size EAN: 0616578932119	New	—	<input type="text" value="60"/>	

Totals

60

1 to 1 of 1 product

PRINT LABELS

Send/replenish inventory [Learn more](#)

PLN (7/12/16 2:50 PM) [Rename](#)

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Ship from another address

Marketplace destination
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Packing type [What's this?](#)
Individual products

Contents
1 MSKUs

Labeling required

All products

All products must have a scannable barcode. For non-commingled products, an Amazon Product Label will need to be affixed to each unit. You can print and apply the labels from this page, or you can have Amazon apply the labels for you for a fee.

1 to 1 of 1 product

Merchant SKU	Product name	Condition	Units	Who labels?	# of labels to print	Label cost	Remove
	<input type="checkbox"/> Show ASIN/FNSKU			Apply to all			
616578932119	Thick-It-Up Low Carb Food Thickener: - Make Your Health Food Taste Like Junk Food - Great for Soups, Gravies, Sauces (Sugar Free!)6 Oz. Size: Standard-Size EAN: 0616578932119	New	60	Merchant	60	-	

30-up labels 1" x 2-5/8" on US Letter

[Print labels for this page](#)

Total labels: 60

ACCEPT WAREHOUSE TO SEND TO

Send/replenish inventory [Learn more](#)

PLN (7/12/16 2:50 PM) [Rename](#)

[Set Quantity](#) [Prepare Products](#) [Label Products](#) [Review Shipments](#) [Prepare Shipment](#) [Summary](#)

Ship from CarbSmart, Inc. 2900 East Patrick Lane Suite 1 Las Vegas, NV 89120 US	Packing type What's this? Individual products	Contents 1 MSKUs	Prep fees Prep: \$0.00 Label: \$0.00 Total: \$0.00
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The inventory you send to Amazon may be split at the Merchant SKU (MSKU) level into multiple shipments. We will assign each shipment to a specific fulfillment center based on several factors including the size and category of the product, your address, and other fulfillment network factors. [Learn more](#)

1 to 1 of 1 product

Shipment name	MSKUs	Units	Ship to	
<input checked="" type="radio"/> Create new <input type="text" value="FBA (7/12/16 2:51 PM) - FTW1 "/>	1	60	FTW1 Dallas, TX	View shipment contents

1 to 1 of 1 product



Why don't I see my shipment? [Learn more](#)



Go back

Delete plan

Approve shipment



CHOOSE SHIPPING METHOD TO AMAZON

1 to 1 of 1 product

MSKU	Title	Condition	Shipped
<input type="checkbox"/> Show ASIN/FNSKU			
616578932119	Thick-It-Up Low Carb Food Thickener - Make Your Health Food Taste Like Junk Food - Great for Soups, Gravies, Sauces (Sugar Free!)6 Oz. Size: Standard-Size EAN: 0616578932119	New	60 <input type="button" value="X"/>
Totals			60
30-up labels 1" x 2-5/8" on US Letter <input type="button" value="v"/>			
<input type="button" value="Print labels for this page"/>			
Total labels: 60			

1 to 1 of 1 product

2. Shipping service

Shipping method

- Small parcel delivery (SPD)**
I'm shipping individual boxes
- Less than truckload (LTL)**
I'm shipping pallets; shipment at least 150 lb.
- Which method should I choose?

Shipping carrier

- Amazon-Partnered Carrier (UPS)**
Deeply-discounted ground shipping with easy tracking [Learn more](#)
- Other carrier:**

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

How will this shipment be packed?

Everything in one box

Shipment contents	Shipment quantity	Expiration date	Box weight (lb.)	Box dimensions (in.)
<input type="checkbox"/> Show ASIN/FNSKU				
616578932119 Thick-It-Up Low Carb Food Thickener: - Make Your Health Food Taste Like Junk Food - Great for Soups, Gravies, Sauces (Sugar Free!)6 Oz. Size: Standard-Size EAN: 0616578932119	60	Dec 31, 2017	28	18 x 18 x 18

 This box may incur dimensional weight surcharge.

 Your box information has been successfully submitted.

[Confirm](#)

Let us know what you think

4. Shipping charges

Shipping carrier	# of boxes	Shipment weight	Billable weight	Estimated shipping cost
UNITED PARCEL SERVICE INC	1	28 lb.	36 lb.	\$11.03

I agree to the terms and conditions

[Accept charges](#)

5. Shipping labels

SHIP IT!!

Send/replenish inventory [Learn more](#)

FBA (7/12/16 2:51 PM) - FTW1

[Set Quantity](#) [Prepare Products](#) [Label Products](#) [View Shipments](#) [Prepare Shipment](#) **[Summary](#)**

Ship from CarbSmart, Inc. 2900 East Patrick Lane Suite 1 Las Vegas, NV 89120 US	Shipment name/ID Name: FBA (7/12/16 2:51 PM) - FTW1 ID: FBA3RWJ0L4 Amazon Reference ID: 6H3E8YHS	Ship to Amazon.com.kydc LLC 33333 LBJ FWY Dallas, TX 75241-7203 US (FTW1)	Shipment contents 1 MSKUs 60 Units Shipment status SHIPPED Created: Jul 12, 2016 Updated: Jul 12, 2016
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[Show More](#)

[Track shipment](#)

[Shipment contents](#)

[Reconcile](#)



To change the number of boxes, please go back to the previous page.

Box #	Tracking #	Carrier status	Weight (lb.)	Dimensions (in.)
1	1ZX067V20354449473	SHIPPED	28	18 x 18 x 18

No tracking events to display.



[Go back](#)

[Return to Shipping Queue](#)

[Duplicate](#)

[Work on another shipment](#)

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>)

CONTACT

- Andrew DiMino adimino@gmail.com
- Scott Roeben scott@vitalvegas.com

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?