



Discover the right products to sell
Design an attractive website without any experience
Attract customers to your store without spending a dime



CREATE A PROFITABLE Online Store



**Webinar
CheatSheet**

A STEP-BY-STEP COURSE
to Making Money with a Successful Online Business

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www.MyWifeQuitHerJob.com



It was a pleasure meeting you at my ecommerce workshop and I hope you learned a lot! In this cheatsheet, I've organized some of the key points of the presentation for you. Good luck with your ecommerce business!

To sign up for my full blown class, go to...

<http://profitableonlinestore.com>

To get a list of recommend products and services, go to...

<http://mywifequitherjob.com/online-store-products-services-and-tools-i-recommend/>

If you enjoyed the workshop and would like to help me out, then please leave a review for my podcast

<http://mywifequitherjob.com/workshop-podcast-contest/>

And finally, please tell all of your friends to sign up for my free 6 day mini course on ecommerce!

<http://profitableonlinestore.com/signup>

Product Guidelines

- Product should not be fragile and easy to ship
- Product should not take up too much physical space
- The product's inherent value should be ambiguous
- Avoid branded products
- Avoid products readily available in large brick and mortar stores
- The product should be timeless and not go obsolete
- Do not sell electronics
- Start with goods that sell from \$15-200
- Avoid seasonal goods
- Products that have margins of at least 66%
- Product costs \$10, you need to sell it for \$30
- Has many related products you can expand into
- Lends itself to customers ordering more than one
- Consumable products for repeat customers
- Enthusiast or hobby focused – Dedicated blogs or Facebook fan pages
- Products that lend itself to content creation
- Not a commodity product that's sold everywhere
- Has lots of accessories
- Lends to personalization
- Is embarrassing to buy in person

Tools/Websites Mentioned In The Workshop

- [Terapeak](#) - Click the link to get a free 7 day trial
- [JungleScout](#) - Click the link to get a 10% discount
- [Alibaba](#)
- [Amazon.com](#)

Where to find Asian Vendors

- Alibaba
- AliExpress
- GlobalSources.net
- Canton Fair – Vendor directories
- Global Sourcing Tradeshows in HK
- Panjiva + ImportGenius
- Googling

Quick Tips

- Always use a dedicated email for communications. I like to use a domain branded email address
- Never tell them you are the boss. You need to come across as much bigger than you are so pretend to be a buyer, secretary or director
- Pretend as though you don't have final decision making power
- Always be super polite, don't be direct, cocky or informal. Always write in a professional tone
- You must get them to respect you as a company
- Never ask questions that may signal that you don't know what you are doing
- Don't bombard the vendors with too many questions.
- If you have questions, you can ask me first before sending them to the vendor
- If you find that your vendor is ignoring you or not responding, then you likely made a mistake. Even worse, they'll send you inflated prices

Sample Script Initial Contact

Hi "vendor name",

My name is "name" and I'm a purchasing agent for "company name", a store in "your country" that sells "the products you want to carry". We are interested in carrying many of the items that you have to offer.

Specifically, I would like to get pricing and availability for the following items

"list the items...provide photos if you have them"

"list the items...provide photos if you have them"

If you could send us more info as well as your product catalogs, lead times for manufacturing, and MOQ we would greatly appreciate it.

Thank you,
"your name"

Sample Script MOQ Negotiation

Dear Vendor,

My supervisor requires 5 units to be sent to each of our 22 retail shops all across the country.

We apologize if this sample order is too large for you but all of our physical locations need to see and test all new products.

Please let us know if you can get this done because we'd like to move forward as soon as possible

Sincerely,
Steve

Sample Script MOQ Negotiation Version 2

Dear Vendor,

Based on our conversation, we are definitely interested in working with your factory.

Currently, we are working with several suppliers already and generally do not take on additional vendors until we've established a proven track record.

Here's our typical work flow.

First, we perform initial Q&A and evaluation of the product internally in our office. Then we test on a broader scale with a hundred units or so to ensure consistent quality.

Then, we place a larger order in the thousands of units to evaluate demand in our online and retail locations.

Finally if all goes well, we'll begin full production at your factory.

Right now, we'd like to move forward with 100 units as soon as possible.

Please send us your bank information and we'll initiate the transfer.

Sincerely,
Steve

Inspection Companies

- [ProQC](#)
- [QualityInspection.org](#)
- [KRTInspect](#)