

Hi I'm Sean Morningstar. Thanks so much for joining me today to learn all about dropshipping the DollarDays way.

Now I'm sure there are many levels of understanding of dropshipping in the audience, so I'll cover the most basic to the advanced uses of dropshipping as a way for you to make money. Let's first start by defining the word dropship and what it means.

Dropshipping is a process where your customers order DollarDays products from your ecommerce website or online marketplace and we ship the orders, with your company's name and info, directly to your customers, as though they were shipped directly from you.

One of the biggest reasons people dropship products is that they don't have to invest in costly inventory and a warehouse to store it. This allows you to sell products without taking on the additional risk of fronting thousands of dollars for inventory. Essentially it levels the playing field so the smaller, one person seller can have the same pricing as a major online retailer.

Now with selling online there are two main ways to sell products. One is an online marketplace the other is an online ecommerce store.

With an online marketplace like eBay or Amazon, you list your products for sale (along with hundreds or thousands of other sellers listing their products). In return for being part of an online marketplace you must agree to give them a commission on every order you sell. The marketplace's goal is to maximize sales for its sellers as much as possible. This often means they will promote your product listings on search engines as well as cross promoting them on other sites and on other sellers' pages. Not all marketplaces do this type of marketing for its sellers, however. They also manage the payments from the customer to you, which means you do NOT need to have a merchant card account in order to get paid (which saves you monthly merchant card fees!). Marketplaces typically handle the logistics of order tracking, returns and other communication between the buyer and the seller.

The perks of selling on a marketplace include having a larger audience for your products and less business aspects to manage, including emails, payments and websites. The downside of selling on a marketplace is that competition is much tougher and the pricing is often more competitive which will lower your margins or profit.

If you become a marketplace seller and use DollarDays as your dropshipper, DollarDays products are sold to you at wholesale prices, which means you can mark up the price to make a "margin," which is where your profit originates. Once you make a sale, you go into your DollarDays Dropship account and place the order. DollarDays will ship the product to your customer with your company's info/return address/logo on it. Once the order ships, you will want to submit our tracking number to the marketplace where it was sold.

Becoming a marketplace seller is a good way to start making money without incurring the cost and hours related to starting an online store. This brings us to the second way to sell dropship products: ONLINE STORES.

We find that entrepreneurs who have some technical savvy and know a little about marketing decide to open their own online ecommerce store. They are able to choose the name of their store and they sell all of their product from their online store.

Running an online store is very similar to running your own physical store. You are the person in charge of it; you select the products and set the prices. You also have to market your online store to get listed on the search engines so your customers can find your store! This is one of the most important aspects of owning an online store and getting people to make purchases on your site.

In order to sell products on your website, you need a merchant account to process your order payments. These typically have a monthly cost between \$25 and \$50 and can be higher depending upon your monthly sales volume. Yes you can accept payments through PayPal, however, you will still need a merchant account because 95% of online transactions are done using a debit or credit card.

Now having a store online without marketing is like having a physical store without putting your name on the building; no one know you exist! This is where online marketing and Search Engine Optimization (also known as SEO) comes into play. We're not going to go into this in detail because that another podcast topic in the near future, so let's do a quick overview. Search engines rank websites based off of a number of criteria including, inbound links, content, unique content, age of website and number of visits, to name a few. There are hundreds of different ways to increase your website rankings using these different factors, often in ways you would not expect. To get you started, perform a Google search on SEO best practices and read all you can about getting traffic moving. Then create a plan and stick to it. Be patient. It can take months to get your rankings up. It is a process. Hang in there!

The order process for an online store is the same as it is for a marketplace seller. Your customer buys an item and you go to your DollarDays dropship account and place the order. DollarDays ships the order and you make money. We ship your orders to your customers with your info/return address/logo on it. We are able to setup automation (that will save you from having to manually input orders) with most website systems however, we do not set this up until dropshippers have reached 100 sales.

The pros of online stores include, being able to have a higher price and more margin, you are in control of the size of your business, and you can make it as unique as you are. The downside is a larger startup cost and day to day management. But no one ever started a business without having to shell out a bucks, right?

Now that we have covered the two different ways to sell products here's how to get started. If you're leaning toward the marketplace route here are the next steps:

1. Create a dropshipping account with DollarDays.
2. Review the hot sellers tab on our site. If the product is on this tab it is one of our best sellers and might be a good product for you to sell. Now, within this "hot tab" on the left hand side there are categories. Pick a category that interests you and browse the products in it. Once you see a few that you can sell, you will want to login to your marketplace account and create a listing for that item. Determine the right price point for the items you selected on our site then list them on your account. As soon as they sell, you will receive an email notification from the marketplace notifying you that you have a sale. Once you get this first sale, login to your DollarDays dropship account and place the order.

If you're leaning toward opening an online ecommerce store, we can point you to one of our partners who can help you get your online ecommerce store up and running.

Wholesale2B.com will help you create a store and show you how to add DollarDays products. You can have your own domain, such as MyStore.com and can promote it to make sales and money. You might consider creating your store with a niche, like Halloween costumes, jewelry or whatever you are interested in. To select those types of products within your wholesale2b platform is as easy as selecting different boxes on the admin section of your site. This platform is great for those who have minimal expertise and want to get a site up and running quickly. But before you are able to get things setup with them you will need to setup your dropship account with DollarDays, so contact us when you ready to begin your online journey. Once you are setup with us you will be able to start building your site and start selling. I will read off the link to wholesale2b again at the end of this podcast.

Now if you are a bit more technical and are looking to have a bit more control over the look and feel of your store you will want to work with our other partner bigcommerce.com. You don't need to be a web programmer and know how to write html code to work with bigcommerce.com. But you do need to have some experience with

excel spreadsheet documents. Nothing real fancy, just basic sorting skills and simple formulas to apply price markups to your products. With Bigcommerce.com you can upload hundreds or thousands of products. Just like wholesale2b you will want to contact DollarDays to setup your dropship account prior to setting up your store with bigcommerce.com.

Remember, with both the marketplace selling on online store options, you will need to setup a DollarDays dropship account with us first so we can give you the product feeds for your website.

Now that you have a better understanding of the different ways to make money with DollarDays dropship program, I want to cover some of the most common questions dropshippers ask me:

What does the dropship program cost?

The dropship program costs \$249 which is quickly recouped with the 5% savings and flat rate \$9.95 shipping on every order.

What is the cost of an online store?

The average online store with one of our partners will cost between \$40-150 a month depending on how many products you would like to carry in your store.

What do the products and shipping cost if I use your Dropship Program?

With the Dropship Program you will be paying 5% less than the cost of the case shown on our site and \$9.95 shipping. This \$9.95 shipping applies to ALL orders regardless of weight, size, number of pieces, or destination within the continental US. This makes it very easy to know your cost in reselling products.

Can you split cases?

Our products are sold in cases. A case can contain one product (such as a baby stroller) or many more, such as a case of 120 pencils. We cannot split a case of products up, so we cannot spit up that case of 120 pencils

Do you ship international?

Currently DollarDays does not offer online stores or dropshipping outside the continental US.

That about covers it for today's podcast. The links for our two partners are wholesale2b.com/dollardays and bigcommerce.com.

If you have any additional questions send me an email at [dropship4u@ dollardays.com](mailto:dropship4u@dollardays.com).

If you would like to get setup with an account today please give us a call or send us an email to dropship4u@dollardays.com with your contact information.

Thanks for listening in to today's podcast, hope you all have a great rest of the week.

