

AliExpress™

DROPSHIPPING GUIDE

KICKSTART YOUR DROPSHIPPING BUSINESS



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**START YOUR OWN
DROPSHIPPING BUSINESS**

MYDROPSHOP

GET MY DROP SHOP NOW

INTRODUCTION

Welcome my friend and congratulations. Why am I congratulating you? Because you've made a great decision to claim this ebook. You have just begun the journey down a very interesting road. This ebook will teach you how to set up your dropshipping store with Aliexpress. From straight beginner to ecom wiz, we've got you covered!

OK, so you've decided you want to make money online. Flipping burgers is getting boring and you hate your boss. The question, is how exactly? You do what every successful internet entrepreneur has ever done. That is, type in "how to make money online", into big daddy Google. You're hit with an wide assortment of ideas ranging from selling your old baseball cards and completing surveys to dropshipping. In your eternal wisdom you decide completing surveys for penny's isn't what you want, but this dropshipping thing sounds kind of cool right? Right it is cool, very cool.

Dropshipping my young padawan, is an ecommerce business model. If you're still confused, don't worry. Everything will be revealed in good time and that time is now! Ecommerce is the act of buying and selling products over the internet. So instead of going down to the town square and buying two loaves of bread you can now do it in the comfort of your own home. I'm guessing most of you have experience with Amazon or Ebay. If so you've participated in ecommerce, well done! Don't feel too proud though, buying is the easy part. It's selling that we will be doing with dropshipping if you want to make some magic internet money that is. You do want to make money right? If the answers yes, let's keep going.

Dropshipping is when the retailer (you) does not keep stock/inventory of any products. When someone purchases a product from your store, the order is transferred to a third party (Aliexpress in this case) and they ship directly to the customer.

Aliexpress is a online retail platform that sells products by Chinese wholesalers. The products they sell are very cheap in comparison to what you see in your local shopping mall. This makes for some mouth-watering prospects (we'll get to that soon). Some people get turned off dropshipping by thinking it is scammy due to the low prices. The truth is, it really isn't. The reason the prices are low is because you are accessing them further up the supply chain. Your local store may sell the same product for a much higher price. They are just selling it at a higher price to make a profit. Don't tell me you've never read a "Made in China" label before?

REASONS TO DROPSHIP

What makes dropshipping so special? Well there are a number of reasons:

No inventory needed - Yes that's right. Big expensive warehouses? Forget it! Dropshipping doesn't require any inventory/stock. That means less responsibility and risk for you. As a beginner to the whole online business thing, this should be great news.

Big profit margins - As you are buying the products straight from Aliexpress the prices are incredibly low. This means you can markup prices 50 - 1000% depending on the product! If this doesn't get your money making senses tingling I don't know what will.

Minimal capital needed - You don't need to buy any stock and store it in an expensive warehouse. There is also no need for any employees in the beginning as well. You just need to purchase a website domain name, mydrop.shop subscription and have enough for advertising costs.

Low barrier to entry - You don't need to get a qualification or certificate to dropship. There is no need to fork out for an expensive course at your local community college either. In fact, you can start dropshipping right now today.

All in all, this makes dropshipping low risk, low cost, low barrier to entry and high reward. This means it's one of the best business models for beginners to start. So, if you're tired of flipping burgers let's keep swimming.

COMMON QUESTIONS AND OBJECTIONS

How do I advertise my products?

The two most common ways to promote your products is through Facebook advertising and Instagram shoutouts. There are other options such as Pinterest, Twitter and YouTube. It totally depends on where your potential customers hang out. Facebook is the most popular platform as everyone and their grandmother is on there.

Won't customers get turned off if they find out the products are from China?

As I said already, "Made in China" labels are more common than grass these days. People are used to products being from China even if they may come from a US warehouse.

What about the long shipping times?

A lot of newbies get worried about this part. They hear products from Aliexpress can take up to 3-5 weeks to arrive and freak out. Yes, these are long shipping times no doubt. Especially as people are getting used to Amazon Prime 1 delivery (damn you Amazon why must you be so amaz(on)ing?).

The best practice is to be honest and state your shipping times up front. This way there will be less complaints. Give an explanation such as "These are the times due to such high demand", and you will turn a weakness into a strength. In addition, the products you will be selling are going to be cool and unique. You can use this to your advantage as another way to explain the long times due to high demand.

Won't customers find out it's a product from Aliexpress?

No they won't, relax. You can request the seller to not include any invoices with the package. This way the customer has no way of knowing. Sellers are very aware of dropshipping and they want your business. This means they will be happy to do this for you.

What if I get tons of complaints and chargebacks?

This is another big worry of beginners. The truth is it shouldn't be a worry. The number of people who complain is very low. All you have to do is have an email service for customers to contact you. Most just want to know they are being looked after. This means you should reply to their queries and not leave them hanging. Treat them how you would want to be treated and you're on the right track. You also want to treat your customers right so they become repeat buyers to raise the LTV (Lifetime Value) of each one. That's a story for a different day though.

Let me go over the process in a bit more detail in case anyone is confused. You advertise a product on a platform in front of your potential audience. Someone sees the product, likes it, clicks the link and is brought to your website. They decide they love the product and enter their credit card/PayPal details and click order. You receive the order (and the money coming \$\$) and then place the order on Aliexpress on behalf of your customer. The folks in the warehouses will fulfil the order and take care of it from there. You dust your hands off and relax!

What do I Sell?

Ahh the age old question. With over 100 million products available on Aliexpress it can become a bit overwhelming for sure. The thing is, you're asking the wrong question. The right question is not what to sell but who should you sell to? You see, products come and go but a hungry market desperate for killer products will always be there. If you put something in front of their eyes, they will instantly gobble it up. That makes for happy customers and a happy bank account.

PICKING YOUR NICHE

Selecting who to sell to is known as a “niche”. These range from new mothers to pet lovers and everything in between. Your niche will influence everything from your website name to the products you pick and way you advertise them. There are a few key factors to think about when selecting your niche.

They should have disposable income - There is no point selling toys to twelve-year-old boys on Facebook (they lied about their age for starters). They have no money to buy your products. On the other hand, if you sell to high earning professionals, they have a lot of spare change to throw around.

They must be passionate - There is a reason why dog and cat dropshipping stores are so popular. Pet owners are very passionate about their pets. This means they are willing to splash the cash to get their little Suzy a new sweater for Christmas. If you want to get into the dog niche after reading this, beware. The markets are very competitive so there is a trade off. It's still possible to make money in these niches for sure but there are lots of other dropshippers. There are other examples like Religious people and Political fans. These are two very passionate topics. If you can tap into someone's emotions, they will be begging you to take their money.

They should be on the platform - Would selling elderly men's caps on Instagram be a good idea? Probably not. I don't know many grandfathers on Insta these days. On the other hand, promoting bikinis on a women's fashion page in the Summer could work. I hope you're starting to get the idea here. Look on Instagram and check if there are big pages related to your niche. You'll find tons of dog lovers pages but there are plenty of golf pages for example. Just make sure there are at least a few. That means there are people interested in the niche.

There should be products on Aliexpress available - This shouldn't be a problem as Aliexpress has everything you could possibly imagine. Of course with such a large product base there are going to be some products better than others.

So they need to have money to buy, be passionate about the subject and they also need to actually be on the platform. Once all these boxes have been ticked hop over to Aliexpress and check out the product selection. If you have an idea that ticks all these boxes, you're on the right track.

SELECT YOUR PRODUCTS

This part is important. You can have everything setup correctly but if your products suck you won't get any sales. The reality is the first product you test may not be a winner. You may have to test numerous ones before you find one that sells really well. With that said, don't limit yourself to only a couple of products. Have at least 5-10 you could potentially test. Remember though it only takes one product to make an absolute killing!

To start off, type a few niche related keywords into the search bar. Once you've done that, sort products by "Most orders". This will give you an idea of what products are doing well and what aren't.

Here are a few factors to look out for when selecting products to sell:

Good reviews - You want to sell products that customers like, make sense right? This will dramatically increase the chances that your customers are going to like them as well. Look out for products with an average rating above 4 stars. They don't have to be a perfect 5 stars every time but 4 stars is a good benchmark.

Orders - This may seem counterintuitive but give me a second. Avoid products with over 10000 orders. These have likely been dropshipped to death already. This means the chances of you striking gold are low. You want products that are well reviewed but have yet to take off. Just think, you could be the lucky person who finds a diamond in the rough.

There isn't a lower limit to the number of orders a product should have. It may have just come on the market and is yet to be a winner. The seller may have closed down and another one may have opened up. This means the product is back to 0 orders but in reality it could have been 500 beforehand. Products with few orders could mean big bucks. Most dropshippers are lazy and will stop looking after the first page. You may find a winner on page 2 or 3, you never know.

Remember it's not an exact science. There is no one hundred percent full proof method to finding a successful product. That's why testing is important. Don't worry you'll become better at product selection with time. It's like a muscle, you need to train it to get better!

Price - In the beginning I'd recommend you start selling cheap products. This is because they sell better which will allow you to see some sales early on. The profit margins will be less but that shouldn't be a concern if you are a straight beginner. Once you've got your feet wet you can move onto higher priced products with higher profit margins. It's not uncommon to sell a \$20 product on Aliexpress for \$60. The problem is it's harder to do than selling a \$2 product for \$10. For now, stick to the cheap products and focus on getting your first sale.

Good images - Your products should have good images available. This means high quality and no water marks or logos. If there are logos you can color over these no problem. Ideally you want images of your product in use. This means pictures of people using or wearing your product. This is known as “demonstration” and it increases conversions. Basically people want to see other people using products. Not hard to understand right?

Wow Factor - Yep you heard me. You want products that have that wow factor. Think about it, your potential customer is scrolling Facebook. What is going to make them stop and take notice? It can't be some generic product they see every day. If that's the case they'll ignore the advert and keep scrolling. You want a cool product that makes them stop and take notice. This doesn't mean it has to be expensive though. You can find awesome products for less than a dollar sometimes. Instead of a plain blue dog collar think glow in the dark dog collar. You don't see one of those everyday now do you?

USP (Unique Selling Point) - Remember that dog collar we just talked about? (c'mon it was literally two seconds ago. Well you ideally want products that have a unique selling point. This will give your audience a reason to buy. With the glow in dark dog collar we can say “Stop your dog from getting ran over in the dark!” This is a strong reason to buy. Now what dog owner wouldn't want to stop their dog from getting ran over in the dark? A bad one that's what. Good reasons to buy make good sales.

How about a phone case charger? That solves a problem of phones running out of battery while on the go. It also functions as a protector as well. This is the kind of functionality you want to look for. If your product solves a problem for people, that's a good sign.

Ideally your product should solve a problem and have that wow factor. It may not always be the case but at least one of these is vital. The goal should be to give your potential customer no choice but to buy. Once you've done that, dropshipping becomes very easy.

You can also start a general store instead. This would mean you could sell anything and everything you wanted without sticking to a niche. Most experts would advise against this in the beginning. The reason being is they are much harder to market if there is no uniting entity.

SELECT YOUR PRODUCTS

We'll now dive into the nitty gritty of getting everything setup. I can't possibly go over every single step or else we'd be here all day. YouTube and Google are your best friends in this case. There are helpful step by step instructions for everything you need to know.

Domain Names

Once you've got a niche down it's time to select a domain name. Some popular providers are NameCheap, HostGator and BlueHost. Don't worry about the name as it isn't that important. As long as it's relatively short, makes sense and is relative to the niche, you're on the money. Oh and make sure you get a dot com. Anything else won't cut it, you want the real deal. Dot coms are the most trustworthy and it will help you look like a real brand.

www.MyDrop.Shop

Next you want to get a www.mydrop.shop account set up. It's recommended to get your store up and running quickly. You want to know whether you're on the right path as soon as possible. Everything can be set up in a weekend if you have the spare time. Once you're ready for lift-off, open your store!

Next, connect your domain (remember those tutorials I talked about?) and now you're ready to start designing your store. Remember I said you want to appear like a real brand? I meant it. This means you need to design your store like one as well. This will improve conversions and bring in more moola. Take a look at other big dropshipping stores in your niche and see how they're doing things. Try to replicate their success to fast track yours. Mydrop.Shop is super simple to work so they're shouldn't be any issues here. This isn't graphic design school or anything. It also isn't coding school either. Don't worry, you won't have to mess with the website code.

Installing the Facebook Pixel

Don't worry about the weird name for now. What's important is that you install this pixel. It is an ingenious little invention that tracks your customer data. This will help to optimise your ads when you start using Facebook. Check out a video tutorial on how to do this. Don't forget this step!

Setting Up Your Products for Success

So you've picked a few products to test and now it's time to import them to your store. Mydrop.shop will be a life saver when it comes to this part. It actually doesn't save any lives but it does save a whole lot of time. That's almost as good if you ask me. This will give you the ability to effortlessly import products from Aliexpress straight to your store. It really is like magic.

Once your products are imported you can change the images, product descriptions, price and much more. A common newbie mistake is to leave the generic Aliexpress description in. This only lists the features of the product. Remember, features tell but benefits sell. Rewrite the product descriptions telling your potential customer what the product can do for them. Don't forget to include a strong call to action at the bottom. You want to tell your audience exactly what to do. Something like "Click buy now to get our bestselling product 50% off TODAY ONLY!" would do. If you want to learn more about this kind of stuff, look up sales and copywriting. This is how you get people to buy.

Make sure you have some high quality images and the pricing is correct. Looking at other stores should give you some idea of how to price your own. Once you've found some top websites, add this to the end of the url - "/collections/all?sort_by=best-selling". This will show their best selling products. These are ones that are actually making money, I'm talking cold, hard cash. So what are you waiting for? Sell these products as well!

ADDON'S YOU SHOULD INSTALL

There are thousands of apps to pick from. Some are free and some are expensive. Some are useless and some you simply can't live without. Today I will be telling you about the ones you absolutely cannot live without.

Buy Now - This app will add scarcity and urgency to your product pages. By doing this you will force the customer to buy now rather than later. Using this app is an important psychological trigger to tap into.

Alireviews - These are apps that import reviews from Aliexpress to your store. These will add trust and credibility to your store. This will make potential customers into customers. You are leaving money on the table if you don't use one of these apps.

Cart Abondement - These are apps that will send out automated emails to people who have added your product but abandoned cart. This can help you get a ton of extra sales if you do it right.

ADVERTISING AND MARKETING

Instagram Shoutouts

The aim of the game here is to find pages related to your niche like we talked about already. To get shoutouts, follow and DM the owner of these pages. Don't bother DM'ing any pages below 50k followers. They simply don't have a large enough audience. You should bulk DM as most of them will not reply so it really is just a numbers game. When one replies, the next step is to check their engagement rate. Unfortunately a lot of people buy followers and artificially inflate the size of their pages. To combat this visit Phlanx.com and check out their Instagram engagement calculator. Anything below 1% engagement is poor and should be avoided.

If their engagement is good the next step is to negotiate a price. When you're just beginning don't pay anymore than \$30 per post. You don't want to spend too much money before you know a product actually sells or not. Ideally you want to get a post and a link in bio directing potential customers to your product page. Instagram stories are also another option. Every Instagram influencer will have different payment structures but the big thing is don't forget to negotiate. If you never ask you will never get.

Facebook Advertising

Once you've had a shot at Instagram, Facebook is the next one up. It's more complicated and you could write a small novel about it to be honest. Despite it being complicated it is very popular. The reason being is that it can allow for more "passive income". This essentially means you gain money without doing any active work. Sounds awesome right? It is!

There are many different tactics to follow depending on what expert you ask. Like anything it is about trial and improvement. The safest way to start is with a \$5 spend per ad. Facebook ads can take up to 3-5 days to optimise and turn profitable. You may not like to hear this, but you're going to have to be patient and see what happens. There are some killer step by step YouTube tutorials on how to set up your Facebook ads correctly. I would recommend checking them out.

Once you find a product that is turning a profit (after product and ad costs) you can begin to scale. This means you should duplicate the ad set and raise the budget to \$10. Don't fiddle with a winning adset! If the ad continues to be profitable you can keep increasing the budget.

Making Sales - It's all about putting the right product with the right offer in front of the right person. Once they are all lined up there is nothing stopping you from making a killing. An important part of your ads will be your ad copy and offer. Make sure these are appealing. For the ad copy ensure it tugs on their emotions and addresses the USP of the product. Remember to use benefits over features as well. The offer you make should be enticing. "50% off today only" is a lot more appealing than "10% off". Put yourself in the customers' shoes and ask "Would I buy this?" With dropshipping we are going for the impulse buy. You want them to purchase your product right now, not tomorrow.

CONCLUSION

You now have everything you need to get started with dropshipping. What you just read took me a long time to figure out so you're definitely on the right track. No business venture is 100% full proof. You may not succeed right away or you may hit the jackpot. Whatever happens don't give up. Everyone who quits ensures they will never be successful. Those who persevere and learn from their mistakes put the odds firmly in their favour.



MYDROP  **SHOP**

**START YOUR OWN
DROPSHIPPING
BUSINESS**

GET MY DROP SHOP NOW

www.mydrop.shop

The advertisement features a dark background with white and blue text. At the top, the logo 'MYDROP SHOP' is displayed, with 'MYDROP' in white and 'SHOP' in blue, separated by a diamond icon. Below the logo, the text 'START YOUR OWN DROPSHIPPING BUSINESS' is written in white and blue. A prominent blue button with white text reads 'GET MY DROP SHOP NOW'. Underneath the button, the website URL 'www.mydrop.shop' is shown in white. The bottom portion of the advertisement is a top-down view of a desk with a computer monitor displaying a website with a 'SALE 50-70%' banner and various clothing items. The desk also has a keyboard, a mouse, a cup, and some papers.