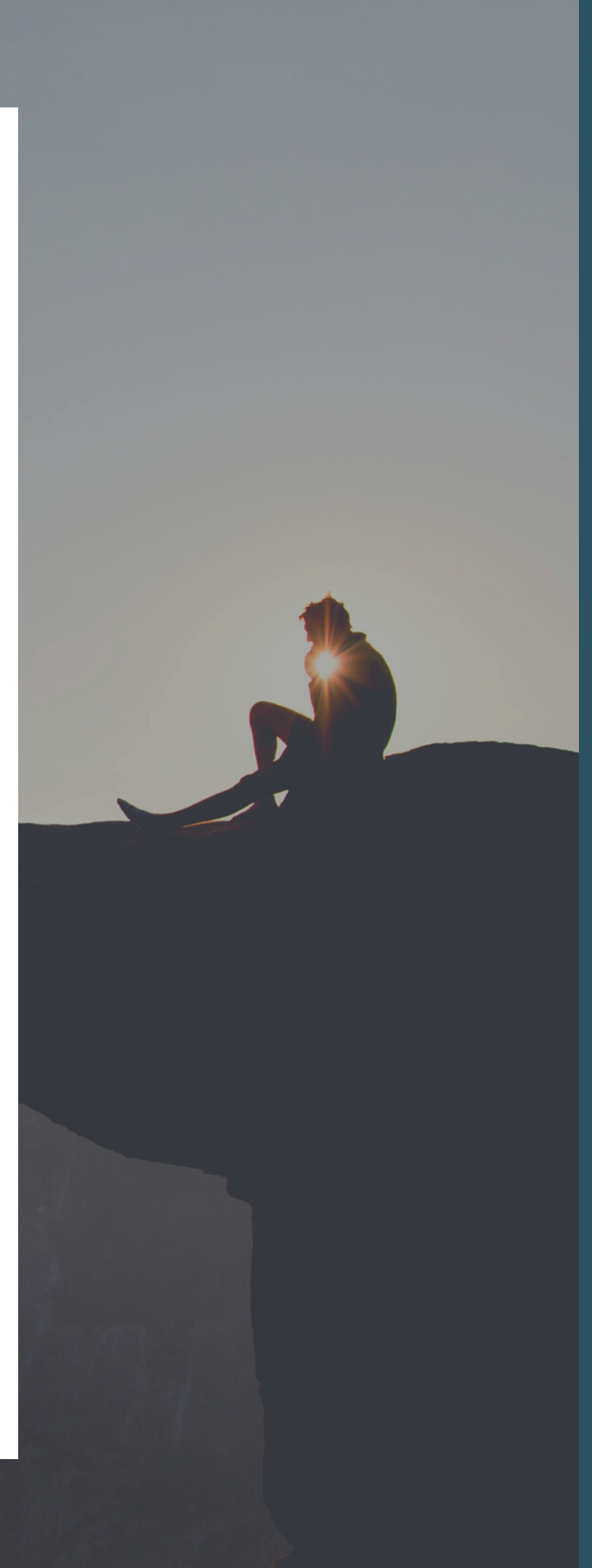


BYU

DAY 3 ECOM SERIES ROLLINS CENTER

Ben Osguthorpe





Todays Agenda

ESSENTIAL POINTS TO COVER

Review

Questions from last time

Building your store

Writing your product page

Writing your sales copy

Using Canva to do literally everything

APPS YOU NEED

Pick your ad platform

Review your landing page for that platform

Question and answer

“

REVIEW

Picking your products

You guys had a ton of questions.

”

Product picking

THE HARDEST PART OF DROPSHIPPING

1. Ride the wave

2. Create the wave

Problem solving products are EASIER

BUILDING YOUR STORE

Three easy steps



CHOOSE A NICHE



RESEARCH THAT NICHE



**BUILD AND WRITE FOR THAT
NICHE**



Niche store

Choose a niche and sell products in that niche to that niche

One product store

Sell one thing, and make it look AMAZING



Product page



HEADER

Include your offer and a review

BODY

Benefites > Features

Features Stack

Offer

Call to action

GAURANTEES AND REVIEWS

Money back

reviews

instagram



Sales copy

HOOK

Have you ever struggled with neck pain?

STORY

Then you have GOT to try out this (Product)
(product) allows you to move more freely, feel relaxed,
and live your life the way you want without the
constant reminder of pain.

- ✓ Feature
- ✓ Feature
- ✓ Feature

OFFER

For the next 48 hours, get 50% off and free shipping!

Get free shipping in the next 24 hours!

Buy one get one half off

A free surprise with every order in February!



“

USE CANVA

simple. easy. fast. I made this
presentation with canva.
Its free, and if you want upgrades
get pro.

It is worth it.

”



Shopify Apps

APPS YOU NEED

BEST currency converter

Instafeed

Oberlo

(page building app)

Klaviyo

Zipify one click upsell (25 bucks a month after a month)

LOOX reviews (10 bucks a month after a month)

Ordermetrics (expensive but so useful when getting sales)

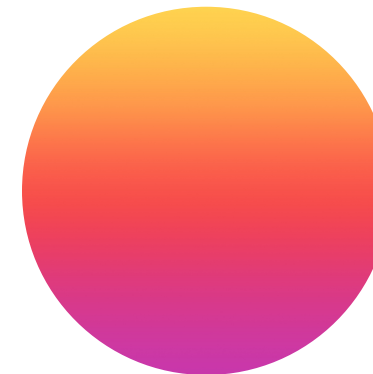
PICK YOUR PLATFORM

Advertising helps...



TIKTOK ADS/ORGANIC

Cheap but hard to find useful content



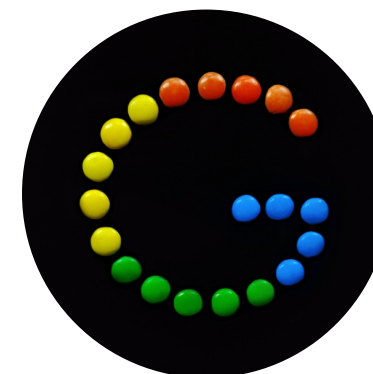
INSTAGRAM INFLUENCERS

high risk, high reward, great for low cost startups



FACEBOOK ADS

Larger buy in, but super scalable.



GOOGLE ADS

tough to compete, but long term success

REVIEW LANDING PAGE

for that platform



WHAT DO THEY RESONATE
WITH



WHAT CONTENT DO THEY LIKE



WHO DO THEY LIKE?



Q

A