

FEB 2020

Day 2: First steps online

What could you do with
your hustle fund.



FEB 2020

speaking of which...

How did it go?



Today's Stuff

Key topics for discussion

Objective 1: Go over how dropshipping works

Objective 2: Go over what you need

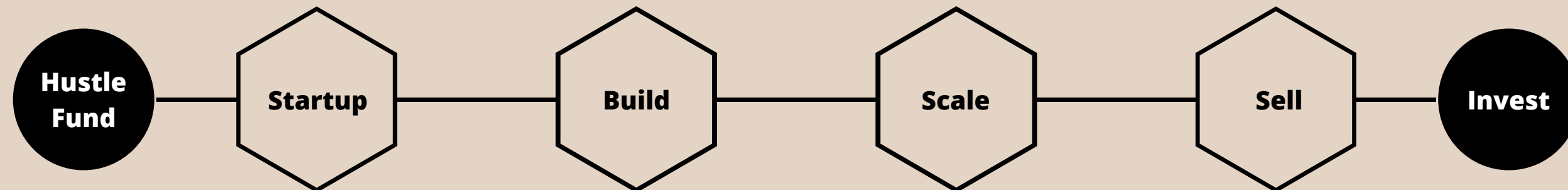
Objective 3: Walk through

Objective 4: Call to action.



The Dropship Model





**I THINK I
FORGOT SOMETHING**



SOMETHING...IMPORTANT

gflip.com

Online business: The framework

The three phases to online dropshipping

Phase 1: Set up and testing

Rapidly test marketing and product centric strategy until you find a "Winning combo"

Phase two: Scaling and outsourcing

Outsource everything, in order to keep profitability up over time.

Phase three: Grow and exit

Begin looking for an exit strategy, or brand.



Getting your first website visitor

How to drive traffic.

Choose a platform

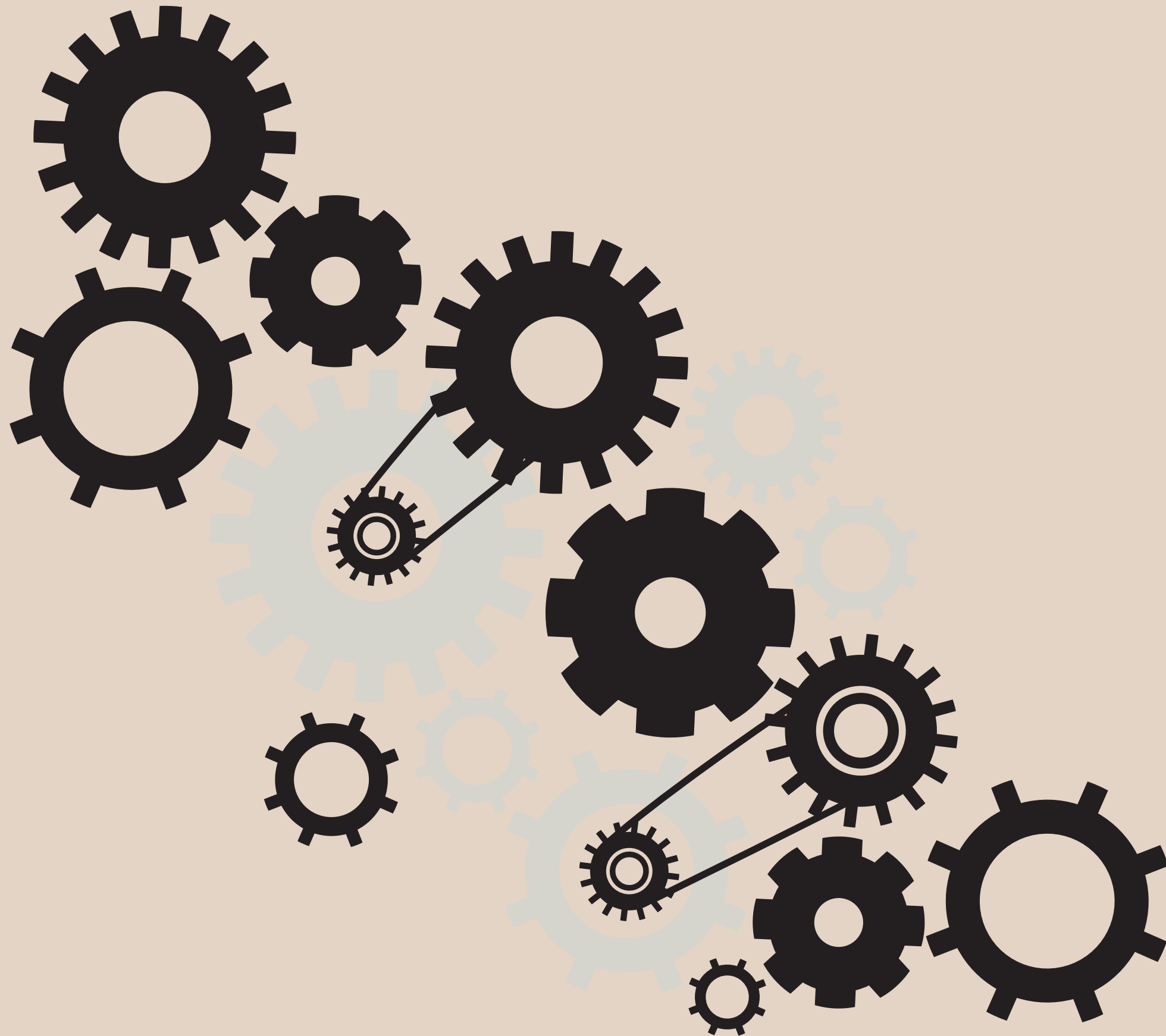
Choose a marketing platform to master

Build for that platform

Set up an offer, website, and marketing strategy for that platform

Spend

Take your hustle money out and learn the only way that works...by doing.



Setting up the system

How to not sacrifice time for money (even though you may want to)

Outsource the grunt work
customer service, fulfilment.

Outsource the busy work
advertising management, store optimization/design,
social media management

Outsource the high ROI activities.
advertising creative strategy, high level strategy,
product selection.



Advertising in the digital age

How to run ads that actually have a chance at selling a dang thing.

Ad buying

How to set up an ad that has a chance at converting

Ad management

How to optimize and use AI to superpower your advertising

Ad creative strategy

how to make ads that leave a positive impression on your customers. (And capture their attention)

Case Study: Lume and Tay

Practical product

Lots of people can use it

Flashy

Gets attention

Budget friendly

Low ticket product allowed for testing

Strategy

Instagram influencers

Low budget way to get content and promos

Facebook Ads

Scale with data

Fulfilment

Outsourced to an agent*

How to get started

Find a product

Low budget way to get content and promos

Choose a platform

Facebook, instagram, tiktok, pinterest, google

Fulfilment

Use aliexpress to start

Next time

Overview of store

checking out some of your stores

Running an ad

Getting your first sales

Fulfilment

sending that first order

**Turn
phone
sound on**