

WHAT TO SELL

THE COMPLETE WORKBOOK TO IDENTIFY
A PROFITABLE BUSINESS

Sam Meloeny

MEET YOUR INSTRUCTOR

I am so happy that you signed up for this class and downloaded this workbook! This could be a BIG step in your new career!

This class will give you all the valuable information you need to identify what to sell and how to start your own eCommerce business.

MEET YOUR INSTRUCTOR

After a decade of developing 6-figure online marketing strategies for brands and businesses, I now run my own online education business.

My goal is to give an opportunity to those women that need to work from home for various reasons. An online business can give you flexibility, freedom and more time with your loved ones!



xx,
Sam
Meloeny

WHAT TO SELL

MIXING PASSION AND EXPERTISE CAN CREATE A VALUABLE PRODUCT

What do you have a passion for?

What are you an expert in?

How does your product or service help people?

Who are your 3 biggest competitors?

Why do your clients/customers choose your products/services over your competitors?

WHAT TO SELL

ECOMMERCE IS ANY ONLINE TRANSACTION

Ecommerce is not only physical products. Any transaction online is considered eCommerce. Other things you could consider selling are:

- Services
- Memberships
- Consultations
- Digital Products
- Experiences
- Classes, lessons, and workshops
- Rentals
- Installations
- Donations
- Event tickets

WHAT TO SELL

YOUR UNIQUE SELLING POINT IS WHAT MAKES YOU STAND OUT

What is your unique selling point?

What is different about your product?

Why will people buy it?

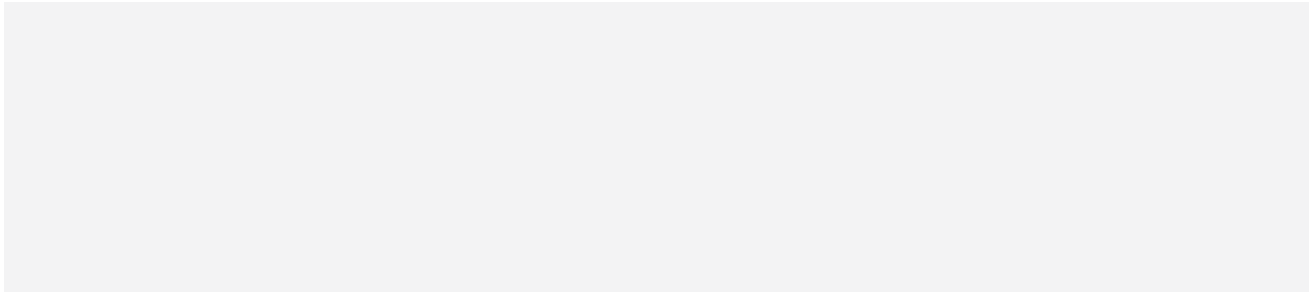
What are you going to do differently to the brands that are already in the market?

Why is there a gap for this product or brand?

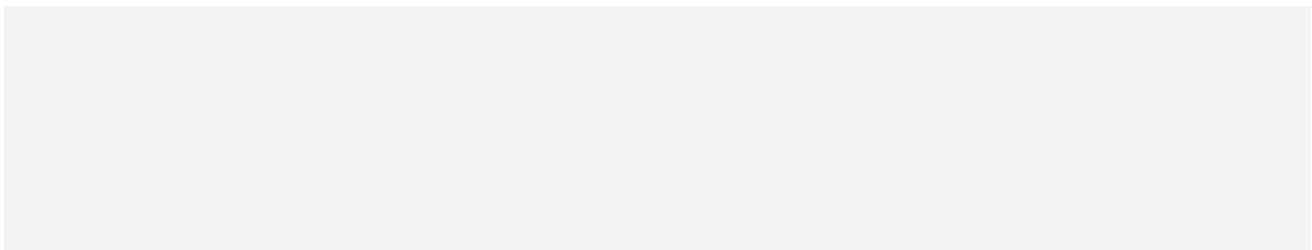
WHAT TO SELL

MARKET RESEARCH

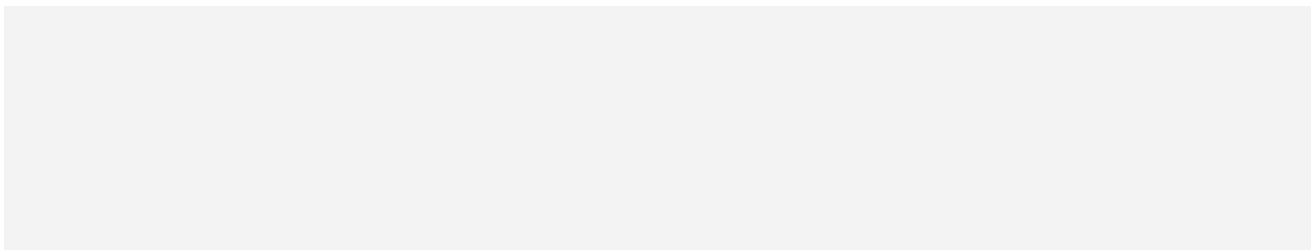
Who is your typical customer? (Age, gender, location, job title, family size, income, etc.)



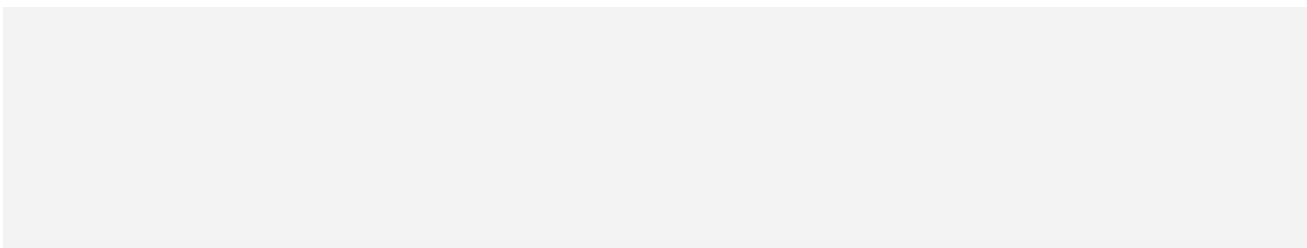
What are their interest?



What are their needs?



What are their major pain points?



WHAT TO SELL

WHOLESALE DIRECTORIES

Online domestic directories

- ThomasNet
- Maker's Row
- MFG
- Kompass
- SaleHoo
- Doba
- Wholesale2b
- Worldwide Brands
- Wholesale Central
- Sunrise Wholesale
- Megagoods
- Dropshipper.com
- Spocket.com

Online overseas directories

- Oberlo
- Alibaba
- AliExpress
- IndiaMart
- Sourcing

WHAT TO SELL

HOW TO SOURCE A PRODUCT

What's the minimum order you need to make?

Will you carry inventory?

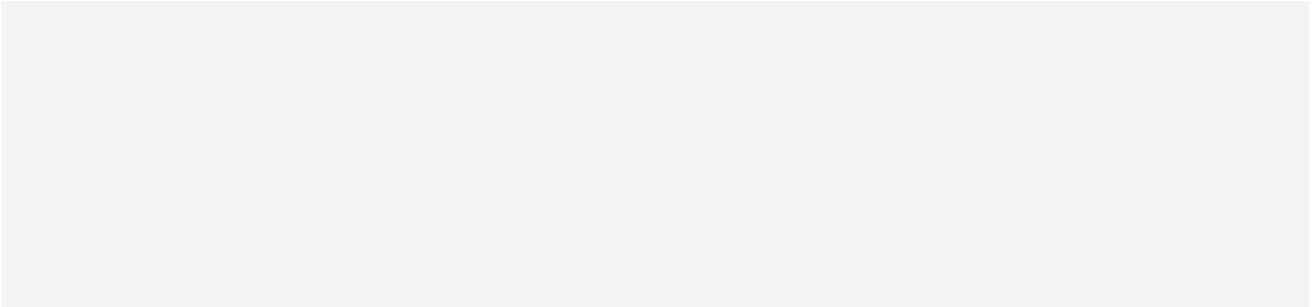
Do you want to deal with international companies, or domestic suppliers?

What are your shipping options?

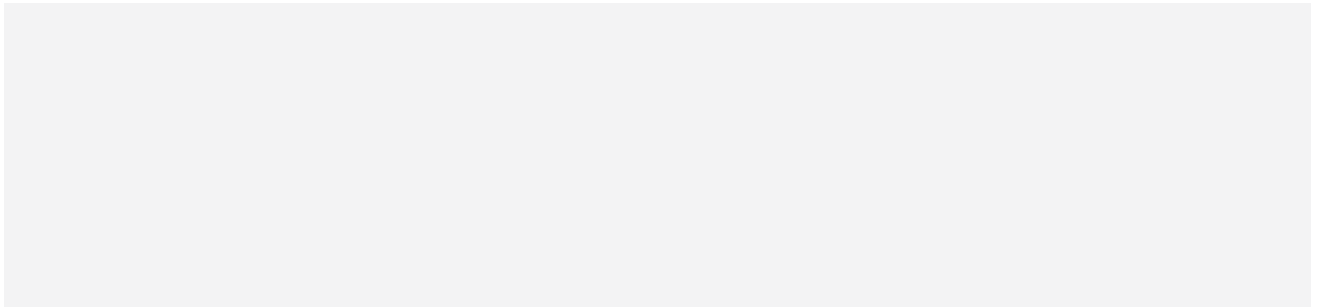
WHAT TO SELL

HOW TO SOURCE A PRODUCT

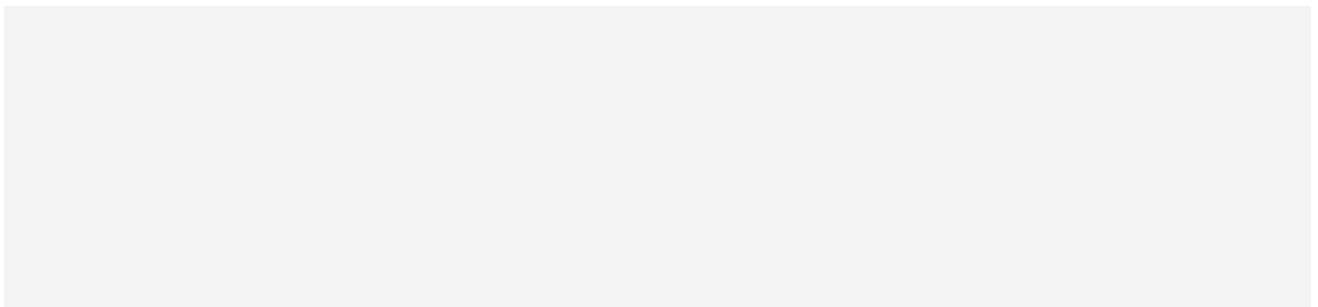
What will the total cost of production and shipping be?



How long will it take for them to create, fulfill, and ship the product?



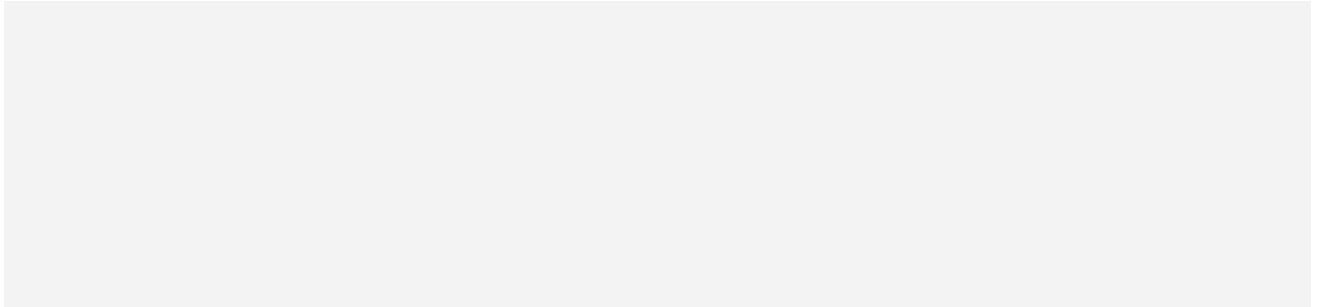
What does shipping and inventory management look like? Do you have control over package branding?



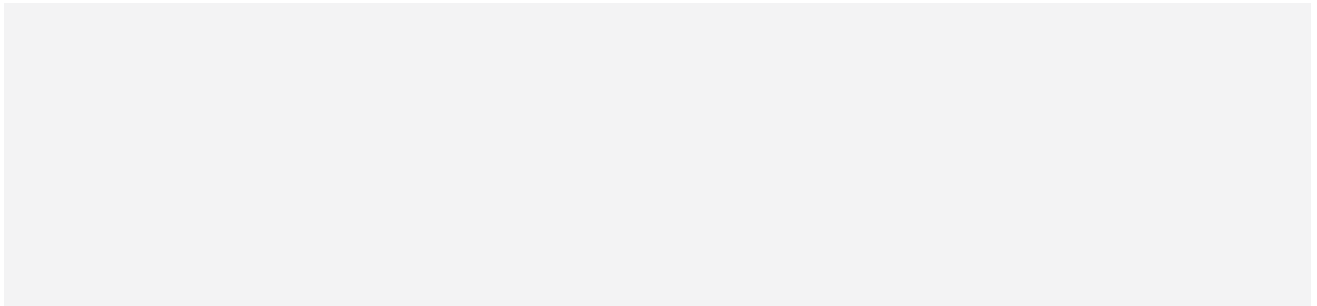
WHAT TO SELL

HOW TO SOURCE A PRODUCT

What do the contracts and terms look like?



What do support and communication look like? How frequently will you be updated on information like inventory and product changes?



WHAT TO SELL

26 ECOMMERCE PRODUCTS YOU CAN MAKE YOURSELF

1. Bath Bombs
2. Beard Oil
3. Body Lotion
4. Soap
5. Exfoliating Scrubs
6. Hair Products
7. Bow Ties
8. Pocket Squares
9. Scarves
10. Headbands
11. Enamel Pins
12. Tote Bags
13. Jewelry
14. Greeting Cards
15. Knitted Clothes, Blankets, Toys for Children, Homewares, etc.
16. Crochet Clothes, Blankets, Toys for Children, Homewares
17. Posters, Arts, Canvas Prints
18. Terrariums
19. Candles
20. Pillows
21. T-Shirts and Printed Merchandise
22. Curated Gift and Subscription Boxes
23. Sweets (Candy, Cookies, Baked Goods, Chocolates, Jams, etc.)
24. Lip Balm
25. Pottery
26. Pet Supplies (Clothes, Toys)

WHAT TO SELL

CHECKLIST TO MAKE YOUR OWN PRODUCTS

Source materials

It could be from your local flea market, craft stores, estate sales or an established retailer. Identify your materials, where you'll get them, and how much they'll cost.

Determine how you'll ship orders

Will you be running to the post office or UPS store yourself, or will hiring a shipping service save you more time and energy?

How you will package your product

Give thought to packaging, since it will have downstream effects on total costs and could create shipping challenges later on.

Calculate how long your products take to make

You should know exactly how long it takes to make a product. Also, be sure to document any labor costs, whether it's money or time spent. You'll also need to decide whether or not you will make items to order or keep inventory on hand.

Consider where you'll store your inventory

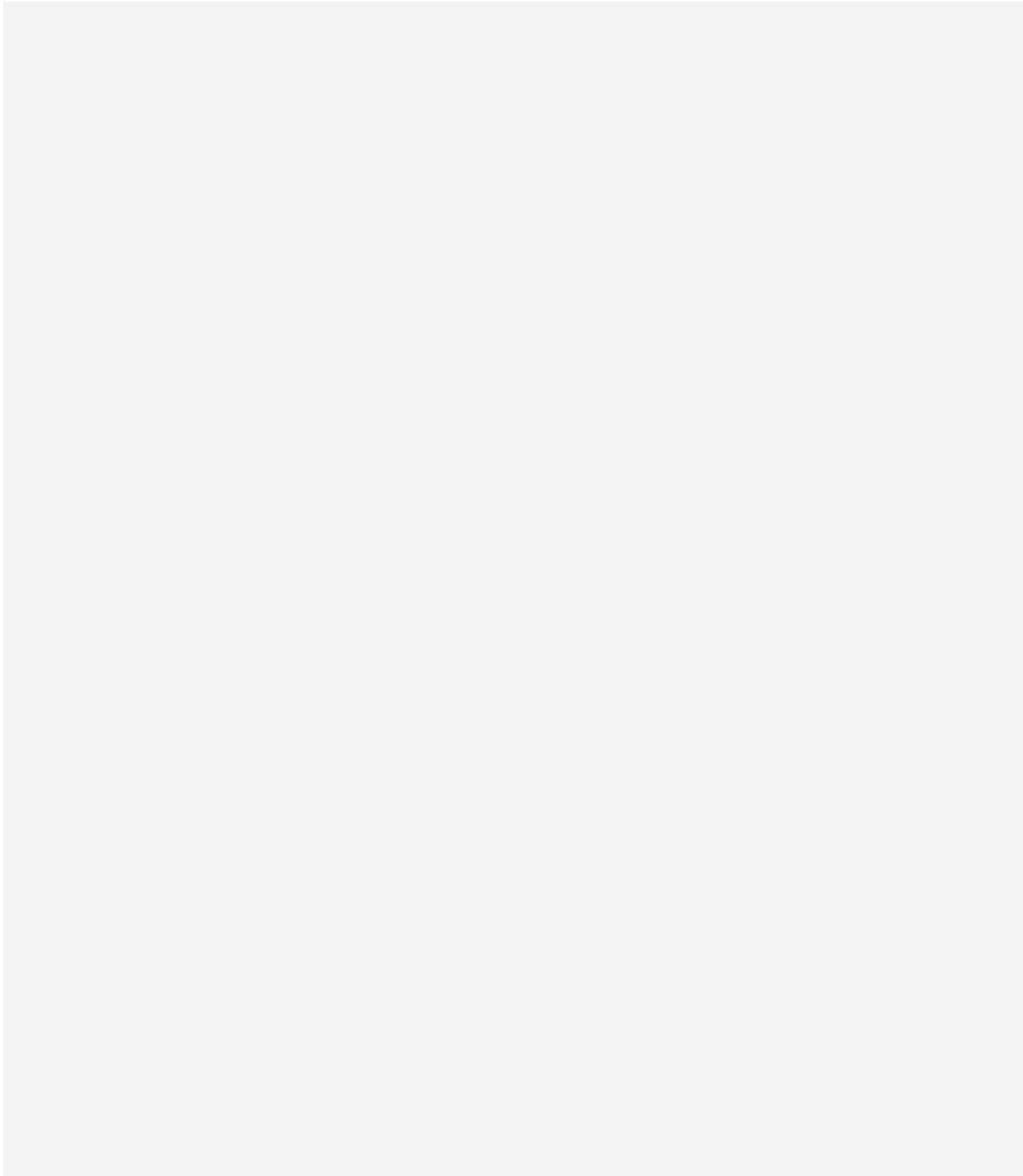
Even if you're small enough to legally run your business out of your home, that probably won't scale with your business. Look into alternatives like renting a space, opening a storefront, or using a 3PL.

Make a plan for communicating timelines

Your website should set expectations on how long it takes to craft a product and complete an order.

NOTES

THINGS I WON'T REMEMBER OFF THE TOP OF MY HEAD



USEFUL RESOURCES

Domain & Hosting

[Siteground](#)

Selling platforms

[Wordpress](#)

[Shopify](#)

Facebook group

[Grow You Biz Online Marketing](#)