

ECOMMERCE SIMPLIFIED

E-COMMERCE



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Introduction

With the advent of systems like Shopify and WooCommerce that make it easier than ever to set up an online store without vast programming knowledge or deep pockets, and the prevalence of drop shipping companies that have affordable prices, e-commerce is booming like never before.

E-commerce is one of the only systems you can use to make money online that is truly long-lasting and sustainable, and, in a profitable niche, can keep making you money for many years to come.

In fact, there are ordinary people with no business background, no advanced education, and no huge starting bank account balances who are making millions selling everyday items.

If you're interested in starting your own online store, I recommend reading this guide from start to finish. I'll teach you the basics, and it's up to you to pursue it.

So let's get started.

Chapter 01 - Selecting a Profitable Niche

You can create the coolest, best looking, most exciting online store ever created, and fail miserably if you don't choose a profitable niche. Niche selection is so important that it can literally make or break your success.

A good niche should:

- Have a moderate to large audience
- Have low to moderate competition
- Have buyers who are passionate about the niche
- Have products that are priced high enough to be profitable

You want to make sure there are enough people who are interested in the niche to support a good number of sales, but you don't want the niche to be so saturated that it's difficult to make a profit.

You want a market in which the buyers are passionate, or have a real need for the product. It's going to be difficult to make good money selling ordinary products unless you have a very unique selling point, such as a drastically lower price, or some sort of value added selling point. You want to sell products people will be excited to buy, and that they will keep coming back for.

You want to make sure you have products that can be priced high enough to make you a good product without pricing you out of the market. You probably won't make a lot of money selling products priced under a dollar, because you won't be able to build a large enough market quickly enough, but a product priced at ten dollars or more would probably be enough to justify the opening of a store. Of course, there are people who have made fortunes with very inexpensive products, but it takes more volume than a beginner could likely manage.

Ecommerce Simplified

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