Dave Berriman's

Free Special Report

The E-Commerce Way to ….

- Profiting from the internet when starting with nothing.
- Owning your very own successful home based business that costs nothing to start.
- Get others to do 80% of the work while you collect all of the profits.
- Creating multiple streams of income that keep on paying whether you're working or not.
- Finding unique products that customers will pay a premium for and no one else knew they wanted.
- Find products that suppliers will sell to you for 70% less than what your competition is paying.

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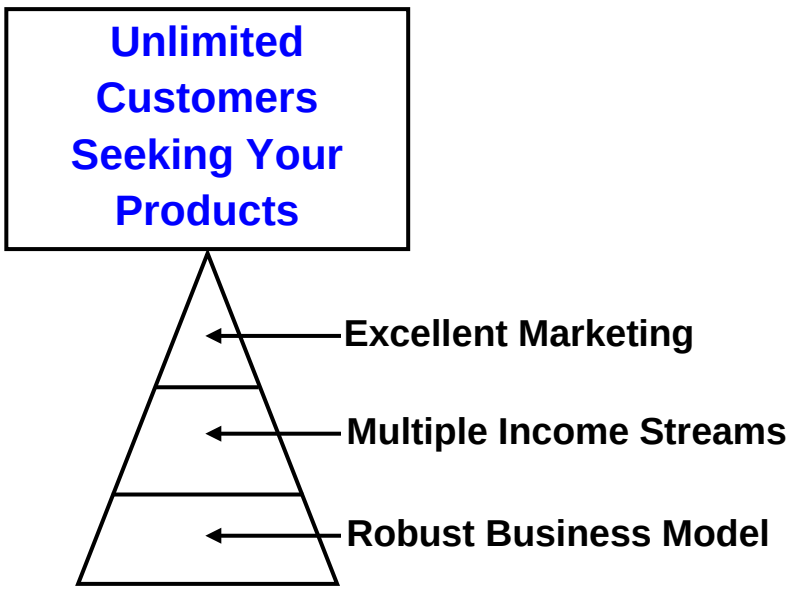
Introduction

Welcome to this FREE course in setting up and owning your very own home based business.

This **easy to understand course** makes it simple for you to follow a step-by-step process – even if you have never run a business before. After completing this first module, you will **begin making money immediately**.

Getting Started
Your brand new small business is a home based retail business. This is the simplest to start because you don't need to invest any of your money, you don't need a university business education, and you don't have to file a bunch of paperwork with the government.

All you need to do is find something to sell and begin advertising it. **It really is that simple**.



You are being offered access to a **complete instant system** that not only shows you step-by-step how to start your own home based internet business but goes much much further by setting you up from the very beginning to **quickly grow your business into multiple income streams** that pay you 24/7 whether you're working on the next deal or holidaying on a sunny beach for months at a time.

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Stop Being a Work Slave

Have you ever noticed how many of us seem to live "lives of quiet desperation", as Henry David Thoreau puts it? **We feel trapped by forces beyond our control, trapped in a mindless job, for the sake of money, status, or recognition**. We complain that we never seem to have the time for what's really important to us, because our jobs take so much energy and focus that we hardly have anything left over. We plod along day to day; sometimes we even dread getting out of bed in the morning.

Perhaps you are one of these people. If so, The Profit for Products System was created for your benefit. I have news for you: **You don't have to live your life that way**. The Profit for Products System is here to inspire you to greater fulfilment, and to help you figure out how to get out of the endless cycle of living paycheck to paycheck and feeling chained to a job you don't care about.

In this course, you will discover the best kept secrets used by entrepreneur gurus to create great wealth while taking frequent holidays from the grind of work.

Here, you will learn the most effective techniques to **earn more by doing less** and to bring in more customers **willing to pay more for what you are offering**.

What You Need to Know

Let's start here.

- You will need to do some work, actually quite a bit in the beginning.
- But once it is in place it will be like having a perpetual money machine running on automatic.
- You'll become project orientated – each project becomes a money machine.
- You can take time off between projects and after completing a few, you might decide That's Enough, I have enough to call if quits.
- Or you might jump right into another venture to earn even more. Where it ends is up to you.

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What Others are Saying

With Dave's help I have now pulled in over £1200 in 4 days with my first online venture!

With the future projects we are now working on in the pipeline I am now looking at making well over £50K at home every year without breaking a sweat

You have done what others promised and did not deliver on.

Thank you Dave, I can't recommend you and your courses highly enough

Very best regards

Jim Wallis

Within 1 day, I have just made £2500!!!!!!

When I opened an email this morning to find out that I had sold 50 products for £80 each which cost, delivered to my door with all customs paid, £30, I was dizzy with excitement... "

Mark

A key point here is that you will be in control of your business. The business will not be in control of you.

Your E-Tailing Education

You are going to be making business decisions that affect the profitability and growth of your own business. You will be deciding what products to sell. The amount of markup that you think customers are willing to pay. You will be selecting to sell from your own website or through EBay. You will earn and keep your business knowledge for the rest of your life.

Fully Developed Tools and Resources

You will be educated about how each tool and resource works. Only telling you about the tools won't finish the job. You need to understand what the tool is doing for you and how to operate it.

Personal Support

I will personally be supporting your efforts based on my own knowledge and business experience. You are welcome to email any questions to me, day or night, 24/7. I will get back to you with an answer within 24 hours.

Let's get started….

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A Dream
Passion
Energy

You bring the Gusto and I'll coach you on everything else to successfully start and mange your own business

Finding A Niche to Make You Rich!!

Niche marketing is designed to find a natural customer base that willingly seeks your products and has little or no competition.

Niche marketing gives you a built-in customer base where **the customer comes seeking your products** and the **competition is nowhere to be found**.

What is a Niche?
A niche is discovered when an e-tailer uncovers a group of people with a common interest or problem that is not being satisfied by the mass marketers.

It might be people with only one foot that are tired of buying two shoes and throwing the left one away. Where is the rule that says shoes have to be sold as a pair? A clever niche retailer might buy a pair of shoes and sell the left and right to different people entirely. Or to people with two different sized feet, they are tired of buying two pairs in different sizes to make one pair they can wear.

And you thought I was making this stuff up!

Pet owners can make an outstanding niche market. Maybe not all of the pet owners, but what about the group that wants only natural products for their pets.

What if you were selling the best selection of natural pet food and pet toys made only with natural materials on the internet? Scratching posts made of 100% natural materials and chew toys made of natural rubber and cotton. **The list really is endless!**

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Niche selling separates you from all the others that are all chasing the same mass market. When everyone is trying to sell the hottest item to the most people for the lowest price - Guess what happens?

Someone will lower the price and the competitors have only two choices to remain in business.

Either lower the price to remain competitive or get out of that market and find something else to sell. This is a **death spiral** that you don't want to be caught in.

Some mass marketers try to make up in volume what they lost in profit margin. That doesn't make much sense either. More volume means more customer complaints, more chance that something will go wrong, and more work - all for less profit. Let's just concede the mass marketing of common consumer items to the big guys. They learned to buy and sell the lowest cost products long ago. What you can offer is something they do not offer – **Your Specialty – Your Niche.**

Niche selling should be based on something that you know (or find someone who knows about it) and offering extraordinary products or services that buyers cannot find elsewhere. This drives them to your services automatically.

Niche selling is about finding what buyers are actively looking for and giving it to them! It's that simple, find out what your customers want, but cannot find elsewhere and **sell it to them!**

Ideas for Finding Your Niche

This niche thing might sound more difficult than it is. Usually, it involves finding new ways to use products that are already on the market. It might require a minor change that can easily be accomplished. Ideas include:

- **Adapt an existing product** – look at the boating market for after market accessories. You might just find something to excite automobile enthusiasts.
- **Combine products** – Find two or three products that are sold separately and repackage them for convenience. Package a traveler's meal with a toothbrush and toothpaste. Include a pre-moistened clothe for clean up.

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- **Customize an existing product** – This is a natural for the niche market. Offer the railroad hobbyist railroad cars with his kids name engraved on them. I know of a woman that sold thousands of electric thermal mugs (that plug into an automobiles lighter socket) to a LLC. This large business couldn't find anyone else to put their logo on the mugs.
- **Easier is always better** – Solve people's problems by making life a little easier. Can you offer a computer desk that is specially design for people in wheelchairs?
- **Portability solves problems** – People love to take their treasures and gadgets with them. Find an existing handbag that does this for your niche and introduce it to people.
- **Last longer** – Do you know how to make something last longer than it normally would? Maybe a unique way of protecting something from the weather?
- **Safety** – Is there anything about your niche that is not safe? Do you have a solution?

Turning Your Niche Into Money

Problem solvers log onto the information super highway not to buy something but to find an answer to a problem.

Successful **niche e-tailers offer a better solution** than the mass marketers do. The customer is thrilled to find a great solution. They tell family and friends and **they email your web address around.**

Yours becomes known as the web store that fixed something they couldn't find an answer to before. You make money and develop loyal customers.

Finding Your Niche

Fortunately for us, there are some very good tools that we can use to **find out what people are searching for** and the keywords they are using to search (much more about later).

Don't skim over this part about finding a niche product. It might take a little time but it is at the **heart of your business**.

There is nothing to be concerned about if the perfect idea doesn't pop into your mind immediately. Spend a few minutes thinking about it.

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Consider what you are passionate about. If you are concerned about improving the environment, great products can be found. And new ones are coming onto the market all the time. Maybe there is a subject that you are not currently an expert on but you want to learn more about.

Keep a paper and pencil handy for a few days to write down all of the ideas that occur to you. The notes will be handy to have when you do the worksheet.

Ask others what they have looked for on the internet but can't find. Ask them about problems in their everyday lives that they need answers for. Spend a couple of days generating ideas before trying to make a final decision.

Start with a large idea, for example "golf"' and write it at the top of a piece of paper. Next, think of products within that niche, - golf clubs, gold bags, golf trousers, golf balls etc.

Write all of these on the same piece of paper. Carry the paper with you and write down **every thought** about how these can be turned into a niche. Sell customized golf balls with a picture of the customer's mother-in-law on them.

Don't want to have 40 boxes of golf balls with other peoples' mother in-law's pictures around your place? Here's a great secret you'll learn much more about shortly. We can figure out how to have this done by a drop-shipper. **You don't even pay for the product until after customer pays you. And you never have to hold product in inventory or do the shipping. Other people do all of this for you.**

Your job is all about coming up with the right niche.

Another way of checking out niche markets is by visiting internet forums, chat rooms, and blogs about niches you have on your mind.

These are places that people love to rant and rave about products and services. People will be more than happy to tell you about a problem they can't find the answer to.

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Look at several sites on the subject to find the busiest one or the one most about your subject.

Read what is being posted to see if anyone is **ranting about a problem they want solved**. Ask them how they think it should be solved – they might just **give you the perfect answer**.

Begin your own conversation on one of these forums. Title your thread "My Favorite Rants and Raves About: [**your subject here**]".

Start the conversation with a few of your own rants and raves about the subject. Invite others to share theirs.

Niche marketing is about passion and emotions for the subject.

Once you get some responses, ask detailed questions to get the information you need to solve a problem.

Ask others on the site if they have similar or related problems. This is **an outstanding way to find your niche**.

Bookmark the sites that you researched. Once you solve their problem with your niche product, you'll want to tell these people. You'll also want to go back to **find new problems that you can solve for a handsome profit.**

Tips to Remember

Now that you are well on your way to finding your perfect niche products, keep these internet selling tips in mind:

- Lightweight and easy to ship products make everything simpler – but it's not required.
- Electronic products like downloadable software, graphics, etc. are the easiest and can eliminate even the drop shipper.
- Try to avoid perishable or fragile items that might be damaged in shipment – it will help you avoid refund headaches.
- Start thinking about the detailed information you will provide about your niche product - not vague mass market information.
- Consider products that are easily customizable, either to include your brand and web address (so they remember you) or easily customizable for individual customer needs.

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- Give thought to a specialized but multiple product niche – if you target tarantula owners, offer everything they need to care for them rather than only terrariums.
- As you narrow your niche search, begin thinking about how you will market it. If you will be selling to older people, you need to think about calm reassuring language instead of hip hop and street jargon.

I recommend that you run your niche marketing separate from any general marketing you are currently doing.

You want to go deep into the market rather than broadly covering it. This is best done with a new web store or eBay auctions that are completely separate from your existing auctions. In other words you would not cross advertise them.

Hot New Trend in Niche Marketing

Online etailers have always struggled with the fact that the Internet is not a personal channel for selling goods.

Now leading edge entrepreneurs are changing that by offering personal service as part of the online experience at upscale web stores.

A few have gone as far as to have a live stylist that can be consulted with before purchasing clothing, shoes, and accessories.

A few gift orientated web stores are trying something similar with a consignor of sorts that helps select the right gift for your mother, sister, or friends for birthdays, bon voyages, weddings, and other gift giving occasions.

More common though is the automated email that notifies customers when favorite brands go on sale. Or include a “registry” where customers leave clues for friends and relatives about gifts they would like to receive.

These are the types of services that can set your niche store well ahead of the pack and firmly establish you as an “expert’s expert” in your chosen niche.

This all sounds great but I have no money to get started!!

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Don’t worry...

Here is a quick way to get some ‘seed money’ together... that is money that you can reinvest in your business to get it up and off the ground and making you sales and profits as quickly as possible..

What Others Are Saying

Hi my name is Grace, I have bought other programmes before that all claimed they will help you make money, none of them worked I just wasted my money...

Until I bought the import mentor programme, it helped me buy products at rock bottom prices, for example I bought one product for £60 and sell it for £250.00, that's a £190.00 profit.

Thanks Dave Your system really works!

Grace Mitchell

Melanie is now working from home for herself ....

"Without David's Help and guidance, I would not be where I am today- being my own boss and running a successful website!."

Melanie Crumpton

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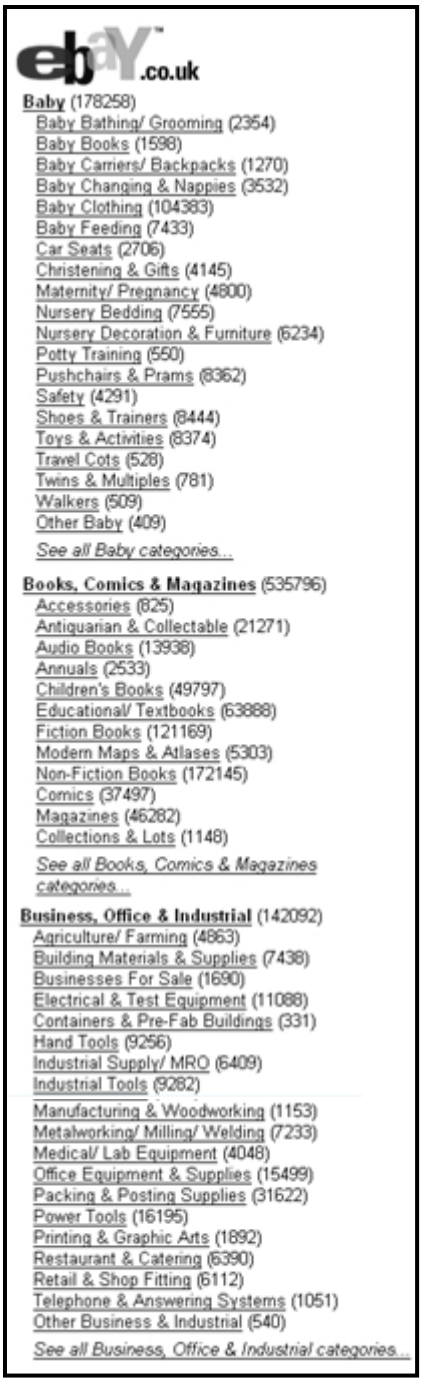
Create a Niche

Niche selling separates you from all the others that are chasing the mass market

- £ Adapt an existing product
- £ Combine products
- £ Customize an existing product
- £ Easier is always better
- £ Portability solves problems
- £ Lasts longer
- £ Safety

Find a Problem and Solve It

The 'Quick Profits' Method – Making money in the Next 5-7 days..


ebaY.co.uk

Baby (178258)
- Baby Bathing/ Grooming (2354)
- Baby Books (1598)
- Baby Carriers/ Backpacks (1270)
- Baby Changing & Nappies (3532)
- Baby Clothing (104383)
- Baby Feeding (7433)
- Car Seats (2706)
- Christening & Gifts (4145)
- Maternity/ Pregnancy (4800)
- Nursery Bedding (7555)
- Nursery Decoration & Furniture (6234)
- Potty Training (550)
- Pushchairs & Prams (8362)
- Safety (4291)
- Shoes & Trainers (8444)
- Toys & Activities (8374)
- Travel Cots (528)
- Twins & Multiples (781)
- Walkers (509)
- Other Baby (409)

See all Baby categories...

Books, Comics & Magazines (535796)
- Accessories (825)
- Antiquarian & Collectable (21271)
- Audio Books (13938)
- Annuals (2533)
- Children's Books (49797)
- Educational/ Textbooks (63888)
- Fiction Books (121169)
- Modern Maps & Atlases (5303)
- Non-Fiction Books (172145)
- Comics (37497)
- Magazines (46282)
- Collections & Lots (1148)

See all Books, Comics & Magazines categories...

Business, Office & Industrial (142092)
- Agriculture/ Farming (4863)
- Building Materials & Supplies (7438)
- Businesses For Sale (1690)
- Electrical & Test Equipment (11088)
- Containers & Pre-Fab Buildings (331)
- Hand Tools (9256)
- Industrial Supply/ MRO (6409)
- Industrial Tools (9282)
- Manufacturing & Woodworking (1153)
- Metalworking/ Milling/ Welding (7233)
- Medical/ Lab Equipment (4048)
- Office Equipment & Supplies (15499)
- Packing & Posting Supplies (31622)
- Power Tools (16195)
- Printing & Graphic Arts (1892)
- Restaurant & Catering (6390)
- Retail & Shop Fitting (6112)
- Telephone & Answering Systems (1051)
- Other Business & Industrial (540)

See all Business, Office & Industrial categories...

Getting Started

Your brand new small business is a home based retail business.

This is the simplest to start because you don't need to invest any of your money, you don't need a university business education, and you don't have to file a bunch of paperwork with the government.

All you need to do is find something to sell and begin advertising it. **It really is that simple**.

What to Sell if You Are Starting on a Budget?

Look around your home, look in your garage, look in that overstuffed closet, and look at what you are storing under the bed. You probably don't even remember what's there. Why are you keeping it???

To give you ideas about what is around your house that other people will buy, I am listing some of the major categories and a good sampling of the subcategories from eBay on the left hand side of the page. **Yes! People sell and buy this stuff all of the time.**

All day long and all night long. You will learn how to automatically make sales 24/7. While you sleep, while you holiday, while you do anything you want.

Now, I know this may seem a little 'amateur' but if you are starting on a tight budget, it really is the simplest (and cheapest) way to get started.

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So go ahead and start ‘rummaging’ – I did this last year and did a few grand just selling unwanted / un-used stuff on eBay.

Even if you only make a few hundred pounds – you now have the ‘seed money’ you need to build / grow your business...

Once you have a little seed money it’s time to move onto **The NEXT Step...**

Becoming a drop shipper...

Checkout what one of the UK's leading experts had to say about my programme...

"Despite having the typical biz opp front end promotion, this is a proper business. Yes, you can run this from home without any face-to-face selling. Much of the business is done remotely through agents and online sales outlets.

And most crucially...

The course material is first class - you can tell that this is a well-researched, genuine and workable opportunity.

This is one of "the best value business opportunities" I’ve seen this year and comes "Highly recommended."

Nick Laight
www.whatreallymakesmoney.com

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eBay.co.uk
Show only: Completed listings Show all
eBay Marketplace Research - Research before you buy. Research before you sell
List View | Picture Gallery
Bids
Price*
Postage to GBR
Featured Items
Grand Sahara 100% LEATHER Messenger Hippie
Handbag
Enlarge
14
£60.61
£6.99
Hippie woman costume
10
07-
VINTAGE HIPPIE HANGING LAMP- RETRO
ORTABLE LAMP-TES
Buy It Now or Best Offer
£101.84
£20.01
04-
CUTTLEBUG ALPHABET HIPPIE CHICK 10 DIES BRAND NEW
25
£30.00
12-Jan 19:30
LDV 400 LWB Hippy Festival Camper Van
LOW RESERVE
Included - Original VW 70s awning (cost £1
recently)
Enlarge
23
£686.00
Free
09-Jan 13:01
Vintage MIGHTY Green BOOSH VINES Indie Hippy CARDIGAN
17
£36.60
Free
17-Jan 21:14
Incredibly 14 bids – sold for £60.61 plus postage
On Going Sales @ £101.84
Amazing 23 bids up to £686.00

The Drop Shipping Process Explained Simply

The actual process is quite easy to follow and has been around for decades.

Before the internet it was used by catalouge sales companies and direct-sales (home sales parties).

The high-tech world of the internet took a little time to realize the low-tech method of accepting an order and having it shipped to the customer from the warehouse works great with internet sales.

Here's How Simple Drop Shipping Is

1. You place an auction on EBay for a calorie counter that will make life easier for a customer.
2. A customer places the winning bid and instantly sends £20 to you.
3. You provide the drop shipper with the model number, customer's name, and address.
4. The drop shipper goes into the warehouse to package and address the shipment to your customer.
5. You pay the drop shipper £10 and make a £10 profit (selling price – wholesale price)
6. The customer is happy, the drop shipper is happy, and **you are happy**

What you did for the profit is:

- Place the eBay auction
- Forward the order and pay the drop shipper

What you did not do is:

- Spend money renting a warehouse
- Purchase and hold inventory
- Hire staff to package and ship the product

The £10 is almost **pure profit**.

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Here's How Much Profit You Can Make

You already had the computer and internet connection, which is really all you needed to make the sale. Sure, eBay is going to collect a small fee for hosting the auction but nothing compared to the cost of running a brick and mortar retail store or having a costly warehouse operation.

It's the perfect answer for **making big profits without making big investments**.

Now, think about how many auctions you can place each week? 5, 10, 20, 50, 100?

That becomes £50, £100, £200, £500, even £1,000 each week **without paying anything out of your own pocket**. And there are tools that will automatically launch your auctions or think about the possibility of opening your own eBay Shop that sells drop ship products.

What if you setup your own website to sell products and don't even have to pay a commission to eBay? More profit for you.

Now you are getting the idea of how to make serious money over the internet without breaking any laws, scamming anyone, or having to spend countless hours working at it.

Next, consider the possibility of selling goods that have an even a higher profit margin. It doesn't make sense to try selling at the lowest price.

That only means lower profits and more competition. Two certain ways to cause your business to flounder.

The smart small business owner looks for niche markets where there is little or no competition. No competition means you get to earn much higher profits.

No Cost / No Risk Marketing

Another great feature of drop shipping is a bad decision here won't lead to financial disaster. Think of the consequence if you choose the wrong niche and bought £20,000 of inventory that would not sell. With drop shipping, you never buy the product until after it's sold to the customer. If

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the niche is not right, just chalk it up to experience and move on. **A little lost time but not financial ruins.**

Checkout what another of the UK's leading experts had to say about my programme...

"I therefore set out to find a product that is currently in demand using the methods in the workbook. I visited one of the web sites provided and was surprised at the huge range of products to choose from There were over a million products on this site all split into various categories such as electrical equipment, clothes, health and beauty etc. This made it easy to select a category and choose a product.

Here are a couple of examples I found:

- **11 Mega pixel digital camera - price each £31.50 - Retail £150**
- **Tooth Whitening Kits- Price Each £3.54 - Retail £20**

Conclusion:

Having read through David Berriman's workbook and carrying out a brief investigation of the products available and their prices I am of the opinion that you can make a profit from importing from China at the margins and amounts which are claimed.

You will of course need to spend a little time identifying potential markets and locating suppliers but this guy does give you all of the tools to do this...

This guy does a great job of demystifying the whole process and setting out how you can do this in a series of easy steps.

In summary, if you are interested in a high margin business you can operate from home then this is definitely worth a look.

RECOMMENDED

Simon Coulson
www.business-opportunity-review.co.uk

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Drop Shippers In Your Town

Where to Look

Art galleries for local talent

Craft stores selling local creations Custom jewelry

Exotic gardening clubs (selling exotic seeds)

Quilting and knitting clubs

Small local manufacturers without a strong distributor

Any merchandise unique to your town

Talk with owners about marketing these products online

Ask family & friends for referrals to business they know

Visit industrial estates and make your e-tailing known

Visit your Local Chamber of Commerce, Federation of Small Business, and other local business councils

Your business network can grow fast and wide

Using a Web-Store to Increase Sales

Another strong income stream can be had by building your own web e-tail site and it is much easier than you might first think. Unlike eBay, you control all of the content when you have your own site and **you won't be directly competing with others that show up in eBay search results.**

There are many reasons why you will want to take advantage of the low cost marketing solution that opening your own e-shop offers. This is only one among many income streams that your home study course will bring to you. But **it is one of the most important.**

With an e-Shop, you can display all your listings, regardless of format, in one convenient location. You can create and personalize your own e-shop window with a unique website address.

You can group similar goods together so that customers can view them at one location instead of having to search several different auction pages.

What You Need to Know About Building Your Own
People are looking for information - that is why it is called the information superhighway.

1. **It is About Detail** – there is an unlimited capacity to deliver information to your customers over the internet at minimal cost. Much less cost than radio, print, or TV marketing media. Give customers the details they seek.
2. **Persuasive Graphics** – You will definitely need quality photos of your products. Also, consider personalizing the website with a few photos of yourself and your business. People like to know there is a real person at the other end of the computer. Caution: don't go overboard with a lot of glitz that is detracting.
3. **Simple Navigation** – If the customer can't find what they want, they will be off to another website in two clicks. This includes free information offerings as well as product promotions.
4. **The Product** – You should be providing plenty of information about the product. Why does it interest you? How did you learn

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about it? Tell them something unique. Don't dump too much information on customers at one time. Create links that take them further into the subject at their own choosing. They should be able to purchase the product from any point on the website.

5. **High Expectations** – Customer expectations are high when it comes to internet shopping. Speed is at the top of the list. They expect instant email confirmation of a purchase and the package to be in the mail the next day. You need to deliver stellar customer service.
6. **Speedy Checkout** – Once the customer makes a purchasing decision, they need to be able to complete the purchase quickly and securely. The largest number of lost sales occur during the check out process due to security concerns and lack of speed. This is not the time to be making last minute offers or creating distractions that lead buyers away from completing the purchase.
7. **It's Always About the Customer** – Every aspect of the webpage needs to cater to the customer. Never make a decision to design something to make your tasks easier if it hampers the customer from finding what they want. This is especially tricky with account registrations that ask for customer demographic information. Collect what you need but be clear how the information will help you serve the customer better.
8. **Talk about how the customer will benefit** by purchasing the product. It will save time, make something easier, provide entertainment, etc. There is no need talking about how great the product is, benefits will convince them it is a great product.

Important Website Features

There are common features that you will find on any reputable e-tail website. These are essential to building customer confidence, trust, and easier navigation.

- About Us – a short company history
- Contact Us – telephone, email, fax, street address
- Security and Privacy Policies
- FAQ
- Customer Testimonial Page
- Customer Service Page

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- Shipping and Return Policies
- Site Map
- Links from each page to other important pages (back to the home page)

If you don't meet these requirements, not many visitors will stay long at the website and few, if any, will make purchases.

Picking Your Domain Name

Your business domain name is like a brick and mortar street address. In brick and mortar retailing it is about Location, Location, Location. That is why you want to think hard about the domain name for your website. Something easy for your customers to remember!

The domain name is the web address that people can type into their web browser to take them directly to your website. It is how your website is found among millions on the internet. Whether people find it on a search engine or return via a bookmark, you want one that people will closely associate with your products.

Now you need products to sell in your webstore. Want to know how to get them at rock bottom prices that leave nothing but upside for you to make BIG PROFITS……

Here's a small sample of what comes with the programme:

Your own research tool – Find hot selling Products With little or no competition!

A competitor Analysis tool – Find out how to 'clean the floor' with any competitor!

Email templates – Use our 'fill in the blanks' email templates to write professional emails – making you sound like a seasoned Pro.

The Product Calculator – Decide In minutes if a product is profitable or not, this tool alone can make AND save you thousands!!

A sample Analyser tool – Save hours analysing your samples!

A Pre-Order Check list – Ensure that you get the right product on time with your Pre-Order Checklist!

A web-development tool – Step by step plan to setting up your online sales!

Profit Calculator – Workout how much money you'll make from different products and from selling different amounts in mere minutes.

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eCommerce Website Features

- Easy to use wizard
- Able to accept credit cards, PayPal, and other money transfer services
- Shopper registration
- Multiple category capability to support navigation
- Product search capability
- Product promotion capability
- Purchase confirmation email
- Printable customer invoices
- Multiple shipping options
- Shipping and tax calculators
- Order and inventory management
- Sales, order, and tax reports
- Secure website
- Product catalog with subcategories
- Up selling and cross selling capability
- Customer password reset
- Customer conversion tracking

Importing the Perfect Product

Out compete, out sell, with outsourced products from China.

Toys and clothing, are what comes to mind for many about what is made in China and exported to the world. Although once true, China has done much to change this over the last 15 years. You can find almost anything imaginable now being manufactured in China. Factories also create what only you have imagined when you provide the specifications for a brand new product.

It is not just a few big companies monopolizing Chinese industries either. Suppliers are bidding against each other to win the right to fill orders. Not that they are giving products away but there is plenty of competition for your order. Finding a business partner is a challenging task and involves some risk. It is no different when doing business in China. There are opportunists that know it can be difficult for you to recover money deposited with them across an ocean and cultural divide. Similarly, Chinese suppliers have been victim to extending credit and not being paid for delivered products.

Here you will learn the ways for finding a good deal and avoiding the too good to be true deal.

China – The World's Factory

Some factories in China have long-term contracts and factories running close to full capacity. These may not be very interested in new clients. Less established companies have open capacity and will be trying to fill it with profitable orders. New factories are opening constantly in China and looking for their first clients. Everything in between exists as well. What it all means is that you have thousands of suppliers to choose between and need a way to make a decision.

The Alibaba website offers outstanding resources for the experienced and beginning importer. As an import buyer, your membership is free and comes with access to a wealth of information that will greatly simplify the task of finding the right supplier for your product.

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Alibaba is not a fledgling young webpage. It's **one of the top 100 most visited websites in all of the cyber world**. Alibaba is a Chinese website using English as the international language of business people.

Started in 1999 by Jack Ma, it is the leading e-commerce site for conducting international business with China. Alibaba has **more than 3 million registered users from over 200 countries**. A sister site (owned by Alibaba) is Taobao.com, China's answer to EBay with more than 20 million users. Alibaba has an exclusive partnership with Yahoo! and full responsibility to develop Yahoo – China! Rounding out their ecommerce capability is Alipay, the Chinese answer to PayPal.

A Few Random Product Examples

480K LED Night-Vision Webcams
These webcams feature a 480K, 1/3-inch CMOS sensor, USB 2.0 interface and compatibility with all Windows operating systems. But best of all, they feature 3 night-vision LEDs and auto brightness detection that will give your customers great video quality, no matter what environment or light levels they're working in.

Unit Price: **US$5.33**
Case of **20 Units**
Case Price: US$106.62

Quantity 1 Case(s)
Add to Cart

7" LCD Headrest Monitor
These LCD headrest monitors feature an amazing degree of mobility within their chassis. They rotate up 15 degrees, down 35 degrees, and 55 degrees left to right. And with 7-inch color LCDs and a display resolution of 1,440 x 234, they're nothing but a pleasure to watch. They also feature 2 video inputs for external media players or a rear-view camera.

Unit Price: **US$83.21**
Case of **2 Units**
Case Price: US$166.43

Quantity 1 Case(s)
Add to Cart

Alcohol Breath Tester
34% off
Quickly and effectively estimates your blood alcohol level with this handy keychain alcohol breath tester. It's so portable that you can test your breath anywhere.

This item will ship out in 5-7 working days upon payment confirmation.

Unit Price: **US$2.53**
Case of **30 Units**
Case Price: US~~$114.90~~ $75.77

Quantity 1 Case(s)
Add to Cart

7-8mm White Pearl Necklace
An ideal gift for Mother's Day.

These beautiful 46cm necklaces are made with genuine white freshwater pearls. They feature an elegant sterling silver, flower-shaped clasp.

This item will ship out in 5-7 working days upon payment confirmation.

Unit Price: **US$14.24**
Case of **8 Units**
Case Price: US$113.93

Quantity 1 Case(s)
Add to Cart

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About Chinese Business Culture

An important Chinese business concept is "**mian-zi**", literally translated as "face". This comes in three forms, losing face, saving face, and giving face. Pecking order and titles are very important in Chinese business culture. An example of losing face would be strongly agreeing with an assistant's suggestion over his boss' during negotiations. Saving face often means stopping all contact with someone that offends a person's honor. Giving face can be done by making mild compliments to the boss about an assistant's helpfulness.

A mild compliment is more beneficial than a strongly worded compliment because Chinese conduct business in moderation. Strong language and emotions are never appropriate. These disturb the business harmony, which is more important than a single business transaction.

Another important business courtesy is called "keqi" meaning "guests behavior". Interconnected with relationships and face is the expectation that guests behave

Expectations of Suppliers

- Don't expect suppliers to always remember who you are. You're not just Bill Jones. You are Bill Jones from ABC Import Company and you spoke with them last week.
- Expect only the most established companies to know your current import regulations and license requirements. You need to do your homework on this part.
- The person you are communicating with may not know all of the technical information about the product that interests you. Their specialty may be communicating in English. It might take a couple of days to gather the technical information but they usually will.
- Understand how long a price quote is good. The price may be subject to change in a couple of weeks.
- The Chinese believe their communication style is the correct one and yours is a foreign style. Be patient and polite! You will be rewarded with guanxi!

You Won't Find More Comprehensive Online Business Information Anywhere!

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Guanxi - Mian-zi - Keqi

Cultural Business Differences Working With the Chinese

Western business people are more casual and straight forward.
Chinese business people are more polite and lean towards formality.
The differences lead to misunderstandings.

The Chinese word **"guanxi"** literally means **"relationship"** and is a very important part of the Chinese business culture. It is about working within a network of associates that accomplish more together than separately.

Another important Chinese business concept is "**mian-zi"**, literally translated as **"face"**. This comes in three forms, losing face, saving face, and giving face. Pecking order and titles are very important in Chinese business culture.

The third important business courtesy is called **"keqi"** meaning **"guests behavior"**. Interconnected with relationships and face is the expectation that guests behave with modesty and humility. Overstated business abilities are viewed suspiciously.