

Rapidly growing thanks to familiarity with Amazon and other big stores
Allows you to sell multiple products
Puts you at the top of the 'foodchain' rather than getting paid small amounts to direct traffic elsewhere
Can appeal to a MUCH wider audience than many traditional internet marketing techniques

Benefits of Ecommerce

ECOMMERCE

What to Sell

Choose a product based on the niche/industry you're interested in
Pick something that you have the means to create

- * Create physical products with digital manufacturing
- * Buy products in bulk
- * Otherwise 'upsell' by adding value
- * Outsource the creation of products
- * Create digital products to sell
- * Become an affiliate
- * Use dropshipping

Creating Your Store

Create a website first: use WordPress
Get hosting from Bluehost or similar
Choose a domain name that will be easy to promote

Platforms

Popular Ecommerce Platforms

- * Shopify
- * WooCommerce
- * Magento
- * Volusion
- * Big Commerce

Pricing and Design

The right pricing and the right design can increase your sales:

- * Use special offers and discounts to bring people to your store
 - * And to get people to act quickly
 - * Create scarcity and encourage impulse buys
- * Use contrast to make some products seem cheaper/more premium
- * Use Point of Sale products
- * Allow reviews to increase trust
- * Use PayPal to reduce 'barrier to sale'
- * Carefully pick your color palette for maximum contrast

Marketing and SEO

Sell products by:

- * Creating a blog and using content marketing
- * Creating a social media page and demonstrating the value
- * Using SEO to rank for certain search terms
- * Paying for PPC to get your link o the top of Google/on Facebook
- * Use influencer marketing
- * Get blogs and magazines to publish your link

Your Ecommerce Store - MIND MAP