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## Ten Things To Know About Drop Shipping Before Getting Started

Good information is hard to find. In some cases, virtually impossible while being new and trying to learn about what this whole drop shipping thing is about. While none of this is groundbreaking, it certainly is an honest look and the most important things a newbie should know before getting started in the drop shipping business.

1. It's not easy. Don't listen to any website out there that says making money online is simple. Drop shipping is a business. And like any business, it takes hard work, dedication, and determination to even have a prayer. You will not get rich quick. It may take a couple years or more before any real money starts coming in. Plus in a fast moving environment like the internet, your drop ship business will take constant tweaking. What worked yesterday, may not work tomorrow.
2. It's very competitive. Drop ship items are relatively easy to obtain. Pretty much anyone can get them if they've got a business license. Plus eBay has literally murdered the margins on a great deal of drop ship products. Be sure to read other posts on this blog to explain why eBay is NOT a great place to start.
3. The costs are lower than opening a store... Duh. And can be a lot more rewarding as you don't have to be present all hours of the day.
4. However, your margins will be lower. Buying by drop ship commands higher wholesale costs that are difficult to pass on to the customer. Plus you've got drop ship fees to consider. Buying in bulk is the only way to really make some good margins, but that's not our goal right now, is it? Also consider that because drop ship products are readily available, many stores could be selling the same thing. So prices can be driven down.
5. You can start small. Shoot, you can start by yourself even. Amazon.com wasn't built in a day, and neither should your business. You can keep your full time job and work your drop ship business at night and on the weekends. Get your spouse and kids to help out where they can. Don't worry about selling a ton of stuff. Concentrate on getting a steady stream of a few orders a week and learn as you go. The important thing starting out is to treat your business and customers

seriously and give great service. Even if it is only one order a day. Concentrate on the small things and you'll be surprised when it grows.

6. You don't have to know all about coding and HTML and such. I didn't. Heck, I still don't! There are plenty of templates you can use (temporarily) to get your store up and running. Plus you can outsource. I use Guru.com and you can find someone to do just about anything that you need done (from design, to coding, to copywriting, and on and on). Plus, as I said, you'll learn as you go.
7. You can start up inexpensively, but be prepared to spend some money. As businesses go, a drop ship business is relatively inexpensive to start up. You've probably already got a computer and the internet. And free templates and things are easy to find. My philosophy has always been this: if I want someone to trust my website enough to put their credit card in, it had better look professional. You can be a guy in his house selling computers; just don't look like a guy in his house selling computers. At some point, I strongly suggest getting a professional website built.
8. There is no such thing as a "turn-key operation". There will be difficult decisions and phone calls to make. Being online doesn't mean easy. Communication runs so fast online that others will know quickly if you are not doing things as you should. Sometimes you'll have to bite the bullet and give away free items or free shipping to keep a customer happy. It's just a fact of business life. Plus not working face to face with customers can sometimes make it even harder.
9. There are all kinds of places to get help. This blog for one. There are business blogs, websites, and free reports abound. Just look for them. Always remember, if it sounds too good to be true, it probably is. Don't pay for an eBook or other information that promises to make you money. There are plenty of free resources. Another suggestion is to subscribe to a few business magazines. My favorites for new (or potential) business owners are Entrepreneur and Inc. Need other advice? Shoot me an email. I'm always happy to help out.
10. Finally, and most importantly, you can do it. If you've done your research, found a niche that you are comfortable with, and are willing to put in the time, effort and money, it certainly can be done.

Justin Consuegra is an experienced drop shipper and blogger. He has nothing to sell you; no e-books, no nothing. Read his blog for more information about drop shipping at <http://dropshipdigest.com/blog> or email him at [justin@dropshipdigest.com](mailto:justin@dropshipdigest.com)