



HOW TO START AN ECOMMERCE BUSINESS FROM SCRATCH

WORKBOOK

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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 start your own eCommerce business from scratch.

I started in the eCommerce industry in 2006, when I was only 19! Hustling with my own store, trying to figure out the best products, marketing strategies and ways to increase my profits got me the experience I needed to get some decent corporate jobs in eCommerce.

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

Can't wait to see you in class!

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?

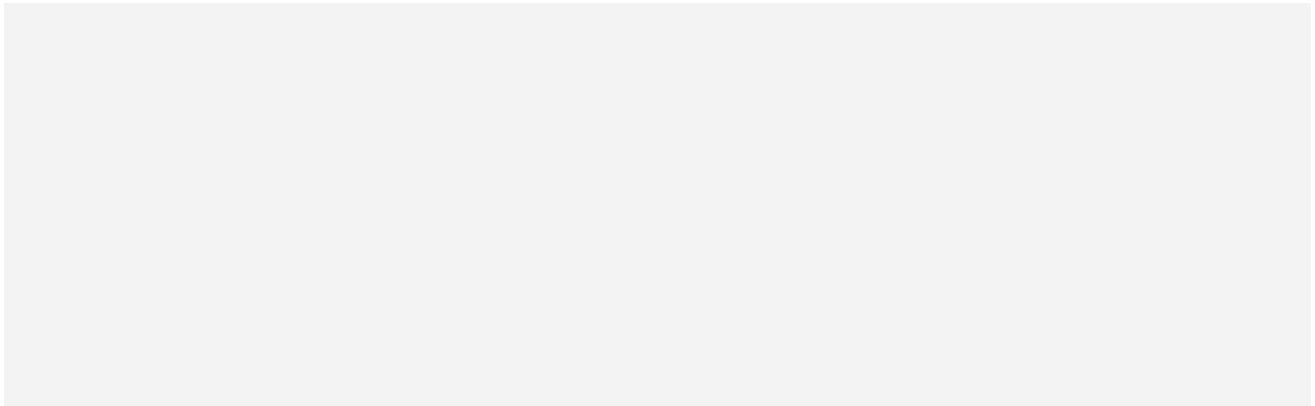
Who are your 3 biggest competitors?

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

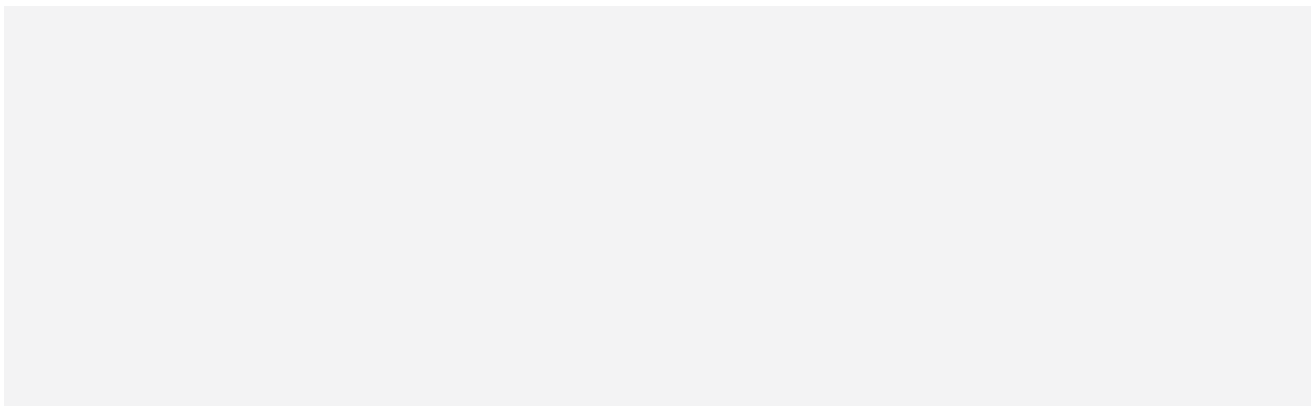
DOMAIN AND HOSTING

THIS IS THE HOME OF YOUR WEBSITE,
MAKE SURE IT'S SECURE AND FITS YOUR NEEDS

Brainstorm and write down a few brand names that would align with your product or service:



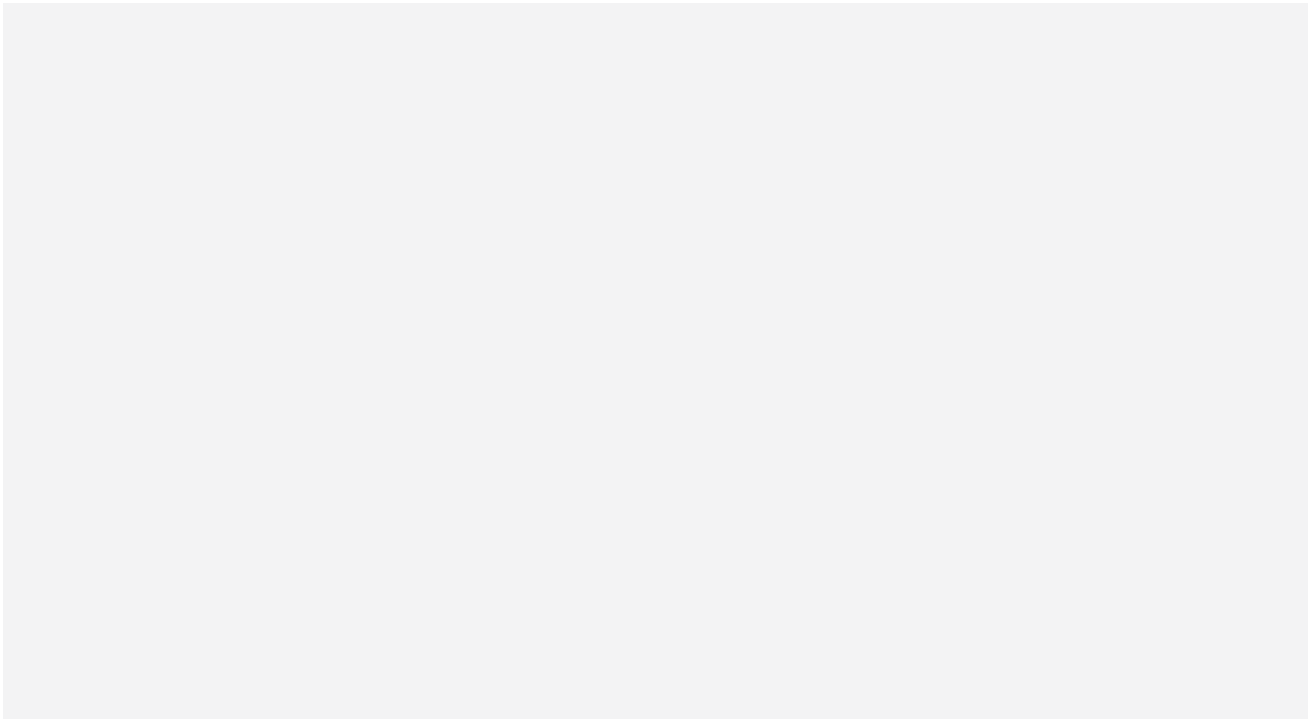
Write down available domain names:



MARKETING

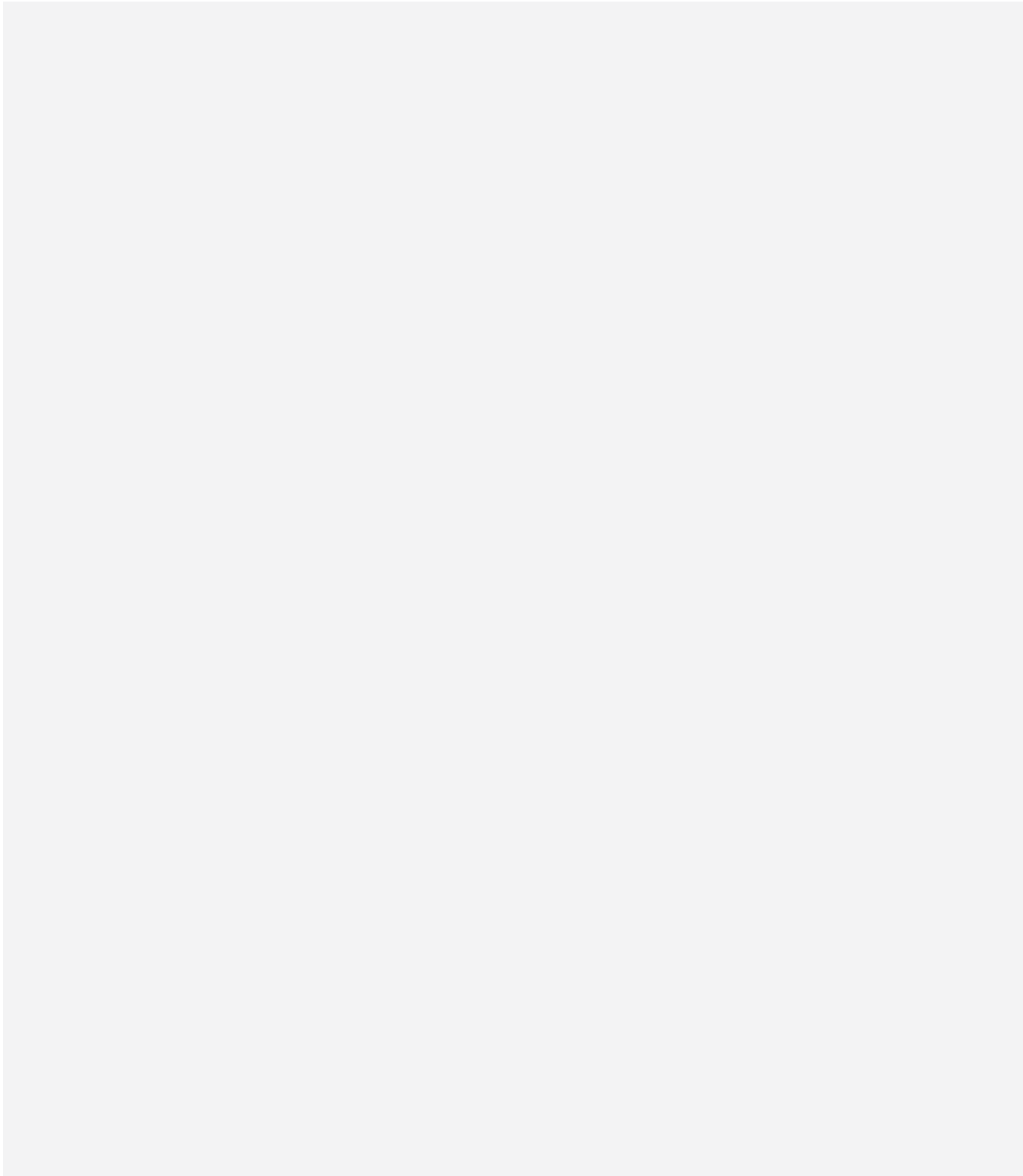
DON'T FORGET TO PROMOTE YOUR PRODUCTS & SERVICES

Write down 10-15 keywords that are related to your business:



NOTES

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



THE ROADMAP

to start an eCommerce business

CREATE A BUSINESS STRUCTURE

- Figure out what to sell
- Set your vision, mission & values
- Figure out what niche & audience have a high profit
- Set your goals
- Create a business plan



TECHNICAL STUFF

- Find a good selling platform
- Find cheap but reliable domain & hosting

GROWING YOUR STORE

- Create a budget for marketing and other business expenses
- Create a marketing plan



SUPPORT!

It's not enough to just learn eCommerce. You need a support system so you don't get stuck when difficulties comes along your way.