



*to*

*Ultimate Guide To Drop  
Shipping*

**BY SYLVESTER BUTI**

# THE OLD WAY, IS DEAD!

Before you read any further, you need to know this...

There is a huge misconception that the general public has about getting into e-commerce, more specifically starting an online store.

There is the fallacy that you have to go out there, create your own product, get it patented, then have it sent to a manufacturer to produce thousands of quantities BEFORE you are able to sell a single product. Some people have ideas to go to China, buy tons of stock so they can start their own ONLINE STORE. I met way too many people like this and to me it was shocking.

In my early days, people used to ask me... "what do you do for a living?"(curious because I was living freely with no 9 - 5. Most people around me thought my parents pay all my bills actually). I would respond and say, "I run a online store selling...". The next thing they would say is, "oh well, do you keep stock in your house or did you hire a warehouse?". So at this stage I have to explain my processes. 90% of professionals I met were completely blown away by this idea. They thought I was a freaking genius. That time, I am merely drop shipping. The idea of acquiring inventory is dead.

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**DROPSHIPPING PURSUIT 2.0**

Do you know what else is dead? The old way of dropshipping in South Africa is also dead! About 5 years ago I used to drop ship directly from Aliexpress.

Business was amazing and people loved their products, but they had to wait a pretty long time. Approximately a month, just to confirm delivery. But you know what? People were willing to wait for the items because they are not easily accessible in South Africa. This was good for, at least the items ACKCHYUALLY got delivered.

Before I knew it, news headlines: POST OFFICE WORKERS ON STRIKE. This went on for a while and I will not dive into the politics but this was the worst thing that could happen to me. At that moment I knew that orders from the past two months will not make it to the destination.

Long story short, 90% of buyers wanted refunds and I had to pay it all back over a period of time. Business, was completely SHUT. Since then, the postal service has been under. Never stepped my foot in again. So friends, that aliexpress model is completely dead in South Africa.

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## NEW HOPE

Fast forward time, we managed to get China suppliers with all the same amazing products to ship to South Africa in only 5 - 10 days via courier. To date, we have been working with these guys for 3 years now and the logistics are becoming stronger, and cheaper every year. So this is amazing for us. We share these suppliers in our "Dropshipping Pursuit" Training Program. If you want to avoid every single hardship about dropshipping in South Africa, our course is the answer to your prayers.

Another new steady method is working with local suppliers. There are local companies that are doing a lot of ground work to make all of this possible. So, the future of Dropshipping in South Africa?  
AMAZING!

Above all, the big picture here is drop shipping! What is it? How does it work, how to start etc You have a lot of questions in your mind. So keep reading.

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## **WHAT IS DROP SHIPPING?**

Drop shipping is a retail fulfillment method where a store doesn't keep the products it sells in stock. Instead, when a store sells a product, it purchases the item from a third party (supplier) and they will have the item shipped to the end customer.

**WE HAVE THE OPPORTUNITY NOW TO BUY PRODUCTS ONE BY ONE FROM SUPPLIERS AT ALMOST WHOLESALE PRICE. NOT ONLY THAT, BUT THESE SUPPLIERS ARE WILLING TO HANDLE THE LOGISTICS ON OUR BEHALF.**

Retail is one of the easiest businesses one can go into. It doesn't require a degree of any sort (to some level). Drop shipping makes online retail extremely accessible. In fact, some of the biggest names in e-commerce today started out drop shipping. Think amazon, Zappos etc. Drop shipping provides the e-commerce world with an equal playground for all. It allows small players to fairly compete with large retailers. For this reason, big players hate these little drop shipping stores (us). I heard it first hand, they want us to shut down!

**YOU NOW HAVE THE POWER TO COMPETE IN THE MARKETPLACE WITHOUT MUCH CAPITAL COMMITMENT. FRIENDS, THAT IS A LOT OF POWER!**

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## HOW DOES IT WORK

I will simplify this as much as I can, but we get into more detail in our training course "Drop shipping Pursuit". If you want to start drop shipping in South Africa, make sure you become a part of it. The process is as follows:

1. You identify products you want to sell from the suppliers, and upload them onto your website with a marked up price.
2. You market your website in order to generate interest for your products.
3. Someone buys on your website and the money goes in your account.
4. The order is forwarded to the supplier, and you pay them the cost of the item and delivery. The difference is ultimately your PROFIT.
5. The suppliers dispatch the item, the customer receives the goods and the transaction is complete. Rinse and repeat! That's all there is to it. This is work that can be done in the comfort of your home, at work or on the Go through apps on your mobile phone etc. Hopefully you get rich and do this while you travel the world. Imagine that! This brings us to...

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# THE BENEFITS OF DROP SHIPPING

## 1. IT'S THE IDEAL TYPE OF BUSINESS FOR NEWCOMERS

It is really simple to set up, even if you have no previous experience in ecommerce and Internet marketing. Dropshipping gives you a great start – you will have no trouble managing this business because the supplier does most of the job for you. Inventory issues, stocking and shipping are not your concern!

## 2. YOU SAVE HUGE SUMS OF MONEY

You don't own these products yourself, so you don't need to rent a warehouse. You also don't need to buy items for your own stock. You only spend your money on a product after a customer has placed an order for it, so you'll never be in the position of having bought stock you can't sell.

## 3. YOU HAVE MORE TIME TO THINK ABOUT GROWING YOUR BUSINESS

To have a profitable business, you have to attract potential customers to your store. It means you have to spend time and effort in marketing, advertising and promoting your business.

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#### **4. YOU CAN REACH A REALLY WIDE AUDIENCE**

Drop shipping means that your store is based on an online platform, or ideally, on your own website. With drop shipping your business gets an international reach – more especially if you are using the hub of suppliers, China. You can connect with any person in any place in the world, no matter how far away they live or what language they speak.

In my humble opinion, drop shipping is a legendary business model. I feel like I have tried it all, SEO, Affiliate marketing, freelancing, being employed etc. None of the above brought me satisfaction and rewards. This is my personal experience, I believe you can become successful in a lot of things but I am still looking for a BETTER business model than Drop shipping. For this reason, Drop ship Club is absolutely a passion project. I want to really offer solutions, because the old way of doing things is simply not going to cut it.

The topic you are eagerly waiting for is on the next page, so lets dive into it!

# IS DROP SHIPPING PROFITABLE

I know, so far this sounds great and everything. But it all doesn't matter if drop shipping is not profitable. So is it profitable? Yes. How profitable is it? That all depends on many different factors but I will speak on the basics. Lets be clear, it all comes down to you as a marketer and how well you can sell.

1. Your profitability is dependent on your profit margin per product sold. Personally I do not recommend having anything below 50%. If the product does not give you room to make 50%, its not worth it. Ideally you want 50% - 300% margins. The higher your margins, the quicker you become profitable provided that you generate sales. Be careful not to overprice.

2. Your profitability is dependent on your market, and how you advertise the product. Ads can affect your net bottom line, so it is very important to identify an audience and marketing channels that respond to your product. You can easily exhaust your margins if you are marketing to audiences or channels that do not respond to your product. None the less, that's a learning curve you have to go through.

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Below are 3 Images. One displays the supplier, 2 others display 2 different stores that sell the same product at different price points. You will clearly see the difference and understand why I say it all comes down to you as a seller.

## SUPPLIER COST - R847



5 Level Portable Laser IPL Removal Machine Face Body Hair Shaving Epilator Kit - plug

★★★★★ 0 Reviews | Questions & Answers Sold: 19 ID: 1414097

Price: **R847.20** ~~R1,227.74~~ 31% Off

Ship From:

Color:

Plug:

Shipping: In stock. Processing time: Ships in 24 hours  
Free shipping via [South Africa Direct Mail](#) Shipping time: 7-15 business days

Quantity:

Total price: R847.20

## RETAIL SELLER #1 - R1899



**MySmoothSkin Portable Laser Hair Removal Handset**

~~R 2,355.00~~ **R 1,899.00 Sale**

Tax included. [Shipping](#) calculated at checkout.

Color:

**ADD TO CART NOW >>>**

Special Offer ends in

<b>00</b> Days	<b>03</b> Hours	<b>25</b> Minutes	<b>06</b> Seconds
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## RETAIL SELLER #2 - R3475



**BEST VALUE**

Now R 3 475

**ADD TO CART**

- DELIVERY IS ESTIMATED BETWEEN 7-15 WORKING DAYS
- IMPORTED FROM THE USA




# HOW TO START YOUR OWN STORE

This e-book will not fully get you ready to start, but it will give you a mind map and you will know where to start.

## 1. FIND A NICHE

Truth is, what you sell matters. You should take some time to find the best drop shipping business ideas. Most people tell you to pick a niche you're passionate about. But that's only a half truth. It's about a combination of profit and passion, skewed towards profit. The reality is the best drop shipping business ideas are usually the profitable ones. It's a lot easier to be passionate when you're actually making money. Sometimes you can have a general store with no one specific niche like [www.shoppingnetwork.com](http://www.shoppingnetwork.com).

You must also not be afraid of competition! There is a very unhealthy mindset that we need to break. People are afraid of competition or saturated markets. Why is there more competition in the first place? It means there is a demand! So by all means avoid being the awkward guy in the dark corner and join the party.

# HOW TO START YOUR OWN STORE

## 2. BRANDING

Email, logo, domain and social media pages are pretty much the basic elements that present you as a brand. You need to have a good idea of what you represent. Create a brand that resonates with your niche and the country(s) you sell in. Think of short catchy names that are easy to remember. Make life easy for your visitors.

## 3. WEBSITE SET UP

Your website is a very important tool in this whole drop shipping. Ideally you want a simple website and easy to navigate through. This will improve your conversions. Need inspiration for website looks? Check out our blog here: <https://dropshipclub.co/top-shopify-stores-of-2019-to-take-inspiration-from/>.

## 4. LAUNCH

Okay things are quite exciting at this point. Your e-commerce store done and complete. logo design, products loaded, Shipping setup, payment gateways setup and ready to start accepting business. Go through the launch check list on the following page:

# HOW TO START YOUR OWN STORE

Go through a launch checklist:

- Set up social media pages.
- Connect custom domain.
- Double check payment gateways.
- Have your policy pages setup (Refund Policy, Privacy Policy & Terms of Service AT LEAST).
- Content Audit for spelling and grammar mistakes
- Install analytics tools.
- Install email pop up for collecting leads.
- Make it easy for potential customers to contact you.

## 5. PROMOTE

There are multiple ways to market your drop shipping store and its very important to understand not every method works for every niche. So the ground work would be to first understand who your audience is. Here are the most common marketing channels (but not limited to):

- Facebook ads
- Google Shopping ads
- Marketplaces

Some of the best ways to get sales is also through friends and family. Especially as a beginner, so that you get a feel of how the processes work.

## BOTTOM LINE

This seems like a simple business, I know. It is a real business and does require effort like any other business. The only difference is its super flexible.

If you have no experience, you **NEED** to get a **GUIDED** drop shipping course and mentor-ship. Drop ship Club gives you both in one bundle with **R10,000 VALUE** (please check what the price is currently and take advantage if its lower). But apart from that, you can dive into it by yourself. Youtube is great to be informed, but youtube is not **GUIDED**. In addition to that, Youtube content is mostly american. If starting a store **FOR** South Africa, ideally you want a South Africa specific course.

There are tons of blogs and videos, but the biggest problem its not organized and not guided. You basically not know what to do with the info. Basically this will be a real struggle by yourself, we all went through it the hard way. Personally I have faced every drop shipping problem under the sun. Our course is specific to South Africa and addresses issues to SA and marketing strategies that work in SA.



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