# Shopify vs Amazon

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- ❖ **Product Selection**
  - ➤ How to choose the right product to sell online?
    - ■ It has to be something special and have a really good value proposition.
    - ■ It also helps if it's like a small product because then people will come back on a regular basis to buy more of them.
    - ■ Product seasonality
      - ● If you're going to launch a single product, it's actually better if you buy products that have demand that could use throughout the entire year.
    - ■ Price Range of Products
      - ● Anything under 200 bucks tends to be like an impulse buy and 200 US dollars tends to be an impulse buy online.
- ❖ **How To Source Your Product**
  - ➤ Dropship
    - ■ Basically it's where you take orders and someone also fills your orders.
  - ➤ Traditional wholesale method
    - ■ Where you contact you know popular brands get a hold their distributors and then hold inventory.
  - ➤ Manufacture your own product
    - ■ You can actually have your products manufactured with your own brand and sell them as your own.
    - ■ In this way, you're in full control of your brand.
    - ■ You're actually developing some intellectual property that you own.
- ❖ **Shopify or Amazon**
  - ➤ Steve Chou's advice is to actually start on Amazon.
  - ➤ Amazon already has a built in marketplace.
  - ➤ It has a lot of customers.
  - ➤ Try to sell on them first and if it gets some traction then work on your store.
- ❖ **Best ways to start your initial sales online**

- ➢ It really depends on what you try to sell. If something that you're selling is widely searched for online then you know google something like Google Adwords will work. Google Shopping will also work.
- ❖ **Boosting sales and traffic volume**
  - ➢ Start with a lot of content marketing.
    - ■ Start writing articles that would involve the products that you sell.
  - ➢ Offer a dedicated coupons for customers who bought a large volume of your products.
- ❖ **How to start using Messenger bots**
  - ➢ Implement a live chat bot **(Many Chat)**
    - ■ If you know the frequently asked questions by your customers, putting together a live chat bot that answers those questions and so try to use many chat.
    - ■ You can actually have it recognize certain keywords and questions.
    - ■ If someone types in a question they uses those keywords you have a canned answer that answers that.
- ❖ **How often does Steve send an email to subscribers?**
  - ➢ He do a four month sequence where he emailed his customers like every week and usually it's just content.
  - ➢ But every now and then they also sprinkle in a coupon code.
  - ➢ Dynamic product ads
    - ■ It's basically where you allow Facebook to determine the targeting like a blanket audience.
    - ■ Example is having Facebook to target people 55 and above who are women and just letting Facebook decide who to show the ads to.