Drop Shipping with Shopify

Duration: 2 days (16 hours)

Overview:

This course is going to help you learn how to build a highly profitable eCommerce store, from scratch, in a step-by-step manner. You don't need any knowledge of eCommerce or any technical skills to get started. Just need a web browser you are good to go! This course will help you kickstart your store by sharing products and markets with you that are currently working in the market.

The course is designed from absolute basics, however, if you're struggling in eCommerce, we will also discuss a lot of the tips and tricks that will help you on your way. We will be showing step-by-step process of what is needed to build a profitable eCommerce business. We'll be learning with practical approach and within the first few lectures you will have built your very own fully operational eCommerce store. From there, we will discuss how to find profitable markets, find hot selling products within those markets, identify your ideal customer and then drive them to your store to buy your products.

Audience Profile:

Complete beginners who have a willingness to learn and a desire to build a financially secure future.

Course Objectives:

In this course, we will cover topics related to:

- Overview of Drop Shipping
- Starting with Shopify from basics
- Earning with Shopify
- Driving traffic and boosting sales
- Best practices for selling with Shopify

Course Content:

Module 1: Get started with Shopify

- Introduction to Drop shipping
- Setting up your Shopify account
- Understanding your Shopify account

Module 2: Build your Shopify Store

- Adding a 'Contact Us' page
- Building the Menu
- Creating a Logo
- Hero Image
- Your First theme

Module 3: Choosing your Market and Deciding what to sell

- Your First App
- Choosing a Profitable Market
- Finding Products That WILL Sell
- Deciding what to Sell
- Adding and Viewing your First Product
- Tips To Make Sure Your Products SELL

Module 4: Build your Business

- Choosing A Shopify Plan
- Registering A Domain Name
- Registering A Domain Name with external host
- Creating Your First Email Account
- Connecting Your Domain Name To Your Shopify Store
- Verifying Your Domain and Email
- Removing The Password Protection

Module 5: Get Started with Earning

- The Right Mindset
- The Key Foundations for Success
- Displaying Your Store in The Google Rankings
- Adding The Policies
- Adding A Footer Menu
- The Title and The Subtitle
- Adding more products
- Collections
- Image With Text
- Grammar and branding
- Ensuring Your Store Loads Fast
- Contact Us form
- Setting up Live Chat
- Reliable Suppliers
- Store Currency And Your Primary Market
- Fast and Affordable Shipping
    - Fast & Affordable Shipping with Supplier
    - Shipping Zones and Shipping Rates
    - Shipping and Handling
    - Adding more products

Module 8: Driving Traffic

- Who Is Your Ideal Customer?
- Essential Analytics
- Preparing For Email
- How To Generate Free Targeted Traffic
- The Power Of Community
- Easy Affordable Traffic
- The Right Approach

- Sales Channels
- Sales Channel Apps

Module 9: Sales

- Payment Providers & Company Setup
- Setting Up Order Tracking
- The Customer Purchase Procedure - What Actually Happens
- Fulfilling the Order
- Ordering The Product and Fulfilling the Order
- How To Scale Your Orders
- Refund Policy

Module 10: Boosting Sales

- Abandoned Carts and Recovering them
- Crossells & Upsells
- Discounts
- Product Reviews
- Product Branding
- Multiple Markets, language and currencies

Module 11: Running Business

- How to build your team
- Keeping Accounts
- Backup
- Selling your business

Conclusion

- Practice session on flows, co-pilot and Power BI
- Learn about dataflows