



**Make Money
Selling Other
People's Products
on eBay
Without Buying
Stock Without
Paying for
Products Until
You've Sold Them
Yourself and**

THE ULTIMATE DROPSHIPPING REPORT



**Already Been Paid
..... No Upfront
Investment No
Unwanted Stock
Tying Up Space in
Your Attic or
Garage
Nothing to Pack,
Nothing to Post!**

The Ultimate Dropshipping Report

All information is provided in good faith and is accurate to the best of our knowledge.

This document is for information purposes only and does not impart legal or financial advice to readers who must consult their own legal and professional advisors before spending money or taking action of any kind based on operating a business such as outlined in this document.

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It is the reader's responsibility to ascertain and abide by national and international legal, moral and ethical issues regarding business set up and all other matters.

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Message From The Author

This isn't just any old report about dropshipping; it's an exclusive report about dropshipping based on my own experience and experience of other people who also make a great living on eBay and who are not afraid to share their secrets with you.

This is solid, new, sometimes earth-shattering information – in business terms at least – and it's designed to help you develop a profitable business selling products that possess one major benefit:

You Do Not Have to Pay For Them Until You Have Sold Them Already and Been Paid!

So you should not be surprised to learn that, although this report is essentially about dropshipping, it also includes lots of ideas for selling items you never have to buy up front, whether they are from dropshippers, or alternatively from manufacturers, low volume wholesalers, craftworkers, and other suppliers you'll read about soon.

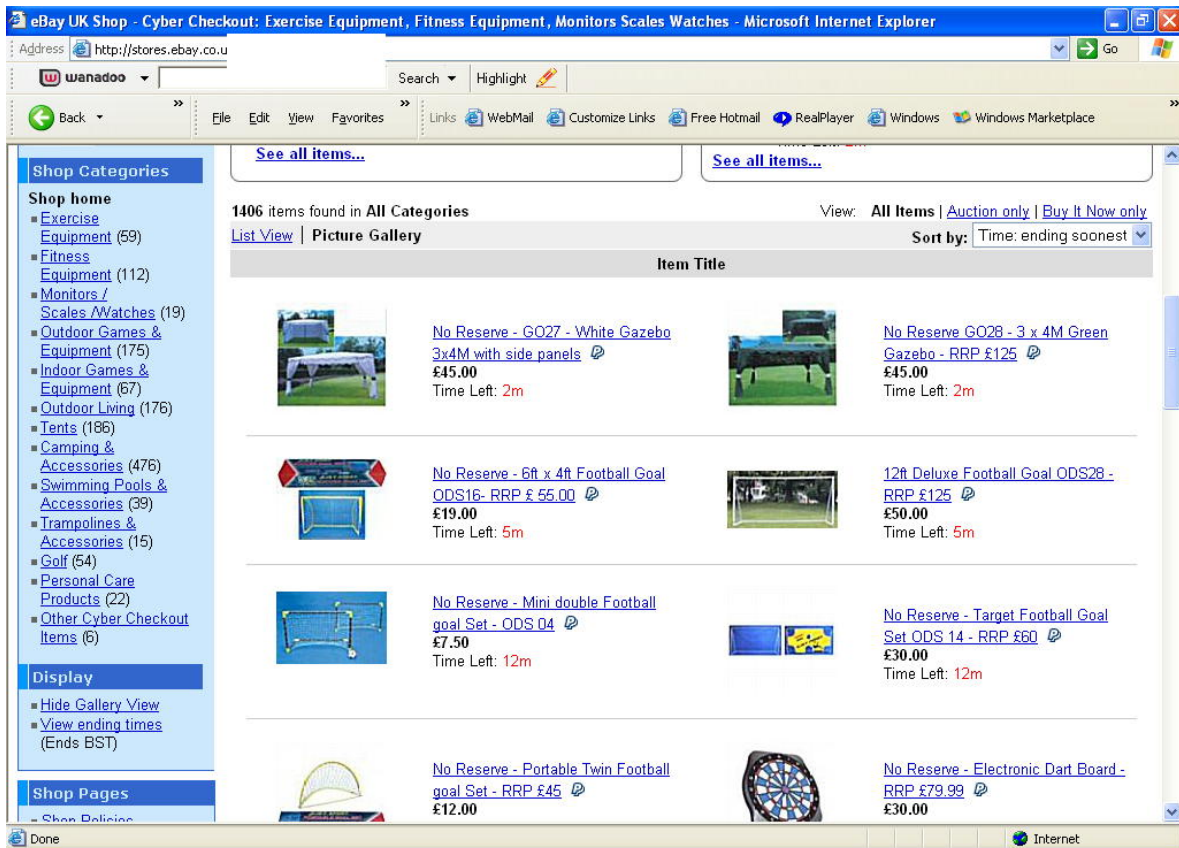
With that in mind, let me take you on a journey of discovery and show how you can easily earn a good spare-time income from eBay or even use dropshipping as your full-time business model.

Whatever profits you make is up to you, based on work and effort you put into the business. Dropshipping is not for lazybones, you really need to get stuck into this business, you need to find great products to sell, and you need to arrange exclusive dropshipping agreements.

For my part, I assure you the business works, the information contained in this book works, the only way it won't work for you is if you don't take up the challenge.

Look at these examples of hugely successful eBay sellers do you really think they source and stock individual items, package and post them to thousands of buyers each month? Of course they don't and, though I can't vouch for it, I'm certain the vast majority use the dropshipping model.

Illustration One



This seller, based in the UK, has more than 1,400 items listed for widely differing sports, exercise and leisure equipment. They sell over 4,500 items a month, almost 34,000 in the last year alone.

I don't know who they are but I venture their business could very easily be emulated by anyone having suitable dropshipping partners.

Dropshipping is also a business I could operate, so could you, all you need is product ideas, suppliers, and good organisational skills.

Illustration Two

The screenshot shows the eBay UK Shop interface for 'Retrowavez.com'. The page displays 21,224 items found in All Categories. The items are listed in a table with columns for Picture, Item Title, Price, Bids, and Time Left. The items listed include:

Picture	Item Title	Price	Bids	Time Left
<input type="checkbox"/>	52 Pick-Up - NEW DVD - Free P&P	£12.99	0	Buy It Now
<input type="checkbox"/>	Abandon (Katie Holmes) - NEW DVD - Free P&P	£14.99	0	Buy It Now
<input type="checkbox"/>	Audrey Rose - NEW DVD - Free P&P	£12.99	0	Buy It Now
<input type="checkbox"/>	Bill Bailey Live - Bewilderness - NEW DVD - Free P&P	£14.99	0	Buy It Now
<input type="checkbox"/>	Black Books Series 1 To 3 Complete - NEW DVD - Free P&P	£39.99	0	Buy It Now
<input type="checkbox"/>	Black Books Series 3 Complete - NEW DVD - Free P&P	£17.99	0	Buy It Now
<input type="checkbox"/>	Breeders - NEW DVD - Free P&P	£12.99	0	Buy It Now
<input type="checkbox"/>	Cat Chaser - NEW DVD - Free P&P	£9.99	0	Buy It Now
<input type="checkbox"/>	Chris Rock - Bigger And Blacker - NEW DVD - Free P&P	£14.99	0	Buy It Now
<input type="checkbox"/>	Decoys - NEW DVD - Free P&P	£12.99	0	Buy It Now
<input type="checkbox"/>	Die Monster Diel (Boris Karloff) - NEW DVD - Free P&P	£12.99	0	Buy It Now
<input type="checkbox"/>	Fabulously Fit At 50 And Beyond - NEW DVD - Free P&P	£12.99	0	Buy It Now
<input type="checkbox"/>	Bagpuss - Every Episode Ever Made - NEW DVD	£2.99	1	59m
<input type="checkbox"/>	The Sweeney - Series 1 - NEW DVD - Free P&P	£20.00	18	1h 02m
<input type="checkbox"/>	Animal Games - BBC TV Title - NEW DVD	£4.99	0	Buy It Now
<input type="checkbox"/>	Belle et (and) Sebastien - Series 1 Complete - NEW DVD	£14.99	0	Buy It Now
<input type="checkbox"/>	Belleville Rendezvous - Sylvain Chomet - NEW DVD	£16.99	0	Buy It Now

Here's someone with 21,000 plus items listed, ranging from CDs and videos, to books and computer games. This eBayer may be a major wholesaler or stockist, I really don't know, but I do know that most ventures I researched of the size and type shown in the last illustration, with a narrow product range, are working the dropshipping module.

Throughout this report I'm going to show you how to emulate these eBayers' success, without ever storing products yourself and without ever having to buy stock until you've sold those items already, and been paid.

Foreword

"It Takes Money to Make Money"

**That's the nature of business, the way
it's been since commerce began.**

True or False?

The correct answer is 'False'. You don't need money to make huge profits, especially on eBay, in fact it's far better to start without capital. That's because the best eBay business model I have found demands no capital at all. The only money you need to run this business is paid into your bank account after a sale has taken place and before you pay someone else to deliver stock to your buyers.

Sounds wonderful? It is, I know it for a fact, because that's how my own eBay business operates and it's the reason I became a triple PowerSeller so quickly.

It works like this: you sell your products, bank the money, then pay a small portion for someone else to send those goods direct to your customers. You never have stock to carry, pack, or post. All you need are product details, graphics, and a reliable supplier. But there's an art to sorting genuine dropshipping companies from fakes whose products are expensive, inferior quality, and very often out of stock, sometimes non-existent.

Finding quality suppliers is hard work, it's like a secret society, people already making money from these dropshipping companies don't want to share their sources with you.

I have no qualms about sharing my secrets with you, I'm an eBayer too, but I'm also part of the information business, and what I do best is researching little known facts and ideas and sharing them with my readers.

What you'll discover today is the closest thing possible to the 'perfect' business, one you can easily run from home, without start up capital, without face-to-face selling, with no products to stock, nothing to pack or post, you won't even have to take pictures or write descriptions for your products before uploading them to the world's greatest market place: eBay!

It really is that easy!

How Dropshipping Works



‘Dropshipping’ describes a process whereby a manufacturer or supplier delivers products directly to your customers without you ever needing to stock or pre-purchase goods.

This is how the dropshipping process typically works:

- * You promote products for sale – on or off the Internet - on eBay, by direct mail, through press advertisements.
- * You take orders, bank payments and wait for money to clear.
- * You email, fax, phone or write to the supplying company (the dropshipper) giving customer name, address and product details.
- * The dropshipping company processes the product direct to your buyers, usually with your company details included, not theirs.
- * The dropshipping company invoices you an agreed price, you pay them, that’s it, all done.

That’s the theory: in practice it can be so different. **Dropshipping is a wonderful way to make big money fast**, but there are problems to contemplate and easy ways to prevent those problems from occurring at all. We’ll consider all the pros and cons of dropshipping later, alongside easy ways to ensure your business works smoothly right from day one.

My Experience of Dropshipping

Horror stories abound on eBay, many associated with so-called dropshipping companies who take your money and fail to deliver goods to your customers.

I won't pretend it doesn't happen. It most certainly does happen, it happens quite a lot, but only to sellers who rush into business deals without very carefully checking products and suppliers first.

My experience of dropshipping has been exceptional. I have companies posting products to my customers minutes after they get my faxed order and they always put my company details into the package, never their own.

They don't poach my customers, they've never asked payment from me up front, they're better than I ever hoped they might be.

Getting to know them was remarkably easy and all down to good communications. That's because I telephone every potential dropshipper before promoting their products. I get to know those people, determine how serious they are about their business, how approachable they are. Those I have chosen for my business talked more about customers and products than money, they were considerate and caring, keen to please. That first impression has always served me well. I heartily recommend you do the same, I know you won't be disappointed.

The reality is, problems need never happen at all!

There are literally thousands of companies that will work closely with you, providing high value goods, taking great care of your customers, offering everything from gifts and jewellery, to cars, foreign holidays, furniture, valuable collectibles, and more.

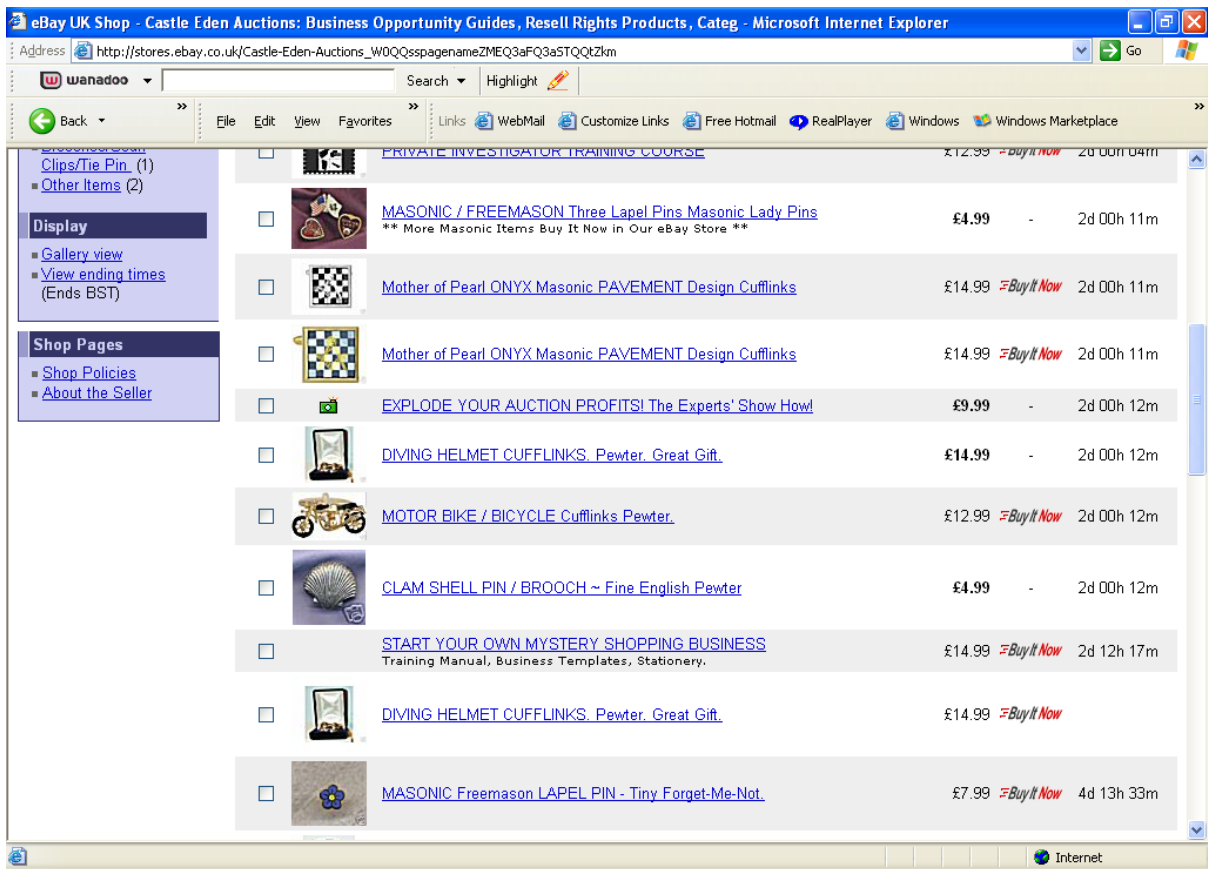
All you have to do is find them, study them, make sure they suit your business set up, then you begin a relationship that could last for the lifetime of your mutual existence. It can be so wonderfully profitable, for you, for them, and you'll wonder why you hadn't started this business sooner.

Just one reliable dropshipping associate is all it takes to run a hugely profitable business, more is icing on the cake, and you really need just a few suppliers to make big money every single day.

I have to confess, I'm pretty new to dropshipping myself, I started about a year ago, with a gentleman making fabulous pewter pins and other accessories.

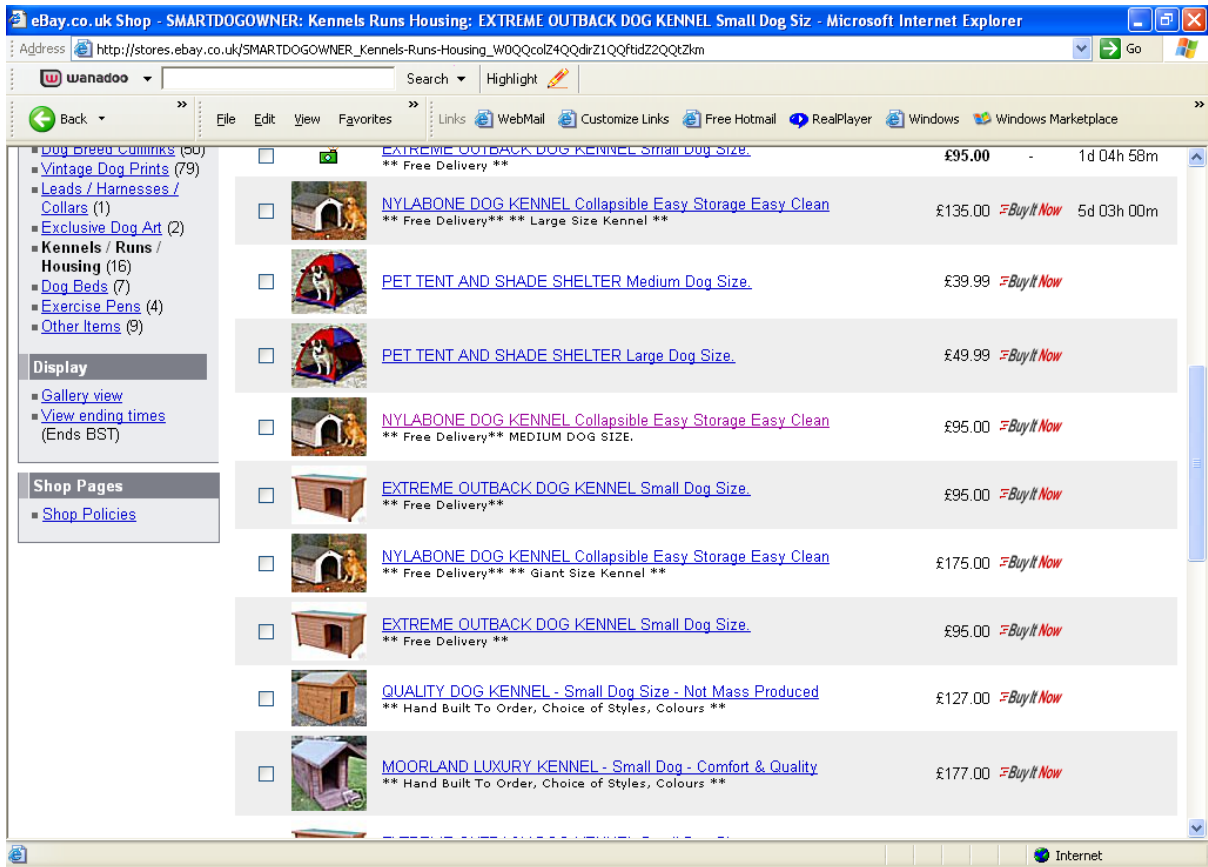
From then I've developed a range of dropshipping agreements I'll tell you about soon. For now, let me show you two of my eBay accounts.

Illustration Three - My Own eBay Account



As you can see I sell cufflinks and pins, of all different types and designs. I do stock some items, those I've found to work well and attract high profits. These are small items, they're quite inexpensive and don't take up too much room in my home.

Illustration Four – Another of My Own eBay Accounts



This is my main dog theme site, where I intend to ultimately offer 2,000 or more products, mostly high profit items, most likely dropshipped by suppliers.

This is how I managed to list all of the items in those two accounts without upfront investment:

* The Diving Helmet cufflinks come from a company called Pageant Pewter, they make about four hundred different designs of pins, pendants, tie pins, cufflinks. I discovered them in a national trading magazine, I phoned to buy a few samples and I asked if they had a web site. They did and, having bought a few products to test, I approached Pageant's boss and asked if I could use the graphics from their web site in my own eBay listings. He said I could! That phone call has developed into one of the most mutually beneficial business relationships I have ever encountered.

* But here is where it gets much better than even I thought possible. Of those 400 designs, only one hundred or so were actually available as cufflinks but all designs were available as pins. The seller told me he was happy to turn a selection of pins into cufflinks just for me to sell although I would have to pay a small deposit to cover samples to show my customers. But I had an idea that meant I wouldn't need to have cufflink samples at all to show my customers and I did it using the pins themselves. I did it by taking a pin and placing it face down on the scanner, and I added another picture of a cufflink back, without pin part showing. That way people could see how the pin once made into a cufflink would look from all sides. I downloaded the manufacturer's illustrations for pins not currently available as cufflinks and I created my own illustrations of cufflinks from all four hundred pin designs, and the rest is history. Once orders and payment appeared for the cufflinks, a quick call to Richard, Pageant's boss, set the manufacturing process in action for lots of new cufflink designs to arrive in the post just a few days later.

* Best of all, for the foreseeable future I was sole provider of this new breed of cufflinks. It isn't dropshipping in the strictest sense, I still deliver to my own customers, but the products offer high profit margins and they are delivered within days, without fail. I actually prefer this process to dropshipping, it means I get to keep control over fulfillment.

* Now look at Illustration Four, it's my own eBay account focusing on dog related items. I sell dog-theme jewellery, dog books and prints, and latterly kennels. My house isn't massive, I don't have a workshop, I work entirely from home. And I don't have space to store kennels and dog beds, puppy runs and exercise pens, even for the shortest time between goods selling and orders going out.

So I looked for ways to arrange exclusive dropshipping agreements from companies currently operating direct sales and affiliate marketing opportunities. And found two in one afternoon. I reckoned if firms seek affiliates to promote their products from web site links, they should also be receptive to other reseller deals. I put my theory to the test, starting with companies I found via affiliate middleman affiliatewindow.com from where I source most of my affiliate products.

I found two companies, one selling smaller items, like homeopathic medicines, dog leads and collars, books, gifts for animal lovers. The other company manufactures large kennels and runs and other bulky items for dogs spending most of their time outdoors. Both offered 20 per cent commission on sales made by affiliates through traditional web site links. I emailed both and posed an alternative selling proposition: 'Can I market your products on eBay, use your graphics and sales materials, and pay you direct to send your products to my customers, after I have deducted my twenty per cent share of the takings?' Both agreed.

I could give many more similar examples, all of which have proved wonderfully profitable, but this report is not about me, it's about you.

So before we get started let us look at the good and not so good elements of having products sent to your customers directly by suppliers, considering also a few scams and innocent misconceptions typically associated with the dropshipping process.

Plan your business based on these first few chapters and you'll quickly develop a profitable venture with few of the problems normally confronting novice dropshipping partners.

The Good, The Bad, and The Ugly Faces of Dropshipping

Dropshipping really is a wonderful way to source high profit products with none of the usual costly hassles confronting 'bricks and mortar' ventures.

This is what makes it so exciting.

There's:

- * No products to stock, no tying up limited space in your home or business premises.
- * No paying upfront for products that might not sell.
- * Sales materials and graphics are normally provided by larger suppliers or can be downloaded from their web sites. Some have printed catalogues from which you can scan product pictures, others have CDs containing digital pictures. Using their pictures and descriptions makes life a lot easier for you and means you don't spend time and money buying products, taking pictures, creating descriptions. But typically, the bigger the company, the more aggressive their marketing will be, and the more likely their products are known to other eBay sellers. The moral is not to rely solely on these bigger companies. Very often firms without sales materials and graphics are small companies, probably unknown to most other resellers, with fabulous products, and closer control over quality and communications. Of three companies providing my entire dog jewellery stock, two are one man set ups, the other a father and son business. Of course you'll have to create graphics and product descriptions yourself, but that's a small price to pay for exclusivity, wouldn't you say?
- * You receive payment up front from the customer, before having to pay for stock, and without ever having to pack or post items yourself.
- * There's no minimum order quantity.

- * Many larger dropshipping companies buy in large volume and pass good price discounts to you, sometimes equal to or lower than typical wholesale prices for similar items.
- * No chance of unsold stock tying up capital and storage space. If a product is discontinued, goes out of fashion, or attracts fierce competition, you can drop the item and move on to new lines.
- * Greater flexibility. You can sell lots of different products or develop a specific line, promote just a few products or stock thousands.
- * Shipping costs from bigger wholesalers are often much lower than for processing products yourself. Though it might be viewed as unethical you could charge your buyers shipping at cost, even where dropshipping companies offer low or no cost delivery.
- * You can add new products instantly without finding manufacturers, checking standards, testing prices, and so on. Larger dropshipping companies will have previously carried out extensive marketing checks, leaving you free to benefit from their experience and capital outlay.
- * Your customers may never know you are using a dropshipper. That's because most dropshipping companies include your business details, not their own, in items going to your buyers. As far as customers know you are a large company with high perceived qualities of reliability and credibility often denied the sole trader working from home.
- * Best of all, once you have a good product, it could be a regular best seller for life, the closest thing to an automatic business model you're ever likely to find. Once up and running, all you do is phone, fax or email orders to suppliers, pay them, then look for more items to sell.

Problem Areas

To make a really great living from dropshipping, with hassles, you need to anticipate the problems, safeguard against them, prevent them from happening at all.

These are the main problems confronting inexperienced sellers:

- * There are countless unscrupulous middlemen posing as dropshippers, who charge a fee to enter their site, where you'll find poor quality products, highly priced, and available much cheaper elsewhere. Many so-called 'Dropshippers' are earning money from fees to enter their site, often a hefty fee, with additional profits from products supplied to your customers. Some also charge handling fees and unrealistically high postage and packing costs.
- * The worst of these people are middlemen, sometimes wholesalers, who buy goods from other suppliers, often end-of-lines, damaged and inferior goods, which they pass on at a profit to those unfortunate enough to join their 'Dropshipping Programme'. That said, there are some very good wholesale and dropshipping resource sites available, some of which charge a joining fee but take no part in product sales or delivery. These companies charge a joining fee based on their having sourced and checked companies listed in their sites, they do a good job, it's hard work, and they deserve to be paid accordingly.
- * Profit margins can be low when working with smaller dropshipping companies. Typically the biggest discounts from manufacturers go to larger volume resellers who pass their discounts to you. Using smaller dropshipping companies you might pay much more per unit of product than by contacting manufacturers direct. Most manufacturers refuse to deal with individuals, like ourselves, but many will offer low volume quantities at wholesale price. For a fast selling product it could be worthwhile buying in small quantities from manufacturers direct.
- * You have less control over deliveries and customer service using dropshipping companies than when dealing with buyers direct. You must take careful steps to ensure your customers are treated fairly or you risk complaints and possible negative feedback. It is often a good idea to buy the product as a customer before opting to sell. This way you can check all features of the dropshipping company's service before risking your business reputation to an unsuitable supplier. You also get to check the product which you can always resell later.

* Sadly, it's a fact that many business owners care more about money than customer care and this can reflect badly for you, in the form of buyer complaints, poor quality products, long delays between customers paying for and receiving their goods. The onus is on you to take care of your business, and your customers, so be as careful picking dropshipping partners as you are planning all other aspects of your business.

* Negative feedback is always more likely using dropshipping and other partner companies than where you handle all customer transactions direct. With the wrong partners you'll generate bad feeling, requests for refund, negative feedback, dismissal from eBay. It's always a good idea to keep check on partner companies by reading feedback from your customers. Look for problem delivery times, product quality concerns, poor customer service. Mounting negatives highlighting similar complaints signify problems you must correct or seek new suppliers.

* If problems do happen, don't blame the dropshipper without checking first. It could be you haven't explained your requirements properly, they may have serious business or personal problems, it could be coincidence or a batch of particularly difficult customers to blame for those negatives. Be careful, check thoroughly, and have an emergency plan for major problems. Have plenty of eggs in your basket: use several dropshippers, not just one; and have quality replacements waiting in line.

* Competition can be high using well known dropshipping companies and this can eat heavily into your profits leaving little money left over for you. Safeguard yourself by checking competition on eBay for your dropshipping company and their products before planning to sell. As an example, I found a wonderful dropship firm for CDs, there were hundreds of different titles, their graphics were bright and colourful, a more professional organisation was difficult to find. I joined their program, downloaded their graphics and sales materials, created and uploaded my listings, and waited, and waited, and nothing happened. Soon afterwards I checked for others selling similar products on eBay and found dozens of them. I should have checked first as in the next tip.

* Search competition for your product by keying the name, title or maker's name into the search box top right on eBay's home page. No entries for

similar products might be good news for you; I say 'might' because others may also be selling these products, just not right now. But it could also be bad news because others might have tried selling similar products with little success. Lots of entries signals lots of competition, but view listings first to check similarity to your product. Where you find just a few people selling similar products, see how much they charge, check completed listings for how many sold and how many second chance offers were possible. More than five firms selling similar products worldwide, I'd say is one or two firms too many, except where they sell through auction and you choose shop only listings. If overseas firms sell similar products, but not internationally, consider selling in countries not targeted by them.

* There's the chance your supplier might run out of stock leaving you unable to fulfill orders. Some suppliers offer constant supplies, many are manufacturers and offer speedy replenishment. Others don't, it's only when you know your dropshipper that you'll be confident of being able to fulfill orders on time. There are several ways by which the best dropshippers keep sellers informed of stock levels. Often you'll see 'Out of Stock' on currently unavailable items; some indicate current stock levels online and in downloadable spreadsheet formats, others have behind the scenes information sites which sellers access via user names and passwords. Being unable to fulfill orders is a major cause of negative feedback, deservedly so if orders take weeks or months to fulfill while stock is being replenished. Solve your problem by telling buyers you are unable to supply at the present time, give your apologies, and offer a refund or ask the buyer if he or she is willing to wait for new stock to arrive. Where they are prepared to wait, the order status is now known as 'back ordered'. Rather than discuss back ordering myself, based on limited knowledge, there follows an article on the subject by eBay Radio's very own Chris Malta, himself an expert on dropshipping.

Guest Article - Chris Malta of Worldwide Brands and eBay Radio

It's going to happen. If you're in business, selling on the Internet or anywhere else, there are going to be backorders.

When you use dropshippers, there is always the possibility that your dropship supplier will run out of something that you have for sale on your Internet Store or Auction. That's a 'backorder' situation. You sell the product, and suddenly find out that your dropship supplier can't deliver it for you because they are out of them temporarily.

When you use bulk wholesalers, the same thing can happen! Yes, even though you have your own product inventory stored at your house, your customer may end up backordered. How?

Let's say you're selling blue widgets, green widgets and purple widgets on eBay. You're getting a bit low on the number of widgets you have in stock, so you've placed an order for 100 more of each color widget with your Bulk wholesaler. It's due to be delivered tomorrow.

You have 25 purple widgets left, and suddenly *ABC Evening News* runs a story on what a wonderful product purple widgets are. Suddenly everyone has to have one, and in one night, your auctions sell 75 purple widgets.

'Well, no problem', you think. "I have another 100 purple widgets being delivered tomorrow".

So, you collect payment for all 75 purple widgets, and plan on shipping them out tomorrow when your bulk order shows up.

The next day, the order from your bulk wholesaler shows up. There are 100 blue widgets in the box, and 100 green widgets as well. There are no purple widgets to be found.

On the packing slip that came with your bulk order, you see that the 100 purple widgets you ordered have been backordered by your supplier.

So, you have only 25 purple widgets left to fill 75 orders. Fifty of your customers will be backordered.

If it sounds far-fetched, it isn't. That's part of business, folks. Products get backordered. It happens. The important thing about this situation is that you deal with it well.

There will be other things besides backorders along the way that will cause problems in supplying or dealing with your customers. Again, that's just the way business goes.

Sometimes, you end up with a customer that just doesn't understand that, and that's a 'problem customer'.

As I write this, I have just finished dealing with a backorder situation, and steam is still rising from my ears. By now, I should be used to it. I shouldn't let the little things get to me. It's not the supplier that I'm upset with. It's the customer. Let's start from the beginning.

Recently, I handled an order for a Conair Digital Blood Pressure Monitor. As usual, I emailed the order off to the Conair distributor with several others.

Later that day, I received a phone call from the Conair supplier. The BP monitor was out of stock, but was expected within 10 days. Did I want to place the product on backorder, or cancel the order altogether? Also as usual, I told the supplier I would get back in touch with them after checking with the customer.

Since the customer was located in Orlando, it was a local call. I called his house. I identified myself, told him that I had received his order, and that I was very sorry, but the product had just run out of stock, and was expected to be available again in 10 days. I told him I had not yet charged his credit card, and would cancel the order if he preferred to go somewhere else.

You would have thought I had just told him that I was planning to strangle his cat. He got upset, and I could just hear his face turning purple. Small wonder the man needed a blood pressure monitor. I'll spare you the details. It came down to this: he thought that I should give him free shipping for his

inconvenience. I stuck to my guns, and politely told him that I was not willing to do that. He had placed the order only hours before, and I had not yet charged him. He finally agreed to wait for the product, but said he would be watching the calendar.

I knew I had a 'problem customer' on my hands. (Imagine the 'Twilight Zone' theme music playing at this point).

A week later, when I got another call from the Conair supplier saying that the factory shipment had been delayed further, I braced for impact, and contacted the customer. I'll spare you the details of that exchange as well. There may be small children present. I managed to keep calm, although I was boiling at this point. Again I offered to cancel the order, and refund his credit card (which I had charged, since he had okayed the delay). He refused, saying that he had waited this long; he might as well wait it out.

The BP Monitor showed up at the distributor after the expected delay. They were considerate enough to dropship it to the customer by FedEx 2 Day Air at no extra charge. (My Conair distributor is great!). It would arrive at the customer's house shortly. I was quite happy. Then I checked my email. Another blistering tirade from our over-pressured friend. I wrote back, calmly and politely, and told him he could expect his order very soon, and I was sorry that he was dissatisfied. I haven't heard back from him, and probably won't.

Now, this may sound like I'm making it up for effect, but I swear it's true: I handled another order for the exact same product on the same day, and the woman who placed the order experienced the same delay. A couple of hours after receiving the nasty-gram from my friend above, I got an email from this woman. She thanked me for my persistence in following up her backorder, and told me she would definitely be back to shop with the site again. That's what makes it worth being in business in the first place! One happy email can really make your day. :o)

Here are the things that I've learned about order problems during my time in this business:

Internet customers are for the most part 'instant gratification' junkies. They want it NOW.

Because of this, backorder, discontinued item and other product problem situations must be handled immediately. Don't wait even a day. Call the customer, or email them. (A call is usually appreciated more than an email, but you have to watch your phone bill).

If you think a product might be questionable as far as stock status with your dropshipper, or if you stock them yourself but are running out, check with your supplier before charging the customer's card. You get a feel for which items are stocked less than others after a while. You can always refund the charge, but it's better if you can tell them you have not charged them yet.

Always offer to cancel. Chances are they won't, because then they have to go search for the product again and hope they don't run into the same problem somewhere else, but the offer to cancel must be there. It tells them that you are not desperate for the sale, and gives you the advantage in the conversation.

Be nice. Even if you are grinding your teeth. You can't afford to lose your grip. You never know when one episode of lost temper will come back to bite you.

Follow up during the problem period. Send at least one email saying that you are monitoring the situation, and are sorry for the delay. That is a great tactic for defusing an impatient person; at least they know you are thinking about them.

If there is an additional delay, offer to cancel again. They may actually take you up on it if it's a long delay, but you don't lose anything if the supplier has not yet shipped.

When you know that the product has shipped, inform the customer. They appreciate that, and again, they realise that you are at least thinking about them.

Most people understand order problems, and will give you no trouble. In fact, most are very appreciative if you contact them right away. Sometimes, you get the problem customers. Deal with them politely, and never lose your temper. Be the bigger person.

I always check my return emails to these people twice. There are times when I've let some temper slip in to my writing, and I'm sure to remove it before clicking the send button. It only ends up helping you in the long run!

Courtesy: <http://www.worldwidebrands.com>

How Much Money Will I Make?

The easiest of all dropshipping programmes, with the highest profit margins, are those you organise yourself, preferably with suppliers working outside the traditional dropshipping business. In my experience, affiliate programme suppliers, craftworkers, wholesalers, also manufacturers, offer greatest potential.

Affiliate programmes, per se, fall outside eBay's legal and ethical products rulings but there are ways to counter this, without breaking the rules. More about this later.

Realistically you can make as much money as you wish, depending on time and effort you put into the business and how good you are at organising and administering your slightly complicated business model.

The more products you offer, the more items you sell, the more dropshipping and other suppliers you use, the more complex your business becomes. It follows that your profits are also likely to grow, but so too will problems and stress levels. This means you should choose an operating level that suits you, your family, and the amount of money you'd like to make.

There are ways to keep profits high and problems as low as possible, they include:

- * Choose suppliers carefully and prefer one or two offering a wide range of products over working with lots of specialist suppliers promoting just a few products each.
- * Choose high profit margins over low, and avoid highly competitive products. It makes more sense to spend time sourcing a handful of items with high profit margins for which you are sole provider, than to opt for lots of highly competitive products, like batteries and CDs, where prices and profits are low and competition rife and growing more stifling by the day.

Getting Started as a Dropshipping Partner

The dropshipping process is straightforward enough, though within each step there are certain procedures you must follow and areas you should avoid. We'll go through the most important considerations in this chapter, starting with a general overview of the dropshipping process.

THE DROPSHIPPING PROCESS

Find Something to Sell

The secret of real success lies not in sourcing products to sell but looking for things people want to buy. The two are not the same: they are hugely different concepts.

Locate a Dropshipping Supplier for the Product

Notice here, you might include low volume wholesalers, retailers, craftworkers, manufacturers, and other product suppliers.

Open an Account with Your Supplier

How, when and where to open the account depends on the actual supplier and we will consider these things later.

List Your Product on eBay

Note that you can also sell dropshipped items outside of eBay.

Wait for the Item to Sell, Invoice the Buyer, Clear Payment

Easy and enjoyable, we'll cover the main points later.

Order from the Supplier

This can be done in several ways, by mutual agreement, such as by cheque with customer details included, online with payment through PayPal, and so on.

Dropshipper Sends Product to Your Customer

The dropshipper should send your business details with the package, not theirs.

After Sales Follow Up

You'll feel less in control of your business using dropshippers than when fulfilling products direct to your customers. There are ways to avoid potential problems as will be considered later.

Deciding What to Sell

I'll let you into a secret here: I never look for products to sell, I always look for items people want to buy. There is a big difference.

Looking for something to sell generally means working on a whim, a guess, buying something you *think* will sell, often because it's something you would personally buy.

This isn't the best way to source stock, it's a fast road to disaster.

How much better to stock items people want to buy, based on solid research into what those people are buying already and which are the hottest best sellers.

Once you have an idea of what people want to buy, you might still find it's a product you enjoy yourself, one for which you are a regular buyer.

In fact, I guarantee you can easily find a product that you both enjoy which will also prove a profitable seller in your business.

Benefits of Choosing Products You Buy Yourself, Something You Enjoy, a Hobby Item Perhaps, Or a Special Interest

- * You understand the product, you know how it works, you recognise its benefits.
- * You already have access to a supplier, the details are right there on the labels of products you purchased for your own personal use. All you have to do is contact the supplier to arrange a dropship deal.
- * You already have samples to use in pictures and eBay descriptions.
- * You like the product, you can talk enthusiastically about it, better still you can genuinely recommend it to your customers.
- * If it's made locally, that's even better news, you can pick up supplies outside the traditional dropshipping process and maybe even pack your product at your supplier's premises where you can include circulars for whatever else you are selling.
- * You can buy a limited supply of product and, if it doesn't sell, you can keep it and use it yourself.
- * You'll probably get discounts for buying in larger quantities for business purposes, thereby cutting the cost of items for personal use.
- * You need never run out of stock where you can replenish from items previously intended for personal use.

Stick to a Theme

It's best to stick to a theme of products, rather than sell all kinds of everything to all kinds of people.

There are eBayers who stock anything and everything, but they are the exception, not the rule. I expect they earn the highest profits of all on eBay, and work longer and harder, too.

For me, a theme related business is best, if only for two main reasons:

* The chance to specialise, get to know all about your chosen line of products – such as guitars, jewellery, tents, Gothic wedding dresses or other themed goods - and you'll also get to brand your business with all the added benefits of repeat business, word-of-mouth recommendation, and more.

* Choosing a theme means you only need one, perhaps two main suppliers, rather than potentially hundreds for the non-themed business. Imagine how much better it is for me, listing potentially thousands of different dog-related products from two or three firms with comprehensive product listings, than where I sell shoes, and cufflinks, and cameras, and water purification units, wedding favours, hand made teddy bears, and so on, and so on, and so on

The Winning Combination: Choose Products That Interest You *and* Have a Specific Theme

Now I'm going to show you how to choose a theme, specialise, and still get to sell products that interest you. You'll also discover how to choose products that almost always sell at high mark ups, present numerous second chance offers, while facing little or no competition.

It might take a few hours to select a suitable product, but the results could last you a lifetime!

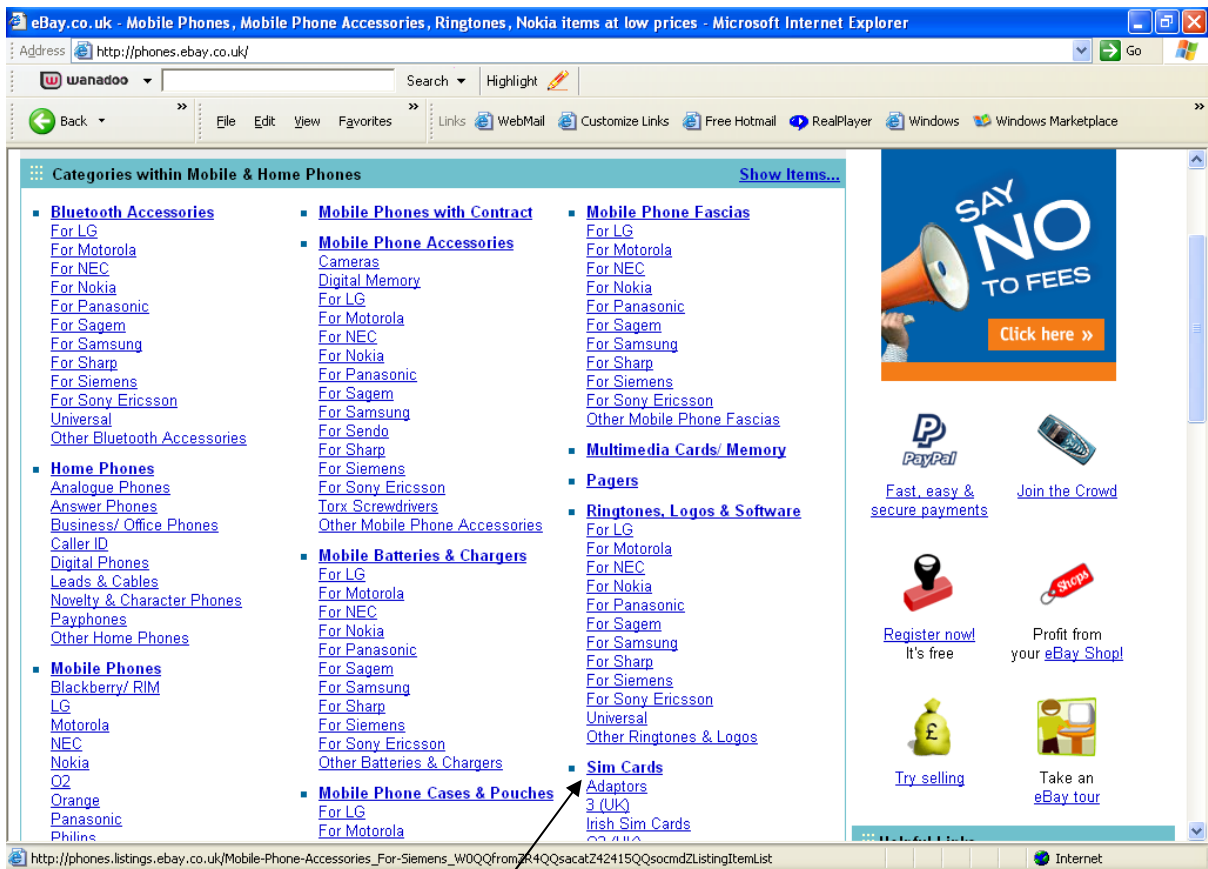
This is the simple step-by-step procedure involved and, though I'm tempted to make dogs my specialist subject, I won't, I'll go with something that doesn't interest me at all, just to show how easy the process is, even to a totally disinterested participant. That subject is telephones.

1) Go to your country eBay site. For me it's eBay.co.uk.

2) Go to the list of categories, left side, choose a category that interests you. I'll be totally impartial here, I'll go with 'Mobile and Home Phones'. I hate phones, I rarely use them, to me they're useful only because I need telephone lines for my Internet connections!

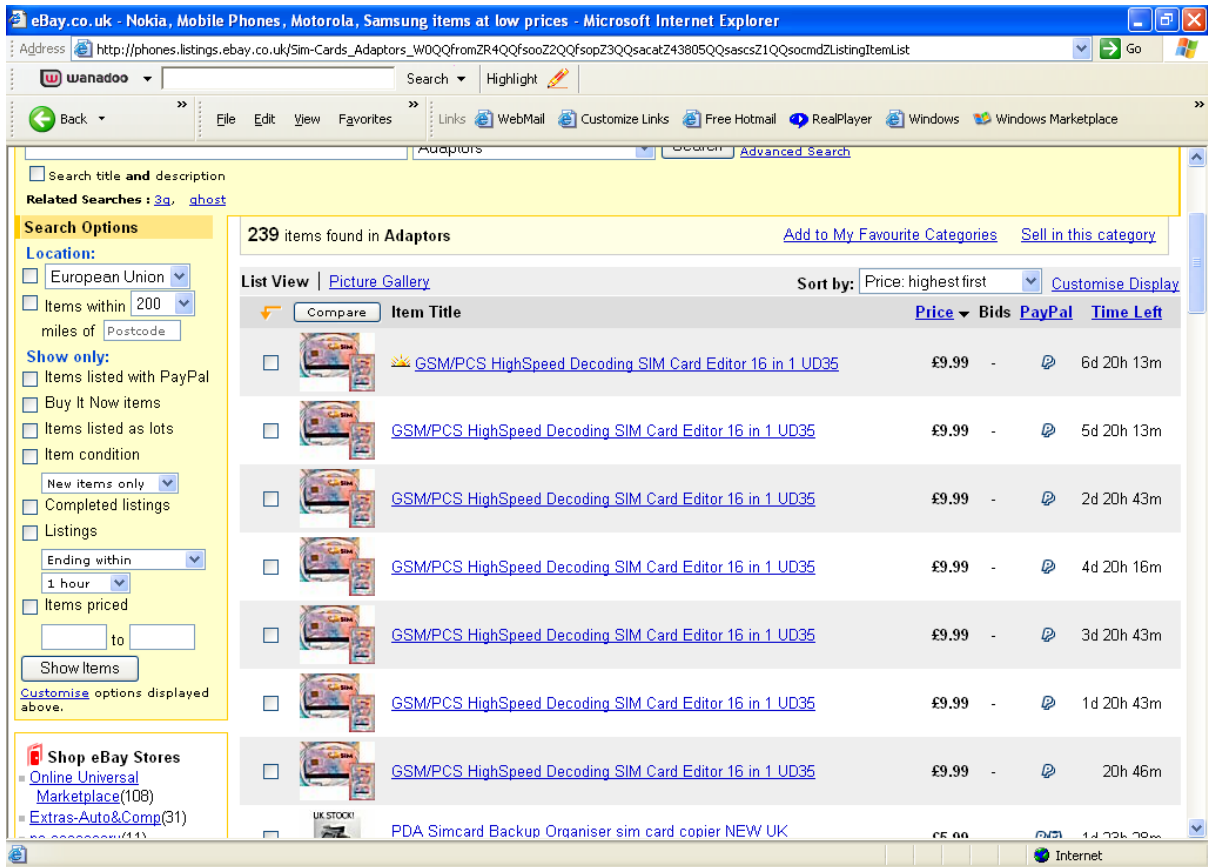
3) Click on 'Mobile and Home Phones'. Illustration Five shows the result.

Illustration Five



At random, I'll choose 'Sim Cards', here. Next page, I'll choose 'Adaptors' and click through to the next page where I choose 'Auction' listings only. The reason I research auction listings first is to see how many people are bidding on individual items and how much they will ultimately pay for goods I might soon be selling on eBay. I'll sort - right side of page - and choose 'Price: Highest First'. Illustration Six shows what I get.

Illustration Six



A niche market, definitely, just 239 items listed in 'Adaptors', not much competition. Hardly surprising really, because the highest price in this category is currently £9.99 and no one is bidding!!

I am not impressed, Adaptors are not my niche, I'm moving on.

In reality, if I decide phones are my special interest, I would spend several hours checking sub-categories within the overall category 'Mobile and Home Phones', but I can't do that in this report, you'd get bored, I'd run out of steam. And besides, I don't like phones!

So I'll cut to the chase and reveal the end result of my real life research into this highly profitable and to me, uniquely boring field.

Here's the end result for a search on 'Mobile Phones', sub-category 'Orange'.

Illustration Seven

The screenshot displays the eBay search results for 'Orange Mobile Phones'. The page is viewed in Microsoft Internet Explorer. The search results are sorted by 'Ending Soonest'. The table below summarizes the visible items:

Item Description	Price	Quantity	Ending Time
Orange SPV E200 - boxed	£51.03	12	3m
SPV M2000 Brand new + boxed (XDA 2s IIs/ IMATE PDA2k)	£211.00	10	49m
Orange SPV C550 Smartphone - Brand New (Orange)	£211.00	30	1h 50m
ORANGE SPV E200	£41.00	13	1h 56m
SPV C500 exallent condition boxed 128mb card	£87.00	15	1h 59m
Orange SPV E200	£26.01	4	2h 18m
SPV E200 Microsoft Windows Mobile 2003 Smartphone	£31.00	7	2h 19m
UNLOCKED SPV + free O2 PAYG sim card	£26.00	11	2h 48m
orange spv e100, only 99p start	£2.21	4	2h 51m
Orange SPV C500 Mint Condition	£62.00	5	2h 57m
SPV C500 BARGAIN!!!!!!!!!!!!!!!!!!!!	£77.69	11	3h 18m
Orange SPV C500 Mobile Phone 1 MONTHS OLD (SILVER)	£87.00	13	3h 18m
Orange SPV E200, SPV E100 - UNLOCK SIMLOCK	£0.99	-	3h 23m
NEW MODEL SPV C550 UPG FROM SPV C500 **N/X DAY DELIV* **BRAND NEW SPV C550UK Seller**100% F/B**SMARTPHONE**	£181.01	20	3h 33m

That's much more exciting than my earlier research into adapters, and Illustration Seven is not showing Highest Price First listing, rather it is showing 'Ending Soonest' category. Sort highest price first and you will be able to choose products that almost always achieve high profit margins and they are the products to introduce to your business.

I have another idea for finding high interest items at high mark ups. You'll find it at <http://pulse.ebay.co.uk>

'Pulse' means what it says, it's a place to keep your fingers on the pulse for the currently best selling items on eBay. Go to the page, look at most

popular searches at the left, click on any and you'll find some really interesting results, just as I did when writing this report when I chose to click on 'caravan' third on the list of hottest searches at <http://pulse.ebay.co.uk>.

Illustration Eight - Hottest searches

1. [ipod](#)
2. [psp](#)
3. [caravan](#)
4. [mini moto](#)
5. [laptop](#)
6. [samsung d500](#)
7. [ipod mini](#)
8. [lacoste](#)
9. [mp3 players](#)
10. [cars](#)

This is what I got:

Illustration Nine

The screenshot shows an eBay search results page for 'caravan, Other Vehicle Parts Accs, Camping, Other Vehicles items at low prices'. The search results are filtered by 'Ending Soonest'. The items listed are:

Item Description	Price	Quantity	Time Remaining
BK BROOKWOOD STATIC CARAVAN 1992 MODEL 34 X 10FT X 3 BEDROOMS **** LOOK NO RESERVE****	£870.00	33	10m
COSALT TORINO STATIC CARAVAN 1998 MODEL 31 FOOT X 10 FOOT X 2 BEDROOMS **** LOOK NO RESERVE***	£1,700.00	25	28m
New Small Corner Basin for Caravan or Camper Bathroom	£14.25	1	2m
TRAILER TENT 7 BERTH INESCA VENICE MAY SWAP FOR CARAVAN	£645.00	22	8m
BK BROOKWOOD STATIC CARAVAN 1992 MODEL 34 X 10FT X 3 BEDROOMS **** LOOK NO RESERVE****	£870.00	33	10m
Caravan externally mounted flush TV aerial socket	£11.00	1	11m
2 Berth Bailey Caravan Inc Awning and everything you need to set off tomorrow	£2,500.00	-	12m
Caravan Awning Veranda Poles - Universal Fit	£5.95	-	15m
Hitch Lock - for Caravan, Trailer, Boat etc..	£12.00	4	17m

That is the 'Ending Soonest' page, just look at those lovely bids and multiple bidders for potential Second Chance Offers. I reckon we're talking double figure profits on most of these items, so think how much you'd make with 20 or more unique bidders as is common for seasonal items like caravans, in the summer of course!

I could go on forever, but I've already shown you how to find hot selling items, how to locate a niche, even how to ensure that niche is for a product you'll really enjoy selling.

There are other ways to find hot selling items, from which to locate products people want to buy.

ANOTHER GREAT PLACE TO LOCATE WINNING PRODUCTS - COMPLETED LISTINGS

My favourite place to look for items people really want to buy, for which finishing prices are high, and multiple bidders common, is from auctions that have already ended.

A special feature on eBay allows you to determine precisely how much your chosen product – or product theme – has fetched in past auctions. How much closer to perfection in product research it is possible to get?

This is how to find that information:

- 1) Go to 'Advanced Search', top right on the eBay home page.
- 2) Click through, and on the next page, key in the title or a description of your product in the search box, tick 'completed auctions', press the button to search.
- 3) Next page you'll find your product or product theme listed in date order, most recently finished items first. On this page you can choose to search worldwide by entering the appropriate information far left. You can also choose to search by highest prices achieved in all recent auctions. Do this by going to the search button, just above completed listings, right of the screen, where it says 'Sort By'. Choose 'Price: Highest First'. Press to continue and feast your eyes on everything you ever need to know about possible prices for your chosen products. On this page you can also check why similar products achieved wildly differing prices. Do this by locating the highest prices, go inside the listings, see if there is anything to learn from the seller. You need to determine which category the seller use to list the item, for example, what was their starting price, how did they describe the product, was there a warranty or satisfaction guaranteed policy, how much shipping did they charge, and so on. Try to work out how and why they succeeded over less successful sellers of similar products.

Finding a Supplier

So many ways exist for locating reliable companies to fulfill orders to your customers, alongside countless rogues and bogus dropshippers.

Most important of all, it isn't just dropshipping companies that actually dropship products to other firms' customers. Dropshipping describes a business process, not an actual business format.

So you will find retailers and catalogue owners, wholesalers, craftworkers, even offline auction companies, eBay sellers, and countless other business owners more than keen to fulfill orders direct to your customers.

In many cases, all you have to do is ask. Here in the UK very few suppliers currently know how the dropshipping process works. Those who do know probably have numerous selling partners already; those who don't know about dropshipping are the ones you should approach first. Find them and you have potentially an exclusive dropshipping arrangement with no competition on eBay or elsewhere.

The following list shows sources I use and find most profitable.

Dropshipping Companies Per Se

These are companies that buy stock in huge volume, usually from manufacturers or major wholesalers, who then offer to dropship for resellers. Some very good companies exist, alongside many more disreputable and downright fraudulent sellers. These tips will help you find reliable operators.

- * The best do not ask a membership fee to access their goods. There are one or two good ones that do ask a fee, but generally it is to stave off curiosity seekers and people who flit between business opportunities without ever getting started on any.

- * Look for companies offering a large range of products, meaning you only need one partner company to satisfy all your product needs. I work with several companies offering wide ranging products primarily in niche markets,

namely pet products, pewter pins, masonic jewellery. The opposite of this 'large range of products rule' is highly specialised and seasonal products such as cut diamonds and artificial Christmas Trees, or manufacturers of high quality, high priced items with niche and limited demand, such as designer teddy bears, hand painted pottery, craftsman hand made jewellery, and so on. Generally speaking, providers of one off and exclusive items, such as rare antiques and collectibles, do not fall within the scope of this report. What you and I want are suppliers of regular best selling, high profit margin, repeat product lines.

* The best, and virtually all exclusively dropshipping partners, offer their graphics and sales materials for others to use to promote the suppliers' products. Chances are their pictures and sales materials have been created by professional photographers and writers and way exceed the quality of any you or I might create.

Sadly, this is also where countless conmen operate, being people who say they are dropshipping companies and charge you a fee to access their sites as well as to use their 'copyright' graphics and sales materials. When you pay and access the site, you'll find a handful of awful products, over priced, with poor graphics and marketing materials, and goods that are way out of date or end-of-line, perhaps someone else's unsaleable cast-offs. I have joined a few and been very disappointed.

Most specialist dropshipping companies have their own online dropship operating system, confirming both parties' responsibilities and typically with their own customised Internet or offline dropshipping order process.

Some are formal, others quite the opposite, and I have some who I just telephone, tell them I have an order, give customer details, and they send the product direct to my customers and bill me later.

I can not give precise details as to how dropshipping companies work because all have their own system, some similar to others you'll encounter, others quite unique. Just do as I do, make a note of every supplier, keep a file on each, either online or in card folders, learn as much as you can about them and their products. You won't go far wrong.

You must make a careful note of user names and passwords for online dropshippers' sites and maintain up-to-date contact information, product details, and so on.

Remember, the best deals are exclusive deals, and keeping careful records is essential for finding and keeping reliable dropshippers. And, because you have probably sourced these people through your own hard work, you may be unable to find them again through traditional search engine procedures.

Now let me give you a few ideas for places to find good dropshipping deals.

Dropshipping Directories and Membership Sites

Here you'll find genuine wholesale and dropshipping companies, as well as scamsters pretending to offer unique, exclusive information, provided from their own research, which in practice turn out to be knock-offs of someone else's books, sites, or other compilations.

Retailers

The best retailers to approach with dropshipping proposals are online sellers, with overheads much lower than 'bricks and mortar' retailers, who can therefore pass decent discounts to those who resell their products.

Many of these companies import their own products and sell directly to the public from online shops. Few promote their products on eBay, presenting several great benefits of working with these people, whether I ask them to dropship for me, or seek small volume wholesale prices, even if I buy their products like any other member of the public for the purpose of reselling those items on eBay.

These are the benefits of this particular operating model:

- * Little or no competition for these products on eBay.
- * Items imported by small companies from small companies, face less competition than home grown high profile products.

* A little work is involved in downloading or otherwise copying another company's pictures and sales materials, leading lazier marketers to avoid this great source of dropship/low volume wholesale/buy to resell source.

This category also includes catalogue sellers and numerous other retailers and I have found, many whom even allow me to use pictures cut from their catalogues, which I scan into jpeg format and upload to eBay. Do not overlook this source of quality products with low competition on eBay.

Appendix One shows a letter we use to source new suppliers. You are free to amend it to suit your business.

Low Volume Wholesalers

Another of my own favourite product sources, and I absolutely cherish those who allow me to order their products in the smallest quantities possible, often one or two, with an almost certain guarantee that my order arrives the next working day.

The reason I love these people so much is that I get to send items direct to my customers, I never have to trust anyone else to pack and post my products, treat my customers with the respect they deserve, handle whatever problems or queries emerge. These people might dropship for me, if I asked, but I feel far safer using them as low volume, fast delivery suppliers.

Most of my regular suppliers are people I met at trade shows, or whose details I found online and decided to contact for more information.

Appendix One shows a letter I send to most firms I feel might be appropriate for my needs, but not all will pass my stringent tests. All I am looking for, using this letter, is a reply and a name to contact with more detailed questions later.

The fact is most people don't reply to my business proposals. I don't care about that, if that's how little they care about my proposal, I don't want them as suppliers. They might treat my customers with similar disdain. They have no place in my business. And besides, they need me far more than I need them!

Those who do reply often phone or email to start up an early relationship. This works better than waiting for a written reply, it gives me the chance to talk to people, see how committed they are to working with resellers or how fast they handle small volume deliveries. I have found many of my best contacts this way and I recommend you incorporate my technique into your business.

Due to volume of business, larger wholesale companies are largely unsuitable for dropshipping purposes but many offer low minimum order wholesale supplies and they are worth considering.

Using Search Engines

Here's a great way to find high demand products in a way that could make the product uniquely yours on eBay and it's all down to the fact that we all use different search words and phrases to find required information. Those words you use to find product suppliers on say, Google or Yahoo, might not even occur to other eBay sellers. Even your own search terms will vary and sites you access one day, will bear no relation to those of tomorrow. Every search is different, wonderfully different, and the source of many otherwise elusive dropshipping partners.

In short, finding suppliers this way naturally limits competition for your products.

Choose a search engine such as Google and key in words and phrases to describe products you'd like to offer. Such as 'manufacturer jewellery white gold', or 'dropshipper Apple computer', 'dog kennel County Durham maker'.

There are millions of combinations of keywords for finding specific sites offering certain products, all you have to do is think outside the box, choose less common keywords and phrases and help yourself to some wonderful search engine returns.

Bear in mind also that returns vary between search engines, so you can search on various sites, such as Google, Yahoo, Wanadoo, AOL, and so on, and

always come up with different results. And lots of great products to choose from, of course.

Other Sources

There are many more ways to find suppliers, so many you really should never be stumped for a quality product and a reliable supplier. Those I have tried, and found suitable, include:

Manufacturers - Find them at trade shows, via search engines, in *Yellow Pages*, via Chambers of Commerce, and so on.

Affiliate Program Suppliers - find them online by searching Google for 'affiliate + company'

Trade Journals - visit your local main business library, usually in major towns and cities, where you'll find virtually every business journal published anywhere in the world. Look in *Yellow Pages* or ask local public libraries to locate your local business library.

Trade Shows - find them via trade journals and from *Yellow Pages* and business telephone directories.

Arts and Crafts Fairs - find them advertising in local and regional newspapers, usually at the weekend.

Telephone Directories, Yellow Pages, Business Directories - check copies held at most public and main reference libraries.

By Placing Your Own Advertisements, Submitting Press Releases, Distributing Business Cards, Posting Query Letters - this is one of my favourite product sourcing methods, one I use regularly, and again it often results in unique dropshipping arrangements for my business. Visit the Appendices section of this report for sample copy letters and other documents you are welcome to adapt for your business.

Selling Affiliate Products on eBay

A strange title, 'Selling Affiliate Products on eBay', because it's against eBay's rules to sell purely affiliate products via traditional means. By 'traditional' I mean by listing affiliate company products and then getting your buyers to pay someone else for the product, namely the affiliate supplier.

The buying and selling contract is between eBay members, not outsiders, a rule eBay enforces to the hilt. Quite rightly so!

There are ways to get round the problem, honestly and legally, and you can sell the same products and earn similar or higher commissions as regular affiliates for the supplying company.

Let me explain from experience.

I reckoned if firms seek affiliates to promote their products from web site links, they should also be receptive to other reseller deals. I put my theory to the test, starting with companies I found via affiliate middleman affiliatewindow.com from where I source most of my affiliate products.

I found two companies, one selling smaller items, like homeopathic medicines, dog leads and collars, books, gifts for animal lovers. The other company manufactures large kennels and runs and other bulky items for dogs spending most of their time outdoors.

Both offered 20 per cent commission on sales made by affiliates through traditional web site links.

I emailed both and posed an alternative selling proposition.

I asked: 'Can I market your products on eBay, use your graphics and sales materials, and pay you direct to send your products to my customers, after I have deducted my twenty per cent share of the takings?' Both agreed. How easy was that?

I've joined some excellent affiliate marketing programs with individual sellers and also directories listing hundreds of different affiliate programs, both to market those products through traditional affiliate techniques, as well as to source front and back end products to eBay customers. Not forgetting, I have arranged some wonderful dropshipping and wholesale deals with many of these firms. And because these firms fall largely outside the typical dropshipping arena, many of those deals are exclusive to me.

Finding Dropshippers and Small Volume Wholesalers at Trade Shows

Trade shows are a great place to find suppliers, generally manufacturers and wholesalers, but many are also happy to dropship their items direct to your buyers. They reason they don't do so already is usually because they haven't been asked or they don't know how dropshipping works. It's your job to educate them.

The big secret to arranging exclusive dropshipping deals is to approach manufacturers and wholesalers face-to-face at trade shows.

Major trade shows have hundreds of exhibitors, it's like an Aladdin's Cave, there are so many new products to choose from and so many new people with whom to establish a business relationship.

And, best of all, the vast majority of manufacturers are great at creating products but very poor at promoting their goods. They really need people like you and me.

The secret to success is to act professionally, don't come across as someone desperately seeking *anything* to sell as long as it gets them a little further out of debt!

Look closely at their goods before you approach stand holders. Scrutinise, look at things from all angles, try to look like an expert, a very picky expert. It's good to have someone with you, someone to talk quietly with about these people and their products.

Of course, it's all a big show, these products may be *exactly* what you want, but what the stall holders want is that you pay up front for their products or place a big order right away. Not good!

At my first trade show I made the mistake of buying one of each item on some stalls, hundreds of cufflinks from one, four hundred dog charm pendants from another. I spent about £4,000 that day, because I was new to eBay and I thought this is what 'proper' eBayers do. Wrong, wrong, wrong! I still have

more than £3,000 worth of stock tying up space in my garage more than two years later. I can't even sell those products at the prices I paid for them.

It's much different now. With experience, and having made some great trade contacts, I now realise manufacturers need people like you and me much more than we need them.

They're great at making things, remember, and lousy at marketing!

Listing Your Products on eBay

Let me show you now how to use a dropshipping or other companies' graphics and sales materials in your eBay listings.

I'm going to use one of my own pages, purely in case I make mistakes that might affect you in this touchy area. Remember you must seek permission to use images before assuming you can. I have never been refused. You'll see copies of letters I use soon and you can copy any you like. I always send a copy of the letter to myself in case someone later denies its existence.

I'll use one of my own sites for the next illustration.

Illustration Ten



Let's say you want to use some of my graphics from the six shown above.

I'll take the sixth picture, the oblong watch cufflink as an example.

With the site showing on your computer screen, take the mouse, right click and point the cursor at the right of the picture you want to use. Choose 'Save Picture As' from the menu and save to desktop. Using my site you'll end up with a jpeg file on your desktop, called 'img1'. Remember you must always ask permission to download pictures and product descriptions, you must never assume it is okay to do so.

Here is the picture I just downloaded:

Illustration Eleven



Now I need the text, and I'll assume the wording on my cufflinks page is sales copy, that it describes the watch cufflink.

I click the mouse just before the very first letter on the screen, , and keeping the mouse depressed, I scroll right down to the bottom of the text. Keeping the mouse fully depressed, and the text highlighted in black or grey, I move to 'edit', top of screen and choose 'copy'. Now I let the mouse go and in a ready opened *Word* document I go to top of screen again, choose 'edit' and then 'paste'. The text will flow into my *Word* document, which I will save and give a name I'll remember later for the product. Illustration Twelve shows how that text might appear in my *Word* document.

Illustration Twelve

cufflink

man cufflink

diamond cufflink

silver cufflink

cufflink stud

cufflink box

cufflink women's

gold cufflink

designer cufflink
enamel cufflink
burberry cufflink
antique cufflink
novelty cufflink
cufflink wear
sterling silver cufflink
gucci cufflink
shirt cufflink
mont blanc cufflink
unique cufflink
wedding cufflink
crystal cufflink
kenneth cole cufflink
initial cufflink
cufflink case
vintage cufflink
engraved cufflink
leather cufflink case
tiffany cufflink
cartier cufflink
bear and bull cufflink
woman cufflink
airplane cufflink
personalized cufflink
cheap cufflink
custom cufflink
monogrammed cufflink
cufflink presidential
silk knot cufflink
dunhill cufflink
montblanc cufflink
american flag cufflink
monogram cufflink
wholesale cufflink
paul smith cufflink
discount cufflink

cufflink and stud set
masonic cufflink

In practice, I'd probably edit pictures and text making sure there are no typos or spelling mistakes and that the picture is as large and clear as possible.

Now, at the same point you'd normally enter your own text and pictures you simply enter those just obtained from the suppliers' site.

Wait For Items to Sell, Invoice the Buyer, Clear Payment

When items sell, take payment, and wait for cheques or pending PayPal monies to clear before placing an order with your supplier. This is the way dropshipping business usually operates, both on and off eBay.

When payment clears, process the order and remember ordering processes often vary between companies. So keep a careful note of individual ordering procedures and order as quickly as possible after payment clears.

One of the main benefits of dropshipping is that major companies process deliveries by courier with a signature being required before the package is handed over and that is a great way to safeguard against dishonest customers who claim their order has not arrived, this being a common means of getting duplicate products cost free!

Handling Customer Relations, Feedback, Returns, Refunds

Bigger, and better dropshipping companies have their own returns and refunds policy - usually posted at their web site - although it must be remembered your customer will almost certainly return a product to you for replacement or refund.

For inexpensive products, it's par for the course, you might just return the item to stock and resell and send it to another customer, without contacting your supplier.

For costly items, arrange in advance how the supplying company handles such matters and save the answers in writing.

I have rarely encountered problems over items being returned for refund or suppliers who back out of an agreement to take items back into stock which have initially been processed to my customers. Most quickly refund my payment, usually in full, or with a small handling fee deducted.

You should study your suppliers' terms and condition and ensure you agree with them before joining the company as dropshipping partner.

Remember all problems and queries will come to you, not the supplier though usually the supplier will handle the problem for you or at least advise you about what to do next.

Too many problems, especially those the supplier ignores or insists are your problem alone might suggest it's time to change your supplier.

You will get problems, more so using third party providers, but as far as the customer and eBay are concerned, you are the one to solve the problem.

It is your duty, you must do it! Don't ignore the problem thinking it will go away, it won't, it will only get worse. And not dealing with problems not only earns you bad feedback and damages your reputation, it could also get you expelled from eBay.

Other Things You Need to Know About Dropshipping

Most of what you need to know you will learn with time and experience. But some things can't wait, you need to know them now, before you begin your dropshipping business. These tips will help.

- * Check all costs associated with products such as VAT or other local, national or international taxes, consider whether taxes are inclusive or added to product cost, look for handling charges for processing products to your customers, how much is postage and packaging?
- * Some rogue companies, offering quality goods at reasonable prices, slap on massive handling and shipping fees, until all your profit is squeezed back into their own bank accounts.
- * There should be an agreement between yourself and suppliers that details each party's responsibilities and lays down what each party can expect of the other. Often the agreement is the one you agree to at a supplier's web site. That is fine, it is rarely one sided, most reputable companies have agreements to benefit partner companies every bit as much as themselves.

FAQs: Frequently Asked Questions and Answers

Do I Need a Business Account or Business Stationery to Work With Dropshippers?

No, not usually. Dropshipping traditionally involves signing up for an account at the dropshipper's site, reading and agreeing to their terms and conditions, and waiting for your own special User Name and Password to appear in a follow up email.

Do I Need a Business Account or Business Stationery to Work With Dropshippers?

Sometimes, but only rarely, will a supplier ask to see a business letterhead before allowing you into their premises, real or virtual.

It used to be, before online marketing became the norm, that dropshipping companies, notably wholesalers operating the dropship model, would dissuade people entering to buy one of their items cheaper for personal use by insisting on a business letterhead and sometimes VAT or other trading tax registration number.

That rarely happens today but if you are asked for business stationery, this doesn't mean you also need to open a business banking account.

You can even use a business name but take payments in our own name and pay them into a personal bank account.

A business letterhead is useful for a range of reasons, including creating a more professional look than using your own name in business dealings. And it also helps gain access to some wholesalers and dropshippers who do require proof of your business status.

It is easy to create your own business letterhead using basic editing programs, including *Microsoft Word*.

Are All Dropshippers and Supplying Companies Reliable?

Most certainly not, and in fact there are some supplying companies that will create far more problems for you than they will ever help you solve. I recommend you shop around and try lots of partners before deciding which suits you best. And always keep some in reserve, continue searching for new companies all the time.

You can also do research on companies via search engines. People working with dropshipping companies frequently post messages about their ventures on forums and in articles or other web site mentions. If they find a bad dropshipping or other supplier, many will work hard to help others avoid their bad experiences by posting information about those companies where others will see it.

Key the name of your dropshipping company into a major search engine, like Google or Yahoo, and if it's been said about your company, you will find it.

Summary

Dropshipping is a great way to run an eBay business, though not without its share of problems. Thankfully, those problems are easy to predict and avoid and I hope this report will help you achieve great success in the dropshipping business.

Appendices

Appendix One

Letter to Express Interest in Product With or Without Requesting Dropshipping Arrangement

This is roughly the same letter I use to approach new suppliers before suggesting dropship facilities. Sometimes I use this letter purely for low volume wholesalers and retailers – online and with print catalogue – where I am happy to receive products myself for forwarding to customers.

Business Name

Business Address
 Telephone, Fax, email
 Date

Dear (Person Approached)

We are eBay PowerSellers (or just ‘Sellers’ as appropriate) keen to add more quality items to our inventory. Having checked your web site (or catalogue, shop, whatever) we are interested in adding your products to our eBay listings.

We particularly like your (product description) and wish to purchase initial stock for testing purposes on eBay.

We require steady replenishment of our best-selling items and welcome your guidance as to delivery times for your products and whatever minimum order values apply.

I look forward to receiving your trade catalogue and permission for us to use your product details and pictures for our customers to help us generate faster sales to our mutual benefit.

Kindly let me know when we may call to make our initial choice of goods.

Yours sincerely

Appendix Two

Sample Business Card

<p style="text-align: center;"><i>YOUR NAME</i></p> <p style="text-align: center;">eBay PowerSeller PRODUCT SPECIALTY Dropshipping Proposals Especially Welcome</p> <p style="text-align: center;">Address</p> <p style="text-align: center;">Telephone Number Fax Number</p> <p style="text-align: center;">Email address</p>

Having your own business card and taking it with you everywhere is always a good idea. You never know when opportunity will strike and it is good to distribute cards in the hope suppliers will come by them and contact you with product offers.

Nothing complex is required, just a straightforward card with basic business details. You can also add you eBay ID and shop name and url if you wish.

Appendix Three

Sample Press Release for Trade Journals and Other Trade Publications

The press release is designed to attract suppliers and is a simple single sided document, usually two pages maximum, which is sent to editors of newspapers and other publications in the hope they will publish your business information. This is a sample you can adapt for your business.

PRESS RELEASE

Here's a Great New Idea to Benefit Your Readers

Business owners who don't market their goods online are missing out on a huge and growing market.

While they miss out, hundreds more enlightened manufacturers and wholesalers are selling immense quantities of their goods on eBay.

But that doesn't mean sitting by a computer all day, answering questions, uploading new product listings, sending invoices, fulfilling orders.

eBay PowerSeller (name) specialises in selling other firms' goods on eBay, promising to do everything from describing products, posting pictures, taking orders, banking cash. But that's as far as he goes and, using a system

known as dropshipping, he seeks contact with anyone keen to let him market their products on eBay and willing to forward goods direct to his buyers.

Your readers will be paid up front for their products and postage and packing costs.

It's a great opportunity for non-techie sellers who can contact (name) any day between 9am and 9pm on (telephone number)

Appendix Four

Sample eMail or Snail Mail Letter Soliciting Dropshipping Arrangements

I have visited your web site (or obtained your catalogue) and wish to know if you currently offer a dropshipping service, whereby you deliver your goods directly to customers attracted by resellers.

We are eBay sellers keen to expand our product range and your items are exactly what we are looking for.

For dropshipping purposes we need to determine the cost of your products to resellers, plus postage and fulfillment costs at your end.

If you prefer we can develop a proposal for you, based on traditional dropshipping methods, which we will forward for you to review and hopefully accept.

To speed the selling process we prefer to use our suppliers' images and product details and we would be grateful for any images you might provide for us. Alternatively, our computer staff can obtain required images from your web site if that is more convenient for you.

There is absolutely no cost to you involved in this proposal, we do all of the selling, all we require is that you forward goods directly to our customers alongside your own shipments.

Please phone or email me any time if you'd like to chat about this proposal or if I can provide any further information.

Yours sincerely

Iman eBayer