

# [Infographic] : Ultimate Guide to Dropshipping

[teincome.com/infographic-ultimate-guide-to-dropshipping/](http://teincome.com/infographic-ultimate-guide-to-dropshipping/)

**Dropshipping** is a retail fulfillment technique where an online shopping store doesn't keep the items it offers in stock. Rather, when a store sells an item, it buys the thing from an outsider and has it dispatched straightforwardly to the customer. Subsequently, the merchant never observes or handles the item.

The greatest distinction amongst **dropshipping** and the **standard retail model** is that the selling merchant doesn't stock or possess stock. Rather, the merchant buys stock as required from a third party – normally a wholesaler or manufacturer – to satisfy orders. Dropshipping Business Model is most preferred because of the huge benefits associated with it like **easy to get started, less capital required, low overhead, flexible location, wide selection of products** and **easy to scale** etc.

Our Teespring course **TeelIncome profit system** was the first step of yours towards online selling which taught you how to sell products of others stores, its marketing and making your commission out of it. Now its time for you to create your own store and owing full profit. **We will teach you how to dropship, supply chain, fulfillment process?, how to get manufacturers for your product?, where to get shipping of your products on time delivery to customers? how to create your store? Linking of products to your stores? adding payment gateways? everything.**

This kind of model has various advantages : Please refer to the below infographic to understand this **Dropshipping Model**.

## THE ULTIMATE GUIDE TO DROP SHIPPING

A 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 and has it shipped directly to the customer.

- 1 Customer places order with shop.
- 2 Shop places order with supplier.
- 3 Supplier ships order to customer invisibly.
- 4 Shop alerts customer item has shipped.

### PROS

- Easy to scale
- Low overhead
- Flexible location
- Easy to get started
- Less capital required
- Wide selection of products

### CONS

- Low margins
- Supplier errors
- Inventory issues
- Shipping complexities

### HOW TO SPOT FAKE SUPPLIERS

Keep these points in mind.

FAKE	LEGITIMATE
<b>Membership fees</b> Real wholesalers don't charge monthly fees. It's important to differentiate between suppliers and directories. Directories (like Doba) are simply a list of wholesale suppliers, and they often do charge one-time or ongoing fees.	<b>Sold to the public</b> Usually to get genuine wholesale pricing you'll need to apply for a wholesale account. Prove you're a legitimate business and be approved before placing your first order.
<b>Pre-order fees</b> Many dropshippers charge a pre-order dropshipping fee that can range from \$2 - \$5 or more. This is normal as the costs of packaging and shipping individual orders are much higher than shipping a bulk order.	<b>Minimum order size</b> Dropshippers do not offer out window shop, and merchants that will waste their time with questions and small orders that will never translate into meaningful business.

### FINDING GREAT SUPPLIERS

Great suppliers tend to have many of the following 6 attributes:

1. Expert staff and industry focus.
2. Dedicated support representatives.
3. Invested in technology.
4. Can take orders via email.



- 5. Centrally located.
- 6. Organized and efficient.

### PICKING PRODUCTS TO DROPSHIP

Considerations when selecting products.

- Marketing Potential
- Accessories
- Turnover
- Hard to Find Locally
- Size and Weight

Think about how you'll market before you launch. Don't know? Reconsider launching. Selling a product with many accessories is a great way to improve your overall margin. Try to find products that aren't updated with new models every year. Selling a product that's hard to find locally will increase your chances of success. The smaller the items, the easier they are to ship cheaply to your customers.

**TIP:** Picking the perfect product to sell is the biggest decision you'll make and has long-term consequences on the success or failure of the business. Don't pick based on personal interest. Conduct market research to determine what you're going to sell.

### CHERRY PICK THE BEST CUSTOMERS

All customers aren't created equally.

**Hobbyists**

People spend a mind-boggling amount on their hobbies. Many serious mountain bikers spend more on their bikes than they do on their cars. Target the right hobbyist niche and you can do very well for yourself.

**Businesses**

These customers might be more price-sensitive, but they will usually order in large quantities. Once you establish a relationship with them, you open the door to a long-term, high-volume relationship.

**Repeat Buyers**

Recurring revenue is a beautiful thing. Sell items that are disposable and/or need to be reordered frequently and you can grow rapidly as you build a loyal customer base that frequently returns to purchase.

**DON'T INVEST A LOT OF MONEY**  
Just get it launched.



**INVEST A LOT OF TIME**  
Bootstrapping & sweat equity.



### WHY YOU SHOULD START YOUR OWN ONLINE STORE FOR DROPSHIPING

More control, strong branding, less fees.



- PROS**
- More Control
  - Easy Design
  - Mobile Ready
  - No Third-Party Fees
  - Build a Real Business

Customize the look to complement your products; create custom product pages. Building your own ecommerce store is easy, especially with platforms like Shopify. Many themes on hosted ecommerce platforms are responsive to most devices. You won't have to pay 10% to 15% of every sale to eBay or Amazon. It's much easier to sell a business built around an independently owned website.

- CONS**
- Less Free Traffic
  - Increased Complexity

You'll be responsible for generating traffic through marketing, SEO and advertising. You're responsible for configuring the design, layout and structure of your store.

### RUNNING A DROPSHIPING COMPANY

Live by these top ten things.

- Accept that things can get messy.
- Adopt a KISS mentality. *Infographic = Good Start!!*
- Own up to a botched order.
- Consider multiple suppliers.
- Manage out-of-stock situations.
- Route orders intelligently.
- Stay vigilant with fraudsters.
- Nail down a fair return policy.
- Worry more about shipping as you grow.
- Be constantly invested in support.

**"The most important step – the one that most people never take, is to actually get started building your business!"**



Check out the free 100-page guide on dropshipping here:  
[teelincome.com/dropshipping](http://teelincome.com/dropshipping)

Thanks for reading.



## TeelIncome

We're not just an ecommerce course and software, TeelIncome is the best website that has everything how to sell online, on social media, or in person.

