

★ JOBCRUSHER HOME SEMINARS ★
Presents

Start Your Own Profitable Ecommerce Business With a Little \$20 Test Ad

SESSION #1





Start Your Own Profitable Ecommerce Business With a Little \$20 Test Ad



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Introduction

Welcome to the first volume of **Job Crusher Monthly Home Seminars!**

If you're holding this workbook in your hands, it means one thing: **you want to make money.** And you're in the right place.

Every month, we'll be sending you step by step training revealing a new profitable business model that's proven to generate an online income. You'll follow along with the workbook completing action steps as you go. You'll also be getting access to matching online video training each month.

You can implement these steps to start making some extra cash, or even turn it into a fullfledged online business so you can **CRUSH your day job** and enjoy the freedom you deserve!

Each session will include written training, video training, checklists & action steps. They'll cover both the business model and a cutting-edge tactic to generate website traffic for that business model. These are designed to be a complete "Business in a Box" with everything you need to start a profitable business.

Future sessions will be covering things like:

- Profiting with no product using a simple review technique.
- Unique method to profit from YouTube with no videos, no products & just a few hours a week.
- Cash in with a super simple technique using other people's Facebook groups.
- Easily leverage other people's influence online to profit.
- And many other easy to implement strategies!

And this first edition is all about selling physical products online – essentially, eCommerce.

But, there's a twist...

See, anyone can sell a few products online. That's not very difficult.

And it doesn't matter if you want to start a brand new eCommerce business, or if you simply want to add an additional revenue stream to an existing business (and I mean ANY business).

Take it from someone who has generated **over \$500,000** in physical product sales online (on ONE platform). The key to maximizing eCommerce profits is... **TESTING**. So in part 1 of this guide...

You'll Discover the Simple 3-Step Process For Testing eCommerce Products & Scaling Them to Big Profits

If you're starting from scratch, you'll see how easy it is to create your own products via ondemand printing / merchandise creation for just about ANY niche (absolutely no tech skills or eCommerce site required).

Using this simple process, you'll never have to worry about customer service, suppliers in China, or EVER even having to touch a single product! And then you'll see how to create a simple test ad to find winning products that are ready to be scaled to big profits.

Then in part 2, you'll discover how to take that winning product and take advantage of underutilized shopping engines, product listing sites and comparison shopping sites that can bring in A LOT of sales.

In fact, one consulting client of mine implemented this tactic and it added thousands of dollars PER DAY to their business!

No matter what your situation, this guide is designed to help you go to the next level of eCommerce success.

Maybe you're brand new to eCommerce and want to make some side money. Maybe you have an existing business and you want to create a new income stream selling physical products that people love. Or maybe you already have an eCommerce business and you want to massively increase your ROI...

YOU'RE IN THE RIGHT PLACE!

So let's get started...

Here's a Quick Overview of What This Guide Covers

- **3 Common eCommerce Problems** Most People Face (Especially When First Starting)
- **How Easy it is to Create Your Own Products** via On-Demand Printing / Merchandise For Just About Any Niche (No Tech Skills or eCommerce Site Required)
- **Why You Never Have to Worry** About Customer Service, Suppliers in China, or EVER Having to Touch a Single Product!
- **How to Create a Simple \$20 Test Ad** to Find Winning Products That Are Ready to Scale Up

- **Why Overlooked Shopping Engines**, Product Listing Sites & Comparison Shopping Sites Can Bring in a TON of Sales
- **How to Easily Set Up** These Profitable Listings Step-By-Step
- **A List of Sites** That Will Let You Submit Your Products
- **A List of Services** Who Can Help You With the Process (optional)

Video Training Goes Hand-in-Hand With This Workbook

You'll find your video training that goes along with this guide at:

<http://www.jobcrusher.com/ondemand>

It's important that you follow along with the video seminar as you complete the lessons in this workbook. The two go together and combined will get you the best results.

IMPORTANT: While we realize it's common sense, it's important to know that the results we share with you are not average or typical. We're sharing extraordinary results because it's important to showcase what's possible, but in no way should that be considered a promise of similar results. Your results may vary.

3 Common eCommerce Problems Most People Face

Here are some of the most common eCommerce challenges people face, especially when starting from scratch.

1. Finding the Right Products to Sell

It all comes down to understanding your customer. Even though this is not all that difficult, this is still where a lot of people miss the mark.

Too often, when someone is just starting with eCommerce, they sometimes make decisions based on what **they themselves like**, instead of figuring out what their customers truly want to spend their money on.

And figuring out what your customer actually wants to buy is pretty easy – it's just some simple research. But you **actually have to do it**. (What a concept?)

2. Technology Overwhelm

Today, there are so many options out there that it can be overwhelming. There are eCommerce platforms like Shopify, Etsy and even eBay. Amazon is an eCommerce Goliath, and Aliexpress has simplified product outsourcing by giving the world access to Chinese Manufacturers.

These are all great, but each one has it's own learning curve and individual challenges. Some people get so excited by possibilities, but end up overwhelmed when it comes to taking action.

3. Dealing with Customer Service

If you've already tried your hand at eCommerce, you may have experienced dealing with customer service. When somebody sends you an email only an hour after making an online purchase asking where their order is, that can be annoying.

Luckily, you don't have to.

Part 1: Discover the Simple 3-Step Process For Testing eCommerce Products & Scaling Them to Big Profits

When it comes to making money selling physical products online, it's absolutely critical that you figure out which products people actually want to buy, that way you don't waste your time on products that people don't want. Pretty simple, right?

But that's what most people end up doing when they first try their hand at eCommerce. They have a product that they **think** (or hope) people want to buy. So when they don't get any sales, two things might happen...

One, they give up. They throw in the towel and convince themselves, "this eCommerce thing doesn't work!" Or two, they stubbornly keep pushing this product that nobody wants. They run all kinds of ads, test different headlines, drive traffic, send emails, only to still have nobody buy. That's when they usually circle back to number one and give up.

Can you imagine how frustrating that is? (Maybe I'm describing you). They end up thinking that they're no good at this online marketing thing, when the real problem was **THE PRODUCT**.

That's why it's crucial to test and find those winning products **first**. It's also why on-demand printing / merchandising are an **amazing** way to make money. They are very easy to crank out different products, test and find winners.

WHAT IS ON-DEMAND PRINTING / MERCHANDISING?

On-demand printing / merchandising might be the perfect opportunity for somebody who's never tried eCommerce. It's basically where there is a company who will take your customers order, create the product, ship it, and handle customer service for you.

It eliminates some of the headaches you may encounter with other platforms like Shopify, Amazon, Etsy, etc. There's nothing wrong with those platforms, but for somebody just getting started, **simple is key.**

Instead, use **GearBubble.com** or teespring.com, represent.com and others. But GearBubble is my favorite. They make it mind-bogglingly easy to start selling apparel, accessories, and more. All you need are a handful of custom designs -- and no, you don't need to be a pro designer to make that happen.

This is one of the easiest ways there is to start making money almost immediately, with minimal starting capital.

The fact is, people will always buy things like t-shirts, hoodies and coffee mugs. People will also always look for niche products in these areas.

A t-shirt is a t-shirt. It's a solid, tangible object. In a lot of ways, that's an easier sell than something like an ebook or an online course, where intangibility creates consumer hesitance to attribute value to it.

But inventory, up-front costs, and customer service scare people away.

WHY ON-DEMAND PRINTING / MERCHANDISING:

- Requires no upfront investment in inventory

Some eCommerce strategies require purchasing inventory before any customers buy your product. That's a chunk of cash you could use on other things, like advertising.

When using an on-demand printing / merchandising service, you **do not** have to spend money up front on inventory. Instead, they make their money when each sale is made, so you don't have to worry about having a bunch of leftover inventory that nobody bought. (This is key when it comes to finding winners and scaling to big profits).

- They handle all customer service for you

This is **huge**. Customer service can be a headache, especially if you're getting lots of sales every day. If somebody wants to check on the status of their order, they aren't contacting you. The customer is contacting the platform. So you won't get bogged down with tedious tasks.

- They create and ship the product for you

Again, this is something **you do not have to do**. Which is awesome. You can sell t-shirts, hoodies, coffee mugs, tote bags, and even jewelry, without ever having to field a customer service complaint -- or even handle any of your inventory yourself. A single design can be transformed into any of these things, letting you get more mileage and more ROI out of it.

And again, you don't have to manufacture the items, or even handle inventory. These third party sites take care of all of that for you.

- These are products that are tested and proven to sell

There's a reason that sites like GearBubble.com offer these specific products: **THEY SELL**. And it goes for almost any niche market. Even things you might think of as a "no-go zone," like religion and politics, can be very lucrative indeed.

WHAT KIND OF PROFIT MARGINS ARE WE TALKING ABOUT?

The margins on this are super high. With Gearbubble, you're looking at a \$27 profit margin on a basic necklace that runs around \$35. T-shirts have a high profit margin, too.

The costs to produce this stuff are really low, but people pay solid money for them. That's part of why this approach works so well.

Another plus is that because you can stick the designs on different kinds of products, you've basically got built-in upsells. If someone bought the t-shirt, offer them the coffee mug or the heart-shaped pendant with the same design or slogan.

CHOOSING A NICHE MARKET

A "niche" is just a focus area, basically. There are broad niches, then narrower "subniches" inside them. But it's all about the audience - the people, the potential customers - that are interested in that area of focus.

When choosing a niche market, the key is finding an audience that's passionate about the topic matter. As you can imagine, the sky's the limit with this, but here are a couple of quick examples:

- **Moms**
- **Nature lovers**
- **Holiday themed items** (as you can imagine, this one tends to be seasonal)
- **Pop culture fandom**
- **Dogs** ☐ **Golf**
- **Yoga**

Can you see why it's critical that the group of people are passionate about a topic? It's because that topic is part of their personality. It's how they view themselves, and how they want people to view them.

That's why people buy t-shirts, mugs and etc. with a design they like, because it represents **who they are**.

That's why when you find a winner, they can be REALLY profitable.

And it's a lot easier than it might sound! It just takes a little bit of research.

Step 1: Research

Do you know why lots of people fail? Because they fail to do their research. And it's really not overly complicated or difficult to do.

It's just about putting in a little bit of time to understand what your particular market responds to, and what they want to buy.

And that information is readily available. You just have to know where to look. And most of the time, the answers are right in front of you, in places you might already spend time online.

It's about finding the slogans and images that resonate with your target audience. And it doesn't matter what niche we're talking about.

For example, my wife's favorite coffee mug says "**Mama Needs Her Coffee.**"

It's so ridiculously simple, but she **loves it**, because it resonates with her and what it's like to have a two year old child who doesn't care how tired she is.

Or it could be an image, and all you need to do is get a free or low-cost image at Canva.com or Pixabay.com, use GearBubble to upload the image and BOOM, you're ready to test your product. There are lots of ways to do this.

So you find what people like, and then you simply make your own unique version - we're not copying or stealing anybody's designs - we're using their product as inspiration to create our own. (And it's actually really easy).

The fashion industry is the best at this.

Each season -- twice a year -- top tier designers debut their latest creations at fashion shows.

As soon as a design hits the runway, fast fashion companies like H&M, Zara, and even WalMart are already in the process of creating their own versions.

That's how fashion works. It's a normal part of the industry. If something sells, other companies copy it.

Should you steal designs outright? Absolutely not.

But imitation and emulation are the name of the game here.

Sell what sells. A lot of the time, this means creating your own "different but basically the same" version of a design you already know is popular with your target demographic.

WHERE TO FIND IDEAS

One of the best resources you can access are the platforms themselves that are selling products.

You'll want to head over to GearBubble.com and **check out their top sellers**. This is ridiculously valuable data that gives you a great idea of what people in your market want to spend their money on.

They actually tell you how popular a product is, **so you understand what** kinds of designs and messages **the audience is interested in**.

If you go to Gearbubble and select "Top Sellers" under "Categories," you'll notice a couple of things.

You'll see stuff intended as gifts for moms, sons, grandfathers, or other family members, usually based around a sentimental text-based design.

That kind of stuff tends to be a top seller, but it's far from the only option. Even things you might think of as a "no-go zone," like religion and politics, can be very lucrative indeed.

Notice how on Gearbubble's top sellers, you see a Donald Trump inauguration day memorial mug, right next to an Obama t-shirt.

Again, this works for just about any niche. Just search for your niche and find the most popular products.

WHERE ELSE TO LOOK

Pinterest is a **fantastic** research tool for on-demand printing / merchandise. Let's say you have a "mommy blog," or maybe you want to start selling to moms, because they're a **huge** market.

So you go to Pinterest and search for "mom" and "quotes." You'll see all the search results, and pay close attention to the "repins." That will be a good indicator of whether it's popular or not.

Then you'll see Pinterest gives you more options to drill down further. You can click on "Funny," "From Daughter," "Inspirational," etc. These are all options you can test (and remember, testing is the key to finding massively profitable products).

So you can take any of those popular quotes and easily put them on a coffee mug or a t-shirt or a hoodie or canvas print or a poster. (Or, you could put them on all of them and have up-sell items. Yeah. That's a great way to boost your ROI).

That's how you know if it's a good idea to test.

Facebook is another great resource. Use the Facebook search tool and search for keywords in your niche.

You can even type "Gearbubble.com" + "moms" and click on 'posts' to see what products are being posted on Facebook.

Google obviously is a ridiculously valuable resource, but I don't need to explain how to Google something, do I?

Amazon and **Etsy** are both great places to look. Again, you want to look for popular selling products.

Research is absolutely key when it comes to getting big time online profits. There are many ways to do it, but the most important thing is understanding what people in your market like, respond to, and ultimately **spend money on**.

So **where** you do your research isn't as important as **simply doing it**.

And don't worry about finding **one design** or slogan to test. You'll want to find and test multiple options.

Step 2: Creating Products

Creating your product is really easy.

GearBubble makes it incredibly simple to either upload an image or add text. You can even create your own "store" for free, which makes it perfect for both existing businesses / niche sites, as well as somebody starting a brand new venture.

When it comes to making sales, the design itself is the most important factor.

But remember, **you don't have to be a designer** to create the products. You can easily - and **cheaply** - outsource this part.

FINDING A DESIGNER

Some people go to platforms like Fiverr, where you can get decent design work done fast and cheap. (Like the name suggests, Fiverr gigs run an average of \$5 a pop.) A lot of these freelancers are in low cost of living countries, meaning you can get professional level work at very competitive prices.

You can also find freelancers on [upwork.com](https://www.upwork.com), [outsourcely.com](https://www.outsourcely.com), or [99designs.com](https://www.99designs.com).

But you can also DIY it.

When doing your research, notice how a lot of these top sellers involve designs that are mostly text. If you have Photoshop, Illustrator, or even just an account with Canva, you'd be surprised how easy it is to put these together.

You just take the popular example design/s you found during the research phase, show it to your designer and tell them you want something **similar, but definitely its own unique design**.

DO NOT BLATANTLY STEAL SOMEONE ELSE'S DESIGN.

It's the wrong thing to do, and plus it's important that you provide a unique design to separate yourself in the marketplace.

CREATING PRODUCTS ON GEARBUBBLE

Have I mentioned that it's really easy?

So you take that design and upload it to GearBubble. Then choose the kind of product you want to sell: a t-shirt, hoodie, mug, necklace, canvas print, poster, etc.

(Cool tip: start with a t-shirt, then offer a mug with the same design as an upsell. It's a great way to maximize ROI).

Then you go through their simple set up. Enter your campaign title, the description, how much you want to sell it for (they tell you the price converts best for each product, but you can tweak it if you want).

You can even set up custom discounts and coupons codes. You can apply them to certain products, or to the entire store. And you can also set an expiration date so that the discount is only available for a limited time.

You can setup your Facebook pixel, your Google tracking, everything you need right on GearBubble so you can see where your orders are coming from.

Then you can even create your own unique URL for your product.

Then GearBubble will generate the listing and host it on their site. So you don't even have to have a website to get started. You could start with a Facebook page and your GearBubble store.

GearBubble basically does everything for you. It's **AWESOME**.

They process the order for you, they store the merchandise, they print the design, they ship it out for you, AND they handle the customer service.

That's why it's the **perfect platform** for testing out products, finding winners, and then scaling them to big profits.

Step 3: Testing

This is where the rubber meets the road. This is where you're going to find out if your design is something that people want to buy.

Keep in mind, you probably are NOT going to hit a homerun on your very first product. It's possible, but that's not usually how it goes. Especially because when people test their first product, they tend to use a design that **they personally like**.

The problem is, **it doesn't matter what you like**. It's what your audience likes. And sometimes when that first product doesn't work, people think they're not any good at this, so they quit.

Don't do that. Be prepared to test multiple products.

And the best, most effective and affordable place to test products is with Facebook ads.

HOW TO TEST

The test itself isn't all that complicated. There isn't some secret way to do it that nobody else knows about.

We're going to be running a simple Facebook engagement ad, but there are some important things to pay attention to, like:

- Audience Targeting
- Your Budget
- Your Ad Creative
- Scheduling Your Test
- Success Indicators

AUDIENCE TARGETING

A vital part of that is your targeting is identifying your avatar. An avatar is the characteristic makeup of your ideal visitor/buyer.

Consider your niche for a moment, what traits are the first that come to mind? Start broad.

Are they male or female? Does the market lend itself to older or younger crowd?

Are they politically inclined? Are they adrenaline junkies?

Some are more obvious than others of course, for example: if your niche is cats, a predefined characteristic is that my avatar loves cats.

Begin to think about these questions and create a list of the traits that most define your Avatar. You'll use these interests to target your audience on Facebook.

START WITH \$20

That's all it takes to run a test, and it will end up saving you A LOT of money in the long run.

The goal is still to try and get a sale from this test.

But instead of rolling out a full-blown campaign on a product you **hope** is going to sell, you run a simple test that will give you a solid indication of whether this is a product to pursue.

So you'll choose the design you want to test, and then set up your ad.

SCHEDULING THE TEST

Set a lifetime budget of only \$20 and let it run for 24 hours.

BUT, you want to let it run for 4 hours in the morning, and 4 hours in the evening. These are the prime hours for selling products.

You don't want to run the ad while people are at work, because even though they may click on it, it's not likely they're going to make a purchase while they're looking over their shoulder making sure their boss isn't coming.

And you don't want to run the ad overnight when the only people seeing your ad are people who can't sleep. Sure, they might buy, but probably not at that time.

That way you know your \$20 is going to be spent during the most profitable 8 hours during the day.

INDICATORS OF SUCCESSFUL PRODUCTS

After you've run your test, now you can look at your results and determine whether this is something to continue with.

You've only got 24 hours in a day, so you want to find the products that are going to generate the best results and the most profits, and be the best use of your time, energy and budget.

If somebody purchased your product during this test, **that's definitely a winner.**

Remember that you're utilizing a small sample size during this test. And your campaign is not going to be fully optimized, so if someone in that small sample size actually decided to purchase your product, that is a **very good** indicator that this product could potentially be scaled to big time profits.

Out of 10 tests, probably 2 or 3 are going to get a sale. That's where you want to focus.

Because if somebody bought during this \$20 test, it means that there is a very high likelihood that there are more people out there who will be happy to pull out their wallets and make a purchase.

These are the products you want to roll out full-blown ad campaigns on.

With that being said, a purchase during your test ad is **not the only** potential success indicator. Again, we're working with a relatively small sample size, so it's not totally necessary to get a purchase on the first ad to want to proceed.

Because GearBubble allows you to set up your Facebook pixel, you can find out if anybody **added the product to their shopping cart.**

Sometimes people get distracted with other things and don't fully go through the purchase process. Maybe they got an important text message or phone call and forgot what they were doing.

If someone added your product to their shopping cart, they are obviously interested in the product, and that means that it's very likely that other people will also be interested.

And on Facebook, if your post is getting lots of shares and comments, this can be a success indicator. BUT, if you're getting shares and comments but no purchases or add-to-carts, there might be some kind of tweak needed.

POTENTIAL NEXT STEPS

OK, now that you've got a winning product, what do you do next?

Well, you can start optimizing your ad campaigns by testing things. (Keep in mind that you always want to test **one thing at a time**).

Start by testing new designs. If you have a design that's getting a reaction - let's go back to the mommy example - if you have a coffee mug that has a "funny mommy quote," try finding **another** funny slogan to use.

On the opposite end of the spectrum, if your test **did not** work, go back and instead of using a "funny" mommy quote, try an "inspirational" one and test that. Or a "sentimental" slogan. Each market is different, so it's about finding the right combination.

Maybe you tried a handful of tests and got no sales or clear winners. Maybe they got some likes, shares and comments but no sales.

Well, you can look at which test had the most **clicks through to the page**, and try a different slogan or design in that "same vein." So if it was "funny mommy quote," try finding another funny mommy quote.

IMPORTANT THINGS TO REMEMBER

One mistake people make over and over is: they have an emotional attachment to their design or product.

The key to this whole process is you test, test, test and find what works.

And just because the design you created is your favorite, doesn't mean your audience will agree. Too often, people keep spending ad budget on a product that they shouldn't.

TEST. TEST. TEST.

Let your audience tell you what they want, instead of trying to push your own preferences on them.

Find the winners, ditch the losers and move on.

Part 2: Online Shopping Engines

At this point, you've got some kind of product that is making some sales. Maybe you already had a winning product when you picked this guide up, or maybe you took the training from Part 1 and set up your GearBubble store and made a few sales.

It's addictive, isn't it? Once you make those first few dollars, you're totally hooked.

With Facebook ads, keep testing. Keep experimenting. Double down on what works, and ditch what doesn't work.

The more you experiment, the more info you'll have about how to get your products in front of the right people.

But Facebook ads are just the beginning.

We're going to talk to you now about how to **make a lot more sales by using online shopping comparison engines**.

These are websites that let you upload your products -- usually in a .CSV spreadsheet file from Excel -- to their comparison engines.

These sites help shoppers find the lowest prices on the stuff they're looking for. This can be a gold mine, especially around major holidays like Christmas and Mother's Day.

WHAT EXACTLY IS A "COMPARISON SHOPPING ENGINE?"

I can almost guarantee you've used one of these before without even realizing it.

When someone searches for a product, the CSE compares listings from various online stores and vendors that it has in its database. Then, it recommends products to consumers based on their previous searches.

In some industries and niches, these things are pure gold.

Why?

Conversion rates.

People using a CSE are already well into the buying process. They're *going* to buy something. They're way past window shopping. It's just a matter of which product they buy -- and ideally, it will be yours.

We'll talk more about this in a minute, but first, you'll want to get on Shopify.

SETTING UP SHOPIFY

So, the next thing you can do here is **set up a Shopify store for your awesome Gearbubble and TeeSpring merch.**

Besides GearBubble, Shopify is one of the simplest way to get your own an online store up and running. Yes, there are other options, from Wordpress plugins like Woocommerce, to Shopify alternatives like Lemonstand and BigCartel.

But unless you've got a pre-existing website you want to leverage for this -- in which case, if you're using Wordpress, you may want to give Woocommerce a look -- **Shopify is the gold standard.**

You can get a sleek, effortless online store up in a few simple steps.

The site does have a two week free trial, but **pricing starts at \$39.99 a month.**

If you're short on cash -- like, let's say you're a college student and money's tight -- that might make you do a double take.

But remember how we talked about profit margins on the merch you're slinging here?

With a profit margin around \$27, you would only have to sell 2 necklaces through GearBubble to cover.

So really, that forty bucks is chump change once you've got winning products and you're already making sales.

Shopify also gives you a great opportunity to start building a brand your customers can connect with emotionally.

We're not going to get into this in tons of detail here, but you know what we mean. We've all got brands that strike the right chord with us, whether it's Louis Vuitton, Supreme, Dolls Kill, or whatever else.

In the long run, that's a pretty powerful thing.

So once you're set up on Shopify, you're all set to get started with comparison shopping engines.

These are basically going to be your secret weapon. Most people don't know about these, and they have *no idea* how much extra cash they could bring in by building up a presence there.

WHO GETS A GOOD ROI FROM THESE THINGS?

You should definitely submit your products to some CSEs if they fit any of the following criteria:

- They're unique.

If you're using Gearbubble or TeeSpring, you've got this covered. You're selling unique designs that no one else has.

So you're not competing against someone else who's selling literally the exact same thing at a lower price -- an issue you can run into with other approaches like dropshipping, where you're not selling custom products.

- They're priced at appealing rates.

Again, sites like Gearbubble and Teespring default to exactly what you want here. The going prices on those sites are what they are because it's exactly what the market will bear -- and as you've seen, this results in a hefty profit margin on your end of things.

The merch is quite affordable, yet priced *just* high enough to make prospective buyers feel confident about its quality. It's the perfect storm.

- Your value proposition is clear.

That's not a problem with custom designed t-shirts, mugs, necklaces, and other merch.

- You have great, pro-quality product photos.

GearBubble and TeeSpring generate these for you.

SETTING UP YOUR A DATA FEED, IN THE FORM OF A .CSV SPREADSHEET FILE.

The awesome thing is that **Shopify is already set up to generate this for you automatically** (which is why you want to set it up).

This is also true of competing platforms like BigCommerce, Volusion, and Open Cart.

The document contains your products' names, prices, descriptions, images, and other relevant info. The CSE uses this information to feature your store and its products for searchers.

SOME OF THE BEST COMPARISON SHOPPING ENGINES OUT THERE

A few are free, but most of them do charge money to be featured.

But the thing is, this is basically one of those business expenses that quickly pays for itself -- especially with the profit margins you're looking at with these kinds of products.

- The Find

This one is actually free, making it a great one to start with.

- Google Shopping

This one's basically the OG. It's the biggest and best-known of the CSEs, and you'd be foolish *not* to be featured here.

Another perk is that products on Google Shopping will also show up in standard Google search results at the top of the page, and they integrate easily into Google Adwords if you decide to pursue that route for PPC.

- Nextag

Nextag has been around since 1999, and it gets over 30 million visitors a month. As far as traffic and conversions are concerned, it's one of the best.

- Price Grabber

This one integrates with Yahoo! Shopping, getting your product in front of even more people.

(You'd be surprised how many people still use Yahoo!, especially in the Baby Boomer demo. If you're targeting "Facebook Moms," this is practically a must.) It's also got a built-in tool called Market Report that helps you track consumer buying trends over time.

- Shopping.com

This one is affiliated with eBay.

- Shopzilla

Founded way back in 1996, Shopzilla lists over 100 million products, and gets a lot of traffic on a daily basis.

- Amazon Product Ads

This one isn't quite a CSE per se, but it's a pretty similar setup. The difference is that it uses a pay-per-click model. It's Amazon, so as you can imagine, this can bring you quite a few sales.

A lot of people go straight to Amazon right away when they're looking to buy something, bypassing other search engines like Google.

*Note: You can find links to submit these in your members area

You may need to try a bunch of these before deciding which ones you want to stick with for the long term.

Some of them may get you a much better ROI than others, and although it's unwise to pull out too soon -- before there's been time for you to get any relevant impression of how many sales a CSE will bring you -- some may be far more likely than others to attract the right demo for your particular products.

(If your niche is basically "gifts for sons and daughters from their parents," you may be selling to different people than if your niche is "pop culture fandom stuff." Some CSEs might get more traffic from Baby Boomers, while others may attract more Millennial and Gen Z consumers.)

PREMIUM SERVICES

Here are some premium services that will do all the submissions for you:

singlefeed.com skufeds.com/channel-list godatafeed.com/channels

feedplatform.com bigcommerce.com/ecommerce-solutions

foxyfeeds.com

Workbook

It's time to take action!

CHOOSE YOUR NICHE

If you're just getting started, choose 3 niches you might want to go into:

Niche 1: _____

Niche 2: _____

Niche 3: _____

Ultimately, you'll want to start with just one niche, but you can make that decision after doing some research.

RESEARCH

Look at GearBubble for your niche/s and find some of the best selling products. Look for patterns in your niche.

Write down at least 5 of the top selling products - the product type, the design, etc.

Top Selling Product: _____

Top Selling Product: _____

Top Selling Product: _____

Top Selling Product: _____

Top Selling Product: _____

Top Selling Product: _____

Top Selling Product: _____

Go to Pinterest and find the most popular slogans and/or images, describe them below:

Example 1: _____

Example 2: _____

Example 3: _____

Example 4: _____

Example 5: _____

Now that you've got some examples, let's brainstorm some designs for you. You could simply take a slogan you found and make it look different from the example. Or you could take a popular design and have your designer (or you) create something similar.

Below, write or describe at least 5 design options that you will create.

Design 1: _____

Design 2: _____

Design 3: _____

Design 4: _____

Design 5: _____
