



Sells Like
HOT CAKES

How You Can Get From Zero To \$47,812 Per Month With No Capital
Or Investments Using A Simple Amazon +Shopify System

COURSE INTRO:

E-COMMERCE-BIBLE

YOUR ULTIMATE BLUEPRINT

TO GET FROM ZERO TO \$45,000

PROFIT PER MONTH!

www.SellsLikeHotCakes.co



Welcome to the Sells Like Hot Cakes video series on creating your first profitable Amazon and Shopify store. In this short video, we are going to talk about this e-commerce business to see if it's a great fit for you or not, what skills you're going to need, what you don't need to get started, and what profit goals you're going to set. So get excited people! Today we're going to learn something new, how to start an e-commerce business.

Here's a preview of what's in store for you:

- ***The first step in business is having GOALS: Learn how to put in place specific goals for your business that'll SET YOU UP for SUCCESS***
- ***See GREAT examples of how I set SPECIFIC GOALS for my business***
- ***Set your own goals Follow my blueprint AND PREPARE TO MOVE FROM ZERO to \$45,000 PROFITS PER MONTH!!***
- ***What YOU DON'T need to Succeed; Let me help you get out of your head and stop over thinking***
- ***Find out how to LAUNCH your products and GENERATE ORGANIC PROFITS!***
- ***Learn about the MYTHS that are HOLDING YOU back and watch me SQUASH EM!***
- ***Two FULL PROOF METHODS of generating passive income through e-commerce***
- ***How to SHIELD yourself from liabilities and legal issues in this Business***
- ***So you think you're ready? That's great! I'll show you exactly what you need to get started***
- ***Still NOT sure this business is for you? Don't worry, I'll help you figure it out.***

So stick with me till the end!

First things first, before you start any new business, you need to understand your goal. If you say, "I just want to make more money," that's not specific enough and if you don't have any specific goal, how will you know that you get there?



Before you do anything else, you just need to set a specific goal. In my case, for our course, I'm setting the following specific goal for you, which will be \$45,000 profit per month.

You might think that might be too modest of a goal, this is not millions of dollars like other gurus usually promise you... Well, if this kind of profit sounds too small for you, then probably I have nothing to teach you. You might be already uber successful yourself, so come and join us and share your success story, I would love to learn from you! But if \$45,000 profit per month is a good goal for you, then my course is a great way for you to achieve this. I am very confident of that.

I'll not promise you millions, but I am promising you that, if you complete the course and you, most important, you don't just watch but you take action, you follow the action steps, you do what I do, you will achieve this goal. I'm pretty sure of that. The goal of our course is to achieve at least \$45,000 profit for you per month by combining the sales from your own Shopify store, where you will be selling other people's products using drop shipping methods that I'm going to teach you, and Amazon FBA business, which means fulfilled by Amazon, where you are going to sell at least five products on Amazon.

Our goal is to make at least \$10 per product per sale and at least make 10 sales per day from each product, which means from five products, we are going to make \$45,000 at least per month plus your Shopify store profits and, of course, minus the cost of sales, production, shipping and advertising. Our estimated profit is \$45,000 per month. Well you can't live with that but you would agree it's a good start ☺

If this sounds good to you, let's get started and let's see how you can achieve it. And no, I am not going to talk of visualization techniques here or some positive thinking guru stuff. Only practical, down to earth, step by step instructions and video recording where you look over my shoulder to see what I do... Here are the most important myths that can sabotage your success and prevent you from starting. Let me just clear away all of these myths.

So first, what you DON'T need to have in order succeed. First of all, you don't have to live in the United States or have a United States company or bank account. A lot of people fail to start selling on Amazon in the USA because they just simply think because, "I'm not living in the United States, this is not for me," or, "I cannot open a bank account or a company in the United States, so this is not for me." Guys, let me just tell you, I'm not living in the United States, I don't have a bank account or a company there, and I'm selling on Amazon USA just fine.

The same goes true for the European Amazon; you don't have to live where you are going to sell, so let this not stop you. Don't worry about your own location; in most cases, it doesn't matter. Even if you don't live in Europe at all, you can still sell on Amazon, just take few more steps opening your company somewhere in the list of eligible countries! What else you don't need? You don't need to have great coding or marketing skills.

Guys, I have no clue about coding and let me be clear with you, I'm pretty successful. Trust me; all tools that my team has developed are really easy but very



effective. At the same time, they're easy to understand, easy to use, but they're super effective. They don't require any coding skills from you, and all the systems and tricks that I use don't require you to know HTML or things like this.

If you can operate your web browser, you pretty much have everything you need.

Regarding marketing skills, I will teach you exactly what you need so you don't need to have extensive marketing education background. Do you need to quit your job to start amazon or Shopify business? No way! You don't need to have a lot of time to do this because you can start part-time, having your own job and just devoting an hour or so per day preparing your e-commerce business; you don't have to spend a whole day on that. And you don't need to have a big team.

For your first products, you can just start alone and just follow the course and you'll succeed without a big team. Last but not least, you don't need to be a native English speaker. Guys, most of my team are from Europe so they are not even native English speakers, and for this reason we do a lot of voice overs for our videos, so you can enjoy quality English voice instead of broken accents, but this does not matter at all if you are just selling on Amazon.

Nobody cares if you are perfect with English or not, In case some of us struggle with grammar or with English, we help each other or we hire proofreading services. For a little money, they can proofread and edit your grammar and your English when you need to write some sort of marketing; proofreaders can easily help you so let this not stop you. The bottom line, you don't need to know perfect English to be successful.

What you need is a desire and the plan, to make sure you put effort into getting things done and don't procrastinate for weeks if things are getting too hard. Before you get started, here is a reality check for you. Let's talk of the elephant in the room.. money.. So Do you need big investments to get started or not? Like we cover in this course, there are two ways for you to start an e-commerce business. Actually, there are three, but retail arbitrage is not something that I recommend and, in other videos, I explain why.

In nutshell, retail arbitrage is when you buy low and sell high individual products and you simply run around Wal-Mart with your little scanner finding deals and you resell stuff online, or just do online arbitrage between eBay and amazon, which, for me, is not a passive income or investment; it's just another job for you. That's why we don't cover retail arbitrage in our course.

What we cover are two main ways to generate your passive income using e-commerce, which is Shopify drop shipping method, which requires no big investment except minimal investments, such as cash to buy Shopify subscription and apps, domain name, things like this; just minimal cash which every one of you has I'm sure. With this method, you're going to build your own Shopify store and you start reselling other people's products from AliExpress marketplace, and I will show you exactly how to do it without any coding skills, without any investments except minimal cash, you will be able to build a successful Shopify store.



The second way is going BIG and scaling up your business by starting your own white labeling business with Amazon FBA program, which requires you at least \$5000 investment. This is for placing an order of at least 500 units and shipping costs from China to Amazon. During this part, you're going to grow your business, you're going to research a product that sells well, you're going to find suppliers or factories, and then you're going to analyze the samples to place the order with a factory, then ship it to the United States or European Amazon warehouses and then you stage your launch and start sales on Amazon.

Your goal here is to bring at least five products to sales on Amazon FBA program, with our ultimate goal of generating at least \$45,000 per month. If this sounds like fun, if this sounds like something you can do, then I'm sure my course will help you.

Again, let's check, is this for you?

Location, let me be clear, to sell on Amazon United States, you don't have to live in the United States or have a bank account there or a company. For you, it's not about where you live; it's about where you will be selling. Before you start selling, the only thing that you need is, preferably, to open your own company, does not have to be in the United States, but in the place where you live if your country is eligible for amazon. You need a bank account for it, a credit card, and a phone number.

These three things, I highly recommend that you get and that you start with a professional Amazon account instead of a personal one because it's much more professional if you act from the company name, plus it gives you a lot of protection and protects you from liabilities and legal troubles. In case something goes wrong, then you are not personally liable for anything.

That's why I highly recommend opening a company in the place where you live. For example, if you're living in Europe, then you can open a bank account there, a company, credit card, and phone, and you can still be selling on, for example, United States Amazon. This will help you even more because for USA consumer or patent troll will be hard and expensive to sue you internationally if things go wrong. In most cases the patent trolls will leave you alone.

Before you start selling, it's very important to understand where you're going to sell, in the United States or in Europe. Again, it's not about where you live; it's all about where your target market is and what you're going to sell. We have a special video about opening your Amazon seller central account where we talk about advantages and disadvantages of selling in the United States and Europe, so we'll get to that later. For now, just keep in mind that the location where you live doesn't matter. What matters is where your potential buyers are.

What else might you need to get started? You will need to have your own website. There are a lot of reasons that I cover in a special video that we have on the course why you need a website. I will teach you exactly how to do it without any coding skills; there are a lot of simple services that provide you templates, and what you need, you just fill information and product details and you get your great-looking site in less than an hour. Don't worry about this; this is really easy.



Let it not stop you that you don't have your website yet or you don't have coding skills. This is much easier than you think and I will show you exactly how to do it.

What else do you need? From the beginning, you must understand that you must start building the list of your customers. It's a must. Because a list of the customers is the biggest asset that you have in your business and you need to understand this right from the start, that, even if you lose everything tomorrow, the only thing that you keep to survive is the list of your customers.

It's important. Just write it down, that a list of the customers is your biggest asset. In another video of our course, I will teach you exactly how you can build your list, again, without need for any coding skills. I hope it's clear, guys. You don't have to be technically advanced; this is for people who are ready to grow their own passive income by creating their own stores. It doesn't matter if you don't have a product yet or you have no idea how to research the product; I will teach you how to do it so don't worry about it as well.

When you're starting, it's also good to understand legal protection for your future business. First of all, it's better, like I said, to get a company account instead of a personal account so you're not liable for anything that can go wrong with your business. Then, it's great, if you're getting bigger and if you're selling more than \$10,000 per month, it's a good idea for you to get product liability insurance, which will protect you if something goes wrong with your product.

For example, if you're selling a fan and it will burn down a customer's house, it's good that you have product liability insurance so you're not liable for any monetary claims. What else do you need to keep in mind? You need to get trademarks. If you are starting your white labeling business, it's good if you have trademarks. Plus you need to make sure that you are not infringing anybody else's trademark and you are working with patent free products so you are not infringing anybody's patent. These things you need to keep in mind when you're just starting, so make notes.

What else to keep in mind is that you need to sign an NDA, nondisclosure agreement, with the factories, if you're going with a white labeling business, and you need to request the required certificates for the products. In the specific videos of our course, I cover all of that in detail, so don't worry for now. Just keep in mind the things that you might need so you see the big picture.

This is not for you if...

Well...This is not for you, guys, if you look for a quick buck with no work and no investment; this is not for you. I'll tell you, you'd better just stop watching now because you will not achieve anything. If you're just looking for quick profits with no work, then I have to tell you, such things simply don't exist. Don't be fooled by scam artists promising you easy, overnight profits. Some sort of pushbutton commission software, some magical binary options, profits from trading MLM's, high-yield investment programs, or other sorts of scams.

Don't be naïve. If something looks too good to be true, it probably is. Our e-commerce business is a real opportunity for you to build a real passive income and



it's not a quick buck. It will not turn you into a millionaire overnight so don't be delusional about it; be realistic and then you will succeed. I promise you that.

If you look more for work than passive income, well then try retail arbitrage. Retail arbitrage is an honest way to make some money online with e-commerce.

It simply means that you just go off-line, for example, to Wal-Mart sales, and get a lot of stuff and then sell it more expensive on Amazon or eBay. Or you just do online arbs, resell stuff between Amazon and eBay or vice versa. For me, guys, this is not what I am going to do because this is not a passive income, this is just another work for you. You'll just be spending a whole day, running around, buying stuff low, creating listings, then selling them high, then creating new listings again.

For me, this is not what I'm looking for. I am looking forward to building my own passive income, to build my brand, so that I can start and launch my products and then they will start generating profits for me without any work needed on my part. That is what I really like about this business. I launch the products and then they just grow organically and they generate profits for me for years to come and all I need is just to refill the merchandise and order more.

This is really easy as long as you understand how it works and I will teach you exactly how to do it. This is for you if you are looking for passive income with a goal of \$45,000 per month or more. Again, we're talking about passive income, not about working for money, but about launching products and then let them organically generate profits for you without extra work on your part. This is for you if you are an open-minded person, if you are ready to learn new tricks, new systems, and if you are ready to think outside of the box, to follow instructions, and most important, to take action.

A lot of people learn a lot, but they never take action, they never get started. They just keep buying course after course, book after book, they learn a lot, but they never take action because they're always scared and they're stuck in analysis paralysis. They keep researching for perfect products, for perfect conditions. Guys, these perfect conditions never come, so don't worry about it. Just take action, take the product that is in high demand, don't worry about competition.

There will be always competitions, so stop worrying about it. It's like worrying about snow in winter. It's just a part of the game, so take action, start selling, and you'll succeed. This course is for you if you're ready to contribute to the community of other sellers that help others. Because the more you try to help others, the more they are willing to help you and return. This is what made our community of Sells Like Hot Cakes so successful.

We are all considering each other as friends and not competitors; we're trying to brainstorm, to help each other with tips and tricks, to warn each other about mistakes to avoid. This is really, really powerful and invaluable for you to be part of this success community. I hope you really enjoy it and try to contribute to it. Our hashtag for the day is **take action, guys**. Will it be simple? Yes, it will be simple. Will it be easy? No, it won't be easy. Will it be worth it? Totally.



We are here to help you. The course will take you step-by-step from easy to advanced stuff, we will show you exact examples of shops we have, products we have, how we do research, what you should pay attention to; we'll show you everything so you'll just try to copy paste what we do and launch your own shop, your own store, your own white labeling business and I'm sure you'll succeed your goal of \$45,000 per month like other people from our Sells Like Hot Cakes community.

Without further ado, let me just take you by the hand and follow together through this exciting adventure of creating your own successful future, your own passive income that will bring you cash for your life with your own brand, your own products, your own Amazon and Shopify stores. Let's create a product that will sell like hotcakes. Thank you for watching and I'll see you in the next video. Bye for now.