

Sustainable eCommerce Business for Students

Kyle Guin

My experience.



Phase 1

Product Sourcing

Step 1: Find what you want to sell

Retail test before product sourcing.

- 1 – Whats trending on Amazon?
- 2 – Whats trending on Instagram?
- 3 – What are current social issues?
- 4 – Whats a product that sells well without a “cute” Instagram brand?
- 5 – Do due diligence on IP

Phase 1

Product Sourcing

Step 2: Buy Products at Retail

Retail test before product sourcing.

- 1 – Test product on your own & Create Content
- 2 – See if product sells before you order mass quantities

Phase 2

Spin the Brand up

Resources Needed:



Phase 2

Spin the Brand up

Step 1: Website Build

CMS. Product Management. Interactive Web Builder. Analysts. Payment Processing

- 1 – Set up Free theme
- 2 – Populate Stock Photos
- 3 – Add Branding
- 4 – Populate Product & Photos
- 5 – Add Domain (Paid Plan)

Phase 3

Marketing Infrastructure

Step 2: Marketing Infrastructure

Google AdWords. Facebook/Instagram. Twister. Influencer.

Optional – Buy Instagram Account (Social Tradia)

1 – Set Up Social Accounts & Start Posting (Use Stock photos for content)

3 – Redeem \$100 Shopify Google Adwords Credit

4 – Push Virality

Does your Product sell?

Phase 4

Source Products and Scale

Step 1: Product Sourcing

If your product sells then source in large quantities & scale.

- 1 – Alibaba, mass MOQ's, Custom Packaging, more quality control
- 2 – Aliexpress, Small MOQ's, limited custom packaging, less quality control
- 3 – Other US suppliers



Phase 4

Source Products and Scale

Step 2: Figuring Out Logistics

Shipping & Logistics

- 1 – Source custom boxes or brown boxes
- 2 –label maker & shipping labels (Buy from Amazon)
- 3 – Shopify order fulfillment & label discounts

Words of Advice

Learn from my mistakes

- Set up legitimate business entity
- Use QuickBooks the second you start to make money
- Research IP and make sure you have freedom to operate
- Comply with shipping laws
- Understand assumption & reality
- Don't make a simple process difficult