Sustainable eCommerce Business for Students

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My experience.
Step 1: Find what you want to sell
Retail test before product sourcing.

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

- Adobe Creative Cloud
- Pexels Stock Photos
- Shopify
- Unsplash
- GoDaddy
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)
Step 2: Marketing Infrastructure


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?
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
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