

THE 6 STEPS

THAT 6 FIGURE STORES FOLLOW

**TO MAKE
\$10,000+
A MONTH**



SARAH CHRISP

Introduction & Foreword

by Sarah



Hi there! I am Sarah, founder of Wholesale Ted, one of the largest YouTube channels dedicated to giving actionable advice on how to build a REAL business. And in this ebook... I'm going to teach the 3-step formula to true financial freedom from the corporate rat race 💰.

But just a warning... *it might not be what you were expecting...*



You see in life, there are really only 3 ways that most people can become financially free & beat the corporate rat race:

1. Get lucky, and win the lottery.
2. Get lucky, and be born into a wealthy family.
3. Make their own luck, and build a REAL business.

Most people in life who were not lucky to be born into a rich family choose option #1, and hope for a miracle. And while miracles are nice, rather than leave my life to chance, I decided to choose option #3 and take control of my destiny so that I could fulfill my life dream of traveling around the world, rather than be chained to a desk. And y'know what?



I can safely say that I have absolutely, 100%, **ZERO regrets!**

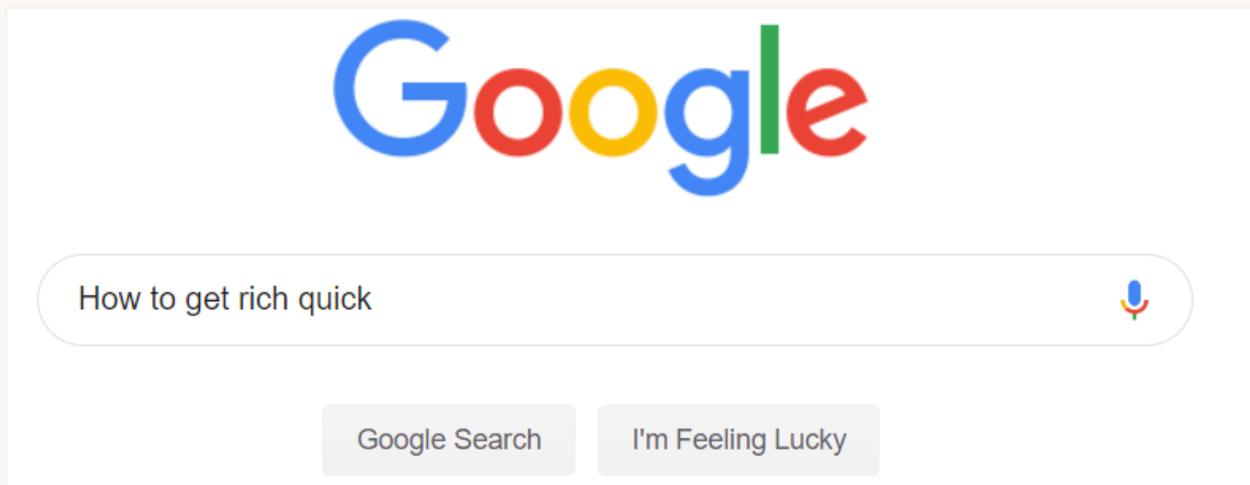
One of the things I love about option #3 is that unlike #1 & #2, building a business isn't based on luck. It's based on LEARNING skills. And we are all in control of doing that. Unfortunately, what I've noticed is that some people seem to think that building a business is out of our control. They think it is all about "luck," and that some people get "lucky" and they are the ones that will succeed. I can sum it up by showing you a comment someone left on the channel:



Negan • 1 week ago

Chip Fisher I don't assume people's businesses will fail because mine did, I assume people's businesses will fail because 90% of businesses fail. Chances are you won't be the 10% that succeed

And I'll tell you now: I see this all the time, and I hate it when people try to spread misinformation like this. It's exactly people like Negan who *think* they are trying to start a business, but are actually Googling this instead:



They treat their "business" like a get-rich-quick-scheme and look for secret "tricks" or "hacks" to make money fast. They are looking for what I like to call "magical money machines," where if they "invest \$100" they'll "get \$200 back." It's something [I discuss in this video here.. >>](#)



And it's exactly these people who fall for an ad that promises them that if they just spend \$4,997 and buy someone's "program" that they can follow "step-by-step" they'll "get rich" overnight and well, surprise surprise...

It doesn't work!

And when it doesn't work, guess what these people say?

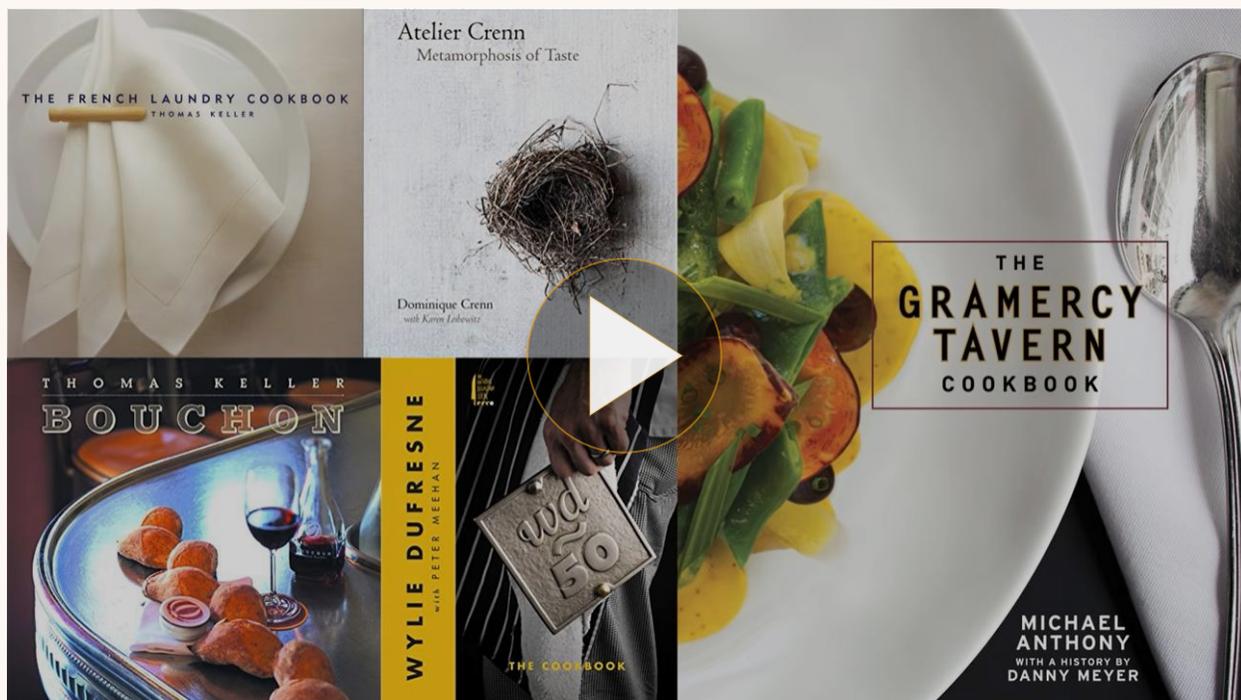
1. That "business" just wasn't the "right one."
2. That "businesses" are a "scam" because only some people get "lucky" at "finding a way to make money."

Well, let me tell you now: businesses aren't "luck." In fact, I'll tell you exactly what a "business" is now. It's when you:

1. Find or create great products to sell.
2. Put those products in front of the right people.
3. Give those people a great reason to buy.

That's it! No "secret tricks" here. It comes down to learning these 3 *skills*. And do you know why 90% of people's businesses "fail"? It's because most people are lazy. They want tricks. They aren't willing to dedicate themselves to learning these 3 skills. And so 90% of people give up before they learn them. Not because of "luck."

Think about it. If you wanted to become a fine dining masterchef after never having cooked a meal in your life, and I said to you, hey, read these 5 books written about fine dining from master chefs themselves:

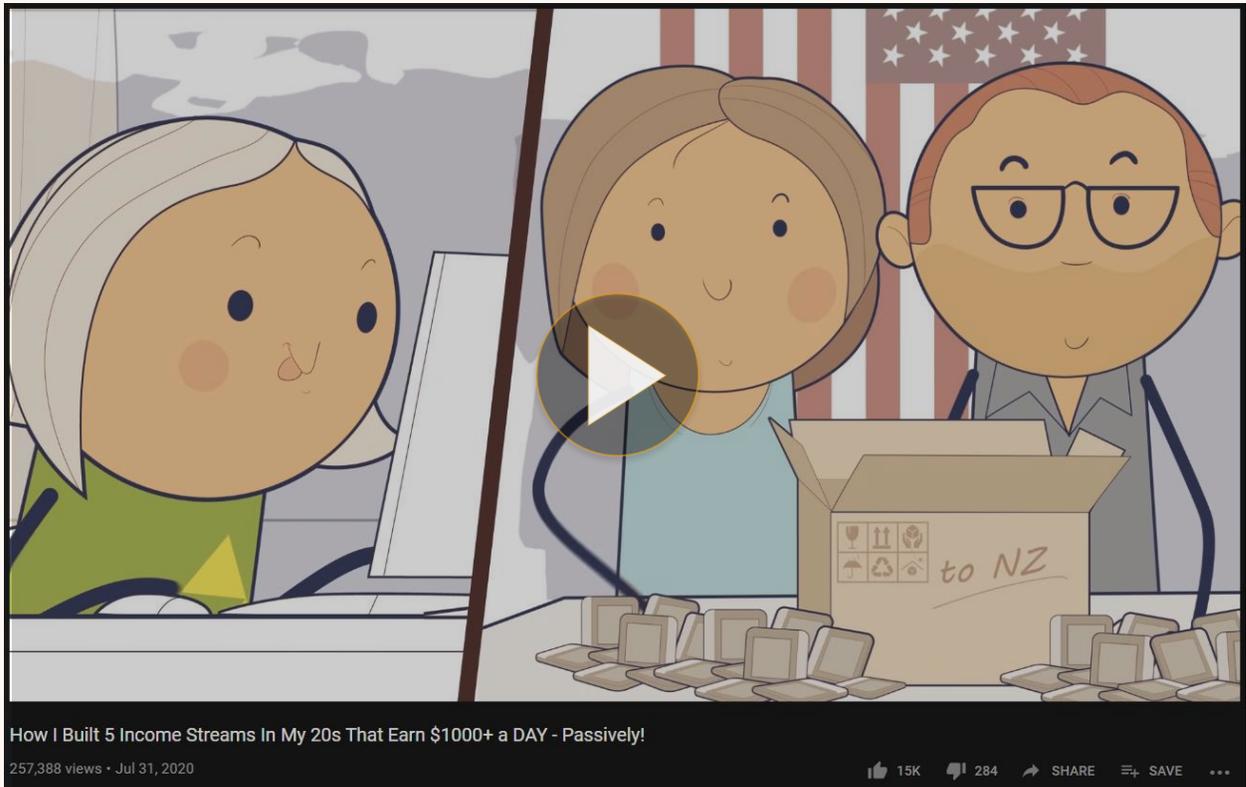


And you read them, do you think your first meal would be a fine dining masterpiece?

Of course not!

Education is *helpful*, but to learn the *skills* required to become a great chef, you still need to cook lots and lots of meals. Well, learning the *skills* required to run a successful, money-making business is no different! And every person's journey to learning those 3 things well will be different. Some people will have natural talent & learn it fast. For others, it will take much longer.

But once you learn how to do those 3 things well, you quickly discover that there are opportunities EVERYWHERE and it's not based on "luck." That's why I was able to successfully import products from overseas & sell them for huge profits when I was just 15. For more information on how I got start selling, I highly recommend watching my video, [How I Built 5 Sources Of Income In My 20s](#).



So no, inside this ebook, you aren't going to learn any "tricks." Instead, you're going to learn lots of techniques that successful 6-figure & 7-figure stores are using to do these 3 things well:

1. You'll learn real techniques used by stores like mine to research products that our customers love.
2. You'll learn real techniques used by stores like mine to advertise their products to their target, niche market.
3. And you'll learn real techniques used by stores like mine to present these products in a way, that will make customers want to buy them.

Plus you're going to learn techniques for running a 6-figure & 7-figure store sustainably & environmentally friendly too! How? Well it's thanks to my two favorite product sourcing methods: Print On Demand, and Dropshipping. If you already know what these are, feel free to skip these chapters. But if you don't, then keep reading, because I am literally going to teach you how to sell products *that don't even exist yet!*

How To Sell Products With Print On Demand (That Don't Even Exist Yet!)

Did you know that utilizing Print On Demand services like Printify, you can sell custom products like t-shirts, mugs, hoodies, shoes & even shower curtains that *don't even exist yet?*

Printify Catalog How it works Pricing Blog Help center [My store](#)

Best print on demand providers one click away

Simple setup to connect to a 90+ print provider network

[Start selling](#)

100% free · Easy to use · 200+ products

Create custom products
Select from over 200+ different items. T-shirts, hoodies, mugs, bags, decor, stickers, and more.

Sell your products
Simple setup with the most popular ecommerce platforms. Automatic syncing.

We handle fulfillment
We manage printing and shipping with your branding.

Not only is it a great way to keep your start-up costs low, but as you'll see, it's a very environmentally friendly way to run an ecommerce store too. If you want to see a Print On Demand store in action, check out this video:

Printify Catalog My Store Orders Help Center Brewed Tr...

Order details Jul 18, 2020 at 4:54 PM

Printed in United States by Monster Digital

Life Happens ❤️ Coffee Hel... Item status
 SKU: 1412123494 ● In production
 Bella+Canvas 3001 - White - M Updated recently

Revenue, USD	\$29.95
Costs, USD	\$8.05
Profit, USD	\$21.90

Tracking details Waiting for fulfillment Timeline

Customer

Personal details

Billing

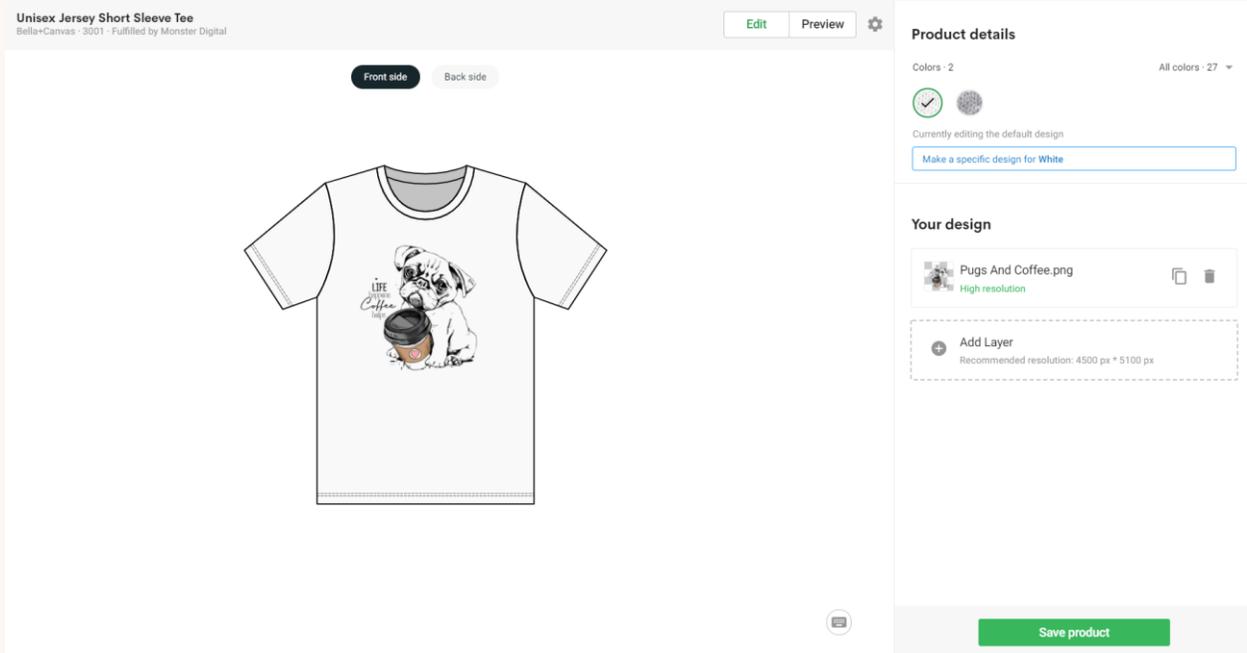
- Production
- Shipping
- Total costs

How I Built 5 Income Streams In My 20s That Earn \$1000+ a DAY - Passively!
 256,807 views • Jul 31, 2020 15K 284 SHARE SAVE ...

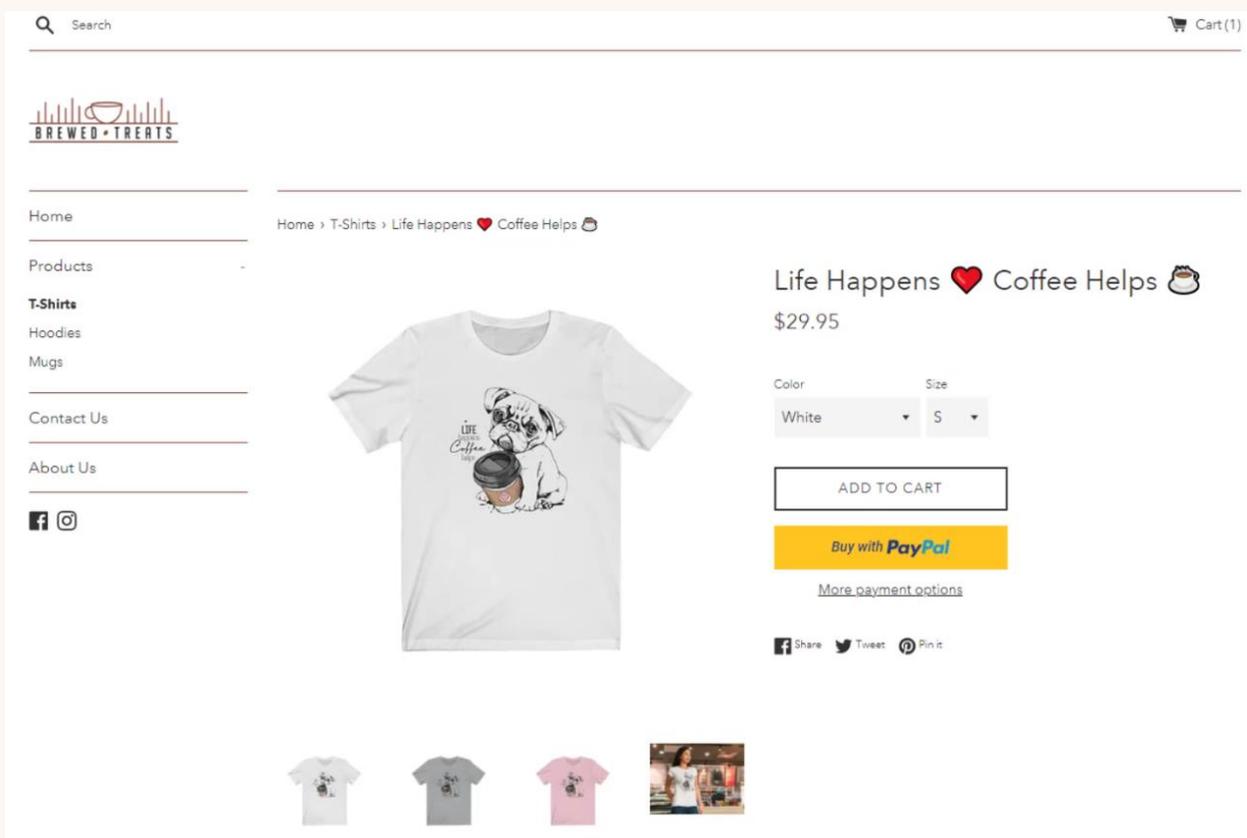
So, here is how it works. You take a piece of artwork like this:



And then, using services like Print On Demand services like Printify, you digitally place it onto their range of products such as t-shirts. These t-shirts usually cost \$6-9:



And you can then list these products, such as this t-shirt for sale in your store for a nice markup. Most Print On Demand stores sell their t-shirts for \$19.95-\$29.95:



And then, when a customer buys a t-shirt from you, Printify will then print the t-shirt & ship it out to the customer *automatically*:

The screenshot shows the Printify dashboard interface. At the top, there are navigation links: 'Catalog', 'My Store', 'Orders', and 'Help Center'. On the right, there's a user profile icon and the text 'Brewed Tr...'. The main content area is titled 'Printed in United States by Monster Digital' and features a green banner stating 'Delivered on Saturday, July 25'. Below this, there's a product card for a t-shirt with the title 'Life Happens ❤️ Coffee Hel...', SKU '1412123494', and 'Bella+Canvas 3001 - White - M'. The item status is 'Delivered'. A table shows financial details: Revenue, USD (\$29.95), Costs, USD (\$8.05), and Profit, USD (\$21.90). Tracking details include 'USPS · 940013620' with a progress bar. There are buttons for 'Submit issue' and 'Timeline'. To the right, there are sections for 'Personal details', 'Shipping address', and 'Billing'. The 'Billing' section shows a breakdown: Production (\$8.05), Shipping (\$4.00), and Total costs (\$12.05).

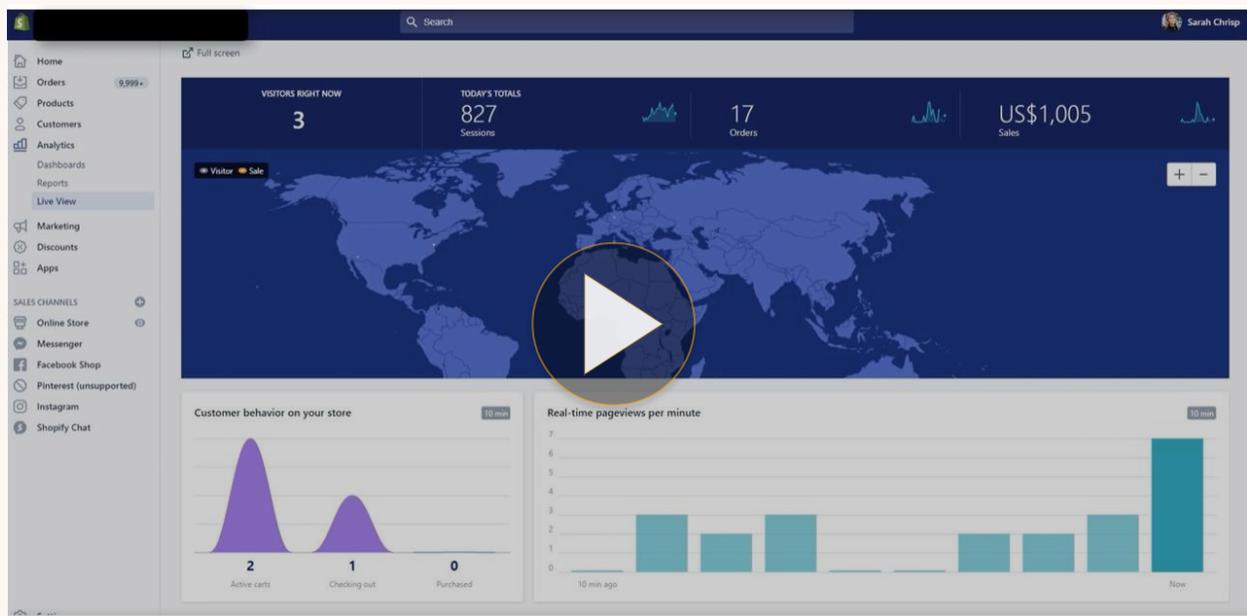
While *you* keep the difference in profit! Because you only purchase each product individually *after* the customer has bought it from you, it's great for beginners with low start-up budgets. And because Printify handle the product production & shipping, it is very passive.

Plus, it's also one of the most environmentally friendly ways to open a store. Why? Well because many Print On Demand providers, such as Printify, have factories worldwide. So...

- When a customer in the USA orders a t-shirt from you, you can re-route that order to a t-shirt factory based in the USA to make & ship that order.
- When a customer based in Australia orders a t-shirt from you, you can re-route that order to a t-shirt factory in Australia to make & ship that order.
- When a customer in the UK orders a t-shirt from you, you can re-route that order to a t-shirt factory in the UK to make & ship that order.

Do you see what I mean? Historically, most online stores would have a single fulfillment center or warehouse in one country (like the USA) and then, if a customer from Australia ordered a product from you, you'd have put a package on a plane, and fly it half way across the world to them! But now, thanks to Print On Demand, you can produce products for customers domestically, while supporting local jobs too

For these reasons, plus many more, Print On Demand is my preferred product sourcing method:

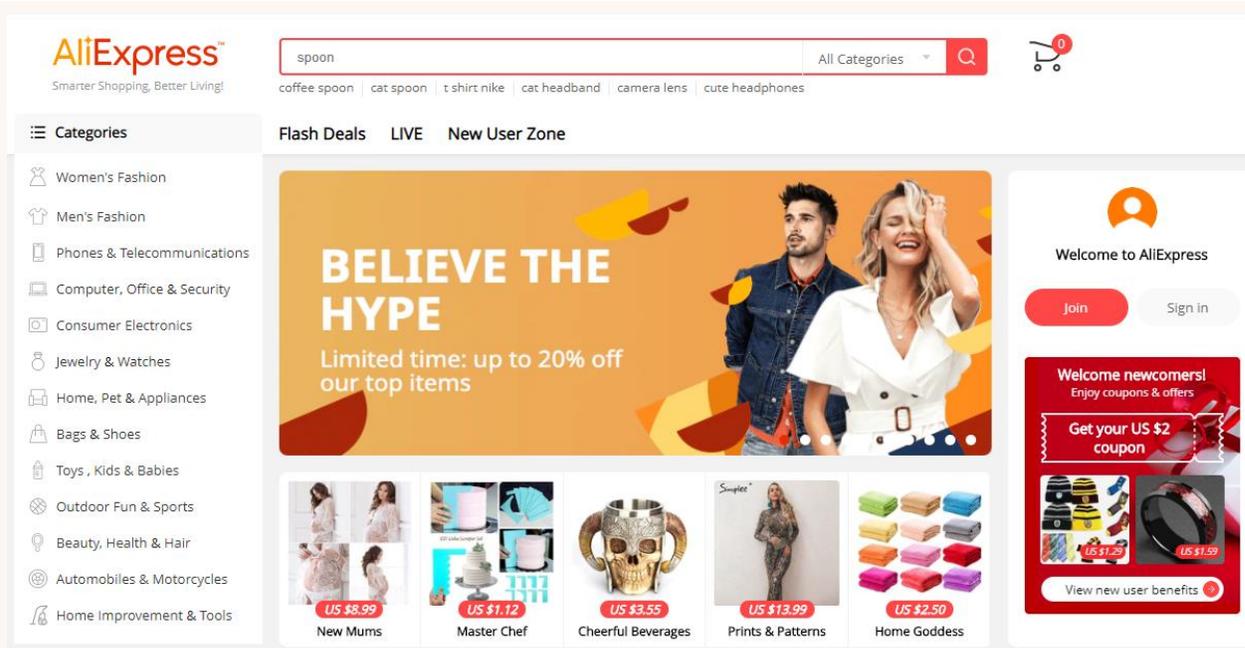


So Print On Demand is a great way to source & sell products with a low start-up budget. There is also another option for new sellers on low start-up budgets to start selling: Dropshipping.

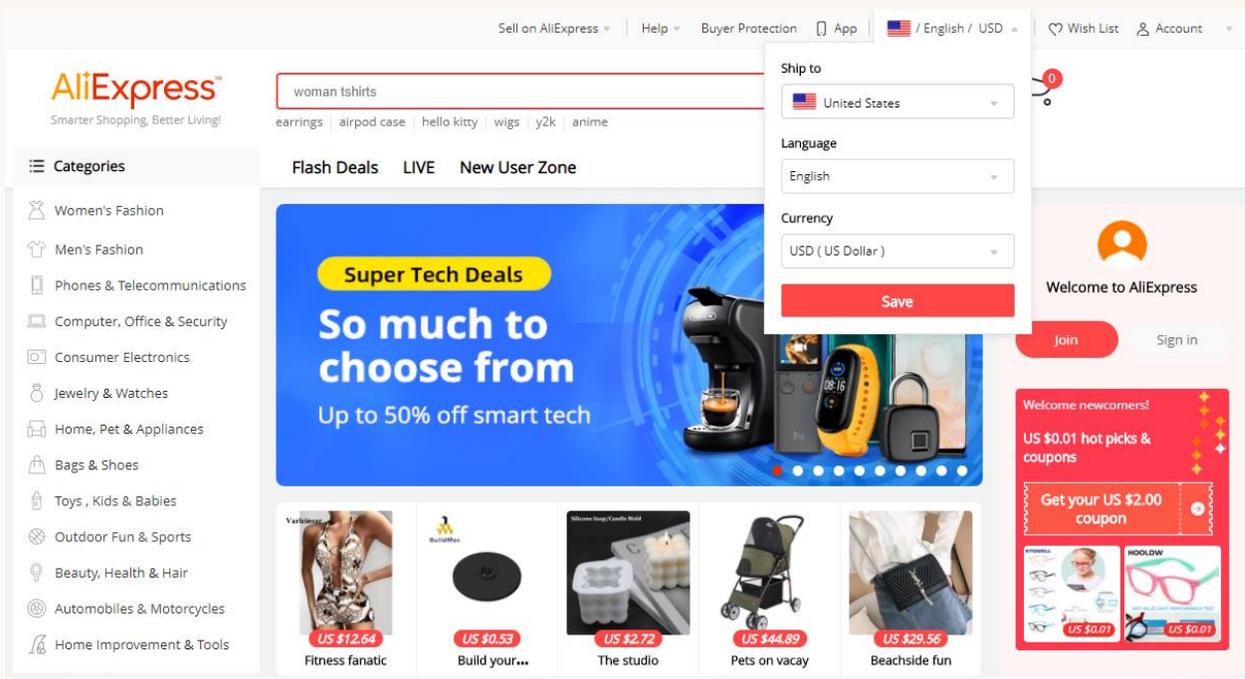
How To Sell Low-Cost Products With Dropshipping

Dropshipping sounds like a big word, but really, it's just a way to buy items from a manufacturer & sell them directly to your customer without having to invest upfront money buying the products! [Dropshipping isn't new](#). Companies around the world since the 60s & 70s have been taking advantage of dropshipping to make money in their stores. But now, thanks to the internet, anyone can dropship - even from USA based suppliers.

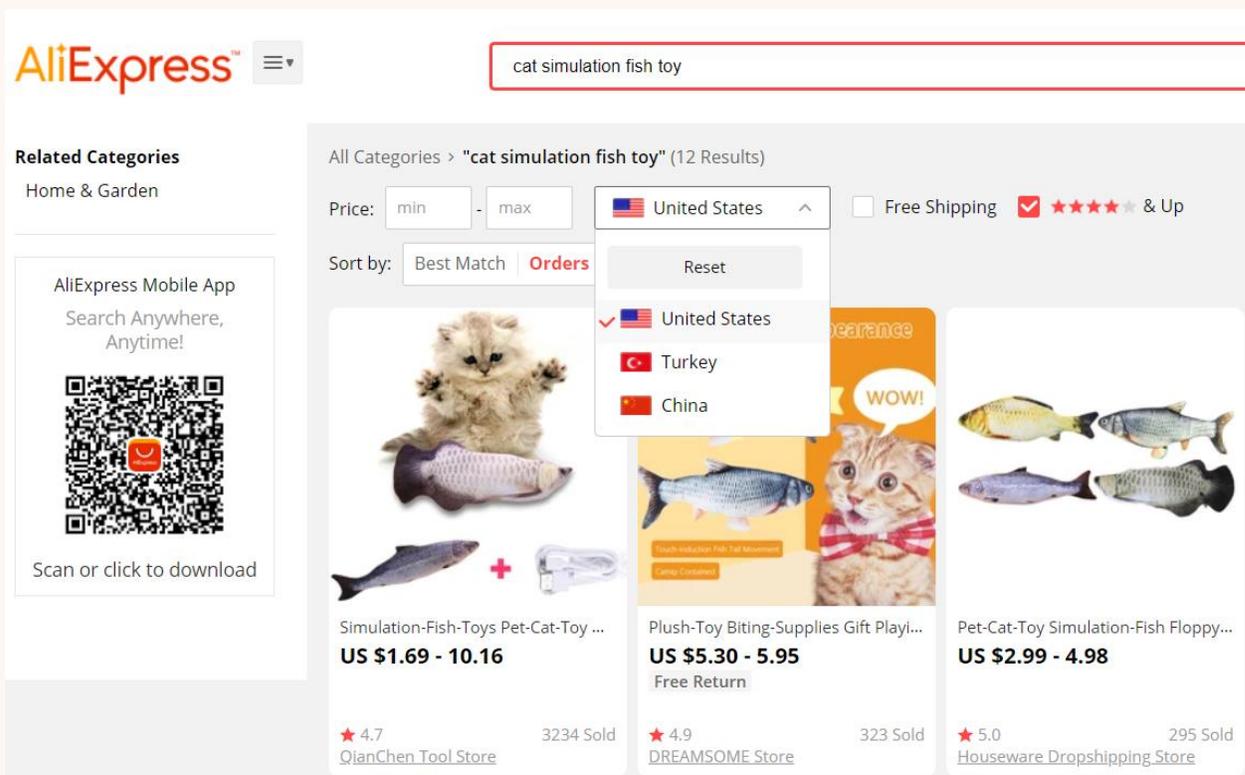
Firstly, you find a manufacturer who is willing to sell you their items one at a time, instead of in bulk. And one of my favourite places to find dropshippers is Aliexpress.com.



Aliexpress.com is a big list of Chinese manufacturers that are willing to dropship their products for you. However, times have changed. You used to have to dropship your products all the way from China, to your customer in the USA. But now, Aliexpress suppliers have local warehouses, which is great! This means we can ship products with fast, sustainable domestic shipping now. So for example, if your customers are based in the USA, just set your ship-to location to be the USA:



And then search for the type of product you want to sell in your store. When you're searching for products, filter results to show USA dropshippers:



Check out this dropshipper. They have warehouses located in many countries around the world!



The screenshot shows a product listing for an 'Electronic Pet Cat Fish Toy'. The main image features a kitten reaching for a realistic-looking fish toy on a white plate. The product title is 'Electronic Pet Cat Fish Toy' and the description includes 'USB Charging Simulation Fish Toy Electric Dog Cat Chew ing Playing Biting Supplies Interactive Gift'. It has a 4.9-star rating from 17 reviews. The price is listed as US \$5.30 - 5.95, with a 33% discount from the original price of \$7.91 - 8.88. There are two coupon banners: 'US \$2.00 New User Coupon' and '+ US \$6.00 off per US \$65.00'. The 'Color' section shows two options: a blue fish and a yellow fish. Shipping options are listed for Australia, Czech Republic, China, Spain, United Kingdom, United States (selected), and France. The quantity is set to 1, with a note that 139,721 pieces are available. Shipping to the United States is \$3.72, with free shipping for orders over \$220.00. The estimated delivery is 4-13 days. At the bottom, there are 'Buy Now', 'Add to Cart', and a heart icon with the number 59.

These electronic cat fish toys have been super popular with cat owners. Cats love them, and they are a great form of exercise & stimulation for cats. One very successful dropshipping store for this has had their Facebook video ad amass over 4 million views & 17,000 comments! Cat owners love it:



The New Floppy Fishy Cat Toy 🐱

 Floppy Fishy
22 May · 🌐

Cats around the world are having fun! 🐱

Looks like a real fish 🐟

USB rechargeable 🔌

Refillable catnip pouch 🌿

Flops when motion is detected ✅

Eliminates boredom & stress 😊

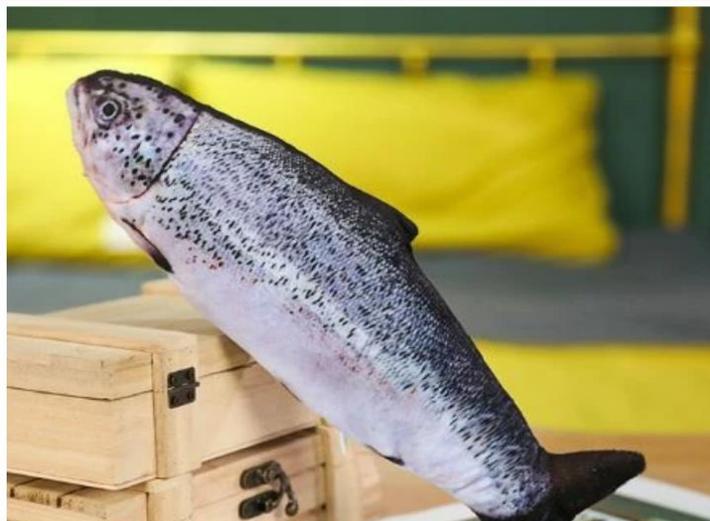
50% off & free shipping for remaining stock 📦

Shop Now → <https://floppyfishy.com/>

👍👎👉 12K

17K comments 8K shares

And of course, they sell it with a markup. Their price is \$29.95:



Floppy Fishy™

★★★★★ 90 reviews

~~\$60.00~~ \$29.95

FISH

Atlantic Salmon

Silver Tuna

Grass Carp

Silver Arowana

QUANTITY

- 1 +

Add to cart

Buy it now

Well, each time a customer comes and buys a “Floppy Fish” for \$29.95 - guess what they do? They go & buy it for a fraction of that price from their USA based dropshipper they found on Aliexpress, and have them ship it directly to their customer:



The screenshot shows a product listing for an "Electronic Pet Cat Fish Toy" on AliExpress. The main image features a kitten reaching for a realistic-looking fish toy on a white plate. The product title is "Electronic Pet Cat Plush Toy USB Charging Simulation Fish Toy Electric Dog Cat Chewing Playing Biting Supplies Interactive Gift". It has a 4.9-star rating from 17 reviews. The price is listed as US \$5.30 - 5.95, with a crossed-out price of US \$7.91 - 8.88 and a 33% discount. There are two coupon banners: "US \$2.00 New User Coupon" and "+ US \$6.00 off per US \$65.00". The color selection shows two options: a blue fish and a yellow fish. Shipping options include Australia, Czech Republic, China, Spain, United Kingdom, United States (selected), and France. The quantity is set to 1, with a note for an additional 1% off on 4 or more pieces. Shipping to the United States via USPS is \$3.72, with free shipping for orders over \$220.00. The estimated delivery is 4-13 days. There are "Buy Now" and "Add to Cart" buttons, and a heart icon indicating 59 likes.

As you can see, this is a low-cost way for beginners to sell products online, because you don't have to buy them in-advance to resell.

However, once you have identified a successful product that customers like, you can then move to “phase 2” of dropshipping, which is what I do. Now that I have products I know sell well, I buy them in bulk, which means they are much cheaper. I then get them shipped to a fulfillment center at Printful, one of my Print On Demand providers. I have connected this fulfillment center to my store. So every time a customer buys an item I am storing at Printful's fulfillment center, they will find my product they are storing on their shelves, package it up & ship it out to the customer - automatically, without me having to do anything!



So yes: I do both Print On Demand, and Dropshipping. Lots of people run their ecommerce stores this way! I've nicknamed this a "flex store."

So: now that you have 2 low-cost ways to open up a store, let's move onto what I know you're here for: the 6 different steps, that 6-figure online stores follow, to make over \$10,000 a month!



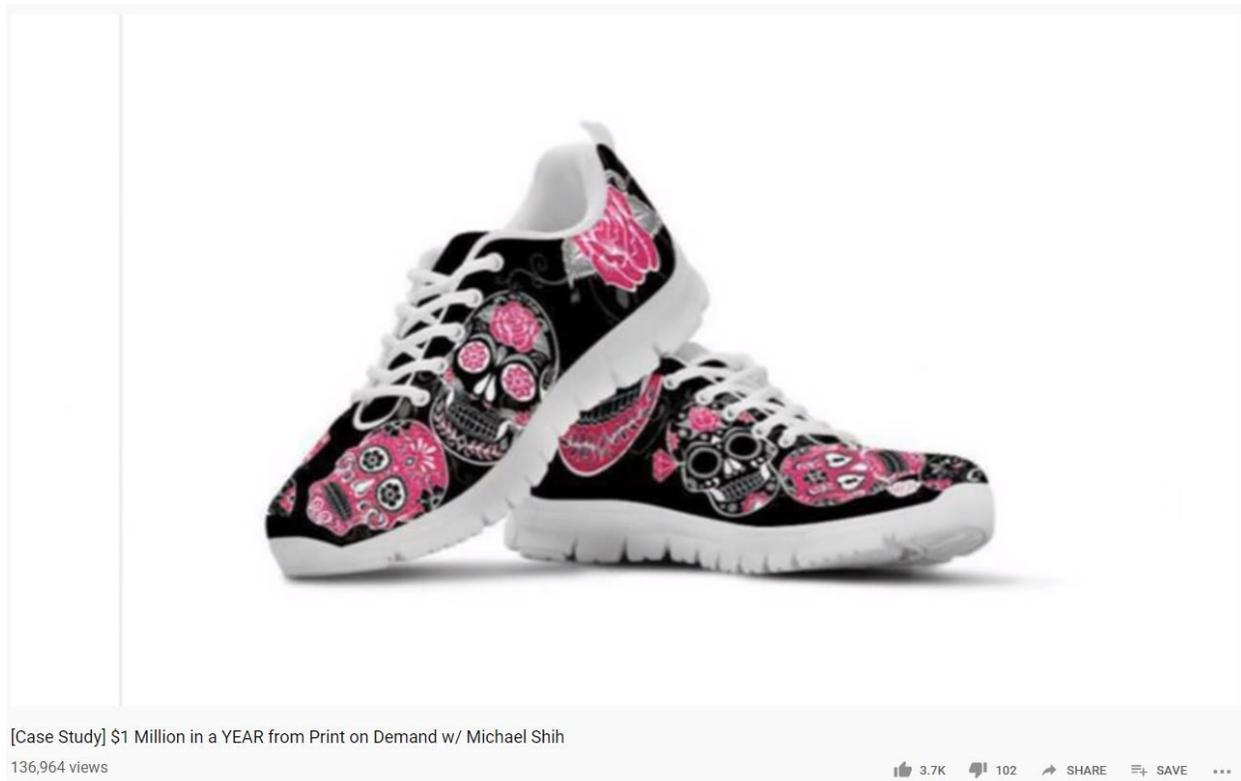
Step 1:

They Pick A Great Niche For Their Store

So the very first thing you need to do when building a REAL business by creating an online store is to pick a niche. You might be thinking, "but... what's a niche?!"

A "niche" is a category of items. For example, in many of my video tutorials on the channel, I use the coffee niche. I'll add lots of mugs/coffee spoons/portable mugs into my store. All of these are items that coffee lovers would like. My niche is "coffee."

Want to see another example? This store's niche is Gothic Skull Fashion. Check out the video now:



Should I Build A Niche Store Or A General Store?

This is a good question that I get asked a lot. Not everyone wants to build a store around just 1 type of customer/1 type of product. These are called “General Stores.”

So for example: a “General Store” might be a store aimed for Pet Owners (such as PetSmart in the USA). In it, you might sell a range of different products aimed at lots of different animals (e.g. dogs, cats, birds, fish, etc). Whereas a “targeted” store might only sell products designed exclusively for dog owners & fans of dogs. This would be a “Niche Store.”

And guess what? Neither is “better” than the other. They are just different. In that video, I discuss the pros & cons about whether you should “niche” down, or go broader. In general, my advice is:

- If you are selling on a third party marketplace, [such as RedBubble or Merch By Amazon](#), it is better to sell anything & everything (have a “general” store).
- However, if you are selling in your own private store like me, then I think it’s a lot easier to sell products successfully if you “niche” down.

And there are 3 big reasons, why I think this:

1. By choosing 1 niche to focus on, you can brand your store to appeal specifically to that audience. So if you have a store aimed at dog lovers, you can use words related to dogs in the store name. You can use images of dogs throughout your site, such as in the logo. And you can pick a dog-like colour scheme (such as brown/grey/white/black). By doing this, dog owners will feel the store is designed for them, and it will increase conversions.
2. By choosing 1 niche to focus on, it will also be easier to upsell customers & get them to buy lots of items from you: since ALL of the products in your store will be ones made just for them - greatly increasing what we in the industry call “Average Order Value.”
3. As I’ve shown before on this channel: it can be [hard for us to judge whether our products are good or not](#). We all have a cognitive bias that makes us think the things we create are above average. However, one effective way to overcome this, is to sell products in a niche that YOU are passionate about. If you are passionate about the niche then YOU are the target customer. So if you design a product & add it to your store, you can ask yourself: if someone else had made this

product, would it be good enough that I would still buy it? These days, I only sell products about things that I am passionate about, and this is a big reason why.

It's up to you to weigh the pros & cons but my recommendation is usually to choose 1 niche, and stick to it.



Learn my **3-Phase Niche Selection Method**, exclusive for members of our training program, The Ecomm Clubhouse.

Go beyond YouTube &

[Join The Clubhouse Now!](#)

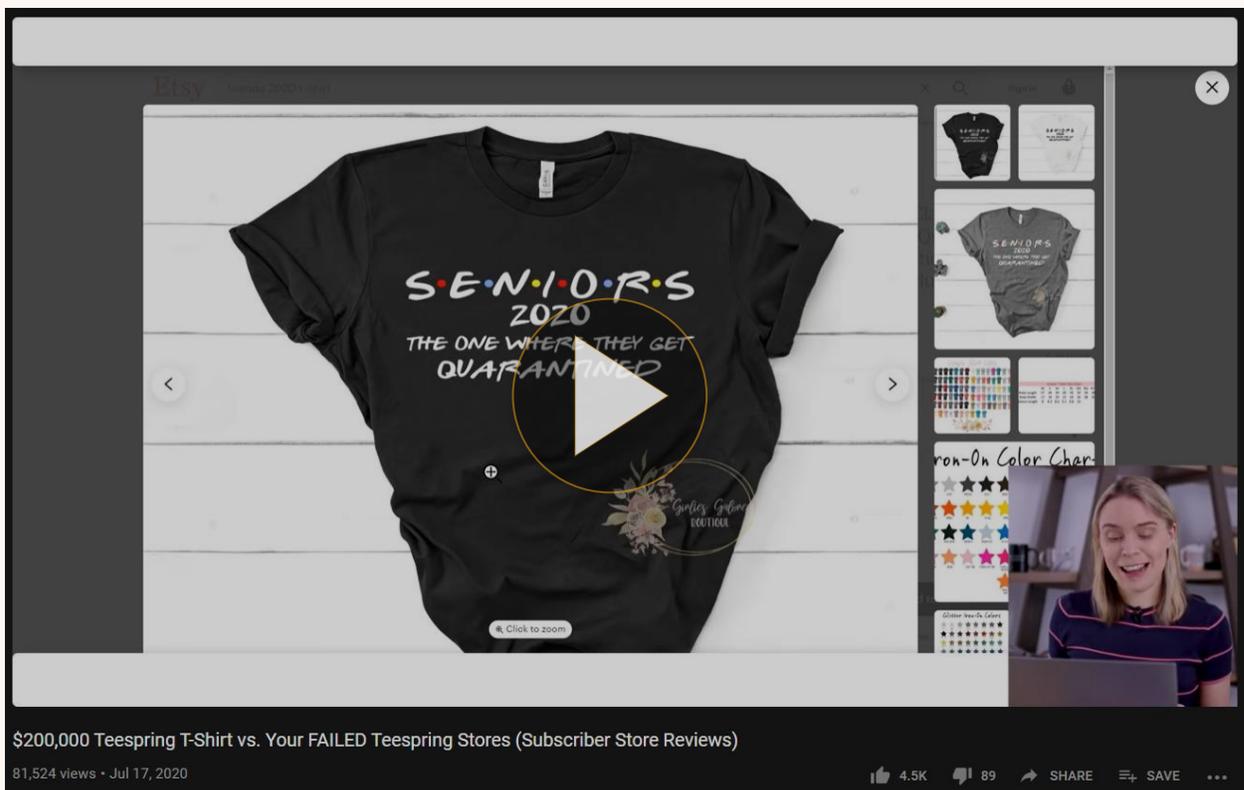
Step 2:

They Pick & Create Great Products To Sell

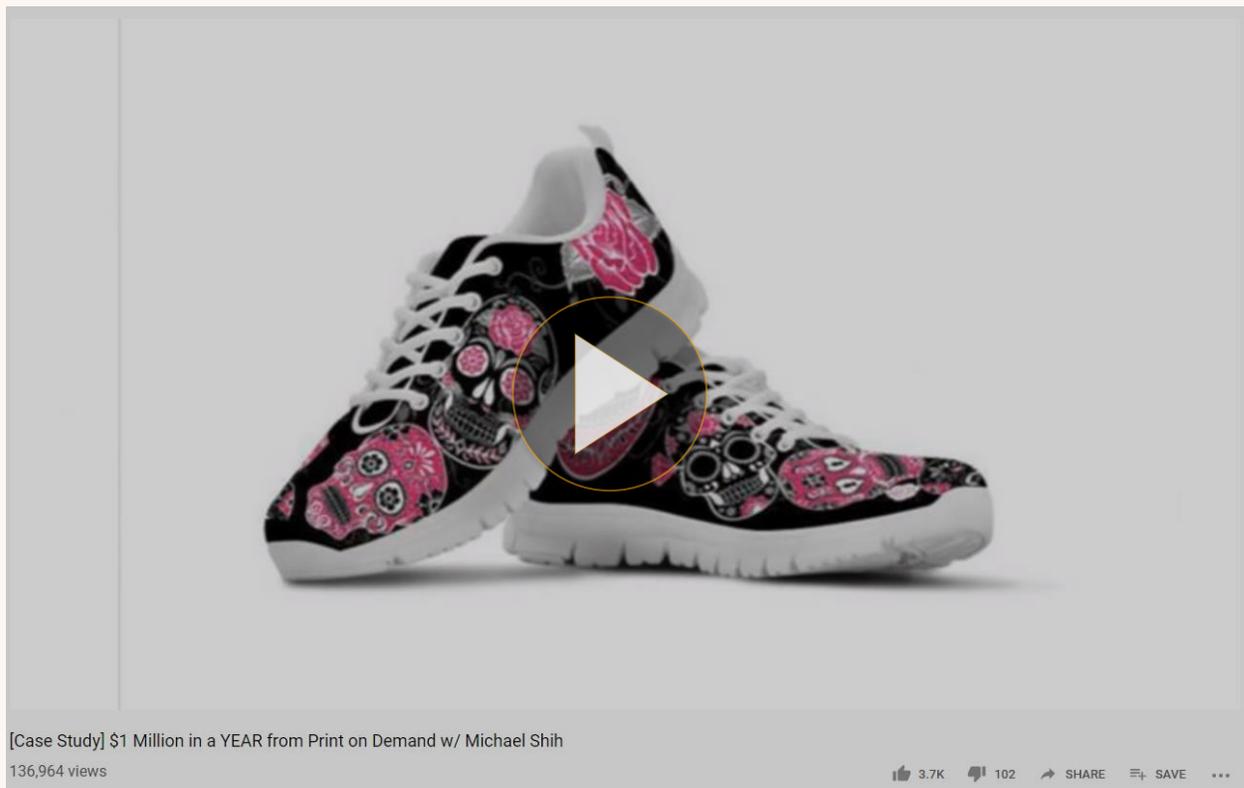
Alright: thanks to earlier chapters, you already know 2 great ways to source products if you're on a low starting budget:

1. Creating custom products on-demand with Print On Demand.
2. Finding USA based dropshippers with Aliexpress.

But here is the thing: not all products you create or relist are equal. Unfortunately, I see a lot of people try and sell terrible products that nobody would ever want to purchase! Those people often ask me, Sarah, why is no one buying my products. And the answer is, well, they just aren't very good! Would you buy an ugly t-shirt? No! So why would your customer? I highly recommend watching my video, [The \\$200,000 Teespring Store vs. Your FAILED Stores](#):



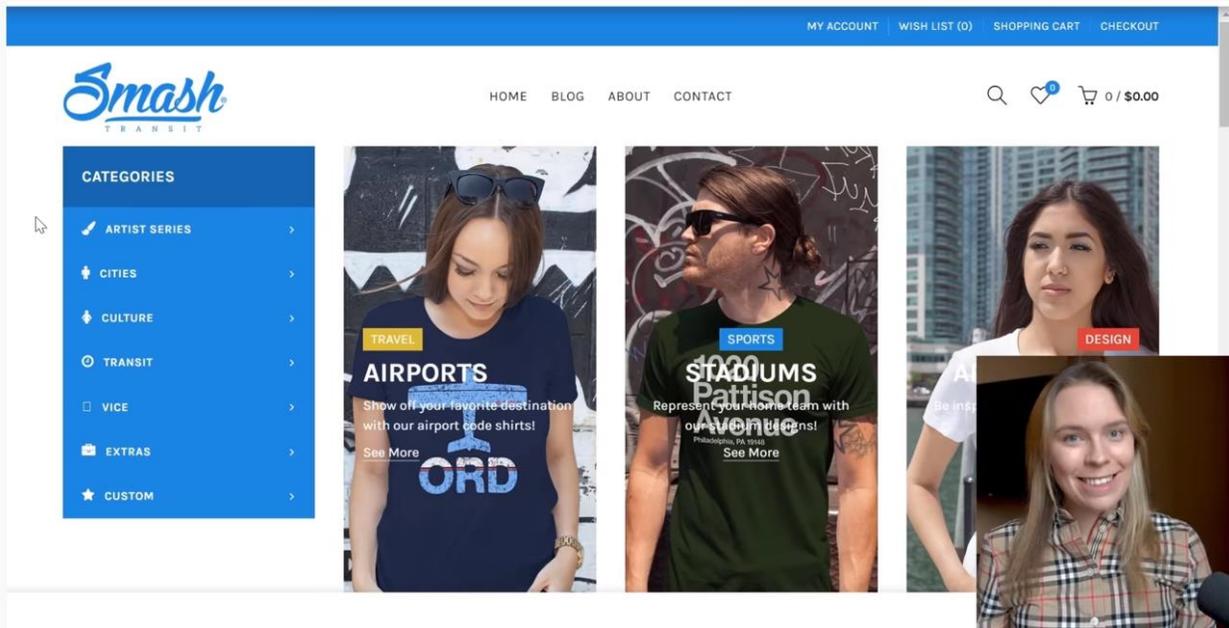
But products don't just have to look good: they have to fill a need! For example, I recommend watching this video here: [\[Case Study\] \\$1 Million In A Year With Print On Demand.](#)



These shoes made over \$1 million dollars in-conjunction with upsells. Pretty crazy right! Well, it's not actually crazy at all. You see, there are 2 reasons that this product sold so well:

1. It appeals to an audience that is extremely passionate about their niche (gothic fashion). Nobody had made cool shoes for this for them before. And so this filled a product need, that nobody else was serving.
2. It is extremely unique & unlike anything you can buy at your local mall.

So having a unique product is extremely important. But there is one other thing you also need to consider, and that is demand. If your customer base is 10 people, then no matter what, you'll only ever get 10 customers! So while it's good to niche down you don't want to pick a niche that has very few customers. For more information, watch my video - [MONEY MAKING Print On Demand Store vs. LOSING Store:](#)



MONEY MAKING Print On Demand Store vs. LOSING Store (Subscriber Shopify Store Reviews)

54,935 views

1.9K 41 SHARE SAVE ...

So before creating or adding products to your store, remember to ask yourself these 2 questions:

1. Is this product appealing to a highly passionate fanbase/audience?
2. Is this product's fanbase big enough that I will be able to find regular new customers?
3. And of course: is this product something unique that you can't buy at your local mall?

Creating & selling great products is something I'm extremely passionate about. I want my customers to get their product and not just like it: I want them to love it! Not only will that turn them into a repeat customer, but it'll also mean that they'll use their product again & again. It will keep adding joy into their lives - and not just end up in a landfill somewhere, thrown out.



Follow along with my advanced **over-the-shoulder product selection videos**, exclusive for members of our training program. Go beyond our YouTube videos:

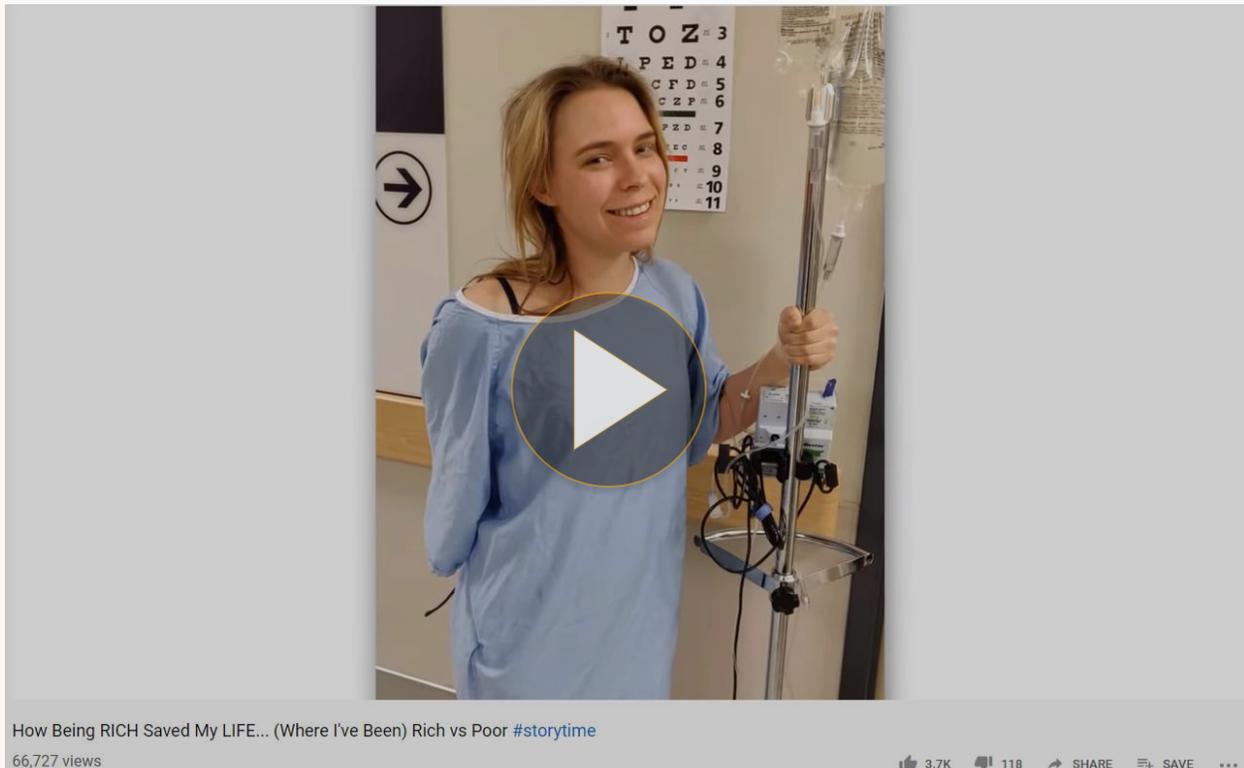
[Join Now!](#)

Step 3:

They Build A Semi-Automated Online Store

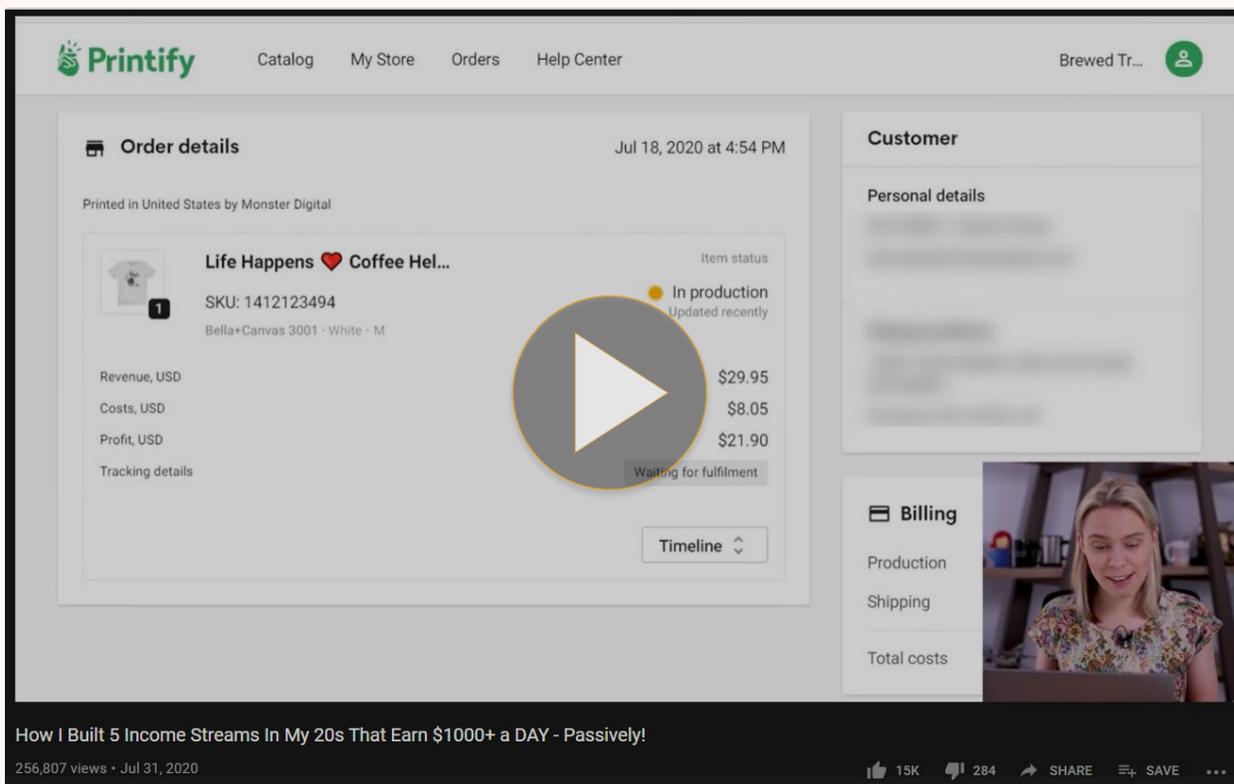
Not too long ago, I learned the importance of building up income streams that make you money, even if you can't (or don't want to!) work.

You see, I was on a vacation to Canada. The night before my flight home, my stomach started feeling funny. That funny feeling turned into a strange pain. That strange pain turned into sharp, unbearable pain in my right abdomen which turned out to be - can you guess? [An appendicitis!](#)



That experience did two things. Firstly, it filled me with a lot of gratitude. If you watch the video & listen to the story, you'll see that the whole ordeal was extremely expensive! It also meant that I had a long recovery period where I couldn't work, so I was very glad to have multiple streams of passive income. But secondly, it made me very sad that not everyone is as lucky as me. And so I hope with this ebook, and my channel, I'll be able to help others too.

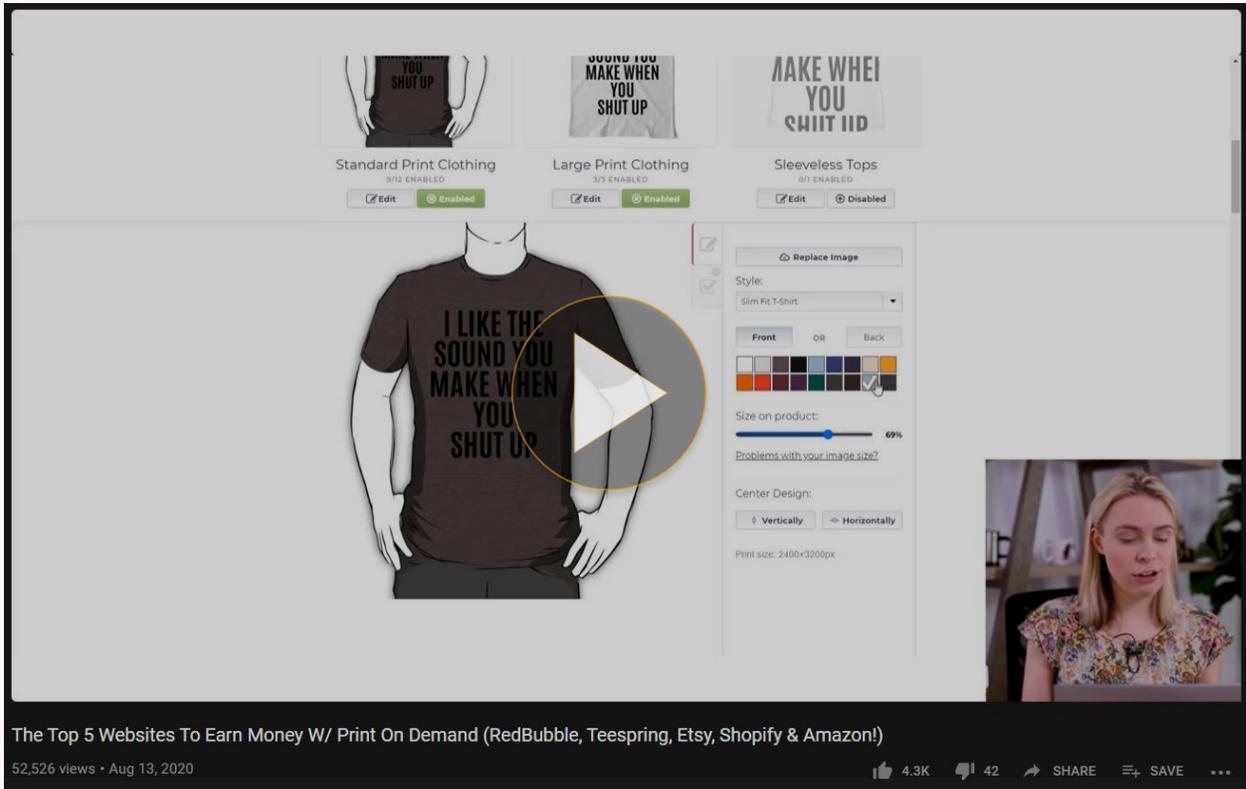
But yes: one of the big advantages of these product sourcing methods - especially Print On Demand, is that unlike traditional stores where you had to hire staff members to run it, now anyone can come into your store anyday, anytime, and purchase items from you - even while you're asleep! To find out why my store is able to run passively, thanks to Print On Demand apps like Printify, be sure to watch my video: [How I Built 5 Sources Of Passive Income:](#)



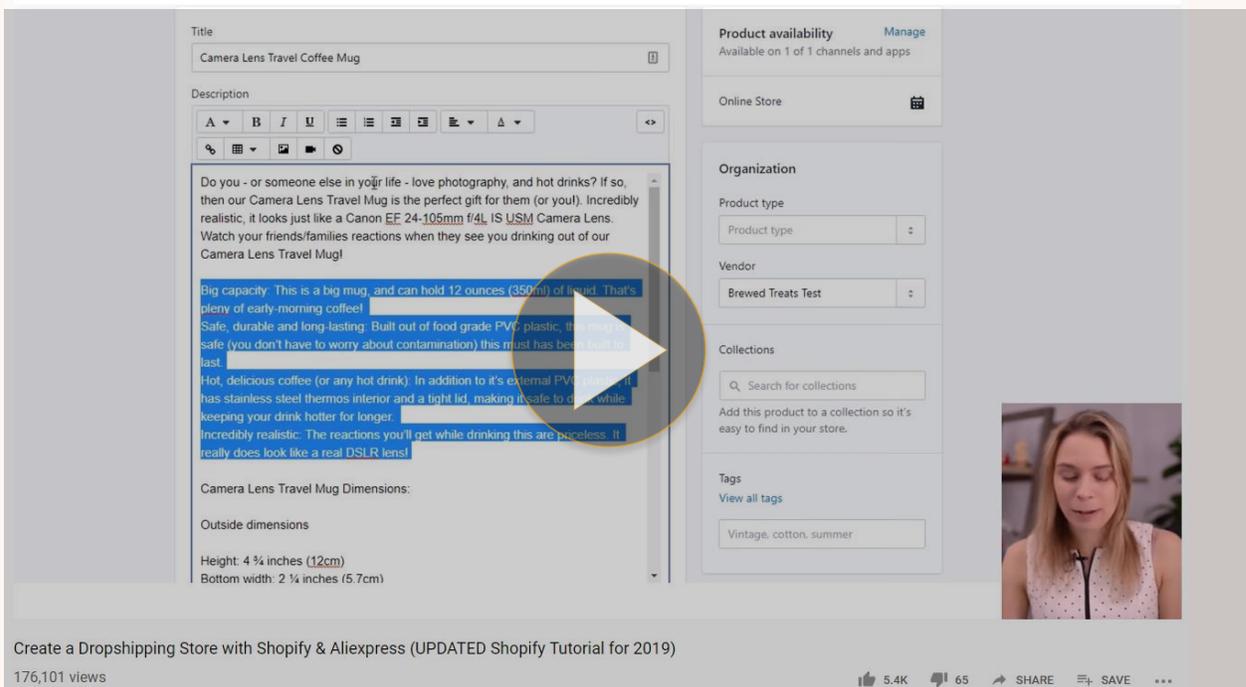
If you're setting up a Print On Demand store, then you'll need to choose how you want to do that. There are the top 5 websites to start a store on:

1. Shopify (like me!).
2. Etsy.
3. RedBubble.
4. Merch By Amazon.
5. Teespring.

All of them have their own pros & cons. So I strongly recommend that you watch my video that discusses all 5 of them, [The Top 5 Websites For Print On Demand:](#)



And if you'd like to set up a dropshipping store, then check out my video - [Create A Dropshipping Store With Shopify & Aliexpress](#). While in that video I don't teach how to add in Print On Demand apps & show just how to add the dropshipping app, Oberlo, it is very easy to do so after following these instructions, and then you can turn a pure-dropshipping store into a Flex store that sells both types of products!





The tutorial videos in our course go even deeper than our free YouTube videos. Learn how to write great product page copy, how to upsell customers & how to build your store to be legally compliant, & much more!

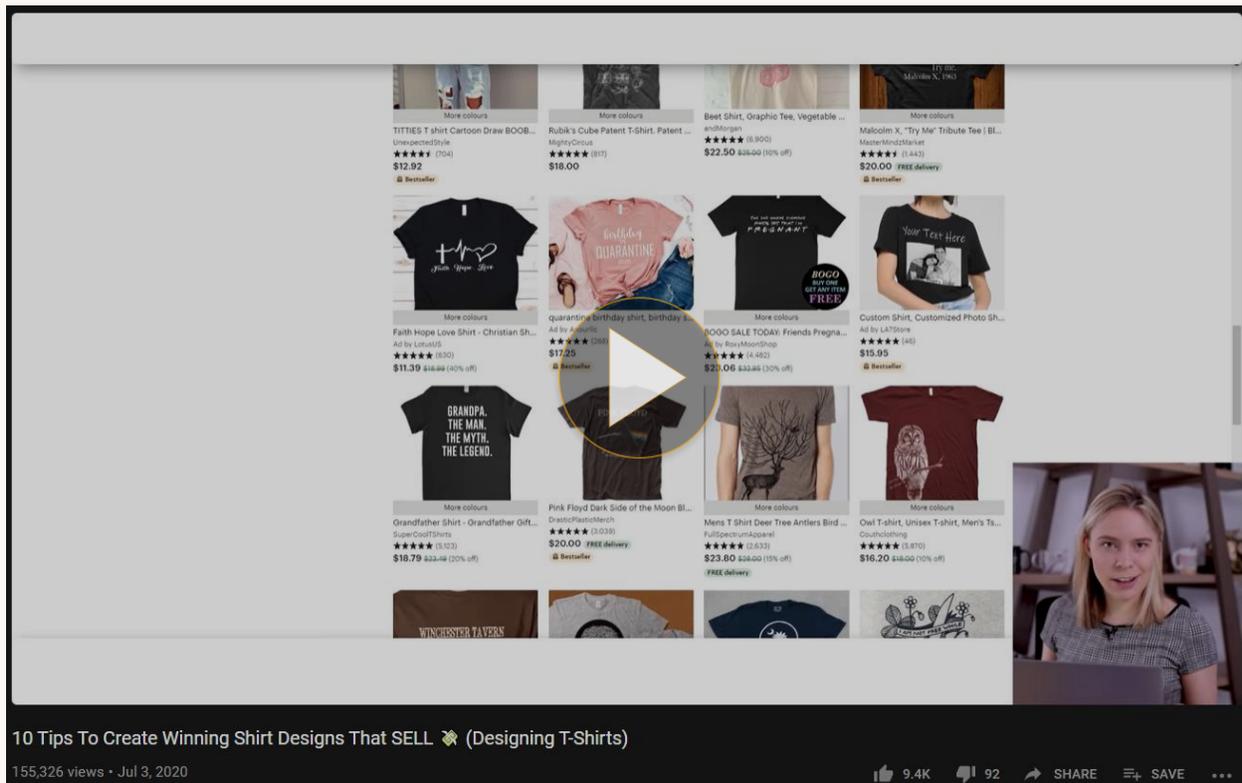
[Join The Clubhouse!](#)

Step 4:

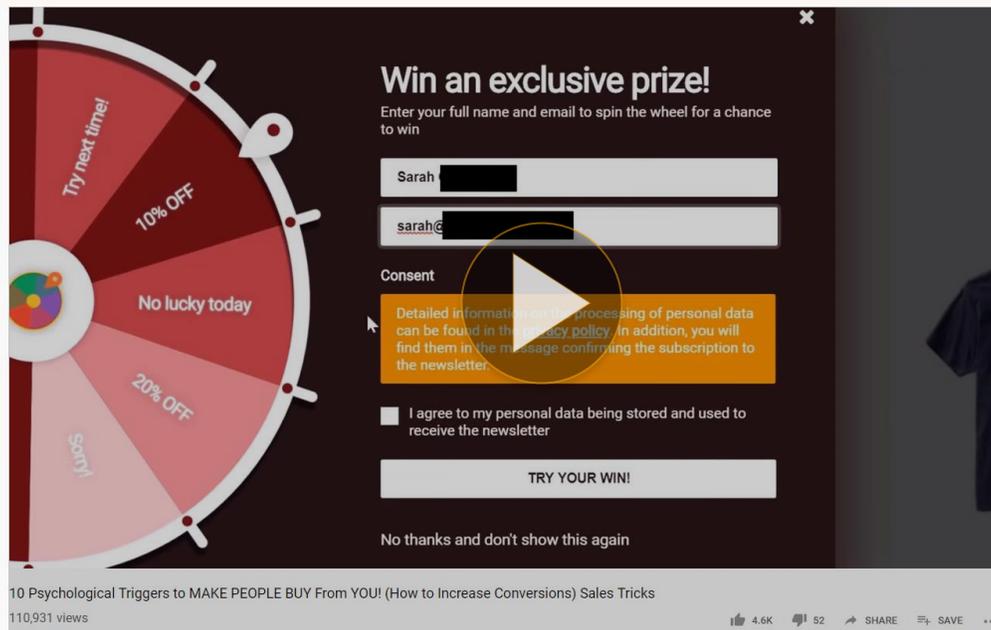
They Use Psychological Triggers To Upsell Customers To BIG Orders!

Yes! If you really want to maximize your store, then you don't just want to focus on customers buying 1 item. Nope! It's much better if they buy 2, or 3, or 4, or even 5+ items from you

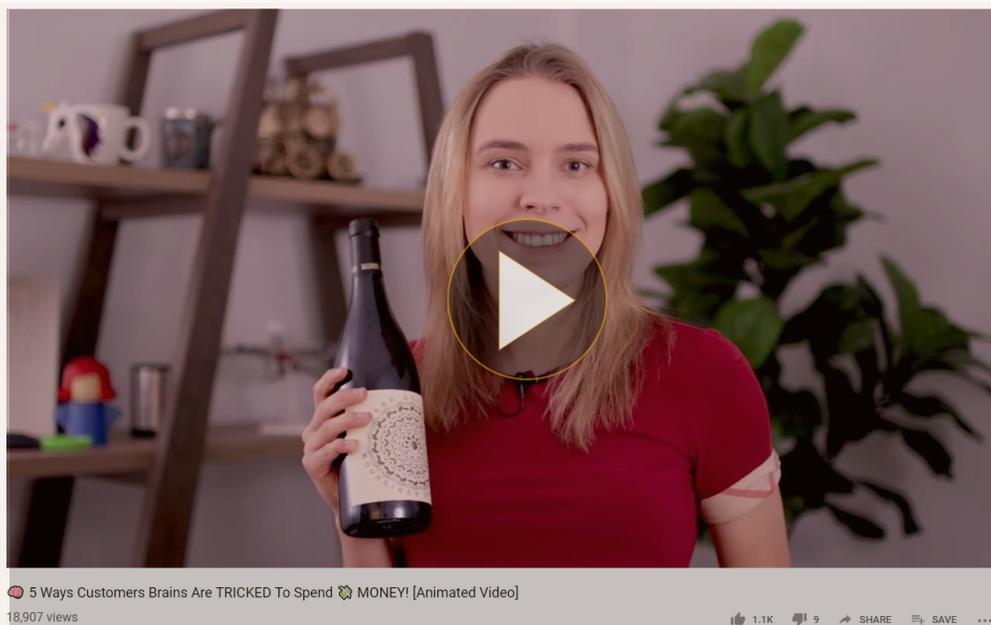
And there are several reasons why customers buy multiple items from you. The first reason is of course, because you've designed or added multiple products to your store, that they really love! If they love them, they'll buy them. It's not exactly rocket science, is it? To learn more about designing products that customers will love, be sure to watch my video: [10 Tips To Design T-Shirts That Sell](#):



But the other reason is the way that you position your product. Most people position their products in extremely bland ways. They don't think about human psychology, and why people buy the things that they do. Learning these buying triggers is extremely help. And I reveal some in the video, [10 Psychological Triggers To MAKE PEOPLE Buy FROM YOU!](#)



And in this video here, [5 Ways Customers Brains Are TRICKED To Spend Money:](#)



Remember: successful store owners aren't just fixated on the first sale. What they really want, is to give the customer a great experience, so that they don't just buy 1 item: but multiple items! So always think about ways to encourage customers to bump up their order values!



**Want over-the-shoulder tutorial videos where I show how to tweak & modify my favorite upsell apps to get customers to buy multiple items at once?
Then go beyond our YouTube videos and**

Join The Clubhouse!

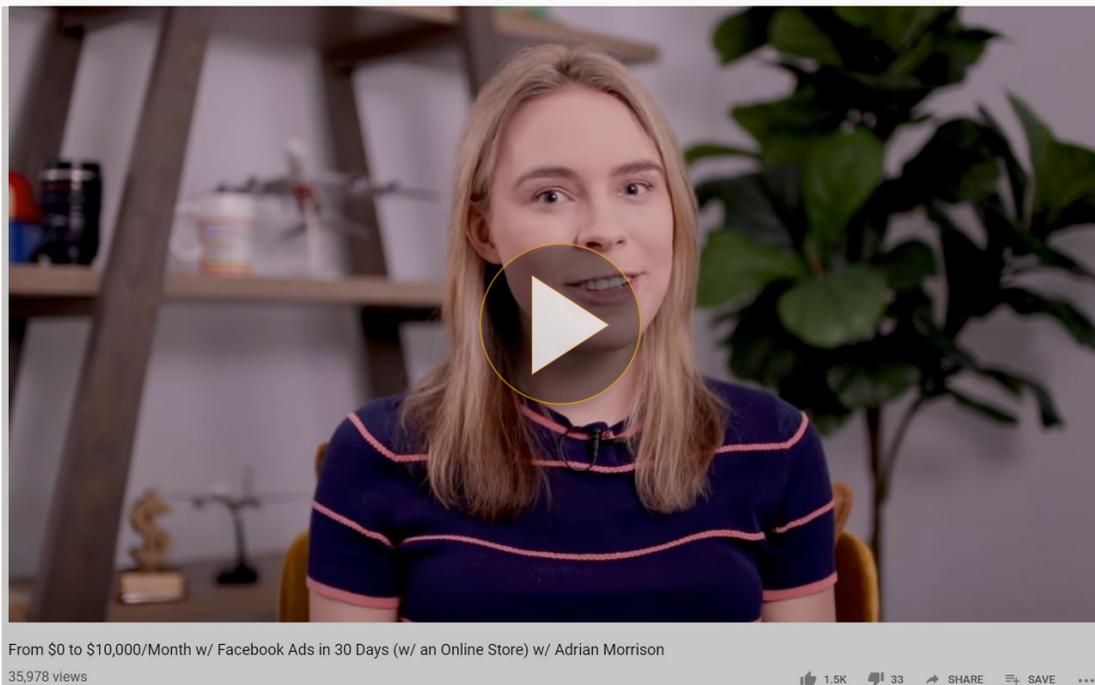
Step 5:

They Advertise & Get Customers To Come Into Their Store (And Buy Products!)

YES: Sadly, customers don't just wander in on their own 😊 although that would be nice. No: any store, including successful 6-figure & 7-figure stores have to advertise their store to get customers in. Most people I know focus on either paid ads (which is "fast") and organic traffic (which is "slow").

FAST TRAFFIC METHOD - Facebook Ads

In my experience, this is the most popular way for stores to drive traffic to their stores. Facebook ads create fast, instant traffic that, if set up correctly, can target your ideal customer. Check out this video in which million-dollar flex store owner, Adrian Morrison, reveals how he runs Facebook ads to the products in his stores. Watch now - [From \\$0 to \\$10,000/Month w/ Facebook Ads:](#)



Something else that's really great about Facebook ads, is that Facebook is extremely smart. For example, when Adrian sold \$700,000 worth of dog dollars through Facebook ads, his Facebook ad pixel collected lots of data about the types of customers that bought from him. He was then able to use that data to re-advertise to those same (and similar) customers when he launched his much more expensive Print On Demand leggings, to huge success:

Product type	Gross sales ▲	Ordered quantity	Average order value
Summary	\$3,126,120.47	242,089	\$22.04
Leggings	\$793,453.75	18,425	\$50.54
High Top Shoes	\$557,610.33	7,967	\$74.47
Totes	\$428,825.70	32,016	\$19.24
Shirt	\$195,941.46	7,340	\$32.58
Casual Shoes	\$170,215.68	2,432	\$74.54
Shoulder Handbags	\$166,732.94	3,706	\$48.27
Leather Totes	\$125,146.87	2,313	\$59.00
Blankets	\$123,490.62	2,304	\$57.52

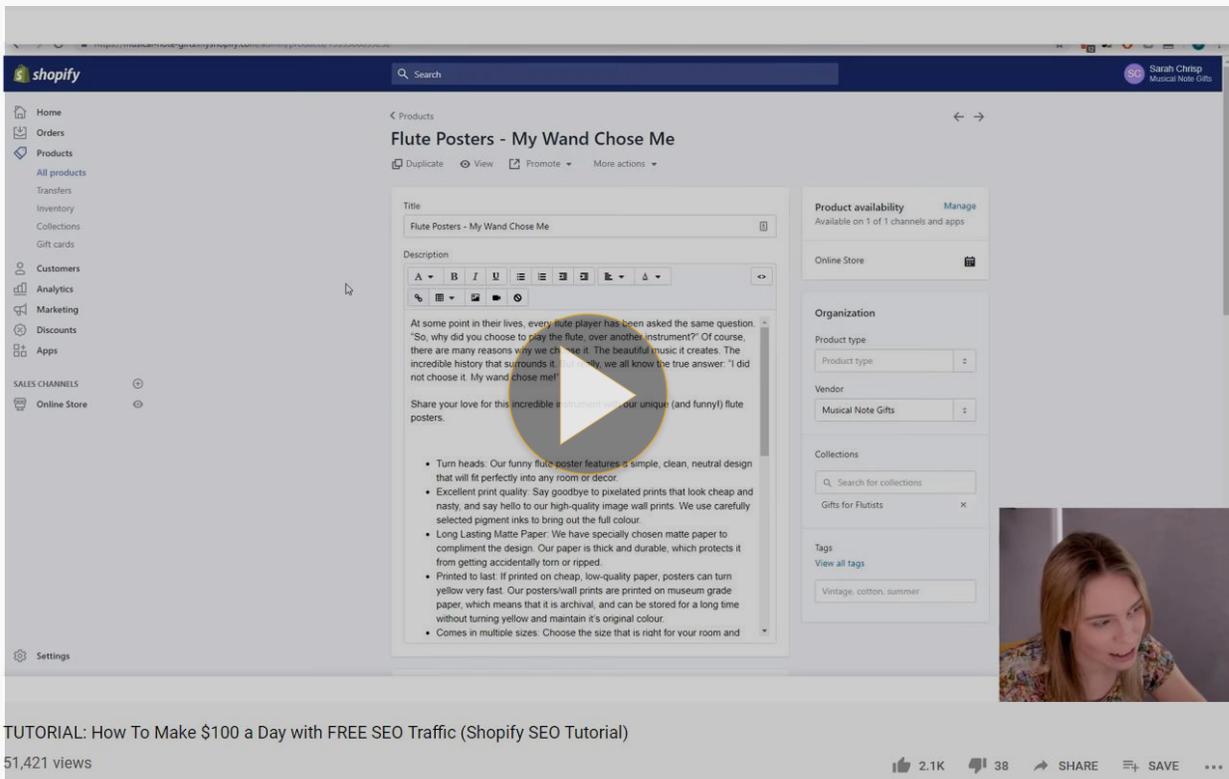
But that's just one way: there are lots of ways to drive traffic & customers to stores, including free methods. Just a warning: unlike paid traffic, free traffic will not be instant! But if you're looking for free methods, there are plenty out there: such as something called Search Engine Optimization (SEO)

FREE (But slower) TRAFFIC METHOD - Search Engine Optimization (SEO)

Have you ever gone to Google and searched for products to buy? The chances are, most of you reading this you probably have. The stores/websites you found had some tweaks/modifications made to them so that the Google search engine would prefer it to others, and rank it higher in its search results.

These tweaks/modifications are called Search Engine Optimization, otherwise known as SEO. If you can get Google to choose your store when customers search for products related to the ones you are selling, you can get this free search engine traffic to your store. This is my favorite way to drive traffic.

On the Wholesale Ted YouTube channel, I created a free SEO tutorial using an example Print On Demand store. Watch it now: [TUTORIAL: How To Get FREE SEO Traffic.](#)



And don't just think you have to choose one or the other: you can use BOTH traffic sources to get even MORE customers to your store!



That free SEO tutorial on the channel is 34 minutes long. My tutorial videos in the Clubhouse? They are over 2 HOURS long! Go beyond YouTube &

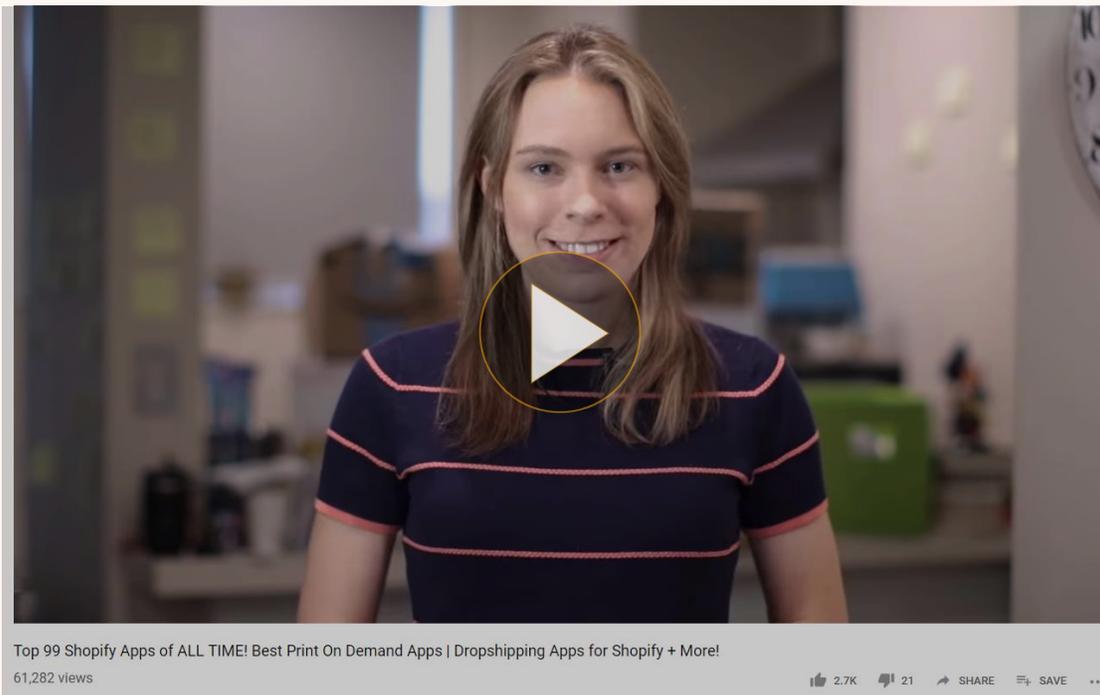
Join The Clubhouse!

Step 6:

They Grow, Manage & Scale Their Business

Now is the fun part! Once the sales start flowing in, it's time to ensure customers get their orders. The thing though is that if you add in apps to automate stores like the 6-figure & 7-figure stores do back in step 3, this part is pretty simple. In fact, most stores earning \$10,000/month take just 1-2 hours a day to manage.

And so you know what they spend their time on? Growing & scaling the store! There are lots of great apps you can install in your store to make the buying experience for customers better & to increase conversions. Want to know some of the best ones stores use? I highly recommend checking out my video: [Top 99 Shopify Apps OF ALL TIME.](#) And yes: there really are 99 Shopify apps I discuss in this video!



AND THAT'S IT! Now you know that 6-steps that 6-figure online stores follow to make \$10,000/month with a real business that:

1. Finds & creates great products to sell.

2. Puts those products in front of their ideal customer
3. And gives those customers a great reason & incentive to buy!

Now I can imagine that some of you are saying, this was great Sarah, there is just one problem....

I want *more!*

I want *more* training, I want *more* tutorials, I want more help in launching my new ecommerce business. For years, I just ran my YouTube channel, but after getting a flood of requests for a curated program I decided to go *beyond* the YouTube videos. That is why I created our premium, over-the-shoulder, video training program, The Ecomm Clubhouse:



Inside, you'll learn my recommended techniques for building an online store while utilizing beginner-friendly sourcing methods of Print On Demand & Dropshipping.

The Ecomm Clubhouse goes beyond our free videos on the YouTube channel in two ways. Firstly, the Clubhouse provides secret video training covering topics we've never taught on the channel before, such as how to create high-converting Facebook video ads for your product with your smartphone camera:



-  WELCOME
-  **STEP 1**
Select a Niche
-  **STEP 2**
Source & Choose Products To SELL!
-  **STEP 3**
Create & Run Your Store
-  **STEP 4**
Upselling to BIG Orders
-  **STEP 5**
How to Get TRAFFIC & BUYERS To Your Store
- INTRODUCTION TO FACEBOOK ADS (WATCH FIRST!)**
- HOW TO CREATE A FACEBOOK BUSINESS ACCOUNT**
- HOW TO CREATE A FACEBOOK FANPAGE**
- HOW TO INSTALL THE FACEBOOK PIXEL**

HOW TO EDIT A SHOWCASE VIDEO AD FOR FACEBOOK



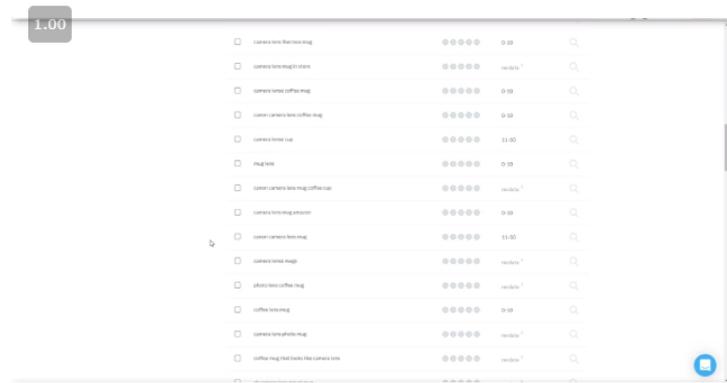
Completed this task? Click this box!

In this step, I'm going to show to edit the best showcase video that you can use for your ads. I'm going to run you through the software that you should be using to edit the videos, where to find the perfect music and the detailed process of editing your own video.

And secondly, it takes topics we've talked about on the channel, but provides even more in-depth training. For example, the free SEO traffic tutorial on the YouTube channel is 34 minutes long. My 7-part SEO series inside The Clubhouse? It is over 2 hours long!

-  WELCOME
-  **STEP 1**
Select a Niche
-  **STEP 2**
Source & Choose Products To SELL!
-  **STEP 3**
Create & Run Your Store
-  **STEP 4**
Upselling to BIG Orders
-  **STEP 5**
How to Get TRAFFIC & BUYERS To Your Store
- INTRODUCTION TO FACEBOOK ADS (WATCH FIRST!)**
- HOW TO CREATE A FACEBOOK BUSINESS ACCOUNT**
- HOW TO CREATE A FACEBOOK FANPAGE**

HOW TO FIND LOW COMPETITION KEYWORDS FOR SEO



Completed this task? Click this box!

Now, we're going to do the first phase of Search Engine Optimization or SEO. We are going to research keywords that we will be optimize each of the pages in our store around.

My premium video training course contains over 50 videos designed to fast-track the educational process of setting up a store. My goals when creating this program were to create a course that would help beginners:

1. Create, setup & advertise a store with low-cost, beginner-friendly product sourcing methods.
2. Make their first sale.
3. Scale their sales up & up!

While there is a wealth of information available online for free, let's be honest - it's extremely disorganized. I designed The Ecomm Clubhouse to be a curated course of information I wish I'd known *before* I had started my first store.

I can't guarantee anyone's success & this isn't a step-by-step course to getting rich. I don't believe in Get Rich Quick schemes (clearly!). However, I am happy to say that we've had several students who have used my training to help fast track their ecommerce journey. I love reading their success stories & love knowing I have helped people:

Name: [REDACTED]
Email: [REDACTED]
Subject: Thanks!!!
Message: Hey Sarah!

I just wanted to write and say thanks. Your course has been awesome. So I started it...3 weeks ago? I needed step-by-step instructions to just show me how to get into all this.

I applied everything, narrowed down niches, did all the things you recommended.

My store went live on Friday, ads started running Sunday, and I have already made 5 sales!

Your course is great. It's exactly what I needed to give me the foundation information to get started - from here I can branch out and keep learning - but that barrier to entry on the learning curve is HARD and your courses helped me sail past that.

So - thanks. :) Good work all around and great content. Made a huge difference for me. <3



Adam

Love your content! Thanks so much for doing what you do! I made half a million last year dropshipping ONE product from aliexpress. I came back and watched your videos many times for guidance. You're an amazing teacher!



Art

I cant blv this is real and I am making money. \$125 this week... not bad for my second week in business

Reply ·

And I would love to hear your success story. But the only way you can have one, is by taking action. So don't say, "I'll do it next week." Or say, "I'll do it tomorrow." Start today.

[Join The Ecomm Clubhouse Now](#)