HOW TO START A SUCCESSFUL DROPSHIPPING BUSINESS WITH WORDPRESS AND ALIEXPRESS

A Complete Guide on How to Run a **Successful** Dropshipping Business

with WordPress and Aliexpress

BY

MODUPE SALMAT BADMUS

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ABOUT ME

My name is Modupe Salmat Badmus, I am a Digital marketer, a blogger and an Ecommerce/WordPress expert

I work online full time for a living and I teach aspiring online millionaires how to make a living online. My aim is to help people start a profitable career online and make their financial dreams a reality through my various coaches and online courses.

This eBook is to show you How to Start a Professional Looking Dropshipping/ecommerce store with WordPress and Aliexpress and How to be Successful with Dropshipping/ecommerce Business. This can only be possible if only you digest this material thoroughly and make the best use of it.

INTRODUCTION TO DROPSHIPPING BUSINESS AND HOW ITS WORKS.

This ebook is to guide you on how you can get your online store up and running in minutes using WordPress and Woocommerce plugin, stock it with products from Aliexpress and how to promote your store successfully in order to achieve your set goals. This is a step by step tutorial guide on how you can do it yourself. It is a beginner's guides to creating a dropshipping website and growing it into a full blown online business. So don't worry even if you are not a tech savvy.

Ecommerce/Dropshipping business is trending and thriving all over the world because the rate at which online shopping mall is increasing is alarming, so starting your own dropshipping business is the best decision ever

What is Dropshipping?

Dropshipping is a business model that involves a business owner acting as a middle person between a product supplier and buyers of the product. Its enables an individual (entrepreneur) or company to operate without maintaining inventory, owning a warehouse to stock the products, or even having to ship the products to their prospective customers by themselves.

How it works is that a dropshipper (Individual/retailer) partners up with a supplier that manufactures and/or warehouses products, packages the products, and ships them directly to the dropshipper's customer, on the dropshippers's behalf. That is: The customer places an order for a product on the dropshippers's online store, the dropshipper/retailer automatically or manually forwards the order and customer details to the supplier and the supplier packages and ships the order directly to the customer in the dropshipper/retailer's name.

This business model is extremely interesting and attractive in the sense that you don't need to have a physical store or warehouse to stock the products, all you need is a laptop and an internet connection.

The platform we are going to be using for this business model is Aliexpress marketplace.

Why Aliexpress?

Although, there are so many platforms and marketplaces to run a successful ecommerce business from but some of them do not encourage dropshipping business model which is the main reason why we are going to be using aliexpress for our product sourcing.

Aliexpress is one of the largest eCommerce platforms in the world and it is designed to bring together manufacturers and buyers from across the globe. Items on Aliexpress marketplace are very cheap and the platform allows customers to purchase goods in pieces. Some of the great features of the platform are low prices, wide range of products, multiple suppliers to choose from, free shipping on varieties of products as well as small volume of orders are allowed which makes Aliexpress platform perfect for dropshipping business.

So, how do you start a successful dropshipping business with Aliexpress?

Although, with little funds, one can launch an online store in minutes and start adapting the dropshipping business model but in the real sense of it , it requires a lot of hard work for success to be achieved.

Below are some steps you need to follow in achieving success in your dropshipping business journey;

Step 1: Select a niche for your Business

Niche is your business idea/area of specializtion which must be what you are really passionate about. In choosing your dropshipping product niche, you have to focus on less competitive niche or niches. If you aren't passionate about the niche you select, you may become discouraged, because it takes a lot of work to successfully scale a drop shipping business and if you choose an overcrowded niche, it might be difficult to compete with the retail giants that are already succeeding in that niche.

In choosing the best selling product or products in your chosen niche for your dropshipping business, you would need to do a market trend analysis using the Google trend.

Google Trends provides keyword-related data including search volume index and geographical information about search engine users. Google trend helps you in choosing the right product to dropship base on the market trends of the product interms of the search volume per month, Country, location etc.

So, go over to www.trends.google.com. The first thing you need to do is to carry out an initial product research of the product you want to start dropshipping. If the product has higher competition or can be found down the street of your house then don't go there! Find another product to dropship.

Using the google trend to find the best selling product to dropship, below is an example;
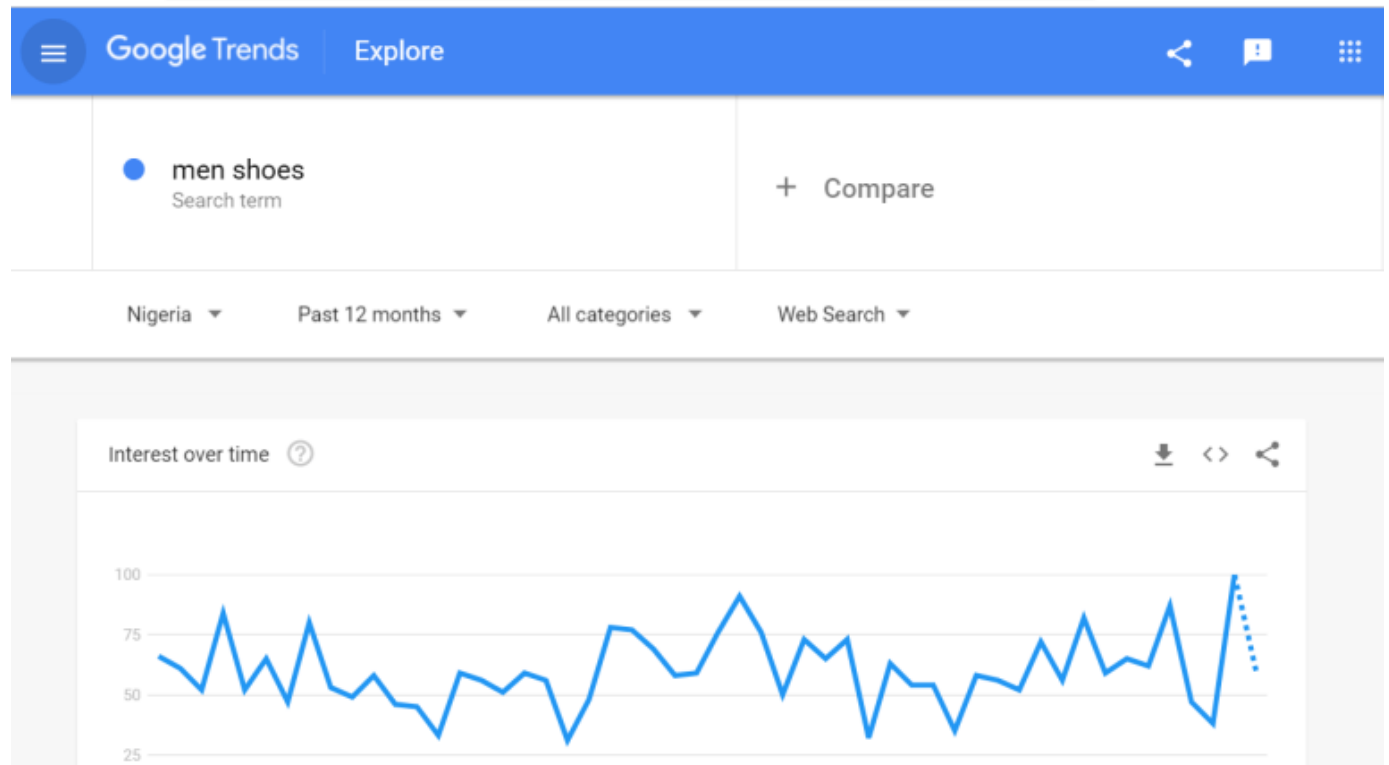
From the above image, it reveals that the market trend for men shoes is falling from the arrow that is going down.

Therefore, droshipping men shoes may not be a good idea.

Also from the search conducted on Sunglasses on google trend, it shows that droshipping sunglasses is great because of an increase in the pattern of movement based on the arrow as indicated in the graph below.
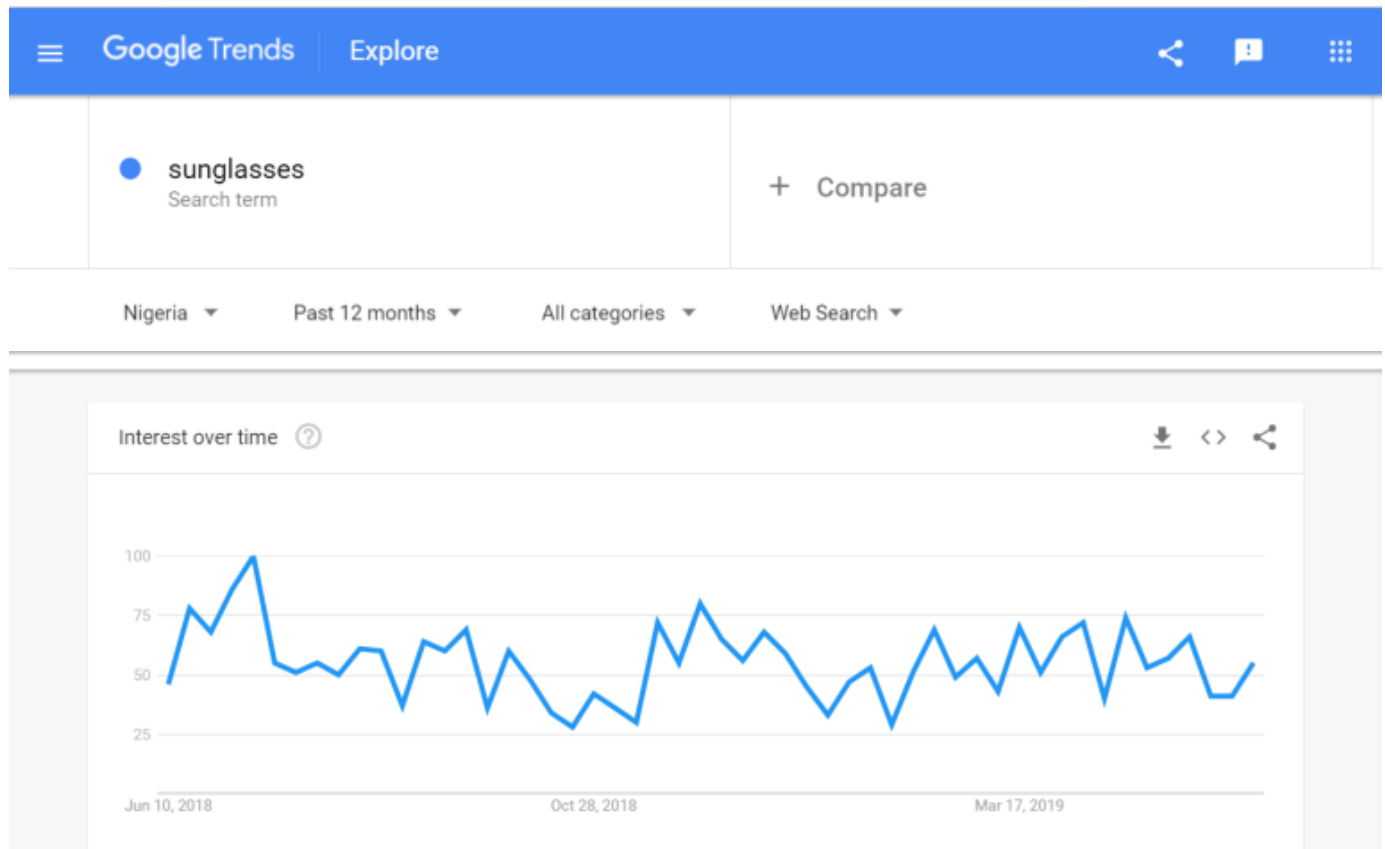
It is always a good idea to narrow down your niche to fewer products says one or two to dropship because of the following reasons;

- In order to be able to understand the product more
- To be an expert in that niche
- Easier to rank higher in google search
- It is easier to focus on a particular market audience.

Also, find reliable suppliers for your dropshipping products and also check the product price from other stores selling the same product and among suppliers selling the same product and do price comparism.

Also, make sure you go for products with low shipping cost or products with free shipping. With free shipping, you can easily shift the shipping cost to the customers but it must be very low so it wouldn't affect your sales. Also make sure consumers are highly searching for the products (hot selling products).
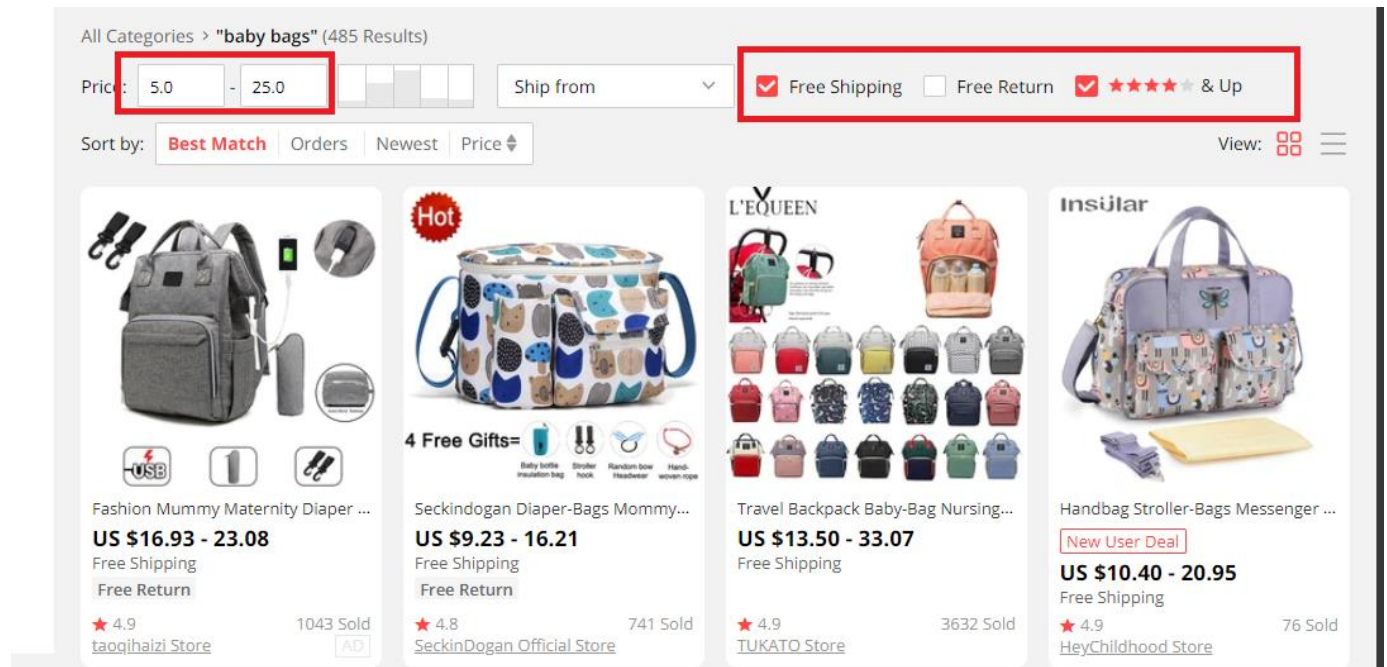
Step 2: Carry Out a Competition Research

Competition research is necessary in running a successful dropshipping business. It is important to note that, products that are relatively competitive are high demands products that any droshipper shouldn't over look. Don't be afraid of competition by opting for less competitive products that may end up not selling at the end of the day. Don't be afraid of competing with other dropshippers and other retail giants like Amazon, Walmart, Jumia, Konga etc. Look for competitive products because it is a sign that people are buying the product (high demand) and the business model is sustainable.

Step 3: Secure a supplier for your Dopshipping Pruducts

This step is very crucial to the success of your brand. Partnering with the wrong supplier can ruin your business reputation. Alibaba and aliexpress have become the largest online resources to identify and communicate with potential manufacturers and suppliers. You can sort for your suppliers there but make sure you ask a lot of questions and learn what their production capabilities are should in case your business grows exponentially in the nearest future which will definitely happen. Your supplier or suppliers must have the ability and capabilities to scale with your business.

Step 4: Build a website for your dropshipping Business

A dropshipping business model requires a store to operate successful. So, you need to setup an online store for your dropshipping business. You can easily create one using worpress and woocomerce platform, you can use shopify platform starting with their 14-days free trial or get a custom store with Alidropship.

There are many ways to build your dropshipping store after you have concluded on the product to start dropshipping. These ways are analysed below;

1.**WordPress + Woocommerce**

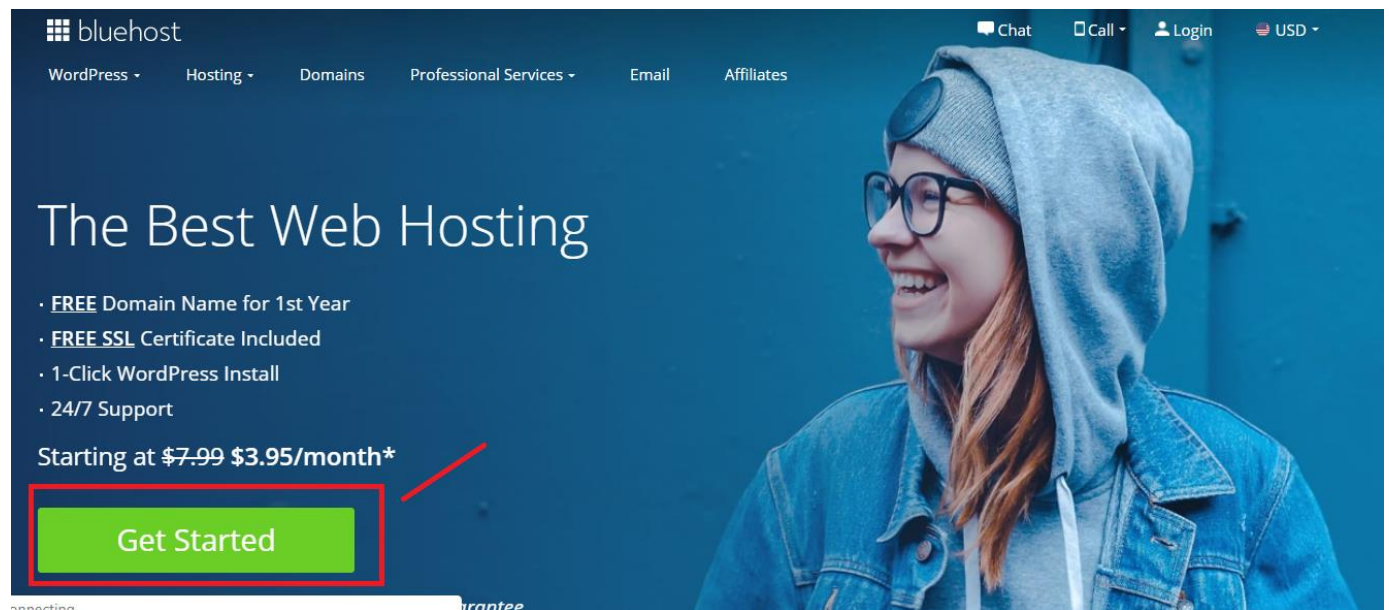To use the **wordpress and woocommerce** platform, you will need a domain name and an hosting plan. In choosing a

domain name and hosting plan, I will recommend **bluehos**t because of their 24/7 support, 99.9% uptime guaranteed, free domain name, ability of your store to load very fast and they are officially recommended by wordpress.org.

Another awesome site to get cheap domain names from is www.namecheap.com.

Also, if you are on a low budget, I would like to recommend Smartweb. Smartweb hosting gives you one year free domain name along with your hosting plan with the .com.ng extension and their support is superb too.

So to setup your store,

Visit www.bluehost.com

- Click on get started button
- Choose your hosting plan- Basic , Plus, Choice plus and Pro plan

		Recommended	
Basic	**Plus**	**Choice Plus**	**Pro**
$3.95/mo*	$5.95/mo*	$6.95/mo*	$13.95/mo*
Normally $7.99	Normally $10.99	Normally $14.99	Normally $23.99
Select	Select	Select	Select
1 Website	Unlimited Websites	Unlimited Websites	Unlimited Websites
50 GB SSD Storage	Unlimited SSD Storage	Unlimited SSD Storage	Unlimited SSD Storage
Unmetered Bandwidth	Unmetered Bandwidth	Unmetered Bandwidth	Unmetered Bandwidth
Free SSL Certificate	Free SSL Certificate	Free SSL Certificate	Free SSL Certificate
Standard Performance	Standard Performance	Standard Performance	High Performance ⓘ
1 Included Domain	Unlimited Domains	Unlimited Domains	Unlimited Domains
5 Parked Domains	Unlimited Parked Domains	Unlimited Parked Domains	Unlimited Parked Domains

- Type in your chosen domain name and click on next

Next we'll set up your domain.

Your domain will be your website's address.
You can create a new domain, use one you already own, or make one later.

Create a new domain

[_____] [.com ▼]

Search available domains

[Next]

Use a domain you own

[_____]

Enter your existing domain name

[Next]

If you already have a business, you can go for the option that says "I have a domain name" and in this case, you will need to point the nameservers to that of Bluehost or any other host you go for.

- Fill in the necessary details.

Account Information

All fields are required unless otherwise noted.

First Name [_____]
Last Name [_____]
(optional) **Business Name** [_____]
Country [United States ▼]
Street Address [_____]
City [_____]
State [Please select a state ▼]
ZIP Code [_____]
Phone Number [(123) 456-7890] **Ext** [___]
Use an international number
*Email Address [_____]
*Your receipt will be sent to this address.

Package Extras

Codeguard Basic	☐ - $ 2.99 per month (Billed to end of hosting term)	
	More information	
Bluehost SEO Tools Start	☐ - $ 1.99 per month (Billed annually at $23.88/yr)	
	More information	
1 Microsoft 365 Mailbox - 30 Day Free Trial	☐ -FREE	
	More information	
SiteLock Security - Essential	☐ - $ 2.99 per month (Billed annually at $35.88/yr)	
	More information	
Savings	**$145.44 (50% off)**	
Total	**$142.20**	

- ## Finalize the setup and make the payment.

Agree to their terms and click on submit.

Provide code for instant verification. Example.

Introductory prices apply to the first term. Money-back guarantee applies to hosting and domain privacy. All plans and products automatically renew unless you cancel. The renewal will be for the same term length and at the regular rates reflected in your Control Panel. The payment method you provide today, or we have on file, will be used for renewals, unless you change it or cancel. You may cancel at any time by logging into your account online or by calling customer support at +1 855 984 4546.

☑ I have read and agree to Bluehost's Terms of Service and Cancellation Policy and acknowledge receipt of the Privacy Policy.

submit

- **Immediately after checkout, bluehost will notify you to create a password.**

Choose a password for your account:

Before you can login to your account or use your new hosting features, you first need to create a secure password - Please note this password and your hosting payment information as these are used for account verification purposes when contacting Bluehost
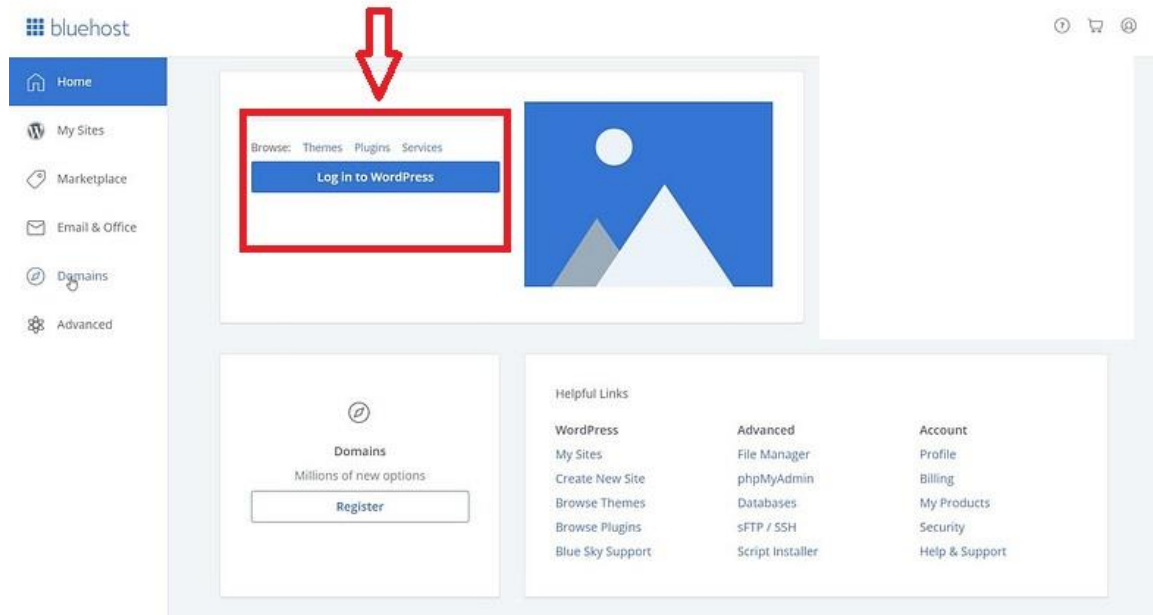
Create your password

click on create password

- After login, you will be presented with some free theme, skip it to go to the welcome to WordPress screen and click the login to WordPress button.

bluehost

Pick a theme that inspires you.

You can always change this later. So, let's get building!

Slick Material Design

Hestia

CONSULTING

Consulting

Sydney

TOTAL

Total

ONE OF THE TOP 10 MOST POPULAR THEMES ON WORDPRESS.ORG

Zerif Lite

Storefront

Howdy, admin

bluehost

- Bluehost
- Jetpack
- Dashboard
- Posts
- Media
- Pages
- Comments
- WPForms
- Appearance
- Plugins
- Users
- Tools
- Settings
- OptinMonster
- Collapse menu

Welcome to WordPress

What kind of site can we help you set up?

Business   Personal

I don't need help

- Setup your wordpress site by adding your details following a few procedures.

Great! You just got the bulk of the job done – you now have a domain name, hosting plan and WordPress site

Bluehost automatically install WordPress right from the Bluehost dashboard and you can also use your details as well as the password you just created to login into your account.

For those that will be using other hosting services like **smartweb**, you will need to install wordpress through your cpanel using the login details sent to your email address by your hosting providers. (check your email for your cpanel login from your host)
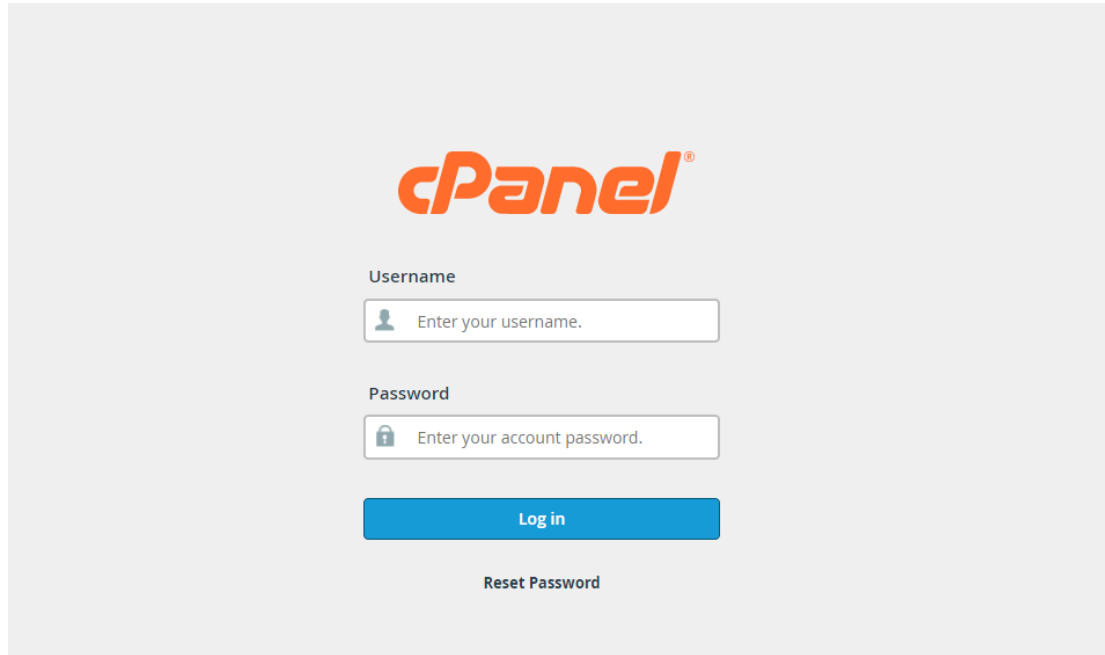
Once you login, scroll down until you see an icon labeled "WordPress" under softaculous.
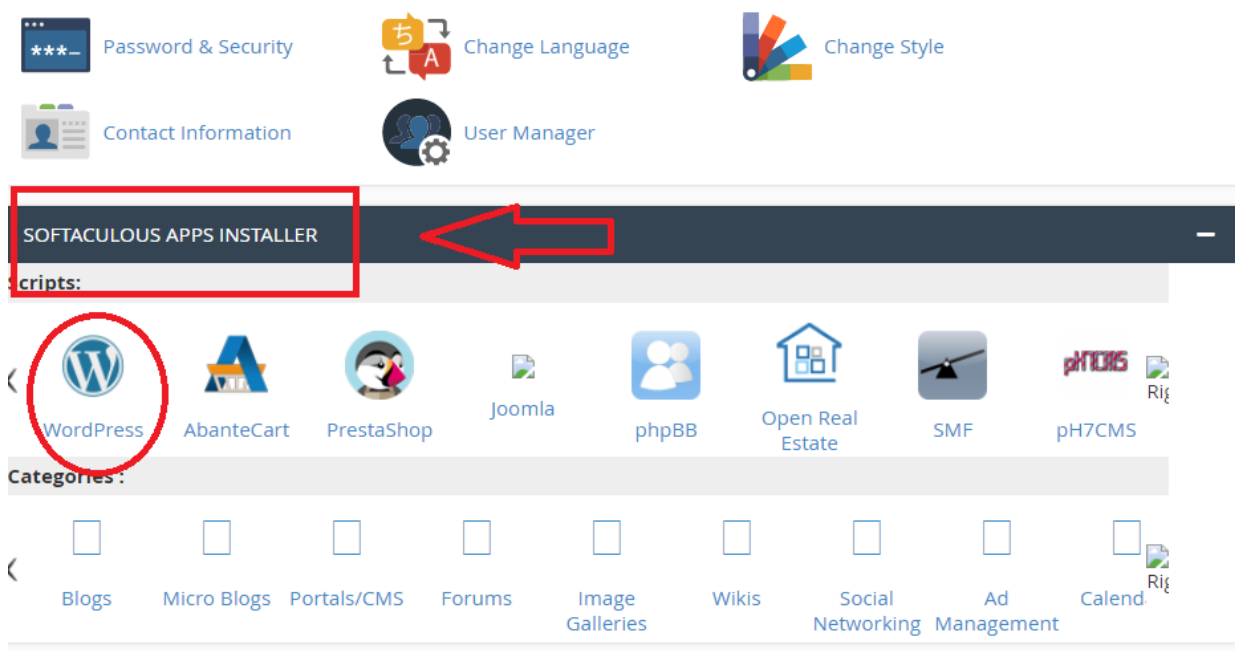
- Click on install and fill in the necessary details.

At this point, you should have a blank WordPress website installed.

The next step is to install Woocommerce plugin

Woocommerce plugin helps you in turning your wordpress site into a beautified and professional looking store. To do that;

- Go to your wordpress dashboard to locate "plugin->add new->search for woocomerce->click on install, wait a few seconds and activate it after installation.
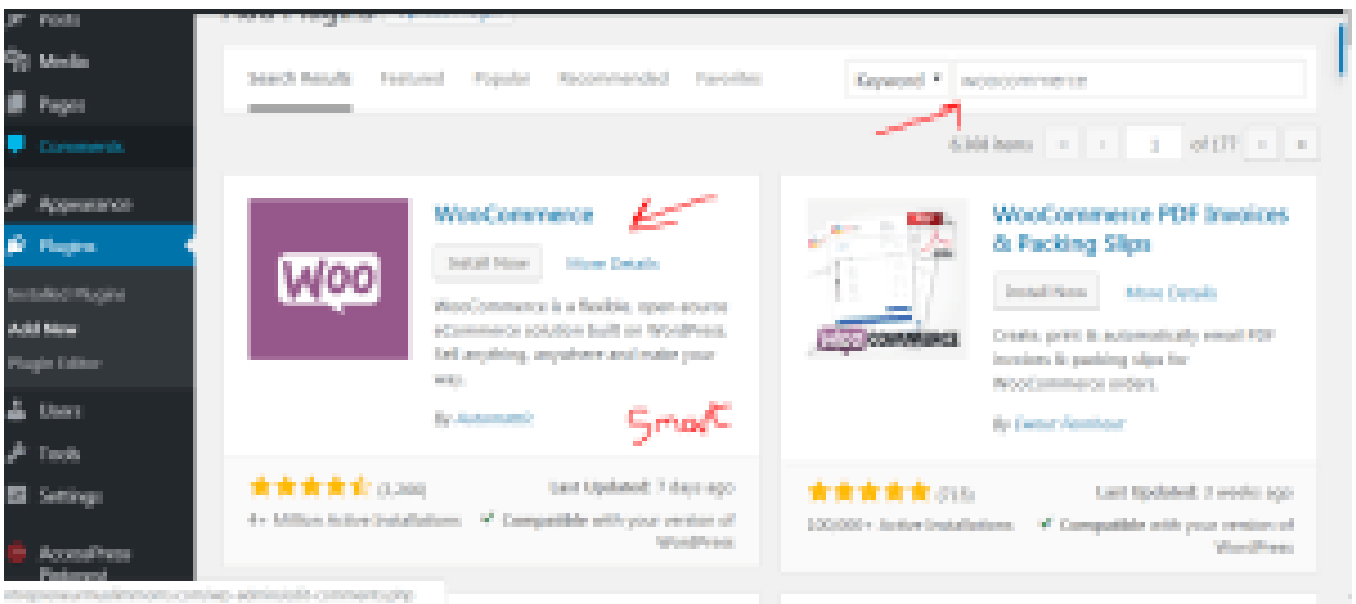
Click on "Let's Go!" from the woocommerce onscreen setup popup
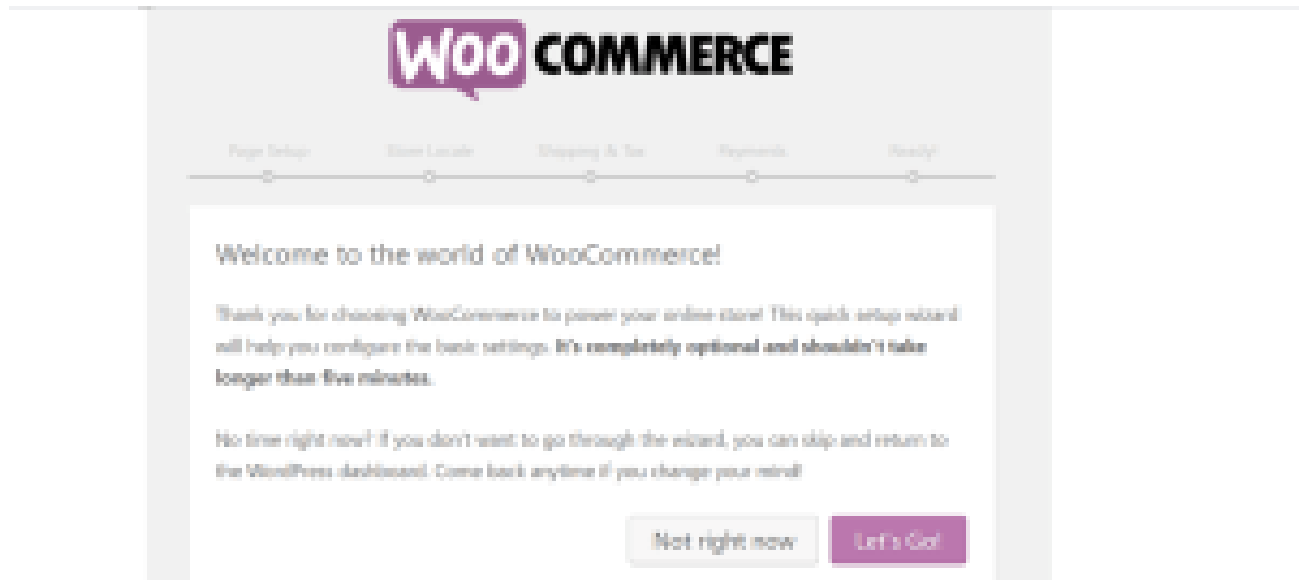
The next step is to create some necessary pages

This pages are important to your store functionality. Although, woocommerce helps you in creating some pages like ;

- **Shop** – this is where your products are going to be displayed alongside their prices.
- **Shopping cart** – this is where your customers can adjust their order before proceeding to checkout.
- **Checkout** – this is where the customers choose the shipping/delivery method and make payment
- **My Account** – with this page, customers will be able to view their past orders and manage other details).

All you need to do at this stage of the WooCommerce wizard is click the "Continue" button for WooCommerce to set up those pages for you.

Set up locale

Your locale is the location of your business which is also very important in defining your business origin, currency, and preferred units

Click "**Continue**" once you're done.

The next step is the payment method/gateway

On this stage, I will recommend you fill in paypal as your payment gateway but it is highly recommended that you integrate your store with both Paypal, <u>Rave</u> or Stripe by Just clicking on their corresponding check boxes. Though you can go for other payment gateways like check payment, bank transfer and payment on delivery.

It is important to note that in order to make online payments work, you need to sign up with either PayPal, <u>Rave</u> or Stripe separately. Though you can go for other payment gateways like check payment,bank transfer and payment on delivery.

The next step is shipping and tax

Choose either free shipping or flat rate and move to Recommendation stage

On tax settings, wooCommerce has a very neat tax module, the best thing about it is that it helps you figure out the tax rates based on your store location that you have indicated in the previous step.

Note: *You have to know the taxation rules of your country to double check it.*

Again, click "Continue" to move to the next step which is the recommendation stage. Also on recommendation stage, you can sign up for mailchimp email marketing right from there or jetpack which is optional.

Congratulations! You just built a blank e-commerce store with WooCommerce!
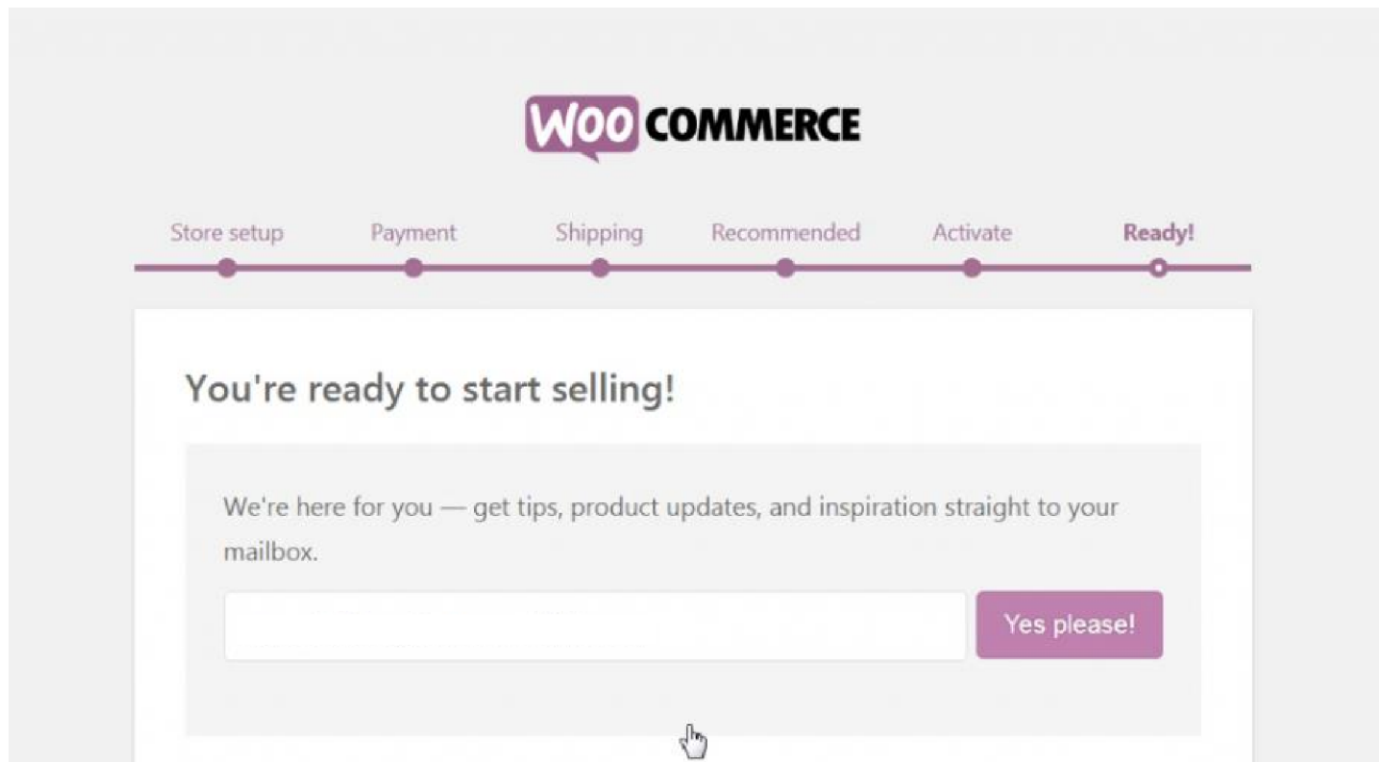
**The next step is the beautification of your store by adding a theme.**

The theme you choose will speak for the designs and the way your products will be displayed on your store.

Although, the WooCommerce plugin must have installed its default theme on your website which is storefront which works fine with the woocommerce plugin.

To install a theme, click on appearance from your WordPress dashboard, **click on theme->> Under theme->>click add new->>install and activate the theme.**

You can also go for a **premium theme** for your dropshipping store and upload it to your wordpress dashboard. To do that, **click on appearance->>theme->>locate "upload" on the top center of the screen->>install and activate the theme.**
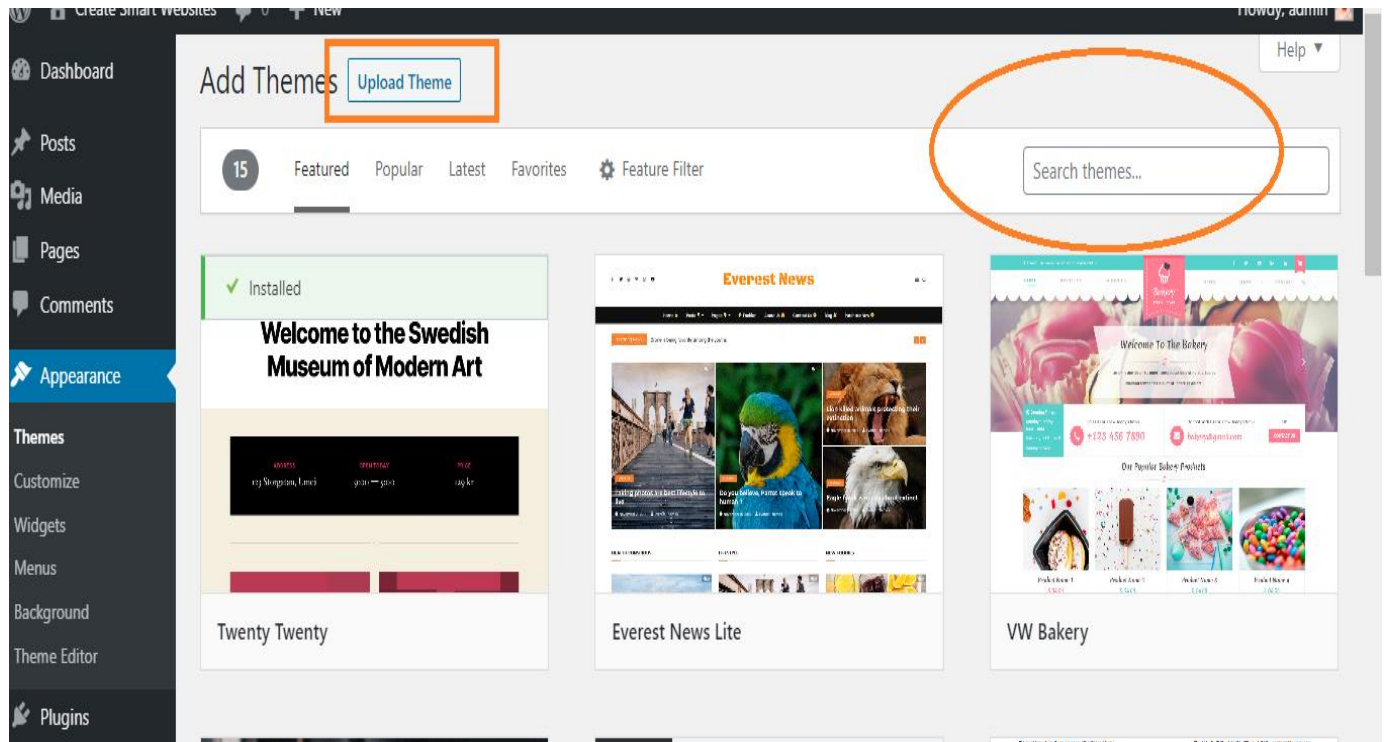
For store customization of the theme, go to **Appearance Customize**. This will allow you to see the front end of your website as you customize to your taste.

The next step is adding products

You need to start adding products to your store for it to be operational. Before adding your products, you will need to pay a visit to Aliexpress marketplace to take the screenshop or picture of your products, the descriptions and the prices of the products.
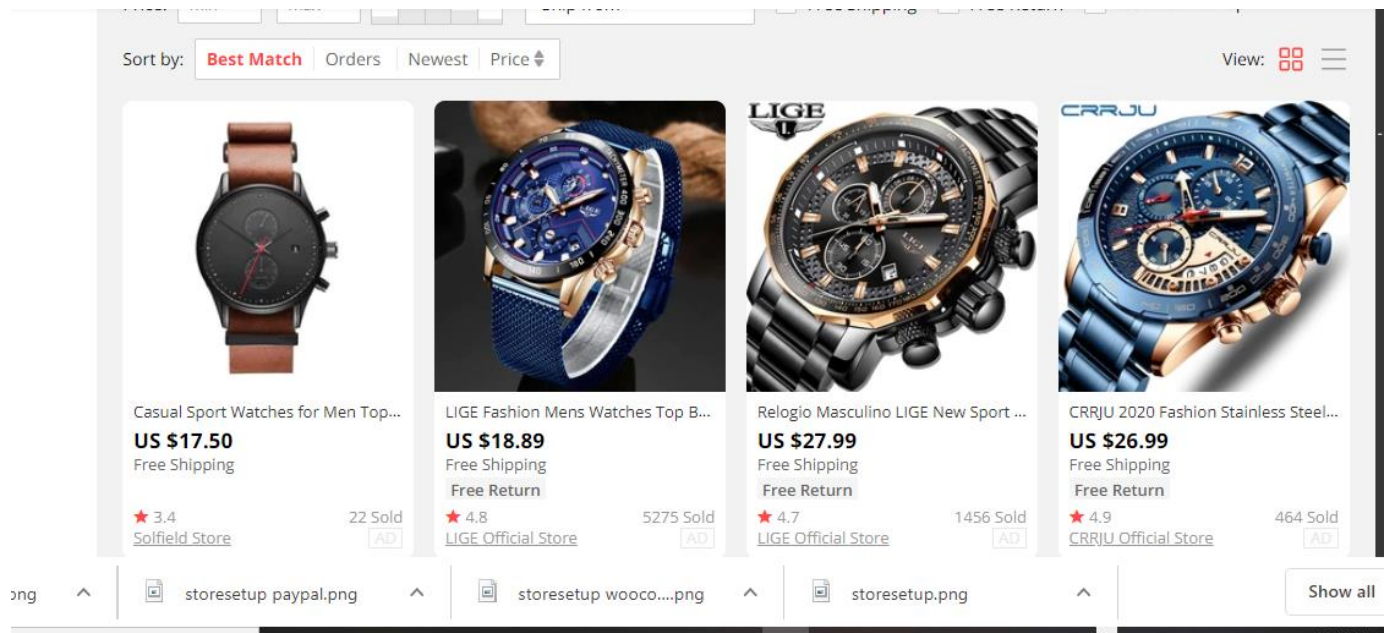
 On your wordpress dashboard, locate products from the dashboard.

- Go to *Add Product*

- An editing screen will pop up like the one above
- Add the product name and description of the product.
- Input as much information as possible about the product in the description box, add images/galleries, add videos if necessary, add the various parameters of the product.
- Set the pricing and taxes.
- Manage stock levels by setting the inventory.
- *Set the Shipping* weight, dimensions, and the cost of shipping.
- *Linked Products if necessary for setting* upsells, cross-sales, etc.
- Set custom product attributes. This helps you to add variations of the product in terms of color, sizes etc
- Write a short description of the product that will displayed on the front end.
- Create the Product Categories to be able to group similar products together.

- Give the products some tags just like the standard WordPress tags.
- After all the setting, click on **publish**
- Add a few products more by following the same step.
  - install all of the plugins and extensions that will help you supercharge your e-commerce store like the All in one SEO Pack/Yoast SEO, SEO for woocommerce, Contact form7, Social Share Buttons, Undraft etc.

Now your Dropshipping store with woocommerce plugin is ready!

WordPress+woocommerce platform offers almost all of the functionality you need to sell products online. You can visit the official website of woocommerce to see some of the plugins and add-ons that can help you supercharge your dropshipping store-some are free while some are paid. (Visit www.woocommerce.com)

2. **Custom Store**

Another way to build a dropshipping website with WordPress is to buy a custom store from **Alidropship.** With Alidropship custom store, your store can be up and running in less than 72hours. The custom store idea will save you alot of time and its comes with a one-time payment of $299, $499 or $899 depending on the number of products you want to have in the custom store. Also, you may need only their plugin (Alidropship Plugin) for automation of your dropshipping business which is only $89 one-time payment

**Get 10% Off Alidropship Here
(Use Code SMART10 at checkout)**

3. Shopify

With Shopify you can also build a professional looking store for your droshipping business. It saves you time and cash involves in hiring a web designer. If you are not a techy person, you can easily use the platform in building your store because no coding whatsoever is involved.

With the shopify platform, you get to pay a monthly charge for your store to continue to run. Though, you are entitled to **14days free Trial**. The platform makes it easier for you to concentrate on marketing and customer acquisitions.

Just like Alidropship plugin helps to automate your droshipping business under the platform of wordpress + woocommerce, **Oberlo** plugin helps in automating your dropshipping business under the shopify platform.

Oberlo is a Shopify plugin that helps in adding products to your shopify store conveniently. With the plugin, you can easily import products to your shopify store in a single click.

Price : Oberlo $29/month with free Trial for 30days.

Step 5: Import products into Your Store

If you have purchased any of the plugins recommended above, download whichever one you have purchased and use

it in importing your products to either your woocommerce or shopify store. If not, add products to your store manually.

It is advisable to import or add products with free shipping and epacket products. With epackets, products are shipped faster than the normal duration of 3-4weeks and with free shipping, you can easily shift the little shipping fee on some products to your customers.

Step 6: Market Your business and Start Making Money

How do you intend to sell your products to your prospective customers? It is important you figure this out. Having a hot selling product and a well-designed website are not the things that would sell your products but having a strong and effective marketing plan will definitely do which will eventually help you to succeed in your dropshipping business.

It is time to make your business go live through marketing of your products, after all the needed setups.

To run a successful dropshipping business, you need to put in place strong internet marketing strategies that would help your business grow faster. Marketing your products can be carried out via the following channels as listed below;

Search Engine Optimization

SEO activities helps your store to be visible and found on most search engines if properly done. This is a series of activities carried out in aiding the visibility of a website in organic Search results. The more your store address pops up in search engines, the more sales you make when prospects search certain keywords that are related to the ones your store is ranking for.

Email Marketing

Email marketing has proven to be one of the most effective means of selling online. Don't expect every prospect that visits your online store to buy from you immediately, so having a strong email marketing strategy in place would help you in marketing to those visiting prospects in future which can eventually leads to sales.

Social Media Advertising

Social media marketing for your online store helps you in generating a lot of sales through proper targeting of your prospects through Facebook Ads/Instagram Ads campaign.

In a nutshell, you can start marketing your dropshipping business by making effective use of Facebook ad campaigns, Google ads or Email marketing.

With Facebook ads, it is possible to generate a lot of sales which also helps in scaling your business through targeting and re-targeting. Also with google ads campaigns, you can target those already searching for your products via SEO (Search Engine Optimization) with the proper keywords usage. Email marketing also helps in collecting emails of your dropshipping store visitors from the start and helps you set up automated email sequences informing your subscribers of various discounts and special deals. It's an easy way to leverage your existing customer base and make sales without additional advertising or marketing.

Once orders start rolling in, log into your backend to fulfill the orders by visiting aliexpress and fulfilling the orders using the

addresses given to you by your customers or auto fulfil orders if you use plugins like **Alidropship** or **Dropified** and your suppliers would then ship the products to your customers on your behalf.

Get 10% Off Alidropship Here
(Use Code SMART10 at checkout)

In conclusion, to start a successful dropshipping business, you will need to follow the following few steps;

- Choose a Niche for your business
- Do a competitive Research
- Secure reliable suppliers
- Build a Dropshipping Website
  - ➢ *Get a domain name and hosting plan.*
  - ➢ *Install WordPress*.
- Import or stock your store with products.
- Market your products.

As you can see, running a Successful Dropshipping Business is not a Rocket Science. **You Can Do It!** *All you need is* **Dedication and Hard work.**

I hope this help you in Starting a Successful Dropshipping Business.

All the Best!