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Wholesale



Drop Shipping
Tutorial

**DROP SHIPPING
TUTORIAL**

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Drop shipping seems to be a hot topic these days among people who are trying to start their own online business. And why not, you can simply list photos of the products you are selling, collect the money, pay the supplier and the supplier will take care of the rest!

There is no packaging, no going to the post office. You don't even see or have the product you are selling in your position because it gets shipped from the supplier directly to your customer.

It all seems pretty easy doesn't it? All you have to do is list stuff up for sale, get paid and the supplier takes care of the rest right? Wrong! There is more to drop shipping than that, and this tutorial will teach you everything you need to know about drop shipping.

WHAT IS A DROP SHIPPER?

A lot of people think that a drop shipper is a company that specializes in drop shipping the products they sell directly from their warehouse to the customers of their clients. A lot of people also think that a drop shipper and a wholesaler are two different things. Meaning: the drop shipper specializes in drop shipping and the wholesaler specializes in wholesaling.

Well, guess what? Most wholesale companies can provide you with drop shipping, so there is no need to buy any "drop shipper directories" because all you have to do is look for regular wholesale suppliers and ask them to provide you with drop shipping.

Drop shipping has been around for a very long time and is nothing new to anyone who is a wholesale supplier. So, if you are looking for someone that will provide you with drop shipping simply look for a supplier and ask them to provide you with drop shipping....chances are they will agree.

What ever you do, **DO NOT** join any of those online drop shipping clubs or use their services. These so called online drop shippers are nothing but middle men that simply take in your orders and pass them down to a real wholesale supplier who then drop ships your products. Meanwhile the online drop shipper gets rich off of the charges he charges you for drop shipping, which are often referred to as drop shipping fees.

STARTING WITH NO MONEY

In theory, you can start your own business selling products on the internet with no money using drop shipping. All you have to do is find customers that pay you, simply forward the order to your supplier and your supplier will drop ship the products directly to your customers. You keep the profit, and never even see the product you are selling in person.

This can be done, has been done and continues to be done right this very moment. But, starting without even ordering samples or at least seeing the supplier's warehouse in person is a risk I don't recommend taking.

You should at least check out the warehouse of the supplier in person, or if you don't live anywhere near the supplier you are about to deal with, order some samples to see the quality of the product and service.

You must also keep in mind that not every supplier will agree to drop ship your items if you only sell a couple of items per month. Some suppliers don't care how much you sell, as long as you are buying from them. Other suppliers have a minimum requirement set, and they will not drop ship for you unless you make a certain amount of sales per month.

So, you can start an online business with absolutely no money. But you should first make sure that the supplier you are dealing with is a reliable source that will not let you down.

SAMPLES

Order samples before you kick your business into high gear. When you rely on someone else to deliver the product you sell to your costumers, you are putting your reputation in their hands. So, if your supplier sends someone the wrong package or takes too long to deliver it is you that has to deal with the angry costumers, and it is your Reputation not the supplier's that gets damaged.

By ordering samples you will be able to see for your self how good the supplier's service is, how fast the product gets delivered and of course the quality of the product being sold.

COMMUNICATION

Communication with the people that drop ship your products for you is **extremely important**, in fact it is the most important aspect of using drop shipping!

You need to know whether or not the products you are selling are in stock, you need to know this to make sure you don't sell a bunch of products that are non existent and cant be delivered (your costumers will be angry).

You also need to make sure that your supplier knows exactly when and where to send the products you have sold. You need a system:

1. Before listing the products up for sale make sure they are in stock! You don't want to get 100 orders for something and find out later that your supplier has only 5 items in stock.
2. After collecting payments and shipping addresses from your costumers send payment and addresses of costumers to your supplier. You should also include what the costumers ordered (Duh).
3. Have the supplier contact you after the products have been shipped and the payment received.

NOTE: Some suppliers are extremely busy and might forget to contact you, so if you don't hear from the supplier after you sent payment, contact the supplier yourself.

4. Repeat.

You will also need to think of a schedule for contacting your supplier so he/she can drop ship your products. Are you going to do it once a week, twice a week three times?

When it comes to drop shipping both you and your supplier need to have good communication, but it is up to you to set up the system and schedule both you and your supplier are going to follow.

All in all, the way you communicate with your supplier can determine how successful you become and how much money you make. If the communication is poor, chances are you will fail or have a frustrating time running your online business.

INSURANCE

One of the worst things that can happen to you when you use drop shipping is if you sell a whole bunch of products, and find out that your supplier is out of stock =(

So, what some online sellers do is keep a small lot of the products they sell in their home. That way if their supplier runs out of stock, they will still be able to deliver on their promise

STARTING WITH DROP SHIPPING

I know how excited people can get about drop shipping (I was once one of those people). And I know how tempting it can be to simply list a billion products up for sale and let the drop shipper handle the rest. But this is not the smart way to do business, especially if it is your first time selling products over the internet.

As I said before, you should first order samples to check the quality of the products and the level of service the supplier provides.

After you do that, you should sell those samples to get the hang of the selling process. You need to do this because A. you need to see how everything works B. you need to make sure that the products actually sell and C. you will be a lot more confident going into something when you already have some experience.

WORKING WITH DROP SHIPPERS FROM DIFFERENT COUNTRIES

As you already know, the internet gives anyone with a computer the ability to conduct business with almost anyone in the world. And that is exactly what a lot of people are doing as you read these very words. And this is where drop shipping comes in!

Drop shipping can give you the ability to conduct business in a country without actually ever setting foot on that country!

Before I tell you exactly how this is done, let's first look at what most people do wrong:

Most people seem to think that it is essential for their supplier to be close to home and sometimes refuse to deal with anyone that is outside of the country they live in.

Why? It is because of the expensive shipping and costumes charges that add up to the price of the product.

First of all, some of the best prices in the world can be found in countries outside of North America, Western Europe or Australia.

And besides, most products are manufactured in countries like China, India, Thailand etc. So why not get your products directly from the factory as apposed to getting them at marked up prices in your own country.

Anyways, here is an example of using drop shipping properly to sell overseas:

Let's say you are interested in selling Car wheels, Mercedes, BMW and Audi. But the only supplier you could find is located in Germany (that is where all the cars are made).

You contact the supplier and the prices he gives you are great! You are extremely excited and start figuring out how you can get those car wheels over to your country.

But you run into a problem, the costumes charges for importing these car rims are very high and so is the shipping =(

In fact, the shipping and costumes charges are so high that the price of the rims ends up being way to high.

What do you do? Sell those rims to European countries!

Think about it, the prices your German supplier is offering you are great, the product is already located in Europe, who cares that you are in North America or Australia or the North Pole! All that matters is that the supplier is in Europe and the prices are great! All you have to do is start selling to the Europeans.

So, what you should do is contact your supplier and tell him about the change of plans.

Set up a system (eBay, your own website etc.) for selling those car wheels.

And get to work!!

Incase you don't quite understand how this would work:

First you would find costumers in Europe through the internet

Then you would accept their payments and forward the order to your supplier.

Your supplier would then drop ship the car wheels to your European costumers!

It all works out great! You're happy because your making money, the supplier is making money and the costumers are happy because they get a great deal and there are no insane costume charges or abnormally high shipping rates (the product is already in Europe).

Isn't that cool? You would be like a puppet master directing orders to your European supplier from the comfort of your own home!

Now, don't get too excited because this does take some time and effort to set up. And as always, communication is key!

FINDING DROP SHIPPERS

As I have said before, a drop shipper is simply a wholesale supplier that can provide you with drop shipping, and that is exactly what most wholesale suppliers will do if you simply ask them to.

Now, you must understand not every single supplier you find is going to want to provide you with drop shipping. But one other thing you must understand is that you are dealing with people and people can be convinced.

Most suppliers are flexible and willing to negotiate, so just because someone says no doesn't mean they really mean it. They might just be looking for a better deal that you're offering.

So, to find a drop shipper all you need to do is find a wholesaler, manufacturer or over stock dealer.

You already have the Buy-Anything-Wholesale Guide, so you can find all the suppliers you want. Now all that is left to do is ask them to drop ship your products!