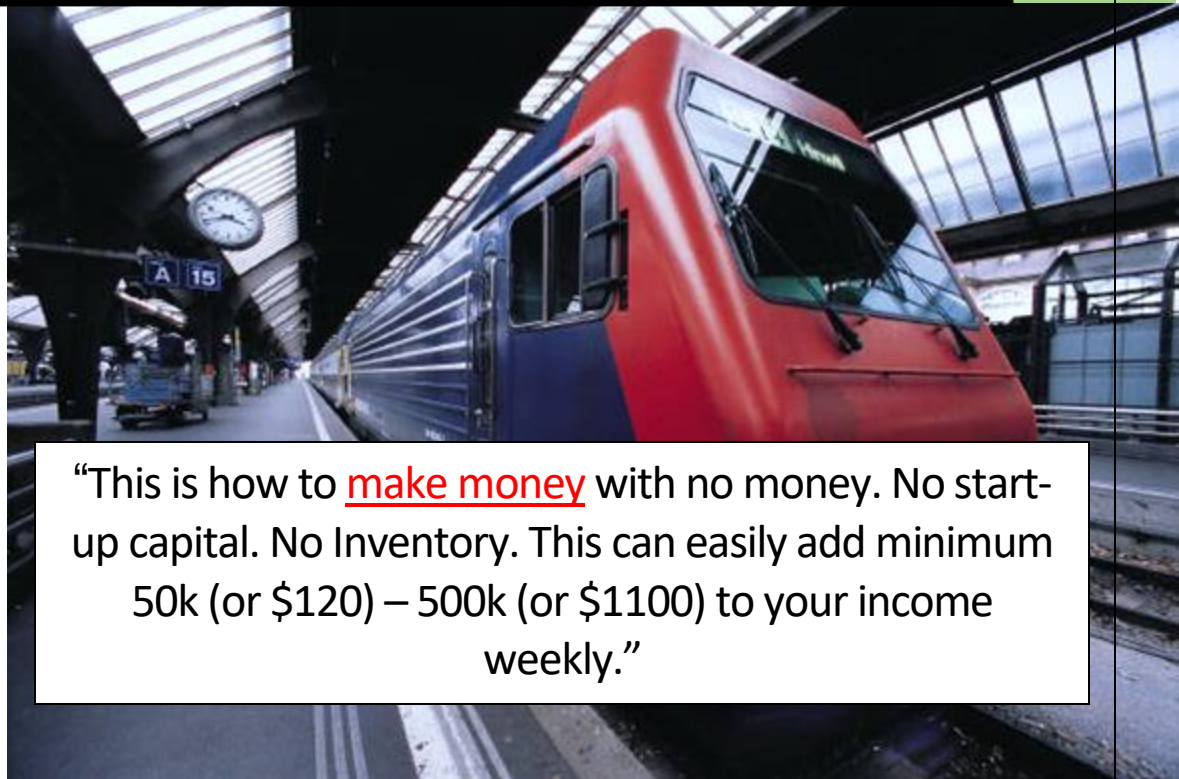


2021

LOCAL DROPSHIPPING



“This is how to make money with no money. No start-up capital. No Inventory. This can easily add minimum 50k (or \$120) – 500k (or \$1100) to your income weekly.”

BY, OLAOLUWA MATHEW

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Introduction

Dropshipping is a highly lucrative business that Nigerians can go into with little or no capital.

With the right strategy, the chances of success are quite high, one can easily make lots of money, especially with high-end products and women related products

What is Dropshipping?

Drop shipping is a modernized form of retail business wherein the seller accepts customer orders but does not keep goods sold in stock. Instead, in a form of supply chain management, it transfers the orders and their shipment details to either the manufacturer, a wholesaler, or another retailer, which then ships the goods directly to the customer.

In other words, Dropshipping is a retail fulfillment method where you as a seller doesn't keep the products you sell in stock (because you don't own any product to sell). Instead, when a buyer place order on a product, you send the customer's details to the actual seller and the seller will process the order, deliver the goods, and send you your money.

Let get right into it

How To Know The Right Product To Sell

Knowing the right product to sell is not quite difficult, just think about what people are using currently around you, what people use on their day-to-day activities, what you are using in your household or what you are using yourself that you think people really need.

Note: don't just pick anything because it's fine or shining, pick your product because of the value it will provide to the customer (if a product is providing a great value to its audience, people will easily buy it).

You can just head to google and search for the below terms

“Best selling product in Nigeria”

“Best selling product on jumia”

“Best selling product on kongra”

“Best selling product this year”

“Best selling product for women”

“Best selling product for men”

“Bestselling product for kids”

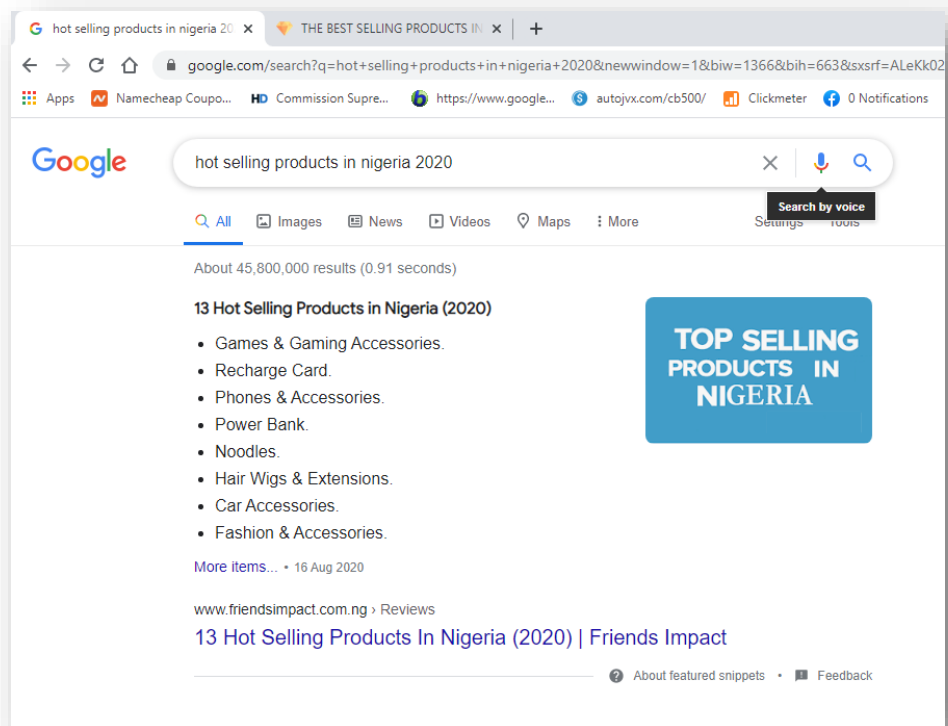
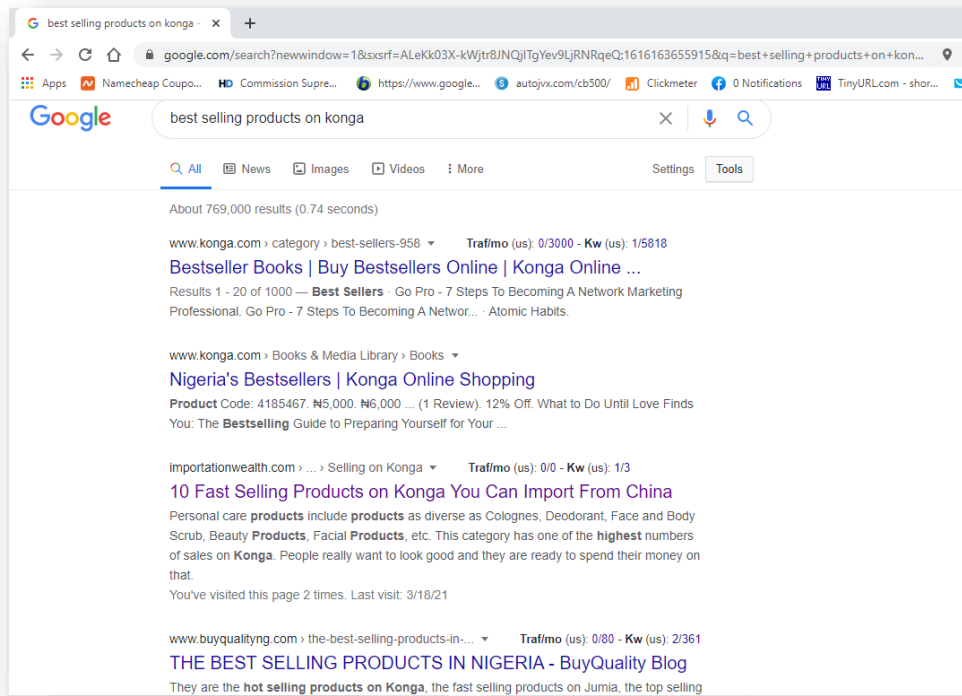
“Hot selling product on jumia”

“Hot selling product on kongra”

e.c.t.

You can just play around the keywords and search for anything you can think of.

Below pictures are perfect examples for the search.



Note: It is not compulsory to promote or start selling the exact products you see in the search result, it's just to give you an idea of what is selling currently and what is hot in the market.

Once you have the knowledge of what is selling currently, you can just narrow down to a particular niche or area and start selling.

Once you know product that is currently selling in the market, now make a list of at least five products that you think will sell very and source the product using the idea shared in the next chapter.

How To Source For Product

I will give you two (2) websites where you will get reliable sellers (suppliers) in your area, which are willing to dropship for you.

1.) Jiji.ng

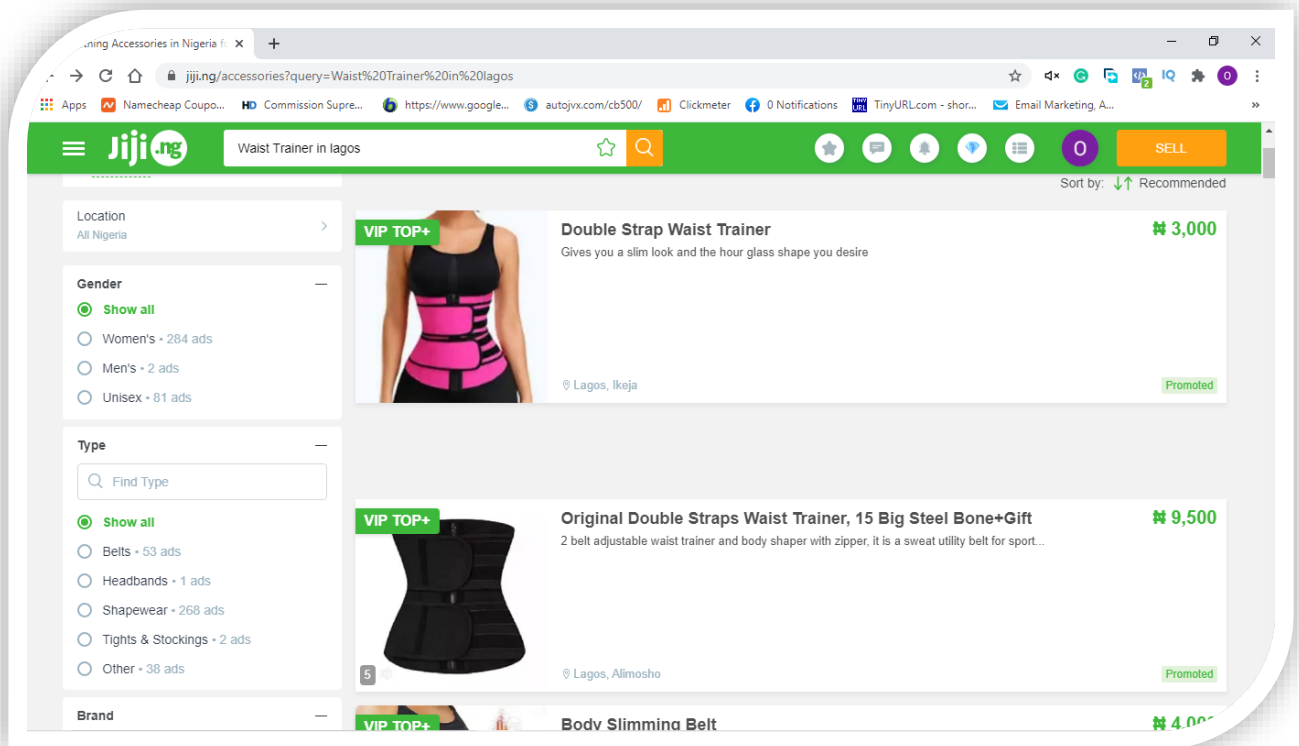
2.) ng.swapix.com

You can download their apps on your phone for easy access.

For the sake of this tutorial, I will use jiji.ng as our example because it's our biggest market to get suppliers.

After making a list of at least five products, now head to jiji and search for the products.

I will use a product called "**waist trainer**" as my example.

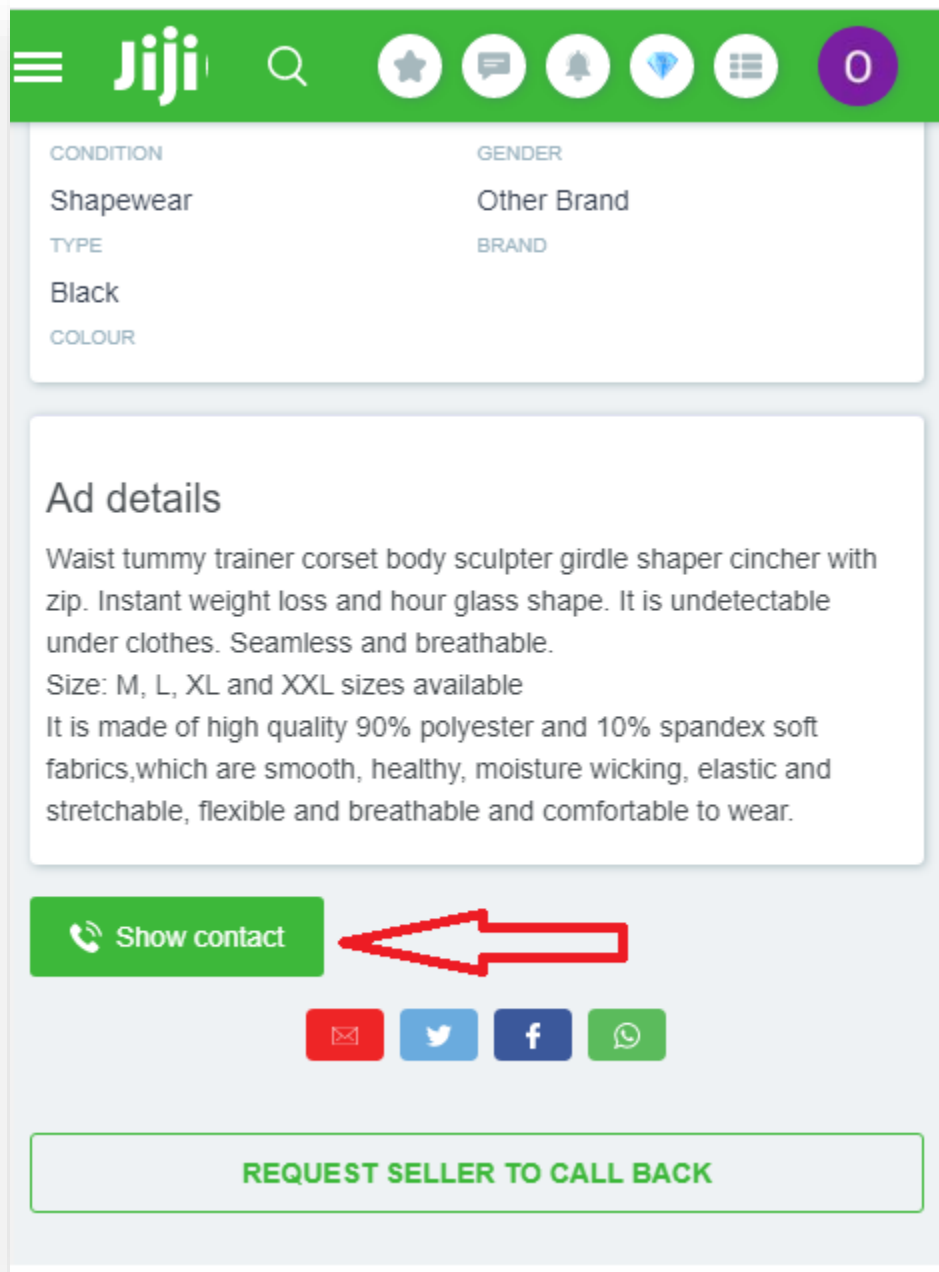


As you can see my search result above, all of them are within Lagos, which means, I can promote and get buyers for any of them.

Jiji usually have a long list of product listing, go through the list and open those ones you think are what you are searching for.

Open like 4 or more pages and out of 5 sellers you are going to contact at least 2 of them will agree to work with you.

Go to each page and click on show contact and start making calls.



Note: for products like this my examples, choose those ones with #5,000 and below, so that you will be able to add your own gain (profit) and still sell under #10,000, remember that the buyer will still pay for the delivery, if the total amount is too high and the product is not that valuable to the customer you may not sell as much as you are supposed to.

In the next page I am going to teach you how to negotiate to get the best deal from the seller.

How To Negotiate With Seller

Negotiating with the seller is like your normal day to day activities, since the sellers are also out to sell their products, the seller will be happy talk to you, so you have nothing to worry about.

Here is the trick, **when you call a seller or supplier on jiji don't tell them immediately that you want to dropship**, most of them also know about Drodshipping, so some of them may not want to attend to you with open hand or some may not want to reduce the price for you because they know that you will sell for a higher price.

So, here is how to go about it, you negotiate twice, you will first negotiate with the seller like you are the direct buyer, if the product is #3,500 for example, make sure you first take it to #3,000 or less, some will say if you are buying more than 1 piece, they can give for a lesser price, in this case negotiate as though you need more than 1 piece.

Now, after you have agreed on a particular price, let say #3,000, **you will now tell the seller that you are also a seller but you are currently out of stock** and you have orders within Lagos if he can help you delivery it to the customer," **some of them will say like Dropshipping?" just say yes**, and then renegotiate the price, starting from your last agreement.

It is important that you don't jump any of the above steps because it is a proven system that is guaranteed to get you great deal from the seller as without it, you can't really make much profit.

How To Sell The Product Without Leaving Your House.

We have two ways to promote our product.

1.) Free

2.) Paid

1.) Free methods

We all know that social media is a great market place these days, I mean your WhatsApp status, Facebook and Instagram page are your first and biggest platform to sell any kind of products.

Post it on your WhatsApp status, in Facebook groups and on your Instagram page, you can also send it directly to people you know would be interested on your contact list through WhatsApp or your friend list on Facebook and Instagram.

Note: You need to understand your audiences in relating to the product you will send to them, for example, if you are a student and you know that 80% of people on your contact list are students, you don't want to send them a product for office use or married women because they will not buy and if they do not buy you will not make money.

As such, only send sales pitch to those who are most likely to buy it mainly because you know they probably needed it. This will increase your chance of getting sales drastically.

2.) Paid methods

You might have heard about Facebook and Instagram adverts. the two platforms are great places to promote your products with paid ads.

If you know how to do it the right way, it's cheap, reliable, and fast to get customers.

On Facebook and Instagram ad you will be able target a specific location, gender (if your product is gender based), age range and lots more.

To use this method, you can go to YouTube to learn about Facebook and Instagram advert for free.

Google AdWords is another trending platform. With AdWords, depending on the Google Platform you are using, you can promote any kind of products on their platform. The restriction is greatly minimal.

You can as well get a free AdWords training on YouTube.

The sweet thing about AdWords is that they give you free \$50 or \$350 (depending on which debit or credit card you use in setting up your account) to start running your advert for free.

You can take advantage of this free credit to start your Dropshipping business without problem.

With this, you can even start making money from day one.

If you need a comprehensive training on Google AdWords and how to get up to \$350 to start running your advert for free, you can send an email to adwords@nicheroute.com. Tell them you are from Olaoluwa and they will give you 60% discount on the training package.

How To Get Paid

This is the most important part of it all, because this is why we are in the business.

Once you have a proper agreement with the seller (supplier) you have nothing to worry about.

Once you have an order, send the order details to your supplier, and wait until he or she fulfilled the order. Follow-up with your customer and be kind to both your supplier and the customer.

After a success order, with confirmation from the buyer, contact the seller to send your own gain (profit) directly to your bank account.

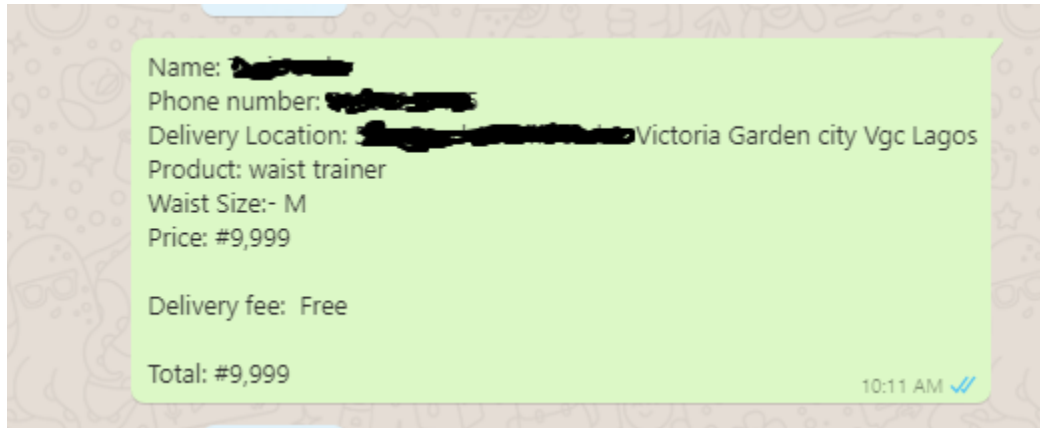
That is all.

Useful tips

I will advice you to pick a niche you will operate in, what I mean by this is that, have a particular area in the market like, women product, kids' products, men products, home and garden, kitchen products etc.

Why I said this is because, you need to understand a particular market because it will help you know the difference between the original and fake, you will know how to price and negotiate and how customers relates with the product (customer behavior).

Below Is a Sample of My Order Template.



Note: it is not compulsory for you to do “free delivery” like the picture above, in fact, I don’t advice you to do free delivery when you are just starting.

The product (waist trainer) cost ₦2,500 from the seller and delivery fee is below @2,500 within Lagos, so my profit is nothing less than ₦5,000. (this product has been sold ₦15,000 sometimes ago that’s about ₦10,000 profit per one)

Order Template

Name:

Phone number:

Delivery Location:

Product:

Waist Size:

Colour:

Price:

Delivery fee:

Total:

25 HOT Selling Product Ideas

1. Skin Lightening Cream
2. Beard Oil
3. Dark Knuckle treatment
4. Sliming tea, Waist girdle & sliming patch (Weight Management Solution)
5. Butt enlargement cream
6. Breast enlargement cream
7. Vaginal tightening cream
8. Premature ejaculation solution.
9. Erectile dysfunction solution
10. Teeth whitening solution.
11. Body odour removal solution.
12. Mouth odour removal solution.
13. Car tracker
14. Stretch mark Solutions.
15. Arthritis solution.
16. Belly fat solutions.
17. Bald hair/hair loss solution
18. Pimple/acne solutions
19. Eczema/dandruff solutions.
20. Posture corrector.
21. Smart wrist watches.
22. **Warmer Lunch Box**
23. **Water Purifier**
24. USB lighter
25. Phone camera lens

Conclusion

In conclusion, find the right products to sell, source for the product on jiji.com or ng.swapix.com, negotiate with the seller, promote the product with free or paid method and get paid.

Its that simple.

Thank you

By Olaoluwa Mathew