

OBERLO

DROPSHIPPIING

101

Course Toolkit

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GET
STARTED

1. Introduction to dropshipping

Key takeaways

Dropshipping is an ecommerce business model that allows you to import products from Aliexpress and sell them in your Shopify store.

With dropshipping, you don't need to hold any physical inventory. Instead, your supplier ships products directly to your customers.

Additional resources

[Oberlo Dropshipping FAQ](#)



**FIND PRODUCTS
TO SELL**



2. Learn the 5 criteria of winning products

Key takeaways

1. Products should be hard to find in stores.
2. It should be hard for customers to guess the product's price.
3. Products should solve a problem or stand out.
4. Customers should be able to buy products impulsively, without much research.
5. Products should be under \$25.

Downloadable content

[Product research spreadsheet](#)

IMPORTANT: Click **File > Make a copy** to edit the spreadsheet.



3. Brainstorm 20 product ideas

Key takeaways

Use bestseller lists like these to find product ideas:

- [Amazon](#)
- [Wish](#)
- [Etsy](#)

Use [Google Trends](#) for more product ideas.

Downloadable content

[Product research spreadsheet](#)

IMPORTANT: Click **File > Make a copy** to edit the spreadsheet.



4. Choose 5 products to sell

Key takeaways

Choose products you are passionate about.

Only sell products that adhere to **Facebook's ad policies**.

Avoid selling products that could potentially cause harm to your customers, such as make-up, skincare items, and toys for very young children.

Downloadable content

[Product research spreadsheet](#)

IMPORTANT: Click **File > Make a copy** to edit the spreadsheet.



5. Introduction to AliExpress

Key takeaways

[AliExpress](#) is a popular Chinese ecommerce marketplace through which you can find products to sell from Chinese suppliers

Look for products with high order counts. The higher the order count, the more in-demand a product is.

As well, pay attention to product price. Product price will affect your profit margins, marketing budget, and customers' willingness to purchase.

The image shows the words "HARD WORKS" written in a bold, black, hand-drawn style. The letters are thick and slightly irregular, with some ink bleed-through or texture visible. The word "HARD" is on the top line and "WORKS" is on the bottom line, with a small horizontal stroke under the "S".

6. Real talk: shipping times

Key takeaways

New dropshippers often get nervous that customers won't buy products with long shipping times.

However, when you sell products that are hard to find in stores and easier to impulse buy, customers usually don't mind waiting for their product.

In future lessons, you'll learn how to write product descriptions and FAQs that put customer's minds at ease when it comes to shipping times.

Extra resources

[YouTube video about long shipping times](#)



7. Find suppliers

Key takeaways

Pay attention to product ratings and reviews. They are a good reflection of product quality, shipping speed, and supplier reliability.

Aim to sell products with ratings of 4.5 or higher.

Always check supplier ratings. Only choose suppliers with a rating above 95%.

Downloadable content

[Supplier research spreadsheet](#)

IMPORTANT: Click **File > Make a copy** to edit the spreadsheet.



SET UP YOUR *STORE*



8. Sign up for Shopify

Key takeaways

Shopify is an ecommerce platform that lets you start, grow, and manage a business.

Shopify is free for the first 14 days, and is \$29 per month after that.

[Sign up for Shopify here.](#)



9. Name your store

Key takeaways

Use [Oberlo's Business Name Generator](#) to come up with store name ideas.

Use [Namechk](#) to see if a store name is available as a .com domain.

Try adding these words to get a unique store name:

- Store
- Shop
- Boutique
- Market
- Goods
- Crafts



10. Create a logo

Key takeaways

Use [Hatchful](#) to create a logo for your store.

Download the .zip file, open it, and save the Hatchful asset folder someplace where you can easily access it.



**EASY
IS
BORING**



11. Pick a store theme

Key takeaways

Your Shopify theme is essentially the backbone of your store. It determines how your store looks and how customers navigate through it.

There are free themes and paid themes. However, paid themes aren't necessarily better than free themes. All themes convert browsers into buyers.

So let instinct be your guide when picking a theme. If you're just starting out, consider going with the Debut theme.



12. Connect Oberlo to Shopify

Key takeaways

Oberlo allows you to easily import products from AliExpress suppliers into your Shopify store and sell directly to your customers.

[Click here to install the Oberlo app to your Shopify store,](#)
and then follow the prompts to sign up.

The Oberlo import list is where products “live” after you’ve imported them from AliExpress but before they are imported into Shopify.

Price products by multiplying the product cost, plus shipping, by three.



13. Install the Oberlo Chrome extension

Key takeaways

An alternative way to import products is to use the free Oberlo Chrome extension.

[Download the Chrome extension here.](#) Note that it only works with Google Chrome browsers.



14. Create product pages

Key takeaways

A product page showcases a single product. It contains product details, photos, and sometimes reviews. It always has an add to cart button.

Rewrite product descriptions so that they remind customers of a problem and describe how the product solves that problem.

Take your own product images. The photos will be higher quality and better at converting customers.

Downloadable content

[Product description template](#)

IMPORTANT: Click **File > Make a copy** to edit the doc.



15. Create a homepage

Key takeaways

Announce free shipping on all orders at the top of your homepage.

Use stock photos from [Burst](#) and [Unsplash](#) to fill out your homepage.

Include an email signup form on the homepage to collect emails from as many visitors as possible.

Default to simple color themes, favoring neutral colors plus one accent color.

Use creative fonts for headers, but readable fonts for body text.



16. Set up store policies and pages

Key takeaways

Use this shipping policy:

We work with suppliers around the world to source high quality products. Our suppliers typically ship items within one to five days of receiving an order. From that point, it takes 10 to 20 days for items to arrive. As soon as your product ships, you'll receive a tracking number that will let you keep tabs of where your order is at all times.

Additional resources

[About Us page templates](#)

[FAQ template](#)

IMPORTANT: Click **File > Make a copy** to edit the doc.



17. Real talk: returns and refunds

Key takeaways

Returns and refunds are part of doing business online, whether you're a solo dropshipper or a massive ecommerce business.

Researching suppliers will help keep your return and refund requests to around 8-10% of your transactions.

When a customer asks for a refund or a return, your best option to is to give them a refund and move on.

TELL IT
LIKE IT
X IS



18. Set up navigation menus

Key takeaways

Navigation refers to the menus that appear on your site, like this main menu and this footer menu. These menus help customers browse our site and find what they're looking for.

In your main menu, include a link to your homepage, catalog, About Us page, FAQ page, and Contact page.

In your footer menu, link to your store policies.



19. Edit shipping and payment settings

Key takeaways

Use [Shopify's Online Payment Gateways](#) to set up a payment method that works for you and your customers.

Use apps like [Best Currency Converter](#) and [Auto Currency Switcher](#) to enable product listings in other currencies.

Create Shipping Zones to automatically offer free shipping to customers in certain countries.

Sign up for your Shopify store plan to launch your online store (you won't be billed for your store plan until your 14-day trial is over).



LAUNCH FACEBOOK ADS



20. Introduction to Facebook ads

Key takeaways

Facebook ads are one of the most popular ways for dropshippers to market their products and get sales.

Facebook ads are great because anyone can get started with them, they're powered by loads of data, and they're easy to scale.

But Facebook ads can be complex, and they do cost money. In the lessons ahead, you'll learn how to run your very first (and very cost-efficient) Facebook ad campaign.



21. Create a Facebook page

Key takeaways

Create a Facebook page for your business and indicate that you sell products and services.

Use your Hatchful logo and your Burst or Unsplash stock images to fill out your Facebook page.

You don't need to spend more time on your Facebook page right now. In the future, consider adding more information about your store, posting updates, and inviting your Facebook friends to like your page.



22. Set up a Facebook ads account

Key takeaways

Access the [Facebook Ads Manager](#) to set up your Facebook ads account.

Fill out your personal information and add a payment method.

Yep, getting started with Facebook ads is as easy as that.

**NOT
DONE
YET.**



23. Install the Facebook pixel

Key takeaways

A Facebook pixel is a snippet of code that collects data about people who visit your store.

Before you create your pixel, go to [Facebook Business Manager](#) and create an account.

After that, you'll add your Facebook Ad Account to your Facebook Business Manager.

Then, you can head over to Shopify to add Facebook as a Sales Channel.



24. Research your audience

Key takeaways

You'll spend your ad budget more effectively if you can give Facebook some guidance about the kind of person who should see your ad. To do that, you need to spend some time getting to know your potential customers.

When researching your audience, use Incognito mode on Google so Google does not give you results based on your personal interests.

Note down a broad range of interests so you have lots of targeting options. Facebook does not recognize everything as a targetable interest in Facebook Business Manager.

Downloadable content

[Audience research doc](#)

IMPORTANT: Click **File > Make a copy** to edit the doc.



25. Create video ads

Key takeaways

When filming video ads, look to product descriptions for inspiration.

Dimensions for Facebook ads are 1080 x 1080 pixels with an aspect ratio of 1:1.

Focus on the problem the product solves in the first few seconds of the video.

Next, show the product solving the problem.

Then show the product features.

Finally, edit in extra elements for a more attention-grabbing ad.

Additional resources for stock music

[PremiumBeat](#)

[Artist.io](#)



26. Set campaign goals

Key takeaways

For your first Facebook ad campaign, create a campaign with the Conversions objective.

The conversion event you want to track is View Content.

Edit targeting options and add some of the audience interests from your audience research doc. Here are the audience sizes you want to target in this first campaign:

United States: 2 million

United Kingdom and Canada: 1-2 million

Australia and New Zealand: 500,000 to 1 million



27. Real talk: budgeting for ads

Key takeaways

When you pay for Facebook ads, you pay for data. Even when you don't get sales, every dollar you spend on Facebook ads helps your Facebook pixel to learn what kind of people are interested in your store.

Big e-commerce markets like the U.S. and Canada are full of potential customers, and that is great, but they're also full of competition. That drives up Facebook ad prices, and as a result, a \$5 a day ad will get in front of fewer people than a \$10 per day ad.

For your first ad campaign, budget \$70 so that you can run ads for \$10 a day for 10 ads.



28. Launch your ads

Key takeaways

It's time to put the finishing touches on your ad.

In the Primary Text field, briefly describe how your product solves a customer problem.

For the Headline, type in the product name.

Make sure you direct traffic to your product page and not the homepage.

For extra credit, launch an identical ad campaign targeted at a different audience interest.



**SCALE YOUR
*BUSINESS*** 

29. Analyze ads data

Key takeaways

To get the most out of every dollar you spend on Facebook ads, you have to be able to understand Facebook ads data.

Organize your view of the data using a custom report.

Anything below \$0.20 is a good cost per result. If your cost per result is higher, try editing your ad.

You want to continue running ads until you get to about 20 add-to-carts. Then, you can change the conversion objective to add-to-cart.

To learn more about Facebook ads, download the [Definitive Guide to Facebook Advertising](#).

Downloadable content

[Custom report columns doc](#)



30. Fulfill orders

Key takeaways

When you receive a new order in Shopify, you need to fulfill it in Oberlo. That's because your supplier is shipping the product and not you.

If you haven't yet, download the [Oberlo Chrome extension](#) to fulfill orders quickly and easily.

When placing an order on AliExpress, add this note for suppliers:

I'm drop shipping. Please do not put any invoices, QR codes, promotions, or your brand name logo in the shipments. Please ship as soon as possible for repeat business. Thank you.

Downloadable content

[How to track shipping](#)



31. Manage returns and refunds

Key takeaways

Most dropshippers do not accept returns because they don't want the customer to send the product to their home or their supplier.

If a customer wants to return a product because they are not satisfied, it's easiest to give them a refund and ask them to keep or donate the product.

If a customer's product never arrived or was delivered defective, you can request a refund from your supplier with photo proof.

To get a refund from the supplier, open a dispute in your Aliexpress Orders page.

The image features the words "FAIL" and "FASTER" written in a bold, black, graffiti-style font. The letters are thick and interconnected, with a rough, hand-painted appearance. The word "FAIL" is positioned above "FASTER", and both are slanted slightly to the right. The background is plain white.

32. Real talk: what happens next

Key takeaways

Congratulations does not begin to cover it. You've built an online store from zero to fully-functioning sales machine. A lot of people want to do what you just did. A lot of people think about doing what you just did, but you, you actually did it. You're a real store owner now. Welcome to the club.

There's only one condition to membership: You have to continue learning.

Explore the links on the right to keep leveling up your ecommerce expertise. And stay in touch. Reach out to hello@oberlo.com with your questions, comments, or achievements. We're always looking for our next [success story!](#)

Additional resources

[The Oberlo blog](#)

[Oberlo's YouTube channel](#)

[Oberlo on Instagram](#)

[Oberlo on TikTok](#)

[Start Yours podcast](#)

[The best books, podcasts, and resources for entrepreneurs](#)



YOU
DID IT

