

Start Dropshipping in 30 Days

Day 1: Introduction to Dropshipping

Learning Objectives

By the end of this lesson, you will be able to:

- Understand what dropshipping is and how it works.
- Identify how dropshipping differs from traditional eCommerce.
- Recognize the key players in a dropshipping business.
- Evaluate the benefits and challenges of this business model.

What is Dropshipping?

Dropshipping is a business model that allows you to sell products online without holding any inventory. When a customer places an order, you purchase the item from a third-party supplier who ships directly to the customer. You act as a bridge between customers and suppliers, focusing on marketing, branding, and customer service.

How Dropshipping Works — Step-by-Step

1. Create an online store using platforms like Shopify or WooCommerce.
2. Choose your niche — focus on a product category you're passionate about.
3. Find reliable suppliers through AliExpress, CJ Dropshipping, or Indian vendors.
4. Add products with customized descriptions and pricing.
5. Receive orders and forward details to suppliers.
6. Suppliers ship directly to customers.
7. You earn profit from the price difference.

Why Choose Dropshipping?

- Low Investment: No warehouse or bulk buying.
- Flexible: Manage your business from anywhere.
- Wide Product Range: Test and sell easily.
- Scalable: Start small, grow big.

Challenges You Must Know

- Low profit margins in competitive markets.
- Shipping delays from overseas suppliers.
- Inconsistent quality from vendors.
- Branding limitations (generic packaging).

Myths vs Reality

Myth: Dropshipping is easy money.

Reality: It's a real business requiring effort.

Myth: You get rich overnight.

Reality: Success takes time and consistency.

Myth: No customer service needed.

Reality: Great support builds loyalty.

Example Scenario

A customer buys a product for **■2,000**. Your supplier charges **■1,200** including delivery.

Your profit: **■800** — without ever handling the product.

Key Success Factors

- ✓ Choose the right niche.
- ✓ Test and analyze products.
- ✓ Build trust.
- ✓ Deliver great service.
- ✓ Improve marketing.

Practice Q&A;

Q1. What is the main advantage of dropshipping?

A. No need to invest in inventory.

Q2. Who handles shipping?

A. The supplier.

Q3. What's one common challenge?

A. Delivery delays or poor quality control.

Day 1 Quiz

1. Dropshipping means selling products you don't stock. ■
2. Supplier handles shipping. ■
3. Major challenge: Shipping delays. ■
4. Role of dropshipper: Marketing and management. ■

Homework

- Watch 2–3 dropshipping success stories.
- List 3 niches you want to explore.
- Write your goal: Why do I want to start dropshipping?

Next Module Preview

Day 2: Finding Your Profitable Niche and Researching Winning Products.

We'll learn how to analyze trends and identify products that sell fast.

“Dream big, start small, and stay consistent — your online business journey begins today.”