

0 → \$100K<sup>®</sup>  
SYSTEM

# FAQ



# FAQ for the 0-\$100K System

## Stuck? We are here to help.

**Note:** If you hit 'Control+F' a 'finder' will pop up, and you can put your keyword in there, and it will get you to your answers faster.

## How much will it cost to get up and running?

That is a great question!

**First,** You need your EIN. That is free. [I have a link in the 0-100K System for you to get that.](#)

You'll need a business license and that depends on what State and City you live in. This is required for all businesses. It's a government thing. I've seen as low as \$200 and as high as \$800 (California is one of the highest).

**Second,** I recommend only investing \$100-\$200 to start testing your products. If they sell well, you'll have more money to buy more products. Please don't invest \$1,000's of dollars into this at first. Sell and get money rolling in.

**Third,** shipping. Use a free service like pirate ship until you are selling on multiple platforms. I then recommend you switch to [Shipstation](#). That is around \$30 a month. [Video tutorial found here](#). It will start paying for itself because it will save you money in shipping costs and time. You can start with as little as what is mentioned above. As soon as sales are made then you can upgrade to bigger and better to help you streamline the process and to make it easier and make more sales.

**Fourth,** Shipping products. DON'T BUY a lot. Get them from Amazon for the cheapest. As you get cash flow, you can buy branded packaging. [Here is a list of places you can buy](#) once you have grown and want more branded packaging products.

**Fifth,** I want you to get cash rolling in to help pay for your shop.

## How long until we can make money?

I've seen people make money in as little as 1 week to 4 weeks. If you already have an LLC, you can launch faster.

You need to register your business legally, the government requires that and it's an extra step, but you need to get that done. I recommend an LLC as it protects your personal assets should you ever be sued, however, you can also register as a Sole Proprietorship. You can watch [module 3](#) so you can see how you can get products before the black book is opened up to you. You can start setting up your account on some deal sites with only your EIN. You'll need to have your LLC before you start selling, but you can get pictures, pricing, and your descriptions in while you are waiting for your LLC to arrive.

## How do I create a brand if I don't know what I want to sell yet?

[Check out module 3:1](#). It's a great way to learn what product you want to sell. Check out the trending product section too. Just sell what others are selling. Once you've found what sticks, then build your brand around it.

## Do I need an LLC for each site or product?

Depends on what you are selling. You'll need to check with your lawyer about your particular situation.

## I want to create xxx(something with fabric):

Check the [little black book of manufacturers \(USA version\)](#). There is a list in there of sewing contractors you can contact.

## Where can I find wholesale fabric?

Check the [little black book of manufacturers \(USA version\)](#). It's at the very top!

## I need some Wholesale decor WHOLESALE ideas/places:

Check in the little [black book of manufacturers \(USA version\)](#). There is a list in there!

## Where do you find wood products?

Check the [little black book of manufacturers \(USA version\)](#).

## Do you have any companies that do personalization?

Check the [little black book of manufacturers \(USA version\)](#). There is one in there.

## Will this work in xx country?

People need products and you want to be the one to sell it to them. I have a module in the welcome section for how to make it happen. Plus here are a couple of podcasts of students out of the USA who are doing really well.

[Khalpana Vel](#) - Canada

[Ellie Moore](#) - UK

## Starting in the 4th quarter. Any tips?

Great question. Everything is still the same, but don't do pre-sales. Pre-sales ([video training found here](#)) is when you sell something before you have it in hand. The reason is that wholesalers sell out so quickly and you may not be able to fill your orders. To start, I would order the smallest amount possible. Buy the smallest you can, test it out, roll that money that you make into more quantity, and repeat the process. Don't get caught up in buying 'lots of product' hype. Stay on course.

## Can I use other people's pictures?

Only if you ask! Make sure to get written permission. Stealing pictures is not a cool game to play.

## What is epacket?

It's a China shipping service. It's not bad, but the shipping time is all over the place. I've gotten stuff in 2 weeks and as long as 3 months. I like to go with dhl for a better shipping time. I always check for free shipping too.

## Who does your T-shirts?

Mae Cee @ [923 By Design](#) info@923bydesign.com

Tees, Sweatshirts, Hats. Bags, Pillows, Aprons, Bar Towels and More.

I've also used Printify and Printiful.

## What in the Devil is a SKU??

The only place I've needed real SKUs is on Amazon, and you have to buy those. If it's for other deal sites, or just for you, I just make up. They are there to help you, the business owner, to keep things in order and for fancy systems as you start to scale. When deal sites ask me for skus, I just make them up. So if it's a unicorn pillowcase. I'll put UNIPILL. That way, when I see the sku, I know what it is. Keep it simple. When you become the next Amazon, you'll see why skus are important, but that might be a few years before you reach that;)

## How do you sell on Amazon?

Well, I don't teach Amazon. This system is working on building your brand off Amazon so you to get higher margins and grow your list and create your traffic. This is how I've grown all of my e-com businesses. It's a magical world out there without Amazon.

## How do you find products you don't have to worry about patent infringements?

Check out 3:1. I try to avoid this!

## What about Trademarks?

3:1 [under the video](#). I'll show you the link to find out how to know.

## Do you have a good way to calculate margins?

Yes! So glad you asked. [Module 4:2 is the profit margin calculator](#). This is so dang fun for me...calculating profits = happiness.

## What is a presale?

Check out the presales lesson in the Bonus module [found here](#).

## Can we sell before we buy?

Check out the presales lesson in the Bonus module [found here](#).

## What if I'm not selling? What am I missing?

[Watch the 5 P's here](#). Remember not to invest a lot in a product, and don't just randomly choose cute stuff.

## How do I sell more on deal sites?

How Do I get featured on a Deal Site? [Check out module 5:2](#). Ask for a higher listing. [Here are my 5 p's](#) if they are not selling.

## Can you go over pricing for deal sites and realistic profit margin expectations? Some of the deals I've seen don't seem to be very profitable unless they're sourced directly from the manufacturer. Any suggestions for how newbies like me can compete?

Check out [modules 4:2](#) and [4:3](#).

## Wait, Where do I start?

Watch the Welcome: [Start Here section](#).

## Can you submit to 3 deal sites?

Yes, just make sure they are not going to run at the same time.

## Are there manufacturers who will put your design on their products for you?

Yup, that's what the [little black book of manufacturers](#) is for. China edition. They make everything and anything you want.

## Can you explain, after you find a product that sells really well from fashiongo, how to find that same product cheaper from China? Do you show the manufacturer a picture of the item, and they replicate it?

Yup, but I'd only do that on clothing if you are selling tons. The MOQ on ordering clothing is high in China. Also, give it a bit of a twist, so you are not exactly copying. I've sent plenty of pictures to China of items I want and then changed them (to something that I would want better) to avoid copyright. Add pockets or a different neckline cut. A different type of fabric, etc. Then there are manufacturers who can do this in the [little black book of manufacturers](#).

## What is MOQ?

Minimum Order Quantity. It is the minimum quantity you have to order from a manufacturer.

## What do I use for a crm?

I use [Shopify](#) to keep track of everything in those shops. There are also more [Shopify](#) apps for that if you want to go deeper. Search in the apps section in your [Shopify store](#) and you'll find the one that works best for your style.

**What is a CRM?** Customer Relationship Management - allows businesses to manage data and information associated with them

**What is a good price for a website to sell products?** \$39/mo on [Shopify](#)

**What's a good price for a URL?** If it's not taken by someone, it will only be \$20 ish. Opt for the privacy option, or you will get spammed. That's the only 2 things you should buy from GoDaddy. The domain and the privacy option.

Use [godaddy.com](https://godaddy.com) for your domain (URL).

Use [Shopify](https://shopify.com). Do NOT buy a WEBSITE from godaddy.

Use [Google Workspace](https://workspace.google.com) for your emails.

**What is a good price for a logo?**

[Check out module 2:3](#)

**How and where to look for next quarter's trends?**

[Check out 3:3](#), and I show you some insider tips. Scroll all the way to the bottom for a 12-month selling guide.

**How do I get Great Pictures with Zero Budget?**

Check out [module 4:4](#) and get some awesome tips over there. I'll tell you how I started with PYP.

**Is it better to have items that sell for higher prices \$19-29 or for lower \$5-10?**

Doesn't matter. It's all in the value that you are offering. [Check module 4:3](#) in the course to find sweet spots.

**I found a product I like, but shipping looks like it will eat up my profit margin!**

**Use pirate ship (free) or shipstation to find you the best rates.** Charge more for the product. Add value. [See modules here for more details.](#)

**The best automated abandoned cart app for [Shopify](#).**

Shopify has their own automated abandoned cart emails or you can use your email service provider to set up your own. If you are using klayvio, then I'd use what they provide. [Here are a bunch of mini-tutorials on setting up shopify.](#)

## I was wondering if Jared works with you full-time.

Well, I've officially fired him three times over the years. Hang on now; I'm not a mean wife. Keep reading before you judge.

In some of the other businesses, he stopped working, but in the BecauseICANlife, he loves teaching and helping so much in this group that he doesn't ever want to stop.

Here is the reason for the firing(s). We've tried to make it so that businesses aren't the center of every single topic when we talk. ANDDDD, we have specific passions and individual callings for this life. At one point, being the good man he is, he was working so hard to help me with my dream, and he wasn't living his dream. The only way I could get him to focus on his mission was to fire him...3 times...so he could step away.

His passion is healing people with physical therapy, where he does have a clinic he runs in Puerto Rico (and rocking lives and training with me because, let's face it...he's fun to work alongside).

## Who is your shipping broker?

Lindsay Ogden with [Cargolink](http://Cargolink.com). [info@cargolink.com](mailto:info@cargolink.com)

## When will I need to use a shipping broker?

Feel free to contact a shipping broker at any time. Most are more than happy to help. If it's shipped by boat you need a shipping broker for sure. Air shipment will depend on product and amount. Anything over \$1000, reach out to a shipping broker. [Check out module 3:5.](#)

## Has anyone had a custom design made through a manufacturer on alibaba? Is there any assurance that my design won't be made available to everyone else as well?

The only way to protect your design is #1. Get a lawyer involved. They can help protect it correctly and show you how to follow up with people who knock you off. #2. This is not a guarantee, but it worked for me. I built a great relationship with my manufacturers, who said they wouldn't sell my designs. They could be lying(heck, they are on the other side of the world:), but I honestly trusted them.

**If you want to get your products inspected overseas, do you have any recommendations?**

Yes, I recommend <https://movley.com/>. I have not used them personally as I have met a lot of my manufacturers and have not needed that, but we have had others in the group use this company to double-check their products and have been very happy with the results

**Is payment via western union a good idea?** NOOOOOOOOOOOOOOOOOOOOOOOOOPE Never ever. Use paypal or their in-house site until you learn to trust them. Then you can wire the money but never use Western Union. EVER.

**Taxes?**

If you have questions or are confused, please contact an accountant.

- #1 - Most deal sites collect sales taxes, but you will have to check with individual deal sites to see their policies.
- #2 - If your state requires it, and most probably do, you will need to pay sales taxes for any purchases by customers in your state. This is because you have a sales nexus in your state due to the fact that you are running the business and shipping out products from that state. If you have an employee in another state who also ships out, or you drop ship from a company in another state, you might also have to pay taxes for that state. There is an app called TaxJar that can help as well.
- #4 - In some states, you have to pay sales taxes on the total amount you collected from the customer. This means the order total (item cost + shipping collected). You need to check your state guidelines.
- #4 - For getting sales information, [ShipStation](#) allows you to pull a report for your completed orders that gives you the line item order information. (Shipped > Stores > Select the Store > Other Actions > Export Orders). This gives you a line item report of orders so you can filter them by your state. For Sassy Steals and Jane, it shows the total of the order (item + shipping collected).
- #5 - You must talk to an accountant or research what sales tax % you need to pay. Some states charge sales tax based on the origin of where the item is sold/shipped from, and others charge based on the rate at the destination city the package is going to.

More info can be found here: <https://blog.taxjar.com/charging-sales-tax-rates/>

**What is the real secret to success?** The secret is testing it, tweaking it and trying it again, and not stopping.

## **What if I want to open my shop and I don't have a huge inventory?**

Don't stress it.

Shopify has some themes built around smaller inventory. I actually really like these. You'll notice my pillows are their own site. Not pillows, jewelry, and socks. One thing. Buyers get overwhelmed and walk away.

## **I'm thinking about cosmetics or lotions. Where should I start?**

I would start with white-label companies. Test your results and the market first. I have not sold lotions or potions before, but here are a few that I'd look into.

Here are some white-label companies.

<https://brushesbykaren.com/>

<https://www.qualitycosmetics.com/>

<http://www.pinnaclecosmetics.com/>

<http://www.voxskincare.com/>

## **Do I need insurance?**

Legally, I need to say yes.

You can get it for pretty cheap. Your insurance company can help you get the right coverage. Everyone will be a bit different due to the products they are selling. Note: They will not cover any products with lead in them. You don't want to sell that stuff anyway!

I started without it because I didn't know it existed, and by the time I found out that I needed it, I had cash coming in.

### **Video on types of insurance recommended:**

<https://www.youtube.com/watch?v=EwFWtwuKV2g>

### **Insurance agencies/agents suggested by members:**

**Brett Weston (Utah only)** <http://www.westoninsagency.com/>

**Ashlin Hadden** <http://www.ecom.insure/>

## Organic Vendors in the USA

<https://www.royalapparel.net/wholesale>

## Deal Sites in Australia

<http://mumgo.com.au/>

<http://groupon.com.au/>

<http://dealsdirect.com.au/>

<http://zulilly.com.au/>

<http://fashionlane.com.au/>

<http://ourdeal.com.au/>

<http://retailmenot.com.au/>

## A Question about Dropshipping

"I came in planning to dropship and now it seems that's not too smart due to quality, etc. So I'm reworking my concept to build a brand, and one thing I'm struggling with is all the extra costs w/ storage, shipping materials, labor, time, etc. Profit margin is very small when all expenses are totaled, and it's a huge time investment as well. Not sure where to go with this. I was hoping to create a side business that didn't take too much time and could eventually bring in a few extra \$k per month. I already have a brick-and-mortar (service biz) and was hoping to move away from that. What are you guys doing to make it work? How much profit should be expected (on a % basis) to be considered a win? I know there's lots of talk about \$ sold, but what are the actual \$ profits after all the time and hard costs (including employees, etc.). I need direction to actually find a product that will work for me, considering the above. I'm guessing you need a higher-end product to make it all work?"

You can do drop shipping....don't stop because of the smaller margins. In business building, you have two things. Time or money. If you don't have a lot of time to get it up and going, then the dropshipping margins are better than none. If you want to do your own thing, then look into a shipping company. Shopify now has a pick, pack, and get things out the door, and you'll never have to touch products or orders. Your margins will be a lot higher than dropshipping too. When I first started, I hired my neighbors to ship for me. They were grateful for the work, and I was grateful I didn't have to ship. They did it all for me. I agree...get shipping off your plate asap and focus on marketing your product. You want to be getting 30% if you are using vendors (middlemen). You can get a lot higher when you go to china. My girls bought their scarves in Cali for \$3.50 and got them in China for \$0.57. They sold a set of 3 for \$13.00 + free shipping. Their margins went sky-high when they moved to a manufacturer. Test the market, make sales, then talk to manufacturers.

Higher-priced products, you don't need to do that. I sold products for \$2.99 and made it work. I sold a lot of them, but it works when your margins are right.

## How do you make a white background?

Canva is amazing for this.

## Where do I get...

**The tattoos I send out?**

[24hour wristband](#)

**Branded tape?:**

[Tape Jungle](#) - It does take a long time. In the future, I'll get it from China but I wanted to see the reaction first before I put a ton of money on tape.

**Stickers?**

[Print Runner](#). Or Sticker Mule, I'll get them from china in the future. Again, just testing with products, I can get fast here in the USA.

**Boxes?**

[Packlane](#) or Print Runner are in the states.

## How do you get traffic?

[Module 8\(Influencers\)](#) is your goldmine!

## Lipstick and Mascara.

*This is one of the most asked random questions so I figured I'd address it here...*

**Mascara:**

I get it at [walgreens or amazon](#)

**Lipstick:**

[Buxom Pink Champagne](#)

## What if I don't want to use my home address?

I don't blame ya. I didn't either, but we had a warehouse, and that might not be an option for you. My girls didn't have that option either, so we set up a PO box for them, and it worked great! Now, that might not be what you need, so here is an article that breaks it all down so you can find your best fit:

<https://toughnickel.com/self-employment/Private-Post-Office-Box-Rental-More-Options-Than-Just-the-US-Post-Office>

## Where to find VAs

<https://www.facebook.com/groups/EliteVAs>

<https://www.facebook.com/groups/929537027062803/>

<https://www.facebook.com/groups/sellyourcontentandservices>

## Application to be admitted to the #10GrandCan when you reach \$10K in sales!

<https://forms.gle/U8jEwn6Frqskacg8>

## Application for #50GrandCan!

<https://forms.gle/wagduQhfeCDXpEGo8>

## Application for #100GrandCan!

<https://goo.gl/forms/dYnvSr02RRPzqAz82>