

# Where to Sell Your Products

W O R K B O O K

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# Where to Sell Your Products

## Marketplaces and Shopify

### 1: What is a Marketplace VS. a Shopify Store?

A marketplace is like a digital grocery store—people are shopping for everything from socks to soap, and your product could be right there on the shelf. In contrast, a branded Shopify store is like your own candy shop—fun and curated, but you’ve got to get people in the door.

#### Right now, we’re starting with marketplaces because...

- Yes  No | They already have built-in customer traffic.
- Yes  No | They’re fast and inexpensive to list on.
- Yes  No | They help you test your product and start earning money before building your own store.

#### Let’s figure out which marketplaces are right for YOU.

A marketplace I’ve shopped on before is \_\_\_\_\_. One thing I liked about it was \_\_\_\_\_.

#### Circle 3 marketplaces you’re curious about:

- |      |              |                      |
|------|--------------|----------------------|
| Etsy | Amazon       | Facebook Marketplace |
| eBay | Mercari      | Poshmark             |
| Jane | Roxies Picks | Pick Your Plum       |



*\*Check out Module 5A: Marketplaces to see a comparison chart.*

**True or False:** Selling on a marketplace means you have to build your own website from scratch. *(False! Marketplaces already have the tech and traffic!)*

## Let's talk about the good, the tricky, and the surprisingly awesome parts of selling on marketplaces.

### List 3 Pros:

- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_

*(Hint: Built-in customers, low setup cost, fast to launch, etc.)*

### List 3 Cons:

- ✗ \_\_\_\_\_
- ✗ \_\_\_\_\_
- ✗ \_\_\_\_\_

*(Hint: Can't collect emails, limited branding, strict rules)*

### One reason I'm willing to pay marketplace fees is because they

\_\_\_\_\_.

**True or False:** Marketplaces take a small percentage of your sales in exchange for handling tech, traffic, and checkout. *(True!)*

**QUICK TIP:** Just like subjects in school, marketplaces come in different categories. Let's break down the four types:

**General Marketplaces** – eBay, Etsy, Amazon

**Deal Marketplaces** – Brad's Deals, Pick Your Plum, Groupon, Jane, Zulilly (yes, it's back up)



**Resale Marketplaces** – Poshmark, Mercari, eBay (for used)

**Social Marketplaces** – Facebook groups, TikTok Shops

**Which type of marketplace sounds most appealing?** \_\_\_\_\_ **and why?**

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**Which one sounds “meh” to you?** \_\_\_\_\_ **and why?**

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**What’s a resale marketplace?**

- a. A platform where you resell your own excitement.
- b. A place to list used or secondhand goods.
- c. A way to flip items by yelling “SALE!” on repeat.
- d. Somewhere your grandma sells her Tupperware.



## Getting Found on Marketplaces

If I call my product something too creative like “Twilight Dreams Pillow Pouch,” shoppers might not realize it’s actually a \_\_\_\_\_.

**Which category of marketplace do you want to start with?**

- General
- Resale
- Deal
- Social

**Which platform will you try first?** \_\_\_\_\_ **Why did you choose this one?**

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**When will you list your first product?** Date: \_\_\_\_\_

**What's your backup plan if that platform says "no"?**

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**True or False:** A "no" from a marketplace means your business is doomed.  
(False! Just pivot and try again!)

**Multiple Choice:** What's the best mindset for starting on marketplaces?

- a. I'll try one and give up forever if it doesn't work.
- b. I'll test, learn, and move forward—one win at a time.
- c. I'll open a lemonade stand instead.
- d. I'll scroll TikTok until something magical happens (Hint: wrong answer).



*Notes*

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*"Don't be afraid to give up the good to go for the great."*

- JOHN D. ROCKEFELLER

## 2: Where to Sell Your Products

Let's be real. You've done a lot of learning... but now it's time to *do*.

*"Knowledge without implementation is like a car without wheels. Looks impressive, but it ain't going anywhere."*

**You don't need perfection—you need progress. So let's take action and get those products listed!**

**The product I'm going to list is:** \_\_\_\_\_

**I'm listing it even if it's not perfect because:** \_\_\_\_\_

**One thing that's been holding me back is:** \_\_\_\_\_

**Here's how I'm going to move past it:** \_\_\_\_\_

Let's make sure you've got everything in place before you click "Publish."

Check YES or NO on each one:

- Yes  No | I have a product to sell.
- Yes  No | I've written a product description.
- Yes  No | I've taken product photos.
- Yes  No | I've set a price that includes a healthy profit margin.
- Yes  No | I know my average shipping cost.
- Yes  No | I've picked my marketplace (or marketplaces) to start on.



### **If you said "No" to any of these...**

Go back to the relevant module (Product, Photos, Pricing, or Shipping) and knock it out!

You might be tempted to "wait until it's perfect." But guess what? It never will be.

**I give myself permission to move forward with this product even if:**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**What's the best way to finally get your product listed?**

- a. Wait until Mercury is in retrograde, your house is clean, and your product glows with perfection.
- b. Panic-post it at midnight and immediately regret everything.
- c. Schedule a power hour, follow the steps, and just list the dang thing.
- d. Distract yourself by reorganizing your junk drawer... again.

*Hint: C is your winner! Progress > Perfection. Get that listing live.*

*"Ah-ha!" moments:*

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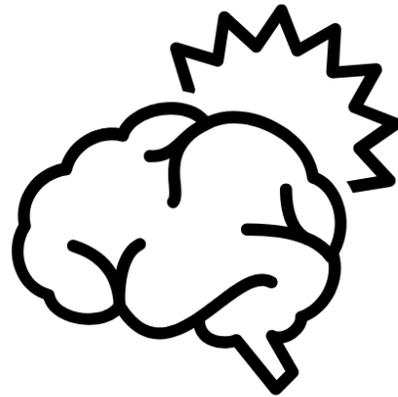
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*"Success usually comes to those who are too busy to be looking for it."*

- HENRY DAVID THOREAU

## Different Platforms to Sell On

**True or False:** Listing on multiple platforms helps me reach more customers and make sales faster. *(True! More visibility = more chances to sell.)*

**The Multiplier Tool helps save** \_\_\_\_\_ *(Hint: time!)*

**Which platforms did you watch training on and plan to sell on?** *(Check all that apply!)*

- a. Facebook Groups & Marketplace
- b. eBay
- c. Etsy (POD or Handmade)
- d. Mercari
- e. Faire (Wholesale)

**Which new platform are you most excited to try, and why?** *(Example: "I'm excited about Mercari because I want to sell secondhand goods.")*

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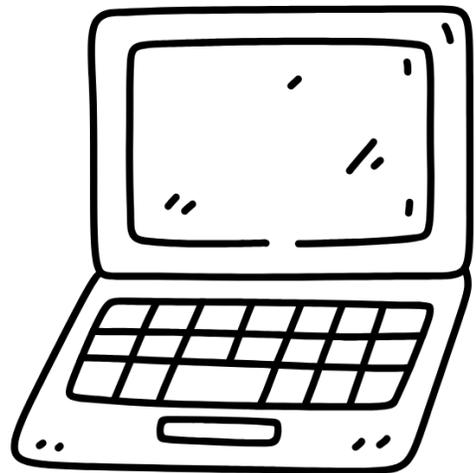
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### Marketplace VS a Shopify Store

Right now, marketplaces help you test ideas fast. But long-term? A branded store gives you more control, better margins, and serious brand-building power.

**Yes or No:** Am I ready to think about a branded store?

- Yes
- No
- Maybe... but I want to learn more!



**A marketplace I'm using (or plan to use):** \_\_\_\_\_

**One benefit of a branded store I'm excited about:** \_\_\_\_\_



**What's one major perk of having your own store?**

- a. You get to make the rules.
- b. Shopify sends you candy when you hit 10 sales.
- c. You never have to take product photos again.
- d. A unicorn builds your site for you.

*Hint: It's A. You set prices, promotions, and schedules—you're the boss!*

**Why Shopify?** (And Why Not Wix, GoDaddy, or Carrier Pigeon?)

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*Hint - You don't need coding skills. You need conversions. Shopify was built for sellers.*

You're in charge of your timeline, your pricing, your promos—and your branding.

**Check all that apply**

- I want to set my own pricing & schedule.
- I want more control over my brand.
- I want to build long-term value in my business.

**True or False:** Shopify stores can increase profit margins by cutting out marketplace fees. *(True!)*

**Multiple Choice:** What's one great reason to build a store after selling on marketplaces?

- a. To finally create a logo you like better than Comic Sans.
- b. To apply for deal sites like Jane or Brad's Deals.
- c. To confuse your mom with a new URL.
- d. Because it sounds cool on LinkedIn.

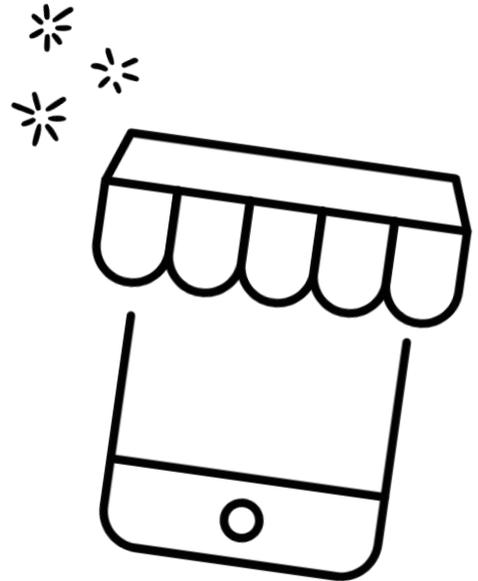
*Hint: Some deal sites require a branded store to apply.*

## Let's Get Honest – Do You Want a Store?

It's okay if the answer is not yet! But write it down so you can revisit when you're ready.

**I'm choosing to:**

- Build a store now
- Wait until I get marketplace traction
- Explore more first



**Why I'm choosing this path:** \_\_\_\_\_

**My "cringeworthy store" name idea just for fun:** (It's okay if it's ridiculous—just start!)

\_\_\_\_\_

**Multiple Choice:** What's the best store-building mindset?

- a. It must be flawless or I'm not launching.
- b. I'll wait until a pro can design it.
- c. Cringeworthy is okay—done is better than perfect.
- d. Launch it secretly and tell no one.

*Hint: C all the way. Progress = profit!*

If your store looks perfect at launch, you waited too long!

*Notes*

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### Checklist – Have You Done These?

- I understand what a marketplace is and how it differs from a branded store.
- I selected which type of marketplace (general, resale, deal, or social) I want to start with.
- I chose at least one specific marketplace (e.g., eBay, Facebook, Mercari) and listed why I picked it.
- I listed my first product or blocked time to do it using my “Power Hour.”
- I gathered all the pieces I need to list: product photos, description, price, and shipping info.
- I used a simple, clear product title to help people find my listing.
- I learned how to boost my listing visibility using SEO, keywords, and early traffic drivers.
- I decided whether I eventually want a Shopify store and what that would look like for my lifestyle.
- I explored Shopify’s benefits (email list growth, promotions, full control) and what it offers long-term.
- I embraced progress over perfection and gave myself permission to launch, even if it’s a little cringey.

# Top 10 Glossary Terms for Beginners in E-Commerce

1. **Marketplace** – An online platform where products are listed for sale, like eBay or Etsy, with built-in customer traffic.
2. **Branded Store** – Your own online shop (like Shopify), where you control the layout, traffic, and customer experience.
3. **Listing** – A product post that includes title, description, images, price, and shipping info for selling online.
4. **SEO (Search Engine Optimization)** – Adding relevant keywords and tags to your product listings to be found by search engines or marketplace search bars. Hint: Don't stress this.
5. **Traffic Driver** – Any person or method (like a friend, influencer, or ad) that sends more people to your product listing.
6. **Deal Marketplace** – A site focused on discounts or limited-time offers (like Brad's Deals or Pick Your Plum).
7. **Resale Marketplace** – A platform designed for used or secondhand goods (e.g., Poshmark, Mercari).
8. **Social Marketplace** – Selling products through social platforms like Facebook groups or TikTok Shops.
9. **Cringeworthy Launch** – The idea that your first listing or store doesn't have to be perfect—it just has to be live!
10. **Shopify** – A drag-and-drop platform that lets you build a branded e-commerce store, recommended for long-term business control and scaling.

 *Lightbulb thoughts:*

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