

which means that selling sites take orders and send notifications to drop ship distributors who warehouse, package and ship orders. This empowers you to widen your market by selling at multiple selling sites. For example, you can sell the same products on Amazon, Ebay, Etsy and on your own website store, all at the same time. A drop shipper can be your company or a separate company.

Step 4. Create SEO Sales Content. Embed keywords into your sales content. Sales descriptions are just another form of posting. So use the principles of keyword placement to make your offerings come up high in keyword searches.

Example Ecommerce Plan

DISTRIBUTION: Define basic sales channel information.

Company Name	Bunny Rabbits 4U
Company Description	Bunny Rabbits 4U offers the best in rabbit food, toys & pet care products.
Payment Service	Paypal
Website (optional)	BunnyRabbits4U.com
Sales Channels	Amazon, Etsy, Facebook & our own website store.

OFFERINGS: Define products and/or services.

Offering Name	Box O Bunny Food
Keyword	“bunny food”
Description	Box O Bunny Food is a balanced nutritional system for your bunny.
Specifications	24oz bag, non-perishable.
Price	\$25.00 plus shipping and handling.
Shipping	Dropship from our warehouse in Bunnyville, CA.

Example Ecommerce Plan

DISTRIBUTION: Define basic sales channel information.

Company Name	
Company Description	
Payment Service	
Website (optional)	
Sales Channels	

OFFERINGS: Define products and/or services.

Offering Name	
Keyword	
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Homework: Test Your Ecommerce Plan

Select three people to interview, show your ecommerce plan, and ask:

- Do you like the story (names, logos, descriptions)? Any suggestions?
- Is the sales location ideal? Any suggestions?
- Is the sales information useful and complete? Any suggestions?

Ecommerce Plan Survey

Interview 1
Like the brand story?
Sales location ideal?
Sales content useful and complete?
Interview 2
Like the brand story?
Sales location ideal?
Sales content useful and complete?
Interview 3
Like the brand story?
Sales location ideal?
Sales content useful and complete?
Reflect on What You Learned