

One Hour eCommerce:

Launch Formula Allowing Total Beginners
Making \$5,000+ in 30 Days

James J. Jones

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Introduction

Discover The One Hour E-commerce Launch Formula That Our Own Students & Total Beginners Are Using To Make \$5,000+ In 30 Days

Without Any Money Down, No
Inventory Hassles and Unlimited
Earning Potential



You are going to learn a special system today by two brothers named Sam and Boris. They have been using what they call a “One-Hour Ecommerce Launch Formula”, and they were able to generate \$55,000 within their very first 230 days of using it, which is incredible. What’s even more impressive is that they scaled those results to \$1.5 million. So, they’ve had a lot of success with the formula that they are going to be sharing in this lesson.

What is the formula, and how does it work? The core of the formula helps you to rapidly identify profitable physical products that you can launch and start selling in a matter of just an hour. That’s the cool part. It really does just take an hour, or just over an hour. So, this is a lot faster than the traditional eCommerce testing and discover process, which can sometimes take weeks or even months. If you are reading this, it’s likely that you can relate to this type of scenario.

Regardless of whether you are just starting out or already have an eCommerce business, you should get a lot of value out of this lesson. Also, there’s no way to promise that you can make

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any money at all with this system, but a few weeks ago an email was sent off that offered training from Sam and Boris. A small group of students joined this training, which was all about this one-hour formula, and the results of this were insane. People in the training were able to start making money incredibly fast. This was very impressive.

These aren't the only students that have gone through this program, and most of the people that do are total beginners. Many of these students have been able to make \$5,000 or more within 30 days. This was without putting any money down or having any inventory hassles. Below, you'll find a screenshot from the sales of one of Sam and Boris' students. Her name is Carol, and starting at zero, she managed to make nearly \$5,500 in a matter of four weeks. According to Boris, \$5,000 is a very doable number, and that's why they have titled their presentation the way that they have.

Carol Bell 1 Hour E-commerce Launch Formula Student Results



<input type="checkbox"/>	928		26.96	Paid	2015/07/29 Published
<input type="checkbox"/>	900		66.98	Paid	2015/07/28 Published
<input type="checkbox"/>	897		26.96	Paid	2015/07/28 Published
<input type="checkbox"/>	894		26.96	Paid	2015/07/28 Published
<input type="checkbox"/>	885		26.96	Paid	2015/07/28 Published
<input type="checkbox"/>	881		26.96	Paid	2015/07/28 Published
<input type="checkbox"/>	877		66.98	Paid	2015/07/28 Published
<input type="checkbox"/>	873		53.92	Paid	2015/07/28 Published
<input type="checkbox"/>	871		26.96	Paid	2015/07/28 Published
<input type="checkbox"/>	869		26.96	Paid	2015/07/28 Published
<input type="checkbox"/>	860		66.98	Paid	2015/07/27 Published
<input type="checkbox"/>	856		26.96	Paid	2015/07/27 Published
<input type="checkbox"/>	853		66.98	Paid	2015/07/27 Published
<input type="checkbox"/>	849		53.92	Paid	2015/07/27 Published
<input type="checkbox"/>			66.98	Paid	2015/07/27 Published

**TOTAL SALES:
\$5,494.82**

This certainly no limit to what you can earn, but this is what Sam and Boris have seen, for the most part, has been earned by their students on average. Sam and Boris were able to generate \$55,000 within 30 days when they first started using this system. Whether your goal is to make \$5,000 or \$55,000, or anywhere in between, within 30 days' time, that's what they are going to try and help you to do today.

Sam and Boris actually began partnering together on Teespring. They did pretty well with that too. They were able to make about \$700,000 in 7 months or so. The screenshot below shows

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some data pertaining to this. The screenshot is of Teespring's admin, or back office, data. They realized at this point that if they could do this with just T-shirts, why not try it with other physical products? So, they ended up generating \$55,000 within 30 days of using this system, and this was in spite of the fact that they knew nothing about eCommerce outside of their experience with Teespring.

Introduction

- Boris Savransky & Sam Savransky
- Started as partners selling shirts on Teespring
- Sold \$700,000 in 7 Months
- Thought if we can do teespring, we can probably sell other physical products.
- When we started selling other physical products, we had no idea how. It was a huge learning curve
- Even with that huge learning curve we went from zero to \$55,000 in sales in 30 days and then scaled to \$1.5 million over the next year.



Their “one-hour eCommerce launch formula” is one that essentially cuts through all the bumps and bruises that they experienced while they were learning and putting this system together. They were able to turn this into a much simpler and more refined process that produces results fast. Surely, you’re ready to learn how this works, so let’s dive in.

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What is the “One Hour eCommerce Launch Formula”?

One Hour E-commerce Launch Formula You Need



The “One Hour eCommerce Launch Formula” is a method that Boris and Sam have developed for rapidly launching eCommerce campaigns with the goal of determining profitable physical products in a matter of hours, rather than weeks or months. This system primarily uses drop shipping as the method of managing product inventory.

Now, you may be wondering, “What is drop shipping?” This is when a supplier actually manages inventory for you and ships the product to your customers. A great benefit of this is that you don’t have to spend weeks or months sourcing the product from overseas, private labeling your products, or anything like that. There’s not even any capital risk taken on the product. You only pay for the product after you have sold the product to the customer. This will all be explained further later on in this lesson. For now, let’s take a look at what the “One Hour eCommerce Launch Formula” campaigns are all about.

The screenshot above gives an overview of how this system works. As you can see, the steps are:

- 1) Select Niche

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- 2) Identify High Probability of Success Product
- 3) Create a Simple Little Landing Page
- 4) Identify Targeted Facebook Interests
- 5) Launch FB Ad Using Interests that were identified in Previous Step
- 6) Repeat

What is the core distinction between this method and many of the other eCommerce methods out there? The main difference is that in this system you concentrate on finding profitable products first. After that, you can decide which platform to sell your product on. This is secondary. You see, what Boris and Sam realized was that when you really strip eCommerce down to its core, the most important contributing factor to success is determining the right product and matching it to the right audience (Right Product + Right Audience = High Probability of Success).

By doing things this way, you can be in control of your own sales, which is really key. In their experience, it really doesn't matter if you are selling on Amazon, Shopify, Etsy, or any of the other platforms out there. The most important thing is identifying a product that sells as quickly as possible and can be sold while wasting as little time or money as possible. Once that product is identified, then you can diversify into other platforms or marketplaces.

So if you haven't had much success with eCommerce or haven't been able to hit your income goals, Boris is willing to bet that it's because it's taking you too long to discover profitable products. The average person spends around two weeks and two months sourcing products from overseas, all before even trying to sell it. Honestly, the cold, hard truth that most marketers don't tell you about is that not every product, even when it fits the right criteria, is going to be a winner. In Boris' experience, as well as that of his brother and their students, one out of four or one out of five products is a winner. What they define as a winning product is one that can produce at least \$1,000 in sales in a month's time.

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- Use Facebook to identify HPSP FB interests that will allow you to match your product to the right people at the right time
- The \$5 FB Ad Test designed to cut the losers, maximize ROI and scale winners
- How you can earn anywhere from \$5,000 to \$55,000 in the next 30 days using this formula

6 Step Overview Of The 1 Hour E-Commerce Launch Formula For Generating \$5000+-\$55,000 in 30 days



Let's dive in. Once again, the 6-step overview of the One-Hour eCommerce Launch Formula is shown above. You might notice that in the screenshot, there is a picture of a dog leash. This is something that has been identified as a HPSP product. In Step 3, you are going to build a website, or a simple little landing page, with that product. Then, in Step 4, you are going to identify any interests that will work well for an audience that has a high probability of consuming the product.

In the example shown, the campaign is targeting females between the ages of 35 and 54 that had an interest in pit bulls because they were going after pit bull owners with this particular product. In Step 5, they created an ad that showed their product and targeted people by the interests they identified. Then, they just scaled with the same landing page or they diversified to Shopify or with Amazon.

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Identifying a Broad Niche

Let's start with the first step. Here's a list of 9 broad niches that Boris and Sam typically start with:

- Beauty
- Fashion
- Health & Fitness
- Home & Garden
- Kids & Family
- Pets
- Self-defense & Survival
- Sports & Leisure
- Weight Loss

These are in no particular order. They have identified these as some of the best broad product niches that work well with physical products. Again, all of these niches are very broad an enormous amount of sub-niches, and products that you can focus on to launch your one-hour eCommerce formula. As an example, let's say that you have selected 'Sports & Leisure'. By doing so, you have completed the first step of this process. Now it's time to identify a product.

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Identify High Probability of Success Product (HPSP)

There are six tools that Boris, Sam, and their students use to identify potentially profitable products. One is WatchCount.com. This is a website that pulls sales data from eBay. This is where they find their 'drop shipping partners'. The sales data on this site allows them to gain insight into which products may have a high probability of success.

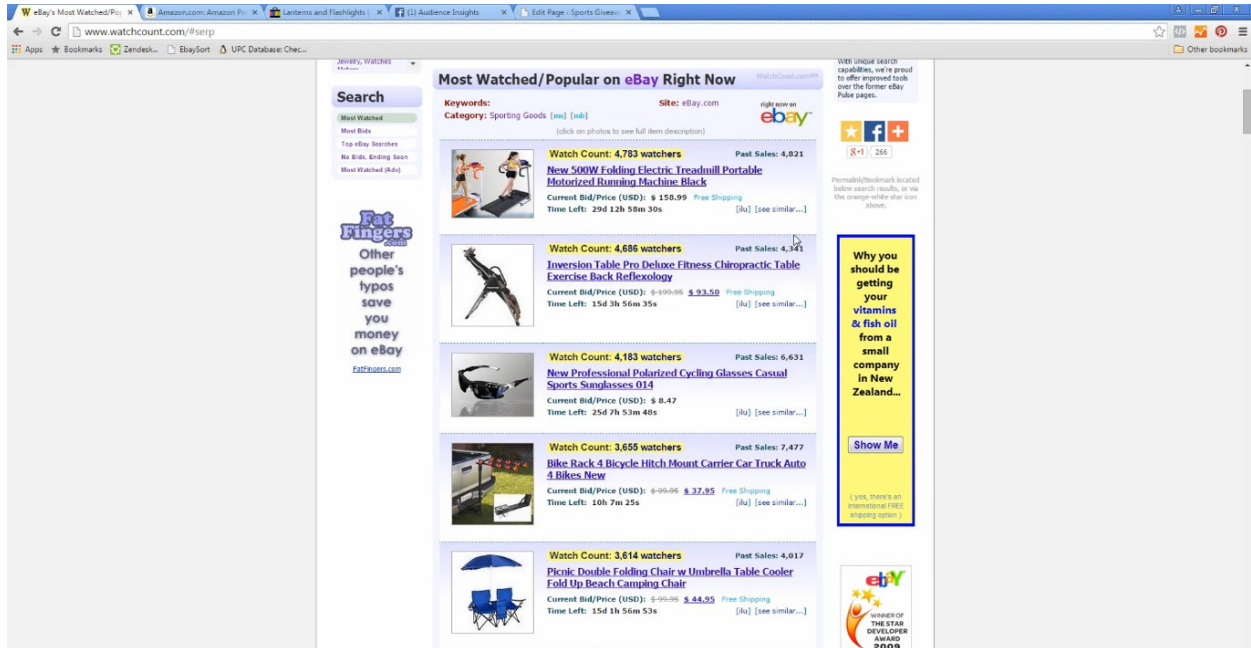
The home page of WatchCount is depicted in the screenshot above. The first thing that you would look at when you reach this page is the category section. If you were to open up this list, you would see that there are a lot of similarities between this list and the list of broad categories that Boris and Sam use. These aren't an exact match, of course. If you recall, in this example you have chosen 'Sports & Leisure'. The closest equivalent to this among the categories listed on WatchCount would be 'Sporting Goods'.

Let's take a moment to examine why 'Sports & Leisure' or 'Sporting Goods' would be a good, broad niche to choose products out of. Well, for starters, this is an irrationally passionate niche. That's a really good place to start. This is something that people enjoy doing. They often have hobbies in this niche that they are very passionate about. Boris lives in New York, and he knows first-hand that the sports fans there are quite passionate.

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The question is “How do you find a high probability of success” when you are trying to choose a product. In the One-Hour eCommerce Launch Formula, there are eight criteria that are used to identify a product to go after. Once you have picked the category you prefer, you can click on the ‘Show Me What’s Popular’ button. When you do, a number of products will appear, as shown below.



At the top-right of each of the item listings, you’ll find a link that says ‘Past Sales’ and then there’s a number. This number represents the total number of sales that have occurred up to date. You want to look through these numbers and find the one or two numbers that seem to stand out from the rest. When Boris looked at the list above, he found that a lot of these products had ‘Past Sales’ amounts that were around 2,000 and on up to maybe 6,000, but then suddenly there was one that was marked 13,437. That was substantially higher than the rest of them. Then, he found one that was marked with the number 20,000.

Many of these products have sold a few hundred times, but there haven’t been many that have sold several times or even tens of thousands of times. So, you can see that this item, which has had over 20,000 sales, would be a good place to start. This is the first indication that this might be a good product to look into. The next factor that Boris and Sam look into is the price of the product that they have found.

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They generally look for a product that selling for a price that's between \$5 and \$13 in total. That includes shipping. The product referred to above, which has had over 20,000 sales, is priced at \$13.94 with free shipping. So, in this case, \$13.94 is the total cost. Obviously, this didn't fit into the typical price range that they look for, so Boris went on to look for another product that has had a substantial number of sales. The next one that he found had close to 12,000 sales, and it was priced at \$10.69. This falls within the right price range.

Another criteria of the examination is whether or not the marketplace would allow them to mark up the product another \$10 or \$15. This is so that they can make a profit when they sell this through their sales pages. You might be wondering, at this point, why anyone would buy any of these products for \$10 or \$15 more than they are already priced. The answer is because Boris and Sam use a concept called 'price arbitrage'. That's when you find a product that's selling for a low price somewhere and you sell it at a higher price at another location.

One of the ways that you can determine if the market is willing to pay a higher markup for an item is to look it up on Amazon. This site is a great place to check because you can see what people are already paying for items. Boris copied the title for the product that he found so that he didn't have to type it in again when he got to Amazon. When he searched for the product on Amazon, products came up that were either exactly the same or similar to the one he was searching for.

When he looked at the prices for these products, shipping included, he knew that people were willing to pay around \$20 for the product that he had found. More specifically, he determined that people would pay an average of about \$17 or \$18 for a product like the one he had found. This would be a \$6 or \$7 markup. That's not bad, but he was looking to mark the product up \$10 to \$15 higher. So, what Boris went on to see if he could find the same product, or something similar, for a lower price on EBay.

When he got to EBay, he put a filter in for the price range of \$0 to \$13. He also made sure that the product was coming from the US. That's because they market to the US, and they want the product to be delivered quickly. So, he applied this criteria to his search filter as well. Once he had the results that he needed up, he began to scroll through. As he did, he looked at the number of sales that each product had gotten.

The item Boris was checking into was a certain type of flashlight. Boris was able to find two different ones on EBay that had a high number of sales. One of them was almost half the price

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of the product that he had originally found. There was another item that was essentially two flashlights, and it was priced at \$9.98. This was a really great deal.



Identify Targeted Facebook Interests

Let's take a moment to recap where we are. You have identified a broad niche category at this point, and you have found a product that has a high probability of success. These are the first two out of the six steps that will create the foundation for this process to work. The next thing to consider is the audience for this product. Who are you going to target with the product? Facebook Audience Insights is a really great place to go when you want to figure this sort of thing out.

In case you don't know how to reach this part of the platform, you begin by logging into your account and then going into the 'Ads Manager'. Once there, you will be able to find the Audience Insights tool. This is a free tool that's free for everyone to use. Again, the product that Boris was looking up was a flashlight, but it was one that would be used for camping. So, Boris decided to look for interests that were related to camping, hiking, survival, and things of that nature.

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Boris typed 'Survivalism' inside of the tool, and Facebook came back with a lot of data based on this particular interest. Right at the top of the screenshot above, you can see that there are six to seven million people actively involved in this interest. That's a big chunk of people. This will give you a good idea of what types of people are involved. It shows their age, their gender, and their locations. This is all going to be really important when Boris and Sam set up their ad. For the topic of 'Survivalism', 85% of the people interested in this are men. For the most part, this interest is dominated by men.

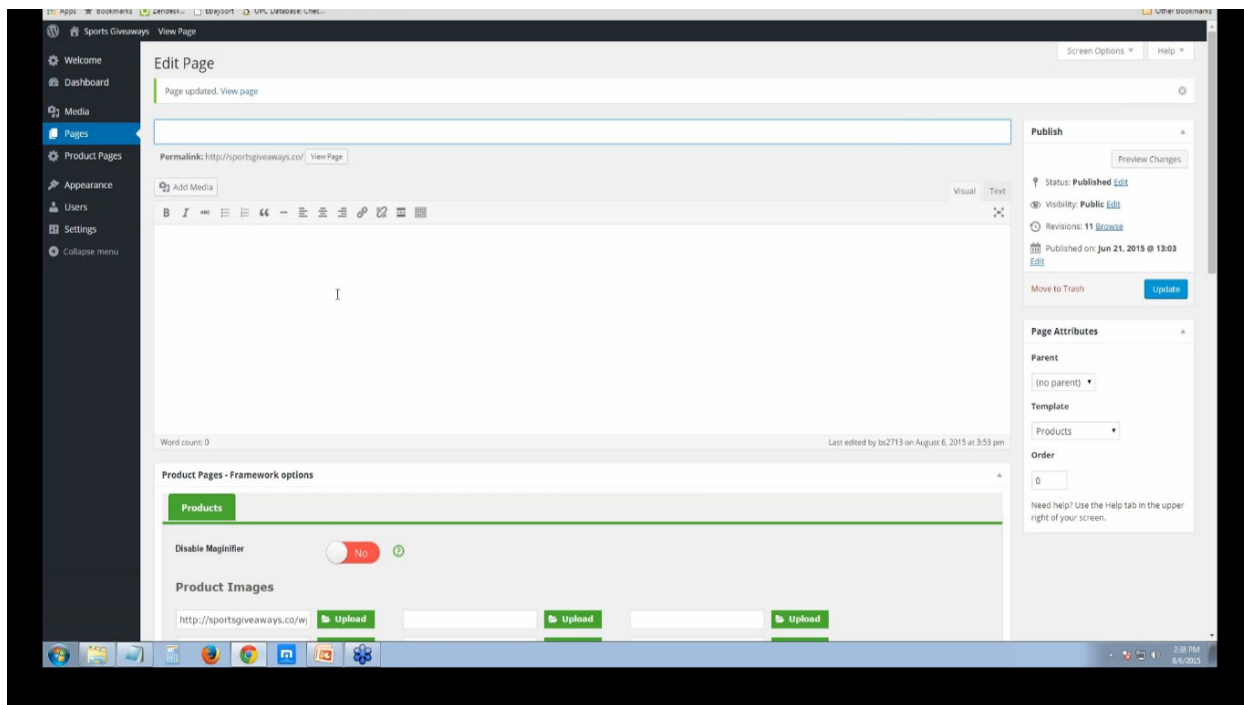
When it comes to the age of the people in this segment, you can see that the people that are interested in this particular topic are primarily between the ages of 25-54. If you look at the screenshot, you'll see that amount of people in the younger demographic, 18-24, is very low. The same thing goes for people that are 54 and up.

What this allows you to do is be able to focus in on a particular demographic before you even spend a penny on ads and so on. From this data, you know that you'll be targeting men between the ages of 25-54 to sell this particular product. Now, if you click on the 'Page Likes' tab, you can see the particular categories and pages on Facebook that the people in this group are interested in.

Boris typed the keyword 'survival kit' in next. He used this because SurvivalKit.com was one of the top categories listed as an interest in this group. Searching for this narrowed the number of people that might like this flashlight down a bit, taking it from a broad category to a much more specific one. He wanted to see if this particular interest was in line with what this broader group was looking for. This time, 95% of the people segmented were men, and that fits perfectly into what Boris was looking for. The age breakdown was similar too. It wasn't an exact match, but the 'meat and potatoes' of this group were between the ages of 25-54.

This is a really good interest with a high probability of success, and it matches the overall broad interests. Now you have a broad niche, a product with a high probability of success, and a specific interest group to market the product to. Hopefully that makes sense. This is some really cool info, and it's the same process that Boris and Sam have used to build a successful business. This is what they have taught their students to use as well.

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Create a Simple Little Landing Page

After you have all of the data that you need, and you know that your product fits the right criteria, you can move on to build a simple little landing page to send people to. Boris simply used WordPress to do this. He had a custom theme that he liked to use. You can use any type of theme that you want to on your campaigns. You can set up just about any landing page that you need to in just a matter of minutes.

Boris got to the page shown above by just clicking on 'Pages' and 'Ad New'. Then, he went back to the product that he found on EBay, and he copied the title so that he could paste it into his new WordPress page. After he pasted this into the 'Title' field, Boris said that he was already about 25% done with this part of the process. He then pasted it into the 'Product Headline' field, which was one of the choices he had below the editor. Boris was really proud of himself concerning his skills as a 'copy and paster'.

The next step was to get the product image. He simply went back to the listing of the product on EBay and saved the image that was there. He clicked the 'Upload' button under 'Product Images' section. It didn't take long at all for him to browse for the image, choose it, and have it inserted into the page. There was still the product description to fill out. Boris used the description on the seller's page for this. Grabbing this stuff from the seller's page is really

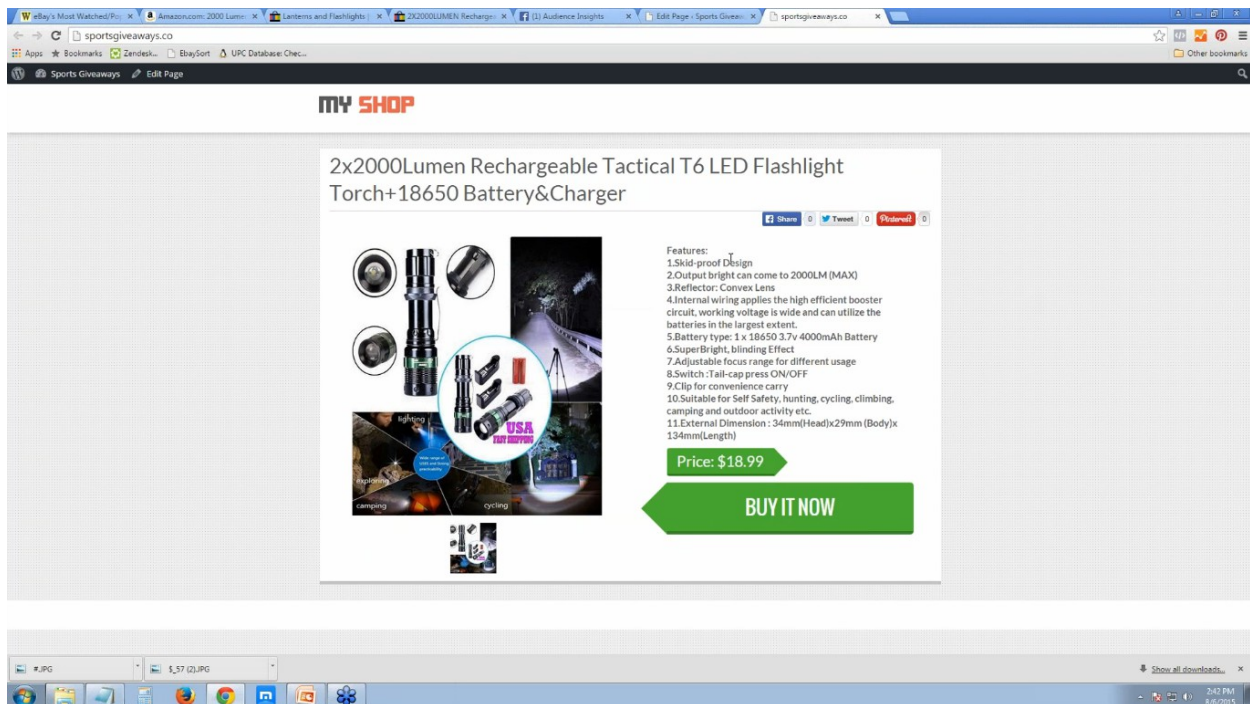
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helpful because it saves you from having to think about what you need to show and tell people about the product.

You are literally selling a product that has proven itself as a high-selling product. Copying and pasting all of this from the original listing secures your success even further because you are using the exact images and sales copy that made the product successful in the first place. Anyway, after you paste in the product's description, then you can set the pricing for it. The original product was selling for \$9.98, but there was also \$2.99 shipping and handling fee. That means, that what this product actually costs is somewhere in the ballpark of \$13.

If you were to raise the price of this particular item up by \$10, that would mean that the sales price for the item would be \$23. Boris had to have help with this calculation, which just shows that you don't have to be good at math to make a lot of money. Instead of putting \$23 down on his page as the product page, he priced the product at \$18.99, and then he added a shipping and handling charge of \$3.99.

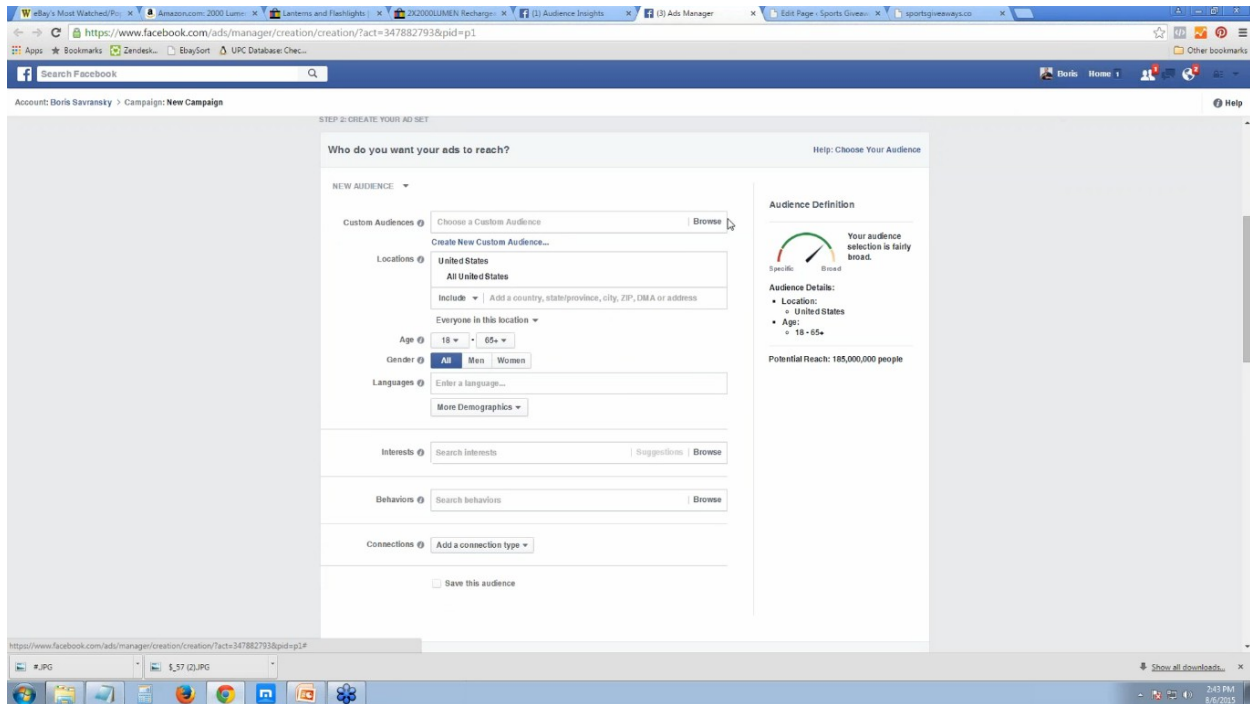


When Boris finished entering in all the required information, he ended up with a page that looked like the one shown above. As you can see, this is a very simple page that included a title, a description, and a picture. Again, he knew that this page would convert well because the listing that he pulled all of the information from was. It took him a matter of just a few

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minutes to really put all of this together. You would also want to add a FB ads conversion pixel to this, but adding that should take no more than just a few minutes. Once you have the landing page active, then you can move on to set up your Facebook ad.



Launch FB Ad Using Interests

At this point, you would have already researched the interest of groups that would likely be interested in your product. All you have to do is return to the interest data that you have pulled together and click on the 'Create Ad' button. After that, select the 'Ad Creation Tool'. After that, there will be a number of different options pertaining to the objective of your campaign. You can simply select the top option if you like, which is currently 'Boost your post'.

As far as the 'Page Post Engagement' option goes, Boris just chose a random page from the dropdown menu. He says that this really isn't relevant to today's lesson. After selecting a page, you can just click on 'Continue' and you will find yourself on the page shown above. On this page, you'll first be asked what location you want to target. Boris decided to target the US. Of course, you would want to choose whatever location you wanted to market the product to.

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Next, you'll select the age group that you wish to target. Obviously, you already know what age group to target from researching the interests of your target audience earlier. So, simply enter in that information. Again, according to the data in our example, the group to target for the flashlight mainly consisted of men between the ages of 25 and 54. So, that's the criteria that Boris entered in. Then, for interest, you want to put in the specific interest you are targeting, which in this case was "survival kit". To make sure that he didn't spend too much starting out, Boris set the budget of his ad to \$5.

After that, Boris completely renamed the ad set so that he could tell just from the name what the ad was all about. For example, he named the ad that he put up "Survival Kit – US – M – 25-54". You can name yours in any way that makes sense to you. This is just the way that they like to do it because, for them, this is easier to remember.

Before finishing this up, you're going to want to deselect the option for the right column ads. It's kind of a waste of money to run ads on the right-hand column, at least in Boris' and Sam's experience. After doing this, he clicked 'Place Order', and he was done.

In Conclusion

This entire process, from choosing a product that had a lot of potential, to creating the landing page and creating the ad, took a total of about 30 minutes for Boris to complete. When you have all of the right elements in place, you'll be able to scale the sales of this product. You can do this through platforms like Shopify and Amazon. Again, the process for setting up all of this took less than an hour, and that's why they call this the "One-Hour eCommerce" system.

Once they have their landing page and ad up, they study the related reports to see if the engagement is there and the conversion rates that they want are occurring. From there, they are able to scale, grow, and repeat this process over and over again. They can also move on to change the demographics they are targeting or diversify their products on Amazon or Shopify.

Boris and Sam typically use Shopify because they have had a lot of success there. Boris says that it has been somewhere to the tune of \$1.5 million in 12 months or so. There are many options to choose from though, and they attribute their rapid success not to the platform that they use, but mostly for their ability to choose profitable products without having to invest in inventory until after they know that a product will scale. That's where the advantage lies within this "One-Hour eCommerce Launch Formula".

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Introducing One Hour eCommerce

Introducing One Hour E-Commerce

Here's What You Get: 4 Weeks Of Live "Look Over Our Shoulder" style Training Calls

- **Live Training 1:** Overview of the One Hour E-Commerce Launch Formula. We'll Identify a niche and a high probability of success product that we'll use as an example throughout the live calls.
- **Live Training 2:** In this session we'll set up our simple little landing pages, and set up our first FB Ad Campaign.
- **Live Training 3:** During session 3 we will focus on optimizing our ad campaigns, discuss exactly how to identify the losers and scale the winning campaigns.
- **Live Training 4:** Now that we have a winning product, we'll discuss how to increase your profit margins to make more ROI.

Boris and Sam are really passionate about what they do, and once they found this secret, they wanted to share it and use it to help people. Now that you know the basics of this system, how would you like to have access to the complete step by step process? As you have already learned, Boris and Sam currently have students that they teach this system to, and a lot of them are doing quite well. These men have decided to open the doors to this training once again, and if you take advantage of this special offer today, you will receive 4 weeks of live "look over our shoulder"-style training calls. Each week the training will cover:

- **Live Training 1:** Overview of the One Hour E-Commerce Launch Formula. We'll Identify a niche and a high probability of success product that we'll use as an example throughout the live calls.

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- **Live Training 2:** In this session, we'll set up our simple little landing pages, and set up our first FB Campaign.
- **Live Training 3:** During Session 3, we will focus on optimizing our ad campaigns, discuss exactly how to identify the losers and scale the winning campaigns.
- **Live Training 4:** Now that we have a winning product, we'll discuss how to increase your profit margins to make more ROI.

Again, Boris and Sam are very passionate about and committed to your success. They want to help you out as much as possible as you learn this system, and they feel like the weekly live calls are really the optimal way to present this information to you. Of course, they will be answering questions during these calls as well, which these men also feel will be extremely beneficial to you.

By the second training session, you'll be using what you learned in the first training session, and by the time you get to Week 3, you'll be ready to start optimizing your ad campaigns. That's when you are going to learn how to identify the losers and scale the winners, and you will already be getting results at this point. You'll have Facebook ads running and producing results for you, and by Week 4, you will likely already have a winning product. At this point, you'll start learning how to increase your profit margins and make more of that ROI.

Now, some people like to work at their own pace and even work ahead. That's why Boris and Sam are also going to give you access to 5 training modules. These training modules include over 20 videos and PDFs, which are all designed to help you earn between \$5,000 and \$55,000 in the next 30 days. Aside from PDFs, you're also going to get worksheets and transcripts for the material. Plus, you're going to receive access to a private FB mastermind group.

Boris feels like the FB group is one of the most powerful segments of this training because it will allow you to not only have access to him and Sam and ask questions, but it will also allow you to brainstorm with others. He is a firm believer in the saying that "Two brains are better than one". What if you added a couple more to that equation? You'll be able to brainstorm with your fellow members and grow faster and stronger that way.

Boris and Sam are also going to provide you with what they feel is the best customer support out there. They made this a top priority because they really want to help all of their students succeed. On top of that, they want this program to be the best you've ever seen. This will also come with a stack of incredible bonuses as well, and this offer is 100% risk free. All of these

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things will be described in more detail. Let's start by going through what you'll be getting in the 5 prerecorded training modules:

Module 1: How to Identify High Probability of Success Products

- Overview of the Entire One Hour E-Commerce Launch Formula
- 4 Strategies for identifying profitable products
- 3 Questions to Ask EBay Sellers to Lower Rates of Returns
- 2 of the One Hour eCommerce Launch Formula Funnels You Must Master to Ensure Profitable Campaigns

Module 2: Setting Up Your Simple Little Landing Pages

- How to Setup & Install Your Simple Little Landing Pages
- Copywriting Templates for Your Sales Pages
- Introduction & Breakdown of the Micro-Funnel Strategy
- Setting Up Custom PayPal Buttons for the use of products with variants (i.e. Sizes, colors, ect...)
- How to Automate Your Tracking Using This Secret Tool

Module 3: Launching Your First Facebook Ads

- Introducing & Breakdown of Facebook Ads
- How to Ensure there are Targeted Facebook Interests to Launch Profitable Ad Campaigns BEFORE You Pick A product... this will reduce waste and increase your chance for success
- Introduction of Facebook Audience Insights Tool & How to use it

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- How to Use Google to Research Additional Facebook Interests
- Case Study: Reverse Engineering The Whole Process from picking a product to building a page to setting up an ad.

Module 4: Optimizing And Scaling Your Facebook Campaigns

- Setting Up Facebook Pages to Understand Your Targeted Audience on a Deeper Level. And, how to use this information to reduce your Cost Per Click
- How to generate and read Facebook reports
- What is and how to set up a FB Conversion Pixel
- What is and how to set up a FB Retargeting Pixel
- Introduction to FB Video View Ads
- Case Study: Dog Niche

Module 5: Cutting Out The Middle Man, How to Increase Your Profits

- How to use white labeling and direct product sourcing to increase your profit margins
- What NET 30 Accounts are and why they are important with Vendors & Scaling
- How to tap into additional funding sources when capital is tight and you want to scale

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<http://onehourecomformula.com/james>

Here's What You Get:

- **Module 1:** How To Identify Products That Sell
- **Module 2:** Setting Up Your Simple Little Landing Pages
- **Module 3:** How To Use FB Ads To Make Sales
- **Module 4:** Scaling & Tracking Your FB Ads
- **Module 5:** Cutting Out The Middle Man, Increasing Profits
- Immediate access to 5 Modules with over 20 videos and PDFs
- 4 x Live Training Calls
- The best customer support
- A stack of incredible bonuses
- All 100% risk free

The screenshot above shows a breakdown of everything that you are getting. Up until now, the only way to work with either Sam or Boris is by joining our private group which cost \$1,000. However, they were brainstorming together about how to make this all attainable for as many people as possible. That's what they want. They want to help as many people as they can do this. That's why they lowered their price tag from \$1,000. They are offering their program out today for \$497. You can get this right now by visiting <http://onehourecomformula.com/james>

Once you reach the page shown below, click on the orange button that's labeled "Get It Right Now – Only \$497" When you do, you'll be able to join the program immediately. You can be just like one of the students that have already gone through the program.

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<http://onehourecomformula.com/james>

Here's What To Do Now...

One Hour E-commerce. Launch Formula Bootcamp

Get It Right Now - Only \$497

Here's What You Get:

- 5 Video Training Modules**
Over The Shoulder Video Training Working Step Through This. Never Even Formula Step by Step
- \$55K Landing Page**
An Exact Landing Page That We Used To Generate Over \$125K In Sales In First 30 Days Of Using This Formula
- 6 Proven Checklists**
A Proven Checklist For Picking Winning Products, Facebook Intensity, Target Audience & Facebook Ads
- \$0 Risk Guarantee**
If In 30 Days You Haven't Made A Profit, Using This System, We'll Refund You A No Questions Asked Refund

Instant Access To 5 Modules Of Video Training

Module 1: How To Identify The Perfect Product That Sells
Module 2: Setting Up Your Domain & Simple Little Landing Pages
Module 3: How To Use Facebook Ads To Sell Physical Products
Module 4: Scaling & Tracking Your Facebook Ads
Module 5: Money & Finance: What To Do To Scale Big & Fast, How To Raise Funds That You Don't Have When Banks Say "No"

<http://onehourecomformula.com/brittany/>

Here's what other students are saying:

"Wooooo hooooo just made my first sale!!!!"

-Daniel Wasseneaar

"Sorry to steal the limelight Daniel but looks like we've made our first few dollars too!"

- Ruby Bhogal

"I think I just soiled myself. I finished everything at 1 AM last night and was up to 2 sales this morning!!! I guess this works."

- Gary Adams

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"I got a sale too!"

- Russell Angus

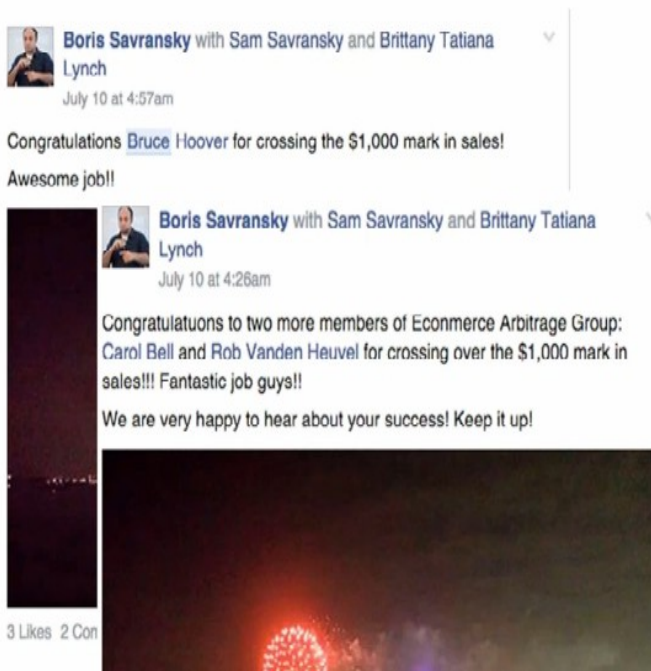
"!Several Sales!

It appears my conversion pixel didn't fire, but when I checked my PayPal account I saw I had several sales yesterday. Finally got that monkey off my back."

- Bruce Hoover

These are all people who have just started the program. Some of these students started making sales in less than 24 hours from when they started. About 10-12 days later, Boris and Sam started receiving messages about even better results from their students. Some of these results are shown in the screenshot below.

Are you next?



Congratulations to [Stephan Puffler](#) for crossing a \$1,000 mark!! Proud of you!!

Stephan had a very tough time getting it going and had pretty bad track record in the online world in the past, only generating \$100 in the past 1 year online.

Major breakthrough for someone for whom English is not his first language and who had a tough time understanding some things because of the language barrier and who is currently residing in Germany and making a living online selling to the US market!

Another great success story within a group of incredibly passionate and hard core entrepreneurs! — with [Sam Savransky](#) and [Brittany Tatiana Lynch](#).

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As you can see, one message is about a student named Bruce crossing the \$1,000 mark. Another one pertains to a student named Stephan Puffler. It states:

“Stephan had a very tough time getting it going and had a pretty bad track record in the online world in the past, only generating \$100 in the past 1 year online.

Major breakthrough for someone for whom English is not his first language and who had a tough time understanding some things because of the language barrier and who is currently residing in Germany and making a living online selling to the US market!

Another great success story within a group of incredibly passionate and hard core entrepreneurs.”

- Sam Savransky and Brittany Taliana Lynch

What the message doesn't say about Stephan is that he is in Austria. This is a perfect example of how you can be anywhere in the world and still make this work. Let's take a moment to take a look and see what this program is really all about and what results people have been able to get.

First of all, 20 people were accepted to 1 Hour Ecommerce's beta program, and 13 of them completed their homework. You know, some people get busy, and others can't quite follow the step-by-step. Anyway, out of the people that did follow the steps, all of them got sales. Every single one of them. Between them, they were able to generate over \$20,000 in just 4 weeks.

These were all people who were basically starting from scratch. They are real people just like you. Now, if they made \$20,000 between them, that means that on average they made \$1,518 each. If you can do the same, then you would triple the investment that you made to join the program within your first month. That's how powerful this program is.

The top students in this program sold over \$5,500, and again, Boris and Sam were able to generate \$55,000 in just 30 days with this system. These are verified results that they have gotten, and their students have gotten, using the exact same formula. Of course, Boris and Sam can't promise that you'll do anything at all with this system, but they do back their offer with the following guarantee:

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“Follow the training inside and if in 30 days you haven’t made a profit, and as long as you have tried and applied everything and can show us, I will refund your investment.”

This system has been proven to work that not making money is pretty unlikely, as long as you’re taking the appropriate steps. However, if for some reason you have tried, have followed the steps of the training, and you still aren’t making any money, then Boris and Sam will definitely give your money right back. Just to make sure that you stand the best chance possible for making money with this system, Boris and Sam are providing some very valuable bonuses. They are:

Bonus 1: Teespring Style Landing Page Template

- Unlimited access to the Teespring style landing page used in the demonstration today
- Use it to quickly set up unlimited high converting eCommerce sales pages

Bonus 2: Templates, Checklists, Mind Map Package

- 3 Additional Methods of Finding an Ultra Targeted Audience for your product
- 5 Steps to Reaching Your Goal with eCommerce Arbitrage Formula (aka: Identify Your Goals Worksheet)
- 8 Steps to Picking A High Probability of Success Product
- 10 Steps to Picking A Winning Product on Watchcount.com
- 9 Steps to Picking A Winning Product Using Amazon
- 4 Types of Facebook Ads & How to Use Them to Identify A Winner or A Loser

Bonus 3: Diversifying Your Sales – Expanding to Shopify

- How to diversify your profitability products on Shopify

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- How to launch, market, and grow your Shopify store

Bonus 4: Private Training Webinar with Ezra Firestone

- Top E-commerce expert Ezra Firestone will get on a private training call with Boris and Sam to reveal his unique traffic strategies specifically designed to help you sell more physical products
- Ezra has sold millions of dollars of physical products Online!

If you don't know about Ezra Firestone, then you probably haven't been in the eCommerce world for very long. He is one of the leading experts in the field of eCommerce and he has sold millions, if not tens of millions, of dollars in physical products online. So, this last bonus is extremely valuable. Please understand that there are a very limited number of seats available, so if you want to join, you need to do so right now. Again, you can do so by visiting <http://onehourecomformula.com/james>.

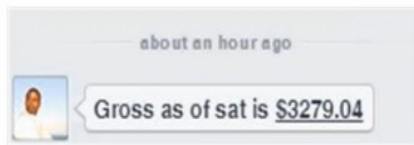
Here's the deal. There were only 80 spots available, but 20 people have already taken some of them. So, there are only 60 spots left. Last time they opened this up, over 100 people applied and only 20 were let in. The seats all sold out in under 24 hours. The 80 people who join today will get access to an additional training call before the official training starts so that they can join in on some Q&A and hot seats. This means more 1-1 time with you. This is something that only the 80 people who sign up today will get.

Get started right now, if you want to get results like **Bruce Hoover**, who is shown in the screenshot below. He was able to gross over \$4,200 in sales after he was in the program for just a few weeks. He says:

I wanted to say great job to Boris and Sam for going over and beyond in making sure that each and every one of us get the outcomes we intended when we signed up. I've been involved in a lot of courses like this (i.e. many a lot more expensive) where you get nicked and dimed for every little thing. These two have gladly allowed us to peek inside their operations and pick their brains. Thanks you two!!!

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Get Results...Like Bruce Hoover



Bruce Hoover
July 11 at 4:11pm · Chicago, IL, United States

I wanted to say great job to Boris and Sam for going over and beyond in making sure that each and everyone of us get the outcomes we intended when we signed up. I've been involved in a lot of courses like this (i.e. many a lot more expensive) where you got nicked and dimed for every little thing. These two have gladly allowed us to peek inside their operations and pick their brains. Thanks you two!!!



11 Likes 1 Comment

Bruce Hoover 10:57pm

I was successful with the program because I committed to following the program to the letter. This meant doing the assigned homework on time no matter what. The assignments were challenging but they were part of creating the mindset essential for real world results. They created successful action habits that the program uses in a "Karate Kid" way to get you to the intended outcome.

What set this program apart from others is that it was result driven from the very beginning. The "positive expectancy" set by Boris and Sam goes a long way. The assignments were based on proven repeatable processes developed by their experience in the field.

After all of the foundational work had been done I got my first sale within the first 12 hours. My best day to date was slightly over \$400.00 and I earned over \$3k in the first 3 weeks.

I would recommend this program to others for three great reasons.

- 1) Boris and Sam actually walk the walk and impart their real world knowledge in helpful nuggets and actionable exercises throughout the program.
- 2) If you're mindful and can follow directions chances are Great that you can get a pretty fast return on your investment
- 3) Based on the way the program is taught it's great for people at various levels of online marketing

The other message in the screenshot above contains quotes from Bruce about how successful, he was able to become used this system. He also outlines three reasons why he would recommend this program to others. They are:

- 1) Boris and Sam actually walk the walk and impart their real world knowledge in helpful nuggets and actionable exercises throughout the program
- 2) If you're mindful and can follow directions, chances are Great that you can get a pretty fast return on your investment
- 3) Based on the way the program is taught it's great for people at various levels of online marketing

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This program is great for people from all different backgrounds, no matter what skills they have, where they live, and how much they have to invest in inventory. No matter who you are, you can get results too. These are real people just like you. Many of them started from scratch and were able to make it work for them.

Get Results...Like Stephen Puffler



Hey Guys, this is Stephan from Vienna, Austria. You probably know Austria from the "sound of music" or "Mozart". However I will give you a quick shot about the ecommerce arbitrage course. It was really random I got into this program, a good friend of mine sent me their offer and he knew I stick to that online marketing thing and that I am working so hard on it but he also knew I had rarely success. To be honest I earned in a whole year 100A in profit with SEO. Well and the best part of it was that I even couldn't afford this course. I had to lend it from this friend and I love him for it. And this was the best decision I've made so far the past years. I was so sure about this system and wanted to learn it at any costs. The limiting belief my english is not good enough vanished in a matter of seconds. Yes I had to learn the vocabulary, I didn't even know what gross sales are haha. Boris and Sam really helped me to get through this and the video material they gave us were really unquestionably good explained. With their arbitrage system you have literally NONE product costs, no risk, no headache about shipping. The only thing you care about is: What and to whom you sell it. That's it. Find a product, research your audience, put up the ads and collect the money. I made in 1 week more than 200\$ in gross sales. That is not much but I tried first to do it in german, but it was contraproductive because the entire group did in english and so.. Yeah I transitioned to the US Market because they literally LOVE facebook and to buy online. Most people have a credit card and so on... After this decision I followed their instructions like a dog and did nothing else. I just did the homework and generated at the end of this course 2000\$ in gross sales with a 500\$ FB ad budget. From this 2000\$ I could easily have 800\$ too 1000\$ profit but I reinvest my money in new ads. I am so sure when I keep going on this system, I will generate a fortune until next year.

The screenshot above shows a message from **Stephen Puffler**. As you read this, please keep in mind that he is from Austria and doesn't have a really good grip on the English language. This is a good example of how this can work for anyone. Anyway, in the message he states:

"Hey Guys, this is Stephan from Vienna, Austria. You probably know Austria from the "sound of music" or "Mozart". However I will give you a quick shot about the ecommerce arbitrage course. It was really random I got into this program, a good friend of mine sent me their offer and he knows I stick to that online marketing thing and I am working so hard on it but he also knew I had rarely success. To be honest I earned in a whole year 100A in profit with SEO. Well and the best part of it was that I even couldn't afford this course. I had to lend it from this friend and I love him for it.

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And this was the best decision I've made so far the past years. I was so sure about this system and wanted to learn it at any costs. The limiting belief in my English is not good enough vanished in a matter of seconds. Yes I had to learn the vocabulary, I did even know what gross sales are haha. Boris and Sam really helped me to get through this and the video material they gave us were really unquestionably good explained.

With their arbitrage system you have literally NONE product costs, no risk, no headache about shipping. The only thing you care about is: What and to whom you sell it. That's it. Find a product, research your audience, put [up] the ads and collect the money. I made in 1 week more than 200\$ in gross sales. That is not much but I tried first to do it in german, but it was [counterproductive] because the entire group did in [English] and so...

Yeah, I transitioned to the US Market because they literally LOVE Facebook and to buy online. Most people have a credit card and so on.... After this decision I followed their instructions like a dog and did nothing else. I just did the homework and generated at the end of this course 2000\$ in gross sales with 500\$ FB ad budget. From this 2000\$ I could easily have 800\$ too 1000\$ profit but I reinvest my money in new ads. I am so sure when I keep going on this system, I will generate a fortune until next year."

Stephan set a goal of like \$5,000, and all he was able to do was generate \$45 or so. He felt pretty awful about this. He reached out to Boris and Sam, and they told him just to follow the program. He took things to a whole other level. Stephan was able to generate about \$2,000 in the matter of about 2 ½ weeks or so. He became so confident that he started reaching out to some of the top companies in Europe, where he's going to be sourcing products in order to sell. In other words, he's building his business, but at levels that were completely unexpected.

You may have noticed that Stephan points out that with this arbitrage system you can build your business without dealing with the production costs, risks, and headaches that you would get with other systems. All you have to care about, he says, is what you sell and who you sell it to. Remember, this was someone who made only \$100 in a whole year doing all sorts of other things online. Then, he tries this system, and within a week he was grossing \$200.

Even though he lives in Austria, he was still able to use this system. It really doesn't matter where you are in the world or from what walk of life you are starting from. That's the beauty of

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this system. Again, you can get started right now by visiting <http://onehourecomformula.com/james>.

Get Results...Like Carol Bell



Boris Savransky with Sam Savransky and Brittany Tatiana Lynch
July 10 at 4:26am

Congratulatuons to two more members of Ecommerce Arbitrage Group: Carol Bell and Rob Vanden Heuvel for crossing over the \$1,000 mark in sales!!! Fantastic job guys!!

We are very happy to hear about your success! Keep it up!

8/4, 3:2

Carol Bell
I went through Ecommerce Arbitrage not knowing anything about ecommerce. One week after starting the course I started ads for a couple of products. In just 4 weeks I did \$5065 in sales. Since then I've started a store on Shopify and am very happy with the results. I can't speak highly enough about the course and the support I got from Boris and Sam.

8/4, 3:2

Carol Bell
The Facebook group has been extremely helpful and it's a great place to get questions answered. I purchased a few other courses shortly after and the biggest difference is the amount of information and level of detail that Ecommerce Arbitrage has. It has everything you need to be successful. The system obviously works very well and now I'm scaling and building a good business. I think Ecommerce Arbitrage is the best course out there for building an ecommerce business on Shopify.

11 Comments

I had 2 more sales come in last night, bringing my total thru yesterday to \$4434.52

you are a monster!!! 😊

The screenshot above shows messages from a woman named **Carol Bell**. One of them says “I had 2 more sales come in last night, bringing my total thru yesterday to \$4,434.52.” Again, some of these are people who have started from scratch. In another message, Carol talks about the Facebook group. In it, she says:

“The Facebook group has been extremely helpful, and it’s a great place to get questions answered. I purchased a few other courses shortly after and the biggest difference is the amount of information and level of detail that eCommerce Arbitrage has. It has everything you need to be successful. The system obviously works very well and now I’m scaling and building a good

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business. I think eCommerce Arbitrage is the best course out there for building an eCommerce business on Shopify.”

You can build this business outside of Shopify and then take it to Shopify if you want. Carol actually started from scratch, and she was able to build a business through Shopify. She’s way past the \$5,000 mark now. She’s expanding and growing just like other students who are really doing well.

Get Results...Like Gary Adams

The screenshot displays three pieces of content related to Gary Adams:

- Post 1 (Top Left):** A post by Gary Adams dated June 27 at 12:09pm. The text reads: "I think I just soiled myself. I finished everything at 1AM last night and woke up to 2 sales this morning!!! I guess this works." Below the text are "Like" and "Comment" options.
- Post 2 (Middle):** A post by Boris Savransky with Sam Savransky and Brittany Tatiana Lynch, dated June 30 - Edited. The text reads: "Big Congratulations to Gary Adams!! He is absolutely crushing it!! On pace to do over \$5k in sales in his first 30 days! With only 1 product and without yet truly optimizing results or scaling (and again with only 1 product). Already has 26 sales in 3 days! Here is what Gary said about his results: "...I actually think the deadlines were great. I would normally take days, weeks to do what you forced me to do in a day or two. Now I have the confidence that is possible. Even though I couldn't do it perfectly I am glad I did it screwed it up and now I can just fix it and move on. Better than getting overwhelmed and doing nothing which is what I normally would have done. I work 10-12 hours a day... I am counting on you guys getting me free from that job soon!" Great Results! Awesome Perseverance! And its only the beginning!!"
- Post 3 (Top Right):** A post by Gary Adams. The text reads: "I had never heard of Boris and Sam until about a month ago. I had been doing a lot of retail arbitrage on Amazon and right in the middle of launching my first private label products. To be honest I did not understand exactly what they were going to teach but I did know they were going to teach how to use Facebook's ads to sell physical products. I joined for that reason only and ended up changing my entire eCommerce business direction. I have never been so successful, so quickly from any other program I have purchased in the past and I have spent several thousand on a personal business coach. I did \$3313.06 in sales in the first 30 days and that was while working 60+ hours a week at my "normal" job. I now just need to rinse and repeat and I know I will have a big business in a very short period of time. I cannot recommend this program enough." Gary Adams, Orange, CA
- Chat Message (Bottom Right):** A screenshot of a text message conversation. The sender asks: "Whats your current gross sales Gary?". The recipient replies: "3431". The timestamp is "about an hour ago".

The messages in the screenshot above are from **Gary Adams**. He says:

“I had never heard of Boris and Sam until about a month ago. I had been doing a lot of retail arbitrage on Amazon and right in the middle of launching my first private label products. To be honest, I did not understand exactly what they were going to teach, but I did know they were going to teach how to use Facebook’s ads to sell physical products. I joined for that reason only and ended up changing my entire eCommerce business direction. I have never been so successful so quickly from any other program I have purchased in the past and I have spent several thousand on a personal business coach. I did \$3,313.06 in sales in the first 30 days and that was while working 60+ hours a week at my “normal” job.”

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job. I now just need to rinse and repeat and I know I will have a large business in a very short period of time. I cannot recommend this program enough.”

This goes to show you that the people in the program are at various levels. Gary was working on an Amazon business when he first ran across Boris and Sam’s training. The training made him want to change the whole direction of his business. Gary has been absolutely killing it with his business, and he has been able to generate these results in spite of the fact that he was working 60+ hours a week. It’s just incredible what people from all over the world are getting from utilizing this program.

Again, just visit <http://onehourecomformula.com/james> and get started, following the steps closely, so that you can start seeing results such as these as well. To reiterate, this is a **100% risk-free offer** in which you’re going to receive:

Training Modules:

- Module 1: How to Identify Products that Sell
- Module 2: Setting Up Your Simple Little Landing Pages
- Module 3: How to Use FB Ads to Make Sales
- Module 4: Scaling & Tracking Your FB Ads
- Module 5: Cutting Out The Middle Man, Increasing Profits

Bonuses:

- 1) Simple Little Landing Page Template
- 2) Template and Checklist Package
- 3) Beta Test Recordings
- 4) Ezra Firestone Training Webinar

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Questions & Answers

Are all of the modules available right away?

When you sign up today, you are going to get access to all of the modules. They aren't drip-fed to you. You can go through all of the modules today, or you can spread them out over a few days or a few weeks. You're also going to get access to the four weeks of live training calls. Before those live training calls take place, you're also going to get an additional live training call in which you are going to be able to ask any question that you may have and get them answered live. Again, this is only going to be available for the people who join in right now.

How can I make an email list from this method of selling? Does the training cover this at all?

It absolutely does. Boris and Sam go over this in their live training. It's in the modules as well. You will learn how to build lists, test your product, and even build your list at no cost to you. This will all be covered in detail inside of the program.

Who actually ships the product?

Using the flashlight example, let's say that you're selling the flashlight for \$20 on your page. When someone buys it from your page, money will appear in your PayPal account. Once that money is there, you can go to EBay and buy the product from the seller that was selling the product originally. So, you make the difference in the price between what you're selling it for and what the original seller was selling it for, and the EBay seller is going to be the one that ships the product to your customer.

The EBay seller will also deal with any returns, which are always very, very low. This is much quicker, easier, and less expensive than sourcing products overseas, dealing with inventory, or anything like that. You're working with this 'dropshipper', if you will, from EBay. During the training course, Sam and Boris go into detail on how to work with these EBay sellers. They also go over how to get the product shipped with your name and information.

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What is the average rate of return for these products?

It's typically not very high. Boris and Sam cover how to reduce the rate of return in the training. When they started doing this, they were making sales at lightning speed. At the time, they didn't really know what they were doing though. So, you're going to be able to learn from the bumps, bruises, and mistakes that they made starting out. They have refined the system and made a formula for it that you can follow closely to get the results that you are after.

They have laid everything out in the training so that they cover such issues. For example, you're going to be given the key question to ask eBay sellers so that you are only working with sellers whose rate of return is pretty low to begin with. You are going to have the information that you need, and the reason why these men know what you'll need is because they have used the system themselves. They took into account all of the mistakes that they made and all the lessons that they learned and addressed them in the training. That's why they are so confident that when they bring this program to you, it has all the steps that you need to know about within it.

How much time will it take to get to \$5,000?

This really depends on you. It's going to take some time for you to go through the live training and the video courses. There are a lot of concepts to take in, and some people are going to be able to grasp those concepts really quickly, such as in a matter of hours. Other people may need to watch the videos a few times or reach out and ask questions. Here's an example. Carol was able to get over that \$5,000 mark in less than 30 days, and she was able to do that through these little landing pages, and then she expanded to Shopify later on.

Your success really will depend on a lot of different factors, but it really is possible to reach \$5,000 in 30 days. Boris and Sam have been able to do this, and so have several of their students. There's no specific answer for how many hours it's going to take or anything like that. Here's another example. Gary worked 60+ hours a week at his 'normal' job. That's just his job. You also may have life, family, and other obligations to attend to.

Even though Gary is an extremely busy person, he was able to generate something like \$3,000 in three weeks. So, what you are able to accomplish and in what amount of time, really

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depends on you, how quickly you go through this program, and how quickly you understand the steps. If Gary did it while working full-time and dealing with all of his obligations and responsibilities, there's no reason why you shouldn't be able to as well.

They had another student that couldn't accomplish any of this. That's because he was in the medical field and his schedule changed drastically. He was on call all of the time after that. So, he just literally couldn't do much at all. This person did dive into the program during his next vacation, however, and he ended up generating \$400 in sales. So, your results will depend on you, but you can get some really incredible results with this program if you apply yourself and follow the steps provided.

What would we need to do in order to sell \$55,000 worth of products within 30 days? What made the difference between your results and all of the rest?

When you're making money with a particular product, the money that you're making is actually paying for the products and the ads that you're running. So, technically you aren't actually using your own money. You would need to spend more on ads to make \$55,000, but it's not necessarily your money because the profits that you are making through your sales can be used to generate even more profits. The key is that if you really want to grow fast, you need to reinvest into your business. That will allow you to scale up to larger numbers.

Boris believes that the more you reinvest, the more you'll be able to make because you already have the skills you need to make your business grow. From there, it's just a matter of 'turning up the heat', so to speak, in order to achieve bigger results. When Boris and Sam first got started, they didn't know much about eCommerce or even what they were doing at all. They just basically played the game really quickly, but they generated those numbers by 'turning up the heat'. They did it, so they know that it's doable.

What is the profit margin for that \$5,000?

In the beginning, when you are starting to test and starting to grasp the system, you're not going to have optimized results. It's like learning to walk, or ride a bike, or something. Things aren't going to go perfectly starting out. Boris and Sam refer to these problems as 'leaks', as in a leak in a boat. When you start testing some things are going to work well and some are not.

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As you begin to attain more skill through this program, you'll be able to optimize things better because you'll have a better understanding.

Boris believes that you should shoot for about 30% profit starting out. Carol did 32%, and that's with all of the 'leaks' affecting her. She went through products and had results that did not work. When this happened, she dumped them and moved on to other products that produced different results. A profit margin of 32% is phenomenal for any business that's just starting out. After a while, it's possible to get this up to 50% or 60%. As you scale, optimize, and refine your process, your profit margin should grow.

It seems like once the system is up and running, most of the work entails order processing. So, how many hours a day will I need to invest once I'm getting 10,000 orders a day?

When Boris and Sam started out, they did everything manually because they didn't know better. As time went on, however, they figured out ways to automate some of the biggest 'time suckers' that they had. There's a system that these men actually share inside of the program that save us over 3 ½ hours per day initially. Now remember, they were doing an incredible amount of volume. So, for them to do that, it was incredible to be able to save that much time. There are parts of this system that cannot be automated. This isn't because they can't figure out how to; it's because some things aren't allowed on certain sites like eBay.

How do you communicate with the eBay seller that you find?

You can always connect with them by sending them a message on eBay's messaging system. They watch their stores and they watch their messages. You can certainly communicate that way. Now, if you develop a really good relationship with them, it's not outside of the realm of possibility that you will start communicating with them over the phone as well. Starting out, you can open these lines of communicating through eBay's messaging system.

How much do we need for Facebook ads?

Basically, each product may need a \$20 budget. This should be enough of a budget to test and determine if your product is a winner or a loser. If one in five products is a 'winner', that means

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you will have to spend around \$100 figuring out what the winner is. Of course, that's an average.

You start out low, setting a budget of around \$20. Once you find a winner, all the rest of the money that you're using is there to make you profit. So, you should set aside \$100, but you're not necessarily going to use all of that to test. Again, after you find that winner, the rest is going to be used to bring in more profit, and you can scale up from there.

Who collects the sales tax? Us or the eBay seller?

When you are setting up your sales, you're responsible for any profits that you generate. When you are paying the eBay seller, they are responsible for their side. In other words, when you are the seller, you are responsible for the money you make from those sellers, for the most part. Obviously, you'll want to contact your own CPA to make sure that everything is in place. Boris and Sam really aren't qualified to give you tax advice, but this is what they do in their business.

Is it possible to adjust the template buttons if I want to sell in Euros?

Yes, it is. In fact, they actually worked that out with the developers of the theme that they use. This was because students have already asked for this feature to be added.

Is this scalable to higher-priced products? If so, do you talk about this in the course?

The reason why this training focuses on lower price products is because people are more likely to make a buy on impulse when it's at a lower price point. Selling high-priced products usually require a more sophisticated sales funnel. That being said, you can use higher-priced products. The profits are a lot bigger this way, but with these impulse buys, it's a lot easier to profit taking products that are priced \$5-\$10 for \$20 or more, for example, than to reselling a \$40 product for \$70 or \$80. However, these men have had success taking \$40 or \$50 products and selling them for \$80 or \$90 in the past.

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Also, keep in mind that you are going to start to develop some really incredible skills from this program. These skills are going to be applicable to anything that's essentially eCommerce. Whether the price is \$5, or \$50, or whether you are selling real estate online, as an extreme example, the skills that you pick up from this training are going to be applicable to just about any kind of selling online that you wish to do. It's all about being confident and knowing how to find the right product and find the right audience, and then from there knowing how to deliver what your target audience is looking for. You'll be able to use those skills to sell physical products no matter what prices they are selling for.

Do you create a separate Facebook ad account for the ads, or do you use a personal Facebook ad account?

Facebook is something that's always being updated in that regard. Boris believes that right now the best thing to do would be to make a Facebook business manager account and use that to run your ads.

Have you ever had problems with Facebook closing your ad account? Do you talk about anything like this in your training?

Although this hasn't really been a problem for them, Boris and Sam do go over how to address this sort of thing pretty in-depth in the training as this does sometimes become an issue for people.

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