

# SHOPIFY COURSE RESOURCES



# SHOPIFY COURSE SYLLABUS

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2. How To Spy On Successful Shopify Dropshipping Stores →

3. Pick The Best Dropshipping Suppliers →

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# GETTING STARTED

AUTO-DS

01

# WHAT IS DROPSHIPPING?

Dropshipping is a business model that allows you to sell products online from other sources - all without the risk of holding inventory. Therefore, dropshipping comes with a significantly low start-up cost.

We'll learn about the dropshipping business model and combine it with the best suppliers to get the fastest shipping times available, along with superb customer service. This way, you'll be able to build and grow a profitable and successful online business for the long-term.





# FIND THE BEST DROPSHIPPING PRODUCTS TO SELL



AUTO-DS

01

# 6 CRITERIA FOR CHOOSING A GOOD PRODUCT TO SELL

01

Products should be hard to find in stores.

02

It should be hard for customers to guess the price of the product.

03

Products should solve a problem and make your customers' lives easier.

04

Dropshipping suppliers should offer fast shipping and delivery times.

05

Customers should be able to buy products impulsively without much research.

06

Products should cost under \$30.



## Resources:

Product Research Dropshipping Spreadsheet →

## Note:

Click on File →  
Make a copy to  
edit and save  
your spreadsheet

# HOW TO SPY ON SUCCESSFUL SHOPIFY DROPSHIPPING STORES

The best tools that are available to spy on other successful dropshipping stores. Learn what these tools are and how to use them to gain insight into your competition.

**01**

My Ad Finder

---

**02**

Myip.ms

---

**03**

Koala Inspector

---

**04**

Search FB manually  
for ads

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# PICK THE BEST DROPSHIPPING SUPPLIERS

Here we will go over the top US Dropshipping Suppliers with the fastest shipping times for US-based residents:

01  
amazon



02  
Walmart



03  
Etsy



04  
Banggood



05  
THE HOME DEPOT



06  
TARGET



07  
LOWE'S



## Resources:

Product Research Dropshipping Spreadsheet →

## Note:

Click on File →  
Make a copy to  
edit and save  
your spreadsheet



# SECRET METHODS TO FIND THE BEST DROPSHIPPING PRODUCTS

Learn about the secret methods to find the best dropshipping products and their sources. Including which products sell for the competitors you are spying on, and more special techniques.

01

AutoDS Winning  
Products Hub



02

Koala  
Inspector



03

Amazon Movers  
& Shakers

04

Google  
Lens



05

AliExpress  
Dropshipping Center



06

Walmart Top  
Selling Items



## Resources:

Product Research Dropshipping Spreadsheet →

## Note:

Click on File →  
Make a copy to  
edit and save  
your spreadsheet

# NARROW DOWN YOUR WINNING PRODUCTS

Following the 'Secret Methods To Find The Best Dropshipping Products' lesson, you'll learn how to narrow your winning products down to a chosen few with the highest selling potential.

Use the **Product Research Spreadsheet** as you've done in the last few lessons to help you narrow them down.



## Resources:

[Facebook Ads Policy](#) →

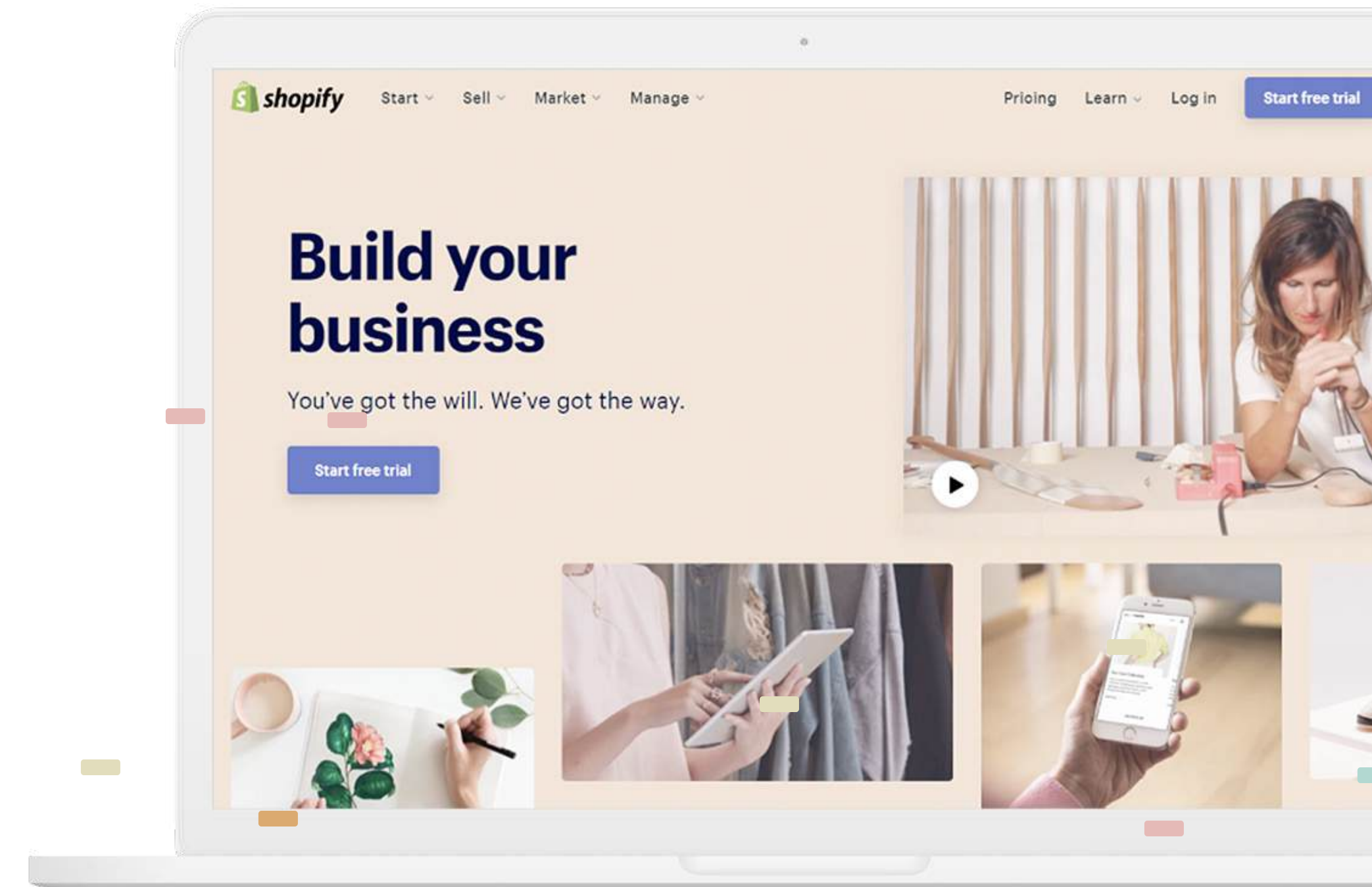
# SET UP YOUR SHOPIFY STORE

AUTO-DS

01

# WHAT IS SHOPIFY?

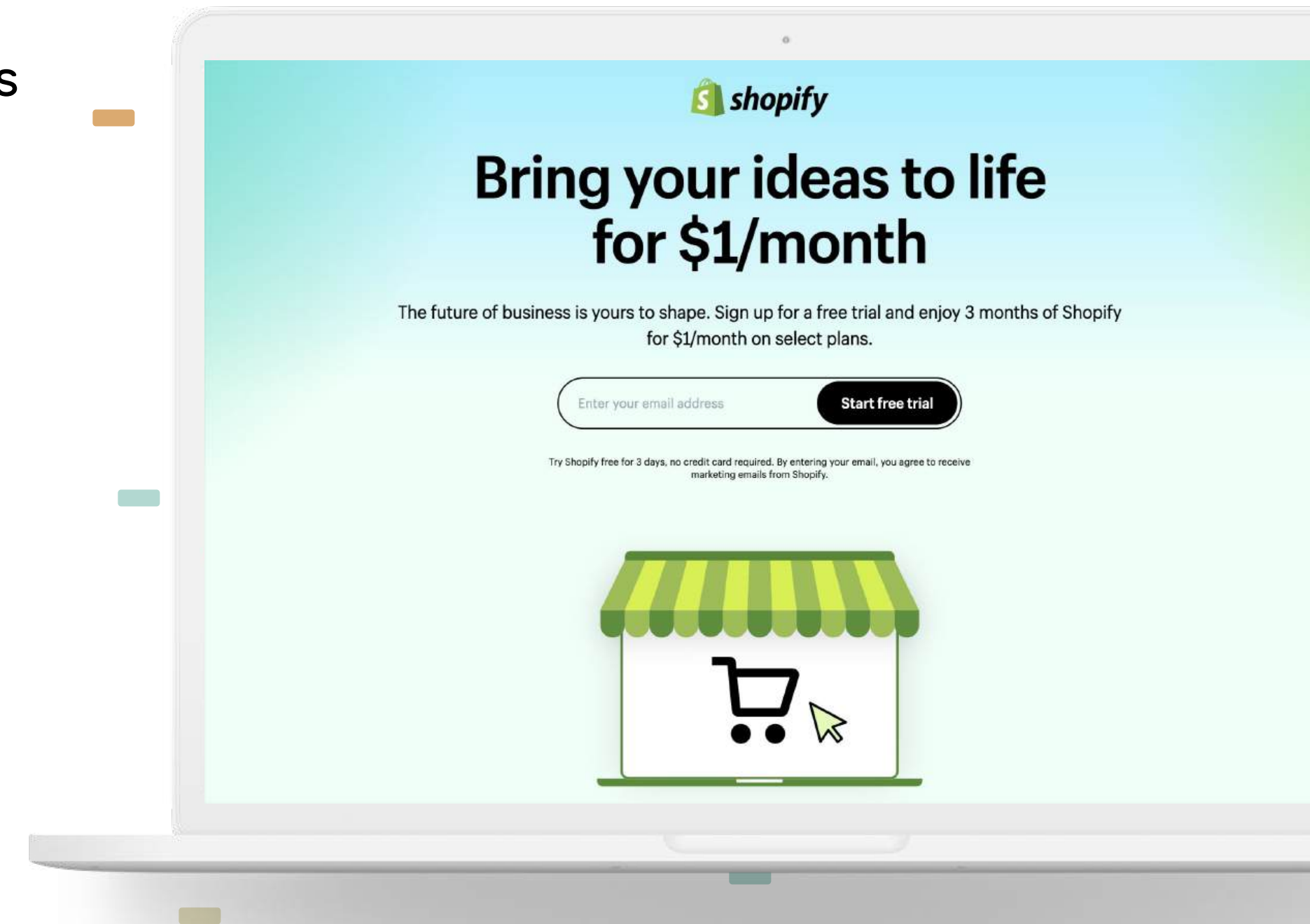
Shopify is a gigantic eCommerce platform that allows you to build and manage your own online store. It is used by over 1,000,000 sellers and dropshippers worldwide and requires no coding skills - making it one of the best eCommerce platforms for beginners (and experts).



02

# CREATE YOUR SHOPIFY ACCOUNT

Sign up for Shopify using [this link](#) and get your free trial. No subscriptions or payment methods are required at this point. We'll get to that when the time is right.



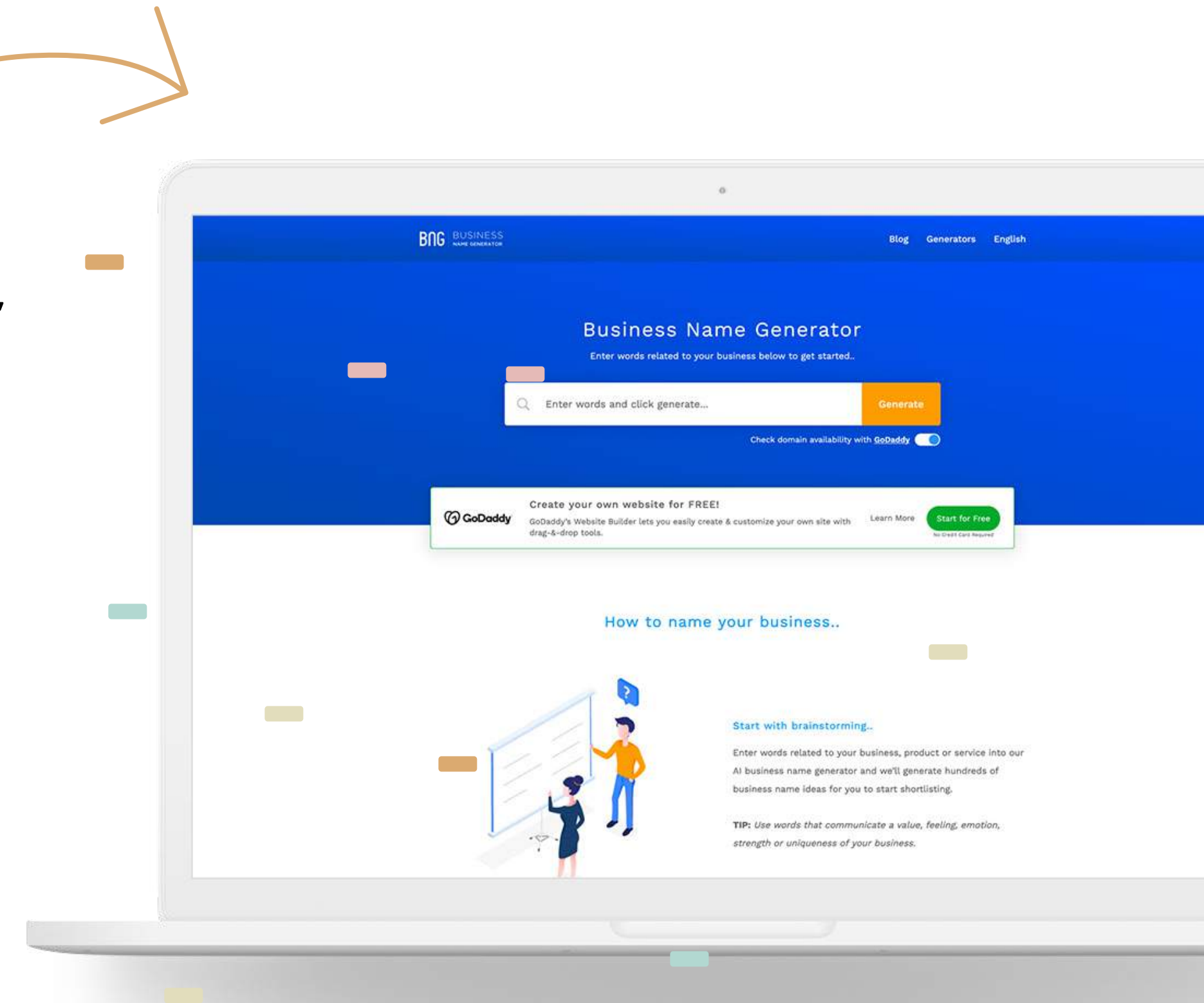
## Resources:

Start your Free Shopify Trial →

03

# NAME YOUR BUSINESS

Use the [Business Name Generator](#) tool to help your think of unique and original names for your new store. Plus, It will check domain availability to save you extra time.



## Resources:

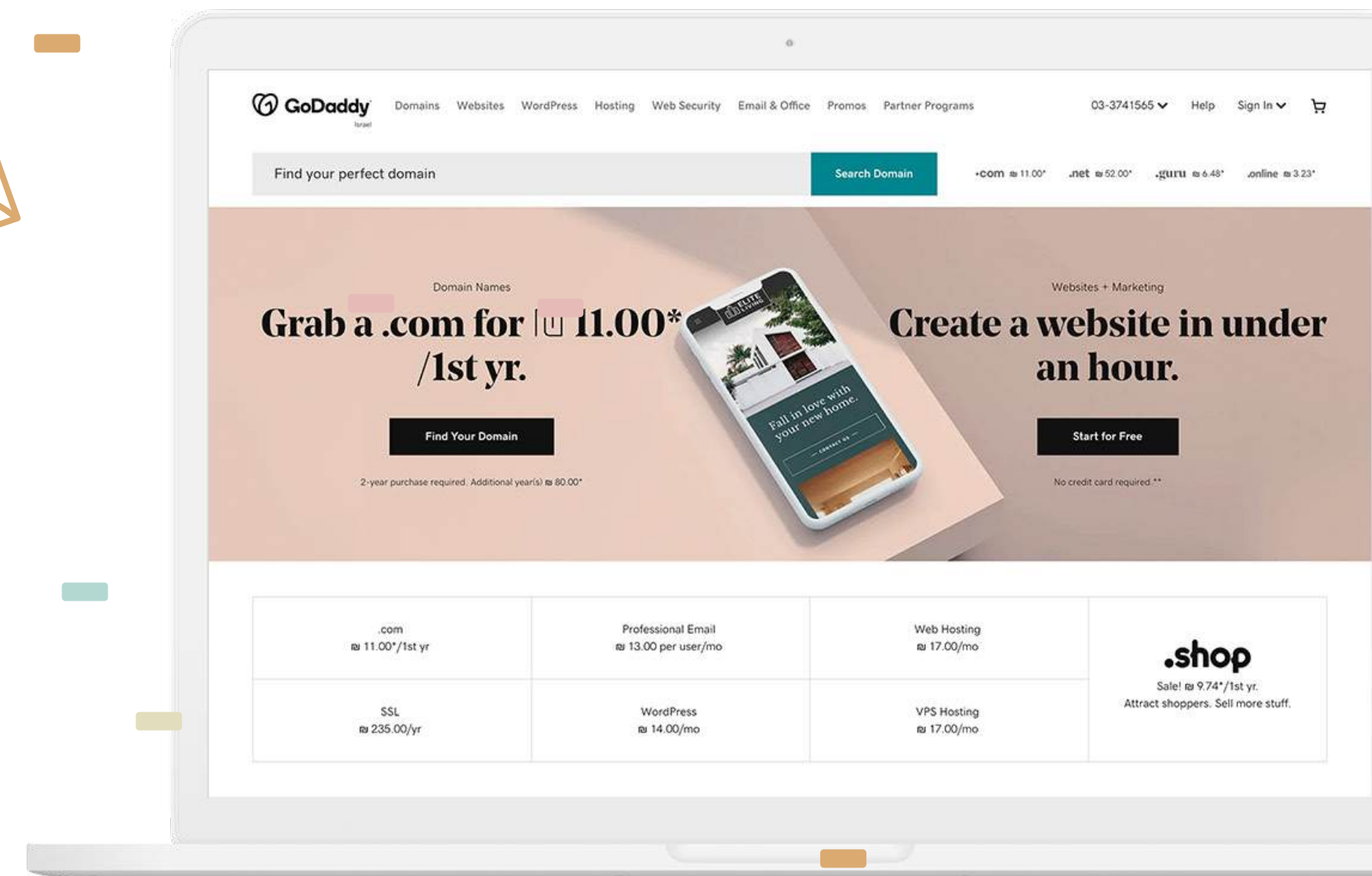
Business Name Generator →



04

## CONNECT YOUR DOMAIN

Now that you have a name for your business, connect it to a domain using [GoDaddy](#). Purchasing a domain is cheap, and even cheaper when you'll learn how to do it from the video!



### Resources:

[GoDaddy](#) →

[Shopify Tutorial: Manually Connecting a Third-Party Domain](#) →

if the automatic method doesn't work



05

# CREATE A UNIQUE STORE LOGO

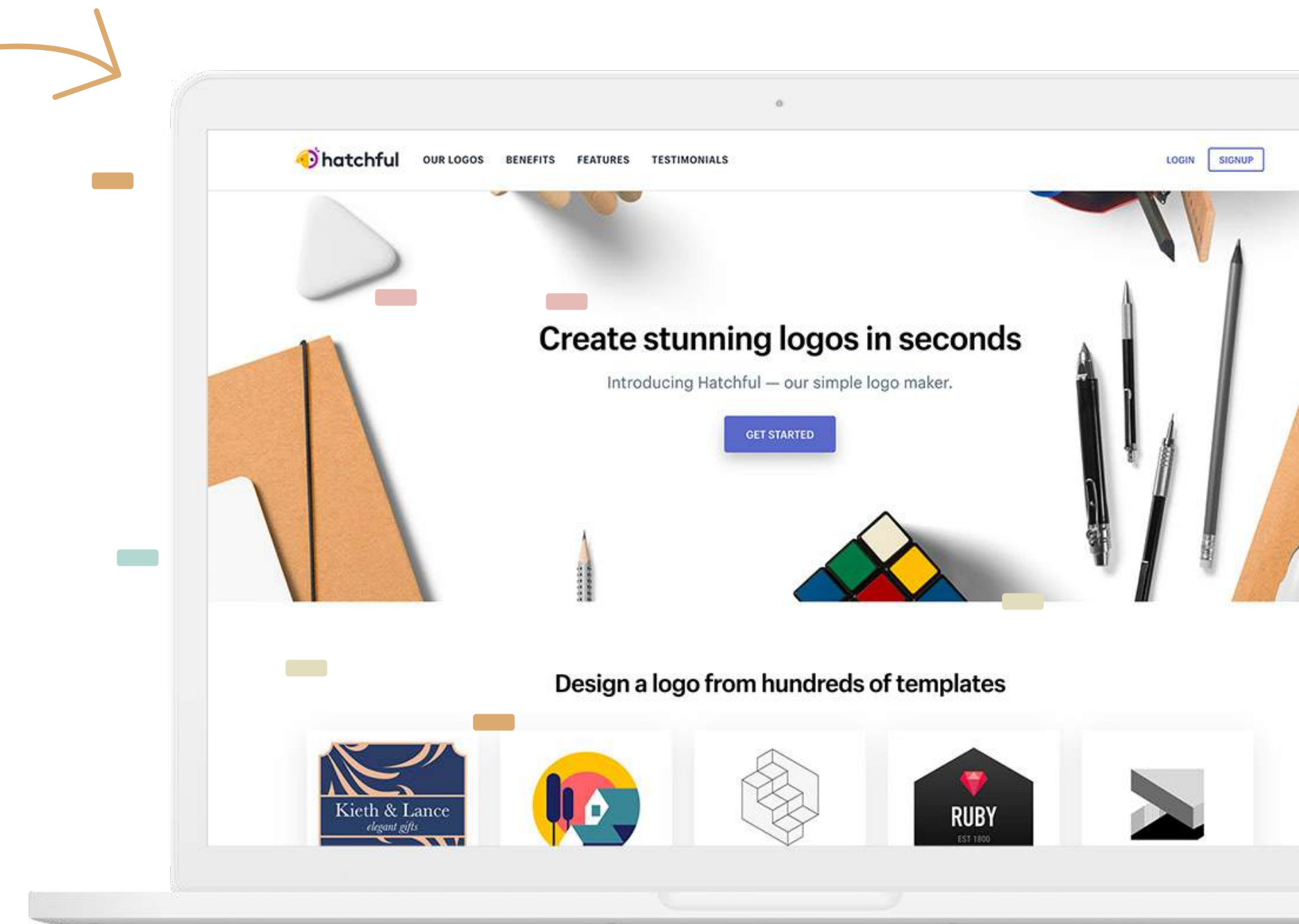
Learn how to generate a custom-designed store logo that's yours and yours only. [Hatchful](#) is a fully-customizable online logo maker that will help you create a handful of unique logos for your business in a matter of minutes.

Keep the Hatchful folder with all of your logo image sizes inside - they will come in handy in the lessons to come.



## Resources:

Hatchful →



06

## BONUS: MORE WAYS TO CREATE A STORE LOGO

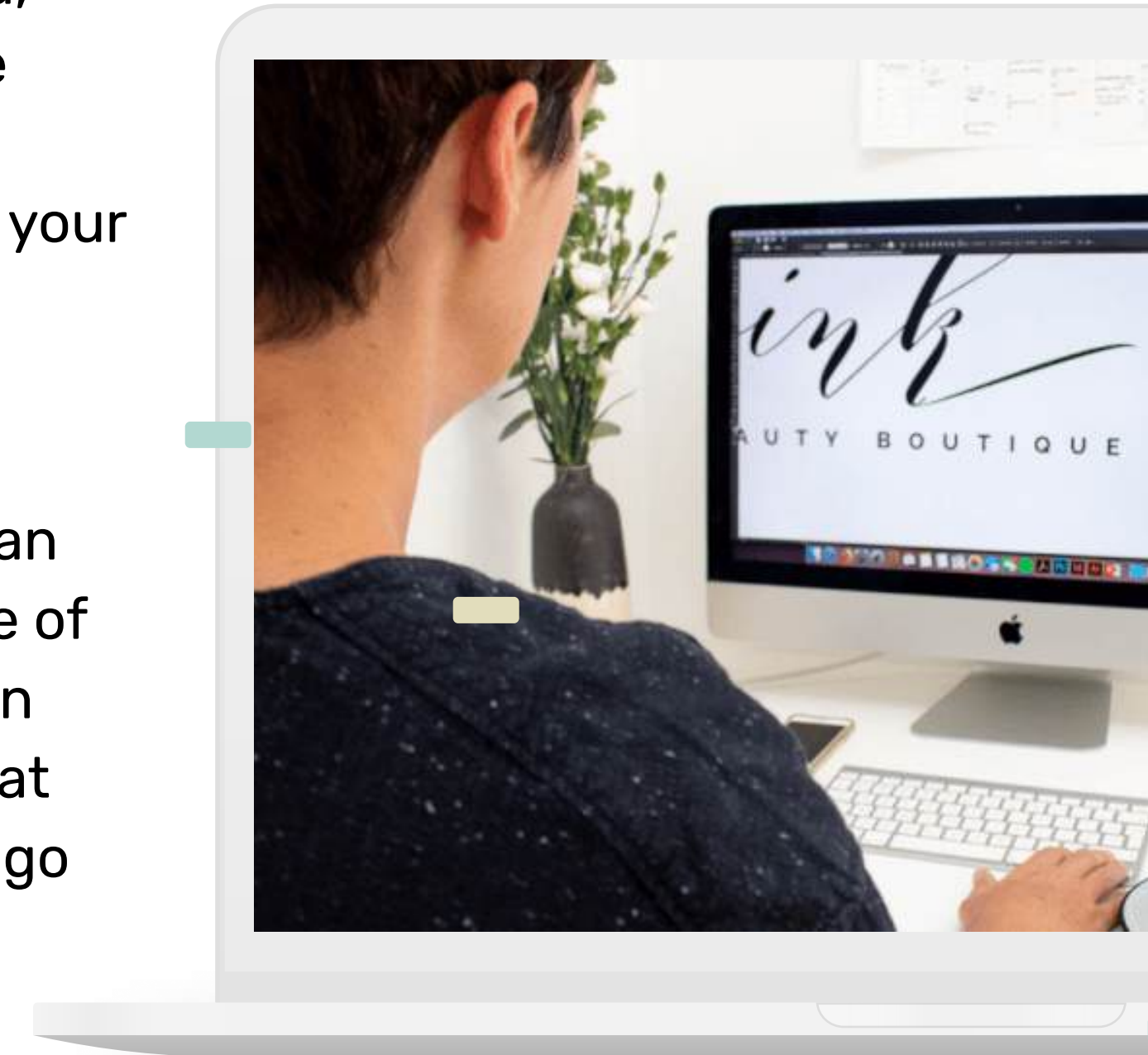
Having a unique store logo can benefit your Shopify dropshipping store, and there are many logo generators available beyond Hatchful. Canva, Zarla, 99Designs, and other free and paid options can help you create custom logos that will stick in your customers' minds. With plenty of choices available, you can easily create a logo that effectively brands your Shopify dropshipping store.

In addition to branding your store, a well-designed logo can also help establish your store's credibility and professionalism. A unique logo can make your store stand out in a sea of competitors and convey a sense of trustworthiness to your customers. By using a logo generator, you can experiment with different designs and styles until you find the one that best represents your store's brand and values. Remember, a strong logo is a key component of any successful eCommerce business.



### Resources:

[How To Create A Professional Store Logo](#) →



# SELECT A STORE THEME

Themes are the whole visualization and user-friendly effect that the customer experiences while browsing and navigating through your store.

Themes are important - but that doesn't mean you have to pay for it to get a good, responsive, and mobile-friendly theme that converts viewers to buyers. Browse through the free themes and select your preferred look and feel.



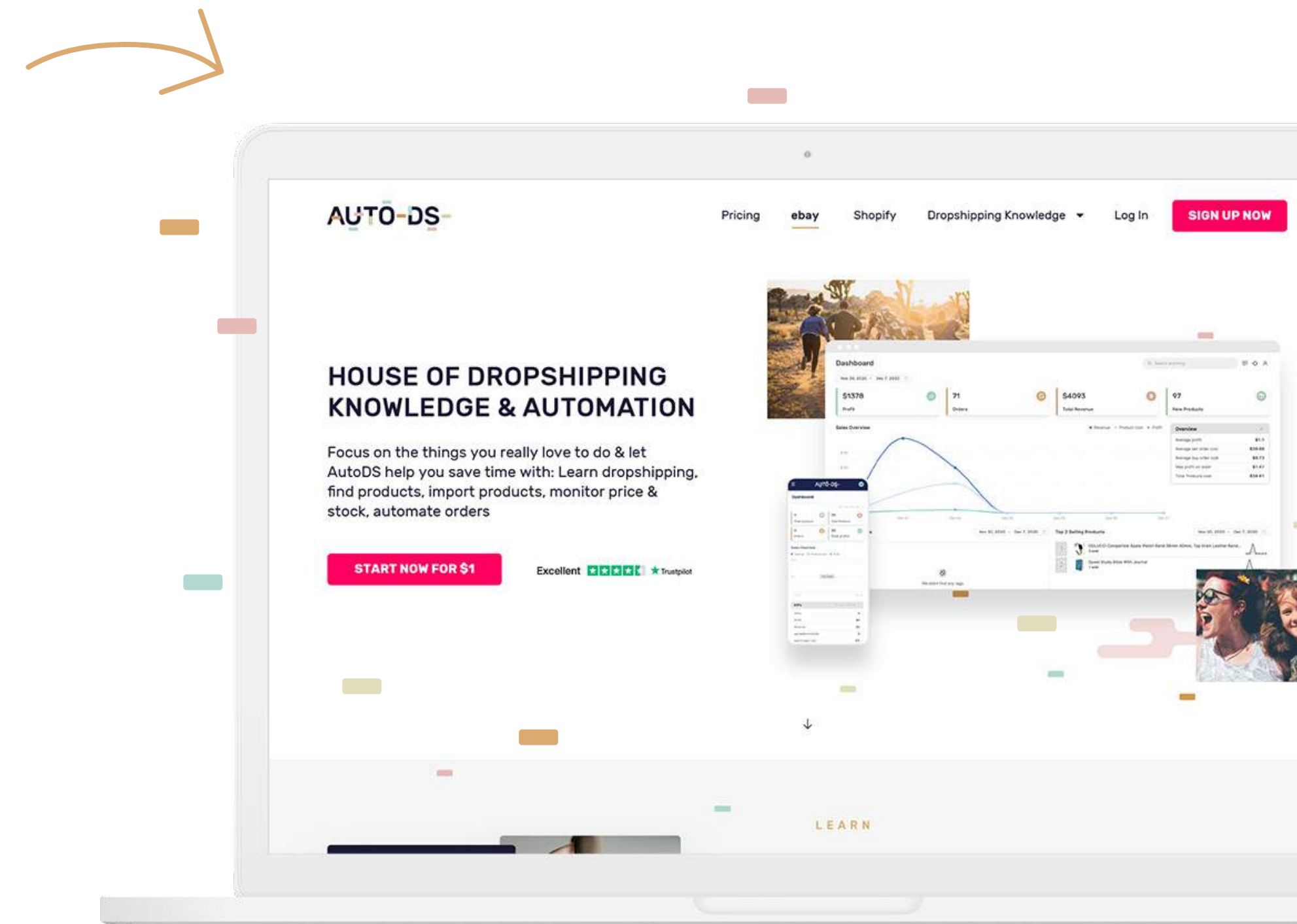
08

# DROPSHIPPING TOOL TO GROW YOUR BUSINESS

AutoDS is a dropshipping tool that will help you grow and scale using time-saving business automation.

Including the one-click product importer from over 15 suppliers, price/stock monitoring, automated order fulfillment, tracking updates, and more.

AUTO-DS

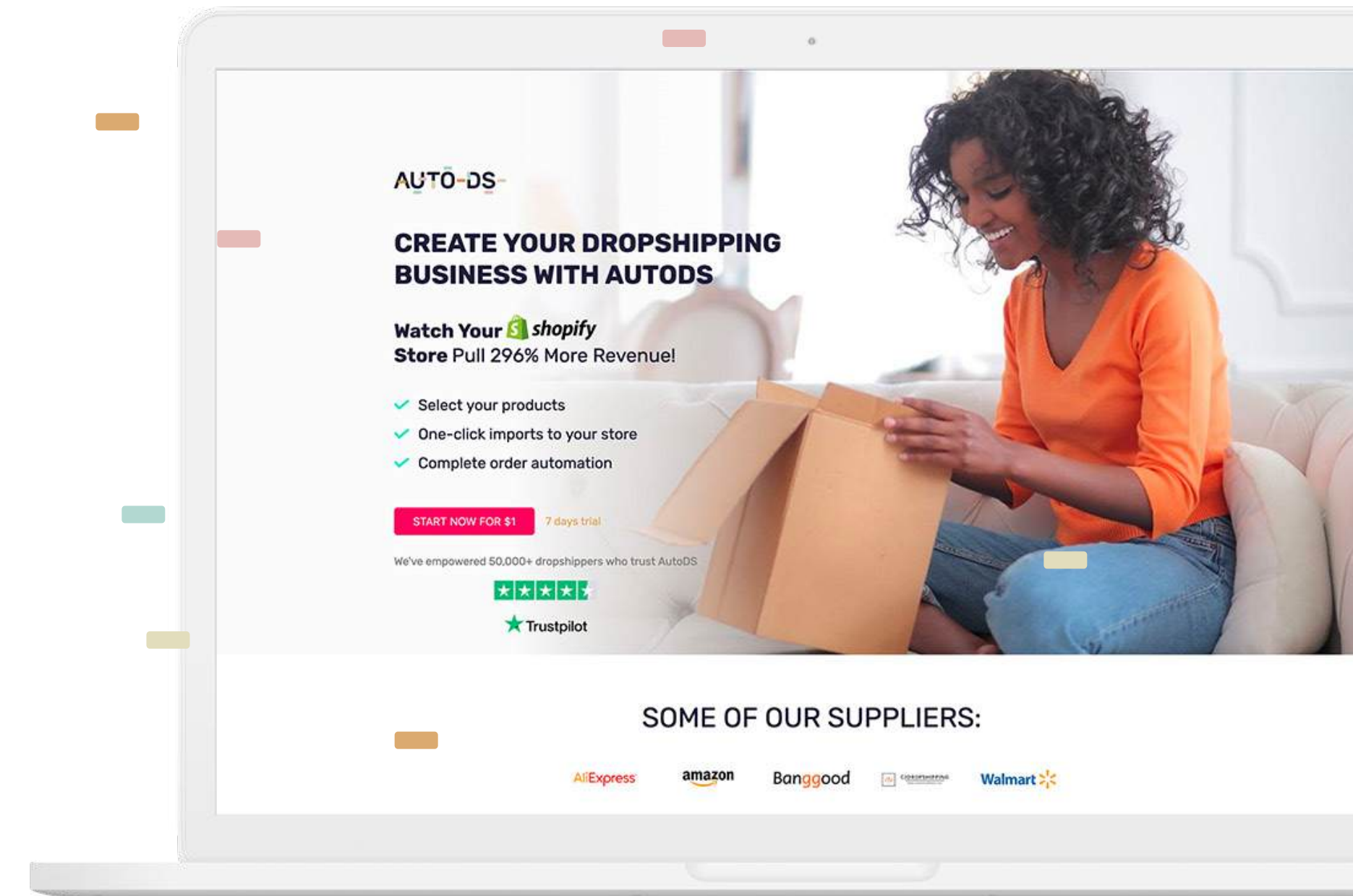




09

# CONNECT AUTODS TO SHOPIFY

[Register To AutoDS](#) and connect it to your Shopify store following the step-by-step explanation in the video. The process is simple and smooth.



## Resources:

[AutoDS Registration](#) →

10

# IMPORT PRODUCTS TO YOUR STORE

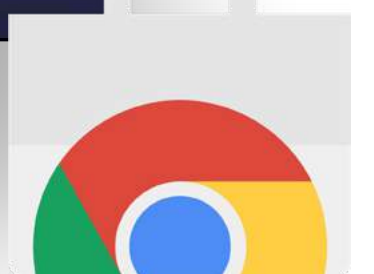
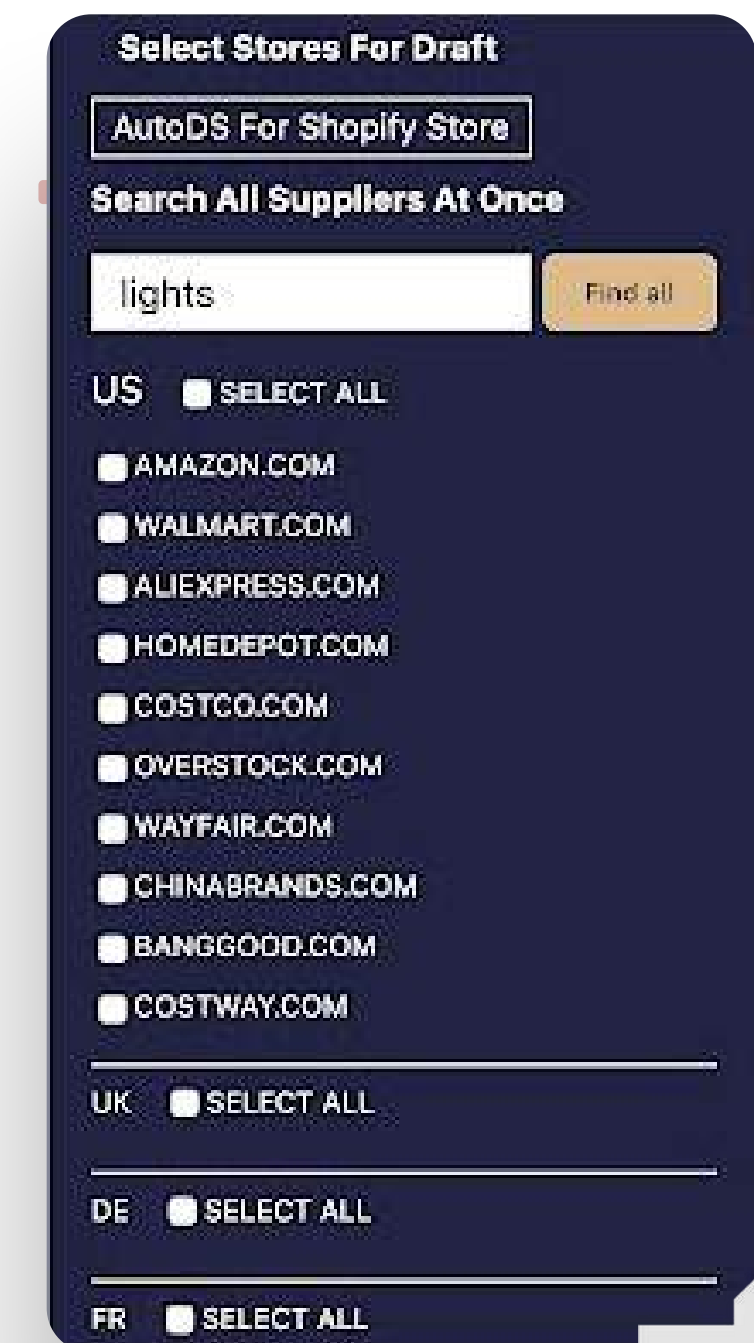
Grab products from your suppliers and import them into your store using the one-click importer. The one-click importer is one of the features available with the free [AutoDS Helper](#) extension.

Use the AutoDS extension to quickly import the products you narrowed down in your Product Research Dropshipping Spreadsheet.



## Resources:

AutoDS Helper Extension →



# OPTIMIZE YOUR PRODUCT PAGE TO CONVERT

Your product page shows what product you are selling, including your product description, images, and of course - the add to cart and buy it now buttons. The product page needs to be eye-catching, optimized, and it has to display the problem that this product solves clearly.

The video will demonstrate how to create and optimize your product page through AutoDS - which will do all of the hard work for you.



## Resources:

10 Ways to Increase Your Product Page Conversion For Your Shopify Stores →



12

# BONUS: HOW TO USE CHATGPT A.I. TO WRITE EFFECTIVE PRODUCT TITLES & DESCRIPTIONS

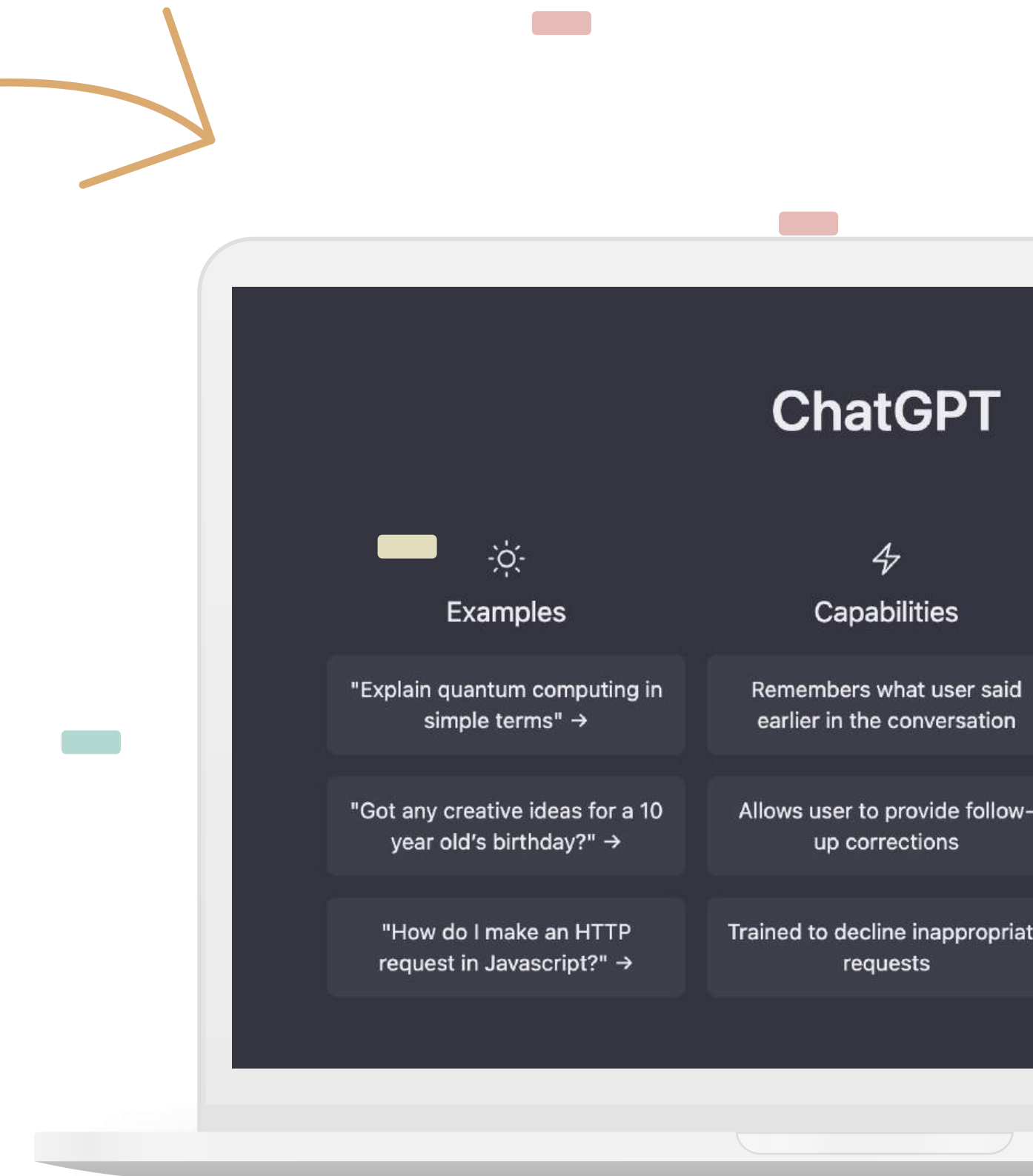
Effective product titles and descriptions are crucial for the success of your Shopify dropshipping business. They help you grab the attention of potential customers and provide them with the information they need to make a purchase decision. We'll show you how to use [ChatGPT](#) to create unique and high-quality descriptions that are optimized for search engines and customers.

This personalized approach can significantly improve your conversion rates and boost your sales. By using ChatGPT to generate effective product titles and descriptions, you can stand out and increase your revenue.



## Resources:

12 ChatGPT Hacks: How To Improve Your Dropshipping Store With AI →



## BONUS: CROSS-SELLING & UPSELLING APPS FOR SCALING

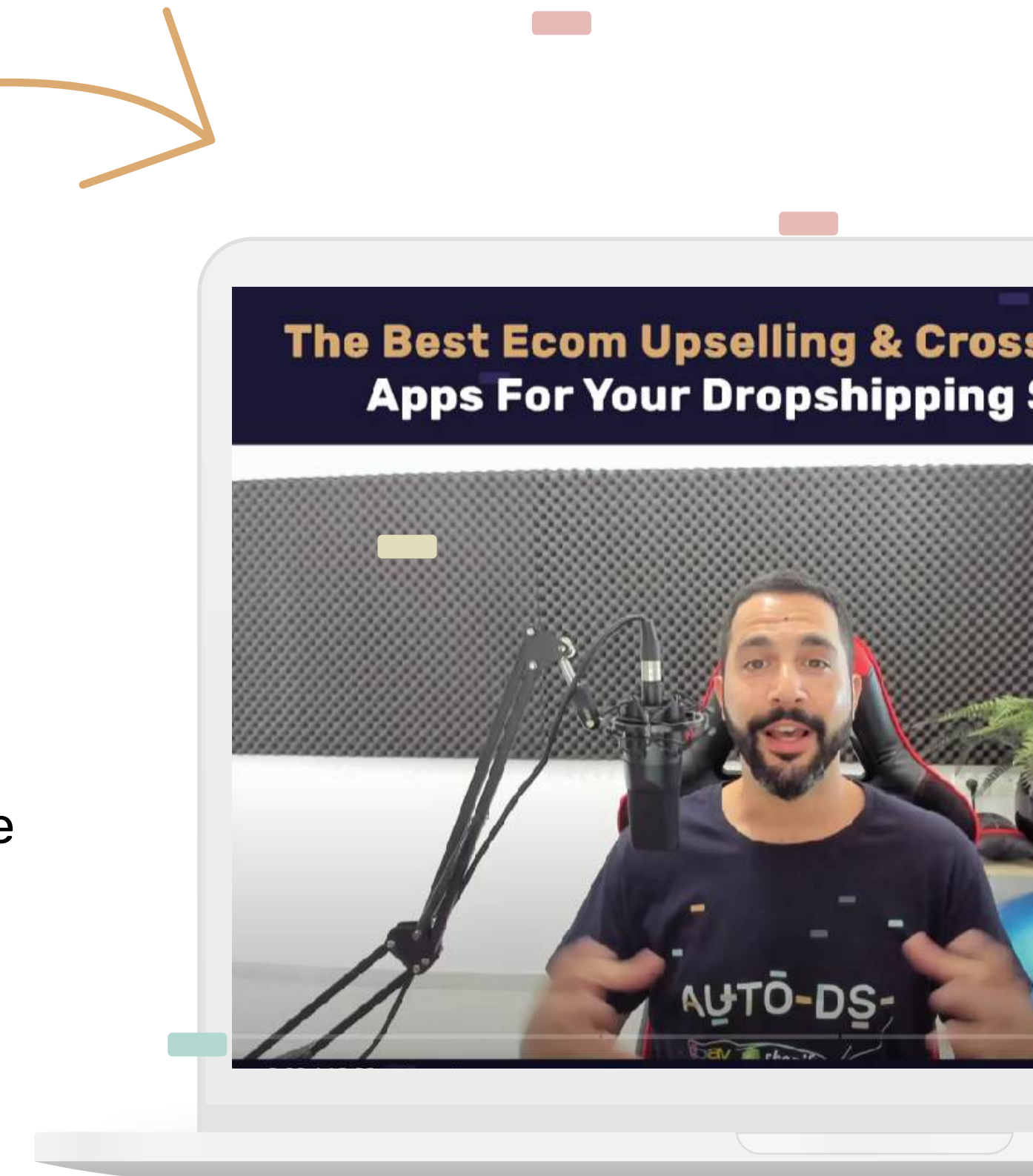
Cross-selling and upselling apps are powerful tools for a dropshipping business to increase their revenue and customer lifetime value. Cross-selling involves suggesting additional products that complement or enhance your customer's initial purchase.

On the other hand, upselling involves offering a higher-priced or premium version of a product. With the help of cross-selling and upselling apps, businesses can automate these tactics and personalize them for each customer. By presenting customers with relevant and enticing offers, businesses can boost their average order value and encourage repeat purchases, ultimately leading to increased revenue and profitability.



### Resources:

[Top Must Have Shopify Upselling Apps](#) →



# CREATE A PROFESSIONAL HOMEPAGE

Optimizing your homepage is essential for making your website look better and more trustworthy.

We'll show you how to create a killer home-page using the highly-converting announcement bar, redesigning your homepage with relevant sections, free stock photo websites, theme colors, browser icons, and more.

You won't be targeting ads to your homepage, but it still needs to look professional and elegantly lead the shopper to your product pages.



## Resources: Stock Photo Sites

[pixabay.com](https://pixabay.com)



[pexels.com](https://pexels.com)



[unsplash.com](https://unsplash.com)



[burst.shopify.com](https://burst.shopify.com)



# STORE POLICIES AND LEGAL PAGES

Your store policies, legal pages, FAQ's, contact forms, and more may not be the most thrilling side of creating your eCommerce store, but they are a necessity. We've already set-up these pages for you. All you have to do is fill in the brackets with the right information.

Watch the lesson to learn how to add each of these policies and pages in your store.



## Resources:

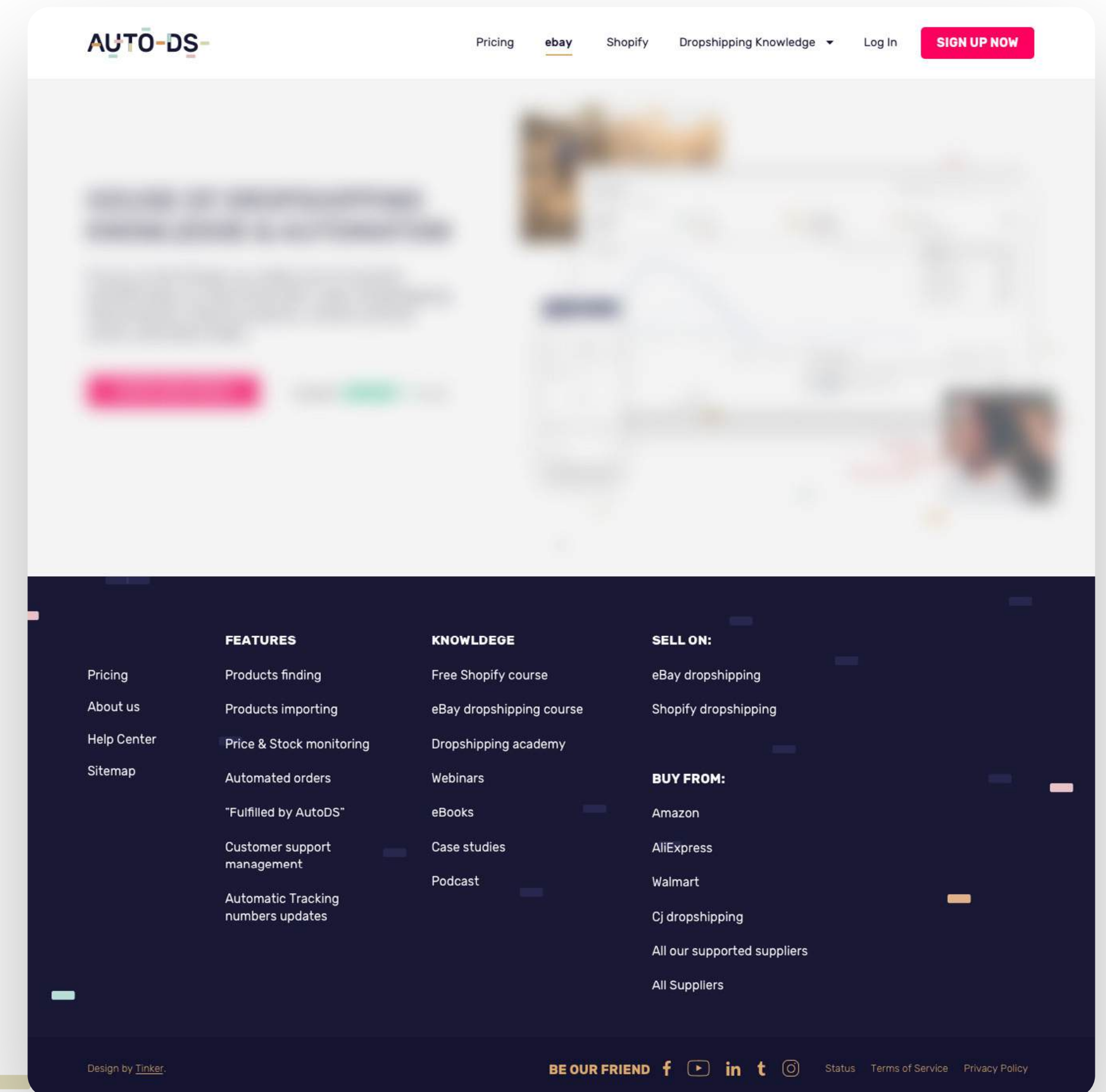
[About Us](#)[FAQ](#)[Privacy Policy](#)[Shipping Policy](#)[Returns & Refunds](#)[Terms Of Service](#)



# SET UP THE NAVIGATION MENU

The navigation menu is responsible for displaying links to pages in your shop, like the ones we just set up (policies, legal pages, etc.).

The main menu (top) and footer menu (bottom) are the two sections of your website in which you will display the relevant pages and policies.



# SET THE STORE CURRENCY & PAYMENT PROVIDER

Update the currency that will be displayed to your viewers. Since we're targeting the US audience, choose the USD currency.

If you want to target multiple countries with different currencies, use a free app called [Auto Multi-Currency Converter](#) to automatically convert and adjust the currency according to the viewers' location.

Regarding payment providers, Shopify Payments is ideal for US residents since it accepts most credit cards.

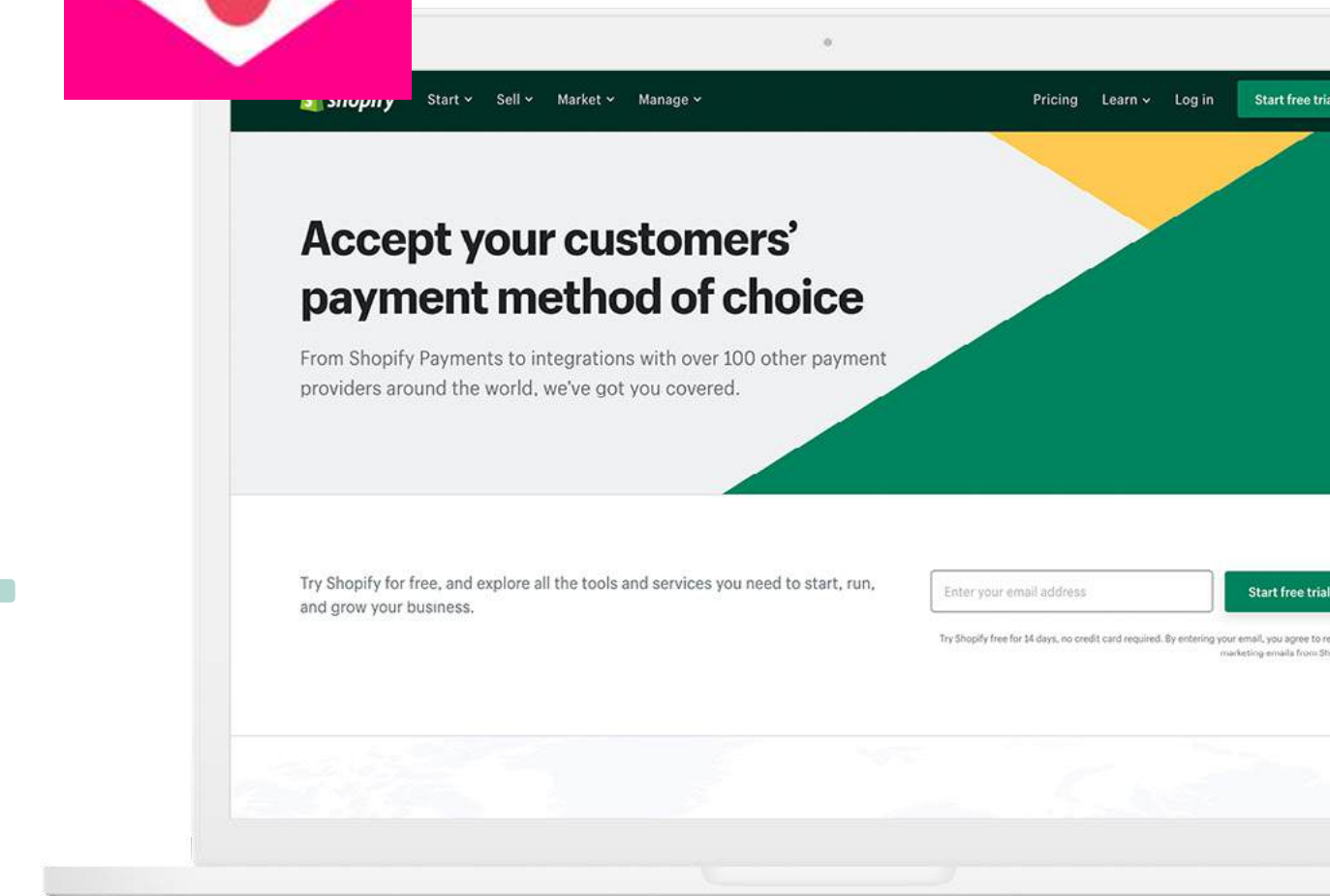
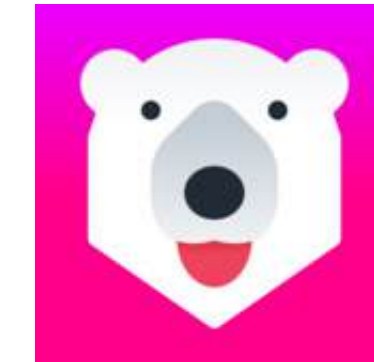
If you're not a US resident and you need to see other payment options, there are [additional payment gateways available on Shopify](#) that you can use to allow convenient payment solutions for you and your customers.



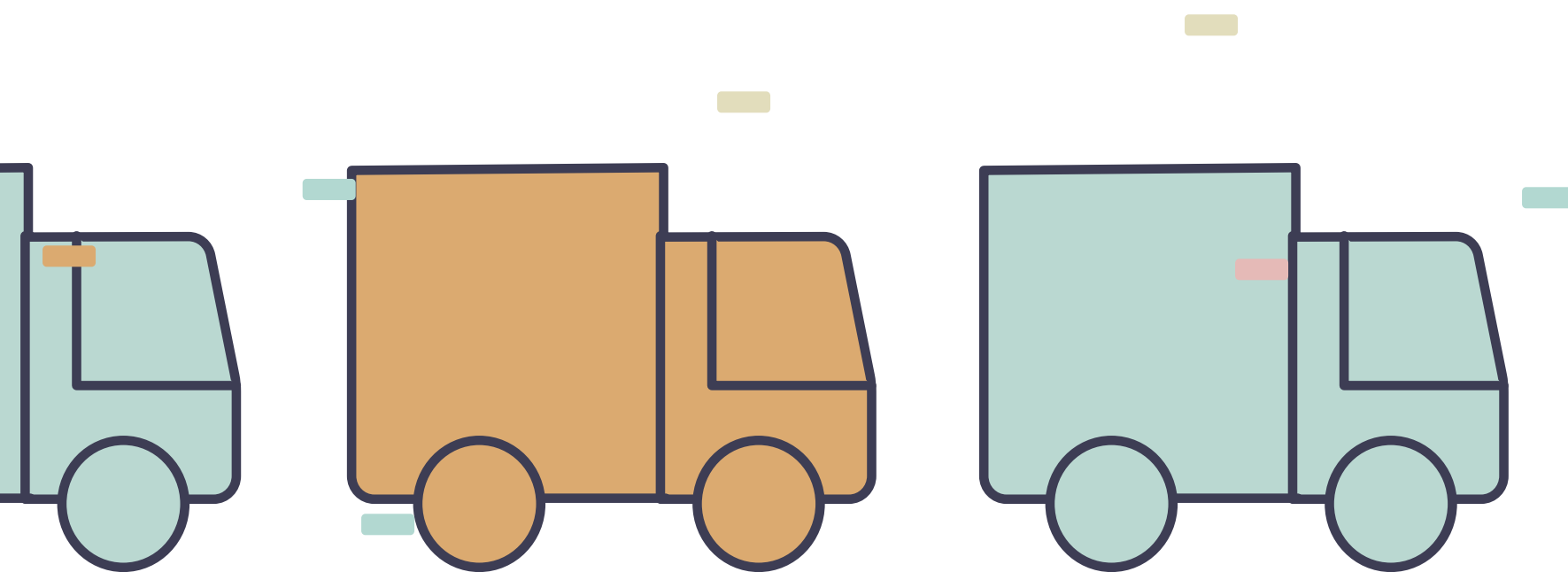
## Resources:

[Auto Multi-Currency Converter](#) →

[Shopify Payment Gateways](#) →



# CHECKOUT SETTINGS & SHIPPING ZONES



Configuring the checkout section will make the process smoother for the buyer. We don't want any interruptions while the customer is going through the checkout process!

When creating a shipping zone, you will ensure that the customers will not be charged for shipping. A shipping zone defines which countries can buy from your website, along with their shipping rates.

Get help from our list of [US Addresses](#) to get a location for your shipping zone.



## Resources:

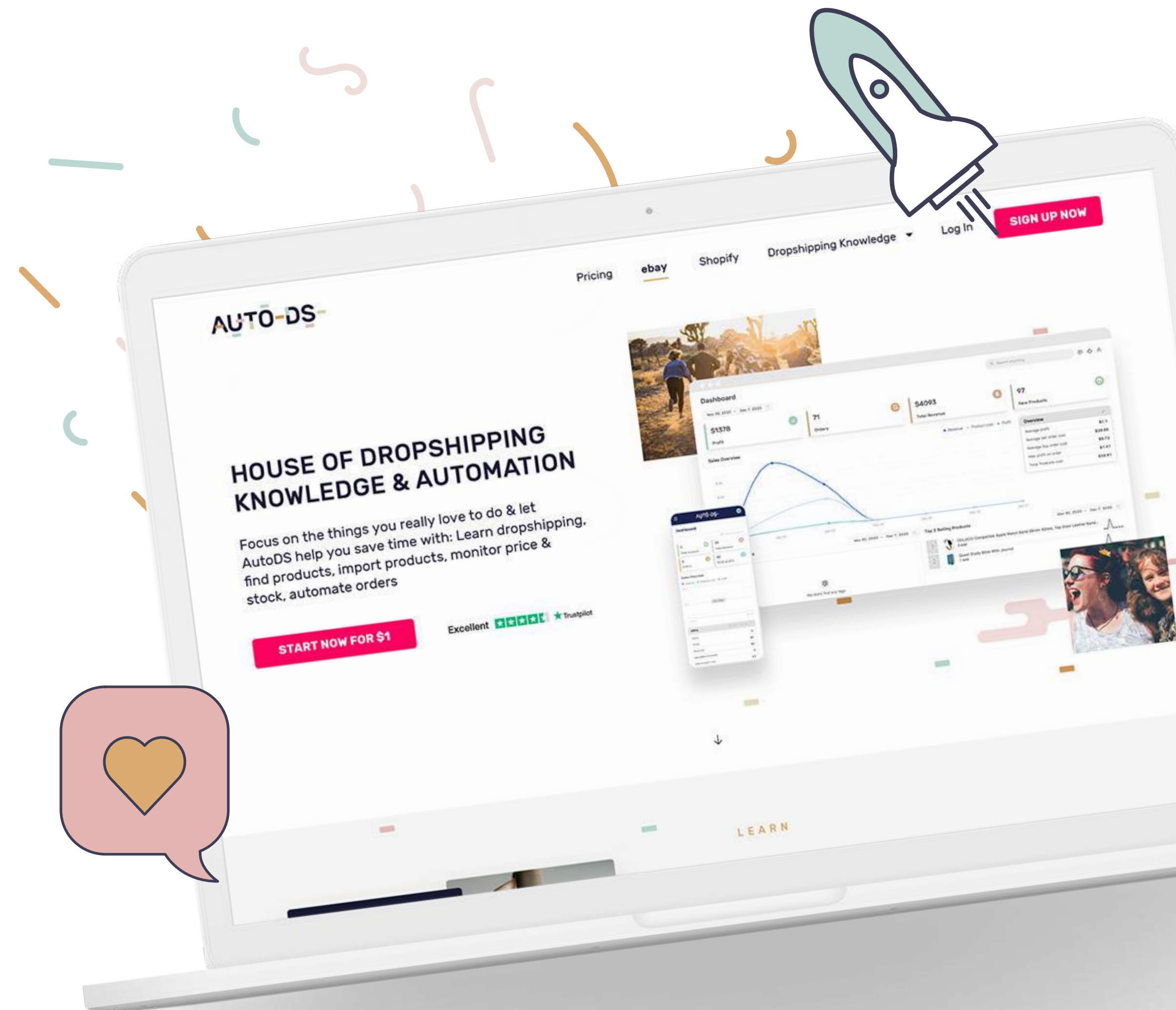
[US Addresses PDF](#) →



19

## GO LIVE WITH YOUR STORE!

Finally, your store is optimized and ready for launch! Choose the basic Shopify plan, disable your store password, and open your online store to the eyes of the world.



# INTRODUCTION TO ONLINE MARKETING

AUTO-DS

# ONLINE MARKETING METHODS

You don't have to be rich or a marketing expert to succeed in online marketing.

There are several marketing strategies and techniques that you can use to promote your product.

Including organic marketing techniques that won't cost you a dime and will gradually build a strong marketing backbone for the long-term.

Plus, you will learn about one of the best online marketing methods that work at any budget - even and especially while on a budget.



## Resources:

[Top 5 Low Budget Marketing Tricks To Market Your Shopify Stores →](#)

[10 Influencer Marketing Platforms →](#)

# CREATE, CONFIGURE, & LAUNCH FACEBOOK ADS

01

# INTRO TO FACEBOOK ADS

Facebook ads are one of the most powerful methods available to drive traffic to your store. It's a perfect way to connect between businesses and the right audience, even while on a budget. Small, medium, and big companies use Facebook ads to promote their brands.

To many, Facebook ads can be intimidating at first. That is why we will walk you through the whole process of creating, optimizing, and analyzing ads from A to Z. Including audience research, configuring the magical Facebook Pixel, and considering your budget while reaching maximum effectiveness.





# SET UP A FACEBOOK PAGE

Unlike your Facebook profile, a Facebook page is a separate page inside your profile on which you will run your ads. Your viewers will see your FB page and not your personal FB profile.

Your Facebook page can build a community of organic followers in time. Create engaging posts around your niche and target viewers to your products/store.

Remember that Hatchful directory with your logo that you saved? There lies a Facebook profile picture for your page with your custom-made logo.

You can also use the stock image websites mentioned earlier (and below) for your FB page cover image.



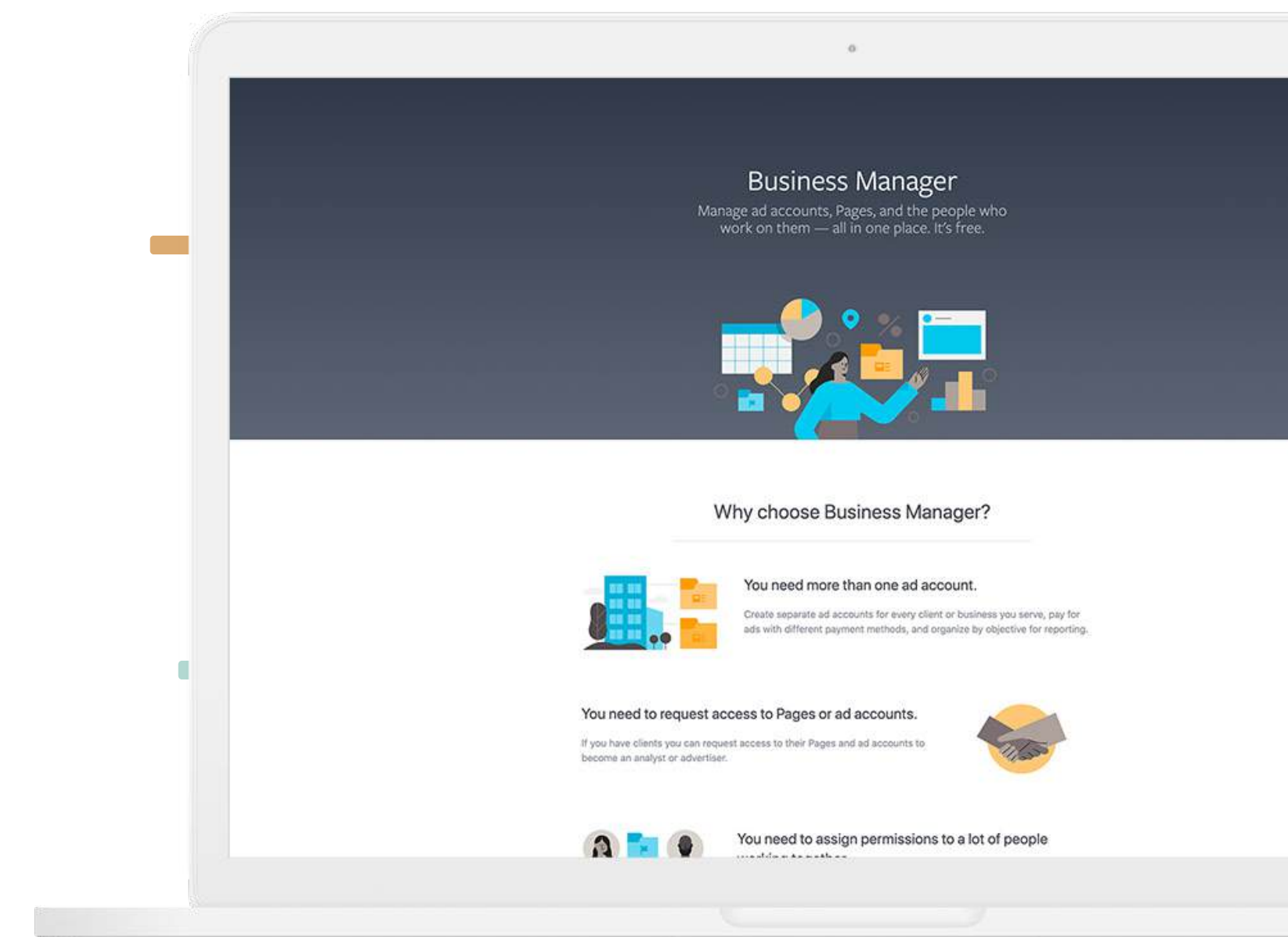
## Resources Stock Photo Sites (FB page cover image):

[pixabay.com](https://pixabay.com)[pexels.com](https://pexels.com)[unsplash.com](https://unsplash.com)[burst.shopify.com](https://burst.shopify.com)

03

# CREATE A FACEBOOK ADS ACCOUNT

Connect with [Facebook Business Manager](#), then create your ad account through the business manager. The process is simple, and you don't have to have your own business/LLC/VAT no. to do this.



## Resources:

Create a FB Business Manager Account →



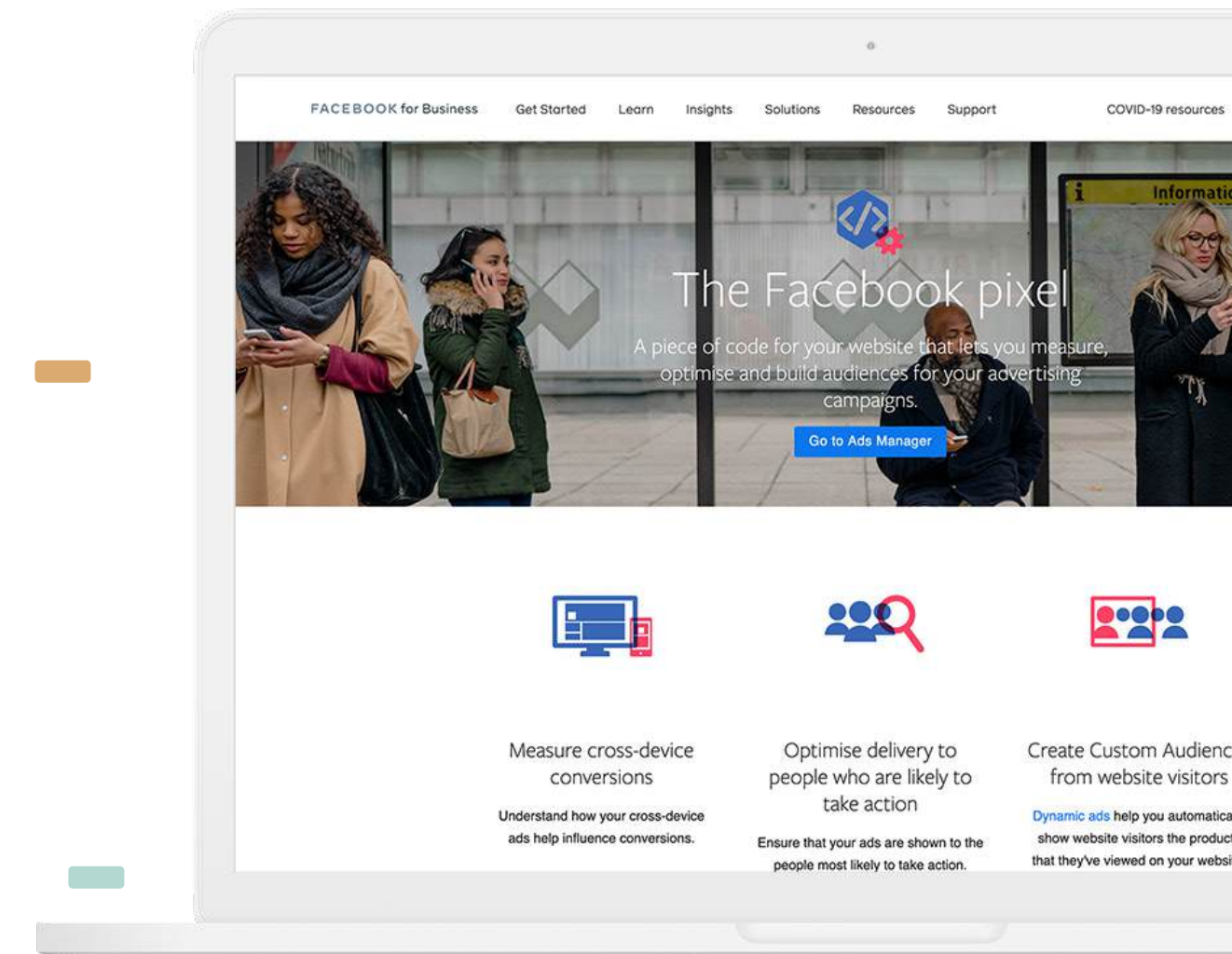
04

# INSTALL THE FACEBOOK PIXEL

The Facebook Pixel is a small piece of magical code that tracks all types of events from your website's visitors who have Facebook (which is the majority).

Like when they add products to their carts, purchase, add contact information, subscribe to your newsletter, view your content, and more. The pixel then uses this data to find and target the right audience to your store.

Adding the FB Pixel is free and is a must for anyone running Facebook ads with Shopify. Use the FB Business Manager and the FB sales channel on Shopify to install and configure the pixel.



# AUDIENCE RESEARCH

Researching your audience using interests will help guide Facebook on the type of audience you want to show your ads to. Collect and organize your audience's interests using the [Audience Research Spreadsheet](#) to help you nail down your relevant audience.

Facebook will use this information to find your potential audience, so fill in as many interests as you can find to broaden your reach and find the right audience for your product.



## Resources:

[Audience Research Spreadsheet](#) →

### Note:

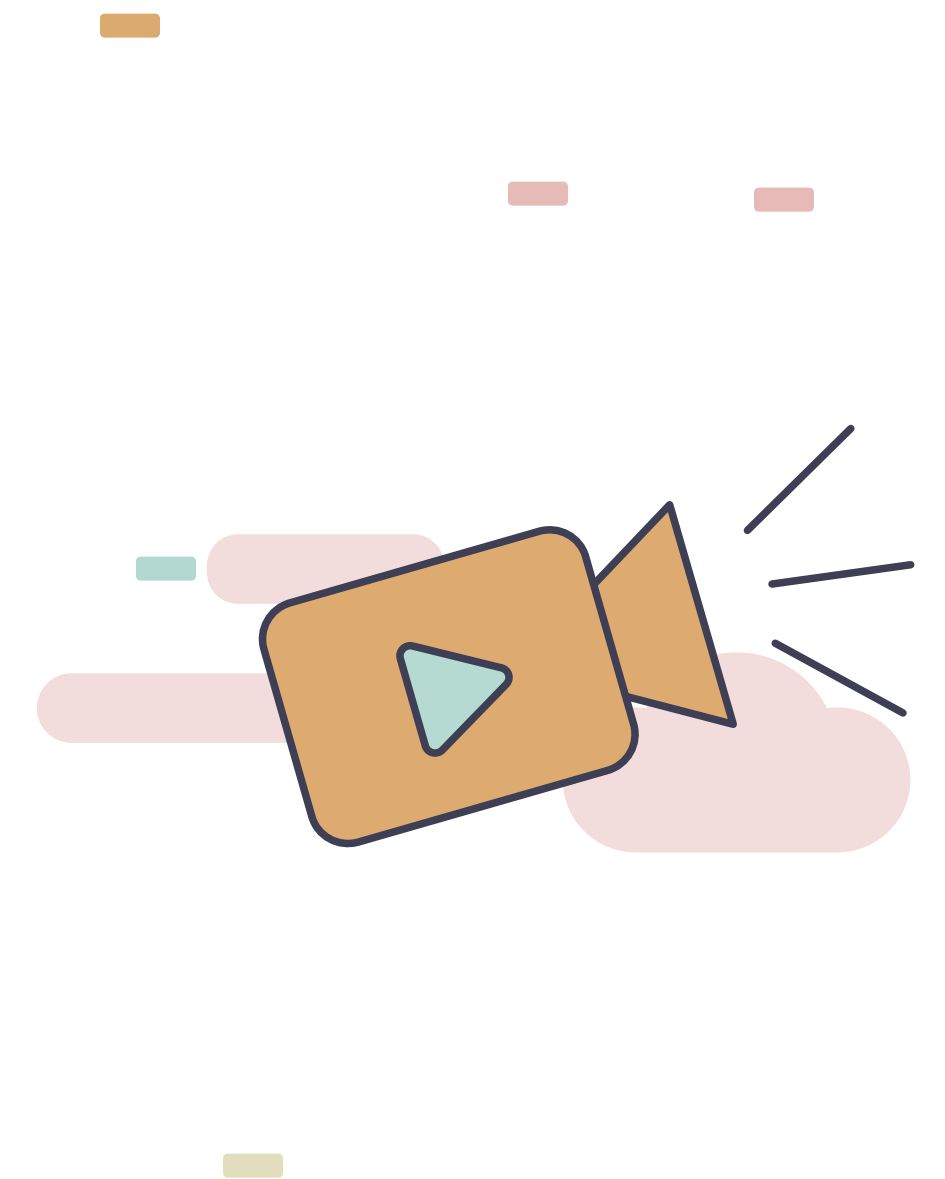
Click on File →  
Make a copy to  
edit and save  
your spreadsheet

## CREATE A VIDEO FOR YOUR AD

There are different types of ads, but video ads are the most converting. That's because they do a better job of showcasing your product, what problem it solves, and why your audience needs to buy it.

However, creating product videos can be difficult, confusing, and time-consuming to most. This is where Waving Pandas come in handy. They will create engaging dropshipping videos for your products, so you can invest your time on other tasks while they'll invest theirs in creating a winning product video for you.

An additional method would be to order the product to your address and create a video yourself, though this is the most time-consuming way to do it. You can also use services like Animoto to create videos online, but you'll have to have a video file to work with, a monthly subscription plan, and extra time on your hands.



### Resources:

Waving Pandas →

10% Discount  
Sign-Up Link

### Online video editor:

[www.animoto.com](http://www.animoto.com) →

### YouTube Free Audio Library:

[www.youtube.com/audiolibrary](http://www.youtube.com/audiolibrary) →

07

## SET YOUR CAMPAIGN GOALS + AD SET



Creating your ad starts with the campaign goals. Set your goal to Post Boost Engagement events, targeting the worldwide audience.

This will create an ad targeting the cheapest audience to engage with your ad post, giving you an indication if this product and ad copy are potential winners. Furthermore, it'll make your post go viral, making it easier later to run purchase conversion events on that same post and start raking in those sales.

In the ad set, your daily budget should be \$5-\$10 per day. You will select your audience interests and demographics, using some of the information you piled up in the **Audience Research Spreadsheet**.

The potential audience reach should stand around 5 million for the worldwide Post Boost Engagement events. Later, for conversion events, you'll narrow down that audience reach to 1-2 million.

# LAUNCH YOUR FIRST FACEBOOK AD!

This is where you finalize your ad copy. Create a new post on your FB page to run your ad on, upload your product video to it, and write creative and engaging text. On the link, make sure that you are directing to your product page and not your homepage.

If you have more than one video for your ad, you can duplicate this ad copy and change the video for each copy. This way, all of your campaign settings will stay the same for all three ad copies, and you'll get to split test your video copies to spot the best performer.

Publish your ad(s), and wait for the results!





# ANALYZE YOUR ADS - SCALE YOUR SUCCESS!



Learning to analyze your ads properly will help you spot the best performers to multiply what works and get rid of what isn't working. The best part is, you don't need to be a professional marketing analyst to learn how to analyze your ads the right way.

For the Post Boost Engagement events objective, customize your ad columns with the following fields, in this specific order:

Ad name, Delivery, Budget, Amount Spent, Results, Cost Per Result, Reach, Impressions, Link Clicks, 3-Second Video Plays, Video Percentage Watched, Video Average Play Time, Frequency, Clicks (All), CPC (All), CTR (All), Cost Per 1K People Reached, CPM, Post Comments,

Post Reactions, Content Views, Adds To Cart, Checkouts Initiated, Purchases.

Save your customized column and give it a name, for example, "Post Boost Engagement Columns."

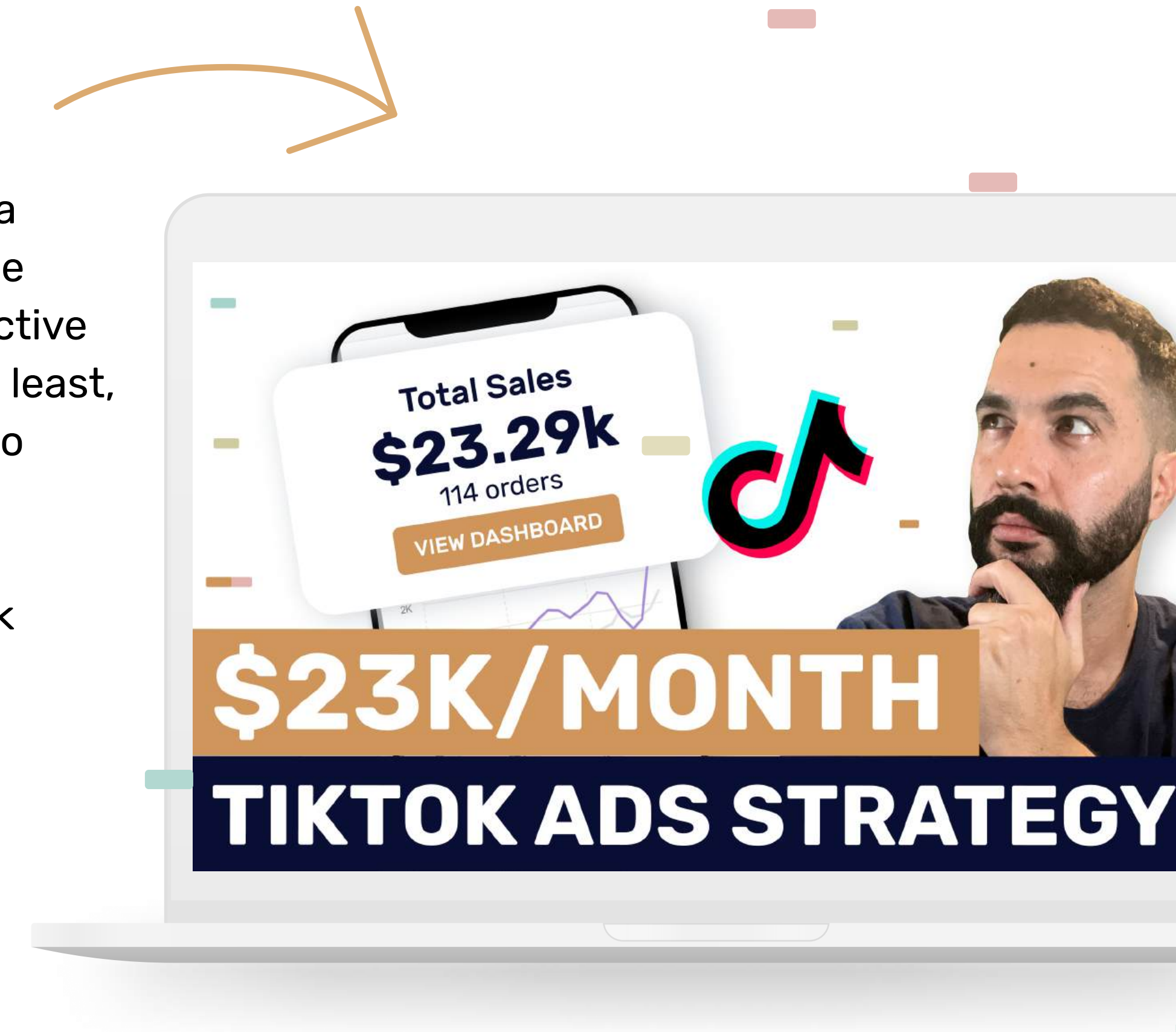
You'll see the ad we ran with a low cost of just \$0.001 per result in the video. We got a ton of post engagement, transforming it into a viral post, and enough Content Views to move on to the next campaign objective - View Content (USA audience). Followed by Add To Cart (USA audience), and then Purchase campaigns (USA audience) to start making a killing!

10

# CREATE & RUN TIKTOK ADS TO PROMOTE YOUR BUSINESS

While Facebook Ads has been around for a while, TikTok Ads is the new cool kid on the block. With access to tens of millions of active users and cheaper audience targeting (at least, for the moment), TikTok is a surefire way to scale your Shopify dropshipping profits.

We'll walk you through the basics of TikTok marketing, from creating TikTok ads to optimizing and launching them.



## Resources:

[How To Run TikTok Ads For Shopify Dropshipping](#) →

# MANAGE YOUR BUSINESS

AUTO-DS

# PROCESS YOUR ORDERS

When the orders start coming in, you'll need to make sure that your buyers get their products as soon as possible. A happy customer is a returning customer, and we want to build long-lasting relationships with our customers.

There are a few methods to fulfill your orders. The first is manually ordering the product from your supplier directly to your customer's address.

The second method is using [Automatic Orders](#), which automates your orders and tracking numbers. Therefore, your customers will get their

products much faster and will be able to track their packages quickly.

The third method to fulfill your orders is using the [Fulfilled By AutoDS](#) service, which will automatically fulfill your orders and track updates from the supported suppliers without having to have your own buyer accounts. Just load in auto-order credits, fill in your balance and let AutoDS automate your orders, tracking, and returns. This is the most efficient and time-saving method for order fulfillment.



## Resources:

[Fulfilled By AutoDS](#) →

[Automatic Orders](#) →

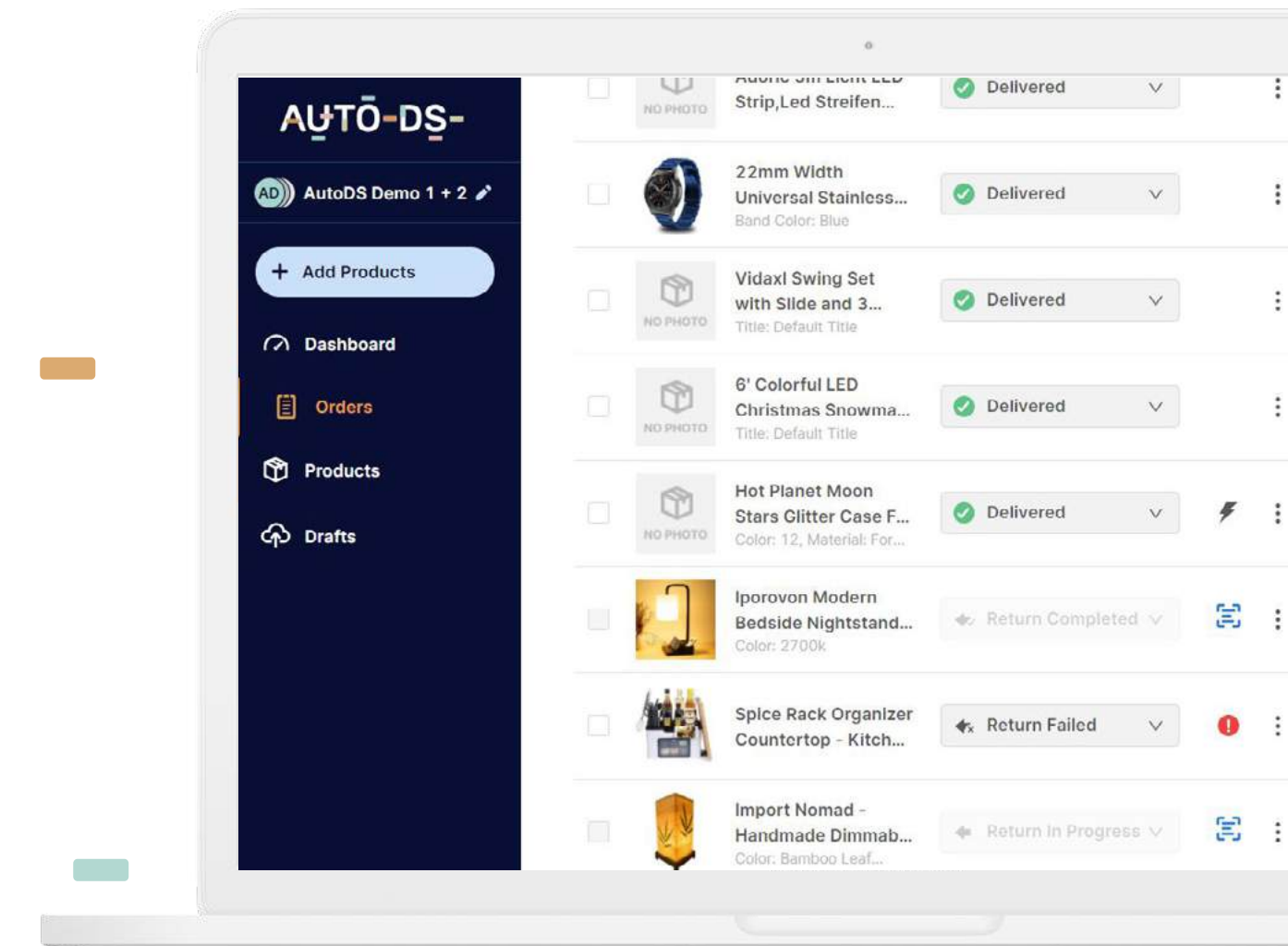


# MANAGE RETURNS & REFUNDS

Do not worry about returns and refunds. You won't be dealing with it much as long as you did your product research. Nonetheless, it is a part of the business, and you need to know how to handle your customers when it comes to returns.

**First, make sure that the return window is still open, according to your store policy. If the customer is eligible for a return:**

- On orders processed manually or by Automatic Orders using your buyer account, reach out to your supplier and ask for a return label. Once you get it, send it to your buyer and track the return progress using the tracking number inside the label. Once the product returns, send a refund to your customer, and make sure that your supplier sent you a refund as well.
- On orders processed through the Fulfilled By AutoDS service, simply change the status of the order on AutoDS to request a return, and the label will be uploaded there in a short time. Send it to your customer. Once the package returns, send your buyer the refund. Your balance will be refunded accordingly.



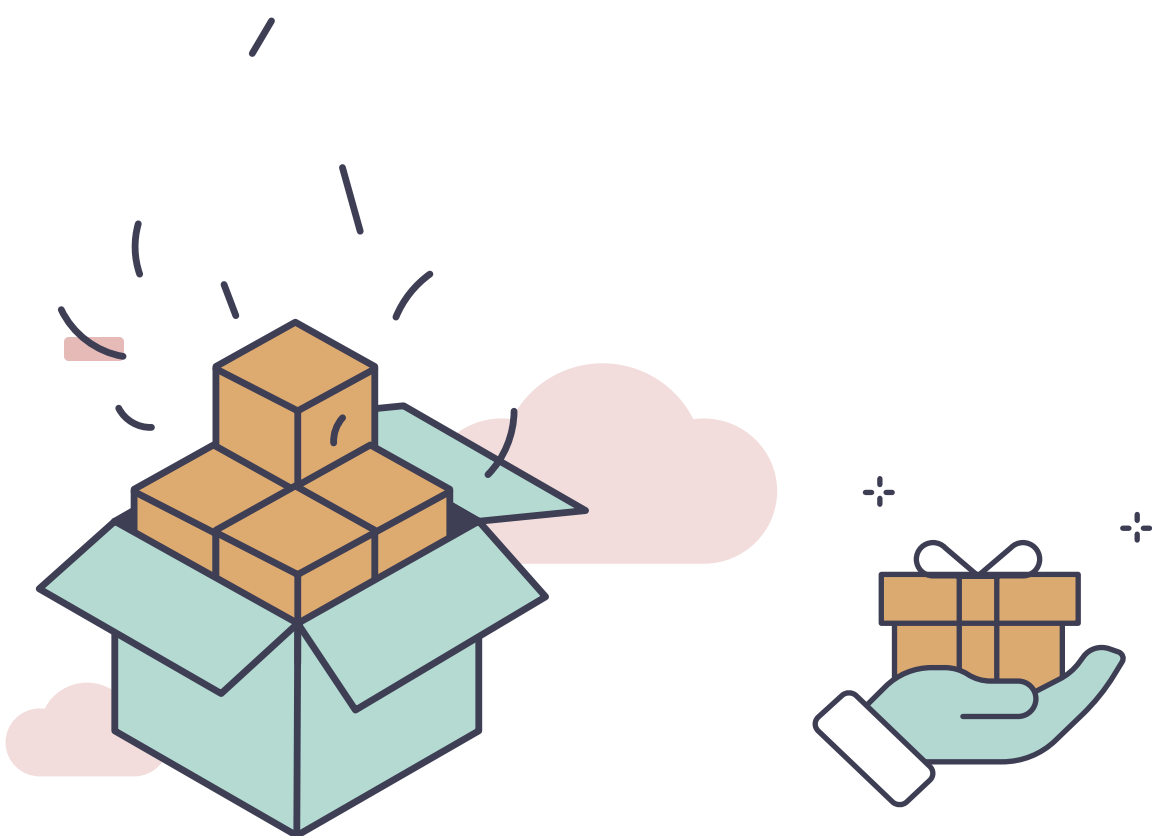


WHAT  
HAPPENS  
NEXT?

01

## BONUS LESSON

# WHAT HAPPENS NEXT?



The final lesson is packed with some bonus tips, like adding promo codes and attracting more customers, store analytics, and more. You'll also get tips on how to continue empowering your knowledge the right way to stand out and reach new highs with your eCommerce business.

The course may be over - but your dropshipping journey has just begun. Before the course, you were taking an interest in the dropshipping field. Now, you are a proud entrepreneur with your first online asset already up in the air.

Congratulations! Don't forget to keep in touch and let us know where we can help. Stay connected to our blogs, YouTube channel, and learn and grow with our Facebook community. We're waiting to hear your success story!

### Resources:

[AutoDS Facebook Community](#) →

[AutoDS YouTube Channel](#) →

[AutoDS Blogs](#) →

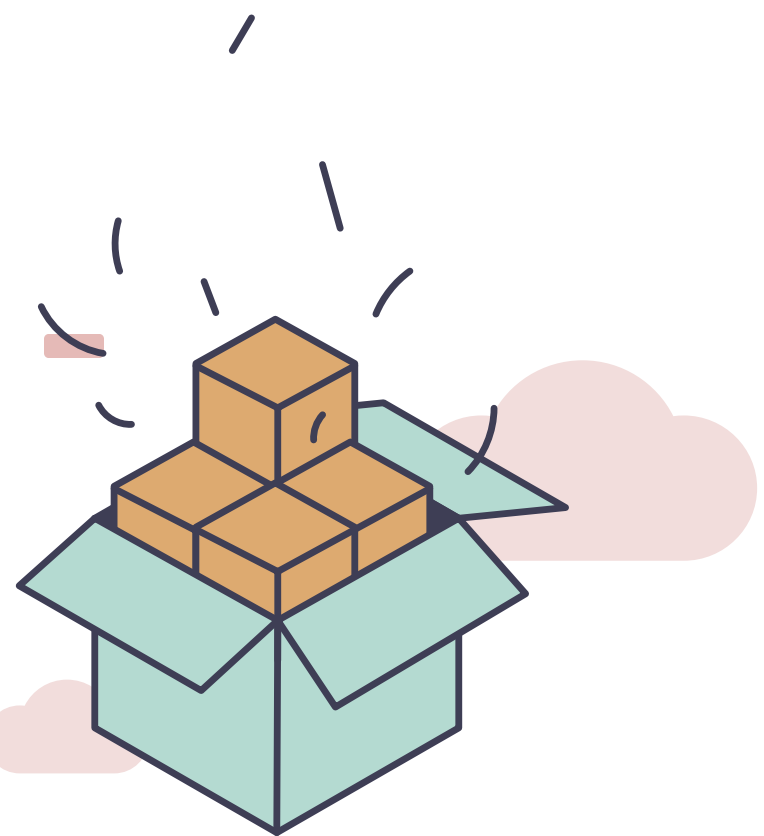
[AutoDS For Shopify Knowledgebase](#) →

[AutoDS Discord Channel](#) →

01

BONUS LESSON

# WHAT HAPPENS NEXT?



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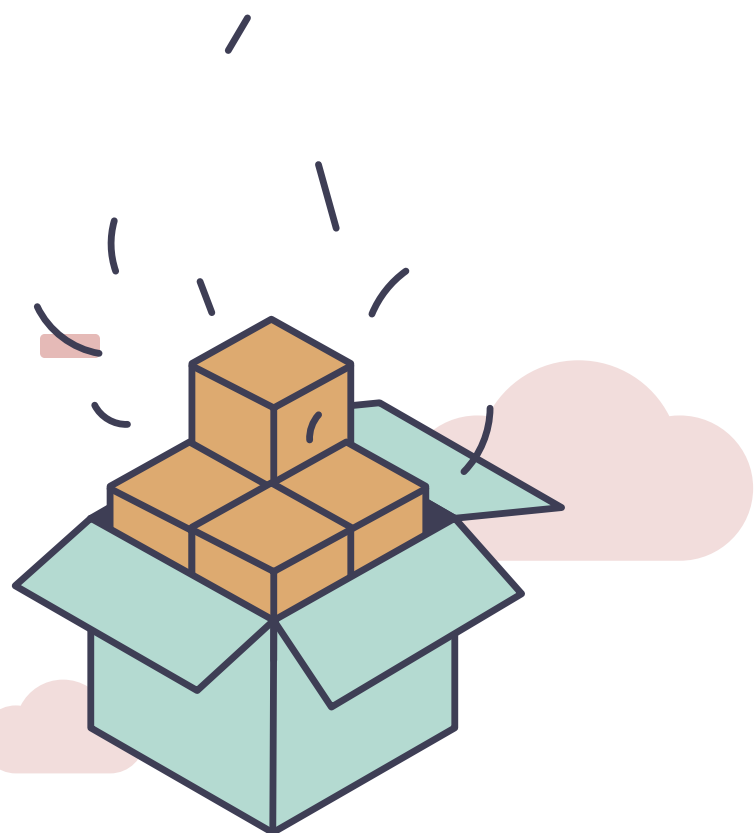
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