# E-Commerce Blueprint: The Step-by-Step Guide to Online Store Success

*By Rob Mabry*

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Here's what real Amazon customers are saying about **E-Commerce Blueprint**...

*"The **E-commerce Blueprint**, was one of the most detailed and easy to follow guides I have ever read."* - **Randal Mayo**

*"Outstanding resource for new and existing business owners alike."* - **Mark Collier**

*"This comprehensive and well-written, well organized book is a must-purchase for anyone getting into e-commerce and setting up a web-based store."* - **Nicolette Goff**

Discover everything you need to know about starting your own online e-commerce empire. This **insider's guide to the world of e-commerce** starts at the very beginning and teaches you how to find the right products to sell then guides you step-by-step through the entire process.

**You'll learn...**

- How to find great products even if you have no idea what to sell.
- How to find great suppliers and avoid bad ones.
- How to create a top-notch business plan for free.
- Are you a sole proprietorship, partnership, LLC or something else?
- What are the permits and licenses you'll need to open your store?

Without a road map to success, most e-commerce entrepreneurs fail miserably. This longtime e-commerce business owner takes you through his own successes and failures to demonstrate how to manage your online business with precision and turn a profit.

**Discover these secrets...**

- The best free and paid shopping platforms.
- 16 questions you must ask every wholesaler or dropshipper.

- How to calculate your profit margin and never lose money on a sale.
- How SEO really works in 2012.

While starting an e-commerce site can be done on a shoestring, there are still investments in both time and money. E-Commerce Blueprint helps new store owners understand the hidden cost of launching an e-commerce business.

**Don't start your e-business without knowing...**

- What your one-time and recurring costs are likely to be.
- The best shopping cart software for you based on your skills and knowledge.
- How to choose the right credit card processing company.
- 30 questions to ask any prospective e-commerce site designer before you hire.
- How outsourcing works and why it's easier (and cheaper) than you think.

E-Commerce sales in the United States have grown 10% year-over-year for the past five years and show no sign of slowing. More Americans are doing their shopping online than ever before, making this an exciting time to be an online store owner.  Are you ready to start your journey?

**In this detailed road map to e-commerce success, you'll learn...**

- The right way to do keyword research.
- How to assess the competition in a niche so you don't waste your time.
- Winning the SEO game on-page and off.
- The best free and paid tools for SEO.
- How to set up Google Analytics to track visitors and conversion.
- How to build an email subscriber list and run email campaigns free.
- The 12-point checklist for a high converting checkout process.
- How to get your site indexed in the search engines quickly.
- 12 questions to help you create a customer avatar.
- 50 things you must test before you open your site.
- How not to lose your shirt on paid advertising.
- How to drive massive traffic through Facebook, Twitter and Pinterest.

You need every advantage you can get to achieve your dreams of running your own online business. **E-Commerce Blueprint: The Step-by-Step Guide to Online Store Success** can be your guide to quickly launching your start-up e-commerce business while sidestepping the rookie mistakes that doom so many wannabe entrepreneurs.

Find out how to **build your e-commerce empire today**!  Scroll up and click on **"Buy"** to instantly deliver this book to your Kindle!

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## Editorial Review

Review
"As entrepreneurs we're all told we need an online store and presence,but we're also expected to foot the $3k - $5k (or more!) bill charged by some companies to do that. In fact, we sometimes spend more than weneed to simply because we don't understand how things work.

By readingthis book I've learned the foundations of E-commerce. More importantly,I've learned what questions I need to ask when hiring a designer to work on projects for me. A must read for every entrepreneur building ane-commerce site."
 **Robert Candelaria**, *Author - Relationships Raise Money:  A Guide to Corporate Sponsorship*

From the Author
Starting your own e-commerce site is not for the faint of heart.  I tried many different internet business models and chased too many "silver bullet" solutions before I recognized that there is no easy-button for e-commerce.  I do hope that this book will be an *easier* button.

It's easy to get completely lost when you begin your e-commerce journey.  What business model do I use?  How do I find suppliers?  How does dropshipping work?  How do I take credit cards?  How do I build my store?  The questions are endless.

In this book I do my best to answer those questions.  It's the guide I wish I had when I started out in the business.  I'm not one of those flashy guys who poses in front of a Ferrari and talks about all the exotic locations he's visited in the last six months.

My wife and I operate e-commerce sites and we make real income from it.  We're working our way toward grand vacations and a more extravagant and rewarding lifestyle, but we've got lots of kids and plenty of college tuition to pay for.  So the trips to Bali will wait a little while.

That's no problem because we enjoy what we do.  You will too if you stick with it.  So stay focused and follow along with the book.  When you hit a section that says "Take Action Now," do it.  That's the real secret to success.

## Users Review

**From reader reviews:**

**Christopher Hairston:**

This book untitled E-Commerce Blueprint: The Step-by-Step Guide to Online Store Success to be one of several books this best seller in this year, here is because when you read this publication you can get a lot of benefit in it. You will easily to buy this specific book in the book retail store or you can order it via online. The publisher on this book sells the e-book too. It makes you more readily to read this book, because you can read this book in your Smart phone. So there is no reason for your requirements to past this e-book from your list.

**Marie Boyd:**

A lot of people always spent their free time to vacation or go to the outside with them household or their friend. Do you realize? Many a lot of people spent that they free time just watching TV, as well as playing video games all day long. If you would like try to find a new activity here is look different you can read the book. It is really fun to suit your needs. If you enjoy the book that you read you can spent all day long to reading a reserve. The book E-Commerce Blueprint: The Step-by-Step Guide to Online Store Success it is rather good to read. There are a lot of people who recommended this book. These were enjoying reading this book. In case you did not have enough space to deliver this book you can buy the e-book. You can m0ore simply to read this book from the smart phone. The price is not to cover but this book provides high quality.

**Richard Shumate:**

You could spend your free time to learn this book this book. This E-Commerce Blueprint: The Step-by-Step Guide to Online Store Success is simple to deliver you can read it in the recreation area, in the beach, train along with soon. If you did not have much space to bring often the printed book, you can buy often the e-book. It is make you much easier to read it. You can save the particular book in your smart phone. So there are a lot of benefits that you will get when you buy this book.

**Robert Polk:**

Some people said that they feel bored stiff when they reading a guide. They are directly felt this when they get a half portions of the book. You can choose the particular book E-Commerce Blueprint: The Step-by-Step Guide to Online Store Success to make your current reading is interesting. Your own personal skill of reading talent is developing when you like reading. Try to choose simple book to make you enjoy to see it and mingle the feeling about book and looking at especially. It is to be 1st opinion for you to like to open a book and go through it. Beside that the book E-Commerce Blueprint: The Step-by-Step Guide to Online Store Success can to be your friend when you're sense alone and confuse in what must you're doing of these time.

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