

Welcome to Your FREE Bonus!

Welcome! I am Charlie Camisasca, the author of the report that you downloaded, as well as this free BONUS preview of my eBook, *How to Start and Grow an eCommerce Business*. The full book is a 150 page tactical “how-to” guide that will empower you to kickstart your side hustle and transform your life. I firmly believe it will give you all the tools you need to become an entrepreneur! **This preview will help solve one of the biggest pain points for new entrepreneurs: how to select a product to sell.**

I wanted to share a bit about why I wrote this eBook, and some of the things my company has been up to.

I’m a Management Consultant by trade. But I’ve always been fascinated by how the internet has changed and is still changing every facet of society. Though we don’t really think of it as such, the internet is still a *new* phenomenon relative to human technological history. One thing I see clearly is that the playing field has dramatically flattened because of it. The ‘Digital Revolution’ will go down as the biggest force of globalization in history.

The single most comprehensive library of information ever assembled is available at our fingertips and accessible with incredible speed. (And yet, we mostly use it for scrolling through social media and sharing memes. But that’s a whole other conversation.)

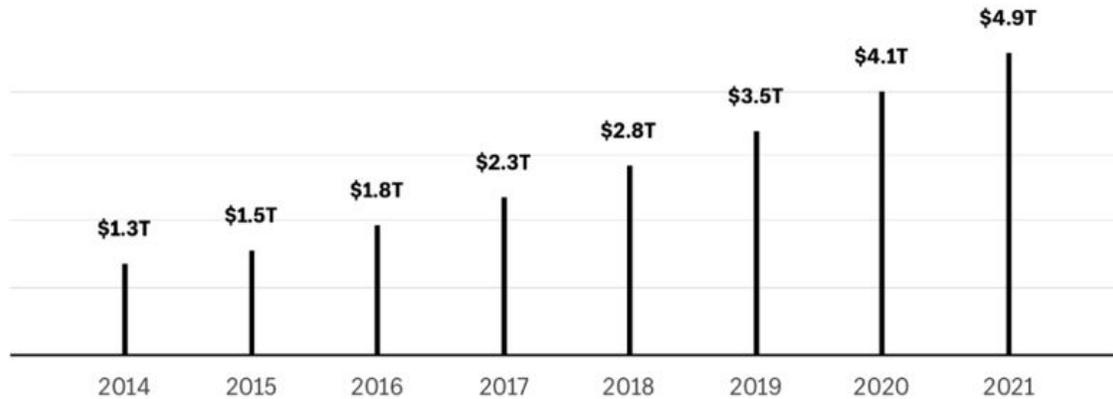
Today, there is greater parity of information through the internet than at any other point in history. You can learn anything you want to, faster than any prior generation was able.

Along with many other people, I believe this great flattening of the playing field can be realized in the business world. To start a business, you don’t need to take out a loan to rent a building and open a brick-and-mortar store. All you need is a Wi-Fi connection and a willingness to work hard. I think that’s just amazing.

It is this fascination and sense of amazement that led me to study e-commerce and digital marketing. And I’m not alone. In case you need convincing about the opportunity in e-commerce...

Retail ecommerce sales worldwide

2014 to 2021 by trillions of USD



Data via eMarketer (Statista)

Image Source: [Shopify Plus](#) | Global eCommerce market size: Retail eCommerce sales worldwide

That's what you call *explosive*. I wanted in.

That's why over the past three years, I've been starting, stopping, scaling, failing, launching, decommissioning, re-launching - and above all else, learning. I've gone through some of the most popular e-commerce business models: Amazon FBA, Affiliate Marketing, Dropshipping with Shopify, Information Products, and more. I've done freelance consulting to help others start their business and wrote a book or two.

And in January of 2020, I took the leap. I **quit** my Management Consulting job to focus on growing my businesses. Since then, I've developed three 5-figure per month eCommerce stores using nothing but a tweaked business model and my growing understanding of the principles of Digital Marketing.

And now, driven by my passion for entrepreneurship and a gnawing desire to help other people, I created the eCommerce resource center where you acquired this eBook. I call it "The e-Comm Boardroom." It contains a growing, indexed library of content that explains, in detail, all the "how-tos" of starting an e-Commerce business. **It is completely free to use.**

What drives me now is a passion for entrepreneurship and a gnawing desire to help

other people. I strongly believe in the power of entrepreneurship as a vehicle to change your life—both your finances and your mental health. I see the rise of e-commerce as a historically massive opportunity. And that's why I created an e-commerce resource center where you may have acquired this Book, [The e-Comm Boardroom](#). The Boardroom is a growing library of content that explains, in detail, all the “how-tos” of starting an e-commerce business. **It is completely free to use.**

One last plug. Using everything I learned while designing software as a consultant, I am currently developing a web application that will help those who are interested in entrepreneurship to make their dreams a reality. If you want to use the tool for free, you can sign up on “The e-Comm Boardroom” site!

I have a sense that there are others out there who are like me: they see the opportunity that the internet has created and feel the entrepreneurial tug, but are held back by the inertia of everyday life.

I believe I am called to help others escape that inertia, develop a side-hustle, start a business, and live a more fulfilling life.

So, please - enjoy this preview into my eBook, *How to Start and Grow an e-Commerce Business!*

Introduction

This book is designed to be evergreen. Or, as evergreen as an internet marketing book can be. It provides a blueprint for how to start an e-commerce business, whether you want to sell Widgets, Information, Services, or even better, you have no idea what you want to sell at all.

Enclosed is a comprehensive concoction of strategies, tactics, and thought processes you can deploy in order to build an e-commerce business from the ground up in your spare time.

That is until your *side hustle* becomes your *main hustle*.

The framework that we will use to step through the process of creating an e-commerce business is what I like to call the Five Fundamental Questions. Every e-commerce entrepreneur has to answer the Five Fundamental Questions. There is no way around them.

Even if you have already started a business and didn't approach it in this way, you still, whether you knew it or not at the time, answered these questions to some degree.

The Five Fundamental Questions of E-commerce

And they are:

1. What product do I sell?
2. How will I produce it?
3. How will I deliver it to my customers?
4. Who is my ideal customer?
5. How do I convince them to become a repeat buyer and tell their friends about me (a.k.a Digital Marketing 101)?

This book will teach you a repeatable process for answering all five questions. If you

follow along and complete the recommended exercises as you go, you will have a formidable business plan by the time you finish reading. And if you learn the framework inside and out, you will be able to methodically answer these questions and launch product after product in e-commerce with predictable results.

Not bad, right?

Before you officially launch your business, draft a written plan for how you'll answer each of the five questions. Yes, you will need to remain lean and nimble and be willing to pivot, hard and often, once you get going. But going into business without a plan is like walking a tightrope across the Grand Canyon while blindfolded. Don't do that.

We will pay special attention to the last question, the one I nickname **Digital Marketing 101**. This is by far the [longest section](#) of the book. That's because the customer acquisition, customer retention, and growth strategies therein will set you apart from your competition. They will enable you to create a successful *brand*, while others are just *slinging products* online. So, take care and master them.

Before we dive in, I want to clue you in on how I came up with this framework. I don't want you thinking I just rolled out of bed one morning and said "You know what, I'm thinking I'll start a business. Guess I'd better answer the 5 Fundamental Questions." No, this framework was forged in the fire of experimental e-Commerce. The polished version you read about today is the product of years of refinement.

Here's how we got here.

Why Five Questions?

Back in my days as a Management Consultant, I studied under and learned quite a lot from my boss, William. We specialized in business processes optimization and designing web applications that help employees to do their jobs more efficiently.

For example, when a big corporation hires a law firm to represent them in court, they are usually billed monthly by that law firm. Lawyers submit invoices to the company, then somebody in the billing department reviews the amount and signs off on the invoice. Or, if the invoice is over a certain dollar threshold, they might pass it up the

chain to be reviewed by someone else. Only once that process is complete does the law firm get paid. So, we often helped big companies think through their “Invoice Approval Workflow” and implemented technology tools that streamlined everything as much as possible.

One day, I remember William standing at the head of a client’s conference room, facing away from a table full of execs, associates, and stakeholders. Sketching a big red square in the bottom corner of a whiteboard, he wrote “End of Process.” The entire board was covered with multi-colored markings from top to bottom, outlining the client’s Invoice Approval Workflow in tremendous detail.

He turned to face the room and paused dramatically.

In his thick British accent, he said, “Right. Now. *Here* are the pieces we need to rethink...”

Masterfully, he got to work. He eliminated waste, crossing out a large section of the board that simply wasn’t needed. He drew and redrew arrows, reordering the steps of the process to streamline the workflow for maximum efficiency. He identified bottlenecks with big blue circles and put a star next to key roles that needed additional support and resources. And he assumed nothing. He peppered the client with question after question, asking them why things were done the way they were done, and identifying opportunities for improvement.

The result? A redesigned process and technology tool that now saves that client hundreds of thousands of dollars per year.

William is a master in the world of process and technology consulting—well worth the steep hourly rate that clients pay for his services. And I am very fortunate to have learned a lot from him over my professional career.

But what does this have to do with starting an e-commerce business?

Process Design for E-commerce

When I first got started in e-commerce, I learned two mega-popular business models: Private Labeling with Fulfillment by Amazon (FBA) and dropshipping with Shopify.

Perhaps you've heard of them. There is no shortage of *gurus* selling *Masterclasses* that you can buy online for \$997 that will teach you to launch a business under one of these models.

I, like many others, essentially failed when I tried to use a *guru's* method. I sold a few thousand dollars' worth of products, but it certainly wasn't profitable: I lost a non-trivial amount of money. And I definitely didn't see that *real, life-changing* success that was promised to me in the *Masterclass*.

And I couldn't figure out why. For a little while there, I became jaded about e-commerce. I saw the gurus as these corrupt snake oil salesmen, raking in far more money than any of their students. While that might be true to an extent, I fell into the trap of blaming them for my failure and allowed that state of affairs to sour my outlook on the whole e-commerce opportunity. I thought, for just a moment, that it was all a pipe dream.

That is until I finally started applying what I learned from William to my e-commerce brands. Fed up and frustrated with my failures, I decided to strip Amazon FBA and Shopify dropshipping down to their component parts. Painstakingly, I used the conventional wisdom to map out every step.

And then I set out to do some good old-fashioned process improvement.

Recalling William in front of that whiteboard, I began to cut the waste. I reordered the steps to boost efficiency. I identified the bottlenecks and areas where additional resources might be needed. Assuming nothing, I asked all the "Why" questions I could possibly think of.

And, finally, after I had redesigned the whole damn thing, it became clear as day:

The #1 reason I had failed at e-commerce was that I started in the middle of the process instead of at the beginning.

Once I stopped doing that, I had a breakthrough. Shortly after implementing my newly redesigned process, I did my first \$200k in sales and all three of my e-commerce brands became profitable. After realizing that I had discovered something pretty cool, I started to compile my notes and write this book.

If you haven't already guessed, the Five Fundamental Questions *is* my redesigned process. With this common-sense framework, the starting place is not: "Yay, Amazon!" or "Yay, dropshipping!" Instead, the starting place is:

1. What product am I going to sell?

Now that you see it, doesn't it just sound...*right*?

Before you decide on details like the platform you're going to sell on, you need to choose a product. Why? Because the particular go-to-market strategy (platform and fulfillment provider included) is going to vary *widely* from product to product. Starting with something other than "What product am I going to sell?" frequently results in trying to shove a square peg into a round hole. That's not gonna work! And what are you messing around with toys for, anyway? You're supposed to be starting a business.

The most common roadblock that newcomers to e-commerce face is not knowing what to sell. Let me be the bearer of good news: you are not required to have this question figured out before getting started! Product selection is a part of the process.

In the [next chapter](#), I'll give you a series of exercises and resources for identifying in-demand products that will form the foundation of your new company. More importantly, I'll teach you how to develop a *mindset of product ideation* that will empower you to formulate product ideas out of thin air as you go about your normal daily routine.

From there, the remainder of the four questions fall into place:

2. How will I produce my product?

Great, you think you know what you are going to sell? The next step is choosing a

sourcing method and, if relevant, a manufacturing partner.

In the [Q2 Chapter](#), we'll walk through how to start an "Information Products" business as well as one that sells physical products. I'll teach you exactly how and when to source products through the three primary e-commerce sourcing methods: Make, Manufacture, and Resell.

3. How will I deliver my product to my customers?

Awesome, you have your suppliers figured out! *Now* you can start to think about where your products will be stored and how you will transport them to your customers once they make a purchase.

In Q3, we'll go over the four big e-commerce fulfillment models: Seller-Fulfilled, Amazon FBA, Dropshipping, and 3PL. By the end, you'll know precisely how to decide which one is right for your product. You'll also be ready to choose an e-commerce platform (Amazon, WooCommerce, Etsy, Shopify, eBay, etc.).

This chapter really finalizes the structural elements of your business. After that, it's time to start figuring out how you're going to sell your products. Yup, Q4 and Q5 pertain to my favorite subject: marketing.

4. Who is my ideal customer, anyway?

The first step in marketing is always to define your target market. You have to know who the heck you're selling your product to in order to devise a sales strategy. Hopefully that's common sense.

Please note that I'm not just talking about demographics here. What are their biggest desires, fears, and problems? You need to have an understanding of the psychology of the prospects that you're targeting. And you need to get specific.

In Q4, I'll show you how to create an Ideal Customer Profile and teach you to formulate the foundation for the rest of your marketing materials: your StoryBrand. Having a robust understanding of your prospects will enable you to structure your brand

messaging in a way that resonates with them and converts them into paying customers.

5. How will I convince them to become a repeat buyer and tell all their friends about my brand?

This is the big one: Digital Marketing 101. We will spend the [biggest chunk of this book](#) on Q5. I'll go over key strategies for customer acquisition, customer retention, and growth. Finally, we'll take a deep dive into the Four Steps of Digital Marketing: Finding your ideal customers, convincing them to buy once, convincing them to buy again (and again), and convincing them to tell their friends about you. Master these, and you'll graduate from small-time product slinger to a *digitally dominant brand*.

Framework Wrap-Up

Now, I hope you can see this truth. When I started with “Yay, Amazon!” or “Yay, Shopify!”, I was *starting* with Question 3 (yes, FBA and dropshipping are merely fulfillment models).

And that makes ZERO sense!

Answering the Five Fundamental Questions *in order* ensures that you don't try to shove a square peg into a round hole. I truly believe that learning this method will provide you with an invaluable toolkit, empowering you to change your life through entrepreneurship.

Here are a few of the benefits of the Five-Questions Framework:

- **You'll gain a versatile skill set.** The framework gives you the tools you need to launch an online business under ANY model, including Amazon FBA, Dropshipping, Wholesale, Information Products, 3PL, and more.
- **You'll learn repeatable methodologies.** Mastering the Five Fundamental Questions positions you to launch business after business with mitigated risk and predictable results.
- **You'll be inspired to teach others.** Using this process, you'll find that you're good at certain pieces, and not so good at others. That's OK! I'll teach you how to outsource the things that don't come naturally to you. For the things you ARE good at...well, I'll show you how you can start an *entire business* teaching

others that skill!

Excited yet? Let's jump right in, with Question #1.

Q1: What Product Will I sell?

Many people have a burning desire to start a business, create a side hustle, make extra money, or be their own boss, but they don't have the faintest idea of what product to sell. The large majority of these people get hung up on this question and quit before they ever start.

I can certainly understand why. Deciding what core product you will sell, or at least identifying a niche (a category of products), is perhaps the most important decision you will make in any new venture.

The foundation of every business is a product. Things like your marketing strategy, company culture, and advertising budget are important. But identifying, iterating upon, and differentiating the product that your business will be known for is paramount.

I'm of the belief that uncertainty about what to sell shouldn't prevent anyone from entering the world of e-commerce. There is a method to conceptualizing, validating, and choosing a product to sell. And that's what I'm going to teach you in this first chapter.

Two things should determine what product a business will sell: 1) Founder Background and 2) Data.

Even if you already have a business and are selling products online, I recommend you read this chapter. Learning these concepts will enable you to ideate new businesses for years to come.

Founder Background

Yes, you, budding entrepreneur, are the founder. Through my three-step process, you can explore your own background to identify a short list of potential products to sell.

Step 1: Identify Markets

The first step is to brainstorm product markets that you already understand very well, based on your life experiences. Reflect on your career, skill set, hobbies, and interests. Be encouraged that a business, probably many businesses, could be designed around *anything* you can come up with that fits into one of these categories.

Your new business is going to occupy a huge chunk of your time and thoughts (even after you break for the night). You're far less likely to get burned out and far more likely to succeed if your business pertains to something that you are proficient in, care about, or enjoy.

So, the first step in deciding what to sell is to identify potential markets, or *niches*, using these three categories.

Do this: Brainstorm your hobbies (things you do), interests (things you enjoy), and skills (things you're good at).

Leave nothing out. Go for volume. You'll pare down the list later.

Examples: Maybe you like to fish, hike, ride your bike, or do crossword puzzles. Maybe you're a master chef. Maybe you know a lot about business law, or love politics and soccer. Maybe you're good at graphic design or planning vacations. Seriously, jot down as many as you can think of.

Step 2: Identify Pain Points

Armed with your market ideas (a list of hobbies, interests, and skills), you're one step closer to a product idea. But you're not there yet.

The next step is to think about the ***problems or pain points*** that need solving within each market. Since you are so intimately close to these potential markets, you understand them well.

About each one, ask yourself:

- What frustrates you most about this market (activity, subject, sport, etc.)?
- What prevents you from being as successful as possible?
- What prevents you from getting the most enjoyment out of it as possible?
- What causes you to spend more time, money, or effort on it than you want to?

You can probably see where we are going with this.

Step 3: Solve Pain Points to Create Products

The final exercise turns Step 2 on its head. What solutions to these problems would people pay for? Think about the products that already exist to solve each problem. Why don't they work? How can you improve upon the existing solutions?

Great businesses solve their customer's problems through irresistible products that make them happier, wealthier, or healthier.

List out all the potential features, benefits, and differentiating factors you can think of that would make the product great. If you aren't sure that a particular feature is possible, write it down anyway. This is the ideation phase. Don't let your own perceptions of what is or is not possible shape your thinking. Let a manufacturer tell you later if a feature isn't feasible (or is crazy expensive). Don't assume it will be that way and disqualify your own great idea!

You should now have a nice list of potential product ideas (solutions to problems) that fall within a market that you understand (a hobby, interest, or skill).

Hopefully, three to four of your potential products are exciting to you. *Something* should be jumping off the page. If you're lucky, your biggest problem is that *too many* are jumping off the page.

If you're struggling, keep in mind that you don't have to sell "widgets" (physical products) to start a business online. What are you an "expert" in? For my humble readers: what are you *almost* an expert in? Can you create a coaching, consulting, or info products business around it? Spoiler alert: you can. We'll cover how to create an "Information Product" in the [next chapter](#).

Examples (If You Chose Hiking as a Hobby):

- **Problems:** I get blisters on my heels from my hiking boots. My hydration backpack runs out of water by mile nine. Trailheads tend to be poorly marked.
- **Solutions:** New hiking shoes designed for comfort and durability. New hydration backpack with extra water capacity. New mobile app that allows crowdsourced updates to popular trail maps.

The last thing I'll say is this. While these exercises are useful for *reflective* ideation (thinking about the past), they should also become a *mindset* (analyzing the present). Start looking for pain points everywhere you go and in everything that you do. Over time, through practice, the product ideas will begin to flow like water.

If this section seems a bit abstract to you, don't lose heart. It is time to move on to the second determining factor in product selection.

The Data

Thorough market research is a "must-do" prerequisite to starting an online business. The data that you uncover will validate or eliminate the potential markets you just identified and refine your list of viable products.

The goal of market research is to understand three things: demand, competition, and opportunities.

Demand

Let's start with Demand. Demand is simply a representation of the desire for customers to buy a particular product or service. And I hate to break it to you, but you can't build a business around something that nobody wants to buy.

I learned this the hard way. When I started my first dropshipping store using Shopify, I used AliExpress to find products. AliExpress is a B2C marketplace for Chinese sellers, but it is also an extremely popular place to find dropshipping suppliers for US Shopify store owners. I found a product that seemed to be selling well. I set up the product page, methodically writing my product descriptions based on a formulaic copywriting

template I found online. I set up an ad using the principles of some Facebook Ad guru. Confidently, I drove *hundreds* to my online store to buy this product:



Travel Hoodie Pillow

A Travel Hoodie Pillow? GENIUS! And it had thousands of orders on AliExpress! I was going to be RICH!

What's the problem with this picture?

Well, for one thing, I didn't come to this product idea by thinking through a market that I understood and trying to solve a pain point. I based it on the number of orders I saw on AliExpress and the fact that I thought it was cool.

For another, I didn't do thorough market research. In fact, I did almost no market research at all. As it turns out, almost *all* of the orders for this product that I had seen on AliExpress were placed outside of the United States. There was simply no demand for the product in the market where I was selling it. My total sales of this product to date? Yup, you guessed it: \$0.

Luckily, there are [plenty of free ways to research](#) market data online. You can find out if people are buying your product already, how many are searching for your interests or hobbies on Google, demographic information about the customers in a market, how people are currently solving the pain point that your product addresses, and much, much more.

I'll provide a list of market research resources at the end of this chapter.

If you do your research and discover there isn't much demand out there for your product, it may be time to move on to a different idea—unless you are confident that you can *generate* demand where none exists today.* But that is a tall order. You're usually better off choosing a niche with proven demand. Look for markets where the products change frequently but money is consistently spent. Enthusiastic hobbyists make great customers. Think Video Gamers, Sports Fans, Cyclists, Podcast Junkies, etc.

**Demand Generation involves educating the market to convince them that a problem exists, needs solving, and that your product is the best way to fix it. That's quite the exercise.*

Competition

Competitive research should be done in tandem with market demand research. After all, if you are able to prove that people are already buying a particular product, the next logical question is: who is selling it to them? The answer is: *some of* your potential competitors.

To broaden that definition a bit:

A competitor is anyone who solves the same problem as your business (even if they sell a completely different product).

Before entering a market, you want to get a good sense for:

- How many competitors there are.

- The product offerings available to customers.
- Who is “winning” and who is “losing” in the marketplace.
- How satisfied or dissatisfied customers are, and why.

You need to know what you’re up against. You need to know how customers are currently solving the problems that you want to solve for them. That way, you can design a solution that is 10x better than anything available to them today. When you do that, you make the buying decision a no-brainer for your customers. Suddenly, your product goes from “nice-to-have” to “need-to-have”.

The Goal of Market Research: Opportunities

The entire point of researching demand and competition is to find opportunities, or to figure out that no opportunities exist. Thus, you use market research to validate your good ideas and weed out your bad ones.

Market Demand Opportunities

Market demand opportunities manifest as **trends** in the marketplace. For example, you might find that a particular market is growing in size (Total Revenue Dollars) over time. Ensure that you analyze how the total units sold, revenue, and total number of sellers changes in your market over various time periods. If you’re looking for inspiration, [Trend Hunter](#) is a site that compiles an annual emerging trends report. But there is no shortage of tech and consumer blogs that exist solely to identify new trends.

A word of caution: be mindful that some “trends” will actually turn out to be **fads**. Fads die out quickly and are not the stuff of long-term business success. I would not recommend jumping on the bandwagon of a market that is only two or three months old, unless you have serious insider information to suggest that it is here to stay. Especially for your first product launch, I recommend that you go for a market with a more proven track record.

Competitive Opportunities

My favorite way to get a sense of competitive opportunities is to read through negative

product reviews (skimming the 1-2 Star Reviews on Amazon is the best way to do this). Are customers 100% satisfied? Or are there consistent complaints about a faulty product feature, unmet expectations, or poor customer service? There almost always are.

These all represent golden opportunities for you to differentiate yourself from the competition and create unique products that are tailored directly to what customers are asking for. Said another way, **you can intentionally create a business that solves the problems caused by your competitors.** That's a pretty good strategy for capturing market share in a mature industry.

Product Research: In Perspective

OK, up to this point, you've brainstormed potential markets that you understand. You've conceptualized products that solve real problems that people actually care about. You validated the good ideas and eliminated the bad ideas through comprehensive market research.

But how do you decide which product to sell?

Hopefully, one of your ideas is unique and exciting and has great market research data to back it up. If so, you're probably pretty pumped about that idea and can skip the next exercise.

But more likely, you aren't sure yet at this stage. In order to compare your ideas, you need to rank your potential products with some standardized criteria. I recommend doing the following:

1. **Identify your potential revenue for each product.** Total Revenue of the Market * Your Projected Market Share = Potential Revenue. You will have to make an assumption for the Projected Market Share. It's probably low, like .05%, but it will vary greatly by industry.
2. **Score each product (qualitatively) 1-10 in Demand, Competition, and Opportunities.** This is a little bit squishy and will make my data-heads uncomfortable. But, we need to standardize the comparison because the product ideas you've come up with likely span different industries (making the Revenue

estimation less valuable). The bottom line is that you have to use your judgment and score the products relative to one another.

3. **Jot down the best opportunity for each product.** What is the single most exciting thing about this product idea? This column usually finds the winner.

Ideally, you'd find a product that is a perfect 10/10 in all three categories, but this is rare. You will likely have to compromise a bit.

If a product has poor scores in all categories and low revenue potential, it's time to cross it off the list. This exercise should take you from a big broad list of product ideas to a few concrete options with data-backed potential.

But don't feel like you have to make your final choice just yet. Until you finish answering **all** Five Fundamental Questions, you shouldn't launch your business. It's healthy to have a short list of competing ideas until the final plans are drawn.

Product Research Resources

Whether selling on Amazon or opening a Shopify store, you can find detailed data on existing sellers, how many products are being sold, product reviews, trends, and more.

These tools are truly amazing and you should definitely take a look through these before deciding on a product.

Resource List:

1. [List of Free Market Research Tools](#)
2. Amazon, Walmart, and eBay Market Data: [Aglopix](#)
3. Amazon Market Data
 - a. [Jungle Scout](#)
 - b. [Viral Launch](#)
 - c. [Helium 10](#)
4. Non-Amazon E-commerce Market Data
 - a. [Sell the Trend](#)
 - b. [AliExpress Dropshipping Center](#)
 - c. [Niche Scraper](#)

d. [EcomHunt](#)

Coming up with a short list of data-backed product ideas is a great first step. The [next exercise](#) in paring down your list is to figure out how you're going to produce, or *source*, your product.

The End, for Now

That's it for the sneak preview!

Thanks so much for reading. In the coming chapters of this 150 page eBook/toolkit, we will answer the rest of the 5 Fundamental Questions of an eCommerce Business in great detail.

If you need more info on ANY of these, I'd encourage you to buy the full eBook. There is so much conflicting, fragmented information online about starting a business. Wouldn't it be nice if ALL the fundamentals, ALL the hard and fast rules, ALL the time tested strategies and resources were in one place for you? Now they are!

Making a small investment into this eBook could pay off thousands of times over if you are able to implement the methods enclosed.

No matter what, I appreciate you reading this far, and would love it if you reached out with any questions you might have, at: info@ecomboardroom.com.

Here are the 5 Fundamental Questions, one last time.

The 5 Fundamental Questions of an eCommerce Business

1. What product should I sell?
2. How will I produce my product?
3. How will I deliver it to my customers?
4. Who is my ideal customer, anyways?
5. How do I convince them to become a repeat buyer and brand evangelist? (A.K.A. Digital Marketing 101)

I wish you all the best on your entrepreneurial journey!

Cheers,

Charlie Camisasca