How To Launch An E-Commerce Store In Under An Hour: Interview With Boris Savransky

Boris Savransky, runs a successful e-commerce business. He started out by selling T-shirts on Teespring with his brother Sam where they sold over $700,000 worth of T-shirts in just 7 months. Despite an initial learning curve, by using a one-hour e-commerce formula, they were able to go from 0 to 55,000 in sales in 30 days and scale $1.5 million in results over the next year.

How did they do it?

- Boris and Sam rapidly launched e-commerce campaigns and determined profitable products in a matter of hours rather than weeks or months.
- They utilized drop shipping, which allowed them to avoid managing product inventory, returns, and shipping. You don't actually deal with any products. When you sell a product, you purchase the item from a third party who ships it directly to your customers. You never have to see or handle a product even if it's a return. There is no time spent sourcing products overseas or out-of-pocket money being spent on inventory.
- Once you have selected the items you are going to sell, using a drop ship partner makes shipping easy and cost effective. You sell your product to a buyer, go to your drop ship partner who has that particular product and buy it from him, then ship it directly to your customer.
- Buy low and sell high. Purchasing an item at $5 from your drop ship partner and selling it for $10 (including shipping), would leave you with $5 towards profits and advertisements.

What are the steps for using the one-hour e-commerce method?

The one-hour commerce method is designed to be used on any product-selling platform. The system is geared and built around quickly finding profitable products so you can be up and running as efficiently as possible.

- **Step 1:** Select a niche. The top broad niches Boris and Sam found were beauty, fashion, health and fitness, home and garden, kids and family, pets, self-defense and survival, sports and leisure, and weight loss.
- **Step 2:** Identify products with a high probability of success. Websites such as WatchCount (in conjunction with eBay) allow you to identify the popularity, past sales, and prices of items so you know what will sell well.
- **Step 3:** Create a simple landing page using a site like Product Pages, where you can drive traffic to showcase and sell your products. Include a headline, description, image, price, countdown clock (which creates a sense of scarcity), and "buy" button on your landing pages.
- **Step 4:** Identify targeted Facebook interests. If you aren't able to match up your product with a targeted audience, you're not going to make sales. Boris and Sam use the Facebook audience insights tool, which helps you to find possible interests that are targeted as well as narrow down by demographic including gender, age, and "likes" or interests.
- **Step 5:** Launch a Facebook ad. Boris uses Page Post Engagement Ads.

Useful Tools

- Facebook Audience Insights: https://www.facebook.com/business/news/audience-insights
- WatchCount: http://www.watchcount.com/

Websites for Selling Products

- Teespring: https://teespring.com/
- Gearbubble: https://www.gearbubble.com/
- Shopify: https://www.shopify.com/
- eBay: http://www.ebay.com/
- Amazon: http://www.amazon.com/