
FACEBOOK MARKETPLACE DROPSHIPPING



DANIEL SELLS ONLINE



A How to Guide for beginners wanting to learn Facebook Marketplace

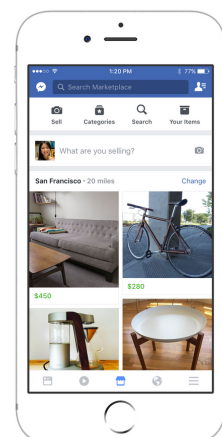
ABOUT



DANIEL

is an experienced online marketplace reseller. He began his journey into e-commerce back in 2018. He has actively been dropshipping across multiple marketplaces such as eBay, Amazon, and most recently Facebook Marketplace. Daniel continues to grow his knowledge by exploring a variety of product fulfillment channels that include wholesale, Amazon FBA, wholesale drop shipping, and retail drop shipping. He has successfully sold over \$200,000.00 dollars online using the dropshipping model.

Daniel resides in the South Florida area with his family. He is a Business School graduate with a background in Sales, Marketing, and management. He has 20 years of experience working in the Telecommunications and Wireless industry. He enjoys investing in cryptocurrencies. He is a new content creator on YouTube. Daniel also manages 3 separate storefronts across multiple marketplaces in the US.





DISCLAIMER

There is no guarantee that you or anyone who attempts to sell online using the dropshipping method on Facebook Marketplace will succeed. The results will vary greatly among individuals. Your level of motivation, focus, and talent will help you overcome this obstacle to an extent. However, you still acknowledge that this is information is for educational purposes and entertainment

All statements made by the author here or on other digital or printed material are the author's opinion on the potential results that can be achieved. The success you can reach is entirely up to you and how you can execute the techniques provided in this digital eBook.

Daniel Benavente

What in the World is Dropshipping?

Dropshipping is a fulfillment method where a store doesn't keep the products it sells in stock. The seller purchases the product from a 3rd party supplier and they ship the product directly to your customer.



KNOW THIS!

As you see from the image explaining the dropshipping cycle. You as the seller never physically see or touch the product.

You don't need to put forward an initial investment to start drop shipping. This is what makes drop shipping attractive for beginners starting to sell online for the first time.

Once your customer pays for the item you listed for sale. You take the amount that covers the cost of the product and you keep the difference in the price as your initial profit.

The idea with Drop shipping is you buy low to sell high and earn a profit. You are looking for online arbitrage opportunities between different marketplaces.

There are many different fulfillment methods you can follow, however, for this eBook we will focus on retail dropshipping.

Retail dropshipping is basically buying products from big box stores such as Walmart, Home Depot, and Overstock. To resell on marketplaces such as Facebook Marketplace.

HOW TO GET STARTED?

First, you will need to use your existing Facebook account or create a new account if you don't own one. Once you create an account you will need to click on the following link:

<https://www.facebook.com/marketplace/>

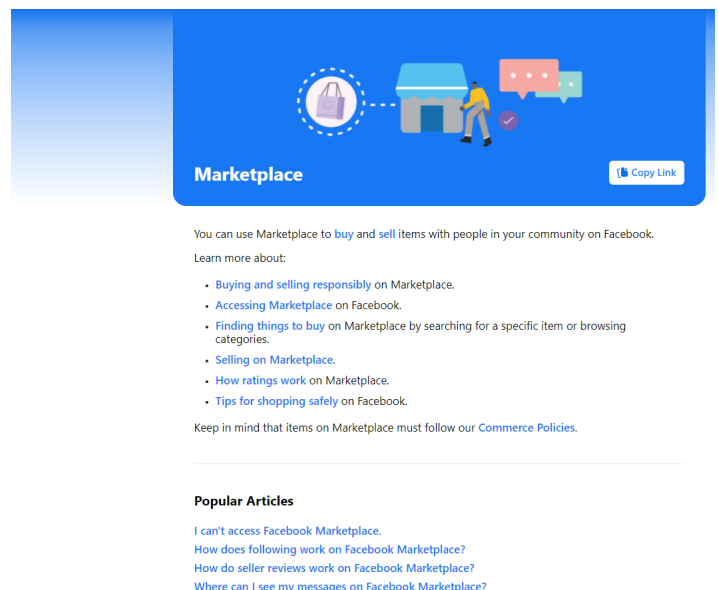
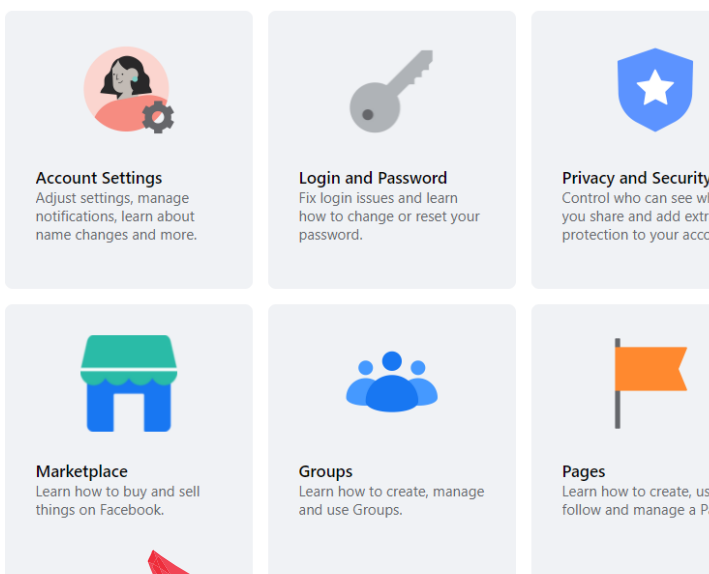
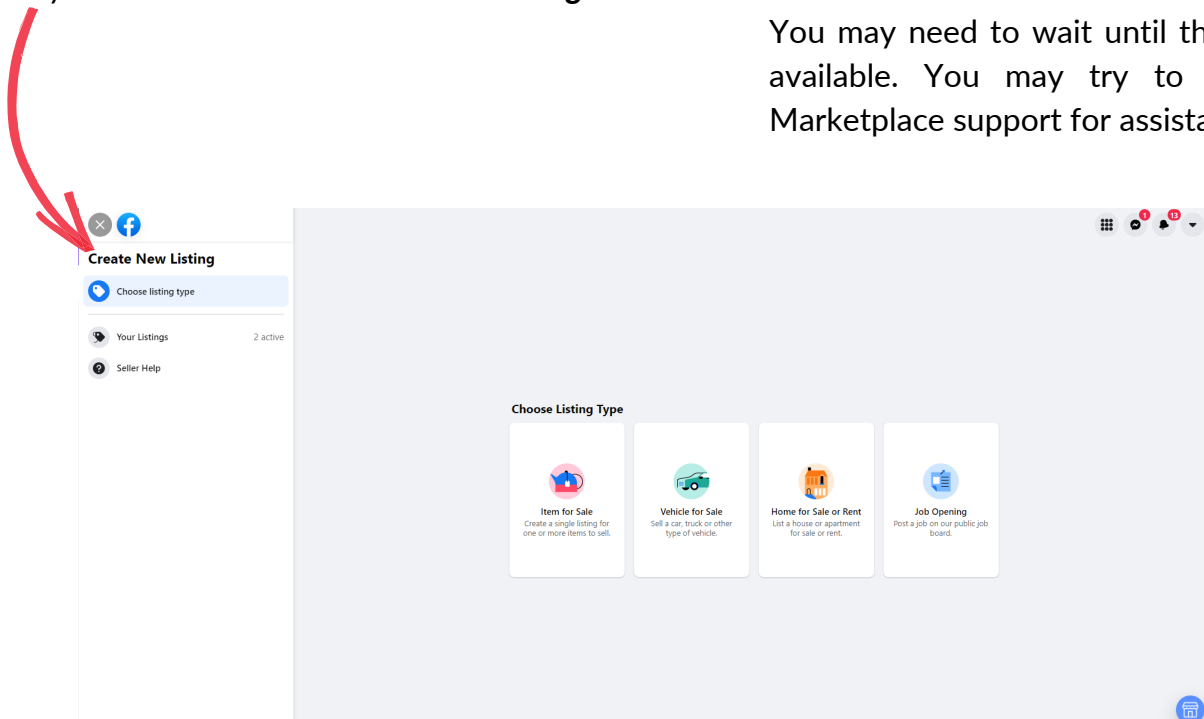
You should be able to view your commerce profile on Facebook Marketplace. At this point, you should see the **+Create new listing button**.

SHIPPING FEATURE REQUIRED

You will need to confirm by creating a new listing if Facebook Marketplace has enabled the shipping feature on your account.

Most accounts should allow the Shipping feature. If you only see the option to sell locally without shipping.

You may need to wait until the feature becomes available. You may try to contact Facebook Marketplace support for assistance.



SUPPORT



IS DROPSHIPPING REALLY THAT EASY?

When you start something new it's really never EASY at first. Eventually with a lot of practice and a few learning bumps along the way. It does become easier to dropship online. The goal is to start your very own dropshipping storefront on Facebook Marketplace and SELL SELL SELL!

In my opinion, what makes selling on Facebook Marketplace easy are the low barriers to entry. Unlike other traditional selling platforms. Not many sellers who drop ship products utilize FBMP to sell online. This means less competition compare to marketplaces like Amazon or eBay.

Plus there are fewer policy restrictions on FBMP at the moment for dropshipping. This means there is more opportunity to sell from a variety of retailers without the fear of being banned on the FBMP platform. ***I will share my thoughts more about Bans and Restrictions later.***

All in all dropshipping on Facebook Marketplace is a great opportunity for beginners to learn how to sell with no prior experience. it's easy & simple to get started selling online today!



Mastering the Art of Product Research

To be successful in this space you need to know what customers want to buy from you. Businesses spend millions of dollars a year on marketing, brand positioning, and social media to drive attention to their products. Luckily, as a dropshipper you don't need millions of dollars in the bank to know what customers may want to buy from you.

What is Product Research?

The process of deciding which new products might be successful to sell. You want to validate that the product you want to sell has a demand in the marketplace. In addition, you want to choose products that are evergreen and tend to sell year-round. Seasonal products also do well but at times you may run into out-of-stock issues. Especially if it's an in-demand hot selling product. Halloween and Christmas tend to be two of the best holidays for seasonal products.

How to start with the basic product research steps as a beginner?

There are a few different ways on how to go about starting your product research journey. I want to make it simple and leave you with a few tips to help you find products to sell.

Tip #1

Browse the "Best Selling" items found on retailer websites such as Amazon.com, Walmart.com, and Overstock.com to just name a few.

Tip #2

Browse Facebook Marketplace by category. For example, select Toys & Games to see what products are currently selling in the category.

Tip #3

Identify other FBMP sellers that are dropshippers. Analyze their listings to look for clues their items are sold on retailers such as Wal-Mart. You can google search their product descriptions on their listing or product photos. You will discover more often than not these products are found very easily online.

Tip #4

You can also use product research software to help you make a more informed decision. There is not a lot of product research tools in the market at the moment. I do expect more software tools to become available in 2021.



PRICE AND PROFITS

You must also take into consideration how you will price your item on Facebook Marketplace. As a seller, you want to price your products competitively while leaving enough room for profits and selling fees. FBMP is charging sellers on their platform a 5% selling fee for all sales. As a new seller, only 5% to sell online is a great bargain! Most marketplaces charge sellers between 12% - 15% of the cost of the sale. This leaves you with more cash in your pocket by simply selling on Facebook Marketplace.

On average you can expect profits before any business expenses between 10% - 50% by dropshipping products on FBMP. Again, these are estimates, and profits can vary greatly depending on numerous factors.

This is the potential of earnings that can be realized by simply starting to sell on FBMP. Everyone will have a different experience but the opportunity is there for the taking.

I do want to emphasize that patience is key to having long-term success in any business venture. The best advice I can share is to always stay informed and be on the lookout for changes in the market and new trends that are on the horizon.



HOW MINIMIZE BEING BANNED

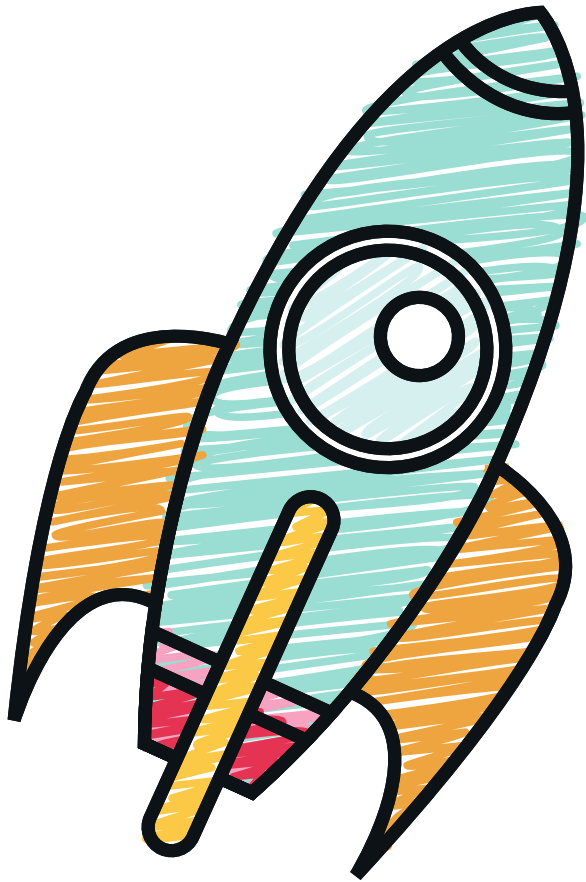


This is a very complicated question to answer. To be 100% honest nobody has a clue on what may trigger Facebook to restrict or outright ban sellers from their platform. Unfortunately, platforms like FB can restrict your selling privileges for not abiding by their terms of service. I highly encourage each one of you to read over the Terms and Policies on Facebook's help page.

Even if you follow all policies you may still get banned or restricted to sell. Having said all that I don't want to create panic or alarm all of you to think that your account is doomed to get banned. Many sellers are actively selling and doing very well with little or no problem.

Here is my take on what to do to minimize the risk as much as possible.

1. Always create a good buying experience. Talk to your customer be proactive and solve problems when you can. It will go a long way to keeping your customer happy.
2. Always upload your shipping tracking numbers on time.
3. Sell quality products with great product ratings
4. Accurately describe the product you are selling.
5. Upload product pictures for all your listings.
6. Avoid selling products that may arrive on branded packaging. For example, selling items that are shipped via Amazon PRIME. This may create a negative buying experience for your customer.
7. Grow your amount of listings slowly.
8. Don't infringe on any trademarks, intellectual property rights, or copyright laws
9. Accept returns when possible. many retailers make the return process very easy to take advantage of it.
10. Always put yourself in the shoes of the customer be empathetic and create a great buying experience. your customers will be grateful and come back to buy from you again.



WHAT'S NEXT?

Congratulations you made it through my Facebook Marketplace eBook for beginners. I hope this information is helpful and serves as a tool to help answer questions you may have about getting started.

I invite you to join my YouTube channel Daniel Sells Online. Here you will find helpful videos on many topics ranging from Facebook Marketplace to Amazon & eBay dropshipping and more.

I give greater insights into product research methods, finding suppliers, optimizing listings, and using software to scale and automate your business.

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