

E-BOOK

# DROPSHIPPING FOR BEGINNERS

**HOW TO MAKE MONEY ONLINE  
WITHOUT YOUR OWN PRODUCT**

**In The Loop. Go Digital**



WEB IN THE LOOP

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*HOW TO MAKE MONEY ONLINE WITHOUT YOUR OWN  
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# 1

## Prologue

A warm welcome and thank you for your interest in the topic of this guide, which concerns running **your own online store using the dropshipping model**. Since you're here, it's likely that the concept of running your own store is either already familiar to you, or you're interested enough to want to deepen your knowledge, understand the mechanisms behind this business model better, or perhaps you're looking for support in making a decision.

I would like to invite you to read this eBook to gain a deeper understanding of the subject — not from a salesy perspective (as seen on platforms that offer ready-made stores, where everything appears shiny, easy, and perfect!), but from the angle of various important aspects that you should consider before investing your resources (time and money) into this solution.

This eBook is based on an exchange of practical experiences between two people: one who administers a global online store within a corporation (B2B), and another who went through the

process of creating their own store in one of the EU markets, supported by a grant from the Governmental Scheme, and built on one of the available platforms (B2C). The aim is to provide deeper insights from various perspectives and business realities.

So let's shift into gear and dive into the world of dropshipping together!



## Introduction

**Dropshipping** – a trendy term lately, in this guide we'll decipher its meaning as well as its strengths and weaknesses. We'll stick with this original term and use it consistently.

So, to begin with, let's answer the question:

**What is dropshipping?** And is it better than managing your own product inventory?

Dropshipping is a model used in online sales, in which the process of delivering goods is transferred to the manufacturer or distributor. The role of the online store is to collect orders and forward them to the supplier. If you run your own online store and your customer places an order, you process it and send it to the supplier for fulfilment (this can be automated). The supplier, in turn, acts as an external warehouse, from which the goods are shipped directly to the end customer.

This usually means that you don't buy products in advance to keep in stock, and you don't pack or ship them — all of that is

handled by the supplier, including warehouse operation costs. This allows you to offer a wider range of products, as you're not limited by your own storage space. It's like having a kind of virtual warehouse ('virtual' for you, since the warehouse physically exists — possibly even abroad).

This is a great solution if - at the very beginning - you don't want to or can't invest heavily in your own store development.

Your costs will include configuring the e-commerce platform so that customers can navigate it easily, find what they need, and place and pay for orders without hassle.

Another option is to combine both models — dropshipping and traditional inventory — by stocking your best-selling products and ordering the rest from the supplier as needed. When your business grows enough to afford a warehouse, you can switch entirely to a traditional model. However, dropshipping is a good way to begin your online store journey.

For those looking to broaden their perspective, I recommend reading the article on [www.webintheloop.com](http://www.webintheloop.com) about dropshipping.

## Part One – Initial Research and Timeframes

Before you dive into building your actual online store, there's some groundwork to do. As someone planning to sell online, you should first answer a few key questions:

1. **What products do you want to sell?**
2. **From whom will you buy them and resell to your customers?**
3. **Do you want and are you able to have your own warehouse, or would you prefer to sell products that you don't physically store for various reasons?**

If you see your role as someone who sells products made by other producers, then **dropshipping might be the ideal solution for you.**

When starting your own dropshipping store on one of the ready-made platforms available on the market, you don't need developers, hosting services, etc., to get started. You can use the tools already out there — they come with preconfigured

setups that you can customize, making it **much easier, faster, and cheaper** than building a webstore from scratch.

You can always move your webstore later — but for a beginner entrepreneur, the lower-risk and more straightforward path is to start with a ready-made solution.

You might be wondering — **why not just go with affiliate marketing?**

Well, mainly because **you control the profit margin** with dropshipping. You can also start building your **own brand**, and you're not dependent on an affiliate partner to do the accounting and release your payment only after you hit a threshold.

**Here, you set the prices and the rules!**

So let's move into the next section — a set of common **questions and answers**, grouped by themes.

### **1. I want to open a store — where do I start?**

First and foremost, think about **what you want to sell and why**, who your target customer is, and what value you can offer them.

Look around to assess the demand for your product:

- Does your product **solve a problem**? People are happy to pay for something that makes their life easier or takes the burden of solving a problem off their shoulders. It's slightly harder to sell something that merely improves their life — but there's definitely a market for that too.
- Do you genuinely **feel a connection to this product**?
- Are you doing this **just for the money**? Or maybe someone sold you their idea and profits off recruiting you into the business?

- Is it a **physical or digital product** — or maybe a mix of both?
- Are you selling something **you make yourself**, or are you aiming for **dropshipping** with a low initial investment? Do you already have a specific supplier in mind?

Also remember: **a store doesn't sell by itself**. So it's smart to find a **niche** and focus on attracting the right customers.

These are just some **initial considerations**. As with any investment, this requires thoughtful planning.

A great starting point is to:

- reflect on your own **interests and motivation**,
- read up online,
- and talk to people who've been down this path — especially those who succeeded (to learn how they made it), but also those who **didn't** (to understand what went wrong).
- Both perspectives will teach you valuable lessons.

Once you've made your decision — **take action!**

## **2.How do I choose a ready-made platform for building my store? What should I consider?**

Here are several important aspects to keep in mind:

- **Reviews and rankings** of the platform — how does it perform, and what do users say?
- Does it meet your expectations in terms of features?
- **Cost vs. your budget** — the startup phase is full of uncertainty and trial and error, so factor in the financial risk. Choose something affordable, but ideally also scalable, so

you can upgrade as your business grows.

- Moving a store that's already ranked and optimized to a more advanced platform later can be complicated and expensive.
- **Dropshipping support** — not every platform on the market handles this model properly. You need to confirm whether it supports dropshipping and **works with the supplier** you plan to use.
- Make sure to check for **integrations** — can you connect the store to your chosen supplier? Ideally, you should already know your supplier or at least know what questions to ask when choosing one.
- **Compare platforms** — look at which features are included in each plan, which cost extra, and how pricing evolves after the initial “starter promo” ends.

### 3.What are the downsides of using a ready-made platform compared to building your own store from scratch?

Many dropshipping platforms share similar problems, such as:

- Limited integration options with wholesalers.
- Poor graphics and visual design — meaning if you want a nice-looking, professional store, you'll have to **invest more** in the design.
- Each additional integration (e.g. working with multiple suppliers) comes at a **monthly cost**.
- **Promotions** can be tricky — some platforms don't handle them well. For example, when using product variations, the price may reset to the wholesale price instead of your custom

store price. Fixing this often requires **paid modifications**. So it's wise to evaluate how promotions work when selecting a platform.

#### **4. How long does it take to build a working store on a ready-made platform, from the moment you choose one?**

The favourite answer of every philosopher: **it depends**.

Here's the basic process:

- Choose a **template**, customize the look and feel.
- Platforms like Shoper offer **ready-made free templates**, and for more advanced users, **paid templates** are also available.
- Basic templates can be modified using **modules**.
- Set up **shipping options** for customers (e.g. traditional Post, parcel lockers, couriers like DHL etc.).
- Set up **payment options** (credit card, bank transfer, PayPal, etc.).

Uploading your first products can be time-consuming and depends on many factors — such as automation, integrations, and how much detail you want in product descriptions, visuals, etc. A narrow product range will obviously take less time than a large catalog.

Even in dropshipping, integration still requires **manual effort**.

A realistic estimate for launching a **basic store: two weeks**

(This doesn't include time for signing contracts, configuring logistics, or setting up payments.)

Other important steps that happen **in parallel**:

- Sign contracts with suppliers.
- Configure delivery options.
- Sign contracts with courier companies.
- Set up payment methods — for example, **card payments** may take up to a month to activate.

By the time your store is visually ready, you also need to factor in the time needed to upload products and finalize operational processes.