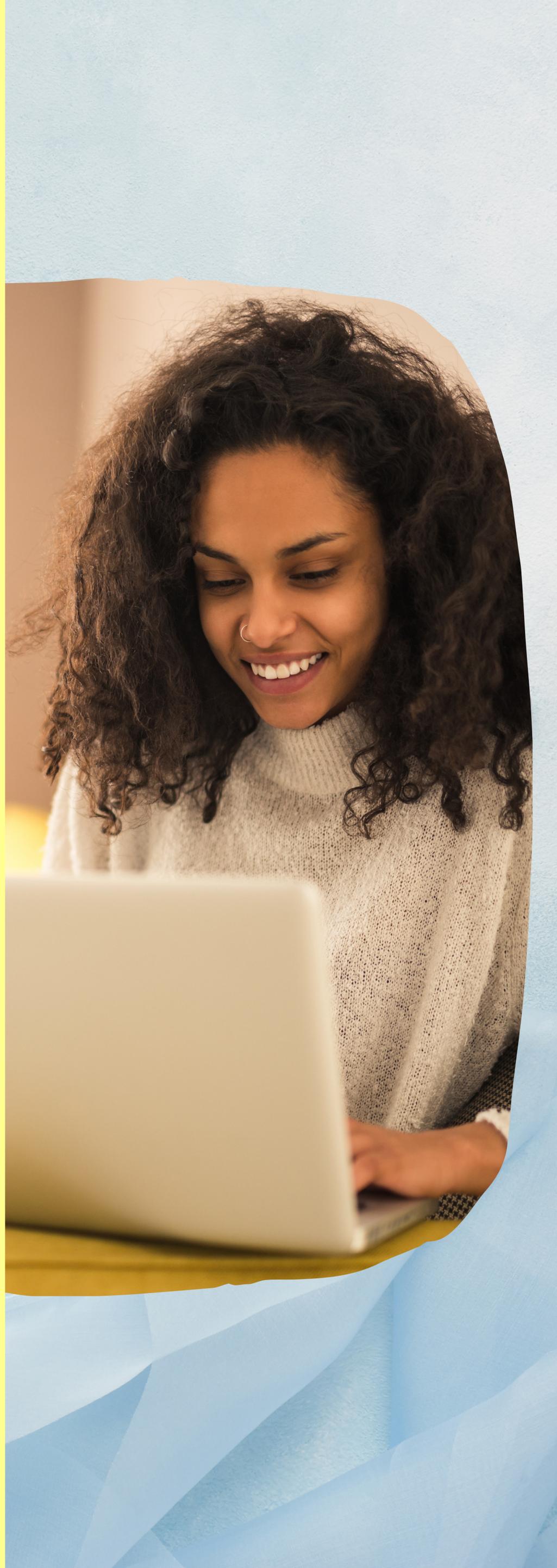


3 Budgets to Start Dropshipping Today

Use this guide to
create an actionable
budget for your e-
commerce business.

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Untethered



3 Budgets to Start Dropshipping Today

I'm so excited that you decided to take a look at our e-commerce budget guide! By reading this guide, you will be able to look at how much money you can expect to invest in your e-commerce business during this startup phase. I hope this guide will help you to determine the budget and tools that you are comfortable with.

While reading this, keep in mind that every e-commerce business is different. What I recommend in general may not fit the needs of your business. This tool has been designed to inform, guide, and teach based on my own e-commerce experience.

If you have any questions about this or anything else with regards to beginning your online business, please reach out to me at laura@weareuntethered.com or through our website, weareuntethered.com.

Tools you will need for all 3 budgets:

Whatever your budget, the following simple tools will be necessary to get started:

- Laptop
- Wifi
- Paypal

Should you lack access to any of the above tools, I recommend you set them up or reach out to someone who can help you with them before moving forward.

About Me

Laura Busulwa

An e-commerce entrepreneur with over 5 years of experience, more than 5 five, six and seven figure e-commerce stores, and 5 children, I've become an expert in doing it all.

Untethered is a community of e-commerce entrepreneurs who want the flexibility to live life on their terms. Fuelled by real, actionable advice aimed at teaching e-commerce business owners how to run their business and live their life, too, Untethered helps e-commerce businesses grow.



 [@we_are_untethered](https://www.instagram.com/we_are_untethered)

 [@UntetheredFam](https://twitter.com/UntetheredFam)

Small Budget

With just \$200, you can start your own drop-shipping business.

The general rule is that if you get started with a smaller budget, growth will be slower. What you save in money, you will need to spend in time.

<i>Item</i>	<i>About the Item</i>	<i>Cost</i>
Shopify	Shopify is an easy e-commerce platform to use when you are starting a dropshipping business on a low budget. Shopify hosts your e-commerce store.	\$29 per month
Dropship Spy, E-commerce Hunt, Niche Scraper, DropPoint	These tools help dropshipping business owners figure out which products are selling well. This can help you choose your store's niche. The newsletters that the tools send out are also helpful.	\$0 FREE TRIAL You can start by using their free trials, and later upgrade the tool you like best.
OR	OR	
you can learn online how to use Google Adwords to find suppliers for Ali Express	You can learn on Youtube how to use Google Adwords to find popular products, then source these products from suppliers on Ali Express.	
Sample Product	You will need to order a sample product for your supplier to establish the product's quality.	\$100
Ads	Spend \$2-3 per day on Facebook to figure out which products and which ads sell well. Later, put your money into the ads that sell well.	\$100

Small Budget, Page 2

<i>Item</i>	<i>About the Item</i>	<i>Cost</i>
Dropshipping	<p>Dropshipping is way to sell goods online by being the middle party between manufacturers and customers. You create the product and order products from the manufacturer. The manufacturer makes the product according to your requests. Then, the manufacturer ships the product directly to the customer. This allows a startup e-commerce store to test how well their product sells at early stages.</p>	<p>\$0</p> <p>The cost of the product is deducted from the price. You receive the profit.</p>
Virtual Assistant Ad Specialist	<p>Hire a Virtual Assistant for 3 hours at \$10/hour on a Facebook group like Virtual Assistant Hiring- Homebased Jobs or on Upwork.</p>	<p>\$30</p>
irtual Assistant Ad Specialist	<p>Oberlo is a Shopify app allows Shopify store owners to directly import items into their shop and ship those items directly to their customers.</p> <p>It's an easy shortcut, but it allows you less control over your store.</p>	<p>\$0 with</p> <p>Free starter plan</p> <p>OR</p> <p>90-day free-trial of business plan. Business plan is priced at \$29.90 or \$79.90 at higher tiers.</p>

Small Budget, Page 3

<i>Item</i>	<i>About the Item</i>	<i>Cost</i>
DIY Email Marketing or Mailerlite	Manually email each client as orders are sent through. Use Mailerlite Free until you grow.	\$0
Niche Marketing	Start a blog on Shopify, and become a trusted resource on targeted niche Facebook groups	\$0

TOTAL

\$259

Medium Budget

If you have closer to \$2500-5500 to invest in your new business, you can accelerate your business growth by expanding your advertising, shipping your products faster, and increasing the size of your team.

<i>Item</i>	<i>About the Item</i>	<i>Cost</i>
Logo & Branding	Hire a graphic designer to create your logo and online branding.	\$70
Register your store as an LLC	Register your business with your region.	Country-dependent.
Open a business bank account	Get a business-specific bank account to manage your profits and expenses.	\$0 or Bank-dependent.

Medium Budget, Page 2

<i>Item</i>	<i>About the Item</i>	<i>Cost</i>
Web Domain	GoDaddy	\$70 USD Maximum
Shop Platform	Shopify, WooCommerce, etc. I use Shopify.	\$29
Shopify Apps	Choose 3-4 Shopify apps for your store. Some are free, while others cost money. The apps you choose will be dependent on your store's niche.	\$0-40
Sample Product	Contact suppliers for sample product.	\$100-300
Product Sourcing Tool	Dropship Spy, E-commerce Hunt, Niche Scraper, DropPoint	Start with a free trial, then get a basic package
Ads	Advertise your products on Facebook and Google.	\$700
Gsuite	Purchase 2-3 email addresses, and support. Add your business information and name.	\$24-36
Social Media Marketing Software	Use social media marketing software like Hootsuite, Buffer, Canva, or Planoly. Many of these offer free trials or basic options.	\$0
Niche Marketing	Become a trusted resource on targeted niche Facebook groups.	\$0

Medium Budget, Page 3

<i>Item</i>	<i>About the Item</i>	<i>Cost</i>
Hire a VA to set up your store	A specialist Virtual Assistant can set up your store in a professional, aesthetically-pleasing way	About 5 hours or a fixed price of \$250
Facebook Ads	Using testing and educated guesses, show your products to the people who would most likely be interested in it by using Facebook. However, this may be unnecessary if your product sells better on other platforms, like Etsy.	Different products demand different budgets. However, I recommend a range of \$400-700
Google Ads	Buy Pay Per Click (PPC) ads on Google for your products so that they show up at the top of the page when clients search for it.	About \$300/month, and \$10/day, product and keyword ranking dependent.
Part-Time Virtual Assistant	Hire a part-time virtual assistant (VA) to perform regular admin tasks for your store about 10 hours per week. You can hire Upcoming Talent for \$10-20/hour. Since you are starting out be sure to use experienced drop shippers.	\$400-800/month

Medium Budget, Page 3

<i>Item</i>	<i>About the Item</i>	<i>Cost</i>
Facebook Ads Specialist	Hire a Facebook ads specialist to tweak your Facebook ads to target your market. An amazing specialist will often charge \$75/hour, but their work is very worth it! Usually around 2 hours is enough for them to tweak and target your ads.	\$150-170
Use a CRM	I recommend Zendesk, as they are great for customer engagement.	\$0-59/month Average plan is \$19/month.
Task Management Program	A task management program can help organize your task flow and ensure that everything is moving along smoothly. Asana, Trello, and Monday.com are all good options for this.	\$20 for two users (You and your VA)
Email Marketing Software	Mailchimp: Free up to 2500 contacts Klaviyo: Free up to 250 contacts Mailerlite: Free up to 1000 contacts, and 12,000 emails per month	\$0
Giveaway Plugin (Wordpress only)	Use Rafflepress to promote your products with promotional giveaways.	39.20/year

Medium Budget, Page 4

<i>Item</i>	<i>About the Item</i>	<i>Cost</i>
Buy your products	To maximize how much you take home after expenses, buy, for example, 100 of your products from your supplier in bulk, then store them in a fulfilment centre	For a \$20 product, this would be \$2,000
Fulfilment Center	Store your products in a fulfilment centre. Fulfilment centres store your products, track your inventory, and ship them out to customers.	Cost is calculated by the weight and volume of your product

TOTAL

\$2,562.20 + LLC Registration and Fulfillment Center Costs to

\$5,524.20 + LLC Registration and Fulfillment Center Costs

Large Budget

With a larger budget, you can move forward full speed ahead in your e-commerce business. With all of the available tools at your disposal, you can drastically accelerate your e-commerce business.

<i>Item</i>	<i>About the Item</i>	<i>Cost</i>
Create a branded Amazon FBA Store	Create a private Amazon FBA label using the Amazon Professional account.	\$39
Brand your products and packaging with your label	Hire a graphic designer for your product branding	\$400/month
Work with your supplier to brand your products and packaging	Pay your supplier to add your branding to your products	Supplier-dependent
Hosting platform	Host your store on your own domain, Shopify, or Amazon	Your domain: \$24 Shopify: \$29 Amazon: \$39
Domain	GoDaddy	Up to \$300
Register your store as an LLC	Register your business with your region.	Country-dependent
Shopify Apps	Choose 3-4 Shopify apps for your store. Some are free, while others cost money. The apps you choose will be dependent on your store's niche.	\$0-40

Large Budget, Page 2

<i>Item</i>	<i>About the Item</i>	<i>Cost</i>
Business bank accounts	Get a business-specific bank account to manage your profits and expenses.	Depends on your bank
G Suite	Create a branded email address and shared data for your business.	\$22 per month for you and your VA (\$12 per person)
Sample product	Contact suppliers for sample product	\$100-300
Social Media Marketing Software	<p>Use social media marketing software like Hootsuite, Buffer, Canva, or Planoly.</p> <p>Planoly - \$7/month for regular, or \$19-29/month for ecommerce plan Canva - \$12.95/month Buffer - \$15/month Hootsuite - \$29/month</p> <p>All SMM software listed have free options.</p>	\$0-29/month
Hire a VA to set up your store	A specialist Virtual Assistant can set up your store in a professional, aesthetically-pleasing way.	A fixed budget of at least \$500
Influencer Advertising	Hire social media influencers as affiliates to promote your products	\$100 - 150, platform dependent

Large Budget, Page 3

<i>Item</i>	<i>About the Item</i>	<i>Cost</i>
Facebook Ads	Using testing and educated guesses, show your products to the people who would most likely be interested in it by using Facebook	I recommend a range of \$1500-4000. However, different products demand different budgets.
Google Ads	Buy Pay Per Click (PPC) ads on Google for your products so that they show up at the top of the page when clients search for it.	\$15/day, product and keyword ranking dependent
Part-Time Virtual Assistant	Hire a part-time virtual assistant (VA) to perform regular admin tasks for your store about 10 hours per week. The salary for a good VA usually starts at \$30-40/hour.	\$1000/month
Hire a VA to set up your store	A specialist Virtual Assistant can set up your store in a professional, aesthetically-pleasing way.	A fixed budget of at least \$500
Facebook Ads Specialist	Hire a Facebook ads specialist to tweak your Facebook ads to target your market. An amazing specialist will often charge \$75/hour, but their work is very worth it! 5 hours in a month should allow them to continually test and tweak your ads.	\$100-1500 for an agency

Large Budget, Page 4

<i>Item</i>	<i>About the Item</i>	<i>Cost</i>
Use a CRM	I recommend Zendesk, as they are great for customer engagement	\$0-59/month Average plan is \$19/month
Task Management Program	A task management program can help organize your task flow and ensure that everything is moving along smoothly. Asana, Trello, and Monday.com are all good options for this	\$20 for two users (You and your VA)
Email Marketing Software	Klaviyo	Free up to 250 contacts, then list size dependent 39.20/year
Giveaway Plugin (Wordpress only)	Use Rafflepress to promote your products with promotional giveaways.	
Product Sourcing Tool	Use E-com Hunt, Dropship Spy, or Niche Scraper to find profitable products to source.	\$50 dollars for 2-3 platforms
Buy your products in bulk	To maximize how much you take home after expenses, buy, for example, 100 of your products from your supplier in bulk, then store them in a fulfilment centre.	For a \$20 product, this would be \$2,000
Fulfilment Center	Store your products in a fulfilment centre. Fulfilment centres store your products, track your inventory, and ship them out to customers.	Cost is calculated by the weight and volume of your product.

Large Budget, Page 5

<i>Item</i>	<i>About the Item</i>	<i>Cost</i>
Additional options to consider if you still have funds in your budget include:	Additional Apps, 1:1 e-commerce coaching, Influencers and Youtubers.	Range

TOTAL

\$6,651 + LLC Registration and Fulfillment Center Costs
to

\$10,997 + LLC Registration and Fulfillment Center Costs

Extra Help

Thank you so much for reading through our detailed budget guide for starting your e-commerce business. Starting an e-commerce business is a serious undertaking, but you don't have to go through it alone. If you'd like one on one help, book a consultation with me on my website to receive one on one business coaching.

<https://www.weareuntethered.com/bookings>

Contact Us

Please let us know if you have any further thoughts and questions.

Don't hesitate to reach out to our team through our email:

laura@weareuntethered.com

