

CHINA IMPORT F O R M U L A

"Your Step-By-Step Formula To Import From China"



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ABOUT THE AUTHOR: MEET BRENDAN ELIAS

My name is Brendan Elias – the founder and creator of the **China Import Formula**. My goal in writing this eBook and creating the program that corresponds to it was to teach people like you the simple way to succeed in



importing from China. If you're a beginner, I'll help you get your business on the road. If you're someone who's done a little bit of importing, I'm going to share with you one or two ideas, strategies or contacts that will take your current skills to the next level and help you earn more money than you ever thought possible.

I started importing from China to earn money from home, following a legacy set by my mother and father. My parents showed me what was possible and I will share with you some of the same tricks they used in this book.

I didn't succeed right away. In fact, my experience was quite the opposite of a success story. I had my ups and downs in this business but I'll tell you something no matter how bad my fall was though, I chose to pick myself up and persevere. It's been nothing but profit from there.

Quite a few years ago now, a couple friends of mine asked me to teach them how to make money importing from China. I sat down with them and shared everything I knew at the time. Fittingly, we went out for Chinese food. Entrees came, questions came. The main course came, and more questions came... Question after question after question until smoke was coming out of my ears.



I thought nothing of that night, but 6 months later, my friends told me something that got me really, really excited. They had signed a lease on a second warehouse, all because of the things I had taught them.

When I filled my first container of merchandise, I thought it was the best feeling in the world. But that doesn't even come close to the feeling I get when I see photos from people I've trained showing off the post boxes they've filled, their first containers, or their thriving websites. When I get emails like that from my students, it makes me the happiest guy in the world.

That's how I ended up teaching. It inspired me to create the **China Import Formula** and share my proven business strategies with the world. I love importing it's one of my greatest passions but I also love teaching and helping others succeed. Stick with me over the next 80 pages, and I'll show you exactly what it takes to profitably import products from China and sell them from home.



INTRODUCTION: WHAT IS THE CHINA IMPORT FORMULA?

Want to create a residual income and put an extra \$10,000 to \$20,000 in your bank account every month? Want to get away from your 9-5 job and eliminate your financial stress for good? Want to buy low and sell high by importing from China and selling it online? Great! You've come to the right place.

If you've ever wondered what it's like to work from home, this simple guide shows you have to do this successfully – step by step.



Run your own importing business without a boss telling you what to do. Travel the world, visit trade shows, and get your goods produced in China for a fraction of what it costs anywhere else. Put an extra \$10,000+ in your bank account every month for the work you did 6-12 months ago. When you do importing the right way – the way I'm going to teach you in this Book – that's exactly what it can do for you.

In this book you're going to discover my **7 easy step system** for importing from China profitably. Learn how you can make money working from home and selling products on sites like eBay and Amazon. You will also discover the



number one reason why most people who import from China get ripped off, and see the importance of having the right team of experts to hold your hand.

I will lead you every step of the way through your importing career. I'll show you how to use **no money down strategies** to import from China, without any out-of-pocket expenses.

It's very common for my students to make money in the first 30 days when they started working with me. This isn't always the case, but it is entirely possible to be making a residual income in under a month if you apply the principles well enough. I'll work with you personally to make sure you have the tools to succeed.

I'm going to be completely upfront and transparent with you the whole way through this Book. You deserve to know the **truth about importing from China**, not just the good stuff. I'll still be showing you all the cool things, of course, but I also want to show you the mistakes that you can make so you can be prepared for every possible scenario. You can make a lot of money in this industry, but you can lose a lot of money as well. I will outline all the risks to come so you can make an educated decision for your future.

THIS IS MY PROMISE TO YOU:

By the end of this eBook, you're going to know more about importing from China than 90% of people who are already in business.



WHY YOU SHOULD IMPORT FROM CHINA

I hear this question all the time: **"Why should I import from China?"** With the millions of business models in the world, what makes importing so special?

When it comes down to it, importing from China is *fun*. In this industry, you...

- Get paid to travel.
- Experience new and exciting products.
- Work from the comfort of your own home.
- Help businesses cut their expenses.
- Make money and lots of it!

There are endless opportunities to earn money when you import from China. But that's not even the best part! The fact is that I've never seen a better market for Chinese imports. The best time to make money importing from China is not yesterday or 10 years down the road. It's now – right now.

There has never been a better time to start importing from China.

Importing today is a trillion dollar industry. That's a lot of money! To be precise, a trillion dollars is a thousand billion dollars. Wouldn't you like just 1% of that in this industry? What about 1% of 1% of that in this industry? There is money to be made in this business. You just need a way to get in on it.

IMPROVING THE TECHNOLOGY

The winds of trade are in your favor and the stars are aligned to do this business. And guess what? Technology has made it easier than ever to do. When my dad started importing in the 70's, there was no internet. He had to go and use different technologies. He had a fax machine. As a kid I used to go to his office and use



this "amazing" piece of importing technology to send his orders to China. It only took 15 minutes to get his message to another country. Imagine that!

Fast forward to today where you can complete a full order online in less than a minute. Websites like Alibaba.com, GlobalSources.com, and MadeInChina.com make the process of importing from China easier than ever before. You can literally find tens of thousands of suppliers and hundreds of thousands of different products on the internet in a matter of seconds.

BRIDGING THE LANGUAGE BARRIER

The growth of the importing industry has forced a lot of factories to have English speaking employees on hand. When I first started importing, that



wasn't the case. I remember having to pay for a translator to fly with me and stay with me so I could talk to the factories. No one told me back then that there were over 300 dialects of Chinese, so I brought a translator who spoke fluent Mandarin and couldn't do anything for me in a factory where they spoke Cantonese. Needless to say, it was a little frustrating and very expensive.

Now, the factories have English speaking employees because they realized that money talks. It speaks Mandarin, it speaks Cantonese, it speaks English...you get the idea. The suppliers started to realize that in order to make money,

they need to offer products to everybody in every language.

EXPANDING THE MARKET

Almost everything these days is made in China. The computer screen you're reading right now probably came from China. The chair you're sitting on, the clothes you're wearing, the smartphone in your pocket, the hairbrush you used this morning... odds are they were all made in China.



It's not just small or medium companies anymore. It's the best of the best. Take Apple, for instance. Apple's iPods, iPads and iPhones are not made in America. Where are they made? China. Samsung is Apple's biggest competitor. They don't just produce their Galaxies in Korea. They also make them in China.

All of these companies are making money manufacturing and importing their products in China – small ones, medium ones, big ones, low quality ones, high quality ones, and ones you've never even heard of. They see how big of an opportunity this industry has to offer, and they're taking advantage of it.

The question is: *Why can't you?*



HOW I GOT STARTED WITH CHINA IMPORTS

Before I tell you how to make money selling imports from China, I want to explain how I got into this business. It all started for me at school. I grew up in Sydney, Australia, and I'll tell you what, I was not built for the lifestyle there. As a kid I was very short, I was very skinny, and I was so small that I couldn't really play football very well. I was the one they always picked last for the football team, and all the kids picked on me. I was the exact opposite of popular, and I



felt like a total loser for my entire school career.

But it wasn't all bad. In fact, I had some happy memories at home. You see, importers don't get one Christmas. We get two Christmases. We get one Christmas in December and the other Christmas is in September. My mom and dad, Nat and Vivienne, would go to a popular trade fair in Hong Kong, and they would come back with a suitcase or sometimes two suitcases full of toys.

Well, truth is I thought they were toys they brought especially for me and my brothers but to my Mom and Dad, they were samples. By bringing in samples

of products you may want to buy, you can save yourself tens of thousands of dollars doing business with the wrong person. I learned the ins and outs of importing before I was old enough to know what it was. It made me who I am today.



MY INTRODUCTION TO IMPORTING

My dad had a business partner in the 70's, 80's and 90's named Uncle Julian. Together, they made millions of dollars. My uncle always knew what the latest product was coming out of China.

My Uncle Julian was Chinese and for the first 11-12 years of my life because people I had a Chinese uncle. I actually thought I was half Chinese. It wasn't until I got older that I realize that it was a term of affection. One day I went to Hong Kong to visit Uncle Julian and he said to me, "Brendan, I have a room filled with toys and you can have any toy you want." Of course, I was as excited as a kid in a toy store, only this store had no price tag and no disappointing looks coming from mom and dad.



When I went into this magical room Uncle Julian talked about, I was shocked. There were 10,000+ toys on his shelves, and I was overwhelmed with all of my options. I didn't need help though. As soon as I walked in that room, I saw the toy I wanted – the one with the heavenly glow surrounding it that called my name: Donkey Kong.

I played with that toy morning, noon, and night. So what did you think my mom got into? Donkey Kong. In fact, my mother and father were the first importers to bring Donkey Kong into Australia.



MY EXPERIENCE IN LAW SCHOOL

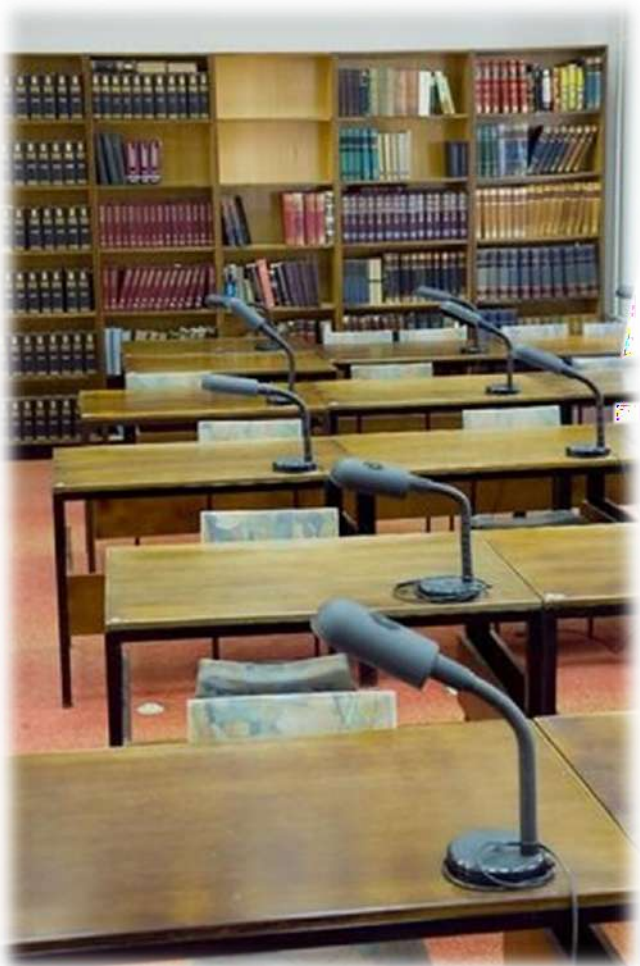
I decided after school that I wanted to do something with my life. I wanted to be somebody. The problem was, my parents didn't want me to be an importer. They wanted me to have a "real job." Can you guess what that real job was? Medicine. They wanted me to be a doctor.

When my report cards started coming in from school, my parents quickly found out I wasn't actually that smart – certainly not smart enough to become a doctors, so they compromised, and they thought maybe I should become a lawyer instead. That's why I went into law school and I finished a law degree.

Now, I'm going to tell you a little secret. I've never made a single dollar out of my law degree. Not one cent. Nothing. I decided I was ready to have a business of some sort, but not in relation to my degree. Why? Because my brother Jason was a lawyer, and I saw the downside to this traditionally great career. I remember this one time while I was doing my law degree, Jason came home crying.

I said, "Jason what's wrong? You got a job at a top law firm, you're earning hundreds of thousands of dollars, you make partner in ten years... Why are you upset?"

Jason said, "Brendan it's a Sunday, and I'm at work. This is the second Sunday in a row. I didn't get a day off yesterday. I've been working for two weeks



straight. As soon as I finish this case there's two more that I've been working on."

Right then it hit me: If I stayed on the path I had been taking for so long, I would be in the exact same place as Jason 10 years down the road. That's not what I wanted out of my life. That's not how I wanted to spend my time. I didn't want to be the guy that called his brother up so overworked that he could barely think straight. I wasn't going to let that happen.

MY DECISION TO CHANGE

I made the decision to become an importer because I wanted something more for my life. I didn't want to be in Jason's position. Yes, I was scared, much like you are right now. If I made it out though, anyone can.

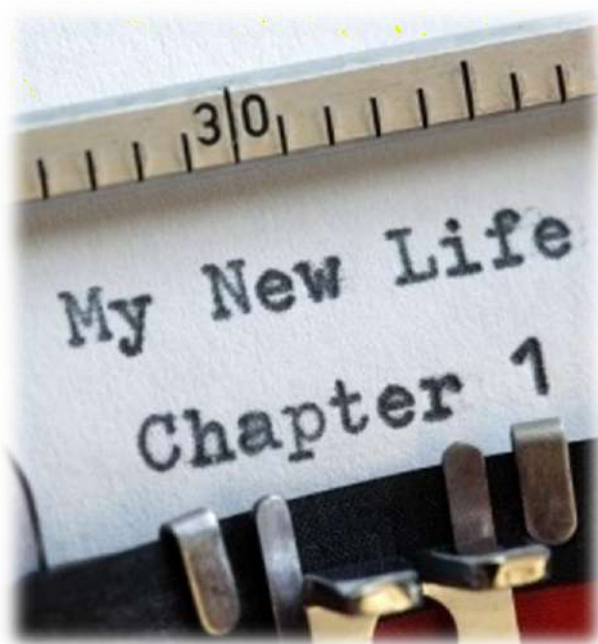
I knew that I needed a mentor – someone to guide me. Who did I look to for guidance? Uncle Julian.

I asked Uncle Julian, "Would you please show me how to import from China?" He was thrilled with the idea. He was so happy that he said, "Brendan, come to China right now. There's a China Canton Fair. I can show you so many cool things there. I can show you how to choose hot products, how to negotiate

with factories, how to negotiate with suppliers..."

I said, "Great!" and he said he'd be happy to mentor me.

Before we could start working together, Uncle Julian said he had two conditions. The first was that I had to pay for my own flights and accommodation. But there was a catch: I also had to pay for his flight and accommodation, and he only stayed at five star hotels.



At first I didn't understand I had to pay for Uncle Julian's accommodation because he was a millionaire and I was just a 21 year old kid with a dream and unused potential. What could he possibly gain by have me pay not just for my flights and accommodation but his flights and accommodation as well?

The reason: **commitment.**

Uncle Julian had some ancient Chinese wisdom to share with me. He knew that if he paid for everything and covered all the expenses, I wouldn't gain as much value from the information but if I had to make an investment in myself to get started I would follow through and implement t what he taught me.

So that's what I did. I made that investment and I went to China with Uncle Julian.

MY FIRST LESSONS IN IMPORTING

What did I learn from my first experience with Uncle Julian? A lot of things, like...

- **China is a very big place – massive.** Just one of the halls of the Canton Fair supports 10,000+ suppliers, and there are 23 halls in total – all full of products.
- **There is always something new on the market.** The Canton Fair consists of three phases, all with different products to choose from. They sell twice a year. There are so many options, more than you could ever possibly get through in a lifetime.
- **Investing in my training was the best decision I ever made.** I was a little bit nervous and not sure how to start, just like you are now. Having someone show me what to do gave me an instant head start.

After my first few lessons with Uncle Julian, it all became really easy. I didn't have to go through the trial and error process that most importers experience early on. I was able to start making money right away. That is what I am going to help you do as well.



MY FIRST DEAL... EVER

I get this question a lot: "What was the first deal you ever made as an importer?" Even though I was exposed to importing for many years before handling it on my own, I can still remember that first deal. I bought a hundred DVD players for about \$3,000, and I ended up selling them for \$8,000.

Now I have to point out that I didn't have \$3,000 at the time. I only had \$1,500. How did I get the other money? I partnered with my best friend Tristan. He put in his money, I put in my money, we shared the cost, and we sold the products for a total of \$8,000.

Basic math will show you that my first deal yielded a \$5,000 profit. Half of it went to me and half of it went to Tristan. What did I do with my money? Did I go to Las Vegas and put it on 13? No! I invested in some more products to sell.

That laid the foundation to my business model: buy something, make money, reinvest. That's what all profitable importers do. As long as you follow that model with your business, you can have all the success in the world.



MAKING THE TRANSITION: THE LIFE OF AN IMPORTER

What's it like to be an importer? Is it a boring life of phone calls and flights, or is it full of new adventures around every corner? To be honest, it's a bit of both.

I have been an importer for over a decade and counting. My routine now is the same as it was more than a decade ago.

STARTUP COSTS AND TIME COMMITMENT

I often get asked about the start of my career: how much money it cost to launch my business, how much time I had to spend on the startup, how much money I lost along the way, etc. It took \$1,500 and a partnership for me to



officially enter the importing world, and I spent about 7-10 hours a week building my business. If you don't have at least 7 hours to spend a week (*yes, 1 hour a day!*), this might not be the career path for you.

More important than how much time you put into your business is how you divvy up that time. You can't do all of your work in one day. You have to spread it out: half an hour on a Monday, maybe skip Tuesday, a couple of hours on a Wednesday, an hour on

Thursday... you get the idea. Why spread out your time? Because the factory sometimes takes 2-3 days to reply to you. If you're only replying to them once a week, it's going to take months before you have a deal.

BUILDING AN INVENTORY

I will go into detail about how to import products from China later on in this guide, but this process made up the majority of my first few weeks in importing. Once I landed the deals I wanted for the products I thought I could



sell, I listed them up online for people to order. Then it was a waiting game to see if something would sell, but luckily, I didn't have to wait that long...

ESTABLISHING A SYSTEM

My daily routine was pretty much the same every single day. I got up, went to the computer, and checked my online orders from the previous day. Then I put together the packages, walked down to the post box and shipped out the orders that came in. I can still remember the first time I did that. I sent out three products at one time, and I felt a sense of achievement because my training had finally paid off. I had imported a product, posted it online, sold it, and shipped it off to a future happy customer. There's such a rewarding feeling that comes with that. I can't describe it – *you have to experience it.*

PERFECTING THE PROCESS

One day while mailing out products from online sales, something happened to me. I went out to the post box and got more bags than I ever had before. I remembered that I struggled to carry them down with me. I filled the box for four days straight, and when I went to close the door on the last day, it wouldn't shut. I started jamming back and forth, but it wouldn't go down. I thought I had broken the post box!

Then it hit me: I hadn't broken the post box. I had FILLED IT all the way to the top!



So, what did I do? I made a game of it. I wanted to see how many post boxes I could fill. I drove around the neighborhood and put an X wherever I saw a post box. Then I kept track of how many post boxes I could fill in a single day.

Want to know what my record was before I outsourced my shipping and got someone else to do all the leg work? Seven. I filled up seven post boxes.

That's the lifestyle I had for the beginning of my career, and it's essentially the same one I have today. When the volume of work got to be more than I could handle on my own, I hired people to do the tedious elements of the job for me. I still get excited when I see new orders come in, and I still set goals for myself on a day to day basis. The only difference now is that I can't fit my goals into the neighborhood post boxes anymore.



BUILDING THE FOUNDATION FOR YOUR BUSINESS

Importing from China comes with a set of challenges that you have to overcome early on in order to achieve success. You have to learn...

- How to import from China
- How to tell which products are hot
- How to avoid scams and ripoffs
- How to find quality goods to sell
- What the laws and regulations are for importing from China
- ...and so much more

If you don't know any of this information yet, don't worry. That's what I'm here to help you figure out.

The **China Import Formula** is founded on two philosophies: Guanxi and Zhīshì. These are Chinese words that represent all you need to succeed as an importer.

The first word, *Guanxi*, means connections – new contacts. Business isn't about what you know. It's all about who you know. In this industry, your connections will include your shipping agent, your customs agent, your third party logistics warehousing broker, the inspection team in China, the team that helps you find the hot products that you should import, and even the currency exchange broker who would get you cheap money from China. All of these people have to work together in unison for your business to run smoothly.



The second part of my mantra is *Zhīshì*, which means knowledge. Knowledge is power. It allows you to identify good deals when they come up and make shifts in your strategies to earn the most money possible.



When you combine the two together, the Guanxi with the Zhìshì, you get the core of my program: using what you know and who you know to create powerful results. When you master this balance, **you will be unstoppable.**

COMMITTING TO THE PROGRAM

Before we go into building the walls and roof of your business, I want to make sure that you are ready to commit to importing, just like Uncle Julian wanted me to be committed. I take this program very seriously. It's become my life's passion, and I only share that passion with people who can truly appreciate it. Are you ready to make a change in your life that will give you true financial freedom and career independence?

The **China Import Formula** is run by real imports with real importing experience. We give you all the knowledge, skills and tools you need to import from China. All you have to do is open your mind to the information and soak it all in.

When I first started importing, my dad talked to me and said, "Son you should be a lawyer like your brother Jason." My brother actually laughed at me when I told him what I was going to do. Once I succeeded, what do you think happened? They all stopped laughing, and soon after started seeking my advice. Of course, they say, "No, no we always supported you and we always believe in you." But that's not the truth. I remembered what the truth is, but it doesn't matter. Now I have their respect and I'll never lose that respect. I made the commitment and my hard work paid off. I'm just asking the same commitment from you today.



COMMON MYTHS ABOUT IMPORTING FROM CHINA

There are a lot of myths out there about importing from China. You need to be able to sort fact from fiction to do well in this line of work. I'm going to spend some time negating the most common importing myths in circulation so you will see this business for what it truly is.



MYTH 1: "Importing Costs Too Much Money"

As I've said before, I started my importing business for just \$1,500. There are plenty of startup methods that don't cost any money at all, which I will explain later in this eBook. Don't worry about the upfront expenses. You'll make up for them very quickly if you follow my tested and proven formula.

MYTH 2: "Importing Takes Too Much Time"

If you have an hour a day to spare, you can run an importing business. Think of all the time you spend watching TV at night or just sitting around on the couch. If you don't have much free time, you can do work during the breaks from your current job. Anything worth doing is worth making sacrifices for. If that means not going out with the guys at night or not sleeping in on the weekend, so be it.

MYTH 3: "Importing Involves Too Much Paperwork"

This one always makes me laugh. Yes, you have to fill out papers to import products from China. Mainly, you have to make sure your items get through customs successfully. Think about how many emails you answer in a day and how many text messages you send out. If you add up all that typing, it will



probably be far less than what you'll have to write out for your importing paperwork. Recent changes in importing regulations have streamlined the paper trail, making it easier to get through the time-consuming steps everyone dreads. A few pieces of paper will be well worth all that extra money in your bank account.

MYTH 4: "Importing Needs Too Much Translation"

You don't need a translator to import from China. Most factories now have workers on staff who speak English because they do so much work with English speaking countries. That wasn't the case years ago, but nowadays, I rarely need a translator to complete orders and review new products.

MYTH 5: "Importing Requires Too Much Storage"

Don't have a warehouse to put all your products in? No worries. You probably won't need anything large for the first month or two you spend importing. When your business gets too big to store your products at home, you can use **third party logistics** to handle your warehousing needs. Essentially all you do is pay someone else to store and manage your items for you, without having to pay for a full warehouse on your own. This simple investment can greatly improve the efficiency of your business, freeing up more time for you to earn even more money.

Don't get caught up in the myths. Learn the truth about importing and how you can use it successfully.



THE 7 STEPS TO IMPORTING FROM CHINA

The *China Import Formula* is built on a 7-step platform. Follow these **7 steps to importing from China**, and you are guaranteed to succeed.

THE 7 STEPS AT A GLANCE

- Choose a Hot Product
- Find Factories That Make Your Product
- Get a Sample and Shortlist Suppliers
- Negotiate Your Terms
- Place Your Order
- Import Your Product
- Sell Your Product and Make Money!



All you have to do is repeat this formula when you want to sell new products from China, and you will have guaranteed success each and every time.

Over the next few chapters, we will go over each of these steps in more detail so you can start importing right away. Are you ready? Great! Let's get going then!



STEP 1: CHOOSE A HOT PRODUCT

In order to truly make money importing from China, you have to choose the right products to import. I create a **top 100 list** of the hottest products on the market at that time, and then I import the best ones from China. That's it.

HOW TO FIND THE HOTTEST PRODUCTS IN CHINA

You have to do your own research and find products that are hot enough to make money for you. I use a total of 33 indicators to decide which products go on my top 100 list. Uncle Julian taught these to me when I first started working with him, and now I am going to share some of them with you.

Products with High Margins

What are "high margins" exactly? Products with high margins are those that offer the biggest profits and the fastest sales. This follows a common business practice that spans multiple industries: **buy low, sell high**. I always look for products that offer a 100%, 200%, or 300% margin, if not more. That means that I buy an item for \$5 that I know I can sell for \$10-\$20.

Many people make the mistake of buying products that only offer a 30% margin or less. By the time you cover your overhead costs, you won't have much money leftover with those margins. The higher, the better.

Products with High Ticket Costs

Products with high ticket costs are those that can carry high price tags when you go to sell them. For example, a motorcycle, a refrigerator, or a dishwasher will sell for at least a few hundred dollars, if not a few thousand. You're going



to put time and effort into importing from China, so you might as well make the most of your hard work. Don't try to make your living off paperclips and staples. It won't be nearly as rewarding that way.

Products in High Demand Online

Assuming you are going to sell your items online, you need to make sure you import products that are going to be in demand on the internet. This is another basic business principle that you need to be familiar with. It doesn't matter if you something is the hottest product in the country. If the market



doesn't want it, you're not going to make any sales. You have to look at what's popular online, or specifically what's selling well on eBay and Amazon. This isn't the only way to research the demand online, but it is easy, fast, and accurate in describing what people want at that particular time. Is eBay a good way of selling your goods, yes or no?

Products with Good Potential

This is a risky move to take at times, but it can be highly rewarding. I wouldn't recommend this for your first few rounds of importing, but once you have a good foundation, you can start using your instincts to determine which products have the best potential. Essentially you will try to predict the products that will be in demand in the near future before everyone else catches on. You'll be an exclusive provider, or a near-exclusive one. Again, this is an advanced strategy that requires experience to be successful with, but it is something you can strive for.



Ready to Accelerate Your Learning?

Then join me on one of my online training sessions. I run regular online training sessions on importing from China. Here are some of the things you're going to discover:

- How to uncover markets so hot that **buyers will almost stand in line and beg you to take their money**
- How to **sell tons of products** without a website – or any internet skills whatsoever
- A proven, easy which makes sure your products are **high quality, safe and perfectly compliant**
- The simple sales tactic (which nearly all importers ignore) to **increase your profit from each buyer by 240% +**
- Simple ways to **create a flood of buyers** – your biggest worry will be not importing enough goods, not struggling to sell what you bring in
- How to boost your profits by creating your own brand. It costs you nothing but can **add at least 50% profit to your profits.**
- **Negotiating tactics** which turn the world's toughest negotiators – the Chinese – into big softies who will agree to just about anything you ask for



HOW I DEVELOP MY TOP 100 LIST

At first, you will most likely be spending a lot of time working on your top 100 list on your own. Eventually though, you'll have people to do the leg work for you.

My company has two employees whose primary task every day is to research what the hottest products are at any given time. They create a list of the top 1,000 products that are coming out of China at the moment. Of those 1,000 products, we narrow down our options get the top 10% for the current season. These are the top 100 products that come from China that will sell like hot cakes in this market.

A top 100 list will be an invaluable part of your importing business. As long as you are willing to adjust it for different market structures, you should have no trouble finding products to import.



PRO TIP: BECOME A SPECIALIST IN YOUR NICHE

To be a success in this industry, you have to become a specialist in your product niche. If you try to import everything – a little bit of this, a little bit of that – and you don't specialize, you most likely won't make any money. You can't be a jack of all trades and master of none. You have to focus your sales and create a niche for your business – a category of products that you'll be an expert in.

Your specialization needs to be narrow without being overly obscure. For example, lawn and garden equipment is probably too broad of a category to specialize in, but leaf blowers might be perfect. If you find that the competition for leaf blowers is too tough, you may want to narrow your focus even further to electric leaf blowers or handheld leaf blowers. It might take a few tries to get the perfect specialization, but once you find it, all you have to do is add to it over time.



To put this into perspective, think of your specialty as a hole, only a quarter of an inch wide but eight miles deep. It may only consist of 2-5 products at first, but over time, it may grow to 10+. As long as all of these products are directly related to your specific specialization, you'll be alright. **Quarter of an inch wide – eight miles deep.** Keep repeating that to yourself until it sticks.



STEP 2: FIND FACTORIES THAT MAKE YOUR PRODUCT

Once you know which products you want to sell, you need to find factories to get those products from. Early on in my career, I decided to go to Beijing to study Chinese contract law. I realized that in order for me to make money importing from China, I needed to learn how to lock a factory to a contract. This ensures that I get the best possible deals on the products I want to import.



GET A TEAM ON THE GROUND

My company has offices all around the world. We have over 15,000 graduates in my program, the step by step system in importing from China I outline in this eBook. Our offices are in Australia, New Zealand, and the U.S., but the heart and soul of our company is actually in Shanghai. Why? Because **if you want to succeed in importing, you must have a team on the ground.**



At the very least, you need to have access to a team of people in general area you plan to import from. I've never seen a person import successfully without one.

USE YOUR TEAM TO FIND FACTORIES

What does my Shanghai team do for me? They make sure I work with the best possible factories for every importing transaction I complete throughout the year. This group of people will tell me...

- If I should work with a factory or not.
- If a factory is legitimate or questionable.
- If the factory has high-quality standards.
- If there are better factories in the area my target products.

My Shanghai office sends an inspection team to go to a factory and check if I will actually get what I paid for. We'll go into further details about the inspection process later, but this just goes to show the value of having a group of people you can count on in China. My office in Shanghai is filled with graduates from the **China Import Formula** who work with me directly each and every day. They make sure I have the connections I need to import the right products for the right prices.

CHECK FOR NEW FACTORIES REGULARLY

My **top 100 list** changes at least once a month, but it could change weekly or even daily, depending on the nature of the market. With each new product I decide to import, I need a factory to contract with. My Shanghai team goes in search of that factory, and we start the negotiations from there. Always be on the hunt for new products and new factories to continue building your importing empire.



STEP 3: GET A SAMPLE AND INSPECT YOUR PRODUCT

There may be several factories that manufacture one product, and in most cases, they all charge different prices for their services. That's why it's important to do your research, get samples, and shortlist the suppliers that work best for you.

WHAT TO LOOK FOR IN A GOOD SUPPLIER

You may come across a dozen factories that all offer the same product. How do you choose between them? By comparing features like:

- Price
- Availability
- Shipping/Customs Fees
- Quality
- Terms of Service

Ideally, you will work with factories that have low prices, large order sizes, low fees, high quality, and flexible terms of use. You may need to pay a little more to get a better product overall for your customers, but these sacrifices will pay off greatly in the end.



By referring to websites like [Alibaba.com](https://www.alibaba.com) and [GlobalSources.com](https://www.globalsources.com), you can quickly compare many of the decision factors above. These websites showcase products from thousands of suppliers in China, so you can easily create a shortlist of factories you want to work with.

HOW QUALITY VARIES BY SUPPLIER

Suppliers in China allocate production where it suits them best. There's no distinct line between total crap and amazing quality in this country. There's crap, quality, crap quality, okay quality, amazing quality... you get the idea. You



have to get on the good side with suppliers so you get the best quality for the best prices.

I had a couple graduates once who complained that they were not getting the quality they expected out of their products. We told them to send the inspection team over, and then all of the sudden, they got the good products and someone else got stuck with the bad ones. No two suppliers are alike, but there are differences to look for even if you've narrowed your options to one factory. Make note of this when you start your inspections.



USE A TEAM TO INSPECT PRODUCT SAMPLES

This is one of the most important lessons you can learn from this eBook:

Inspect products BEFORE you pay for them, not AFTER.

You can't trust the quality of a product without seeing it firsthand. That's why you must get samples of products you want to sell before you even consider



making an order. This will not only help you narrow down suppliers, but it will also help you avoid huge financial mistakes in the long run.

Hiring an Inspection Team

Having an inspection team on the ground in China is the easiest way to go about assessing your products. This will save you from shipping samples back and forth or traveling overseas every time you want to sell something new.

In most cases, inspection teams are not cheap, especially ones from acclaimed verification and testing firms like SGS. Expect to spend \$1,500 to \$2,000 per inspection.

Saving Money on Inspections

The good news is that there is contact information in the membership area that offers inspections for around \$300 through our team. Why are our inspections so much less than other people's? We decided to make the services affordable because our inspectors live in the same city when our factories are. We have 255 inspectors in my network and growing. Because our inspectors live in the same city as the products we sell, we don't have to pay for flights and other travel expenses in an inspection. We pass this savings onto you.

All you pay is \$300 for the inspection and \$20 for their bus fare and lunch. That's it! You'll get a huge savings and still get all the services you need to assess your product samples.



Getting Better Quality Control

We have more than 200 inspectors in our network who live in the local cities where the factories reside. By actually having an inspector living in the same city as the factory, your quality control is going to be better. Our inspectors in know all the local factories. They've been there a hundred times, and they know all the games the factories try to play with importers. Having local inspectors gives you a huge competitive advantage because they know this industry inside and out. They will be your advocates, working on your behalf to find the best suppliers for you.

GET A GOOD CUSTOMS AGENT



In addition to having an inspection team onsite to work on your behalf, you want to make sure you have an expert customs agent to save you from losing a shipment in customs. I'll tell you a story about my mishap with customs later on in this book, but just know that a good agent will save you a lot of heartache.

And don't mess up with customs or you will find yourself red lined. That means that every single thing you order for the rest of time will be inspected by customs with a fine toothcomb. Small errors in paperwork can result in major delays with your shipments, if not a complete seizure of your entire shipment. You have to do everything in your power to avoid that.

What can an expert customs agent does for you? He can...

- Tell you whether your goods are legal or not
- Estimate the tariff you will pay for an order
- Stop illegal orders from being sent through customs



- Provide last-minute quality inspections for your shipments
- Protect your company from losing its trade options

You can be legally liable for unpaid tariffs and illegal trade, to the point that **customs will take your business and shut it down**. This happens all the time. It even happened to me. You need a qualified customs agent to consult with so you don't end up on the wrong end of the system.



STEP 4: NEGOTIATE YOUR TERMS

Every good business deal is built on a foundation of negotiations. Do you think that Walmart, Cosco, McDonald's, and other global retailers just take whatever terms their suppliers put before them? Of course not! They set the rules, and thus they get the best deals. You are going to apply those same principles to your importing business so you can make the most money possible.

GETTING QUOTES FOR PRODUCTS

There are two prices the Chinese factories will give you – the Chinese price and the Western price (depending on where you're from). You want to look at the Chinese prices. When you get the Western price, you will not make any money. You might make a little bit initially, but in the long term, that's not a business model.

You can request quotes from factories for any products you want to sell. The goal here is to get the price as low as possible – you know, so you can **buy low and sell high**. How you go about requesting quotes will depend on how you interact with your suppliers. You may reach out by:

- Email
- Phone Call
- In-person Meeting (with you or a member of your team)
- Video Conference

Find whatever works best for your outreach so you can compare quotes and assess your options.



USING "TEMPLATES" TO GET GREAT DEALS

So, how do you get the Chinese price? You have to come across as an expert, as someone who has done this a hundred times. If you look like someone who is



new to importing, they are going to give you the crap price and crap quality. To get a good deal every time, you need to **create a template**.

When I say "template," I'm referring to a general speech you will give to suppliers to showcase your knowledge and secure the best products for the least amount of money. The words you say are critical in your success with negotiations. You need to say the right things to the factory every time.

Lucky for you, I have already created templates you can use to when negotiating with your factories. These are available as a separate tool from the **China Import Formula**,

which our students get when they come onboard with our programs. All you have to do is call the company, follow the template, and be confident in your order. You'll get a good deal no matter what.

SORTING THE GOOD FROM THE BAD

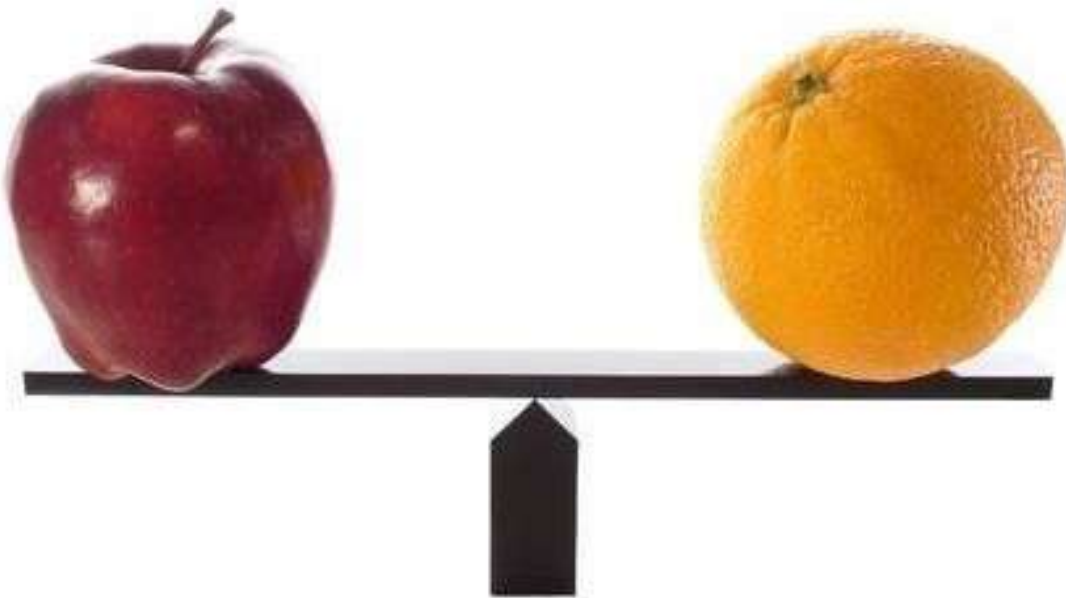
Let's pause for a second to put what we've learned so far into perspective. Imagine that we are now working out negotiations for a product we have selected. We have received quotes from 10 factories, all producing the same product. The first factory charged \$10, the second charges \$20, the third charges \$30, and so on...all the way up to \$100.



Drop the Two Highest and Lowest Quotes

From the start, we will automatically get rid of the two most expensive factories – those charging us \$90 and \$100. You never want to work with the two highest factories because they are looking to maximize their profits, not yours. There won't be anything left for us to earn if we work with them.

In a similar manner, we're going to delete the two cheapest quotes from our shortlist. These are the ones charging \$10 and \$20 for the products. We want to get rid of those products because, quite frankly, they're crap. Our customers deserve good quality merchandise, and we're going to find just that. A little extra investment will go a long way.



Look beyond the Price

Now we are left with 60% of the market, so we have to look beyond the price to determine who we want to work with. You may pick the factory that has the best English, or you may choose the one that is the most responsive. Response rates are vital at the beginning of your career, so you need to keep this in mind when you compare factories.

Pretend you have two factories charging \$50 and \$55 for the same item. The more expensive one has a much better response rate overall. Which one should you choose to work with? The slightly more expensive one. If the



factory is slow to respond before they have your money, what do you think it's going to be after they have your money? They won't respond at all. Protect yourself from getting into a frustrating situation down the road.

BUILDING CONTACTS IN NEGOTIATIONS

I have a bunch of negotiations strategies that I use to keep costs down, but the one I want to share with you is what I call the "machine gun strategy." I have a machine gun, a bazooka, and a nuclear weapon to choose from, and I'm going to share with you my machine gun. There is a story I will tell later on in this book about a set of motorcycles I got for \$150 each. I didn't actually pay that though – I got them way cheaper than that, all thanks to my top-notch negotiation skills.



My pursuit for low prices started with me building Guanxi, which, if you remember, means your relationships." As part of the program I offer beyond this eBook, I provide a set of contacts to help you get started. Nevertheless, I want to teach you have to build even more contacts so you can grow your business in the future.

In this instance, I went to the factory that sold the item I wanted. I thought the easiest way to get a cheaper price was to make a friend out of my representative. The fastest way to make a friend is giving him gifts, right? So I bought a toy kangaroo from a souvenir store and gave it to him... as a kind gesture.

When I handed him the kangaroo, he looked at me, smiled, and then burst out laughing. He spent two solid minutes laughing before I finally asked, "What's



so funny about this little kangaroo?" Well, it turns out that his brother-in-law owned the factory that manufactured that exact toy, and like an idiot, I paid retail price for an item that's literally made right next door.

In the end, this embarrassing moment really helped me with my negotiation. The prices went down, the quality went up, and I got several new contacts in one transaction. When you put yourself out there, you get rewarded. It's as simple as that.

THE PIGGYBACKING STRATEGY OF NEGOTIATION

Now I'm going to teach you about **piggybacking** – one of the most powerful negotiating strategies out there. I'm going to explain how it works by showing you how I got my already cheap motorcycles from "The Aftermath" later in this book down from \$150 each to just \$80 apiece. Yes, you read that right. \$80... for a motorcycle.



My fellow competitor was buying the motorcycles for \$140 each, so for me to stay competitive, I needed to get them for \$130. I told the factory that I needed to lower the price, and they told me that wouldn't be a problem. There was a catch though: I had to increase my order.

Keep in mind that I was already ordering 1,000 motorcycles a month, which averages out to about 35 a day, or 1-2 an hour whether I was awake or sleeping. In a shared market, you can't take any more than that. There is, however, a country that would allow me to order more than 1,000 boxes a month. The good old U.S.A.



(Remember, I'm from Australia)

So I asked the factory, "Where is your biggest customer from, and how many motorcycles do they order a month?" They told me their biggest customer came from America, and they were ordering – get this – *10,000 motorcycles a month!*

My jaw dropped to the floor. I asked them what the American customer was



paying per motorcycle. They said, "Well Mr. Brendan, we can give you the same price if you order the same quantity."

I said, "How much, how much?"

They replied, "If you could buy 10,000 bikes a month we can buy 10,000 engines from the engine factory, 10,000 clutches from the clutch factory and



20,000 tires from the tire factory and we'll just assemble it for you and we'll charge you a small fare."

I asked again, practically begging at this point, "How much?"

They said, "Well Mr. Brendan, if you buy 10 times the quantity you're currently buying, and we can sell you the bike or you half the price." Quick math – that's \$75 per motorcycle.

I said, "What, \$75? For a motorcycle?"

The factory said, "Yes, \$75 for a motorcycle."

I wasn't just going to get a discount of \$10 a product. I was going to cut my price in half. All I had to figure out was how to take advantage of the large volume orders the Americans were able to make.

I told the factory, "Here's what I want you to do: when the American customer places an order in the next week, cancel my order. Instead of ordering 10,000 bikes for the Americans, order 11,000. Then when the 10,000 motorcycles are ready to ship out, don't tell them about the other 1,000. That's a secret. Send that set to me, but honor the American's price structure because I'm piggybacking off their order."

Then I heard this voice on the other side of the phone, the voice I'll never forget. It said, "Huh?"



I went back and forth with the factory manager trying to explain what I wanted to do. Then finally I got a somewhat positive response: "Mr. Elias you're a good customer, and you're a great friend... "

I jumped in, "Yes, I got the price!"

But I hadn't let them finish. The full statement was, "You're a good customer, and you're a great friend... but we can't do it for \$75."

My heart sank, but I figured this was a sign that I needed to expand my business to other territories. I told them to cancel my order, I've really enjoyed working with you... blah blah blah.

But then they threw me for a loop again. They said, "You're not listening, we can't do it for \$75. But we can do it for \$80." I emphatically took the offer, and the rest is history.

THE RULES OF PIGGYBACKING

That is a classic example of piggybacking in action, where you make use of someone else's order to drop the price on your order. I was able to get the price of my motorcycles all the way down to \$80 each, and cornered the market for pocket bikes in Australia. Piggybacking doesn't work that simply every time. You need to follow some basic rules to make this negotiation strategy work in your favor.

Here are some common rules for piggybacking:

- Only piggyback orders that are bigger than yours
- Ask a company about its big customers before you suggest piggybacking
- Check multiple factories for piggybacking opportunities
- Never pay more than 30% upfront to the factory for an order
- Start piggybacking right away so you have more money to invest in your business

If you can work on your negotiation skills, you will easily forge relationships with factories so you can get cheap prices on the goods you want and need.



STEP 5: PLACE YOUR ORDER

This is the most nerve-racking part of importing products from China because it creates an official commitment between you and the factory. Sure, you've spent time and money into your business thus far, but until you place that order, you haven't fully signed your name on the dotted line. All of your research and negotiations have led to this moment. Soak it in for a second...



HOW TO PLACE YOUR FIRST ORDER

Reach out to the factory via email to place your first order. Keep in mind the price and other terms you agreed on before you place the order so you get the best deal possible. Pay particularly close attention to opportunities for piggybacking, which will save you a ton of money on products to import. Also feel free to renegotiate a slightly lower price for the goods, if possible, as long as you don't sacrifice your current deal. You will be expected to pay a deposit of 30 per cent for the goods. This is common place. Never pay 100 per cent or you will take away any incentive for the factory to look after you if there are any problems.



WHAT TO EXPECT AFTER THE ORDER

Once you have officially placed your order for the goods make sure you are aware that you will also be charged for the cost of the items, shipping, customs fees, etc. These are all expenses that you should know about ahead of time. Remember you should always do an inspection of the goods for quality first before paying the 70 per cent balance.



STEP 6: IMPORT YOUR PRODUCT

Once you place an order with your factory, you will need to import your product to your home country. This process includes shipping your product and storing it in a warehouse. I'll show you the easiest way to ship and store items from China so you can minimize your costs.

HOW TO SHIP PRODUCTS FROM CHINA

When you first start importing products from China, you will most likely ship by air. This is the fastest and most economical way to send small loads of goods.



You can get the items you need quickly so you can sell them and reinvest in your importing business.

Once you import quite a few goods, you will want to ship by sea. This will allow you to import a large set of goods in a container or a series of containers so you can maximize each imported order. Most people start with

something called **LCC or Less Than Container Loads**. This is a setup where multiple importers share one container so they do not have to pay for the full thing. If you do not have a big enough load to cover a full 40 foot shipping container, you may partner with 5-15 other people to import your goods.

After about six months in business, you will likely upgrade to your own a 20 foot container. When you outgrow this, you can move up to a 40 foot container for your goods. Eventually you will need a whole fleet of containers to support your importing needs.



HOW TO STORE YOUR GOODS

In order to successfully import from China, all you really need is an office and a warehouse. The office is the easy bit, but the warehouse can take some time and money to establish. As you build up your importing business, you will find different ways to fulfill your needs and store your products before they are sent out to your customers.

The Office

You can have an **office** just about anywhere, even your house or current business. Your office needs to include:

- A mobile phone
- A good internet connection
- A laptop

That's it. You can run your business on the beach, in a cafe, on a plane... wherever you are. The only reason you may need more for your office over time is because you have employees working under you.

The Warehouse

A **warehouse** is a broad term for any storage space you use for your goods. This doesn't have to be a formal "warehouse" with thousands of square feet to fill, though I do hope you will grow into that over time. You can rent a storage unit or even use a spare bedroom in your house for your warehouse initially. You just need somewhere for the boxes and goods to go.



My first warehouse was my mom and dad's garage. Do you think mom was happy with that? Of course not! In fact, let me tell you a quick story about that...

My mom always used to go to the shops at 9:30, so I would tell the truck driver to come at 9:45. Everything was scheduled so my mom couldn't tell me "no" when a new shipment arrived.

So one day, my truck driver arrived earlier than he was supposed to – 9:00 to be precise. I told him I couldn't let him in because my mom was still home. At 9:30, my mom says, "Brendan, I think I should go to the shops and buy some bread and milk." I said, "You know what mom, I think that's a great idea, you take as long as need, don't hurry back." Mom leaves, the truck pulls around, and I start unloading my goods.



As I start unloading the truck, I'm laughing about how much of a genius I am, like I just cracked the Da Vinci Code. When I went upstairs to get a drink, my diabolical plan shattered... *Mom came back home.*

She starts screaming at the top of her lungs, "Brendan Alexander Timothy Elias!" (You know you're in trouble when your mom uses all four words in your name) "If you don't come down here right now, I'm going to put up a sign that says 'Free Goods from China Come and Get 'Em' and leave the garage open all day."



I panicked. I beg her, "Mom, mom please don't give the goods away. Give me two days – just two days – and I'll find somewhere else to put all of this." She agreed, and I started looking for a warehouse for my products.

HOW TO FIND AFFORDABLE STORAGE

In the two days my mom gave me to find a warehouse, I came to a very grim realization. The only reason my business had been profitable up until that point was because I didn't have to pay for a warehouse. There are several expenses you have to consider, like:

- Rent
- Electricity
- Staff
- Security
- Insurance

The list goes on from there, but they all add up to a ton of money for an up and coming importer. Covering all of that at the time would have completely obliterated my profit margins, and then some.

Third Party Logistics

If you want to reduce your overhead costs for storage, you need to learn the power of **Third Party Logistics**, or **3PL** for short. Through Third Party Logistics, you can store your items in someone else's warehouse and only pay for the



space you actually use. This saves you from having to rent out a huge space that you don't need just yet.

3PL opportunities are available in just about every country in the world, from Australia to the UK to America and beyond. Typically, the prices are set up by pallet space. Let's say each pallet space is \$5 a week. If you have enough goods to fill a one car garage, you might pay for 20 pallet spaces. That means you're spending \$100 a week for storage, or \$400 a month. That is far less than the thousands of dollars you'd spend on a full warehouse you couldn't fill right now.



Flexible Storage Options

The exciting thing here is that 3PL gives you a chance to expand your business without moving

warehouses. All you have to do is pay for more pallet spaces to meet your growing needs. When you get a 40 foot container to come in the door, you might use 40 pallet spaces instead of 20. Instead of paying \$100 a week, you're now paying \$200 a week. You can keep growing like this as your business increases and the best thing is there are no limits.

Another thing to keep in mind is that you may not need as much storage during certain parts of the year as you do for others. For instance, you may need more storage in October and November for Christmas sales, but those needs will go away when you sell all of your products. Once you get rid of your inventory, you can cut back on your storage costs because you no longer need the space. This flexibility will do wonders in reducing your overhead in the long run.



OUR 3PL SOLUTIONS FOR YOU

I offer all of my graduates an opportunity to use the Third Party Logistics program available through my warehouses. You can get the storage space you need, and you only pay for the space that you use. You don't have to pay for anything you don't need. Why? Because those warehouses serve a purpose for me, for you, and for other graduates. This is one of the ways I can help ensure your success importing from China. With your storage needs met, you can focus on the more important task of growing your business.

Discounted Shipping Rates

When you ship products to your home, you have to pay full retail for the shipping. This cost is the same even if you are shipping to a small business. What's great about using 3PL is that you can get discounted freight shipping, saving you even more money overall. At least, that's what we offer through our program. We're pushing over \$30 million combined, which gives us the opportunity to offer huge, huge discounts to everyone working with us. Become part of the group and enjoy the perks of working in large volumes.

Drop-Shipping Services

Want to know the best part about using our 3PL services for your business? We will send the goods directly to your clients so you no longer have to worry about shipping your sales. You are free to be anywhere you want to be and still get your orders processed as long as you sign up for our 3PL. Send an email to the warehouse with the shipping information, and they will take care of the rest. It's that easy.



FREE GIFT

30 Minute Power Call with One of Our Coaches

To say thank you for your dedication to your future, and to reward you for investing in your education I would like to offer you a FREE 30 minute power call with one of our coaches.

These coaches work with our top students, helping them create 6 figure incomes from importing.

Here are a few of the things they will cover in your power-packed call:

- **Your perfect niche** –Turn your passion or hobby into money
- **More hot markets** that are making money right now
- A proven, easy which makes sure your products are **high quality, safe and perfectly compliant**
- **How to get around ANY hurdle.** From language barriers to legal issues – it's already been solved
- **What it costs** to be an importer (you'll be surprised how low it is)
- Explain the **nuts and bolts of importing** so you understand exactly what's involved
- **Stump the master** – I'll answer any questions you have. Bet you can't stump me!

To claim your gift, simply call us on 02-9056-8287.



STEP 7: SELL YOUR PRODUCT AND MAKE MONEY!

This is the fun part, when you get to put all of your hard work to good use and actually start making money importing from China. While you can import products to sell at a local store, most graduates of the China Import Formula program choose to sell their items online. This allows you to reach a larger platform of customers, and it cuts down your overhead tremendously. The strategies discussed below will primarily focus on online sales, but you can apply some of the same ideas to in-person sales if that is how you choose to set up your business.



POPULAR WAYS TO SELL PRODUCTS ONLINE

Here are some of the most popular ways importers sell products online:

- **eBay:** An online auction site where you can create a store and post items for auction or "Buy It Now" prices
- **Online Store:** A website you create to sell your products on your own server, complete with a shopping cart, payment processor, and more
- **Amazon:** An online platform that allows you to create a store and sell items for fixed prices
- **Ecommerce Platforms** (eCrater, Fly Cart, etc.): A website that hosts a multitude of micro-stores online, providing a simple dashboard and all the tools needed to create a catalog of products to sell online



The good news is that you don't have to choose just one method of selling items online. In fact, I encourage you to explore all of these options and others to see where you make the most money.

TIPS BEFORE YOU SELL ONLINE

Before you create an eBay account, build a website, or do whatever else you want to do to sell online, there are some things you need to prepare to make the process go much smoother. Here are some simple suggestions that will help you sell online no matter what.

Register Your Business

Registering your business will help you in just about every aspect of selling online, from paying taxes to shipping and more. How you go about registering your business will depend on where you live. In most countries, you can set up a "limited company" or "limited liability company" for about a few hundred dollars, including a company ID or tax number. Research the options available in your area, and then take the steps to legitimize your business.



Note that it may take a few weeks to get all of the paperwork finalized for your business registration, so it is best to start this right away. This again depends on where you live, but most countries take at least a week or two to get information back to you.

Create a Business Bank Account

Once your business is officially registered, you can take your information to your bank to create a separate checking account for the business. This is the account that you will want to process everything through, both incoming and outgoing money. You can withdraw money from the account to put into a



savings account or your personal account, but you need to make sure it is filtered through the business account first.

You should be able to create a business checking account for free or for a minimal deposit (\$50 - \$100). Ask your bank in advance what paperwork you will need to show them from the business. This may include a tax ID, a business registration certification, a personal ID, or other forms that show you are in fact the owner of the business.

Optional: Apply for a Business Credit Card

Did you know that your business can have its own line of credit, regardless of



what your personal credit looks like? That means that you can apply for a business credit card to potentially cover some of your startup costs. You may not have a high limit at first, but if you use the card regularly and pay on your account, that limit could rise significantly in a short period of time.

It is nice to have a business credit card to use for placing orders, paying travel expenses,

purchasing supplies for the business, etc. this prevents you from using your personal money or borrowing money from someone else, and it gives you a chance to build up your business credit. As long as you have a legitimate registered business, you can apply for – and probably get approved for – a business credit card. You can use this to complete many of your transactions moving forward.



Create a PayPal Account

Many online shoppers trust PayPal as their preferred method of payment when ordering products on the internet. You will need a PayPal account to receive money from eBay, but you may also use it to collect money through a website or store somewhere else. PayPal acts as a middle man between your bank and your customer's bank, so everyone's information is protected for the transaction. Long story short, you *really* need a PayPal account.

You can create a PayPal account for free at [PayPal.com](https://www.paypal.com). You will need to attach a bank account and/or credit card to the account to send and receive money;



hence why I mentioned both of those first. PayPal will verify that you are the account owner by sending you two tiny deposits and asking you for the amounts of those deposits. After your account information is verified, you can begin collecting money through PayPal.

Optional: Set up a PayPal Business Account

If you have a registered business name, you can set up a PayPal business account to process funds through.



Setting up a business account through PayPal is 100% free, and it will streamline your expenses if you plan to sell a lot online.

Research Taxation and Importing Laws for Your Area

As a good business owner, you need to know the rules and regulations in your area for importing from China and selling goods online. For the most part, you should not have to charge local sales tax for your items unless you are selling to local customers, but you may have to pay fees for operating your business internationally.

You will also have to keep in mind that you will be paying self-employment taxes at the end of the year, which could eat up a large part of your profit margin. Take the time to thoroughly research your tax and importing laws before you start selling items on the internet.



HOW TO SELL ITEMS ON EBAY

Of the methods for selling items online, eBay is the one that most importers turn to first. The competition on eBay is high for some niches, but the audience base is large enough to support the competition. It only takes a few minutes to get adjusted to the eBay sales platform, and you can instantly reach out to thousands of customers searching for products just like yours. It's a winning solution all the way around.

DIFFERENT WAYS TO SELL ITEMS ON EBAY

You have two basic options for selling items on eBay: sell them as a regular user or create an eBay Store. Either method will allow you to connect with customers from around the world and sell your goods



online, but the store comes with some added perks you might benefit from later on.

I would recommend starting off as a regular seller on eBay just to get the hang of how the sales process works here. Then you can determine if you want to upgrade to a store over time.

SELLING ITEMS WITHOUT AN EBAY STORE

To sell items without an eBay Store, you will obviously need to set up an eBay account. This is free to do, and it only takes a few minutes to complete.

First, you will sign up as an eBay member, and then you will go through separate steps to become an official "seller" on eBay. Again, this is all free to do, and once it's set up, you can start listing products right away. In the seller



account setup, you will need to confirm your name, address, and phone number, and you will be asked to specify an automatic method of payment for your listing fees and any refunds you may have to process.

Once you have set up your seller's account, you can **list an item on eBay**. Since eBay changes its seller dashboard fairly often, it is hard to say where this option will be exactly. In most cases though, you should be able to see a button that says "Start selling now" or "List an item for sale" somewhere on the main screen of your account. From there, you can follow the steps to create a product description, set a price, arrange shipping, and more.



eBay offers a number of additional listing tools that you can use, like adding more pictures to your ads or highlighting your ads in a different color or with a bold border. Each of these options costs money, but they may help boost your sales early on. You may want to try out a few different options on a few different ads, just to see which one works the best for you.

If your item sells, you will be charged the listing fees for it, which you will pay once a month. If your item does not sell, you can relist it again and then pay fees when it finally sells.

SELLING ITEMS WITH AN EBAY STORE

Once your sales start to pick up on eBay, you may want to set up an eBay Store. You will need to have a verified PayPal account and a credit card on file to do this. When you go to create a store, you will select a subscription level based on your overall sales needs, and then you will choose a name for your store. Ideally, this needs to match the domain name for your website, or your



registered business name. If you are using a DBA ("Doing Business As") for your company, you may choose that as your store name as well.

After your store is created, you can customize how customers view your items and your store as a whole. You cannot make the account look like its own website, but you can change colors and layouts to suit your brand. You will list your items through the same basic steps used above, but they will all be visible in your store. You can also create categories to organize your products in your store.

eBay Store owners have access to a number of marketing tools and promotional opportunities that regular sellers don't get. Check these out when you start listing products because they can help you build visibility for your store on eBay. When you don't have much feedback to work with, that added visibility will do wonders for your sales. Luckily, you will eventually get to the point that people shop through your store just because of your awesome credentials.

You will have to pay fees every month for your store, as well as any fees you accumulate for selling items on your account. All of those expenses will be taken out of the credit card or PayPal account you have linked to your store.

GETTING PAID THROUGH EBAY

When someone buys an item from your store or seller account, the money will go into your PayPal account. Some people pay right after placing an order, and others wait a few days before they process payment. In most cases, PayPal will deposit this money into your account right away.



Once your money is in PayPal, you can transfer it into your bank account or leave it there for online payments. If you register for a PayPal business account, you can use your PayPal Debit MasterCard to withdraw money through an ATM or pay through items like you would with any other debit card. You just have to wait for the money to clear the initial hold.

BUILDING FEEDBACK ON EBAY

Success on eBay grows exponentially. Once you start building feedback on your account, more people will be willing to trust your products and services. Listed below are some simple ways to earn new feedback on your account:

- **Sell quality products.** This is one of the reasons why it is so important for you to inspect your products before importing them. Your reputation is on the line.

- **Arrange for fast shipping.**

As soon as someone has paid for an item, you should ship it out.

If you have a warehouse

or processing center in charge of this, you will need to ask them to ship items out quickly for the best feedback possible.

- **Package every item with care.** Your shipping is the first impression people have of your company after an order is placed. Make sure it's a good one.

- **Communicate with your buyers.** Respond to their questions quickly so they feel important to you.



- **Send a follow-up message after a buyer orders an item.** This may simply say "thank you" for ordering an item or paying quickly, or it could subtly ask a person to pay for the item if it has been a while.
- **Continue marketing to former buyers to draw in repeat customers.** If people feel they can trust your store or you as a seller, they are more likely to return for items time and time again.

People are far more likely to take time out of their day to leave bad feedback on your account than they are to leave good feedback. You have to work twice as hard on a transaction to get a positive feedback as you would for a negative one. Be prepared to connect with your buyers, and you will be a huge success in this industry.



HOW TO SELL ITEMS WITH A WEBSITE

Having a website for your business is important, even if you have a successful store on eBay. It may take longer to market the website and build traffic to it, but in the end, it will become another great source of income for you.

BUILDING A WEBSITE VS. HIRING A DESIGNER

If you are not "internet savvy," you may look into hiring a company to design and build your website for you. The company can create the basic template for the site and teach you how to add products and control orders through your dashboard. They can even go as far as writing content that will generate more traffic to your website, so you can focus on other aspects of your business.

If you would rather try designing and building a website on your own, there are many free and cheap tools on the market that can help you do just that. I will outline some of the basics of that process below so you have a jump start on your web development.



HOW TO BUILD AN ECOMMERCE WEBSITE

There are many ways to go about building an ecommerce website. You could create a free store on a platform like eCrater and then sell items directly through there. The problem with doing that is that you won't have total control over the look and function of your store. You will be limited by what the platform allows you to do. It is best to invest in your own website so you can maximize your profits.



Here is a look at one way you can go about creating a website to sell your imports through.

Step 1 – Buy a Domain Name

Your domain name is the name that people will type into an address bar to get to your website. Example: Google.com, Amazon.com, eBay.com, etc. Domain names only cost a couple dollars to buy, but many of the best ones are already taken. You may have to think outside the box to come up with a good domain for your company.

Quick Tips:

- Use a website like **GoDaddy.com** or **HostGator.com** to check if a domain you want is already in use.
- Avoid .org, .net, .tv, and other lesser-used extensions for your domain name. People are less likely to type these in, which could cause you to lose a lead to a competitor.
- Keep the domain name short and catchy.
- Make sure the domain contains words that are easy to spell.
- Watch your costs. Some really great domain names are sold at a premium because of the traffic they are guaranteed to go.
- Create new domains and new websites for every niche you work in. This will help you specialize your sales, which will make marketing much easier.

Your domain name is the foundation of your website. Make sure you choose something that will reflect your business, your niche, and your audience all at the same time.

Step 2 – Host Your Website

You will need to purchase a hosting plan for your website once you have a domain name selected. Most hosting companies sell domain names, so you can bundle everything together at once.



Think of the internet as a giant parking lot, and your website is a car. In order to park your car, you need an assigned parking space to call your own. That is what your hosting account will provide you with. It acts as your "parking space" so you can run a website online.



I recommend GoDaddy for website hosting because they have more tools available to speed up the web design and development process. You can host your website with any hosting company, but you may have to put in a little extra work along the way.

Step 3 – Build Your Website

There are so many ways to go about building a website, more so than I could possibly list in this book. Since I can't go over every single option with you, I will try to show you the easiest way to create an ecommerce website to sell products on.

- 1. Install WordPress on your website.** GoDaddy offers a really easy way to do this in your hosting dashboard, or the area of your account where you control all of your hosting.



2. **Buy an ecommerce theme for WordPress.** This will run you anywhere from \$50 - \$100, but it will save you from creating a website from scratch. Note that you will have different shopping cart platforms to choose from within your WordPress template. I prefer WooCommerce, but most of the platforms work in the same way in the end.
3. **Install your theme on your website.** You will need to make sure you follow the instructions outlined by the theme provider in order to get the theme to look like the demo you saw. If you just install the theme through the basic steps outlined in WordPress, it may not look right. It will be missing the "dummy content" you will be modifying later on.
4. **Change the content to fit your needs.** Write new information for all of the paragraphs, pages, slides, and services listed on your new website. You may also want to change the images or colors on the website to customize your brand.
5. **Use the ecommerce platform in your dashboard to upload products and start selling.** If you do not see anything about the ecommerce platform that came with your site, you may need to activate a plugin to make it work. Each platform is a little different, but it should offer a fast way to upload pictures and product descriptions on your website.

This is a crash course in web development, but it shows how the process works in its most raw form. You can work with a web designer who can take care of all of this for you so you can focus on sales instead.



Step 4 – Market Your Website

I cannot stress enough the value of internet marketing for online sales. ***This will make or break your success with importing products from China.*** If you market your website and your eBay store well enough, people will easily find your products and your company online. Just like with web design, there are dozens of ways to go about marketing your website. You can work with a professional

or try to do this on your own. Eventually you want a team of people to develop and market your website for you because you won't have any extra time left.



Quick Tips:

- **Research keywords people use to find your products online.** Programs like SEMRush and Gogle Adwords Keyword Tool will tell you how much people look for certain words online so you can target the most sought-after terms.
- **Implement those keywords into your product descriptions and website content to make your site easier to find online.** This is part of a process called "SEO," which stands for search engine optimization.
- **Use social media sites like Twitter and Facebook to market your website.** Create accounts on these sites for your company. Don't rely on your personal accounts for promotional purposes.



When you start to develop consistent traffic to your website, you will be able to sell a lot more products to a lot more people. Internet marketing allows you to reach out to customers from around the world who are actively looking for your products. All you have to do is find a way to connect with them to make your store a success.

HOW TO GET PAID

Your ecommerce platform should come with some sort of credit card processor or PayPal option that you can set up. You will need to link your bank account directly to this so you can receive money from your sales. Some programs will process payments instantly, and others may take 7-10 business days to complete a transaction. In the end, the money should all be sent directly to your bank account or PayPal account for you to use however you see fit.



THE AFTERMATH: REINVESTING IN YOUR BUSINESS

Making money from importing is great, but it won't mean a thing if you don't reinvest it. The goal here is to create a successful *business*, not a successful *sale*. Got that? Don't get overly excited about your first profitable sale and squander away all of the money. Put it to good use so you can **build an empire**.

HOW I REINVESTED IN MY BUSINESS

Let's go back to my very first deal, where I bought 100 DVD players for \$3,000 and sold them for \$8,000. When I got my half of the \$5,000 profit (my partner Tristan got the other half), I re-invested in more products so I could make even more sales.

The next order I placed was for 2,000 pedometers, which I bought for \$3.50 and sold for \$10 each. After selling all of the pedometers, I made a \$13,000 profit. Not bad for my second deal, right?



With \$13,000 to re-invest once again, I upped the ante and bought 100 motorcycles. But I didn't pay \$1,000 a piece or even \$500. I bought each motorcycle for \$150. That sounds crazy cheap because, well, it is. I took advantage of it and priced all of the bikes for \$400 each – guaranteed sale at that point. What was my profit? \$25,000. That's some serious money!



My Reinvestment in Perspective

Let's take a second to look over my timeline:

- **First order:** \$5,000 profit in 30 days
- **Second order:** \$13,000 profit in 2-3 months
- **Third order:** \$25,000 profit in 6-7 months

The profits just keep going up from there. That's enough to let you quit your job today, right? Follow my tested and proven formula for importing products from China, and you can see the same kind of returns for your hard work.

DIFFERENT METHODS FOR REINVESTMENT

There is more than one way to invest money into a business after a sale.

Examples include:

- New products
- Larger order sizes
- Bigger office
- More office supplies (computer, desk, etc.)
- More employees
- Bigger warehouse or more warehouse space
- Taxes (where applicable)
- Marketing expenses
- Brand development



The goal here is to add money back into your business so it can grow and thrive. Your savings account may build up interest on its own, but it'll build up a lot more when you make extra deposits. Don't use all of your profit money to go on a spending spree. If you can find the right balance between spending and saving, you will be able to automate your profits and enjoy a life full of riches.



HOW TO CREATE YOUR OWN BRAND OF PRODUCTS

In the midst of importing products from China, you really need to focus on moving towards bringing your own brand of products to the market, not someone else's. The way you do that is by asking the factory for **Original Equipment Manufacturer** or **OEM** products. These are products that match the specs from the original manufacturer, but they were made from a subcontracted manufacturing company. If you have ever ordered a part for your car, you probably came across this term without realizing it would impact your success in the future.

If you tell the factory you want OEM, you are saying that you want to put your own brand on the products. That's extremely important in the long term. What you choose to brand is totally up to you. You just need to make it sound interesting, well-made, and desirable.

A LOOK AT MY BRAND

Over the years, I have branded a large variety of products. I thought it would be nice to provide an example of what my branded products are like and explain how I have used them to drive my success.

One of my best selling branded products is a Samurai dirt bike, the GSM05. Samurai, is that a brand name that I created. It sounds Japanese, doesn't it? And the Japanese makes motorcycles, right? That was my theory when I came up with the name.

Are my Samurai bikes made in Japan? Nope. They're manufactured in China. A customer might think, "Oh I'm buying a Japanese bike," when in reality, they're



buying a Chinese dirt bike I rebranded. I don't lie about the country of origin for the product. I just wait to tell them about that in the disclosure.

This goes back to that age-old mantra: **a quarter inch wide and 8 miles deep.** Each product under my brand is a mile – 8 miles, 8 different products. You can go past 8 miles, of course. Some people take it to 18 miles, 28 miles... 800 miles. It's up to you. If you want to be the next Bill Gates or Warren Buffet, then be my guest. For most people though, having 8 to 10 products in range is fantastic. You can run a really good business and support almost any lifestyle with a range like that.



HOW TO TAP INTO A CROWDED NICHE

In one of my seminars for *China Import Formula*, I had someone ask, "How do I crack into a niche with a dominant seller when I'm just a small player?"

Technically, that's two separate questions, both of which I will address below.

RESEARCH THE NICHE FIRST

Before you worry about how you are going to fight through the competition in your niche, you might want to figure out if this is the right place for you. If I find out the niche I'm interested in is overcrowded, I move onto the next idea. I would recommend that you do the same.

Top 10 Reasons to Avoid Crowded Niches

1. It takes longer to make good money with heavy competition.
2. Your low feedback will matter much more to people when they have other buyers to choose from.
3. If you cannot afford to buy products at a high volume yet, you may not be able to keep up with the price of your competition.
4. Ranking well for popular categories is tough when seasoned businesses dominate the market.
5. It costs more to keep up with crowded niches.
6. You will have to work harder to make the same money you would elsewhere.
7. You don't know how long that niche will be popular, which is why you need to stay ahead of the trends.
8. You will struggle to establish your corporate image and authority online with heavy competition.
9. There is a high chance of failure.
10. There are better, faster, and more lucrative ways to make money importing from China.



MOVE ONTO ANOTHER NICHE

If the niche you want to sell in has at least one dominant seller, try to move onto another one. You might sell similar products without directly competing with the big seller. You may also shift your plans entirely. Trust your gut, and find a market you can take over online. Then you can consider taking down your competition.

RAISE YOUR FEEDBACK SCORE

In order to truly tap into a crowded niche, you need a strong feedback score on eBay or any other sales platform you use. How can you raise your feedback? Through slow and steady improvements. eBay won't let you sell a million products right away, so you have to build up your feedback and transaction history over the course of several months. You may sell a few things this month, a few things the next month, and so on until you have earned the right to be a hot seller on eBay. You may have to start small, but you will bigger and bigger over time.



In the meantime, you'll still be able to make thousands of dollars selling products online. Once your ranking reaches a level that you feel comfortable with, you can tap into a crowded niche and see what profits it generates for you.



THE WORST CASE SCENARIO: A PERSONAL STORY

As with any business venture, a lot can go wrong with a Chinese importing business. The **China Import Formula** provides the best possible model for success, but one misstep could cost you a lot of money if you aren't careful.

Before we close up our training, I want to share with you a personal story of a time when I lost everything and nearly gave up my importing business completely.

THE START OF MY DECLINE

I lost my warehouse...

The first event in my downward spiral was when my warehouse burned down. It wasn't just a little fire that took out a small portion of my inventory. It was a total loss. The fire was so ferocious that they had to close one of the runways of a nearby airport.

Normally this wouldn't be a huge concern because a smart business owner would have insurance to cover a devastating loss like this. Unfortunately, I wasn't a smart businessman back then. I didn't have an insurance policy. What would that security have cost me? A whopping \$400. That's it. Instead of paying for that though, I had to not only pay for all of the lost merchandise, but I also had to pay to rebuild my business from scratch.

I lost everything I had built up.

I lost a critical shipment...

The next part of my series of unfortunate events happened when my goods were seized by customs. Now, I wasn't importing cocaine, for the record. My shipment was seized by customs because my customs agent at that time never told me that if you have a product with 100 components and 99 of those components are 100% legal, it only takes 1 illegal component to have your entire shipment seized.



I lost my entire shipment.

Again that may not be a terrible event to rebuild from, but this happened at the same time that my warehouse burned down... and the next part of my story unfolded.

I lost my company...

At the time that all of this went on, I was on holiday in India enjoying a much needed break from work. I got 3 or 4 phone calls back to back that were devastating. The first phone call was from the warehouse saying the building and its contents had all burned down. The second call was from my customs agent saying that my goods had been seized. My third call was the most unpleasant and the most unexpected. It was my accountant saying that because I had lost my goods and I would be missing deliveries, I could no longer trade.



He said I had to close down my company.

I had no choice but to throw in the towel after that. I lost my company, I lost my money, I lost my pride, I lost everything overnight... but I thought, "Well at least I have a beautiful woman to come home to." Love is all you need, right?



Sigh, you know where this is going...

I lost the love of my life...

I loved my girlfriend at the time, to the point that I was going to ask her to



marry me. I had a ring picked out that I couldn't afford because of my financial situation, but plans were in place for us to start a life together. Who needs success and who needs power when you have love? With all the devastation I had been through, I at least had love to look to.

And then I came home to find the love of my life – the girl I was going to marry – was pregnant with another man's baby.

You know the old saying, "When it rains, it pours." I hit what I thought was rock bottom and started to get buried alive. I honestly don't know how I got through it, but I did, and I'm a better person for it.

WHAT I LEARNED FROM IT ALL

You might be surprised by this, but the worst part of this whole experience was the fact that **I couldn't fill the promise I made to my customers.** I made



commitments to get my goods to my customers on time. When my goods got seized by customs and my warehouse burned down, I couldn't fulfil the orders I had worked so hard to get.

This was a very hard lesson to learn. More than the money, I want you to understand the heartache that this causes when you can't fulfil the orders your customer's placed. It is more devastating than anything else you could possible go through in this business.

And that is why I decided to create the **China Import Formula**. I wanted to give people like you the option to succeed without all the heartache I went through. You want to be successful, and I can say that you have passion to do that because you've made it to this point in the book.

You have two options now:

- You can follow my **7 easy steps to importing from China**, OR...
- You can do this all on your own

The second pathway is full of landmines, a lot more so than the first one. Step on one of those landmines at any point, and you're going to suffer if you aren't prepared. Pay attention to every single piece of advice in this book, and you will be able to avoid the major mistakes that could derail your success importing from China.



CONCLUSION: PUTTING YOUR IDEAS IN MOTION

Over the course of this eBook, you have learned how to import products from China, how to negotiate good prices for these products, and how to get these products to your customers. Now all you have to do is put those ideas in motion to start earning an extra \$5,000, \$10,000, or even \$25,000 a month importing from China.

Remember my **7 steps to importing**, and use the techniques I've shared with you to drive your own success. I want to make sure you get through this process without stepping on the many landmines I faced in my career. Together, we will take your business to the next level and generate consistent profit for years to come.

Don't forget about the additional tools we have to offer for you, including vital contacts that will save you time, money, and research in the long run. Make use of our, coaching, shipping, Third Party Logistics services and our inspection teams in China to find, store, and import your products for you. I want to give you every possible opportunity to make money with importing because I have faith in you. We're in this together.



Stop worrying about your bills and your boss and the pile of stress on your shoulder every single day. This is the first step in a new and better life for you and your family. Enjoy a lifetime of success importing from China, and you will never have to struggle again.

Your success starts today!



TESTIMONIALS FROM SUCCESSFUL SELLERS

You don't have to take my word that the China Import Formula works. Check out these testimonials from people just like you who have found success using my tips and tricks.



"I'm so glad I attended Brendan's seminar. I have learned so much in such a short time! His seminar opened up several doors for me that I am currently exploring. So far, everything is working out great. Thanks Brendan!"

- Greg



"We just come here to take a look at importing seminar that Brendan's held today. Just to learn more about importing. Finding information valuable as we would like start our own business."

- Michelle



"Attending Brendan's seminar is a breath of fresh air! I never imagined I was missing out on so much information."

- Carol





"The boot camp is terrific I couldn't recommend it more to anyone. I wanted to get some insight to importing. Obviously I myself had no idea or anything about it but Brendan certainly has done a wonderful job of explaining importing from china. I'm even sure we can use it from other countries as far as they go so I would recommend this to anyone."

- Raegan



"I joined China Import because I wanted to do something a little bit different and figure out what all the buzz is about importing from China. So far the course has been absolutely amazing I have made so many contacts that I just wouldn't have made. It's made me really excited to enter this whole thing and at the end of the day I would recommend China Import Formula to anyone who is all serious about importing from China."

- Yvonne



"The course has a lot of relevant information in a short period of time. It sort of puts you into that mentorship kind of comfort level which many of the courses lack. Importing Exporting courses are far inferior in New Zealand and that's why this is one of the best courses that I would recommend anybody to take."

- Amrut

