The Bootstrapped Entrepreneur: Starting An Online Business With $25

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INTRODUCTION

Starting a business online isn't impossible --
in fact, with enough determination anyone
can start a profitable eCommerce site with
minimal costs. Many people, however, get
bogged down with the sheer amount of
options when it comes to getting started.
The problem comes when they spend
hundreds (or thousands) of dollars on
development or inventory and end up with
product that no one wants.

The rapid innovation of technology and
eCommerce platforms have created a new
era for the aspiring entrepreneur: to build
their own businesses at a low cost. The
ability for an entrepreneur to bootstrap a
business idea with minimal cost and
investment has enabled thousands who
while they do not have the resources, they
have the passion and drive to utilize the

their skills to start successful business online.

This eBook will show you exactly how to start your own online business with less than a $25 initial investment.

When it comes to entrepreneurship or getting started in eCommerce, the only way you can learn is by *doing.* And with the multitudes of selling platforms and thousands of companies providing low-cost opportunities, anyone can become an entrepreneur by selling products on their own website.

You could spend thousands of dollars on top notch web design and even more on product research and purchasing inventory, but why do that when the power is at your fingertips to get started with your own online business over a weekend with a couple of bucks for hosting fees?

Starting an online business consists of three main phases:

1. Finding An Idea
2. Creating Your Store
3. Marketing and Customer Acquisition

Phase three is by far the most difficult and where most business and entrepreneurs fail. Internet marketing is constantly evolving and the most successful entrepreneurs spend hours upon hours learning new methods to reach their customer and drive them into their sales funnel.

This eBook will teach you how find and be successful in a niche, how to create a low-cost online store and how to use social media and advertising platforms to target your ideal customer.

PHASE I: FINDING AN IDEA

Ideas are truly a dime a dozen. Anyone can come up with an idea but true entrepreneurs are only successful when they are solving a relevant problem or fulfilling a need. If you are struggling to come up with an idea, carry around a notebook and record whenever you come up with an idea for a business that could be profitable. Some will be good, some will be bad but the value to this exercise comes from entering yourself into the entrepreneurial mindset.

There is a problem that exists and it needs to be solved. This statement is what drives an entrepreneur. Now, it would be easy to argue that it is *money* that drives a person to start a business but this is not so. Money is simply the wonderful by-product that an entrepreneur receives from solving a problem.

CHOOSING A NICHE

Your niche will determine many important things for your business including; the products you carry, the type of customers you will market to and the social media channels you use. Finding a profitable niche and understanding of how you fit in it will allow you to provide the most value to your customers and give you an edge over your competitors.

Research

Thorough research is your first step in finding a niche. Using Google and popular sales channels like Amazon, eBay or Etsy, find products and business that are already finding success in their niche. Ask yourself, why is there a demand for that product? And how is that business meeting that demand?

You need to gain a strong barometer on how other businesses are being successful. Understand their methods, how they provide value to their customers, how they use email or social media; make a conscious effort to understand why a customer would choose that business over any other.

By utilizing your research skills, you can find niches that are untapped or that have few competitors that are failing to fully meet a customers needs.

Google's Keyword Tool will provide you valuable insight how many people are searching for a particular product. By searching different keywords or ad groups you can see both the average monthly search traffic as well as how much competition there is to buy those keywords in Google. This will show you both the demand and the competition.

Identify Your Target Audience

When it comes to marketing a business, many entrepreneurs take a one-size-fits-all approach and they gear their marketing efforts to appeal to the widest audience possible. This is ineffective because when you are trying to appeal to everyone, you end up providing less value to the type of customer that will actually pay for your product or service.

Your target audience are the type of customers that your product would benefit the most. And it is your job to find them, provide them value and convince them to open their wallets. Never assume that "If you build it -- they will come". This has time and time again proven to be untrue.

You are tucked in away in some obscure part of the internet; no one has any reason to find you. Your ideal customer is already searching your niche's keywords on Google,

consuming similar content, and purchasing your competitor's products. Your customers do *exist*, and you need to have a razor focus on who that customer is if you want them to identify with your brand and purchase your products.

In order to find your customer, you have to think like your customer. Build two or three razor-focused customer profiles. What kind of person are they? What likes, or dislikes do they have? What are they searching for before they reach your site? What was the specific **value** that they were looking for

Keep your customer profiles in mind while you are creating your content, marketing your products or communicating with them via social media or email. Always remember that your web traffic or email subscribers are *actual people*. They aren't just clicks on your website or a list of random email addresses. They're real people who have put in the time to visit your site, subscribe to

your content or purchase your product. Communicate with them and ask for feedback. Your "ideal" customer profile could be completely off from the actual people visiting your site or purchasing your products. Without a doubt, knowing your audience will allow you to provide the most value to them.

Specialize

To succeed in your niche, you have to specialize, specialize, specialize. You don't have to know *everything* about the niche you are selling in, but by specializing and providing high quality content, you can build the trust that customer needs to give you their money. While you most likely won't be the most knowledgeable person about a certain topic, by making an effort provide knowledge in a way that uniquely benefits the customer, you are miles ahead of the thousand of online businesses who

put zero emphasis on providing their customer with the value they want.

The difference between successful online businesses and unsuccessful online businesses is their ability to communicate their unique value proposition. So many businesses throw their products and content on their site without any regard for what their customer actually wants when they come to their site. The most successful businesses are the ones that tell you the exact value they going to provide and then deliver on it.

By specializing in your niche and communicating your unique value proposition, your customers will not only purchase your products but believe in your brand and the value you provide them. And those customers are the ones that will go out and do your marketing for you -- *because they trust in your brand.*

Provide Value

I literally cannot say this enough. Always.
Provide. Value. Without providing value,
you are nothing. There is no logical reason
that you would ever be successful.

Value perception is incredibly subjective
because it varies between every visitor on
your site. While one blog post might
provides loads of value for one customer, it
may not provide any for another.

Think about what a customers expectations
are when they come to your site; what is the
value proposition that they are looking for?
Your goal is to deliver on this expectation
with your product, service or content.

PHASE II: CREATING YOUR ONLINE STORE

Creating a high quality eCommerce website doesn't mean that you have to shell out hundreds of dollars to web designer. With a little bit of time and patience, anyone can learn to build an online store to sell their products and grow their brand.

There is no substitute for good design and while you may have zero experience in creating websites, there are many inexpensive platforms for hosting and building a website with a quality design.

Domain Name

When it comes to choosing your domain name, there a few things you can do to not only improve your SEO but also avoid some dreaded domain name pitfalls. The most important thing when it comes to choosing

a domain name is that it is available. You will likely have to spend time searching for available domain names. Connecting your domain to your niche by using one or two keywords will help you to move up in your Google search ranking and draw in those users already searching for your niche. Making it short and memorable is a no-brainer; people have to be able to easily type it in their address bar. Stick to using a .com domain name. Second-level domains are generally harder to remember. People have a nasty habit of typing .com after the address anyway.

There are many domain name registrars and many CMS and eCommerce platforms also offer domain name registration as part of their packages. Services like GoDaddy, BlueHost, and 1&1 also offer affordable domain name registration.

ECOMMERCE PLATFORMS

While there are hundreds of eCommerce platforms that you can use for you online store, the big players are best equipped to provide a wide variety of options at an affordable price. Many of these platforms are fully featured and will allow you to get up and running with a complete website and eCommerce store.

There is no right or wrong platform when it comes to choosing your hosting platform. All of them have their advantages and disadvantages and they will all allow you sell your products on them. Do you research and ensure that the platform that you end up choosing will be able to support all of the features that you want.

WordPress/WooCommerce

Wordpress is a free and open-source CMS (content-management-system) used by millions of people to host their blog, website or online store. WordPress is based on

'Themes' which control the general formatting of the site and 'Plugins' that add additional functionality to the site. Most hosting solutions have 1-Click WordPress Installs that allow you to get up and running with a site in less than 5 minutes.

Because of the sheer amount of people who use WordPress to power their site, there is a huge community of developers that are creating powerful plugins and high quality themes. There is also a huge support forum if you are ever having any trouble with your site. There are many premium option for improving your WordPress site via third party plugins or themes but there are equally as many free alternatives that can achieve the same results.

In order to sell products on your WordPress site, you have to install an eCommerce plugin. The most popular is WooCommerce. A free eCommerce plugin that automatically sets up everything you needs to display your

products and accept payments on your site. They have premium plugins that add additional eCommerce functionality but their baseline plugin is a powerful tool for creating online stores.

COSTS:
Domain/Hosting
BlueHost: $12.49/month (1 year contract)
GoDaddy: $7.99/month (1 year contract)
DreamHost: $9.95/month (1 year contract)

Shopify

Shopify is a premium eCommerce platform for building scalable online stores. Shopify is both a CMS and a hosting platform. They have been a popular choice for entrepreneurs starting online businesses because of their simple user-interface and

wide variety of integrations with other other platforms.

Shopify's Theme Store has many free and paid templates to build your brand around. In the App Store, you can download apps that additional functionality to your site. The wide variety of apps -- from marketing and customer service, inventory management, accounting or analytics -- can give you valuable insight to your site and better serve your customers.

The proof is in the pudding however, because Shopify is one of the more premium eCommerce providers. Their 'Basic' plan starts at $29/month and if you are going to rely on one or two paid apps, that cost could shoot right up. Luckily, they offer a 'Starter' plan at $14/month with some reduced features. Their 14-Day free trial is also something to be taken advantage of. All in all, Shopify is a solid platform for hosting your site.

COSTS:
Domain Registration: $9/year
Starter: $14/month
Basic: $29/month
Professional: $79/month
Unlimited: $179/month

SquareSpace

SquareSpace is an all in one, design-first content management system for building and hosting websites and online stores. While SquareSpace has become popular for personal and portfolio websites, in recent years, SquareSpace's Commerce system has become a powerful cart solution for online business. The user-interface for SquareSpace is one of the most advanced and the platform doesn't try to hook you with paid apps or themes.

With a wide variety of integrations and large support community, SquareSpace a high quality website builder for hosting your online store. Their 'Professional' plan at $16/month, gives you full eCommerce abilities with up to 20 products. SquareSpace's Commerce system runs on Stripe who quickly overtaking PayPal as the leading online payment processor.

SquareSpace is also optimized for mobile. In a world where an increasing number of sales are conducted via smartphones, with SquareSpace your site will look beautiful on mobile phones and allow customers to easily purchase products while browsing on their phones.

COSTS:
Personal: $8/month (1 year contract with domain)
Professional: $16/month (1 year contract with domain)

Business: $24/month (1 year contract with domain)

What Platform Should You Choose?

There is no right or wrong eCommerce platform, it all depends on how you use. Start with one, learn how to use it, try another platform and so on. There are many other open source, expensive and inexpensive eCommerce platforms that you can use to host your store. Some offer a wider range of features while others cater exclusively to specific type of seller. Before deciding on platform, explore some of the other options that are available so you can make a truly informed decision.

Dropshipping

The advent of dropshipping has changed the world of eCommerce and become one of the most risk-adverse ways to start a business online.

With dropshipping, you can sell products online without having to hold or pay for upfront merchandise. Your website will take orders and once a customer has paid for a product, the order is submitted to a supplier who ships the product directly to your customer with your branding. Suppliers and private brands use their existing infrastructure to enable entrepreneurs to sell their products for them. Your profit comes from difference between the manufacturer's price and cost that you charge your customers.

With minimal risk and low upfront costs, dropshipping businesses have become immensely popular. As a result, there are many markets that have become saturated with unoriginal websites or products. Like any business, to run a successful dropshipping website, you need to have a strong understanding of your niche and

provide immense value to your target market.

There are thousands of businesses that offer dropshipping services, however, it will take some work to not only find trustworthy suppliers, but also quality products that 1) people will pay for, and 2) give you a decent enough profit margin to stay in business. Companies like Printful and PrintAura are print-on-demand and fulfillment companies that allow you create your own custom products that can be dropshipped directly to your customers.

Challenges of Dropshipping

Oversaturated Markets - Because of the popularity of starting dropshipping businesses, many markets become oversaturated with entrepreneurs trying to make money with their dropshipping sites. Still, it is not impossible to find success in these oversaturated markets. The online t-

shirt industry are an excellent example of an oversaturated market. Many new entrepreneurs are attracted to simplicity of starting a clothing brand but struggle to find sales. This is because a t-shirt business is not an very original idea. Everyone wears a shirt but not everyone is going to go online a buy one, especially from a small eCommerce. But by executing an original idea or purpose that intrigues people enough to open their wallets, you can find success in a saturated market.

Pricing Competition - Many entrepreneurs will use the same dropshipping supplier. As a result, there is a lot of pricing competition. Everyone wants make a profit margin, however, some online stores will sell their products almost at cost -- just for the sake of the sale. To combat this, do ample research and learn exactly how your competitors are pricing their products and ensure that you communicate your businesses *value proposition.* Simply put, your value

proposition is the promise of value that you will deliver to your customer. At face value, you may think that your value proposition is the product you are selling; this is only partly correct. Successful entrepreneurs have learned that more than their product, their value proposition is the experience that their customer has with their brand. Methods include scarcity, exclusivity, design, and how they engage with their customers with social media and email.

Quality and Cost of Products - It can be hard to find high quality, cost effective products to sell on your site or through other channels. Spend a lot of time researching your suppliers, talking to them and don't forget to order samples. Before selling a product on your site, you should be able to stand by the quality of the product so that you are not selling mediocre merchandise while branding yourself otherwise. You also want to be looking carefully at your profit margin on each sale and factoring in the

shipping costs. This will be important to planning your pricing strategy and determining your value proposition.

Custom Products and Dropshipping

Creating custom products gives you an advantage over selling the same products that other dropship entrepreneurs sell. Because starting a dropshipping business is so attractive, building a brand out of your own product line will help you to stand out in your niche and avoid pricing competition.

Printful

Printful is a print-on-demand and fulfillment company based in Los Angeles, California. As a relatively new startup, Printful provides high quality printing on a wide variety of products including clothing, hats, posters, framed prints, tote bags, and mugs. Their growing number of platform

integrations allow you to connect your online store's website directly to Printful so after a customer has finished their checkout process, Printful will automatically print and ship your product to them.

Printful provides the print-file templates for each product type directly on their website as well as a plethora of customizable, high quality product photos that you can immediately use to display your actual products on your site. With a fantastic user-interface and high quality products, Printful is an excellent choice for starting your online business.

Example Pricing:
Fine American Apparel 2001 Short Sleeve - $21.50 for product, printing and fulfilment
Anvil 980 Fashion Short Sleeve - $19.00 for product, printing and fulfilment
5398 California Fleece Hoodie - $39.50 for product, printing and fulfilment

Wall Decal 16x16 - $21.00 for product, printing and fulfilment
American Apparel Tote Bag - $20.00 for product, printing and fulfilment

PrintAura

PrintAura provide direct-to-garment printing a fulfilment services for clothing. PrintAura has a wide variety of clothing types and brands including American Apparel. As an affordable print-on-demand clothing company, they also ship worldwide and have a wide variety of platform integrations. Like Printful, they provide products photos that you can use on your storefront and easily automate your business.

PrintAura also provides volume discounts if you find yourself needing to fill larger orders or get your products into local stores.

Example Pricing:

White Gildan 2000 t-shirt - $14.00 for product, printing and fulfilment
Black Gildan 2000 t-shirt - $16.50 for product, printing and fulfilment
White American Apparel t-shirt - $16.75 for product, printing and fulfilment
Black American Apparel t-shirt - $19.75 for product, printing and fulfilment

T-Shirt Gang

T-Shirt Gang is a simple POD (print-on-demand) and fulfilment company for creating a t-shirt brand. T-Shirt Gang provide very cheap t-shirt printing and shipping. Within minutes you can set up your own 'T-Shirt Gang' storefront and add those products to your website. Unlike Printful or PrintAura, T-Shirt Gang cannot integrate directly with your store to automate your business but the trade-off comes at the affordable wholesale cost that will provide you with a higher profit margin. While not the most intuitive, their

user-interface is incredibly simple and it's easy to get up and running in no time.

Example Pricing:

White T-Shirt - $11.50 for product, printing and fulfilment

Ringer T-Shirt - $12.50 for product, printing and fulfilment

Black T-Shirt - $14.50 for product, printing and fulfilment

Color T-Shirt - $14.50 for product, printing and fulfilment

Other Companies

Print-On-Demand and fulfilment companies are not your only options for starting a dropshipping business. POD is just one of the best of the best ways to create original products. Thousands of other businesses in almost every niche offer dropshipping products, from TV's and electronics to books

and DVD's. There are also services that consolidate these businesses into one central hub so you can choose from whatever product category that you want to sell in and they will display all of the business that allow dropshipping and connect you with them so you can start selling with them. Be wary of these sites, especially ones that charge an upfront cost. Do your research and read reviews to find reputable dropshipping companies and services. Get in direct contact with the business and ask for references. Not spending the time doing your due diligence could end up costing a lot money.

PHASE III: MARKETING AND CUSTOMER ACQUISITION

After you've built your website and have products to sell, it's time to focus on building your brand with an effective marketing plan. Generating traffic and channeling your visitors into your sales funnel is no easy task; after all, if no one know your store exists, how can you sell any products? Developing a marketing plan and following through with your major points is your key to finding success online.

Your Marketing Plan

You should already have a strong understanding of your niche and ideal customer. This will help dictate how you

move forward in marketing your business. Start by looking at what strategies and channels your competitors are using to engage with prospective customers. What social media channels are they on? What kind of blog posts are they writing and how are they providing value? What kind of response does each post get? How are they building their email list? What do their emails look like? Your goal will be to create an original strategy that will not employ your competitors techniques but tailor them to your own brand.

When you know the techniques that are already being used to make sales, turn your attention to figuring out what your ideal customer wants and how you will get their attention. What problems are they facing and how are they going about finding answers? What kind of answers do they wants? The problem you are solving might even be as simple as putting clothing on someone's back and if that's the case, what

will intrigue your customer enough into paying for your clothing? What social media platforms is your ideal customer on and what are their interest? This will inform your content marketing strategy as well as how you write your ad copy.

Create your marketing plan with a clear purpose, target market, content marketing strategy, and the social media and advertising platforms you'll use. Figure out your monthly ad spend and create actionable items that you can follow on a regular basis.

By creating a comprehensive and rigorous marketing plan --and most importantly, sticking to it-- you can start generating traffic and building your online brand.

SEO

Your search-engine-optimization (SEO) will be vital to establishing your brand online. Everyone wants to be at the top page of a Google but in order to do that, you need to take the proper steps to ensure that your site is optimized for search engines.

You can improve your sites SEO by ensuring that you site contain keywords, phrases and tags that relate to your niche. Creating content like blog posts with strong keywords will inform search engines of the type of content you are sharing on your site. The more content, keywords, and backlinks your site contains, the more likely Google will improve your search ranking.

Because there are some wide number of sites that employ their own SEO strategy the way to beat your competition to the front page is to ensure to that keywords, tags and phrases are razor focused on your sites goals and purpose. Communicate exactly what

value you are providing and use popular terms in your titles.

ONLINE MARKETING

Email Marketing

Building an email list is one of your most valuable marketing tools. Unlike social media, with email marketing you are not competing for your customers attention. With social media or advertisements, it is incredibly easy for a user to ignore your content. With email, you have their utmost attention because they are literally opening and reading your message. Sure they can delete your email just as easily as ignore it but without a doubt, email marketing is an effective way to communicate with your customers.

The customers who sign up for your email list have not only given you full permission to contact them but have also told you that

they have a legitimate interest in your product or service. With that in mind, don't bombard them with spam or purposeless emails, the last thing you want is a subscriber to regret giving you their email address. Use your emails to deliver value and promote exclusive deals, make being a member of your email list a privilege and it can be one of your most value sales funnels. Sign up for an email marketing service like Mailchimp or Aweber, add a signup form to site and start building an email list.

Social Media Marketing

Social Media Marketing is a valuable way to not only gain a following and convert visitors into customers but also to improve your SEO rank and establish yourself as an online brand. When it comes to choosing your social media platform, you have to a full understanding of the purpose of platform and the types of users that use them.

Every platform is different; the type of content and what their users are looking for varies between them. For instance, Facebook is a platform to connect users with their friends and share content that is interesting to them. Twitter is based around microblogging so users aren't going to be investing as much time into the content they are browsing. This is where knowing your ideal customer comes in handy. With an understanding of the type of customer you are targeting, you can tailor your social media strategy to their preferences.

Whatever platform you choose, you have to be consistent and follow through with you marketing strategy. Continually post new content to your networks and engage with the customers who respond to it. Gather data on the response and conversion rate to your website. Don't forget to analyze what sales came from which channel; this will give you a better understanding of which

platforms are converting visitors into customers and you can leverage that platform for further sales by producing more content for it and purchasing ads.

Social Media Management Tools

Social media management tools like Buffer and HootSuite allow you to connect all of your social media accounts into one dashboard. This can save you a tremendous amount of time by posting to all of your social media channels at once. You can also schedule several posts so that your profiles will update automatically with fresh content. These tools also offer advanced analytics and integrations to further improve your conversion rate and better utilize each of your social media platforms.

Digital Advertising

Buying ads will greatly improve your odds of generating relevant traffic and gaining sales. Many social media platforms offer advertising solutions, however, Google AdWords is undoubtedly one of the best ways to advertise your business. Aside from being the largest search engine in the world, Google's advertising platform is the backbone to the business. As such, it is a powerful tool for advertising your business to targeted customers.

You should spend some creating an ad budget to plan out your advertising campaign. Start with small budget and one or two ad platforms. Get comfortable with their interface and analyze the results you get. Your Google Analytics account will be useful in this as you can see accurately analyze the traffic your website receives. Aside from your ad conversion, you should also be tracking your sales conversion rate.

THE BOOTSTRAPPED ENTREPRENEUR'S INITIAL INVESTMENT

The Bootstrapped WordPress Entrepreneur

Domain Name and Hosting - $12.49/month (1 year with bluehost)

Website Theme - $0.00 (free themes available)

Products - $0.00 (POD/Dropshipping)

Initial Investment: $12.49
($12.51 left for ad spend)

The Bootstrapped Squarespace Entrepreneur

Professional Plan (with domain name - $16/month (1 year with Squarespace)

Website Theme - $0.00 (free themes available)

Products - $0.00 (POD/Dropshipping)

Initial Investment: $16.00
($9.00 left for ad spend)

The Bootstrapped Shopify Entrepreneur
Domain Name - $9.00/year (1 year through Shopify)
Starter Plan - $14.00/month
Products - $0.00 (POD/Dropshipping)

Initial Investment: $24.00
($1.00 left for ad spend)

LAUNCHING YOUR BUSINESS

Launching your business can be an exciting but also scary time. It can be nerve-wracking not knowing if anyone is going to show up to your site and buy products. In all honesty, it may take some time for you to start generating sales. Don't let this deter you! Stay true to your path and in time will start making money online.

There are three steps when it comes to launching your business and each of them can be utilized to generate sales.

Pre-Launch

Pre-Launch is the period of time before you are open for business. During this time, you should be telling people about your your

upcoming business. You should have some kind of landing page that you can direct people to and some kind of method to capture their email address. Your pre-launch email list by no means has to be large but it should consist of at least a few individuals that are aware of and interested in your products. When your site is ready to take orders, send an email to your list and offer them an exclusive deal. Prompt them to share your store on their social media profiles and make it really easy for them to do so.

Soft Launch

Now that your website is open for business, your soft launch has begun. By now you should have a few visitors to your website and your should be actively creating content for your blog and posting to your social media channels. You should start getting comfortable with one or two different advertising platforms. You don't need to

spend a lot of money it's important to start learning how to effectively use advertising platforms to generate targeted traffic to site.Set up your campaign for one week and analyze your results. This will teach you learning how to target your ideal customer.

Hard Launch

Hopefully, by now you should have generated one or two sales are motivated enough to kick your launch into high gear, ramp up your advertising and start reaching out to prospective customers. Your initial marketing efforts will have given you a framework to moving forward with hard launch. Look at your analytics and see what channels and strategies have generated the most interest and tailor your hard launch to these more successful methods. Create multiple advertising campaigns and look at which one is bringing a higher conversion rate to your website. Write a press release or create an introductory, value added post to

Reddit and your blog. This is your time to tell the world who you are and what value you are going to be providing.

FINAL THOUGHTS

So you may be wondering, "What now? After all this time spent figuring out my idea, building my website, creating a marketing plan.. How am I going to make money online?"

Building a successful business online takes hard work, time and commitment. You have to commit to the idea of being an entrepreneur. Treat your online business with reverence and join the discipline of entrepreneurship. Being an entrepreneur isn't a title that someone brands you -- it's a mindset that you create and put yourself in.

That old saying, "Build it and they will come," doesn't apply in the digital age. You

can build all the websites you want but without taking the action to actively promote and market your business, you have no chance of success.

Being an entrepreneur is addicting. It feels so satisfying to solve a problem for a customer and make money at the same time. Hopefully you will have found the inspiration for moving forward with your own idea for an online store and begin your journey as an entrepreneur.

The idea of being a bootstrapped entrepreneur should be one that every person aspires to be. Because a bootstrapped entrepreneur is someone who strives to build something to call their own, out of passion. The revenue and profit come as byproducts of creating something that connects with an audience or solves a relevant problem. And therein lies to motivation for everyday people to start

their own businesses. Helping others by
building something that solves a problem.