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FREE GUIDE · FOR PEOPLE WHO HAVE TRIED BEFORE

Why Dropshipping Hasn't Worked For You (Yet)

You built the store. You ran the ads. You lost some money and quietly stopped. This guide is the diagnosis nobody gave you: the five reasons it didn't work, and what my students do differently.

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READ THIS FIRST

It was never the model

When a store fails, everyone reaches for the same explanation: "dropshipping is dead, it's saturated, I was too late." Comfortable, and wrong. Look at the world for a second. Every year more people buy online, not fewer. High streets are shutting while Amazon cannot build warehouses fast enough. Factories release thousands of new products every single day, and every month somebody you have never heard of turns one of them into a multi-million pound brand.

> **If the model was dead, new stores would not keep winning. The model works. Something in the execution didn't. Let's find it.**

I say this as someone who has been on both sides. I started from absolute zero, delivering takeaways, and my first attempts failed too. Then I fixed the exact five things in this guide, and one store did £794k in a single 365 day dashboard. For the last 4 years I have fixed these same five things with over 200 students, most of whom came to me exactly where you are now: after a failed first attempt.

£794k	10,000	200+
One store, one 365 day Shopify dashboard	Order plaque from Shopify, on my wall	Students taught over 4 years

As you read the five reasons, be honest about which ones are yours. Most people find three. I have never met anyone who had none.

REASON 1 OF 5

You were running a warehouse, not a marketing business

Be honest about where your hours went. Tweaking the store theme. Comparing apps. Reorganising collections. That is warehouse work, and the warehouse was never the business.

THE REFRAME

Ecommerce is the business. Dropshipping is just how the product reaches the customer. **The business is marketing.** The product, the angle, the video, the words. That is where the money is decided.

Here is the whole model in one line: the customer pays £25 because your ad stopped them, the supplier takes £10 and ships it, and you keep the rest. Notice what actually earned that margin. Not the store theme. **The ad.**

McDonald's does not win on product quality. It wins on marketing. When your store made no sales, I would bet money the product and the site got your weeks, and the marketing got an afternoon. Flip that ratio and everything downstream changes.

What my students do instead

They treat the store as a checkout page and the ad as the business. Most of their week goes on angles and hooks. It feels backwards until the first day the ads print, and then it never feels backwards again.

REASON 2 OF 5

The apps set you up to lose

If you fulfilled through AliExpress or CJ Dropshipping because YouTube told you to, this one is not your fault, but it was costing you from day one. The apps everyone uses are slower, more expensive, and terrible at fulfilment. Three-week shipping creates refund emails. Poor quality creates chargebacks. **And chargebacks kill stores.** Not slowly, either. Payment processors shut you down and hold your money.

WHAT THE PROS USE INSTEAD

A **private agent on WhatsApp**. You send him a link or even just a photo of the product. He quotes several factories and picks the best quality for the price. As you scale, you negotiate: your 2.5x margin becomes 3x, 4x, 5x on the same product.

And one rule I drill into every student: always take the better factory, even at £1 or £2 more per unit. Cheap quality feels like profit and turns into chargebacks. The extra pound per unit is insurance on your whole store.

Why this might explain your whole first attempt

Think back. Did you get sales but then drown in "where is my order" messages? Refunds, disputes, PayPal holding funds? That was not the model failing. That was the supply chain you were told to use.

REASON 3 OF 5

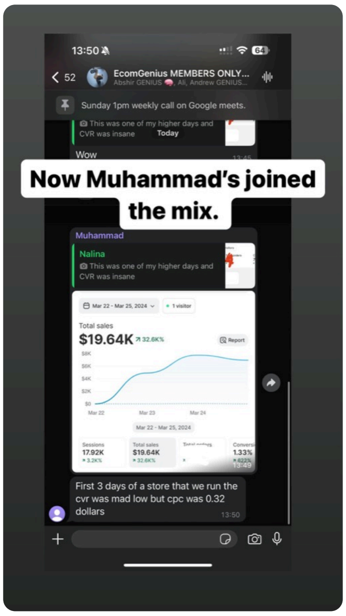
Your product made people feel nothing

Gucci products cost pennies to make and people happily pay £3,000. Why? Because **the emotion is the product.** Now look at what you sold. A gadget? A phone holder? Something "useful"? Useful does not stop the scroll. Feeling does.

A winning product answers yes to three questions:

1. **Does it solve a real problem?** Annoying, painful, or embarrassing.
2. **Does it touch an insecurity?** Skin, hair, pain, confidence. The 2am purchases.
3. **Does it make people say "take my money" before the ad finishes?**

Second attempt advantage: this time you do not guess. Tools like Kalodata show you every product selling on TikTok Shop right now, with revenue numbers. Proven demand before you spend a penny. You find what is already winning and sell it better, faster, with a fresh angle.



$19.6K in the first 3 days of a new store. What the right product looks like when the angle is right too.

REASON 4 OF 5

Your ads were copies, or had no hook

Did you download someone else's viral video and re-upload it? Here is what actually happened in the auction: ten dropshippers ripping the same ad are not ten competitors. They are **one ad with ten wallets**. The platform sees the same video and the same page as the same ad, picks one winner, and the other nine pay for nothing. If that was you, your budget was spent subsidising someone else's store.

> **Show up with a different ad and you were never in that fight.**

And if you did make your own videos, here is the second half of the diagnosis: **the hook is 70 to 80% of the ad.** My first super winner did $1,000,000 from three 30-second videos made from clips I found online. No camera, no crew. I just wrote the script myself. The difference between that and a dead ad is almost always the first three seconds.

Creative beats product, every time. You do not need a secret product. You need a fresh ad. Even the most crowded niche on earth makes new winners every single week.

This is the exact skill I fix first with my 1-to-1 students, because it moves the needle more than everything else combined. If you want it fixed properly, with me looking at your actual ads: **aliecompro.com/apply**

REASON 5 OF 5

You didn't test, you gambled

How many ads did you actually run before deciding it does not work? Five? Eight? **20 ads in 6 months is effectively zero.** The pros test that many in a week. You did not run a test, you bought a couple of lottery tickets and concluded lotteries are rigged.

Here is the system, and it is simpler than whatever you were doing:

1. A **concept** is one idea for selling your product. "More energy in the gym" is one concept. "Fixing daily headaches" is a different concept. Same product, different story.
2. **One ad set per concept**, so you can see which story wins.
3. **Minimum 3 ads per ad set**, same story, three different openings. The platform finds the winner for you.

And check your pricing while you're here

If you priced under 3x, the maths never had a chance: a third for the product and shipping, a third for ads, a third profit. Under 3x, the "failing" was arithmetic, not you. Price at 3x and build the store to answer doubts: short text, real social proof, one satisfying button.

THE PATTERN ACROSS ALL FIVE REASONS

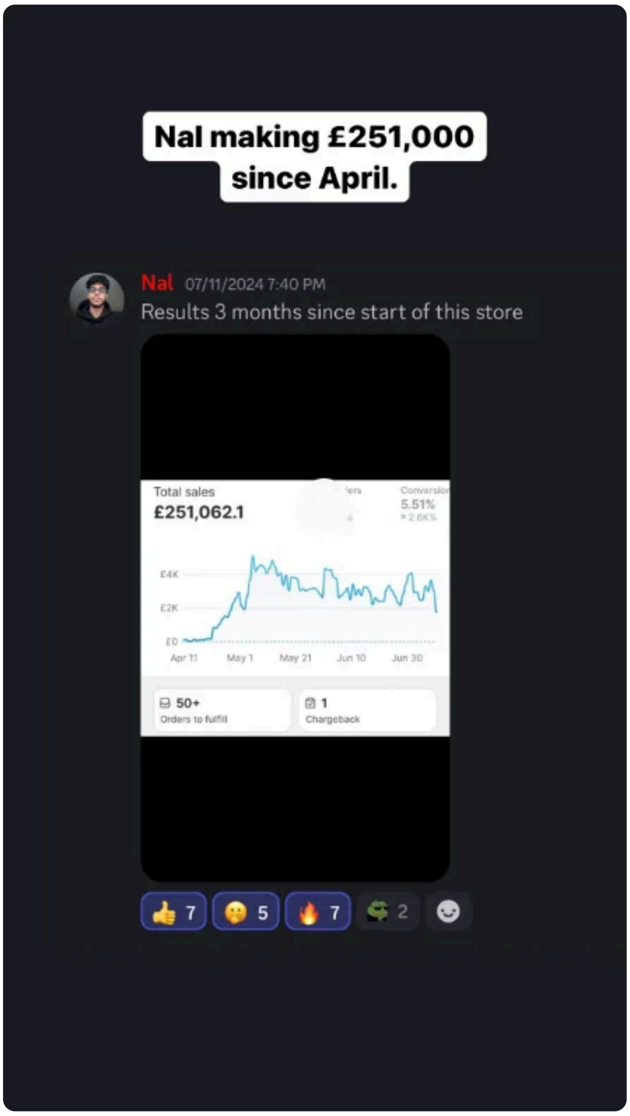
Nothing on this list is talent. Nothing is luck. Nothing needs more money than you spent last time. Every single one is a system you were never shown. Which is the best possible news, because systems are learnable.

PROOF THIS WORKS ON A FAILING STORE

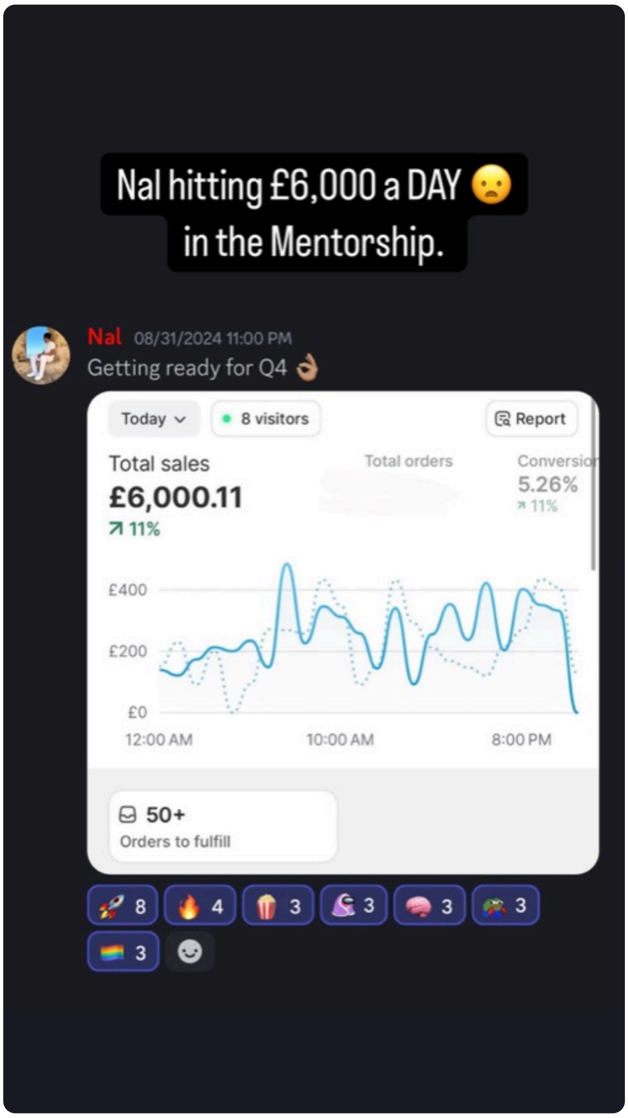
What changed for Nal

My student Nal came to me at 18 with a store so bad I shouted at him. Everything in this guide was wrong at once: app fulfilment, ripped ads, a store that answered nothing. We made three fixes, and they map exactly onto the reasons you just read:

1. Moved him off the apps and onto my **private agent** (Reason 2)
2. Stopped ripping, started **writing fresh hooks** (Reason 4)
3. Rebuilt the store around **answering doubts** (Reason 5)



£251,062 in 3 months on thesoothie.com, on its way past £750K total.



£6,000 days, regularly, once the three fixes were in.

His best single month was £251k, and he went on to sell the store for six figures. It was not talent, it was not luck, and it was not money. It was the same five fixes in this guide, done in the right order, with someone checking his work.

ROUND TWO

This time, do it in order

1. Find proven demand first. Research what is already selling, pick something people **feel**.
2. Price at 3x before you commit. If the maths does not work on paper, it will not work in the account.
3. Get a private agent, not an app. Quality first, even at £1 or £2 more per unit.
4. Write fresh hooks. Three videos per concept, never ripped, first three seconds do the work.
5. Test in volume, read data, not feelings. The winners are still writing hooks in week three.

You have already paid the expensive part of this education: the failed attempt. Most people quit there, which means round two starts with an advantage most beginners never have. The only mistake left is doing it alone the same way again.

Apply to work with me 1-to-1

Three months, me personally over your shoulder: private weekly lessons, direct WhatsApp access, your product research, your ads and your store built together. I take **15 students every 90 days** so every student gets me properly. The current intake is full, and applications for the next one are open. You apply, we speak, and we both decide if it is right. People who have already tried once are usually my best students, because they know exactly what the mistakes cost.

→ aliecompro.com/apply

Or rebuild inside the community

Ecom Pros: the full course, weekly live calls with me, store and ad reviews, and people rebuilding at the same time as you. £49 a month, join today, leave whenever.

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Results shown are from specific students and my own stores. Nothing in this guide is financial advice.