

FREE GUIDE · FOR PEOPLE WHO HAVEN'T STARTED YET

Your First Store

The exact steps I give my students, written down properly. Read it once and you will know what to do tonight, tomorrow, and the six days after that.

£794k

One store, one 365 day Shopify dashboard

10,000

Order plaque from Shopify, on my wall

200+

Students taught over 4 years

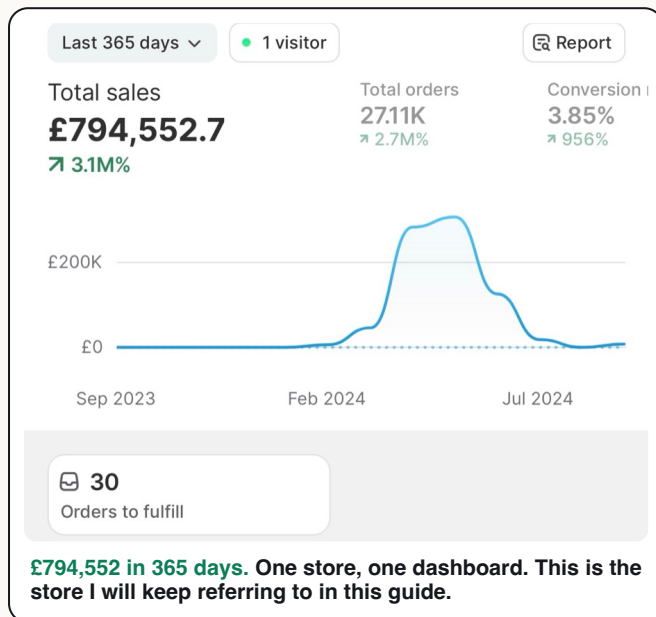
By Ali · @aliecompro0

READ THIS FIRST

Why you should listen to me

I was delivering takeaways when my father passed away. No money, no plan, immigrant family, council house. I started ecom from absolute zero. I did not know how to build a store or make an ad. I just refused to quit.

Since then I have done over £1M in sales, and for the last 4 years I have taught complete beginners to do the same thing. Not people who already had money. Not marketing graduates. Beginners. Some of them were 16 when they started.



One more thing before we start. Most free guides confuse you on purpose, because confused people buy clarity. I am doing the opposite. This guide is the actual map. If you never spend a penny with me, you can still follow it and build your first store. And if you want to build it alongside me, the last page shows you the two ways we can do that.

BEFORE THE STEPS

How the money actually works

Ecommerce means selling online. Dropshipping means you do not hold the product, your supplier does. That is the whole trick, and it is why you can start with almost nothing:

- 1 A customer sees your video, clicks your store, and pays you **£25**.
- 2 Your supplier gets **£10** of that, sources the product, and ships it straight to the customer.
- 3 You keep the rest. **You never buy stock, you never touch a box.** The customer pays you before you pay anyone.

THE MINDSET THAT CHANGES EVERYTHING

You are not a warehouse. **You are a marketer.** Your entire job is to find a product people feel something about, and show it to them in a way that stops the scroll. Every step in this guide is that job, done properly.

"But isn't it too late? Isn't it saturated?"

Look at what is actually happening in the world. Every year more people buy online, not fewer. High streets are shutting while Amazon cannot build warehouses fast enough. Factories in China release thousands of new products every single day, and every day somebody turns one of them into a store, and some of those stores become multi-million pound brands.

The pie is growing faster than the number of people eating it. You are not late. The high street moved online, and it is still moving.

Nobody asks "is it too late to open a shop?" A shop is not late or early, it is good or bad. Same online. The rest of this guide is how to make yours good.

STEP 1

Pick a product people feel

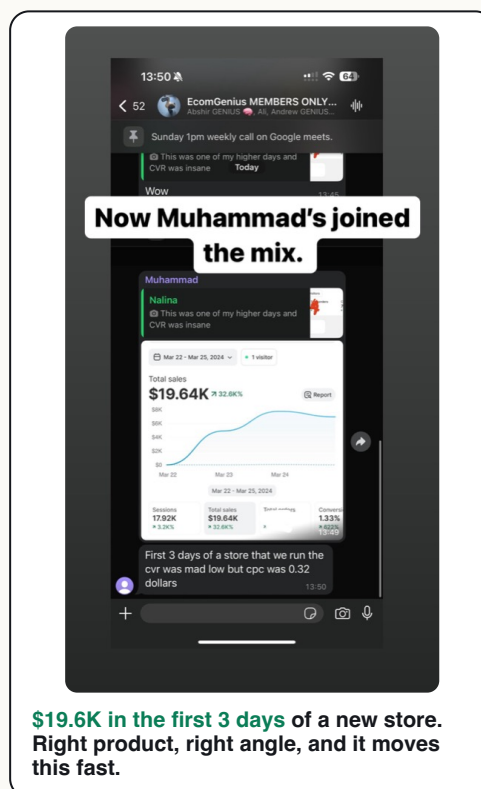
Beginners pick products they think are clever. Winners pick products people **feel**. A phone holder solves a problem but makes you feel nothing, so nobody stops the scroll for it. Gucci costs pennies to make and people happily pay £3,000, because **the emotion is the product**.

A winning product answers yes to three questions:

- 1 **Does it solve a real problem?** Something annoying, painful or embarrassing in daily life.
- 2 **Does it touch an insecurity?** Skin, hair, pain, confidence. These are the products people buy at 2am without thinking twice.
- 3 **Does it make people say "take my money" before the ad even finishes?** If you show it to a friend and they shrug, move on.

WHERE TO LOOK, WITHOUT GUESSING

You do not need to invent anything. Tools like Kalodata show you every product selling on TikTok Shop right now, with real revenue numbers. That is free validation: **proven demand before you spend a penny**. Find something already selling, then sell it better with a fresh angle. Speed beats originality in this game.



STEP 2

Build a simple one-product store

Beginners spend three weeks on logos and colour schemes. Forget all of it. One product, one page, built in a weekend. Your store has exactly one job: **answering doubts**. Every doubt in the customer's head, answered before they can click away.

- 1 **Short text.** Long paragraphs look scammy. Say what it does, who it is for, why it works.
- 2 **Real social proof.** Reviews with photos. This is what strangers trust.
- 3 **One satisfying button.** Buy now. Not five menus and a newsletter popup.

Price at 3x. This is not optional.

If the product costs you £10 all in, you sell at £30 minimum:

- $\frac{1}{3}$ covers the **product and shipping**
- $\frac{1}{3}$ covers your **ads**
- $\frac{1}{3}$ is your **profit**. Price below 3x and you are working for free.

Want your store looked at before you launch it? This is exactly what we do on the calls inside my community, Ecom Pros. Members post their store, I tell them what is leaking. aliecompro.com/skool

STEP 3

Make three 30-second videos

Here is the part everyone overcomplicates, so let me kill the fear with my own numbers. My first super winner did **\$1,000,000 from three 30-second videos** made from clips I found online. No camera. No crew. No face on screen. I just wrote the script myself.

The hook is 70 to 80% of the ad. The first three seconds decide whether the next twenty-seven exist.

A simple structure that works:

- 1 Hook, seconds 0 to 3.** Call out the person or the problem. "If your back hurts every morning, watch this."
- 2 Show it working, seconds 3 to 20.** The product doing the thing. Demonstration beats description.
- 3 Tell them what to do, seconds 20 to 30.** Where to get it, why now.

WHY THREE AND NOT ONE

Because you do not know which opening will win, and neither do I. Three videos, same product, three different hooks. The platform finds the winner for you. One video is not a test, it is a coin flip.

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.

STEP 4

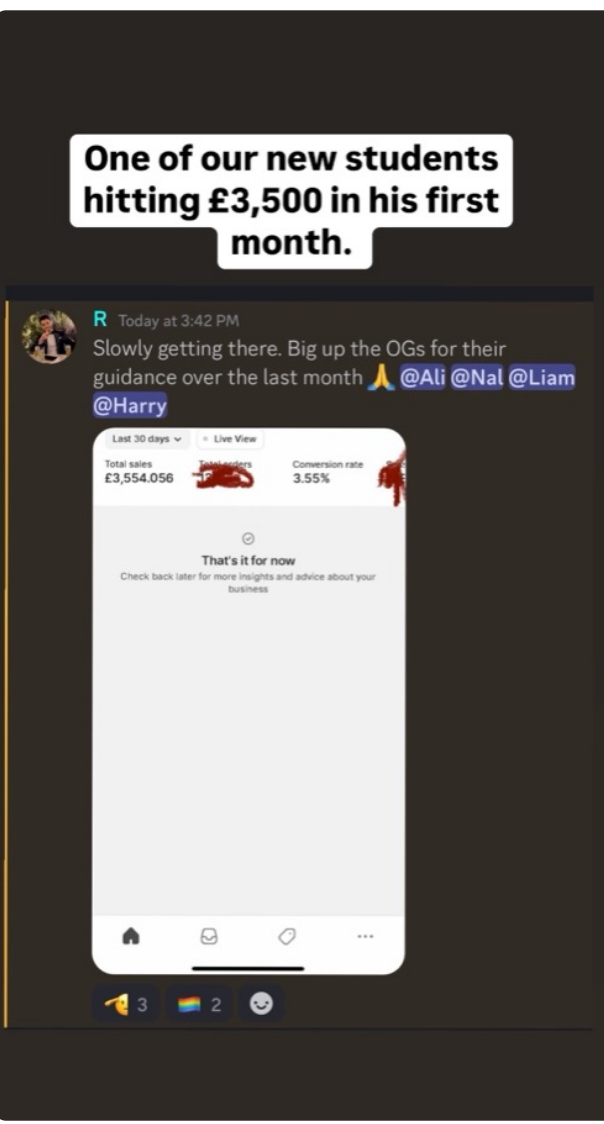
Test like a professional

First, one word you need: a **concept** is one idea for selling your product. Selling electrolytes? "More energy in the gym" is one concept. "Fixing daily headaches" is a different concept. Same product, different story.

- 1 **One ad set per concept.** Each idea gets its own ad set, so you can see which story wins.
- 2 **Minimum 3 ads inside each ad set.** Three videos telling that same story, each with a different opening. The platform picks the best one for you.
- 3 **Volume finds winners.** 20 ads in 6 months is effectively zero. The pros test that many in a week, always with fresh hooks.

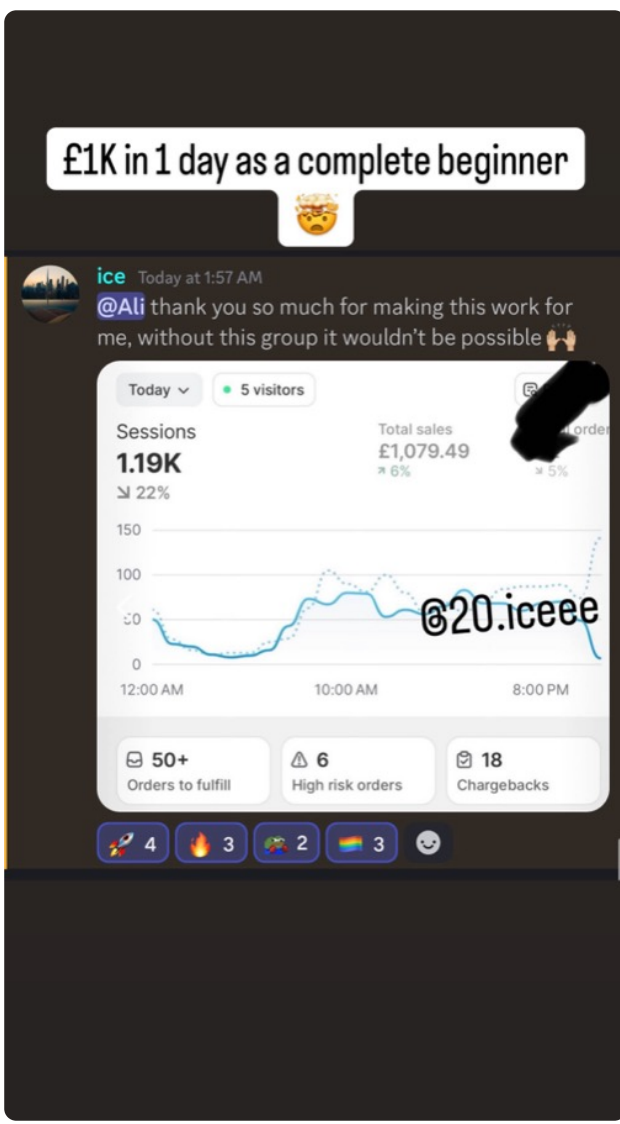
When something does not sell, beginners blame the product and hop to the next one. Usually the product was fine and the story was wrong. **McDonald's does not win on product quality. It is always the marketing.**

One of our new students hitting £3,500 in his first month.



£3,554 in his first month. A beginner's first month done properly.

£1K in 1 day as a complete beginner



£1K in 1 day as a complete beginner.

The five mistakes that kill beginners

I have taught over 200 students. The ones who struggled all tripped on the same five things. Read this list twice.

- 1 Buying stock.** Why spend £1,000 up front hoping it sells? The whole point of dropshipping is that the customer pays you first.
- 2 Three weeks on the store, three minutes on the ads.** The store closes the sale, but the ad creates it. Marketing first, always.
- 3 Picking products that make people feel nothing.** If it does not touch a problem or an insecurity, the scroll does not stop.
- 4 Pricing under 3x.** The maths simply does not work. You will fund your ads out of your own pocket and call the model broken.
- 5 Quitting after one video.** One video is a coin flip, not a test. The winners are the people still writing fresh hooks in week three.

THE HONEST TRUTH

None of these mistakes mean you are not cut out for this. They just mean nobody showed you the order of operations. That is what the next page is for.

YOUR PLAN

Your first 7 days

Screenshot this page. This is the week that takes you from "thinking about it" to a live store with ads running.

- 1 **Day 1: Research.** Find 5 products already selling that answer the three questions from Step 1. Do not fall in love with any of them yet.
- 2 **Day 2: Choose one.** The one with the strongest "take my money" reaction. Check you can price it at 3x.
- 3 **Day 3: Build the store.** One product, one page. Short text, real reviews, one button. Done is better than pretty.
- 4 **Day 4: Write three hooks.** Three different openings for the same product. Say them out loud. Would YOU stop scrolling?
- 5 **Day 5: Make the three videos.** 30 seconds each. Hook, demonstration, call to action.
- 6 **Day 6: Launch the test.** One concept, one ad set, your three videos inside it.
- 7 **Day 7: Read the data, not your feelings.** Which hook held attention? Which got clicks? Double down on the winner, rewrite the losers.

Stuck on any of these days? Inside Ecom Pros you can post exactly where you are stuck and get an answer the same day, from me or from students who were stuck there last month. aliecompro.com/skool

You now know more than I did when I started

Everything in this guide is real, and it works. The only question is whether you do it alone or with people around you. There are two ways to do it with me:

Do it alongside me and the community

Ecom Pros is my community. The full course, weekly live calls where I answer everything, store reviews, and a group of people building at the same time as you. This is the right place for almost everyone reading this guide. £49 a month, join today, leave whenever you want.

→ aliecompro.com/skool

Or apply to work with me 1-to-1

My mentorship is me personally over your shoulder for 3 months: private weekly lessons, direct WhatsApp access, everything 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. It is not cheap and it is not for everyone, which is why you apply first and we speak before anything else.

→ aliecompro.com/apply

Either way, start the 7 days. The version of you one week from now could already have ads running.

Ali · @aliecompro0 on TikTok and Instagram

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