



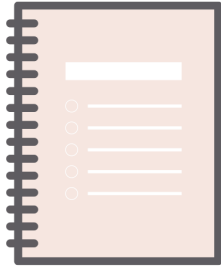
RESELLING AS A BUSINESS: The Framework for Building Your Business Strategy

OBJECTIVES

- Discuss 8 variables that create the framework for building your reselling strategy
- Identify areas of improvement within your reselling business
- Set the basic structure for your reselling business to ensure future success and growth

1. What are some areas of improvement within your reselling business? What are some areas of strength within your business?

2. What are some of your long-term reselling business goals?



RESELLING AS A BUSINESS:

An Overview: The Framework for Building Your Business Strategy

Welcome to my Reselling as a Business FREE mini-course! Over the next few weeks, I will be providing you with FREE resources via my blog and email to help you in building your reseller business strategy. Please use this overview to help guide you through this course and be sure to check my blog/emails weekly as I discuss various topics and will be sending out worksheets. Enjoy!

CUSTOMER DEMOGRAPHICS

In this topic, we will discuss how to identify your ideal customer, the importance of building relationships with your customers, and how to shop for your ideal customer.

PAST DATA

In this topic, we will discuss the value of tracking data and how to interpret your data to make future business decisions.

CONSUMER TRENDS

In this topic, we will discuss how to find consumer trends, how to interpret predicted consumer trends when making business decisions, and how to make more sales using consumer trends.

FINANCES

In this topic, we will discuss the importance of tracking finances in your business.

INVENTORY

In this topic, we will discuss inventory selection, inventory storage, and moving through inventory in a timely manner.

RESELLING PLATFORMS

In this topic, we will discuss how strategies vary from platform to platform, and how to use multiple platforms to make more money.

PERSONAL SKILLS

In this topic, we will discuss how your perceived strengths and weakness affect your business.

MARKETING

In this topic, we will discuss how to utilize both free and paid marketing strategies to grow your business.