

Only 50% of you who come here will likely read this entire resource. Only 10% of those will actually follow every single step. However, only 1% will fully commit at the end.

It is those 1% who will succeed and create an e-commerce brand that stands strong, makes more money every month, and takes you to financial freedom.

If you want to be among those few people, let's begin!

**Reading time:** 25.3 minutes.

To you, who have downloaded this resource and started your journey, congratulations! You have just made a decision to speed up your success and remove any unnecessary steps that will waste your time and money.

For now, remove distractions such as other videos, tactics, strategies, and so on. Focus on the blueprint that is in front of you.

This proven process has been done time and time again by successful entrepreneurs who have built million-dollar e-commerce brands.

You can do the same!

I'm about to show you how they did... how you can do it. History has shown us that once something starts to work incredibly well, others start doing it too.

But, in this age, we are bombarded with all sorts of content, most of which is made-up stories, fake successes, and lessons from people who HAVE NOT DONE WHAT YOU WANT TO DO!

So, here it is. A blueprint toward success, containing the following:

- 1. How to Make a Shopify Store with AI (for FREE)**
- 2. How to Choose a 100% Winning Niche and Products**
- 3. In-Depth Analysis of 5 Million-Dollar Shopify Stores**
  - a. Store Revenue**
  - b. Background Story**
  - c. Traffic Analysis**
  - d. Marketing Strategy**
  - e. Video Review of Store's Design**
  - f. Customer Retention Tactic**
  - g. Shopify Apps Used**
- 4. Full-Proof Method to Write Ad Copy for Any Product**
- 5. No-Risk Method to Make \$1000/Day in 90 Days**

Let's not waste any more time and get this started.

# How to Make a Shopify Store with AI (for FREE)

I'll give you this simple method in just a sec. But first, here is what I want you to do.

1. Stop thinking AI is a scam.
2. Know that it helps people do various tasks extremely fast, so you should too!

Okay, good! Now, here are the simple steps you can do today and have your store by tonight.

## Step 1: Go to a site called Dropshipping.com

Or, just go directly to their free AI store builder page.

**Link:** [www.dropshipping.com/build-your-ai-store](https://www.dropshipping.com/build-your-ai-store)

Now, I know that you might be one of the skeptical ones, so I'll tell you exactly why this is free so that you don't start feeling abused.

This extremely valuable service is completely free for you because a massive company like Dropshipping.com has the resources to build it and then partner with Shopify.

Their partnership goes like this.

1. They give you a custom AI-built store with their technology.
2. The store is hosted on Shopify.
3. Then, like every other dropshipper and eCommerce brand using Shopify on the planet, you have to pay the monthly subscription. This price is the same for everyone.
4. Finally, Shopify pays partners like Dropshipping.com commissions.

PLEASE REMEMBER: They are not charging you more because of this. You still get the same price as everyone else. You get a store, both companies make money, and everyone wins.

This is business at a deeper level.

Now that your skepticism is destroyed, let's proceed.

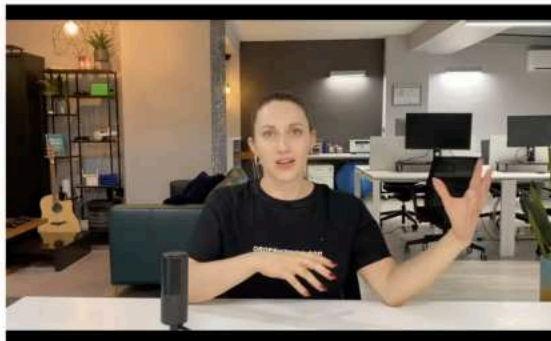
Step 2: Click on the Button

## Start Dropshipping In 5 Minutes With A Free AI-Built Store and Mentorship

The help you need to start your dropshipping business and make your first sale

Thanks to our partnership with Shopify, we are able to build you a fully customized Shopify store using AI completely for free

Here's exactly what you get after completing the steps:



- ✓ Custom built Shopify store
- ✓ Winning products added in store
- ✓ All necessary pages created
- ✓ 10 full Dropshipping courses
- ✓ 85+ ecom resources & discounts
- ✓ Live workshops & daily support

Get your FREE store + Training →

Now, there's a 9-step process that should take a few minutes to complete.

I'm not going to walk you through it. This was designed so that anyone without any experience in this can do it.

### Step 3: Use the extra resources

Going through this process gives you a bonus at the end. Once you've completed all the steps, you can access this company's community of e-commerce entrepreneurs. You can chat with others, watch dozens of free courses, and tune in for live workshops where there's lots of free value.

Now, read this next part too and then go get your store before you continue.

## How to Choose a 100% Winning Niche and Products

This is a process that way too many people spend way too much time on.

There are only a few niches that are evergreen and always have cool and in-demand products that you can sell.

However, you can always go beyond these niches. But, in order to make that work, you need experience in marketing and branding. Some products are much more difficult to sell than others.

Because of this, stick to the five niches you see below. They are proven, tested for years, and completely evergreen. There are always good products there, regardless of current trends, seasons, demographics, and all that other stuff.

## Top 5 Dropshipping Niches of All Time

1. Clothing (Particularly women's clothing)
2. Home Decor
3. Automotive and Car Accessories
4. Pets
5. Health and Personal Care

**P.S.** If you don't have a major passion for anything else besides this list, I really suggest just sticking to it. You will find good products inside. Trust me!

But, if you're really passionate about selling something else and you want to brand it, then you should do a lot of research to see if there is demand for that on the market. Otherwise, it's not going to work going in blindly.

Going in blindly and based on emotion is something many beginners do, and they MESS UP BIG. They FAIL! You don't want to do that.

You need DATA!

Speaking of Data, let's finally dive into the juicy part and carefully break down some million-dollar Shopify brands in all of these 5 niches you see above.

## In-Depth Analysis of 5 Million-Dollar Shopify Stores

What you're about to see are complete and detailed breakdowns of Shopify stores that are doing well over \$1 million dollars in revenue each year.

We have one store for each of the top 5 niches.

You will see these stores' revenue, ads, background stories, traffic information, video reviews of their design, Shopify apps they use, and more.

Let's start!

### Case Study #1: Cult Gaia

**Industry:** Apparel (High-Quality Women's Clothing)

**Annual Revenue:** \$39.1 Million

**Website:** [www.cultgaia.com](http://www.cultgaia.com)

## 1. Background Story

Cult Gaia was founded by Jasmin Larian Hekmat.

Born into a creative family, Larian's entrepreneurial spirit was nurtured from a young age. After studying design in New York, she discovered a niche market for flower crowns and headbands.

Inspired by her friends' enthusiasm for her creations, she launched Cult Gaia.

Recognizing the power of a distinctive brand, Larian quickly established Cult Gaia as a recognizable and sought-after accessory label. Despite initial challenges, Cult Gaia's Ark bag eventually gained widespread recognition and became a fashion-forward favorite.

This success allowed Larian to expand the brand and continue producing high-quality, innovative pieces.

## 2. Traffic Analysis

- **Direct Traffic:** 33.5%
- **Paid Ads:** 5.6%
- **Social Media & Influencers:** 31.9%
- **Organic Search:** 25.8%

### Key Insights:

**Branded vs. Non-Branded Traffic:** A large portion (85%) of the traffic comes from branded keywords, meaning users are already aware of the Cult Gaia brand and are searching specifically for it. Non-branded search traffic accounts for 15%, indicating there is room to improve by optimizing for product-related or fashion-related terms.

### Top Organic Search Terms:

The top search terms include "**cult gaia**", "**cultgaia**", and other brand-focused keywords. These drive the majority of organic traffic, while non-branded terms like "**bamboo bag**" and "**cult gaia dress**" provide additional reach.

There's been a drop in traffic for some non-branded terms, such as "**ark bag**," by 21.73%, highlighting the need for renewed focus on relevant keywords for trending products.

## 3. Social Media

The brand Cult Gaia is active on four social media platforms, including Facebook, Instagram, Youtube, and Pinterest.

Let's go over their content and channels.

### Pinterest



Currently, the brand has close to 7 million monthly visits on its Pinterest profile. Even if a mere 1% of these visitors went to the official website, that's 70.000 people every single month. Having said that, investing in Pinterest content is very worth it for this brand.

So, your goal here is to go to [Cult Gaia's Pinterest profile](#) and carefully analyze their most popular pins. This will definitely give you insights into what type of content can work for your fashion brand.

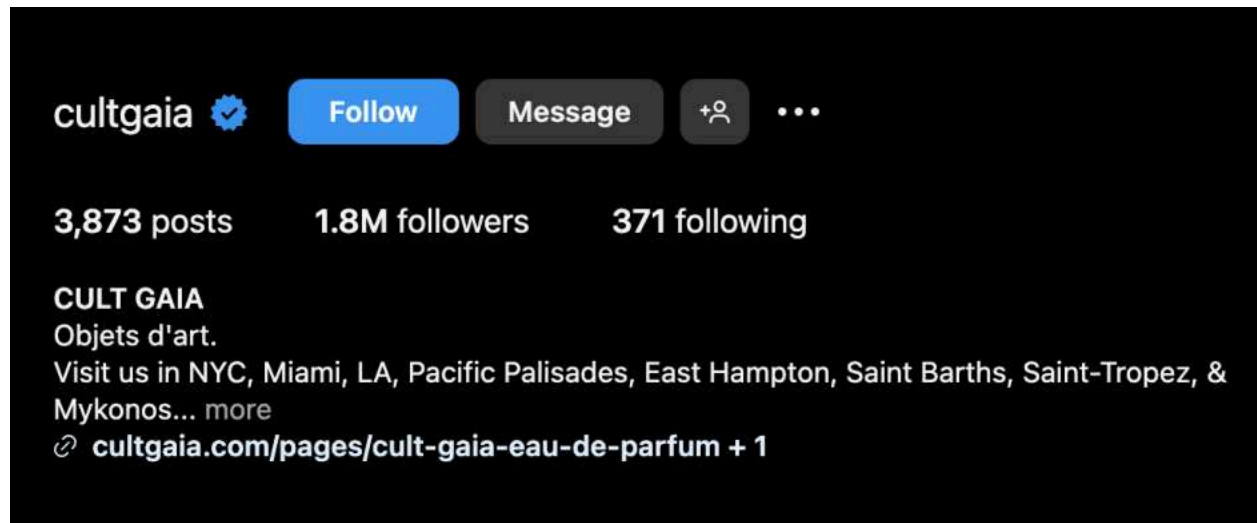
## Facebook



[Cult Gaia's Facebook page](#) has a lot of followers but not that much engagement when you look at their posts. However, this doesn't mean you shouldn't focus on your Facebook page. You absolutely need one if you want to run Facebook ads.

In addition, you can repurpose your Pinterest pins and blog posts to occasionally post on Facebook and get some additional traffic. Don't focus too much on this. Nevertheless, it's an important part of your brand presence and you should at least have a nice page that shows you post regularly.

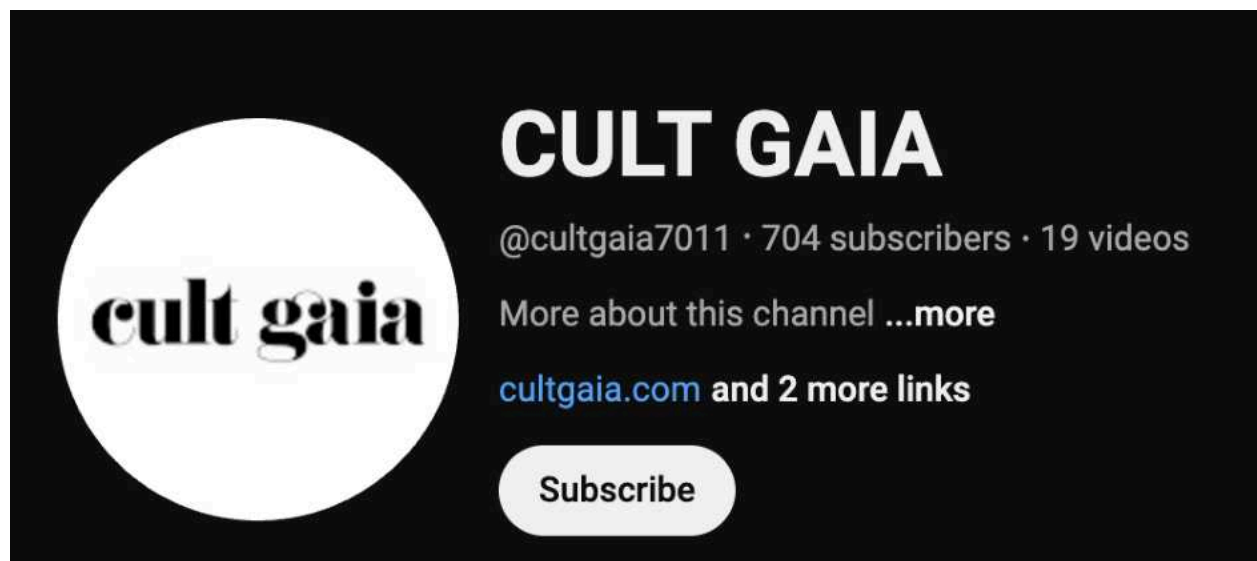
## Instagram



This is the brand's Instagram bio. It's nice, clean, and shows visitors exactly what they need to see. As you can see, they have close to 2 million followers.

Once again, take a closer look at their content. Use a Chrome extension like [Sort Feed](#) to organize their content and sort it from reels with the most views to the least popular ones. With this, you will see what content works and you can replicate it.

## Youtube



And finally, this is their Youtube channel. They don't post as frequently here but still keep an active channel for extra brand awareness. Youtube takes a lot of time and resources to make it work. If you want to focus on it, you can see what the brand posts but it seems that this platform isn't working too well for them.

#### **4. Marketing Strategy**

Cult Gaia has hundreds of active ads on Facebook and Google at the moment. Here is how you can analyze all of their ads for free.

→ [Cult Gaia's Facebook ad library](#)

→ [Cult Gaia's Google ad library](#)

But wait, there are also thousands of ads from other influencers on TikTok as well. This works amazingly well because Cult Gaia offers a partnership to influencers and allows them to earn commissions as an affiliate from selling their products.

Here are all of the amazing video ads you can replicate on TikTok. Best of all, you can easily see which ones are doing well and which ones aren't by looking at the "Unique users seen" section.

→ [Cult Gaia's TikTok ad library](#)

There you have it. It's as easy as that. Look at their best-performing ads, replicate, improve if you can, and sell.

#### **5. Store Design & Conversion Optimization**

Watch my video review here 

<https://youtu.be/Ffu5sB1wzGI>

#### **6. Customer Retention Tactics**

Now, this is a very important area. Customer retention is critical if you want to make money. Acquiring customers for the first time costs money and time. So, once you've made a new customer, it is much easier to sell to them again than to get another new customer.

So, always implement the tactics you see here if you want to make MORE MONEY.

Here is what Cult Gaia is doing.

- **Pop-Ups**





ALWAYS have a pop-up when someone visits your site for the first time. Below, you will see the Shopify app that this brand is using for this. This works by offering an incentive for a visitor to join your mailing list. It's usually a discount or another type of reward.

When a visitor gives you their email, you can make a lot of money from them by offering more rewards and promotions directly to their inbox for a lifetime.

- **Membership Program**

Cult Gaia also has a membership program called “[Join the Cult](#)”. Once you join this community, you can get tons of rewards and even a chance to earn money by promoting their products. This is an excellent way to increase customer retention as well as to get new customers for free.

Once you join, you'll gain exclusive access to behind-the-scenes content, unique pieces, VIP events, and early access to new collections. You can do something similar for your brand anytime.

## 7. Key Apps & Tools

- **Cart Customization:** [ShoppingGives](#)
- **Sending Emails:** [Klaviyo](#)
- **Loyalty Program:** [Pepperjam](#)
- **Pop-Ups:** [Yotpo](#)

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## Case Study #2: GOODEE

**Industry:** Home Decor  
**Annual Revenue:** \$2.7 Million  
**Website:** [www.goodeeworld.com](http://www.goodeeworld.com)

## 1. Background Story

In 2017, designers and entrepreneurs **Byron** and **Dexter Peart** embarked on a new mission.

After founding the acclaimed brand WANT Les Essentiels in 2007, the twin brothers set out on a new venture to launch and develop meaningful brands dedicated to offering sustainable solutions for modern living.

This time, however, the pair decided to work exclusively with artisans and products that make a positive social or environmental impact. GOODEE leads the way in curating a marketplace that brings together the values of good design, good people, and good purpose.

With a creative and passionate team split between Montreal, New York, and Paris, Byron and Dexter act as creative directors for the global online platform — a unique destination built around storytelling and impactful products.

## 2. Traffic Analysis

- **Direct Traffic:** 48.3%
- **Paid Ads:** 7.5%
- **Social Media & Influencers:** 14.9%
- **Organic Search:** 22.8%

### Key Insights:

Branded vs. Non-Branded Search Terms:

Branded search makes up 84% of organic traffic, while non-branded search contributes 16%. This indicates a strong brand presence but highlights an opportunity to grow visibility through non-branded keywords to attract new audiences who may not yet be familiar with the brand.

Top Organic Search Terms:

The top organic keywords are primarily branded, like “**goodee**” and “**goodee world**,” with some product-related non-branded terms like “**eco friendly home goods**” and “**sustainable home decor**.” This suggests that the brand has begun to target niche, product-specific keywords.

## 3. Social Media

Goodee is active mainly on three channels, including Instagram, Pinterest, and LinkedIn.

A lot of their traffic comes from these sites.

Let's go over their content and channels.

## Pinterest



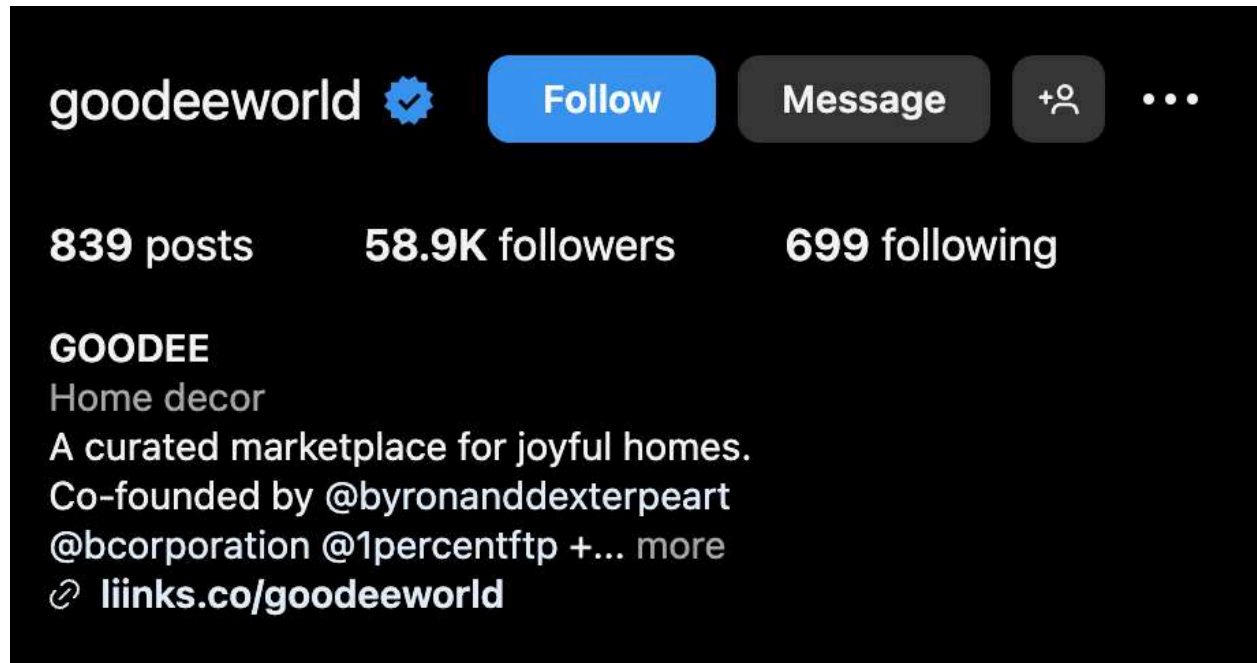
As you can see, [their Pinterest channel](#) gets almost 600.000 visits every month. Depending on the percentage that clicks on their website, it's safe to say that thousands of people are checking out their products every month.

With that said, it's a worthwhile investment for this brand to post on Pinterest. If your brand is similar to theirs, it's definitely worth it to try the same strategy as well.

So, go over their pins, see which ones are getting the most engagement, create a content plan, and start posting.

Remember to analyze the text on the pins too, because the graphics are not the only important feature.

## Instagram



On [Instagram](#), Goodee has about 60.000 followers. However, a reel can go viral here with millions of views. So, it's more important to see their content. As mentioned above, use something like Sort Feed to see their most popular reels and replicate them.

**LinkedIn**



## Goodee

Designing a Kinder, Smarter, more Beautiful World.

Retail · montreal, quebec · 5K followers · 2-10 employees

+ Follow

➤ Message



[Goodee's LinkedIn](#) also has several thousand followers. If they are getting visitors from there, you might as well try it too, considering you're offering similar products.

They post regularly which means you have plenty of content to analyze and replicate.

#### 4. Marketing Strategy

Goodee's ad libraries are filled with live ads for you to analyze. Below are the links to their Facebook and Google ad libraries. Use this free information to create ads that work.

A nice tip for you is to pay special attention to the older active ads. The longer an ad has been active, the higher the probability that it is exceptionally successful. Because, who would keep a losing ad live?

→ [Goodee's Facebook ad library](#)

→ [Goodee's Google ad library](#)

#### 5. Store Design & Conversion Optimization

Watch the video here

<https://youtu.be/C6A5fagahJo>

## 6. Customer Retention Tactics

Once again, let's see what Goodee is doing regarding one of the most important strategies to increase store sales - customer retention.

- **Pop-Ups**

Learn more.' in black text." data-bbox="116 267 883 604"/>

Well, well, well... Just like the previous brand, here we have a pop-up again. It seems almost every successful e-commerce store is doing this. I wonder why? In fact, as you can see below, they are using the same Shopify app for this as the Cult Gaia store. Here's a pattern that you can instantly recognize and utilize.

- **Virtual Gift Card**

And, once more, as a way to increase customer retention and get new customers for FREE, this brand utilizes another strategy. This time, it's not a membership - [it's a gift card](#).

Customers can purchase this and gift it to their friends. Free referrals, free money, and free promotion. There you have it! Another thing you can easily do with a Shopify app. You can see which app it is below this section.

## 7. Key Apps & Tools

- **Gifts and Gift Cards:** [Rise.ai](#)
  - **Sending Emails:** [Klaviyo](#)
  - **Referrals:** [Referral Candy](#)
  - **Pop-Ups:** [Yotpo](#)
  - **Social Proof:** [Instafeed](#)
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## Case Study #3: Elegant Auto Retail

**Industry:** Automotive and Car Accessories

**Annual Revenue:** \$8.1 Million

**Website:** [www.elegantautoretail.com](http://www.elegantautoretail.com)

### 1. Background Story

Under the watchful eye of **Mr. Sudhir Singhal**, Elegant Auto Accessories underwent a digital transformation in 2006.

With a passion for creating high-quality auto and travel accessories, Singhal's vision was to elevate the brand to new heights. Recognizing the power of technology, he spearheaded the development of an e-commerce platform in 2017. Then, he moved it all to Shopify.

This strategic move aimed to provide customers with a seamless shopping experience, combining the best of both digital and physical worlds.

### 2. Traffic Analysis

- **Direct Traffic:** 15.7%
- **Paid Ads:** 12.7%
- **Social Media & Influencers:** 4%
- **Organic Search:** 65.6%

#### Key Insights:

Branded vs. Non-Branded Search Terms:

Branded search accounts for 71% of organic traffic, while non-branded search contributes 29%. This shows that the site primarily attracts customers already familiar with the brand, and there's an opportunity to increase non-branded search visibility.

Top Organic Search Terms:



The top organic keywords are mostly branded (e.g., “**elegant auto retail**”), but there are a few product-related non-branded keywords like “**car seat covers**” and “**steering wheel cover**,” indicating some reach for general product searches.

### 3. Social Media

Even though this brand has an online presence on most social media platforms, it seems they haven’t done a great job in this area. Luckily, their ads and SEO are doing extremely well so this sector isn’t hurting them too much. In any case, you can still see what they’re doing on the following social media pages.

#### Pinterest



Elegant Auto gets around 8.000 visits on [their Pinterest page](#) every month. Sadly, it seems they stopped posting pins around a year ago, which is probably why the monthly visits are so low. You can still have a look at their pins and see which ones are performing well.

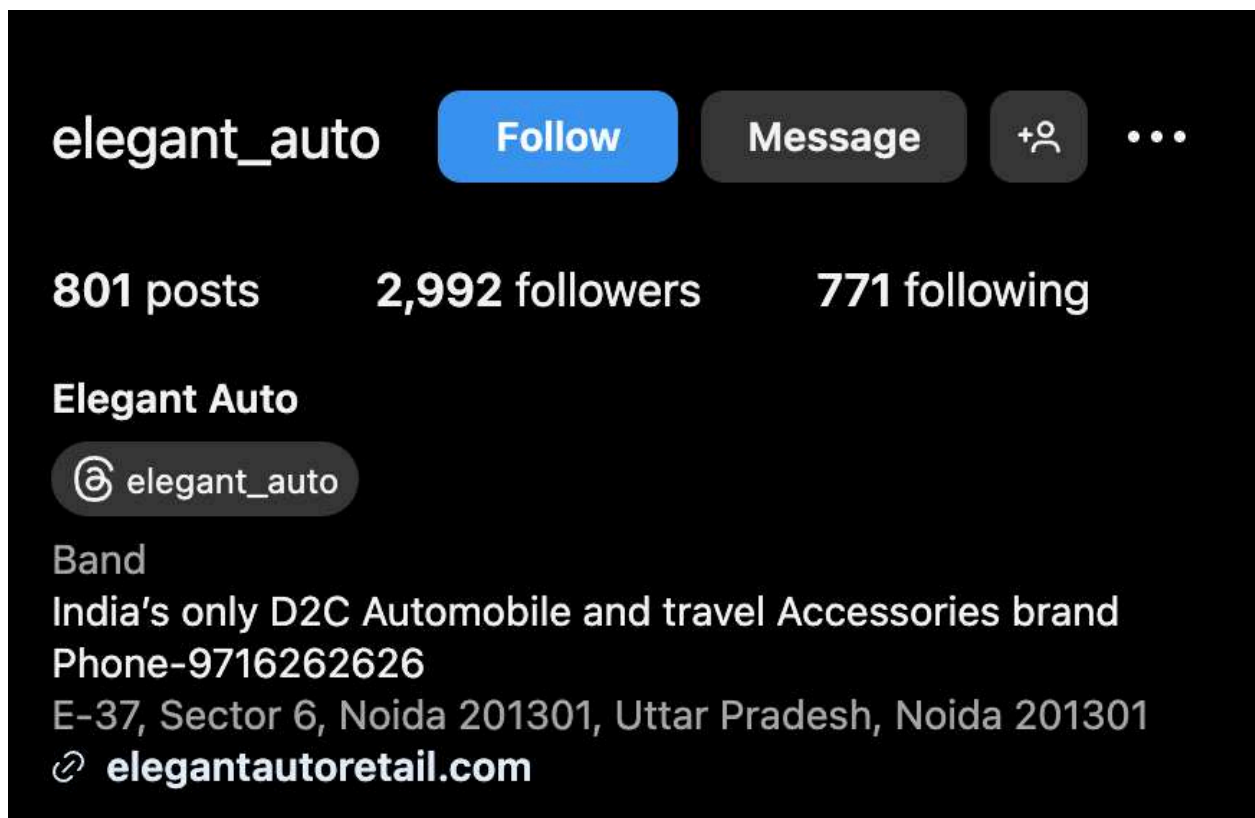
#### Facebook





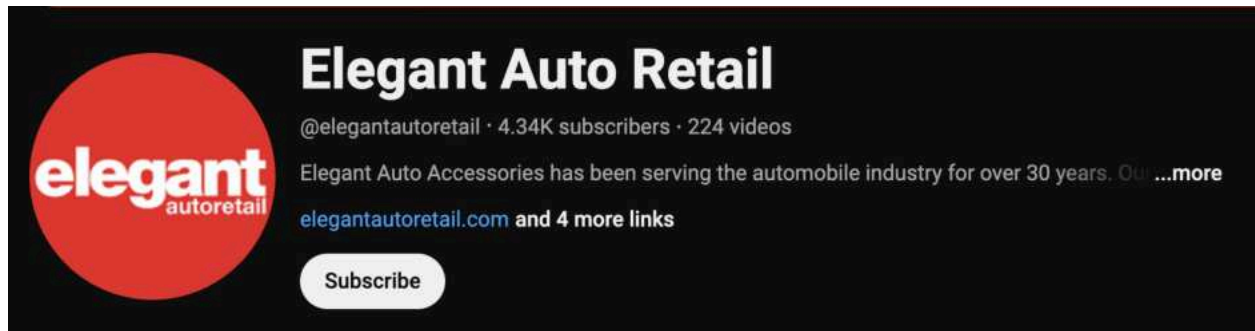
On [their Facebook page](#), they have several thousand followers but very little engagement on their posts. On the other hand, they are still posting here to keep a good page health and ensure their Facebook ads keep running smoothly.

#### Instagram



[The Elegant Auto Instagram page](#) is also performing quite poorly. Most of their reels have only a couple of hundred views. But, some have over 100.000 views, meaning they are seeing some success here. Those are the reels you want to learn from and replicate.

## Youtube



Finally, they have a few videos on Youtube and over 4.000 subscribers. Even though you probably won't focus on Youtube marketing as a beginner, it's good to have this resource for the future.

## 4. Marketing Strategy

Now, let's move on to ads - one of the fastest ways to see results in the e-commerce and dropshipping business.

Below, you have the complete libraries of every single ad that Elegant Auto is running. This is your chance to see what types of ads work in the automotive and car accessories niche.

→ [Elegant Auto's Facebook ad library](#)

→ [Elegant Auto's Google ad library](#)

## 5. Store Design & Conversion Optimization

<https://youtu.be/qem-r06zdaU>

## 6. Customer Retention Tactics

Moving on, it's time for my favorite part, the customer retention tactics. Let's see what this million-dollar brand is doing.

- **Pop-Ups**

## Talk to an Expert



☐ I accept the Terms of Use \*

**Suggest best products for my car**

[Report abuse](#) ?

Here it is! The famous pop-up strategy that allows you to capture customers' emails and attack them with amazing promotions, discounts, and gifts.

This one is a bit different than the previous examples. It asks for the customer's details and offers help with finding the best products for your situation and car. Who wouldn't want to give their details for such an amazing and valuable offer?

### 7. Key Apps & Tools

- **Product Reviews:** [Loox](#)
- **Sending Emails:** [Klaviyo](#)
- **Pop-Ups:** [Hextom](#)

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## Case Study #4: SuperTails

**Industry:** Pet Products (Everything for Pets)

**Annual Revenue:** \$4.27 Million

**Website:** [www.supertails.com](http://www.supertails.com)

### 1. Background Story

Supertails was founded by **Varun Sadana**, **Aman Tekriwal**, and **Vineet Khanna**. These three passionate pet lovers came together to address the growing need for high-quality pet care products and services in India.

Inspired by their own experiences as pet owners, they realized that there was a significant gap in the market for reliable and convenient options. Recognizing the deep bond between pets and their owners, they set out to create a platform that would make it easier for pet parents to find everything they need to provide their furry friends with the best possible care.

With a shared vision of revolutionizing the pet care industry, Varun, Aman, and Vineet launched Supertails in 2017. Their entrepreneurial spirit, coupled with their love for animals, has driven the company's success.

By offering a wide range of products and services, Supertails has become a trusted destination for pet owners across India, providing them with the convenience and peace of mind they need to care for their beloved companions.

## 2. Traffic Analysis

- **Direct Traffic:** 31.7%
- **Paid Ads:** 23.5%
- **Social Media & Influencers:** 3.2%
- **Organic Search:** 37.9%

### Key Insights:

Branded vs. Non-Branded Search Terms:

Branded search makes up 58% of organic traffic, while non-branded search contributes 42%. This is a good balance, indicating that the brand has a strong following but is also capturing a significant portion of search traffic from users looking for general product-related information.

Top Organic Search Terms:

The top organic search terms include branded keywords like “**supertails**” and product-specific non-branded terms like “**dog shop near me**” and “**drools dog food**.” This shows the brand is targeting both brand-conscious users and those searching for popular pet products.

## 3. Social Media

As you can see from the traffic analysis above, social media is not the main focus for SuperTails. Nevertheless, we still have to go over what they are doing as it is still an important part of these reviews.

So, let's see how their pages look and what they post. Remember, **30.000 people** are coming to their website from social media every month. So, it's still worth it.

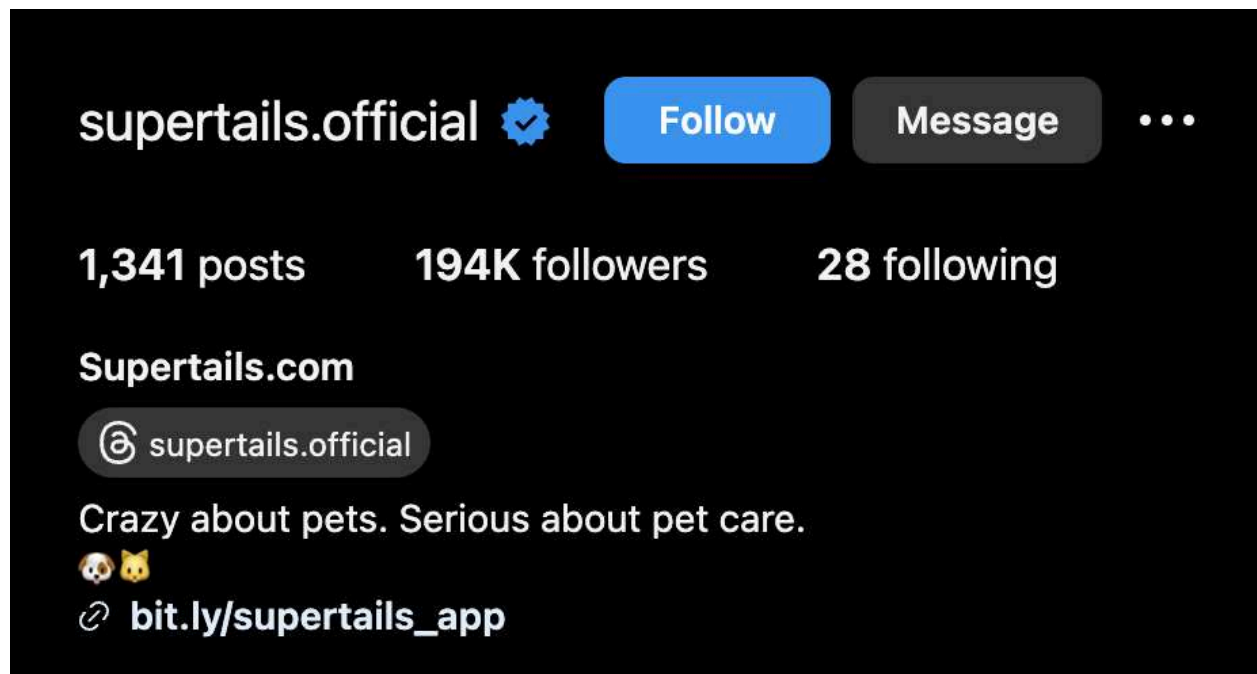
## Facebook



[The brand's Facebook page](#) has a good number of followers and likes. However, like most Facebook pages these days, their engagement is terrible. But still, having an established page like this is good for advertising because people are checking out your posts, followers, and similar.

So, it's still a good idea to check out how and what they are posting for extra information.

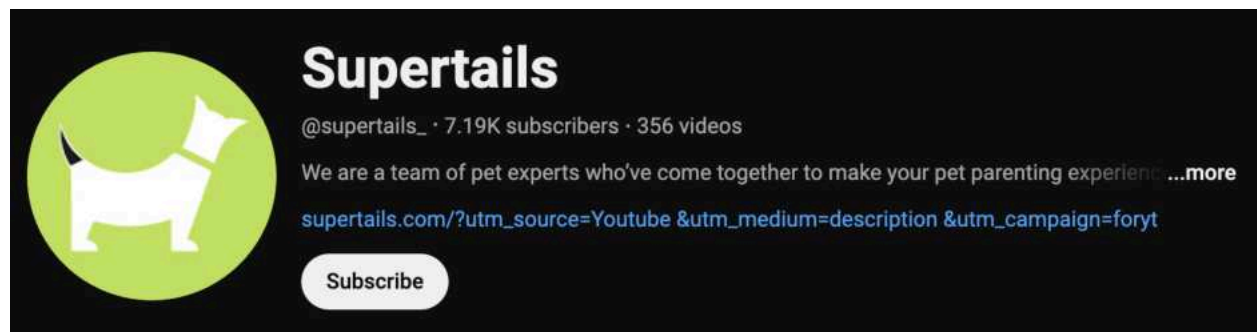
## Instagram



[Supertails's Instagram page](#) is looking slightly better than Facebook. They have much more engagement here, a better bio, and a more organized profile.

I'm repeating myself here but remember, look at their most popular reels and posts, analyze how to make them better and more engaging, and create your own content following the same idea and story.

## Youtube



On Youtube, the brand has over 86 million views and over 350 videos, meaning Youtube is performing perfectly for them. As always, [here is their channel](#), go see which videos are the most viral, and replicate.

## 4. Marketing Strategy

According to my analysis, SuperTails gets over 200.000 monthly visitors from paid ads. This includes ads on Facebook and Google.

You can see all of their ads on the links below. These libraries will give you hundreds of currently active Facebook, Google, and Youtube ads so that you can learn how to make your own ads that work.

→ [SuperTails Facebook ad library](#)

→ [SuperTails Google ad library](#) (Youtube ads can be seen here as well)

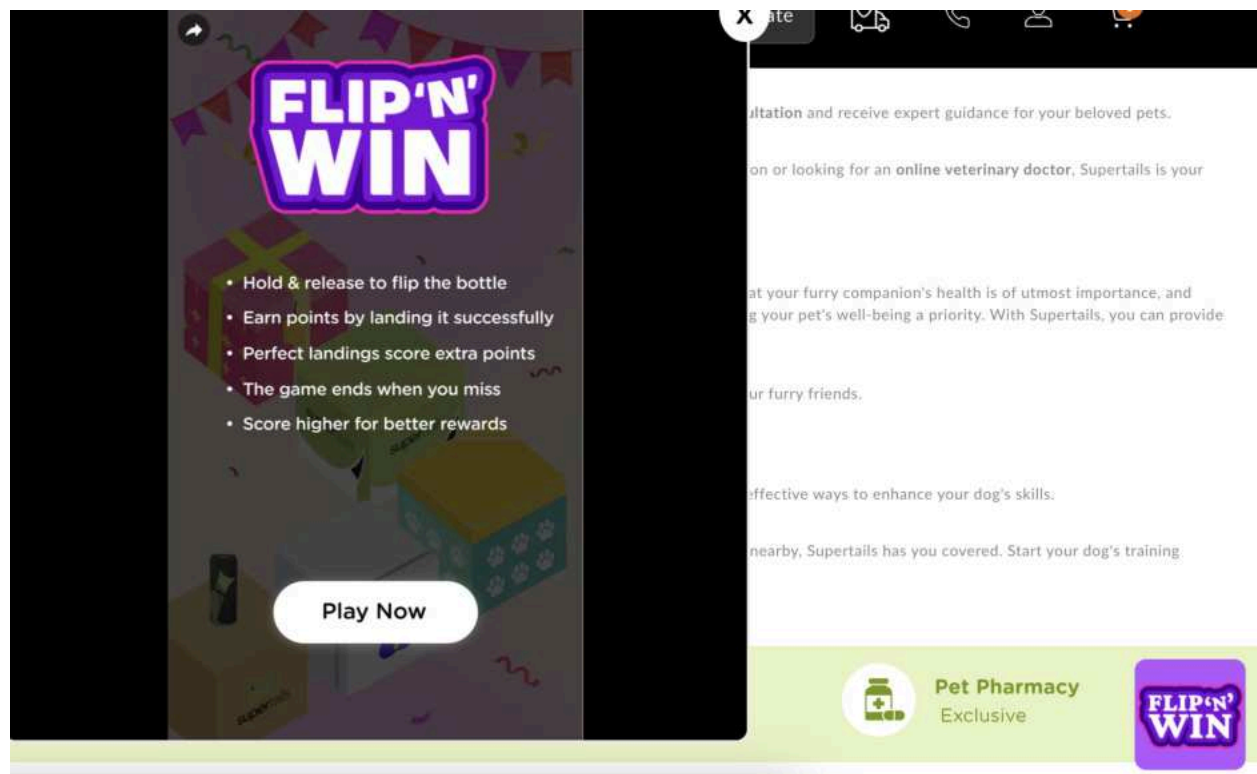
## 5. Store Design & Conversion Optimization

<https://youtu.be/QcOICPQ3JJA>

## 6. Customer Retention Tactics

Look at this, we're back to the customer retention section again. Let's not waste time anymore and find out SuperTails's tactics.

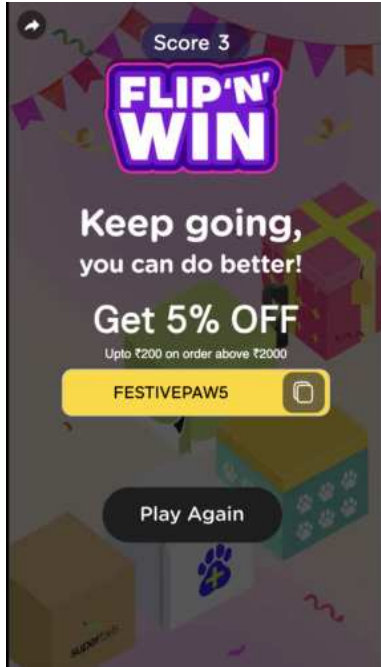
- One of the best pop-ups I've seen in my life



At the bottom-right corner of their website, you will see a button that says “Flip n Win”. This opens up an in-browser game that allows you to flip a bottle and see how many times you can flip it until it falls over. The higher your score, the bigger your discount will be.

When you're done, something like this will open up, giving you your reward.





Get inspired by this and come up with a fun way to get your customers to sign up to your list.

- **Consult a Vet**

Supertails offers pet owners the opportunity to consult with experienced veterinarians online. By charging a fee for these consultations, they generate additional revenue while providing a valuable service to their customers.

Moreover, their veterinarians can recommend products from Supertails' own inventory, further driving sales and creating a seamless customer experience.

## 7. Key Apps & Tools

- **Product Reviews:** [Loox](#)
- **Sending Emails:** [PushOwl](#)
- **Build Unique Pages:** [PageFly](#)
- **Bundles and Discounts:** [Revy](#)

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## Case Study #5: Diabetic Warehouse

**Industry:** Health and Personal Care

**Annual Revenue:** \$4.8 Million

**Website:** [www.diabeticwarehouse.org](http://www.diabeticwarehouse.org)

### 1. Background Story



Diabetic Warehouse offers a comprehensive range of products not only for diabetics but also for general health and wellness.

In addition to diabetic testing equipment, pump supplies, and diabetic foot care, they provide health monitors, wound care solutions, respiratory care products etc.

This diverse selection allows customers to explore the 98 categories available and find the ideal products to meet their specific needs.

Their goal is to give you an excellent customer experience - every time. Diabetic Warehouse is committed to complete satisfaction. They are proud of their consistent positive feedback from customers.

## 2. Traffic Analysis

- **Direct Traffic:** 30.7%
- **Paid Ads:** 39.1%
- **Social Media & Influencers:** 3.3%
- **Organic Search:** 23.1%

### Key Insights:

Branded vs. Non-Branded Search Terms:

Branded search traffic dominates with 88%, while non-branded traffic makes up 12%. This indicates a strong reliance on brand awareness, with less focus on attracting general search traffic from people searching for diabetes-related products.

Top Organic Search Terms:

The top organic terms include branded searches like “**diabetic warehouse**” and product-specific terms such as “**FreeStyle Libre sensor**” and “**diabetic supplies.**”

Non-branded search terms like “**FreeStyle Libre 2**” and “**Insulin pen**” rank lower but contribute to the overall traffic.

## 3. Social Media


As you can see above, social media traffic for this store brings in about 3% of their total visitors. This means they aren’t doing an incredible job at posting the right content. Luckily paid ads and organic search are doing much better for them.

In any case, let’s see how their social media channels look.

### Pinterest



## Diabetic Warehouse

 [diabeticwarehouse.org](http://diabeticwarehouse.org) · Struggling to manage diabetes on a budget? Diabetic Warehouse offers affordable diabetic test strips, glucose meters, lancets, and more at...  
more

 DiabeticWarehouse0

9 followers · 1 following

1.3k monthly views



Contact

Follow



Diabetic Warehouse has a little over 1.300 visitors on [their Pinterest page](#) every month. With that said, there's not too much you can learn from them in this area. It is what it is. Let's move on.

### Facebook



**DIABETIC WAREHOUSE**  
YOUR TRUSTED DIABETIC SUPPLIER

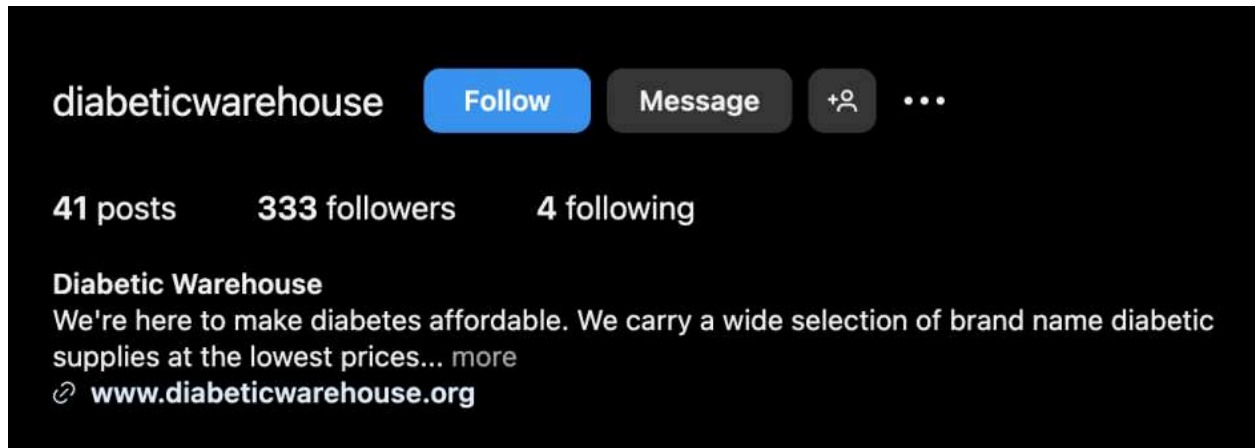
- ✓ Quality Products
- ✓ Expiration Dates
- ✓ Customer Satisfaction

**Guaranteed**

**Diabetic Warehouse**  
2.9K likes · 3K followers

[Their Facebook page](#) isn't all that better either. There are two things we can conclude here. Either they aren't focusing on good content at all, or social media simply isn't working too good for these products.

## Instagram



And, based on [their Instagram page](#), we can conclude that they aren't focusing on the content. They don't even have reels, which are an amazing way to go viral and get tons of traffic. So, don't rule out social media if you are in this niche.

We can learn from all of this that you can beat this store if you focus on really high-quality social media content. They aren't taking advantage of that sector which means you will have less competition there.

## 4. Marketing Strategy

The same can be said here as from above. They have very few ads on Google and Facebook. Even though they seem to be working exceptionally well for them, you can test even more creatives and copy and potentially surpass them there too.

It won't be easy but it's definitely possible.

You can analyze all of their live ads here.

→ [Diabetic Warehouse Facebook ad library](#)

→ [Diabetic Warehouse Google ad library](#)

## 5. Store Design & Conversion Optimization

<https://youtu.be/VfhL6HbePII>

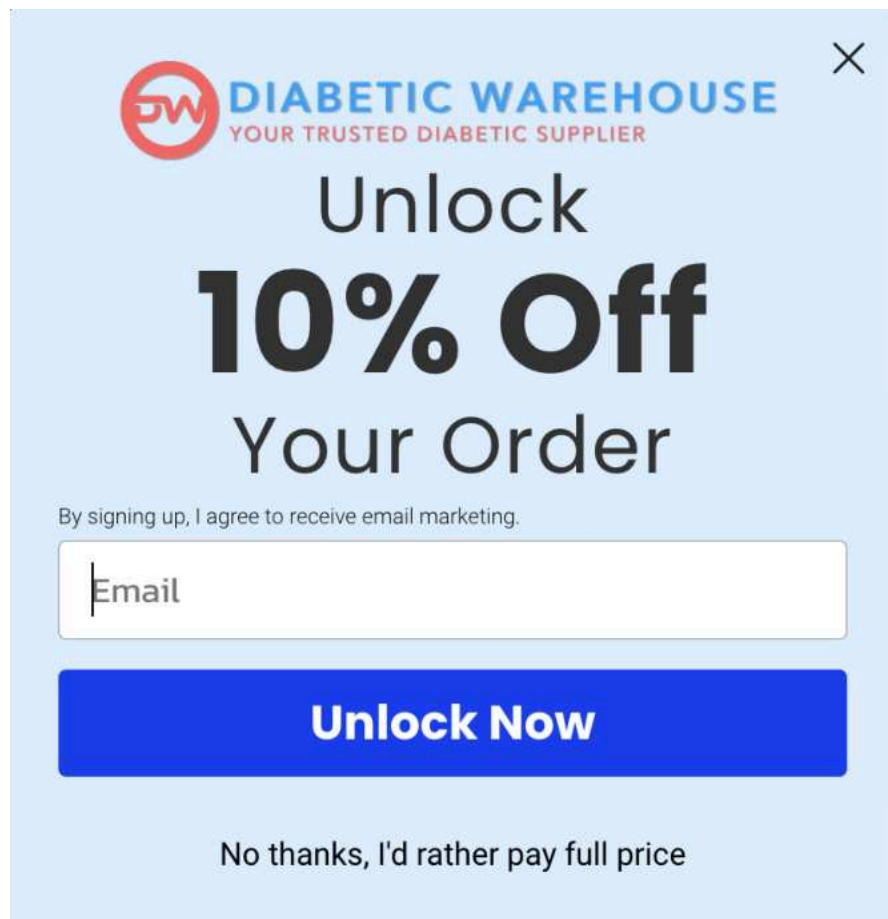
### What Works:

1. **Live Customization Preview:** Allowing customers to see their designs in real-time significantly reduces hesitation and increases conversion rates.
2. **Urgency Elements:** They use “limited stock” and “last day to order for free shipping” messages to create urgency.
3. **Customer Reviews:** User-generated content and reviews with photos are displayed prominently on product pages, boosting trust.

### 6. Customer Retention Tactics

And finally, we have our last store here so let's dive right in and see what this brand is doing to keep selling to their current customers.

- **Pop-Ups**



Oh look... It's the pop-up! Considering the health niche is a bit more serious, this brand has done a super simple job of offering a 10% discount on a clean and simple pop-up. That's all it takes. Spend a few minutes setting it up and it will serve you for life.

- **Subscription Program**



 **Simplify your subscriptions with automated SMS reminders and order management**

Enter valid email address



1 (702) 123-4567

Let's do it 🙏

They offer a subscription service that will send you an SMS for when your next order of medication is due. This step requires the customer to fill out a form and subscribe. If a customer goes this far, they are extremely likely to keep buying from them over and over again.

Here's an idea you can easily implement.

## 7. Key Apps & Tools

- **Banners and Pop-Ups:** [Hextom](#)
- **Sending Emails:** [Klaviyo](#)
- **Product Reviews:** [Judge Me](#)

- Live Chat Support: [Willdesk](#)

## Full-Proof Method to Write Ad Copy for Any Product

### Step 1: Understand Your Audience

Before you start writing, take time to **know your audience**. Understand their pain points, desires, and what motivates them to make a purchase. This will allow you to speak directly to their needs.

#### Key Questions to Ask:

- What problem does your product solve for them?
- What benefits are they looking for?
- What objections might they have before buying?

#### Example:

For a fitness product, the audience might be looking for an easy way to stay fit at home. Their pain points could include not having enough time to go to the gym or feeling overwhelmed by complicated equipment.

### Step 2: Craft a Powerful Hook

The first line of your ad copy needs to grab attention and stop the scroll. Your hook can be a **question, a bold statement, or a relatable scenario**.

#### Tips for Writing Hooks:

- **Use Questions:** Ask a question that targets your audience's needs (e.g., "Tired of spending hours in the gym?").
- **Make a Bold Statement:** Highlight a key benefit or unique selling point (e.g., "Burn fat in just 15 minutes a day!").
- **Create Urgency or Curiosity:** Use words like "new," "exclusive," or "limited-time" to prompt immediate interest (e.g., "Discover the secret to flawless skin...").

### Step 3: Focus on Benefits, Not Features

When writing ad copy, it's easy to get caught up listing features. Instead, focus on how those features **benefit the customer**.

#### How to Identify Benefits:

- **Feature:** "Eco-friendly materials."
- **Benefit:** "Feel good knowing your purchase is helping the planet."

## Formula for Benefit-Focused Copy:

### Feature → Benefit → Why It Matters

- Example: “Made from 100% organic cotton → Softer and more comfortable → Perfect for sensitive skin.”

## Step 4: Include Social Proof & Trust Signals

People are more likely to buy when they see that others have already had a positive experience with the product. Use **social proof** to build trust and credibility.

### Ways to Add Social Proof:

- **Testimonials:** Include short quotes from satisfied customers.
- **Ratings/Reviews:** Highlight high ratings or positive feedback.
- **Numbers:** Mention how many people have already bought or are using your product (e.g., “Over 10,000 happy customers!”).

## Step 5: Create a Strong Call-to-Action (CTA)

Your ad copy should always include a **clear, direct call-to-action** that tells the reader what to do next. Make sure your CTA is action-oriented and easy to understand.

### Examples of Effective CTAs:

- “Shop Now & Get 20% Off”
- “Start Your Free Trial Today”
- “Claim Your Discount Before It’s Gone”
- “Join Over 10,000 Happy Customers — Order Now”

## Step 6: Use Emotional Triggers

Emotional appeals can make your ad copy more persuasive. Consider what emotions your product evokes (e.g., happiness, relief, excitement) and incorporate those into your copy.

### Common Emotional Triggers:

- **Fear of Missing Out (FOMO):** “Limited stock available — order now before it’s gone!”
- **Desire for Comfort or Security:** “Feel at ease knowing your skin is getting the best care.”
- **Excitement & Anticipation:** “Get ready to experience smoother skin instantly!”

## Step 7: Keep It Simple & Concise

Ad space is limited, so make every word count. **Short, clear, and direct copy** performs better than lengthy explanations. Aim for 1-2 sentences that convey the core message and value of your product.

#### Example:

**Too Long:** “Our new yoga mat is made from non-toxic, eco-friendly materials and features a comfortable, slip-resistant surface that is perfect for all kinds of workouts.” **Concise:** “Eco-friendly, non-slip yoga mat for every workout. Shop now & get 15% off!”

## Step 8: Test, Analyze, and Optimize

Even the best-written ad copy may not work for every audience. **A/B testing** (creating multiple versions of your ad copy) can help you find out what resonates best.

#### What to Test:

- Different headlines or hooks
- Variations of CTAs
- Short-form vs. long-form copy
- Different benefits highlighted

Track metrics like click-through rates (CTR), conversion rates, and engagement to see which version performs best. Use these insights to **refine your future ad copy**.

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## Key Takeaways:

1. **Know Your Audience:** Understand what they want, need, and fear.
  2. **Grab Attention Quickly:** Use strong, engaging hooks.
  3. **Focus on Benefits:** Show how your product solves problems or enhances the customer’s life.
  4. **Build Trust with Social Proof:** Highlight reviews, ratings, or customer numbers.
  5. **Direct, Clear CTA:** Guide the audience on the next steps to take.
  6. **Keep It Short & Sweet:** Use concise, impactful language.
- 

## Full Example


### 1. Facebook Ad Template

#### Headline:

🎨 Design Your Own Tee! Eco-Friendly & Customizable. 🌱”



**Primary Text:** “Want a t-shirt that’s as unique as you are? 🌟 With [Brand Name], you can create your own custom designs in just a few clicks. Choose from eco-friendly, high-quality materials and see your creation come to life! ✨”

 Shop Now & Get 15% Off Your First Order! ”

**Call-to-Action (CTA):**

“Shop Now”

**Customization Tips:**

- **Hook with Emotion:** Start with a question or statement that resonates with your target audience. For example, if your store sells fitness products, you could start with “Ready to crush your fitness goals?”
- **Highlight Unique Selling Points (USPs):** Focus on what makes your product stand out (e.g., eco-friendly, customizable, high-quality materials).
- **Incentives & Urgency:** Include discounts, limited-time offers, or free shipping to drive immediate action.

## 2. Google Ads Template

**Headline 1:**

“Custom T-Shirts | Design Your Own Tee”

**Headline 2:**

“Eco-Friendly & High-Quality Fabrics”

**Description:**

“Create unique, custom t-shirts with [Brand Name]. High-quality, eco-friendly materials, and easy online customization. Fast shipping. Shop Now!”

**Call-to-Action (CTA):**

“Shop Now”

**Customization Tips:**

- **Keyword Integration:** Use primary and secondary keywords to ensure your ad appears in relevant searches (e.g., “Custom T-Shirts,” “Personalized Tees”).
- **Focus on Core Benefits:** Highlight the primary benefits in the limited space, such as quality, speed of shipping, and ease of customization.
- **Direct Action CTA:** Use clear, action-oriented CTAs like “Order Now,” “Create Yours,” or “Get Started.”

## 3. TikTok Ad Template

**Video Script:** [Scene 1: Close-up of someone customizing a t-shirt on their phone] Voiceover:

“Want to design your own t-shirt? It’s as easy as 1, 2, 3!”

[Scene 2: Swiping through different design options on the website] Voiceover: “Choose from dozens of designs or upload your own! Our eco-friendly tees are perfect for any occasion.”

[Scene 3: Happy customer showing off their custom t-shirt] Voiceover: “Order now and get 10% off your first purchase. 🎉 Start designing at [Brand Name]!”

### Caption:

“Create your custom tee today! 🌟 Use code CUSTOM10 for 10% off. #CustomTee #EcoFriendly #ShopNow”

### Customization Tips:

- **Make it Visual & Fast-Paced:** Keep the video under 15-30 seconds, with quick transitions and visuals that grab attention.
- **Engaging Script:** Use clear, concise voiceovers or captions that explain what makes your product unique.
- **Add User-Generated Content:** Show customers wearing the product or designing it themselves to add social proof.

## Product Description Templates

### 1. Short-Form Product Description Template (for Product Pages)

#### “Eco-Friendly Custom T-Shirt

Looking for a t-shirt that’s truly one-of-a-kind?

Our custom tees let you create your own design, so you can stand out and express yourself. Made from 100% organic cotton, these shirts are as comfortable as they are stylish. 🌱

### Features:

- High-quality, eco-friendly material
- Easy-to-use online customization tool
- Fast, reliable shipping
- Available in multiple sizes and colors

Start designing your perfect tee today!”

### Customization Tips:

- **Highlight Unique Features:** Mention materials, customization options, and any additional benefits (e.g., fast shipping, easy returns).
- **Add Emojis:** They help grab attention and make descriptions more engaging, especially for younger audiences.
- **Keep It Concise:** Focus on key points that are most likely to drive conversions.

## 2. Long-Form Product Description Template (for Blog or Landing Pages)

**Design Your Own Custom T-Shirt with [Brand Name]** Looking for a stylish, eco-friendly t-shirt that you can customize with your own design?

At [Brand Name], we make it easy for you to create a unique look that reflects your personality. Our custom t-shirts are made from 100% organic cotton, ensuring comfort and durability while reducing your environmental footprint.

### Why You'll Love It:

- **Eco-Friendly & Sustainable:** Crafted from organic cotton, our tees are as good for the planet as they are for your wardrobe.
- **Customizable Designs:** Use our intuitive design tool to upload your own artwork, add text, or choose from our library of trendy graphics.
- **Perfect Fit & Quality:** Available in a range of sizes and colors, our t-shirts are designed to fit perfectly and last through multiple washes.
- **Fast & Reliable Shipping:** Place your order today, and we'll have it delivered to your door in no time. We offer international shipping!

### How It Works:

1. **Choose Your Tee:** Pick your size and color.
2. **Customize Your Design:** Upload your own design or choose from our pre-made graphics.
3. **Place Your Order:** Enjoy fast, hassle-free shipping.

### Our Guarantee

At [Brand Name], we're committed to quality. If you're not satisfied with your purchase, simply contact our support team, and we'll make it right.



**Start Designing Your Custom Tee Now & Save 15% on Your First Order with Code: NEW15"**

### Customization Tips:

- **Use Headers & Bullet Points:** Break down the content into sections for easier readability.
- **Emphasize Benefits Over Features:** Explain why certain features (e.g., eco-friendly materials) are beneficial to the customer.
- **Include a Call-to-Action (CTA):** Encourage immediate action with a discount code or a limited-time offer.

# No-Risk Method to Make \$1000/Day in 90 Days

Well done! You're almost done with this resource.

Now, I will present you with two choices. I want to make things easier for you, so you can decide how to proceed based on the following two factors.

## Choice 1

If you have all the time in the world and very little money to invest, you will forget about this part right here and start with the instructions I have above. You will go slowly and put in hours and hours of work until you succeed. It's as simple as that.

I've given you everything you need to learn how to learn. Use it and put all of your new, selected knowledge into growing your brand.

## Choice 2

On the other hand, if you don't have a lot of time to invest in figuring out everything by yourself and you have some investment cash for your business, you can take another route.

I'm about to give you a special offer since you've joined my community.

I will refer you to my partner's eCommerce coaching program where they will qualify you and see if you have what it takes to join.

The deal is: **You make \$1k per day in 90 days or they return every penny you've given them!** You have my guarantee and promise.

You can see the offer here:

<https://dsweekly.com/minea-coaching/>

I urge you to take this opportunity because you have NOTHING to lose. Either you succeed or you get your small investment back. It's as simple as that.

Now you're ready to make a choice and stick with it. There's no turning back. If you want to make it, you have to face reality and know that what may seem like a hard decision is simply a test if you have what it takes to become successful and strong.