Sourcing China



Robert Sieg Sourcing Agent Ningbo, China

E-COMMERCE BUSINESS SCHOOL

EBS



Ann Sieg Founder E-Commerce Business School Join me and my team of international experts in this very unique opportunity...

Sourcing China 中国 Home Study System

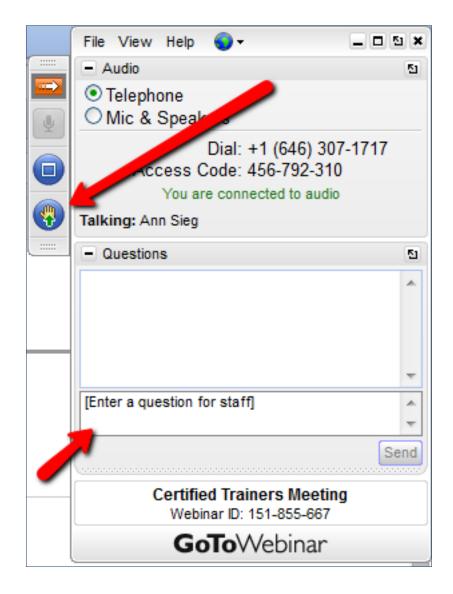
How To Source The Highest Quality Products With The Most Reputable Manufacturers Through Our Secret "China Insider"





We Want You to Participate

Raise Your Hand Answer A Question Ask Questions





This was a common response to a recent survey: What are you specific goals for sourcing from China?

"Not very knowledgeable with China Sourcing and would love to find a great item to PL."

- Theresa H.



In today's webinar we'll cover the following...

- A brief history and overview of the E-Commerce Business School.
- Introduction to our special boots-to-the-ground American sourcing agent who lives and resides in Ningbo, China
- Our powerful China Sourcing Home Study System and membership.
- Opportunity to participate in our powerful JV group mastermind learning experience.
 Potential to participate in a group buy of a new product to bring to market.
- Your safe passage to sourcing from China that includes an A-Z shipping system.



There will be a very special one-time offer to those who join our Sourcing China Home Study System during this webinar.







We are a 10-year old established training company.

Our Mission: To help sellers in the e-commerce space establish relationships with wholesalers, make wise purchasing decisions, and scale the e-commerce platform of their choice through our practical workshops, state-of-the-art online training systems, and highly relational E-Commerce Business School community.





Our Values:

- We believe in respecting the experience and intelligence of our students.
- We believe a strong work ethic can overcome deficiencies in technological knowhow.
- We believe in keeping our students up-to-date with changes in the marketplace.
- We believe in the importance of integrity and due diligence as a way of preserving and growing one's capital.
- We believe the best training is systematic, organized, and thorough... while remaining personal.
- We believe learning is maximized in a community of those who share our goals.



The Sourcing China Back Story...



Meet my family



This journey began in the heart of a little boy 16 years ago...

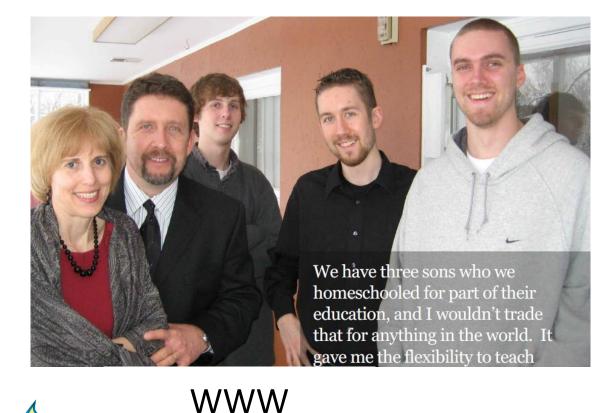








My Sons' First Online Business





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(World Wide Weapons)

Е-

BU

The old inventory of swords fill our basement walls...





Robert Sieg: 4 Years as a Leasing Agent







"Mom, I want to move to China."



Thank-You Ann and Brian for hosting and working hard to set the role model for many!

Much Love, Kelly



I have had a cumulative subscriber list of 750K I developed over the years as an internet marketer. I sought out my connections in Asia to help Robert find a job in China.





Ann Sieg shared Robert Sieg's photo. May 25, 2012 · ⊛ ▼

I guess my middle son does take after his mama. At an extreme. I'll strangle him when I see him in Ningbo, China.









In the meantime here inside my training company... we built an extensive training platform and workshop system for helping people build online sales funnel to drive traffic to their businesses.









I was introduced back into the e-commerce space through my head coach - Curt Johnson who was my first online coach and mentor.







After quickly achieving remarkable results within our community we transitioned our training company into the e-commerce space and haven't looked back.

2014 - Sampling of 1st Year's Results...

Hale Pringle: \$7,091.43 in a 30 Day period of Sales.
Leslie Hamilton: \$15,010.60 in a 30 Day period of Sales.
Cherie Hodges: \$4,184.62 in a 30 Day period of Sales.
Julieanne van Zyl: \$8,088.28 in a 30 Day period of Sales.
Heidi McMahon: \$18,675.23 in a 30 Day period of Sales.
Samantha Gardner: \$88,000.00 in a 60 Day period of Sales.
Ruth Narveson: \$10,026.97 in a 30 Day period of Sales.
Hale Pringle: \$8,442.53 in referral commissions.
Sandy Scherff: \$22,239.99 in a 30 Day period of Sales.
Felicia Wootsick: \$10,082.05 in a 30 Day period of Sales.



Rebecca O'Brien Sexton January 26 at 2:55pm

Started in July! Awesome 5 months! Thank you Ann Sieg and Team:) Having way too much fun with this!



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E-COMMERCE BUSINESS SCHOOL

2015 We Blew It Up... Cranking Out 17 Workshops throughout the United States and China!



12 Workshops so far in 2016!

- Ecommerce Masters Program Retreat San Diego
- Book Flipping Profit System Workshop San Diego
- 3 Day Sourcing San Diego
- Shop Your Way to Wealth Workshop Minnesota
- Ecommerce Sourcing Summit Minnesota
- Book Flipping Profit System Workshop Minnesota
- Virtual Assistance Bootcamp Minnesota
- China Sourcing Trip Yiwu, China
- 2 Day Trade Show Sourcing Workshop Las Vegas
- Amazon Wholesale Sourcing Workshop Minnesota
- 3 Day E-Commerce Sourcing Summit Minnesota
- Shop Your Way to Wealth Workshop Minnesota



Our Recent Partnership with ASD Market Week -2 Day Trade Show Sourcing Workshop



We Also Delivered 11 Presentations Throughout the ASD Convention Hall

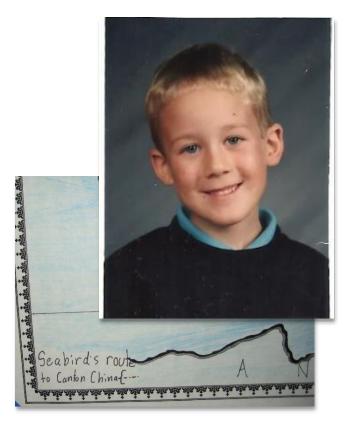


Robert Sieg: Presenter at ASD Source Direct in Las Vegas, NV



Robert, delivered 5 separate presentations and panel of expert discussions as part of the Independent Retailers Conference, E-Commerce Business School and ASD Market Week.

All this has come together for such a time as this... Your Gain, Your Benefit.







Robert's Going Away Party to Live In China

Everybody interested in our China Sourcing Home Study System is aware of the huge pitfalls that can happen without the safety and security of an American sourcing agent who lives and resides in China. The answers to your survey reflect that.





Robert Sieg – ASD Source Direct Presentation

Our China Sourcing Home Study System is especially designed for Amazon Sellers. However we know that our System is so unique and so powerful that it suits anyone who is wanting to source from China.



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Ericarmen was buying from wholesalers in Southern CA and wanted to source direct from China.

Q: What's it like to be working with Robert?

"Now I have another business partner who is there to help me fulfill my goals. It's very vital."

Q: What would you tell people who are considering joining us in our Sourcing China System?

"You have the team right behind you. I think that's very important. You're not alone."

68% Of Survey Respondents Said They Want to Private Label. We Can Help You Do Just That.

 This is the best way to gain control of your business. It's your listing. It's your asset. You can sell it if you want to!





Our Sourcing China Home Study System Provides You With A Safe A-Z Pipeline to China No Matter What Business Model You Have







Why Source Directly from China?

- It's where the big Amazon sellers go to source from China.
- My meeting with a 10+ million dollar Amazon seller and the big breakthrough in his Amazon business came as a result of sourcing in China.
- Another Amazon & Shopify seller my marketing partner spoke with is selling a million dollars a month and he's sourcing from China.

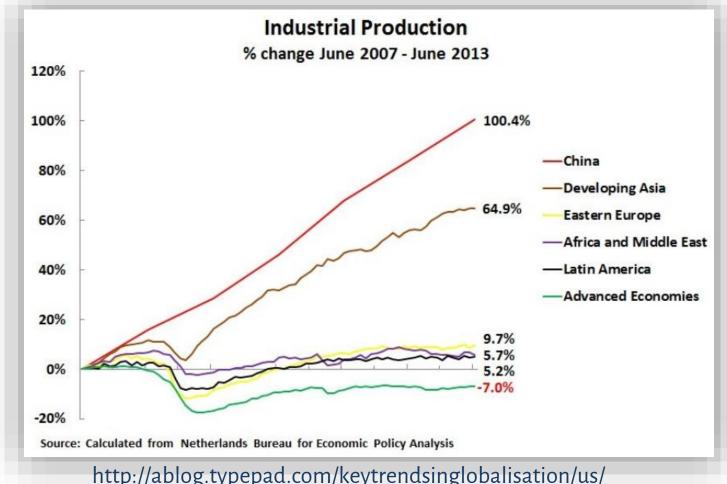


China is indisputably the Manufacturing Giant of the World. They've developed a high level management infrastructure with a cheaper labor force. This gives them a competitive advantage that's hard to beat.





More stats about China power as manufacturing giant.





The Ultimate Goal When Sourcing Products Is To Find...

- High quality products
- High demand products
- High profit margins



You can have all three when you learn to source from China and we're going to hold you by the hand and show you how.





Let's talk about doing business in China through a handful of emails and skype messages via Alibaba....



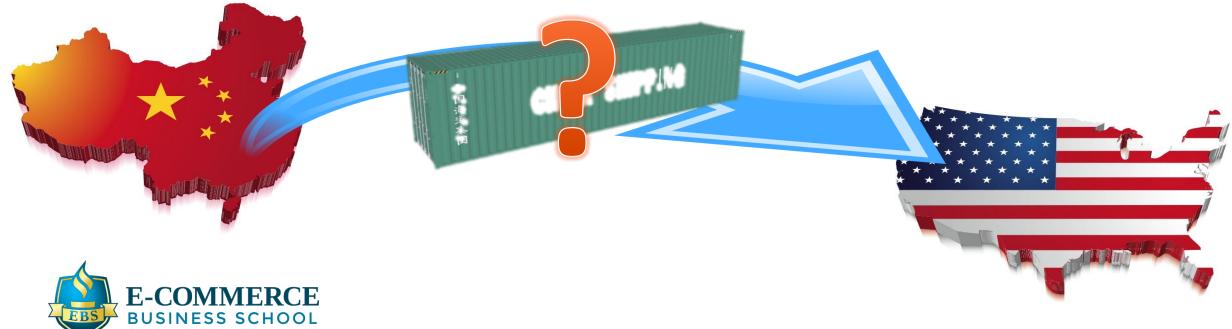






The problems

- 1. No interest in ultra low MOQs from Chinese vendors
- 2. Chinese suppliers sacrificing quality and production lead times
- 3. Shipping damages via LCL.
- 4. Inability for Chinese factories to legally consolidate
- 5. Inspection of goods upon arrival, processing claims if necessary, and repackaging for FBA compliance and/or bundling
- 6. Starting orders cold with no previous relationship with the factories



BUSINESS IN CHINA: IT'S ALL ABOUT THE RELATIONSHIP! You Need Guanxi And We Have It For You With Our Expert All-American Sourcing Team Based in Mainland China. <u>This is Your Private</u> <u>Exclusive Sourcing Team</u>! - \$20,000 VALUE









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Sourcing China Home Study System



Components of our Sourcing China Home Study System

- 1. Your One on One Business Analysis and Consultation.
- 2. Your Sourcing China Home Study System Manual by Robert Sieg
- 3. Thorough Product Research & Development Training and Mentoring with Master Trainers Brian Cummings, Robert Sieg, and Dr. Josie Shepard.
 - 4. Your One on One Product(s) Check List & Review with Robert Sieg
 - 5. Your "Ambassador" Robert Sieg working in China on YOUR behalf.
- 6. Exclusive Facebook Group Page





Components of our Sourcing China Home Study System

- 7. JV s(Joint Venture) Led by Brian Cummings & Dr. Josie Shepard
- 8. Private Sourcing China Home Study Live Mastermind Calls
- 9. Product Launching Follow Through Training & Support
- 10. Invitation to Exclusive 1 Day Live (Face to Face) event in the USA
- 11. Training by our international attorney Greg Biyhoff. May also access for consultations. Details to follow. Fees apply.

12. Our own "done for you" shipping center for Amazon sellers.





Our own "done for you" shipping center for Amazon sellers.



Master Trainer Dr. Josie Shepard **Owner of our "EBS In-**House" Shipping Center





You can enjoy the benefit of not even having to touch your products. Your products arrive in our shipping center in the states and are shipped off directly to Amazon. This allows you to scale your business even

more.

Sourcing China Home Study System

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We'll Provide a One-on-One Consultation For You. We Want to Get to Know You and Your Business Goals. This is the Special Attention We Provide Our Sourcing China Home Study Members.



2015 Sourcing China Member – Marcella Hull



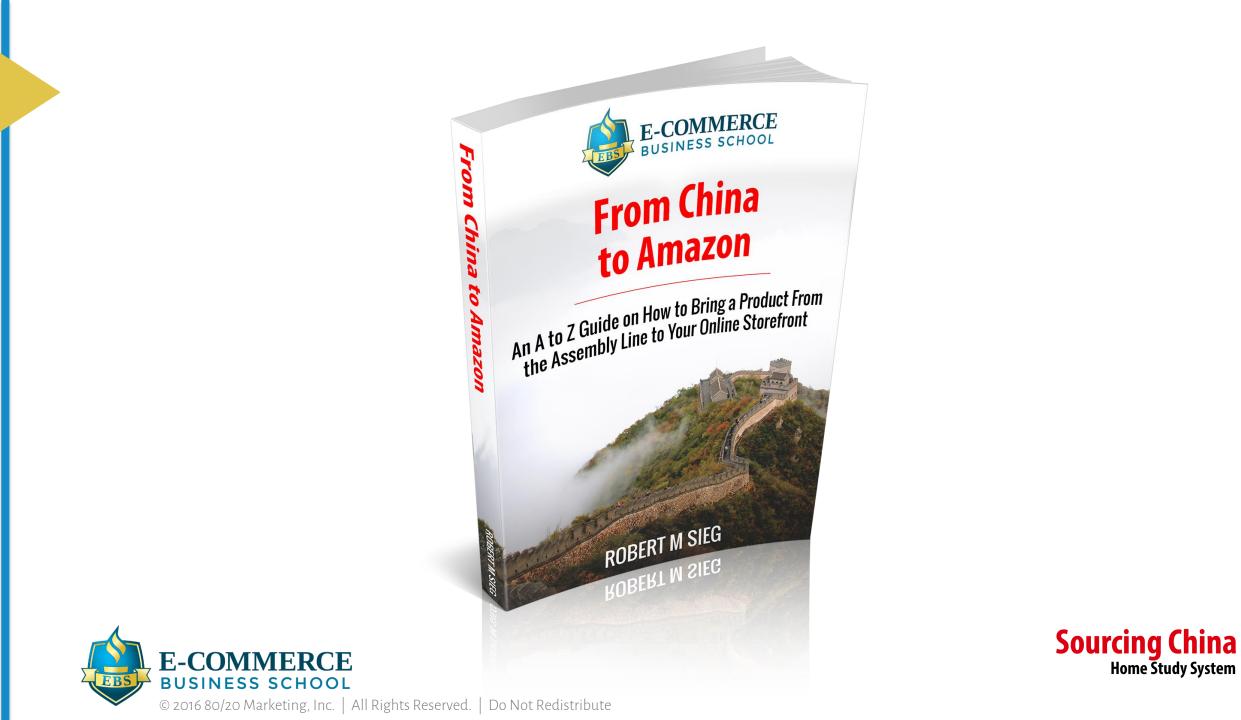


This is a high level educational experience on the order of what it would be like to apprentice or to be a college intern. Our program is extremely unique because it is staffed by an American conversant in Mandarin and who knows all the "ins and outs" of the trading and export industry in China. He lives in China and this is his full time job.





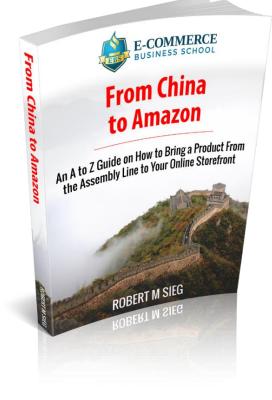
Robert Sieg Your American Sourcing Ambassador In China



How To Get the Most Value Out Of Your Sourcing China Home Study System:

Find out in advance exactly how to maximize the Sourcing China Home Study System. Includes our 18 chapter Sourcing China Home Study Project Management manual. Manual includes a glossary of terms!

How to manage your Sourcing China Home Study project is a must! Our first-ever exclusive training manual is a must for your sourcing efforts. You'll learn the A-Z sourcing process. Knowledge is power!



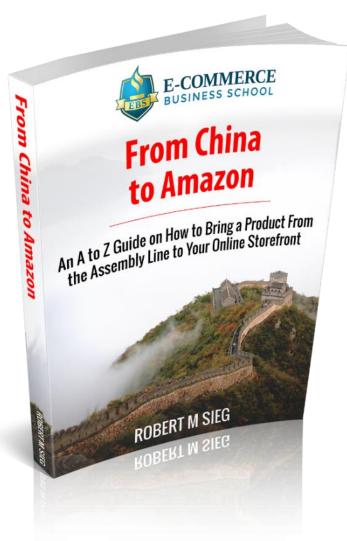
Sourcing China Home Study System



Yours as a valued member of our Sourcing China Home Study System







Sourcing China Home Study System

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Knowledge is Power

- Our Training Platform is built upon the foundation of Robert's manual but there is so much more...
 - 1. Interactive Online and Recorded Training Sessions
 - 2. Live Mastermind environment learning
 - 3. Participating "Hands On" Mentoring through JV Product Opportunities
 - 4. Invite to Sourcing China System 1 day workshop





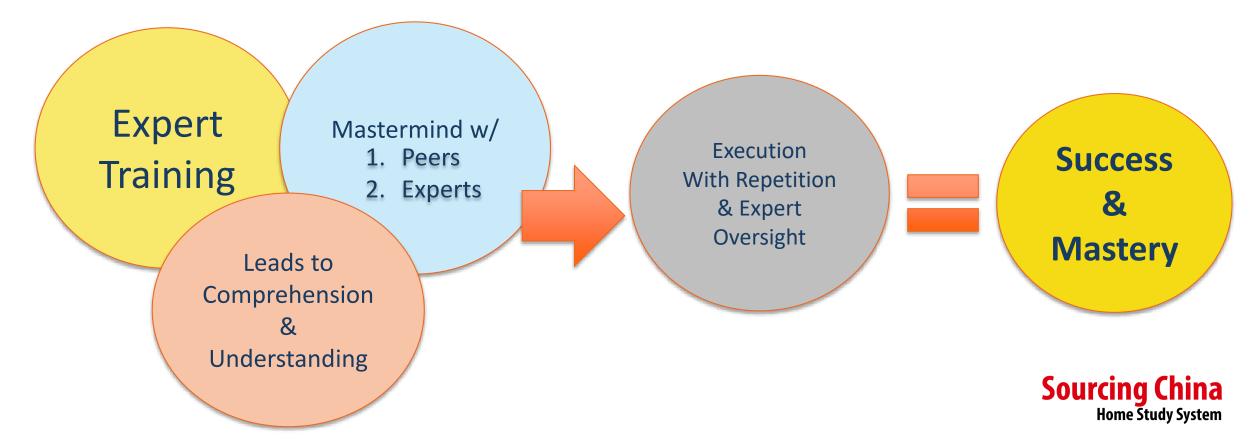
We've Designed a Very Highly Thought-Out Educational Experience For You







You Receive and Participate in Our Training Curriculum and Mastermind Sessions That Work Hand-in-Glove to Complete Your Thorough Mentorship Experience. Our Success Formula...



This Success Formula Repeats Itself Leading To Further Mastery

Mastery & Success: Profitable Business Receive Information in Interactive Environment

Execution with Expert Oversight



As is true of our entire training platform these training sessions are designed to be consumed in a step-by-step logical fashion following the process of sourcing from China.







Your Series of Training Sessions Will Work Alternatively with Our Mastermind Sessions

- One week training, next week mastermind
- This gives you ample time to absorb the new information along with time to discuss and ask questions with your peers and mentors





Examples of questions from a recent mastermind session...

- You mentioned a spreadsheet to create a swipe file. What headings would you include? Is there an example of one in our back office?
- for OEM besides searching online for people listing information for the same product - is there a way to check to make sure it's not already being trademarked, etc?
- Where do i go to get a booklet printed to accompany my product? Can I have someone put it together?



The bulk of our product selection is focused on products to sell on the Amazon Market Place. That may not be your focus but by following our training you will learn a way to sift and sort through product selections based on a data centric model. This is a smart business discipline to have.

amazon





Robert will be providing his training along with the Amazon product selection training. You also have to know what are good products to source from China.









Introducing Our Two Master Trainers - Brian Cummings & Josie Shepard Who Will be Working with Robert to Deliver Your Training...

 Brian and Josie have an in-depth experience building their respective Amazon businesses including sourcing overseas, training and hiring virtual assistants, professional account management and a shipping center to service Amazon sellers.







Josie has trained at several of our workshops and is a highly esteemed trainer in our community. Josie owns her own shipping center and also does professional Amazon account management.



Ann Sieg's TLC 2-Day Sourcing Intensive Summer 2015











Wanted to thank Josie for all of her help with getting my products into Amazon. Josie saved me money by combining shipments and, this newbie, feels so much more confident having her, and this group, in my corner.

Brian & Josie were co-trainers at our recent ASD Trade Show Sourcing Workshop in Las Vegas



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Brian Cummings is the creator of our proprietary Book Flipping Profit System. Brian has delivered over 7 E-Commerce Business School workshops. He has been an Amazon Seller for the past 8 years.







Amazon Wholesale SOURCING WORKSHOP



Ann Sieg's TLC 2-Day Sourcing Intensive Summer 2015

Redistribute

Brian is a highly esteemed trainer and mentor in our E-Commerce Business School & Accompanied us on our June 2016 Sourcing China Trip



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" Thank you Ann and Brian for giving us this awesome opportunity. LOVE THE SPREADSHEET WOW!!!!!!!!!!! WOW WOW WOW WOW BRIAN IS THE MAN!!!! "

Denise Leclair

"Spreadsheet is awesome!!! This information is gold dust,I just feel like I got the best present ever LOL"

Lorraine McNulty

"I love Brian's analytical mind. I wish I had it! I'm still learning so much about running a business, retail, Amazon, and inventory. It's critical for me to hear how he runs the numbers as much as possible. It's not intuitive to me. " - Kari Baxter

> Sourcing China Home Study System

Gain Mastery of Product Evaluation for the Amazon Marketplace!

WHAT YOU GET: 你得到什么 Thorough overview and understanding of how to select products for the super lucrative Amazon market place.





Sourcing China Home Study System

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Training Session: The Basis of Successful Product Selection

- Focus your product selection on a profitable niche
- Learn which products are most suitable for sourcing from China
- Discover the characteristics of successful products on Amazon
- Understand product requirements for Amazon and FBA
- The Five Step Formula Amazon product selection worksheet
- The elements of online product research

* Separate Assignments and Resources to be Provided **E-COMMERCE BUSINESS SCHOOL** © 2016 80/20 Marketing, Inc. | All Rights Reserved. | Do Not Redistribute



Training Session: Selecting Profitable Products for Your Amazon Store

- How to perform keyword research (Customized spreadsheet)
- How to assess product competition
- How to evaluate the profitability of your Amazon products
- Estimating your capital requirements (Worksheet included)
- Creating a preliminary list of products (Worksheet included)
- How to source products from Alibaba, Aliexpress, Taobao websites

*Separate Assignments and Resources to be provided





Training Session: Planning Your Product Marketing Strategy

- Plan and strategies your own private label brand
- Build your "product line" and create "variations" on Amazon
- Custom product packaging
- How to apply and be approved for Amazon brand registry
- Researching your own brand name, logo, domain, future social media channels, trademark - (Worksheet included)
- How to communicate with Chinese suppliers (Email templates incl.)

*Separate Assignments and Resources to be provided





Training Session: Ordering Your Products

- Final product research
- Product modifications
- Packaging design
- Obtaining samples

Assignments:

- Complete product research
- Submit list of products to Robert (1 on 1 consult)
- Order samples
- Review marketing plan





You'll Receive Maximum Preparation for Your First One-on-One Sessions with Robert Sieg, including a check off list to ensure Robert has everything he needs to get working in China on YOUR behalf.

WHAT YOU GET: 你得到什么 - \$10,000 VALUE





Our guided training and mentorship will allow you to do quality product research in advance of your appointment with Robert. In this way there is no wasted time while Robert goes to work for you in China.







After you finalize your product selection we're going to provide you with our proven Launch Formula training and mentorship. Let's get your products launched and sold! Our two master consultants Josie Shepard and Brian Cummings have hundreds of hours of experience sourcing and launching products into the Amazon market place.

Plus, you'll also be masterminding with Ann Sieg & Coach Curt along with other 8020 team members who have together sold over \$20,000,000 in products online.





Coach Curt & Ann Sieg will meet with you for mastermind sessions in your Sourcing China Home Study System.

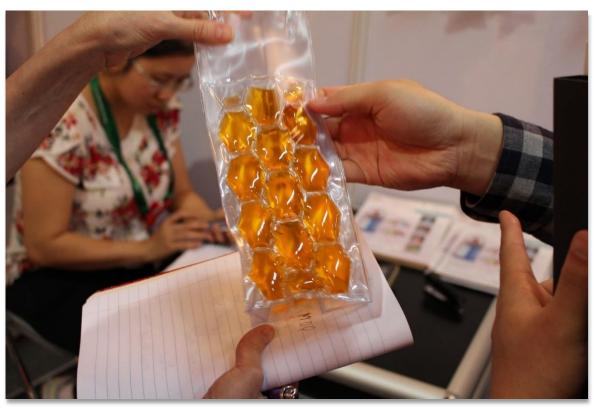
Coach Curt has already sourced his own highly successful private label product direct from China.

Ann Sieg has done multiple launches in the digital marketing space. Her very first ebook generated 3.7 million dollars in sales!





Your Training and Preparations include how to prepare to Submit Products Specs to Robert Sieg.





Robert Sieg working for you in China!

Avoiding Manufacturing Risk and much more.

Scouting and getting the best product at the best price for YOU!



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Robert has great connections at the Yiwu Market. The World's Largest Permanent Trade Show with over 70,000 vendors. Physical space of 43 million square feet and five stories high.





Yiwu Market











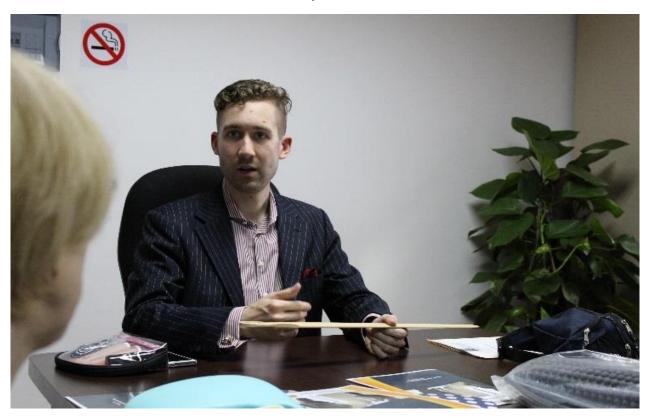
There are many benefits to engage Robert as your "partner" in sourcing in China at Yiwu Market... and beyond.

- More manufacturers and vendors
- More products than Canton Fair
- Lower cost
- Lower MOQ
- New products not yet at Canton
- Ability to work with smaller manufacturers who are anxious for your business and willing to negotiate more





The uniqueness of Robert's position and experience cannot be over stated. Just his presence as an American creates an immediate higher perceived value by the Chinese.







Robert knows the most reliable vendors with the highest quality products and specific manufacturers that supply the very type product you want to source.







You'll also have our E-Commerce Business School exclusive Sourcing China Home Study Facebook support page. If you've been a member of my community, you know how powerful our group pages are for ongoing help and support. Our members love it!







Roberts Working Hard for YOU, while you are sleeping!









Your Support Training & Mastermind Sessions continue as you move forward!







Training Session: Creating Winning Product Listings

- Creating your product listings
- Keyword research
- Ad copy
- Obtaining images
- Variation listings

Assignments:

- Submit list of products to Robert
- Obtain images
- Create product detail pages



Resources:

Handout - Creating a Great Listing Handout – Keyword research tool spreadsheet



Training Session: Amazon Product Promotions

- Planning your promotion strategy
- Within Amazon:
 - Sponsored Product Ads
 - On-page promotions
 - Coupon codes
 - Lightning Deals
- Review campaigns

Resources:

Handout - Creating coupon codes with Amazon Promotions Handout - Product Review Request Template

Assignments:

- Send products to reviewers
- Setup Sponsored Product Ad Campaigns
- Create on-page promotions





Training Session: Selling Beyond Amazon

- Planning your promotion strategy outside of Amazon:
 - Pinterest
 - YouTube videos
- Overview of other sales channels:
 - Shopify (your own website),
 - Facebook fan-page and advertising

Assignments:

- Setup Pinterest boards
- Obtain social media accounts for your brand
- Select and create at least one other off-Amazon promotion channel



Resources: Read: Pinterest account and board setup instructions



You Will Also Receive Mastermind Sessions with your Sourcing China Home Study Peers. We have found accountability and masterminding in a peer setting to be an enormous competitive advantage within our highest level mentorship group. We want to re-create this business incubator experience for you. This has also allowed members to move forward into powerful Joint Venture partnerships.





Newly formed JV partnership with 2016 Sourcing China members.

Sourcing China Home Study System

Added Value - New Sourcing China Home Study Staff Addition: Cover Your Legal Bases with International Attorney Greg Buhyoff



Greg as featured panel expert at ASD Source Direct **E-COMMERCE BUSINESS SCHOOL** © 2016 80/20 Marketing, Inc. | All Rights Reserved. | Do Not Redistribute Greg Buhyoff has been practicing domestic and international law for 20 years and has extensive on-the-ground experience in Asia.

Greg spent ten years in Vietnam handling foreign direct investment (including M&A), trade, intellectual property, telecommunications, regulatory and other commercial matters for clients.

While in Vietnam, Greg headed up the Hanoi office of a major international law firm and served as an elected member of the Board of Governors of AmCham Hanoi.



Greg Will Cover Key Considerations When Sourcing Products in China



Greg Buhyoff

- Find a Good Manufacturer/Supplier
- Protect Yourself with a Good Contract
- Protect Your Intellectual Property Rights ("IPR")
- Be mindful of *Rules/Regulatory Issues* that apply to your specific situation





Product Joint Ventures with Brian Cummings & Josie Shepard!

The Real Deal - Power Learning

Join forces with Brian Cummings and other Sourcing China teammates to bring a product to market!

Those who contribute \$\$ will be working on the project led by Brian. All members can watch and learn in real time with the real deal.

Learn & Make Money with an Expert!





The JV Product Mastermind Allows you to Work with Your Peers Guided by Expert Mentors

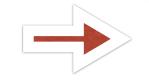








Research "Best Selling" products on Amazon.com



Locate the suppliers that offer these winning products



Use the Latest Amazon Product Research Tools

SFRESHKEY SASINSPECTOR

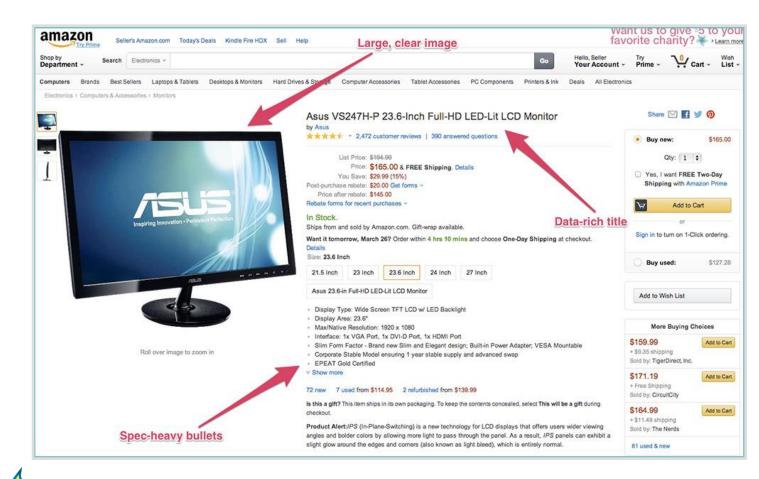




JUNGLE SCOUT



Create a winning product page and Amazon promotions







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China Sourcing Home Study System

你被邀请了

Many want to travel to China, but we discovered even far more want all the empowerment of our system and having a sourcing agent like Robert Sieg working for them in China.

Our home study was birthed out of our extremely fun and successful trips to China in response to your desire.

Your China Sourcing Home Study System prepares you well to Come to China the Land of Opportunity & Possibilities... **and your investment is credited as a down payment to the next China Sourcing Trip!**



See You in China!?!



Our first two trips to China were spectacular and created the foundation for our home study course.

Your investment into our home study is also applied to your actual trip to China when and if you decide to go.

As Brian Cummings, myself and others go and meet up with Robert Sieg in China, the ongoing and increasing connections and knowledge base of our Sourcing China Community greatly benefits all its members – even those who can't make the actual trip.

We hope you can join us on the next trip!





Service from Robert - For Members Only!



It goes without saying that Robert Sieg is only 1 person and can effectively work for a limited number of people on sourcing projects.

Our membership will be limited to 100. After that, there will be a waiting list to get in.

In partnership with Robert Sieg, we want to maximize his talents and connections. We do that by educating and empowering our students in the process so they work efficiently with Robert as he labors for our members in China.

Just referring people to Robert Sieg without our home study course would undermine his ability to serve more people and would not serve people well who have never sourced from China before.





Components of our Sourcing China Home Study System

- 1. Your One on One Business Analysis and Consultation.
- 2. Your Sourcing China Home Study System Manual by Robert Sieg
- 3. Thorough Product Research & Development Training and Mentoring with Master Trainer Brian Cummings, Robert Sieg, and Josie Shepard.
- 4. Your One on One Product(s) Check List & Review with Robert Sieg
- 5. Your "Ambassador" Robert Sieg working in China on YOUR behalf.
- 6. Exclusive Facebook Group Page
- 7. JV s(Joint Venture) Led by Brian Cummings & Josie Shepard
- 8. Private Sourcing China Home Study Live Mastermind Calls
- 9. Product Launching Follow Through Training & Support
- \bullet 10. Invitation to Exclusive 1 Day Live (Face to Face) event in the USA igodot
- 11. A-Z Shipping from China to the U.S.
- 12. China Trip Deposit



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Your Down Payment to a future trip to China, and the Complete China Sourcing Home Study System and membership, including ongoing access to Robert Sieg as your personal sourcing ambassador living in China.

\$1,997 + \$97/month membership





Here is the link to secure your Sourcing China System membership.

https://www.sourcingchinasystem.com/





72 Hour Exclusive Bonus: Yours now when you purchase "Sourcing China Home Study System"





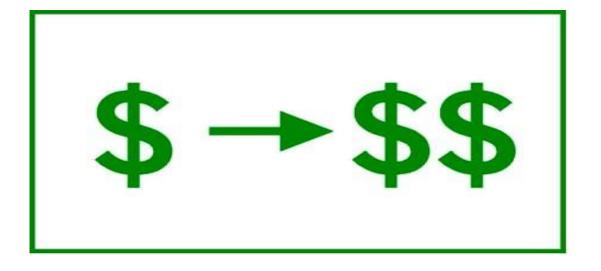
-COMMERCE

In this training you'll learn...

- Be aware of quality fade and what to do about it
- How to factor in the lead time when sourcing overseas
- How to get a jump over Alibaba to avoid people riffing off your product
- Learn the full status of business cards in foreign cultures
- Discover the importance of "face" in Asian cultures. It's not the same as in the U.S.!
- The importance of samples to avoid major quality control issues.
- The pain of not having a customs agent: Avoid getting product labeling lost in translation that can cost a bundle as it goes through customs.
- How to navigate through order placements to ensure a lower MOQ to test on the Amazon market place.
- What is a pro forma invoice and why you need it!
- And much more...



Fast Mover Bonus -Tonight's Webinar ONLY!





We will double the impact of your investment in Sourcing China Home Study System Towards a deposit on Your Next Trip to China!

\$1,997 x 2 = \$3,994.00

Your Payment may be used as a down payment on any 1 - 80/20 Marketing, Inc. trip to China. (Future China Trips are subject to change or cancellation.)



Sourcing China Home Study System

Got Questions & Need To Talk To Someone One on One - Call Coach Curt



Have A Question? Call 815-918-4304 Talk With Coach Curt curt@8020marketinginc.com



Sourcing China

Home Study System





https://www.sourcingchinasystem.com/

