



E-COMMERCE & SOCIAL MEDIA

WORKSHOP

Jad Al Fakhani

Part 1



Who Am I?

Jad Al Fakhani, an Entrepreneur born in the heart of Lebanon.

Founder & CEO of Beycom Investments

Founder of multiple 7-figure eCommerce brands,

Founder of the Highest Rated eCommerce program in the Middle East “The Wolfobey Engine”

Cofounder of Whiteberry Media (fastest growing content agency in the country)

Where do I come from?



Started from Ground below Zero:

Lost our House, Businesses, Cars, Money...

I had to drop out of university and got a job for \$250/month...

Debt accumulated to above \$500k

Fear, Anxiety & Depression started getting the best of me...

But... I never gave up. Never!

8 Years later... Ecommerce changed my life.



- \$11,000,000+ in Ecom Revenue
- 4,000+ Students
- 15+ Events in 7 countries
- Forbes 30U30 Speaker



Outline:

Part 1:

How to Start your eCommerce Business in Lebanon

- Intro to eCommerce
- What do you need to start
- The best eCommerce business model
- Secrets to finding winning products
- Brand Vs. Quick Flip
- How to private label & ship to Lebanon
- What do you need to get sales

I- Intro to E-Commerce:



Affordable



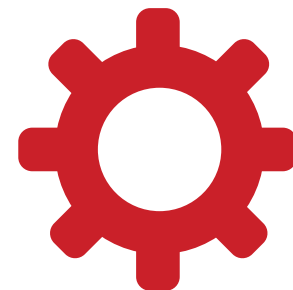
Borderless



Accessible



Data mine



Automated



Scalable



II- What do you Need to Start:

- Iron Mindset **(Yes, It's more important than anything else)**
- Laptop/PC & a Phone
- Wifi Connection
- Winning Product
- Functional Website
- Social Media Channels
- Payment Gateway (COD in Lebanon)
- Delivery Company

III- The Best eCommerce Business Model:

1) Manufacturing:

Investment: Very High
Profit Margins: Very High
Control: Very High
Competition: Low

2) Private Labeling: ★

Investment: Average ~ High
Profit margins: High
Control: Average
Competition: Average

3) Dropshipping:

Investment: Low
Profit Margins: Low
Control: Very Low
Competition: Very High

4) Amazon FBA:

Investment: Average
Profit Margins: Average ~ Low
Control: Average
Competition: High



IV- Secrets to Finding Winning Products:

Blueprint #1: (Organic Way)

- TikTok / Instagram / Youtube / Pintrest
- Scouting on Alibaba

Blueprint #2 (Paid Way)

- Paid Tools
- Shadowbox

Blueprint #3 (Arabize Strategy)

- Find a viral product in the US/EU market
- Arabize it (Branding, packaging, ads...)
-

IV- Secrets to Finding Winning Products:

A- 1) *Blueprint #1: (ORGANIC WAY)*

1) Go to TikTok and search for:

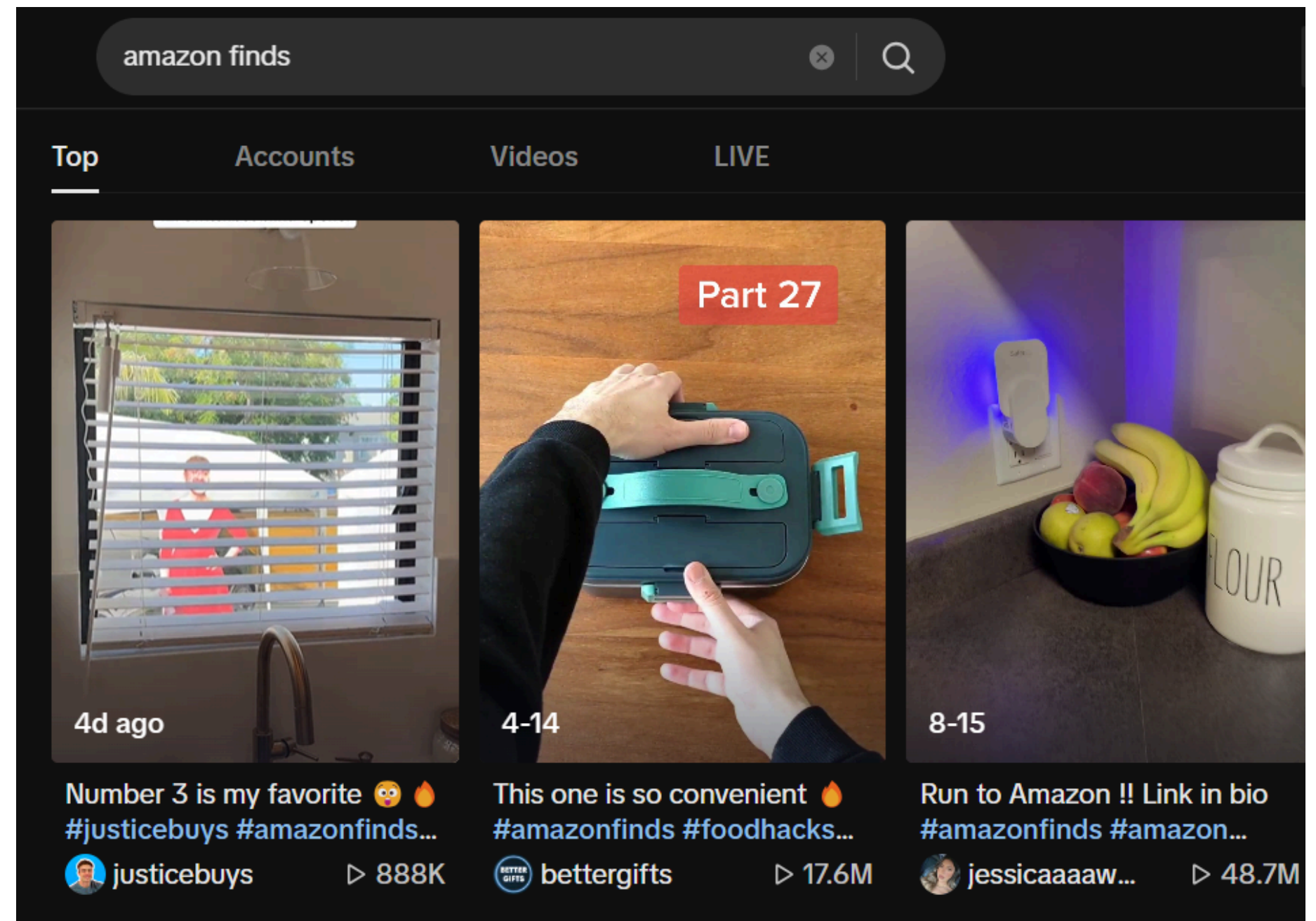
#amazonfinds

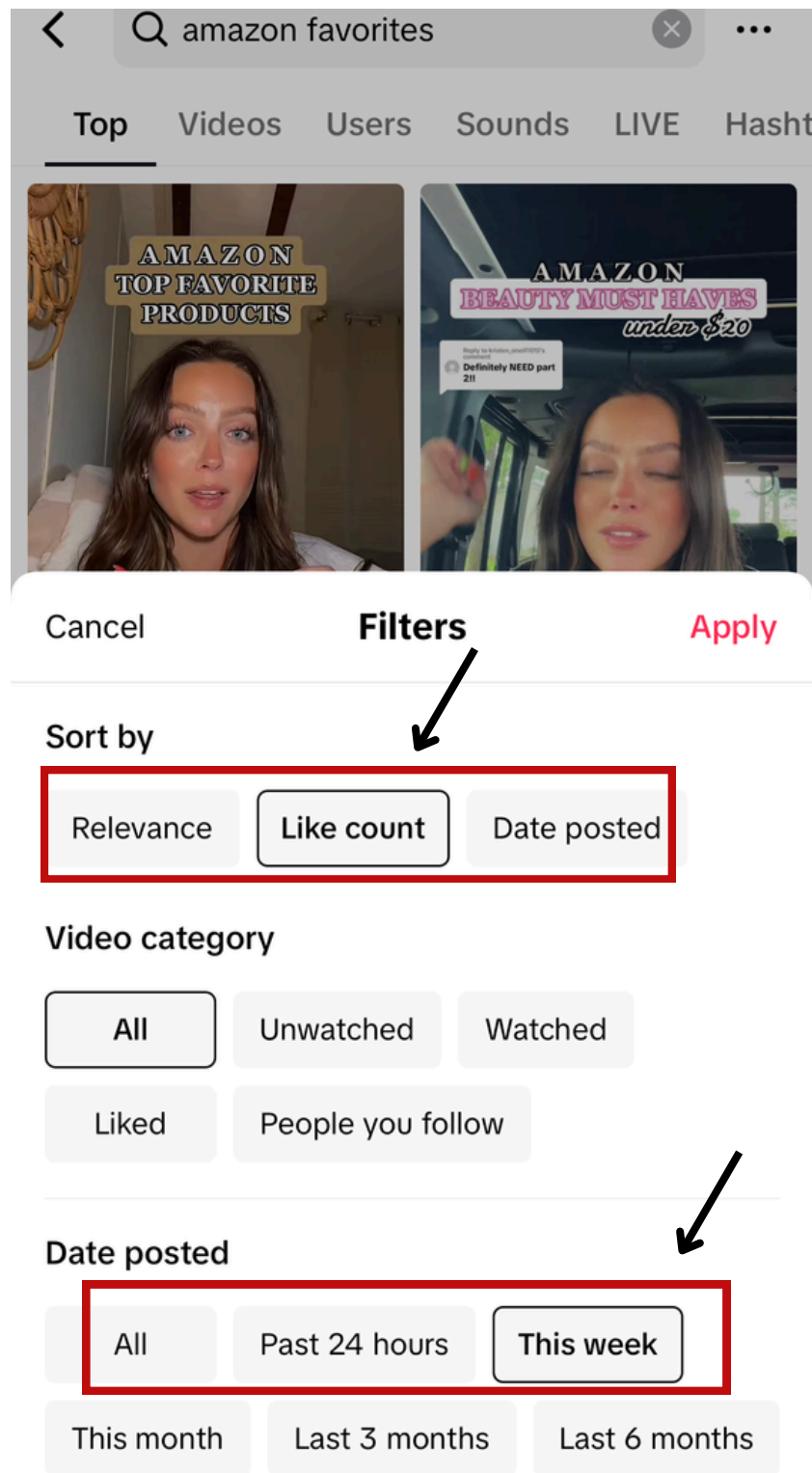
or

#tiktokmademebuyit

or

#amazonfavorites






*Filter by
Weekly
& **Top Viewed.***

2)

Best Seller



+14 colors/patterns

Sponsored ⓘ

Hydro Flask Wide Mouth Straw Lid

★★★★★ ~ 43,548

400+ bought in past month

\$54⁹⁵

Go to **Amazon.com**
and find the same product

3)

Hot Sale 32oz Double Wall Stainless Steel Vacuum Wide Mouth Water Bottle...

\$2.98 - \$5.78 / piece
100 pieces (Min. Order)

1 YRS Qingdao Dehao International Tr...

Contact Supplier

Hot Sale 32oz 40oz Wide Mouth Water Bottle Flex Cap Stainless Steel Vacuum...

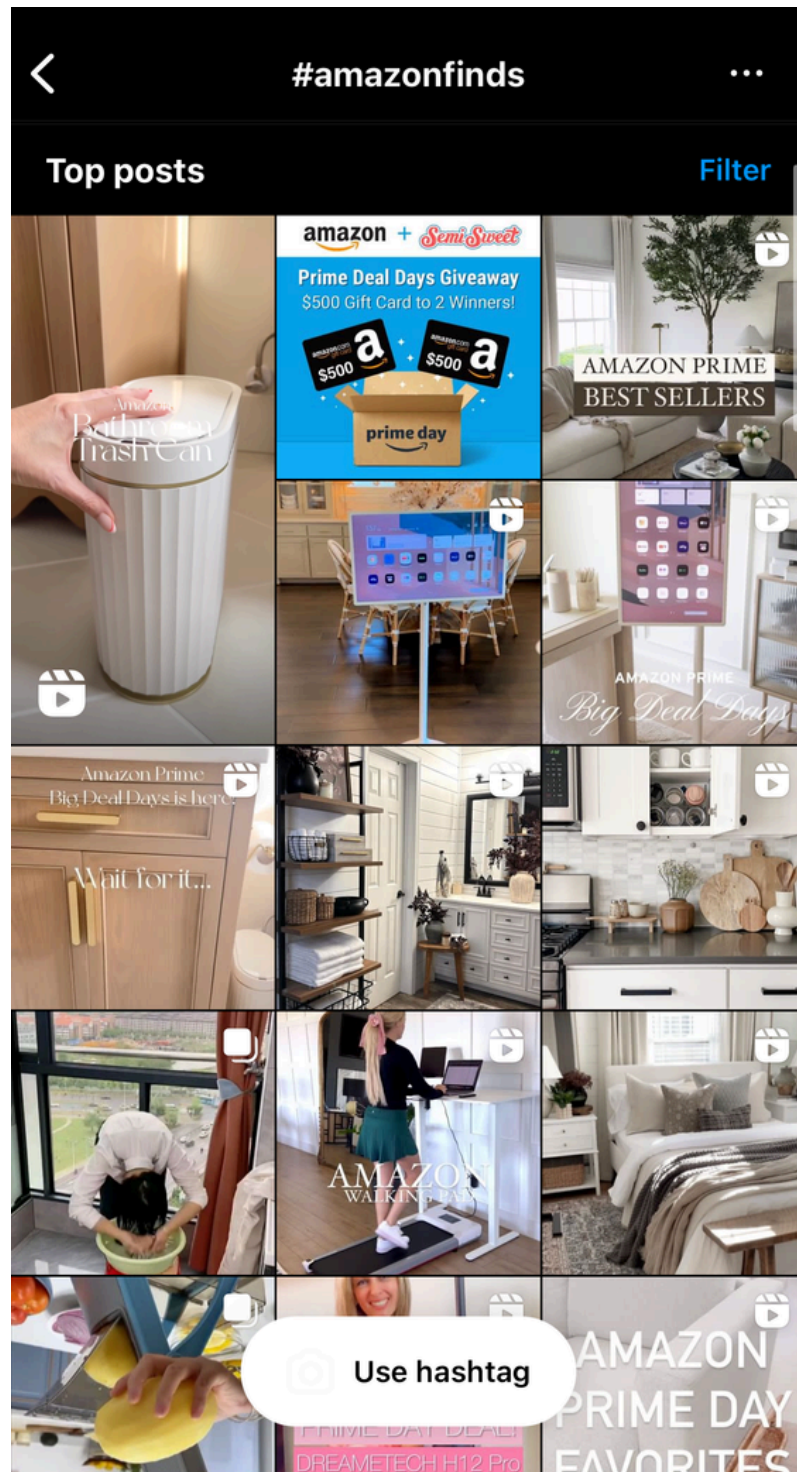
\$2.88 - \$5.88 / piece
100 pieces (Min. Order)

1 YRS Qingdao Dehao International Tr...

Contact Supplier

Go to **Alibaba.com**
and find the same product

4)



*Go to Instagram
and apply the same strategy
as Tiktok*

B- 1) **Blueprint #1: (ORGANIC WAY)**

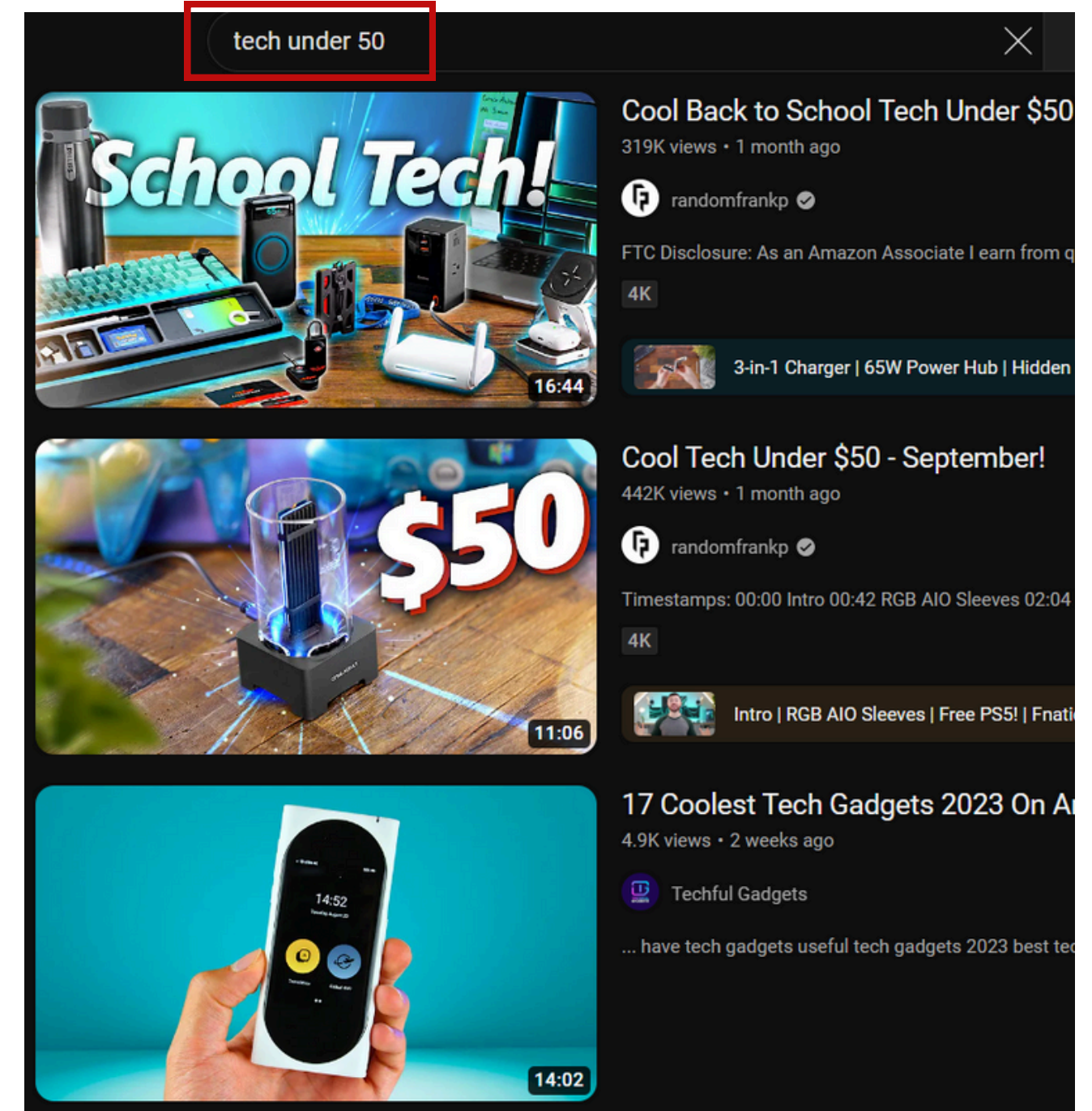
Strategy 2:

- Go to Youtube.com and search for:

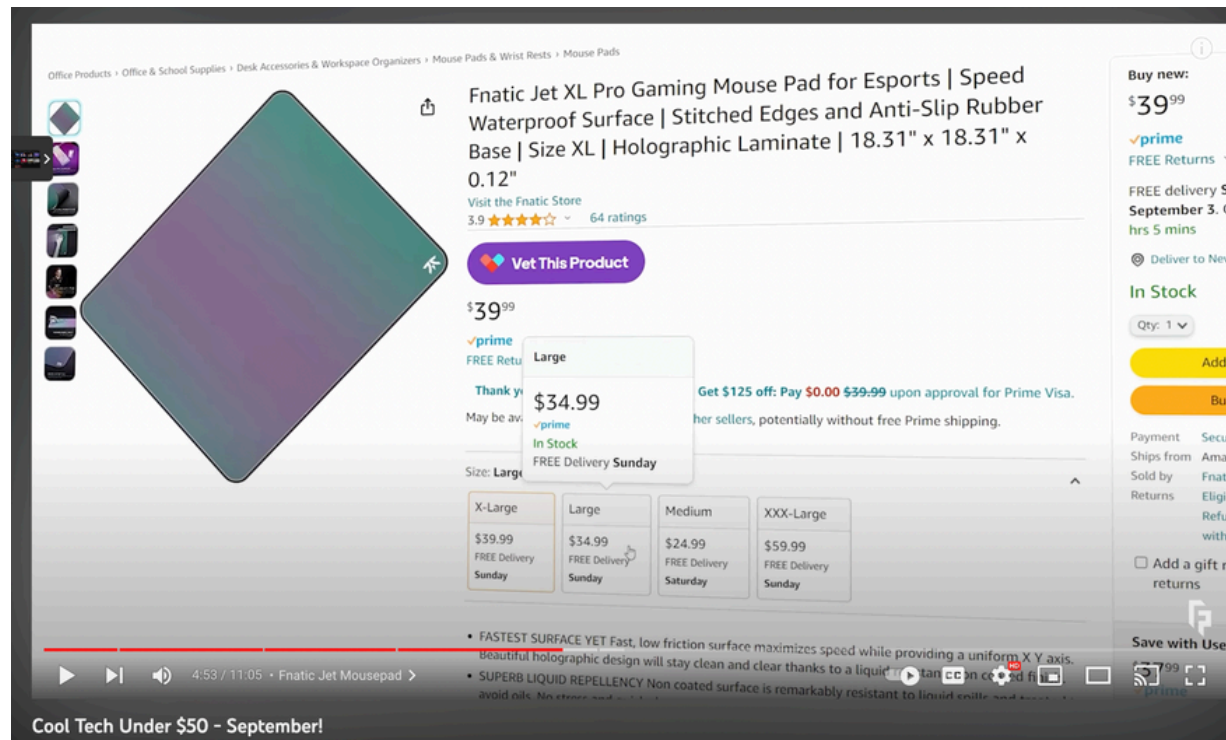
Tech/Health/Beauty/Kitchen/Gym/Fitness
Products under \$50

Once you search that, start by watching the
videos with the highest views.

- Check the video description for links
- Search for the product on Alibaba



B- 1)



379,366 views Sep 2, 2023

Got a fresh new episode of Cool Tech Under \$50 to help you find some cool new tech gadgets! Download WhatNot & win some FREE tech during my livestream! 🎧

<https://whatnot.com/invite/randomfrankp>

🔥 RGB AIO Sleeve: <https://amzn.to/45yhSaP>

🔥 Fnatic Jet Mousepad: <https://amzn.to/47TUVAw>

🔥 KZ Krila IEMs: <https://amzn.to/470bpKI>

🔥 Baseus 65W Station : <https://amzn.to/3EhMlss>

🔥 NVMe Docking Station: <https://amzn.to/3QZFgd0>

🔥 1TB NVMe SSD: <https://amzn.to/3R1ZIPJ>

• All Cool Tech Under \$50 products archived: <https://vetted.ai/creator/randomfrankp>

2) Strategy 3:

1) Go to Tiktok Creative Center:
ads.tiktok.com

➔ *Business*

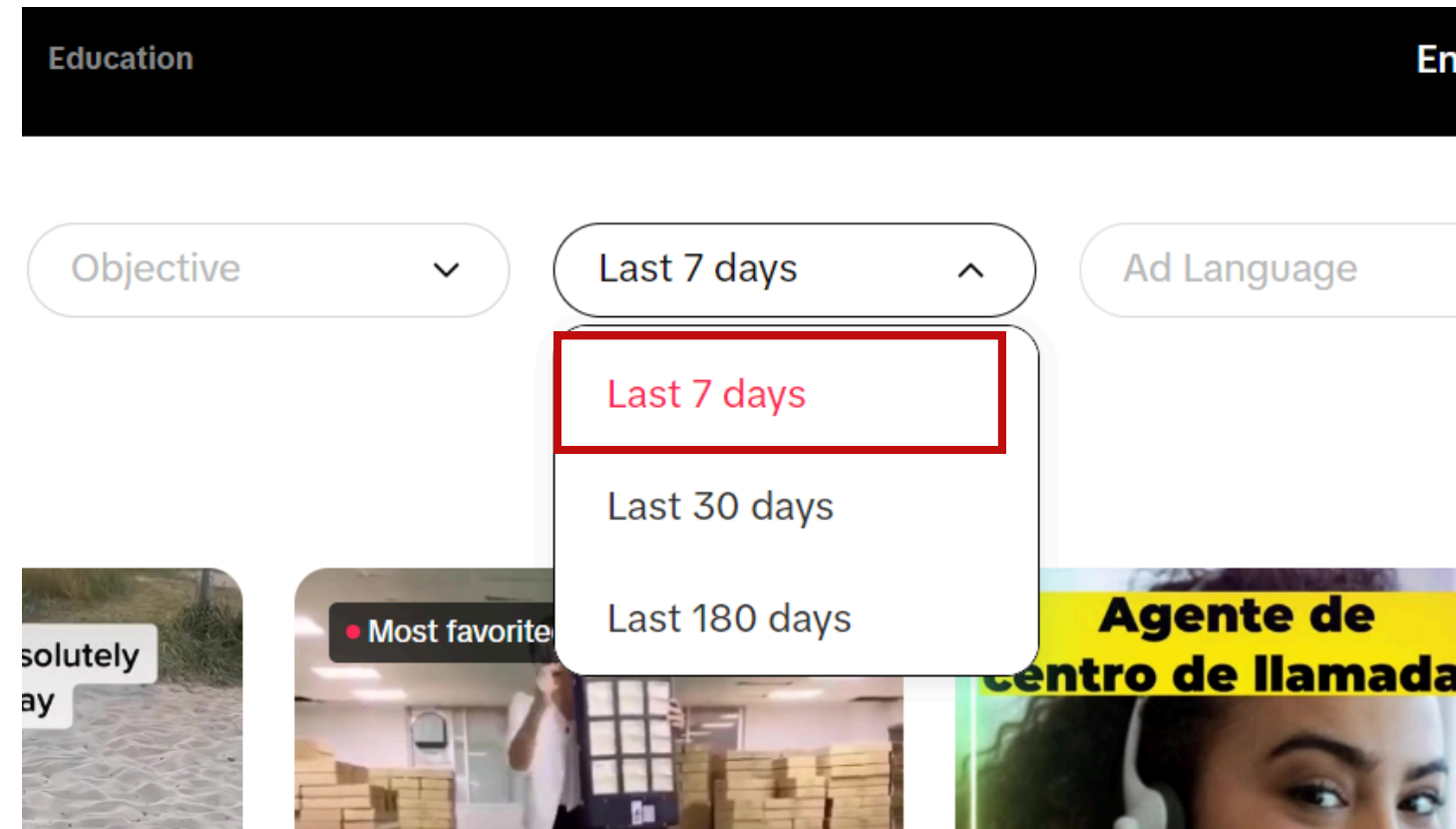
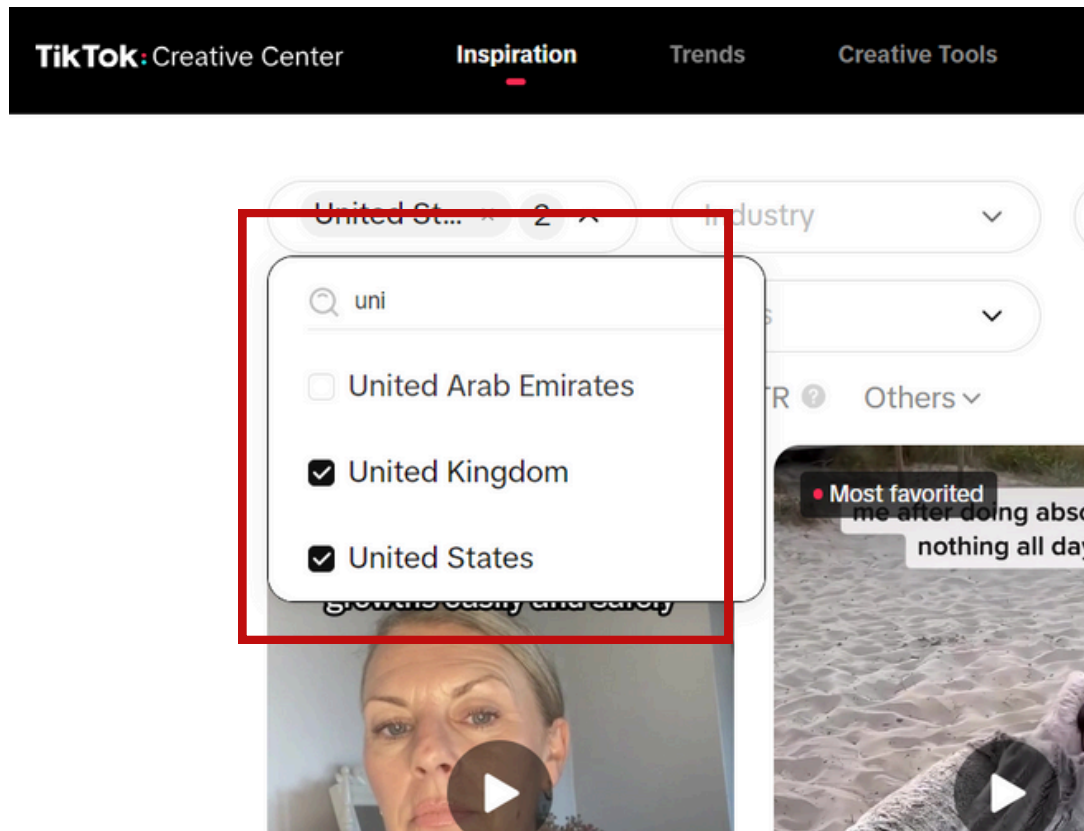
➔ *Creative center*

2) Click on *Inspiration* and choose
“Top Ads Dashboard”

The screenshot shows the TikTok Creative Center website. At the top, there is a navigation bar with the following items: "TikTok Creative Center", "Inspiration", "Trends", "Creative Tools", "Education", "English", and "Log in". The main heading reads "Let's elevate your whole creative game". Below this, there are three main sections: "Looking for examples of top ads?" (with a "Top Ads Dashboard" card), "Wondering what's hot on TikTok?" (with a "Trend Intelligence" card), and "Seeking creative guidance?" (with a "Creative Tips Finder" card). Each card has a "Get started" button. Below these cards, there is a navigation bar with "Inspiration", "Trends", "Creative Tools", and "Education". A white dropdown menu is open under "Inspiration", listing: "Top Ads Dashboard", "Top Ads Spotlight *New*", "Keyword Insights", "Creative Insights", and "Top Products". The background features the text "Let's elevate your whole creative game" in large white and red font.

3) Choose Ads in USA or European Countries:

4) Filter by **Last 7 Days & by Industry**



5) Go to **Alibaba.com** and find the product



Q9 Hot Selling magnetic power bank
10000mAh Metal Power Bank with digit...

\$8.88 - \$11.49 / piece
10 pieces (Min. Order)

3 YRS Shenzhen Hisone Technology ...



Contact Supplier



2023 thin Slim mini Magnetic Wireless
chargers power bank 5000ma for apple...

\$10.11 - \$13.44 / piece
10 pieces (Min. Order)

1 YRS Guangdong Yicheng Technolog...



Contact Supplier



Professional Fac
Charging Wireles

\$11.60 - \$14.9
30.0 pieces (Min

1 YRS Guangd



Contact S

2) Paid way:

Online product hunting programs.

https://whop.com/productprophet/?d2c=true&directPlanId=plan_T6JgrhAQjdja5&pass=prod_XSI41xDKYzIn0&a=jad34

USE: WOLF for 10% OFF

Enjoy all those adspy & product hunting tools for 99% less.

\$25/month instead of \$2,800

Pipiads - Shophunter - Exploding topics - Minea



3) THE PERFECT Product Store blueprint

is as simple as:

- 1) Margins are at least 70% before marketing expenses
- 2) Selling price is above \$30 (Plus: Above \$50)
- 3) Recurring customers: Can be bought several times
- 4) Can have at least 2-3 extra cross-sells through time
- 5) Is not seasonal or a trendy product

If your product fails to meet at least 3/5 of the above it's not brand worthy.

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4) What makes a product a potential winning product a winner?

- High engagement rate on social media
- High number of sales on marketplaces (Amazon/Ebay...)
- Product that saves the consumer money, time or effort
- High trendline on Google Trends
- Regional or worldwide targeting
- Wide range of marketing assets (Photos/Videos...)
- Weighs less than 2kgs
- Product that can be private labeled



B- Brand Vs. Quick Flip:

Brand:

- Investment Period: Long Term
- Exit Timeline: Possible
- Ad Reliant: No
- Financial Investment: Relatively High
- Creativity: Requires it
- Risky: Yes
- Scalability: Vertically & Horizontally

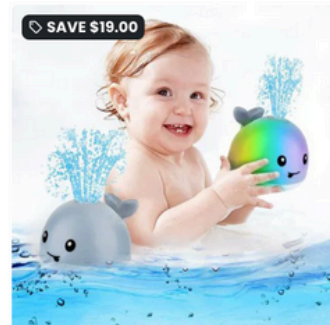


Quick Flip:

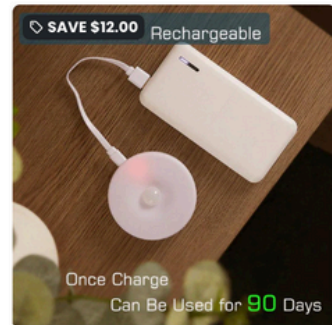
- Investment Period: Short term
- Exit Timeline: Super hard
- Ad Reliant: Yes, Heavily
- Financial Investment: Relatively Low
- Creativity: Little to no creativity
- Risky: Small Risk
- Scalability: Horizontally Only



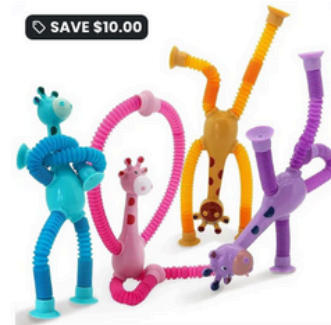
SAVE \$5.00 Every child has a heroic dream Sucker attack Precision capture Add to Cart SpiderMan Web Shooter \$9.99 \$14.99



SAVE \$19.00 Add to Cart Baby Whale Bath Toy ★★★★★ (26) \$5.99 \$24.99



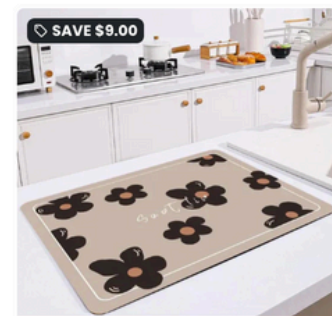
SAVE \$12.00 Rechargeable Add to Cart Motion Sensor Adhesive Light (3pcs) ★★★★★ (2) \$12.99 \$24.99



SAVE \$10.00 Add to Cart Telescopic Giraffe Toy (4pcs) \$9.99 \$19.99



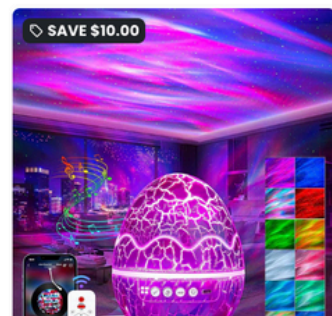
New Arrivals



SAVE \$9.00 Add to Cart Floral Kitchen Mat \$15.99 \$24.99



SAVE \$5.00 Add to Cart Electric Screwdriver Kit

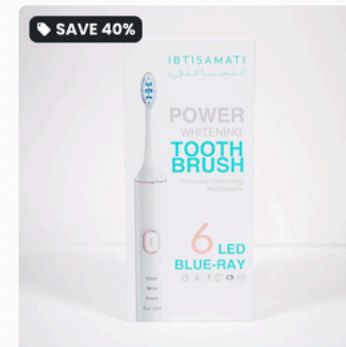


SAVE \$10.00 Add to Cart Egg Star Projector

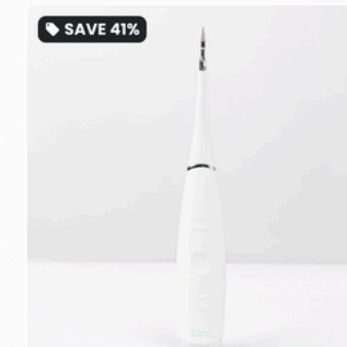


SAVE \$5.00 Add to Cart Gel Seat Cushion \$19.99 \$24.99

Our Products



SAVE 40% Add to Cart Ibtisamati Electric Toothb... \$59.99 \$100.00



SAVE 41% Add to Cart Ibtisamati Dental Calculu... \$34.99 \$60.00



SAVE 16% Add to Cart Ibtisamati V34 Color Corr... \$24.99 \$30.00



SOLD OUT Sold Out Ibtisamati Teeth Whiteni... \$24.99 \$80.00

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Product examples:

Bad product



- 1) large weight*
- 2) seasonal*

Product examples:

Good Product: General store



- 1) High demanded product (broad target)*
- 2) Can be sold as a general store*
- 3) Can be sold all year long*
- 4) Margins are very good*
- 5) Not scalable*



Super 60W 3000pa Wireless Auto vacuum cleaner cordless mini car vacuum cleaner

#10 Most popular in [Dc 12v Vacuum Cleaner](#)

20 - 199 pieces	200 - 999 pieces	1000 - 4999 pieces	>= 5000 pieces
\$5.50	\$5.20	\$4.92	\$4.65

- SUPER SEPTEMBER**
- Extended 60-day money-back protection
 - Save up to US \$45 with PayPal

\$100.00 OFF Order total must exceed \$10,000.00 (ex... [Get coupon](#)

Benefits: US \$10 off with a new supplier [View more](#)

Power suction wireless one- 3.7V-2500pa \$5.50

0

Basic Version

ORDINARY MOTOR



High Power Mini Vacuum Cleaner

~~\$109.98~~ **\$54.99** **Sale**

Pay in 4 interest-free installments of \$13.74 with [shop Pay](#) [Learn more](#)

★★★★★ (27)

Color

Basic + Bag Basic Pro Version + Bag Pro Version

Quantity

1

Add to cart

Buy with Pay

[More payment options](#)

Get two items with extra 15% OFF!!!

*Margins are very good:
\$5.5, let's add \$1.5 for shipping, \$7*

Being resold for \$54.99

Can sell for \$39.99

*and make a \$33 (before marketing
& delivery)*

So let's say \$20 net profit

Product examples:

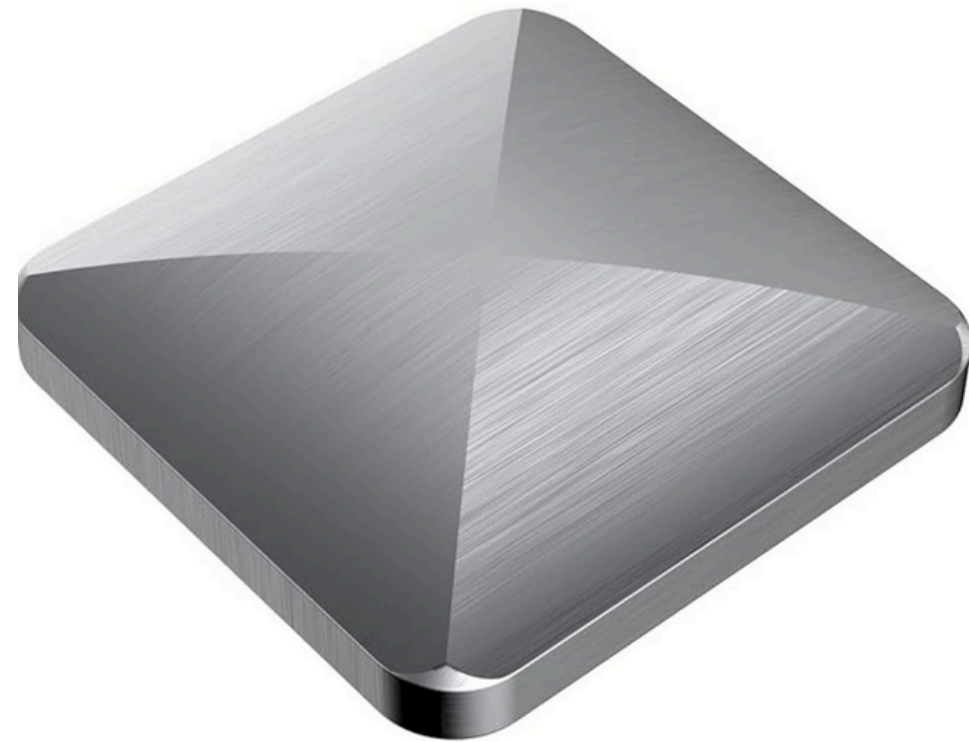
Bad product



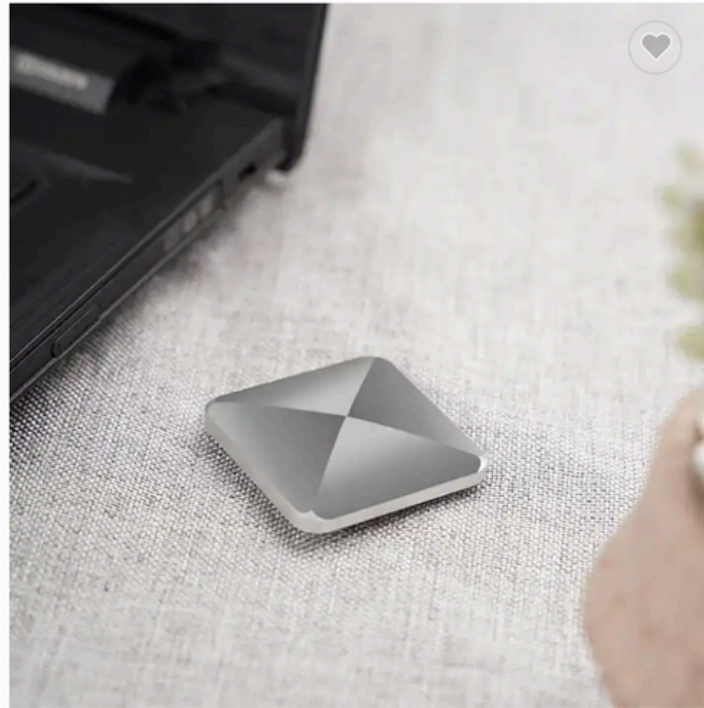
- 1) Difficulties in advertising*
- 2) More complicated legal & certificates*

Product examples:

Good Product: Quick flip



- 1) Went super viral on tiktok*
- 2) Very low weight*
- 3) Easy-to-use fidget*
- 4) very low cost*
- 5) Low MOQ*



View larger image

Ready to Ship In Stock Fast Dispatch

Super FY 2020 Fashionable lightweight convenient to carry fun to relax and compact toys Desk Toy Skill Toys Dropshipping

1 buyer

100 - 999 pieces	1000 - 9999 pieces	>= 10000 pieces
\$1.09	\$0.99	\$0.79


SUPER
SEPTEMBER

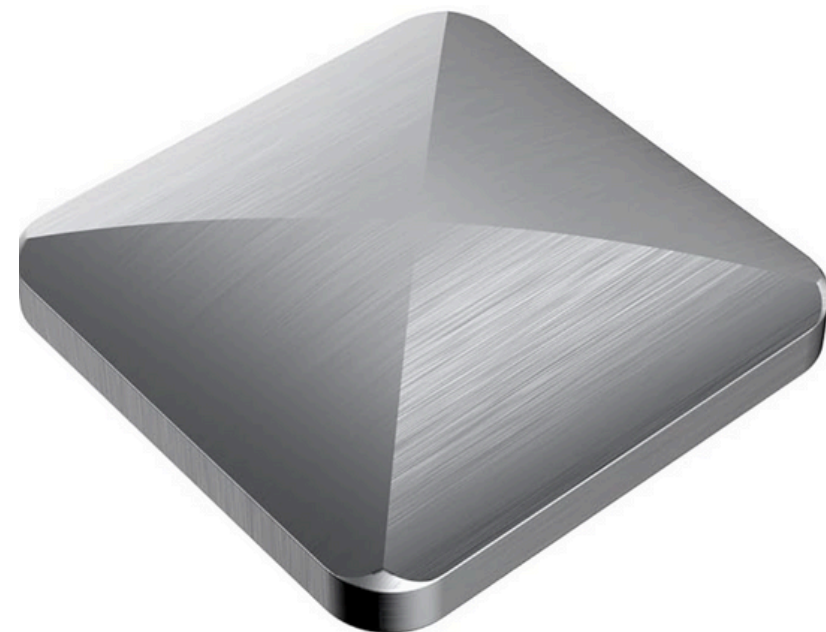
- Extended 60-day money-back protection
- Save up to US \$45 with PayPal

\$10.00 OFF Order total must exceed \$1,000.00 (excl... [Get coupon](#)

Benefits: Quick refunds on orders under US \$500

[View more](#)

Color  Gold \$1.09



CaLeQi Desktop Flip Toy Pocket Size Kinetic Toy Flip Spinning Toy Flip Stress for Autism Anxiety Relief Relieves Stress Reducer Anxiety

Brand: CaLeQi
3.5 83 ratings

USD **15.09**

Import Fees Deposit Included

prime

- Electronic Payment Only
- 30 days Returnable
- Free Delivery
- Delivered by Amazon Global Store
- Secu >

Size: One Size
Material: Metal
Brand: CaLeQi
Age range (description): Kid

About this item

[Pocket Size] The product is an oddly satisfying desk toy that flips-rolls-falls at the same time pocket size kinetic-skill toy, precision machined out of a solid piece of metal.

[Easy to Use] It's simple, yet well thought of form hides captivating characteristics that are revealed by mastering the right

Good Product: 1 Product Brand store



- 1) Recurring product*
- 2) Problem -> Solution*
- 3) Margins are insane*
- 4) Perfect industry*
- 5) Can be sold alone with a high AOV*

Main images (6) Description images (13) Description video Product video power by AllSave Plus



View larger image

Super Super Greens Powder Private Label Multivitamin Bulk Mix Complete Whole Foods Adaptogen Vitamin Mineral Superfood Green Powder

3 buyers

#9 Most popular in [Multivitamins](#)

[View More](#)

500 - 999 boxes	>= 1000 boxes
\$4.78	\$4.00

- SUPER SEPTEMBER**
- Extended 60-day money-back protection
 - Save up to US \$45 with PayPal

Benefits: 3-day coupon giveaway: up to US \$80 off [View more](#)

Flavor: Customized \$4.78




The Pouch

Starting at \$79 →

One 30-serving pouch for your home. Ease and consistency in your daily routine.

Product examples:

Bad product





90-day lowest prices


Super Good Selling **Compression** Adjustable Elastic Sports Basketball **Ankle** Brace

\$0.63 - \$0.68

Min. order: 10 pieces


Verified  [1 yr](#)  [CN Supplier](#)


[Contact supplier](#) [Chat Now](#) Compare



[Brand: Pureadee](#)

Pureadee 3PCS Neuropathy Socks, Ankle Brace Socks and Tendonitis Compression Socks, Copper Foot Compression Sleeve for Pain



5.0  [2 ratings](#)

 Best Seller

\$5.99

\$11.92 Shipping & Import Fees Deposit to United Arab Emirates [Details](#)

Color: S/M

 **\$5.99**  **\$5.99**

Product is good, solves a problem, small weight, easily shippable, and meets all requirements BUT you wanna make money, not save the planet.

Margins are shit - you get it for around \$5 after shipping & delivery, and it's already being sold for \$6



Products to avoid:

- *Counterfeit products*
- *Weapons (knives etc.)*
- *Alcohol*
- *Smoking*
- *Adult products*
- *Medical products*
- *very large products (weight)*



Products that need high Investment:

- *Fashion*
- *Jewelry*
- *etc.*
- *Mainly products that can't be sold on it's own, yet need a lot of variants (sizes, colors etc.)*

V- How to Private Label & Ship to Lebanon:

Step 1: Alibaba.com


Bonus: If you're trying to find suppliers of very big brands go to **importyeti.com**

The screenshot displays the ImportYeti website interface. At the top, there is a search bar with the text "Find Any Company's Suppliers" and a search icon. The main heading is "My Pillow" with a US flag icon. Below this, the address "2101 4Th Ave E, Ste 100, Shakopee, Mn 55379, Us" is shown. A location path is provided: "Shakopee (nearest) > City of Shakopee > Scott County > Minnesota". There are also links for "Also imports under 2 names and 10 addresses" and "View list". A quick search section includes options for "Name", "Address", "Address(maps)", and "LinkedIn". Shipping statistics are listed: "Most Recent Shipment: 08/26/2023 (Database Updated: 08/31/2023)", "Avg. TEU per Shipment: 2.36", "Avg. TEU per Month: 31.12", and "Total Sea Shipments: 1,520". An estimated shipping spend of "\$1,105,865.06 (8.09% coverage)" is also shown.

The main content area is divided into four columns: "Suppliers", "Shipments", "Total Shipments", and "Product Descriptions". The "Suppliers" column lists four suppliers with their respective countries and a "Sort Countries" button. The "Shipments" column shows a date range of "08/2015 - 08/2023". The "Total Shipments" column displays a bar chart for each supplier. The "Product Descriptions" column provides detailed information for each supplier, including product names, H.S. Codes, and links to "See all bills of lading with this supplier".

Supplier	Country	Total Shipments	Product Descriptions
Feroze1888 Mills	Pakistan	478	Hand Towel Bath Towel, Terry Face Cloth Hand Towel Bathmat, Terry Hand Towel Bath Towel, Terry Face Cloth Terry Face Cloth Hand Towel Bath Towel Bath ... H.S. Codes: (5802.11, 3307.30, 6302.60, 9604.00) See all bills of lading with this supplier
L S Mills	Madurai, India	369	Garments, Percent Giza Cotton Pillowsitemitem Namecolorquantity Pillow Queen Hanging Hookwhite Pillow Queen Hanging Hook Silver Pillow King Hanging Ho... H.S. Codes: (6304.19, 2306.10, 6209.20, 7905.00) See all bills of lading with this supplier
Zaber & Zubair Fabrics	Dhaka, Bangladesh	321	Home Textile Pillow Construction Cvc Twill Design Printed Purchase Contract Mpl Zsa, Home Textile Pillow Roll Pillow Construction Giza Cotton Design D... H.S. Codes: (6302.31, 6301.30, 7013.91, 9502.91) See all bills of lading with this supplier
Nishat Chunlan	Lahore District, Pakistan	87	Said Sheet Ups Cotton Printed Ncl Purchase Contract Mpl Zsa Ncl, Said Sheet Ups Cotton Printed Ncl Purchase Contract Nmpl Zsa Ncl, Sheet Ups Cotton P... H.S. Codes: (6302.31, 6302.39, 7905.00, 7104.10) See all bills of lading with this supplier

Once you choose the product, you'll have to pay for the:
Price X MOQ



Super · Luxury Teeth whitening kit Home Professional Dental Bleaching 5 LED Red&Blue Light Teeth Whitening Kit Private Logo Popular


★★★★★ 4.0 3 Reviews 22 buyers


UK CE FC View More

2 - 499 sets	500 - 999 sets	>= 1000 sets
\$5.60	\$5.10	\$4.80

SUPER SEPTEMBER · Extended 60-day money-back protection >

Benefits: 3-day coupon giveaway: up to US \$80 off [Claim now >](#)

Color:  White \$5.60

Samples:  **\$6.00/set** | Min. order : 1 set [Get samples](#)

Lead time: ⓘ

Quantity (sets)	1 - 5	6 - 100	> 100
Lead time (days)	5	7	To be negotiated

Customization: Customized logo (Min. order 100 sets)
Customized packaging (Min. order 100 sets)
Graphic customization (Min. order 100 sets)
Less ^

Add to Compare Share

How to know if the supplier is good or not?

1



Gold Supplier



Verified Supplier



**Trade Assurance
Supplier**

2

3+ years in business

3

**> \$100,000 in
transactions**

Always order a sample

How to know if the supplier is good or not?

Verified supplier

Nanchang Dental Bright Technology...
Custom manufacturer

CN 11 YRS VR Showroom

Super #3 **Featured manufacturers in Per...**

Store rating	On-time delivery rate
4.8/5	90.8%
Response time	Online revenue
≤4h	\$1,500,000+
Staff	Patents awarded
105	9

Services

Sample-based customization
Full customization

Certifications

Protection with Trade Assurance

How to negotiate with them?

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***Finally,
Ship them.***

DOOR TO DOOR.

VI- What do you Need to get Sales:

1- Your website

Shopify.com



\$1/month Link: <https://shopify.pxf.io/wolfobey>

2- Content.

UGC style content.

Get inspiration from:

- **Facebook Ads Library**
- **Tiktok creative center**

Use your Phone!





3- Ads

Facebook ads (The right way)

4- Influencer Marketing

FREE EBOOK





Finally:

You got orders?

Time to deliver them.

**You will work with delivery companies such as
iCARRY that will take care of Cash on delivery.**

How much do you need to start?

I have students that started for as little as \$200, \$400, \$800, \$2,000, \$6,000 ----> \$50,000

MON 3:50 PM

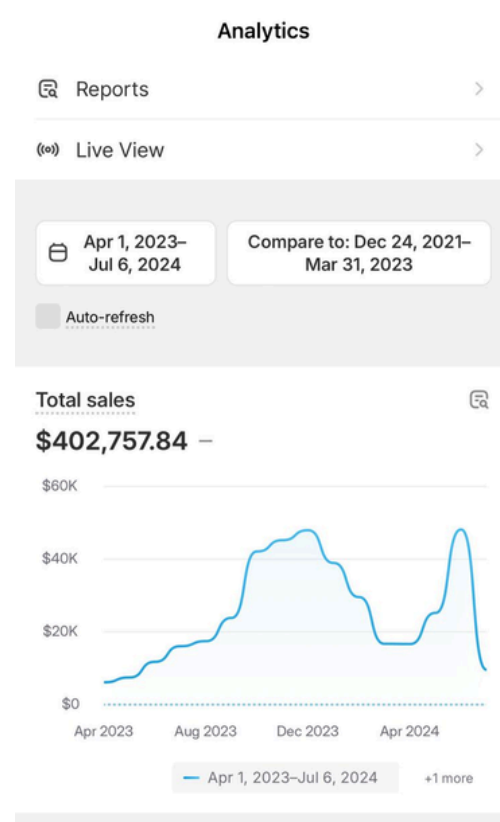
Total sales **\$30,372.69**

116K Total orders 2.17% Conversion

50+ Orders to fulfill 50+ Payments to capture

You're eligible to apply for up to \$6,400 in funding

All lebanon
Currently in Dubai setting up my company to scale the GCC
A year ago I started with 200\$
it's insane what you can do in a year



JAN 5 AT 8:53 PM

Hello Jad, Just wanted to share with you the biggest sale of 2023 almost 1.2 Million Dollars Cheers to you and the engine you remember told you will make you proud

10:48 Done

Analytics

Last 12 months Compare: Previous period

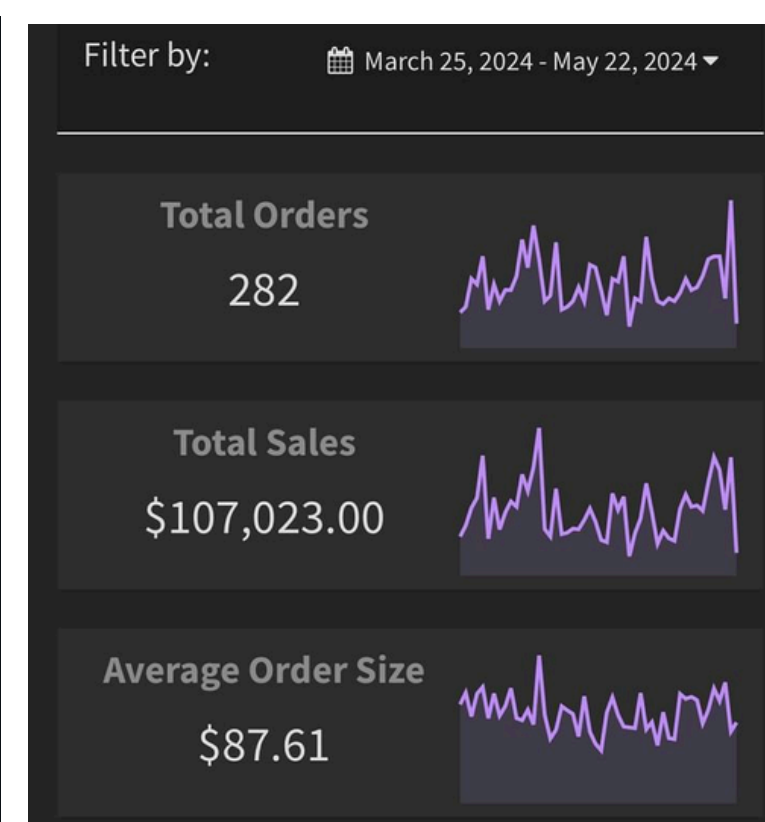
Auto-refresh

Total sales **AED 4,278,478.42** +9%

AED800K AED600K AED400K AED200K AED0

Jan 2023 Apr 2023 Jul 2023 Oct 2023

Jan 1-Dec 31, 2023 Jan 1-Dec 31, 2022



6:29 PM

Total sales **\$100,703.4**

2.81K Total orders 4.23% Conversion

50+ Orders to fulfill 50+ Payments to capture

4.5 months changed my life!
Lhamedella!! Thank you Jad!! Man the Engine is 6 figures club!
Here I come

\$100,000 in 4.5 months

Truly an Engine champ.



But the answer is:

Quick flip: \$400 -> \$1,500

Brand: \$1,500 -> \$4,000

Things to calculate:

- 1) Price vs MOQ
- 2) Shipping cost
- 3) Packaging
- 4) Content + photography
- 5) Website
- 6) Ads



See you in part 2!

Stay tuned for a mega surprise