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# Retail Rebellion: How To Start Your Own Online Retail Empire

By *Nathan Hartnett*



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A step by step guide that tells you how to create your own online retail empire the smart way. How to find a niche market with low competition. How to source the product as cheaply as possible and get around high quantity requirements. How to pay your suppliers safely and what shipping methods to use. What kind of website to build and when to build it. How to use social media including Facebook, Twitter and Pinterest to promote your sites. How to determine pricing. How to improve your conversion rate. How to outsource. How to get good SEO done cheaply and effectively. Nathan and Tessa Hartnett have been successfully building online retail stores since 2006, and share their complete business model with you, so that you can do the same - no matter what your background!



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# Retail Rebellion: How To Start Your Own Online Retail Empire

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A step by step guide that tells you how to create your own online retail empire the smart way. How to find a niche market with low competition. How to source the product as cheaply as possible and get around high quantity requirements. How to pay your suppliers safely and what shipping methods to use. What kind of website to build and when to build it. How to use social media including Facebook, Twitter and Pinterest to promote your sites. How to determine pricing. How to improve your conversion rate. How to outsource. How to get good SEO done cheaply and effectively. Nathan and Tessa Hartnett have been successfully building online retail stores since 2006, and share their complete business model with you, so that you can do the same - no matter what your background!

## **Retail Rebellion: How To Start Your Own Online Retail Empire** By Nathan Hartnett Bibliography

- Sales Rank: #1155529 in Books
- Brand: Brand: CreateSpace Independent Publishing Platform
- Published on: 2012-09-17
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .29" w x 6.00" l, .38 pounds
- Binding: Paperback
- 128 pages

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### **Editorial Review**

#### **Review**

"When you want to be a successful ecommerce entrepreneur, you have to learn a lot. To begin that journey of learning, your best guide is a beginner's book that covers all the basics. Retail Rebellion is that book." - About.com Review

#### **From the Author**

When it comes to starting an e-commerce business, a lot of focus and energy is put into the wrong places. Believe it or not, the website itself, or choosing which payment systems to use, aren't the most important aspects of being successful online. However, if you try to sell the wrong product, or there's too much competition, then you may be setting yourself up for failure from the beginning. We wrote this book to help point you in the right direction from the word go, and to help you avoid all of the mistakes that we made!

#### **About the Author**

Nathan and Tessa Hartnett have been successfully building online retail stores since 2006, and currently live in Bangkok, Thailand.

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