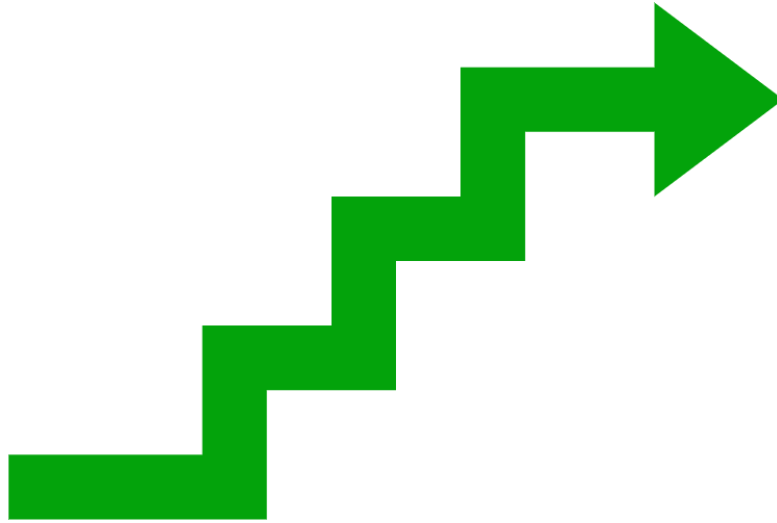


INTRODUCING:

The Stairway to 7 Figures



The **NO-DEBT, NO-STRESS** Roadmap
to Replacing Your Job & Earning More
Money by Selling on Amazon, Ebay,
and Other Online Marketplaces

By Ryan Grant

Do you know the **NUMBER ONE** reason for stress and financial failure among people who try selling on marketplaces like Amazon?



If you want to build a profitable online retail business, it's vitally important that you understand this.

Understanding this ONE thing is the difference between earning a sustainable profit in the next 30 days and accumulating debt that you and your business may never repay.

It's the difference between actually *enjoying* your new business from Day 1 and finding yourself even more stressed than you are now.

(Hard to believe that's even possible with all the stress 2020 has been dishing out, but it's true).

It all has to do with where and how you start, and this report is going to make sure you don't make the same mistakes that hundreds of aspiring entrepreneurs make every day.

If you think you already know all this, you can stop reading now.

But if you want to make sure you don't make this mistake and waste THOUSANDS of dollars in bad investments, this short report could be the difference between achieving your dream business and finding yourself worse off than when you started.

It will also show you exactly what strategies you can use to start successfully, even if you don't have a dime to your name right now.

And even if that's the case, NO DEBT is required!

DO NOT "INVEST" MONEY YOU DON'T HAVE.

Wait - Who are you and why should I care what you have to say?

My name is Ryan Grant.



I run a 7-figure online retail business based out of Minneapolis, Minnesota.

You should read this report because you can finish it in about 20 minutes and reading it could dramatically alter your odds of success.

I will be straight to the point and will not be doing things to trick you into trying something that is not in your best interest.

Rather than going long on my story right now, I'd rather you read the report and make a judgement based on your own life experiences and reason. If the information you learn makes sense and seems logical, use it. If it doesn't, don't.

If it helps, I'll also be upfront about what I have to sell.

I offer a mix of Accelerators, groups, traditional courses, and coaching. Our programs are designed to help you achieve very specific goals. We are big on results and offer strong guarantees to take the risk out of taking action and trying.

One of my main goals with this report is to show you that you can build a successful business *without* having to invest thousands of dollars into courses and strategies that you aren't ready for.

The offer I will make to you at the end of this report is a discounted first month in our most popular Q4 program - [our Arbitrage Finds BOLO Group](#).

This will get you over 100 retail arbitrage leads a month from my business. It is possible to earn thousands in profit from these leads, yet the cost is just \$99 a month.

It costs less than \$100 to join and comes with a full 30-day satisfaction guarantee.

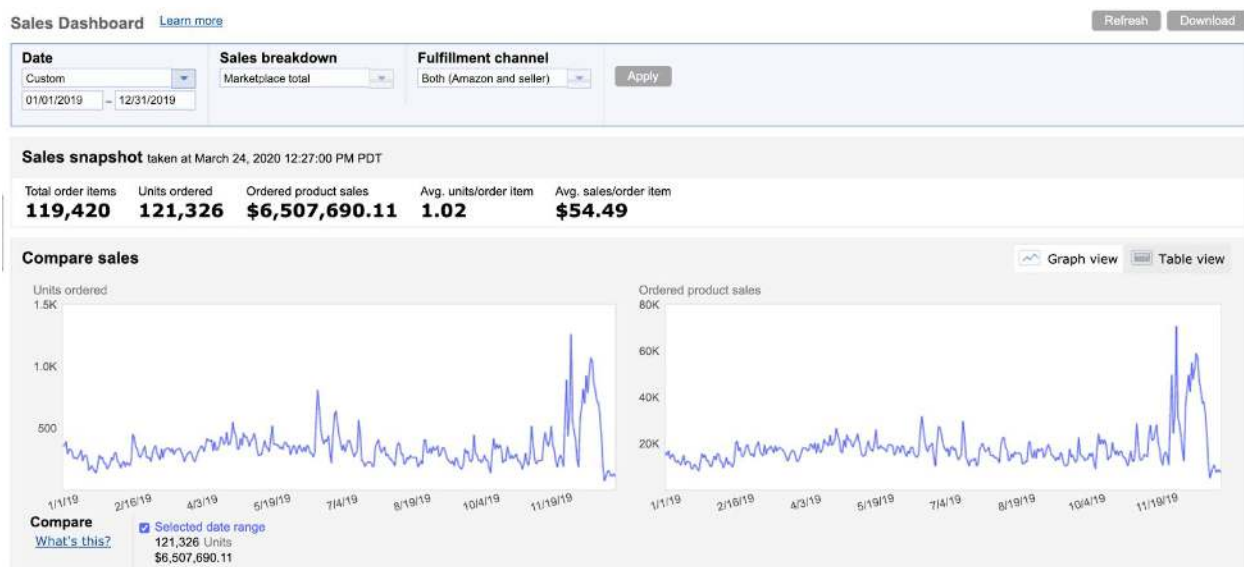
You do not need this group to be successful. Some people find it to be a good investment because of the extra profit it earns them and the time it saves.

So if you are worried that reading this report will be a waste of time because it might just be a long pitch for something you don't want or need, hopefully knowing all this in advance will put you at ease.

Okay, so what is this thing that is so important for me to understand?

There are some big benefits to online retail.

The long-term earnings potential is very high. The longer you stick with it and scale your systems, the more you can earn. I've been selling full-time since 2013 and my business has increased sales every single year. We're in the high 7 figures per year now and will pass 8 figures soon.



The automation potential is also very high. Over time, you can develop systems and hire people to run them for you. I'm now minimally involved in the day to day operations of the business, and I can continue to run it even when I'm traveling overseas (which I've done twice now).

The big mistake aspiring entrepreneurs make is falling for the idea that they can take a shortcut to these two benefits.

Gurus will promise to show you their secret strategies that will unlock these benefits on impossibly short time frames, but they fail to tell you about an unavoidable reality...

Two requirements for a successful business are experience and money.

Courses and training can be a very useful way to accumulate knowledge, but the experience only comes from investing your own time and making your own decisions based on the knowledge you have.

And there is no course in the world that can make up for a deficiency in money.

Consider this fact - in order to sell 7 figures worth of products on Amazon, you have to be able to BUY them in the first place.

If you are starting with anything less than a hundred thousand dollars, there is no magic formula that is going to help you sell 7 figures in the next few months.

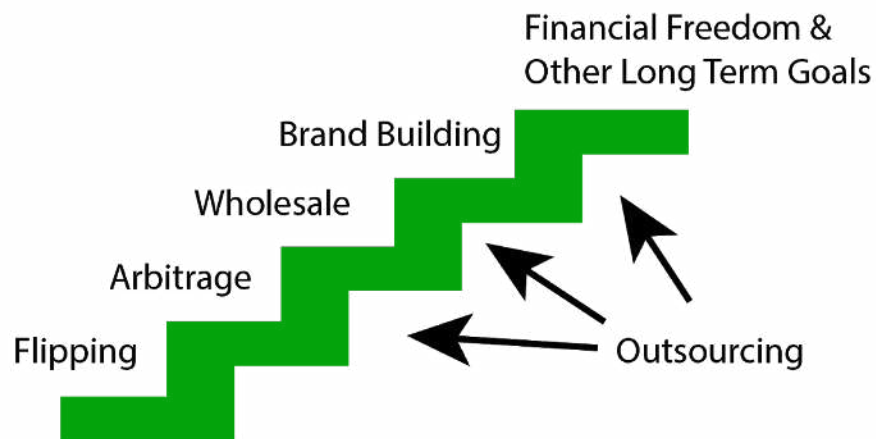
You must earn your way there.

And that's where the Stairway to 7 Figures comes into play.

What is The Stairway to 7 Figures?

The Stairway to Seven Figures is a system for building a successful online retail business from scratch.

The Stairway to 7-Figures



The main components are:

- Flipping
- Arbitrage
- Outsourcing
- Wholesale
- Private Labeling / Brand Building

The top of the staircase is set by you. Whatever your goal is for wanting a business – more time with friends and family, less time working, money to invest in a passion project, all of the above, or something else altogether – goes at the top of the staircase.

The higher you climb, the higher the earnings and automation potential.

That's why people fall for the trap of trying to jump straight to the top with wholesale or private labeling.

People will try to sell you on this idea by sharing stories about people making hundreds of thousands or even millions within the first few months.

As discussed above, there is a big problem with this. Success with these higher level strategies require a lot more of two things: experience and capital.

That's why the first steps on the Stairway - the steps most people should start with - are flipping and retail arbitrage.

What are flipping and arbitrage?

These are two similar strategies.

Flipping is going out to thrift stores, garage sales, flea markets, and other sales like this and buying USED things to resell for a profit on eBay, Craigslist, Facebook Marketplace and other sites like this.

(One of my favorite all-time flips was buying a fur coat and selling it as a Macklemore costume for Halloween during the peak popularity of the song “Thrift Shop”.)



Retail arbitrage is going out to brick and mortar retail stores and buying NEW things that can be sold for a profit on marketplaces like Amazon.

Here are some of the Big Box stores people frequently target for retail arbitrage:

- Walmart
- Target
- Home Depot
- Lowes
- CVS
- Walgreens
- Costco

But keep in mind that nearly any retail store offers opportunities.

Online arbitrage is doing the same thing, only you are doing it all online. Frequently this means buying from a brand's website to sell on a marketplace, but there are many marketplace to marketplace opportunities as well.

There are a few big advantages to starting with these strategies:

1. You can start immediately.
2. You can start with any amount of money (including \$0).
3. You get to gain a lot of online selling experience in a low-risk environment.
4. You can start with the time you have available right now, and invest more as you are able.
5. The earnings potential is still very high.

These are the strategies I used to launch my business, and arbitrage in particular has remained a very big part of our success.

To this day, retail arbitrage accounts for about 35% of our sales - this amounts to several million dollars in revenue!

As a bonus, I've attached a sourcing report to the bottom of this document.

It shares details on a trip I made to Home Depot, including a receipt showing exactly what I bought and screenshots of what the items sold for. This should help give you a better idea of how this works.

If you are brand new to selling, flipping and arbitrage are where you will be starting.

Here are some free resources that can help you:

- [The Flipping Challenge: Get Started W/ 5 Items You Already Own](#)
- [Retail Arbitrage: A Complete Guide for Beginners \(Amazon FBA 2020\)](#)
- [Online Arbitrage: Source More & Maximize Profits in 2020](#)

How do you outsource?

You might be wondering how it's possible to do several million dollars in revenue from retail arbitrage each year - the key is outsourcing.

When you first start your business, you'll be responsible for everything - or maybe you and a partner will be sharing responsibilities.

As you gain experience and streamline the work you're doing, you'll be able to develop systems that reliably produce results - and once you have systems you'll be able to hire other people to do that work.

This is important for several reasons. First, it allows you to increase total output by increasing the amount of labor and hours that are being invested.

But even more important is the fact that outsourcing the most repetitive tasks will free your time to be spent on the most important activities and focus on growth.

In this way, the total gains from hiring people tends to have a greater effect than just a linear increase from the addition of extra hours.

The other great thing about outsourcing is that in the long term, it unlocks one of the main reasons many people want a business in the first place - a lot more free time.

What about wholesale?

Wholesale is the fastest growing and largest segment of my business right now.

This surprises many people, because they incorrectly assume that it's "too late" to do wholesale.

This incorrect assumption stems from the way wholesale gained popularity on the internet when sites like eBay first launched - people were buying and selling wholesale supplier lists for cheap and it was very easy to get accounts set up.

While it has become much harder to get an account if you don't know what you are doing, it would be a huge mistake to assume that means people are no longer doing wholesale.

To this day, it remains the main way the majority of brands distribute products.

They just don't hand accounts out to anyone that wants them anymore.

If you want an account, you have to have something to offer - and that's what we call your "value prop".

To greatly simplify the process, the idea is that you identify a way that a brand or product's presence on an online marketplace is less than optimal, then you call their attention to it and position working with you as a solution.

For example, you may find a product with bad product photos or a bad description - you would then reach out to that brand and explain how you

could help them fix those issues if you were a partner and how that would lead to an increase in sales.

The key to this is actually backing all this up with results.

If you can do this, you can get a lot of accounts and make a lot of money.

The upside to a successful wholesale business is 7-8+ figures.

Here are some free resources if you want to learn more about the wholesale strategies we're using to get these results:

- [Wholesale Intro Guide](#)
- [Wholesale Case Study](#)

How does private label factor in?

Once you develop a strong wholesale operation, you may want to keep going - or you may want to focus on outsourcing and freeing up your time to do other things.

If you decide to keep expanding your business, the next step is to start developing your own brands and products.

The easiest version of this is referred to as private labeling. Private labeling is when you order existing products (generally from overseas via sites like Alibaba) and have your own "label" or brand placed on the product.

This has been a very popular strategy over the last decade, but there are problems with private label.

The main one is that since you aren't offering anything new or unique, it is very easy for competitors to replicate your success and drive profits down.

Finding products that can be profitably private labeled is increasingly difficult, and even when you do you generally will enjoy brief success followed by a wave of competitors - including Amazon in some cases - coming in and selling the exact same product just with their own "label".

Private label can work - but you'll enjoy more sustained success if you are able to differentiate yourself from competitors and offer something that other people aren't able to easily replicate.

How to Take Action and Make These Strategies Work For YOU

There is no reason why you can't be successful with these strategies. Your biggest barrier to success at this point is making the commitment to do the work.

If you make that commitment and follow through, you can be successful.

Don't forget - these are not get rich quick schemes. You will need to invest time and energy into these strategies if you want to see a return.

But if you do that, you can see PROFIT in your first month.

As I've said repeatedly, **there is no reason to go into debt** to start an online retail business.

The only things you truly need to get started are some accounts on the marketplaces and some products to sell.

You don't even need to invest any money to get started if cash is tight.

Commit to what we call the [Flipping Challenge](#) and sell 5 items you already own to get your first \$100+ to invest in more inventory. It's a fun way to get started and most people can easily find things to sell.

As a bonus, you get to declutter your house too!

When you are ready to try arbitrage, you have two options.

The first is to use the information we make available for free to learn the basics.

[This guide](#) will go into detail about the strategies we use to buy and sell 7 figures worth of products via retail arbitrage each year.

Once you understand the basics of retail arbitrage, you can check out the [Arbitrage Finds BOLO Group](#) I told you about at the start of this guide.

This gets you access to over 100 retail arbitrage leads from my business every month.

As you'll soon learn if you try retail arbitrage, sourcing is the most time consuming part of the process. Joining this group will help you save time and get more from your sourcing excursions by giving you qualified leads to target.

On top of the leads you'll get from my business, there is also a more traditional community BOLO group that you'll get access to when you join.

There is huge value and profits to be had by joining, especially if you want to make the most of Q4.

Here is the best part - the group is only \$99 a month.

And right now you can use the code Q42020 to save 50% on your first month!

[Tell me more about the Arbitrage Finds BOLO Group.](#)

BONUS: Home Depot Sourcing Report

In this short guide I'm going to share the full details of what an actual retail arbitrage trip that I did looked like. I'm going to share the exact store, the exact items, how the items sold, and what the overall profit was. Let's dive in!

Details on the Sourcing Trip:

I had some time available on a Saturday afternoon back in March and decided to go to a local Home Depot to do a little retail arbitrage sourcing. I ended up spending about a half an hour in the store as I got a call from a friend while I was in the store who wanted to meet up, and I left the store after that call. So I didn't even make it through the whole store in this half an hour.

Here's the receipt from the trip:



This receipt was exported directly from my Shoeboxed account, which is a service I'm using to help create digital copies of the receipts in my business. As you can see from the receipt, I was able to use the self-checkout as well so I didn't even have to talk to anyone while I was in the store. I'm a major fan of many different stores adding self-checkout over the past few years 😊

Items Purchased:

There were 4 items that I purchased on this sourcing trip that fit the profit and return on investment guidelines I had set. These are all listed on the receipt, but I will share them in an easier to read format here.

Item #1: Camo Knife / Free Fastback Knife

UPC: 045242487936

Buy Cost (pre-tax): \$7.54

Post Tax: \$8.13

Quantity Purchased: 6

Sales Rank when listed for sale: 113,850

Sales Price on Amazon when listed for Sale: \$22.30

Item #2: Kohler XT – 6 Gas Cap

UPC: 885612157485

Buy Cost (pre-tax): \$3.26

Post Tax: \$3.51

Quantity Purchased: 4

Sales Rank when listed for sale: 67,501

Sales Price on Amazon when listed for Sale: \$9.95

Item #3: Husky 2 Pack Folding Utility Knife

UPC: 820909977247

Buy Cost (pre-tax): \$2.52

Post Tax: \$2.72

Quantity Purchased: 7

Sales Rank when listed for sale: 248,490

Sales Price on Amazon when listed for Sale: \$19.99

Item #4: Defiant E96955 Dusk-to-Dawn Automatic Candelabra Light Controller (pack of 3)

Side note: I don't even know what a candelabra is or what it's used for. In reality this hardly matters for selling on Amazon. The main thing I'm

concerned with is what the item sells for on Amazon compared to the price I can buy the item for.

UPC: 081077006744

Buy Cost (pre-tax): \$14.97

Post Tax: \$16.13

Quantity Purchased: 3

Sales Rank when listed for sale: 90,216

Sales Price on Amazon when listed for Sale: \$26.97

Expected Profit at time of listing the items for sale:

At the time my business was listing these products for sale, the expected net profit was \$131.26. Here's a screenshot from my InventoryLab account, which is what I use for help with accounting and listing products for sale on Amazon, showing the expected profit:



| | | | | |
|-------------------------------|-----------------------------|------------------------------|--------------------------|------------------|
| Total Sales Value \$374.45 | Total Buy Value \$130.23 | Total Net Profit \$131.26 | Avg Sales Rank 130014 | Total MSKUs 4 |
|-------------------------------|-----------------------------|------------------------------|--------------------------|------------------|

I listed these products for sale on July 7th, 2017. So, it was a couple months before I was able to get the items listed as the bag of these items got buried at my warehouse with all of the other product we had. We have been buying so much product and always prioritize shipping out the highest value product first, so this batch of items slipped through the cracks for longer than I planned. So, make sure you ship your product in right away when you put this process into place!

Cost to ship these products to Amazon:

It was \$5.99 to ship these items to Amazon's warehouses. As a Fulfillment by Amazon seller you get access to Amazon's UPS partnered rates which

are quite low. Without the partnered rate this shipment would have cost a lot more. Here's a screenshot for this shipment:

4. Shipping charges

You are responsible for providing accurate shipment information and for the actual cost of the shipment. Providing inaccurate information may result in the blocking of future shipments to the fulfillment center, or an additional charge for noncompliance.

| Shipping carrier | # of boxes | Shipment weight | Billable weight | Estimated shipping cost |
|---------------------------|------------|-----------------|-----------------|-------------------------|
| UNITED PARCEL SERVICE INC | 1 | 13 lb | 13 lb | \$5.99 |

Charges accepted

All the items fit in a single 16"x16"x12" box which can be purchased from Uhaul.com for \$0.73. Then it took a little bit of tape as well.

So between the shipping costs paid to UPS, the box, and the tape, the total cost was about \$7.

What did the items sell for?

So now we'll get to the part you've been waiting for and share what the profitability looked like on each of these items. We'll go in the same order that the 4 items were listed above originally.

On item #1 of the Camo Knives, here's a screenshot of the sales:

Viewing 1 to 6 of 6 sale items Previous 1 Next

| Date | Profit Status | Order Details | Sales Price | Buy Cost | Net Profit | Profit % | ROI % |
|---------------|---------------|--|-------------|----------|------------|----------|--------|
| July 22, 2017 | | ID: 114-2195769-0340209 Milwaukee Fastback Camo Rip Knife With Fastback Flip Utility Knife 48-22-1990C | \$21.30 | (\$8.13) | \$6.98 | 32.77% | 85.85% |
| July 22, 2017 | | ID: 113-8582026-2017804 Milwaukee Fastback Camo Rip Knife With Fastback Flip Utility Knife 48-22-1990C | \$21.30 | (\$8.13) | \$6.98 | 32.77% | 85.85% |
| July 21, 2017 | | ID: 111-4434600-5850662 Milwaukee Fastback Camo Rip Knife With Fastback Flip Utility Knife 48-22-1990C | \$21.30 | (\$8.13) | \$6.98 | 32.77% | 85.85% |
| July 18, 2017 | | ID: 113-3872120-2068267 Milwaukee Fastback Camo Rip Knife With Fastback Flip Utility Knife 48-22-1990C | \$21.30 | (\$8.13) | \$6.98 | 32.77% | 85.85% |
| July 18, 2017 | | ID: 111-0517085-0452215 Milwaukee Fastback Camo Rip Knife With Fastback Flip Utility Knife 48-22-1990C | \$21.30 | (\$8.13) | \$6.98 | 32.77% | 85.85% |
| July 13, 2017 | | ID: 112-2492757-0921013 Milwaukee Fastback Camo Rip Knife With Fastback Flip Utility Knife 48-22-1990C | \$21.54 | (\$8.13) | \$7.19 | 33.38% | 88.44% |

The last of the 6 sold on July 22. The first one sold for a profit of \$7.19, and the remaining 5 sold for a profit of \$6.98.

Avg. net profit per unit: \$7.02

Total net profit on this item: \$42.09

On item #2, the Kohler Gas Caps, here's a screenshot:

| Viewing 1 to 4 of 4 sale items | | | | | | | Prev | Next |
|--------------------------------|---------------|---|-------------|----------|------------|----------|--------|------|
| Date | Profit Status | Order Details | Sales Price | Buy Cost | Net Profit | Profit % | ROI % | |
| July 20, 2017 | ✓ Recorded | ID: 114-7717689-7918664 Gas Cap for Kohler XT-6 Engine | \$8.95 | (\$3.51) | \$1.11 | 12.40% | 31.62% | |
| July 17, 2017 | ✓ Recorded | ID: 114-0698533-7571431 Gas Cap for Kohler XT-6 Engine | \$8.95 | (\$3.51) | \$1.11 | 12.40% | 31.62% | |
| July 15, 2017 | ✓ Recorded | ID: 113-5287040-1609035 Gas Cap for Kohler XT-6 Engine | \$8.95 | (\$3.51) | \$1.11 | 12.40% | 31.62% | |
| July 15, 2017 | ✓ Recorded | ID: 112-1512357-4915459 Gas Cap for Kohler XT-6 Engine | \$8.95 | (\$3.51) | \$1.11 | 12.40% | 31.62% | |

In case you can't read that, the last of the 4 units sold on July 20.

Net profit per unit: \$1.11

Total net profit on this item: \$4.44

On Item #3, the Husky Utility Knives, here's a screenshot:

| Viewing 1 to 7 of 7 sale items | | | | | | | | Prev | 1 | Next |
|--------------------------------|---------------|---|-------------|----------|------------|----------|---------|------|---|------|
| Date | Profit Status | Order Details | Sales Price | Buy Cost | Net Profit | Profit % | ROI % | | | |
| July 23, 2017 | ✓ Resold | ID: 111-7434469-7825016 Husky 2-Pack Folding Lock Back Utility Knife | \$19.98 | (\$2.72) | \$11.27 | 56.41% | 414.34% | 1 | | |
| July 22, 2017 | ✓ Resold | ID: 111-4251276-3981015 Husky 2-Pack Folding Lock Back Utility Knife | \$19.98 | (\$2.72) | \$11.27 | 56.41% | 414.34% | 1 | | |
| July 20, 2017 | ✓ Resold | ID: 112-4915587-2843443 Husky 2-Pack Folding Lock Back Utility Knife | \$19.98 | (\$2.72) | \$11.27 | 56.41% | 414.34% | 1 | | |
| July 18, 2017 | ✓ Resold | ID: 114-0195608-2480210 Husky 2-Pack Folding Lock Back Utility Knife | \$19.98 | (\$2.72) | \$11.27 | 56.41% | 414.34% | 1 | | |
| July 18, 2017 | ✓ Resold | ID: 111-7175164-6273035 Husky 2-Pack Folding Lock Back Utility Knife | \$19.98 | (\$2.72) | \$11.27 | 56.41% | 414.34% | 1 | | |
| July 15, 2017 | ✓ Resold | ID: 111-0032434-0303456 Husky 2-Pack Folding Lock Back Utility Knife | \$19.99 | (\$2.72) | \$11.28 | 56.43% | 414.71% | 1 | | |
| July 15, 2017 | ✓ Resold | ID: 111-3355385-7099000 Husky 2-Pack Folding Lock Back Utility Knife | \$19.98 | (\$2.72) | \$11.27 | 56.41% | 414.34% | 1 | | |

The last of the 7 sold by July 23.

Net profit per unit: \$11.27

Total profit on this item: \$78.90

On Item #4, the Candleabras, here's a screenshot:

| Viewing 1 to 3 of 3 sale items | | | | | | | | Prev | 1 | Next |
|--------------------------------|---------------|--|-------------|-----------|------------|----------|--------|------|---|------|
| Date | Profit Status | Order Details | Sales Price | Buy Cost | Net Profit | Profit % | ROI % | | | |
| July 26, 2017 | ✓ Resold | ID: 113-0147973-8297840 Defiant Candleabra Automatic Dusk-to-Dawn Light Control />Black (3-Pack) | \$20.94 | (\$16.13) | (\$1.32) | -6.30% | -8.18% | 1 | | |
| July 25, 2017 | ✓ Resold | ID: 113-5256656-9221034 Defiant Candleabra Automatic Dusk-to-Dawn Light Control />Black (3-Pack) | \$20.94 | (\$16.13) | (\$1.32) | -6.30% | -8.18% | 1 | | |
| July 24, 2017 | ✓ Resold | ID: 114-7700081-9125009 Defiant Candleabra Automatic Dusk-to-Dawn Light Control />Black (3-Pack) | \$20.94 | (\$16.13) | (\$1.32) | -6.30% | -8.18% | 1 | | |

The last unit of this item sold on July 26. I was a bit more aggressive than I needed to be on this product, and it sold for a slight loss. If I would have been more patient, it's possible I could have held out for a profit.

Net loss per unit: \$1.32

Net loss on this item: \$3.96

Overall Statistics on this trip:

Total Profit on items sold: \$121.47

Less shipping costs: \$7.00

Overall Net Profit: \$114.47

Overall thoughts on this trip:

This was a pretty average sourcing trip and the results came out about as expected as well. When I listed the products for sale on Amazon I was expecting a profit before shipping costs of about \$131.26, and this ended up being \$121.47. So, there was a decrease of about \$10, but this is fairly normal.

When you are doing this type of business model, it's quite common to have prices change on a few items over time. As you can see on one of these items it was actually a slight loss, but the profit on the other 3 more than made up for it.

Total time invested:

I spent around 30 minutes in Home Depot buying these items. Then the process of getting them listed for sale took about another 30 minutes. In total I invested about an hour into buying this product and getting it shipped to Amazon's warehouses.

So \$114.4 net profit in 1 hour of work. I'm very happy with that.

This level of profit per hour won't happen on every sourcing trip, but it more than makes up for some trips that don't go as well.

Should you take the next step???

So that is what an actual retail arbitrage sourcing trip looks like.

At this point, you may be struggling with what most people feel after learning about these strategies...

On one hand, they feel excited because they understand the mechanics and believe they are capable of doing this.

On the other, it doesn't look or feel like the "dream" job they had been telling themselves they would find.

If you are struggling with a similar feeling, I'd like to point you to a quote from Tim Ferriss:

"I will take as a given that, for most people, somewhere between six and seven billion of them, the perfect job is the one that takes the least time. The vast majority of people will never find a job that can be an unending source of fulfillment, so that is not the goal here; to free time and automate income is."

So if you follow the model I've been talking about, here are the benefits you stand to unlock:

- You can start immediately.

- You do not need to invest money that you can't afford to part with.
- These models are profitable from the very beginning.
- Over time, these models can be FULLY automated - even flipping and arbitrage.
- They provide a high earning potential.

So these strategies allow you to start down the path to freeing your time and automating your income *right now*, regardless of how much money and experience you are starting with.

If you have a better plan, go for it. If you don't, I encourage you to try this one and see if you aren't in a better place a month from now.

What do you have to lose?

Tell me more about the Arbitrage Finds
BOLO Group.

Thanks for reading!

Best Regards,

Ryan

www.onlinesellingexperiment.com

ryan@onlinesellingexperiment.com