

The Stairway to 7 Figures

**How I Built a Successful
Online Retail Business
From Scratch**

Ryan Grant
onlinesellingexperiment.com



Below you'll find the strategies I recommend for anyone looking to start or scale an online retail business.

These are based on my own experiences building a 7-figure business from scratch and helping many other people achieve similar results.

I believe online retail offers some distinct advantages that make it worth considering if your dream is to run your own business.

I hope this guide helps!

Ryan Grant

Is This Worth Your Time?

This book is going to teach you some of the most important things I've learned over the course of 10+ years selling things online and building a 7-figure online retail business.

If one of your goals is to build a business that fully supports you and your family, this book is probably worth reading.

While online retail isn't for everyone, I've found that it does offer several distinct advantages over other business strategies.

With that being said, it isn't for everyone. Many people incorrectly identify online retail as an "easy" route to success or get duped into believing that you can get rich quick if you just private label some products from China.

Like any business, success with what we are going to talk about involves a lot of hard work and time. If you aren't ready to commit both of those things, you'd be better off looking elsewhere.

The way I look at it is that the formula for success is roughly:

**A good strategy + hard work + time + reinvestment =
success.**

In other words, when you combine these four inputs, the output is usually success.

Unfortunately, most people spend all their time trying to figure out how to remove the last three inputs (hard work, time, and reinvestment).

What we'll be talking about in this book is a good strategy that you can choose to use as an input for the above formula - it will be up to you to contribute the rest.

How I turned used textbooks into a 7-figure business...

Let's get something else out of the way - you don't need a lot of money or experience to get started with this.

If you happen to have some of either, great. If you've already started selling things online - even better.

But if you haven't, that's okay too.

I know because I started without either. No experience, no money. I've helped many other people do the same as well.

I got my start thanks to a bad offer on some text books I was trying to sell at a campus book buy-back event in college.

After being offered a tiny fraction of what I had paid for the books just a few months earlier, I decided that it was worth trying to sell them on my own to other students who needed the books.

This "experiment" worked very well - so well that I was soon buying books of other students so that I could resell them online.

Before long I was looking for other products I could do this with, which is what led me to two strategies called flipping and retail arbitrage.

In the beginning, I didn't treat the buying and selling I was doing as a business. At the time, I just thought it was a good way to make money while I waited to get my degree and get a "real" job.

Then I graduated and took a job at an accounting firm, and I quickly realized that the "real" job I had been waiting for wasn't what I had hoped.

For many reasons, I quickly grew frustrated and tired of the job and began thinking about alternatives.

This is when I started considering the possibility of treating my "side hustle" as a full-time business. By this point I had built up about \$5000 in capital, and in September 2013 I quit my job and started pursuing online retail full time.

In October 2013 - my first month working full time on the business - I was able to generate \$2200.54 in profit.

By December, just two months later, I earned \$8993.97 profit.

One year later, net profits were up to over \$50K! And all we've done since then is grow.

So what was the secret to this success? Did I tap into some unknown market or discover a new product that I bought in bulk and imported?

Nope!

Nearly 100% of these profits were earned buying and selling existing products from existing brands!

This is true to this day - and we're closing in on 10-figures a year on Amazon!

If it sounds too good to be true, you forgot about the barriers I mentioned earlier: hard work, time, and reinvestment.

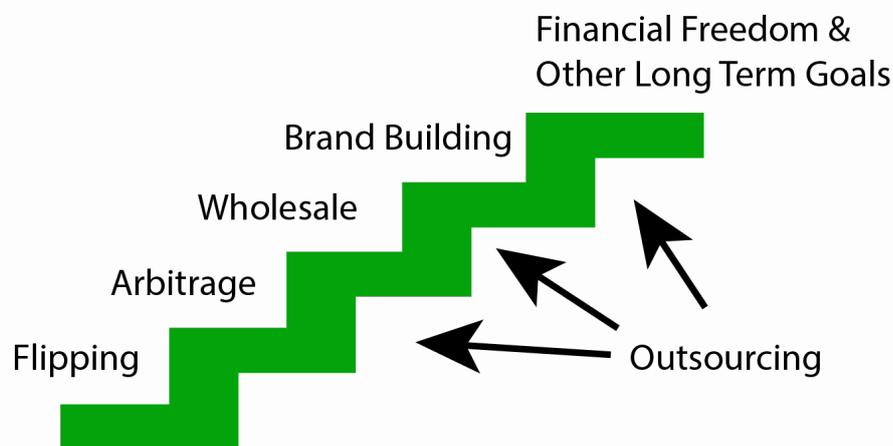
Most people simply do not have the discipline necessary to make results like these a reality.

If you believe that you do, keep reading and learn how it all works.

The Stairway to 7 Figures: How It Works

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 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.

You might be wondering why not just jump straight to the top with wholesale or private labeling? That's where the biggest potential profits are, after all.

That's also what a lot of other people will try to sell you on by sharing stories about people making hundreds of thousands or even millions within the first few months.

There are two big problems with this - success with these higher level strategies require a lot more of two things: experience and capital.

Consider this - in order to sell a few hundred thousand dollars worth of products, you have to be able to buy that inventory first.

So if you aren't starting with a big base of capital and you don't have experience selling things online, your odds of being successful with building a brand are a lot higher if you take the time to gain them first.

And that's where the rest of the Stairway comes into play.

Flipping and Arbitrage

The first steps on the Stairway are flipping and retail 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.

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.

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

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

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

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

Outsourcing

You might be wondering how its 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.

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 if you were interested.

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 products 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.

Brand Building & Beyond

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 China) and have your own "label" or brand placed on the product.

This has been a very popular strategy over the last 5+ years, 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.

These days finding products that can be easily 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.

Want to learn more?

Want to learn more - including what I believe are the 7 keys to success when following this plan?

Earlier this year I gave a free presentation that you can currently watch for free at anytime by clicking below.

In the presentation I talk more about the Stairway to 7 Figures, how I got my start, and the additional training options I offer for those who want greater access to the specific systems I use in my business (like the exact buying guidelines I give to the people who source for me and other things like this).

[Click here to watch the free presentation now.](#)