

# FAQ BOOKLET

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**WHAT TO DO  
WHEN...**



# WHAT'S INSIDE...

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# 1

## ... YOU DON'T HAVE A GST NUMBER?

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You should note that as per Tax Laws, GST might not imply because as a dropshipper the products do not enter the Indian boundary nor does the Manufacturer(China) operate in India.

Furthermore, as we receive money in USD(\$) to Paypal, Paypal collects a service fee(GST).

But we still get a GSTN anyways. Here's 2 reasons why:

1. GSTN is required to ensure that your dropshipping business is sustainable in the long run.

**Facebook requires every Indian Business account to have a GSTN.** Even though it hasn't made it mandatory yet, it will happen soon. And when it does, not having a GSTN might result in you being unable to run ads.

2. Paypal account review will be easier if the business account has a GSTN. Paypal will review your account once you start getting consistent sales and larger income.

*So to sum it up, if you are planning on building a long-term sustainable business, getting a GSTN must be of high priority.*

# 2

## ... THE TIME COMES TO PAY & FILE GST?

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Requirement to pay GST depends upon 2 things.

1. Are you selling to customers within the borders of India?
2. Are any of your product vendors from India?

If any of the above two questions is a yes, then GST implications do apply.

Otherwise, GST implications do not apply to you.

But nonetheless: Monthly, Quarterly and Yearly returns might have to be filed.

*Note: This is not financial or legal advice. Please get in touch with a Chartered Accountant or Financial Advisor to get further assistance or advice regarding this.*

# 3

## ... YOUR CREDIT OR DEBIT CARDS DON'T WORK?



There are many banks that assign Credit and/or Debit Cards on your personal or Company name. If you have history with a bank, then getting a Company Credit Card is advisable.

Since most of your transactions will happen in USD - it's important to get a card that allows for international transactions. *Speak to your bank about it.*

Even though Shopify didn't support Debit Cards earlier - it does make an exception for Indian store owners. Try adding your card to Shopify to see if its accepted. If not, we recommend getting on a chat with Shopify Support and asking them about it. If that doesn't resolve the issue, then contact your bank and ask them to allocate a Credit Card on your name.

Once you start scaling your business, and you're spending a few thousand dollars a month in FB Ads and Order Fulfillment - then its recommended to get a Jet Airways Co-Branded Card from ICICI Bank or AMEX. This allows you to get JPMiles that you can redeem in travel and entertainment.

Credit Cards are always better than Debit Cards for this business because you need to pay the current month's bill the succeeding month. And CC's are more widely accepted for transacting online.

# 4

## ... YOUR ADSETS GET CLICKS BUT NO ADDS TO CART?

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Firstly, let us assume that your “Campaign Objective” is set to Conversions and your “Conversion event” is set to Purchases. Those are the recommended options. Otherwise, Facebook will target your ads to an audience that only clicks but doesn’t purchase.

Once you are clear with that, then the answer lies in 3 levels.

- 1. Ad Level*
- 2. Store Level*
- 3. Product Level*

### **Ad Level:**

Are you getting many Website Content Views?

If you are, then your ads seem to be working. Bravo!

This shows that the audience is interested in the product or at least curious to know more.

### **Store Level:**

The problem might lie in the Product Page since they are landing on the “Product Page” but not clicking on your “Add to Cart” button.

### *Common page components to look at*

**1. Product Name and Description:** Your product name and descriptions need to be specific, accurate and professional.

Don’t Copy the same Aliexpress Title & Description.

Ensure that the description is not too long nor too short; and is grammatically correct.

Brushing up your copywriting skills is very important.

# 4

## ... YOUR ADSETS GET CLICKS BUT NO ADDS TO CART?

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**2. No Clear Call to Action:** You have an impressive ad and a great description but no visible “Add to Cart” button. That won’t get you any sales!

Here’s what you need to do:

- Rename the button as “Add to Cart”. Not “Get it Now” or anything else.
- Make sure that it is easily visible. Let it be right below the Title(Desktop view). For mobile view, getting a “Sticky Button” is a great option. That way, the button is always visible

**3. Product Price:** Always do some research before setting your price. Ensure that other dropshippers aren’t selling it for much lesser. This is also why “Selling Unique Products” becomes important. Try selling products that people can’t go to their local store and get for much cheaper. Also, display the “original price” and “Amount/% Saved”.

**4. Too many Popups:** Ensure that there aren’t too many popups that keep interfering your customer while they are scrolling your page. Always set “Discount Popups” for “Exit Intent”.

**5. Lack of Trust:** Try including certain things like:

- Trust Badges
- Refund Page, Privacy Page, Contact Us Page, FAQ Page
- Social Proof like Product Reviews.

### ***PRODUCT LEVEL***

Some products do entice prospects, but not so much that they complete the purchase right away. Be quick to identify such products that gets you a lot of clicks and engagement, but very few add to carts because prospects aren’t interested enough. The product may be cool to look at, but not good enough to spend money on.

# 5

## **... YOUR CUSTOMERS ADD TO CART BUT DON'T COMPLETE CHECKOUT?**

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This indicates that your prospects have an intent to buy the product at the particular price point.

But “something” is preventing them from completing the checkout.

Your store definitely needs some social proof as well as trust elements. You must show your customers that they can trust you.

Add trust badges, and if the product has some great feedback with pictures in AliExpress - then import those reviews to your product page.

Other common reasons for people not completing checkout:

1. They changed their mind.
2. Not enough scarcity for them to take action right away.
3. They saved it for later or got caught up with other work.
4. Shipping is not FREE.
5. The Checkout Button or Paypal Purchase button is not working.

Fix any issues that are preventing them from Checking out and send them “Abandoned Cart Emails”.

If you have enough abandoned checkouts, you can also retarget them on Facebook.



# 6

## ... CUSTOMER ASKS FOR A REFUND?

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First step is to determine if the transaction was legitimate.

Fraudulent charges by people who purchased using stolen credit cards or cancelled PayPal eChecks that never should have been accepted in the first place. Always check the shopify fraud analysis and refund any medium to high risk orders.

**Stop accepting PayPal eChecks altogether.**

What happens is somebody will pay with eCheck, you then ship the product at which point they cancel the check and you're out of a product, shipping costs and money.

### **How To Handle Legitimate Refund Requests**

The first thing to do is ask why they want a refund.

You do this to find out a few things which then determine your next move:

**If they don't think it's shipped**

**The product was defective**

**Or they just don't want it**

If the refund request is due to shipping, provide a shipping number and let them know the product is on the way.

This usually settles the matter right then and there.

Most people just want to know their items are on the way.

If the product was defective, Email the customer to send pictures or videos of the product and the package, and write in detail about their reason for raising the complaint. You need to provide this information to the Aliexpress supplier for future reference or free reshipping.

# 6

## ... CUSTOMER ASKS FOR A REFUND?

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It's important to promptly send a new item free of charge if you see the product to be defective.

If they don't want a new item, ask them to ship the defective item back to you. Within your return policy, be sure to mention that customers pay return shipping.

Doing so will result in a happy customer and return buyer.

Finally, if they just don't want the item, provide a return address and ask them to send it back.

They of course will be required to pay the return shipping if this is the case. Once they realize they'd be on the hook for the return shipping, most drop it. The key here is quality and timely communication. **NEVER** ignore any complaint.

### Virtual Post Mail For Non US Residents

If you live outside of the United States, Virtual Post Mail gives you a U.S. based address, which will scan and upload content online as well as forward any packages to your home address. You can literally manage your postal mail and package deliveries online from anywhere.

# 7

## ... CUSTOMER HAS A COMPLAINT?

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Any email or communication with your customers must be dealt with high importance and addressed as soon as possible.

**Make sure all customer queries are answered within 24 hours.**

Always ask for more details from them. Things like:

1. Order number
2. Product(s) ordered
3. What specific issues they're facing?
4. How can you help them get a better experience with the product?

Ensure that you know enough about the products you're selling so that you can answer any of their queries accurately. This might require some research and deliberation on the product features.

Be empathetic with your customers and try to understand their position.

Some customers complain just because they ordered in impulse and are now facing "buyers remorse". Be quick to identify those customers and deal with them in a reassuring way.

Keep your language professional and to the point. Remember, this is a "Customer First" business.

Before hiring a support VA to handle customer emails, make sure you've replied to a few dozen customer complaints yourself - so you know how to better train and prepare your VA.

# 8

## ... CUSTOMER ASKS FOR TRACKING INFORMATION?

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If they ask for it, give it. But it would be better practice to send it to them anyways.

ePacket, FedEx, DHL, USPS, and higher end service providers give tracking information.

You can easily access the Tracking ID by going to “Aliexpress - My Orders - Tracking”

This is one of the reasons to always go for a product with “ePacket”.

Send them the Tracking ID. You can further help them by also sending them a link to your tracking page.

The tracking page could be the direct AfterShip link or the 17Track.net link of the package.

Note: The tracking ID is generally available about 2-5 days after the product is shipped.

# 9

## ... YOU GET NEGATIVE COMMENTS ON POSTS?

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Firstly, ensure that the product you sell is of top quality and that it has great reviews in Aliexpress. Ensure that the product has a 4.7+ rating and the Seller has a 97%+ rating.

Even then, you will get several negative comments, not just about the product - but also from trolls who just have nothing better to do ;)

*Don't stress too much about negative comments.* As long as there are many people who comment positively, you're good to go.

If most of the comments on your post are negative, then it might be a bigger issue and you might have to stop the ad.

As soon as you discover a negative comment, hide it so that more people do not see it.

Some negative comments should not be hidden, but rather replied to - especially if you have a solid argument against their negativity.

If the person commenting negatively is one of your customers, then message them directly and try to resolve the issue they are facing.

Negative comments can't be completely avoided. But they can be addressed, sorted and resolved.

**Remember to be as professional and polite as you can in this situation.**

This is also one important reason why you should always be on top of your FB Ads engagement. Keep checking for new comments regularly.

# 10

## ... PEOPLE COMMENT POSITIVELY ON AD POSTS?



Positive comments could be anything from “I want one” to tagging their friends.

Always reply to them cordially and make sure that every comment is personal. So **NO** Copy+Pasting the same comment everywhere. Address the person and also thank them for it.

Depending on the type of product, you could consider replying with a GIF or add some personality with a humorous reply with some emojis.

You can also nudge them to go ahead and purchase by pasting the product link or by **providing a discount code via a personal message.**

Remember to keep checking for new comments, because responding to comments quickly leads to a positive customer experience. And since, the person is already pre-sold - getting a quick response helps close the sale.

# 11

## ... PEOPLE MESSAGE PAGE DIRECTLY?

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Ensure you reply to their messages as soon as possible - ideally within a few minutes.

People generally message a page only if they are either *very* interested in the product or if they have already bought it and need some assistance.

This is where having a **Chat Bot** comes in handy. There are many software and Applications like **Manychat** or **Chatfuel** that help you create detailed Chatbots which help you save up on time taken to manually reply to every message.

Remember to always check each and every conversation/message and reply to all their messages within 24 hours.

# 12

## ... FACEBOOK BANS AD ACCOUNT?

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Appeal. Many people get their accounts back by appealing multiple times. Even when FB said nothing could be done, still people were persistent and got their account back

The main reason is because you're straight up copying the exact ad from someone and uploading it. Always take some time to edit the video outro and length. Add some different clips in between. Add in different music (copyright free).

The best would be to make the ad from scratch even if you just have photos, you can make a slideshow. There are plenty of free softwares out there. Also do not write the exact same descriptions. Use your own creativity.

Ensure that you have not violated any of Facebook's numerous Policies.



# 12

## ... FACEBOOK BANS AD ACCOUNT?

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Make sure that you have gone through the Advertising Policies Page before starting your ads.

- <https://www.facebook.com/policies/ads>

Find the Facebook chat button and get on a chat with a FB Ad representative. Explain them your store and business, and ask them to help with re-activation. Tell them you will comply with all FB Ad Policies and you understand it is in the best interest of Facebook to offer a pleasant experience to its users.

If you think that your ads are as with FB Ad policies, then you will need to get in touch with Facebook support and give them details about your active adsets and also prove that you haven't violated their policy.

An ad account could also get banned if the payment method fails. So ensure that the card linked with your FB ad account works on their platform. This also makes a case for getting multiple credit or debit cards handy - just in case a card or two don't work properly.

If you have not violated any terms, this might take 2-3 days for them to lift the ban. So be patient and rest assured that your account will be reinstated.

# 13

## ... ROAS IS LESS THAN TUBER?

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*Ideally*, any adset with an ROAS below TUBER should be turned off.

But if the product has got many sales, and has been consistent - then you can wait until the ROAS 10-15% below TUBER to shut it down (if you wait any more, then it will quickly affect your cash flow)

Otherwise, turn off your adsets when the ROAS dips below TUBER.

Follow instructions in the Dropshipping Handbook on how to deal with these situations.

Remember to never get emotionally attached to any product and don't keep them running at a low ROAS.

This is purely a numbers game.

# 14

## ... INITIAL AD SETS GET PURCHASES?

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ROAS (Return on Ad Spend) is the most important metric.

Whether you get 1 Purchase a day or 100 - What really matters is:

*How high is your ROAS?*

If ROAS of the initial campaign after 3 days is >TUBER, then duplicate it with new ad sets, each having similar interests to your winning ad sets so far. Do not edit the adsets that are currently getting you sales.

This is not yet time for you to scale, but to find out if this product will be consistent with Sales or not.

Your goal is to find the 5-6 most profitable ad sets and then dump them all in a new CBO with a higher budget. After a few hundred purchases, you can start using Lookalikes.

Follow the “First Sale Chart” for all your adsets. Also go through the scaling instructions mentioned in The Dropshipping Handbook.

Remember, **do not make edits to your winning campaigns.**

Always duplicate the campaigns when trying new audiences rather than editing them.

# 15

## ... RETARGETING TO AN AUDIENCE?

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First understand WHO you're retargeting to, in order to create an effective campaign.

Retargeting works best for past customers and prospects who have visited your store but not purchased yet (Website Content Views, ATC, Initiate Checkouts).

Every new step of your funnel is a new audience.

Examples of audiences:

- Viewed 75% of the Video
- Visited the product page but didn't add to cart
- Added to cart but didn't purchase
- Purchased in the last 30 days

Ensure that the audience size is at least 100 for a particular product.  
Example: At least 100 Purchases.

You can easily retarget any of these audiences by creating a "custom audience" inside FB Ads Manager and launch a retargeting campaign.

Offer special discounts and offers in these retargeting ads. They've already shown an interest in your store - time to close the deal!

Use email retargeting if the audience size is smaller than 100. You can use **Mailchimp** or **Klavo** to create tailored retargeting mails and send them to each audience.

# 16

## ... NO LIFESTYLE IMAGES OR CREATIVE COMMONS VIDEOS EXIST?

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Picking a video without permission is “risky business”. Especially since Facebook is getting *more transparent with advertisements* and getting *more strict with copyright compliance*.

If you are using other people’s videos, try to use smaller portions of multiple videos and choose different royalty free music as the background. Also use filters for the video - to change color schemes or enlarge the frame.

You could also create image and slideshow campaigns to be extra careful  
(Ensure that permission is taken to use the images)

Slideshow videos are a great way to validate the “hotness” of a product. If a slideshow video gets you sales, then there’s a high chance a proper video will perform much better.

In that case, you could use a service like [ecomvids.com](http://ecomvids.com) or import the product to India and shoot your own video.

Our advice to you would be to always make sure that proper permission is taken from the owner/creator for the usage of any images or videos.

Try to use images, videos and music with “Royalty Free”, or “No Attribution required” licenses.

Bottom line, if there aren’t any quality images or videos that you can use either with permission, or through a royalty-free license, then move on to a different product.

# 17

## ... PAYPAL PUTS ACCOUNT ON REVIEW?

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The unfortunate truth is that when your dropshipping business grows, the risk of getting a PayPal review also grows.

The good news is, even if PayPal does put your account on review - its not that big a deal and you do get used to the limitations.

*Understand that you're running a business - and in business, you will face all sorts of challenges. A PayPal review is something you can't hide from, especially while scaling.*

Since most global customers prefer PayPal for purchasing products online, it makes no sense to turn that option off. What you should do instead is make sure you're fulfilling all orders that come your way because when a review happens, PayPal will ask for 'proof of shipping' for some random order numbers.

PayPal will also inquire about the nature of your business and ask about the vendors you're using for shipping your products. Send them screenshots of your AliExpress orders page, individual orders, as well as vendor storefronts to legitimize your vendors and business practices.

Also prepare a cover letter explaining that you're dropshipping and that you only use highly rated vendors on AliExpress for fulfilling your orders. Also mention that you're a "customer first" business and respond to all customer queries in a timely and professional manner.

A review does not mean your account will stop processing transactions. Even during a review, your customers can still check out using PayPal. After the review ends, in most cases - your account will have a fixed + rolling reserve. *Factor in those costs while running your business.*

# 18

## ... CUSTOMER OPENS PAYPAL DISPUTE?



You'll get several PayPal disputes if you're shipping out dozens or orders a day. Dealing with PayPal disputes is pretty easy.

Head on to the **Resolution Center** in PayPal and look up any **recent disputes**. Respond to the dispute by providing your tracking information. In most cases, that ends the dispute as soon as your customer receives their product. Sometimes, you have nitpicky customers who still argue even after receiving the product. If they are highly dissatisfied with the product - then release a refund. Otherwise, its best to respond to their anger with professionalism and try to resolve any issue they might be facing with the product(for all you know, they may be using the product wrong).

I recommend using the '**PayPal Tracking Info on Autopilot**' Shopify app once you start selling 15+ orders a day. They will automatically add tracking info to your PayPal orders as soon as they become available. This reduces the number of disputes significantly.

In most cases, as long as you've shipped the product - the dispute will end in your favor and any funds put on hold because of that dispute will be released as soon as the dispute gets resolved. Cheers PayPal!

*Side note: Rito faces about 5 disputes a month from his dropshipping business and over 90% disputes get resolved in his favor.*

# 19

## ... ALIEXPRESS VENDOR DOESN'T SHIP THE PRODUCT ON TIME?

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Firstly, ensure that the Aliexpress vendor has a **97%+ Positive review**.

Get in touch with the vendor immediately after placing an order and prompt him to send the product immediately. Always check the "Processing time" that the vendor has mentioned. If it is not clearly mentioned, then message the vendor about processing time before adding the product to the store. It generally takes 3-7 days for processing.

You can check the Aliexpress Buyer protection policy to check your rights as a buyer.

If the vendor doesn't ship the product within the given days, then the order will be cancelled automatically and a refund will be initiated.

If the vendor doesn't reply back to your messages and its been a few days and they haven't shipped out the product - then place the order from another vendor and cancel the current order.

An important thing to note is that there are special periods during the year, when most of China is on Holiday - which leads to slow shipping times and delays. That is normal and don't panic when that happens.

Those dates are:

New Year: Dec 30 to Jan 1

Chinese New Year: About 15 days from end Jan to mid Feb (Exact dates vary with the lunar calendar)

National Day: Oct 1 to Oct 7



# 20

## ... **SHIPPED PRODUCT IS HELD AT CUSTOMS?**

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This issue could be caused by two common reasons: the customer's country laws and/or the product.

Firstly, ensure that the product being sold is deemed legal for importing in the buyer's country.

Certain countries are more prudent when it comes to certain types of products.

Some of Rito's products were held at Germany customs and they never reached the customer. Rito promptly gave a refund to those customers and apologized for the issue. Since then, he hasn't advertised in Germany.

Hence it is advisable to start with 1 or 2 countries: Especially USA. As the customs clearance is quick and painless.

In any case, reach out to the vendor about the long shipping timings and ask them to find out the current shipping status of your order.

9/10 times a good product from a highly reputed vendor will clear the customs.

# 21

## ... EPACKET IS NOT AVAILABLE?



It is not advisable to market the product if there isn't any ePacket shipping available.

That's because ePacket is the fastest, cheapest and safest shipping method for dropshipping.

However this only means that ePacket is the desired shipping method. But if faster shipping is available at a reasonable price i.e FedEx, DHL, USPS etc you can go ahead.

**Try avoiding "Seller's Shipping Method - China".**

AliExpress Standard Shipping can be considered, but note the following pros and cons:

### **Pros**

- Cheapest shipping option available on AliExpress. It's often available for free or costs around \$1-\$2.
- Tracking is available so you can easily track your package when it's shipped.
- Available for almost all the suppliers on AliExpress, so it's always the easier option to choose.
- Decent packaging quality considering the price point of the shipping option.

# 21

## ... EPACKET IS NOT AVAILABLE?

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### Cons

- Takes slightly longer to reach the destination. Usually takes 15-20 days for shipment to arrive in the US. Shipping times vary for every country.
- Sometimes the packages are lost during shipment and there's nothing you can do about it, except getting a refund through AliExpress.
- Suitable for smaller items. Bigger items are better off with more secure options.

1. Suppliers can offer ePacket delivery as a shipping method if the product meets the ePacket delivery requirements.

2. One of the major considerations here is the weight and size of the package. Each package, including the box and filler material, should not weigh more than 2 Kg (4.4 lbs) for all countries with an exception of Israel that has a limit of the package not weighing more than 3 Kg (6.61 lbs)

3. Liquid items are also not allowed to be shipped via ePacket.