

# DROPSHIPPING MASTERY FOR BEGINNERS

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## Course Details

**DROPSHIPPING MASTERY FOR BEGINNERS**

**INTRSTRUCTOR: MOHAMED GOMBLAT**

**DURATION: 6 HOURS**

**NO PRIOR EXPERIENCE REQUIRED**

**E-CERTIFICATE UPON COMPLETION**

## About The Instructors: **MOHAMED GOMBLAT**

A specialist in e-commerce with over 5 years of experience. He has worked with American and international companies as a marketer and e-commerce consultant, achieving more than \$1M in sales across platforms such as Amazon,

Shopify, Etsy, Walmart, and eBay. He has helped thousands of people start their online business and turn it into a real source of income through practical guidance and the educational content he provides on multiple platforms and training institutions.

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## Course overview:

This hands-on program is designed for complete beginners who want to launch a profitable online store using Shopify — without needing inventory, technical experience, or large capital.

Through practical lessons, templates, real examples, and step-by-step guidance, you will learn exactly how successful Shopify store owners choose winning products, build high-converting brands, set up professional stores, and generate sales using proven marketing systems.

Whether you're looking to start an online business, create a new income stream, or build a long-term scalable brand, this course gives you everything you need to launch confidently — even if you've never sold anything online before.

By the end of the program, you will not just understand dropshipping — you will have a fully functional store ready to run ads, receive payments, and start selling globally.

## What you'll learn:

**By completing this course, attendees will be able to:**

### Business Fundamentals

- Understand the difference between Shopify, Amazon, Dropshipping, and Private Label
- Know how much capital is realistically required and how to avoid unnecessary expenses

### Product & Niche Selection

- Choose a profitable niche with high demand
- Validate ideas with quick competitor analysis
- Identify trending and high-potential products from platforms like AliExpress & CJ Dropshipping

### Branding & Store Design

- Build a strong brand identity (name, colors, fonts, logo)
- Create a fully optimized Shopify store with high-converting product pages
- Write compelling product descriptions, add professional visuals, and structure upsell/cross-sell offers

### Payments & Operations

- Set up U.S. and regional payment gateways (Stripe, Paymob, FawryPay, etc.)
- Configure shipping, taxes, emails, & store policies
- Install essential Shopify apps for automation, marketing, reviews, and analytics

### Marketing & Growth Strategy

- Use influencers and UGC to drive fast brand awareness
- Build viral-style TikTok content that sells
- Launch Facebook ads effectively, test audiences, and avoid wasted budget
- Create landing pages and funnels to increase conversions

### Conversion Optimization

- Improve site speed, checkout flow, and product presentation
- Recover abandoned carts and retain customers through email follow-ups
- Apply proven techniques to increase revenue without increasing ad spend

# Why You Should Attend This Course

## **Start a Real Business With Low Startup Cost**

You don't need stock, warehouses, or advanced skills — the model lets you start lean and scale as you grow.

## **Avoid Painful Beginner Mistakes**

Most new sellers fail because they choose bad products, set up stores incorrectly, or overspend on ads — this course teaches you the exact steps to avoid those mistakes.

## **Learn Strategies Used by Successful Online Sellers**

Everything taught is based on real experience and working systems — not theory or outdated YouTube videos.

## **Launch Faster with Ready-to-Use Templates & Tools**

You'll get frameworks, scripts, product research tools, and app lists to speed up your launch process.

## **Build a Scalable Long-Term Online Brand**

**Dropshipping is not just a quick hustle — when done right, it becomes a powerful global business with repeat customers and predictable sales.**



# Course Content

## ►► Introduction: What is E-Commerce?

- Types of e-commerce around the world
- Why e-commerce is the biggest opportunity to start your own business
- Business models in e-commerce: Dropshipping – Private Label – Wholesale
- The difference between Arab markets and global markets in e-commerce
- The role of digital marketing in the success of any online business
- The future of e-commerce in the coming years

## Section 1: Choosing the Niche & Brand Identity

### 1) Selecting the Right Store Niche

- How to choose a profitable niche
- Quick competition analysis
- Real working niche examples in the U.S. and Arab markets
- If you already have an idea: how to validate it and start immediately

### 2) Creating Your Brand Identity (Name – Colors – Fonts)

- How to choose a professional brand name
- Selecting psychological colors based on the niche
- Tools to create a color palette
- Examples of successful brands

# Course Content

## ▶▶ Section 2: Designing a Complete Shopify Store

### 3) Creating Your Shopify Store & Connecting a Domain

- Setting up the store
- Connecting the domain
- Installing the right theme

### 4) Designing the Essential Store Pages

- Homepage
- Product page
- About page
- Shipping, Refund, and Privacy Policies
- Adding your logo inside the store

### 5) Creating an Optimized Product Listing

- Title + description writing
- Images + videos
- Writing product benefits and key selling points
- Upsell & Cross-sell strategy

### 6) Completing All Store Settings

- Taxes
- Shipping settings
- Email setup
- Currency settings

## Section 3: Adding Products & Preparing the Store for Sales

### 7) Selecting Products from AliExpress / CJ Dropshipping

- Best method to import products
- Evaluating product quality before launch

### 8) How to Add Products to the Store

- Adding descriptions, images, and sizing charts
- Setting prices correctly

# Course Content

## ▶ Section 4: Payment Gateways

### 9) Setting Up a U.S. Payment Gateway Using an LLC

- Opening Stripe
- Linking it to Shopify
- Avoiding verification issues
- Required documents (EIN – LLC – Bank Account)

### 10) Setting Up Payment Gateways for the Arab Market

- Local gateways: Paymob – Accept – FawryPay
- Differences between payment systems in U.S. vs. Arab markets
- Processing fees

Total Duration for Section:

## Section 5: Marketing the Product & Brand

### 11) Influencer Marketing

- How to choose the right influencer
- How to contact influencers professionally
- How to create UGC campaigns
- Tracking results

### 12) Using TikTok to Build a Global Brand

- Best content style for product niches
- Types of videos that convert and sell
- Fast growth strategies
- Leveraging trends

### 13) Creating a U.S. TikTok Account if Selling in the USA

- Account setup
- Choosing the right VPN
- Uploading content tailored to a U.S. audience

# Course Content

## Section 6: Essential Tools for Shopify Success

### 14) Must-Have Shopify Apps

- Upsell apps
- Review apps
- Tracking apps
- Bundle apps
- Email marketing apps

### 15) Tools for Market & Product Research

- Competitor research tools
- Traffic tracking tools
- Spy tools for ads
- Tools to find trending products

## Section 7: Conversion Optimization

### 16) Steps to Increase Sales Without Increasing Ads

- Improving store speed
- Adding clear guarantees and easy returns
- Enhancing product page layout
- Checkout UX improvements

### 17) How to Prevent Losing Customers During Checkout

- Abandoned cart recovery
- Email follow-up
- Win-back offers

## Section 8: Creating a Simple Sales Funnel

### 18) How to Create a One-Product Funnel

- Explanation of the one-product store concept
- How to shorten the customer journey to purchase

### 19) Building a High-Converting Landing Page

- Key elements of a landing page
- Strong call-to-action
- Social proof
- Trust badges

## Section 9: Scaling with Paid Advertising

### 20) Introduction to Facebook Ads for Shopify Products

- Best campaign types for beginners
- How to quickly test products

### 21) Simple Advertising Strategy With a Small Budget

- Audience targeting
- Testing approach
- How to stop losing campaigns