



FREE GUIDE FROM ALI

The **5 products** I'd sell if I was starting today

No jargon. Just 5 decent products, who buys them, why they sell and what to sell them for.

Ali, AliEcomPro. Over £1,000,000 in my own e-commerce sales.

How ecom actually works

6 simple steps. **Green = what I do for my 1-to-1 students.**

1 Pick a product

Something that fixes a problem people have.

With me: send me your ideas, I'll narrow them to the best 2 or 3.

2 Find a supplier

A company that makes it and posts it to your customers. No garage full of stock needed.

With me: I give you my own supplier.

3 Build your shop

Using Shopify, the website builder. No coding needed.

With me: you get my own store theme, free.

4 Make short videos

Show the problem, then show your product fixing it.

5 Show them to the right people

Pay Facebook, Instagram or TikTok to show your videos to people with that problem.

With me: we check your numbers every week and I tell you what to change.

6 Someone buys

You get paid, the supplier sends it, you keep the difference.

EXAMPLE

Sell it for **£30** · product + delivery **£8** · ads **£12** ·
you keep £10

Then it becomes a **real business**

Once you're getting sales, this is where it gets serious. **Green = what I do for my 1-to-1 students.**

7 **Build a team**

Hire people to handle the day-to-day: customer emails, ads, videos. The business keeps growing without you doing everything yourself.

With me: I help you hire the right people and set up your team.

8 **Sell your business**

When your store is doing well, you can sell it, just like a restaurant or a shop. Yes, ecom is a real business.

With me: when your numbers are right, I help you sell it.

Real example: my student Nal started at 19 knowing nothing, built his store past £750,000, then sold it.

Specific student, not typical results.

How I pick a product: 3 simple rules

1

It fixes a real problem

Something that hurts or annoys people every day. A real problem beats a "nice to have" every time.

2

You can see it working in seconds

If a short video can show the change straight away, it's easy to sell.

3

You can sell it for £20 or more

Any cheaper and there's no money left over once you've paid for ads.

Be honest with yourself: these are decent products to learn from, not my students' winners. Before you sell anything, check how many other people are already selling it. That's the part most beginners get wrong, and it's one of the first things I teach.



Heated neck & shoulder massager

WHAT IT IS

A soft wrap that sits on your shoulders, warms up and massages your neck.

WHO BUYS IT

People with a stiff neck from sitting at a desk or looking at their phone all day. And people buying a gift for their mum or dad.

WHY IT SELLS

Neck pain is something people feel every single day, and you can see the relief on someone's face in a 5 second video.

Sell it for about **£34.99**

My tip: in November and December, sell it as a Christmas gift for parents.

WHERE BEGINNERS MESS THIS UP

Copying the same ad everyone else is running. You need your own angle, and finding it is half the game.



Dog calming wrap

WHAT IT IS

A snug vest that gently hugs a dog to help it feel calmer.

WHO BUYS IT

Dog owners whose dog shakes, hides or barks when there are fireworks or thunder.

WHY IT SELLS

Nobody likes seeing their dog scared, and owners will pay to help. Bonfire Night and New Year mean weeks of fireworks.

Sell it for about **£24.99**

My tip: show a scared dog, then the same dog lying calm in the wrap. That's your whole ad.

WHERE BEGINNERS MESS THIS UP

Picking the cheapest supplier. A wrap that doesn't fit properly means refunds and angry reviews.



Rechargeable heated insoles

WHAT IT IS

Insoles you charge with a USB cable that keep your feet warm for hours.

WHO BUYS IT

People who work outside in winter, older people, and anyone whose feet are always cold.

WHY IT SELLS

Cold feet every morning is a daily annoyance in a UK winter, and people feel it right now.

Sell it for about **£29.99**

My tip: think delivery drivers, builders and dog walkers. They're out in the cold every single day.

WHERE BEGINNERS MESS THIS UP

Not checking the battery. Cheap batteries die fast, and dead insoles mean refunds.



Mini dehumidifier

WHAT IT IS

A small machine that pulls water out of the air and collects it in a tank.

WHO BUYS IT

Renters and families with wet windows, damp walls or black mould every winter.

WHY IT SELLS

Damp and mould are stressful and embarrassing, and seeing the tank fill up is proof it's working.

Sell it for about **£34.99**

My tip: film the water in the tank after one night. People can't believe how much it collects.

WHERE BEGINNERS MESS THIS UP

Selling it like a gadget. People don't want a machine, they want a home without damp and mould. Lead with the problem.



Bunion corrector & toe separator set

WHAT IT IS

Soft silicone pieces that sit between your toes and support a painful bunion.

WHO BUYS IT

Women with sore bunions, especially people who are on their feet all day.

WHY IT SELLS

Bunions hurt, and people feel self-conscious about their feet. You can see the toe sit straighter in seconds.

Sell it for about **£24.99**

My tip: sell it as a set of 2 or 4 pairs so the price makes sense.

WHERE BEGINNERS MESS THIS UP

Using a supplier with bad reviews. Bad reviews mean refunds and chargebacks, and too many can get your payments shut down.

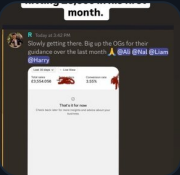
PROOF

Beginners who did it **with me**

They all started exactly where you are now.



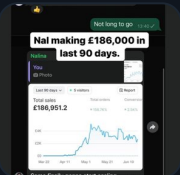
ICE
£1,079 in one day
As a complete beginner.



RAZA
£3,554 in his first month
"Slowly getting there."



HARRISON, 17
£24,084 in 90 days
While he was still in college.



NAL, STARTED AT 19
£186,951 in 90 days
Started knowing nothing, then went on to pass £750,000.

Specific students, not typical results. What you make depends on the work you put in.

YOUR NEXT STEP

Q4 is the best time of year to start. **Don't wait until January.**

Want me to help you pick YOUR first product?

Book a call. We'll look at where you're at and your budget. If we're a fit, picking your first product is one of the first things we do together.

I only take **15 students every 90 days**, so I can give each one my all. Applications for the next 15 spots are open now.

Book a call

Not ready for 1-to-1? Join Ecom Pros

The full course, weekly live calls with me, and I look at your shop and tell you what to fix. **£49 a month, leave whenever.**

Ecom Pros is **capped**. When it's full, it closes for 3 months. See how many spots are left at **aliecompro.com**.

Join Ecom Pros

These products are examples to learn from, not guaranteed winners. What you make depends on the work you put in.