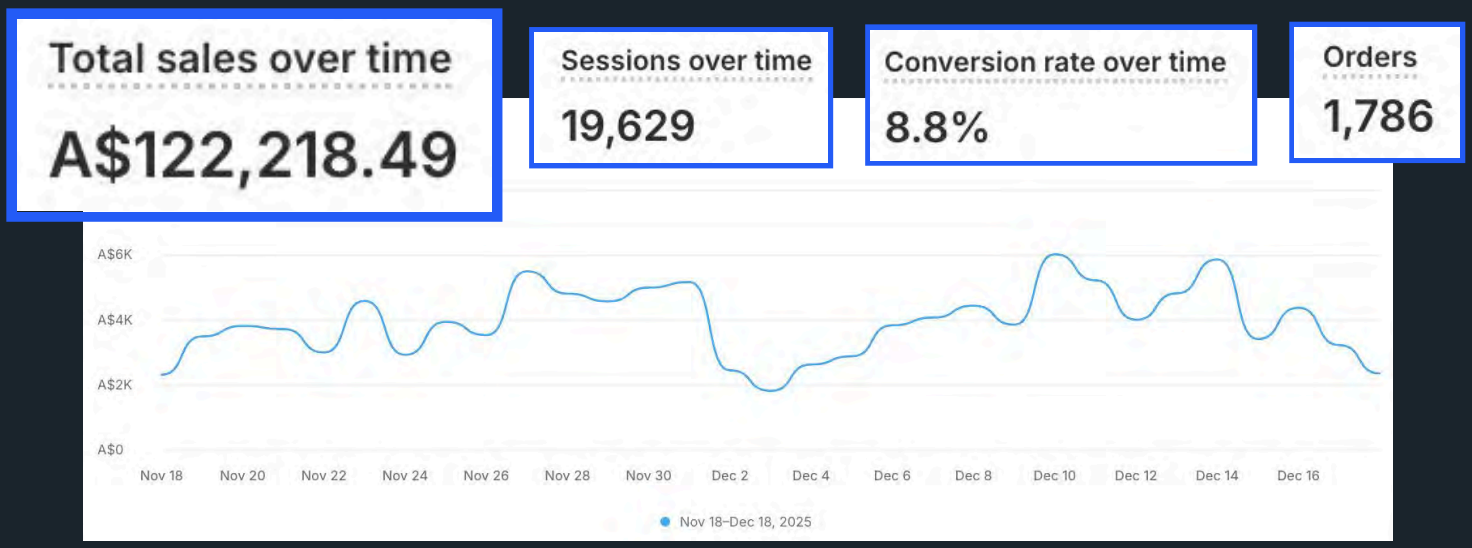
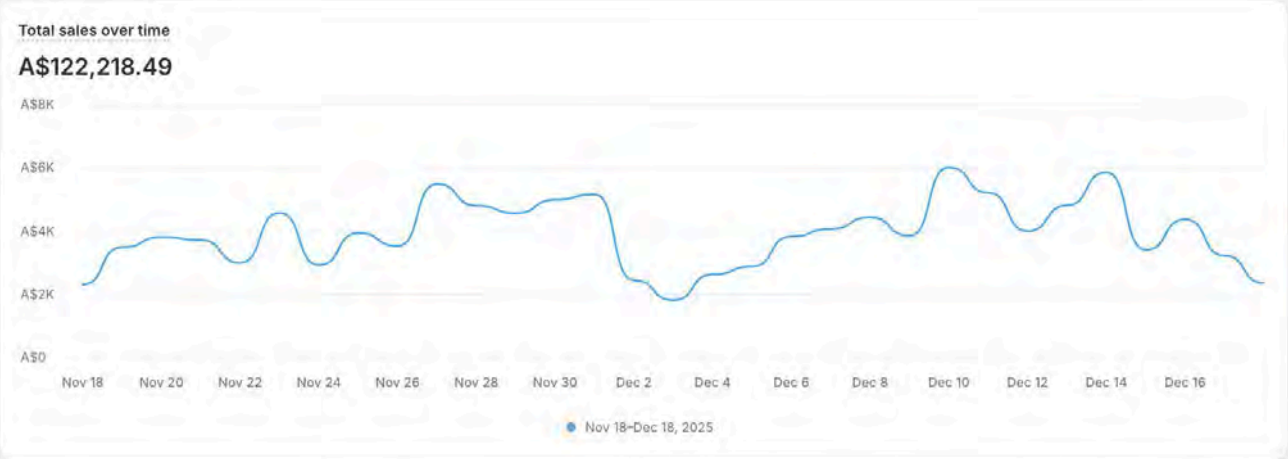


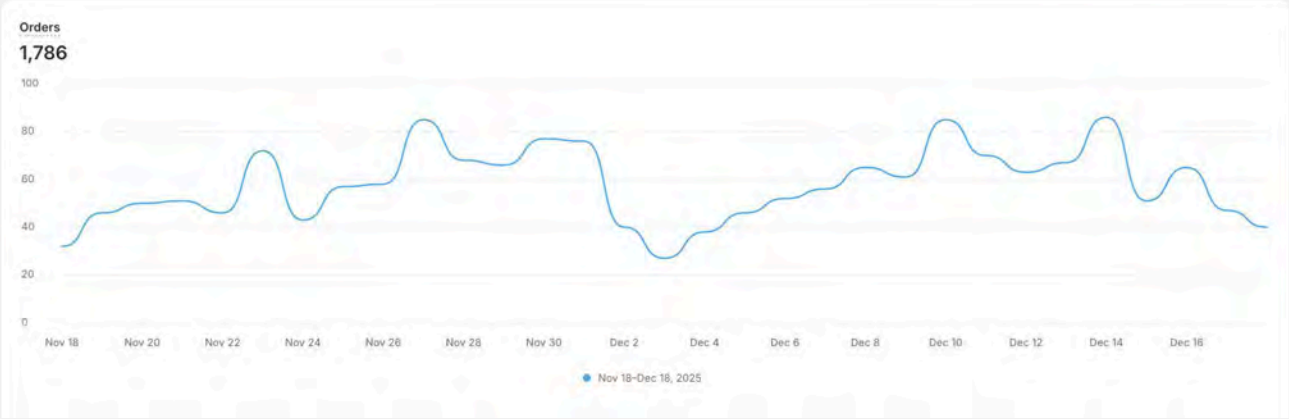
ECOM CAPITAL®

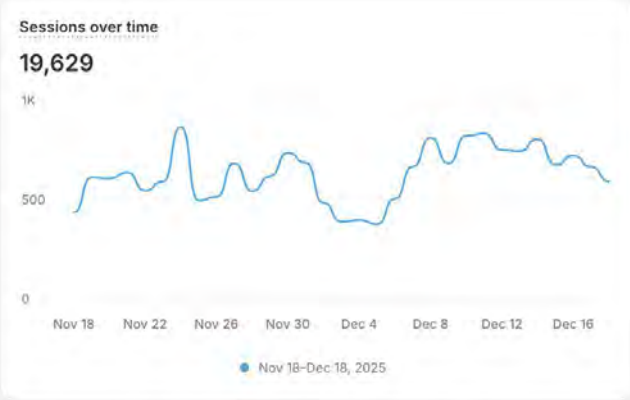
How To Make 100k P/M With Your eCommerce Brand

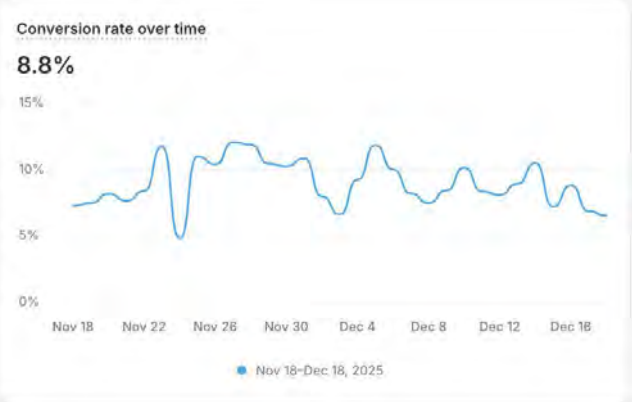
100K

bisous









Last month of 2025, my brand **Bisous generated $122,218** in total sales with approximately 16.5% net margin after tax

Here are the **main lessons** that I learnt during this period that will be deployed over the next 12 months ahead as I grow the brand to **$500,000** per month in sales.

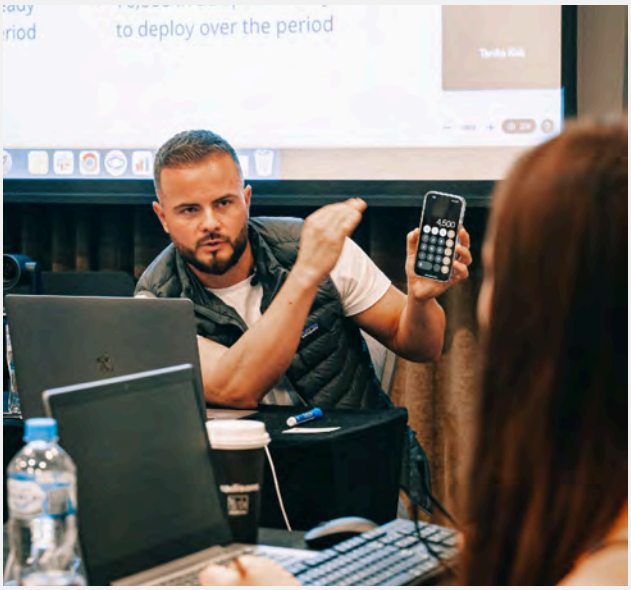
1. KNOW WHAT THE GOAL IS

I covered this on a recent Mastermind call with our mastermind members, and the goal for **every founder/entrepreneur is different.** You may never want to get to sales volumes like this, and you may want to **generate 30-40k per month with incredibly high profit margins.**

Conversely you may want to grow a **massive multi national company** with a huge exit potential that can be realized.

Both of these objectives or goals have **completely different steps,** and requirements that will be associated with achieving them.

Neither are more "right" than the other, they are completely down to **personal preference** and which stage of life you are in/what is important to you/what your priorities are.



For me with my brand currently, I am **building it to exit.** I want to grow it with growth being prioritized over **profits being maximized** - hence that is my guiding filter that assists with all of my decision making and allows me to have **less "shiny object" and more focus** on the right things that

really drive me forward in the right direction.

For you: **Have a goal.** Know what it is, and work at it diligently until you reach it. Do not stop, do not compare yourself to anyone around, do not give a single f*ck about what other peoples trajectory looks like. You, against you, is all that matters.

This is the **MOST important place to start,** and to constantly revisit.

To ensure that all of your **activities are aligned** with the direction that you are traveling in.

Start any new campaign, start any new product development, start any new sale etc with the questions, **"What is the goal"**... Does this align with the Goal? **Is this the best possible way** to get me towards the goal in the shortest possible time? (highest leverage).

Continue asking the last question until it is an **absolute F - yes.** Then proceed to number 2 (below)

2. KNOW YOUR NUMBERS

This is **always fundamental** for me in every aspect of my business, but it cannot be said enough, and it cannot be overstated...

This particularly relates to:

- **Cost of acquiring** a new customer with your "evergreen offer" to remain at varying degrees of profit ie: **10% 20% 30% etc.**

- **Your fixed costs** within your brand/company - which fixed costs are "bloat" and how can you actively & aggressively work on **cutting the fat,** trimming the waste, and being diligent with where every dollar is spent to ensure that your **margins are maximized.**

- **Your COGS** - accurately and specifically, down to the breakdowns of: product cost, freight and importing, taxes and gst on importing (this **part is refundable** and you need to know this)

- **Your GP (Gross Profit)** - having low gross profits (below 65-70%) make it **very hard to scale** and stay in a strong profitable position regardless of the growth goals you have

The reason it is so important to **"know your numbers"** is that it gives you clarity on the **health and success of any campaign,** or any initiative that you launch into the market to drive sales and profits.

If you do not know the goal, and then **you do not know your numbers,** it is equivalent to “not knowing which game you are playing, and then not knowing the rules” one player is playing badminton, the other is playing chess... **Failure is guaranteed.**

3. CREATE YOUR PLAN

Once you know your Goal (what's the freaking point of it all), **you know your numbers** (you know the rules of the game). Create the marketing plan, or the **plan of execution** that will be rolled out over the campaign that you are planning.

This will involve:

- **the offer** (you can do this accurately - as you have your goal and your numbers)
- **the messaging** (copy, headlines, email etc)
- **the creative strategy** (your plan for statics, polished video, and UGC along with creators who are going to be delivering the content to you)
- **email strategy** - your email strategy will align with the messaging and content you **organize for your campaign** and should be a reflection of what is being communicated in the market, with the exception of where it is being said (**not through paid ads** - but through EDM)

During the Bisous BFCM Campaign period there were **4-5 different offer that were tested,** run and pushed in various ways and frequencies, do not do this, especially when starting out. (the only reason I did this was to test a **multitude of theories** to see which of the offers cut through the most in the market.

KISS - Keep It Simple Stupid (start with one offer, one campaign, and organize all of the above assets round this)

More = **MORE complexity in a non linear way.**

Projections of all of your numbers, expected total sales, expected units to sell to realize total sales projections, projected profits based on units sold at expected acquisition cost

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eCommerce Accelerator

Selling Price	$106.70
No. of Units MOQ	1000

Total Cash:	Total COGS:	Total Gross Profit
$106,700.00	$82,454.00	$24,246.00

COGS/Unit:	Gross Profit/Unit	Gross Profit Margin
$82.45	$24.25	22.72%

Cheat Sheet:
Goal: Profit Margin should
If low profit margin (less th
- Cut production costs
- Raise your prices
- Discontinue certain produ

Select Cost	Value	Required Input
Shopify Fee	2	% of Selling Price/Unit
COGS	50	Cost ($)/Unit
3PL Storage	0	Cost ($)
3PL Pick & Pack	0	Cost ($)/Unit
Freight	0	Cost ($)/Unit
Wistia	0	Cost ($)
Close	0	Cost ($)
Google Ads	0	Cost ($)/Unit
FaceBook Ads	30	Cost ($)/Unit
Google WorkSpace	50	Cost ($)
Zoom	0	Cost ($)
TeamWorks	0	Cost ($)
Help Scout	50	Cost ($)
Twillio	0	Cost ($)
Zapier	0	Cost ($)
Klaviyo	100.00	Cost ($)
Website hosting	50	Cost ($)
Shopify	55	Cost ($)
Wendy	0	Cost ($)
Brigham	0	Cost ($)
Tanita	$0	Cost ($)
Creative Retainer	0	Cost ($)
Accounting/Bookkeeper	0	Cost ($)
Xero	15	Cost ($)
shipping	0	Cost ($)
	15	
	0	

Cost	Total Cost	
Shopify Fee	$2,134.00	Credit Card Fee
COGS	$50,000.00	Credit Card Fee
3PL Storage	$0.00	Only on upsell, but COGS = $1000, Rev = $40
3PL Pick & Pack	$0.00	
Freight	$0.00	Software
Wistia	$0.00	Video Hosting Software
Close	$0.00	Sales CRM Software
Google Ads	$0.00	Advertising
FaceBook Ads	$30,000.00	Advertising
Google WorkSpace	$50.00	Software
Zoom	$0.00	Software
TeamWorks	$0.00	Software
Help Scout	$50.00	Software
Twillio	$0.00	
Zapier	$0.00	Software
Klaviyo	$100.00	Marketing Software
Website hosting	$50.00	Software
Shopify	$55.00	Course Portal Software
Wendy	$0.00	Contractor Misc. Overseas Contractors
Brigham	$0.00	Sales Comms
Tanita	$0.00	Salary
Creative Retainer	$0.00	Outsourced Media Buying
Accounting/Bookkeeper	$0.00	Contractor
Xero	$15.00	Contractor
shipping	$0.00	Salary
		Salary
		Salary

ONE contingency - one alternative plan that you have already prepared ALL of the above content for AHEAD of time, this is **designed to keep you in a position to be PREPARED,**

and ensure that your most valuable asset (your mind, and your conscious thinking ability) is **able to focus on the most important things,** analyzing performance, checking and validating the projections, reviewing and assessing the marketing assets **NOT doing last minute rush requests from creators,** designers, email teams etc.

This is an **absolute sure fire way** to put yourself in a position of failure.

Prepare

- Offer
- Messaging & Copy
- Creative Assets

4. GO LIVE

Going live is (as you can see from the prep involved in the above campaign research that you will do) - the **easiest part of this whole process.**

You will ALWAYS start with:

- **website** - change all discounts, change all assets (hero images etc)
- **send email blasts** to lists & text message blasts (if applicable)

- **push all new assets live** with new creatives/copy/offer for sales period

Do not touch anything, and ensure that you leave all of your efforts in a completely LIVE position for a minimum of **48 hours before any changes** are made.

5. TRACKING AND DATA COLLECTION

Your decision making is impacted by only the **ability for you to have the correct data and information.**

However by this stage, **you know the goal,** know your numbers, know your offer and have your plan with your projections in place that define "success".

This gives you the **criteria of success,** and gives you the ability to have something to "measure against".

If you **follow this plan, and execute on it** in diligent follow through it will put you in a position where you will **feel prepared in the leadup** to any new campaign that you launch, you will have all assets organized, **you will know your expectations** you should have on profits, and those will be only defined by you and your

goal.

This can be one of the **most lucrative and fun exercises** that you partake in as part of your business success (if it is done right).

If you run this part of your operation like a “chop shop” it can very **quickly become something you dread,** something that you have no faith in, and something that every time it comes around, **you start to dread and resent.**

Campaigns and sales events like **BFCM are fantastic opportunities** for you to make **advances on your market share,** increase the amount of customers you acquire, and **build more good** will with your database.

I have personally **run on both sides** of the equation;

Ie - **had no idea of what the goal was,** had no idea of what the numbers where that were important, had no idea of what the plan was or even if there was a plan/what the heck should I do.

This **method and process I have developed** covers almost all aspects of your campaign strategy and will heavily improve your likelihood of successfully and **profitably running digital campaigns** in the future.

Who We Are

At eCom Capital, we specialize in **turning aspiring entrepreneurs into successful ecommerce business owners.** We're not just consultants; we're your partners in navigating the ever-changing landscape of online business.

Our mission is to **help you discover and launch profitable products** using smart, data-driven strategies that have been proven to work across industries.

With years of experience in market research, product development, and ecommerce growth, **our team is equipped to guide you** through every stage of your journey.

Whether you're starting from scratch or looking to elevate your existing business, we're here to ensure that you don't just compete but **excel in your market.**

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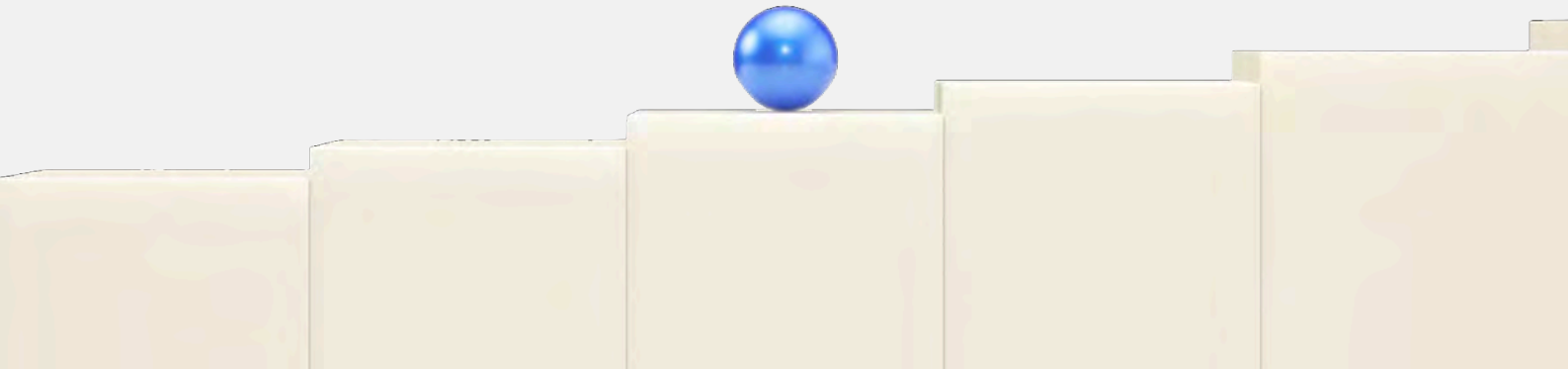
If you wish to get help with your eCommerce brand and **start hitting 100k months** you can schedule a **free 30 minute strategy** call with one of our eCommerce strategists to analyze your brand and see how **we can get you the growth and the profits** you want faster.

Schedule your call **HERE**

To Your Success,

Sasha Karabut