

A CASE STUDY BY ECOM CAPITAL

THE SIMPLE PRODUCT FORMULA

How a cloth became a \$120K month brand, and what it teaches you about picking the right product.

ECOM CAPITAL ——— FREE RESOURCE 2026

THE PROOF

\$120K

IN A SINGLE MONTH

514

FIVE-STAR REVIEWS

5.0

AVERAGE RATING

THE CASE STUDY

WHAT IF THE PRODUCT THAT CHANGED EVERYTHING WAS JUST A **CLOTH?**

Most people starting out think they need a groundbreaking idea. Something patented. Something no one has ever seen before.

Bisous is a reusable makeup remover cloth. That is it. And it generates \$120,000 in a single month, with customers who are genuinely obsessed.

Bisous is one of our own brands. We built it to prove the formula works. We have since helped over 2,200 people launch their own brands using the exact same approach.

THE PROOF

\$120K

Revenue in a single month. Not a launch. Not a sale. Just a regular month.

514

Five-star reviews. 5.0 average. Not a single 1, 2, or 3-star rating.

Featured

VOGUE

MARIE CLAIRE

MEET THE PRODUCT

THIS IS BISOUS.

A premium reusable makeup remover cloth. You wet it with warm water, wipe your face, and every trace of makeup is gone. No cleanser. No chemicals. No cotton pads filling up the bin.

- REMOVES MAKEUP WITH WATER ONLY
- REUSABLE UP TO 1,000 TIMES
- 100% CHEMICAL AND PARABEN FREE
- REPLACES UP TO 500 SINGLE-USE WIPES



SECRET 01

YOU ONLY NEED **ONE** PRODUCT.

THE LESSON

Most beginners think they need a full store. Fifty products. Something for everyone. So they spend months building a catalog and launch with nothing that actually stands out.

Bisous launched with a single cloth. That is it. All their energy, all their branding, all their marketing went into making one thing extraordinary.

One product done **brilliantly** will always beat fifty products done poorly.

THE MYTH

**~~“I NEED A PRODUCT NO
ONE HAS EVER DONE
BEFORE.”~~**

**THIS THINKING KILLS MOST
BEGINNERS BEFORE THEY START.**

If no one is selling it, there is usually a very good reason. No one wants it. It is too hard to explain. The market does not exist yet.

Bisous did not invent the reusable cloth. Competitors existed. But they saw a market already buying, and they came in with better branding, better quality, and a clearer message.

Competition is not a warning sign. It is **proof that people are already buying.**

DO NOT BE FIRST. DO IT BETTER.

01

FIND WHAT IS ALREADY SELLING

Look for products with strong sales and real demand. If people are buying it, the market is proven. You do not need to educate anyone.

Bisous saw reusable cloths already selling online.

02

READ EVERY COMPLAINT

The negative reviews on your competitor's product are a free product brief. They tell you exactly what customers wish was better.

"Too rough on skin." "Packaging is cheap." "Fell apart after 3 washes."

03

ENTER WITH A BETTER VERSION

Fix the complaints. Upgrade the branding. Position it as the premium choice. You are not copying. You are improving.

Bisous: ultra-soft, premium packaging, 1000-use guarantee.

MARGIN IS THE BUSINESS

Beginners obsess over revenue. But revenue is vanity. Margin is the actual business.

A product that costs \$5 to source and sells for \$60 gives you the room to run ads, handle returns, offer bundles, and still build real wealth. A product that costs \$30 and sells for \$40 will drain you dry.

THE MARGIN REALITY

LOW-MARGIN PRODUCT (AVOID)

Buy for	\$30
Sell for	\$40
Profit	\$10

HIGH-MARGIN PRODUCT (BISOUS)

Buy for	~\$5
Sell for	\$62
Profit	\$40+

This is the margin that lets you **actually scale.**

SECRET 05

SOLVE A DAILY PROBLEM

Bisous is used every single night before bed. That is **365 reasons per year** for a customer to love your brand.

AVOID THIS

~~RARE PROBLEMS~~

A product people use once a month

Something they buy and forget about

A product with no reason to come back

Seasonal items with no repeat purchase

FIND THIS

DAILY RITUALS

Something in their morning or night routine

A product that runs out or wears out

Something they tell their friends about

A product that becomes a habit

THE PROOF

THE NUMBERS

\$120K

**IN A SINGLE
MONTH**

Not a launch. Not a sale.
Just a regular month of
recurring revenue.

514

**FIVE-STAR
REVIEWS**

Customers who took the
time to write about how
much they love a cloth.

5.0

AVERAGE RATING

A perfect score across
hundreds of verified
purchases.

FEATURED IN

VOGUE

**MARIE
CLAIRE**

This is what happens when all five rules come together in **one simple product.**

THE OBSESSION

WHAT CUSTOMERS ACTUALLY SAY



"Bisous transformed my routine — my skin has never looked better."

— CARLY A.



"Clears my whole face of makeup without any products — love it."

— SHANNAN V.



"So soft and effective — it removed every bit of my makeup easily."

— LILY C.



"Worked wonders on my sensitive, problematic skin — very gentle."

— VENDELA A.

THE TAKEAWAY

WHAT EVERY FIRST-TIME BRAND BUILDER NEEDS TO KNOW

01

ONE HERO PRODUCT BEATS A FULL CATALOG

Do not spread yourself thin. Pick one simple product, make it extraordinary, and put everything behind it.

Bisous launched with a single cloth. That was enough.

02

COMPETITION IS PROOF OF DEMAND

Stop looking for a gap in the market. Look for a market with a gap. Find what is already selling and do it better.

Reusable cloths existed. Bisous just did it better.

03

MARGIN IS THE WHOLE BUSINESS

High margin gives you freedom. It lets you run ads, offer bundles, handle returns, and still build real wealth.

\$5 to source. \$62 to buy. That is a real business.

YOUR TURN

THE 3- QUESTION PRODUCT FILTER

Run any product idea through these three questions. If it passes all three, you have something worth pursuing.

01 DOES IT SOLVE SOMETHING PEOPLE DEAL WITH EVERY DAY?

Not once a month. Not occasionally. Every single day. Daily problems create daily customers.

Bisous: removing makeup is a nightly ritual for millions of women.

02 IS SOMEONE ALREADY SELLING SOMETHING LIKE IT?

Competition is not a red flag. It is proof of demand. Your job is to do it better, not to be first.

Bisous: reusable cloths already existed. Bisous just did it better.

03 CAN YOU SOURCE IT FOR A FRACTION OF WHAT IT SELLS FOR?

High margin is not a bonus. It is the whole business. Without it, you are working hard for very little.

Bisous: sourced for around \$5. Sells for \$62. That is the formula.

THE BRIDGE

THIS IS EXACTLY WHAT WE DO AT ECOM CAPITAL.

We know this works because we do it ourselves. Bisous is one of our own brands. When we teach you how to find a product, source it, and build a premium brand around it, this is exactly what we mean.

Every client starts exactly where you are right now.

FROM ZERO TO LAUNCH

We work with people who are serious about building something real. People who are ready to put in the work and want a proven system behind them. Bisous is proof. So are the 2,200 brands our students have launched.

2,200+ brands launched by
Ecom Capital students

- ✦ Find a simple, high-margin product
- ✦ Source it reliably and profitably
- ✦ Build a premium, obsession-worthy brand
- ✦ Launch, scale, and grow your revenue

NEXT STEPS

LET'S FIND YOUR WINNING PRODUCT.

Book a free strategy call with our team. We will look at where you are, what you want to build, and map out exactly what it takes to launch a high-margin brand the right way. One conversation can change everything.

BOOK YOUR FREE STRATEGY CALL