



Ecom Hell: How to Make Money in Ecommerce Without Getting Burned

Shirley Tan

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About the Book: Foreword by Bryan Eisenberg

In Ecom Hell, Shirley Tan wants to share what she learned in ecommerce to make sure you can avoid getting burned! Shirley Tan started her ecommerce business on a shoe string budget and sold it to a NASDAQ traded corporation.

How?

She developed systems and efficiencies that made her business hugely profitable and a prime acquisition target. She shares the lessons she learned in this book

Ecom Hell is aimed at entrepreneurs building ecommerce business, adventurers who are considering an ecommerce adventure, technically savvy executives who want to get an insiders' guide, information technology professionals who want to benchmark their ecommerce business practice and anyone who has an interest in getting a good grasp of what really goes on in an e-commerce business. The book is filled with tips and checklists on what it really takes to start, run and grow your business and it'll soon become a go-to guide for managers and staff! Here is some of what you'll get from Ecom Hell: • Identifies what areas in ecommerce you should FOCUS on so you maximize your revenues and growth. • The 7 category metrics that drive EVERY ecommerce business and how to measure them so you win. • The 10 BIG mistakes most ecommerce entrepreneur makes and how to avoid them so you can improve your chances of success in ecommerce. • Easy steps to picking niche markets like winning racehorses so you know the winners from the dogs. • Detailed check list on what to look for in an ecommerce platform. • 11 tips on how you can increase your website conversions.

Are you flirting with the idea of your own ecommerce business? Shirley's Ecom Hell takes you through the nitty-gritty of running an ecommerce business. It is a behind-the-scenes look at what can make or break your ecommerce business. Ecom Hell walks you through: • How to get started on a shoestring budget so you'll have plenty of resources available to fund your growth. • How to "cherry pick" your competitors so you ALWAYS win in a head to head contest. • How to buy an existing ecommerce business so you can avoid the "slow start." • How to sell your business so you can retire and have financial security.

Shirley fields frequent questions about the title of her book. Why Ecom Hell? She says, "I believe business success is a combination of strategic planning and excellent execution, helped often by a heavy dose of optimism. I understand the value of optimism as it carries many an entrepreneur through a rough day or two. However, I also believe is anticipating worst case scenarios to avoid them at all costs. This is the impetus behind Ecom Hell: I'll help you face the pitfalls that can be part of ecommerce business building; and give you the best practices to use to navigate your way around these potentially hellish situations. Ecom Hell is going to help you build your own ecom heaven!"

"Shirley is an incredible entrepreneur that experienced hands on every aspect it takes to make an ecommerce business successful. Regardless of the stage of your ecommerce business, Shirley provides excellent foresight into how to make it to the next level." —Jennifer Fallon, CEO, The Aspen Brands Company, KateAspen.com & BabyAspen.com

"Shirley Tan is the real deal. As an inquisitive entrepreneur, she always asks all the right questions, and now she is sharing all the right answers for creating a successful ecommerce business. Her book is detailed, insightful, and comprehensive, and will become a must-have for all E-com business owners. Not only has she done it herself, but she knows how to identify and document the things that helped her become successful. Sharing this wealth of knowledge is only part of what makes her not only a great author, but a great person as well." —Todd Malicoat, SEO, Faculty Market Motive.com

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