

HOW TO START YOUR AFRICAN BUSINESS

COMPLETE SUCCESS
STEP-BY-STEP



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Congratulations!

You've made the first step at claiming your independence. Starting a new business can be a wonderful experience that gives you FAST extra income. Not only this, but you can also celebrate African heritage and help support the people of Africa at the same time. Your customers can own actual products made by the people of Africa.

How to start.

This guide gives you the help you need to start out successfully. Africa Imports has spent more than 18 years creating the best and largest selection of African products anywhere. You get step-by-step instructions that give you the fastest way to grow your own business. These same ideas that others have used to grow African businesses can give success to you.

Africa Imports only succeeds if you do. I hope this guide is a big help to you.

- Wayne Kiltz

President, Africa Imports

5 STEPS TO SUCCESS

1 CHOOSE YOUR PRODUCTS

What products are you passionate about? What will sell the best? The most important step towards choosing the right products is knowing your customers and THEIR needs. As an Africa Imports retailer you'll have access to thousands of popular products; and to the extra help you need to succeed fast.

2 CREATE YOUR "LIST"

Make a list of 50-100 people you know from work, church, family or anywhere else. Put down names, addresses, phone numbers and email addresses if you can. This is the starting point to your success. Page 14 shows you how to put together "The Perfect List"

3 COMMUNICATE

Tell the people on your list about your new business. You can send letters, emails, make phone calls and post on social media. Letting people know will get people talking. People remember you first and can spread the news to their own friends.

4 GET YOUR PRODUCTS

At africainports.com you can choose products or get an [easy starter kit](#). Page 18 shows you different starter kits you can choose from. You can make back your investment, and get extra income right away.

5 SALES LOCATIONS, MARKETING & PROMOTIONS

The most successful businesses are the ones that know how to HAVE FUN. Be creative and OWN your business from the beginning to the end. You will find proven, successful ideas in this guide on page 19 that help share the joy and spirit of Africa. Your new business can also make you many new friends along the way.



Step 1 CHOOSE Your Products

What products are best for you?

Clothing and Accessories

Natural Soaps

Health and Beauty Products

Fragrance and Essential Oils

African Fabrics

Jewelry

Musical Instruments

African Art



What products are best for you?

Choosing your products

Clothing and Accessories

Africa Imports Category Ranking

Category
Popularity

10

Repeat Sales
Potential

10

Profitability

10

Top 3 Sellers

#1

Unisex Traditional Print
Dashiki - C-U912



Clothing is the #1 category at Africa Imports. American households spend an average of \$1,700 a year on clothes. In this large 2.25 billion dollar industry, the competition is high. Selling African inspired clothing is unique because the market is special and the products are unique and difficult to find, making clothing sales something you should consider.

Clothes are the best way for people to share who they are without saying one word. African clothes give people a chance to reconnect with African culture, celebrate their heritage, and stand out with vibrant colors and exquisite designs. Holidays, special events, and large demand periods such as Black History Month increase demand for African clothing. If you or people you know dress in African or African inspired clothing, this may be a great fit for you.



#2

Children's Traditional
Dashiki - C-C002



Tried and True Methods for Selling Clothing

- **Wear the African clothing yourself!** People love to find out where you got what you're wearing.
- **Post pictures** of yourself wearing African clothing online in your social media. Let customers know they can get these same pieces from you!
- **Hand out blank Africa Imports catalogs** (catalogs without our company information) and let people order directly from you out of those.
- **Display African clothing** prominently in your store window. Offer discounts for first time customers or specials like "buy one dashiki, get one 50% off."
- **Have a fashion show!** Invite your friends to be the models and make a party out of it!
- **Stock up** before and during holidays like Easter, Christmas, and events like Black History Month. Clothing always sell quickly during these times!

#3

Million Stone Lace Floral
Skirt Set - C-WS187



What products are best for you?

Choosing your products

Natural Soaps

Top 3 Sellers

#1

Dudu-Osun Black Soap
M-S501



#2

Raw Shea Butter Soap
M-S455



#3

African Black Soap Paste
M-S492



Soap is the #2 Best-Selling category at Africa Imports. Natural skin care is becoming more popular every year. More people want to stay away from harsh chemicals and additives. Natural soaps sell quickly, and what's more, they create a strong customer loyalty. If people like your soap, you can bet they'll be back to buy more from you. It's not easy to find African soap anywhere else! **African soaps are good for anyone** too - unlike African clothing or artwork, ANYONE can enjoy natural soaps. They are excellent anti-acne treatments, they fight aging, and many people who suffer from eczema or psoriasis experience improved skin after making the switch to natural soaps. **Soaps are often the easiest investment** you can make in your business, and provide you with one of the fastest ways to get new customers and more sales.

Tried and True Methods for Selling Soap

- **Give a free bar of soap** to all the people on your list. It's a great way to introduce your business and get people loving your products! Almost everyone who tries African soaps comes back to get more later.
- Give away free samples of your soap! **Cut your soap bar** in slices and wrap one in some pretty tissue paper and give out as gifts - this is one of the most effective ways to sell more.
- **Use soaps as an incentive** to buy more! For example, "Spend \$50 and get one free bar of soap!" or "Buy two soaps get one free."
- **Display soaps** prominently in your store window or put a few soaps the checkout counter in your store. People like to add inexpensive things like this to their purchase at the last minute.
- **Use the soaps yourself** and document your skin's improvement through Youtube or social media. People love to see your own reviews and videos do especially well.

Africa Imports Category Ranking

Category
Popularity

10

Repeat Sales
Potential

10

Profitability

8



What products are best for you?

Choosing your products

Health and Beauty

Top 3 Sellers

#1

Shea Butter
M-182



#2

Neem Toothpaste
M-P129



#3

Coffee Eye Butter
M-P260



Africa Imports Category Ranking

Category
Popularity

8

Repeat Sales
Potential

10

Profitability

8

People love ideas that fix a problem. African personal care products do just that. They are natural, safer than what you can find at a drugstore, and extremely effective. If you have customers struggling with acne, eczema, aging, and even their baby's diaper rash - there's an African solution to any of these problems. Many people want to make the switch to natural health and beauty care, but aren't sure how or are afraid it's too expensive. We give you the lowest prices anywhere so you can offer your customers an affordable price and still make a good profit. Personal care products are a great way to generate customer loyalty, more sales, and help the people who are searching for a healthier lifestyle.

Tried and True Methods for Selling Health/Beauty Products

- **Give out samples!** We sell sample-sizes of many of our personal care products so you can let your customers try the product out before buying! Give out samples to your friends and family and you're sure to get some loyal customers
- **Use social media!** Try out the products yourself and talk about your results on Facebook, Twitter, or Youtube! Take before and after pictures and let your prospects know how much you personally are benefiting from these products
- **Give your health and beauty products a prominent place** in your store! People love to find ways to be healthier and have better skin.
- **Give out samples** of your products to spas or nail salons. Many of these places need shea butter, jojoba oil, or other skin care products to use for their customers.
- **Have a home party!** Invite your friends and customers over and share with them the many benefits of African health and beauty. Give out samples, show a demonstration, and make it fun for everyone!



What products are best for you?

Choosing your products

Fragrance and Essential Oils

Africa Imports Category Ranking

Category
Popularity

9

Repeat Sales
Potential

10

Profitability

8

Top 3 Sellers

#1

Egyptian Musk

1/3 oz. O-E103
1 oz. O-E101
4 oz. O-E104
1 lb. O-E10L



#2

Michelle Obama

1/3 oz. O-M343
1 oz. O-M341
4 oz. O-M344
1 lb. O-M34L



#3

Black Woman

1/3 oz. O-B513
1 oz. O-B511
4 oz. O-B514
1 lb. O-B51L



Fragrance and essential oils are the 3rd best-selling category at Africa Imports. People love oils - they can burn them, wear them, use them in soapmaking or add them to their favorite lotions. Essential oils can give health and well being! Fragrance oils give people **more for their money**. Bypass all the alcohol, fillers, and chemical ingredients in perfumes and get a more natural product that smells better and has a longer-lasting scent. When people buy oils, they're more likely to come back for more and to try other fragrances. **They are easy** to display on your store desk, burn in your shop, or to recommend to friends and family. You can even mix up oils to make your own signature blends. **Oils are inexpensive** and require hardly any investment. They are a great way to jump start your business faster.

Tried and True Methods for Selling Oils

- **Display oils on your store counter.** When people are about to leave a shop they often find it hard to resist adding one last inexpensive product to their order. Fragrance oils are inexpensive, fun and customers come back for more.
- **Get a sample set of oils** and let your customers smell and sample them. Trying different products is the best way to get customers interested, giving you the opportunity to sell them larger bottles and burners.
- **Burn oils** in your store or home where your customers are. When people comment on the amazing scents show them the oil that you used and take the opportunity to show them more oils and oil burners they can use.
- **Offer a promotion** in your store and use oils as an incentive! Promotions like "Buy 2 oils, get one free" or "Spend \$30 and get one free oil" are a great way to get people to try out oils and increase your sales.

What products are best for you?

Choosing your products

African Fabrics

Africa Imports Category Ranking

Category
Popularity

7

Repeat Sales
Potential

7

Profitability

8

Top 3 Sellers

#1

Mudcloth
M-F050



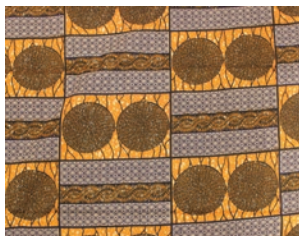
#2

African Brocade fabric
M-F105



#3

African Print Fabric
various item numbers



African fabrics let customers be creative and make their own styles or crafts. From hand-made African mudcloth to bold African prints, there's a fabric for everyone. You can sell fabric easily to craft stores, at craft fairs, or online. Places like eBay and Etsy are very popular places for selling fabrics. If you have a knack for sewing, you can even make your own products with African fabrics to sell. Some of our customers make their own hand made pillows, skirts, print curtains, and more!

Tried and True Methods for Selling African Fabrics

- **Sell online.** eBay is one of the best places to sell fabric online. Many people turn there to find unique designs they cannot find in standard craft stores. You can also showcase your fabrics or handmade items on Craigslist, Etsy, Pinterest or from your very own website.
- **Go to a craft fair!** Many cities have craft fairs or craft festivals throughout the year - get a booth set up a one, and offer your fabrics or craft creations!
- **Show the many ways** African fabrics can be used! Along with selling the fabrics, use a piece of mudcloth as a tablecloth or as a decoration in your store! This is a great

way to generate interest and draw peoples attention to the many ways fabrics can be used.

- **Tell your friends** and potential customers about the different fabrics and the symbolism behind them. You can even get **FREE brochures** from Africa Imports. Learn about the history and designs to keep conversations flowing with your customers. You can also print brochures and hand them out to your customers.

What products are best for you?

Choosing your products

African Jewelry

Africa Imports Category Ranking

Category
Popularity

7

Repeat Sales
Potential

7

Profitability

7

Top 3 Sellers

#1

Ghana Trade Bead
Bracelet
J-B628



#2

Silver Ankh Cuff
J-B071



#3

Cowry Shell
Jewelry Set
J-S832



African jewelry is a great way to get customers interested. People love African jewelry because it stands out, tells a story, and is very affordable. Our top three best-sellers are all under \$7 each. Jewelry sells especially well around Christmas, Valentine's Day, Black History Month, and Mother's Day. Try to keep your shelves stocked up well during these times. You can offer Men's, Women's, or even Jewelry for Children.

Tried and True Methods for Selling Jewelry

- **Pair jewelry with outfits** in your store. People often love to see a good ensemble, and will choose a nice set of jewelry to go with their outfit if they see it paired together. This is a great way to make two sales in one.
- Put a small bracelet, earring, or jewelry **display on your counter** and display affordable jewelry pieces that people can easily add on as a last-minute purchase.
- **Wear African jewelry.** People are sure to ask about what you're wearing and where they can get it. Don't leave your house without a piece of African jewelry that could get you a new customer.
- **Have an African home party.** Invite your friends, family, and customers to your home or store for snacks, drinks, and fun. Tell the stories of African products, let people try things on, explain the significance of the African symbols found in jewelry (cowrie shells are a symbol of prosperity, the ankh symbol is known as the key of life") This is a great way to make more sales, more connections, and have a good time while you're at it.
- **Sell your jewelry online.** Places like Etsy, Ebay, Pinterest, and even Amazon are great for selling unique hand-crafted jewelry. It's easy to set up an account and sell online.

What products are best for you?

Choosing your products

Musical Instruments

Africa Imports Category Ranking

Category
Popularity

5

Repeat Sales
Potential

5

Profitability

9

Top 3 Sellers

#1

African D'jembe
Drum M-M010



#2

X-Small D'jembe Drum
M-M018

#3

Kalimba Gourd Thumb
Piano M-M142



African musical instruments are great for specialty sales. While they may not be as universally in demand as soaps or clothing, **they can create interest in your store**, drawing people in to browse your entire selection. Plus, selling one large drum can make you a much bigger profit than selling many bars of soap. People love African musical instruments - they're beautiful, easy to learn, they have a story to tell, and they're more affordable than most other instruments. Drums are used in African traditions, festivals, celebrations, and even used as a way to communicate messages from village to village. Putting a D'jembe drum in your store window is sure to capture interest and **shout to the world that YOU are the place to go** for authentic African products.

Tried and True Methods for Selling Musical Instruments

- **Play your musical instruments** inside your store - or outside your store! People are sure to be drawn to the sound and the beauty of the instrument and you can show them a few simple ways to play it themselves! This is a great way to connect with passers-by and engage them with your products!
- **Have an African home party!** Invite your friends, family, and prospects to your home and show them some basic drum-playing techniques! Not sure how to play? Look on Youtube or on our web site for tutorials! Get everyone involved and having fun in a casual, relaxed atmosphere.
- When Christmas comes around, set out miniature D'Jembe drums or tic-toe drums as Christmas gift ideas! During the holiday season, miniature D'jembe drums are a very popular African gift and they are **a great way to get people started** with African instruments.

What products are best for you?

Choosing your products

African Art

Africa Imports Category Ranking

Category
Popularity

5

Repeat Sales
Potential

5

Profitability

7

Top 3 Sellers

#1

Large Banana Leaf
Paintings
A-P210



#2

12" Giraffe Couple
A-WC622

#3

Bone Handle
Wooden Salad
Set A-WC674



African art can be extremely beneficial to your business. Displaying African art in your store can not only give it an African feel and atmosphere, it can **draw people in** and create conversation and interest. Many people love African art, especially around the holidays when they're looking for a unique gift. While people may not need to repeatedly restock on art as they do with soap, they still love to find unique pieces of art that give them a piece of African life and culture. It's hard to find true African art anywhere. You can find many affordable choices that give your customers a way to own a piece of the motherland and experience authentic African beauty.

Tried and True Methods for Selling African Art

- **Display your art** throughout your store, in your window or on your walls. It's a great way to generate interest and draw in more passers-by.
- **Show your art on social media!** Take pictures of how you're using African art in your own home - whether it's a salad set, your new key chain, or some framed banana leaf paintings. Social media can give you many ways to connect with art enthusiasts and network with people who would be interested in what you're offering.
- Try selling on eBay, Etsy or Craigslist. Many people start online when they're looking for something unique like African art. **They may not know where to go** to look for it at a physical store, so they may start online. Try to keep some of your art pieces always available on these sites.
- Set up a booth at a flea market or festival! Artwork sells well at these venues, and gives you the chance to find new customers as well!

Step 2 Create your List

Create your "LIST" in just 4 steps

You can have loyal customers from people who you already know (and from other people who they know). Make a list of at least 100 people. You can find all of the customers your business needs to succeed from this list alone. Find out how here!

1 Think of everyone that you can.

Your friends, family, past friends from school, church, work, Facebook, your cell phone and anywhere else.

2 Organize each name.

Try to get an address, phone numbers and email addresses. It may seem like extra work, but you will be glad later. You will have a very valuable list. Fill in any missing information later as you get it.



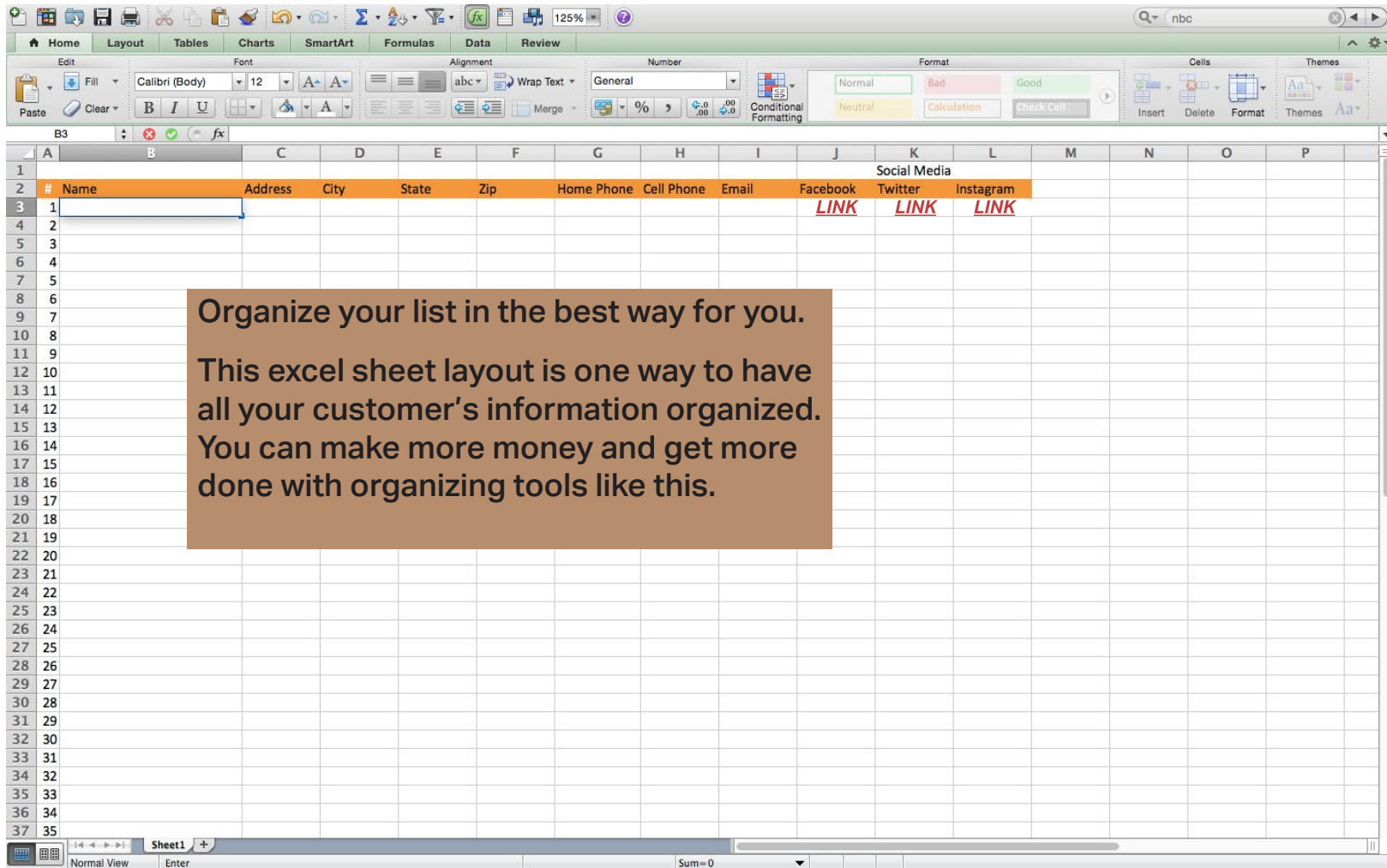
3 Contact each person on your list.

Use email, phone calls, Facebook, or whatever other ways you have. Let them hear your excitement; offer them samples to try out what you have, talk about the different products and how to reach you. Ask them if they need more information.

4 Follow up.

After you have made contact, given out samples, made a sale, follow up by using all methods available to you. You don't need to push for another sale. Simply make sure that you are remembered and that they are satisfied with their products. Give your new friends great service and more sales will follow.

Create your "List"



Organize your list in the best way for you.
This excel sheet layout is one way to have all your customer's information organized. You can make more money and get more done with organizing tools like this.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
											Social Media					
	#	Name	Address	City	State	Zip	Home Phone	Cell Phone	Email	Facebook	Twitter	Instagram				
3	1									LINK	LINK	LINK				
4	2															
5	3															
6	4															
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37	35															

Step 3 Communicate

4 Things you can do right now to get customers

1 Letter/Postcard/Email
Send a letter or email to your entire list telling them about your new business. You can send both ways to get the best response. Phone calls and personal visits work even better. Just get started now.

2 Free Samples
Each time you see someone you know, offer them a free bar of soap or other sample product. This works for almost everyone who tries it. You make a great first impression, people remember you, and come back to you for more products.

3 Patience
It takes time to get started. If you email 100 people, only a small number of them are going to respond. This is normal. To succeed, you need to stay focused and determined. Don't give up.

4 Try New Things
There are many more ways to get customers. Catalog sales, mall kiosks, home parties, and the Internet are all options you can use.



Step 4 Sales locations, marketing & promotions

There are many ways to find new customers. This section and more information is also available FREE at africaimports.com/newbusiness.asp.

Your #1 goal is to find customers, not just sales. Customers grow over time and are more valuable to you over the long term.

Here are a few of the most popular sales methods. Click on each link to read more. You can also simply go to africaimports.com/newbusiness.asp to find this information and more on marketing and promotions.

Be more successful and make more money.

1. [*Personal sales to friends & Catalog sales*](#)
2. [*Mall Kiosk or Sales Booth*](#)
3. [*Flea Markets/Events/Community Gatherings*](#)
4. [*Salons/Spas*](#)
5. [*Home Parties*](#)
6. [*Internet*](#)



Step 5 Get your Products

You will want all the time and work saving tools you can get. Africa Imports has been helping people like you for more than 18 years. Using this knowledge from other businesses can make starting your own business much more simple. A starter-kit gives you and your customers the most popular products, so you can make the best first impression. You save money, too.

Easy Business Start-Up Kit



The most popular way to start. You can buy this kit instead of spending \$100 for your first wholesale order.

Only **\$49.00**
& FREE Shipping

Order Now

Personal Care Start-Up Kit



A giant selection of personal care products. Has something for everyone with products that people come back for again.

Only **\$99.00**
& FREE Shipping

Order Now

Premium Start-Up Kit



Includes the most popular products from each category

Only **\$99.00**

Order Now

FREE SHIPPING in the U.S. valid only on the Easy Business Start-Up Kit (X-100) and Personal Care Start-Up Kit (X-102) for new wholesale customers on your first purchase. Shipping charges apply for additional kits on future orders.



You are on your way

These are the best steps to take to start your own African business with Africa Imports. But don't stop.

Check Africaimports.com regularly for new product announcements, sales, offers and more business tips and articles.

Sign-up for Africaimports.com ***promotional emails*** to get product announcements, discounts, promotional offers and more delivered right to your inbox.

Africa Imports also has a business blog with products, ingredients, videos and more.

Visit blog.africaimports.com. You can also find Africa Imports on social media below:



We are here to help. Feel free to give us a call any time to talk about how we can help you become independent and highly successful.



Call or email us today at (800) 500-6120 or contact@afriaimports.com

