

SO YOU WANT TO START A BUSINESS?

Congratulations! You've embarked on your first step towards independence and a fulfilling career selling Africa products. There are so many easy ways that you can have your own business, including:

- Working from home selling to people you know
- Selling your products online
- Opening a booth at a mall, trade show, or festival
- Having a storefront business
- Adding African products to your existing business

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MAKE YOUR LIST



Try to make a list of 50-100 people you know personally from work, church, or in your family. Compile names, addresses, emails, etc.,. Don't worry about if they will buy from you yet, just try to get an initial set of prospects.

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ORDER YOUR PRODUCTS



The smartest first purchase of African products is a starter kit (See page ??). We have many varieties, but these kits give you the proven best-sellers at discounted prices to give you what your customers want at a bigger profit.

You can also choose your products individually! Check out our web site and catalogs to see what YOU think your customers want the most.

5

STEPS

To Success

This document will give you 5 simple ways to get your business started on the right foot. We'll show you tried and true strategies to getting customers, satisfying your customers, and enjoying the experience of sharing African culture.

CHOOSE YOUR PRODUCTS



1

What products are you passionate about? What will sell the best? As an Africa Imports customer you'll have access to thousands of products including clothing, soaps, oils, artwork, and more! The most important step to choosing the right products is knowing your customers and THEIR needs. See pages ?? to ?? to find out which product categories are right for you and how to sell them effectively.

COMMUNICATE



3

Send a letter, make a phone call, get on social media! Let your contacts know that you're starting a business. Give them an incentive to try out your products - a discount, free offer, or sample! Encourage them to share news of your business with THEIR friends.

ENJOY THE RIDE!



5

The most successful businesses are the ones that know how to HAVE FUN! Be creative - Throw a home party - Be enthusiastic! Keep giving out samples, engaging with your customers, showing them new discoveries! Share the joy and spirit of Africa through its products, and make some new friends along the way!