**E-Commerce: The Easiest Side Hustle to Set Up?**

When you’re looking for a lucrative side hustle, e-Commerce is one of the best markets you can choose. Currently booming, the e-Commerce industry is continuously growing at an astounding rate.

You don’t need a lot to get started and there are a lot of opportunities in the industry. Here, we’ll look at what e-Commerce involves, it’s pros and cons, and how to get started.

**What is e-Commerce?**

Otherwise known as electronic commerce, e-Commerce is the term used to describe online selling and buying. It typically refers to physical goods being bought and sold online. However, it can also refer to any type of online transaction, such as services offered through the internet.

You can sell all kinds of products and services in this type of business. You can also either set up your own website to sell your goods or set up a shop on an already established platform like Shopify or EBay.

**What are the pros and cons?**

Like any type of career, it’s important to understand the pros and cons of e-Commerce before deciding whether or not it’s right for you.

So, let’s start with the pros. The main benefits of e-Commerce include:

* It’s easy to get into
* You could make a lot of money
* You can offer goods locally or internationally
* Affordable to set up

You’ll find e-Commerce is one of the easiest side hustles to set up. You can start by setting up a store on an already established platform. You’ll also find everything you need, such as suppliers, online.

The e-Commerce industry is booming right now, and it shows no signs of slowing down. Therefore, this is also a career opportunity which enables you to earn a significant amount of money potentially.

You can also choose whether you want to sell locally or expand internationally. This gives you access to millions of potential customers. Plus, there is the added advantage that it’s affordable to set up. Starting an e-Commerce store is much more affordable than setting up a physical store.

So, what about the cons? The main disadvantages of e-Commerce include:

* High competition
* Risk of fraudulent transactions
* Downtime can be costly

You’ll find there is a lot of competition within the e-Commerce sector. This means you’re going to need to ensure you’re offering competitive pricing, as well as something different to your competitors.

Fraudulent transactions are also a worry. Fraudsters commonly try to steal from businesses through chargebacks. You also run the risk that even a few minutes of downtime for the business, could result in a loss of a lot of sales.

These are the main pros and cons you need to consider before deciding whether e-Commerce is right for you.

**How to get started**

If you do decide e-Commerce is the right-side hustle for you, it’s important to research as much as you can. This means researching the types of products that are currently in demand, comparing suppliers and also researching the laws and regulations you’ll need to follow.

It’s best to start by opening up a shop on an established platform. That could be EBay, Shopify, Etsy or even Amazon marketplace.

With Amazon for example, you’ll have the option to ship products yourself, or choose Amazon fulfilment. The latter is a great option as you won’t need to store physical products and you also won’t need to worry about shipping.

E-Commerce can be a great way to make additional income. It can also help you to get into the world of self-employment with very little capital. Just remember to do as much research as you can before getting started. That way, you’ll stand a much better chance of success in this competitive industry.

**Complementary email**

**Complementary Blog Post: E-Commerce: The Easiest Side Hustle to Set Up?**

**Subject:** New post – Could E-Commerce be the easiest side hustle to start?

{Hi Firstname}

Searching for a side hustle that’s easy to set up and guaranteed to deliver a lot of potential profits? If so, you’ll want to consider setting up an e-Commerce store.

E-Commerce is one of the fastest growing industries right now. Consumers turn to the internet to purchase everything they could possibly need. By setting up an e-Commerce store, you’ll gain access to potentially millions of customers.

In today’s post, I’ll reveal what an e-Commerce business is and the benefits it can deliver. If you’re interested in setting up in the world of e-Commerce, you won’t want to miss this blog.

LINK

You’ll see how setting up an e-Commerce store can be both easy and affordable. You’ll also learn the pros and cons of this type of side hustle.

Don’t miss this fab post!

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