Technology

The Problem

With only $15, create an online bookstore from scratch, that creates **$1 million of revenue.** Demonstrate our unique niche as a one-stop shop for small business growth.

To Succeed, We Needed To:

1. Find reliable suppliers of **niche products that make money**
2. Automate customer service to **save time and increase profits**
3. Diversify revenue and income streams to **reduce risk**

We Created:

- A successful online bookstore that **makes money without taking on debt**
- Scalable automation systems that **handle 80% of customer service requests**
- Multiple **online and offline revenue streams**
- **Substantial ROI** via smart, sustainable web and social media advertising

Our Solution:

- **Maximized retail and e-commerce profits**
- Created **long-term, profitable** supplier and customer relationships
- Led us to **expand inventory** beyond books

The Results:

- **More than $1 million in revenue and 30% growth each year**
- **Minimal need for outside labor** through effective automation
- **Full ownership** of business with **no debt**
- We grew the business - **not our staff**

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