273+ Client Successes

THE TREND HIJACKERS ROADMAP TO

LAUNCHING & SCALING AN E-COMMERCE BUSINESS
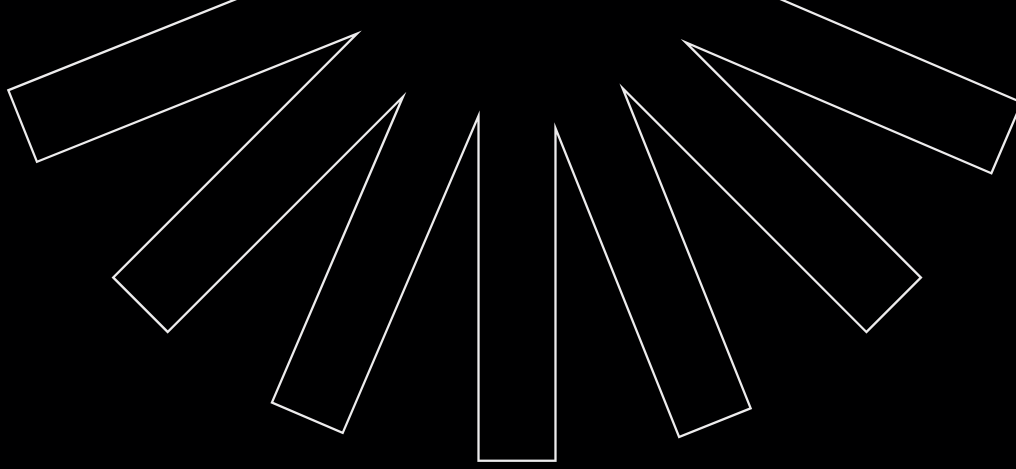
That generates high cashflow and maintains high profitability WITHOUT You having to face start-up hassles

TREND HIJACKERS

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WITH MY TEAM

We Show You:

- How we scale your store to over 6 figures per month in revenue
- How we sell in-demand products FOR YOU without having to bother about the competition
- How we increase the ROI of our clients - better ROAS and CVR
- How we ethically hijack customers from your competition to your store

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As you read on, you'll discover the very method we at **TrendHijacking.com** have used to start, grow, and scale the e-commerce businesses of 273+ of our clients and how you can as well.

But before we get into any of that…

Why Start an e-commerce business in the First Place?

Well, the world is going completely digital and everything is leaving the physical realm - if you get what I mean.

Based on this context, there are 2 types of people:

- **Those who hop on the wave and ride it to high margins,**
- **And those who get left behind…**

Look around you for a second - the last time you took a trip did you physically book into a hotel or did you use Airbnb?

Or when last did you hola at a taxi when Uber was just a click away?

I know I use Airbnb for my trips and can't remember the last time I waved down a cab - seems pretty old to me.

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Stats even show that there's been a *significant* change in customer behavior toward online activities - **Nielsen Research.**

Another reason is something you've likely heard of...

Cash Cycle

A **cash cycle** is a measure of the time it takes a company to convert its investments back into cash + Profit.

In simple terms, it refers to how quickly a business makes its money back after investing.

Imagine acquiring a restaurant for example,

You get the location and immediately get to renovating the exterior and branding it to your taste.

Now that you've renovated the exterior, you begin changing the furniture, cutlery, and everything that requires changing.

Great! Now you have to get equipment that would make cooking possible - obviously.

You purchase deep fryers, ovens, stoves, and everything else.

Great, I must be ready to go then... wrong!

Did you **forget** about **employees?**

You still have to get those also and likely pay on an hourly basis.

Let's stop here as we will assume the parking lot doesn't need a touch as well.

After all this, you have spent nothing less than **$90,000!**

Being a new, rebranded restaurant, you are not likely to make $90,000 in your first month - more **likely** in your third month.

And that depends on whether people like your food,

You **hire** the right staff - those that understand customer service,

And implement proper marketing tactics.

2 out of these 3 are somewhat out of your control.

Compare that with **starting an e-commerce business** that just requires you to set up a store and spend on marketing…

That can get you the same revenue a restaurant will get in 3 months in a single month.

Provided other factors - which we'll discuss later in this guide - are done correctly.

Where am I heading with all this…

Getting a Non-physical business might just be the best way to go about things.

And if you are planning to acquire a business as you read this, then I want you to read this portion with extra intent.

A Pre-owned Business might NOT Be The Way to Go

If you don't believe me, you might as well look at what the stats have to say:

- **30%** of small businesses have a hidden liability that is only discovered after being sold - **International Brokers Association**
- **70%** of acquired businesses fail due to cultural incompatibility - **Harvard Business Review**
- **Entrepreneur.com** notes that buying a business implies inheriting existing business structures - which makes implementing new business goals and objectives more difficult.

I want you to take another look at the first stat I mentioned, about the **hidden liabilities**.

Understand that by liabilities we're talking about…

Damaged Business Reputation, Customer Dissatisfaction, and a Maxed-out Financial Potential.

That is why starting a business yourself is a better option as it not only helps you build a reputation from scratch,

But also allows you to build it in alignment with your **objectives** and **goals**.

But here's the issue with starting a business…

It Requires a lot of Your Time and Resources

And I am a believer in the saying, **"Time is money"**.

Time that could be spent working on new projects and bonding with the family is thrown out the window…

Just because you're trying to start a successful **e-commerce business of your own**.

Speaking of successful e-commerce businesses, there are a lot of factors that go into ensuring yours is successful.

These are the Factors, Which When Done Right, Ensures a Successful E-Commerce Business

- Product Research
- Competitor Research
- Product- Market Fit
- Supplier Management: Product Sourcing
- Website Design
- Copywriting
- Email Marketing
- Conversion Rate Optimization
- Message Hierarchy
- Buyer's Journey Optimization
- Offer Creation
- Social Media Marketing
- Partnerships For Promotion
- Organic Content Creation i.e. Short-form videos, blogs, etc.
- PPC Adverting
- And others…
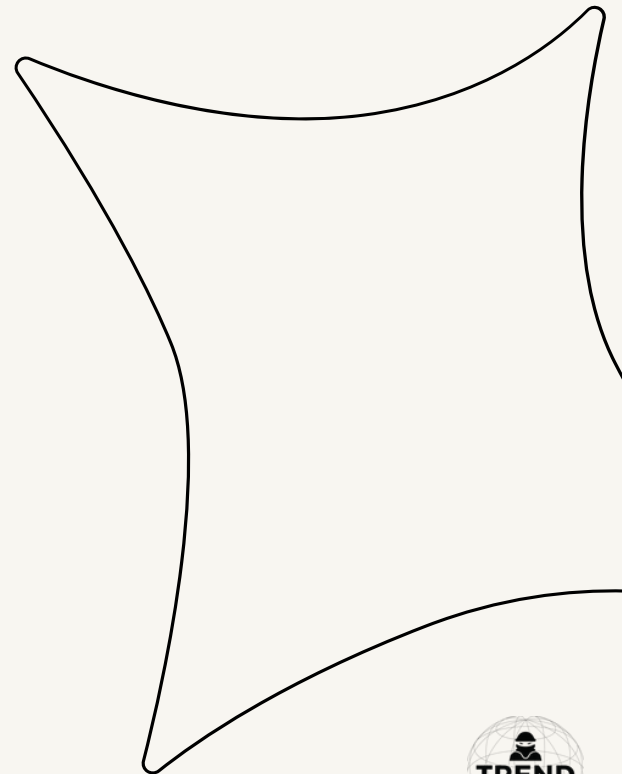
This list keeps growing as the day goes by because people are constantly evolving, habits are changing and what engages customers today may not in 5 years.

Looking at how long this list is - it's not even complete - you can tell that someone looking to generate a high cash flow in a matter of 3 months won't be able to.

(I specified 3 months for a reason, and you'll soon see why)

Now that you see all that is involved in getting that dream e-commerce business...

There is a way to handle all of them WITHOUT having to handle all of them.

In case that didn't make sense to you, I'm saying that you can handle all the processes involved in building a highly profitable e-commerce store,

WITHOUT having to face the **hassles** and **delays** that come with it.

How? You may ask...

Well, we at **TrendHijacking.com** came up with a way to help entrepreneurs (or aspiring) like yourself Launch & Scale their e-commerce businesses - such that they generate a high, steady cash flow while maintaining scalability & profitability.

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Introducing our...

Launch & Scale Automation Program

Where we handle every single factor involved in building a profitable e-commerce business.

We handle everything we listed earlier and much more to ensure you attain your goals and objectives.

We have worked for **273+ clients** in the past and we beat their expectations - as we promised them.

And the crazy thing is that our clients began seeing profits in 3 months on average

Now you understand what I was pointing to earlier.

Another thing is that we scale their stores using a particular strategy of ours.

We call it...

Trend Hijacking:

It Involves Getting Products that are Already Selling Massively and that you know are "In Demand" and then ethically hijacking the product's trend to get customers to buy from your store.

Once we have identified A **product** for you (we work with only 1 product per store), we…

- Build your business around the product using our **Proven Format**,
- Set up **Google Ad Campaigns** for certain keywords that customers would be searching for,
- SELL, SELL, SELL!
- Then we scale with the **sub-strategies** we developed - more on that later.

Here's an instance:

We find a product everyone wants to sell… meaning it's trendy and competitive.

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So we get on with the whole process of creating a store and whatnot, and then rather than using the approach many other merchants use, we decide to do something **completely different.**

Since there's so much competition for this product and everyone is searching for it, we decided to leverage our competitor's efforts.

We look at our product and come up with words that people who want to get the **trending product** would search for.

These are called **Keywords** and when we gather these keywords, we go on to run Google ads.

Now these Google ads will be centered on our keywords and we'll set up our campaign such that whenever someone searches for a specific term on Google, our ad pops up and we can get ourselves **more sales.**

Apart from not having to compete with other businesses or brands, we also get:

- **Better ROAS** (Return On Ad Spend) and better conversion rates. We're basically stealing customers by being the first to be seen before other stores! This is ethical of course :-)
- This strategy allows you to select products that are **ALREADY HOT CAKE** without fearing much competition!
- It is a **GUARANTEED way** to generate high cash flow and scalability.

Build Your E-Commerce Business Like A BRAND

Yes, we believe that is the ultimate end of a well-established e-commerce business - becoming a full-fledged brand!

We set up your website to look like it belongs to a well-established brand to increase credibility and make you look like the **REAL DEAL!**

We do this by following a well-structured format that most established brands follow but is left unnoticed by most.

We call this format, **Message Hierarchy,** and it is OUR proven way to build a profitable e-commerce website.

You see, the thing about this FAST success is that we take the path of least resistance…

And our system just happens to be that path.

At least for this year!

But here's where it gets even better…

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We Developed Complementary Strategies that go well with this one...

We spent some time developing our current system and had ideas that would be great to transition into.

These strategies are...

Dead-simple, in a step-by-step format, and most importantly, Scales Your Business SUPER FAST.

These strategies make sure you can catch up to the latest trends and utilize them before the competition even gets a whiff of what's going on.

"What are they exactly?"...

Well, what I can tell you is that **no one out there has developed strategies like these before** (to the best of our knowledge), and here's one thing we can guarantee you...

Even if you feel like you've done something like this before, what we have for you will leave you DUMBFOUNDED!

CLICK HERE TO BOOK A CALL
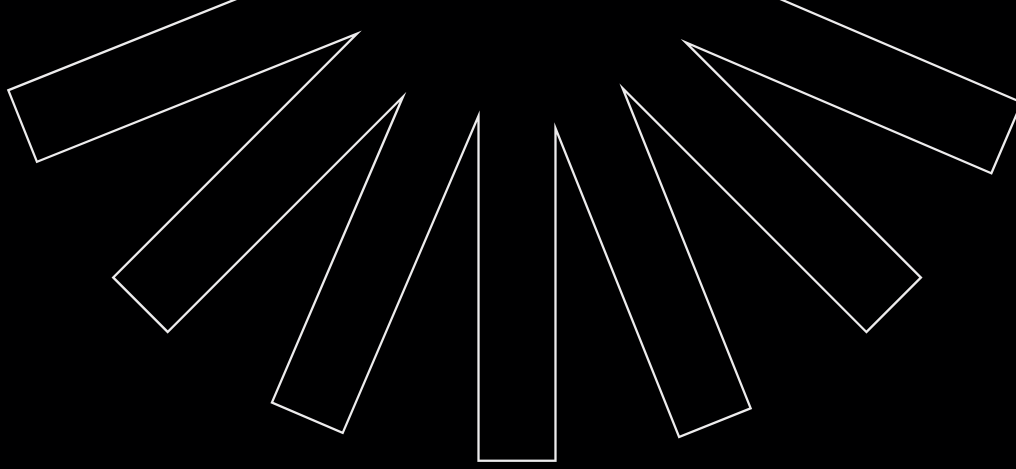
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What I'm going to do now is show you the *basics* of how they work.

We call the first one **OFFERS.**

Before You Jump to any Conclusion, Hear Me Out...

I'll use an instance to show you why **Mouth-watering Offers** are important...

After having done everything necessary to get a store up and running – the ads, copywriting, and organic content, we found out that our product was becoming **too saturated**.

We saw million-dollar campaigns being set up around us that were enough to swallow up our store, so we decided to do something.

To understand what we did, you need to know that the price of our product is about $9 from the supplier, but most of our competitors are selling for about $31.99 (so $22.99 profit on each sale).

We go about it this way… we tell our customers that for every of our product they buy at the price of $30, they get a *super helpful* guide alongside their purchase **for free**.

They could also get other free guides and materials as they go further down our funnel.

We like to refer to this as **Offer Stacking.**

A decent scenario is a business selling weight loss products online.

To incentivize the first purchase, they could add a **free guide** that helps the customer pick up a decent diet that works well not only generally, but most importantly with your product.

The guide could be something like "A beginner's guide to Balancing the food groups" or something as relevant.

Then when upselling them, they offer something else of value like a more personalized workout guide.

And the further their customers go in their customer journey, the more they receive - and the **more sales** you make!

This seems crazy but look at it:

We're offering more, such that our customers are even willing to buy more from our store to get **extra benefits**.

What we're offering is still profitable… As we are offering them free guides that are pretty much **zero cost to us**,

But totally worth it for the customers,

And it's a one-time cost - $10 max - so we are not incurring it for every purchase!

Even the goodwill we get makes us way more in unit sales than other businesses!

Let's look at the second **winning strategy** that we developed to help you scale your business.

And that is something we call **Surf Scaling.**

If Everything I've Said in This Book hasn't Gotten you impressed yet, THIS will!

Here's how it works...

- We find a **new**, **unique product** in the market that's just beginning to pick up **massive trends**.
- We **research** to identify the opportunity in a segment of the market, observe the competitors, and also **study the target audience** so we can create a message that resonates with them.
- We build the best **visually appealing website** that customers trust and adore using the **message hierarchy** system we discussed earlier.
- We begin making **ads** and **creatives**, as well as getting good copy that pitches your valuable offers.

We start *surfing* between **TikTok**, **Snapchat**, and **Pinterest**, running all your ads and content on them (it's pretty aggressive).

The goal of this is to ride the wave when the trend skyrockets. You want people to see you as the original owner of the product since you aggressively scaled on all these platforms where the trend hadn't even gotten to.
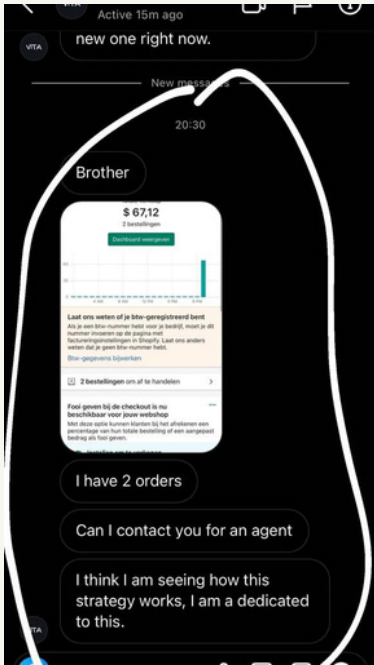
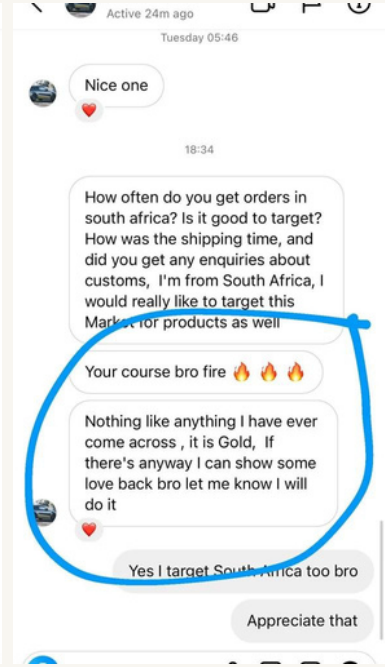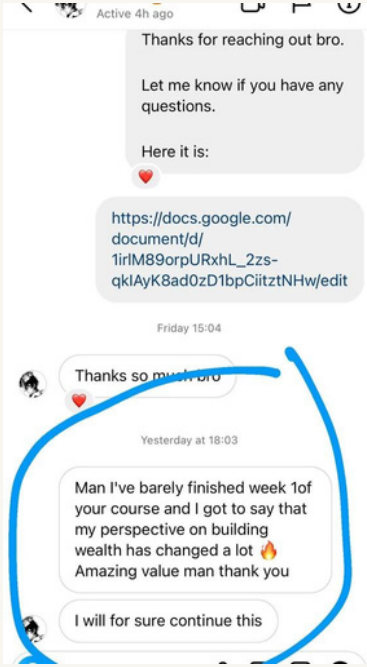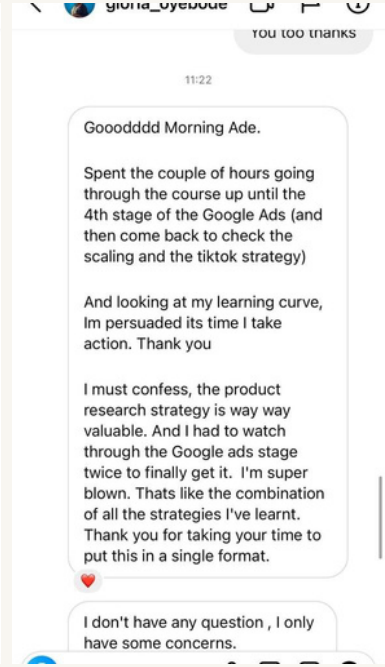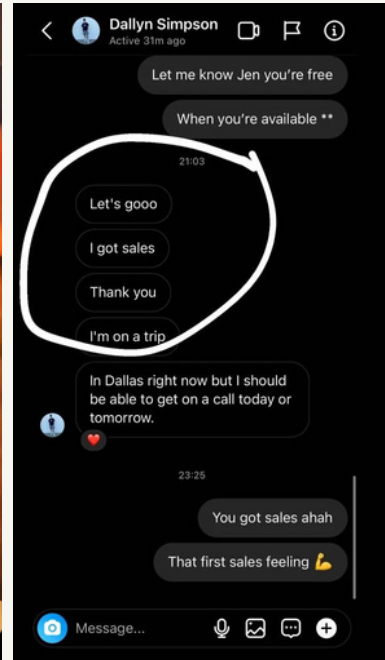It'll help you **win** before the competition even gets on the trend.

It's simple really, but not easy of course.

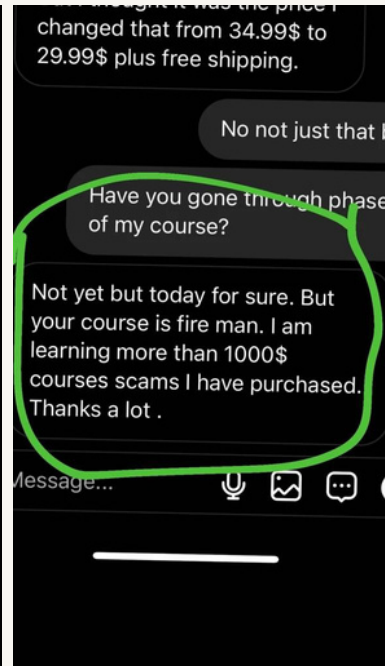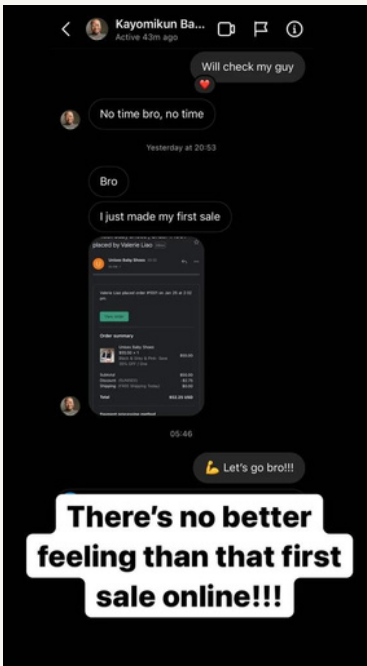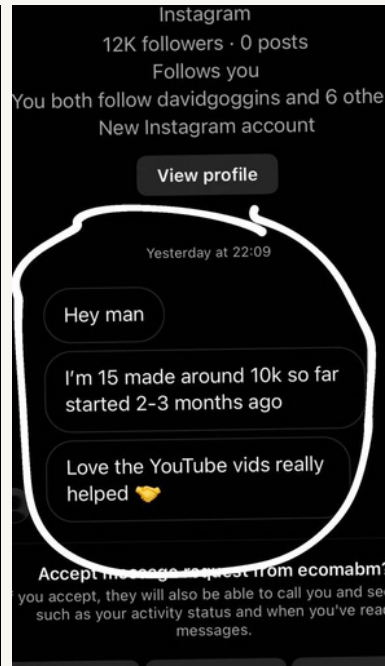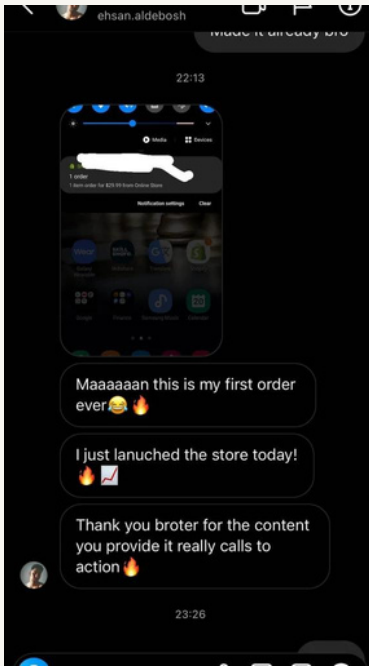That's why individuals decide to work with us in the first place - besides being able to deliver on our word.

Here are some of the **results** we've gotten our clients in the past…
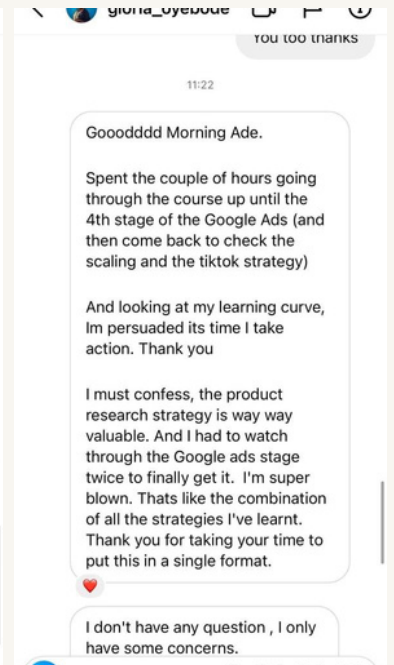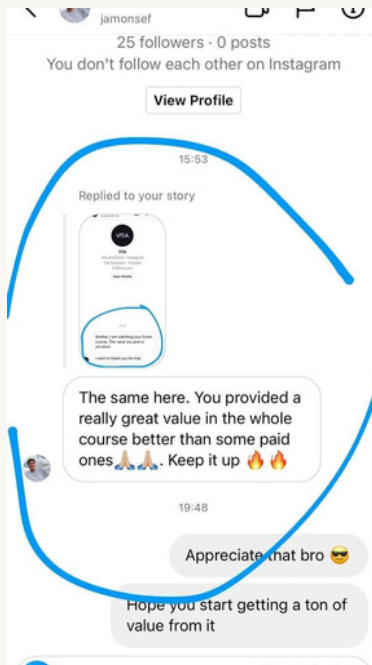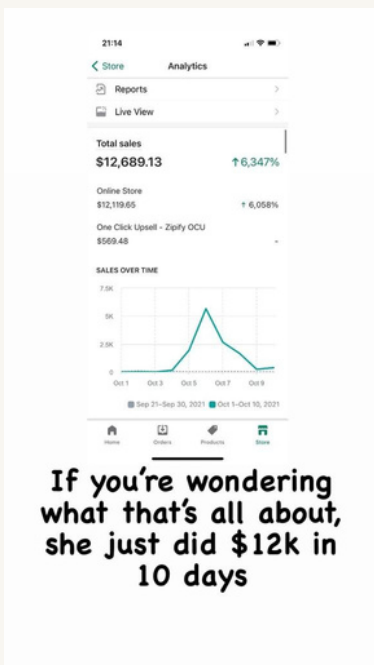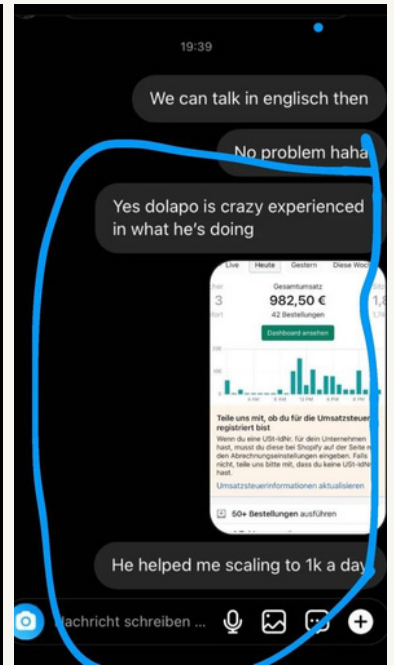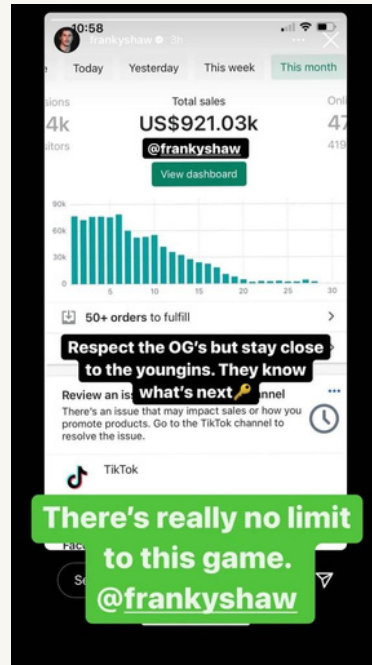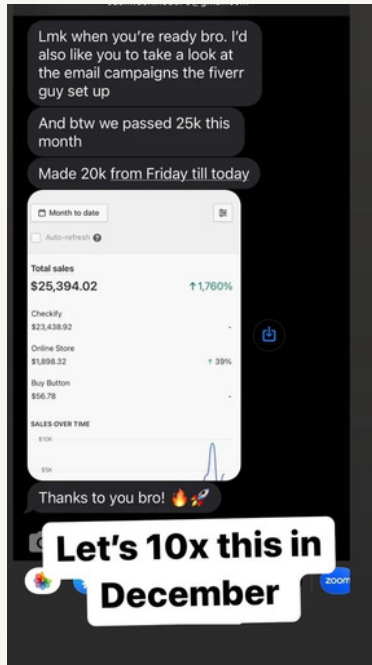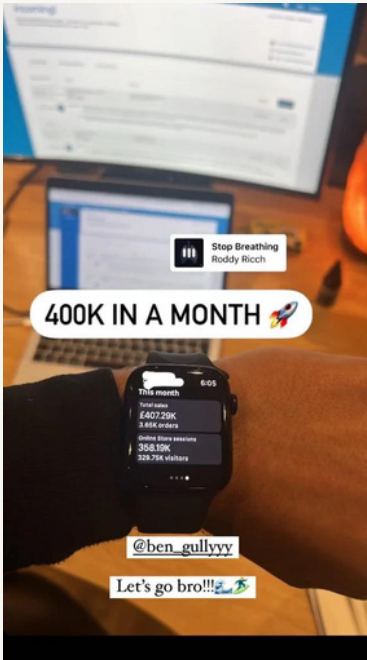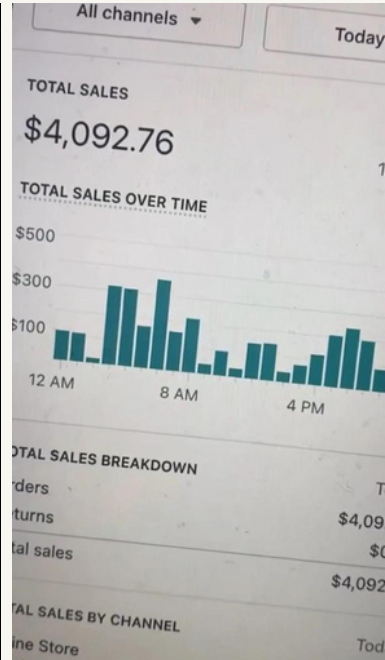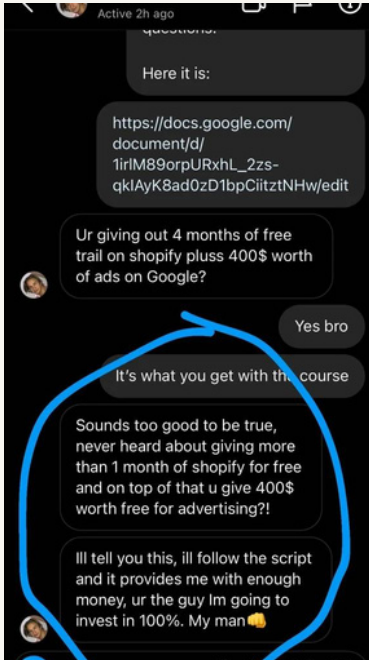
And remember I said that we get this for them in the space of 3 months on average.

Now…

Your Roadmap to Building a Profitable E-Commerce Business

Looking at how far we've come in this blueprint, we are left with either of **2 paths** for you to follow to get an e-commerce business of your own that generates a high cashflow in the space of 3 months:

1. You decide to scurry off with the *basics* of what you've learned from this guide and try to build a store yourself, or
2. You decide to get a **tried-and-tested, expert team** to build your store for you using a system that they pioneered.

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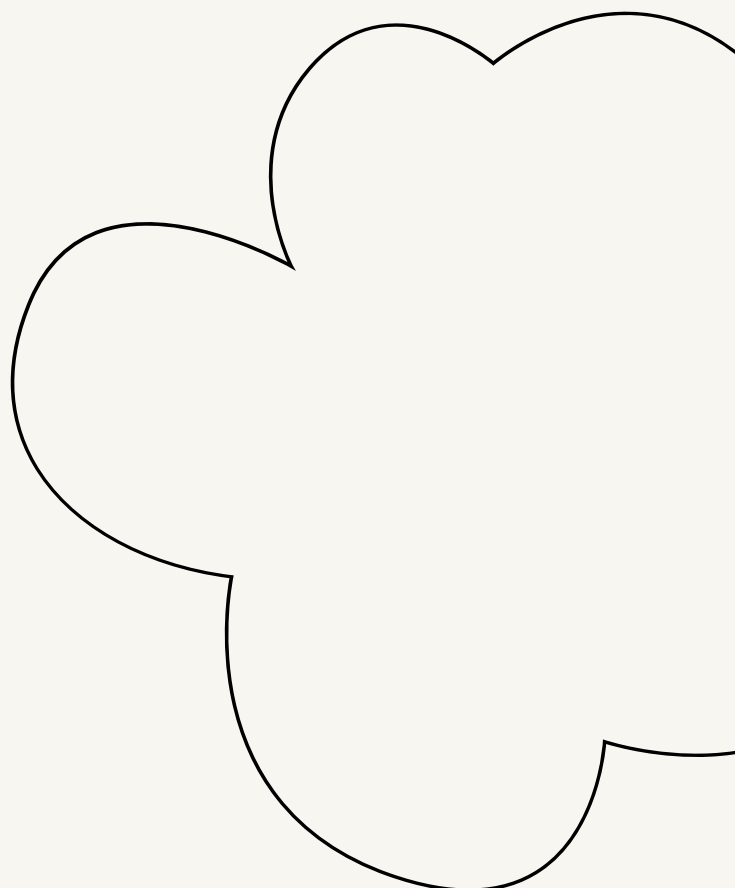
I believe we don't need a seer to know how option 1 will end up…

But if you choose **option 2** - which is the best option in my opinion - then you get:

- A highly **profitable e-commerce business** set up for you
- A **support team** at your beck & Call at all times
- **Hands-off Automation** - so you don't have to do anything but make a few decisions.

All done for you as promptly as promptly can be.

If you are like any of the **entrepreneurs** we've worked with, you likely have some questions. Luckily, we have compiled some of the most asked questions regarding our service and answered all of them.

OUR FAQs

Q1: What does **Trend Hijacking** mean?
A1: We answer this earlier in this book, but for reference, it is our very own proven strategy that we use to scale our stores and that of our clients.

Q2: How does the **Launch & Scale Program** work?
A2: Our Launch & Scale Automation Program handles every aspect of building a profitable e-commerce store, from product research and website design to social media marketing and conversion rate optimization. We've successfully implemented this program for **273+ clients**, delivering results in as little as 3 months.

Q3: What are your **Sub-strategies**?
A3: Offers and Surf Scaling

Q4: Can you explain **Surf Scaling**?
A4: We identify new, trending products and aggressively promote them on platforms where they haven't blown up yet. This allows you to establish your presence as the original owner of the product before competitors catch on, leading to early success in the market.

Q5: How long does it take to see results with **Trend Hijacking's** strategies?
A5: On average, our clients start seeing profits **within 3 months** of implementing our strategies.

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Q6: How do I know if **Trend Hijacking** is the right fit for my business goals?

A6: Trend Hijacking is ideal for entrepreneurs looking to quickly establish and scale their e-commerce business. If you want a proven system, hands-off automation, and a team with a track record of success, Trend Hijacking could be the perfect fit.

Q7: What **level of involvement** do I need in the process?

A7: With our Launch & Scale Automation Program, we handle the majority of the tasks, giving you a hands-off experience. Your role typically involves making key decisions and overseeing the strategic direction of your business.

Q8: Can **Trend Hijacking** work for someone new to e-commerce or only experienced entrepreneurs?

A8: Trend Hijacking is designed to benefit both beginners and experienced entrepreneurs. **Our team guides you** through every step, making it accessible for those new to e-commerce while providing the scalability needed for experienced business owners.

Q9: Is there **ongoing support** after the initial setup?

A9: Yes! Our team continues to provide ongoing support.

Q10: What sets **Trend Hijacking** apart from other e-commerce strategies?

A10: We stand out due to our combination of **strategies**, including **product identification**, **aggressive scaling**, and **irresistible offers**. Our approach leverages market trends efficiently, ensuring you stay ahead of the competition and achieve rapid success.

Q11: How do I **get started**?

A11: To get started, simply **CLICK HERE TO BOOK A CALL**. This will connect you with our team, and we can discuss your specific needs, goals, and how our services can benefit you.

To sum it all up, here are the **4 key benefits** of our system:

- **SUPER FAST** revenue generation…
- There are little to no problems with **COMPETITION**…
- It is **A fool-proof**, guaranteed system to maintain a consistently high cash flow…

Involves strategic offers and pricing to make sure your store is the **"must-go-to"** store…

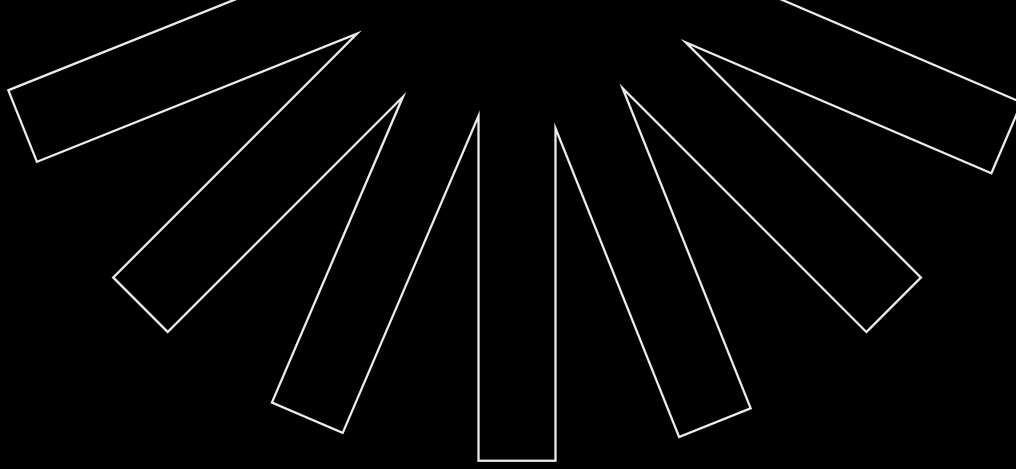# PLUS, You Can Get Funds of Up to $100,000 to scale your store if you work with us.

So what are you waiting for? **Get your e-commerce business running with the help of our team today!**

Thanks for reading our book and we wish you all the best.

Cheers to massive profits.

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