[R3] 작성일: 2024.6.19

ChatGPT는 비록, Robot 이지만....제대로 활용한다면 온라인비즈니스 입문셀러 라고 하여도, 기존셀러 와 얼마든지 경쟁이 가능합니다. 또한....생각했던 것 보다, 더 빠른 시간 내 에 돈을 벌 수 있는 방법들을 많이 알려 줍니다.....만.

오늘 강의는, 막연히 알고 있는 ChatGPT 가 아닌... 이커머스 입문셀러의 눈

높이에 맞추어서 당장 어느 것 부터 시작을 해야 하는 것 인가를...가이드 해 주는 정도 입니다. (**깊은 내용은....현 시점에 어울리지 않기에, 거기까지는 안 합니다.)

eCommerce[©] Revolution

- 첫번째 사건 : 드랍쉬핑판매 (재고관리의 필요성을 없앤, 무재고판매)
- 두번째 사건 : ChatGPT (**game changer)
 - It was launched on March 14, 2023, and made publicly available via the paid chatbot product ChatGPT Plus, via OpenAI's API.
 - GPT-4 is available on ChatGPT Plus and as an API for developers to build applications and services.
- (*) An application programming interface (API) is a way for two or more computer programs or components to communicate with each other.

1. ChatGPT 개요

ChatGPT is a powerful Al language model <u>developed by OpenAl</u>, designed to have human-like conversations and answer questions in a natural and friendly way. [번역기] ChatGPT는 OpenAl가 개발한 강력한 Al 언어 모델로, 인간과 같은 대화를 나누고 자연스럽고 친근한 방식으로 질문에 답변하도록 설계되었습니다.

It leverages the GPT-3.5 architecture to generate high-quality responses and assist you with tasks like writing emails and codes. (And they have released GPT-4 now as well)

[번역기] GPT-3.5 아키텍처를 활용하여 고품질 응답을 생성하고 이메일 및 코드 작성과 같은 작업을 지원합니다. (그리고 그들은 지금도 GPT-4를 출시했습니다)

ChatGPT has been trained extensively on a diverse range of text sources, so it can easily understand the context of what you're saying and respond in a helpful manner.

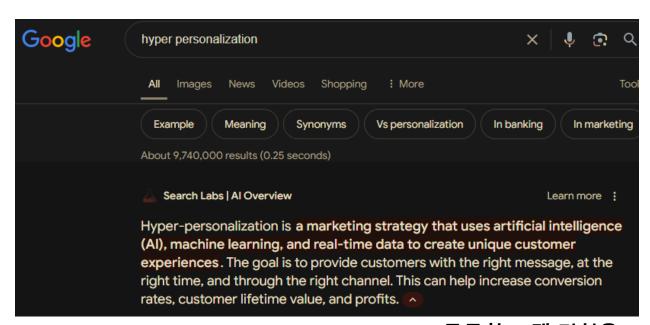
[번역기] ChatGPT는 **다양한 텍스트 소스에 대해 광범위하게 교육을 받았으므로** 사용자가 말하는 내용의 맥락을 쉽게 이해하고 도움이 되는 방식으로 응답할 수 있습니다.

2. Key Al Trends in eCommerce

These days, one of the big trends to look out for in Al eCommerce is

hyper-personalization. Hyper-personalization is the use of <u>advanced</u> data analytics and AI to deliver <u>highly customized experiences to individual users or customers.</u>

[번역기] 요즘 AI 전자상거래에서 주목해야 할 큰 트렌드 중 하나는 초개인화(Hyper Personalization)입니다. 초개인화는 고급 데이터 분석과 AI를 사용하여 개별 사용자나고객에게 고도로 맞춤화된 경험을 제공하는 것입니다.



[번역기] 초개인화는 인공지능(AI), 머신러닝, 실시간 데이터를 활용해 <u>독특한 고객 경험을</u> 창출하는 마케팅 전략이다. 목표는 고객에게 적절한 메시지를 적시에 적절한 채널을 통해 제공하는 것입니다. 이를 통해 전환율, 고객 평생 가치 및 수익을 높이는 데 도움이 될 수 있습니다.

With the help of AI algorithms, **eCommerce platforms can analyze** vast amounts of data about individual customers' preferences, browsing history, purchase behavior, demographics, and other factors to deliver highly personalized shopping experiences.

[번역기] AI 알고리즘의 도움으로 전자상거래 플랫폼은 개별 고객의 선호도, 검색 기록, 구매 행동, 인구통계 및 기타 요인에 대한 방대한 양의 데이터를 분석하여 고도로 개인화된 쇼핑 경험을 제공할 수 있습니다.

In fact, AI for eCommerce delivers **more than a 25% improvement** in customer satisfaction, revenue, or cost reduction. These statistics help demonstrate the growing importance of AI in the eCommerce industry, and the potential benefits it can provide for both businesses and consumers.

[번역기] 실제로 전자상거래용 AI는 고객 만족도, 수익 또는 비용 절감 측면에서 25%이상의 개선을 제공합니다. 이러한 통계는 전자상거래 산업에서 AI의 중요성이 커지고

있으며 기업과 소비자 모두에게 AI가 제공할 수 있는 잠재적 이점을 보여주는 데 도움이됩니다.

Hence, it's evident that Al-driven hyper-personalization stands as a major trend in eCommerce Al. This trend not only enriches the shopping journey for customers but also boosts satisfaction levels and **plays a vital role in business** advancement.

[번역기] 따라서 AI 기반의 초개인화가 전자상거래 AI의

주요 트렌드라는 것은 분명합니다. 이러한 추세는 고객의 쇼핑 여정을 풍요롭게 할 뿐만 아니라 만족도를 높이고 비즈니스 발전에 중요한 역할을 합니다.

3. 18 Ways to use ChatGPT for your Dropshipping store

ChatGPT can handle customer inquiries, recommend products, and even provide support without the need for a human operator. When you integrate ChatGPT into Dropshipping operations, you can efficiently manage customer communication, streamline processes, and ultimately boost sales.

- 1. Find a niche
- 2. Find a store name
- 3. Generate product descriptions
- 4. Generate content for your blog
- 5. Create social media posts
- · 6. Create email marketing campaigns
- 7. Improve your SEO
- 8. Generate FAQ section
- 9. Audience research
- 10. Respond to user reviews
- 11. Provide customer support
- 12. Add functionality
- 13. Assist with influencer outreach
- 14. Create legal pages
- 15. Use as a virtual assistant
- 16. Use for technical issues
- 17. Communicate with your suppliers
- 18. Generate chatbot scripts

4. 쇼피파이플랫폼에서의 ChatGPT 활용

How many Shopify apps are there?

Shopify has done a phenomenal job creating a robust partner ecosystem for their platform. 7,715 different vendors have published **12,123 apps** in the Shopify App Store. Here are the top Shopify apps, ordered by number of installs, across all stores. Jun 7, 2024



Q E

"chatGPT"에 대한 결과

앱 265개



Cheerlink AI Chatbot and Email

광고 4.3 ★ (9) • 무료 플랜 사용 가능 All-in-one widget with chat, sales pop, bot, video, and more



HeiChat: ChatGPT Sales Chatbot

광고 4.3 ★ (20) • 무료 플랜 사용 가능
Advanced AI, reply to customer inquiries within seconds.



AI ChatGPT description: ST

4.9 ★ (835) • 무료 Craft converting product descriptions using ChatGPT AI



ChatGPT:AI Blog/ SEO Optimizer

4.7 ★ (346) • 무료 플랜 사용 가능 Al-Generated product descriptions, Blogs & SEO Booster



Yodel: Al ChatGPT Descriptions

4.9 ★ (65) • 무료 플랜 사용 가능





🛨 상세 검색

Juphy: ChatGPT Sales Chatbot

광고 4.9 ★ (8) • 무료 플랜 사용 가능

Increase Sales & Automate Customer Support with ChatGPT



BOOSTER SEO & IMAGE OPTIMIZER

광고 4.9 ★ (7,223) • 무료 플랜 사용 가능

Smart SEO Booster + Image Optimizer to boost your SEO scores



ChatGPT-Al Product Description

4.9 ★ (158) • 무료 플랜 사용 가능

Generate SEO Friendly Product Descriptions With ChatGPT - Bulk



Rep Al: ChatGPT Sales Chatbot

4.6 ★ (48) • 무료 체험 이용 가능

Al Chatbot (ChatGPT) that boosts conversions & gets more sales



Sherpas: Smart SEO

5.0 🛊 (1,311) • 무료 플랜 사용 가능

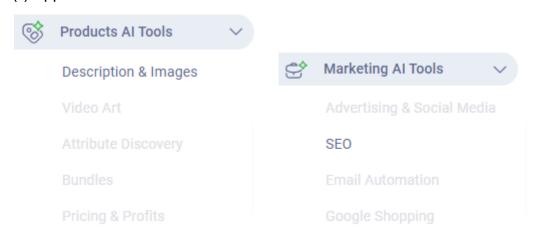
(*) 주요 용도:

- SEO
- Product Description, Product Review
- Ads, Blog, Social Auto Post

5. 드랍쉬핑 입문셀러 로서의 주요 활용

• 첫 번 째 가.....부족한 eCommerce 지식 과 경험에 대한 "대안" 이 됨.

(*) AppScenic



(*) Al Shopify Store Builder

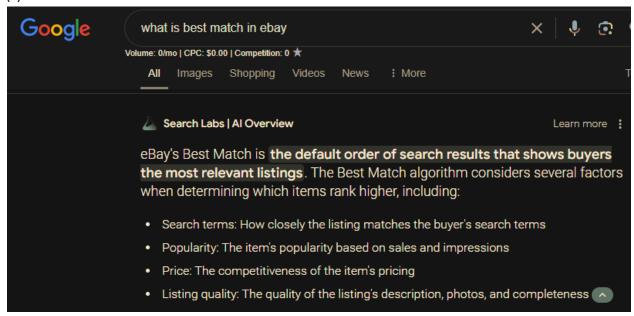
Can AI build a Shopify store?

Yes, AI can help build a Shopify store by automating tasks like design customization, product recommendations, content generation, and customer support via chatbots.

Comparison GemPages vs. Replo GemPages vs. Shogun GemPages vs. Pagefly GemPages vs. Ecomposer

• 구매전환율 상승 (예 : Best Match in eBay marketplace) 에 도움

(*) 이베이 마켓플레이스에서의 판매 경우





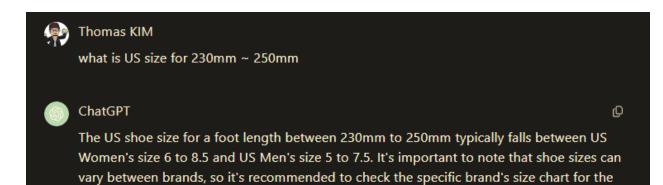
YOUR IMAGE			
Resolution:	537 by 542 pixels	Megapixels:	0.3 sRGB
PPI:	45 ppi	File Size:	0.4 MB
Colorspace:	8-bit sRGB	File name:	

2배 scale-up 하면....



YOUR IMAGE		1011718675074.0552.png	
Resolution:	1074 by 1084 pixels	Megapixels:	1.2 sRGB
PPI:	90 ppi	File Size:	1.5 MB

- 시간의 효율적인 활용 (시간 = 돈)
 - 드랍쉬핑판매는 무한한 리쏘스 들 이 있음으로, "돈 버는 일 하는데" 시간을 많이 투자 하면 할 수록 더 돈 이 많이 벌리는 비즈니스.
 - "준비" 와 "action" 이 있으면....국내의 대부분 셀러들은, "준비하는데 시간을 많이 사용함". (이 준비하는 일 은 시간이 많이 걸리기에, ChatGPT한테 맡기고...우리는 action에 많은 시간을 사용해야 돈 을 벌 수 있음)
- (*) 극단적인 예 이지만..... chatGPT 가 나오기 전 에는, "사이즈표" 를 찾는데 시간이 걸렸으나...



New business 진입 #1 : POD (Print On Demand) 판매
 더 이상 디자이너들의 전유물이 아님

most accurate fit.

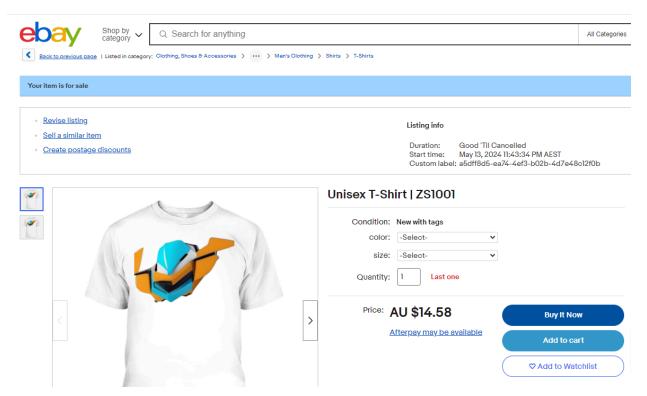
By following these steps, you can effectively sell designed t-shirts using an Al image generator and build a successful online business.



To sell designed t-shirts using an AI image generator, you can follow these steps:

- 1. Design Creation: Use an Al image generator to create unique and creative designs for your t-shirts. This could involve providing input to the AI on the style, colors, themes, etc., that you want for your designs.
- Product Mockups: Generate product mockups using the AI image generator to see how the designs will look on t-shirts. This step is crucial for visualizing the final product before manufacturing.
- 3. Print T-Shirts: Once you are satisfied with the designs, get the t-shirts printed with the Al-generated designs. You can either do this yourself if you have the necessary equipment or outsource it to a printing service.
- 4. Set Up an Online Store: Create an online store or use a platform like Shopify to showcase and sell your designed t-shirts. Make sure to have high-quality images of the t-shirts and clear product descriptions.
- 5. Marketing: Promote your t-shirts through social media, influencer collaborations, Google Ads, or other marketing channels to reach your target audience. Highlight the uniqueness of Al-generated designs to attract customers.
- 6. Order Fulfillment: Once you start receiving orders, ensure smooth order fulfillment by packaging the t-shirts securely and shipping them out to customers in a timely manner.
- 7. Customer Service: Provide excellent customer service by promptly addressing any queries, concerns, or returns. Building a positive relationship with customers can lead to repeat business and good reviews.
- 8. Feedback and Iteration: Collect feedback from customers on the designs and overall experience. Use this feedback to iterate on your designs, marketing strategies, and customer service to continuously improve your t-shirt business





- New business 진입 #2 : Digital greeting card 판매
 - 미국에서의 Greeting card : 65억장 / Year
 - e-Cards greeting card 로 옮겨가는 추세 : CAGR 4.2%+

6. Shopify Hub몰 에서의 실전 (간단 예)

- 예 : Father's day (2024.6.16 일요일)

(*) 쇼피파이 플랫폼에서의 드랍쉬핑판매 방법

- Open marketplaces
- SNS market
- 개인쇼핑몰

Find a niche

You can use ChatGPT's vast knowledge base to dive deep into research and gather valuable insights about emerging markets and niche ideas.



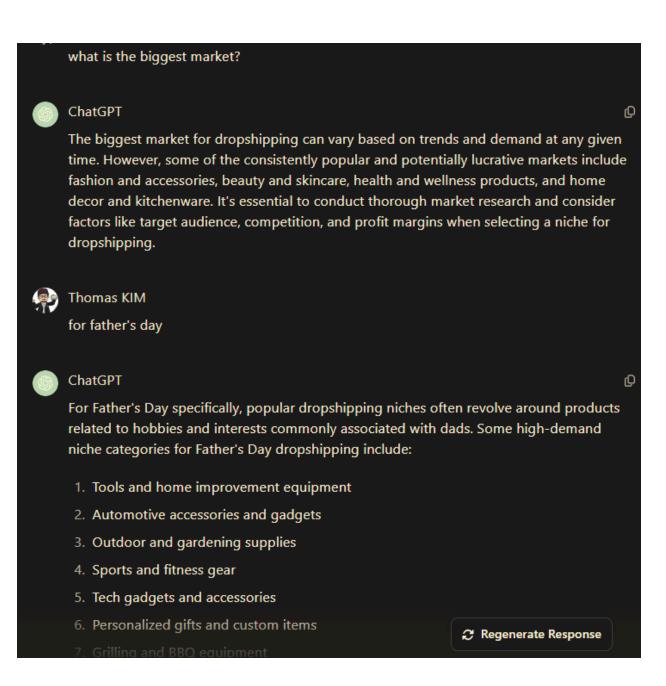
Thomas KIM

suggest 10 dropshipping niche category for father's day



ChatGPT

- 1. Outdoor and camping gear
- 2. BBQ and grilling equipment
- 3. Personalized gifts and custom gadgets
- 4. Sports and fitness products
- 5. Tech gadgets and accessories
- 6. DIY and home improvement tools
- 7. Men's grooming and skincare products
- 8. Travel and adventure accessories
- 9. Hobby and enthusiast items (e.g., fishing, golf, gaming)
- 10. Unique and quirky novelty items



• Best selling item 찾기



ChatGPT

Some of the best-selling items for outdoor and gardening supplies in the dropshipping market include:

- 1. Garden tools and equipment (e.g., shovels, rakes, pruners)
- 2. Planters and pots for gardening
- 3. Outdoor furniture (e.g., patio sets, hammocks)
- 4. Lawn and garden decor (e.g., solar lights, wind chimes)
- 5. Gardening gloves and protective gear
- 6. Watering supplies (e.g., hoses, watering cans)
- 7. Seeds, plants, and bulbs
- 8. Outdoor storage solutions (e.g., sheds, storage boxes)
- 9. Garden ornaments and sculptures
- 10. Landscaping and hardscaping materials

• 아니면....이렇게 물어볼 수 도 있겠죠



ChatGPT

Ф

Less competitive categories for Father's Day dropshipping can offer unique opportunities for sellers to stand out in the market. Some niche categories that may be less saturated and have the potential for success include:

- 1. Eco-friendly and sustainable products for dads who prioritize green living
- 2. Personalized handcrafted gifts tailored to individual tastes and interests
- 3. Subscription boxes curated for specific hobbies or activities dads enjoy
- 4. Local artisanal products celebrating regional craftsmanship and culture
- 5. DIY kits and project materials for creative fathers
- 6. Vintage or retro-themed gifts for a nostalgic touch
- 7. Health and wellness products catering to self-care and relaxation
- 8. Educational and learning tools for dads passionate about personal growth
- 9. Unique experience gifts like virtual classes, workshops, or adventure packages
- 10. Pet-related products for dads who are pet lovers

● AppScenic에 상품이 있으면, 바로 리스팅 시작하고...없으면, 또다시 ChatGPT 한테 물어봄.



Thomas KIM

who is us-based best supplier for vintage gifts for a nostalgic touch



ChatGPT

Ф

There are several US-based suppliers that offer vintage gifts perfect for a nostalgic touch. Here are a few popular options:

- 1. Uncommon Goods: Uncommon Goods is known for its unique and eclectic selection of vintage-inspired gifts, including retro decor, classic games, and nostalgic memorabilia.
- 2. Anthropologie: Anthropologie carries a curated collection of vintage-style gifts, home goods, and accessories that evoke a sense of nostalgia and charm.
- 3. Etsy: While not a single supplier, Etsy is a popular marketplace for independent sellers offering a wide range of handmade and vintage items, including nostalgic gifts.
- 4. ModCloth: ModCloth specializes in retro and vintage-inspired clothing, accessories, and home decor items that appeal to those seeking a nostalgic aesthetic.
- Urban Outfitters: Urban Outfitters is another retailer that offers a selection of vintage and retro-themed gifts, home goods, and apparel for a nostalgic touch.

These suppliers can be great sources for finding unique vintage gifts that resonate with customers looking to celebrate Father's Day with a sentimental nod to the past.

Communicating with suppliers



Thomas KIM

write an introduction letter to develop new supplier for my dropshipping

(*) 아래는, ChatGPT 가 만들어 준....이메일 레터

Subject: Partnership Opportunity for Dropshipping Business

Dear [Supplier's Name],

I hope this letter finds you well. My name is [Your Name], and I am reaching out to you on behalf of [Your Dropshipping Business Name]. As a growing e-commerce company specializing in [brief description of your niche or products], we are always looking to expand our product offerings and establish meaningful partnerships with reliable suppliers like your esteemed company.

After thorough research and consideration, we are impressed by the quality and uniqueness of the products offered by [Supplier's Company Name]. Your commitment to [mention any specific values or aspects that attracted you to their products] aligns perfectly with our mission to provide our customers with exceptional and sought-after items that exceed their expectations.

We firmly believe that a partnership between [Your Dropshipping Business Name] and [Supplier's Company Name] would be mutually beneficial. By collaborating with your company, we aim to enhance our product range, deliver remarkable customer experiences, and drive growth for both parties through our online platform and marketing efforts.

Our dropshipping model ensures a seamless and hassle-free process for suppliers, allowing you to focus on crafting and supplying exceptional products while we handle the logistics and customer service aspects efficiently. We are committed to building a transparent and cooperative relationship based on trust, open communication, and shared success.

We are excited about the possibility of featuring your products in our collection and introducing them to a wider audience of discerning customers. Your expertise and dedication to excellence make [Supplier's Company Name] an ideal partner for us, and we look forward to exploring the potential opportunities for collaboration.

I would appreciate the opportunity to discuss this partnership further and explore how we can work together to achieve our mutual goals. Please feel free to reach out to me at [Your Contact Information] to schedule a meeting or discuss any queries you may have.

Thank you for considering this partnership proposal. We are eager to take the next steps toward a successful collaboration and bring exceptional products to our customers through our shared efforts.

Warm regards,

[Your Name]
[Your Position]
[Your Dropshipping Business Name]
[Contact Information]

Selling points로 구매전환율 올리기 (in title & product description page)



Thomas KIM

write a selling point for my selling vintage gifts in ebay platform



ChatGPT

Ф

"Step back in time with our curated collection of vintage gifts on eBay! Discover a treasure trove of nostalgic treasures that evoke the charm and character of bygone eras. From retro decor pieces to classic memorabilia, our handpicked selection is sure to delight both collectors and those seeking unique gifts with a touch of nostalgia.

Why choose us for your vintage gifting needs on eBay?

- 1. Timeless Appeal: Our vintage gifts exude timeless elegance and a sense of history, making them perfect for adding character to any home or gifting for special occasions.
- 2. Unique Finds: Stand out from the crowd with one-of-a-kind vintage pieces that can't be found elsewhere. Each item in our collection tells a story and carries a sense of nostalgia that captivates buyers.
- 3. Quality Assurance: We carefully source and inspect each vintage gift to ensure authenticity, quality, and excellent condition. You can shop with confidence, knowing that you're receiving genuine vintage treasures.
- 4. Personalized Service: Our team is dedicated to providing exceptional customer service, offering personalized recommendations, detailed product information, and prompt assistance to make your shopping experience memorable.
- Photo image quality up
- 내 리스팅에 대하여, 잠재고객의 technical questions 에....ChatGPT 활용하여 응대
- 이 외에도, 각종 업무에 도움주는 무 한 한 Helper

6. Limitations of using ChatGPT for Dropshipping

However, every tool has an Achilles' heel, and ChatGPT is no exception.

Here are some precautions to keep in mind when using ChatGPT:

Knowledge till 2021. ChatGPT's training only goes up until 2021. If you need the latest insights or industry trends, it's best to use Google search. However, ChatGPT is introducing web browsing soon, which will resolve this issue.

Plagiarism. ChatGPT is known for regurgitating content directly from the data it has been trained on. So use plagiarism tools like Grammarly Pro to ensure the work is original.

ChatGPT downtime. When the server load is high, and ChatGPT reaches its maximum capacity, it gives a 'ChatGPT at capacity!' error message. It happens quite often for free users. That's why you should have alternative plans in case ChatGPT is temporarily unavailable.

Incorrect statistics. Double-check any statistics or numerical data generated by ChatGPT since it's known for creating fictional statistics that sound convincing.

7. 요약 및 결언

ChatGPT or AI 는, 우리의 업무에...판매에 많은 도움을 줄 수 있지만, AI 는 단순히 Robot 이라는 사실을 잊지 말아야 합니다. 즉, 우리가 시키는 대로 하는 "도구" 중 의 하나일 뿐 입니다.

회사에서, 직원에게 일을 시킬 때 도 "우리가 모르면..." 일 을 시킬 수 없습니다. 내가 모른다고, 직원에게 "회사의 운명" 을 맡기지 않습니다.

이렇듯, 우리는 ChatGPT를 활용 하여서, 우 리 의 "부 족 한 시

간을 보충" 하는 것입니다. (시시각각 변화하는 환경에 대해서, 우리는 끊임없이 공부를 하여야 하는데, 그 방대한 자료들을 공부할 시간이 부족합니다. 그래서, 우리는 ChatGPT 가학습한 자료들을 활용하여, 우리의 일 에 performance를 내야 하는 것입니다)

입문셀러 로 서, 당연히 겪게 되는....."지식 과 경험" 의 부족 도, (학습된)ChatGPT 의 지식을 활용하여 극복 노력을 하며, 더불어 ChatGPT 로 인하여....입문 후 수년이 걸리던 레벨-up 의 기간을 단축하는 것 입니다.

그러나, 인간 과 달리 결정이나 판단의 능력이 없음을 명심하여야 합니다. 결과에 대한 책임은 우리가 지는 것 임으로....

기타...., 영어가 모국어 가 아닌 우리에게는...ChatGPT를 활용하여, 영어의 native speaker 들과 동등한 경쟁을 하는 것 이 가능해 진 것 도 좋은 일 이죠.

요약하면, ChatGPT가 학습한 정보를 활용하여,

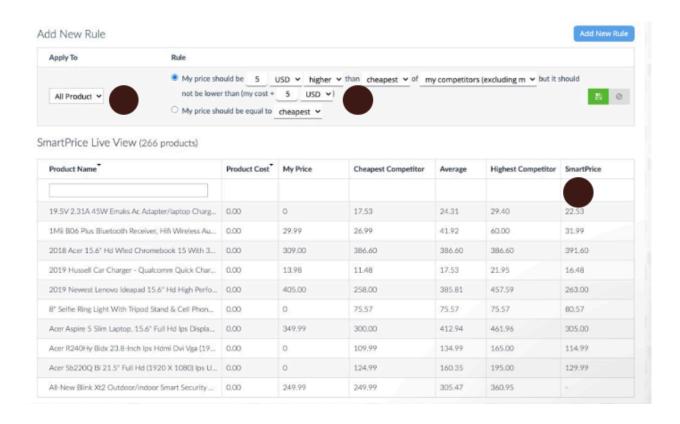
- 모르는 일 에 대한 "가이드" (insights, brain-storming) 얻기
- 리서치에 걸리는 시간 단축
- 업무 나. 판매의 퍼포몬스 향상
- **결국....**비서 같은 역할을 맡김으로서, 난 "돈" 버는 일 에 더 집중 할 수 있게 된 것입니다.



Competitor Price Tracking & Monitoring Software

We track unlimited competitors and automate pricing





\$399
per month Up to 5000 Products

Here....

(내 가 맨 날 하 는 말)

Tool 을 잘 쓰는 셀러는...금방 부자가 될 수 있음

.....