

# JANEHAMILL

## PODCAST NOTES: What's a Realistic Amount to Sell Per Month from My Online Store?

Listen to this episode here:

<http://fashionbrainacademy.com/whats-a-realistic-amount-to-sell-from-my-online-store>

Here's how it went down...This question from my student and VIP client came through on Slack...

graceA [7:50 PM]

@grace I have a goal go sell 800-1000 units at new price (\$125) per month - is that unrealistic?

janehamill [7:50 PM]

@grace at the moment it's probably unrealistic but it may not be in the future. Are you talking all of these sales to come out of your store? If so, write that down into the number of units per month, per week, per day. And, of course, not all months are created equal so consider that as well. Then figure out if I need to sell 10 pants per day how many people need to enter the store to have a conversion of 10 units per day.

graceA [7:55 PM]

@janehamill No, I want most to be online sales.

janehamill [7:57 PM]

@grace Ohhhhh – that changes everything! For the better...OK. To sell that much online, you can work it backwards... 800 units sold = \$100,000 in sales per month. Absolutely doable but not quickly. You need to determine some key numbers and in all honesty, you'll be guessing at a lot of this in the beginning (planning is guessing - but it's a good place to start. What % of web traffic will place an order, what's the total # of unique visitors you need per month. What's the dollar amount of each order? If you want to sell \$100K/month, you need to know the average purchase amount from each customer, and how many of your web visitors will become actual customers.

janehamill [7:59 PM]

@grace How about I do a Podcast and explain this in detail?

So here we are, taping a podcast answer...

Let's start with the definition of conversion rate. The simplest and best definition comes from Neilson Norman [Group](#).

“The **conversion rate** is the percentage of users who take a desired action. The archetypical example of **conversion rate** is the percentage of website visitors who buy something on the site. “

Of course, conversion rates vary greatly. We'll get back to Grace's numbers and conversion rate in just a few minutes. First, we'll start with what she'll need to get this site soaring.

To make lots of sales online, your store needs 5 things...

1. Traffic
2. KLT
3. Conversions
4. Repeat
5. Purchase Boosters (boost the size of each order, Boost by bundling products, Boost by increasing the frequency of orders)

### Do it FAST

- Advertising dollars
- PPC
- FB ads
- Influencer marketing
- Google shopping

### Do it ORGANICALLY

- Blogging
- Collaborations
- Build a list – customers buy when THEY are ready, not when you want them to
- Email marketing
- Lead magnet, get people on list, love ‘em up, sell via email
- Text message marketing – *SMS open rates are over 90%!*
- FB ads
- Google shopping
- Instagram
- 10 minutes → 30 minutes a day PING-ing / networking
- Live chat – Zendesk Chat – free trial and then it’s \$14 per month
- Phone number available
- TONS of social proof, testimonials, pics of happy customers – establishing trust

## KEY FACTORS TO ORGANIC GROWTH

**Patience, the ability to stay focused, consistency, persistence...**

Too many entrepreneurs fall into the *Fast Company Syndrome*...I started with \$300 in my basement and wow – now I’m making millions!! Talk about Fake News lol.

This is total crap and if you talk to any REAL entrepreneur – the other 99% of us, successful business owners, you will hear a VERY different story.

I built a big(*ish*) business – made great money – and my story is probably not what it seems....

My story includes:

- Cover of WWD

- Saks, Bloomingdale's. CNN, Entrepreneur, NPR, Macy's, NPR
- Purchased my own commercial space – no landlord
- Still own the space = source of income

Also includes:

- A burglary that wiped out half my inventory
- Employees who stole from me in subtle ways – write up the ticket
- An employee on heroin putting items under her skirt and scaring the heck out of all of us
- Markdown money to my major department store accounts
- Divorce,
- 5 years of personally making under 30K
- Leaky ceilings, no heat the week before Christmas, one COMPLETELY crazy landlord

***“It's not that I'm so smart, it's just that I stay with problems longer.” –Albert Einstein***

Let's get back to conversion rates and the numbers my client, Grace, needs to make her 100K per month in sales...

“Typical” conversion rates for an apparel store online = 2 – 3 %. In this example with my client, I'm going to use 2% but yours could indeed be HIGHER or LOWER depending on your situation. You may not be a “seasoned” online seller so you won't get the same conversion rate as lululemon or Tory Burch. You may not have the brand name recognition or established trust.

On the flip side, you may sell a certain kind of *hair on your chest* coffee or pet products or German dirndls – who knows what - and have raving fans that go wild for your particular niche product so you'll get much higher conversions.

Let's do the math...

1000 unique visitors per month  
 2% buy (1000 x .02)  
 20 people buy  
 Average purchase price \$125  
 20 people x \$125 = \$2,500  
 Total sales from 1000 visitors = \$2,500

5000 unique visitors per month  
 2% buy (5000 x .02)  
 100 people buy  
 Average purchase price \$125  
 100 people x \$125 = \$12,500  
 Total sales from 5000 visitors = \$12,500

40,000 unique visitors per month  
 2% buy (40,000 x .02)  
 800 people buy  
 Average purchase price \$125  
 800 people x \$125 = \$100,000  
 Total sales from 40,000 visitors = \$100K

From this example, Grace needs to get 40,000 unique visitors to her site per month. In the apparel industry, not all months are created equal → July is slow and December is great, for example. Also, the average spent will be different depending on the month → the average ticket could have more c=units during a clearance or sale season but the dollar amount is lower (as are the profits).

That said, just knowing you need to drive 40K in traffic per month is a GREAT place to start.

And yes, Grace, you CAN do this! It's not an unrealistic goal to sell 100K from your site. Not at all. Considering your product, dresses, the market is almost infinite so you could sell a crap-ton (that's the technical term) MORE than 100K per month.

**NOTE: If you want to get a SYSTEM in place to market consistently, drive traffic, and get sales online every single day, it's all in this program here:**

<https://janehamill.com/sellmore>

Thanks for reading!

Jane