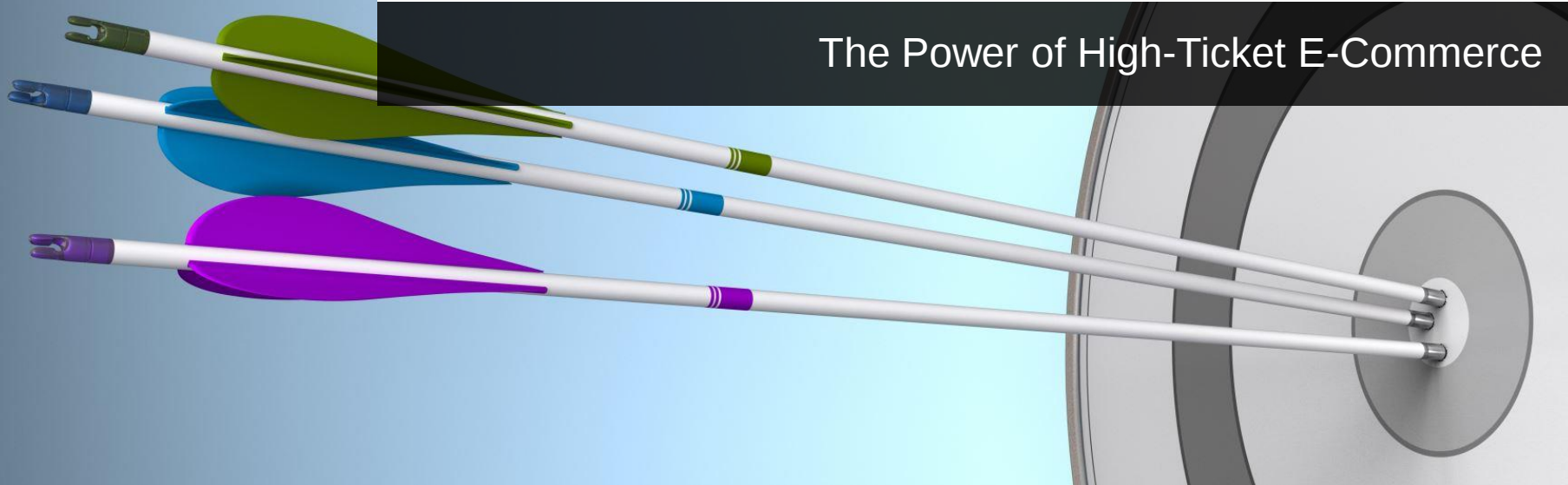


# Unlocking Success:

The Power of High-Ticket E-Commerce



## Vertronics Media, Inc.

- E-Commerce Coaching
- Search Engine Optimization
- Product Page Optimization
- Shopify Support
- Experience (over 25 years )
  - Designed websites
  - Led SEO teams
  - Managed ad campaigns
  - Conducted analytics audits
  - Operated online store



# About Us

Your source for high-ticket e-commerce coaching & Shopify support.



# What is E-Commerce?

amazon

Etsy

Walmart



ebay<sup>™</sup>

wayfair<sup>®</sup>





# Low-Ticket vs. High-Ticket E-commerce



# Low-Ticket Products

- Products sell \$500 or less
  - Cups, T-shirts, Art, Stationary and, etc.
  - App connects to your online store
  - Find winning product
  - Based a trend
  - Drop shipped from China
  - Long shipping time
  - Potential quality issues
  - AOV \$20-\$50





# High-Ticket Products

- High-value, luxury products, commercial
  - Furniture, outdoor sheds, electric fireplaces, pool tables, massage chairs, stair lifts and etc.
- Target products based on search demand
- Sell well known brands
- Authorized reseller
- Ship from USA
- AOV \$1,700+



# Revenue (Low-Ticket vs High-Ticket)

| Store       | AOV     | # Orders | Margin (20%) | Gross Revenue | Profit   |
|-------------|---------|----------|--------------|---------------|----------|
| Low-Ticket  | \$20    | 100      | \$4          | \$2,000       | \$400    |
| High-Ticket | \$1,700 | 10       | \$340        | \$17,000      | \$3,400  |
| Low-Ticket  | \$50    | 200      | \$10         | \$10,000      | \$2,000  |
| High-Ticket | \$5,000 | 20       | \$1,000      | \$100,000     | \$20,000 |



# Market Opportunities



Niche Research

# What's NOT Sold Online?

# How Do We Find a Niche?

- **Brainstorm**
- Interest
- Hobbies
- Sport
- Industry
- High net-worth individuals
  - Where do they live?
  - What do they buy?
  - What are their interest?
- Civic engagements
- News



# High-Ticket E-Commerce Product Research

**HTE Market Research | 2025**

File Edit View Insert Format Data Tools Extensions Help

Search Menus 100% \$ % .0 .00 123 Default... - 10 + B I A [Icons]

|    | A                  | B                   | C           | D             | E           | F             | G                        | H               | I                      | J                        | K        |
|----|--------------------|---------------------|-------------|---------------|-------------|---------------|--------------------------|-----------------|------------------------|--------------------------|----------|
|    | Main Product Ideas | Average Price Point | Price Range | Google Trends | Seasonality | Brand Loyalty | Passion/Unique Knowledge | Competitiveness | Successful Competitors | Overly Technical/Complex | Comments |
| 2  |                    |                     |             |               | Slightly    | No            | Slightly                 | Competitive     |                        |                          |          |
| 3  |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 4  |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 5  |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 6  |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 7  |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 8  |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 9  |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 10 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 11 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 12 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 13 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 14 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 15 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 16 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 17 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 18 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 19 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 20 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 21 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 22 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 23 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 24 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 25 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 26 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 27 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 28 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 29 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 30 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |
| 31 |                    |                     |             |               |             |               |                          |                 |                        |                          |          |

# Niche Store

---

- Niche Store – Built around one primary product
- Supporting/related products
- Good for building organic (FREE) traffic by SEO
- Build expert product knowledge
- SEO advantage – key product domain name
- All Around E-Bikes:
  - Electric bikes
  - E-trikes
  - Scooters
  - Traditional pedal bikes
  - Accessories

---

Niche Store

# General Store

---

- General Store – Variety of products not related
- Electric Bicycles
- Furniture
- Massage chairs
- Generators
- **No product focus!**

---

General Store

# Niche Research Guidelines

1. 30k searches/month
2. Core product \$1,500+ (\$2,500+ better)
3. Secondary products \$700+
4. # Suppliers minimum 10
5. # Competitors 40 or less
6. Be aware of seasonality
7. Balance seasonal products with non-seasonal ones

# Start: Google.com

Google outdoor shed

All Shopping Images Forums Videos Maps Web : More Tools

Refine results

Features

- ☐ With Windows
- ☐ Kit
- ☐ With Shelving
- ☐ Portable

Size

- ☐ 8' x 10'
- ☐ 6' x 8'
- ☐ 10' x 12'
- ☐ 10' x 10'

See more

Stores

- ☐ Home Depot
- ☐ Lowe's
- ☐ BJ's Wholesale Club
- ☐ Walmart

See more

Price

Sort by

Color

Storage Capacity

Sponsored

- SALE**  
Installation Included |...  
**\$4,199.00** ~~5,000.00~~  
Heartland She...  
★★★★★ (206)  
"Quality build" ·  
"Large capacity"...
- DIY or Pro Installation -...**  
**\$2,999.00**  
Shed Liquidat...  
Free shipping
- DIY or Pro Installation -...**  
**\$2,599.00**  
Shed Liquidat...  
Free shipping  
8' x 10'
- PRICE DROP**  
**DIY or Pro Installation -...**  
**\$2,699.00**  
Shed Liquidat...  
Free shipping  
8' x 10'
- 20% OFF**  
Patiowell 10x10 Metal...  
**\$699.00**  
Patiowell  
**\$559 with code**  
"Quality build" ·  
"Quality..."
- 18x20 ft. Vertical-Roof -...**  
**\$4,950.00**  
Alans Factory ...  
Free shipping
- SALE**  
Installation Included |...  
**\$5,669.00** ~~6,720.00~~  
Heartland She...  
★★★★★ (29)  
8' x 12'
- Windemere 10' x 12' D...**  
**\$3,509.38**  
Wayfair  
★★★★★ (148)  
"Quality instructions" ·...

Popular products

- Do-it-Yourself**  
Handy Home Windemere Storage Shed
- Nearby, 20 mi**  
Suncast Tremont Storage Shed BMS8100
- 65% OFF**  
6 ft. x 4 ft. Outdoor Storage Shed  
**\$139.99** ~~\$400~~
- 27% OFF**  
Handy Home Products Olympia Storage Shed
- 20% OFF**  
Patiowell 10x10 Metal Outdoor Storage Shed Kits

# Research Outdoor Shed Prices

Refine results

Nearby

On sale

Get it fast

Small business

Price

Under \$3,000

Over \$3,000

\$ Min

\$ Max

Go

Size

☐ 8' x 10'

☐ 10' x 12'

☐ 6' x 8'

☐ 10' x 10'

See more

Features

☐ With Windows

☐ Kit

☐ With Shelving

☐ Portable

15% OFF



Weekender 16x36 Two-Story Shed 1,152 ft² ...

\$39,330.00

~~\$46,319~~

Keens Buildings

Get it by Feb 19 (Free)

19% OFF



Weekender 16x24 2-Story Shed (Installed)

\$26,505.00

~~\$32,985~~

Keens Buildings

Get it by Feb 19 (Free)



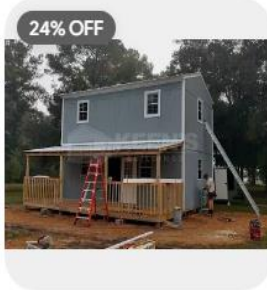
Professionally Installed Ashland 16 ft. W x D 2-...

\$22,661.02

Home Depot & more

Free delivery

24% OFF



Weekender 16x36 2-Story Shed (DIY Kit) 1,1...

\$21,422.50

~~\$28,413~~

Keens Buildings

Get it by Feb 19 (Free)

15% OFF



Heartland Two Story Wood Storage Shed

\$21,164.00

~~\$24,899~~

Heartland Sh... & more

Free delivery

4.5 ★★★★★ (4)



Best Barns Camp Reynolds 16x32 Wood...

\$18,822.22

Lowe's & more



Best Barns Richmond Engineered Storage...

\$15,682.40

Amazon.com... & more



Best Barns Richmond 16x28 Wood Storage...

\$12,724.00

Sheds For Le... & more



Farmhouse 21 ft. W x 15 ft. D Wood Shed with...

\$12,686.15

Home Depot

22% OFF



Best Barns West Virginia Wood Kit

\$12,326.00

~~\$15,900~~

Sheds Direct & more

costco shed

Try this search on Yep [↗](#)

Sign up or check our [free SEO tools](#).

vertronics  
media

17

# Select a Product

Google Shopping

outdoor sheds

Deals

Gifts

Refine results

Nearby

On sale

Get it fast

Small business

Price

Under \$3,000

Over \$3,000

\$ Min \$ Max Go

Size

8' x 10'

10' x 12'

6' x 8'

10' x 10'

See more

Features

With Windows

Kit

With Shelving

Price: high to low

Nearby

Under \$3,000

8' x 10'

With Windows

10' x 12'

On sale

6' x 8'

Sponsored



Outdoor Sheds & Outdoor Storage...

**\$639.99**

Wayfair

Free shipping



Outdoor Storage Shed with Triple...

**\$397.99**

Bed Bath & B...

Free shipping



Sheds outdoor clearance,...

**\$296.14**

Temu

Free shipping



Windemere 10 ft. W x 12 ft. D...

**\$3,509.38**

Wayfair

★★★★★ (148)



EZ-Fit Riverside Shed Kit |...

**\$4,699.00**

Homestead S...

Free shipping



15% OFF

Weekender 16x36 Two-Story Shed 1,152 ft²...



19% OFF

Weekender 16x24 2-Story Shed (Installed)



Professionally Installed Ashland 16 ft. W x D 2-...



24% OFF

Weekender 16x36 2-Story Shed (DIY Kit) 1,1...



15% OFF

Heartland Two Story Wood Storage Shed

Keywords ideas

People also ask

outdoor storage shed with floor

lowe's storage sheds clearance

home depot sheds

sheds for sale

storage sheds near me

8 x 10 outdoor sheds

lowe's sheds

costco shed

Try this search on Yep

Sign up or check our free SEO tools.

vertronics  
media

18

# Keen's 2-Story DIY Kit



386-703-9890

[SHOP SHEDS](#) [SHOP METAL GARAGES](#) [SHOP CARPORTS](#) [SHOP POLE BARNs](#) [SHOP METAL BARNs](#) [SHOP 2-STORY SHEDS](#) [SHOP BARNDOMINIUMs](#) [SHOP METAL BUILDINGS](#)



Home / Shop Storage Sheds / 16' Sheds / Weekender 16×36 2-Story Shed (DIY Kit) 1,152 ft²

## Weekender 16×36 2-Story Shed (DIY Kit) 1,152 ft²

~~\$28,413.00~~ **\$22,550.00**

### SECURE CHECKOUT OPTIONS

- ☐ RESERVE THIS BUILDING (SPEAK WITH A BUILDING SPECIALIST)
- ☐ PAY IN FULL

**CALL 386-703-9890 TO ORDER**

### CERTIFIED ENGINEERED SHED KITS

This 2-story storage shed does not require a concrete foundation. *Price shown does not include concrete.*

**CALL OR TEXT TO TALK TO A STORAGE SHED BUILDING SPECIALIST**

**386-703-9890**

This **16×36 Storage Shed** comes w/ 8×36 porch, 7 windows, 1 door. (Call for customization, adding doors, windows,



# Keen's Collection Page

[Home](#) / [Shop Storage Sheds](#)

## Shop Storage Sheds



Buy Storage Sheds including: backyard sheds, portable sheds and metal sheds for sale and installation. Buying a Shed online should be easy. Keen's Portable Buildings offers a quick way to shop for the size and style shed you are looking for. Find the shed for sale you want or design a shed to meet your needs using our 3D Shed Design tool. Shop all customer favorite sheds below.

### Shop Shed Styles:

[A-Frame Sheds](#) | [Barn Sheds](#) | [Sheds with Porches](#) | [2-Story Sheds](#)

### Shop Shed Sizes:

[8' Wide Sheds](#) | [10' Wide Sheds](#) | [12' Wide Sheds](#) | [14' Wide Sheds](#) | [16' Wide Sheds](#) | [20' Wide Sheds](#) | [24' Wide Sheds](#) | [30' Wide Sheds](#)

### Shop Discounted Sheds:

[Clearance Sheds](#) | [Used Sheds](#)



# Keen's Sheds with Porches



386-703-9890

[SHOP SHEDS](#) [SHOP METAL GARAGES](#) [SHOP CARPORTS](#) [SHOP POLE BARNs](#) [SHOP METAL BARNs](#) [SHOP 2-STORY SHEDS](#) [SHOP BARNDOMINIUMS](#) [SHOP METAL BUILDINGS](#)



[Home](#) / [Shop Storage Sheds](#) / [Sheds with Porches](#)

## Sheds with Porches

Browse our selection of sheds with porches for sale.

Showing 1–12 of 16 results

Default sorting



10x12 Shed with Porch



10x20 Barn Shed with Porch



12x16 Shed with Porch



12x20 Shed with Porch

# Research Key Points: Price, Product Description & Related Products



386-703-9890

SHOP SHEDS   SHOP METAL GARAGES   SHOP CARPORTS   SHOP POLE BARNs   SHOP METAL BARNs   SHOP 2-STORY SHEDS   SHOP BARNDOMINIUMS   SHOP METAL BUILDINGS



Home / Shop Storage Sheds / 12' Wide Sheds / 12×16 Shed with Porch

## 12×16 Shed with Porch

~~\$6,851.25~~ **\$6,090.00**

Availability: In stock



### SECURE CHECKOUT OPTIONS

- ☐ RESERVE THIS BUILDING (SPEAK WITH A BUILDING SPECIALIST)
- ☐ PAY IN FULL
- ☐ RENT TO OWN - NO CREDIT CHECK (FROM \$156.15/MONTH)
- ☐ \$0 DOWN FINANCING (FROM \$80.39/MONTH)

**FREE INSTALLATION & FREE DELIVERY**

# Product Images: EZ-Fit Shed Kit



HOMESTEAD  
SUPPLIER

What are you looking for?



1-800-540-9051

Info@HomesteadSupplier.com  
Mon-Fri 7am-3pm Pacific Time



Shop ▾

Sheds ▾

Saunas ▾

Greenhouses ▾

Best Sellers

On Sale

Brands ▾

FAQs ▾

Homestead Blog

Customer Testimonials



Click to expand



## EZ-Fit Riverside Shed Kit

by EZ-Fit Sheds

★★★★★ 70 reviews

Save 21% **\$4,699.00** ~~\$5,935.00~~

Size  
10x16'

Quantity  
1

### Floor Kit

-- Choose --

### Door Additions and Upgrades

-- Choose --

### Weathervane

-- Choose --

- ☐ Transom Windows for Double Doors (Windows in the top of the doors) \$92.00
- ☐ Transom Window for Single Side Door \$48.00
- ☐ Ramp for Double Doors \$159.00
- ☐ 2 Vinyl Flower Boxes \$78.00
- ☐ 2 Flower Box Holders \$160.00
- ☐ Cupola 16" (white structure on top of roof) \$188.00
- ☐ Pressure treated bottom plate \$89.00
- ☐ Diamond Plate Door Threshold Floor Entry \$118.00

Add to cart



# Number of Competing Stores

Google Shopping

outdoor shed over \$5,000

Deals ♥ Gifts Sign in

Refine results

☐ 8' x 12'

☐ 12' x 24'

See 3 more

Stores

☐ Home Depot

☐ Lowe's

☐ Northern Tool

☐ eBay

☐ AliExpress

☐ Amazon.com

☐ Ascential Buildings

☐ Autonomous

☐ Backyard Oasis

☐ Bayhorse Gazebos ...

☐ Bed Bath & Beyond

☐ Eartheasy.com

☐ eCanopy.com

☐ GoVets.com

☐ Heartland Sheds

☐ Hinton Buildings

☐ Homestead Supplier

☐ Keens Buildings

☐ Kit Super Store

☐ Little Cottage Co.

☐ Marin Backyards

☐ MyGreenhouseStor...

☐ Outdoor Easy Living

With Windows 8' x 10' 10' x 12' Kit Nearby 8' x 12' On sale 12' x 24' 12' x 16' Portable With Shelving Get it fast Gray 720 - 1

## Sheds With Windows

More →



**Installed by Pros**

Professionally Installed Camden 16 ft. W x D Wood Storage Shed Shingles

\$7,999.00

Home Depot & more

Free delivery

3.9 ★★★★★ (19)



15% OFF

Weekender Two-Story Shed

\$39,330.00 \$46,319

Keens Buildings

Get it by Feb 22 (Free)



Amish-built Shed with Slider and Double Doors

\$9,100.00

Shenandoah Sheds

Free delivery



11% OFF

Outdoor Living Today Studio Garden Shed

\$7,500.00 \$8,499

Homestead Supplier & more

Get it by Feb 26 (Free)

4.0 ★★★★★ (30)



Cottage-style Garder

\$6,395.00

SolidBuild

Free delivery

5.0 ★★★★★ (2)

## Deals on Sheds

More →



49% OFF



15% OFF



8% OFF



20% OFF



30% OFF

# What Have We Learned About Outdoor Sheds?

- Businesses run ads for outdoor sheds
- Price range: \$1,500-\$29,000+
- Types of storage sheds: Single story, barn style, two story + several other styles
- Found 30-40 competitors

# Search Volume

The number of searches/month is a KEY FACTOR in niche selection.

How do we get the number of outdoor shed searches per month?

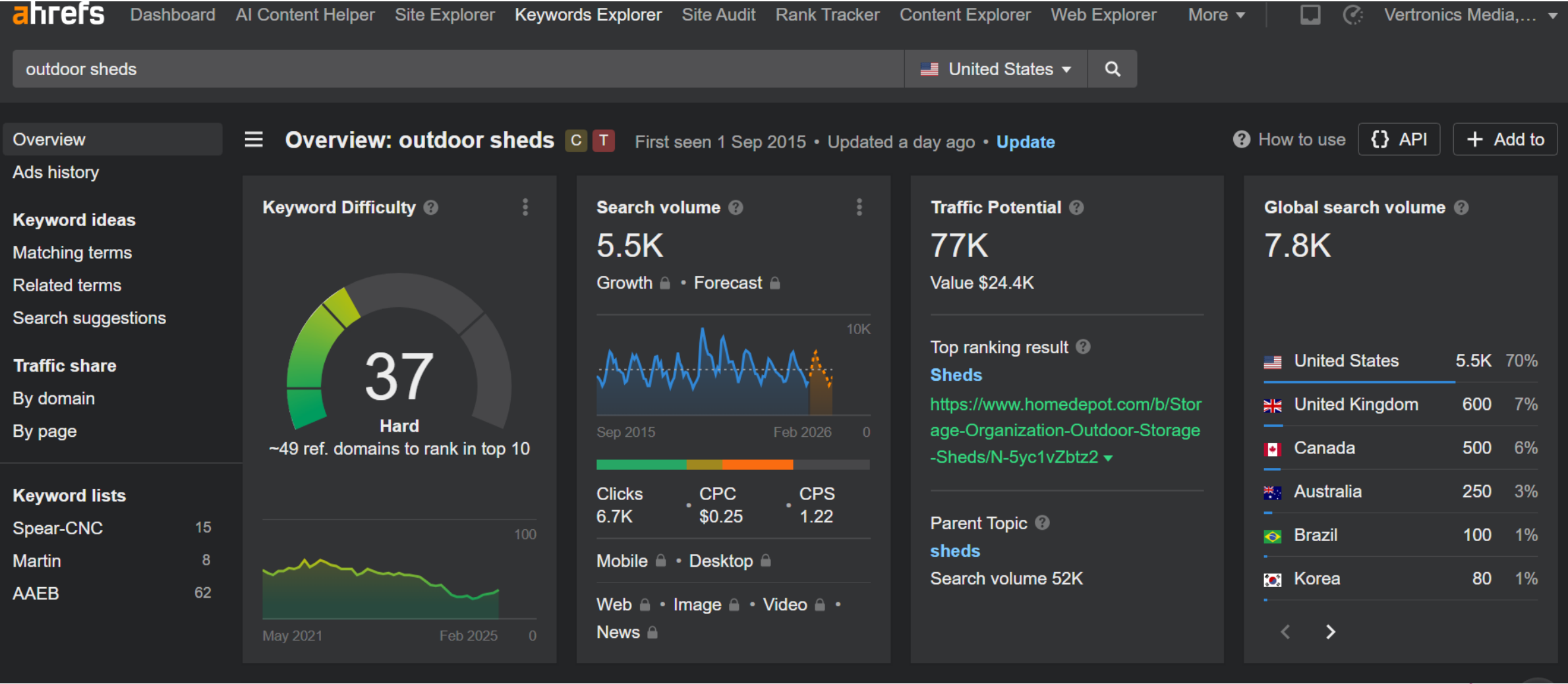
# Keyword Research Tools



Google Ads

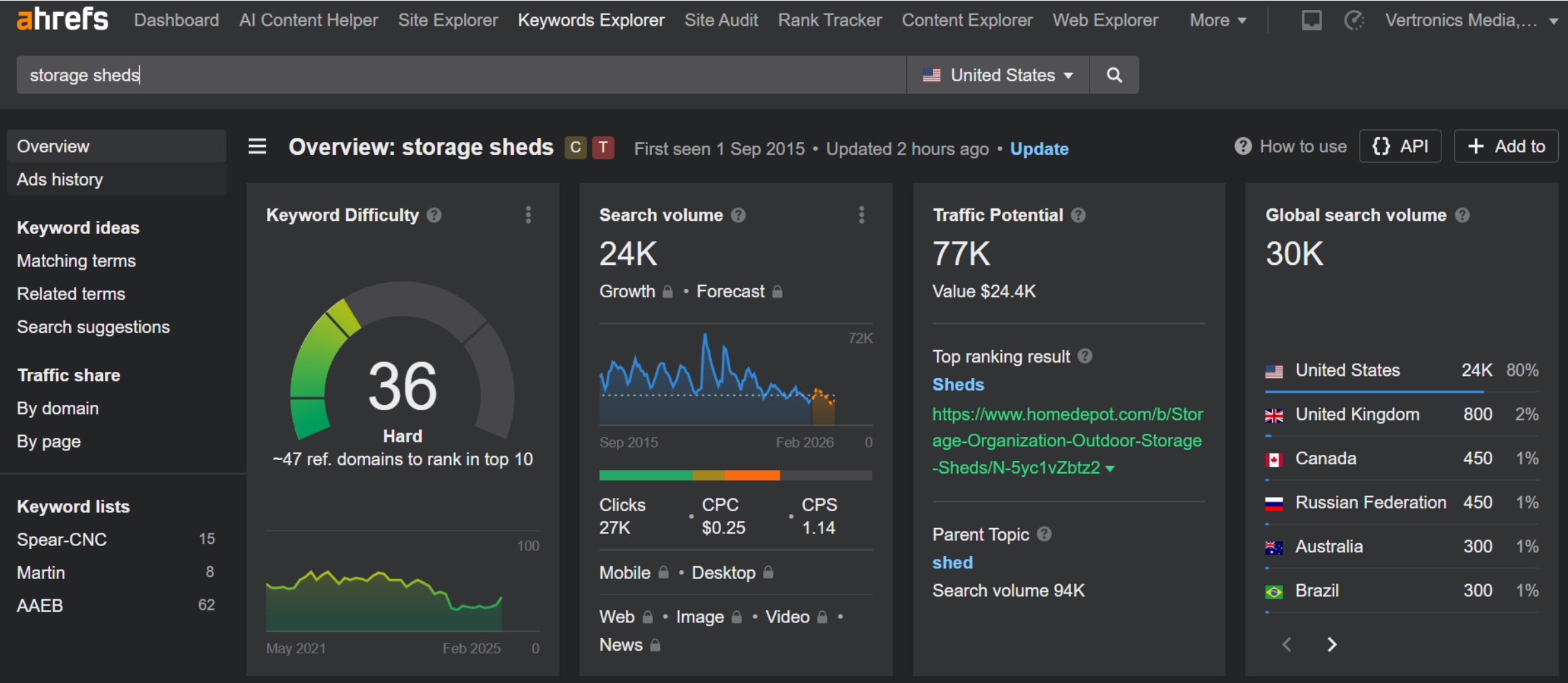
# Outdoor Sheds

Minimum 30k USA search volume/month



# Storage Sheds

Minimum 30k USA search volume/month



# Other Research Tools

Chat GPT  
<https://openai.com>

## Chat GPT Prompt

I am starting an online outdoor shed store. I need a list of supporting products to add to my store. Give me a list of products that sell for \$2500 or more, and list other products that would compliment an outdoor shed or portable building store.

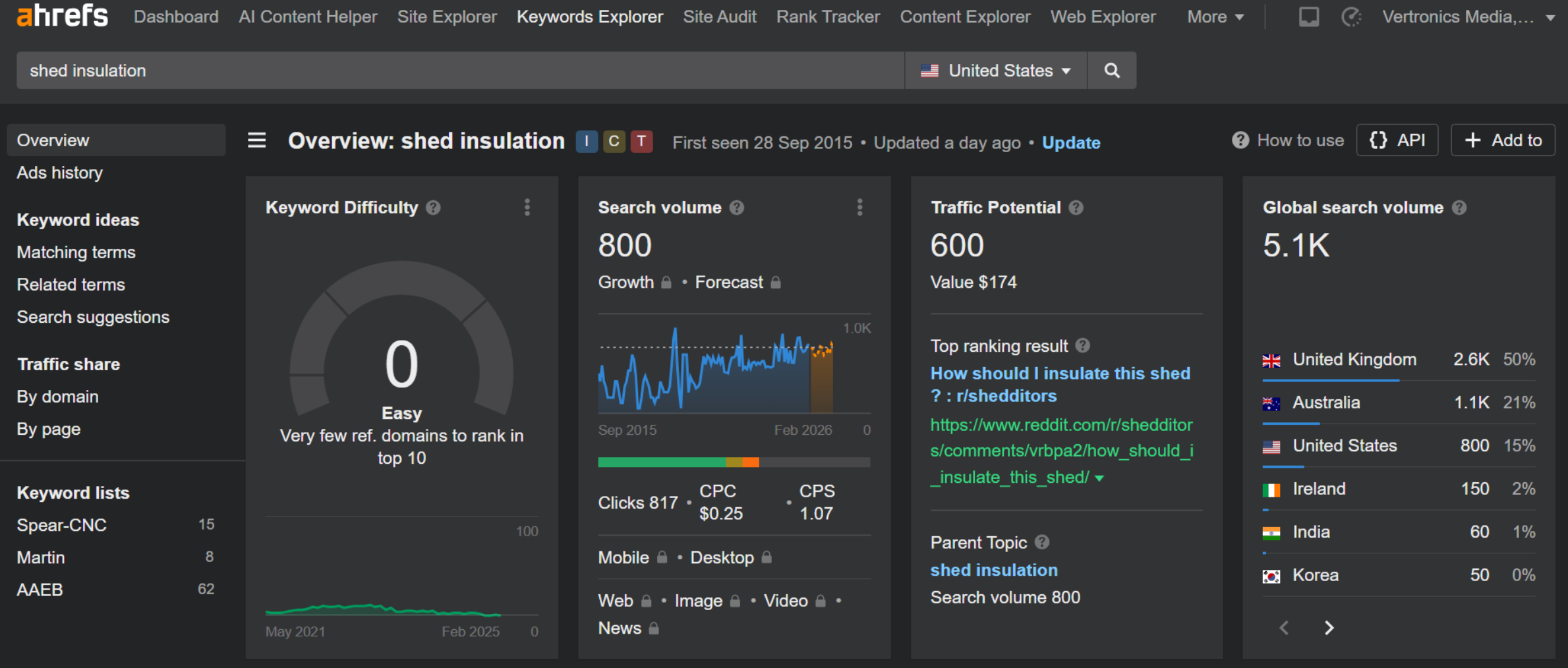
# High-Ticket Products (\$2,500+)

- **Deluxe Storage Sheds** – Premium wood, metal, or vinyl sheds with reinforced construction.
- **Portable Buildings** – Large, multi-use structures for workshops, offices, or guest spaces.
- **Customizable Barn-Style Sheds** – Higher-end barns with lofts and extra storage space.
- **Insulated Office Sheds** – Backyard workspaces with climate control options.
- **Lofted Sheds & Cabin Kits** – Small cabins for additional living or workspace.
- **Solar-Powered Sheds** – Sheds with integrated solar panels for off-grid power.
- **Utility & Tool Sheds with Customization** – High-end sheds with shelving, electrical, and security upgrades.
- **Pre-Assembled Greenhouse Sheds** – Designed for backyard gardening with temperature control.
- **Heavy-Duty Metal Sheds** – Fire-resistant and durable solutions for commercial or industrial storage.

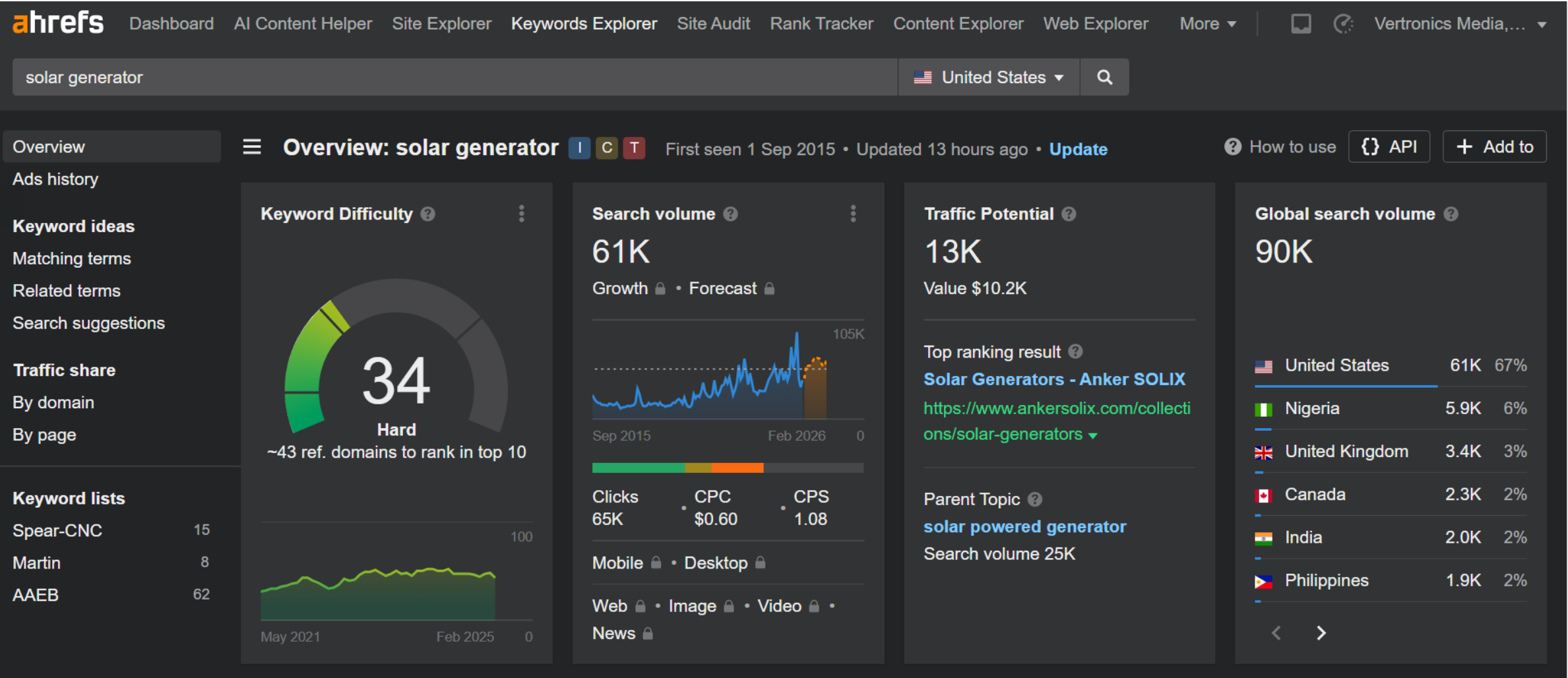
# Complementary Products (Under \$2,500)

- **Storage Accessories & Shelving** – Heavy-duty racks, wall-mounted tool organizers, and modular shelves.
- **Shed Insulation & Ventilation Kits** – Temperature control upgrades for comfort and durability.
- **Security Features** – Smart locks, reinforced doors, security bars, motion-sensor lighting, and cameras.
- **Weatherproofing & Roofing Upgrades** – Better shingles, metal roofing, and waterproof coatings.
- **Workbench & Built-In Storage Solutions** – Essential for shed-based workshops or hobby spaces.
- **Heavy-Duty Shed Foundations & Flooring** – Kits for stabilizing and extending the life of sheds.
- **Power & Lighting Kits** – Solar or wired lighting, electrical panel upgrades, and outlets for tools.
- **Doors & Windows** – Upgraded double doors, skylights, and energy-efficient window options.
- **Exterior Add-Ons** – Ramps, flower boxes, cupolas, awnings, and small porches for shed customization.
- **Portable Ramps & Entry Solutions** – Accessibility options for ride-on mowers, ATVs, and storage carts.

# Shed Insulation



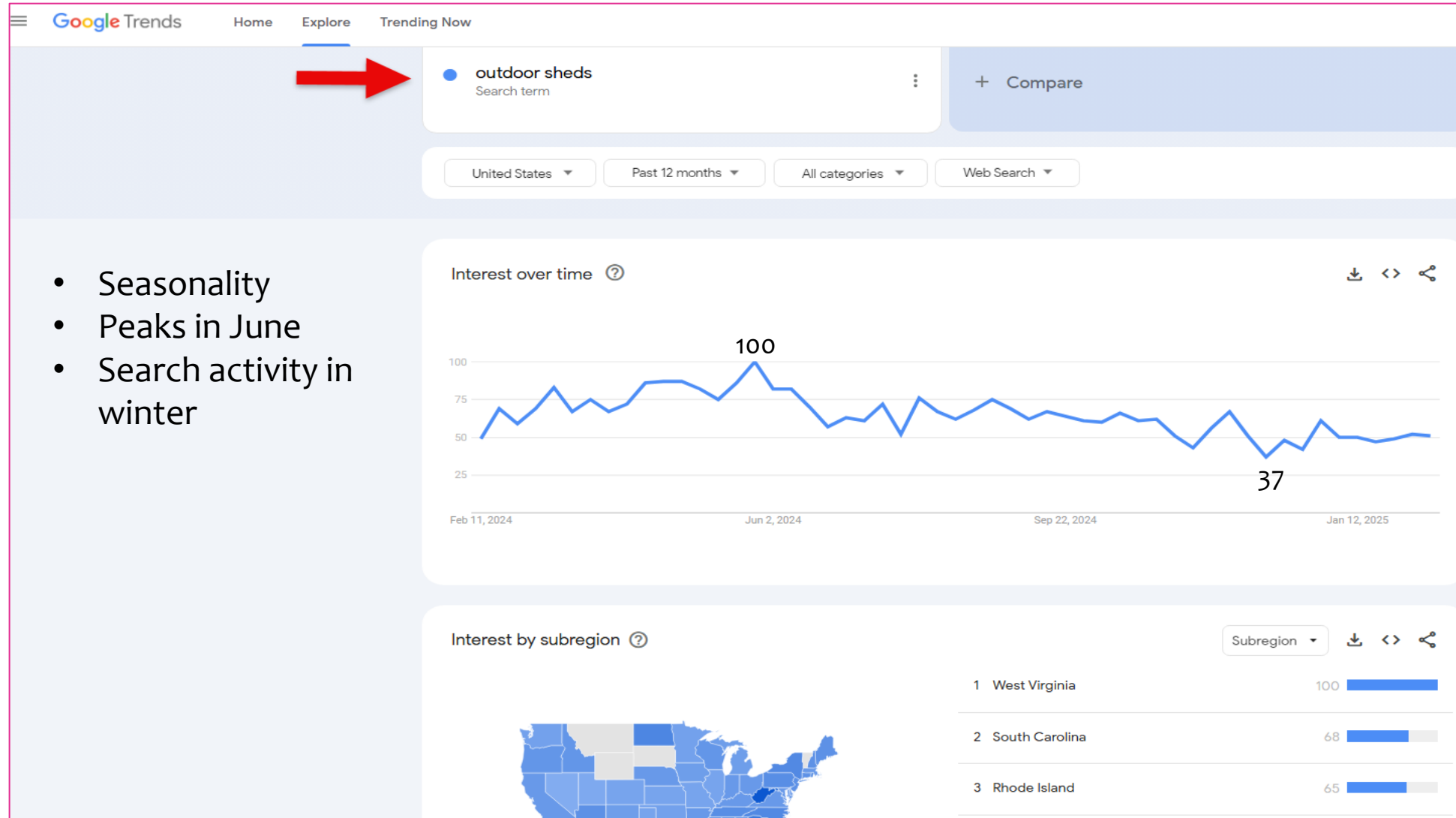
# Solar Generator



# Google Trends

## Trends.Google.com

# Google Trends – Market Research (Search Trends)



Perplexity  
<https://www.perplexity.ai/>

# Perplexity AI – Market Research (Target Audience)

perplexity | ← + Space / Who is the target audience for outdoor sheds

New Thread Ctrl I

Home  
Discover  
Spaces  
Library

Who is the target audience  
how to lease to own an e-bi

Who is the target audience for outdoor sheds

Sources

- Identifying and Understanding Your...  
shedsuite
- Outdoor Shed Market Valuation Outlook See...  
htfmarketintelligence
- Global Outdoor Storage Sheds Market Size, ...  
custommarketinsigh...
- Show all

Answer

The primary target audiences for outdoor sheds are homeowners and businesses 1. Emerging segments include eco-conscious consumers and those looking to create personalized spaces like "She Sheds" or "Man Caves" 1.

Target Audiences:

- Homeowners** Homeowners commonly seek sheds for extra storage to declutter their homes or store seasonal items 1. Sheds can also serve as workspaces for remote work or hobbies, with design and size being important considerations, alongside durability 1.
- Businesses** Businesses use sheds for inventory storage, extra workspace, or showcasing products, often prioritizing space efficiency, durability, and security 1. Farms and commercial entities also have unique needs for sheds 1.
- Emerging Segments:**
  - Eco-conscious consumers** Trendsetters are interested in eco-friendly or 'green' sheds, aligning with sustainable lifestyles 1.
  - DIY enthusiasts** DIY home improvement projects have increased the demand for easy-to-assemble sheds 4.

... Homeowners, businesses and eco-conscious consumers looking to create "She Sheds" or "Man Caves"

ry Pro  
pgrade for image upload,  
arter AI, and more Pro  
earch.

Learn More

# Perplexity AI – Market Research (Trends)

The screenshot displays the Perplexity AI web interface. The search bar at the top contains the query "Who is the target audience for outdoor sheds". The left sidebar shows navigation options: Home, Discover, Spaces, and Library. The Library section is active, showing a list of saved searches, including "Who is the target audience" and "how to lease to own an e-bike".

The main content area displays the search results for the query "How has the trend of having backyard sheds influenced the market". The results are organized into sections: Sources, Answer, Market Growth and Expansion, and Evolving Uses and Consumer Preferences.

**Sources:** The sources section lists three relevant articles: "Garden Sheds Market Size And Projection" by marketresearchintell..., "Garden Sheds market 2025-2034 | Size,Share,..." by markwideresearch, and "Outdoor Shed Market 2025-2034 | Size,Share,..." by markwideresearch. A "Show all" link is also present.

**Answer:** The answer section provides a summary of the trend: "The trend of having backyard sheds has significantly influenced the market, driving growth and innovation in recent years. This trend has transformed sheds from simple storage solutions into multifunctional structures that enhance outdoor living spaces 1 2 ."

**Market Growth and Expansion:** This section lists three key points: "The garden sheds market has experienced remarkable growth, fueled by shifting perceptions of outdoor living spaces 1 .", "There's been a steady increase in demand from both residential and commercial sectors 2 .", and "The global market has witnessed a positive growth trajectory, with rising interest in gardening and outdoor activities driving expansion 2 3 .".

**Evolving Uses and Consumer Preferences:** This section lists two key points: "Sheds now serve as personal retreats, home offices, hobby spaces, and mini-workshops, catering to diverse needs and lifestyles 1 .", and "The COVID-19 pandemic has accelerated the trend of home improvement projects, leading to increased demand for outdoor living spaces 2 .".

On the right side of the interface, there are three buttons: "Search Images", "Search Videos", and "Generate Image".

At the bottom of the interface, there is a "Try Pro" section with the text "Upgrade for image upload, smarter AI, and more Pro Search." and a "Learn More" button. The user's profile "vertronics27..." is visible in the bottom left corner.

*Market growth fueled by shifting perceptions of outdoor living spaces.*

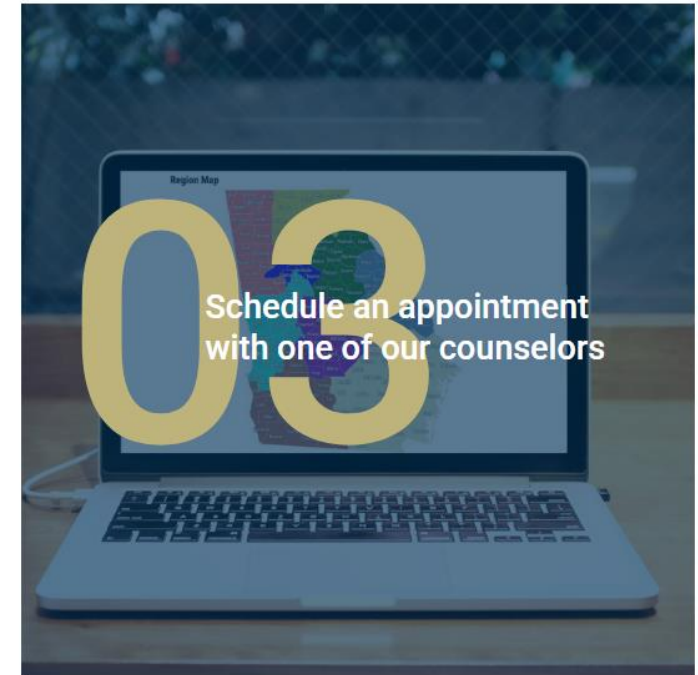
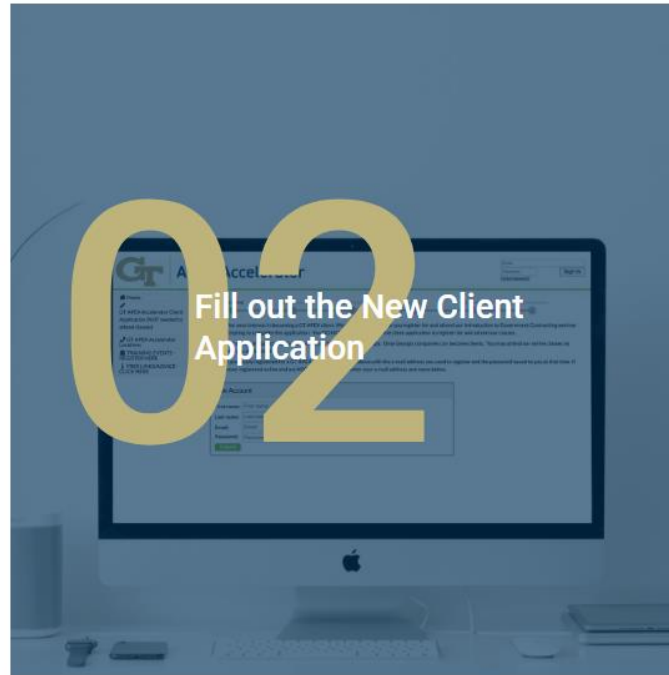
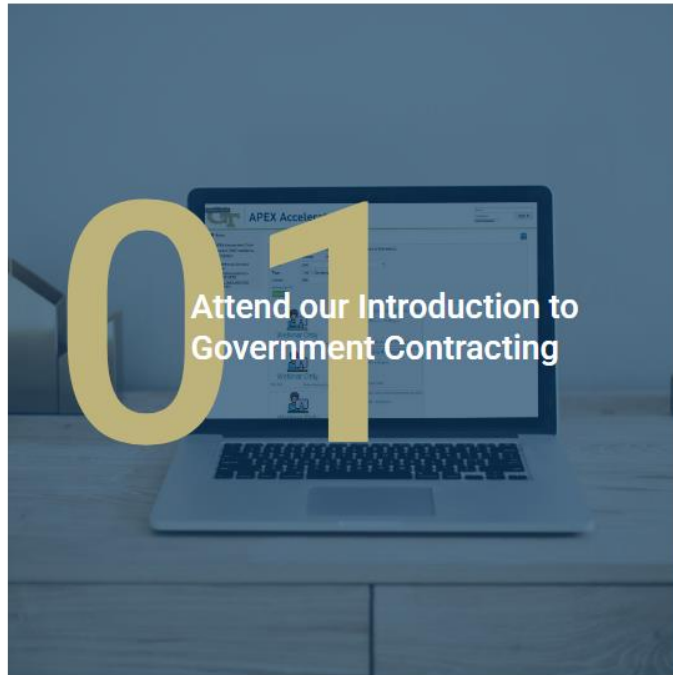
# Georgia APEX Accelerator



GT APEX Accelerator

<https://gtapexaccelerator.org>

## Three Steps to Become a Client



# Product Research

HTE Market Research | 2025

File Edit View Insert Format Data Tools Extensions Help

Share

Menus100%\$%123Arial10B I A

|     |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
|-----|--------------------|---------------------|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|---------------|--------------------------|-----------------|------------------------|--------------------------|-----------------------------------------------------------------------------------|
| C11 | A                  | B                   | C               | D                                                                                                                                                                           | E           | F             | G                        | H               | I                      | J                        | K                                                                                 |
| 1   | Main Product Ideas | Average Price Point | Price Range     | Google Trends                                                                                                                                                               | Seasonality | Brand Loyalty | Passion/Unique Knowledge | Competitiveness | Successful Competitors | Overly Technical/Complex | Comments                                                                          |
| 2   |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 3   | Outdoor Shed       | \$3,000             | \$3000-\$39,000 | <a href="https://trends.google.com/trends/explore?geo=US&amp;q=outdoor%20shed&amp;hl=en">https://trends.google.com/trends/explore?geo=US&amp;q=outdoor%20shed&amp;hl=en</a> | Slightly    | No            | Slightly                 | Competitive     |                        |                          | Discuss the demographic, target audience any notes or outliers from your research |
| 4   |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 5   |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 6   |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 7   |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 8   |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 9   |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 10  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 11  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 12  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 13  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 14  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 15  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 16  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 17  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 18  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 19  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 20  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 21  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 22  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 23  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 24  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 25  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 26  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 27  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 28  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 29  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 30  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |
| 31  |                    |                     |                 |                                                                                                                                                                             |             |               |                          |                 |                        |                          |                                                                                   |



# Business Model

Authorized Reseller without Inventory

# Suppliers

- Ship directly to customer
- We don't carry inventory
- Pay in advance
- Credit terms not needed
- Credit card on file
- Distributors
- Suppliers: Gold suppliers
- Become a reseller

The screenshot shows the Homestead Supplier website. At the top, there is a logo for 'HOMESTEAD SUPPLIER' and a search bar with the text 'What are you looking for?'. A red arrow points to the search bar. To the right of the search bar, there is a phone number '1-800-540-9051', an email address 'Info@HomesteadSupplier.com', and a shopping cart icon. Below the search bar, there is a navigation menu with links: 'Shop', 'Sheds', 'Saunas', 'Greenhouses', 'Best Sellers', 'On Sale', 'Brands', 'FAQs', 'Homestead Blog', and 'Customer Testimonials'. The main content area features a large image of a grey shed with white trim and a cupola on the roof. To the right of the image, the product title 'EZ-Fit Riverside Shed Kit' is displayed, followed by 'by EZ-Fit Sheds' and '70 reviews'. The price is shown as '\$4,699.00' with a 'Save 21%' badge. Below the price, there are dropdown menus for 'Size' (10x16'), 'Quantity' (1), 'Floor Kit' (-- Choose --), 'Door Additions and Upgrades' (-- Choose --), and 'Weathervane' (-- Choose --). A list of optional upgrades is provided with checkboxes and prices: 'Transom Windows for Double Doors (Windows in the top of the doors) \$92.00', 'Transom Window for Single Side Door \$48.00', 'Ramp for Double Doors \$159.00', '2 Vinyl Flower Boxes \$78.00', '2 Flower Box Holders \$160.00', 'Cupola 16" (white structure on top of roof) \$188.00', 'Pressure treated bottom plate \$89.00', and 'Diamond Plate Door Threshold Floor Entry \$118.00'. At the bottom right, there is a red 'Add to cart' button. A small red chat bubble icon is located in the bottom right corner of the page.

**HOMESTEAD SUPPLIER**

What are you looking for?

1-800-540-9051  
Info@HomesteadSupplier.com  
Mon-Fri 7am-3pm Pacific Time

Shop ▾ Sheds ▾ Saunas ▾ Greenhouses ▾ Best Sellers On Sale Brands ▾ FAQs ▾ Homestead Blog Customer Testimonials

**EZ-Fit Riverside Shed Kit**  
by EZ-Fit Sheds  
★★★★★ 70 reviews

Save 21% **\$4,699.00** ~~\$5,935.00~~

Size  
10x16'

Quantity  
1

Floor Kit  
-- Choose --

Door Additions and Upgrades  
-- Choose --

Weathervane  
-- Choose --

☐ Transom Windows for Double Doors (Windows in the top of the doors) \$92.00  
☐ Transom Window for Single Side Door \$48.00  
☐ Ramp for Double Doors \$159.00  
☐ 2 Vinyl Flower Boxes \$78.00  
☐ 2 Flower Box Holders \$160.00  
☐ Cupola 16" (white structure on top of roof) \$188.00  
☐ Pressure treated bottom plate \$89.00  
☐ Diamond Plate Door Threshold Floor Entry \$118.00

**Add to cart**

# Shed Suppliers

Favorites

20 All

6 Sheds

+ Create Folder

Search

🔔

⬇

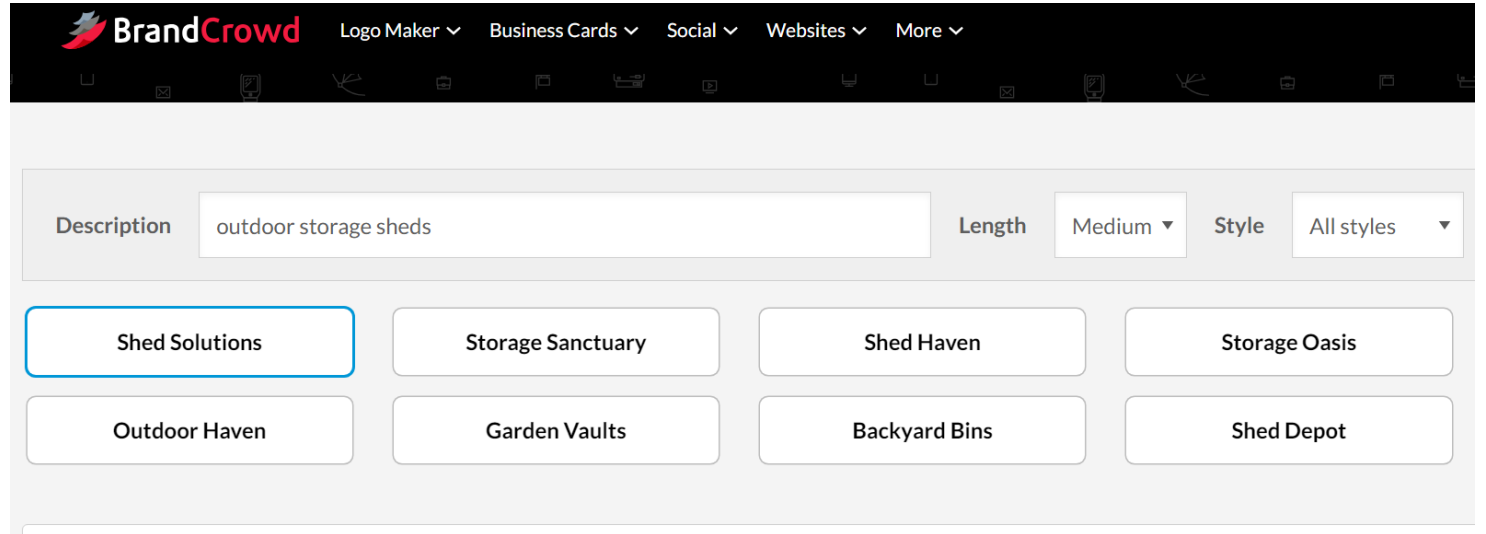
| <input type="checkbox"/> | Title                                                                                                                      | DTC | MAP                                                                               | Type               | Price   | Price Range     | Margin                                                                              | Tier     |                                                                                                                                                                         |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------|-----|-----------------------------------------------------------------------------------|--------------------|---------|-----------------|-------------------------------------------------------------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> |  Bayhorse Gazebos & Barns<br>bayhorse.com | Yes | No                                                                                | Shed +9            | \$15000 | \$10000-\$62500 | 20%                                                                                 | Select.. |   |
| <input type="checkbox"/> |  Cedarshed<br>cedarshed.com               | Yes | Yes                                                                               | Shed +2            | \$5000  | \$1000-\$12000  | 20%                                                                                 | Select.. |   |
| <input type="checkbox"/> |  EZ Fit Sheds<br>ezfitsheds.com           | Yes | Yes                                                                               | Shed +2            | \$3000  | \$2500-\$5000   | 20%                                                                                 | Select.. |   |
| <input type="checkbox"/> |  Lifetime<br>lifetime.com                 | Yes | Yes                                                                               | Patio Furniture +9 | \$1000  | \$300-\$7000    | 30%                                                                                 | Select.. |   |
| <input type="checkbox"/> |  Safe Sheds<br>safesheds.com              | Yes | Yes                                                                               | Storm Shelter      | \$5000  | \$4800-\$6500   | 25%                                                                                 | Select.. |   |
| <input type="checkbox"/> |  YardCraft<br>yardcraft.com               | Yes |  | Pavilion +6        | \$2200  | \$1500-\$3000   |  | Select.. |   |

# Business Formation

Register Your Business

# Business Formation

- Business Name
- Business name generator
- Ask Chat GPT – List 20 names for your outdoor shed store
- Include keyword

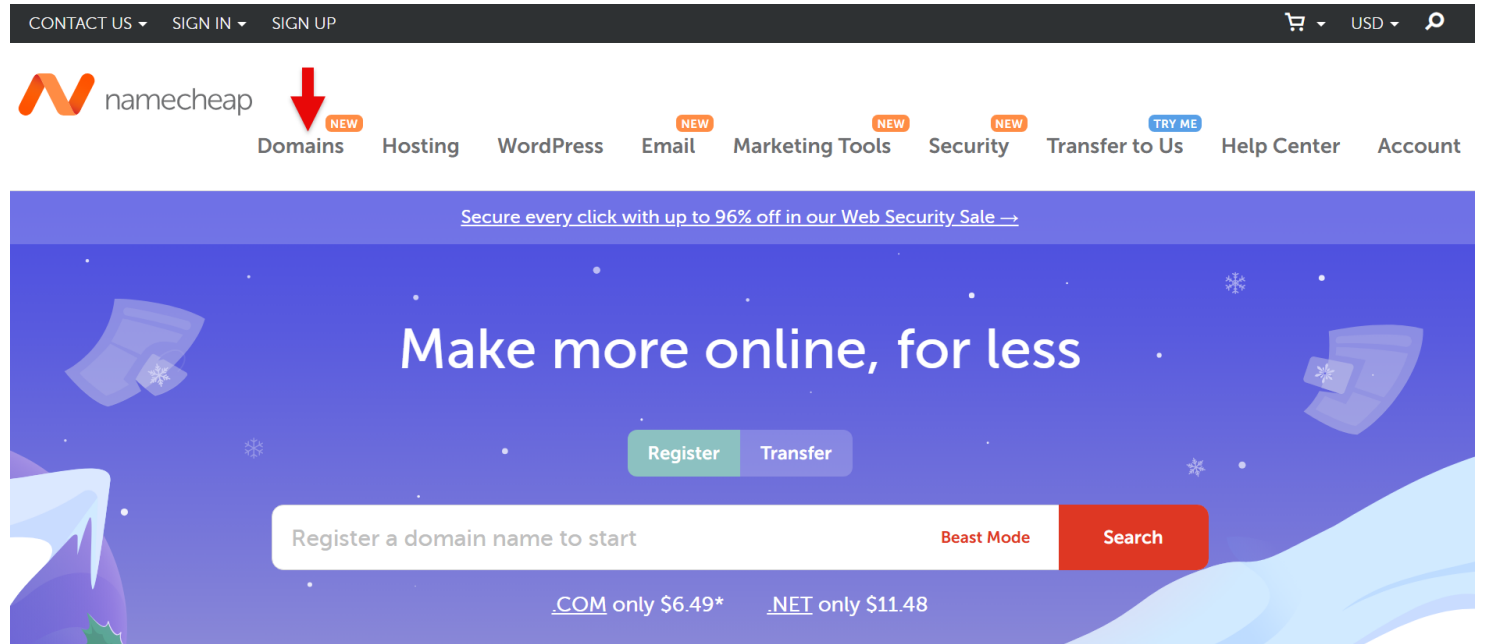


The screenshot shows the BrandCrowd website interface. At the top, there is a navigation bar with the BrandCrowd logo and links for Logo Maker, Business Cards, Social, Websites, and More. Below the navigation bar, there is a search bar with the text "outdoor storage sheds". To the right of the search bar, there are dropdown menus for "Length" (set to Medium) and "Style" (set to All styles). Below the search bar, there is a grid of eight business name suggestions: Shed Solutions, Storage Sanctuary, Shed Haven, Storage Oasis, Outdoor Haven, Garden Vaults, Backyard Bins, and Shed Depot. The "Shed Solutions" button is highlighted with a blue border.

# Brandcrowd.com

# Domain Name

- Domain name search
- Register domain name (.com)
- Include keyword



# Namecheap.com

# Social Media

- Choose preferred platforms
- Create profiles
- Be consistent with your name



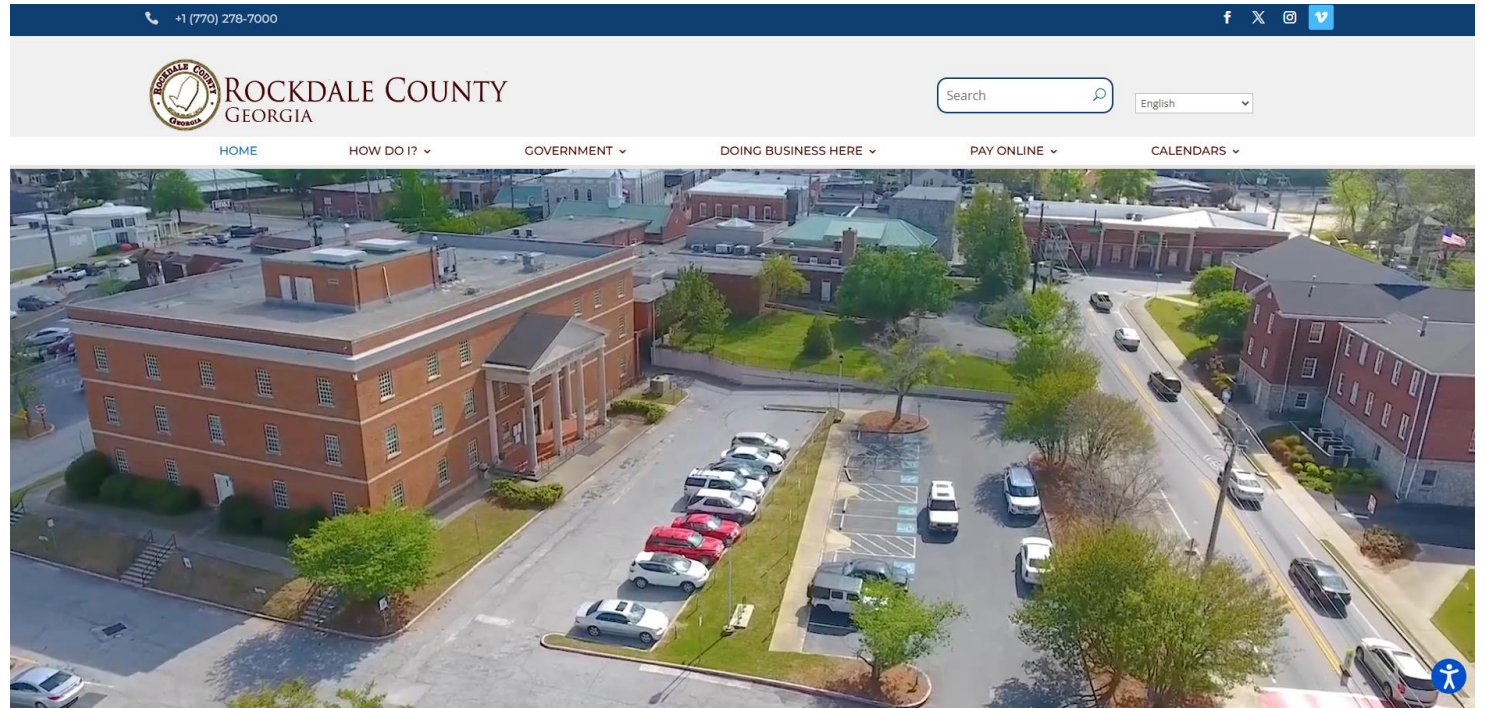


# Office Space

- Physical Business Address
- Business Phone
- Business Checking account
- Business PayPal account

# Licenses & Permits

- Federal EIN
- Business structure ( LLC, S-Corp, Sole Proprietor)
- State tax ID/ resellers permit
- City business license
- County permits
- Suppliers ask for these documents



# Build Demo Store

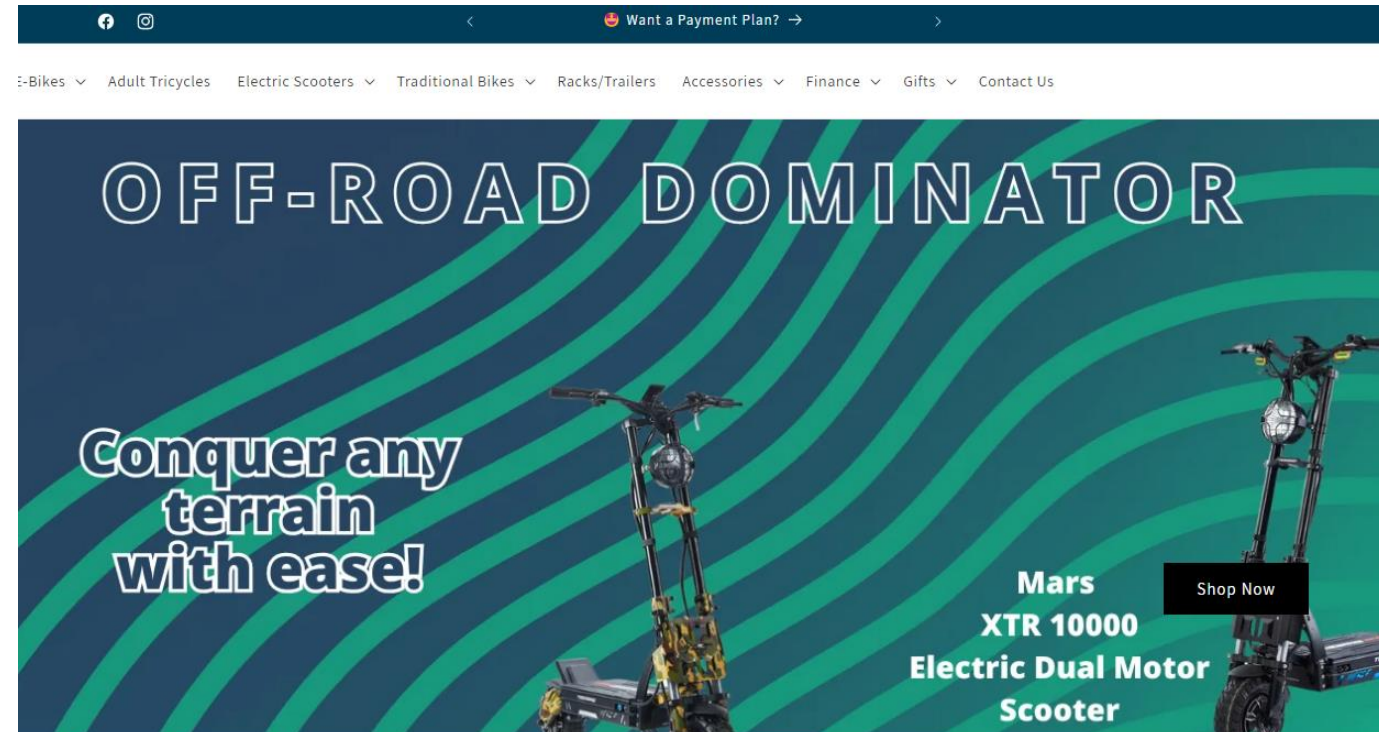
- Open Shopify Account
- Build demo store
- Add products 10-20
- Establish store policies
- Connect payment capture
- Link to social profiles
- Launch demo store
- **Contact suppliers**
- Acquire minimum 3 suppliers



***shopify***

# Launch Store

- Remove demo products
- Add authorized products
- Update shipping and return policies
- Open for business



Real Reviews from Real People



[from 224 reviews](#)

# Generate Targeted Traffic



Google Ads

- Open Google Merchant Center account
- Open Google Ads account
- Goal minimum 200 visitors /day
- Daily ad spend \$25+/day ( low)
- Competitor budgets (\$500+/day)

## Other forms of advertising

- Email marketing
- Outbound sales
- Social media

# Testimonial

---

## REVIEW

Cheryl Wilson successfully resolved the Merchant Center suspension on my Shopify store, which was due to misrepresentation—no easy feat, especially for dropshipping businesses. Her deep understanding of Merchant Center policies and her expertise in navigating them were evident throughout the process. Cheryl made significant updates to my site, including revising store policies and implementing essential changes to ensure compliance. I'm confident in her ability to guide my store toward profitability, and I will continue working with her, trusting in her knowledge, passion, and dedication to drive success.

S. Balans  
Infinitybedz.com

## Testimonial

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## Testimonial

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# Thank You

Cheryl Wilson



+678-390-5025



Cheryl@vertronics.com



Vertronics.com

