

GRUPE MEYNI / FREE BEGINNER GUIDE

Your First Online Business: A Simple 7-Day Start

A practical, low-cost way to test one useful offer with a phone and everyday tools—whether you are starting in Africa, Canada, or somewhere else. No business jargon. No income promises.

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Start small. Learn from real people. Build on what works.

The simple idea

You do not need a complicated store to begin. Start with one group of people, one problem they already care about, and one clear offer. Talk to potential customers before spending on inventory, ads, or software. Your first goal is useful evidence: do people understand the offer, ask serious questions, and take a next step?

A simple first test can begin with a smartphone, WhatsApp Business, a social account you already use, Google Forms or Sheets, and Canva. Check availability, current pricing, and local rules before relying on any tool.

Choose a practical starting model

Model	What you offer	Good first test
A service	A skill or task you can deliver	Offer a small, clearly scoped first service
A digital item	A template, lesson, guide, or design	Show a sample and ask who would use it
A local product	A product you can source and deliver nearby	Take interest first; test one small batch
Made to order / preorder	Produce or source after confirmed demand	State the real delivery window and refund terms
Dropshipping	A supplier ships to your customer	Order a sample and test the exact route first

Dropshipping can reduce the need to hold stock, but it does not remove customer support, product checks, shipping delays, returns, payment fees, or your responsibility to communicate honestly. Do not promise delivery times or product qualities you have not verified.

Write your offer in one sentence

I help [specific customer] solve [specific problem] with [clear offer], available in [place or delivery area].

Example: "I help busy Toronto newcomers find reliable, affordable home organization essentials, delivered locally." Treat this as a sample—not a tested business idea.

Your 7-day starter plan

Day	Do this	What you learn
1 · Pick one customer	Choose a group you can reach and one problem they mention often.	Can you name a real person to speak with?
2 · Listen	Ask 5–10 people how they handle the problem today and what frustrates them.	Their words, workarounds, and objections
3 · Shape one offer	Describe the result, what is included, price range, and delivery area.	Whether the offer is clear and feasible
4 · Check the numbers	List product/service cost, delivery, payment fees, time, returns, and other costs.	A realistic contribution per order
5 · Make one demo	Create a simple photo, sample, short video, or one-page description.	Questions and interest—not likes alone
6 · Invite a small test	Share with relevant people and invite questions or a pilot order.	Real buyer intent and friction
7 · Review and decide	Count inquiries, serious prospects, orders, costs, and delivery issues.	Improve, repeat, pause, or stop

Keep the test small enough that a disappointing result is affordable. A like or a compliment is not a sale. A clear question, request for terms, signup, or paid order is stronger evidence; record what actually happens.

A simple phone-first order flow

A short post or demo → customer asks a question → you confirm fit, total price, delivery and terms → customer chooses an available payment method → you confirm the order → you deliver and follow up.

You can begin with messages and a simple order form. Before accepting money, make sure you can meet the promise and explain cancellations, refunds, delivery timing, and support.

Use basic tools well

Tool	Use it for	Keep it simple
WhatsApp Business	Questions, product details, order updates	Set clear hours; use labels; reply personally
Instagram / TikTok	A demo, story, or short explanation	Show the real product or process; answer FAQs
Google Forms / Sheets	Collect order details and track the test	Ask only what you need; protect customer data
Canva	A clean offer image or simple flyer	Use your own or properly licensed photos
ChatGPT or another AI assistant	Draft ideas, FAQs, and copy from verified facts	Review every claim; it can make mistakes

Copy-and-use customer interview questions

- Tell me about the last time you dealt with [problem]. What did you do?
- What was difficult, slow, or disappointing?
- What do you use now, and what does it cost you in money or time?
- What would make you hesitate to try another option?
- May I show you a simple offer and ask what is unclear?

Avoid leading questions such as "Would you buy my amazing product?" Ask about recent behavior and listen more than you pitch.

A tiny scorecard

Track	Your result
People spoken to	_____
People who asked a serious follow-up	_____
Orders or paid pilots	_____
Revenue collected	_____
All-in variable costs	_____
Delivery time and problems	_____
Would any customer buy again or refer someone?	_____

Price it before you promote it

Estimate what remains from each order before fixed overhead and tax. Include costs that are easy to forget: packaging, delivery subsidies, payment processing, returns, damaged items, currency conversion, and time spent serving customers.

Estimated contribution = money collected – item/service cost – delivery you pay – payment fees – marketing cost per sale – expected returns and support costs.

Fictional example only: if a customer pays \$50 and your variable costs add up to \$39, the estimated contribution is \$11 before salaries, software, fixed costs, and tax. This is not a market average or a forecast.

For cross-border sales, calculate the landed cost for one specific origin-to-destination route. Duties, taxes, customs paperwork, delivery partners, and return costs can vary. Do not describe “worldwide shipping” as one uniform service.

Payments and selling from Africa or elsewhere

Payment providers, payout methods, currencies, verification documents, and business eligibility differ by country and change over time. Check the provider’s official current requirements for the country where your business is actually registered. Never use a false address or company details to get around restrictions.

- Confirm that your country, business type, and bank account are eligible before building a checkout.
- Check settlement currency, payout time, chargebacks, and refund steps.
- Pick one market and one delivery route first; add destinations only when you can serve them reliably.
- For taxes, consumer rights, privacy, product rules, and customs, consult official local sources or a qualified local professional.

Official examples are listed at the end of this guide. They are starting points, not a guarantee of eligibility. Confirm requirements directly with the provider and relevant authorities before accepting orders.

Make a trustworthy first offer

- Use original or authorized product photos. Show scale, details, and what is included.
- State the total price, currency, delivery area, realistic timing, and any extra charges before checkout.
- Make your contact, cancellation, return, and refund process easy to find.
- Order a supplier sample where possible; check packaging, quality, tracking, and the actual delivery time.
- Test the full customer journey on a phone, including confirmation, support, and refund steps.
- Ask customers for honest feedback after delivery. Never buy or invent reviews.

Use AI as a helper—not as proof

AI can help organize research questions, draft a product description from confirmed facts, translate a message for human review, or turn notes into a checklist. It can also invent details or give outdated advice. Verify product claims, rules, prices, and payment availability yourself.

Prompt: “Using only these confirmed facts [paste facts], draft a clear offer for [customer]. Do not invent benefits, certifications, delivery times, or results. List anything a human should verify.”

Do not paste customers’ private or payment information into an AI tool unless you have the right legal basis and safeguards. Use fictional examples instead.

When the idea starts to work

Once real people understand the offer and a small pilot can be delivered well, you can decide what to improve next: brand and product messaging, a simple online shop, social content, customer follow-up, local audience research, or delivery operations. Grow one piece at a time and keep checking the numbers.

Want a practical second set of eyes? Groupe Meyni can help you shape the offer, build a simple customer journey, strengthen your marketing, or plan the next e-commerce step. Tell us your country, customer, idea, and biggest obstacle.

Contact Lamine / Groupe Meyni

Toronto, Canada · WhatsApp: [Message on WhatsApp](#)

Website: groupe-meyni.lamindiaye1999.chatgpt.site

A WhatsApp message opens as a draft for you to review and send. No information is sent automatically.

Official links and important note

Platforms and rules change. Use these pages to check current details for your own country and situation.

1. Shopify: Dropshipping guide

<https://www.shopify.com/blog/dropshipping-guide>

2. Shopify Help: Legal compliance for dropshipping

<https://help.shopify.com/en/manual/compliance/legal/dropshipping>

3. Shopify Payments: Supported countries

<https://help.shopify.com/en/manual/payments/shopify-payments/supported-countries>

4. Paystack: Country availability and requirements

<https://support.paystack.com/en/articles/2130562>

5. Stripe: Global availability

<https://stripe.com/global>

6. Flutterwave: Account requirements

<https://sandbox.flutterwave.com/us/support/general/what-are-the-requirements-for-using-flutterwave>

7. Canada Revenue Agency: GST/HST registration

<https://www.canada.ca/en/revenue-agency/services/tax/businesses/topics/gst-hst-businesses/gst-hst-account/register-account.html>

8. Canada Border Services Agency: Exporting commercial goods

<https://www.cbsa-asfc.gc.ca/export/guide-eng.html>

9. OpenAI Help: ChatGPT accuracy and limitations

<https://help.openai.com/en/articles/8313428-chatgpt-accuracy-and-limitations>

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