

# How Andrew Youdarian Grew His Online Community To Over 1000 Members

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## Brief Background about Andrew Youdarian

- He runs an online community which is called [ecommercefuel.com](http://ecommercefuel.com) which is a private community for seven figure plus store owners.
- So if you've got a business that is doing that level or maybe slightly below if you as long as you've got a proprietary product and selling not exclusively on Amazon that's that's his membership community.
- He also has a weekly podcast called [ecommerce fuel podcast](#) where he talks about manufacturing, sales, tax tariffs, different shopping carts, anything ecommerce world related.

## What Changed in Drop Shipping from Andrew's Perspective

- According to Andrew, trends in majority of drop shipping companies got cut in half to 50% drop. The rise and domination of Amazon is also the biggest variable for the reason of the 50% drop.
- Selling online also has gotten easier which is another variable for the 50% drop.

## Key Ways He Built His Membership Site

- **Take a long term approach** - Andrew took blogging, writing in-depth guides he felt that he could charge people for. But he didn't since he wants to drive traffic . So he basically went on this route: Build connections, build traffic, and build a little bit of a reputation.
- **Word of Mouth** - the best kind of advertising in the world. And podcasting is still a pretty good place to be able to connect with people and market your business. 80% of their referrals are from their podcast referrals.
- **Marketing Stunts** - If done right, it'll give your business a big visibility for at least a short period of time. It also helps a lot with link building, building up the authority of the ecommerce domain, and also getting the word out there to people.

## What Would Andrew Do Differently Today

- **According to Andrew**, He would go to a conference and get to know as many as people he can, round up a list of all ecommerce sellers that have a meaningful business and ask them what are their biggest pain points they face in their business. And from there he'll create something to solve their biggest pain points. He'll give it away for free with his branding on it to a website and have some opt in on it. He'd focus on giving away as much value as he could and try to build a name for himself for that specific site.