

Terry Lin

Founder at **Build My Online Store - The #1 Podcast for E-Commerce Entrepreneurs**

San Diego, CA, US

E-Commerce Expert and Marketing Consultant

Biography

Terry helps aspiring and upcoming E-commerce entrepreneurs grow their online stores through consulting and interviewing other successful entrepreneurs, industry experts, and thought leaders to learn from their mistakes, knowledge, and experiences. Build My Online Store is the #1 E-Commerce podcast on iTunes with over 30,000 monthly downloads in over 120 countries. Tune in every Sunday for a new episode where I help take your online store to the next level.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Retail, Media - Online, Business Services

Areas of Expertise

E-Commerce, Online Marketing, Online Retail

Sample Talks

How To Find An E-Commerce Idea (2013)

Presentation to VIP members of the San Diego Wordpress Group, where we discussed how to start an online store selling physical products. Topics include: What's different in 2013 vs 2003? Choosing and finding a niche market Deciding on a business model Figuring out your unique selling proposition Landscape of online marketing Calculating lifetime value of a customer Calculating cost of acquisition Common mistakes, pitfalls, and challenges

Event Appearances

Capital International Research - Los Angeles

E-Commerce Industry Discussion

San Diego Wordpress - Feb 2013

How To Start An Online Store

How To Do SEO Keyword Research

How To Do SEO Keyword Research

How To Find An E-Commerce Idea

How To Find An E-Commerce Idea In 1 Hour

Education

Whittier College

Bachelor of Arts Economics

Accomplishments

Over 30,000 Monthly Downloads

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Testimonials

Allison Schuster

One of the best Meetups I've been to. Great group of people. Excellent presentation. I would like the link to the slides for reference. I haven't missed the email have I. Many thanks!!

Mary Knight

I really learned alot and the ideas that have been brewing for our online store were reinforced with the information delivered. Great presentation!

Jori Owens

This was a great meetup. The speaker packed an incredible amount of information into a short time.

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