



*How to*  
**START SELLING  
ONLINE IN  
UAE**

A REAL BEGINNER GUIDE FOR OFWS TRYING  
TO REBUILD, START AGAIN & CREATE  
ANOTHER SOURCE OF INCOME

BY: HANECEL JEPELOS

FOUNDER HJ DIGITAL CREATIVE UAE

# HOW TO START SELLING ONLINE IN UAE



A beginner-friendly guide for OFWs and aspiring entrepreneurs who:

- gusto magkaroon ng extra income
- pagod na umasa sa isang salary
- want to rebuild themselves
- or gustong magsimula pero hindi alam paano

*Inside this guide:*



- ♥ my real story
- ♥ struggles & sacrifices behind starting
- ♥ how I started from zero
- ♥ beginner product ideas
- ♥ supplier basics
- ♥ delivery & COD process
- ♥ payment methods
- ♥ realistic advice before starting

# BEFORE YOU READ THIS



Honestly... this is not one of those ebooks pretending business is easy.

Because it's not.

And ayoko rin magkunwari online just to sound motivational.

This guide is for people who:

- quietly feel pressured financially
- emotionally pagod na
- tired of depending on one salary
- gusto magkaroon ng ibang source of income
- pero hindi alam saan o paano magsisimula

# BEFORE YOU READ THIS



Maybe you're reading this while:

- exhausted from work
- worried about bills
- emotionally drained
- overthinking your future
- missing your family

And this guide exists because  
I know how painful it feels when:



you want to change your life...  
pero hindi mo alam ano unang step.

# MY LIFE BEFORE ONLINE SELLING



Before creating this guide, I spent many years working in hospitality here in UAE.

Like many OFWs, my life slowly became:

- work

- responsibilities

- pressure

- bills

- survival

- repeat everyday



Wake up.



Prepare for work.



Smile professionally.



Handle responsibilities.



# MY LIFE BEFORE ONLINE SELLING

Go home exhausted.  
Sleep.  
Repeat until tomorrow.

And honestly... for a long time I thought:  
*"Okay na basta may stable work."*

But deep inside... I also knew something  
was missing.

Because no matter how hardworking we  
are... one salary can still feel fragile.



# THE SEASON THAT CHANGED ME



There came a point where life became emotionally heavy for me.

I started feeling:




- mentally exhausted
- emotionally drained
- pressured
- anxious about the future



Especially when:


- I started becoming jobless
- my savings slowly started running low
- and I realized... wala akong backup plan

*The fear is different when:  
you're trying to survive habang  
nagpapanggap kang okay.* 



# THE SEASON THAT CHANGED ME

Honestly... that season was one  
of the hardest moments of my life.



Because the fear is different when:  
you're trying to survive habang  
nagpapanggap kang okay.



# STARTING FROM ABSOLUTE ZERO



When I first became curious about  
online selling, honestly...  
**ZERO** talaga knowledge ko.



No mentor.  
No roadmap.  
No guide.



No business background.  
No connections.



I started messaging sellers  
and suppliers online because  
I genuinely wanted to understand  
the process.

*Everyone has to start somewhere.  
The important thing is, you start. ♡*

# STARTING FROM ABSOLUTE ZERO



But honestly?  
*Many times:*



- seen lang



- ignored



- short replies



And I still clearly remember  
one response:

*“A big fat no.”*



Rejection doesn't mean you're not meant for this.

*It means, you're being redirected.*

# HOW I REALLY STARTED



Since nobody really helped me understand the process... I decided to **try something myself.**



I went to the mall and bought discounted items using **the little money** I had left.



**Every dirham** mattered already.



I was **very shy** while starting:

- shy to post
- shy to sell
- shy to promote products online



But at the same time...

I kept **reminding myself:**

*“Start small. Stay consistent.  
Trust the process.”*



You don't need someone to start.  
You just need the **courage to begin.**



# HOW I REALLY STARTED



“

Wala na akong ibang option.”  
“Kailangan kong subukan.”  
“Hindi pwedeng sumuko ako.”



So even while scared... **I still posted.**



I started posting discounted products on **TikTok.**



And honestly? Some products started selling **little by little.**



That small moment gave me **hope.**



**Then eventually:**

- I slowly started finding suppliers
- understanding products better
- learning customer behavior
- understanding how **online selling** actually **works in UAE**



You don't need to start big.

*You just need to start.*



# THE REALITY PEOPLE DON'T SHOW ONLINE



People online usually only show:



✓ sales



✓ achievements



✓ success stories

But many people don't talk about:



rejection



fear



anxiety



emotional  
breakdowns



uncertainty



sleepless  
nights



Starting online selling while emotionally struggling is **HARD**.



If you're going through it right now,  
please *be proud of yourself* for  
still showing up.

*You're building something beautiful.  
Keep going.* ♥

# THE MOMENT EVERYTHING CHANGED



Eventually, I **realized something important**.



Many beginners are **hardworking** and **willing to learn**.

## But they lack:



clarity



direction



guidance



someone who  
simplifies the  
process



That realization **changed everything** for me.



I told myself:

“

If one day I figure this out...  
I want to **create a system** where  
**OFWs and beginners** can finally access  
guidance, direction, and a simpler  
starting point.

”



You don't need to have it all figured out yet.  
You just need the **courage** to take the first step.

*Keep learning. Keep growing. Keep going. ♡*

# WHY I TEACH PEOPLE TODAY



Little by little, I started teaching other OFWs and beginners the same things I once **struggled to learn alone.**

Today, some of my students are now:



posting **products**



finding **suppliers**



starting **online selling**



learning **content**



executing their **own business** while still working



And honestly?

*That was always the real goal.*



Not just to motivate people temporarily.

*But to help them build a life they're proud of — long term.*



# WHY I TEACH PEOPLE TODAY



Little by little, I started teaching other OFWs and beginners the same things I once **struggled to learn alone**.

But to help them build:



another source of **income**



**confidence**



**clarity**



practical **skills**



a system they can actually **execute**



Because I truly believe:

*“It’s better to teach people how to fish than to only feed them once.”*



You don’t have to be perfect to start.  
You just have to be willing to help,  
share, and make a difference.

*That’s how we all grow together.* 

# BEFORE WE CONTINUE... 😊

If there's one thing I want you to remember before moving forward in this guide, it's this:



You do not need to become an **expert** before starting.

*Honestly...*

most people who are successful today  
once started:



confused



emotionally tired



scared



uncertain



overwhelmed



including me

And maybe right now...  
you're also in a season where:



That's okay.

Every successful journey starts  
*with a first brave step.*



# BEFORE WE CONTINUE... 😊

pagod ka na mentally  
pressured financially  
natatakot ka sa future  
or quietly wondering paano  
magsisimula ulit  
*If that's you...*



I just want you to know:  
**you are not weak for feeling  
overwhelmed.**

Sometimes life becomes heavy before  
people finally decide:

*“Kailangan ko nang baguhin yung buhay ko.”*



And honestly?  
That's what happened to me too.



**I didn't start because:**

- ✓ I had everything figured out
- ✓ I had all the tools
- ✓ I felt ready
- ✓ I wasn't scared



I started because I was tired of staying stuck.  
*You don't need to have it all figured out.*  
**You just need courage to take the first step.**

# BEFORE WE CONTINUE... 😊



confident ako  
magaling agad ako  
or complete na knowledge ko  
I started because deep inside...  
I knew I couldn't stay stuck forever.  
And slowly...  
little by little...  
I started learning while moving.  
That's why I created this guide.



Because I know how **painful** it feels when:



gusto mong **magsimula**



pero **hindi mo alam** saan



gusto mong magkaroon ng **extra income**



pero **overwhelmed** ka sa process



gusto mong baguhin buhay mo  
pero **natatakot** ka magkamali



And honestly?

*That's what happened to me too.* '☹️



Sometimes people don't need  
motivation first.

*They need clarity, direction,  
and someone who understands.* '❤️

# BEFORE WE CONTINUE... 😊

confident ako  
magaling agad ako  
or complete na knowledge ko  
I started because deep inside...  
I knew I couldn't stay stuck forever.  
And slowly...  
little by little...  
I started learning while moving.  
That's why I created this guide.



## They need:



✓ clarity



✓ realistic guidance



✓ emotional understanding



✓ simplified direction



✓ someone who explains things  
in a beginner-friendly way



That's exactly what I hope  
**this guide gives you.**



“

gusto mong magsimula  
pero hindi mo alam saan  
gusto mong magkaroon ng **extra income**  
pero **overwhelmed** ka sa process  
gusto mong baguhin buhay mo  
pero **natatakot** ka magkamali  
And honestly?



”



Sometimes people don't need  
**motivation first.**

*They need clarity, direction,  
and someone who understands.*



# BEFORE WE CONTINUE... 😊



## ⇒ They need: ⇐



✓ clarity



✓ realistic guidance



✓ emotional understanding



✓ simplified direction



✓ someone who explains things in a beginner-friendly way



That's exactly what I hope this guide gives you.



“

And now that you know my story... let me now show you the **actual beginner system** and practical steps that helped me start from zero.



”



Your journey doesn't have to be perfect.

*It just has to start.*



# PART 2 – STEP-BY-STEP EXECUTION GUIDE

“Okay... now let me show you the actual beginner system.”



## 1 CHOOSE ONE CLEAR GOAL

- Don't try to do everything.
- Pick ONE thing you want to build or achieve right now.



## 2 DO SIMPLE RESEARCH

- Learn the basics.
- Find step-by-step resources (YouTube, blogs, free guides).



## 3 MAKE A SIMPLE PLAN

- List the steps.
- Break it down.
- Focus on the NEXT step, not all.



## 4 TAKE ACTION (EVEN SMALL)

- Start before you feel 100% ready.
- Small actions > perfect planning.
- Consistency beats motivation.



## 5 LEARN, IMPROVE, REPEAT

- Learn as you go.
- Adjust when needed.
- Keep going.



### REMEMBER:

Progress doesn't come from knowing more. It comes from **doing consistently.**



You don't need to be perfect. You just need to start.

*One step. One day. One win at a time.* ♥

# WHERE SHOULD BEGINNERS START?



Honestly... one of the biggest mistakes beginners make is trying to do **EVERYTHING** immediately.



Beginners don't need **complicated systems** first.

They need:



✓ one product



✓ one platform



✓ one simple process



Start SIMPLE.



Do not pressure yourself to:



sell many products at once



post on all platforms



become expert immediately



buy huge inventory

Focus on progress,  
not pressure.



Confidence usually comes AFTER action.

Not before.



# 5 GREAT PRODUCTS

## BEGINNERS CAN START WITH



1



### BAGS

Very visual and easy to market online.



2



### PERFUMES

Affordable and repeat customers possible.



3



### PH BEAUTY PRODUCTS

Strong market among Filipinos in UAE.



4



### CLOTHING

Very effective for reels and live selling.



5



### LIQUIDATION ITEMS

Can give high potential profit depending on sourcing.




### IMPORTANT:

Do NOT pressure yourself to start with expensive inventory immediately.



Start small. Learn fast. Grow steady.  
*Your business, your journey.* ♥

# HOW TO FIND SUPPLIERS

Great products start with great suppliers. 

## POSSIBLE SUPPLIER SOURCES:



✓ UAE suppliers



✓ wholesale markets



✓ Facebook groups



✓ TikTok suppliers



✓ online suppliers



✓ mall sourcing



## ALWAYS ASK:



✓ wholesale pricing



✓ minimum order



✓ available designs



✓ reseller options



✓ delivery timeline

✓  
The right supplier can save you time, money, and stress.



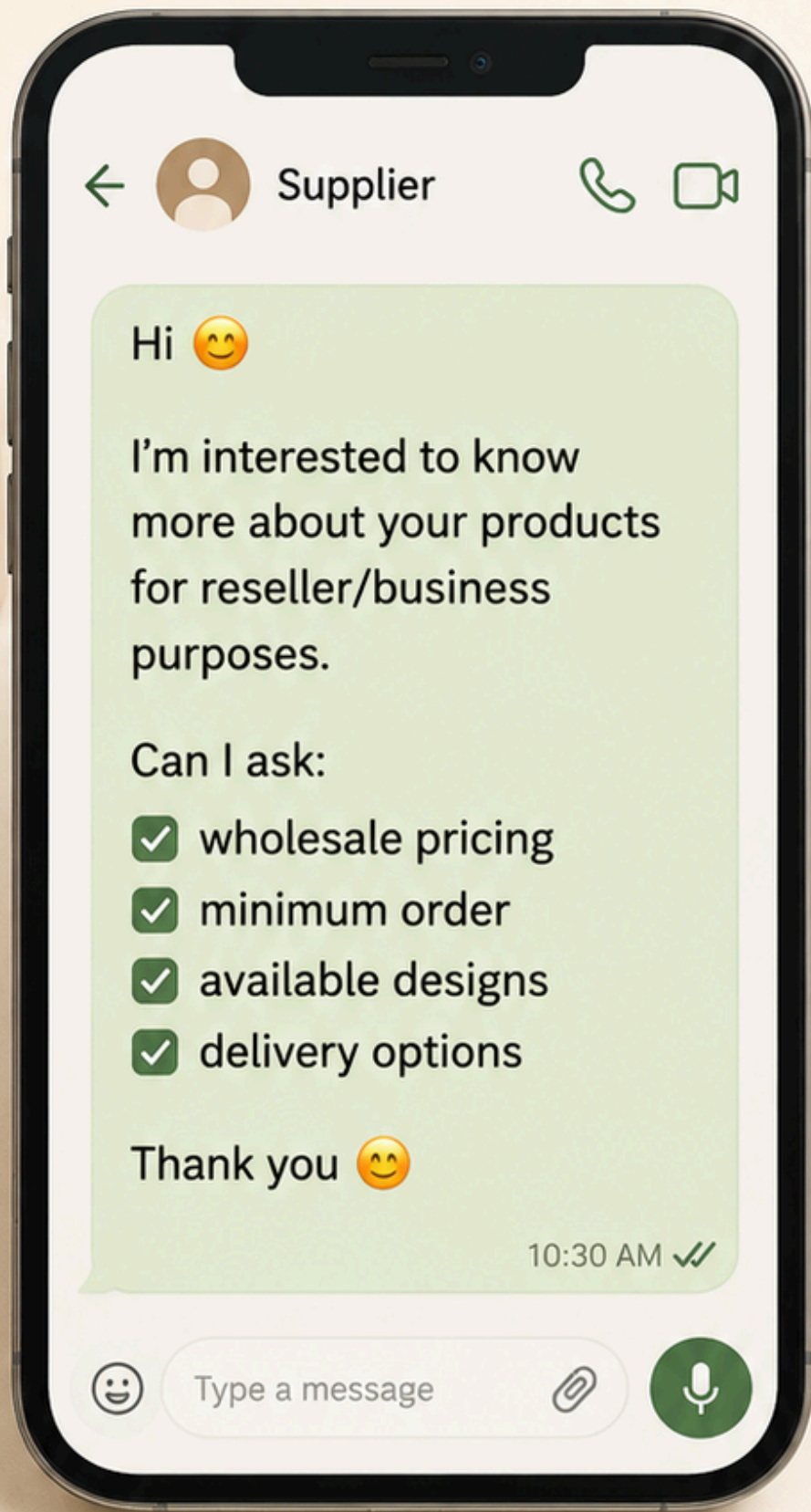
## TIPS FOR SUCCESS:

- Compare at least 3 suppliers.
- Check reviews and feedback.
- Start small and test the quality.



# SAMPLE MESSAGE

## to Suppliers



### YOU'RE ASKING FOR:



wholesale pricing



minimum order



available designs



delivery options

Clear questions =  
better answers! ❤️

### TIPS FOR SUCCESS:



- ✓ Send your message during business hours.
- ✓ Introduce yourself briefly if possible.
- ✓ Reply quickly when they respond.
- ✓ Build trust and long-term connections.

Be polite.  
Be clear.  
Build good  
relationships.



Good suppliers = successful business.  
Start the conversation today! ❤️

# HOW I STARTED WITH SMALL CAPITAL



One of the biggest fears beginners have is:

*“Wala akong malaking capital.”*

## THAT'S WHY I STARTED SMALL.

1



I bought discounted items first.

2



Then posted online.

3



Then slowly restocked using sales.

## SIMPLE BEGINNER STRATEGY: ♥



✓ test small first



✓ post consistently



✓ understand customer reactions



✓ restock slowly

Start small,  
learn fast,  
grow steady.



You don't need a lot to start. You just need **SMART MOVES** and **CONSISTENCY.** ♥



# HOW TIKTOK SELLING WORKS



TikTok became one of the easiest ways beginners can start online selling today.

## SIMPLE TIKTOK CONTENT IDEAS:



### PRODUCT VIDEOS

Show the product clearly and attractively.



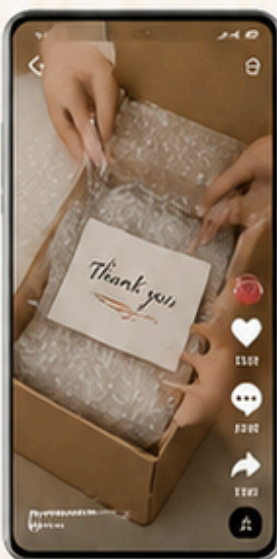
### RELATABLE VIDEOS

Connect through real life and experiences.



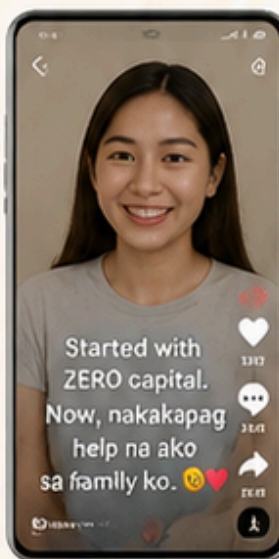
### PACKING VIDEOS

People love satisfying and real packing.



### STORYTELLING VIDEOS

Share your journey. People love real stories.



### LIVE SELLING

Interact in real time and close more sales.



When I started...  
sobrang mahiyain talaga ako. 😞



But eventually I realized:  
confidence grows through repetition. ❤️

## TIKTOK SELLING TIPS FOR BEGINNERS:



Start with content, not perfection.



Use natural lighting and clear audio.



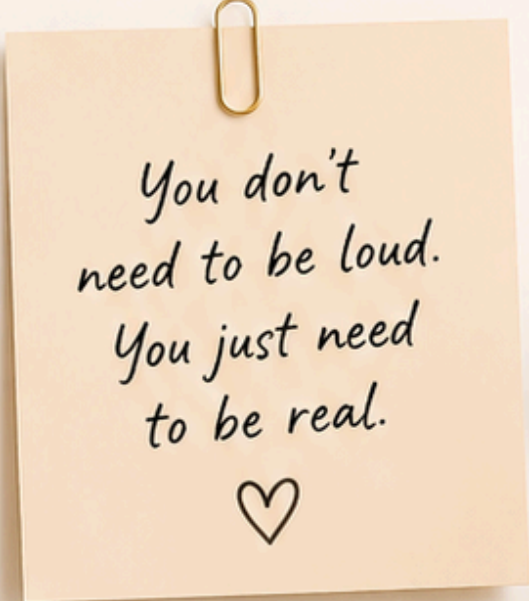
Use relevant hashtags.



Engage with comments and DMs.



Be consistent. Consistency is the key!



Start small. Post often. Help others.  
The result will follow. ✨

# SIMPLE CONTENT TIPS



People online connect more with **REALNESS** than perfection.

## YOU DO NOT NEED:

- ✗ expensive camera
- ✗ perfect English
- ✗ perfect setup



## YOU ONLY NEED:

- ✓ consistency
- ✓ relatable content
- ✓ honesty
- ✓ simple posting



## SAMPLE TIKTOK HOOKS:



## QUICK REMINDERS:

- 👤 Be yourself. People connect with real you.
- ❤️ Share your journey, not just the result.
- 💬 Talk to your audience like a friend.
- 📅 Post consistently. Small steps = big results.
- 📁 Help first, sell later.

You don't have to be the best to start.  
You just have to be real and consistent.




# HOW DELIVERY & COD WORKS

 HASSLE-FREE SHIPPING FOR YOUR BUSINESS

## MANY COURIER COMPANIES IN UAE ALREADY HANDLE:




 PICKUP



 DELIVERY



 COD COLLECTION

## POPULAR COURIER OPTIONS IN UAE

**aramex**

reliable  
nationwide coverage

**fetchr!**

cash on delivery  
specialist



affordable &  
widely used

**SMSA**  
Express

fast & efficient  
delivery



international &  
local shipping

## HOW IT USUALLY WORKS:



CUSTOMER  
ORDERS



COURIER  
PICKUP & DELIVERS



COD PAYMENT  
FROM CUSTOMER



PAYMENT TRANSFERRED  
TO SELLER

## ALWAYS ASK:



DELIVERY  
FEES



PAYOUT  
SCHEDULE



RETURN  
PROCESS







COVERAGE  
AREAS



CUSTOMER  
SUPPORT

## TIPS FOR SUCCESS:


-  Partner with a reliable courier.
-  Keep customers updated with tracking.
-  Pack your products securely.
-  Provide clear return & refund policy.



SMOOTH DELIVERY = HAPPY CUSTOMERS = REPEAT SALES!



# PAYMENT METHODS

GET PAID SAFELY. BUILD TRUST. GROW YOUR BUSINESS. 

## BEGINNERS USUALLY START WITH:



### CASH

Simple and easy to receive.



### BANK TRANSFER

Secure and direct payment.



### COD

Cash on delivery. Good for new sellers.

## AS BUSINESS GROWS, MANY SELLERS ALSO USE:

**stripe**

### STRIPE

Great for online payments and international sales.

**tabby**

### TABBY

Buy now, pay later options for customers.

**tamara**

### TAMARA


Flexible payments build customer trust.

## TIPS FOR SELLERS:

- ✓ Always confirm payment before shipping.
- ✓ Keep proof of payment for your records.
- ✓ Use trusted payment platforms.
- ✓ Communicate payment details clearly.
- ✓ Choose what works best for your customers.



**SAFE PAYMENTS = HAPPY CUSTOMERS**

*Happy customers = Repeat orders* 



# SIMPLE PRICING FORMULA



THEN:



## SAMPLE CALCULATION



BAG COST  
62 AED



PACKAGING  
5 AED



COURIER  
10 AED



PAYMENT FEES  
5 AED



TOTAL COST  
= 82 AED



IF DESIRED PROFIT:  
+ 27 AED



SELLING PRICE:  
109 AED



## QUICK TIPS FOR PRICING

- ✓ Know your costs before setting your price.
- ✓ Add profit, but keep your price competitive.
- ✓ Check competitor prices in your niche.
- ✓ Offer value so customers are happy to pay.

Price it right,  
profit with  
confidence!



# COMMON BEGINNER MISTAKES



AVOID THESE. STAY CONSISTENT. KEEP GROWING. 



## WAITING FOR PERFECT TIMING

There will never be a perfect time.  
Start where you are.



## BUYING TOO MUCH INVENTORY

Overbuying can lead to stress  
and loss. Start small.



## COMPARING YOURSELF TO OTHERS

Everyone's journey is different.  
Focus on your own progress.



## OVERTHINKING EVERY STEP

Don't let overthinking stop you  
from taking action.



## POSTING INCONSISTENTLY

Inconsistent posting =  
inconsistent sales.




## GIVING UP TOO EARLY

Results take time. Keep going,  
even when it's hard.



## REMEMBER:

Consistency matters more  
than perfection. 

## FOCUS ON WHAT YOU CAN CONTROL:



Take action  
every day



Help and serve  
your customers



Improve  
little by little



Keep learning  
and growing



Stay patient  
and consistent

*Small steps  
today,  
big results  
tomorrow.*






# SIMPLE 30-DAY ACTION PLAN

★ SMALL STEPS TODAY, BIG RESULTS TOMORROW ★

WEEK  
1

## BUILD YOUR FOUNDATION

-  Choose ONE product.
-  Research suppliers.
-  Understand pricing.



TIP



Focus on learning first, profit will follow.

WEEK  
2

## TAKE ACTION & CONNECT

-  Start posting consistently.
-  Learn customer replies.



TIP



Engage with people. Build trust and relationships.

WEEK  
3

## IMPROVE & ADAPT

-  Improve content.
-  Study what gets attention.




TIP



Test, analyze, improve. Keep getting better.

WEEK  
4

## GROW & STAY CONSISTENT

-  Restock slowly.
-  Continue learning.
-  Build confidence through repetition.

TIP



Consistency today creates freedom tomorrow.



STAY CONSISTENT. KEEP LEARNING.  
YOU'VE GOT THIS!



One step at a time!



# FINAL MESSAGE

Thank You For Reading 😊



Honestly... ❤️

thank you for allowing me to share my story and journey with you.

This guide was created not just to **teach online selling...** but to remind people that:

even if life feels heavy right now, it is still possible to start again **little by little.**

If you're currently in a season where:



you feel lost



emotionally exhausted



financially pressured



or unsure about your future

I hope this guide reminded you that: ❤️

you do not need to figure everything out overnight. Sometimes...

one small step can slowly **change your direction.**

And honestly?

If I was able to start from fear, confusion, and zero knowledge...



❤️ *You can too.*

Believe in yourself.

**Start small. Stay consistent.**

**Great things take time.**



KEEP GOING. YOU'VE GOT THIS! ❤️

maybe you can too 😊

Remember:



you do not need perfect timing to begin.



You only need the courage to start small.

Thank you again for being here and supporting my journey 😊



Wishing you clarity, courage, and new beginnings. ✨

With love, ❤️

Hanecel Jepelos

Founder — HJ Digital Creative



Website:  
[HJ Digital Creative](#)



WhatsApp:  
0505134151



Message:  
GUIDE ME 😊



I'm here to support you!

You don't have to do it alone. ❤️



YOU'VE GOT THIS!

Keep going, keep growing,

and trust the process.

# NEXT STEP 😊



Want Full Step-by-Step Guidance?



✓ supplier contacts



✓ beginner business system



✓ delivery guidance



✓ payment setup guidance



✓ platform guidance



✓ 60-minute 1-on-1 support



I'm here to help you start, grow, and succeed!



Hanecel Jepelos ❤️

Founder — HJ Digital Creative



Website:

[hjdigitalcreative.com/  
start-selling-uae](https://hjdigitalcreative.com/start-selling-uae)



WhatsApp:

0505134151



Message:

GUIDE ME 😊



I'm just one message away!

Take the next step toward the life you want!



★ YOU DON'T HAVE TO DO IT ALONE.



I'm here to guide you every step of the way. ★



MESSAGE ME TODAY: GUIDE ME 😊

# YOUR JOURNEY

— STARTS —

*Now*

A GUIDE  
FROM EXPERIENCE.  
MADE WITH  
CARE.

You now have the tools.  
You have the knowledge.  
You have the roadmap.

*Now it's your turn.*

Keep learning. Keep showing up.  
Keep going.

**You've got this!**

BY

*Hanecel Tepelos*

FOUNDER  
HJ DIGITAL & CREATIVE SERVICES



GROW AT  
YOUR PACE



STAY CONSISTENT  
AND PATIENT



TRUST THE  
PROCESS



YOUR FUTURE  
IS WORTH IT

*Keep believing in yourself.*

THE BEST IS STILL AHEAD.