

The Amazing Son In Law Chapter 5353 -

Faced with souna's deception, Elaine was not led by her nose this time, but said to herself, "I don't understand stocks and futures, the risk is too high, and it requires a lot of capital. Carrying goods is easier, starting from scratch, you can do it with a mobile phone, and you can make a lot of money, and you won't lose much if you don't."

souna hit her while driving, "If you want to carry out live broadcasting, first There has to be something attractive, who do you think old women like us can attract to see?"

Elaine muttered casually, "If it doesn't work, I'll sell it badly. I'll just say that my husband has lung cancer, please help. "

souna seemed to have been stepped on her tail, and said quickly, "How can I do that! Your family charlie is considered a person with a bit of face now, you dragged Jacob to cheat money online at home, how embarrassing are charlie's customers to know? !"

Elaine curled her lips, "It's about earning money, don't waste it."

Then she said to souna, "By the way, what's that damn old woman doing lately? Why don't you lend her to me for a few days, and I'll take her with you." She will take Jacob and rent a rural self-built house in the suburbs of Aurous Hill for live broadcasting."

souna would never have thought that Elaine would find a way.

When I first thought of doing live broadcasts, I also saw other people's live broadcasts and short videos selling badly on the Internet.

After looking around, she found that those miserable anchors were not as fcking miserable as herself.

Either their children are sick, or their husbands, wives, or parents are sick, but in their own situation, two elders who are paralyzed in bed, and an old woman who is buried in the loess to the sky, and I have been bullied by my mother-in-law for so many years. A coolie in a coal mine got pregnant unexpectedly. She was finally rescued and returned home, only to be beaten violently by her husband and rejected by her family.

Seeing that those who were not as miserable as herself could make money, souna changed her mind and simply arranged the room, and she also started a live broadcast to bring goods.

To say that souna's live broadcasts are selling badly, it is really ready-made material, Christopher and Harold are almost useless, they just lie on the bed, and they don't even need to act.

Moreover, both of them had the hospital's diagnosis certificate, and there was a thick pile of certificates of various injuries. If one looked at it with reference to the diagnosis certificate, the people lying on the bed were not two living people, but two tragedies.

Therefore, when souna started live broadcasting, she immediately grasped the pain points of netizens' psychology and platform algorithms. The number of fans increased, and the retention effect of fans was excellent.

And souna's real money was much more than what Elaine and charlie had guessed.

Because she sells badly and sells too badly, the things she sells are different from other anchors. She really doesn't pay for the order, and few of her fans will return the goods.

For the same product, the return rate of other people's goods can even reach 50%, but once she got started, she dragged the family to sell miserably, kept thanking, and kept singing some sad songs, and thanked her family one by one Help Yanzi, let fans tolerate her much more than other anchors.

Many people feel dissatisfied with buying things in her live broadcast room, but when they think of how difficult this woman is, her son and husband are paralyzed on the bed and she has to poop and urinate, and there is an old woman at home who looks like she won't live for a few years to take care of , I think the money is a good deed.

souna took advantage of this advantage, and unexpectedly lowered the return rate to less than 5!

This time, souna's ability to bring goods was recognized by those brands.

Although the number of fans of souna is not as high as those top anchors, souna's fan conversion rate is high and the order transaction rate is also high, which makes the brand also increase her commission ratio.

Now the live streaming is very detrimental. Take the five towels that souna brought yesterday as an example. The production cost in the southern factory is about 15 yuan. Due to the huge order volume, they sent The cost of logistics is about two or three yuan, and the cost of storage and packing is added up, and the total cost is only twenty yuan, but the live broadcast sells five items for ninety-nine yuan, and the gross profit rate is extremely high.

However, brands also have their own weaknesses. What they are most afraid of is the high return rate.

In order to protect the interests of consumers, the platform gives consumers the right to return the product within seven days without any reason. Every time an order is sent out, the labor and logistics cost will cost five yuan. If the product is returned by the customer in the end, the order is worth one cent If I didn't make a profit, I lost five yuan.

Moreover, generally speaking, when this kind of goods are returned, they have been opened by consumers, and the packaging is damaged. If you want to sell it again, you have to manually unpack and repack it. , The cost of going back and forth is quite a lot.

Therefore, once the return rate remains high, even if it seems that the gross profit margin is high, the real profit margin of the brand side is not much higher.

However, souna is different.

In her live broadcast room, the return rate is surprisingly low. Even the broken garbage bags that leak when half filled, almost no one will return them.

And souna herself is also very shrewd. She knows very well that if she brings bird's nest and skin care products that cost thousands of yuan per customer, although the commission is higher and she can earn more, if the consumer finds that something is not good, There is absolutely no such mentality of "just showing love", and I will definitely choose to return the product at the first time.

Therefore, she has her own business book, the first one is the unit price of the live broadcast delivery, the highest is only ninety-nine, and must not exceed one hundred yuan, only in this way can the return rate be minimized.

Because she knows that the love of consumers has an upper limit!

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Nineteen nine to buy a bunch of garbage bags, twenty-nine nine to buy a bunch of plastic wrap made of disposable shower caps, ninety-nine to buy five towels that I don't know if they are pure cotton, even if the quality is not good, at least they can make do use.

Garbage bags are of poor quality, but you can decorate them less;

although you don't know if the plastic wrap will be dry or not, it can also play a little role in covering leftovers;

even if you can't use a towel to wash your face, you can always use it as a rag .

Anyway, the price of these things is not high, and consumers just think of it as a way to show their love when they buy something. After all, seeing someone sending out water drops and being really touched, they have to donate a hundred and eighty yuan, not to mention that they can get goods, killing two birds with one stone. .

Moreover, this kind of thingIt is also very troublesome to return the goods. You have to submit a return application for review, place an order to pick up the package, pack it and wait for the delivery to come to your door, and finally pay the delivery fee.

The courier fee itself is not transparent. Large customers only need a little more than two yuan, and they can send it anywhere in the country. Individual express delivery costs at least ten yuan.

Therefore, for consumers, rather than spending a lot of trouble, it may be more cost-effective to keep things.

Because she has maintained a very low return rate, she also uses this to ask the brand to increase her commission.

For example, for yesterday's towels, if someone else brought them in, the commission for one transaction was 20 yuan, but because souna brought the goods and rarely returned them, her commission was as high as 30, which was 30 yuan per order.

The brand side is also willing to give her a higher commission. After all, after all, the profit margin brought by souna is much higher than that of ordinary anchors.

And souna sold 1.1 million yuan yesterday. According to the return rate of 5, her commission is as high as 310,000 yuan before tax.

But yesterday was not the peak of souna's live broadcast.

The time for charlie and the others to return was Saturday noon in New York time, that is, Sunday morning in China time.

After more than ten hours of flying, when charlie and the others landed, it was Sunday night in China time.

The peak of live streaming is on Friday night, all day on Saturday, and during the day on Sunday. On Sunday night, the traffic drops a lot.

Just two days ago, on Friday night, souna's live studio sold more than two million yuan. On Saturday, she broadcast two shows in the afternoon and evening, and sold a total of three million yuan. One and a half million more, on Sunday night, that is, last night, it was sold for 1.1 million.

In other words, souna's live broadcast sales reached 8 million in one weekend, and the pre-tax commission is basically equal to this Mercedes-Benz big g.

souna dared to order a Rolls-Royce Cullinan just because she was making money so fast. After all, she only needed to pay one million up front to order the car. After one month, the full price of this Cullinan You've earned it!

Seeing that Elaine still got into souna's car, charlie sighed helplessly that his nature was hard to change, and then he didn't think about it any more. He connected Cullinan's battery to the BMW, and drove out.

After going out, Charlie called Claudia and asked her to wait for him in the new home prepared by Isaac Cameron for her and Mrs. Lewis. Relationship, go there today and finish Claudia's admission application.

Isaac Cameron has been cultivating in Aurous Hill for many years, and is also the spokesperson of the Wade family. His local connections can be said to be pervasive, and Aurous Hill University is naturally no problem. This time, he has already found a relationship for Claudia in advance. After Diya arrives in Aurous Hill, she just needs to go to the school with the necessary documents and go through the motions.

According to the address, Charlie navigated to a villa area by the river. It is not far from the city, and not far from the large comprehensive welfare home that Charlie will invest in. It is very convenient for Mrs. Lewis and Lisa to work in the welfare home in the future.

However, it is a little far away from Aurous Hill University. Fortunately, Aurous Hill is not too big. If you are commuting by bus, it takes about half an hour to go one way.

The university's learning tasks are not heavy, so after Claudia enters school, she can consider living on campus, taking part-time studies, or taking both.

The villa arranged by Isaac Cameron has a usable area of more than 400 square meters. Although it is not large in the villa, it is not like the Tomson Yipin where Charlie lives. It is divided into three floors above the ground and two floors underground. The house in this villa area, all are on the ground, so the utilization rate of the area is very high.

Moreover, this house was developed by a local developer friend of Isaac Cameron's hardcover. Isaac Cameron knew the quality of the house's construction and decoration, so he felt more at ease when buying a house here. Charlie parked the car at the entrance of the villa. As soon as he got out of the car, Lisa

waved to Charlie in the yard, "Brother Charlie!" Seeing that she seemed to be dealing with green plants in the yard, Charlie asked with a smile, "Why did you get up so early in the morning to clean up the yard?"

Lisa smiled and said, "There are a lot of green plants and flowers in the yard, but I feel that the layers are not well matched, so I want to adjust it."

Charlie asked her, "Where is Mrs. Lewis?"

"Go shopping." Lisa said, "There is a big supermarket not far from the community, and there are all kinds of daily necessities at home, so Mrs. Lewis just turned on the fire to cook if she wanted to buy some food."

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charlie nodded, and then asked, "Where is Claudia?"

Lisa smiled , said in a low voice, "She's putting on makeup. She seems to be looking forward to going to school. She's been talking to me all morning."

As soon as Lisa finished speaking, Claudia, who was of mixed race, opened the door and came out.

Today's Claudia is very young and beautiful, with a pure white T-shirt, a mid-skirt with a light gray plaid, and two fluffy golden braids on the left and right, she looks very sunny and lively, unlike the whole day before Compared with the expressionless, bitter and bitter little girl, she was a completely different person.

Seeing charlie at the door, she said jerkyly, "Brother charlie, you are here..."

Lisa saw the well-dressed Claudia, and exclaimed, "Why are you going to school? I'm afraid It's not that you want to debut in a group! Or I think you don't go to school this year and go to a domestic talent show first, maybe you'll be popular!"

Claudia smiled a little shyly, and asked She said, "Sister Lisa, how can I form a group by myself? How about the two of us?"

Lisa pouted and muttered, "Two people are called a group, and a girl group needs seven or eight people at least... .."

Claudia smiled and said, "Then there are at least two of us, and we have taken the first step bravely."

Lisa snorted and said, "I don't want to form a group with you, brother Charlie's orphanage Still waiting for me and Mrs. Lewis to take care of it!"

charlie also said to Claudia at this time, "Claudia, if you have nothing else to do, let's start now. The dean of the school and the person in charge of recruiting overseas undergraduates have already arrived. It's basically enough to meet and go through the process."

"Okay!" Claudia nodded quickly, and then said to Lisa, "Miss Lisa, then I'll go first!"

Lisa smiled and said, "Wait for you to get Auntie Lewis and I will give you a good celebration at noon!"

charlie raised his eyebrows, "Count me in, tell Auntie Lewis that it's hard work for her to cook more special dishes at noon today."

Lisa said excitedly, "Really? Then I'll go to the supermarket to find Mrs. Lewis and come back with more delicious food!"

charlie asked her, "Do you want me to drop you off?"

Lisa waved her hand, "You two go first, I have to change clothes, You can't go out in your pajamas."

charlie nodded, greeted Claudia to get into the car, then said goodbye to Lisa, and drove to Aurous Hill University.

When the car drove out of the community, Claudia asked a little timidly, "Brother charlie, will the enrollment matter cause you too much trouble?"

" For internationalization, there are certain tasks for international students. If the number of international students does not reach a certain number each year, the person in charge may have to bear the pressure of performance. Besides, your performance record in Canadian high school is also excellent in character and learning. Although there are certain gaps, But overall, you are already very good among high school students. Even if you apply for Aurous Hill University by yourself, you are basically guaranteed, but the process is a little more complicated, and the relationship I have people looking for can help you simplify these processes."

Crowe Only then did Dia feel relieved, she was most afraid that coming to china by herself would cause too much trouble for charlie, after all, in her heart, charlie had already done too much for her.

It is different from the state when she was working in Mrs. Lewis's convenience store. At that time, she lost her family and everything, and all she wanted was revenge or revenge. But now, she has changed the environment and started again. Trustworthy and trustworthy new family members, the whole person has become a little cautious.

charlie also felt this change in her, so he said seriously, "Claudia, in Aurous Hill, Mrs. Lewis, Lisa, and I are your family members. Mrs. Lewis is your mother, and Lisa is your family." Sister, I am your elder brother, you are the youngest sister in this family, you should be taken care of by us, so you must not have any thoughts of causing trouble to us, we will never feel that the family members who need our help are You are causing us trouble."

Seeing charlie's resolute words, Claudia was naturally moved.

Although she believed in the character of Mrs. Lewis and Lisa, they were not related by blood after all, and she didn't have any living relatives, so it was inevitable that she would feel like she was dependent on others.

Any child whose parents were fostered by their relatives because of their work relationship when they were young will understand this feeling in their hearts.