

# THE ONLINE STARTUP

*Start an online business by leveraging the power of Amazon  
in 2020 and Beyond!*

By  
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**Quick Note / Disclaimer:**

1. All the process and strategies discussed in this book are applicable to all Amazon marketplaces. (Amazon.com, Amazon.co.uk and so on)
2. Please don't over think about currency conversion while reading this book; all those numbers are just for example!

## **Introduction:**

Let me begin by congratulating you for making a great choice in choosing this book!

You bought this book because you might know about the greatest opportunity to build a great long-term business by utilizing the power of largest online retailer: Amazon.

Before we get into the subject, I want to ask you something, would you like to start a long-term highly successful business? Do you need a business that you can run from anywhere in the world with a computer and an internet connection? I know you do because you're here with me right now!

The primary source of Amazon skyrocketing sales is all the physical products YOU and I use in our daily lives, the things you have around you right now, the things you use to do your hobbies. And the best part is, most people don't know that anyone can sell products on Amazon.

This business is one that has been around for thousands of years and will stay around for thousands more. I would like you to take a look around you right now, take note of all the physical items around you; what do you see? Maybe you see an iPhone case, notebooks, headphones, a computer charger; maybe if you're in your kitchen, you will likely see kitchen ware, cutting board or any other utensil we use in preparing food every day. Every one of these items is among the things you and thousands of other people use every day. All can be highly profitable business opportunities for you using what you're about to learn.

The best thing is there are new strategies I just recently discovered that allow you to build this business faster and bigger than ever before. Now at this point you're probably in your seat wondering how does this business work, what products do I sell? How do I get started? Don't worry; I'll get to all of that.

This book is all about understanding this business model and creating your Successful Amazon business. Before I go into that, let's talk a bit about where I came from, so you know what I am talking about.

## **My Story:**

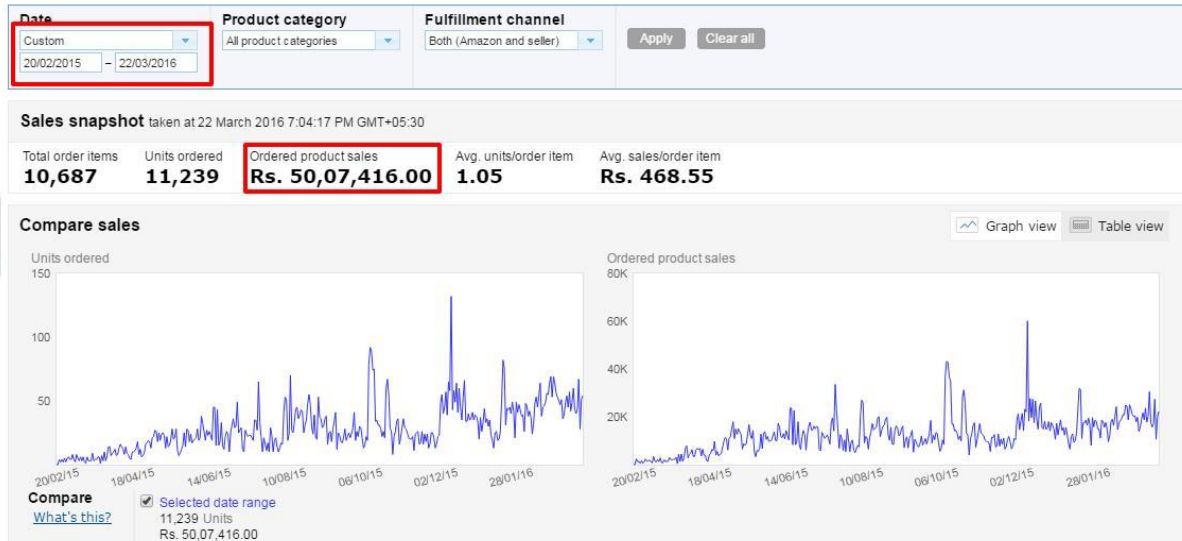
My name is Aman A.S., Several years ago I was working a full time job for a Travel and Tourism Company (Thomas Cook) and it was ***draining me***, I knew I had to get out. I wanted to be free to do whatever I wanted, whenever I wanted.

I wanted to travel and be able to spend time with my family, friends and truly live a free life with security and financial freedom. So I ventured out, left my decent paying job and started my own business! I first started a Coffee Shop in Chennai, India but as many small businesses first starting out it didn't go so well, followed by a multi-cuisine restaurant. This also failed, along with two other businesses (China Mobile Phone Wholesale and Food Product Business).

Before I even realized, I was drowning in debt of over \$100K (which is an enormous amount of money in India). By making so many quick decisions and failing so many times, I have had the opportunity to learn the most important lessons throughout the process.

Then, I founded THREE successful companies; one garment wholesale and two men's fashion retail businesses. These NEW businesses got me out of debt and allowed me to live a life with a sturdy income. But, still I was not satisfied with these businesses; it had taken up all of my time and not allowed me to live the life i dreamed.

Then, in early 2015, I found this BIG opportunity and began selling my own brand named (private label) products on Amazon. My new brand and my new business has generated over \$75,000 approx (INR.50,07,416) in revenue over the last one year, just by selling five of my own products with a decent profit margin of 40%, which amounts to a profit of about \$30,000 in first year. And it is growing each and every month.



The coolest part is, I don't even have to go to my office to run the business, I don't have a single employee, I don't have to ship products to customers, and I don't even have to communicate with any of my customers! All these things were done by an automated program called FBA (Fulfilment by Amazon).

Now I truly live a life I actually wanted, every day I spend more time with my family and friends, I take vacation whenever I wanted it and can travel wherever I wanted. All these are possible because I was able to scale my Amazon business to a level where it is now!



Here is my recent revenue screenshot for the financial year 2018 – 2019 on my Amazon.in seller account, I also sell on Amazon.com and Amazon.co.uk.

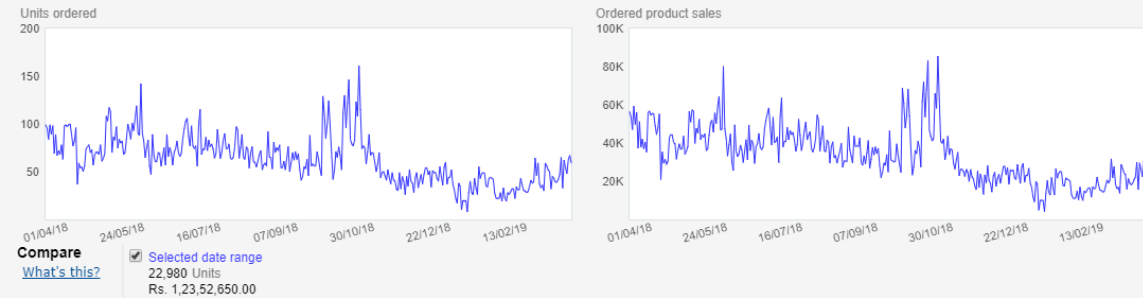
<b>Date</b> Custom 01/04/2018 - 31/03/2019	<b>Fulfillment channel</b> Both (Amazon and seller) Apply
--	---

Sales snapshot taken at 1 October 2019 12:24:14 AM GMT+05:30

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
22,606	22,980	Rs. 1,23,52,650.00	1.02	Rs. 546.43

## Compare sales

Graph view Table view



This is not just another book; you will flip few pages and keep aside. This book is going to change your life; ***I purposely made this book as short as possible;*** cutting out all the fluff, so that you can go through it completely, digest and take action. If you are a person who takes action and conquers any situation, then SUCCESS is definitely yours!

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## **Six Pillars of a Strong Business:**

These are the SIX pillars that make any business fundamentally strong

### **1. Customers:**

Of course! Customers are the most valuable factor for any business. They are the resource upon which the success of the business depends. In this particular business model, Amazon brings customers to our product page and all you have to do is convince them to buy, by providing good information about your products. Amazon also takes care of order processing, shipping, handling and customer support if you are using FBA.

### **2. System:**

Amazon pumps in traffic to their site from all sources of media and in fact, as of October 2019 Amazon had hit the No.1 position of most visited shopping websites in India. All you have to do is use a system like PPC ads to put your products in front of those customers. Marketing is the name of the game here. As long as you have a decent product to offer, and a great email marketing sequence, your company will generate more sales from your existing customers repeatedly and consistently. We have a detailed step by step guide on how to implement these strategies into your business in sections “Step Four” and “Step Five” as you will see shortly.

### **3. Brand:**

When you create products in your own brand name you get control over every factor, such as pricing, size, bundle packaging and winning the “Buy Box” on Amazon. Each product you create under your brand name is an asset, and works for you day and night, even while you sleep. Creating your own brand is simply making a logo and packaging design for your product, which eventually is given to a manufacturer to make your products and ship them to you. “Step Two” will walk you through the each of the steps involved in how to find, contact, and get your first product manufactured from a reliable supplier.

### **4. Quality Products:**

Now you have your own brand of products, of which **no one** else can sell. Your customers expect that you will deliver high quality products. If you don't, they'll instantly search for other options. Quality is crucial to satisfying your customers and retaining their loyalty so that they continue to purchase from you in the future. Quality products make

an essential contribution to *long lasting* revenue and profitability. Additionally they allow you to charge and maintain greater prices for your products.

## 5. **Cash-flow:**

Because business is a very cash intensive process, none can survive in the long-run without generating a positive cash-flow. Your great product, along with a customer base from amazon, will bring cash into your business. You don't need to run behind every person to get sales. Amazon transfers your sales amount to your bank account every week, and all you have to do is wisely use your cash reserves in a constructive way. For example, if you have 5 products each selling 15 units a day at Rs.500 each, you will make Rs.37,500 ( $5 \times 15 \times 500$ ) per day. You will accumulate Rs.2,62,500 per week, all of which will be transferred to your bank account on the following week (of course Amazon will take their 15% cut). The more money you invest back into your business the faster your business grows. \*\*\*Poor cash management is probably the main reason most entrepreneurs fail\*\*\*.

## 6. **Strategy to scale**

There are three things I continuously focus on when it comes to scaling any business. First and most importantly, is the number of products with a high profit margin. Your products need to have High profit margins. Typically, when people start selling other companies products, which normally have a 40% profit margin, you cannot scale very fast when compared to a 400% margin if you were to sell your own brand of products giving you the ability to scale your business much faster. Once you have a successful product with a 400% margin, of which I will teach you how to find in the "Step One" section of this book, you can add multiple products on the same product line to grow your business as big as you want.

The second most important thing is outsourcing the tasks which you are not good at or you don't like to perform, but that still need to be done. For example, order processing, social media, etc. You should always strive to work **ON** the business, not **IN** the business. You should keep these three things in mind when hiring your next virtual or physical employee.

1. **Eliminate** – Before outsourcing any task, you need to check whether you can eliminate it and run your business smoothly. This small task will drastically improve the performance of your business and it will also save you from payroll.

2. **Automate** – If you can, automate a process or a task, which helps you remove human errors and payroll. You can automate process or task using software for different aspects of your business. For example: email follow up software.
3. **Delegate** – Once you find that you cannot eliminate or automate the task, then go ahead and outsource the task with a solid “standard operating procedure” in place.

The third and final thing is **FOCUS**. Focus on one task or one product until it is affixed to a standard system, which runs on its own.

## **Business Model – Overview:**

How does this business work?

So how do you get started? Well, now I am going to show you. First of all, let me give you a quick view of how this business works. First, you need to pick a product for your brand to sell on Amazon. Second, you need find a supplier, which I will guide you toward in these upcoming lessons. And then you start selling your product on Amazon with an account you can set up in about five minutes.

Amazon handles almost all the operations of your business including, processing customer's orders, shipping, and more, using a program called Fulfilment by Amazon (FBA). I will tell you exactly how this works in the coming lessons as well. Using specialized promotional strategies, you get your product ranking higher and higher for search terms and categories on Amazon. Then once you have a product selling well and making you money every single day, you start expanding the number of products you sell.

Each product is an asset that makes you money every single day. The more products you sell, the more assets you have working for you, even while you sleep. The best part is you're selling good products people want and need in their lives. So you're building a real long-term business, not some fly by night business that won't be around next month. You're building a real business because you are a real entrepreneur and you're taking advantage of massive online resources, along with having one of the largest online retailers working to give you freedom in your life for yourself and your family, forever!

Of course, there are other little things along the way. If you don't already have a business entity, you'll have to set one up. We will cover this in "Step One". If you look at all the steps we just mentioned, you can group them into six steps that you have to go through to get your product out there and selling on Amazon. They are:

**Step One:** Setting up your company & creating Amazon Seller Central account

**Step Two:** Choosing a HOT Product to Sell

**Step Three:** Getting Products Manufactured under Your Brand Name.

**Step Four:** Pre-Launch Preparation

**Step Five:** Launching Your Product with a Bang!

**Step Six:** Scaling Your Business to the Next Level

Let's begin!

## **Step One: Setting up your Company & Creating Amazon seller central account**

You will need the following information to register as a seller on Amazon

- Your company details
- Your contact details - email and phone number
- Basic information about your business
- GST Details are mandatory and need to be provided after registration
- Bank Account

Your company details are your company's legal name, address, and your contact details.

Basic information about your business – what kind of products your company deals with. For example: cell phone accessories, kitchen ware etc

Before we go into the next requirement GST, let me brief you on the three major types of business entities available in India.

1. Public Limited Company
2. Private limited Company
3. Sole Proprietorship or Partnership Company

### **Public Limited company**

A Public Limited Company is a Company limited by shares in which there are no restrictions on the maximum number of shareholders. It can offer its shares or debentures to the public, can make or accept deposits from the public, and there are no restrictions on the transfer of shares. The liability of each shareholder is limited to the extent of the amount of shares subscribed. However, the liability of a Director / Manager of such a Company can at times be unlimited.

The minimum number of shareholders is 7 and Directors is 3. It also has a minimum share capital requirement of Rs.500,000. A Public Limited Company should be registered with the Registrar of Companies (RoC) of the respective State under The Companies Act, 1956. Although the registration with RoC is on State level, it is free to do Business anywhere in India.

This is very complicated to start with; at this point we don't need anything of this kind.

### **Private limited Company**

Private Limited Companies are those types of companies where the minimum number of members is two and maximum number is two

hundred. A private limited company has the limited liability of members, but at the same time it has many characteristics as those of a partnership firm. A private limited company has all the advantages of a partnership firm, namely, flexibility, greater capital combination of different and diversified abilities, etc., and at the same time it has advantages of limited liability, greater stability and legal entity. In this sense, a private limited company stands between a partnership and a widely owned public company. Identifying marks of a private limited company are: name, number of members, shares, formation, management, directors and meetings, etc., The maximum number of directors shall have to be mentioned in the Articles of Association. In the grand of privileges and exemptions, the Companies Act has drawn a distinction between an independent private company and another private company which is a subsidiary to the other public company.

This type of entity may be considered once you have established your business on Amazon and have a turnover of above one crore annually. Believe me you can archive this in a year or two.

### **Sole Proprietorship or Partnership Company**

Registration is not required for a sole proprietorship entity. But if you are liable for state GST registration, you need to obtain GST registration. For sole proprietorship, separate income-tax / PAN is also not necessary. The PAN of the proprietor can be the PAN of the firm and proprietor, and it can be under a personal name also. There are plenty of places you can find information on how to get your PAN card.

For partnership firms, it is not necessary to register with the Govt. in most states of the country. It is almost compulsory in Maharashtra. Please check the laws in your state to confirm.

But, if you are not registering your partnership firm, you cannot hire legal protection in the disputes between partners. Even if you choose not to register your partnership, always prepare a Partnership Deed which will help to resolve problems in the case of disputes between partners. Partnership Deeds can be prepared by any lawyers and can be made on stamp paper as per the laws of the place of execution.

For registration of a partnership firm, partnership deeds need to be prepared along with an application in the required form, and both should be submitted with supporting documents at the nearby “Registrar Of Firms” office for approval.

**I suggest you to go with a sole proprietorship firm**, which does not require any registration, but you need to obtain your GST. This can be easily

done within a week; you just need to contact an accounting firm near your home town. They will guide you through the process. Government fees for this GST certificate are about Rs.500 DD (Demand Draft) however; the accounting firm may charge a fee of not more than Rs.2000 max. These fees may vary place to place.

Next is your bank account. Once GST is done, you can open a current account in any of the banks near your location.

### Setting up your Amazon Seller Central Account:

To set up your account on Amazon seller central, simply go to your browser and type <https://sellercentral.amazon.in/> and it'll bring you to this page.



### Find the right Amazon Solution to grow your business

#### Sell on Amazon

Sell your products to crores of Amazon customers and businesses in India. No listing fees, easy steps and professional support that help you grow your business.

#### Fulfillment by Amazon

Use Fulfillment by Amazon to store your products in Amazon's warehouses and we pick, pack, deliver, provide customer service and return for these

Get a dedicated account manager

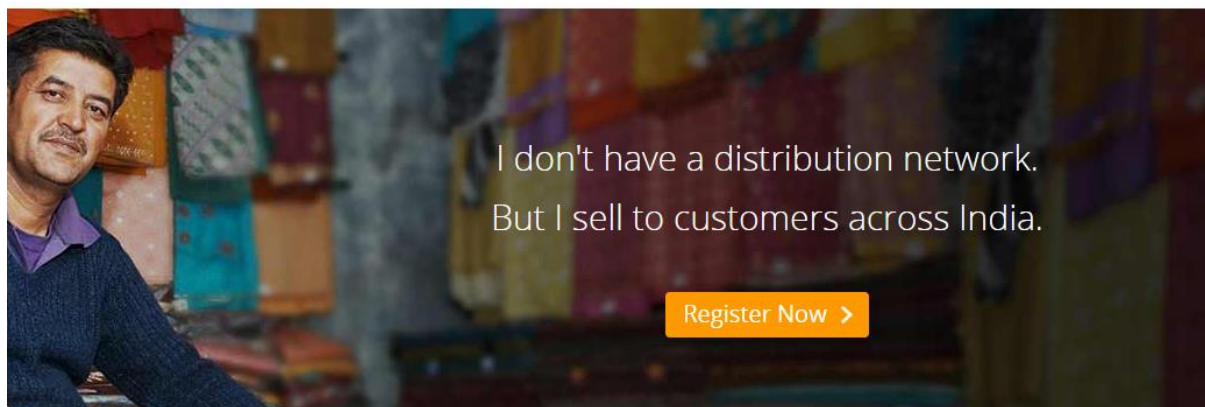
Once you're on this page click the "Sell on Amazon" link. Now it'll bring you to this page

amazon services

Services

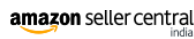
Resources

Contact us





Again, click on this orange “Register Now” button, you will come here and then from that point just follow the instructions and it'll walk you through setting up your Amazon seller central account.



## Register and Start Selling

Please have the following ready before you begin:

- Your bank account details for receiving payments from Amazon
- Tax( VAT/CST/TIN) details of your business if you sell in taxable products

Please ensure that all the information you submit is accurate.

First and Last Name:

E-mail Address:

Re-type E-mail Address:

Password:

Re-type Password:

Legal Name:

If registering on behalf of a business, enter the business legal name.

### Seller Agreement

- I have read and agree to comply with and/or be bound by the terms and conditions of [Amazon Services Business Solutions Agreement](#) and the [Easy Ship Service & Runway Terms and Conditions](#)

Continue

***“If you teach a man anything, he will never learn” – Bernard Shaw.***

As Shaw said, we will only learn by doing. Throughout this book, I will call you to take action. I encourage you to complete these action items before going to the next step, since they will help you successfully launch your brand on Amazon and make money faster.

## Action Items

### Business Registration and Bank account

- For this business model, it is best for you to start out as a sole proprietor.
- You need to get your PAN done before GST.
- Contact an accounting firm near your home town. They will guide through the process of getting your GST registration.
- Once GST is done, you need to open a current account in any of the banks near your location.
- You need GST and a bank account in order to create a seller account in Amazon

### **Setting up Your Amazon Seller Central Account**

- To set up your Amazon Seller account, go to this page <https://sellercentral.amazon.in/>
- On the registration page that comes up click on the “Sell on Amazon” link.
- The site will walk you through the registration process to create your Amazon Seller Central account.

## **Step Two: Choosing a HOT Product To Sell On Amazon.**

Choosing a product is the most time consuming and important part of starting a highly successful online business. In this lesson, I am going to explain the process to you in a much simpler way by just following these 10 features of an excellent product.

### **10 Features of an Excellent Product:**

First things first. Doing product research is essential, but to search for something, you have to know what it is exactly that you are looking for. In other words, discovering what features a product must have to be awesome!

These are the characteristics I hunt for, while researching my products:

#### **1. Can You Sell It On Amazon?**

A check I usually do first – is this product allowed to sell on Amazon? Amazon is a great platform to start, so searching for something you can sell there is a good idea. Some of the great products are in a restricted category, so please check before going further.

#### **2. The 4-5x Rule**

Your product should be priced **four to five times of its cost per unit**, either from manufacturing or from outsourcing.

For example, a product which is listed on Amazon for Rs.500 must have a maximum cost per unit of Rs.125 or Rs.100. You have to account for the hidden costs, such as Amazon commission, branding, packaging, shipping, marketing, tax and so forth, which can add up to Rs.250 per unit (approx). By selling at Rs.500, you make Rs.125 profit per sale. This means you're doubling your money on each sale.

#### **3. Don't Sell Too Low: Choose A Selling Price Between Rs.500 and Rs.1500**

Most of the time I won't go for product that sells cheaper than Rs.400 because there is little chance to make a good profit at that price point. I prefer to invest my resources in discovering products that will return my investment with higher margins. And if you go for higher priced item, your initial investment will be higher in terms of purchasing inventory and implementing marketing strategies. The ideal price point to start with is between Rs.500 and Rs.1500.

#### **4. Choose Light-Weight, Modestly-Sized, Easy-To-Ship Products**

This is an essential rule and it's particularly important for beginners in the field. You can't imagine how much of your profit will end up spent on shipping charges; even more for large and bulky items. Believe me when I say, leave those for later and focus on the small and light stuff to start with.

That doesn't mean that you should dismiss all potential opportunities based solely on size and weight. Just ensure that the math adds up, profit-wise. As far as I am concerned, **you shouldn't bother with a NET margin below 30 percent.**

## 5. Does it have Own Branding Potential?

This means that you can create your own brand of the product and not have to sell someone else's brand. The more complicated the product, the greater chance that you're going to have issues, and when first starting out on Amazon it's much more effective to start with easy-to-use products.

To help you understand this let me give you an example. Making an iPhone in your own personal brand name is more difficult than an iPhone case. For making an iPhone case in your brand name you just need to buy a generic iPhone case and make an outer box with your branding. This is just an example; there are thousands of products that can be branded in your own name.

## 6. Choose A Product under 1000 Amazon Best Seller Rank in their Main Category and don't Consider Sub-Category Ranking (BSR is on the product listing page).

If, for example, you wish to sell a product like this on the "kitchen & dining" category, you do the following:



The image shows a screenshot of an Amazon product listing. On the left, there are two Yeti tumblers, one labeled '20 oz.' and the other '30 oz.', both with stainless steel straws inserted. To the right of the tumblers is a vertical column of six small thumbnail images showing different views of the straws and their packaging. The main product title is '4 Bend Stainless Steel Straws fits 20 oz & 30 oz Yeti Tumbler Rambler Cups - CocoStraw Brand Drinking Straw' by CocoStraw. Below the title, there is a star rating of 4.5 stars from 110 customer reviews and 9 answered questions. The price is listed as \$9.69 with free shipping, down from a list price of \$19.99. The product is in stock and has an estimated delivery date of Wednesday, March 9. The listing includes a detailed description and a list of bullet points.

4 Bend Stainless Steel Straws fits 20 oz & 30 oz Yeti Tumbler Rambler Cups - CocoStraw Brand Drinking Straw  
by CocoStraw  
★★★★★ 110 customer reviews | 9 answered questions

List Price: ~~\$19.99~~  
Price: **\$9.69 & FREE Shipping**  
You Save: **\$10.30 (52%)**

**In Stock.**  
**Estimated Delivery Date:** Wednesday, March 9 when you choose Two-Day Shipping at checkout.  
Ships from and sold by [RawNori](#).

- CUPS NOT INCLUDED! Straws ONLY - 4 pack of "bend" straws + 1 Cleaning Brush
- Fits 20 oz & 30oz Yeti Lid, 4qty Premium "Bend" Stainless Steel Drinking straws that fit in the lid of the Yeti Rambler Tumblers
- Other Stainless Straws will NOT fit in the Yeti cup top, they are too wide!
- Dishwasher Safe, Elegant Brushed Stainless Steel Drinking Straw fits both 20 oz and 30 oz Rambler To Go Vacuum Mugs
- 9.5" length is for both the 20oz and 30oz Tumblers as shown in photos, CocoStraw Brand, the #1 brand of S/S Straws - Premium Quality

- a. First you search your product by name on Amazon.
- b. Pick the top products and look at their product pages.

- c. Their BSRs should be, for the first one up to 1000 and the second up to 2000.

#### Product Details

Product Dimensions: 9.5 x 0.2 x 0.2 inches

Shipping Weight: 2.4 ounces (View shipping rates and policies)

ASIN: B018K38ZWI

Item model number: ONX-4

Average Customer Review: ★★★★★ (110 customer reviews)

Amazon Best Sellers Rank: #296 in Kitchen & Dining (See Top 100 in Kitchen & Dining)

✖ #4 in Home & Kitchen > Kitchen & Dining > Travel & To-Go Drinkware > Travel Insulated Tumblers

✖ #13 in Kitchen & Dining > Glassware & Drinkware

### 7. Prefer Evergreen

Most of the times I prefer going with items that sell steadily all throughout the year, rather than hunting for seasonal product opportunities.

### 8. Products That You Really Like\*

This isn't a strict requirement. However, it's more future-proof to start selling goods that you actually like and find useful. Also, selling products you believe in makes work more fun.

### 9. Beware Of The Review Count On Amazon—Should Not Exceed 300 For First and 200 For The Second and Third Products

Positioning against products that have more than 300 reviews is something I usually avoid. However, if you are confident in your product and you believe you can outrank them, then by all means, go for it!

Things change if marketing is your field. If you intend to invest time and effort in marketing, then the review count shouldn't bother you much. After all, it is an indication that this particular market is large, with lots of potential customers, which is always a good thing.

### 10. Does This Product Have The Potential To Be Improved

Perhaps the products already present in your chosen category are awful; that's magnificent news for you! Bring a superior product to the niche and automatically gain better market placement than all else that comes along. You should always check for improvement potential in the market you are interested in.

This feature is probably the most difficult to master. For starters, focus on what consumers want and need, and **pay particular attention to the product reviews, especially two star and three star ratings.** The most useful information comes from them.

That's about it with the product checklist. Let's move to the next segment, which is how to organize your research.

## Organizing Your Product Research.

In this task, being organized is the secret to success. Let's start with a little exercise; create an excel file with the following column headings:

- **Product Page Link On Amazon**
- **Selling Price**
- **Basic Keyword**
- **BSR**
- **Review Count**

While compiling your catalogue of products, please put everything in that excel file. Don't stop until you gather at least **30 product ideas** to be evaluated. Take my word for it. Don't become lazy, and please invest some time into your research!

Our working hypothesis is, my niche is Kitchen & Dining and I've discovered a product that corresponds to my features list (you'll learn how to get ideas for new products in the following pages).

**Now, this is important: All items that you'll list in this Excel file fit your "excellent product" criteria that we have talked about in the previous lesson. Remember, be rational and include all the products that come close to our standards, no need to be too strict!**

Let's return to our example. Please note, this is not a perfect product; I am just using it for educational purposes so that you can learn how to organize your research information. Try to follow my instructions carefully.

The product we are using for example is "Lemon Squeezer" and is actually a tool used to squeeze juice out of a lemon.

I begin with Amazon search and browse the results.

I search for "Lemon squeezer" on Amazon and click the first three search results and search for their BSR on their pages. Provided it meets my criteria, I enter it into the excel.

### Item #1

#### Product Details

Shipping Weight: 1 pounds ([View shipping rates and policies](#))

ASIN: B00L5G2074

Average Customer Review: ★★★★★  (1,439 customer reviews)

Amazon Best Sellers Rank: #561 in Kitchen & Dining ([See Top 100 in Kitchen & Dining](#))

#3 in [Kitchen & Dining](#) > [Kitchen Utensils & Gadgets](#) > [Fruit & Vegetable Tools](#) > [Manual Juicers](#)

Product Warranty: For warranty information about this product, please [click here](#)

### Item #2

### Product Details

**Shipping Weight:** 15.2 ounces ([View shipping rates and policies](#))  
**ASIN:** B017R0FFE6  
**Average Customer Review:** ★★★★★ (289 customer reviews)  
**Amazon Best Sellers Rank:** #1,048 in Kitchen & Dining (See Top 100 in Kitchen & Dining)  
 #1 in Home & Kitchen > Kitchen & Dining > Small Appliance Parts & Accessories > **Juicer Parts & Accessories**  
 #1 in Kitchen & Dining > Cookware > **Sauciers**  
 #4 in Kitchen & Dining > Kitchen Utensils & Gadgets > Fruit & Vegetable Tools > **Manual Juicers**

### Item #3

#### Product Details

Color: Silver  
**Product Dimensions:** 7 x 2.4 x 1.6 inches ; 10.9 ounces  
**Shipping Weight:** 14.1 ounces ([View shipping rates and policies](#))  
**ASIN:** B011TWNB62  
**Item model number:** LEMON SQUEEZER 0624 SLIVER  
**Average Customer Review:** ★★★★★ (216 customer reviews)  
**Amazon Best Sellers Rank:** #1,651 in Kitchen & Dining (See Top 100 in Kitchen & Dining)  
 #1 in Home & Kitchen > Cleaning Supplies > Household Cleaning > Cleaning Tools > **Caddies**  
 #1 in Kitchen & Dining > Kitchen Utensils & Gadgets > Fruit & Vegetable Tools > Potato Mashers & Ricers > **Potato Mashers**  
 #5 in Kitchen & Dining > Kitchen Utensils & Gadgets > Fruit & Vegetable Tools > **Manual Juicers**

### This is how the excel file would look like:

	A	B	C	D	E	F	G	H	I	J
1					Best Seller Rank			No of Reviews		
2	No.	Product Page link	Price	Keyword	Product #1	Product #2	Product #3	Product #1	Product #2	Product #3
3	1	<a href="http://www.amazon.com/Bellem">http://www.amazon.com/Bellem</a>	19.95	Lemon Squeezer	561	1048	1651	1439	289	216

Notice that the review count fails to meet my “>300” criteria that I advise beginners to follow. However, this item meets the rest of the criteria. This is a good example of what I meant earlier about not being too strict. Nobody can guarantee that this item will sell big, but I do think it has a pretty good chance.

I suggest you browse back to the previous lesson and read the product feature list again if you don’t feel confident enough. Then, resume your research.

**Repeat the cycle until you gather at least thirty items.** When we talk about evaluation further down this book, you will learn how to narrow your list down to three products.

In the next lesson, you’ll learn the 7 ways to come up with great ideas for your next product.



## 7 Ways to Come Up With Product Ideas

In this lesson, I am going to teach you the seven ways you can come up with ideas for your potential product list.

Of all the ways, none is better than another. In the end, it all comes down to how well you know your market and how good your marketing skills are. This is a point I can't stress enough; you must become a good salesperson. Don't get me wrong, I am not implying that you should become a sales guru. You should, however, need to know the essential rules of marketing and, in particular, those that can boost YOUR product's sales to the sky. This is a technique termed "direct response marketing", which I will not go through here, but you should learn nonetheless. Trust me when I say, it's the most valuable skill you can master.

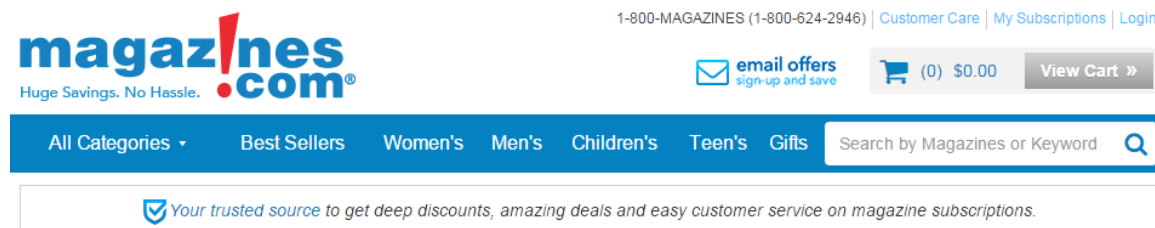
Alright then, let's get on with our idea generating tutorial:

### 1. Magazines

Contrary to popular belief, I don't rush myself to Amazon's search bar to discover the top one hundred products. Instead, I fancy hunting for ideas in books and magazines.

The first and easiest way is to go to a newsstand or a bookstore and learn from the employees which books and magazines sell the most.

Alternatively, by visiting [magazines.com](http://magazines.com), you can check out which markets correspond to the highest magazine sales. Then, you can do research in depth and discover what is hot in sales at that given time.



The screenshot shows the top portion of the [magazines.com](http://magazines.com) website. At the top right, there is a phone number "1-800-MAGAZINES (1-800-624-2946)" and links for "Customer Care", "My Subscriptions", and "Login". Below this is a navigation bar with a blue background. On the left, it says "magazines.com" with the tagline "Huge Savings. No Hassle." and an "email offers sign-up and save" button. In the center, there is a shopping cart icon showing "(0) \$0.00" and a "View Cart »" button. On the right, there is a search bar with the placeholder text "Search by Magazines or Keyword" and a magnifying glass icon. Below the navigation bar, there is a white box with a blue checkmark icon and the text "Your trusted source to get deep discounts, amazing deals and easy customer service on magazine subscriptions."

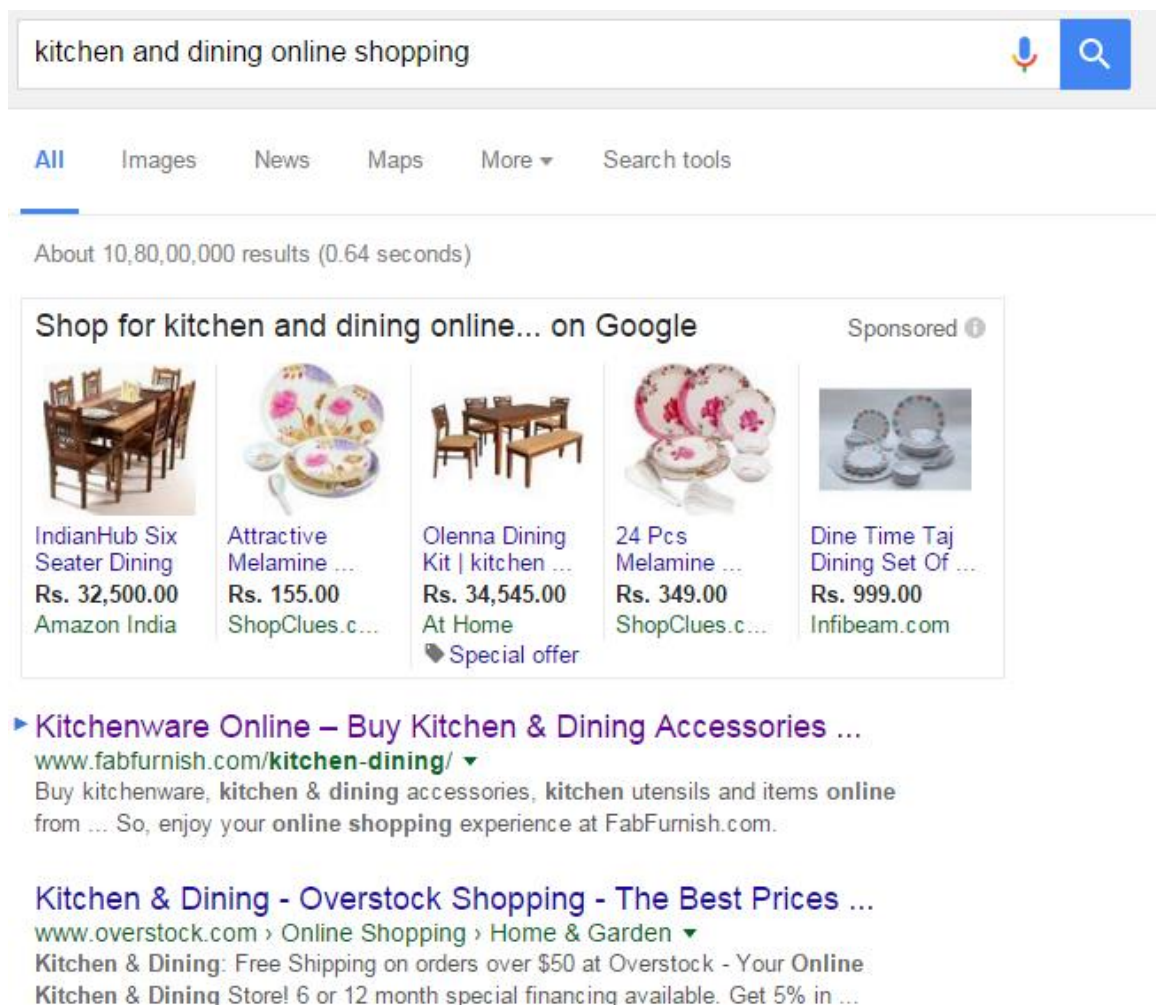
At the same time, you can make notes on the items that have advertisements in the magazines themselves. What I do is, check to see if it is possible to make my own brand.

The secret of success with this method is to cover the biggest variety of topics possible. If for example, you are looking at a basketball magazine, you should be thinking "hey, since I am reading this, either I love watching basketball or I play basketball. So, what would I buy? Would it be a headband, clothes, flags, maybe recovery tape, shoes, etc.?"

There is no limit to where this can go. All you have to do is ask the right questions and try to visualize yourself in the reader's place.

## 2. Niche Retail Market

Building on the previous method, you can carry on with the one I am about to teach you now. Supposedly you selected the category "Kitchen & Dining" that we also covered in an earlier lesson. The next step would be to go to Google and do a search for retailers that are already selling their items in that particular niche. Then, browse the results and visit their websites to check out the sub-categories and which brands they prefer to sell. Always have "own branding" in your mind! If they can do it, then you can too.



The image shows a Google search interface for the query "kitchen and dining online shopping". The search bar contains the text "kitchen and dining online shopping" and has a microphone icon and a search button. Below the search bar are navigation tabs for "All", "Images", "News", "Maps", "More", and "Search tools". The search results show "About 10,80,00,000 results (0.64 seconds)".

The first section is a sponsored advertisement titled "Shop for kitchen and dining online... on Google". It features five product listings:

Product	Price	Source	Notes
IndianHub Six Seater Dining	Rs. 32,500.00	Amazon India	
Attractive Melamine ...	Rs. 155.00	ShopClues.c...	
Olenna Dining Kit   kitchen ...	Rs. 34,545.00	At Home	Special offer
24 Pcs Melamine ...	Rs. 349.00	ShopClues.c...	
Dine Time Taj Dining Set Of ...	Rs. 999.00	Infibeam.com	

Below the sponsored results are two organic search results:

- Kitchenware Online – Buy Kitchen & Dining Accessories ...**  
[www.fabfurnish.com/kitchen-dining/](http://www.fabfurnish.com/kitchen-dining/)  
Buy kitchenware, kitchen & dining accessories, kitchen utensils and items online from ... So, enjoy your online shopping experience at FabFurnish.com.
- Kitchen & Dining - Overstock Shopping - The Best Prices ...**  
[www.overstock.com](http://www.overstock.com) > Online Shopping > Home & Garden  
Kitchen & Dining: Free Shipping on orders over \$50 at Overstock - Your Online Kitchen & Dining Store! 6 or 12 month special financing available. Get 5% in ...

**Pick any category or the #1 in sales for all that matters, and note which items are top in sales.**



### More Kitchen & Dining Categories

Dinner Sets  
Drinking Sets  
Cookware Sets  
Cutlery Sets  
Cookware  
Coffee & Tea Sets

Appliances  
Containers  
Choppers  
Cutting Board  
Table Linen  
Cooktops & Burners

Induction Cookware  
Loose Dinnerware  
Mugs & Cups  
Lunch Boxes  
Kitchen Storage  
Bakeware

Aprons & Potholders  
Bottles & Jugs  
Knives  
Salt & Pepper Shakers  
Kitchen Tools  
Tableware

The purpose of all this is to discover products that you can make your own brand. If you find one, then you can go on Amazon and research it to see if it fits your “excellent product” criteria.

This is a process that you have to do again and again, with the purpose of filling your excel sheet with the right candidate products in your portfolio. It doesn't even have to be about a single niche, you can mix all available niches. Exploit Google and it will serve you well. But ultimately when you are rolling out your products it should be in one single niche, so that you will have a good brand image in your customer's mind.

### 3. Various Retail Stores

One other great approach is to hit all big retailers and note their top selling products. Go to Big Bazaar, for example, and browse through their offerings. Talk to the employees and find out what sells best. Apart from retail giants like Big Bazaar, independent local retail stores can be a valuable ally as well for example: fitness gear and related products. A good strategy to get more information would be to make a purchase, instead of just looking around.

### 4. Google Keywords

<https://adwords.google.com/KeywordPlanner>

Google Keyword Planner (GKP) is probably the best way to do keyword research. I like to put relevant words into the search bar (e.g., buy online, review, where can I buy, for sale, etc.) and GKP suggests related keywords. Not everything that comes out of GKP can be used immediately, so you need to work a bit harder and search deeper. However, you will most probably fish for some great niche suggestions by looking at the bigger picture. Take a look at the example below.

Home Campaigns Opportunities Reports **Tools**

Your product or service

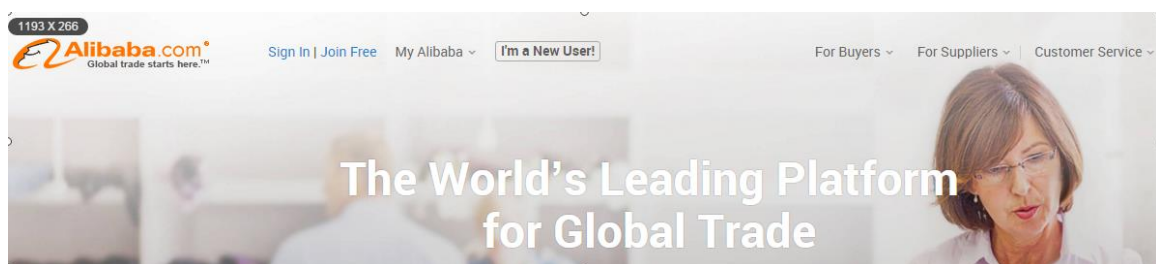
kitchen and dining Get ideas Modify search

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggeste
dining room tables	60,500	High	95.36
dining room chairs	60,500	High	119.87
kitchen tables	40,500	High	90.36
dining room furniture	22,200	High	124.37
dining table sets	33,100	High	117.61
dining sets	27,100	High	106.40
kitchen table	33,100	High	74.68
kitchen furniture	18,100	High	87.19

## 5. Reverse Engineer The Supplier

That's a real secret weapon! Less than 1% of your e-commerce competitors know how to use this method. I may not have substantial proof of that claim but, trust me on this, most of them are clueless.

Here is how it works: First, go to Alibaba.com, which is the biggest online supplier directory for all kinds of products, and then browse through the categories to find items that can be manufactured in your own brand name.



This is an enormous amount of work, you can literally dig here for hours.

After you find a product that clings, do the process I taught you earlier: go to Amazon, research it and see if it meets the right criteria to earn a spot in your excel sheet.

## 6. Amazon Top 100

See how I waited till number six for this one? Don't get me wrong, I think it is an awesome method, but you are wrong to believe it's the only one you need for your research.

To get to the top hundred best sellers on Amazon, go to Google's search bar type in "Amazon best sellers" and you will already have gotten this in the first place.

<http://www.amazon.in/gp/bestsellers>

It is best if you look into the top 100 on several categories and note which items appear multiple times. For example, if you discover a "Lemon Squeezer" that appears twice on the bestsellers listing, it is probably worth it to research it further.

Do the same in as many categories as you can. Check their Best Sellers Rank, review count and every other feature I taught you that makes an excellent product.

## **7. Amazon Top 100-1000**

This is a somewhat confusing part since Amazon doesn't even have such a listing on its own. But don't worry, I'll explain what I mean right away.

When you get to Amazon's top 100 list, then you can go to their respective subcategories, pick a few items and check their Best Seller Rank manually.

For example, Once you click this link <http://www.amazon.in/gp/bestsellers>, you will be on this page. This page will list all the departments or top level categories on Amazon and by clicking any one of the category you will get the top sellers in that particular category.

## Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

### Any Department

- Appliances
- Appstore for Android
- Arts, Crafts & Sewing
- Automotive
- Baby
- Beauty
- Books
- Camera & Photo
- Cell Phones & Accessories
- Clothing
- Collectible Coins
- Computers & Accessories
- Electronics
- Entertainment Collectibles
- Gift Cards
- Grocery & Gourmet Food
- Health & Personal Care
- Home & Kitchen
- Home Improvement
- Industrial & Scientific
- Jewelry
- Kindle Store
- Kitchen & Dining
- MP3 Downloads
- Magazines
- Movies & TV
- Music
- Musical Instruments

### Toys & Games

> [See more Best Sellers in Toys & Games](#)

1.



Cards Against Humanity by Cards Against Humanity LLC.

★★★★★ (29,999)

2.



Green Toys Ferry Boat with Mini Cars Bathtub Toy, Blue/White by Green Toys

★★★★★ (661)

3. ↑



Hide N Squeak Eggs by TOMY

★★★★★ (1,024)

### Electronics

> [See more Best Sellers in Electronics](#)

1.



2.



3.



On this page however Amazon will only display the top 100 best sellers of each category, but you are looking for products in the top 1000 BSR. To show you this for example, you click on “home and kitchen”.

And then we'll go down another level to “Kitchen & Dining”,

## Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

### Any Department

< Home & Kitchen

**Kitchen & Dining**

- Bakeware
- Coffee, Tea & Espresso
- Cookware
- Dining & Entertaining
- Food Service Equipment & Supplies
- Home Brewing & Wine Making
- Kitchen & Table Linens
- Cutlery & Knife Accessories
- Kitchen Utensils & Gadgets

### Best Sellers in Kitchen & Dining

1.



Sparkle Paper Towels, 24 Giant Rolls...

★★★★★ (3,572)

\$25.99

3 used & new from \$23.97

2.



Bounty Select-a-Size Paper Towels, Wh...

★★★★★ (1,276)

\$28.82

9 new from \$28.82

3.



Brita Water Filter Pitcher Advanced R...

★★★★★ (3,910)

\$13.99

107 used & new from \$7.05

And as you can see, you can keep going down lower and lower and this shows you the best sellers rank on Amazon in their top departments and sub-categories.

Again, let me point out that you don't have to choose an item just because I told you so. Rely on your own research, after you make good use of all the skills I taught you.

Never forget the drill: use the guidance to check for required features before you add a product to your top product ideas list.



## **How to Evaluate and Appraise Your Top-30 List**

After compiling your excel sheet with at least 30 items, the next step is to evaluate them and cut it down to a bare minimum of 3 products.

To help you through this process, I will give you a YES/NO checklist through which you can quickly weed out all the items that aren't the best fit to our preferences, so you can then pick the most profitable product.

This will be a 2-part evaluation. We will do an initial one and a final one.

The initial appraisal, just mark each question with a YES or an NO:

1. Can it be sold on Amazon? (looking for a YES)
2. Can it be made in your own brand name? (looking for a YES)
3. Can its price be above Rs.500 minimum? (looking for a YES)
4. Would the shipping cost be low? (looking for a YES)
5. Can it handle a rough time during shipping? Is it hard to break? (looking for a YES)
6. Is there room for more items like this in its niche? (looking for a YES)
7. Can it be sold four to five times its cost price? (looking for a YES)
8. Does the top product in the category have a Best Seller Rank of 1,000 or less? (looking for a YES)

Keep products that get all the answers correctly or miss 1 at most. Disqualify the rest, or keep them for future reference.

After completing this part, your list should be reduced to fewer than 10 items or perhaps fewer than 5, depending on how strict you were during product research. In this case, you can even skip the 2<sup>nd</sup> part of the evaluation process.

Well then, we've reached the moment you've all been waiting for. This is when you get to find out how good these products are and if they can sell like hot cakes.

Read carefully. First write down the 5 most used keywords that your competition uses to draw Amazon customers to their product pages.

For instance, a lemon squeezer would have these as most used keywords:

Lemon Squeezer  
Lemon Juicer  
Lemon Press  
Lemon Lime Squeezer  
Lemon Reamer



How does one discover those? We already talked about it! GKP (Google Keyword Planner) can work it out for you.

When appraising your best 3 items, you should make sure that:

- **They have a good best seller rank (less than 1,000)**
- **They are priced at various price points**
- **The best items in each category have a very small review count (this means that better products can dominate the market)**
- **There are a maximum of two items with a review count higher than 300 (which also depends on your marketing skills)**
- **Most items have a consistent average review (this shows that there's ample room for improvement)**

A good idea is to also check “Google Trends” to find out how the selected niche is trending; is it hot right now or has its time already passed?

You have to do your homework regarding your selected niche category. Once you have a good insight of the market, follow the checklist. If you have done all that, it means you are already with your top three products at hand. Time to move on.

### **Final Step**

Why only three products? I strongly recommend you start with only 3 of your own brand products, because you can concentrate more on these products in terms of quality product listings, implementing marketing strategies, and also to reduce your upfront investment. When I roll out a new product; I usually giveaway 100 units for free to reviewers to gain momentum and spike amazon's search algorithm. This costs me an upfront investment. So my suggestion is start with three products.

You are now at the point where you have your product ideas available. What remains now, is to find a way to physically get these products, either by manufacturing them or by outsourcing them; in other words, GET SUPPLIERS. That is what's coming in the next stage.

### **Action Items:**

- **Fill up the excel sheet with 30 potential products.**
- **Evaluate these 30 products and come up with your final 3 products.**

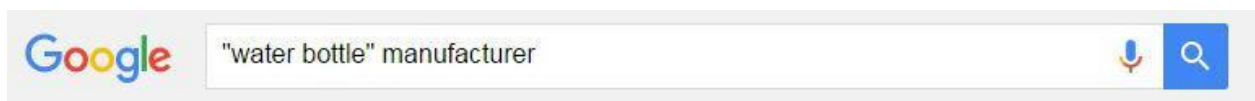
### **Step Three: Getting Products Manufactured In Your Personal Brand Name.**

To start your online business, you require two things, a product idea and a reliable supplier for that product. Now that you already have your product idea, the next step is to find the perfect supplier. In today's world, it is super easy to find a supplier and source product anywhere on the globe. However sourcing your products from overseas can still seem like a risky task for new online business owners.

Thousands of suppliers in hundreds of countries are waiting right now for you to contact them; they want and need your business.

#### **So here's how you find suppliers for any product.**

You found a product that has own branding potential, now you need to find a supplier; it's very simple, and again you can first of all, use Google. Here I'm using "Water Bottle" as an example; I found it looks like a good product.



Water Bottle has quotations on either side then I just added the word manufacturer. Now you can play around with these searches as well, you can take the quotes out, you can add brackets, you can do different searches to look for different opportunities that are showing on Google.



You can see I also did square brackets around water bottle just to be able to really ensure you're searching as many opportunities as possible, make sure to look two or three pages deep on Google. Another example is searching for the word "wholesaler" or as they give you here for example, just the word "wholesale", and another one is "Supplier".

Google "water bottle" manufacturer

All Images News Videos Maps More Search tools


About 8,63,000 results (0.61 seconds)


**Mineral Water Bottle - Manufacturers, Suppliers & Exporters**  
 dir.indiamart.com/impcat/mineral-water-bottle.html  
 Find here Mineral Water Bottle manufacturers, Mineral Water Bottle suppliers, Mineral Water Bottle producers, Mineral Water Bottle exporters, Mineral Water ...

**Mineral Water Bottle in Chennai, Tamil Nadu, India ...**  
 dir.indiamart.com › Food Storage Boxes & Jars › Chennai  
 Get Business Details of Mineral Water Bottle suppliers, dealers, distributors and manufacturers in Chennai, Tamil Nadu, India and Mineral Water Bottle ...

**Plastic Water Bottle Manufacturers, Paani Ki Plastic Ki Botal ...**  
 dir.indiamart.com/impcat/plastic-water-bottle.html  
 Find here Plastic Water Bottle manufacturers, Plastic Water Bottle suppliers, Plastic Water Bottle producers, Plastic Water Bottle exporters, Plastic Water Bottle ...

Images for "water bottle" manufacturer Report images



Shop for "w"  
  
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 Choose Verifi  
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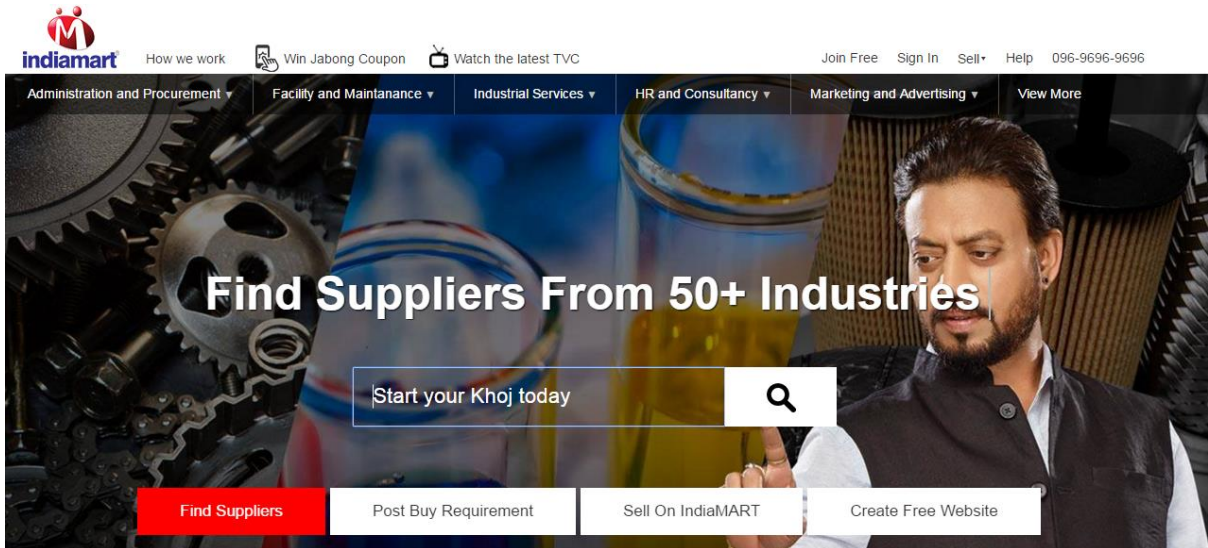
**China Wa**  
 www.global  
 Inquire Qualit  
 Contact Mani

Plastic Bo

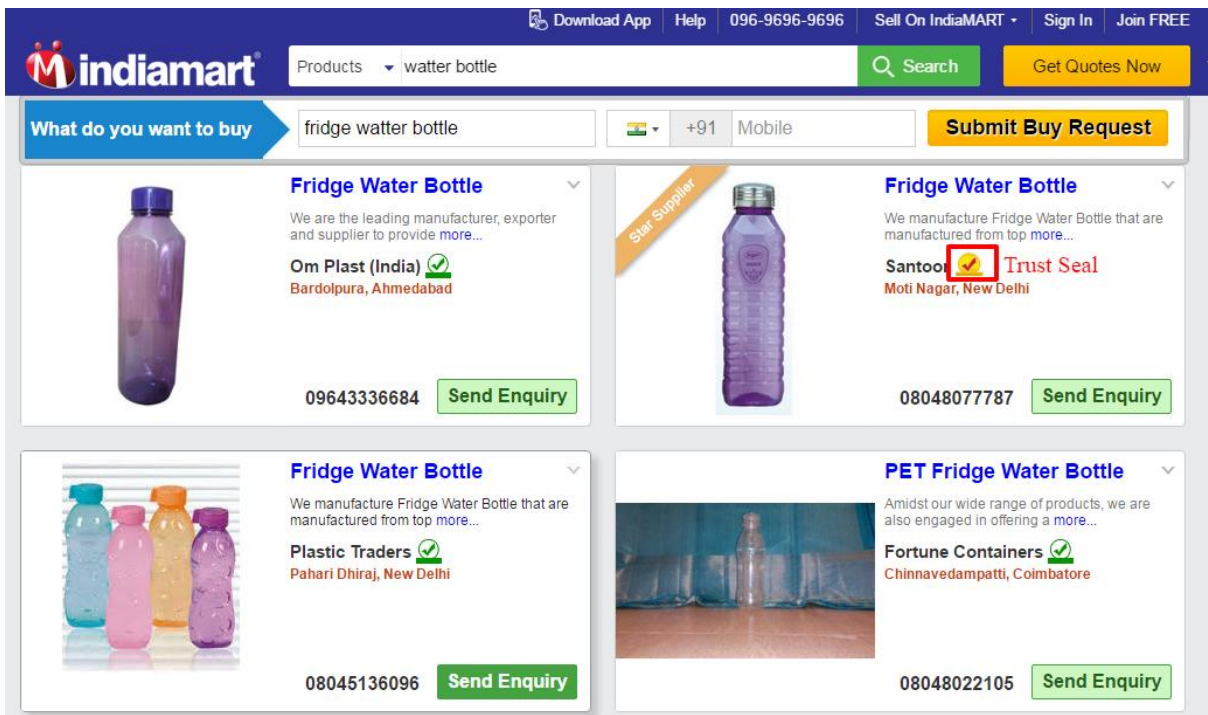
Now another cool trick to do with Google for example, is when you notice that we see a lot of IndiaMart listings coming up, you can then just add a minus before IndiaMart.com(-IndiaMart.com). Make sure the minus is attached to the word and continue to search. Now Google will filter out all the IndiaMart results so that you can get different results to show.

Google "water bottle" manufacturer -indiamart.com

Now you can also go directly to a site like IndiaMart.com.



Indiamart.com is meant for searching for products that you want get from anywhere in India to bring over to sell on Amazon.in. It's really simple to use, you just come to Indiamart.com and put in what you want to search. For example we recently searched water bottle and you'll see there are thousands of products available so you can scroll through and try to find your product.



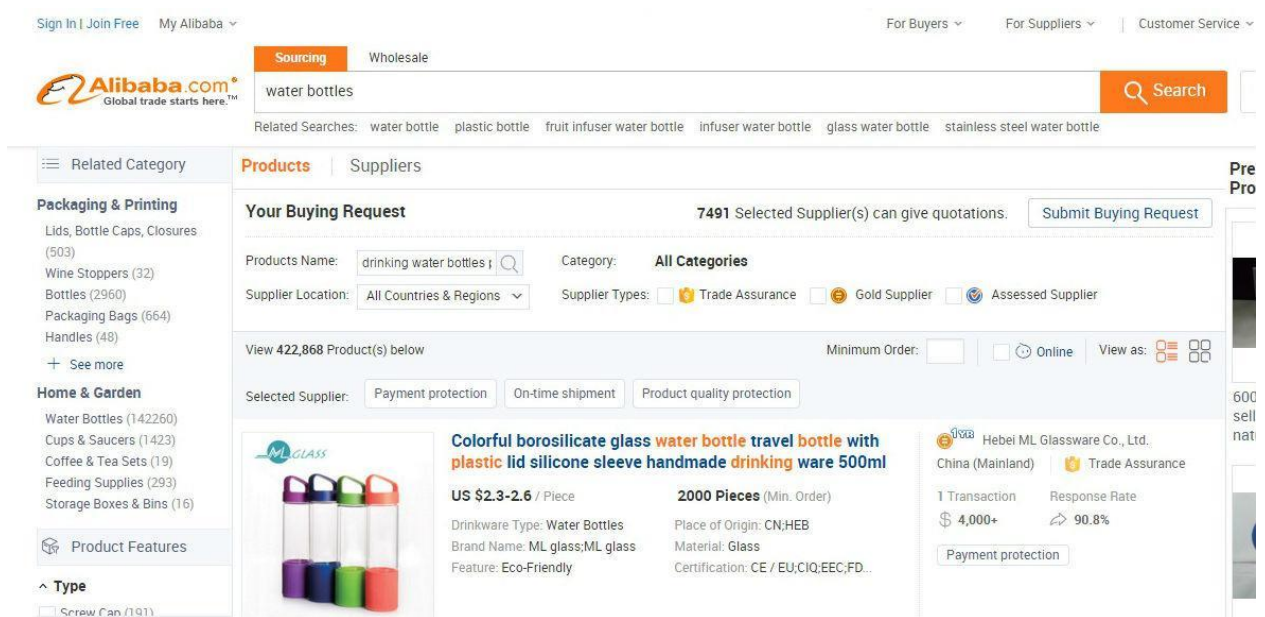
So here's one that looks similar to the product I saw, and you can now reach out and contact these suppliers to try to work out getting quotes.



Here is another website called **Alibaba.com**,



Alibaba.com is meant for searching for products that you want get from overseas, such as primarily from china to bring over to sell on Amazon.in. It's really simple to use, you just come to alibaba.com and put in what you want to search, for example we recently searched water bottle and you'll see there are 4,22,868 products available for you to scroll through and try to find your product.



So here's one that looks similar to the product I saw and you can now reach out and contact these suppliers to try to work out getting quotes.

The screenshot shows a product listing for 'simple tritan water bottle' on a B2B platform. The search bar at the top contains 'water Bottle'. The product image shows four water bottles in different colors (blue, yellow, pink, orange). The price is listed as 'US \$1-1.3 / Piece' with a minimum order of '5000 Pieces'. Other details include 'Drinkware Type: Water Bottles', 'Model Number: TS8568', 'Feature: Eco-Friendly', 'Place of Origin: CN:ZHE', 'Brand Name: TOURSUN', and 'Material: Plastic'. The supplier information is 'Taizhou Huangyan Toursun Plastic Ve...' from 'China (Mainland)'. Transaction statistics show '1 Transaction' for '\$3,000+' and a 'Response Rate' of '0.0%'. Navigation options include 'Contact Supplier' and 'Leave Messages'.

There are other similar sites for you to source products, eg: **tradeinida.com**, **made-in-china.com**, **globalsources.com**. By searching on these sites you can make a list of suppliers that you can go ahead and contact for samples and quotations. Since most of the suppliers in these sites are not native English speakers, you need to communicate as clear as possible, keep your emails short, to the point, well formatted and free of spelling errors. When asking questions, be sure to number your questions, so that the supplier can easily reply to each number.

**Make sure to ask for the following details when you are contacting the supplier for the first time**

1. **Minimum Order Quantity (MOQ):** This is the minimum number of units you can order from a supplier; this quantity varies from supplier to supplier. If the MOQ is much higher than what you expect, you can always negotiate. Make sure you give them an idea of what your future order quantity will be. Most of the suppliers can be convinced for your level of MOQ. Ideally I prefer 300 to 500 units for my initial orders after seeing the sample.
2. **Product Price:** Most important part of the process is how much your product will cost you per unit. When asking for the price, request a quote for different order quantities, for example: price for 1000 units, 3000 units, and 5000 units. Usually, suppliers will quote a better price for higher quantity. By understanding the price difference between lower quantity and higher quantity, you will be in better position to understand the margin cushion that the supplier has, and it will help you in your price negotiation.
3. **Lead Time:** This is the time required by a supplier to manufacture your products. And it is the most crucial part, after manufacturing your product, they need to be shipped to your destination and this will also take time (in weeks). So you need plan accordingly for your product launch. We will go into more detail in the following chapter on how to utilize this time for building your brand.
4. **Payment Terms:** Many suppliers will ask for a full payment upfront from the new buyers. Since it is the major cost of any ecommerce

business, you may also want to ask about the payment terms for your future order.

I have made an email template which I use in my business for contacting suppliers, If you need this, you can find it here.

I recommend that you contact as many suppliers as possible, by doing this you will be ensured with the best supplier in terms of price, product quality, communication pace, and skill. Once you have received reply from the suppliers; you need evaluate the suppliers based on the following criteria

**Communication:** I have kept this criteria in the first position because communication is the most crucial thing in sourcing products, and since this process consumes lots of time the supplier has to be in a position to answer all your questions and follow ups. And he has to update you the status of the production process.

**Product Quality:** Always order for a sample before ordering your bulk quantity, and once you've ordered, you will start receiving samples. Once you are satisfied with the quality of product from 2 or 3 suppliers, try to get one more sample in another (Fake) name and email so you can compare the quality. You need to be conscious with suppliers, since they make a similar product in many different qualities.

After completing above steps, you would have finalized your supplier, and then comes the payment part. This is the most critical part of this process, and you need to be very careful when making the payment to suppliers who are very far from your location. I have listed some of the most common precautions that you may take to make this process smooth.

- 1. Communicate with skype: Speak to the supplier over skype and see their place of work and factory. If you really want to make calculated risk like me, you can go ahead visit their factory in person that is what I always do.**
- 2. Company documents: Ask for company licenses, quality certifications and other certificates that you may need while you are receiving the product at your port.**
- 3. Payment Options: When you are starting out your initial transaction, never pay to a personnel named bank account, the recommended way of paying a supplier is through Paypal and**

**Escrow services. This involves minimal risk and if anything goes wrong you can take your money back.**

Once you have started conversations with many of the suppliers and you have a better idea of each of their prices, MOQ's and payment terms, you can begin negotiating with them. As said previously, the minimum order quantities are almost always negotiable; it's simply a matter of asking. Remember, a good negotiation leaves both parties happy with the outcome so push a little but not too hard.

Once you've narrowed it down to a selected few suppliers, you'll want to judge all your options. Keep in mind that when judging your options, you'll want to consider more than just price, MOQ and payment terms. Make sure you factor in how well and how quickly each supplier replied to you. Your communication with your supplier can be a critical element of your business going forward so you'll want to make sure you start off on the right foot.

Sourcing products from a reliable supplier on these sites might be a new experience, but it can also be a rewarding one. With some basic knowledge and common safeguards, it can be pretty smooth. Always do your due diligence and if a deal feels too good to be true, be ready and willing to walk away. There are hundreds of other suppliers waiting to serve you in just a few clicks.

**Action Items:**

- **Contact minimum 20 suppliers for your selected product. (Takes few hours)**
- **Look out for those suppliers who communicate very well, and are always ready to answer all your questions adequately.**
- **Order samples from 5 suppliers (Take a week's time to receive said sample)**
- **Place your first order once you're happy with the quality of the product and supplier. (Can take up to 30 days to deliver your products).**



## **Step Four: Pre-Launch Preparation**

While you're waiting for your product to arrive, there are lots of things you can do to be ready to sell. The primary thing I want you to do is begin to build a launch list. This can be critical, and this can be an excellent time to get this done.

### **Create A List Of People Who Will Help You With Your Product Launch.**

There are two basic choices for creating your product launch list: Facebook or email.

#### **Facebook Fan Page:**

If you wish to use Facebook, you will be creating a fan page. The very first time I rolled out a product, I even created a Facebook fan page.

If you select this method, make sure you create the page for the target market (niche), not the product itself. For example, if I want to roll out a lemon squeezer or a knife set or any other kitchen item, I'll create a Facebook page for those who enjoy cooking. It may be like "I love cooking" or "Cooking is joy".

When you create the page, you'll use Facebook advertisements to get fans. I'd run advertisements that say, "I love cooking or Cooking is joy". Click 'Like' if you love to cook". People will click on the ad, and by doing so, they're instantly liking your fan page. From there, you keep building the following on your page. As more people like your page, your organic reach increases.

Here's the important thing. By using this option, you have to publish daily content. But that's simpler than it sounds, since you can get that content from many other popular fan pages. All you need to do is locate the posts which have lots of likes and shares, after which re-share them in your fan page. You should usually do four or five posts each day by using this method. It's easy and it doesn't take a ton of time. You should consider asking questions like: "What's your favourite food?" "What's your favourite method to cook this dish?" which stimulates your audience to interact with your page. You may also schedule posts ahead of time so you don't need to be on Facebook 5 times each day.

By posting frequently, you keep the people on your page interested and active. It's crucial to get people engaged with the content on your page.

Then, after you have your product live on Amazon, this fan page can be used to give away free products. The entire goal here is to create a little group or following of whom will then be used to give away your products for free to acquire initial product reviews.

Some people might explain that it is getting tougher to reach people on your fan page organically. Even if they click “Like” on your page, that does not mean Facebook will automatically show them all of your page posts. But the secret here is, when you build this fan page, you can use Facebook advertisements to particularly target people on your page. Suppose you build this page to 3,000 people. You can now target those 3,000 people for Rs.200 (\$5) per day using a Facebook ad.

Many people don’t like this idea. They’ll say, “I just paid money to get those likes on my page, and now I must pay to show them my ad?” The idea here is to target your specific audience with a fraction of the ads budget. You may also make use of your Facebook page to whenever you wish to spike the sales. Maybe you need to get ten or fifteen people to purchase your product for a 75 % discount - that’s simple to do whenever you advertise to your Facebook fans.

### **Email List Building:**

In addition, there's an alternative choice besides having a Facebook page, and that’s building an e-mail list. It’s a bit more work than creating a fan page, but it is also more efficient. When you build this list, you have it forever. You do not need to worry about when Facebook changes its algorithm. You have this list and you can contact the people on it anytime without anyone else’s permission.

To get this done, you have to develop a special page having a discount coupon. Then you’ll run Facebook advertisements for this offer. For instance, your ad might say “Receive this lemon squeezer for only Rs.99 today”


When people click on this ad, it takes them to your offer page, where they need to enter email address to get the discount coupon. Once they submit their email address you will then direct them to a thank you page.

You may either provide the coupon code on this Thank you page or send them the code by email and use this Thank you page to inform them to go check their inbox for discount code.

Now, you need to be careful with discount coupons. When they get leaked, many people can purchase your inventory almost free of charge. To get around that, you could use one-time codes. This way, each code can only be used once, so no matter if one gets out - people can't just blow your inventory.

**Special Amazon.com Coupon!** To celebrate our launch on Amazon.com

## Claim Your \$18.00 Pure Unrefined Coconut Oil Right Now For **20% OFF!**




★★★★★

**Exclusive AMAZON COUPON CODE:**

To celebrate the new launch of our Pure Unrefined Coconut Oil for Face & Skin on Amazon, for a limited time we are giving away a 20% off amazon discount coupon.

**GRAB YOUR AMAZON COUPON**  
Limited to 1 Per Person

 **FREE Shipping & Handling!**  
Free 2-Day shipping with Amazon Prime.

The only disadvantage is that you've got to handle all the codes manually and send them one by one to each person that subscribes. Another option would be to reduce the number of units available to purchase during the

promotion period, this can be done by going to the **manage inventory** tab on your seller central dashboard.

No matter what, your promotion doesn't only stimulate sales and get reviews. Additionally, it also builds your email list. As each customer subscribes for your promotion code, you add them to your list. Because you have their emails, you are able to remind those customers to claim their discount coupons if they don't redeem it immediately. You may also remind those people to review your product once purchased.

Most importantly, your list is definitely an asset which you can use again and again for your future offers and products. For instance, suppose the first product would be a lemon squeezer, and you wish to launch a kitchen knife set. All you need to do is announce it to that email list that you're rolling out a new product and you need 10 people to try this for Rs.99.

The benefit of building an e-mail list when compared to a Facebook page is that you can email this list whenever you want. There's is no need to use Facebook ads; you can easily talk straight to these people. This email list is yours 100%, not Facebook's or someone else's.

Whenever you create your list, you may still use Facebook ads, but you'll just use these ads to drive people to the offer and get their emails on to your list. Even when the product is live on Amazon, I never use Facebook ads to drive people to my Amazon product listing. It's more efficient to capture people's email addresses on to your list than to get sales from the Facebook ad.

Regardless of whether you set up a Facebook page or an email list, it is a great step to complete while you're waiting for your products. This way, once your product goes live on Amazon, you'll be prepared to get your first couple of sales and reviews immediately.

### **Optimizing Your Product Listing**

While you wait for your products to arrive, it is also a good time to create your optimized product listing. If you do it now, it will be ready once your product lands in Amazon's warehouse, so that you can start selling immediately. If you are wondering how you can create your listing when your product itself has not arrived, it's simple: take photos of your product sample. Eventually, you will need 8 to 10 high-quality images of your products, but although you are only able to do four images for the time

being, that's enough to get your product listing up. You could always add more images and improve it later.

The foundation for converting your products into assets that produce sales for you every day lies in doing this Product Listing Optimization. This simply refers to the information you put on your Amazon product detail page, which helps potential buyers on Amazon see what your product is all about. It's also very easy to beat the majority of your competitors through some very basic optimization.

The important areas to optimize on Amazon's product detail page are the title, bullet points, images, and product description.

**Images** →

**Title** → **Nicer Dicer Plus Multi Chopper Vegetable Cutter Fruit Slicer, Works as Grater, Cutter, Peeler, Slicer, Chopper, Dicer & Zester**

by Woogor  
★★★★☆ 54 customer reviews

Price: ₹ 405.00 + Delivery charges may apply Details  
Inclusive of all taxes

**In stock.**

Delivery to pincode  within 5 - 9 business days. Details

Sold and fulfilled by VIJAY VALLABH (ROYALS) (4.1 out of 5 | 1,475 ratings).

43 offers from ₹ 232.00

**Bullet Points** →

- Cut your vegetables in different shapes to create different shaped curled peelings. Portable, durable and easy to use.
- Used to peel, sharpen curl ribbons of carrots, zucchini, cucumbers and other similar shaped vegetables to decorate and add flair to your salad and dishes. 2 functions in one: one side can be used to peel vegetables, other side used to curl ribbons of vegetables.
- Cling-lid containers for collecting the chopped items
- Long-lasting Super-Sharp Stainless Steel Blades
- Works as Grater, Cutter, Peeler, Slicer, Chopper, Dicer & Zester

Roll over image to zoom in

### Product Description

Woogor Nicer Dicer Plus is a great kitchen tool that will reduce the cooking time considerably when it comes to preparation of meal or Woogor Nicer Dicer Plus you have a kitchen helper, who will shorten the cooking time from start of preparation to the serving of the m sticks, strips, quarters or eighths-the costs not only time but you need countless kitchen tools (knives, bowls, cutting boards, etc.) that in the kitchen to complete. Woogor Nicer Dicer with the Plus is no longer a problem-you have everything in one handy set! Simple and

**Title:** The title of a product is one of the most important places to include keywords. Amazon suggests incorporating the following attributes in product titles.

- **Brand and Description**
- **Product Line**
- **Material or Key Ingredient**
- **Color**
- **Size**
- **Quantity**

What they do not mention, probably because they want to discourage keyword stuffing, is that you should include an important keyword in the product title. A title is also critical for earning a high click-through-rate and conversion rate by clearly stating what the product is. Since sales is the important factor in ranking, keyword-stuffed titles that discourage users from clicking will ultimately harm your rankings.

An example of an optimized title would look like this: “Innovee Stainless Steel Lemon Squeezer - Professional Manual Citrus Juicer”

**Bullets Points:** The bullet points seem to be more influential on search rankings than the description. It’s better to write a compelling detail oriented bullet point, so that the buyers can have an idea of what the product is about at a quick glance. You can also incorporate main keywords in the bullet point. This will surely provide a best result in the Amazon ranking system. This is especially important for conversion purposes since it appears close to the Add to Cart button and above the fold in a lot of cases. Amazon testing reveals that effective bullet points increase sales. The better your descriptive bullet points for product pages-the more you will sell on Amazon. (Note: Amazon chooses bullet point information based on aggregate seller data).

Amazon recommends the following bullet point best practices:

- **Highlight the five key features you want customers to consider:**
- **Maintain consistency across products**
- **Feature important information from the title and description**
- **e.g.: Dimensions, age, contents, etc.**
- **Begin each bullet point with a capital letter**
- **Write with sentence fragments and do not include ending punctuation.**
- **Do not include promotional or pricing information**
- **Include product benefits in each bullet point alongside the product benefit:**

### **Description:**

The product description displays further down the product page. Make sure you always have a solid description of your product, mainly because consumers want to hear more about it and make the buying decision, and also this is how Amazon will determine what your product is all about. Using keywords in this description is a must. Other search engines besides Amazon will also look at your product description if they are crawling Amazon (so just about every single search engine). So you kill two

birds with one stone if you take the time to write a solid, keyword-rich description.

Try to use as much of the space allowed to tell a real story about your brand, your product, and what sets you apart from the competition. Once again, you can reinforce the purchase triggers in slightly greater detail since you'll have a little more space to work with. If you have the option, include photographs as well.

Your product description is what encourages your visitor to convert, so it should be compelling. However, it doesn't seem to affect ranking a great deal at all. What does look to have a good effect is bullet points within your description. Place your primary keywords in bullets and this will really help you rank highly.

This should speak for itself. Today, online consumers are much more tech savvy and detail oriented. If a consumer is not given an accurate and detailed description of what they are purchasing, they will not buy it. Make sure your descriptions are clear, accurate and typo free.

**Images:** Images are important for driving conversions as customers need to know what they are buying. Images are also good for showcasing your product benefits, adding credibility, providing context, and firing buyers imagination. You should have at least four to five high-quality photos to enhance the customer experience. You also add videos to stand out from the competition. More importantly, however, you need to make sure that you follow Amazon's guidelines about images. These requirements include:

- **TIFF (.tif/.tiff), JPEG (.jpeg/.jpg), GIF (.gif) and PNG (.png) format.**
- **Image pixel dimensions of at least 1000 or larger in either height or width preferred sRGB or CMYK color mode, so that if a customer hovers over, it will zoom in and show in a larger window.**
- **Must be the cover art or a professional photograph of the product; not a drawing**
- **Product should fill 85% or more of the image frame.**
- **Backgrounds must be pure white.**

**Main Image should not include watermarks, borders, URLs, animation, seller logos or any other text.**

**Potential Reviewers List**

One more thing that you can do *while you're waiting* for your product would be to begin to make a list of people you're able to ask to check out your products when they arrive. Your first product reviews could be from your friends or family members - anybody who'd want to support you. You can begin asking people now to ensure that whenever your product arrives, you are able to provide them with one and encourage them to submit a product review immediately.

Most buyers on Amazon take a look at reviews to help them to decide whether or not to purchase a product, so it's important that you have as many good reviews in place, as soon as possible.

**Action Item:**

- Set up your Facebook fan page or email list.
- Use Facebook ads to drive people to your fan page or opt-in page.
- Create and optimize your listing, including:
  - Pictures
  - Headline/Title
  - Bullet points
  - Description
- Make a list of potential reviewers and start asking people if they'll review your product once it arrives.



## **Stage Five: Launch Your Products With A Bang!**

Finally, your products have arrived! It really is an exciting day, time to celebrate!

At this time, you have to check over your products to make sure the quality is what you're expecting, and make sure nothing was broken in shipping. Also, should you not already have the FNSKU labels around the packaging; you can either label each unit yourself or pay Amazon to get it done once it comes into their warehouses.

Once you've checked over your products, label it if required, and send it on to Amazon. Now you're ready for the launch phase. If you have completed all the pre-launch steps in the last lesson, you are able to launch when your products are on Amazon FBA.

The objective of this launch is to get your first couple of sales, so your product starts ranking on Amazon and potential customers can find your products on the search result. Here's how it goes, if somebody looks for an item on Amazon, Amazon returns a list of products in order of their rank for those search terms. To get customers to find your products, you need to get Amazon to rank your products highest for those specific search phrases or keywords.

What determines your product rank? Much of this comes from the key phrases inside your listing, but the most crucial factor is the number of people searching for that particular keyword and then purchases your product. If a person searches for "Lemon Squeezer" in the search bar and then buys your product, it is a proof to Amazon, that your product is a great match for those who are interested in Lemon squeezer, so Amazon will rank your product higher for that search keyword. The higher your products ranks, the more people will find it, and the more you'll sell.

Another factor that impacts sales is reviews. People might find your products based on your keywords, however just think about this. What will you do before buying a product online? I know you'll look around for product reviews, to know the opinion of others who have purchased the item. Product reviews play an important role in product ranking, conversions, and sales.

Product reviews act like "backlinks" to your Amazon product page, the more reviews your product page has, the heavier it becomes. So it naturally ranks well in Amazons search results.

I cannot stress enough how important it is to get reviews for each and every sale you make. The more reviews you get, the more sales you make – the more sales you make, more reviews you get. The higher the qualities the larger the circle (and your bank account) grows. But in general, that doesn't happen automatically. It's up to you to get it started.



### **Getting First Few Reviews**

The first step to get sales moving would be to ask to your friends and family members for reviews. Once I did this, I had 40 to 50 people who I know I could possibly reach out to and say, “Hey, here is my new product. Can you test drive it and provide me with a honest review?”

I don't even ship it to them - I personally hand it over to them and say, “Hey, when you get the chance, visit Amazon and leave a review”. I'll also send them an e-mail with a link they can use to leave product review.

These reviews don't appear as verified reviews since your initial reviewers didn't buy the product on Amazon, but that's ok. They're still reviews, and many customers don't spot the difference. You want to get some reviews in your listing to ensure people see the star rating and understand that they're not the very first person to buy or make use of this product. People feel much more comfortable purchasing a product that others have previously bought and loved!!

You can also leverage other people's lists to get more reviews. For example, I search for Facebook pages in my niche with a large audience base. I contact

these facebook page owners through message and say “Hey, I am just releasing a new product on Amazon, if you can use it and give honest review; it will be much appreciated, Moreover I can also provide you with a discount coupon code exclusive for your followers”. Once they received the product, these people send customers to your Amazon listing as well as publish an honest review on Amazon. That provides a double benefit: A link from social media pointing towards your listing that might provide you with some extra traffic, along with a review on Amazon.

One important thing to note as you get your first reviews: those from friends and family members and if you've bought things for one another on Amazon previously, has made Amazon aware that you're connected. Therefore, they might not publish that person's review at all, or they might go ahead and take out that review in future.

Never be surprised when this happens. These initial reviews are just to get the ball rolling. As more customers buy your products, they'll start submitting reviews (and these reviews show up as verified reviews), so these initial reviews won't matter a lot in the long run.

### **Giveaway products to accelerate sales:**

Now it's time to utilize your email list and Facebook page. This is when you're likely to let your fans know about this product that you would like to give away to the first 10 people, at a deep discounted price. You'll give these people a promotion code, so when they buy your product by using this code, Amazon applies a price discount. These first couple of sales aren't at full price; however they still count as sales.

By doing this, you're also likely to say that you would like to get a honest review. Only for this reason you're giving these items away for Rs.99. You're triggering sales to get reviews that will help you make more sales.

For the launch, you need to plan to give away **100 to 150** units as a whole. I prefer to discount to Rs.99 of these giveaway products. That's low enough that it is a no-brainer - anybody who likes your products will hop on it.

Whenever you set this up, I suggest distributing the giveaways over a 10 to 15 days. If I'm offering 150 units for giveaway, I prefer 10 sales each day for 15 days. This way, I set up a steady pattern of sales over time. I believe this provides the product more credibility with Amazon. These sales will start to get your product ranking and get some reviews showing up, so that you can generate even more sales.

## **Getting reviews for every sale you make using a follow-up sequence:**

Another tip I would like to give you is to utilize a follow-up system for feedback and reviews. Feedback isn't the same as reviews. Feedback remains on your seller account and states how good you did in terms of a seller. However, reviews are concerning the product itself, not you as a seller. Feedback and reviews both support in getting more sales, so let's talk about how to get them.

I presently use ManageByStats, which enables me to automate this strategy. There are a couple of similar tools available, but essentially, they enable you to instantly send an e-mail to your buyer at a specific time.

For instance, you might have an e-mail sent to the buyer as soon as they complete the purchase, or once the package is delivered. After they've received the product, you can also follow-up and say,

*“Hey Sharma, I see that you just received your package, and I just want to make sure that you got your product safely and you're enjoying it. If you have any queries or any problems, just let me know. Many thanks. And if you could leave us some feedback that would be appreciated.”*

And you provide them with a feedback link in that email.

Then, when they haven't left feedback in 3 days, you might want to follow-up again - ensure they haven't had any problems, and request again for feedback.

The good thing about software like ManageByStats is that it enables you to automate this entire process. Obviously, you could do this manually, if you don't want to spend money on a tool like ManageByStats. I like the automated process since I don't need to do anything or worry about it. It takes care of the follow-up process for me.

Now, you might be wondering why I request feedback rather than reviews at this time, since reviews help drive sales. What I'm really doing is pre-screening people before I request for a review. If a person leaves feedback, which is not completely positive, I do not want that person to give a negative review, decreasing the average rating on my product.

Most customers have no idea about the difference between feedback and reviews. If a person leaves negative feedback and they said something about

the product, not about the buying experience, you can always ask Amazon to remove it.

Also, Amazon takes the responsibility for just about any negative feedback associated with delivery issues fulfilled by FBA. If you are selling by FBA, it's really impossible to find negative feedback that sticks. However, when customers give you positive feedback, you can request for a product review as well.

### **Action Items:**

- Check your product, label it with your FNSKU if you need to, and ship it to Amazon.
- Ask friends and family to test your product and leave an honest review on Amazon.
- Set up a discount coupon for your giveaway and promote it to your Facebook fans or email list. Use this promotion to get sales and reviews.
- Set up a follow-up system to get feedback from buyers. For buyers who leave positive feedback, also write and ask them to review your product.
- If you like what you see so far, please leave your feedback on Amazon by [clicking here](#). Your reviews are really helpful in increase the exposure of this book on Amazon.

## Step Six: How to Promote Your Product to Keep Building Sales

The final step at this stage is the product promotion. To advertise your products, you can use Amazon sponsored product ads. If you've ever attempted advertising on other platforms, you will be surprised about how easy it is to set up Amazon's advertising and, moreover, the number of sales you'll receive from it.

What's special about Amazon's advertising platform is that, people always come to Amazon to purchase products. It is not the same situation on Facebook, Google, or other platforms. But, on Amazon, when people look for something, it's usually because they would like to buy it. This means that, rather than getting to convince those people to purchase a *lemon squeezer*, all you need to do is convince them to purchase your *lemon squeezer*. That's a lot easier, and that's why Amazon ads are so effective.

If you've already shopped at Amazon, you might have probably seen a product that said "Sponsored," which was a product using Amazon sponsored ads. Here's an example of what it looks like.

The screenshot shows an Amazon search results page for 'vegetable chopper'. At the top, there is a search bar with 'vegetable chopper' entered and a search icon. To the right of the search bar is a 'Your Orders' dropdown menu. Below the search bar, three product listings are displayed. Each listing includes a product image, the product name, the brand, the price, a 'Fulfilled' badge, a star rating, and delivery information. The first listing is for an Oster 3320-IN 125-Watt Mini Chopper (Black) by Oster, priced at ₹1,070.00 (original price ₹2,495.00, 51% off). The second listing is for an Oxo Good Grips Chopper by OXO, priced at ₹1,590.00 (original price ₹1,599.00, ₹9.00 off), with a 'Sponsored' label and a note that only 1 item is left in stock. The third listing is for a Nestwell Vegetable & Fruit Deluxe Cutter Chopper With 3 Blades by Inovera, priced at ₹299.00, also with a 'Sponsored' label. At the bottom of the page, there is a navigation bar with 'Previous Page', page numbers '1 2 3 ... 20', and 'Next Page'.

These advertisements move around constantly; however in this example, you can see that sponsored product at the bottom of the page. Sometimes they're around the right side, sometimes they're at the end of the page, and often

they're mixed in the search results. Apart from the term "Sponsored," it simply appears like a normal listing.

If you've tried Google advertising or Search Engine Optimization, you will know most of the traffic would go to the results on the first page. For this reason people work so hard to show up on the first page.

On Amazon, you may be on the first page any time you want. All you need to do is purchase an Amazon Sponsored Ad and bid sufficiently enough to get into that place. You may be on page one from your first day of listing, if you are ready to spend as much as it requires for being there.

### **Setting up Amazon Ads for getting more sales:**

You can begin running advertisements immediately if you wish to. Personally, I prefer to hold back until I've received a minimum of five reviews. That's a minimum number that can be accomplished in a single day by trying. Many people start advertising immediately, even without reviews. Sometimes it works and sometimes it doesn't. You can test it if you would like, however I think it's worth spending a small amount of effort to get those five reviews first.

Let's discuss the steps to begin your Amazon ads

#### **1. Set up a Sponsored Product Ad inside your Seller Central account.**

Choose automatic targeting. When you use an automatic campaign, Amazon goes into your listing (title, bullets, and also description) and pulls out potential keywords. When customers search for those keywords, Amazon will place your product in front of those customers and try to find out whether they are buying it. By selecting an automatic campaign, you're allowing Amazon to create your advertising campaign according to the things they think works best – and Amazon is actually pretty good at selling.

**2. Set an everyday ad budget with a minimum of Rs.1000.** For cost-per-click, use Rs.5. These are my base amounts. One thing to understand is the fact that you aren't always going to spend the whole Rs.1000 each day. That's only the upper threshold. This way, if you discover a keyword that's incredibly common, you aren't going to get burnt and all of a sudden find out you spent Rs.5000 in a single day. Whatever spending limit you determine, you will not spend more than this, and most likely you'll spend much less.

**3. Run the advertising campaign for 7 days, then pause it and run the report.** The advertising platform is often way behind the rest of Amazon, therefore the stats you will see prior to the ad continue to be running for 7 days and are most likely way off. For this reason I suggest allowing it to run for 7 days, then temporarily pause it and get the reports.

**4. Examine the report and discover what keywords Amazon targets for your products.** This report gives you the keywords Amazon used and also the statistics from those keywords. For every keyword, you can find the number of times the ad was displayed (the amount of impressions), the number of people who clicked it, and how many sales you have gotten from those ads.

**5. Make use of the data from step four to create a new campaign using better keywords** those that have gotten you sales or at least the most clicks. With this campaign, I suggest exactly the same kind of budget: a minimum of Rs.1000 per day.

**6. Let the ads run for a while, then analyse the impressions.** In case your impressions are low, which means you have to increase your bid. Therefore, if you're putting in a bid of Rs.5, you may want to bid for Rs.7 or Rs.10. Low impressions on the keyword show that most people are bidding higher than you. And at first, you might want to bid higher, simply to put yourself before that audience so that you can get sales. An advertisement that ranks well can help people discover your products, and then the sales from that ad shows Amazon that they should start ranking your products higher.

When you are creating your advertising and determining how much to spend, there are various approaches to think about. At first, you just want to get sales. Even if you are simply breaking even on the advertisements, it's still likely to be worthwhile because you're likely to start ranking for these keywords, which will provide you with more sales over time.

Remember, if somebody searches by using a keyword and buys your products, Amazon will start ranking you for that keyword. So, when somebody clicks on your ad while searching for a keyword and buys your products, the same thing is going to happen. Amazon will start ranking your product for that keyword. For this reason it's worthwhile to break even or to go into small loss on advertisements at first, just to start ranking for these keywords. It's just an investment. Once you get enough sales through advertisements, you'll start ranking for these keywords organically and you will start making sales without these ads.



Now, I will show you what I'm saying; let's take a look at this example.



## Tax Invoice

Signature not verified  
Digitally signed by DS Amazon Seller Services Private Limited (1)  
Date: 2016.04.03 01:16:28 UTC

Amazon Seller Services Private Limited  
# 26/1, Brigade Gateway, 8th Floor., Dr  
Rajkumar Road, Malleshwaram West,  
Banglore, Karnataka, 560055, IN  
Website: [www.amazon.in](http://www.amazon.in)

Invoice Date: **31/03/2016**  
Invoice Number: VIA-IN-352764

PAN No: AAICA3918J  
Service Tax Registration No: AAICA3918JSD001  
CIN No: U51900KA2010PTC053234

### Bill to

Name: AR International

SI No	Category of Service	Description of Service	Tax Rate	Amount
1.	Sale of Space for Advertisement	Sale of space for advertisement on amazon.in		INR 39301.30
		Service Tax	14.00%	INR 5502.19
		Swachh Bharat Cess	0.50%	INR 196.51
		<b>Total:</b>		<b>INR 45000.00</b>

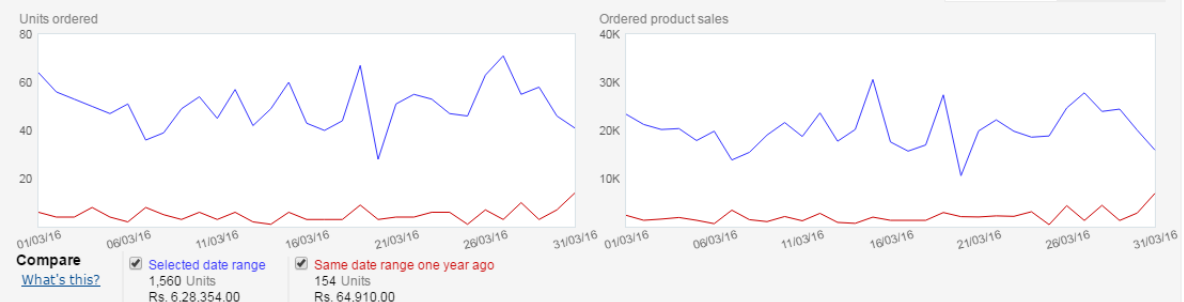
I spent Rs.45000 on amazon ads for the month of March 2016 alone (Yes, my old invoice). The outcomes were 190 sales from Amazon ads, and also I got more earnings from those sales than what I had spent on it. Moreover, I made 1,560 organic sales (sales from direct searches, including 190 sales from ads), which brought in over Rs.6,00,000 in sales for that month. Can you spend Rs.45000 to get Rs.6,00,000? You'd be crazy if you don't. And that's the strength of Amazon ads.

<b>Date</b> Custom 01/03/2016 - 31/03/2016	<b>Product category</b> All product categories	<b>Fulfillment channel</b> Both (Amazon and seller)	<input type="button" value="Apply"/> <input type="button" value="Clear all"/>
--	---	--	---

Sales snapshot taken at 3 April 2016 12:24:36 PM GMT+05:30

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
<b>1,497</b>	<b>1,560</b>	<b>Rs. 6,28,354.00</b>	<b>1.04</b>	<b>Rs. 419.74</b>

### Compare sales



So at this time, I really want you to ignore everything else except sales and reviews. At this stage, things are up, things are running, and things are optimized. Concentrate on getting more out of it.

This means that, at this moment, I do not want you to think about Facebook ads, Google ads, Bing Ads, creating a website, blogging, YouTube videos, article promotion, social media, press release, or any other tactics and techniques you might have heard about.

**It is all about doing more of what is working and less of what is not.** At this time, it isn't creating a website, blogging, or YouTube videos. It's just concentrating on sales and reviews.

**How you are going to achieve this?** By running Amazon ads, getting sales, getting reviews, running Amazon ads, getting more sales, and more reviews. The more of these sales and reviews that take place; the greater your product will be ranked on amazon for those keywords, enabling you to achieve even greater sales. That's how it starts.

You need to put whatever it takes to feed this self-growing circle in order to get your product established as quickly as possible. Next, you can consider altering or adding things, advertising on other places, and adding more products. However, **it all begins with getting the most out of your first three products** and building from that point on.

#### **Action Items:**

- **Create** an Amazon Sponsored ads campaign using automatic targeting with a per-click bid of Rs.5 and a daily maximum of Rs.1000. Let it run for seven days, then run a report.
- **Analyse** the data and **Consider** these factors:
  - Do you want to run the automatic campaign again? If the Advertising Cost of Sales (AcoS) is 30 % or less, you probably do.
  - Do you want to skim off the most effective keywords and start a new campaign with those?
  - Check your impressions and budget. Do you need to bid higher per click? Do you want to increase your daily maximum?

## **Conclusion:**

These are the exact steps I used to build my business online and make well over Rs.50 lakh in my first year itself. I'm still using the same EXACT strategy as I continue to grow this business even now in 2020.

I've also taught this same strategy to some of my friends and family members; they have also seen a lot of successes.

I've seen few people struggles with this process. During my observation, here are the most typical explanations I get why people fail in building this business:

- Choosing an inappropriate product
- Struggling to discover the right supplier and being stuck
- Failing to create a launch list and launching properly
- Creating poorly optimized product listing
- Having difficulties in ranking for keywords
- Losing funds on useless promotions
- Not being able to make use of Amazon Ads properly
- Possessing "set it and forget it" mind-set rather than testing and tweaking
- Overcomplicating things

***But most importantly, the most typical reason for failure is just never getting started.***

If you would like anything to happen, you need to do something, you need to take action. Set your goal and then every single day, take one little step towards that goal. That's the one major factor many people don't do, and this is where they fail. And you don't allow that to happen!

All the best!

Aman A S

Have a question? Ask @ <https://amancentral.com/contact/>

**BONUS:** It is actually not a bonus, It is a must watch YouTube video as part of the course. ([Click Here to Watch](#))

## **Resources:**

### Product Research:

1. [Amazon Best seller page](#) – Here Amazon itself say which products are selling well and this is the first place I go for product research.
2. [Google Trends](#) – This is a FREE tool which allows you to view if the product you are researching is a seasonal product or is growing in trend.
3. [AMZshark.com](#) - this tool gives you an estimated number of units with estimated revenue for any of your competitor's product that are selling on Amazon. Using this tool you can have an idea of what you can expect if you sell that kind of product. It has 7 days FREE trial, give it a try!

### Keywords Keyword Reach Tool

4. [Amazon Search Bar](#) – This is wonderful tool when you do your keyword research for Amazon PPC.
5. [Google Keyword Planner](#) – This is a FREE tool which allows you to research keywords for search volume and demand for a product. It also gives additional keywords which you can use in your Amazon PPC. You can access this tool using your normal Google account.
6. [AMZShark.com](#) – This tool allow you track your keywords daily and monthly, this tool is great for monitoring keywords ranking.

### Product Sourcing:

7. [Alibaba.com](#) – Is the leading platform for global trade serving millions of buyers and suppliers around the world.
8. [Aliexpress.com](#) – This is a Chinese shopping website, which allows you to get started with small quantities to test the market, before investing huge amount of money.
9. [Indiamart.com](#) – Good website, if you try to source products from India.

### Product Listing, Images and Art Work:

10. UPC Code – I bought it from ebay.com, here is the link  
<http://www.ebay.com/itm/1-000-UPC-Numbers-Barcodes-Bar-Code-Number-1000-EAN-Amazon-Lifetime-Guarantee-/161712393013?hash=item25a6cf4b35:g:e0UAAOSwl8NVXpwF>
11. [Fiverr.com](#) – I use this site a lot, day in and day out. You get freelancers for product images, Facebook ads creative and sales copy writers for your product listing page. All these on your BUDGET!

12. [Upwork.com](https://www.upwork.com) – Another website for outsourcing. You get freelancers for product images, Facebook ads creative and sales copy writers for your product listing page.
13. [Canva.com](https://www.canva.com) – Simple artwork tool, using this you can create your own art works for Facebook ads.

#### Email Collection & Follow – up Automation.

14. [FeedbackFive.com](https://www.feedbackfive.com) – This tool allow you to follow up with your customers for feedback and product reviews.
15. [GetResponse.com](https://www.getresponse.com) - This my tool of choice for collecting email addresses from customers. It allows my businesses to create a database that can be used for future product launches and following up. This tool will also allow you to create landing pages to collect these emails and thank you pages to deliver coupon codes and additional offers. I personally use this every day to collect emails using insert inside of my products.

#### Accounting

16. [Wave](https://www.wave.com) – This is FREE online cloud based basic accounting software. I currently use this software and it does everything I need at this point in my businesses.

#### Every Entrepreneur MUST read Books

17. [Four Hour Workweek](https://www.timferris.com) by Tim Ferris
18. [The Lean Start Up](https://www.ericries.com) by Eric Ries
19. [Rich Dad Poor Dad](https://www.richdadpoordad.com) by Robert T. Kiyosaki

## Thank You!

**Before you go**, I'd like to say "thank you" again for purchasing my guide. I know you could have picked from dozens of books on this topic, but you took a chance with my system and that *means lot to me*. So a **BIG THANKS** for downloading this book and reading all the way to the end. Now I'd like ask for a "**SMALL**" favor. Please take a minute or two and leave a review for this book on Amazon. ([Click Here to Leave Review](#))

<https://www.amazon.in/review/create-review/?ie=UTF8&asin=B01DTD7ET4>

This feedback will greatly help me continue writing the kind of books that will help you get the results you've dreamed of and more. And if you love it, then let me know! I would be forever grateful to hear from you!!!

## **MORE BOOKS FROM THIS AUTHOR**

**1. THE ONLINE STARTUP – How to start a business online leveraging the power of Amazon.**

**2. PROFITABLE PRODUCTS – How to find and evaluate best private label products to sell on Amazon FBA.**

**3. AMAZON SEO RANKING HACKS - Optimize Your Listing to Rank Products Higher and to Increase Sales on Amazon.**