

11 THINGS YOU MUST DO TO BE SUCCESSFUL ON AMAZON.



More people have become millionaires being entrepreneurs than any other occupation and more than all occupations combined, in history. Join the club, or at least give it some consideration, you might enjoy being financially free or at least being able to eat out and buy a nice car!
Michael Scott CEO Founder UUnetWorldBrands.com SellonAmazon.US

Step 1: Follow yes, your heart. Sell what you like not what you know. What ever you are into is much easier to sell if you are using it, and understand it, and it is truly something you like. Believe me there are others out there waiting to buy. You do not have to be an expert, just get engaged. PL is a fun and easy business, but it is a real business. So, put your brain in gear and go make money, that is the goal, right?! Once you get inventory, be sure to also be on the look out for those great items to add in the same line of goods not necessarily the same category. Why? Bundling lets you win more deals, and opportunities for cross sales. Think about this $1 + 1 = 3$. I bet you think I am near crazy, right? Wrong. Watch my math. $1 + 1 = 3$, Yes, it does. You have product 1 then add product 2, combo them you have product 3 with only investing in two products. WIN WIN WIN! You just tripled your opportunity. Leverage product selling opportunities.

Step 2: Source in the country you sell in. Why? Customs, shipping and duties will eat a ton of money up off the bottom line if importing. I do not care how cheap it is to make. Buy quality over price. If you have to buy less do so, but in the long run you will sell more. Also, I hear constantly about bad quality coming in even for the simplest products like drawing pencils....how do you screw that up? Well, one way to stop it is to blind order product from your intended supplier. Find out where the product is being sold and order, you get my idea right? Have them send you a link of a current seller of the product and test it before you invest. If the item arrives as you expected all good, if not run. Also buying in the country your are selling in cuts shipping cost, and risk of loss in transit. I have personally heard of containers falling off ships and sinking. OUCH! Also, you will have a much faster time to market. We love the new Amazon FBA DC twenty minutes away from our plant, and we ship to this new Amazon DC in Ruskin Florida first to get you selling within 36-48 hours of production. So, look and see how many days is your manufacturer away from a Amazon DC? Usually you can count 10 business days between shipping and check in. Back to sourcing...remember all the Chinese failures in this country. Poison dog food, poison dog treats, poison baby formula, poison dry wall and more and more I know of. Now I know some Chinese manufacturers that are great, but if the price seems remarkable, say no thank you and do not buy. Do more home work, someone is making your product for sure. It is a very big world. Keep looking. Educate yourself.

Step 3: Find a reputable manufacturer. Get a niche product in a fast moving category, or become the super star in a slow category and dominate it. Find a manufacturer that is supporting other buyers. If your manufacturer has no products on Amazon you will be baby sitting. Nothing is worst than trying to tell a manufacturer that you are going to Amazon and they balk, or worse have never shipped to a Amazon FBA DC. You might as well cut your wrist now, they are going to bleed you

out. Run, don't walk, stop emailing them, just run with your hair on fire. If a manufacturer wants 100% up front run. This is a sign they do not have capital to work from, and if they go under you are burnt toast! Best manufacturer is the one that has a current relationship that is shipping into Amazon if you are going to Amazon. Let me say if you are using a manufacturer that is shipping into Amazon, they know how to ship to the rest of the world. Go with that one if you are looking global.

Step 4: Research the market. Is the product selling? What are the sell throughs and speed of sales for the product and seller you are tracking. More time you spend here the better your chances for success. It is not unusual to change your mind 5 times before you are focused. For sure, never arbitrage a product that is on the way out. You will have returns up the well, you know. Why? Because a lot of manufacturers recycle the UPC codes. So, you are selling some product without all the features of the new product that is just out and it has the same UPC code, you are going to fail big time, hope you like a lot of junk, you just got it all returned to you and you paid shipping or disposal fees to Amazon, they throw away some cool stuff. I always say to buyers buy a new UPC code or if you really want to protect yourself or go the FNSKU route. Life is good! Use the Amazon FNSKU coding system, it is free.... yippie Amazon and this is about the only thing free from Amazon. There are some awesome training videos now free on the Seller Central back end, watch as many as you can. Amazon wants you to be wildly successful. Just know that the FNSKU is Amazons and not yours. Don't try the FNSKU idea on Ebay or the other 5 market places around the world. The other market places have zero idea what that alpha number is since it does not follow the rest of the world order. You can FNSKU on AMZ. Suggestion FNSKU you control it, AMZ issues it, and you can stop pirates easily that high jack your product.

Step 5: Protect your name brand and sell it in the future! Over the years I have seen some very creative and smart names, that the owner was so sure they outsmarted the world, that they were served up papers saying STOP! Take our name off your product or see you in court, or we are calling AMZ and telling them to pull your listings....OOOUUCCCHHH. We offer you free Trademark attorney consulting. Let me say, I have seen Kevin unwind some very serious and ugly situations without heading to court and or the AMZ shutting you down. Please..... check with Kevin to make sure you are legal, and good to go. The simplest things such as using a + sign versus the "Plus" can cause you to loose lots of sleep. Also....you cannot take that big fat payoff check like one of our customers got for \$6 Million. Is that enough ZEROOOOOOs to make you register your name...I thought so.

Step 6: Are you bank rolled? You might need Ubernomics. If you are scrimping, stop, wait, and come back to this idea when you have a bank roll. Go drive Uber and make extra money fast so you can get going. Where does the money go? You need production money, marketing money, advertising, shipping, and enough inventory to give away 100 to 300 pieces. If you think you are not giving away one product, because this is your Uber money and this is America. Well you just failed selling on Amazon 101. One great thing about selling and making money in America. Everyone has the right to go broke or be successful. You just picked option one. Go back to the starting line again. You might need a professional SEO expert, for Amazon, yes, not for Google. Also a professional launch company could be necessary if you are not moving product. If you are not in a position to do this financially, then go the arbitrage route and make a ton of money fast. No do not go buy products and sell them on AMZ, go to directly to Ebay and pull products you never have to buy from AMZ and get paid fast and quick from Ebay using the Paypal system, leverage up Ebay, and take from AMZ. You can clear \$100K a year full time doing this and never own anything. I know. This is legal folks and you can control \$200,000 of name brand products without ever buying them or seeing them, or shipping them. Arbitrage is the way to make cash with zero risk.

Step 7: Get it right, now, not later. Set up your AMZ Seller Central account and test it. Learn how to price, market, watch videos, call for help, yes Amazon will pick up the phone. Now let me warn you, call Amazon 50 times on the same topic the odds are you will get 25 different answers. So, before you call make really sure you even understand your question. If you cannot make out what you are asking how is the voice on the other end of the phone going to know. Patience is a virtue here. Get off your butt, and sit in front of your computer for hours learning the Seller Central account and settings. If you do not spend time learning the system you will sell nothing, yeap a big fat ZERO. Get engaged in your business, you got this far, do it. My first time in the Seller Central area was like way overwhelming, and painful, damn intimidating, but after about twenty hours on the board, I can make that thing sell and make money. Walk before you run, but run to the Seller Central account don't run away. Everyone I know that is on Amazon went through this, welcome to pain and suffering 101. If a monkey can fly a space craft, you can fly Amazon. No doubt about it. You got this!

Step 8: Launch week! Live and breath it, show time baby! This is your new business, how exciting. The most successful sellers we have are doing this full time, or at least after work for several hours. Let it consume you. Set sales goals. Buy advertising inside the Amazon eco system, boost sales, forget Google pay per click unless you have a external web site. Have a plan for your business, and execute. To start out try to hit these numbers and watch what happens. 1 sell a day in 2 weeks. 5 sales a day in 30 days, 10 sales a day in 60 days, and 35 sales a day in nine months. Man, cash is rolling in. Try to include free shipping to win the buy box if you have competing products. Sell at a loss to get on page one, and generate reviews, then sneak attach, slowly raise prices. Do not set a artificial high price showing a mark down. Amazon is kind enough to take your

artificial high price and make you pay points in real money. Instead bomb the pricing floor, because net wise you just made more than the normal way people think. Make coupon codes, email every person on the planet you know. Get some marketing tools, and call everyone that buys a product from you. Leave voice mail, but call them, or text them if you are lazy. Few people have a home phone, so chances are you will hit them between the eyes, don't pander them daily, please, or Amazon is going to spank you. Someone will call Amazon and Amazon is not going to be nice to you. Ever argue with your mother law, well think of Amazon as the Mother of all Mother in laws. Ouch if you cross her, and mess with her kid. More contact with your customers, more sales and reviews. Do not ever run out of inventory, never or you will sink instantly and the Amazon algorithm will flush your ranking like a gold fish in the toilet. Down you go, hard work, money, everything.....you are drowning now. It will take three months to even get close to where you were. Buy inventory if you are selling, if not dump it. Our golden rule is if you hit 300 pieces in inventory depending on the product you are late in ordering. Do not ever never delay your buying to replenish inventory. Unplanned things happen at the manufacturing level.

Step 9: Marketing SEO Advertising. To really get a product moving if you are selling in a crowded space always check out the key words your competition is using. Play with the SEO settings, make sure you do this, or you might show up under some goofy not connected category. Example, you sell the best toilet bowl brushes on earth, but the SEO has you in toothbrushes. Yeap really, seen it. Wrong move. Google pay per click is D.O.A. within Amazon ecosystem. Save your money. Amazon advertising beats all. Our data shows if you are smart, \$1 invested = \$10 of revenue on average. So, simply put \$1,000 should equal \$10,000. OK, don't have \$1,000 a month, time to go drive Uber again till you are screaming out of the Amazon FBA DC's. If your sales are not moving upward every ten days, you are not engaged, or simply lazy. Give the results about 20 days to kick in, and it will kick in. If you are on Facebook offer up a squeeze page and a special offer. Push all those out of focus Facebookers to your Amazon listing, really, it works, stay at it. The last thing you need at this point is a e-commerce web site. Stick to Amazon first, Facebook second. This will make you money. Last, get a free e-book to give away. I mean a good one, not some lame one, and then go to Fiverr.com and have a e-book cover made to sexy up your \$5.00 e-book. Buy a series for around \$15.00. Happy camper sales roll into town cash on board.

Step 10: Got bank? Where is all that money going to go to work for you? Make sure you have a good, safe, and real bank in the USA, or use a international bank. The worse to deal with is Bank of America, followed by Wells Fargo in my opinion. Big banks have lost touch with entrepreneurs, unless you are in Private Banking and then oh yes they pick up your phone call, and charge you for it, hahah. Call the bank customer support numbers to see how long it takes to get to a person, ugh....Top three I recommend. #1 Everbank. The guys and ladies at Everbank are awesome. This is a virtual online bank, so anywhere in the world they are with you, but they do have brick and mortar mortgage banks around the USA. I have never ever been in a Everbank. I do not need to they are that good. Real people that really care no matter how much money you have in the account. We use the Foreign Currency account and have 11 currencies we deal in, plus regular biz checking, and I mean high interest checking, beats almost every other bank, and you can park your money in precious metals you dooms dayers. All on line, easy to use, great software. Second is PNC Bank. They have saved us a few times with nasty suppliers and we will stop the payment on the checks, like bang! Even if we see the funds are being in transit to the evil supplier. You need a bank on your side, not just being a customer of one. Everbank again has done some miracles as well. OK, number three is KeyBank they are good and will help you. All three here are on your side, but our favorite is Everbank. Also get a debit card with your account, not because your credit is shot, but because when Amazon wires in those nice fat paydays, you might want to pull it out at some ATM while you are vacationing in Monte Carlo or give it to your kid to use that is away at college. Nope never do that last one, because your kid is going to parrrrrrtyyyyyy, on your dime. My kids know not to ask about Dads, Amazon money....never. Profit is not a dirty word, go ahead you might have more money than ever before, you need a great partner bank. If you are confused, read Step 9 again. Get a USA business address, if you need one, so your credit and debit cards will work to buy labels, packaging, printing and the rest. If you need a real USA business address I will send you to the "THE MAN" and get a real business address in the USA for cheap! Now your credit and debit cards will work. Sneaky!

Not last or least Step 11: FBA vs FBM: If you like to suffer with shipping, orders, and lower views of your product FBM is for you. Notice I just did a reverse negative take away, like Jordan! Also, note this is a easy way to test the waters, again if you have time. Every seller I know is in FBA mode. Why? Because they are selling. I like FBM too, but you better be ready to work, if sells come in. FBM is great for small sellers, but professional money making hounds all eat at the FBA table. FBA is cruise control income. Note if you do not know it, and Amazon does not proudly tell you this, but it is hidden in the dark waters on your Seller Central account, FBA opens up to all those hungry mad hatter Amazon Prime customers. Get more eyeballs on your merchandise. Like 85 Million more potential buyers and counting. Every year Amazon Prime is growing faster than any other online business in the world, yes I said it W O R L D! Also Amazon will not say this, but I know for a fact the Amazon mathematical demon 5 algorithm as I call it, snakes around looking looking for FBA sellers to promote. Why? Amazon has a huge investment in extrapolating every way to make a dollar off your backside. Amazon has a very vested financial interest in seeing you sale anything and everything. We tested it. Sell it, Amazon makes money, Don't sell it Amazon makes storage money. Pack it and ship it Amazon makes money, gets returned, yes Amazon hit a home run you

loser, you pay twice! No body can store, pack, ship, return, and service a customer like Amazon. Leverage Amazon technology, they give it to you for almost free, and a few tricks I know on how to win the Buy Box, and you my friend are not working for the man any more, and a new life is ahead. Call the Ferrari dealer, by mamma more shoes! Go time baby!

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