

# QUICKSTART GUIDE TO SELLING ON **AMAZON**



# WELCOME

Well this is Exciting! You're taking action! Looks like you are starting to have a "light bulb moment!" I hope I can give you a hand in this journey you're on. I don't take what you're doing lightly, especially giving me your email. I will never send you anything unless I think you can truly benefit from it.



Just so you know who you're dealing with, I live in Southern California, married with 6 daughters. I have a BA degree in Business and a MA degree in Education. I teach high school and college level business classes focusing on Entrepreneurship. I've owned brick and mortar companies with a large amount of employees also known as **more work**, which I would never recommend. I've been selling on Amazon for over 10 years. I've sold close to 20,000 different products on Amazon. Most importantly, you're here because you want to make more money, and I'm really excited to teach you how!

# FINDING YOUR 1ST PRODUCT ON AMAZON

This is the **most important** part of the whole process, it is also the toughest. Mind you, we're not looking for a unicorn, because they don't exist! We also need to look at the BIG PICTURE. Do you just want to launch random products, or do you want to become a brand and own your niche. My recommendation has always been **create a brand**, not a product. Build a community around your brand. Every time you launch a product it will get easier and easier. Why? Because you have a following. These are the people that will leave you reviews without even asking (asking for reviews is against amazon's terms of service by the way)

## STEP 1

### THE SEARCH

1. Reviews! 5 Listings on the 1st page under 50 reviews.
2. No listings may have more than 900+ reviews.

*REVIEWS ARE EVERYTHING, IT EVEN BEATS PRICE*

# STEP 2

## SALES REVENUE & FEES

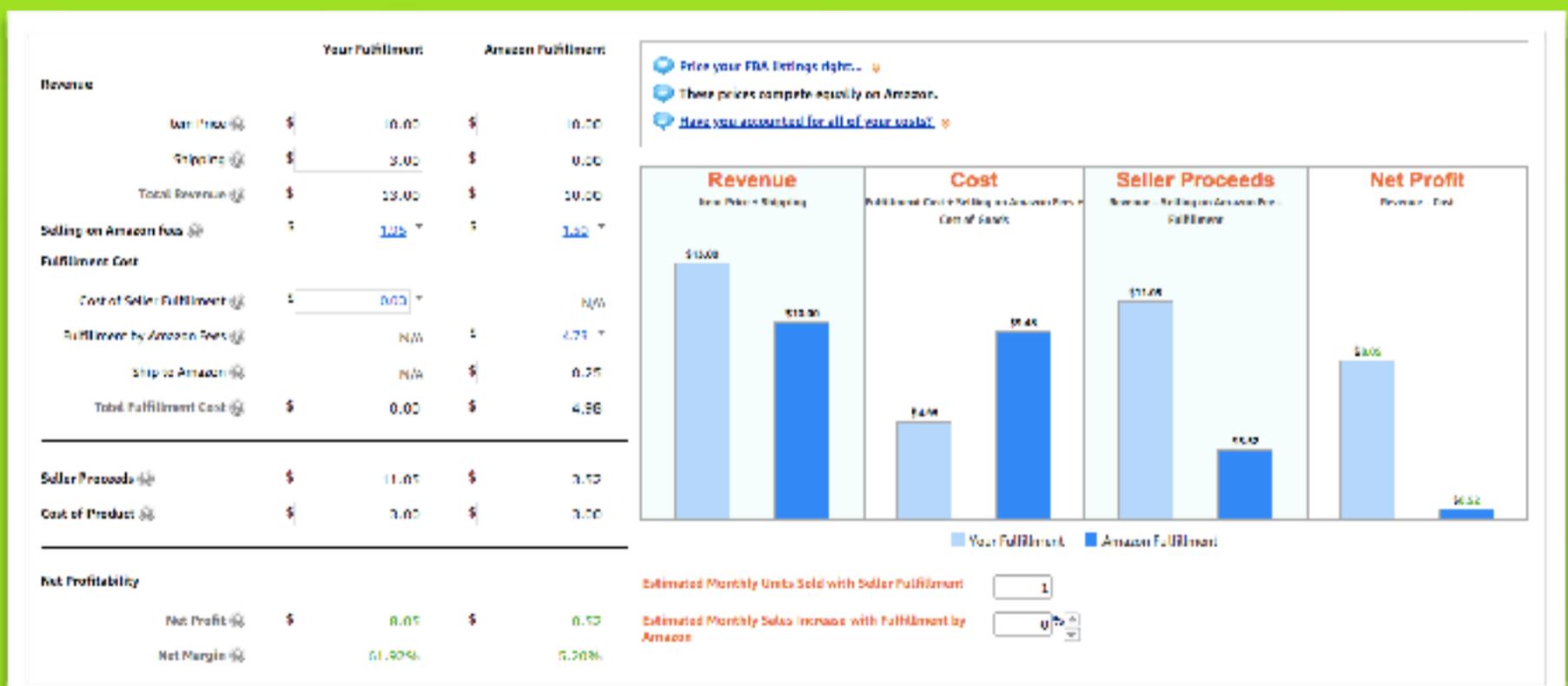
Monthly Revenue should be between: **\$3k - \$6k**

Most of these listings should be meeting this benchmark (6 out of 10).

Revenue can be higher. Remember this is a quick start 'GUIDE'. Let's be flexible.

If you are selling FBM, fulfilled by merchant, that's you shipping from your house, or office, your profit is about \$5 higher because you don't have to pay all of the Amazon fees. Here's a typical 1 lb. product:

Just Type *FBA Fee Calculator* in Google:



# STEP 3

## PRICE

This one's tough and there's a lot of debate around price minimums. Here's the answer: It all depends. If I am going to send my products to Amazon, I will not source a product under \$15. I personally like \$20+ although sometimes I find products around \$10 that can be fulfilled by merchant. I personally no longer FBM - my time is more valuable. Here's a perfect example of a FBM product:

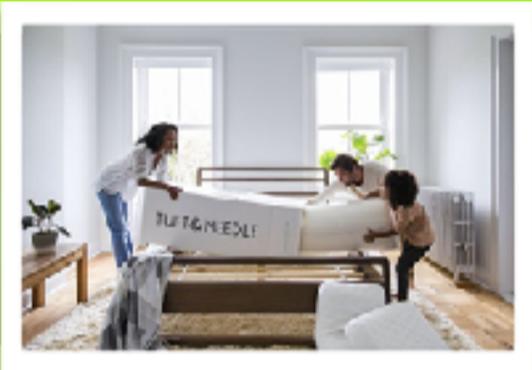


INCLUDE IN ANALYSIS	#	BRAND	TITLE	MONTHLY REVENUE
<input checked="" type="checkbox"/>	1	Ezeagbor	New Ice Cube Maker Gel	\$18,909.11

This guy makes \$19k a month in sales! Not too shabby right! This is a screen shot using Viral Launch's Chrome Browser Extension <https://viral-launch.com?affcode=6OVRTPWVLP> (this is a discount affiliate link)

# STEP 4

## PICTURES & PRODUCT DESCRIPTION



This is where I see so many people fail. Especially your competition, which might just be your manufacture! The only reason why you will get a sale is because of your pictures and they have to be AMAZING! You will have nine spots for pictures. You will fill each one with everything from lifestyle pictures with actual people holding and using your product, to images showing why your product is so much better than your competition.



Amazon is a search engine, just like Google and SEO counts. Your words need to be optimized and no you cannot write your own description. You'll pay an expert, just like your photos.

# STEP 5

## REVIEWS

You'll need to get reviews NOW! People don't like buying products on Amazon without at least 1 review. In a 2011 survey, 87% of consumers said a positive review confirmed their decision to purchase a product. There's 101 ways to



get reviews for your product, but be very careful with this one because this is where a lot of people end up getting their accounts banned. You cannot ask for reviews and make sure you never have 2 seller accounts at the same address, that's another big Amazon no, no.

A 5 star review is critical and not everyone plays by the rules on Amazon. Don't be surprised if your competitor leaves you a negative review.

You're going to want to run PPC (pay-per-click) starting within the first month, hopefully at this point you have a dozen five star reviews!

## STEP 6

# PATENTS, SEASONS & COSTS

Even if you see other private label businesses selling a product you're sourcing, spend 5 min and make sure you can sell it. Use <https://patents.google.com> to check and see if you're in the clear. There's a lot of fraud in China because they don't try to stop it. Do your due diligence.

If you decide to move forward with a seasonal product, use viral launch to see when sales pick up and drop off so you can adjust your inventory accordingly.

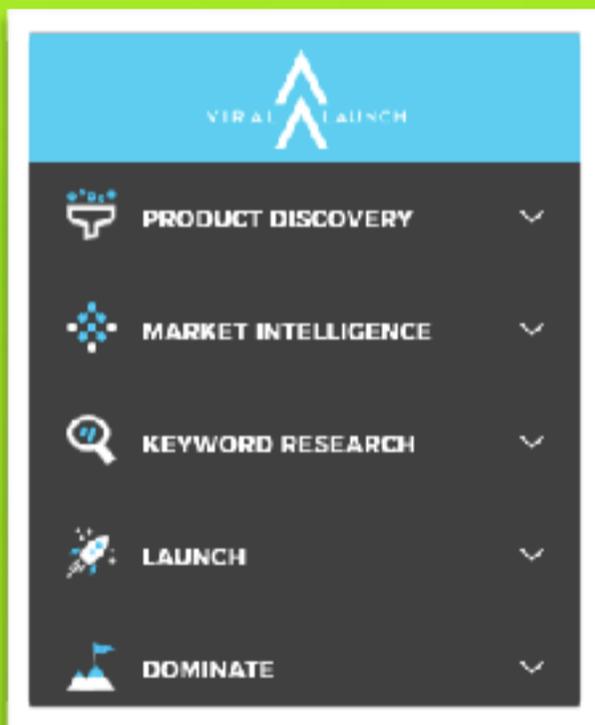
**Do not run out of inventory!** There's nothing worse than having to fight back up to the top. The good news is you'll still have your reviews!

You can launch a product for as low as \$1,000 but preferably you're going to want 3 months worth of product because of giveaways and a buffer for reorders.

# STEP 7

## FINDING THE MAGICAL UNICORN?

The chances of you finding and launching a profitable product, in my experience, without the use of software is 0%. I do believe you can find and launch a product without a course. That's why I offer <https://www.clarity.fm/billstenzel> to help you when you get stuck.



Why you need software:

1. **Product Discovery** - will help you find your 1st product. Without it I cannot help you?
2. **Market Intelligence** - I use this 100 times a day, within seconds I can figure out all the numbers and make a decision to move forward.
3. **Keyword Research** - How are you going to know if anyone is even searching for your product?  
<https://viral-launch.com?affcode=6OVRTPWVLP>

# STEP 8

## ORDERING SAMPLES

Do not launch a product without ordering samples! Pictures do not always tell the truth. Just ask anyone who has used a dating site, “That’s weird, you don’t



look 75 and 400 pounds in your pictures?” “Yeah those were taken a few decades ago...”.

Imagine selling 50 units the 1st day and 75 units the second day and 100 units the 3rd day and then, the emails start rolling in, “I ordered a backpack and I got a doll bag! Scam!”

Are you going to be like most people and just watch more videos and learn more about private label? Or are you going to take action?

Go work a job and build someone else’s dream, or **BUILD YOUR OWN?** At least test drive Viral Launch <https://viral-launch.com?affcode=6OVRTPWVLP> imagine if you find something and start making an extra 10k a month?

You can always book out a few min of my time:

<https://www.clarity.fm/billstenzel>