



The White Label

Cashflow Cheatsheet

An EXCLUSIVE report for Blueprint Pro Members



The White Label Cashflow **CHEATSHEET**

EXCLUSIVE CONTENT (normally....)

This Cashflow Cheatsheet is NORMALLY exclusive to members of our “inner circle” [Blueprint Pro program](#). Today however, we wanted to **THANK YOU for being a subscriber to one of our email lists**, so we’re giving it away 100% free of charge.

Obviously we’d also LOVE you to consider becoming a member of Blueprint Pro, we think you’d be AMAZED at the content, tools, training and community that we’ve developed, but we don’t want you to feel pressured in any way :)

To find out more about the membership, check out this short video:

<http://www.aidanbooth.com/blueprint-pro-backdoor/>

Again, we truly appreciate you being a subscriber to our email list!

Steve and Aidan

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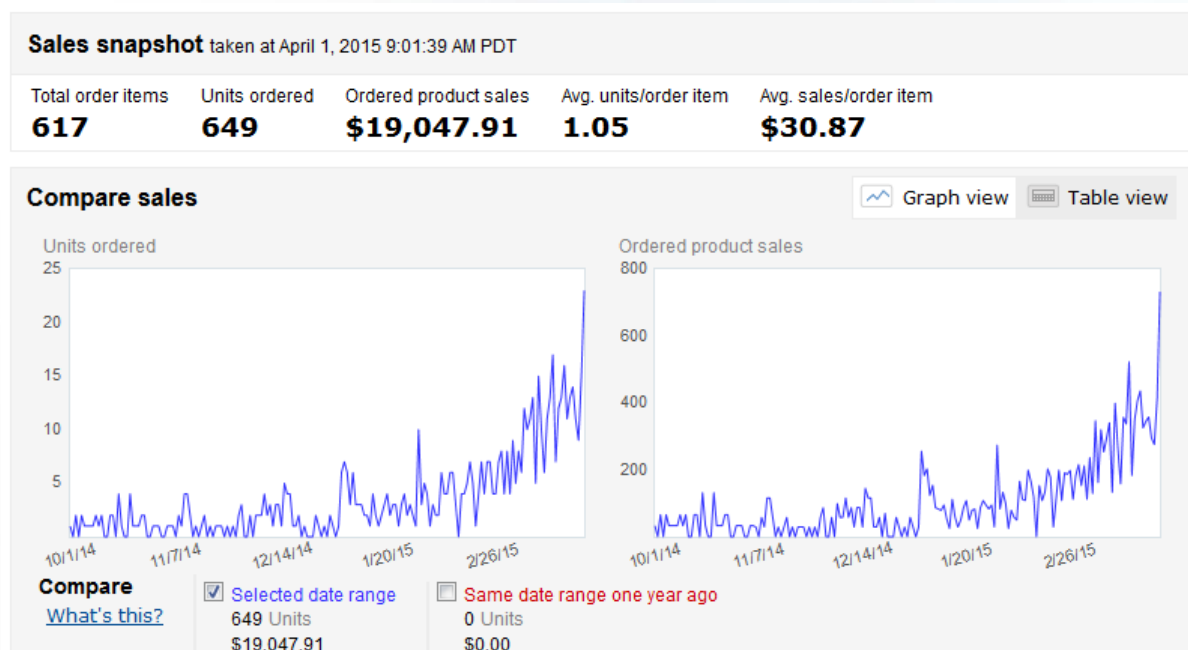
What is White Label Marketing?

“White Label” or “private label” is simply this: you obtain a product, often from a mass producer or manufacturer; repackage and rebrand it; and then sell it under your own brand name as a unique product.

Does this sound simple? That's because it is! *Anyone* can sell a White Label product. All you need is the initiative to learn, as well as a few simple tools. This guide will show you exactly where to find a product, strategies on branding and packaging, shipping, selling and how to take your product to the top by promoting it – and make you more money than thought you ever could.

How much money can you make? Two of our Blueprint Academy members (also known as BPA, one level higher than Blueprint Pro), who met each other at a BPA event and are now working as partners, began selling their first product on Amazon.com in October, 2014. By the end of December, they had sold \$3,600 worth of product. The only promotion was publishing 3 reviews from friends and family.

They began selling their second and third products in December and January, 2015. By April 1st, when this screenshot was taken, they have sold over \$19,000 from 3 products. They now have 14 additional products in development across three white label brands in development for 2015.



Other members (both BPA and Blueprint Pro) are also making tens of thousands of dollars per month on a handful of products. We will discuss in depth exactly how they achieved this, and how you can as well. Realistically, by following these methods, you could have a million dollar business in less than a year.

Why Do We Talk So Much About Amazon?

In this Cheat Sheet, we'll be discussing selling your product via large-scale online venues such as Amazon. Why is Amazon, specifically, such a valuable resource?

- It's extremely easy to set up an account and start selling your product *immediately* through Amazon – some members recounted making their first sale in *THREE MINUTES*!
- Amazon is an extremely trusted source. Customers are confident shopping on Amazon.
- Millions of customers visit Amazon every single day. It's the largest source of traffic, by far, out of any pure e-commerce platform on the planet.
- It's a great testing ground for your product. How many people are viewing it? Is it an item that's in demand? How is the competition? With Amazon, you'll be able to get a lot of insight with any given product.
- Though you have your own options, Amazon can warehouse your product, fulfill your order and ship it out for you. The minimum you have to do is reorder stock and have great customer service with those who buy your product and communicate with you.

As with any business model, there is a negative with selling on Amazon: they control everything - your customers, your rankings and your traffic. You have to play by their rules, and they can ban your account anytime they wish. They will take a commission for every product sold.

However, with the massive, built-in customer base they have, combined with one of the most well-known brands in the world, the benefits far, far outweigh any negatives. Play by their rules, treat your (their) customers well, and Amazon will love you. In fact, they may love you so much they will advertise on your behalf!

Of course, you can use seller options other than Amazon in this business model. We have found Amazon to be the easiest and least expensive, as well as the most reliable way to sell. Therefore, our focus throughout this Cheat Sheet will be on

Amazon specifically. Future add-on modules will discuss other ecommerce platforms, such as Shopify, to sell from your own website.

You can take ANY of these basic principles to other wholesale venues if you wish. In fact, we encourage it. Selling on other platforms (including your own website through an e-commerce system) diversifies your business and gives you even more exposure for your brand. You can take this business model and turn it into a multinational, multi-million dollar corporate brand!

Is Getting Started With White Label Expensive?

No. You will need the revenue to purchase your products in order to re-sell them. In addition, you may be paying small fees for product samples. But beyond that, you don't need to spend money – for example, on advertising – if you don't want to.

Overall, building a brand and selling a product via White Label marketing is far, far less expensive than a brick-and-mortar business. It is easier and takes much less time (and is generally far more profitable) than going door-to-door, convincing stores to sell your product, or going to trade shows, markets and so on to promote and sell your product.

Why Use White Label Marketing?

- You don't need to keep any inventory on-site if you don't want to.
- The startup cost is minimal.
- Advertising costs are minimal – or you can use Blueprint member-only tools such as Crowdforce for spreading the word on your product.
- You can reach more potential customers than you'd ever dreamed, and make sales on a large scale.
- You can build up a raving fan base that will be a source of revenue not only today, but tomorrow, on as many products as you wish to launch.

Your Mindset and Financial Goals

Before you get started – even on your research into what product you want to offer – you'll need to have a solid jumping-off point as far as goals are concerned. EVERYTHING you do in the White Label process will go back to what your PRIMARY goals are.

Know in advance EXACTLY how much you'd like to sell in total revenue. For example, set your goal at \$6000/month (if you'd like). You can't guarantee that

you'll always hit that mark exactly. You may sell less than expected, or you may have a windfall of customers and new sales. But having a basic financial goal will dictate how much and how often you work, how many products you sell and so on.

For instance, to make \$6K per month, that means you will likely need 3 products, each making \$2K per month ($\$2K \times 3 \text{ products} = \$6K$). See the spreadsheet in the White Label Cheat Sheet page of the member's section on filling out your goals.

KEEP RECORDS. You **MUST** input everything – time spent per day, per product; exactly what you're attempting to sell; the suppliers you've contacted; coupons offered and so on. You can either keep records on your desktop in folders, in an Excel spreadsheet or a Google Docs spreadsheet, or online via a service such as Evernote.com or Trello.com.

You are looking to get in on a niche, but one that's proven as being a growing category. Rather than offering one of a million exactly comparable products, you're selling a product that's within a popular category, but unique in some way, which brings us to...

DON'T go for the “cheapest” product. You may believe that a very inexpensive, run-of-the-mill, average item will make you millions. After all, “everybody” needs product X, right? Not so! You will be offering products at a *higher* price than the average in your category, and which contains features that are higher-quality and/or are desirable among a smaller percentage of the population.

This may sound counterintuitive, but what you will be achieving over time will be an *ongoing, loyal* “fan base” of customers looking for premium products and who want to spend more – and hence, a higher profit for you.

It's an interesting fact that *people perceive higher-cost items as having more value and worth* – just because of the higher price. Some Blueprint members received phone calls and emails from customers, and found out they had originally bought the product *because* it was the most expensive!

Are you ready to take your concept all the way to great, ongoing, reliable sales for you? Then let's get started!

Getting Started: Choosing a Product to Sell

Before you can sell – you need to have something to sell! Yes, you probably already guessed that ... but having a product that people want is the first step in your White Label process.

First, Aidan has done a webinar on some effective product research strategies. This summarizes what we are going to discuss:

<http://www.aidanbooth.com/amazon-research/>

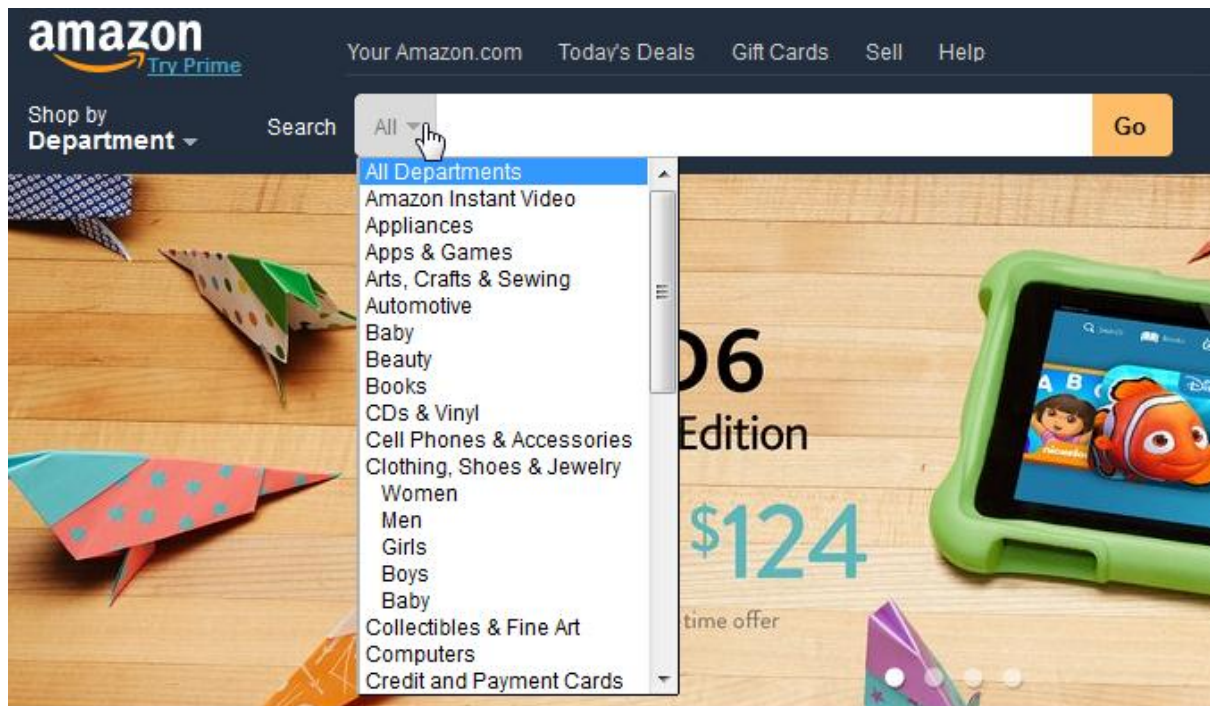
Product Ideas Using Amazon

Amazon has lists on the left-hand side of its lead pages for a whole variety of products, and sub-categories of any given category. Look first to see what Amazon lists as categories to get an idea of what they sell, and under what titles.



If you have no idea where to start or what type of product you want to sell, go to the Search Bar on the Amazon home page, where you will see the phrase Search

“All.” Click on the down arrow and Amazon's main categories and subcategories (beneath each category) will show on a drop-down list.



Find a category that appeals to you. Click on the category in the Search bar drop-down and then click “Go” to look within that category. What products pop up first? Amazon tends to prioritize its best-sellers, so the first page of listings is a great source for finding what you could sell.



Keep drilling down, looking for product ideas. For instance, going from the left-hand side, I decided on Kitchen & Dining > Storage & Organization > Countertop & Wall Organization > Compost Bins:

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

- Any Department
- Home & Kitchen
 - Kitchen & Dining
 - Storage & Organization
 - Countertop & Wall Organization
 - Breakfast Trays
 - Compost Bins**
 - Dish Racks
 - Kitchen Towel Hooks
 - Paper Towel Holders
 - Pot Racks

Best Sellers in Indoor Compost Bins

1.  Epica Stainless Steel Compost Bin 1 G...
★★★★★ (2,239)
\$29.95
2.  OXO Good Grips Compost Bin
★★★★★ (750)
\$19.99
14 new from \$19.99
3.  BIOBAG Compostable Bags
4.  Vonshef 1.2 Gallon Countertop Compost Bin

More to Explore in Indoor Compost Bins

Hot New Releases

See More



Kitchen Compost Pail

OXO Good Grips Compost Bin
\$40.35

Stainless Steel Milk Bucket...
\$39.75

Top Rated

See Top 100



Epica Stainless Steel Compo...
\$29.95

UPGRADE to a YUKCHUK. The m...
\$21.95

Vonshef 1.2 Gallon Countert...
\$23.99

You will see a number of choices, sometimes with an orange “Best Seller” banner underneath. Those are top-selling products on Amazon, and ones that are good choices for your own first product.

Click on the first two or three products in the category to see how it sells. You will see where the product ranks in the category.

Home & Kitchen > Kitchen & Dining > Storage & Organization > Countertop & Wall Organization > Compost Bins




Roll over image to zoom in

Epica Stainless Steel Compost Bin 1 Gallon

by Epica
★★★★★ 2,239 customer reviews
| 43 answered questions
#1 Best Seller in Indoor Compost Bins

List Price: \$44.95
Price: \$34.95
Sale: **\$29.95 & FREE Shipping** on orders over \$35.
Details
You Save: \$15.00 (33%)

In Stock.
Sold by Perella's and Fulfilled by Amazon. Gift-wrap available.

Want it tomorrow, March 25? Order within **2 hrs 13 mins** and choose **One-Day Shipping** at checkout. Details

Share    

Qty: 1

☐ Yes, I want **FREE Two-Day Shipping** with **Amazon Prime**

 Add to Cart

[Turn on 1-Click ordering](#)

Shipping Address
Select a shipping address: ▾

 Add to Wish List

You are looking for the Amazon Best Sellers Rank, or BSR. The BSR of a product shows, in real time (updated per hour) how well the product is selling. Each product is ranked based off of the main category of the item. For instance, for this compost bucket, it is currently the 566th bestselling item in the entire Home & Kitchen category.

Product Details

Shipping Weight: 2.6 pounds ([View shipping rates and policies](#))

ASIN: B00AMNCCYNQ

Average Customer Review: ★★★★★ ☒ (2,239 customer reviews)

Amazon Best Sellers Rank: #566 in Home & Kitchen ([See Top 100 in Home & Kitchen](#))

#1 in [Home & Kitchen](#) > [Kitchen & Dining](#) > [Storage & Organization](#) > [Countertop & Wall Organization](#) > [Compost Bins](#)

#69 in [Home & Kitchen](#) > [Storage & Organization](#)

Product Warranty: For warranty information about this product, please click here

Would you like to [give feedback on images](#) or [tell us about a lower price?](#)

Product Description

If you routinely save food scraps for your compost pile, it's time you traded up from that ugly and eco-unfriendly plastic pail you've been using, to this stylish canister that you'll be proud to display on your kitchen counter.

Superior Looks and Performance

Amazon's BSR – Best Seller Rank

You will be viewing Best Seller Rank (BSR) numbers a lot. If you have already read the Kindle Cheat Sheet, you know how important this number is. The lower the BSR, the better it sells.

The BSR number is simply the volume of sales of an item in a certain amount of time. It is updated every hour. Therefore, an item with a BSR of 100 means it has sold several items in the last hour. A product with a BSR of 10,000 might mean it's sold 1 or 2 in the last 24 hours. A BSR of 100,000 means it sold an item within the last couple of days. Once you get into the millions, it is likely that the item hasn't sold in the last several weeks, months, or ever.

However, you have to keep in mind the main category as well. If you are in Kitchen & Dining, which has over 5 million products listed, a BSR of 10,000 very likely means several sales per day. However, if you are selling in the CDs & Vinyl category, where demand is a lot lower, a BSR of 10,000 probably means much less than one sale a day. Therefore, the sales volume of these numbers is based on the sales demand of the main category.

What you will want to do is view the first couple products in the niche you are targeting and input them into a spreadsheet. If you see that the first three (or five) all have low BSR numbers (below 10,000), then you know that this niche is popular and in demand.

If only one product in your niche is selling well, but the #2 item and beyond is not, it could be an indication that people are buying it based on the brand, or sales are occurring due to outside advertising, not internal searches within Amazon. This may not be a good niche to sell in.

Based on experience with sales numbers and the BSR of our products, selling in the Kitchen & Dining category can be estimated to have sales numbers like this:

BSR	Est. sales per day	Example profit	Total profit/day
Under 100	100+	\$15	\$1500+
100-1,000	30-100	\$15	\$450 - \$1500
1,000 to 10,000	2-30	\$15	\$30 - \$450
10,000+	1	\$15	\$15

The general rule is to look for products with a BSR of less than 5000 (guarantees 1 sale a day) and more than 200 (any lower and you are likely getting into products with too much competition.)

How do you find the #1, #2 and beyond items in a niche? Back to our compost bucket example above, you will see that it is in the Compost Bins sub-category. Simply click the last category link to see the top selling items in that category:

Amazon Best Sellers
Our most popular products based on sales. Updated hourly.

Any Department
Home & Kitchen
Kitchen & Dining
Storage & Organization
Countertop & Wall Organization
Breakfast Trays
Compost Bins
Dish Racks
Kitchen Towel Hooks
Paper Towel Holders
Pot Racks

Best Sellers in Indoor Compost Bins

1. Epica Stainless Steel Compost Bin 1 G...
★★★★★ (2,241)
\$29.95
2. OXO Good Grips Compost Bin
★★★★★ (751)
\$19.99
14 new from \$19.99
3. Norpro 85 Recyclable Bags, 50 pcs
★★★★★ (341)
4. BioBag: Food Waste Certified Composta...
★★★★★ (40)

More to Explore in Indoor Compost Bins

Hot New Releases [See More](#)

- Kitchen Compost Pail
- OXO Good Grips Compost Bin \$40.35
- Stainless Steel Milk Bucket... \$39.75

Top Rated [See Top 100](#)

- Epica Stainless Steel Compo... \$29.95
- UPGRADE to a YUKCHUK. The m... \$21.95
- Vonshef 1.2 Gallon Countert... \$23.99

Most Wanted For [See Top 100](#)

- Epica Stainless Steel Compo...
- OXO Good Grips Compost Bin
- Kitchen Compost Pail

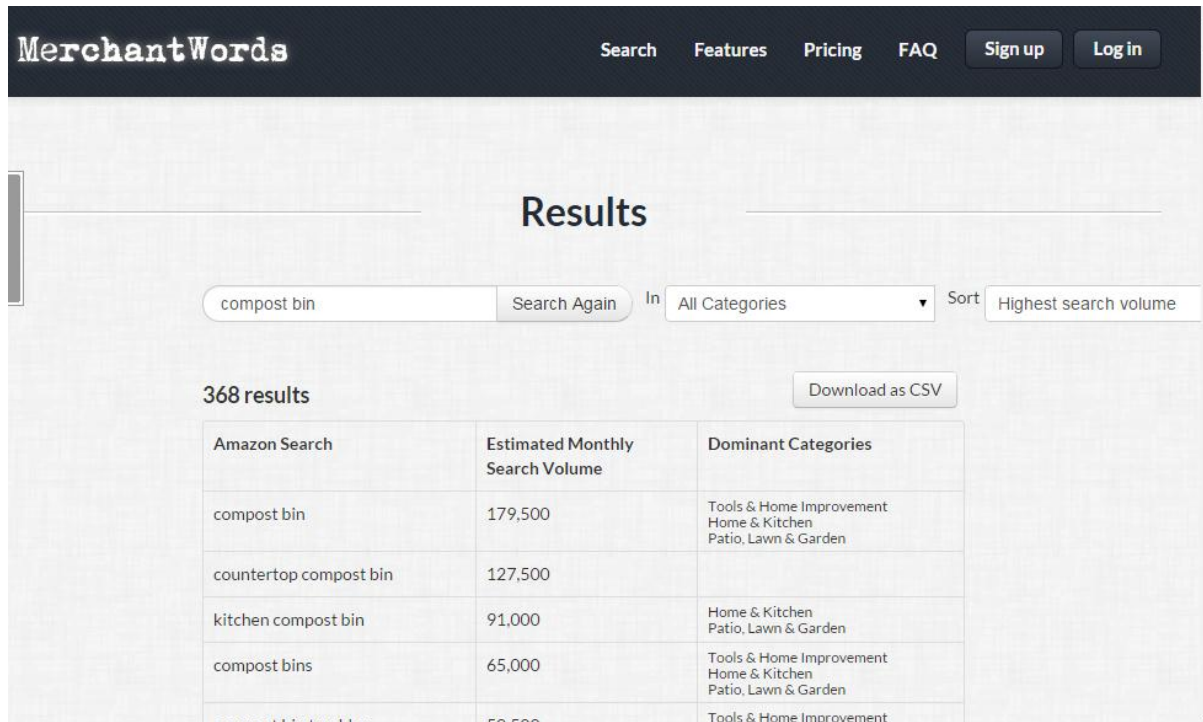
You will then begin clicking each product and recording its BSR. The #2 item has a BSR of 1,662. Scrolling down to the #10 item, it has a BSR of 1,291.

This definitely shows that the entire compost bin niche is very much in demand, and could be worth looking at.

Gauging Demand: MerchantWords and Google Keyword Tool

Viewing BSR numbers is an excellent way to know how well the niche you are researching is selling. You can make an educated guess that every item in the top 10 is selling several products per day.

There are other ways, as well. You can use a free tool called MerchantWords (<https://www.merchantwords.com/>) to see how many people search for a keyword:



The screenshot shows the MerchantWords website interface. At the top is a dark navigation bar with the 'MerchantWords' logo and links for 'Search', 'Features', 'Pricing', 'FAQ', 'Sign up', and 'Log in'. The main content area has a light gray background with a grid pattern. A search bar contains the text 'compost bin', followed by a 'Search Again' button, a dropdown menu set to 'All Categories', and a 'Sort' dropdown set to 'Highest search volume'. Below this, it says '368 results' and a 'Download as CSV' button. A table displays the top results with three columns: 'Amazon Search', 'Estimated Monthly Search Volume', and 'Dominant Categories'.

Amazon Search	Estimated Monthly Search Volume	Dominant Categories
compost bin	179,500	Tools & Home Improvement Home & Kitchen Patio, Lawn & Garden
countertop compost bin	127,500	
kitchen compost bin	91,000	Home & Kitchen Patio, Lawn & Garden
compost bins	65,000	Tools & Home Improvement Home & Kitchen Patio, Lawn & Garden
compost bin tumbler	50,500	Tools & Home Improvement

The free version gives you the first five results for free, and 5 search queries per day. The paid version is \$30/month and gives you all results. However, you should get a good feeling of how in demand the niche is simply by viewing the top search results (sort by “Highest search volume”). Personally, when looking for new niches, we sign up for one month, then cancel when we’ve chosen our product.

While Amazon doesn’t give out search data, MerchantWords combines search data from Google and (probably) BSR sales figures by scanning Amazon page data into their database.

After signing into Google AdWords Keyword Tool, we do the same search for “compost bin” ... the numbers are quite different. Why? Well, keep in mind that people go to Google to search for anything. If that same person is on Amazon doing a search, they are much more likely to type in a product to buy ... that is, 99% of searches on Amazon are “buy” searches (The other 1% are searches done by us looking for a niche to sell a product in!)

Ad group ideas

Keyword ideas

Download

Add all (801)

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
compost bin	33,100	High	CA\$1.03	–	

1 - 1 of 1 keywords

Keyword (by relevance)

Avg. monthly searches

Competition

Suggested bid

Ad impr. share

Add to plan

diy compost bin

2,900

Low

CA\$0.53

–

compost bins

9,900

High

CA\$0.90

–

Does this mean exactly 179,500 people are searching for a compost bin on Amazon, and 33,100 are searching on Google? Absolutely not.


The best way to judge these numbers is to compare them with another niche you are interested in. Let's say you are trying to decide between compost bins and a garlic press:

garlic press		Search Again	In	All Categories	Sort	Higl
238 results		Download as CSV				
Amazon Search	Estimated Monthly Search Volume	Dominant Categories				
garlic press	1,350,000	Home & Kitchen				
pampered chef garlic press	266,000	Home & Kitchen				
best garlic press	30,000	Home & Kitchen				
kuhn rikon garlic press	26,000	Home & Kitchen				
garlic press pampered chef	16,000	Home & Kitchen				
garlic press and slicer	16,000	Home & Kitchen				
garlic press stainless steel	16,000	Home & Kitchen				
epicurean garlic press	12,500	Home & Kitchen				








And Google Adwords:


Ad group ideas



Keyword ideas

















 Download

Add all (263)

Search terms	 Avg. monthly searches 	Competition 	Suggested bid 	Ad impr. share 	Add to plan
garlic press	 12,100	High	CA\$0.86	–	

1 - 1 of 1 keywords 



 Keyword (by relevance)	 Avg. monthly searches 	Competition 	Suggested bid 	Ad impr. share 	Add to plan
best garlic press	 1,600	High	CA\$0.54	–	
oxo garlic press	 590	High	CA\$0.65	–	
garlic press reviews	 390	High	CA\$0.79	–	
trudeau garlic press	 480	High	CA\$0.26	–	
rösle garlic press	 70	High	CA\$0.71	–	

As you can see, the garlic press gets multiple times more searches in Amazon. Numbers are lower in Google, likely because, again, if somebody wants to actually buy a garlic press, they will likely search on Amazon instead. These numbers aren't exact, but they will show that you will sell many more garlic presses on Amazon over compost bins.

Does this mean you should completely discount compost bins and go straight to selling a garlic press? Not so fast ...

Gauging Competition

If you believe you've found a product with great BSR numbers, the next thing to look at is how competitive it is. Competition is mainly gauged through the number of reviews. Generally, the more reviews a product has, the harder it'll be to overtake. Though it's a simplified way of looking at things, it's a good measure of a competitor's strength and the overall competition in a niche.

This is how we gauge competitiveness:


# of reviews	Competition
0 - 50	Very low competition
51-100	Low competition
101-300	Moderate competition
300+	High competition


If you see several products with hundreds of reviews, it does not mean you won't be able to compete as well. In fact, later on, we'll talk about some techniques to quickly ramp up your reviews. For now, it's good just keeping in mind that if you


have several top products, each with thousands of reviews, it will be much more difficult to break into the top ten over a niche with products with just a few hundred reviews or less.


However, also keep in mind that if search volume and demand is huge, you could still sell several items a day by being around #15. It all comes down to looking at the search volumes using multiple sources and the BSR of several products in your niche.

Best Sellers in Garlic Peelers

- 

Best Garlic Press And Peeler - Solid...
★★★★★ (595)
\$17.97
- 




UberChef® Premium Stainless Steel...
★★★★★ (342)
\$14.95
- 

Garlic Press - Garlic Peeler Premium...
★★★★★ (87)
\$10.67
4 used & new from \$10.67
- 

Zak Designs E-Z-Rol Garlic Peeler (Blue)
★★★★★ (359)
\$4.90
5 new from \$4.90




Hot New Releases

See more

		
Kitchensils Silicone Garli... \$4.99	Kitchensils Silicone Garli... \$4.99	WOOTOP-Quick Roll Blue Sili... \$8.68




Top Rated

See More

		
Best Garlic Press And Peele... \$17.97	UberChef® Premium Stai... \$14.95	Chef Hessler Ultimate Silic... \$5.61

Most Wanted For

See Top 100

		
Best Garlic Press And... \$17.97	Zak Designs E-Z-Rol Garlic... \$4.90	UberChef® Premium Stai... \$14.95

A Special Note on Your Competition

The one problem with this marketing method we are teaching you is this – thousands of other Internet Marketers are doing the same thing! For convenience, we will call them “ASM listings” or “ASM companies” – ASM is short for “Amazing Selling Machine”, one of the more famous marketing courses in the last few years that teaches individuals how to create white label products and sell on Amazon ... the same thing you are doing here, except that you get this as part of your membership while ASM students have to spend thousands of dollars!

How can you spot an ASM-type listing?

- Most are in the kitchen gadget niche, because it has the easiest entry

- Large amounts of positive reviews in short periods of time
- Long, keyword-optimized titles and a special emphasis on descriptions
- Large, glossy images
- The offering of special bonuses
- Brands which sell only 1 to 5 products
- Websites focused on marketing tactics, such as joining a mailing list
- Websites which are small, highly focused and don't show International offices
- You often see their products on Amazon sponsored listings

Why aren't "regular" companies such as Nike, OXO and KitchenAid doing this? Simple. They aren't internet marketers - and even if they had internet marketers, they are working for an organization with dozens of departments, middle managers and multi-step review processes. They wouldn't be able to do the tactics we are doing as quickly and nimbly as us. As well, Amazon is not their main focus, stocking the shelves of stores world-wide is.

We're not disparaging "ASM" competitors – in fact, when you look at their incredibly low BSRs, you know the individuals behind these products are extremely smart and making thousands of dollars per day! Using the marketing tactics in this cheat sheet, you can be part of this as well ... but we'll want to be even better.

Other Factors to Consider When Choosing a Niche and Product

These factors are not set in stone, but you can use them as a general guide when thinking of a product and a niche:

- Price of the product is no less than \$15. Any less, and your profit per item is too small. (Of course, you can bundle smaller ticket items into groups of two or more and sell at a higher price.)
- Products which sell for \$25 - \$45 are great.
- If there is an existing product in Amazon, you should be planning on making your product be perceived as "premium" – better images, higher price, and better description. However, make sure the product *actually is* great quality. We'll get into how to check for this.
- You must have a product that can generate great reviews. Reviews are KEY to your success.
- You want your product to be simple to make (thus more suppliers offering it), light and small – this is so it won't likely get broken in transit, and the cost

of shipping will be lower. Also, if you are using FBA, you are initially only given a small storage allowance for items larger than 18 inches.

- Ideally, the product is something you can build a brand around – for instance, you should plan on groups of 2 or more items that would make sense to sell under the same brand. Selling a wine stopper and an oil filter under the same brand would not make much sense. Selling a wine stopper, a bar tool set, a corkscrew and cocktail shaker under the same brand makes much more sense!
- You want the product to be “non-sensitive” – for instance, avoid selling a pet nail trimmer that could potentially hurt a pet and make the customer annoyed, resulting in a poor review, even if it was unjustified.

If you find that another competitor is selling the exact same product that you would like to sell, offer a bonus item so yours stands out. I mentioned garlic presses, because it is a small, light product at the proper price point – you’ll notice that ASM companies are not just selling garlic presses, but a garlic press with a peeler, a garlic press with a brush, or a garlic press with an ebook. Be creative and offer bonuses!

Other Brainstorming Ideas for Your Product

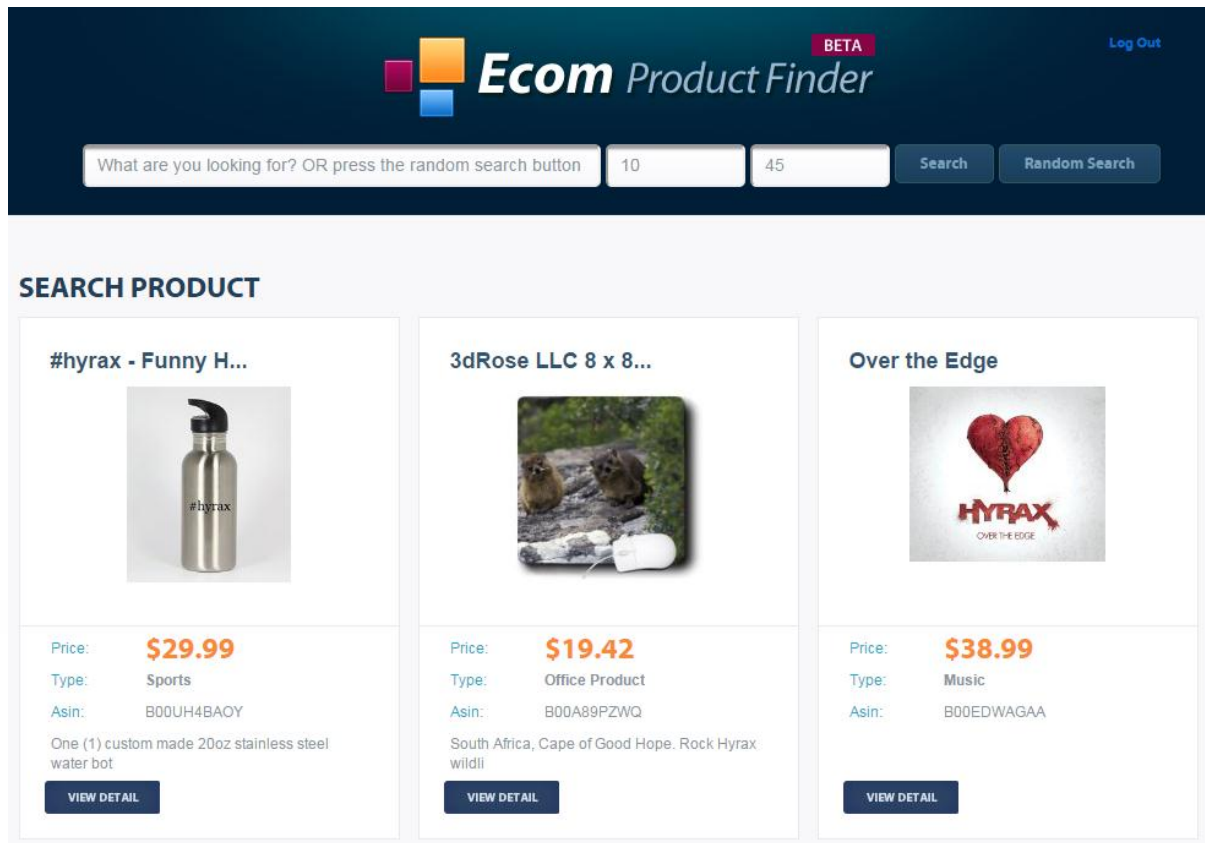
There are hundreds of ways to brainstorm a great product idea. You don’t have to stick with Amazon, though once you have an idea, you do want to consult similar items on Amazon to see the competition and how they are selling via looking at their BSR numbers.

We won’t go into all of them, but here’s a couple great ideas:

- Buy consumer magazines and see what products are being advertised
- Go to brick and mortar stores and see what they offer
- When looking at suppliers and manufacturers for your product, see what else they have to offer (we’ll be getting into suppliers later)
- <http://www.yasiv.com/> - a neat piece of brainstorming software that recommends products based on similar products
- Pinterest – since this social network is full of product images, searching here should generate many great ideas. Also try Polyvore.com, Fancy.com, and Wanelo.com
- <http://uncrate.com/> - Product curation sites are a great source of inspiration and ideas. Also try Outblush.com, Firebox.com, Gearmose.com and hundreds of others

- Our own Ecom Product Finder at <http://ecomproductfinder.com/Login.aspx>! use the same login and password you use when logging into Crowdfunder.

Instead of showing how it works, we have a video for this - <http://ecomproductfinder.com/Home.aspx>



Product Title	Price	Type	ASIN	Description
#hyrax - Funny H...	\$29.99	Sports	B00UH4BAOY	One (1) custom made 20oz stainless steel water bot
3dRose LLC 8 x 8...	\$19.42	Office Product	B00A89PZWQ	South Africa, Cape of Good Hope. Rock Hyrax wildlife
Over the Edge	\$38.99	Music	B00EDWAGAA	

Finally, there are several tools (and more being developed) to make the research process easier. One such tool we have recently come across is Jungle Scout (<http://www.junglescout.com/>) – it is a Chrome browser extension that automatically lists products on any Amazon page you visit into a spreadsheet with the price, category, BSR, estimated sales for a 30-day period, estimated revenue, number of reviews and average star rating. We haven't yet tried it ourselves, but it looks quite useful for competitor research.

Setting up Your Amazon Account

You've probably shopped on Amazon before – which means you probably already have an Amazon account. You'll need a separate account to become a seller.

<https://sellercentral.amazon.com/>

amazon seller central

Sign in to your account

E-Mail address:

Password:

Sign in

[Forgot your password?](#) | [Help](#)

~~Not already selling on Amazon?~~

[Register now](#) to sell your products to millions of Amazon.com customers.

amazon services

search

Go

Solutions ▾ Resources ▾ News & Events ▾ About Us ▾

Contact Us Sign Into Your Seller Account

Selling on Amazon ▾ Fulfillment by Amazon ▾ Advertise on Amazon ▾ Payment Solutions ▾ Sell Globally See All Solutions

Sell on Amazon and reach hundreds of millions of Amazon customers

- Build a business or sell a few products
- Sell on Amazon marketplaces around the globe
- List products in more than 20 categories

Watch this video to learn more

1 month FREE*

Sell as a Professional

You plan to sell more than 40 items a month
Unlimited sales for \$39.99 a month + other selling fees
What can I sell as a Professional?

Sell as an Individual

You plan to sell fewer than 40 items a month
\$0.99 per sale + other selling fees
What can I sell as an Individual?

Steps to Start Selling

1 Decide what you want to sell
More than 20 product categories are open to all sellers, and at least 10 more are available only to Professional Sellers.
[Learn more about categories](#)

2 Choose a selling plan
Sell just a few items and pay no monthly fee with the Individual plan or choose the Professional subscription for unlimited selling. The Professional selling plan is ideal if you plan to sell more than 40 items per month.

3 Register and set up your account
To start selling, choose the account that fits your goals, and then register online. You'll be able to set up shipping options, notification preferences, and other account details during registration.

Choose “Sell as a Professional” – this costs \$39.99/month, which you will quickly recover once you begin selling items on Amazon. Selling as a professional also gives you a lot more options on selling your products. You also have one month free, so you’ll have time to learn all about Amazon Seller Central as you wait for your product.

To register, go through all the prompts. Your first and last name, your email address, and your password. Your email address is where you will receive all customer enquiries, and can be changed later – for instance, if you decide to set up a corporation or LLC later, you can use your business email address.

Your legal name can be your name right now, or your business name ... this is for tax purposes. You can change this later, as well. You do not need to set up a business to sell on Amazon ... you can just use your name, and your display name doesn’t have to be a registered business name.

Seller Information

Display name:	<input type="text"/>	Check availability
Address:	<input type="text"/>	
Address line 2:	<input type="text"/>	
City/Town:	<input type="text"/>	
State/Province/Region:	<input type="text"/>	
Postal/ZIP code:	<input type="text"/>	
Country:	<input type="text" value="United States"/>	
Phone number:	<input type="text"/>	Add extension
Main product category:	<input type="text" value="-- This is optional --"/>	
Number of products you plan to sell:	<input type="text" value="-- This is optional --"/>	
Do you own any brands for the products you are selling?	<input type="text" value="-- This is optional --"/>	

Your account setup is 20% complete. (1/5)

FAQs

[What is a display name?](#)
[Can I change my display name later?](#)
[Should I include my country code if I provide an international \(non-US\) phone number?](#)
[Why do I need to provide my Product Category?](#)
[Why do I need to provide the number of products I plan to list?](#)

Services

Selling on Amazon - Professional
Fulfillment by Amazon
[Change](#)

Your Display name is the name your customers will see on your products (see screenshot below). This can be changed later, as well.

Anything that is optional you can keep optional, because right now you are just setting up an account to sell your products. For Services on the bottom left, make sure it says “Selling on Amazon – Professional” and “Fulfillment by Amazon” – the second designation means that Amazon will be shipping your products.

You will then need to confirm your account and set up taxes. You can go through the tax information later, but you’ll have to do it before you get paid.

Fulfillment by Amazon (FBA) – Amazon ships your product from their warehouse. Alternatively, sellers can be designated as “Merchant fulfilled” – you store and ship it yourself. For our business model, you want Fulfillment by Amazon – this means Amazon will do everything for you – storing your inventory, tracking and shipping orders, and all returns.

You can certainly store and ship the product yourself, but trust me, this is a very, very bad idea, as you lose the qualification for Amazon free shipping and selling to Amazon Prime members ... not to mention that for most customers, if given a choice, they will prefer to buy a product if it's packed and shipped by Amazon over one fulfilled by a merchant they have never heard of and not sure they should trust.

For Non-US Sellers

Anybody from most countries can easily sell on Amazon.com. The only problem is getting paid. However, if you are from the following countries, you can get paid in your local currency:

Australia, Canada, Eurozone (Austria, Belgium, Cyprus, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Malta, the Netherlands, Portugal, Slovakia, Slovenia, Spain), Hong Kong, India, New Zealand, and United Kingdom

If your country isn't listed here, first check to see if it is – Amazon is actively adding more countries to the list. On the first page of your registration, you'll see links for international sellers:



Register and Start Selling Today

Please have the following before you begin:

- Your business name, address, and contact information
- An internationally-chargeable credit card with valid billing address
- A phone number where you can be reached during this registration process
- Your tax identity information

If you are located outside of your Elected Country, as defined in the [Agreement](#), you also need to read and comply with this [important notice for international sellers](#).

If you are located outside the US, you also need to read and comply with this [important notice for international sellers](#)

If you cannot comply with the requirements of this registration, please do NOT continue with this registration process.

Click here to create a new account using a different e-mail address. [Click here](#)

Seller Agreement	
Legal Name:	<input type="text"/>
<small>If registering as a business, enter the business's legal name. If registering as an individual, enter your name.</small>	
Amazon Services Business Solutions Agreement:	<input type="checkbox"/> I have read and accepted the terms and conditions of the Agreement
<input type="button" value="Continue"/>	

There are many other ways for an international seller to get set up on Amazon.com – you can get paid through <https://www.payoneer.com/>, or you can set up a U.S.-based company and open a U.S. account. Doing so is beyond this cheat sheet, but talk to a specialized legal advisor on how to do this.

Finally, you can opt to sell in your own country, if Amazon is available – for instance, Amazon.ca, Amazon.co.uk, or Amazon.de ... though they have a fraction of the traffic that Amazon.com gets, this is a great way to sell more local items, and have a lot less competition.

You can set up your Amazon Seller Account now, or later on ... once you set up, you'll be paying \$40/month, each month. It might be better to find your product first, and once you are ready to commit to developing the product, then you can refer back here to sign up.

Finding Suppliers and Sourcing Products

Probably the most challenging aspect of this business is actually getting your product. It's not that it is difficult, but it does involve communicating with suppliers and manufacturers, being persistent, overcoming the language barrier that comes with contacting suppliers overseas, and your own personal organization. The good news is that we have gone through all this, and know the wrong way and the right way of approaching suppliers.

One of the key points is forming great relationships with suppliers. This is actually one of the "secrets" in a successful import/export business ... the positive relationships between buyer and seller. Competitors often spy on each other simply to find out who their supplier is! Remember, the person you are communicating with does want your business, but you also have to prove to them that you are serious.

Far too often, suppliers get multiple queries from individuals who simply want their product for personal use, and have no intention of actually forming a business relationship. We will show you the right way to approach them to prove that you are a business and you want to do profitable business with them.

Approaching Suppliers

When you initially contact a supplier, you want to have a professional but personable approach. Try not to sound like you're "cold calling" (or emailing) - even if you are. Say something about their company to show you have done your research - something that stands out for you about them. If you've been referred to by another company, so much the better.

You want to appear like you are NOT simply copying-and-pasting some text and throwing yourself out there. Having a more personal approach can make the difference and make your potential supplier more willing to work with you and take good care of you.

There is a process to contacting potential suppliers, and it will be the same every time. You will want to:

Build your list. This will be a list of several potential good, reliable suppliers.

Make initial contact with your supplier via an introductory email or phone call.

Get price quotes. You can negotiate this later.

Request product samples. This is VERY important – pictures don't always tell the whole story. You'll want to see with your own eyes, and feel with your own hands, the product's quality.

If the quality looks great, place your **initial order** with them.

Let's take these processes one at a time:

Build Your List

Use Alibaba, Ttnet or do searches in your search engine(s) of choice to find some good, quality potential suppliers. You can do background checks on the suppliers themselves as well in order to find reviews, LinkedIn profiles on the owners, news items, press releases and their general history.

Not all suppliers will be able to supply you with your product of choice at any given time. Not all will fit your price needs. Some may just not work out for other reasons. Therefore, don't just settle for contacting two or three suppliers. Try to find several, with the end goal of having two or three “yes” suppliers.

Sometimes you'll contact a supplier who can't help you, but knows a different company that can. This will be a referral, and very useful.

Finally, record ALL of these potential suppliers on a Google or Excel spreadsheet. Include all pertinent details: the company name, your contact's name, a phone number, email or Skype; and pricing info if it's given online (before you've contacted them). After you contact them, you can add extra information, such as minimum order quantities (MOQ), how long it takes to create (lead time), and any other notes.

Making the Initial Contact

PERSONALIZE your initial contact. You can base your query off of a template, but customize it for each supplier. If you have a contact name, make sure to mention them personally. Talk about their company and something unique about them. This proves you have researched them and are serious about doing business.

More than anything, BE SPECIFIC. Many suppliers get dozens of email queries per day. Talk about the actual product you are interested in, the date you hope to begin selling it, and order quantities.

Be aware of time differences, especially if you are calling or using Skype. Don't call in the dead of night – sure, they'll probably have an answering machine or service, but generally this time will be recorded and shows the potential supplier that you simply aren't paying attention ... and you don't want that.

Be patient, but do follow ups. If you haven't heard back from your supplier in 5-7 days, send a follow-up email or make another phone call.

Here are some actual emails we sent in the past, and received positive replies from. We have just blanked out names and the products we were enquiring about.

Sample Email:

Hello CONTACT NAME,

My name is YOUR NAME, and I am the sourcing manager a successful ecommerce company called BRAND NAME. We specialize in XXXXX supplies, and we're looking to add a quality XXXXX to our product line. I would love to discuss a partnership with you.

Can you send me a quote on your product? If possible, we are looking for an initial run of 500 units, to be scaled up in future orders. A sample would be required first.

Thank you very much, and I look forward to your response.

Yours,

YOUR NAME

YOUR BRAND

YOUR BUSINESS INFO (Email, phone, Skype, etc)

What you would have noticed is that this email makes you sound like a major corporation, and that you are the “sourcing manager.” Make sure to say “we” so it sounds like you are part of a corporate board room of managers.

List the actual product and the “initial run” of units. Many suppliers will have a minimum order quantity of 1000 or more units – you can often negotiate a lower amount, especially if you promise larger orders in the future (which you likely will do).

Note that if you successfully negotiate a lower amount, the cost per unit will likely increase. Respect this “cost of business” fact.

Side note: From personal experience, anything made with metal or stainless steel will have high minimum quantities that are difficult to negotiate. It seems to be the nature of the manufacturing process, but you can try to negotiate anyway.

Actual email from a Chinese supplier after our initial email (Note the use of “Anglicized names” like Lisa, Tom or Barb):

Dear NAME,

Nice to receive your inquiry.

This is Lisa, pls find the quotation in the attachment.

Sample order is OK.

Our factory has been in the line of manufacturing (XXXXX LIST OF SEVERAL PRODUCTS) etc for ten years, and we are well experienced and qualified in exporting our products. We have exported our products to many countries, like USA, Russia, Italy, Germany and so on. So we believe we have enough experience to service for you.

Welcome your any inquiry. OEM/ODM acceptable.

If you have any questions, pls feel free to contact. Thank you.

Looking forward to hearing from you.

Best regards!

Some terms you’ll become familiar with is OEM and ODM, which basically means they will offer you their manufactured products under your own brand ... in other words, white label. OEM also means they can also manufacture certain parts for a product you will then have assembled elsewhere.

Get Price Quotes and Negotiating MOQ

Ask for a price quote in the initial email, based on the MOQ (Minimum Order Quantity) you are looking for. If you find the price too high, ask whether there are price breaks for buying in larger quantities. Price breaks simply mean the pricing based on certain volume (ie from 200-500 units, the price will be this much.)

Find out the payment terms. What percentage will you be paying up front and how much upon delivery? (Common terms is 30/70 ... 30% up front, 70% upon completion. We recently had a supplier ask for 100% up front. We negotiated to 70/30, and 30/70 on subsequent orders.)

You may also be going to the same supplier for your labeling and/or the packaging. If so, get quotes on these aspects of your product as well.

Negotiate...POLITELY. Don't be overly-aggressive, but do know that pricing is often negotiable. If the price is strict, see if you can negotiate on other costs, such as packaging (if they do this in house) or a discount on a "mold fee".

A few things to keep in mind:

- DO NOT start price negotiations too soon. First, communicate that you're building a big brand and are seeking a long-term business relationship. Suppliers generally like to work with fewer people who will give more volume (over time) because it's more profitable for them to do so. Speaking in the long-term will tell your supplier that you're not looking for a one-time-only deal, but intend to become a long-term customer who will continue to give them revenue.
- You may wish to start small, and that's fine. Let the supplier know that you want to initially place a smaller order – say, 100 or 200 units to see how the market will respond – but that you expect to order in increasing volume as your brand takes off.
- Make sure you're speaking to the right person who can help you with obtaining good prices. If the person you're speaking to can't help you, perhaps someone else can. Do this very politely. You do *not* want to communicate to the person you're speaking with that he or she is unable to do their job.
- Act as a whole company. Even if your company is just you, use the term "we" and state that you need to speak with your director, partner, etc. and get back to the supplier with your answer. This will increase your appearance of professionalism and will also make you seem to be a solid, large company.
- Sometimes, there simply is no negotiating; the supplier's price is the supplier's price. That's fine; you have your bottom line now, and can put that information into your spreadsheet so you can compare with other suppliers later and choose the best ones for you.

It's always best to do this via chat or over the phone. It puts them on the spot and makes negotiations more beneficial for you. However, we said this once and we'll say it again – give the impression that you are a large company. If they insist on a certain MOQ you are not comfortable with, or the total amount is too high, say something like "I will have to talk to my manager" or something to show you work in a "department" of your company.

If you're on the phone, simply put it down and walk away, talk with your spouse, etc, then come back and say "Okay, I found out the absolute amount I can spend is X. Is this something you can do?"

Request Product Samples

After communicating at least once with a positive reply, you are now in the process of building a relationship with them. Now you can be more specific on requesting samples. This will show the supplier that you are legitimate and not simply “anybody” asking for free product. Asking for your samples on the phone rather than via email will also help boost your credibility.

You may get your sample for free, you may be charged for the sample, or you may be charged for the shipping only. Some countries are very inexpensive as far as shipping goes; for example, shipping from China should be relatively inexpensive. Any of these options – paying for product, shipping only, etc. - are acceptable and normal in the private label industry. This small investment is critical.

Optionally, ask for two or three samples. Naturally, the company will be sending you their “best” example of the product; seeing two or three of the same product may show you small variations in the product rather than simply having that one “perfect” sample. If you plan on selling different products from the same supplier, certainly ask for different product samples.

Sample 2nd email:

Hello NAME,

Thanks for responding to my email.

As previously mentioned, we are interested in your products, particularly XXXXX and XXXXX. We would like to see your pricing tiers for this, your minimum order quantities, and the lead production time. I’d also like to ask, how much would it cost to get samples?

If you offer them, we would like to know about your packaging and labeling services as well. If it’s possible for you to provide us with a brochure and/or a guide to your private labeling program, that would be very helpful, and much appreciated.

Thank you very much and I look forward to your response.

Yours,

YOUR NAME

YOUR BRAND

YOUR BUSINESS INFO (Email, phone, Skype, etc)

Depending on the initial response from the supplier, you can provide much more than the sample email above. In one case, while discussing which samples we were interested in, we also asked about clarification on type of material, the address to

send the samples to and whether Paypal was an acceptable method of payment for the samples. Note that, very recently, Alibaba introduced online payments as well, and we've used this method without any problems.

We also knew about the type of material, but we asked anyway, reinforcing to them that we have done the research and are serious about selling the product. In later emails, we even talked about customizing the product so it would be uniquely ours. Most suppliers will happily do this as well (for extra costs), but this is down the line and when you have decided to place your order with them.

Your supplier will likely next ask you for your UPS or FedEx account to send the samples. Ask them if they could ship the samples on their own mail account, as it is far more cost effective (which it is). They should have no problem with this, but if they do have a problem, you can easily set up an account with UPS, FedEx or DHL. We have yet to come across a supplier who refuses to use their own account.

Once everything is ready, you can either have it sent directly to your house, business address, or to a consolidated business address in China. If you are receiving many samples from many different suppliers, it would likely be more cost effective to have them ship to your Chinese address, and then have everything sent in bulk to you.

To ship to a Chinese Address:

There are many virtual Chinese address companies. This is the one we use:

<http://www.etoec.com/>

ETO®

JOIN NOW SIGN IN

Home Services Information Pricing News About Us Contact Us LIVE HELP

SHOP WITHOUT BORDERS

The First, Largest, Trusted Package Forwarding Service Provides in China

JOIN NOW
30 Days 100% Money Back Guarantee!

Do business in China smoothly and safely!

Let Us Help You!

Welcome, the right place for

Get Your China Mailing Address

Order / Shop in China

RECEIVE YOUR PACKAGES ANYWHERE

There is a one-time setup fee of \$19. If you'll be doing a lot of business in China, it may be worth paying the premium membership, which is \$150/year. This gives you discounted shipping rates, lower scanning and warehouse fees, and other services. We just go for basic.

While waiting for the samples to arrive, actually buy your competitor's products on Amazon. Then, when the samples come in, you can compare and see which is the better quality ... hopefully yours!

Which brings us to ...

Making Your Product Better Than Your Competitor

We had a hint about talking to suppliers about customizing our product and making it better than our competitors. The strategy is to sell your product for a premium, so the big question you have to ask yourself is "How can I make my product better?"

A great tactic is to view your main competitor's Amazon reviews. Specifically, look for negative reviews. As competitors (and yourself) will do anything to avoid a bad review, these are gold to finding out things that customers did not like about the product.

Let's say you are thinking about selling a garlic press. Let's view the negative reviews for one of the top selling brands:



As we can see, this garlic press has an overwhelming amount of great reviews ... but there are 11 negative ones. Let's find out what people didn't like about it:

9 of 11 people found the following review helpful

★☆☆☆☆ **Poor design, hard to clean**

By [Sandi Shores "Kitchen Intellectual"](#) on December 23, 2014

Verified Purchase

I have used this many times since I bought it and every single time I tell myself I need to replace it.

After you put garlic through it when you open it up the basket sticks to the pusher part and you have to manually separate it and put it in place to put more garlic in it.

The other thing is cleaning, it's a hassle to clean because where the sides of the basket come together there are seams that do not meet and leave a small gap between the sides, garlic gets stuck in these spaces and it takes tweezers to get them out.

I am very sorry that I bought this, it is past Amazon's return policy now so I am stuck with it.

Shame on me for procrastinating.



So, when searching for a product, you can look for one that is easier to clean and doesn't have a basket ... actually, as a side note, my garlic press, which I bought at a grocery store for \$6 a couple years ago, has already solved this problem:



You push the black flap in, which pushes all the garlic pieces back up. You can then clean it with ease. Voila!

This is one example of a product you can source, and this “self-cleaning” feature can be a unique selling point.

When talking with your supplier, ask them about modifying the product. Many will gladly do so. It could be something as easy as making longer Velcro straps or using a better quality plastic. The per-unit cost may increase, (and this is where “molding fees” may come into play, as they will be customizing your product) but this will justify you selling it higher than your competitor’s.

Your product will not only be perceived as the premium, highest quality product in your niche, IT WILL BE THE PREMIUM, HIGHEST QUALITY PRODUCT in your niche!

Why Buy Your Competitor’s Products?

We touched on why you would want to buy your competitor’s products. You want to compare the quality of their product to the samples you will be receiving from your suppliers.

However, there is another thing to keep track of. Specifically, look for “ASM type” products, as they are run by savvy marketers (if they weren’t savvy, you wouldn’t have found them at the top of your niche). After buying it, record any emails or actions you may get from them. This will become important later.

When the product arrives, *KEEP ALL PACKAGING and inserts*. Why? You want to see how they promote their product. What do they put on their packaging? How is it packed? Is there an insert? What does it say? Are they asking you to go to a website to fill in your information for an “extended warranty” or “join our VIP program”?

Actually do this and join their program, and note the emails they send you. Study them. The emails are part of their promotional methods as well. You may even get a phone call from a representative of the company. Note the questions they ask you.

Why do all this? Simple. *You will be setting up similar methods!* One reason your competitor’s product may be at the top of an Amazon search is because their promotional strategies are working. Learn from it to create your own.

We will discuss this a lot more in the “Internal” and “External” Promotional Methods sections below.

Finally, one thing we sometimes do is also buy a poorly reviewed product. Read the negative reviews and note them. When you receive the product, check as to what is wrong with the quality. Compare to your samples. Hopefully your product is much better quality, with none of the flaws!

We also note their packaging and any promotional methods they use, if any. It will illustrate how NOT to launch a product, and what to avoid.

Now let's talk about how to find suppliers.

Alibaba.com

Without doubt, <http://alibaba.com> is the main go-to website for (mainly) Chinese suppliers. Alibaba recently launched an IPO on the New York Stock Exchange, becoming the largest e-commerce business on the planet, larger than Amazon and ebay combined. For us, it is the go-to website for finding suppliers.

The screenshot displays the Alibaba.com homepage. At the top, a red banner promotes a 'Refund UP TO 100% of Your Trade Assurance Covered Amount' for 'Top-selling Apparel & Textiles'. Below this, the Alibaba.com logo is visible alongside navigation links for 'Sign In | Join Free', 'My Alibaba', 'For Buyers', 'For Suppliers', 'Help', and 'Trade Assurance'. The main header area features the text 'Alibaba.com Trade Safely with the World' and a button to 'See The New Buyer Guide'. The central part of the page is divided into several sections: a 'Categories' sidebar on the left, a large 'Recommended Products for the USA' banner offering a 'US \$300 inspection for FREE', and a 'Major Production Centers' section. On the right, there is an advertisement for 'AllSourcePro', described as 'The most effective OEM/ODM & multi-category sourcing tool', which highlights its 'Simple', 'Efficient', and 'All-In-One' features. Below this, another 'Recommended Products for USA' section is visible, featuring a red car and a woman.

While most of the thousands upon thousands of supplier listings are from China, you can find manufacturers from all over the world.

To get started, simply search for the product you wish to sell. Let's continue with our garlic press example ...

Alibaba.com™ Global trade starts here™

Products ▾ garlic press Search Get Quotations ▾

Related Searches: stainless steel garlic press garlic press and peeler garlic press crusher garlic press cleaning lemon squeezer garlic peeler

Categories

- Home & Garden
- Fruit & Vegetable Tools (4215)
- Mills (7)
- Utensils (223)
- Other Cookware (3)
- Bathroom Sets (1)
- Agriculture
- Olive Oil (36)

Top Category

- Baby T-Shirts

Transactions

- conducted via Alibaba.com

Suppliers by Area

- Asia (6011)
- Europe (25)
- Middle East (31)
- North America (9)
- Oceania (1)

Suppliers by Country/Region

- China (Mainland) (5924)
- Japan (15)

Products ▾ garlic pre 6,077 Product(s)

Products **Suppliers** Top Products for 2015

Filter by: ☐ Trade Assurance ☐ Gold Supplier ☐ Onsite Check ☐ Assessed Supplier

Location Minimum Order: ☐ Online View as: ☐ ☐

Stainless steel Hand Squeeze Garlic Press Ginger Crusher Masher Kitchen Tool

500 Pieces (Min. Order)

Type: Fruit & Vegetable Tools,garlic...
Brand Name: Gealss
Feature: Eco-Friendly;Stocked

Place of Origin: CN;GUA
Material: Metal;Stainless steel
Certification: FDA

78.9% Response Rate

Contact Supplier Leave Messages

Kitchen Supplies Stainless Steel Kitchen Garlic Press

1000 Pieces (Min. Order)

Type: Fruit & Vegetable Tools
Brand Name: Smart Wife
Feature: Eco-Friendly;Stocked

Place of Origin: CN;GUA
Material: Metal;Stainless steel
Certification: FDA;LFGB;SGS

Contact Supplier Leave Messages

Premium Related Products

Hot Sale New Stainless Steel Hand Squeeze Garlic

304 stainless steel garlic press manufacturer in

Garlic press returns over 6,000 products. If you tab over to the Suppliers, there are 747 of them:

Suppliers > garlic pre 747 Supplier(s)

Products **Suppliers** Top Products 1

☐ Gold Supplier ☐ Assessed Supplier ☐ Online ☐ Trade Assurance Location: All

2yr Huizhou City Longrun Hardware Products Co., Ltd. Favorites + C

Contact Details Video

Main Products: Stainless steel Can Opener,Stainless steel Whisk,Stainless

Country/Region: China (Mainland)

Total Revenue: US\$5 Million - US\$10 Million

Top 3 Markets: Eastern Europe 33% , South America 24% , Oceania 20%

The top garlic press (00-81-020) **stainless steel garlic press** **professional garlic press(00-81-020)**

Contact Supplier Leave Messages

[View more products >](#)

Should you look through all 747? Definitely not! You will want to filter your results and practice due diligence. The problem with Alibaba (and any website listings) is that the company could be a flash-in-the-pan supplier that disappears tomorrow. Also rampant are companies that don't actually exist, but are con artists who will gladly take your deposit and never communicate with you again.

Fortunately, Alibaba has certain credentials to make sure a supplier is legitimate. These credentials are:

Gold Supplier – Companies that are premium members of Alibaba. They pay for their listing, and each year they pay, the number of years is shown on their status. This doesn't mean "quality," it simply means they are paying for their membership.

Assessed Supplier – This means a 3rd party company has actually toured the company to make sure it is legitimate and they say who they really are. An assessment document should be available.

Trade Assurance – If you send the supplier money, and the supplier does not deliver, Alibaba will refund you up to the coverage amount available. The higher the coverage, the higher quality the supplier due to their trade history and public record.

However, in our experience, filtering by Trade Assurance removed a lot of purely manufacturing suppliers, leaving mainly trading companies. So we leave this filter off.

By checking Gold and Assessed suppliers, this narrows suppliers down to 85. Much more manageable!

Suppliers > garlic pre 85 Supplier(s)

Products **Suppliers**

☒ Gold Supplier ☒ Assessed Supplier ☐ Online ☐ Trade Assurance

Wing Shung Industrial (Shanghai) Co., Ltd.

[Contact Details](#) [Assessed Supplier](#) [Video](#)

Supplier assessed by **Bureau Veritas**

Assessment contents: (click logo to view more details)

- ✓ Company Overview
- ✓ Human Resources
- ✓ Export Business Capacity
- ✓ Production Capacity & Quality Control
- ✓ R & D Capacity
- ✓ Photos

Stainless steel products (Flask, China (Mainland) US\$10 Million - US\$50 Million North America 70%, Western E

57.7% Response Rate

[Contact Supplier](#)

Next, you will want to look at the details of the product and the company. There are two types of suppliers on Alibaba:

Manufacturer: You are dealing with the actual manufacturer of the goods. They have a customer service rep, who speaks English and who can help you out. They will likely have a narrow range of goods, but will specialize in what they do best.

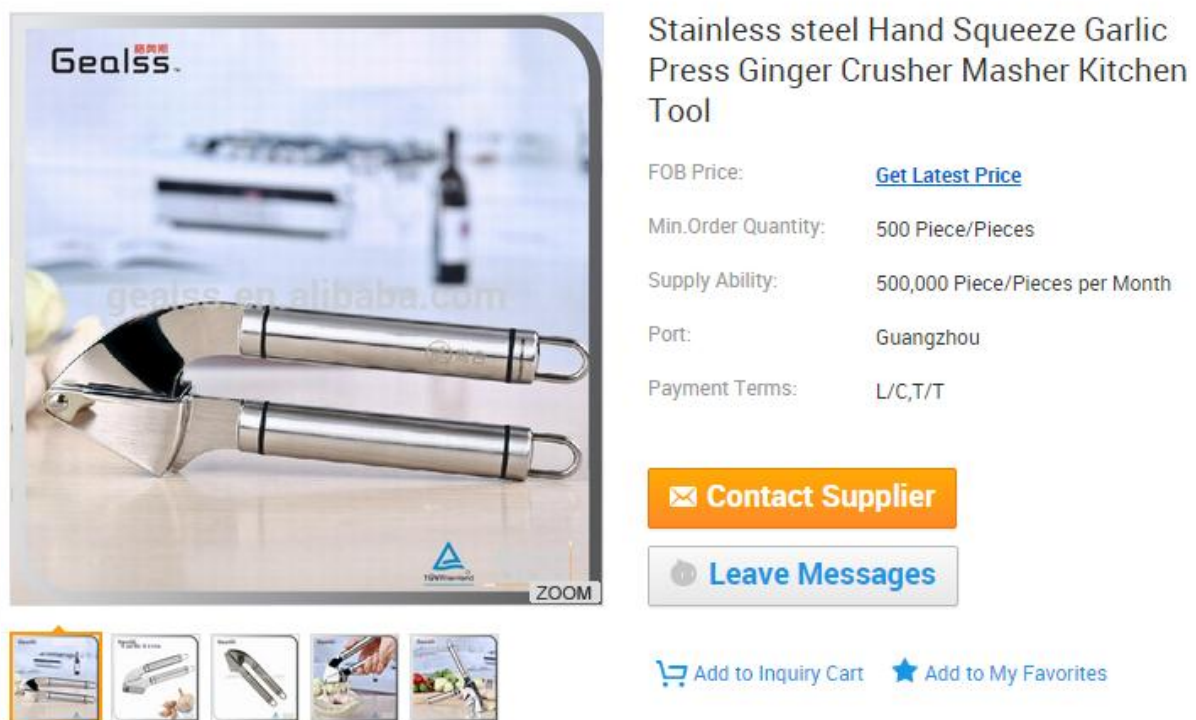
Trading Company: These companies are not actually the manufacturers, but represent them. There are thousands of manufacturers who do not have the know-how or resources on exporting their product to the wider world. A trading company offers these services on their behalf.

Another benefit is that they can offer a wider range of goods, as they will deal with several factories, and can act as your agent to find other products for you.

Note, though, that some trading companies offer no real benefit except to add on their fees. It is okay to deal with a trading company initially, as they will likely have people more knowledgeable with exporting services, but as you become more experienced, you can coordinate the shipping and exporting yourself or hire your own export agent in China.

Many manufacturers have also set up their own trading companies, dealing with their own factory and those of others. You have to do a bit more research to make sure you are dealing with the actual manufacturer.

Let's look at the actual product:



The screenshot shows a product listing for a 'Stainless steel Hand Squeeze Garlic Press Ginger Crusher Masher Kitchen Tool' by the brand 'Gealss'. The main image shows the tool, which has a polished stainless steel body and a black handle. Below the main image are five smaller images showing the tool in use and its components. To the right of the image, the product title is displayed, followed by key specifications: FOB Price (with a 'Get Latest Price' link), Minimum Order Quantity (500 Piece/Pieces), Supply Ability (500,000 Piece/Pieces per Month), Port (Guangzhou), and Payment Terms (L/C,T/T). Below these details are two buttons: 'Contact Supplier' and 'Leave Messages'. At the bottom of the listing are two more buttons: 'Add to Inquiry Cart' and 'Add to My Favorites'.

Stainless steel Hand Squeeze Garlic Press Ginger Crusher Masher Kitchen Tool

FOB Price: [Get Latest Price](#)

Min.Order Quantity: 500 Piece/Pieces

Supply Ability: 500,000 Piece/Pieces per Month

Port: Guangzhou

Payment Terms: L/C,T/T

[Contact Supplier](#)

[Leave Messages](#)

[Add to Inquiry Cart](#) [Add to My Favorites](#)

There're some terms to learn:

FOB Price: "Freight On Board" price – This means the price includes the product as well as transportation to the nearest port. You are responsible for all shipping fees

after that. Some listings will list the price, while with others you will have to send a query.

Some suppliers use the term FOB loosely: If the factory is far inland, make sure the price includes transportation to the port as well. Some members got stung with paying extra transportation fees because the port was two hours away, even though their quoted price was “FOB”. Also, see if there are any extra port fees once the shipment arrives.

Min. Order Quantity (MOQ): The minimum you have to order. This is often negotiable.

Port: The nearest port. Guangzhou is around Hong Kong, and there is a gargantuan manufacturing base here. Other ports include Shanghai and Ningbo (about an hour from Shanghai). When you begin to deal with a freight forwarder, you will need to know where the supplier will ship from.

Payment Terms:

T/T – Telegraphic Transfer – The most common form of payment. Also known as a wire transfer, which you do through your bank.

L/C – Letter of Credit – A document from a bank guaranteeing that the supplier will receive payment after certain conditions have been met. The bank represents the buyer and will pay the amount if the buyer defaults.

D/A – Documents Against Acceptance – The buyer agrees to pay after a certain amount of time (say, 30 or 90 days). Obviously, the supplier will have a very comfortable credit arrangement with the buyer.


D/P – Documents Against Payments – The buyers receives the goods after payment.

Western Union, MoneyGram, Paypal – Payment up front via these methods.

As you scroll down the listing, you will see a lot of information, such as product specifications, colors, model numbers, type of material, size, weight, and other details.


Item Name	Kitchen Tool Stainless Steel Garlic Press Garlic Crusher
Material:	Stainless steel 201
Size:	19*6.5*3cm
Color:	Silver
Logo:	Customed
OEM & ODM service	acceptable
Price Item	FOB Guangzhou
Packing	40pcs/ctn; Each one in a paper box; Outer packing: 45*35*25CM
MOQ:	500 pieces
Sample time	7 days
Delivery time:	30-40 days after samples confirmed
Payment term	T/T, 30% deposit in advance, balance payment before shipment

Most of these are self-explanatory. They will list the size, the number of items per carton (40 pcs/ctn), the amount of time to receive a sample, the amount of time to manufacture them (also known as “lead time”), and payment terms. In this case, 30% is needed up front via wire transfer from your bank. The balance is due upon completion and is to be paid before the supplier delivers the cartons to the port.



UberChef® Premium Stainless Steel Garlic Press & Peeler
Crush Garlic Cloves & Ginger with Ease •...


by UberChef

\$14.95 ~~\$22.95~~ 
Get it by **Wednesday, Apr 1**

★★★★★


FREE Shipping
more promotional

Product Features
... expert, super
Peeler kitchen
[Home & Kitchen](#)



Garlic Press - Garlic Peeler Premium High Quality Stainless Steel
Silicon Rolling Tube Peeler Included...

by BASILY

\$10.67 
Get it by **Wednesday, Apr 1**

More Buying Choices
\$10.67 new (3 offers)
\$17.22 used (2 offers)

★★★★★

FREE Shipping

Product Features
... 1---Buy the
and receive a
[Home & Kitchen](#)

Can you guess where these sellers received their product from? Hmm ...

If the product looks quite decent, the next thing to do is to view the supplier. Actually, it is probably more important to view the details of the supplier first.



Stainless steel Hand Squeeze Garlic Press Ginger Crusher Masher Kitchen Tool

500 Pieces (Min. Order)

Type: Fruit & Vegetabl... Place of Origin: CN;GUA
Brand Name: Gealss Material: Metal;Stainle...
Feature: Eco-Friendly;... Certification: FDA

< Sponsored Listing

☆ Favorites + Compare

Yangjiang Zenttop Industrial Co., Ltd. ▼

China (Mainland) | [Contact Details](#)

78.9% Response Rate

[Contact Supplier](#) [Leave Messages](#)



Gealss™
YangJiang Zenttop Industrial Co., LTD

1YR Gold S

Mobile:13751613121
E-mail:admin@gealss.com

[Home](#) [Product Categories](#) [Company Profile](#) [Contacts](#)

Home > Company Profile

Company Overview

Company Introduction

Company Capability

Trade Capacity
Production Capacity
R&D Capacity

Business Performance

Buyer Interactions

Yangjiang Zenttop Industrial Co., Ltd.



[Contact Supplier](#) [Leave](#)

✓ Business Type: Manufacturer, Trading Company
Main Products: [Kitchenware, Barware](#)
✓ Location: Guangdong, China (Mainland)
✓ Year Established: 2013
Year start exporting: 2008
Number Of Employees: 101 - 200 People
Total Annual Sales Volume: US\$5 Million - US\$10 Million
Main Markets: [North America](#), [Eastern Europe](#), [Southeast Asia](#), [Western Europe](#), [South America](#)
Average Lead Time: 30 Day(s)
Yangjiang Zenttop Industrial Co., LTD is a leading manufacturer specializing

In this case, the supplier is a manufacturer and a trading company. Because they are both, you'll have to dig a little deeper to see if they are the actual manufacturer of this product.

You can also view their Onsite Check, which was performed in 2013:

Onsite Check



The supplier's company premises has been checked by Alibaba.com staff to verify onsite operations exist there. A third-party verification company has confirmed the legal existence of the supplier. Learn more about the third party verification agency CBI. [Onsite Checked Liability Disclaimer.](#)

[About Verification Services](#)

Verified Information By Onsite Checked


Verification Type:	third-party verification service provider
Business license:	Registration No.: 441702000059077 Date of Issue: 2013-12-09 Registered Capital: RMB 100,000 View more
Business Type:	Manufacturer, Trading Company
Operational Address:	No. A, Longtao Zhenxing Road, Jiangcheng Dist., Yangjiang, Guangdong, China (Mainland)
Applicant Information:	Name: Ms. Linda Gao Department: Marketing Dept. Job Title: Salesperson

In the left hand sidebar is a list of links to view other information, such as buyer interaction. The supplier has responded to 82% of all buyer emails, but sent 0 quotes in the last month ... though this could mean that they sent their quotes directly via email to the buyer.

Buyer Interactions

 Contact Supplier Leave Message

Alibaba Member History

Year Joined:	2014
Membership Year:	
Online Postings:	Company Profile, Products

Response Rate (last 30 days)

82.1% of buyers that have contacted this supplier are responded to (Note: only includes responses sent via the My Alibaba Message Center or TradeManager)

Quotation Performance (last 30 days)

The supplier have sent 0 quotes to buyers in last 30 days.

Looking at their production capacity, it says they have 3 production lines, in an area a little larger than a residential house ...

Factory Information

Factory Size:	Below 1,000 square meters
Factory Location:	No. A, Longtao Zhenxin Road, Jiangcheng Dist., Yangjiang
No. of Production Lines:	3
Contract Manufacturing:	OEM Service Offered Design Service Offered Buyer Label Offered
Annual Output Value:	US\$5 Million - US\$10 Million

The factory space and three production lines is quite small for all the products they offer:

Search products here

Product Showcase ▶

Product Categories

- Pizza Knife
- 2015 NEW PRODUCT
- NOVLETY
- BAR UTENSIL
- FRUIT BASKET
- BAR STRAINER
- BAR STIRRER BAR SPOON
- BAR MEASURE
- ASHTRAY
- TISSUE BOX
- KITCHEN UTENSILS
- GARLIC PRESS
- SPICE SET
- OIL POT
- PEPPER MILL
- POTATO PEELER

All Products

Click to select products and contact the supplier.

View as:

Selected Products (0/20)

Gealiss

Promotional Stainless Steel Bar Cocktail Stirrer

Min. Order: 2000 Pieces
FOB Price: US \$ 0.5 - 1.5 / Piece

Gealiss

Solid LFGB Approved Metal Ice Crusher Cocktail Muddler

Min. Order: 2000 Pieces
FOB Price: US \$ 0.5 - 1.5 / Piece

Gealiss

Bar Set Cocktail W

Min. Order: 1 Piece
FOB Price: US \$ 0.2 -

They also have no website and no news outside of Alibaba that I found. Therefore, hazarding a guess, I would say this is mainly a trading company.

Though they do have a verified onsite check, they have only been a premium member for one year. Personally, I wouldn't contact them for a quote. There are too many unknowns about this company. (Plus, their company headquarters looks like a line of farm sheds.)

Searching for a different company, we came across this one:

The screenshot shows the company profile of Ningbo Peichen Electric Appliance Co., Ltd. The header features the company logo, a '3YR Gold Supplier' badge, and logos for BSCI, Walmart, and various certifications (TUV ISO9001, SGS, Bureau Veritas). A QR code is also present. The navigation bar includes links for Home, Product Categories, Company Profile, Peichen Service, Company culture, and Contacts. The main content area is titled 'Company Overview' and includes a sidebar with links to Company Introduction, Company Capability, Business Performance, and Additional Information. The main content displays a video of the factory floor and a list of company details:

- Business Type: Manufacturer, Trading Company
- Main Products: Juicer, Blender, Food Processor
- Location: Zhejiang, China (Mainland)
- Year Established: 2008
- Number Of Employees: 101 - 200 People
- Total Annual Sales Volume: US\$1 Million - US\$2.5 Million
- Main Markets: Western Europe, North America, Eastern Europe, Southern Europe, South America
- Certifications: ISO9000
- Product Certifications: CE(EMC), CE(EMF), CB, CCC, PAHS, RoHS, LFGB
- Average Lead Time: 40 Day(s)

A brief description at the bottom states: 'Peichen has developed over 20 small electric kitchen appliances that excel at meeting or exceeding consumer expectations. Power and ...' with a 'More' link.

They look to be a manufacturer and trading company (it is actually rare that you will find strictly a manufacturing company), and they supply Walmart. They also list several of their certifications, including ISO9000, a set of global standards for high quality assurance, management and customer service procedures.

They also have a video of their operations, which are always great to watch (and entertaining ... for one company, in the background it showed employees stacking cartons for export very poorly, and several had collapsed on the floor ... definitely not a good way to treat your buyer's products!)

They also list audited documents and assessments you can download, information on quality control, and a detailed breakdown of their production equipment:

Factory Information

✓ Factory Size:	10,000-30,000 square meters
✓ Factory Location:	No. 5910,Zhenpu Road, Xiepu Industrial Zone, XiepuTown, Zhenhai District, NingboCity, Zhejiang Province, China
No. of Production Lines:	4
Contract Manufacturing:	OEM Service Offered Design Service Offered Buyer Label Offered
Annual Output Value:	US\$10 Million - US\$50 Million

Production Capacity

Verified	Product Name	Production Line Capacity	Actual Units Produced(Previous Year)
✓	Juicer	50,000 Pieces / Month	510,000 Pieces
✓	Blender	10,000 Pieces / Month	82,000 Pieces
✓	Food Processor	10,000 Pieces / Month	78,000 Pieces

Production Equipment and Facilities

Verified	Machine Name	Brand & Model No.	Quantity
✓	Injection Molding Machine	HAITIAN, ONGO	18
✓	Ultrasonic Welding Machine	TAIHE	9
✓	Terminal Machine	No Information	2
✓	Riveting Machine	XINNENG	2
✓	Pad Printer	No Information	3
✓	Assembly Line	No Information	4

Based on this detailed information, we would definitely consider this as one supplier to contact.

Note that their response rate is only 50%, while the other was over 85%. At first glance, it could mean bad customer service, but thinking about it more, it could be that the first supplier we viewed and ultimately rejected is desperate for buyers and answers nearly everybody. This supplier, being more professional, high quality and well established, only answers serious buyer enquires. All the more reason to make sure you have a well-formed and personal, yet professional and serious email query.

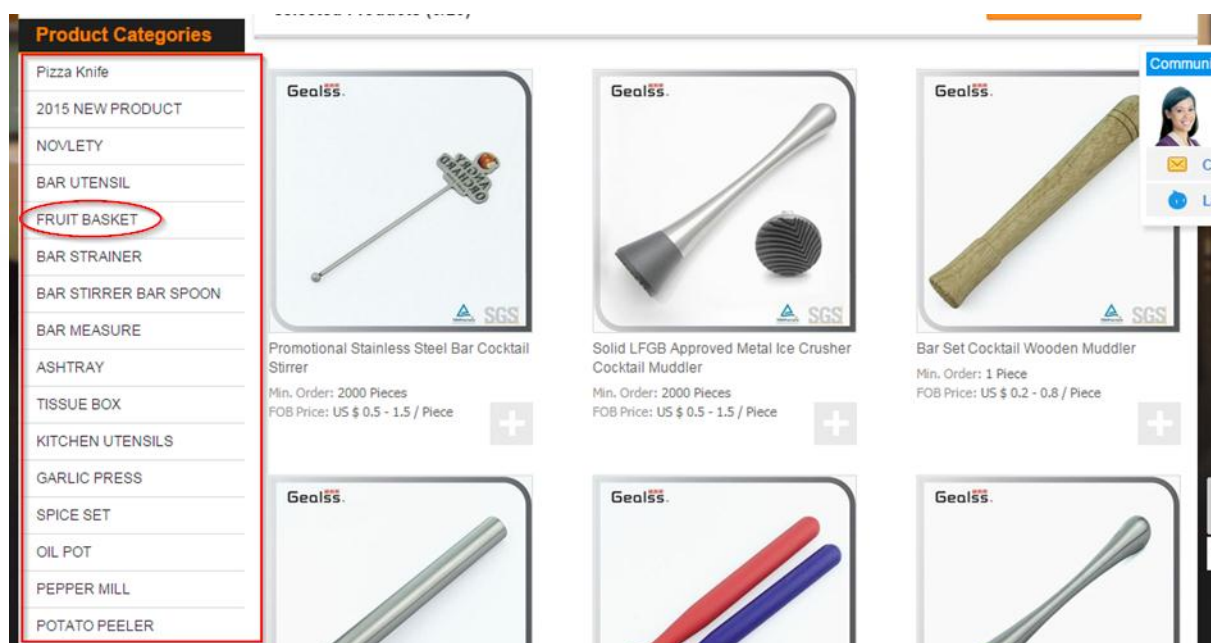
Example Brainstorming Session for Product Ideas

We have only scratched the surface of everything you can do on Alibaba. Searching by keyword is definitely a great way to start, but you can also use this as a research

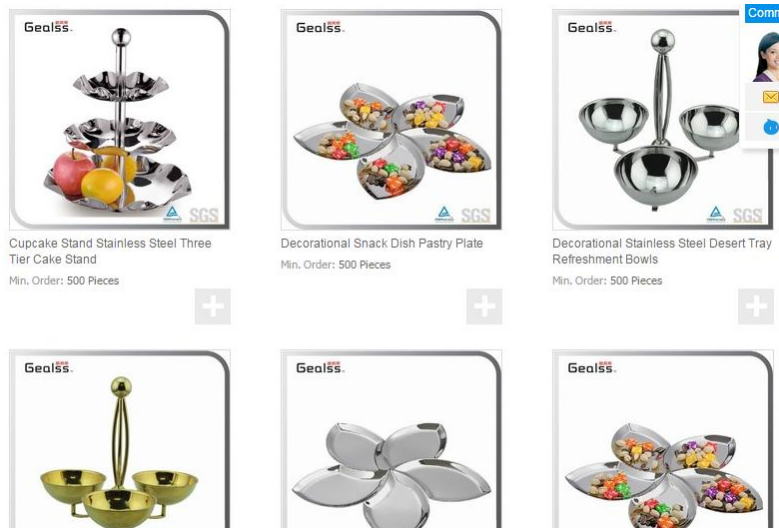
tool to find new products. In fact, starting from an idea for one product, one of our Blueprint Academy members found ideas for 11 more products through Alibaba! Another member (also in BPA) ended up selling 8 items from the same supplier, and this supplier went so far as to design the packaging and having professional product shots done for them - all for FREE - proving the adage we mentioned before of how important having a good relationship with your supplier is.

Let's say that after all our research we still can't decide what to sell online. Garlic presses look too competitive, and every marketer and their dog seems to be selling them on Amazon.

Let's go back to that first company we had rejected ... not to buy anything from them, but to see what else they offer. After all, since they are mainly a trading company, they would sell many different products from different manufacturers:




How about fruit baskets, the fifth category from the top?



There are many attractive looking products here. How well does it sell on Amazon?
Type in “fruit baskets”:

Related Searches: [fruit basket anime](#), [fruit bowl](#), [hanging fruit basket](#). [Ad Feedback](#)



DecoBros Wire Fruit Tree Bowl with Banana Hanger, Chrome Finish
by Deco Brothers


\$14.87 ~~\$19.99~~ **Prime**
Get it by **Thursday, Apr 2**

★★★★★ 491

FREE Shipping on orders over \$35

Product Features
13 x 5 inches *fruit* bowl to hold variable si. fruits

Home & Kitchen: See all 11,510 items



DecoBros Wire Fruit Tree Bowl with Banana Hanger, Bronze
by Deco Brothers

\$14.87 **Prime**
Get it by **Thursday, Apr 2**


More Buying Choices
\$13.38 (1 offer)

★★★★★ 220

FREE Shipping on orders over \$35

Product Features
13 x 5 inches *fruit* bowl to hold variable si. fruits

Home & Kitchen: See all 11,510 items



DecoBros 3-Tier Wire Hanging Basket, Chrome
by Deco Brothers


\$9.99 ~~\$14.99~~ **Prime**
Temporarily out of stock. Order now and we'll deliver when available.


★★★★★ 802

FREE Shipping on orders over \$35

Product Features

It looks like one brand dominates the category, but don't let that throw you off. First, let's see if DecoBros is a typical “ASM” seller or a traditional brand. Do a Google search for the brand:








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[Search tools](#)

About 157,000 results (0.15 seconds)


Amazon.com: DecoBros K-cup Storage Drawer Holder for ...
www.amazon.com/DecoBros.../dp/B007R900WA ▾ Amazon.com, Inc. ▾
 ★★★★★ Rating: 4.8 - 3,658 reviews
 Shop Deco Brothers at the Amazon Storage & Organization store. Free Shipping on eligible items. Everyday low prices, save up to 50%.


1) PA: 54  85 Links / PRO ONLY RDs


DA: 99  PRO ONLY Links / PRO ONLY RDs

 Link Analysis


Amazon.com - DecoBros Supreme Stackable Can Rack ...
www.amazon.com/DecoBros.../dp/B00DTONATC ▾ Amazon.com, Inc. ▾
 DecoBros Supreme Stackable Can Rack Organizer, Chrome Finish. by Deco Brothers.
 1,094 customer reviews. | 32 answered questions ...

2) PA: 47  38 Links / PRO ONLY RDs

DA: 99  PRO ONLY Links / PRO ONLY RDs




 Link Analysis

decobros Term Of Service
decobros.us/home/termOfService ▾
 Permission is granted to temporarily download one copy of the materials (information or software) on decobros's web site for personal, non-commercial transitory ...

 Loading data for <http://decobros.us/home/termOfService>

The search brings up many Amazon listings, as well as a website. Clicking on it, the footer brings us to their address:

Contact Us

 1-800-853-6920
 service@decobros.com
 19745 Colima Road #1-152,
 Rowland Heights, CA 91748

About Us

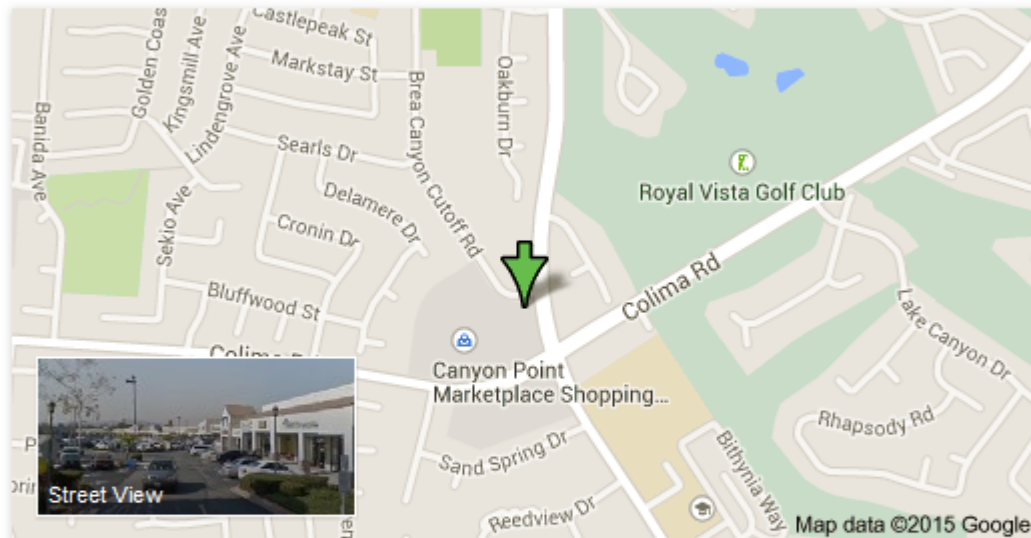
We provide organization products (housewares) for people to simply and easily manage his life in home and office

That address looks suspiciously like a virtual address (how can we tell? They are on a street, then a unit number, and then yet another unit number). Let's check it out:

19745 Colima Road

Web Maps News Videos Images More ▾ Search tools

About 18,100 results (0.27 seconds)



Canyon Point Marketplace Shopping Center, 19745
Colima Rd Rowland Heights, CA 91748, USA

[Get directions](#)

The UPS Store - Rowland Heights, CA | Yelp

www.yelp.com > Local Services > Shipping Centers ▾ Yelp ▾

★★★★★ Rating: 4 - 15 reviews

19745 E Colima Rd Rowland Heights, CA 91748 UPS is located in the shopping center off of Colima Rd. and Fairway. The best thing about this place is it's ...

It's a UPS post office box. So, now you know your main competitor isn't a huge name brand, but an individual or small company like yourself selling white label products. On a whim, we typed in "Decobros.com" to see what we got ... the address redirects to their Amazon store:



DecoBros Digital Luggage Scale w/ 110 lb capacity and temperature sensor
by Deco Brothers

\$8.67 


Get it by **Thursday, Apr 2**

FREE Shipping on orders over \$35

★★★★★ 6



DecoBros Heavy-Duty 3-Bag Laundry Sorter Cart
by Deco Brothers

\$45.67 ~~\$59.99~~ 

Get it by **Thursday, Apr 2**

FREE Shipping on orders over \$35

★★★★★ 976



DecoBros K-cup Storage Drawer Holder for Keurig K-cup Coffee Pods
by Deco Brothers

\$15.87 ~~\$29.99~~ 

Get it by **Thursday, Apr 2**

FREE Shipping on orders over \$35

★★★★★ 3,857



DecoBros Supreme Stackable Can Rack Organizer, Chrome Finish
by Deco Brothers



DecoBros Desk Supplies Organizer Caddy
by Deco Brothers



DecoBros Kitchen Houseware Organizer Pantry Rack, Silver
by Deco Brothers

How about that? We now have several product ideas – a luggage scale, a laundry cart, a K-cup storage drawer, a can rack organizer, and actually 56 other items! You can bet this small company or single person is making a very, very good living selling on Amazon.

However, he (or she, or them) are certainly not internet marketers, because looking at one of their items (the can rack organizer), you can see their one sentence Product Description at the bottom:

Product Details

Product Dimensions: 17 x 13 x 13 inches ; 6.3 pounds

Shipping Weight: 6.3 pounds ([View shipping rates and policies](#))

ASIN: B00DTONATC

Item model number: RK-006-1

Average Customer Review: ★★★★★  (1,097 customer reviews)

Amazon Best Sellers Rank: #652 in Home & Kitchen ([See Top 100 in Home & Kitchen](#))

#3 in [Home & Kitchen](#) > [Kitchen & Dining](#) > [Storage & Organization](#) > **Cabinet & Drawer Organization**

#79 in [Home & Kitchen](#) > **Storage & Organization**

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

Would you like to [give feedback on images](#) or [tell us about a lower price?](#)

Product Description

DecoBros CanRack is a good solution for your kitchen to organize and store Cans

Compare this description with an obvious ASM-type quality description of a similar product:



Bellemain Spice Gripper Clip Strips - Set of 3, Holds 12 Jars
\$7.95 | **In Stock.** Sold by [Perella's](#) and **Fulfilled by Amazon.** Gift-wrap available.

Amazon Best Sellers Rank: #404 in Kitchen & Dining (See [Top 100 in Kitchen & Dining](#))
 #2 in [Kitchen & Dining](#) > [Kitchen Utensils & Gadgets](#) > [Seasoning & Spice Tools](#) > [Spice Racks](#)
 #6 in [Kitchen & Dining](#) > [Storage & Organization](#) > [Cabinet & Drawer Organization](#)

Would you like to [give feedback on images](#) or [tell us about a lower price?](#)



Product Description

Give your spice jars the space, visibility and easy access they (and you) deserve ... without taking up one inch of drawer, shelf or counter space. These gripper clip strips mount securely on a wall or cabinet, and are infinitely adaptable to your needs.

Mount on Wall or Cabinet Door

Bellemain Spice Gripper Clip Strips solve two kitchen problems at once: they maximize space efficiency by putting unused vertical surfaces to work, and keep spices conveniently at your fingertips. Mounted on a wall near your prep area or inside a cabinet, all labels are easy to see and grab.

Top Quality Adhesive Tape for Reliable Bonding

Don't risk a disaster with cheaper adhesives that may not be able to support the weight of glass jars. Bellemain's strips use the finest adhesive available so you can rest assured that once they're mounted, they'll stay put.


Strips Can Be Cut to Fit Your Space

The Bellemain clip strip system allows you to "customize" a spice organizer that perfectly fits your wall space. Is that space tall and narrow? Cut each 4-jar strip apart into 3-jar, 2-jar and even 1-jar strips. Is it wide? Position the strips next to each other to create a longer row. And, of course, the vertical distance between rows can be whatever you choose.

Gripper Clips Adjust to Jars of Different Widths

Your spice collection probably contains several different brands and jar shapes. No worries: the clip arms automatically adjust to grip any jar up to 1.75" diameter.


How do we know this is another marketer or ASM business? A quick search for "Bellemain" brought up a slick website with very little contact information and a generic About Us page ... and more product ideas.




quality tools for discerning cooks

[Home](#)
[Products](#)
[About Us](#)
[Support](#)
[Contact Us](#)


Products




Epica Stainless Steel Drinking Straws, Set of 4 Free Cleaning Brush Included




Epica Stainless Steel Pizza Cutter - 14 inch Rocker Style




12-Cup Muffin Pan 100% Silicone, Nonstick, and Easy to Clean



Large Wood Pasta Drying Rac



Cookie Sheet 14"x17" , Pro Chef Quality, Heavy Duty Aluminum



Bamboo Expandable Cutlery Drawer Organizer

In fact, searching deeper, the entire Home Cabinet Organizer niche looks quite attractive. The first ten items are all below BSR 1000, indicating huge demand and sales.

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

Any Department

Home & Kitchen

Kitchen & Dining

Storage & Organization

Cabinet & Drawer Organization

Cabinet Accessories

Cookware Holders

Flatware Organizers

Knife Storage

Lazy Susans

Pot Lid Holders

Shelf Liners

Spice Racks

Under-Sink Organizers

Utensil Organizers

Best Sellers in Home Cabinet Organizers

1.



Rubbermaid No-Slip Cutlery Tray, Larg...

★★★★★ (488)

\$11.99

22 new from \$7.99

2.



Spicy Shelf Patented Spice Rack and S...

★★★★★ (684)

\$16.16

65 used & new from \$15.80

3.



DecoBros Supreme Stackable Can Rack O...

★★★★★ (1,097)

\$26.57

4.



Totally Bamboo Expandable Utility Dra...

★★★★★ (603)

\$27.34

12 new from \$25.99

5.



Copco 2555-0188 Non-Skid 3-Tier Cabin...

★★★★★ (532)

\$7.99

5 new from \$7.99

6.



Bellemain Spice Gripper Clip Strips ...

★★★★★ (387)

\$7.95

2 new from \$5.00



The only traditional company is Rubbermaid. The Bellemain listing (#6) is the only product with an optimized title and description (a technique we will discuss).

Through the review listings are quite competitive, the top 20 items are still under BSR 2500. Even if you can get into the top twenty (and it's not that difficult), you're still looking at several sales per day. It's definitely a niche worth looking at.

So, you can see a live process of brainstorming for products – while writing this section, we had no goal or product in mind:

1. We started with a garlic press on Alibaba
2. We found a dubious trading company and browsed their product selection
3. A fruit basket category caught our eye
4. From there we found a company called DecoBros on Amazon
5. Through them we found the Home Cabinet category with several ideas

From there, we can go back to Alibaba and do a search for “spice rack,” “can organizer” and other keywords. We might just find our perfect supplier where we can begin building our brand with several product offerings.

Just from this quick process, there is no shortage of ideas on finding a great product!

A quick note on Alibaba. Spend time exploring the site. You can not only filter by Gold Supplier and Onsite Check, you can also search by country and region.

Other Websites to Find Suppliers

While Alibaba is the 800-pound gorilla in the B2B (Business to Business) space, there are several other companies:

- <http://www.ttnet.net/>
- <http://www.hktdc.com/en-buyer/>
- <http://www.oempromo.com/>
- <http://www.made-in-china.com/>
- <http://www.hellotrader.com/>
- <http://www.indiamart.com/>
- <http://www.globalsources.com/>
- <http://www.manufacturers.com.tw/>
- <http://www.thomasnet.com/>

A special note on Thomasnet.com – they are one of the original B2B directories, and mainly deal with U.S. suppliers. It is definitely worth searching here if you wish to source from the United States. The website is much less user friendly than Alibaba, and is designed mainly for OEM users – companies that are looking for suppliers to build other products. But don't let that stop you.

The screenshot displays the Thomasnet.com interface. At the top is a navigation bar with links like 'SUPPLIER DISCOVERY', 'PRODUCT SOURCING', 'CAD MODELS', etc. Below this is a search bar with 'Product/Service' set to 'Spice Racks' and a location dropdown set to 'All States/Provinces'. The main content area shows 'Spice Racks Suppliers' with 'Displaying 1 to 13 out of 13 results'. On the left, there are filters for 'Apply Qualifications' including 'Search Within # Miles', 'Ownership / Diversity', 'Other Certification / Registration', 'Product Detail', and 'Company Type'. The search results list three suppliers: 'WB Bottle Supply Co., Inc. - Milwaukee, WI', 'Rockford Specialties Co. - Loves Park, IL', and 'Valterra Products LLC - Mission Hills, CA'. Each listing includes a brief description of the company and a 'Save this Supplier' button. An advertisement on the right side of the results area reads: 'I can source from 40,000 companies qualified in 80 certifications - from ISO to Nadcap, and more.'

Finding Suppliers via Search Engines

An alternative to finding suppliers via mass gathering locations such as Alibaba or TTNNet is to find suppliers yourself, using search engines. Your primary search engines will be Google, Bing and Yahoo.

Have your search phrase in mind first (i.e. the type of product you want to sell). So let's use a new example ... yoga mats.

Add one of the following to your search phrase:

- Yoga mat private label
- Yoga mat white label
- Yoga mat manufacturer
- Yoga mat OEM
- Yoga mat supplier
- Wholesale yoga mats manufactures

Also, try more advanced searches:

“yoga mat” supplier – yoga mat must be together in the title

Yoga mat site:tw – all results are from Taiwan websites (if you are looking for a supplier only in Taiwan)

You'll find a lot of options from a simple search:

Yoga Mat Manufacturer - Alibaba

www.alibaba.com › Sports & Entertainment › yoga › yoga mat ▾

107197 Results - Yoga Mat Manufacturer, Buy Various High Quality Yoga Mat Manufacturer Products from Global Yoga Mat Manufacturer Suppliers and Yoga Mat ...

Yoga Mat Manufacturers - Global Sources

www.globalsources.com › Top Products › Sports & Leisure ▾

Wide range of Yoga Mat manufacturers from Global Sources ☆ High quality Yoga Mat supplied by Yoga Mat manufacturers.

PVC Mesh Mats, Yoga Mat Manufacturer and Supplier of ...

www.reysports.com/ ▾

Unisoul Inc. is a professional Yoga Mat Manufacturer in Taiwan, has been specializing in producing Yoga Props, PVC Mat, Exercise ... Natural Jute Yoga Mat ...

Yoga Mats on ThomasNet.com

www.thomasnet.com › Supplier Discovery ▾ ThomasNet ▾

Results 1 - 21 of 21 - A broad range of Yoga Mats resources are compiled in this industrial portal which provides information on manufacturers, distributors and ...

As we keep searching, we come across the usual B2B websites such as Alibaba.com, Globalsources.com and Thomasnet.com, but also several manufacturers and wholesale websites specializing in yoga mats and accessories:

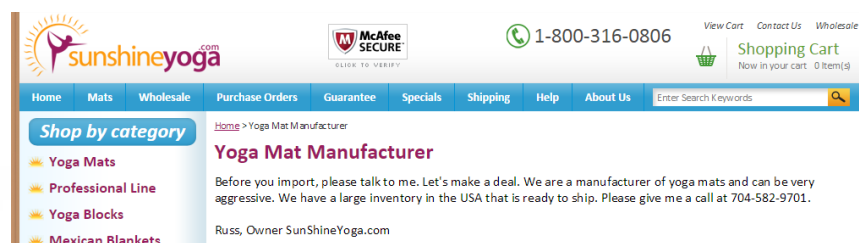
<http://www.reysports.com/>
<http://www.sunshineyoga.com/yoga-mat-manufacturer.html>
http://www.yogaaccessories.com/Wholesale-For-Life_ep_42.html
<http://www.yogadirect.com/>

Make sure to check out related searches as well:

Searches related to yoga mat manufacturers

yoga mat suppliers rubber yoga mat
eva yoga mat yoga mat material
wholesale yoga mat wholesale yoga mats manufacturers
exercise mat manufacturers yoga mat material rolls

Let's take a look at Sunshineyoga.com ...



Here we found the name of the owner (Russ), and his phone number. We can phone him and ask about his yoga mats. He also has a detailed page on buying wholesale if you scroll to the bottom of the page, and gives his email address as well.

Don't be afraid to phone people, especially if they are aggressively promoting themselves as wholesale. Be professional but also personal – you are talking to a real human being. If I wanted to phone him, I would first write down all his information in our supplier spreadsheet, then phone him.

Hello Russ, this is Aidan Booth from XYZ Company, and I came across your website. I see you wholesale yoga mats. I'm wondering if you also private label your mats, or if you know somebody who does so. We're planning a large yoga brand and would like to work with a U.S. supplier for all our products.

See where the conversation goes from there. Russ may say "What's private label?" or "Sorry, we only do wholesale." Continue talking, asking if he knows any manufacturers who would do private label. Basically, you want to build a serious relationship with people and begin networking.

Straps and Belts

- Yoga Towels
- Mat Bags
- Yoga Mat Rolls
- Yoga Bolsters
- Eye Pillows
- Yoga Sandbags
- Fitness Balls
- Kids Yoga Mats
- Eco Green Yoga
- Yoga Kits
- Pilates Equipment
- Foam Rollers
- Exercise Mats
- Resistance Bands
- Closeouts and Specials

Newsletter

Sign Up for Our Newsletter:

Email Address

We offer wholesale pricing for all our products. We have low minimums!

Thank you visiting SunShineYoga.com. Our wholesale department is second to none. We offer aggressive wholesale pricing, which discounts our already very low retail prices. In addition, we have reasonable shipping rates and low minimum volume orders (usually wholesale pricing starts with only 6 to 12 pieces). You can verify the shipping cost before ordering by adding products to your cart and entering your zip code in the shipping calculator that is just below the shopping cart.

You can shop through our web site and in most instances, the wholesale pricing is listed right on the product pages and the shopping cart will calculate the wholesale price based on the quantity discounts or you can go directly to [wholesale yoga mats](#). Even though our prices are very low, the quality and durability of our products is exceptional. We want you to succeed by offering your customers the highest quality at the best price. Your customers demand high quality at a good price and we know that.

Questions?

- Do you accept purchase orders? Yes (with approval)
- Do you offer low wholesale prices with low minimums ? Yes, Yes, Yes!

I thank you for considering SunShineYoga.com as your Yoga Product Wholesale Supplier. If you have any questions, would like a custom quote or would like our complete wholesale price list, please contact me directly at orders@sunshineyoga.com or at (704) 966-9642.

Russ Snapper
Owner, SunShineYoga.com

Even if it doesn't work out, leave the conversation on a positive note, because in the future you may decide to expand your business and indeed sell wholesale or begin a dropshipping website with their products.

Suppliers and Referrals

Unlike Chinese suppliers, where you can find over one hundred suppliers for your product on Alibaba, it is much more difficult to find U.S. suppliers. There is no U.S. based Alibaba ... Thomasnet.com is the main directory, where you can begin your search. As mentioned before, a majority of companies listed here are OEM suppliers, which means they don't do white label – they supply parts to manufacture other products. This is where referrals and networking strongly come into play.

In our yoga mat example, Russ from Sunshine Yoga may be a great starting point. Phone and talk to him or somebody like him from another wholesale company you find, because people like him are likely familiar with the yoga supplier industry.

If you find out some information, then you can go to a U.S. manufacturer and phone them, starting the conversation with *"Hey there, my name is Aidan from XYZ Company, and Russ from Sunshine Yoga referred me to you ..."* Then talk about how your company is beginning development of a yoga brand, and you are looking for a private label opportunity. If the manufacturer isn't set up to do white label, maybe they know somebody who does.

Because many U.S. companies are smaller and are hard to find online, referrals are often the best way to form relationships. Here's a real life example of how one Blueprint Academy member found a goldmine of products to sell from a small U.S. company ...

While researching a certain niche, the BPA member listened to a podcast where a supplier was talking about his wholesale business. He contacted this supplier and set up a phone call, then asked about private label opportunities. He ended up talking with the supplier for 30 minutes, who was very passionate and knowledgeable about the niche and his products. The supplier is a small company with less than 10 employees, and he found out they manufacture products as well.

After ten minutes of rapport and proving to the supplier that he was a “real” business, (which he is indeed building it up to be), the BPA member then asked about his sales volume, what their bestsellers were, and how many they could produce at a time. The supplier answered in detail, and asked the member what his own business model was. He was honest and talked about the white label process and selling on Amazon (this BPA member also does wholesale products and dropshipping, which is beyond the scope of this Cheat Sheet).

After further discussion, the supplier ended up sending him over \$300 worth of samples for free, and referred him to a few other small manufacturers who were able to supply him with a similar range of products.

None of this information can be found from a simple website search. This BPA member is now in a position to sell over 30 quality products on Amazon!

Remember, too, you are not just slapping your brand on a product and selling it on Amazon ... you are building a real business that may one day be the size of Nike. In this case, you now not only have found “hidden” local suppliers and manufacturers for your products, you also have the backing of long-term suppliers who can become raving fans of your business, helping you with customer service, marketing and supplying you with content for your marketing brochures and website.

You could even be in the position where your connections begin talking with other suppliers and saying “Hey, this person is building a great business, and I think you should work with them. I know her well, so offer her better deal than you would normally ...”

Don't think this only happens with local U.S. suppliers. You could also form relationships with overseas companies this way. While it is easy to find a supplier using Alibaba, keep this same frame of mind of forming great relationships – there are real people behind these millions of listings. Talk to their customer service reps, and if they can't manufacture the product you are looking for, they may help you find a supplier who does.

Best Practices When Dealing With Suppliers

No matter where your potential suppliers are located, there are a number of best practices that will make you stand out as a professional and make working with your suppliers much easier and more effective for you:

- Even if you choose your supplier, have a backup, if possible. If you have only one supplier for your product, and that supplier goes out of business, is out of stock, or is unavailable for some other reason, your entire supply for your customers will immediately be cut off. Have backup – search with the goal of having more than one potential supplier in mind.
- Don't automatically assume that USA suppliers are better. We've heard reports (and have had experiences) of U.S. suppliers being slower and more difficult to work with. In most cases, they will be more expensive, simply because of higher overhead. This can be made up through much lower shipping times and costs.
- Pick up the phone. An actual phone call increases your credibility, makes you more memorable to the supplier and adds that personal touch that can put you above your competition.
- Negotiate (politely) even if you don't feel you need to! You want to create at least one back-and-forth situation where you're building a relationship. When you create agreements, you are more likely to become your supplier's priority among what may be dozens, hundreds or thousands of other contacts that are otherwise just like you.
- Visit the supplier's locale, if possible. Obviously, a trip to China may be out of the question at this point, but if visiting your supplier's site is at all feasible, do so. This, too, will boost your credibility and make you a “real person” and “real company” to your potential supplier.
- Do your due diligence. Research your potential suppliers. Look for reviews and testimonials. Find out how long the company has been in business. Just as your supplier wants solid clients, you want a solid supplier.
- Be professional. Act as a company...even if your “company” is just you.
- Be confident. You don't need to be arrogant (in fact, please don't!), but your confidence will speak volumes to potential suppliers and they will take you seriously.

Organizing Your Supplier Info

We've said it before but we'll say it again: keep *good, thorough* records of the process and of your suppliers' details!

- Create a spreadsheet (or a category on Trello or your online organizer of choice).
- Log all email communication. Keep a separate folder for each supplier
- Organize your folders. You can use Trello, Google Drive, Dropbox, or simply keep them organized on your own computer... but do keep them organized.
- Create sub-category processes so you can reference them quickly. You may think you'll remember all this information later, but you won't – especially if you're dealing with multiple suppliers. Have categories for purchase orders, inventory management and so on.
- Write your list of potential suppliers first, then devote one day to phoning or emailing them all. This is much more efficient and you will be much more focused if you do this all at once, rather than researching a supplier, contacting them, then researching another supplier and contacting them.

When Dealing With Chinese Suppliers

You can get your product from anywhere, but China is a huge exporter and the country many white label companies rely on. However, there are some special considerations when communicating with Chinese suppliers.

- Be sensitive to cultural differences. Although we dislike generalizations, it is true that many times, Chinese suppliers will be more direct and up-front than Westerners may be used to. To Western ears (and eyes, if via email or Skype), they may even seem aggressive or blunt. Don't be taken aback and don't respond with anything but politeness...ever.
- Interestingly, while Chinese suppliers may appear more blunt, in other ways they're more polite and solicitous than you may be used to. For example, calling people "sir" or "madam" is very common. This doesn't mean you need to raise up your own politeness; maintain a steady, gracious presence without swinging too far one way or the other.
- If there are language barrier issues, NEVER say "I don't understand you!" Instead, try to work out between you what each of you means by using a very common method: rephrase and respond with "So then we'll be doing

(X)?” The supplier will then be able to clarify if you're wrong about what he or she is trying to communicate, or verify that you're understanding things correctly.

- Chinese hate saying “no”, so take any avoidance of an issue or silence to a question to mean no. “Yes” might not mean “I agree” but “Yes, I acknowledge what you are saying.”
- Though we discussed due diligence before and doing your research on suppliers, take note that there is a dark underbelly on stealing intellectual property, copying products, and even some reports of seedy suppliers manufacturing extra items of a company’s white label products and selling them direct on Amazon. Don’t reveal too much about your business model or gush to them about how successful you are with the product they have produced for you. If you do your research properly, you’ll find the “good” suppliers who won’t cheat you.

Placing Your Initial Order

You don't need to place a very large order right out of the gate. After all, even though you can be fairly confident based on your research that the product will sell, you'll never *really* know until you're selling in real-time. After this initial purchase and after you see how sales are going, you can begin to increase your orders.

Have your order shipped to the locale you will be shipping from. This might be your home or office, Amazon directly, or to an inspection company, such as FBAInspection.com. We go much more in depth later on.

Usually, you will pay T/T on deposits, so you will go to your bank to initiate a wire transfer. For wire transfers, you need the following information from your supplier, which they will provide you with:

- The receiver’s name
- The company name
- The street address
- City
- State
- Country
- Account# or IBAN
- The receiver’s settlement bank
- The bank’s street address

- The bank's City
- The bank's State
- The bank's Country
- The bank code

For Chinese addresses, the names can be very long. It will usually be in this format:

Street address > Thoroughfare > Locality Name > Village > County sub-division > County City > Province > Postal Code > Country

An example would be:

Street - *1066 Tianshou Road*
Thoroughfare - *Yuelong Street*
County Sub-division - *Ninghai County*
County City - *Ningbo*
Province - *Zhejiang*
Postal Code - *315644*
Country - *China*

To do a wire transfer, simply go to your bank and supply this information to them. There will be a fee that you will have to pay for each wire. Make sure you pay in the currency indicated on your quote (likely US dollars).

Other methods your supplier might accept include Paypal (usually for smaller orders), Alipay (Alibaba's escrow service), and Western Union.

Branding and Packaging

Do you want to be like every other brand out there? Or do you want to position yourself as different, as having legendary customer service, as a PREMIUM brand?

In this section, we will discuss how to position your product to be the best, most premium product in the marketplace. Not only do we want to sell our product for a higher price, we want people to care about our product and have a great experience with it.

Put it this way: Which place do you expect to have a better experience as a customer? Shopping at Walmart, or shopping in a designer boutique on Rodeo Drive? The designer boutique could have clothes created in the same Asian factory as Walmart brand clothes ... but it is the label and the customer experience that keeps the small boutiques alive.

Who is Your Customer?

Before you design your packaging, you'll want to know who your target audience is. Knowing this will determine the look of your product packaging, and what special offers you will include when a customer makes a purchase.

For our purposes, you will want to appeal to:

- A customer who wants a *premium* product that will last longer – and is willing to pay for it.
- A customer who wants his or her items to have that “special something.”
- A customer who likes to feel good about his or her products rather than receiving something “ordinary”

Why? Isn't it easier to sell a cheaper product? Don't consumers want to save money?

Well, sure they do. But they also want to feel good about their purchases – and most purchases have an element of emotion involved. The demographic you will be targeting is a cut above the rest. They will be willing to pay a few dollars more in order for a great product and a feeling of satisfaction. For you, this means more profit with fewer purchases – and in many cases, a loyal following that will purchase from you again. Your customer will be higher quality.

Of course, for this to work, you MUST have a high quality product as well! As we discussed in the previous section, you will have sourced your product from a high quality factory after comparing samples and doing your due diligence.

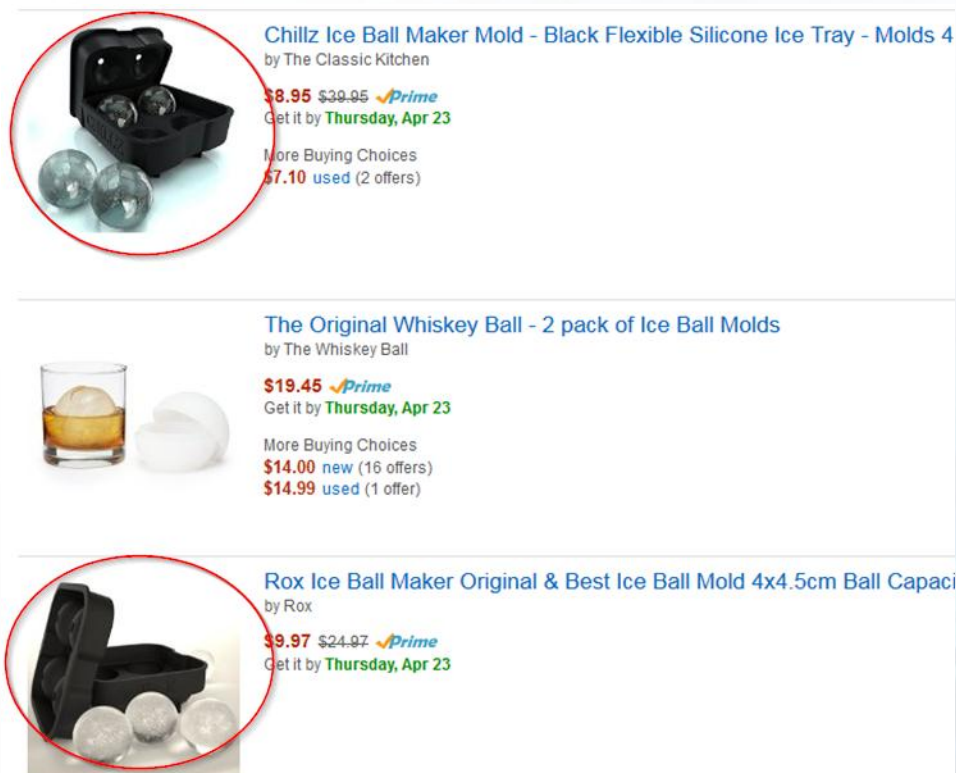
You want your customer to be someone who is looking for the best quality with brand loyalty who will buy from you again. You DO NOT want customers who shop purely based on price and never come back to you.

Packaging Your Product to Convey Your Premium Status

Remember: it's all about delivering a *premium* product to your customers. Your product has to convey that – but so does your packaging. Your goal with your packaging is to illustrate your premium status to the marketplace. This doesn't mean you necessarily have to pay significantly more (after all, the profit margin is the whole point). It just means you need to *brand and position* yourself properly – and a huge part of that is, for the customer, visual. First impressions *do* count.

Your packaging is part of your branding. When you deliver a good-looking package, you are saying, “This is worth paying more for.”

To illustrate the importance of packaging, let's look at an example from some “obvious” and very successful ASM-type marketers:



Chillz Ice Ball Maker Mold - Black Flexible Silicone Ice Tray - Molds 4
by The Classic Kitchen
\$8.95 ~~\$39.95~~ ✓Prime
Get it by **Thursday, Apr 23**
More Buying Choices
\$7.10 used (2 offers)

The Original Whiskey Ball - 2 pack of Ice Ball Molds
by The Whiskey Ball
\$19.45 ✓Prime
Get it by **Thursday, Apr 23**
More Buying Choices
\$14.00 new (16 offers)
\$14.99 used (1 offer)

Rox Ice Ball Maker Original & Best Ice Ball Mold 4x4.5cm Ball Capacity
by Rox
\$9.97 ~~\$24.97~~ ✓Prime
Get it by **Thursday, Apr 23**

Here is another niche in a highly competitive area. If you click the Chillz Ice Ball Maker Mold, you see incredibly beautiful images and packaging. You can immediately determine that this marketer is positioning himself or herself as a premium brand for the whiskey crowd:



(Do your ice cubes look like this?)

These above images have actually been computer generated ... which is not against Amazon TOS, as long as they accurately represent the product.

Compare to a company that has put no thought into their packaging or images:



It might be "The Original" whiskey ball set, but the packaging looks like it is from the 1960's. The image itself looks to have been shot by the owner with a cheap camera, and placed on a plain cardboard box. The packaging even looks used or dragged out from the attic. Does this convey premium quality? Definitely not. There is no BSR for the listing, indicating the product is not selling at all.

Now, is the first product better quality than the second example? They are probably about the same. It's all about perception.

When designing your product, especially for a more competitive niche, it is much easier to design better packaging than your competitors over having an unprofitable price war to "win" over your customer, or even a better quality product.

Though we have emphasized that you need to have great quality, don't spend all your enjoy looking for a "perfect" product. You simply need it to be "good enough" that the customer is satisfied and that it works as advertised.

In fact, we have several students who are outselling in their niche even when their product is twice the price of their competitor! In our own research, we have bought one product at one price point and another at a much higher price, and found that both products were basically the SAME QUALITY. It all has to do with the perceived value and premium status of your product to win over a high quality customer looking for the best product out there.

You may even have lower sales than your competitors due to your higher price, but if it means a higher profit margin, then this is a win for you as well.

Brand and Product Names

What should you call your brand? How about your product? This is where good ol' brainstorming will take place. It can be anything. Your brand can be made up. You don't have to register it or have any sort of corporate papers or anything "official".

Keep in mind that the name of your brand and your product is much less important than the marketing you will be doing. However, you should think of a name that fits your market and your niche.

The best place to generate ideas for brands and product names is through Amazon itself. What are the brand names of your competitors? What are the names of the product? You certainly don't have to be perfect (and don't over-analyse this), but you want something that will resonate with your audience.

Back to whiskey balls, here are some brand names and their respective product names I found:

Brand Name	Product Name
Whiskey Ice Balls	Whisky Ice Balls
Tovolo	Tovolo Sphere Ice Molds
The Classic Kitchen	Chillz Ice Ball Maker Mold
The Whiskey Ball	The Original Whiskey Ball
Rox	Rox Ice Ball Maker Original
Housewares Solutions	Froz Ice Ball Maker
Home-Complete	Home-Complete Ice Ball Maker Mold
Stone Cask	Stone Cask Ice Rounds
TeiKis	TeiKis® [4 Pack of 2.5 Inch] Ice Ball Maker
Bar-Kraft	Ice Ball Maker Mold by BAR-KRAFT®
Arctic Chill	Arctic Chill Ice Sphere Tray

You can see the wide variety of names used their brands. Some are more generic, such as "Housewares Solutions", some are relevant to their market, such as "Rox" (nice name play on "whiskey rocks"), while others chose a unique brand name that could be used in any market, such as Tovolo.

Another thing to keep in mind is the availability of a website address URL. Always go for a .com. While your actual brand name will likely not be available, you can add “products” or “company” at the end which will most likely be available. Simply go to GoDaddy and begin typing in the brand names you have brainstormed.

For the product name, definitely use some main keywords as part of the name. Not only is this for search optimization in Amazon, but it needs to be as clear as possible to your user. Are you selling a garlic press? Then call it the “(Brand Name) Deluxe Garlic Press.” Find out the most common name for the item, and call it that.

In your Amazon description, you can add more keywords to your title, though I wouldn’t personally have more than 15-22 words ... Amazon is starting to crack down on super-long titles.



Spiral Slicer Spiralizer Complete Bundle - Vegetable Cutter - Zucchini Pasta Noodle Spaghetti Maker
by [Spiralizer](#)
★★★★★ ▾ [81 customer reviews](#)

List Price: ~~\$49.99~~
Price: ~~\$29.99~~
Sale: \$15.77 & FREE Shipping on orders over \$35.
[Details](#)
You Save: **\$34.22 (68%)**

In Stock.
Sold by [KNDirect](#) and [Fulfilled by Amazon](#). Gift-wrap available.
Want it Saturday, April 25? Order within **22 hrs 55 mins** and choose **Saturday Delivery** at checkout. [Details](#)

[Click to open expanded view](#)

Nice, compact title but still with some strong keywords. This is currently #2 for “spiralizer.” Compare with the title below, which is too long and just spammy-looking (and is around #30, though I don’t know if it’s just because of the title):



[Click to open expanded view](#)

Spiralizer By Palermo- Voted the Best Vegetable Maker, Spiral Slicer, Peeler, Shredder, Cutter and Chopper You'll Ever Use. Makes Zucchini Noodles, Veggie Spaghetti, Pasta, French Fry and Julienne & Mandoline Cut Vegetables in Minutes. 100% Risk Free with Lifetime Guarantee.

by [Palermo](#)

★★★★★ ▾ 241 customer reviews

| [13 answered questions](#)

List Price: ~~\$59.95~~

Price: **\$29.97** & **FREE Shipping** on orders over \$35.

[Details](#)

You Save: **\$29.98 (50%)**

In Stock.

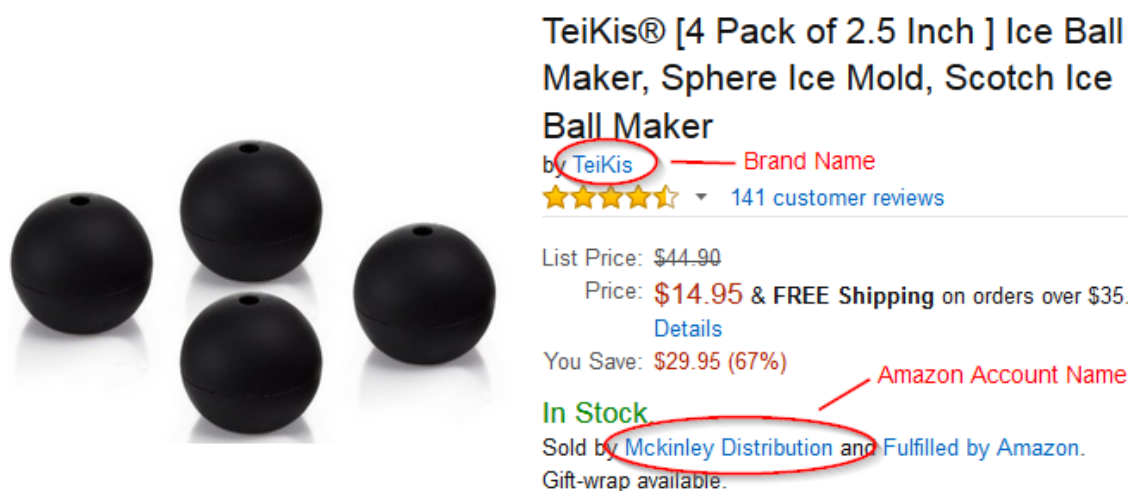
Sold by [S&K, Inc.](#) and Fulfilled by [Amazon](#). Gift-wrap available.

Finally, you will actually have THREE names: Your brand name, your company name, and the product name:

Company Name: This is your Amazon account name – This can be changed at any time. On the Amazon listing, this is “Sold by” – Clicking this will list everything you sell on your account. Again, like the brand name, your company name can be anything made up – you don’t have to file any business papers or form a corporation.

Brand Name: The brand selling the product. It is the “By” on the Amazon listing. This is controlled by your input in your Amazon listing, which we will get into later. Clicking this will only show other products with that brand name.

Product Name: The title of the listing.



You may be wondering, *"If Amazon links to everything I sell, then a competitor can research everything I sell."* This is true, and we have already been doing this in the research phase. So, the next question will likely be *"Can I then have more than one Amazon account?"* Technically, you cannot, as it explicitly states in the Amazon Terms of Service that you can only have one account, except "under special circumstances."

<http://www.amazon.com/gp/help/customer/display.html?nodeId=200414320> and search for "multiple seller accounts" to read their rules.

However, we know many people who indeed have more than one account per brand. To play it safe, I would suggest having one account under your name and bank account, another account under your spouse's name and bank account, one under your partner's and their spouse's account, etc. Note that each account will pay the monthly fee.

Finally, you will often come across "Ships from and sold by Amazon.com." This is a special case where Amazon personally approached the vendor and bought their product to sell themselves. Products sold by Amazon also have a special perk of having a video in their description, something 3rd party sellers (ie ourselves) cannot do.

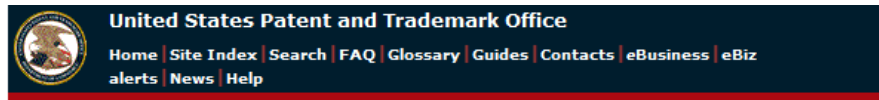
Trademarks

Finally, make sure your brand name is not already trademarked, or you could find yourself in trouble later. To find out, go to the United States Patent and Trademark Office and do a search for your brand name:

<http://www.uspto.gov/trademarks-application-process/search-trademark-database>

A few paragraphs down, you will find a link to TESS, the Trademark Electronic Search System.

As we are only looking for a name, you can use Basic Word Mark Search:



Trademarks > Trademark Electronic Search System (TESS)

Welcome to the **Trademark Electronic Search System (TESS)**. This search engine allows you to search the USPTO's database of registered trademarks and prior pending applications to find marks that may prevent registration due to a **likelihood of confusion** refusal.

WARNING: Before conducting your search, you must understand the following: (1) what the database includes; (2) how to construct a complete search; and (3) how to interpret the search results. Click **TESS TIPS** for detailed information on these and other important search topics.

[HELP](#) [News!](#)

The image shows a form titled "Select A Search Option". It contains three radio button options. The first option, "Basic Word Mark Search (New User)", is circled in red. The second option is "Word and/or Design Mark Search (Structured)" and the third is "Word and/or Design Mark Search (Free Form)".

Select A Search Option
<input checked="" type="radio"/> Basic Word Mark Search (New User) This option cannot be used to search design marks.
<input type="radio"/> Word and/or Design Mark Search (Structured) This option is used to search word and/or design marks. NOTE: You must first use the Design Search Code Manual to look up the relevant Design Codes.
<input type="radio"/> Word and/or Design Mark Search (Free Form)

Usually more unique names will have no problem filing a trademark, so let's try one:

TESS was last updated on Wed Apr 22 03:21:33 EDT 2015

[TESS HOME](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [BOTTOM](#) [HELP](#)

WARNING: AFTER **SEARCHING** THE USPTO DATABASE, EVEN IF **YOU** THINK THE RESULTS ARE "O.K.," **DO NOT ASSUME** THAT YOUR MARK CAN BE REGISTERED AT THE USPTO. AFTER YOU FILE AN APPLICATION, THE USPTO MUST DO ITS OWN SEARCH AND OTHER REVIEW, AND MIGHT **REFUSE TO REGISTER** YOUR MARK.

View Search History:

- ☒ Plural and Singular ☐ Singular
☒ Live and Dead ☐ Live ☐ Dead

Search Term:

Tovolo

Field:

Combined Word Mark (BI, TI, MP, TL) ▼

Result Must Contain:

All Search Terms (AND) ▼

[Submit Query](#)

[Clear Query](#)

[Logout](#)

Please logout when you are done to release system resources allocated for you.

Trademarks > Trademark Electronic Search System (TESS)

TESS was last updated on Wed Apr 22 03:21:33 EDT 2015

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [PREV LIST](#) [NEXT LIST](#) [IMAGE LIST](#) [BOTTOM](#) [HELP](#)

[Logout](#) Please logout when you are done to release system resources allocated for you.

List At: OR to record: **4 Records(s) found (This page: 1 ~ 4)**

Refine Search

Current Search: S5: docs: 4 occ: 10

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
1	85432845		TOVOLO	TSDR	DEAD
2	78401970	3075655	TOVOLO	TSDR	LIVE
3	77711074	3801883	TOVOLO STANDZ	TSDR	LIVE
4	77711063	3909729	TOVOLO STANDZ	TSDR	LIVE

The first one has expired, the 3rd and 4th aren't exactly the name we are looking for, but the 2nd looks like our brand. And indeed, it is:

TOVOLO

Word Mark	TOVOLO
Goods and Services	IC 009. US 021 023 026 036 038. G & S: measuring cups and timers. FIRST USE: 20040410. FIRST USE IN COMMERCE: 20040509
	IC 021. US 002 013 023 029 030 033 040 050. G & S: glass pitcher, coffee tools, namely, grind tampes and frothing pitchers, colanders, strainers, splatter screens, frozen confections on a stick molds, paper towel holders, bottle openers, corkscrews, and pastry brushes. FIRST USE: 20040410. FIRST USE IN COMMERCE: 20040509
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78401970
Filing Date	April 14, 2004
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	January 10, 2006
Registration Number	3075655
Registration Date	April 4, 2006
Owner	(REGISTRANT) Matthew Frank LIMITED LIABILITY CORPORATION WASHINGTON 4500 9th Ave NE, Suite 300 Seattle WASHINGTON 98105 (LAST LISTED OWNER) ICI-USA LLC LIMITED LIABILITY COMPANY WASHINGTON 2815 East lake Ave., East, Ste 150 Seattle WASHINGTON 98102
Attorney of Record	Priya Sinha Cloutier
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead	LIVE

It was registered in 2006, so this company was likely not formed by a student taking a white label course. However, what is interesting to note is the attorney's name, in this case "Priya Sinha Cloutier."

Why is this important? In the future, you may wish to trademark your brand. While it is not necessary, it is certainly a good idea once you begin amassing thousands of dollars in sales per month (or per day.) There have been reports of jealous and cutthroat competitors actually trademarking their competitor's name and then suing them for infringement, forcing them out of the industry! You certainly don't want that to happen.

While attorney fees greatly vary, we noticed that a trademark filing costs around \$800-1200. You can certainly file it yourself, at a cost of \$225. We won't get into trademark law here (this is way beyond the scope of this Cheatsheet), suffice to say that if you wish to file a trademark in the future, you now know who your competition may have used, and maybe you can hire that person as well.

For more about trademarks, the United States Patent and Trademark Office has a great video on the basics:

<http://www.uspto.gov/trademarks-getting-started/trademark-basics>

Positioning Your Product and Your Business

Brand positioning is not only your logo and clean packaging, but an entire premium "experience" for your customer. Proper Branding includes the following:

- A premium, high-quality product that lives up to the customer's expectations
- High quality, premium packaging and logo
- Premium customer service (we will discuss this below)
- Professional product images
- A great looking website
- Other "goodies" and perks like a V.I.P. program, lifetime warranty, bonuses, etc (we will discuss below)

A great example of premium branding is the American Express Centurion Card ... you have the basic American Express card here:



And you have the premium card:



It is “just” a credit card, but you are also given a variety of executive, leather-bound items as goodies to show that you are a V.I.P. member in an exclusive club.

You want to distinguish your brand the same way, and it doesn’t take too much to do so. Often, it is simply the price point. If people pay MORE, they will feel better about buying the best-quality, premium product for their own personal use.

Another example is that a friend of mine is continually raving about a PREMIUM shaving kit he received for Christmas. As a professional photographer, he has spent hours taking beautiful product shots, adding his watermark and showing it off on his Facebook feed and photography website. He obviously feels great in the morning shaving ... it is the experience of holding and using a quality product that gives a psychological boost to his day. Your customers can feel the same using your products and your brand.

How do you position your brand as premium? As we mentioned before, it is simply a matter of perception.

Here’s another example, this time in the exercise niche. We type in “resistance band” and come up with this:



Black Mountain Products Resistance Band Set with Door Anchor, Ankle Strap, Exercise Chart, and Resistance Band...

by Black Mountain

\$29.99 ~~\$39.99~~ Prime
Get it by **Thursday, Apr 23**

More Buying Choices
\$29.99 new (3 offers)
\$26.09 used (1 offer)

★★★★★ 3,139

#1 Best Seller in Exercise Bands

FREE Shipping on orders over \$35

Product Features

This stackable set of *resistance bands* can produce up to 75 LBS

Sports & Outdoors: See all 14,591 items



Resistance Loop Bands - Set of 4 Light, Medium, Heavy, and X-heavy Exercise Bands - Best Fitness Band for Ankle...

by Phantom Fit

\$12.99 ~~\$39.99~~ Prime
Get it by **Thursday, Apr 23**

★★★★★ 221

FREE Shipping on orders over \$35

Product Features

... that will get you pumped and ready for your *resistance band* workout ...

Sports & Outdoors: See all 14,591 items



SPRI Xertube Resistance Band Exercise Cords with Door Attachment (Sold Individually)

by SPRI

\$12.94 - \$28.50 ~~\$28.69~~ Prime

★★★★★ 725

The first thing you will notice is that the #1 bestselling product is over TWICE the price of the #2 product. You can see how well they have created their branding:



Black Mountain Products Resistance Band Set with Door Anchor, Ankle Strap, Exercise Chart, and Resistance Band Carrying Case

by Black Mountain

★★★★★ 3,139 customer reviews
| 115 answered questions

List Price: ~~\$39.99~~

Price: **\$29.99**

You Save: **\$10.00 (25%)**

In Stock.

Ships from and sold by Amazon.com in **easy-to-open**

There are a lot of professional images, well-done packaging and lots of “goodies” – in this case, several resistance bands, a bag and much more. The company explains this in their well-developed description:

What's in the box?

This set includes:

- Cushioned foam handles
- Door anchor
- Carrying bag
- Ankle strap
- Starter guide
- Five bands of varying resistance:
 - Yellow = 2-to-4 pounds
 - Blue = 4-to-6 pounds
 - Green = 10-to-12 pounds
 - Black = 15-to-20 pounds
 - Red = 25-to-30 pounds

Benefits of Working with Resistance Bands

In addition to being bulky and immobile, free weights are often limited in the number of exercises you can perform. Resistance bands, on the other hand, offer a surprisingly varied number of training exercises by simply changing your bodily position in order to change the tension on your muscles. Bands take up little space, are mobile, and easy to use on any fitness level.

Warranty

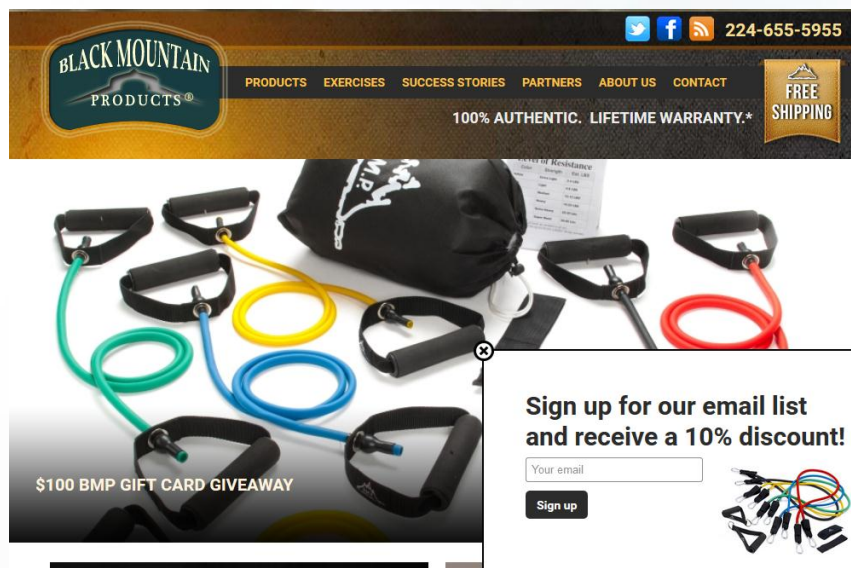
This Black Mountain Products item includes a limited 90-day manufacturer's warranty against defects in materials and workmanship.

About Black Mountain Products

Black Mountain Products manufactures and distributes high-quality home exercise equipment, with a complete line of resistance bands and doorway chin-up bars designed to deliver results in the comfort and convenience of your home, particularly when paired with home exercise programs such as P90X.

In fact, this company's product is so successful that Amazon has simply cut the owners a large check and bought all their product to sell themselves, as you can see in the "Ships from and sold by Amazon.com" description.

Continuing on, we can see the premium look of their website as well, including a pop-up coupon code for 10% off:



It doesn't take much to go from "looking" like a premium brand to "being" the premium brand. If you have a great product, professional images, design and great customer service, you will build a brand that will be the premium in your marketplace.

Your Brand's Website

You will need a website presence representing your brand. We won't go into how to build a website (there are many resources online), but don't spend too much time on this. Just create a quick website using Wordpress, with a great-looking theme, and add an About Us, Privacy Policy, Contact Us and Terms & Conditions. You can always add to it in the future, and even transform it into an ecommerce platform if you wish to expand beyond Amazon and sell straight from your website!

Your Domain Name

For your domain name, unless you have a unique, brandable name, the domain name will likely have been taken. Always use a .com, which gives a sense of authority. If your brand's domain name is taken, first make sure the person who owns it doesn't already own the brand name as well – you would have filtered that out doing a trademark search.

If the domain name is completely unrelated to your business and they are not a brand (perhaps it's just a personal blog), you can either attempt to buy the domain name from them, or add "corp" or some other modifier to the end which will much more likely be available. Thus, if you want your brand name to be "Kitchen Express", and the domain name is taken, use Kitchenexpresscorp.com.

Your Corporate Address

To give your brand a more professional presence, add your address to the Contact Us. If you are uncomfortable publishing your home address, you can subscribe to a virtual U.S. postal address for about \$10 - \$50 per month. These services will receive and send your mail, scan any documents, and forward you any parcels. These services are also great if you live outside the United States and wish to purchase Amazon products what don't ship internationally.

Some reputable virtual mail services include:

- [Virtual Post Mail](#)
- [Mailbox Forwarding](#)
- [Regus](#)
- [Earth Class Mail](#)

Your website will not only showcase your brand's products, but you will also use it to host your email list's opt-in forms. More on this later.

Now that your website is set up, time to concentrate on your product and the packaging design.

Where to Design Your Packaging

Unless you're a graphic artist or have a natural knack for design, you will probably want to commission a professional to create your logo and package design. Some reliable locales to find an artist include:

- 99designs.com
- [Upwork.com](https://www.upwork.com) (Formerly Odesk)
- [Elance.com](https://www.elance.com) (Will soon become Upwork.com)
- [Freelancer.com](https://www.freelancer.com)

If you are short on money, you can go through a place like Fiverr to get a decent logo and design. The best way to do this is to find some well-reviewed and popular gigs, note the names of the service providers, and contact them for a custom project. You won't get anything good for only \$5 – for that you will only receive a design from a royalty-free photo site that has been slightly modified.

You can start off with a “good enough” logo and design for about \$50, and once you are making money, you can hire a more expensive designer to redo your logo and packaging to give it that premium look.

For us, we went through Elance and had a designer from Pakistan create an excellent logo for a couple hundred bucks.

When you are having designed your packaging and inserts, you are looking for the following:

- clean, crisp, clear lines, text and image(s), if applicable (for example, your product's logo)
- a fairly simple design; don't try to fill up every bit of space – keep it simple and catchy rather than creating a lot of visual “noise” that will only confuse the consumer
- HIGH resolution – ALWAYS (don't skimp on this!)
- a strong statement. Again, this can mean something simple, but stand-out colors and/or lettering as well as a clean image that makes a point can work well for creating your brand identity

You will design your packaging after you have already decided on the product you will be selling (ie you have already put down the 30% deposit). Your supplier will ask you about what type of packaging you want, and will likely have graphical templates that they will send you. You will then send these templates to your designer.

The basic design specs you'll want to gather or create are:

- The size and shape of design,
- The file type (.jpg, .png, .psd, etc.), and
- Any text needed on the label/packaging.

Get these 3 items and your designer will have minimal trouble creating your label or packaging design.

Often, your supplier will print your packaging. Ask them. Also, when you would have originally been sent the samples, they may have come in some type of packaging. More likely than not, this is the packaging created by the supplier (you kept all packaging from your samples ... right?)

Usually, packaging will only be a few cents per unit. Alternatively, you can find packaging companies on Alibaba by doing a similar search as when researching suppliers, or use a local service and mail the packaging to your supplier to use.

We prefer to go through our supplier for the packaging, because they will know best what they need. It also cuts out any extra shipping steps and shipping fees. However, make sure what they print is high quality. You can ask about design work in your initial research and queries.

Whatever printing company you decide to go with, find out what format they need for the graphical files. Usually, it will be print-quality PDF. Make sure you also get the source Photoshop .psd or Illustrator .ai or .eps files from your designer in case you need to do future changes.

Packaging Points to Keep in Mind

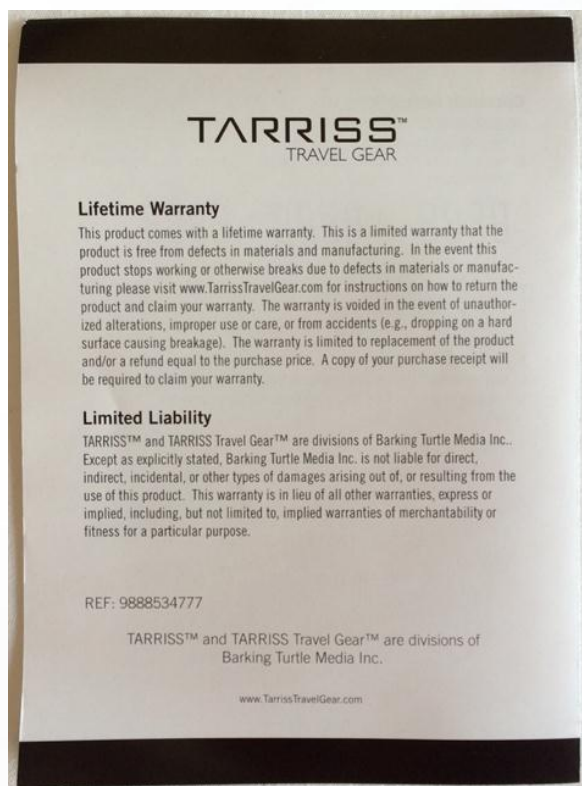
- A customer who receives his or her product in quality, attractive packaging will think, "This must be a quality product." Think about it – as a consumer, you think the same way. A business that takes the time to produce great packaging and pay attention to detail *does* make a difference, and doing so enhances their credibility as a company and a brand.
- Materials, texture, look and feel are all important in your packaging. Get creative!
- There are packaging companies all around the globe. Your options are wide-open, so find the best deal for the highest quality. As with choosing a producer, take your time with this and do your due diligence so you know the company is reputable and reliable.

Packaging Inserts

Send at least one customer insert in EVERY package you send to a customer. It's excellent customer service, showing your customer that you are available to offer support. These can include:

- An insert with information on how to use the product. Be sure to make it “catchy” and to include your brand's logo.
- Information on how to access your website.
- Coupons (more on this later).
- “Opt-in” offers: invite the customer to get into a “special program” where they, and only they, will receive future offers, coupons and discounts. This makes the customer feel appreciated and also makes her feel she is getting in on a very special deal not everyone has access to. We have a whole section on how to set this up later.

Just like your packaging, your insert card should be premium quality as well. Here are some real life examples of package inserts:



A simple paper insert within the product packaging.



The insert is physically tied to the product.



This insert is also physically tied to the product, and invites users into their VIP program.

Note that, while a product insert is a great “thank you” for your customer, the real reason to have an insert is to drive customers who have already bought your product into your email list. If they have bought from you once, you already know they are high quality and will likely buy from you again. When you release a new product, you can offer a “VIP only” coupon to purchase.

You can read a blog post and watch videos where Aidan buys and inspects Amazon products to see premium packaging and inserts in real life:

<http://www.aidanbooth.com/dissecting-amazon-products/>

Labelling Standards

While designing the packaging for your product, be aware of some labelling requirements. For instance, most products need a country of origin statement somewhere on the packaging, and maybe even on the product itself.

If you are unsure about labels and designations for your product, you can contact your customs agent, which we will be discussing in the Shipping section of this Cheat Sheet, below. They will know all the rules and regulations for U.S. customs.

Also, Amazon also has some rules and standards. For instance, if your packaging involves a plastic bag, and the opening is 5 inches or larger, it will need a suffocation label on it. Refer to this Amazon requirement on labelling:

<http://www.amazon.com/gp/help/customer/display.html/?nodeId=200243250>

UPC or FNSKU?

There is one final graphic you need for your packaging. The UPC code. Amazon (and any other retailer) needs a unique identifier for your product.

Fulfillment by Amazon uses its own internal coding system, called an FNSKU. In order to generate Amazon's code, you will need a UPC code. Amazon then uses this code to auto-generate an FNSKU for you to use on your products.

We'll go into this in the next section, but I thought I'd let you know now, because it may be part of your packaging.

Your Amazon Listing and FBA

You have ordered your product, you have designed the packaging (except the UPC code), and you are now waiting for it to be produced. What do you do now?

Time to create your listing! Now is the time to create your Amazon professional account, if you haven't already done so. You will have one free month, so take this time to get familiar with your Seller Central account. Let's now create your listing.

Amazon "SEO"

Your Amazon listing will be the most important thing you do. Don't feel under pressure, because you can constantly change and modify your listing. However, without a good listing, there is no way you can be successful. We have already gone through several examples of products and listings, so you already have a partial idea of how to create a good listing.

Amazon's "SEO algorithm" consists of these factors:

A high conversion rate – the percentage of people who buy your product after viewing it

A high click-through rate – The percentage of people who clicked on your listing after viewing it in a search

High sales velocity – How many products sold in a certain time period (usually per hour)

Reviews – The number of positive reviews on your product.

These are the most important factors. Why are they so important? Amazon wants to bring attention to products with a high conversion rate and a high click-through rate. It shows that customers prefer to click your listing over others, and that they buy more often over looking at other competitor listings.

If you make more money due to higher sales, better conversions and better click-through, Amazon makes more money as well! If you can achieve this, your product will quickly be put on the first page of the search listings – which means more views for you and yet more sales.

This positive feedback loop can become so successful that Amazon will actually advertise on your behalf! You may soon see your product in Facebook advertising,

Google Adwords, Pinterest sponsorships, etc. They know your listing converts well, and they will be your best friend to help you sell more.

Other important factors:

Keywords in your title – Your title needs some main keywords to be found in a search

Images – Strong, clear images

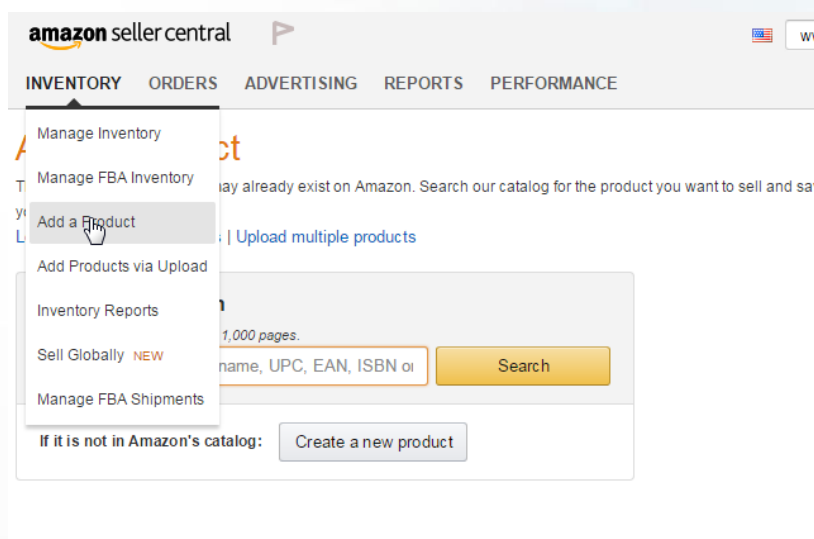
Description – Though not proven, in our testing and those of others, bullet points in the description seems to increase rankings. This is likely due to better conversions, as customers who see solid chunks of text will more likely click away to another listing

Keywords in your listing – These are sort of like the old meta tag “keywords” used on your website. Within your listing in Seller Central, there is a column to place descriptive keywords.

Let's now discuss these ranking factors in detail and create our Amazon listing.

Creating Your Amazon Listing

Once you login to your Seller Central Account, go to INVENTORY, and click “Add a Product”:



Amazon Seller Central was originally designed for wholesalers and those practicing retail arbitrage, which means selling other people’s products for a profit. Thus, the main screen assumes that you will be selling a product that already exists on Amazon.

However, using our business model, you are building your own brand and your own unique “private label” or white label product, so you will click “Create a new product”:

Add a Product

The product you are adding may already exist on Amazon. Search our catalog for the product you want to sell and save yourself some time.

[Learn more](#) | [Video Tutorials](#) | [Upload multiple products](#)

Find it on Amazon
Results are limited to the first 1,000 pages.

If it is not in Amazon's catalog:

Create a new product: Classify

To start creating a detail page, first classify your product. [Learn more](#)

1
CLASSIFY

2
IDENTIFY

Search for your product's category

The product you are adding may already exist on Amazon:

Browse for your product's category
Note: If you do not see your product's category listed below, it may either require approval or be restricted. [Click here](#) to learn more.

All Product Categories

Apparel (4)		
Appliances (85)		
Arts, Crafts & Sewing (264)		
Automotive (4)		
Baby Products (10)		
Beauty (2)		
Books		

Again, Amazon will assume you are a wholesaler, and that the product you are adding “may already exist on Amazon.” Ignore it again and find the category where your product fits. You will already know this from all the information and research you gathered while viewing your competition and finding suppliers.

Let's go back to our whiskey ball example. Say that you have decided to get into that market as well. Going back to the listings, it looks like the best category is Home & Kitchen > Kitchen & Dining > Kitchen Utensils & Gadgets > Ice Cube Molds & Trays.

Or, it may be under Kitchen & Dining > Wine Accessories > Wine Accessory Sets. Actually, where you place your product may not be its final destination. Amazon may assign you to a different category later. But for now, let's go for Ice Cube Molds & Trays:

Create a new product: Classify

To start creating a detail page, first classify your product. [Learn more](#)

Search for your product's category
 Find category

The product you are adding may already exist on Amazon: **Find it on Amazon**

All categories with: ice cube molds
1 to 11 of 12 Possible Categories

Refine Your Search	Categories
Arts, Crafts & Sewing (2) Home & Garden (7) Patio, Lawn & Garden (1) Sporting Goods (1)	Ice Cube Molds Found In: Home & Garden > Kitchen
	Other Kitchen Tools Found In: Home & Garden > Kitchen > Kitchen Tools
	Ice Pop Molds Found In: Home & Garden > Kitchen
	Soap Making Molds Found In: Arts, Crafts & Sewing > Soap Making Supplies
	Baking Molds Found In: Home & Garden > Kitchen > Bakeware
	Candle Making Molds Found In: Arts, Crafts & Sewing > Candle Making Supplies

Now would be a good time to let you know that Amazon does have some restricted categories. It doesn't mean you can't get into them, but it does mean you have to manually apply to be able to sell in them. Restricted categories include:

- Beauty
- Clothing & Accessories
- Health & Personal Care
- Jewelry
- Luggage & Travel Accessories
- Shoes, Handbags & Sunglasses

View all restricted categories here:

<http://www.amazon.com/gp/help/customer/display.html?nodeId=14113001>

Each category has its own requirements, which you can read. Some merely state that you need a professional seller's account and all products must be new and, if you are private label (which you are), that you are the sole seller of the product.

If you can prove you conform to all requirements, simply apply to be approved. Here's an example for the Health & Personal Care category:

Seller Requirements

- You must be registered as a seller on the Professional Selling plan.
- You must meet the following seller performance targets:
 - Order defect rate: < 1%
 - Pre-fulfillment cancel rate: < 2.5%
 - Late shipment rate: < 4%
- You must provide us with acceptable documentation and other information we request about the products you intend to sell. After you request approval to sell in the Health & Personal Care category, we will contact you with additional information.
- You are not required to have your own company website, but if you have one it will be helpful to us to review it during the application process.

Product Requirements

- All Health & Personal Care products must be listed using the manufacturer's UPC code. For more information on UPC requirements, see [Product UPCs and GTINs](#). If you do not have UPCs, review [the Amazon Brand Registry](#) information for how to list products without UPCs.
- All Health & Personal Care products must be sold in New condition. Used listings are not permitted. For more information, see [the Condition Guidelines](#).

Next Step

If you are able to meet all of the requirements listed above, please click the Request Approval button below. By clicking the button you are confirming that you have reviewed the requirements above and that you want to apply to sell in the Health & Personal Care category. We will contact you to request additional required information, after you submit your request to sell.

Request approval

The great thing about needing approval is that it blocks out a lot of "casual" marketers from entering your niche. This is why we focus a lot on the Kitchen category in this guide ... it is the lowest barrier to entry ... which might mean you should "think outside the kitchen mold" and choose a non-kitchen item as your first product.

However, with millions upon millions of products on Amazon selling to millions of customers, the kitchen market isn't super-saturated ... yet. (Though I highly advise against garlic presses.)

Anyway, let's continue with your Amazon listing:

Listing Assistant

Supply enough information to make the buying decision easy. Please ensure that all products and content comply with our [Selling policies and restrictions](#) including the [Restricted Products policy](#).

* fields are required

Don't have all the required information?
[Show alternatives...](#)

* Vital Info	* Offer	Images	Description	Keywords	More Details
All Product Categories > Home & Garden > Kitchen > Ice Cube Molds Next					
* Product Name: (Max. 250 characters)		<input type="text"/>			
		Example: Olympus Camedia C-50 Digital Camera			
Manufacturer: (The full name of the publisher who issued the product)		<input type="text"/>			
		Example: Sony, Kitchen Aid, Microsoft			
Model Number: (Product code assigned by the manufacturer; can be numbers, letters, or both)		<input type="text"/>			
		Example: C-50			
Manufacturer Part Number: (For most products, this will be identical to the model number; however, some manufacturers distinguish part number from model number.)		<input type="text"/>			
		Example: LE			
Package Quantity: (Quantity of the item for sale in one package)		<input type="text"/>			
		Example: 3			
Color: (The color of the item.)		<input type="text"/>			
		Example: Red, Navy Blue, Pink, Green			
Size: (The numeric or text version of the item's size.)		<input type="text"/>			
		Example: 2T, 6X, 12, Small, X-Large, 18 months, 14 Tall, 28Wx32L			
* Brand Name:		<input type="text"/>			

Since you are not yet ready to sell your product, you only need to enter the starred info:

The Product Name – This is the title that people will see – Make it short for now, but descriptive, because this name will be on your FNSKU (more about this below).

If your brand is “Red Widgets” and you are selling whisky balls, call your product “Red Widgets Premium Whisky Balls” – this will show up on your FNSKU for your packaging.

Note as well that part of your product title will become part of your Amazon listing’s URL as well.

Later, you will change the product name.

Brand Name – Your brand name

Manufacturer – Usually the same as your brand, because it is YOUR product.

UPC or EAN – Ahh, we said we would talk about this again! Here’s the perfect opportunity.

Your UPC Code

GTIN Exemption Reason: (Reason for getting an exemption from having a unique identifier for an item.)	- Select - Example: bundle, part, pre_order
Related Product ID Type: (Indicates the type of the related_product_id for a listing.)	- Select - Example: upc, ean, gtin
Related Product ID: (Identifies the product related to this listing.)	<input type="text"/> Example: 013803086706, 0013803086706
Variation Theme: (How your products vary.)	- Select - Example: Color
* UPC or EAN:	<input type="text"/> Don't have a UPC or EAN? Show alternatives...

Next

You need a UPC code for all your products. Now, most people would think that you can only get a UPC code by joining a special organization, and that all UPC codes are centrally located on a global server. This is not true. It is simply a series of numbers that the individual retailer will input into their own system. A UPC code at Walmart will not have the same information as the UPC code at Target.

Nor do you have to join a special organization. You can simply buy codes online for a couple bucks. We found that this company works great:

<https://www.cheap-upc-barcode.com/>

cheap UPC Barcode

Friday - 24 April, 2015

Why Barcodes Cheap Barcodes Free Barcodes

604-629-8915 [Contact](#)

Cheap and Free UPC & EAN-13 Barcodes Here!

If you want to sell your product in a retail store or on Amazon.com, you're going to need a valid GS1 UPC Barcode.

There is no reason to pay \$15 or even \$89 like some other sites charge, now you can get Cheap UPC Barcodes for only \$9.99ea - or less if you need multiple codes.

Your codes are guaranteed to be genuine and from a prefix registered with the GS1. The codes will be unique, for your exclusive use worldwide, and will include a certificate of authenticity. Plus, we'll provide you with free barcode image files with your purchase that you can print and apply to your products, or design into your product packaging.

Buy UPC & EAN Barcodes

Generate Your Barcode

Barcode Number

Generated Barcodes (Zip includes UPC & EAN13)

UPC Barcodes \$1.99ea*

- * Maximum 1,000 barcodes per customer.
- * Offer valid for first purchase only.
- * This is a limited time promotional offer and subject to change without notice.

Since you will likely have more than one product, we suggest purchasing the minimum 10 for less than \$20:

Once you purchase them, you will be emailed a list of 10 legitimate barcodes, with barcode images, to use with your products. Save them in a safe place, and note what UPC code you assign to what product.

Done! Easier than you thought, right?

Back to your Amazon listing. Take your chosen UPC code and add it to the field. What Amazon will now do is create their own internal FNSKU from that code and assign it your product.

Your Price

Moving on, click the Offer tab and enter the condition as New, and your price.

What should your price be? What we do is look at the average competitor's price, and bump it up by a few dollars. You can always change the price later. A common marketing practice is to inflate the price, and set the sale price at what you actually wish to sell it at. This makes it look like your product is on "sale" (when, in fact, it's just a marketing ploy. Shhhhh.)



This ice ball maker mold is not really \$30.00, and you're not really saving 71%. They just greatly inflated the price to make it look like you are getting a great deal ... and it works, because they are listed in the top 10!

We have included an "Amazon Cost Sheet" on the Cheat Sheet page in the member's area, which details all the common expenses. Simply add your supplier base cost, shipping, customs fees, and Amazon fees to get your "real" expenses. From there, you can calculate a good price point to sell it at. We try to sell our products so we make at least 50% profit ... this leaves a healthy profit for coupon deals, damaged items and unsellable returns.

* Vital Info	* Offer	Images	Description	Keywords	More Details
All Product Categories > Home & Garden > Kitchen > Ice Cube Molds Next					
<p>You have the option to save as inactive now and add its offer back in later.</p> <p><input type="checkbox"/> Let me skip the offer data and add it later.</p>					
Seller SKU: <small>(Unique Identifier. If you don't enter a SKU we'll create one for you.)</small>		<input type="text"/>			
Condition:		New ▼			
Condition Note: <small>(Add your comments about the condition)</small>		<input type="text"/> <small>Example: Dust cover missing. Some scratches on the front.</small>			
* Your price: <small>(Price based on condition)</small>		\$ <input type="text"/> <small>Example: 50.00</small>			
Sale price: <small>(A sale price must have a start & end date)</small>		Sale price: \$ <input type="text"/> Sale start date: <input type="text"/> <input type="text"/> Sale end date: <input type="text"/> <input type="text"/>			

Enter any price for now, because it doesn't really matter yet. Scroll down to the bottom, and make sure the shipping method is FBA:

Shipping Method:		<input type="radio"/> I want to ship this item myself to the customer if it sells. <input checked="" type="radio"/> I want Amazon to ship and provide customer service for my items if they sell. Learn more
Shipping Options:		<div style="border: 1px solid black; padding: 5px;"> Important Message You have chosen to have Amazon fulfill orders for this item. Your item will be available for sale, when Amazon receives it. Fulfillment by Amazon fees will apply. Learn More </div>
		Next
<div style="display: flex; justify-content: space-around;"> Cancel Save and finish </div>		

Retrieving Your FNSKU

This is actually all you need to do for your Amazon listing right now. Why do you need to do this now? Because you want to receive the FNSKU to finish your packaging.

All products entering Amazon's warehouses need an FNSKU. What this usually means is that you will pay extra to have a newly printed FNSKU label sticker cover over the existing UPC code ... however, you can skip this cost and print your FNSKU straight into your product packaging!

Be aware that this means you can only sell your product via FBA. If you decide to expand your ecommerce business later, you will have to reprint your packaging with your standard UPC code using the image you would have bought from a UPC code website service such as the one we mentioned above.

To retrieve your FNSKU, go to Inventory > Manage Inventory, and click "Print Item Labels" in the dropdown next to your product. You will have a variety of formats to choose from. We usually choose *30-up labels 1" x 2-5/8"*

This page from Amazon discusses labels and requirements:

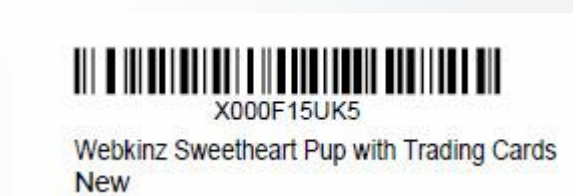
<http://www.amazon.com/gp/help/customer/display.html?nodeId=200243200>

Inside, there will be links to PDF guides you can download from Amazon. "Packaging and Shipping Inventory to Amazon" is a good reference to keep.

From here, you can find the printer requirements for printing your own labels. Here are the specs, though check the Amazon page for any updated requirements:

- Label color and background must be white
- Dimensions must be between 1" x 2" or 2" x 3"
- "Quiet zone" (whitespace between bar code and surrounding information) is at least 0.25 inches on the sides and 0.125 inches on the top and bottom.
- No folding or wrapping labels around corners or curves

What we do is choose the "Print Item Label" option and cancel the printing. You will be left with a PDF and a single FNSKU with the barcode, the FNSKU number, the title (this is why we said "make it short" – you want it to look good on your label), and NEW as the condition. This is what it will look like:



Save and send the PDF to your designer, and ask them to place it in your design – no scaling or any modifications. Copy and paste it exactly, with appropriate white

space around it. The code can be anywhere on your packaging, but common practice is to embed it on the bottom right.

Make sure your designer places the barcode on a separate Photoshop “layer” – in the future you may want to replace this with your standard UPC code if you decide to expand your business beyond Amazon.

You can do everything else with your Amazon listing later, but let’s continue it now. You can refer back to this section to complete your listing.

The Product Name

After you have saved your FNSKU graphic files, you can change the product name to something longer for keyword rankings. Simply go into your Seller Central account, click the inventory tab, and click edit beside your product listing.

Everything having to do with your product listing will be in edit screen – uploading images, changing your title, your description, keywords and any other details.

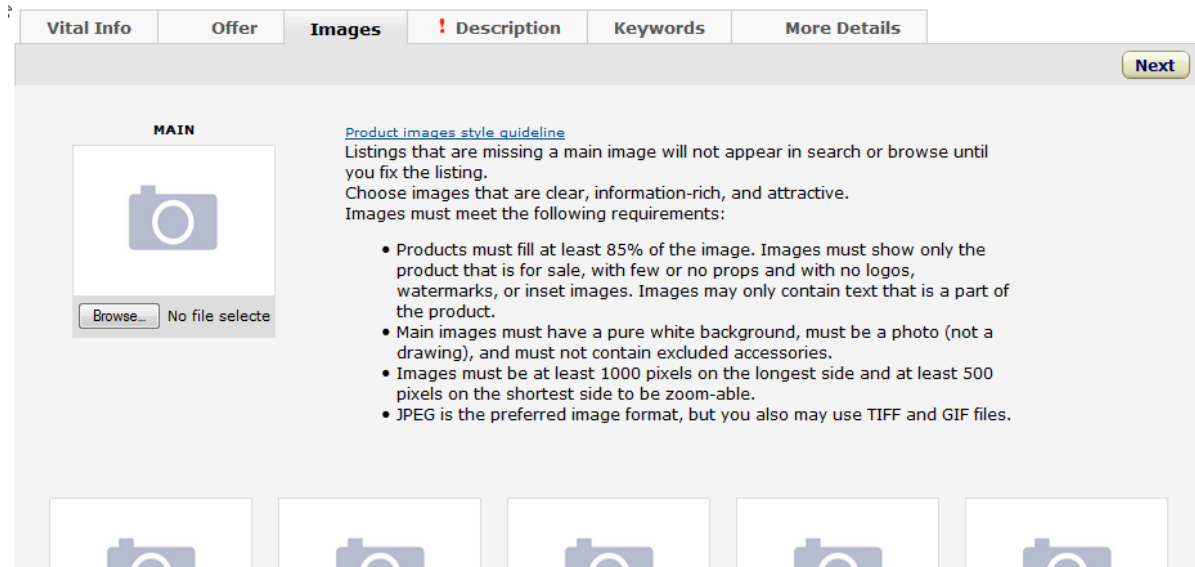
To change your title, go to Vital Info, and edit the Product Name.

- Make your title attention-grabbing! Make it something *you'd* want to buy.
- Start your listing with your primary keywords – so, now you will change your title to something like “Whiskey Balls – Red Widget Premium Ice Ball Molds – Deluxe Black Silicone 4 x 2.5 Inch Round Tray”
- Make it descriptive, but not overly-wordy. This is your first impression. Give one or two “stand-out” details - “Double-Reinforced,” “Non-Sensitizing,” “Highest Quality (X) Grade.”
- Your title should include a benefit to the customer – for example, “Back Supportive.”
- Include ONE (and only one) keyword phrase, and don’t repeat it.

Product Images

- Include plenty of product images, taken from all angles.
- Take crisp, clear images in high-resolution.
- Use ALL your image slots.

- Include images of packaging inserts and your packaging, where appropriate.
- If you're not comfortable with your photography skills, have your product shot professionally.



Technically, Amazon requires that all product images be taken on a plain white background. Some sellers seem to get away with a slight “fudging” of this rule, but particularly when you're just starting out, don't ruffle any feathers. Play by all the rules so Amazon doesn't peg you as a potential future problem.

Include images of ONLY the product as a general rule. If you're selling a cutlery set, for example, don't have images of a plate and cup alongside it. In some cases this is a gray area – for example, if you're selling a child's hat, you'll probably want to have at least one image of an actual child wearing the hat. However, in that case it's obvious that you're not selling an actual child along with the hat!

Be logical and pretend to be a potential customer viewing your images. Is anything about them confusing? Are there “props” in the photos that you're not sure would be sent along with the actual product?

As a bad example, we came across a product listing showing three products in three different colors. The product has received several 1-star reviews because they only received one product. It turns out that the buyer receives one random colored product, but this fact is buried in the description.

Finally, images must be at least 1000 pixels wide or high ... but we like adding ultra high quality images of at least 3000 pixels. Give the customer as much detail as possible.

If you take product shots, and need to create a white background around it, we suggest this service:

[Pixelz.com](https://www.pixelz.com/) (Formerly known as Removethebackground.com) – For less than \$1.50 per image, they will remove the background from your product shots.

The Product Description


The screenshot shows a web form for creating a product listing. At the top, there are tabs: 'Vital Info', 'Offer', 'Images', 'Description' (which is active and has a red exclamation mark icon), 'Keywords', and 'More Details'. To the right of the 'Description' tab is a 'Next' button. The 'Description' section is divided into two main areas. The top area is for 'Key Product Features', with a text box on the left containing instructions: '(Max. 100 characters per line. Use these to highlight some of the product's most important qualities. Each line will be displayed as a separate bullet point above the product description.)'. To the right of this text box are five horizontal input lines. Below these lines is an example: 'Example: Delicious honey-apricot glaze'. The bottom area is for the 'Product Description', with a text box on the left containing instructions: '(The description you provide should pertain to the product in general, not your particular item. There is a 2,000 character maximum.)'. To the right of this text box is a large rectangular text area. Below the text area is a red warning icon and text: 'Product Description is important for helping customers find your product. Example: This ham has been smoked for 12 hours...'. At the bottom of the form are two buttons: 'Cancel' and 'Save and finish'.

You may want to hire a good copywriter to create your descriptions, unless you're very comfortable with writing for the public eye. Elance and oDesk are great places to hire a great copywriter.

- List benefits, and add emotion. "Why pay more?" "Don't let painful joints keep you from your yoga practice." "A must for butterfly gardening enthusiasts – any time of year."
- Include a guarantee. Customers are more willing to purchase a product if they feel they can send it back and receive a refund should it not work out for them. (Most never do.)
- Include a call to action. "Don't wait to experience (X) – scroll back up and click the Buy button now!"

Key Product Features

These 5 bulletpoint statements will appear to the right of the image and below the price. Make them detailed and have them stand out. While you can't add any color or special characters, you can get away with adding asterisks within the content for visual appeal.



iPerfect Kitchen Envy Spiral Slicer Bundle - Vegetable Spiralizer - Zucchini Spaghetti Pasta Maker
by iPerfect Kitchen
★★★★★ 1,598 customer reviews | 20 answered questions
#1 Best Seller in Serving Knives

List Price: \$49.99
Price: \$23.99
Sale: **\$15.75 & FREE Shipping** on orders over \$35. [Details](#)
You Save: \$34.24 (68%)

In Stock.
Sold by iPerfect Kitchen and Fulfilled by Amazon. Gift-wrap available.

Want it tomorrow, May 1? Order within **6 hrs 59 mins** and choose **One-Day Shipping** at checkout. [Details](#)
Color: **Black**

✓ **AWESOME GIFTS FOR ANY FOOD ENTHUSIAST OR HEALTH CONSCIOUS INDIVIDUAL** - Your Award winning Complete Vegetable Spiralizer Bundle comes with FREE a Premium Storage Bag + Flexible Cleaning Brush + Manual Visual Guide + Spiral Slicer Recipes Cookbook + Healthy Fitness Digital Guidebooks - Limited Stock! You can download these eBooks that show how you can get the most from your Envy Spiral Slicer. Buy with confidence. We offer a Money Back Guarantee if you do not love this product!

✓ **EASY-TO-USE INGENUOUS DESIGN** - Use a simple turning motion (just like sharpening a pencil) to instantly turn boring veggies into irresistible veggie spirals - Dishwasher safe & easy to clean - Fits easily into any kitchen drawer! User friendly and Ergonomic Design - Non-toxic: Food only comes in direct contact on the stainless steel - Trusted by thousands of Happy Customers on Amazon!

✓ **TWO SUPER SHARP JULIENNE BLADES** - 1/16" x 3/32" and 1/8" x 3/16". Perfect sizes to makes veggie stir-fries, fun pasta dishes, spaghetti noodler, salad brighteners and more! Special Sturdy Japanese Stainless Steel Blades stay sharp and never rust!

✓ **PERFECT FOR CARROTS, ZUCCHINI, CUCUMBER, TURNIPS & SWEET POTATOES** - Spiralize endless julienne strips of countless vegetables for low carb, healthy vegetable meals - Easy to handle, and operate safely with built-in finger guard - Work better than expensive tools - Consider using this gadget as a paderno spiralize, spiralix tool, gulu slicers, radish cutter, joyce chen shredders, palermo makers - ALL in just ONE fabulous kitchen gadget!

✓ **THE ONLY SPIRAL SLICER WITH A 100% SATISFACTION LIFETIME MONEY-BACK GUARANTEE** - One of the top-talked-about and must-have gadget of the 21st century, this is ideal for anyone on a raw food, gluten-free, weight loss, paleo or low-carb diet. If you love pasta but can't eat wheat, this is for you and friends! REPLACE HIGH CARB Pasta or Noodles with healthy and colorful veggie ones - SAVE TIME from slicing, dicing and conventional julienning methods. CRAVE for VEGETABLES! Your veggies still keep nutrients and will look mouth-watering, and minerals alive - A PERFECT GIFT for Moms, Professional Chefs, Cooks and healthy-conscious people, making their life fun and easy - Most important for parents, it makes vegetables fun and attractive for picky children - We have thousands of Happy Customers and over 1,000 positive reviews!

Key Product Features

The above example may be a bit extreme, but they managed to add check marks. Personally, I would just add an asterisk after each All Cap statement, and have less text so it doesn't look so dense. But, they are the #1 seller in their niche, so it's working for them.

These bullet points allow customers an immediate, easy view of your product's benefits and attract the eye. You'll want to use all the allowable bullet points in your product description.

- Make them attention-grabbing. These should be fast, facts that “grab” the customer.
- Have them list real benefits of using your product.
- Make them hit an emotional chord (though don't go overboard on this). This means they will strike an immediate chord in the customer. For example, “Sleep better now!” “Reduce back pain and feel better starting today.” “No more struggling with (X).” Be careful of health or medical claims, however – don't state that your product definitively will provide a cure unless it actually does.

Product Description

This is the main part of the description, and appears after “Customers Who Bought This Item Also Bought” and sponsored ads. Continuing the example, you can see that this company definitely knows how to write sales copy:

Product Description

Color: Black

THE SECRET TO ADD MORE DELICIOUS VEGETABLES TO YOUR HEALTHY LIFESTYLE - FAST, EASY AND FUN

- Are you simply exhausted of using time-consuming methods of julienning vegetable?
- Or is your passion for noodles holding you back from adhering to a low carb diet?

Either way - This gadget is for you!

iPerfect Kitchen's Envy Spiral Slicer quickly transforms whole raw foods into long thin strands.

Turn firm fruits and vegetable into low carb "pasta" dishes as well as create beautiful salads

- Quick cut to size the vegetables you need for stir fry dishes.
- Create beautiful spiralized vegetable for all of yours dishes.

Envy Spiral Slicer is premium product that is distributed exclusively on Amazon for home use.

FEATURES AND BENEFITS:

- Special Sturdy Japanese Stainless Steel Blades stay sharp and do not rust
- Two Julienne Sizes of 2x3mm or 3.5x5mm on either ends of gadget
- Stainless super sharp
- Easy to handle, and operate safety with built-in finger guards
- Easy to clean (dishwasher safe)

Extra FREE eBooks (NOT physical books) bonus emailed directly to you (\$29.99 of value):

- "Healthy Recipes for a Week"
- "Living Live the Paleo Way"
- "Drop 10 in 7"
- "Kitchen Management"

Stock is limited ! Don't miss out on your COMPLETE BUNDLE !

[TIP !] Looking for a WIN-WIN ? Buy Three and get FREE SHIPPING Everywhere and use one as a PERFECT GIFT for family and friends.

100% MONEY BACK Guarantee!

Click on "Add To Cart" button at the top to experience the healthy lifestyle of using Envy Spiral Slicer TODAY !

Key points to remember is to have lots of white space, because people scan online, they do not read. They just want to see the main points. Add a combination of bold text, bullet points and short sentences.

Amazon does not allow different size or colored text, nor images. You may see colored text and images in some product descriptions. This is because they use to allow it, but no longer do. The next time the owner of the listing attempts to edit their description, Amazon won't allow it to save due to "illegal characters." They will have to strip out anything no longer acceptable.

(Or it is Amazon selling the product - in which case, they can do whatever they want!)

*Tip: Though you can only use basic html, such as <p>,
 and , we have found we can successfully use some basic Microsoft Word icons in our description, such as stars for bullets. Try it and see if it is accepted.*

Finally, make sure you have a call to action at the end. "Click on Add to Cart at the top" is a great example.

Shipping Your Product

In the import/export business, shipping, duties, port fees, consignees, “B/L” and other strange terms may seem like a steep learning curve and an unobtainable initiation into a strange and frightening world fraught with peril.



Fortunately, you are part of the Blueprint Pro program and you are holding this guide. You also have our Facebook book to ask questions because, yes, it is a learning curve, and every supplier and shipping company is different.

Even better, you only need to learn a fraction of what is going on and you can hire a company to do everything else for you!

There is a lot going on behind the scenes, but it comes down to these steps:

1. The supplier boxes your product and ships it to the port.
2. Cargo is loaded onto the aircraft or sea vessel.
3. For sea shipments: Your cargo will be unloaded, go through customs and be shipped to a mail service such as FedEx. For air shipments: Your cargo can go straight to Amazon. It may go through customs under certain conditions.
4. FedEx shipment arrives at one or more Amazon warehouses, it is processed, and your product is LIVE! The first time we did this, our first product sold in SEVEN MINUTES!

Between these steps, there is a lot going on and a bit of lingo to learn. We can't cover everything, but let's go through what we usually experience, with some help of students who have also gone through this.

Note that this process mainly has to do with shipping product from China to the west coast of the United States. If you are shipping from other countries to Europe, for example, things will likely be different. We do have members who ship to Europe, so post any shipping questions to our Facebook group.

Freight Forwarders

While you are waiting to have your product manufactured, this is a good time to learn the process of shipping. Who is going to ship the product? Airmail or by sea? Or both? Who will receive the goods and negotiate customs?

Fortunately, you do not need to learn how to do any of this. You can hire what is known as a freight forwarder. These companies will act on your behalf and take care of shipping, be your customs broker, and deliver the shipment to a warehouse where they can relabel your boxes and send them off to Amazon.

There are a variety of freight forwarders ready for your business, though some students and marketers have found that some companies are more receptive than others. These are the companies we have found to be excellent:

Western Overseas

This company has several locations on the west coast, east coast and south. Their west coast office:

510 Myrtle Ave. Ste 208
South San Francisco, CA 94080

Ph. [650 952 2955](tel:6509522955)
Direct [650 989 7388](tel:6509897388)
Fax [650 952 2978](tel:6509522978)

Email: Ecommerce@westernoverseas.com

The reps at Western Overseas are very familiar with the "Amazon white label" business model, and many students and internet marketers use them. They are very friendly, patient and helpful. We encourage you to phone or email them.

Other freight forwarding companies our students have successfully used:

Great World Express - http://www.great-world.com/gw/contact_gw.asp

Shapiro - <http://www.shapiro.com/> (Though we heard some reports that they only accept larger shipments – though we are not sure the definition of “larger”.)

Rivera Freight - <http://riverafreight.com/> - They don't have much of a website, but students say they are friendly and helpful when you phone them up.

Freight forwarding companies students did have difficulty with:

Mach 1 – They mainly deal with larger, established businesses who know the importing process

FTS International Express – Difficult customer service, extra shipping cost to Fort Bragg if you wish to use FBA Inspection

Whichever company you decide on, you will have to first do some paperwork and faxing before everything is ready. For Western Overseas, we had to do this for product entering the United States. Note that other companies may have different forms and fees:

Customs Bond Application – If you import merchandise over \$2,500, you will need a Customs bond. A “continuous bond” costs between \$300 to around \$500 per year, but prices vary between customs agents. There is also a “single entry” bond if you think you'll only ship once ... which you won't! So get the continuous bond. You will need a signing witness. A spouse's name should suffice, or your business partner if you have one.

Security Expectation Letter – We checked “No” for everything and entered our company name and address.

Customs Power of Attorney – Western Overseas will act on your behalf in matters of customs clearance, exporting and importing. You will need a signing witness.

General Account Application – Application to become a client

Customs Questionnaire – Your answers are necessary for customs. It talks about relations to shippers, payment of licensing fees for your product, and other legalities.

You will also need to scan a piece of government issued I.D. to them.

Once this is all filled out and mailed or scanned and emailed, the process should take a few weeks. They will also process your information with U.S. customs. If you

do not live or have a presence in the United States, they will assign you an Importer Number. If you live in the United States, you will use your EIN (if you are a business) or SSN (if you are an individual).

FBA Inspection Services

You need some place to deliver the goods after they arrive off the ship, be it your own house, a distribution warehouse, or an inspection agency. If shipping by sea, you will need a place where somebody can re-label your cartons with Amazon FBA shipping labels.

As more and more internet marketers start their own Amazon businesses, there has been a need for services where goods are inspected prior to being sent to Amazon. Has the packaging and product been damaged? Is there some sort of misrepresentation? Do you need an FN SKU to cover your UPC code? How about adding marketing inserts? Have you thought about potential violations in Amazon packaging policy?

For one student, there was a situation where he had his product in a polybag, and Amazon's policy is to have a suffocation label on the bag if the opening is over 5 inches wide. He had missed this requirement, but luckily he had delivered his goods to an inspection agency. They added all the labels, and the product was easily accepted at FBA.

Here is a list of some companies specializing in inspecting your goods prior to being sent to FBA:

<http://fbainspection.com/>
<http://fbaforward.com/>

U.K. inspection: <http://fbaprepuk.com/>

If you trust your supplier to have labelled everything properly, and have no need to inspect your goods, ask your freight forwarder about sending your cartons to a distribution warehouse they have partnered with. From there, your cartons will be re-labelled to be shipped to Amazon FBA.

Sea Shipments

Congratulations, the supplier emails you saying that your product is ready to ship! What do you do now?

First of all, you will have to pay the remainder of the deposit, usually a wire transfer from your bank. We also ask for images to be sent so we know what the product looks like and how it has been packed.

If this is the first time we'll be selling the product, we ask if they could ship one or two products via airmail to our photographer to take pictures for our Amazon listing.

You have two choices for sea shipments: Let your freight forwarder handle everything "door to door"; or, let your supplier take care of the sea shipment and use your freight forwarder to handle everything else once it gets to the destination port.

We usually always go the second route: we have never had problems having our supplier ship out our goods. However, we sometimes get a quote from our freight forwarder anyway, just to compare prices. Sometimes, your supplier may charge extra to pay for fees at their origin port.

We mentioned some lingo while researching suppliers, such as FOB (Freight on Board price – the price you pay is for the item plus shipping to the nearest port). Here are some others that your supplier and shipper may use:

B/L – Bill of Lading – A legal document describing the goods in the shipment. All shipments must have this, and the company receiving the goods needs this. It also acts as the receipt of the shipment. A "telex release" means an electronic copy is sufficient to release the goods to you. An OBL is the "Original Bill of Lading."

AWB – Air Waybill – Same as a Bill of Lading, but for regular air shipments.

When your overseas supplier is about to send out a sea shipment, they may ask for some of the following information for a U.S. destination shipment:

Each shipper, freight forwarder and customs broker is different. ASK THEM FIRST what information to use. The following is a guide, but may not be accurate in your situation.

ISF – Importer Security Filing – A series of information (bill of lading, manufacturer, seller name and address, buyer name and address, etc) that must be submitted to U.S. customs 24 hours before the ship is loaded in the foreign port.

Your freight forwarder or customs broker can submit this for you, but they need all the information from you. Often your supplier will forward much of this information, which you then give to your broker.

Consignee: This is usually yourself, your company or your brand. If you are using FBA Inspection, as we do, you would use your company name and their address “in care of” with a work order number that they can reference when they receive the shipment.

Ship To Party: The actual destination address. If you are receiving it, then list your physical address. If you are using a distribution warehouse or inspection agency, list your company name and “c/o” the agency name and address. Contact the warehouse or inspection agency on what to put as the address.

Notify Party or Intermediate Consignee: This would be your customs agent or freight forwarder – whoever will actually be handling your goods on your behalf.

Importer of Record (IOR): The party who will pay any customs duties or fees, and is responsible for filing any documents. This may be you, or it may be your freight forwarder or an inspection agency, if you are delivering to them.

There is some confusion as to whether you need to have a U.S. based address in order to designate yourself as the IOR, so check with your customs agent. We have non-U.S. students who HAVE declared themselves as the IOR, because their customs agent or freight forwarder will pay any duties and fees.

Importer Number: (For non-U.S. citizens) – If you live outside the United States, your customs broker will apply to have U.S. customs assign you this number. If you live in the United States, use your EIN or SSN.

Ultimate Consignee: If you live in the United States, it is usually yourself. If you live outside the United States, it may be the agent who receives your goods. U.S. customs requires a U.S.-based EIN number ... usually you can use the Ship To party, but you will likely need their permission to use their EIN.

Shipping Mark

Your supplier may also ask about a “shipping mark” – this is the information that will go on the cartons. Give your supplier the name of your brand, your product name (ie the simple name you would have on your branding) and any sort of “model number” as a unique identifier (this can be made up).

The net weight (N.W.) and gross weight (G.W.) your supplier will have to measure, or whoever is packing your product.

There are many, many other variables when it comes to shipping, and each shipper, supplier and freight forwarder does things a bit differently. If you get stuck on

shipping, simply ask your freight forwarder or customs agent, or discuss in our Facebook group.

Arriving at Port

It will take about a week or two to unload the ship and for the paperwork, customs clearance and release forms to be processed. Once finished, somebody needs to physically load your cartons onto a truck and send it to your “Ship To” destination. Your freight forwarder will provide this service.



What is your “ship to” destination? It’ll likely be your house, a distribution warehouse, an inspection service or straight to Amazon FBA. We recommend against going straight to Amazon, because:

1. When creating FBA shipping orders for large amounts of product, they will often have multiple locations to ship your product to. Honestly, we’re not sure if you can even have multiple “Ship To” locations when transporting by sea.
2. Products often get battered on long sea voyages, so it’s in your best interest to have them inspected first. If Amazon is always receiving damaged product, they may lower your seller rating. Plus, if FBA sends out damaged items anyway, customers will give you negative feedback.

Express Air Mail

Using an air courier is a lot easier and faster than sea shipments. Of course, it is a lot more expensive. When going express airmail, let your Chinese supplier do this for you on their account – rates are much, much cheaper for them.

The most common air courier companies include FedEx, UPS, TNT, EMS and DHL. You can also have multiple destinations on your cartons, as the air courier company will have trucks waiting at the airport to deliver to their warehouse and then all over the country.

For small shipments from a proven supplier (ie a supplier we have dealt with previously and had positive experiences), we often bypass an FBA inspection service and have the cartons go straight to Amazon.

Customs Value (Express Air Courier Only)

If the value of your shipment is under \$200, the air express courier will clear the shipment through customs and send straight to your destination of choice (Amazon warehouse, your home, or an inspection agency.)

If the value is up to \$2500, the courier will handle the customs clearance for you. Documentation may be needed, but usually not.

If the value is over \$2500, it will be filled as formal customs entries, and you may need a customs broker. Talk to your air courier for instructions.

If shipping by sea or regular air freight, your product will always have to go through customs, no matter the value.

Creating FBA Shipping Orders

Once your goods are ready to be shipped to Amazon, you will need to create a shipping order. If you are shipping by sea, you will likely first use an intermediary, such as an importing warehouse provided by your freight forwarder, or an FBA inspection service if you wish everything to first be inspected.

Once everything is ready to be shipped, you will then need to create a shipping order within your Amazon Seller account to ship your cartons out.

As mentioned previously, if you trust your supplier, you can also send product directly from your supplier to FBA via air express.

You can create a shipping order anytime you wish, even if your packaging won't be arriving for a few weeks (I think you are given 90 days, but I am not sure). Here's how to create one.

1. Login to your Seller Central account and go to Inventory > Manage FBA Inventory
2. Checkmark the product or products you wish to ship to Amazon, and click Send/Replenish Inventory.

The screenshot shows the 'Amazon-Fulfilled Inventory' page in Seller Central. At the top, there are navigation tabs: INVENTORY, PRICING NEW, ORDERS, ADVERTISING, REPORTS, and PERFORMANCE. Below these are links for 'All Inventory View', 'Inventory Amazon Fulfills', and 'Shipping Queue'. The main heading is 'Amazon-Fulfilled Inventory' with a 'Learn more' link. To the right, there's a section for 'International Shipping' and 'FBA Global Export' with a note about signing up for international shipping. Below this is a search bar with a 'Text Search' dropdown and a 'Search' button. The search bar has a placeholder text: 'Enter Title, Merchant SKU, ASIN or FNSKU. E.g.: "harry potter", "harry", "B00012255P", "your-merchant-sku"'. Below the search bar is a 'Storage Monitor' section with 'Standard-Size' (2213 units) and 'Oversize' (262 units). Below the storage monitor is a table of inventory items. The table has columns: Merchant SKU, Title, Condition, Price, Inbound, Fulfillable, Unfulfillable, Reserved, Fee Preview, and Unit Volume (cubic feet). The first row is highlighted. Below the table, there's a section for 'Apply to 1 Selected Item(s): Send/Replenish Inventory' with a 'Go' button. A red circle highlights this section. To the right of the 'Go' button is a link 'Go to the Manage FBA Inventory Report'. Below the 'Go' button are two buttons: 'Reset prices' and 'Submit prices'.

Merchant SKU	Title	Condition	Price	Inbound	Fulfillable	Unfulfillable	Reserved	Fee Preview	Unit Volume (cubic feet)
ASIN: B00012255P	harry potter and the chamber of secrets	New	\$ 12.99	0	0	0	0	--	0.021
ASIN: B00012255P	harry potter and the chamber of secrets	New	\$ 12.99	0	3	0	12	---	0.232
ASIN: B00012255P	harry potter and the chamber of secrets	New	\$ 12.99	0	136	3	18	---	0.094
ASIN: B00012255P	harry potter and the chamber of secrets	New	\$ 12.99	0	0	0	0	--	0.016
ASIN: B00012255P	harry potter and the chamber of secrets	New	\$ 12.99	0	246	4	11	---	0.056

You will need to know the following beforehand:

- The origin of the shipment
- The number of boxes being shipped
- The number of products per box
- The weight of each box
- The dimensions of each box (width, length, height)
- Where the product is being shipped from

For the origin, use the address of your home, your distribution warehouse or the inspection agency – wherever your cartons are physically located.

Make sure you select Case-packed products as the Packing type. This means everything in the box is the same product in the same condition.

Send/Replenish Inventory [Learn more](#)
 PLN (4/30/15 11:26 AM) [Rename](#)

Set Quantity Prepare Products Label Products **Review Shipments** Prepare Shipment Summary

Ship from: Your Company Name, 1230 N. Main St., Suite B2, Fort Bragg, CA 95437, US
 Ship from another address

Marketplace destination: US

Packing type: What's this?
 Case-packed products
 Change to individual products

All products Information required Removal required **Add Products**

Provide missing information, remove ineligible products, and specify the quantity for each product you want to include in this shipping plan.
 1 to 1 of 1 product

Merchant SKU	Product name	Condition	Action required	Units per Case	Number of Cases	Total Units	Remove
1H-8382-OBX7	<div>Your Product</div>	New	Missing package dimensions Please provide the dimensions of the product in the manufacturer's original packaging. 25 x 25 x 25 inches	25	2	50	

Save

Next, Amazon will ask if any prep work needs to be done – mainly, would you like Amazon to add your FNSKU label to each of your products? This is a cost of \$0.20 per unit, which is quite high. Luckily, you would have already printed the FNSKU on your packaging, so you can continue.

On this page as well, you have the option of printing the FNSKU labels yourself, if you have opted to have products shipped to your house and you wish to print them out from your printer.

Send/Replenish Inventory [Learn more](#)
 PLN (4/30/15 11:26 AM) [Rename](#)

Set Quantity Prepare Products Label Products **Review Shipments** Prepare Shipment Summary

Ship from: Your Company Name, 1230 N. Main St., Suite B2, Fort Bragg, CA 95437, US

Packing type: What's this?
 Case-packed products

Contents: 1 MSKUs

Prep fees:
 Prep: \$0.00
 Label: \$0.00
 Total: \$0.00

The inventory you send to Amazon may be split at the Merchant SKU (MSKU) level into multiple shipments. We will assign each shipment to a specific fulfillment center based on several factors including the size and category of the product, your address, and other fulfillment network factors. [Learn more](#)

1 to 1 of 1 product

Shipment name	MSKUs	Cases	Units	Ship to
<input checked="" type="radio"/> Create new FBA (5/7/15 1:12 PM) - 1	1	2	50	GSP1 Spartanburg, SC View shipment contents

1 to 1 of 1 product

Why don't I see my shipment? [Learn more](#)

Go back **Delete plan** **Approve shipment**

Once you set up the shipment, you will approve it. Then, you have to work on it.

Send/Replenish Inventory

[Set Quantity](#) [Prepare Products](#) [Label Products](#) [View Shipments](#) [Prepare Shipment](#) [Summary](#)

Ship from
Your Company Name
1230 N. Main St., Suite B2
Fort Bragg, CA 95437
US

Packing type [What's this?](#)
Case-packed products

Contents
1 MSKUs

Prep fees
Prep: \$0.00
Label: \$0.00
Total: \$0.00

1 to 1 of 1 product

Shipment name	Shipment ID	MSKUs	Cases	Units	Ship to	
FBA (5/7/15 1:12 PM) - 1	FBA2N9F1TC	1	2	50	GSP1 Spartanburg, SC	Work on shipment View shipment contents Download pack list

1 to 1 of 1 product

Click "Work on Shipment", choose small parcel delivery, and your shipping carrier. Amazon is partnered with UPS for much lower shipping rates. If you are having your shipment sent any other way (ie direct express airmail from your supplier into Amazon) enter that carrier instead.

2. Shipping service

Shipping method

- ☒ **Small parcel delivery (SPD)**
I'm shipping individual boxes
- ☐ **Less than truckload (LTL)**
I'm shipping pallets; shipment at least 150 lb.

[Which method should I choose?](#)

Shipping carrier

- ☒ **Amazon-Partnered Carrier (UPS)**
Deeply-discounted ground shipping with easy tracking [Learn more](#)
- ☐ **Other carrier:**

LTL/FTL shipments require a delivery appointment: [Learn More](#)

- Please have your carrier use our [Carrier Appointment Request Portal](#) to book an appointment and supply them with the shipm
- The fulfillment center will respond to your carrier within 24 hours to determine a delivery time.

3. Shipment packing


Total # of boxes

[Set number of boxes](#)

Box #	Box weight (lb.)	Box dimensions (in.)	Remove
1	<input type="text" value="15"/>	<input type="text" value="25"/> x <input type="text" value="25"/> x <input type="text" value="25"/>	X

Totals: 15

[Add another box](#) [Copy last box](#)

 Number of boxes left: 199

4. Shipping charges

You will also add the box weight and dimensions. If you have more than one box, simply “copy last box” to repeat the process.

Note – if you have more than one box, Amazon may send your product to different warehouses around the country. Destinations are chosen automatically.

If you are sending pallets, or if your total shipment is over 150 pounds, you may choose Less Than Truckload instead. You will then also need to know the pallet dimensions, total weight and the freight class. Your carrier will arrange pickup.

If you are using UPS, Amazon will calculate shipping charges for you, which you then have to accept to continue. You have 24 hours to cancel the shipping charges.

On the final screen, you will then print out the box shipping labels. Save this (or these) as PDF files – you will have one file per warehouse address, and each file will have as many labels as cartons you are shipping.

You will then email these to the company handling your shipment (if it not yourself), who will print them out and affix them to your cartons to send to Amazon.

4. Shipping charges

Shipping carrier	# of boxes	Shipment weight	Billable weight	Estimated shipping cost
UNITED PARCEL SERVICE INC	1	15 lb.	95 lb.	\$27.53

Charges accepted **Void charges**

⚠ You have 23 hours, 59 minutes left, if you wish to void shipping charges.

5. Shipping labels

of boxes

Paper type

1 8.5" X 5.5" (US Letter)

Print box labels

Each box label is unique. Make sure to print all box labels. [Learn more](#)

Instructions

Packing your Boxes

- Packing slips are no longer required.
- For safety reasons, boxes containing more than one unit must not exceed 50 lb. A box containing one unit weighing over 50 lb. must be marked "Team Lift" on the top and sides.
- Use only approved packing material

Labeling your boxes

- Print the full set of labels. Because each label is unique, do not photocopy, reuse, or modify labels for use on additional boxes.
- For each box, affix a shipping label and its accompanying carrier label.
- Place labels so they don't cover box seams.

[Learn more about shipping and routing requirements.](#)

Work on another shipment

Delete shipment

Duplicate

Complete shipment ➔

Optional: Once the shipper sends you tracking numbers, you can input these into your shipping screen to track the status. You can also select “Marked as Shipped” when you know the packages have been sent out.

To verify when the shipment has arrived in the Amazon warehouses, simply go to the “Manage FBA Inventory” page for more information. You will also receive emails when the product arrives and when it has been processed.

FBA Shows the Wrong Number of Product!

This has happened to us sometimes, and it often happens near Christmas. If you are absolutely sure there was the correct number of items in your shipment, and Amazon shows a different number, you can do this:

Go to Inventory -> Manage FBA Shipments -> Click the problem shipment -> Reconcile -> Choose the problem and comment on what the problem is

Amazon warehouse staff will then either recount your units and send you a report, or (what has usually happened for us) they simply credit your account the shortfall.

Promoting Your Products

Your product is now on Amazon. Time to spread the word, sell units, and gain raving fans of your brand! You can spread awareness of your product easily – and amazingly quickly, with a gigantic reach – using the following systems we discuss below.

Actually, you should be thinking about how to promote your product right from the beginning, and how to set things up right. Doing so will allow you to leapfrog over your competition, especially the “traditional” brands that have been around for years.

You will have a massive advantage over your competition because of your mindset – while they don’t know how to sell on Amazon, or only think of it as a small part of their own business, you instead will not only be focusing on selling smartly on Amazon, you will have the tools and strategy to set up an entire “promotional engine” to achieve massive success and set your brand apart.

How do you achieve success on Amazon? It’s actually quite simple:

$$\textit{Success} = \textit{Amazon Reviews} + \textit{Sales}$$

That’s it. Most of your efforts need to be focused on these two things. Ranking your product on Amazon is based on sales velocity (how many sales in a certain time frame) and the number of positive reviews. If you achieve these two things, your product will be a bestseller. (Yes, conversions and click throughs are factors too, but you’ve already taken care of this with fantastic titles and descriptions.)

So, how do you do this? How do you get positive reviews, and how do you get sales? The rest of this Cheat Sheet goes into strategies on how to achieve this.

Internal and External Promotions

There are two sets of promotional activities to set up, and they tie in together:

1. **Internal promotion**
 - your product listing
 - your product packaging and inserts
 - special offers / VIP email list
 - follow up / customer support
2. **External promotion**
 - advertising / paid traffic

- organic SEO
- coupon sites
- Youtube video marketing, etc
- your brand website / social media

You will always start with internal promotion first, then external promotion. Think of internal promotion as your “supportive” system – it has everything to do with customer service, with getting customers on your email list, and with following up with them. The end result is to have a large pool of quality customers who will buy from you again and again, and send you raving, positive reviews.

This is the basic process:

External Promotion -> Sale -> Internal Promotion -> Positive Feedback -> Engage With Customer -> More Sales

Your external promotion will tie into your internal promotion. You not only want to advertise outside of Amazon, but you want to bring traffic into your internal system so you can engage with more customers who want your products.

Let's start with setting up your internal promotion.

Internal Promotion

First of all, to successfully set up your internal promotion, you have to think of this one statement:

Your customer is the most important asset you will ever have!

Everything having to do with internal promotion is about your customer. You will treat them like gold, and do everything you can to take care of them. Once somebody buys your product, your focus is to get them into your internal promotion system so they can leave positive feedback, talk to their friends and family about how fantastic your company is, and offer them other products with coupons and discount. Those who bought from you once are much more likely to buy from you again, because they now know your brand.

If you set this system up right, you will dominate the Amazon listings for your niche. You have an edge, because very few other companies are doing this. This system will do the following:

- Increase customer satisfaction
- Increase customer engagement with your brand
- Create more sales and positive reviews
- Bring your product to the top of Amazon rankings
- Create more powerful new product launches because of an existing loyal customer base

So, what does this system consist of?

- An effective Amazon product page
- Your Packaging and inserts
- A bonus with your product
- Follow-up and customer Support
- A discount and review program

By combining all these elements, you will be creating a continuous and growing source of reviews and sales in a positive feedback loop. Sales will equal more loyal customers, and more loyal customers will create more sales.

This system will also reflect on your brand. When your customers think of your brand, they will think of a premium customer experience with a premium product. This entices them to more likely leave a positive review, and even talk about your brand with their friends, gaining you more referrals. If they are active on social media or they blog, you will gain even more exposure.

Let's discuss all these elements in more detail.

Your Amazon Product Page

Think of this as the entrance or the “book cover” of your internal promotion. It is the first thing potential customers will see. We've already covered how to create effective product pages (see **Your Amazon Listing and FBA**), and now you realize how it ties everything together.

A powerful and effective product page will maximize the number of people who will enter into your internal system, so if you have a poorly performing page, the rest of your system will suffer.

An effective product page will increase conversions, which Amazon will notice. The higher the conversion, the higher Amazon will rank you. The higher they rank you, the more visibility your product will have, and the more customers you will gain.

Packaging and Inserts

We already discussed this as well. Your insert is where you will actually guide a customer into your internal system, by discussing your “VIP Program” or “Extended Warranty” – do what you need to do to give your customer an incentive to opt in to your list and increase your points of customer contact.

As a reminder, Aidan goes into great depth on companies that have (or don't have) their own internal promotion, and how they are structured:



<http://www.aidanbooth.com/dissecting-amazon-products/>

Actually, this is a great time to go back to your initial competitor research, way back near the beginning. Remember why we asked you to buy your competitor's products, keep the packaging and inserts, and note all the emails they send you?

This is because you will now be setting up a similar system of customer service, follow-up emails and a VIP program.

Including a Bonus

A bonus is a great way to increase customer satisfaction. You could either advertise it in your Amazon product listing (front end), or you could create a “surprise” bonus once a customer receives your product (back end). Which should you choose?

If you have heavy competition, a “front end” bonus is a great way to differentiate yourself from your competitors. If you are selling a garlic press, and you have many other companies selling the same thing, you can offer a PDF (or even a physical book) on, say, garlic recipes. You can see this in action on how brands are trying to one up each other by offering more and more valuable bonuses:



This company in the image above has a luxurious box and includes a bonus garlic roller.

The company in the image below goes all out with bonuses. Instead of just a slicer, it also includes a recipe book, a wire cleaning brush and a storage bag! Note how physical the book looks ... it's actually an ebook you will get upon signing up for the company's VIP list. Unfortunately, the listing has received some poor 1 or 2 star reviews from customers upset about not receiving the bonus in physical form ... so make sure you state this clearly in your listing!



A “back end” bonus is when you have lower competition where it’s not as pressing that you need to entice a visitor to click your listing. Instead, once the customer buys your product and receives it, in your insert you can mention a free ebook guide they could download.

What you are doing is not only increasing customer satisfaction, you are also increasing your points of contact with the customer. If they download your guide, they are becoming more and more engaged with you.

Within the guide, you can advertise more bonus offers if they join your list, or you can offer a coupon for another product you sell. There are many ways to creatively engage with your customer to keep them coming back!

Following Up With Your Customer

This is something almost NOBODY does. It is very important to follow-up with your customer after they buy. Through testing, we have found that follow ups are actually THE MOST POWERFUL WAY TO GAIN POSITIVE REVIEWS. Nothing else comes close.

The right way to do a follow-up is to formulate it as helpful customer service. Follow-ups are VERY important to your internal promotion and to your long-term success, especially for obtaining a “fan base” of repeat customers and spreading the word on your brand. You can do this various ways:

Email

Amazon does not provide you your customer's email address, but instead gives you an encrypted address that you can use to contact your customer through an interface called the Buyer-Seller Messaging Service. This is the primary way a customer will contact you, and you will see your email notifications in your main Seller Central dashboard.

(Amazon also sends you an email notification whenever a customer emails you, and you can respond in your own email program without logging into Seller Central.)

Amazon does have stringent guidelines on what you can and cannot do in your email. A few of these include:

- No sales pitches or marketing promotions
- No links outside of Amazon
- No logo if it has your brand's website address is displayed or has a link

Does this mean you have to spend your day sending out emails whenever a customer buys your product? No! You can automate all this. We use a service called Feedback Genius, which has been fantastic. You can check them out here:

<http://feedbackgenius.com>

The screenshot shows the Feedback Genius website. The header includes the logo and navigation links: Home, Pricing, Tour, FAQ, Contact Us, Log In, and a Sign Up button. The main content area has a blue background with the text 'Smart Customer Communication' and a description of the service. A large orange button says 'SIGN UP FREE'. To the right, a computer monitor displays a demo of the Feedback Genius interface, which includes sections for 'Feedback Summary', 'Current Amazon Ratings', and 'Recently Sent Messages'.

Feedback Genius Home Pricing Tour FAQ Contact Us | Log In Sign Up

Smart Customer Communication

FeedbackGenius.com is the premier tool for Amazon Sellers to automate communication with their buyers. Proactively email buyers to ensure a smooth experience, and ask them to leave positive feedback. The service also monitors your seller feedback and can alert you right away when a customer leaves a negative feedback, allowing you to address the issue quickly and work to restore your reputation

SIGN UP FREE

Feedback Summary

Period	7 days	30 days	90 days	365 days
Orders	2,273	6,517	26,703	76,882
Messages Sent	1,319	4,716	12,870	17,777
Positive Feedback	148	888	2,037	5,401
Negative Feedback	7	30	87	194

Current Amazon Ratings

Feedback	30 days	90 days	365 days	Lifetime
Positive	95%	95%	96%	95%
Neutral	2%	1%	2%	2%
Negative	2%	1%	2%	2%
Count	854	2,234	6,173	16,883

Updated: 12:08 pm on Jan 20th
View on Amazon

Recently Sent Messages

Time	Message	Order
6/28 3pm	Out for Delivery: The Fine Print: How Big Companies Use "Plain English" to Rob You Blind (hardcover) (2017) Johnson, David Jay	112-1138823-8085418
6/28 3pm	Out for Delivery: The Early Days of Mission: Impossible (DVD) (2002) Morley, Peter	112-698035-8082248
6/28 3pm	Out for Delivery: The Devil in the White City: Murder, Magic, and Madness at the Fair that Changed America (hardcover) (2006) Erik Larson	107-1306874-8015826

We won't go into too much detail on how to use it, as they have their own tour and FAQs. What will be useful are the automated follow-up emails you will be using.

After lots of testing, we found the following 3 emails and wording like this to be the most effective in generating responses and positive reviews:

Email #1: Send out when the product is “marked for delivery” (This is a setting in Feedback Genius ... this service also has automated variables for various links, such as the customer's order number, link to their personal review page, and much more.)

Hello [name],

Thank you for your order of [your product].

[Link to Amazon order]

You should receive your [product] within the next couple days. If for some reason you do not receive it within 7 days, please contact Amazon support at <http://www.amazon.com/contact> for assistance.

We are dedicated to your complete satisfaction and will do whatever is necessary to help you make the most of your new [product]. As such, we will send you a few short emails in the upcoming weeks with tips and ideas for how to best use and take care of your [product].

TIP 1: [Include a useful tip about how to use the product]

If you have any questions or concerns, please [contact link] or simply reply to this email so we can assist you.

Thank you very much. Your business is very important to us.

[Your name]
Customer Care Manager
[Your website]

Email #2: Send 7 days after the order has been shipped

Hello [name],

It's been around 7 days since you ordered your [product], and I wanted to make sure you received the order. If not, please contact Amazon support at <http://www.amazon.com/contact>.

If you have not already done so, please take a moment to verify the [product] was not damaged in transit. If there is any reason why you wouldn't rate this a 5 star experience, please contact us by simply replying to this email right

away. We'll do what we can to make it right!

Finally, to ensure success with your [product], here is another useful tip:

Tip #2: [Another useful tip about how to use the product]

ONE SMALL FAVOR. [Your company] is a small family run business that prides itself on quality products AND customer satisfaction. Our mission is simple: make the highest quality garden products possible and provide world class service to our customers.

If you are happy with your [product] and can spare a moment to write a product review, it would help us immensely in spreading the word and would be greatly appreciated. As an independent business competing with the big-name brand names, product reviews on Amazon are like gold for us!

You can write a review by [link to product review]. Thank you very much!

[Your name]
Customer Care Manager
[Your website]

Email #3: Send 16 days after the Order has been shipped

Dear [name],

It's been a couple weeks now since you ordered your [product], and we wanted to make sure you are happy with your purchase. We also have a final tip to help you get the most from your new [product].

CARE TIP: [Final useful tip]

Thanks again! I hope you've enjoyed these tips and are very happy with your purchase. We would love to hear back from you, and if our tips and your [product] has met or exceeded your expectations, we would really appreciate it if you could write about your new [product] on Amazon to help spread the word.

[Link to write a review]

If you've already left a review, thank you very much! We are a small, independent business, and we work hard to make sure the products we sell are top quality, and that all our customers are completely satisfied.

Yours,

[Your name]
Customer Care Manager
[Your website]

Note that in paid versions of Feedback Genius, they can detect if the customer has left a review. In that instance, you can split your 3rd response into one where the customer hasn't left a review, and one where a customer has ... in that case, you can remove the information about leaving a review.

Phone Call

Amazon does provide the customer's phone number. This is a great way to get feedback and to offer an opt-in to your VIP Special Program. Wait a short period of time – for example, two or three weeks – before calling, so the customer has the product and has begun to use it.

If you leave a message and the customer doesn't call you back, call again in about a week. DO NOT bombard the customer with calls. One call and two follow-ups should be sufficient; after that, your customer just doesn't want to speak to you. That's fine...keep contacting other customers.

This is a sample script you can use and build up on for calling customers. If you wish to outsource this, you can customize the script for them:

Hello, this is [your name], customer service manager for [your product or company].

I'm calling to thank you for your recent purchase on Amazon and to find out if there are any concerns about your purchase or the product.

(If the customer sounds like he or she is in a hurry ... I promise to take only a minute of your time).

Was the product received?

Have you opened the package yet?

Did it meet your expectations?

I appreciate your feedback. Would it be alright if I send you a coupon worth 20% off your next purchase?

What email address should that go to?

Can I leave a link in the email where you can share your thoughts with other Amazon customers? Reviews are always helpful and we're always glad to get them.

Or, Leave a Message:

Hello, this is [your name], customer service manager for [your product or company].

I'm sorry I missed you. I'm calling to thank you for your [name of product] on Amazon and to find out if there are any concerns about the purchase or the product.

I hope the product met your expectations.

Would it be alright if I send you a coupon worth 20% off your next purchase?

Just give me a quick call to let me know what email address to send it to.

I appreciate your feedback if you have any.

I'd like to know if you're satisfied with you purchase or if you're not. If not, please call me so I can take care of you, OK {name}?

Give me a quick call anyway and I'll send you that coupon I mentioned.

My toll free # is [your business number]

Physical Mail

Amazon provides you with the customer's address. A great way to use mail is to send a thank you note, and a coupon for a discount if you have another product in your brand.

Not everyone likes to get physical mail, but it's an option that will remind the customer about you and may help prompt him or her to leave a product review (and to purchase again). You can automate this using a service such as this:

<https://www.sendoutcards.com/>

Follow-Up Tips

When thinking about what sort of follow-up system to set up, remember to be reasonable. If you are selling hemorrhoid cream, you probably would not wish to phone them, due to the embarrassing nature!

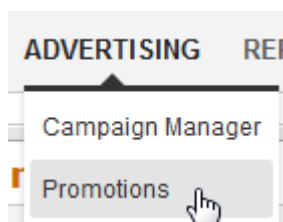
If you are selling a super-simple product like a wooden spoon, a sequence of follow-up emails may be overkill. A product insert would suffice in this case, preferably attached to the spoon so they would have to look at it while opening your product.

Be creative with your follow ups! For instance, one of our students sends a video link in their email sequence on how to use their product. Normally, this would be against Amazon's rules, as no outside links are allowed. However, this link is hosted on Amazon's own S3 service, so it is not an outside link and so is allowed!

Amazon Coupons

Coupons are a huge part of your internal and external promotions. You will be using them constantly for your bonus offers, for your external promotions, and any other promotional methods you choose. Here is how to set one up:

Login to your Seller Central Account and go to "Promotions":



You will be presented with a choice of what you want your coupon to be:

Promotions [Learn more](#)

[Create a Promotion](#) [Manage Your Promotions](#) [Manage Product Selection](#)

Create a Promotion

Free Shipping Offer free shipping on your entire catalog or a subset of your catalog. Create	Money Off Offer a percentage or dollar discount on your entire catalog or a subset of your catalog. See Less Create	Buy One Get One Offer one or more items for free on a qualifying purchase from your entire catalog or a subset of your catalog. See Less Create	External Benefits Offer a post-order benefit on qualifying purchases from your entire catalog or a subset of your catalog. See Less Create
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We usually choose "Money Off" – this is both a percentage off and actual money off.

Step 1: Conditions

Buyer purchases	At least this quantity of items	1
Purchased Items	Entire catalog	Create a new product selection
Buyer gets	Percent off	30
Applies to	Purchased Items	
Advanced Options		

When a buyer purchases at least 1 item from your entire catalog, they will get 30% off items they will purchase. If you have more than one item, you can choose which product will get the discount. Right now, it's set as "Entire catalog."

Step 2: Scheduling			
Start Date	<input type="text" value="05/12/2015"/>	<input type="text" value="11:00 PM"/>	PDT
End Date	<input type="text" value="05/12/2015"/>	<input type="text" value="11:59 PM"/>	PDT
Internal Description	<input type="text" value="Example: Mother's Day Free Shipping"/>		
Tracking ID	<input type="text" value="Money Off 2015/05/13 24-23-54-946"/>		

Time to schedule your coupon. Coupons activate about 4 hours after creation, so if you are creating one for a promotion, do not activate that promotion until the coupon is active.

Set the coupon's expiry date. Then enter an internal description that only you will see, as well as a tracking ID.

Step 3: Additional Options	
▼ Claim Code	<input type="checkbox"/> Group claim codes have no quantity limits. Learn more
One redemption per customer	<input type="checkbox"/>
Claim Code	<input type="text" value="MUKIU935"/> <input type="button" value="Suggest a code"/>
Claim Code Combinability	<input type="radio"/> Preferential <input type="radio"/> Unrestricted <input checked="" type="radio"/> Exclusive
▼ Customize messaging	
Checkout display text	<input type="text" value="Promotion Applied"/>
Short display text	<input type="text"/>
Detail page display text	<input type="checkbox"/>
Terms and conditions	<div> B <i>I</i> <u>U</u> </div> <p>To receive the Best Value discount:</p> <ol style="list-style-type: none"> 1. Add all products described in the promotion to your Shopping Cart <ul style="list-style-type: none"> ◦ Via the "Add both to Cart" button in the promotion description ◦ Via the "Add to Shopping Cart" button on each respective product page 2. The amount of the Best Value discount will be reflected on the final invoice. The discount will be allocated proportionally to all promotion items in the Shopping Cart. For example, if the promotion offers \$5 off one item worth \$20 each, the \$5 will be divided proportionally.

Very important: Uncheck the “Detail page display text.” If you do not uncheck this, the coupon details will show up publically on your listing, and anybody can post it on any site. Claim codes can only be 8 characters. You can automatically create a code, or make up your own.

You can set it so there is one redemption per customer. Exclusive means you can’t combine coupons.

Finally, click Review, and if Amazon accepts the claim code, it will go live in a few hours. You can view all your coupons under Mange Your Promotions, and you can view all your product groupings under Mange Product Selection:

[Create a Promotion](#)
[Manage Your Promotions](#)
[Manage Product Selection](#)

Search:

Promotion Status ▾
All ▾
Search

30 promotions

Tracking ID	Internal Description	Start Date	End Date ▲	Actions
US Money Off 2014/09/02 16-43-36-812	1.00 item	09/02/2014 3:00 PM PDT	09/10/2014 11:59 PM PDT	view ▾
US Money Off 2014/09/15 14-3-11-997	\$27 Off Till September 30	09/15/2014 1:00 PM PDT	09/15/2014 1:00 PM PDT	view ▾
27 Off Till September 30	\$27 Off Till September 30	09/15/2014 1:00 PM PDT	09/15/2014 1:00 PM PDT	view ▾
US Money Off 2014/09/15 14-7-25-580	\$27 Off Until September 30	09/15/2014 1:00 PM PDT	09/30/2014 11:59 PM PDT	view ▾
news release 2014/09/29 16-57-19-884	News release 25% off	09/29/2014 3:00 PM PDT	10/31/2014 11:59 PM PDT	view ▾
25 off email signup 2014/09/10 17-34-30-128	25% off no coupon promotion	09/10/2014 4:00 PM PDT	11/05/2014 11:59 PM PST	view ▾
US Money Off 2014/12/03 23-8-0-466	US Money Off promotion	12/03/2014 9:00 PM PST	12/04/2014 12:00 PM PST	view ▾
US Money Off 2014/12/05 1-3-10-164	US Money Off promotion	12/04/2014 11:00 PM PST	12/07/2014 11:59 PM PST	view ▾
25% Off 2014/12/04 website-pop-up-263	25% Off Website Popup	12/04/2014 6:00 PM PST	12/31/2014 7:00 AM PST	view ▾

You can view coupons, edit them (for instance, to move an expiry date further into the future) and clone them into a new coupon.

Your Special VIP Program

This is the most important internal promotion component you will likely have. Everything you have done so far – your packaging and inserts, your bonus offer and your follow-up sequence - all leads towards building an effective VIP program.

This is basically an email list, but it is so much more – it is a way to communicate with your existing customers like nothing else can.

Because this is so important, we will discuss this in its own section below.

External Promotion

Once you have set up your internal promotion strategies (such as customer service, follow up emails and your VIP program), your external promotions will be a lot more smooth and effective.

External promotion is the process of gaining traffic from sources outside Amazon to your Amazon listing.

There are several ways to gain traffic, and any extra traffic and sales will boost your Amazon ranking even more, creating a positive spiral of extra sales due to greater rankings, which means more reviews, which means another boost in rankings, and so on.

Very few companies are doing this with their own Amazon listings, giving you a huge advantage. Note that, unlike internal promotion, these strategies are mainly used for achieving direct sales, not reviews or customers ... though we'll give you some hints on what external strategies could work for gaining customers into your VIP funnel.

Note that some of these strategies can easily be used with other sources of income, such as affiliate marketing, dropshipping and other forms of ecommerce.

Let's focus on some great promotional strategies below to drive traffic to your Amazon listing. These are tactics that have worked for us, but it is by no means the only ways. Be creative and come up with your own (and share your experiences on our Facebook group!)

Don't try all of these at once. Focus on setting up one strategy and optimize it to maximize effectiveness before thinking of setting up another promotional system.

Here's how to set up an external promotion method:

1. Step up your promotional method
2. Run it as a test
3. Analyze the data and adjust to improve your sales and conversions
4. Continue testing and improving. Even if you are just breaking even, you are succeeding! This is because the extra sales will still mean higher Amazon rankings and more reviews due to the internal follow-up promotion you would have already set up
5. Run your revised and improved method day in and day out
6. Outsource the maintenance and start on another method!

Analyzing the Data

How do you analyze the data to know how effective your results are? There are several methods. First of all, you need a way to track your results. If you are using an Amazon coupon, create one specifically for your method. You can then track it from your seller central account.

You can also create tracking links on all your campaigns. If you have an Amazon Associates account, create custom affiliate links to your product and track it from your Associates dashboard. (As a bonus, you will not only get money from your product, but a percentage as an affiliate!)

If you don't have an Associates account, or you live in a state where you can't sell as an Amazon affiliate, sign up for Viglinks for your tracking (<http://www.viglink.com/>).

For a more robust tracking system, we're very impressed with a company called Voluum (<https://voluum.com/features/>), though we haven't yet tried it.

Another great site where you can create, track and split test links and opt-in pages is Visual Website Analyzer (<https://vwo.com/>)

We won't get much into testing your data, except to keep these points in mind:

- Look at EPC numbers – earnings per click. Basically, you divide your sales per time period by how many people clicked on the link in the same time period. Compare to another time period (before you made a change) to see if it's higher or lower
- An easy way to split test is to change ONE thing on your sales copy – one word in the headline, one different color of button, one word difference in your link – that way, if your results improve, you will know exactly why (or if results are worse, change it back and try something else)
- Also look at conversions – the number of people who have visited the ad or page where your sales copy is, and how many clicked to your Amazon listing
- Also with conversions, be careful about LOWER conversions per visitor. If you have a lot of visitors going to your listing from an external source, but conversions are low, it could negatively affect your ad. See a real-life example in the Google Adwords section, and how to correct it

Of course, there will be missteps. If you keep testing and analyzing, but it is not producing the results you want, then it may be time to try another method. But

certainly test a few times first. You may be 99% of the way there, and need to make one more change in your system for success.

A Note on Conversions

When using external promotions, it might not be a good idea to simply send traffic to your Amazon listing. Why? A lot of traffic outside Amazon will be from visitors who have no intention of buying your product. They would go to your listing, then click away. This has the effect of lowering your conversions, which can actually HARM your listing, as conversions are a ranking factor in Amazon.

For instance, if you decide to rank your actual Amazon listing in Google using SEO practices (discussed before), the one drawback is a huge influx of potentially unqualified traffic from Google. If people find your listing from Google, there is no indication that they are ready to buy. They could be in the research phase, they may wish to learn more about your product, or perhaps they wish to learn something else unrelated.

For instance, searching for a “garlic press”, a visitor from Google may be looking for what it is, recipes that involves a garlic press, and perhaps researching to see what the best one is. If a visitor searches for “garlic press” in Amazon, they are ready to buy one (else, why would they be searching on Amazon in the first place?)

So, how do you increase conversions from outside, unqualified traffic? Simple ... you QUALIFY them. How do you do this? By creating an intermediate step. If your listing is ranking on Google, there is not much you can do. However, if you are doing advertising, one method is to NOT send them straight to your listing, but to your opt-in page instead, promising a 25% off coupon first. If a visitor continues, it means that, yes, they ARE interested in buying. You have just “qualified” them.

You do not even need a list for this. You can simply set up a page where you offer a coupon, and then ask them to click to continue to your Amazon listing. This not only weeds out people uninterested in buying your product (for today, at least), but entices people who were on the fence about buying, since they are now presented with a coupon.

Sales Funnels

If you haven't heard of sales funnels, don't worry, you have likely been in a few. When you joined Blueprint Pro, you likely would have gone through a funnel such as this:

Enter a marketing email list -> Receive an email for an upcoming webinar -> Click to an opt-in page to register for the webinar -> Watch the webinar -> Join Blueprint Pro after the webinar

So, it is basically a method of “funneling” visitors from one source to a destination.

For your product and an external promotion, an example of a sales funnel would be this:

Your Ad -> Your Opt-In page -> An email with a coupon -> Click to buy your product with the coupon

For every external promotion system you will be using, make sure you set up a sales funnel. This is so you can better track your performance, as well as making your system more focused and easier to tweak.

Let’s now discuss some actual external promotion methods and sources.

Coupon Websites

There are literally thousands of coupon websites where you can promote your product. The basic idea is to offer a coupon (make sure to set up one specifically per site so you can track the results), then submit it to a coupon site of your choice.

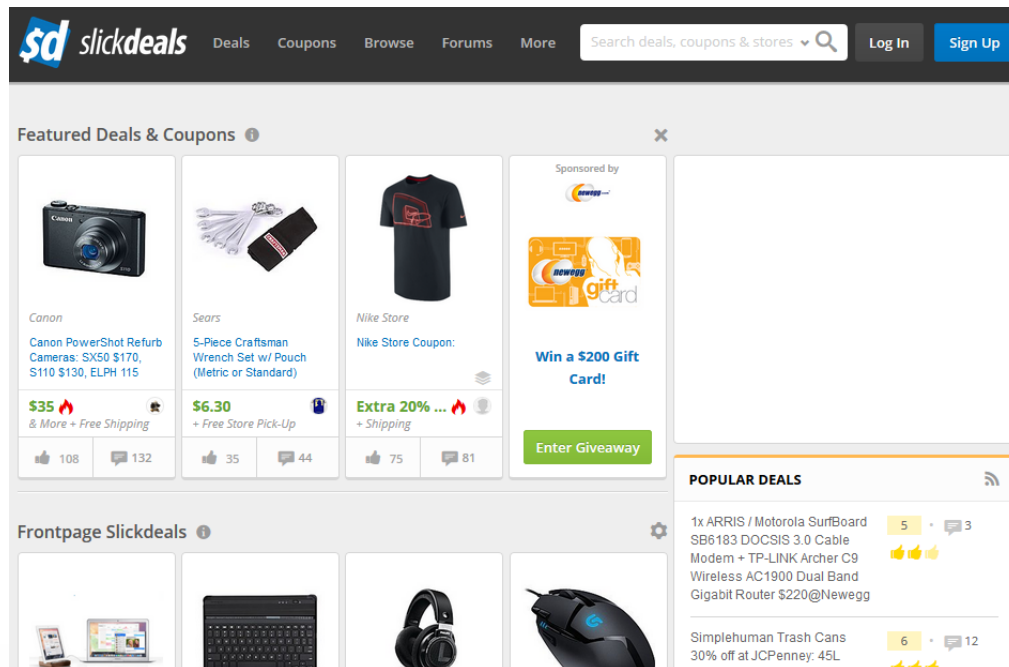
Coupon sites are a huge and lucrative source for new sales, fast. They are especially well-suited to newer product listings, where you want your product to rise fast in the rankings due to sales velocity.

Remember, break-even is good! You want to discount your product enough so people notice, and like any form of advertising, your goal is to get noticed. A 10% off coupon likely won’t generate much interest. A 75% discount will definitely get noticed, and likely shared and even go viral.

75% off will likely lose you money, but think of it this way. A huge amount of sales from that coupon will catapult your product to the top of Amazon, increasing your visibility ten or a hundred-fold. The resulting visibility will mean lots of full price sales from customers searching within Amazon and who have no idea about your coupon.

As well, all these extra sales will mean your internal follow-up process kicking in, resulting in new customers into your VIP loyalty list and subsequent Amazon reviews and feedback.

The end result is success, even if you lose money on each coupon. Think of it as a normal business expense for acquiring customers and launching a new product. Once you see results in the rankings, you can adjust your coupon so that you break even or still make a small profit.



Each coupon site is different, so depending on which one you decide on, register and read how it works. Keep notes as well, as you will be creating your own "system" on how to succeed on a certain coupon site.

Just like any other social media website or search engine, achieving visibility for your coupon will mean an effective sales page, garnering positive reviews or "thumbs up" (if the coupon sites uses some sort of feedback system) and other tactics to get visitors to your coupon listing. Having your coupon as being listed by "Amazon" will result in a huge boost in the trust factor as well.

Each coupon site is different, so we can't really get into any of them. Read the instructions on each coupon site you choose to submit your offer to.

Some great coupon sites to register for and submit your coupon:

Slickdeals - <http://slickdeals.net/>

Retail Me Not - <http://www.retailmenot.com/submit>

Coupons.com - <http://www.coupons.com/>

Dealcatcher - http://www.dealcatcher.com/share_a_coupon

Red Tag Deals (U.K. and Canada only) - <http://www.redtagdeals.com/>

Swag Grabber - <http://www.swaggrabber.com/submit-a-coupon>

Youtube Promotion

Youtube is the #2 search engine in the world (after Google), and is a gigantic source of traffic and volume. There are a great variety of ways to promote on Youtube, but what it comes down to is setting up a Youtube channel and begin posting videos that tie in with your brand.

You don't really want to create obvious "sales-y" videos, as these will be viewed as low-quality spam. Instead, you want to create informative videos that your audience will be interested in.

The really great thing about Youtube is that you can build another audience for your brand. Not only will you be building a loyal following using your VIP program, you can also build an engaged audience with Youtube videos.

Right from the beginning, you need to know what your objectives are. What do you want to do with Youtube?

- Build your loyalty email list
- Promote your coupons and offers
- Get SEO rankings
- Paid traffic with Youtube ads
- Content marketing and spreading brand awareness

You can of course do a combination of these objectives (a primary and secondary objectives), but you need to decide this before shooting your first video.

For instance, if you wish to build your list, you will shoot a video talking about your membership program. Or, you would shoot an informational video but your call to action is to "Join our membership program."

If you wish to promote your coupons, you would talk about your product and review it, then mention that there is a coupon to get 25% off (and place the coupon code in your description.)

Combining the two, you would create a product review video, offer a deeply discounted coupon (so you break even), and to "join our membership program" to receive this coupon.

Types of Videos to Make

Videos are very easy to make. They don't need to be super slick with high production values. You can simply shoot them on your iPhone and upload them to

your Youtube account. You don't even need to show yourself, though it is a good idea if you want your business to look for personable.

Aidan has a special blog post on creating video. See it here: <http://www.aidanbooth.com/how-to-produce-videos-like-a-pro/>

“Talking Head” videos: You simply face the camera and begin talking. These are great for instructional, review and content videos, where you talk and teach about something in your niche.



In the example above, he is teaching a special bodybuilding technique. More importantly is what his objective is. If you look at the description, you can see he has a single URL. Clicking it, we are sent straight to a long sales page:

KINOBODY

ATTENTION MEN: Are YOU Tired of Muscle-Building Programs that Just Don't Work?

"Discover How You Can FINALLY Have the Muscular, Sculpted Superhero Body You've Always Longed For...WITHOUT Living at the Gym or Ridiculous Diets."

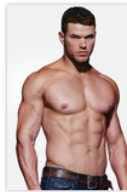
And Enjoy the Impressive Physique that Attracts Women and Commands Respect From Other Men...

If you're like most men, you've wished you could develop the kind of body that other men would envy – the sculpted, "V"-shaped body that would allow you to effortlessly attract women and make other guys think twice before messing with you.

You've probably seen perfectly proportioned men with that 'Hollywood superhero look' and thought, "If only I could have that too..."

You've probably logged in more hours in the gym than you care to think about.

When it comes to food, you've bought into the "more is better" mentality and stuffed yourself with enough protein to make an elephant feel nauseous.



Kellan Lutz, bulked up for his role in Hercules.

Do any of these common experiences **sound familiar to you?**

- ✗ You've spent so much time at the gym that you know your workout buddies better than you know your own family
- ✗ You've poured thousands of dollars into gym memberships and supplements that you never use
- ✗ You've tried countless diets and still can't lose the extra weight
- ✗ You've seen friends and family members who have achieved the superhero physique you desire

So, this person is directly trying to sell his product. More importantly is the number of subscribers he has: almost 27,000 people. So, every time he publishes a new video, all 27,000 people are notified about it.

Almost 6 million people have viewed his videos, and knowing that each video has a call to action to his fitness product, I can guarantee you he is probably making some very decent sales!

If you do a few videos talking about your product, and begin amassing subscribers, you will have another source of quality traffic to your brand.

Slideshows – Another effective type of video are slideshows. You can create one by using Powerpoint, then filming it using Camtasia, Screenflow (for Mac) or any other screen capturing software.

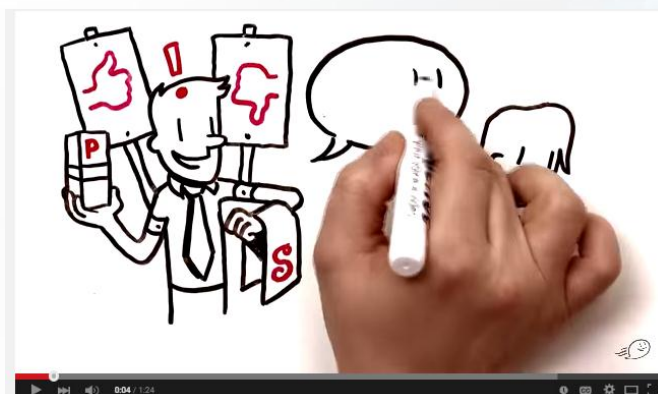


Slideshows and screen captures are great for top 10 lists and other content videos. You can narrate, or simply include (royalty-free) music. There are also many programs where you can create really effective videos, such as:

- Emaze
- Prezi
- GoAnimate
- Animoto
- Smilebox
- Jing

Whiteboard Animations – You’ve probably all seen these videos where an animated hand is very quickly drawing images on a whiteboard, then erasing them to draw new images. This can be a very effective way to introduce, explain or review your product.

Software to do this include VideoScribe, TruScribe and PowToon.



Open Box Videos – This is great for reviewing products. You film yourself opening an Amazon box and showing the product and packaging. Keep filming yourself opening the packaging, showing the product, and demonstrating how to use it. You can do this for your products or your competitors (ie comparing both).

There are many other ways to shoot videos, such as interviewing somebody about your product (or having somebody interview you), creating a live video from Google Hangouts or LiveStream, and even encouraging video testimonials from actual customers.

Best Practices For Video

Similar to any other best SEO practices, there are a variety of best practices to not only have your video rank in Youtube, but converts as effectively as possible.

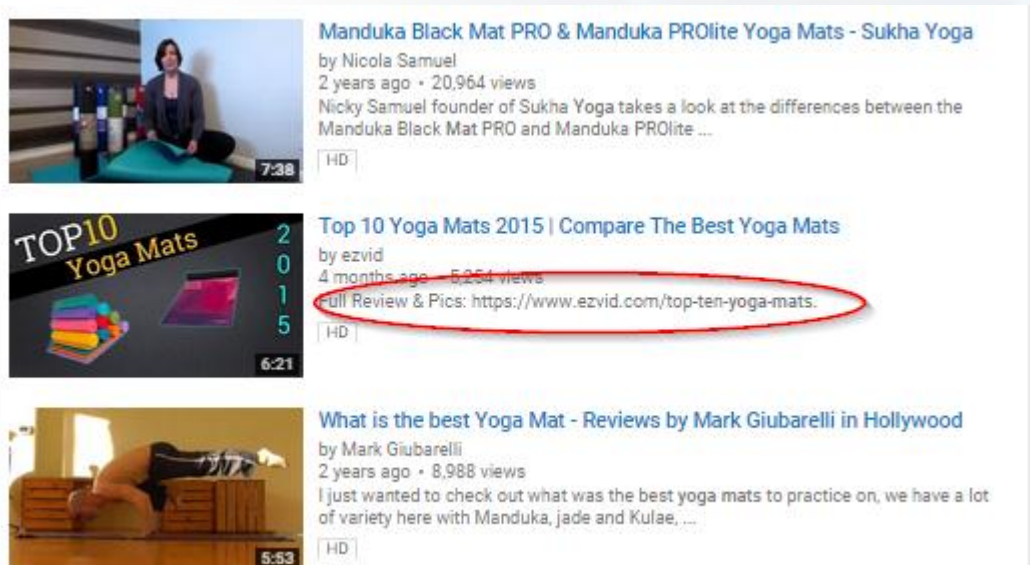
To see how to set up and optimize a Youtube account, read Aidan's Youtube Marketing Blueprint series:

<http://www.aidanbooth.com/youtube-marketing-blueprint/>

Your title: Include the keyword you wish to rank for. So, if you are selling a yoga mat, you will want to create a video like "Which Yoga Mat Should I Buy?"

Keywords: Within your video, you can add keywords. Use the list you created way back when first researching your product.

Description: The first line will include your main link. This is because it will show in the search results, and will show on the page. Continuing our yoga mat example:



And the video page once we click on it:



You will see the link, while everything else has to be clicked to reveal the rest of the content in "Show More." (This is a bad example, because this person has no other text after their link!)

After the link, create a long, 300 to 600 word article. This is unique content, just as you would write an article for your website. Do not overstuff the content with keywords – just use "yoga mat" twice or three times in your article. Use related keywords, which you should have from your product research based on Google Adwords Keyword Tool, Merchantwords, etc.

Within the content, you can add other links, but no more than two to four. Add your main "call to action" at the beginning, perhaps a link to another video you have, and a link to your website or a second link to your main call to action (ie an opt in page, if that is what you are aiming for). Youtube won't penalize you for have dozens of links, but if viewers see too many links, they likely won't click any of them.

Add your call to action to your videos as well. If you want people to go to your website, say so in your video. "For more information, visit us at XYZ.com."

As mentioned in "A Note on Conversions" do not directly link to your Amazon listing. Link to an opt-in page specific to Youtube (so you know how many people are joining your list from Youtube), or send them to a sales page with a coupon or some sort of offer to entice them to buy from you.

SEO For Videos

All SEO techniques discussed in the Affiliate Marketing Cheat Sheet will work in ranking Youtube videos. Basically, it all comes down to links, views and engagement to your video. You can do this via various methods:

Press releases – many press release sites allow you to embed a video

Blog posts – embed your video in blog posts on your brand website or guest posts

Social media – share your video on Facebook, Tumblr, LinkedIn, etc, where it makes sense

Comments – Encourage your customers to comment. A neat technique as well is to ask your customers to take an image of them using the product and posting it on Youtube

Your list – If appropriate, send an email broadcast to your list and include the video

Social Media

Social media is another huge source of traffic. However, instead of directly selling, you want to share interesting information. The idea of any social media site is to grow a community of followers, and so your main goal is to grow your brand and show followers the personality behind the brand. If you have an office, post a funny picture of something that happened in your warehouse. If you are taking product shots of your latest product, post images of the process, and be very excited about launching a new product (as you rightfully are!)

We won't go much into this, as each website can be its own Cheat Sheet! However, here are some "best practices":

Facebook – Create a brand page and add lots of tips, "behind the scenes" images of your business, product shots, coupon specials (for your followers), news items in your niche, etc. You want to establish yourself as an authority that people will go to, but also a fun place to be.

Pinterest – Similar to Facebook, you will create a brand page, but add lots of interesting images, your own and other people's. April 2015's "What's Working Now" is devoted to using Pinterest effectively.

An interesting note is that, unlike Facebook, the audience on Pinterest is much more likely to be in a "buying mood," and stats show that a good percentage of people who post product images have actually bought the product, and those that view it are likely interested in buying it as well.

Another quick note is to also add interesting infographics to your Pinterest board. You can either outsource this or create it yourself with a tool called [Piktochart](#).

Twitter – This is a great method to communicate directly with your customers, and acts as another point of contact with them. Encourage your customers to contact you on Twitter, and respond to them with any questions or feedback. This shows how engaged you are with your audience and your customers, and improves the perception of your brand as having fantastic customer service.

Twitter is also a great way to announce new coupon deals to your followers, send links to new blog posts you've created on your website (or other sites related in your niche) and announcing new products.

Organic SEO

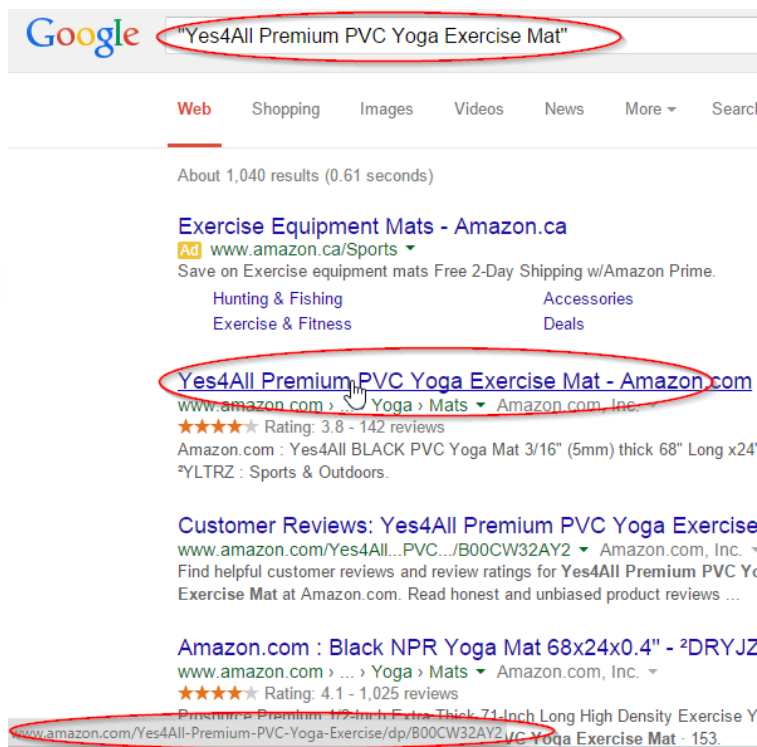
Though Google traffic will (or could) lower your Amazon ranking due to lower conversions, it is still a great idea to get your listing ranked. Why? The simple math of more traffic equals more sales. Plus, if people see your product ranking on Amazon as well as Google, it proves in their eyes that you are the authoritative brand in your niche.

The great thing about ranking your actual listing is that you do not have to worry about negative SEO. Unlike the more cautious approach we recommend in the Affiliate Marketing Cheat Sheet, you can send more spammy links to your listing to increase your rankings. Google is not about to penalize Amazon for a couple bad links to a listing!

To actually rank your Amazon listing, you would use your canonical URL – the base website address in Amazon. Don't use the URL you see in your Amazon Seller Account, but the URL you find indexed in Google. Since your listing probably isn't ranking, simply type in the exact match search – the exact phrase of your listing title in quotation marks. This should bring up your actual listing.



The Google search:



However, personally, we feel that ranking your actual brand site to be more beneficial in the long run. This is because visitors will see your brand website ranking in a search, giving a strong signal that you are the authority in the niche. As well, you have a better chance of pre-qualifying your visitor by offering coupons and opting in to your mailing list before sending them off to your Amazon listing.

To rank your actual brand website, you would follow the same SEO plan as in the Affiliate Marketing Cheat Sheet.

Paid Traffic

This is actual advertising, and is probably the most popular way to send traffic. Why? It is fast. You can start a campaign and start getting sales right away. Even better, you will also be able to collect important data, such as what keywords work, the number of visitors, number of clicks and conversion rate. You can use data from paid traffic to further refine your paid traffic campaign, as well as other promotional methods and even your Amazon listing and internal promotion systems.

For instance, let's say that after you have done all the research and set up your internal promotion, VIP program and listing, your main keyword phrase is "yoga mat" to sell your yoga mat.

For instance, using the data from paid traffic, you are finding that, though the phrase "yoga mat" gets the most traffic, you might find that "extra thick yoga mat" converts 10 times better. Thus, it may be a great idea to change your focus to "extra thick yoga mat" in all your promotion ... and when you sell out, you may even want to change your packaging and call it "XYZ Brand Extra Thick Yoga Mat" rather than "XYZ Yoga Mat."

Don't be afraid to spend money. It doesn't have to be much ... as little as \$5 or \$25 per day. Initially, you are paying for this valuable data, such as which keywords convert the best in real-time. Start small, fine-tune your campaign, and increase your budget.

Also, you need a plan or end objective for your paid traffic campaigns. Do you simply want to increase sales and thus increase profit? Do you want to build up your opt-in list? Do you want to increase reviews and feedback? All these objectives will mean different approaches to your advertising.

Where Do You Send Your Paid Traffic?

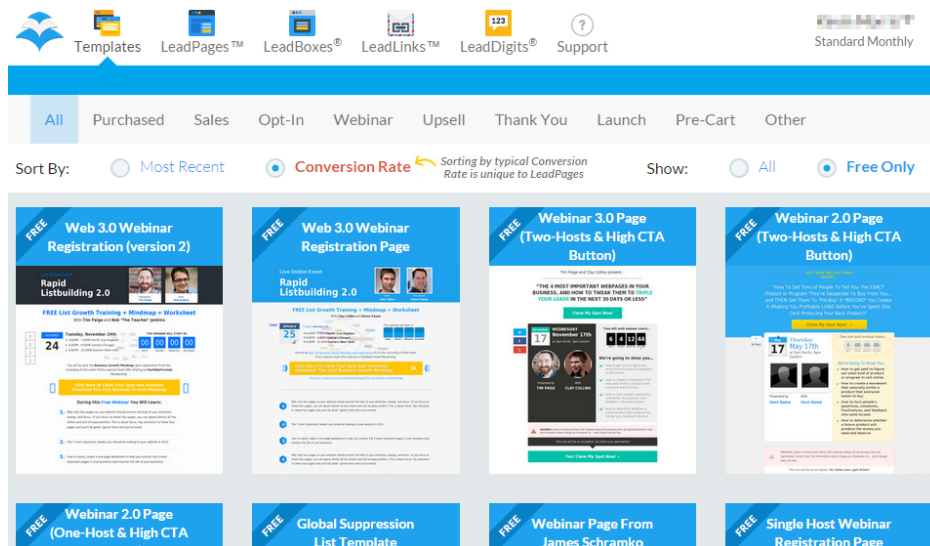
As discussed in "A Note on Conversions", you almost never want to send your traffic directly to your Amazon listing. If your goal is pure sales, then yes, you probably would, but even then, you will likely get much higher conversions and better traffic if you send them into a sales funnel.

Below we discuss your loyalty program, and why it is best to send as much traffic as possible into your email list rather than straight to your listing.

Your Pre-Sell Landing Page

This page is where most of your paid advertising will go. If you are not a designer, we suggest using a great service called Leadpages. We ourselves use this, and

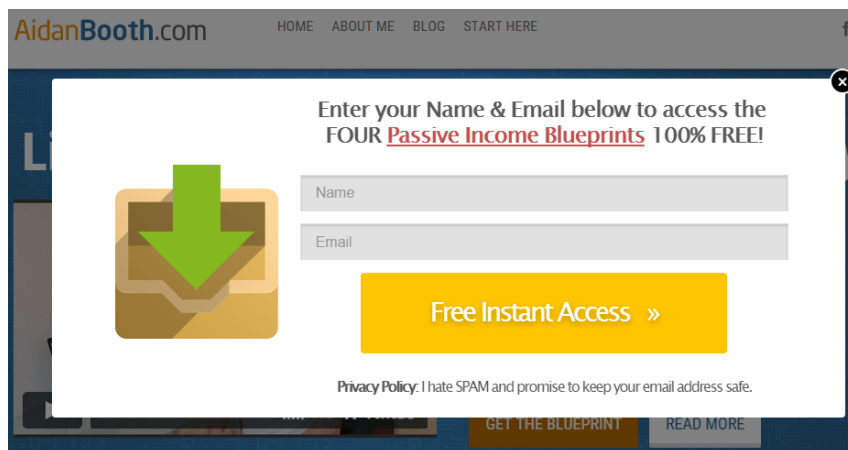
many students do as well. Once you sign up (it is subscription-based, starting at \$25/month), there are dozens of templates to build your landing page from. You can also design your signup form and install it on your website. Go to Leadpages.net for more info.



An example of a very simple opt-in or pre-sell page can be this (which we built using LeadPages):



Another example on Aidanbooth.com:



To increase your opt-in rate even more, don't even include a name field. It's really just the email you want.

Writing Good Ads

Whatever you do online, copywriting is one skill you really should develop. It will help in all your communication, advertising, blog posts, sales pages and emails. You don't need to be a master at it, but the one thing to keep in mind is that your message must be clear and resonate with your customer.

Also, the message must be the EXACT same throughout your sales funnel. For instance, if you are selling yoga mats, talk about yoga mats in your ad, talk about yoga mats in your sales page, talk about it in your email when your customer signs up, and send them a coupon for that yoga mat to your Amazon listing. You wouldn't believe how many ads I clicked that then tried to sell me something different.

The best way to find ideas for your own ads is to see what other people in your niche are saying. From all your research, you should have an idea of what people are looking for. You can also test by creating two ads and seeing which one has more clicks and conversions.

Let's talk about a few places on where to advertise.

Google Adwords and Bing – These are PPC (Pay Per Click) models, where you pay whenever somebody clicks your ad. We have actually had more success on Bing. This is because there is less completion, but Bing visitors are slightly more inclined to buy something. We encourage you to start there. Bing is also less strict than Google on how to advertise, and it is easier to set everything up.

For Bing, you can send traffic to a presell page such as one created by LeadPages. For Google Adwords, you will need a "quality score" on your page, and you need

more of a sales page, complete with a privacy policy, terms, contact us, etc. So, you would create more of a page on your website to send them to.

Email Lists – Another form of advertising is buying ad space on other people's email lists. Find the authority websites and influencers in your niche and see how you can buy advertising on their list – usually you'll find an "Advertising Information" link somewhere on their website.

The great thing about advertising on a list is that you are taking advantage of the owner's credibility. If you are advertising on a high authority or celebrity blogger in your niche, people who read their newsletter will see your ad, and are more likely to take it seriously, since it was endorsed by the website owner.

Some email lists sell "solo ads" – this is a special email that is sent out to members that only talks about your product.

Facebook Ads – Facebook is another great way to advertise your product. You will want to have a Facebook Page already for your brand. That way, you can create ads that are embedded in the timeline, rather than on the right side of the screen.

Rather than talking at length on Facebook, we have a fantastic webinar on Facebook Audience Insights and how to use it. Login to your member's area and look for the February 2015 webinar in the "What's Working Now" section.

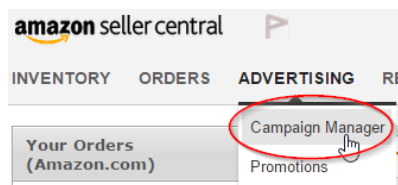
Pinterest – Pinterest has an up and coming advertising platform that promises to be huge for selling products. We will update this Cheat Sheet when we gain access to their advertising program, which is invite-only right now.

Amazon Advertising

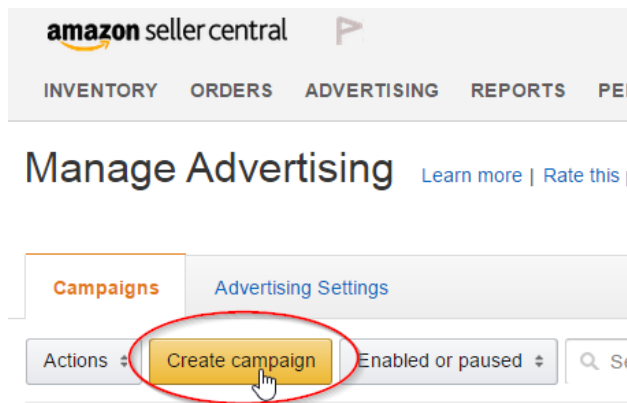
Amazon ads are a great way to increase sales. They convert very highly, because the customer clicking your ad is already in Amazon. The negative, of course, is you can only send traffic to your listing. You cannot send them to any page outside Amazon. It is not scalable, as once you have created your Amazon ad, you can't really do anything more.

However, it is a cheap and easy way to quickly get started in advertising. We set out budget to \$15 per day per ad, and rarely do we spend more than \$5 per day.

To get started, click Campaign Manager.



Click "Create Campaign"



Fill out the details, such as the name, the average daily budget (we put \$15), the start and end date, and automatic or manual targeting. If you are just getting started, begin with automatic targeting. This means Amazon will choose the keywords for you.

Set your campaign budget and duration

Campaign name ⓘ

Only visible when managing campaigns

Average daily budget ⓘ

\$1.00 minimum

Start date **End date**

Select a targeting type

- ☒ **Automatic targeting**
Amazon targets your ads to all relevant customer searches based on your product information. You can download a report of the customer search keywords that resulted in clicks on your ads. [Learn more](#)
- ☐ **Manual targeting**
Your ads are targeted based on the keywords you choose. [Learn more](#)

The final step is to name your ad group, the default bid, and which product or products to advertise. We only advertise one product per ad group, so we get a better idea on which products are selling. Our default bid is between \$0.50 and \$0.80, depending on the niche. Rarely will it actually cost that much.

Name this group of ads:

Ad group name ⓘ

Ad Group 1

Only visible to you when managing your ads

Default bid ⓘ

\$

\$0.05 suggested minimum

Select products to advertise:

Search by product name ⓘ

Once your campaign has been running for a while, you can check the stats. For one of our products, we have spent \$88.75 on 227 clicks in the lifetime (which has been about two months). The sales have been \$1,776.31, meaning we only spent 5% (ACos) to achieve those sales.

If the ACos, or “Advertising Cost of Sales” was 100%, you are breaking even. If it’s more, you are losing money. None of our ACos percentages are over 20%, proving how incredibly effective Amazon advertising is. People who see and click your ads in Amazon are ready to buy already.

Ad Groups

Campaign Settings

Actions

Create ad group

Enabled or paused

Search ad groups

Lifetime

Download automatic targeting report

	Ad group	Status	Default bid	Ads	Impr	Clicks	Spend	Sales	ACoS
	<div><div></div><div></div><div></div></div>	Campaign paused	\$0.80	1	48,395	227	\$88.75	\$1,776.31	5.0%

For manual campaigns, you would add your keywords, and based on the product you select, Amazon suggests keywords for you. These would be the keywords they would use for automatic campaigns anyway.

Whichever method you choose, both are effective. We’ve heard that automatic is more effective, but some of our products do better on manual, so we have tested both. You can also have both a manual and automatic campaign running at the same tie, as see which converts better and results in more sales.

After a few days, you will also be able to compile reports and data on the resulting campaigns.

Go to Reports, and click Advertising Reports. We won’t go into detail on these reports, as you can read Amazon’s descriptions on them and how to use them. The one thing to note is that the “Estimated Page 1 Bid” report is only for manual advertising. You can’t fine-tune individual bids per keyword on automatic, because Amazon adjusts those based on your general maximum bid for the entire ad group.

For manual, you can adjust per keyword, because you have set the keywords yourself.

Friends and Family

Yes, you can ask friends to purchase your product, and offer them a reimbursement. You can offer a 100% off coupon, but Amazon may be cracking down on this, so we suggest a reimbursement. This is a great jumping-off point for initial reviews, but DON'T abuse the privilege. Ask only ONCE. You don't want to be "that family member" at gatherings that others avoid because you're trying to get them to buy something from them!

Key Points to Keep in Mind For Your Internal and External Promotions

- Be persistent and apply tweaks. If something isn't working, look for the reason why. Is your wording catchy enough? Are you offering something enticing enough (for example, 5% off may just not be cutting it)? Stay focused and tweak until you begin seeing results.
- Work on ONE system at a time so you know you have it thoroughly covered. Don't spread yourself thin and become unfocused. Once your product's system is up and has been tested, optimized and is delivering results (more sales, more site visits, more reviews, etc.), you can move on to the next system or clone the same system for your next product.
- If you give it a decent trial with focused effort and you are still not seeing results, it may be time to move on to a different product...but do give it some time in the beginning. Your promotion system may start more slowly, but once it takes off, it will be selling your product all by itself.

Your GREATEST Asset: Your Loyalty Group

We've mentioned this before and we'll say it again: your *single greatest asset* is your base of loyal customers. They will feel they're building a relationship with your company – an extremely important point to consumers who don't want to feel like just one of the pack. And they'll return again and again.

You will be giving your customers two ways of going about this: straight-to-purchase and opt-in to purchase.

Straight-to-Purchase

Directing your customers to the purchase page is, of course, the most direct way for customers to reach you. Some customers won't want to go through clicks in order to receive their discount; they'll just want the discount immediately.

Opt-In to Purchase

Opt-in to purchase, however, will deliver more benefits to you. These include:

- A “capture” of the customer's email. By signing up for your loyalty program, your customer has given you his or her contact information, and you'll be able to send him or her promotions in the future.
- It will increase the “you're special” feel – the customer has taken a few moments to perform a function and feels he or she have “earned” being on your special list.

Opt-in lists are superior for your purposes, but many companies provide both in order to attract more customers. However, if you need to choose where you put your main focus, put it on opt-in purchases. That's how you'll be able to track your clients and increase your possibility of repeat purchases and/or future purchases.

How Does a Loyalty Program Work?

The way a Loyalty Program works is simple.

- You identify the customers who are willing to leave great reviews for your product in exchange for special offers.
- You then leverage that list and the customer's feeling of loyalty to promote future products and potentially, to get many more sales than you would otherwise.

You can call this system anything you want – Loyalty program, VIP program, Special club, VIP Community, etc.

Customers in your special loyalty program will feel just that: special. They're getting a deal not everyone else gets. Because of this, the perceived value of your product and your brand will go way up for these customers. They will feel like they are well looked after, and when you launch new products, you will offer them exclusive deals.

Reaching Your Customer

There are two ways to get people into your loyalty program – through internal promotion, and through external program.

Internal Promotion

For internal promotion, your loyalty program will consist of the following:

- A website for your product and a place where customers can sign up
- Packaging and inserts
- A bonus offer
- A follow-up sequence
- Customer support
- A discount / review program
- Product launch specials

Your packaging and inserts will have the website address where people can join up for the “V.I.P. Program” or “Register for a Lifetime Warranty.”

Another way is to send a physical postcard, as we’ve already discussed as a follow-up. Send a “Thank you” card, with an invitation to “join our special VIP program for deeply discounted products” Have a special link only for them, such as www.yourbrandwebsite.com/yoga-mat-vip-club

A third way is to phone your buying customer. Ask them how they are enjoying your product, and if they would like a discount. Then ask them for their email address so you can send it to them. (This is a grey area, as Amazon doesn’t approve of you using a customer’s email for marketing purposes. So make sure it doesn’t sound like you are selling them anything.)

Someone asked if you can mention your VIP program in your follow-up emails using Feedback Genius. The answer is no – it is against Amazon terms to use any

promotional language or links to outside websites in any email communication within Amazon.

External Promotion

Another way to reach customers is through external promotion. As we've already discussed, most of your promotions won't actually go straight to your Amazon listing, but to an opt-in page first.

By having visitors go through hoops first, you will receive less traffic, but you filter out those who are less engaged in your brand and you will receive much higher quality customers who are more likely to be engaged with your brand.

You may want to actually have TWO lists – one from people who have actually bought your product (through your internal promotional methods) and another, separate list from people who have joined through your external promotions, and promote to them separately.

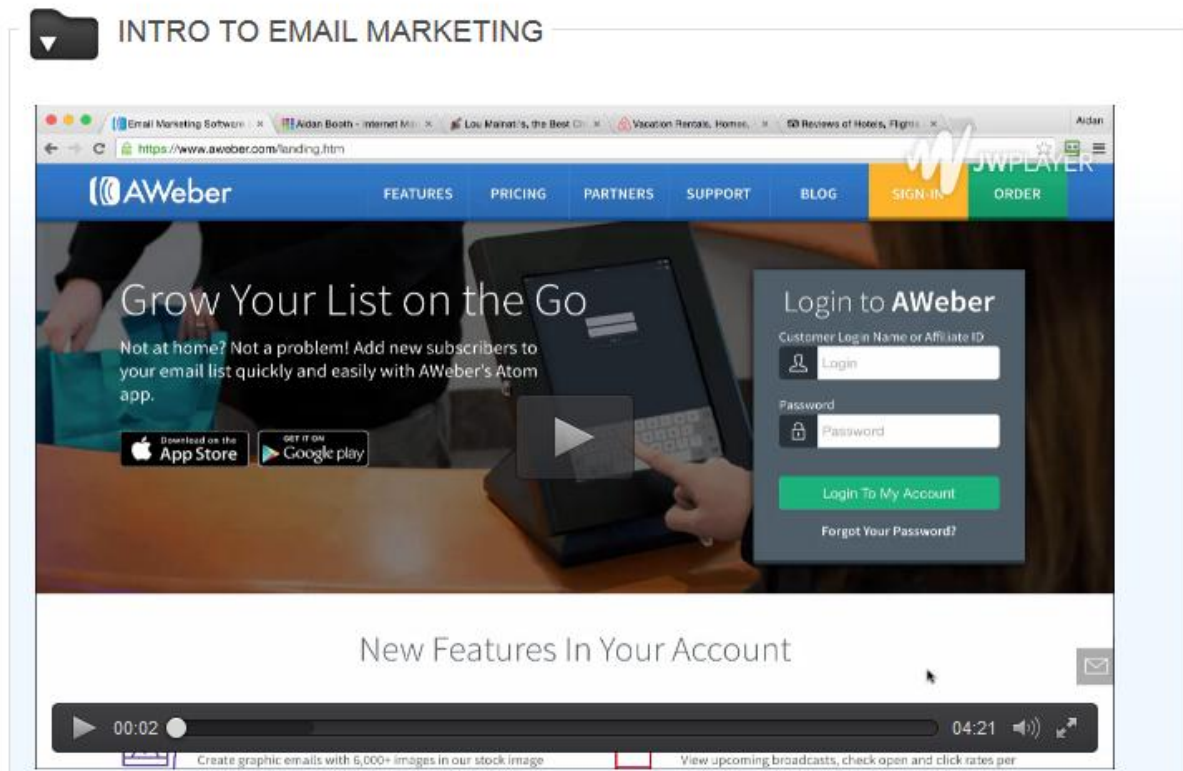
Tools for Setting up Your VIP Program

There are several tools to get people into your program. All you need is an email autoresponder list, such as Aweber, Get Response, iContact, etc. The rule is to keep it simple! Sign up for Aweber, create an opt-in form and put it on a website page for those who bought to type in from your product insert, postcard or phone call.

Create a new opt-in form and put it on a new page when you set up different external systems, such as links from paid traffic, Youtube visitors, etc. The opt-in form could be the same – simply clone it and create a new page. It'll have a different tracking number so you know where your visitor signed up from.

We have an email set-up series using Aweber in the Blueprint Pro member's area. Sign in, go to the "How to" Library, and look for "How to Grow Your Business With Email Marketing"

We go through the concept of email marketing, setting up your account, creating your list, creating opt-in forms and sending emails.



Aidan also has a blog post on creating effective squeeze pages:

<http://www.aidanbooth.com/squeeze-page-checklist/>

Once you have everything set up, simply create separate lists for different levels of your VIP program, or per product. We also have a list for people who have joined our list through our website, but may not have necessarily bought anything from us.

Types of Incentives

How do you get customers to take action and join your list? There are several ways:

Lifetime warranty – We have tested this in our internal promotion, and found this to be the most effective. Instead of saying “Join our VIP program” in your insert, offer a Lifetime warranty or guarantee on your product. Almost nobody will actually take you up on your offer if the product breaks in a few years, and the resulting extra customers into your list will heavily outweigh any replacement product you may have to send in the future.

Bonus or coupon – Offer a free product for joining, or a deep discount on another product (or the same product).

Ebook download – Offer a bonus ebook guide ... or, offer a physical book! Many Chinese suppliers can print out small books for you on the cheap, which they can ship to your house. You can then mail out your book whenever somebody joins your list - or outsource this.

Educational Info – You don't only have to offer an ebook. Offer charts, a video series, special tips, etc. for joining.

How You Will Use Your Loyalty List

You have likely heard about "the power is in the list." This is even more true for white label products. You know that your customer has already engaged with you by joining or buying your product, and as they have joined your program, you know they are a fan!

There are several ways to use your list:

Product Launches – Probably the most powerful way is that when you launch a new product, you will have a large pool of engaged customers to sell to. Give the product away for free in exchange for a review. This makes it super easy to gain sales momentum and reviews early!

(Note: As of spring 2015, there have been rumors that Amazon is cracking down on "reviews for free products" – a way around this is to give your VIP customer a 50% off coupon, and when they leave a review, send them a cheque or credit their Paypal account for the other 50%. That way, Amazon will know that the person reviewing it didn't receive it for free.)

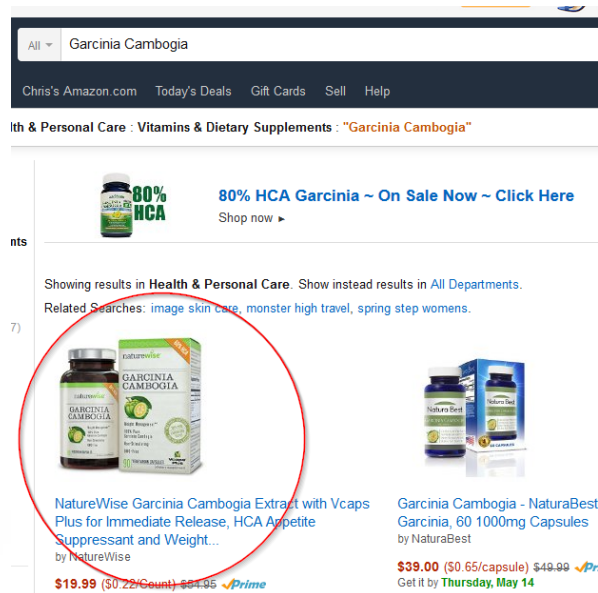
Boost other Products – If your list is segmented by product (ie offer a different opt in form for different products), you can cross-sell your customer similar products you own. Or, if your list isn't segmented, simply offer discounts on any product you sell.

Promote other Offers – You can make more money off your customer by offering them other products. For instance, if you are selling them a kitchen gadget, send an email discussing this great cookbook that would be perfect for the gadget they bought (and include your affiliate link). You can also send them affiliate offers for other products ... of course, don't try to sell them in every email!

Continue to Engage – You can continue to engage with the customer with special tips, events related to their product, etc. Be creative and be personal. Show your customers that you are a real person running a dedicated family business.

Dissection of an Actual VIP Program

Recently, we bought a product in the health supplement niche, from a company called NatureWise. They are selling a weight loss product called Garcinia Cambogia. If you know about this supplement, you will know that it is probably the most competitive and most cutthroat niche in the diet supplement niche. So we wanted to know what their promotional methods are like, as they are currently #1:



Once we received it and opened the package, we first noticed there were two inserts along with the product:



We have an offer not only to receive a free bottle of the product we just bought, but also coupons to buy NatureWise's other products. In fact, they have an entirely new domain to enter into their VIP program. Instead of simply Naturewise.com/vip-program, it's Freenaturewise.com.

It redirects to their main website anyway, to <https://www.naturewise.com/free-naturewise/> - they likely did this for an easier way for the customer to type in their address, but they can also track how many people type in that special URL.

This is the opt-in form we are presented with:



The screenshot shows the NatureWise website header with the logo and navigation links: Customer Service, Sign Up & Receive Monthly Coupons, All Natural Supplements, Our Story, Blog, and OmegaTrack™. Below the header is a form titled "Receive A Free Bottle Of NatureWise!". The form includes a legend: "* Indicates a required field". There are four input fields: First Name, Last Name, Phone, and Email. A "Submit Query" button is located below the Email field. To the right of the form, there is a paragraph of text explaining the offer: "We are on a mission to help people be healthy. If you recently purchased one of our products on Amazon and received a flyer insert with your product, please fill out your information below to receive a free bottle of the same product that you received. We would love to support you in achieving your ideal body state. You will NOT pay any shipping costs, nor will we try to sell you anything. It's absolutely free." Below this text is a "Please Note: Only one free bottle of each product per person."

Receive A Free Bottle Of NatureWise!

* Indicates a required field

First Name

Last Name

Phone

Email

We are on a mission to help people be healthy. If you recently purchased one of our products on Amazon and received a flyer insert with your product, please fill out your information below to receive a free bottle of the same product that you received. We would love to support you in achieving your ideal body state. You will NOT pay any shipping costs, nor will we try to sell you anything. It's absolutely free.

Please Note: Only one free bottle of each product per person.

And this is the email we received:

Hi Aidan,

It looks like you signed up on our website to receive an additional free bottle of a NatureWise product you recently purchased. One of our Customer Service Representatives will be in contact with you in the next couple of days to process your request. Don't worry about shipping & handling -- it's included.

Here's the contact information you provided:

Name: Aidan McKay

Email: [REDACTED]

Phone: [REDACTED]

No need to reply, but if any of the information is incorrect, you can email the customer care team at support@naturewise.com or give us a call at [\(800\)510-7207](tel:(800)510-7207), Monday through Friday, 9-5 Pacific time .

If there's anything we can do to help you better achieve your wellness goals, just let us know!

Take care,

NatureWise Customer Service

[\(800\)510-7207](tel:(800)510-7207)

support@naturewise.com

www.naturewise.com

Once you enter your information, you will be redirected to this page:

Request Received

Thank you for your request to receive a free bottle of one of our NatureWise products. You will be hearing from one of our customer service representatives shortly so we can send your free bottle to you. In the meantime, we encourage you to sign up below to receive our free 20% to 50% off discount coupons on all NatureWise products on Amazon.com.

NatureWise Coupons

Sign up to receive 20% to 50% off all NatureWise products on Amazon. You will receive these coupons every 4-6 weeks via email. You will also receive information about our free product offers, promotions, and other special events. Please know that we value your privacy and will never share your contact information with anyone. If for some reason you would like to discontinue receiving our special discount promotions, you can easily unsubscribe at any time.

* Indicates a required field

First Name *

Last Name *

Email *

Submit

You will be asked to join another list to receive coupons. Once you join, you will be directed to this page:

Congratulations

You have successfully registered to receive our Amazon discount coupons every 4-6 weeks via email. You can unsubscribe from receiving our coupons anytime you want by clicking the unsubscribe link at the bottom of all of our emails.

Please don't forget to add our email address, support@naturewise.com, to your personal address book or white list so our emails don't end up in your junk or spam email folder and you miss our discount coupons.

To your health and well-being!

NatureWise Customer Support

They will do a phone follow-up, and if they don't reach you, they will email you saying they attempted to phone:

Hi CUSTOMER NAME,

We received your request for a complimentary bottle of the NatureWise product you recently purchased on Amazon. I tried to reach you by phone and also wanted to follow-up with you by email.

Please call us back at [541-264-3008](tel:541-264-3008) so we can hear how it's going for you and confirm your shipping address so we can send you your complimentary bottle.

Our office hours are Monday through Sunday 8:00 AM - 7:00 PM Pacific time.

Please know that there are no shipping charges and we won't try to sell you anything. As we said on our flyer, if you're using our product and receiving benefit from it, we would love to support you!

We look forward to hearing from you.

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If you respond, you will get another email:

Hi CUSTOMER NAME,

Thank you for your email.

We like to support our customers with a free bottle of the NatureWise products they are currently taking if they believe our products are helping them to achieve and sustain their ideal body state.

Please let me know which product you've been using, how long you have been using it, and what your experience has been so far.

We love to hear about our customers' experiences and look forward to hearing about yours!
In addition, please confirm your mailing address.

Thank you,

Amy Furlan
NatureWise
249 E Barnett Rd Suite 118
Medford, OR 97501
1-800-510-7207 ext 117
amy@naturewise.com
www.naturewise.com

After a few days, you will receive your free bottle, delivered to your home. Then, a few days after that, you will receive another email asking for a product review:

Hi CUSTOMER NAME,

I hope this finds you well. You should be receiving your complementary bottle of our NatureWise Garcinia Cambogia very shortly.

I wanted to follow-up with you. When we spoke, you said you would be willing to share your experience as a product review on Amazon. If you have already done it, thank you! I'd love to read it and follow up with a thank you note. Would you be so kind as to reply and let me know once you have shared your experience?

If you haven't shared your experience yet, I would be very grateful if you could click the link below after reading this and take just two minutes to write a few sentences about your experience. All you have to do is click the link below and it will take you right to the review page. It would really mean a lot to us, and encourage others to give our Garcinia Cambogia a try.

[Click here to share your experience](#)

Thank you very much for your support. If there's anything we can do for you, please let us know.

With gratitude,

Amy Furlan
NatureWise Customer Service
800-510-7207
amy@naturewise.com
www.naturewise.com

If you do leave a review, they will send you a thank you email:

Hi CUSTOMER NAME,

Thank you for writing the review. I appreciate you taking the time. If I can help support you in any way, please don't hesitate to call me.

You are signed up for the discount coupons. They can be worth anywhere from 15% to 50% off your Naturewise Amazon order. They arrive in your email (the owner doesn't tell us when) and they're only good for **48 hours**. That's when you want to order product. Just **follow the link** in the email and **cut and paste** the discount coupon code into the Amazon order.

Thanks again,

Amy

Sure enough, after a few days you will receive an email with a discount coupon, and it will state that it will expire after 48 hours ... so there is a sense of urgency for you to buy now:

Hi CUSTOMER NAME,

I hope this email finds you well! Below is your 20% off Amazon discount coupon for ALL NatureWise products an Amazon. This coupon code is being offered by Amazon seller "Healthy Choice Nutrition" and will only work if you purchase our NatureWise products from "Healthy Choice Nutrition." This coupon code below is only available for the next 48 hours and is available for all of our products

Below is your exclusive Amazon 20% off discount code.

Amazon 20% Off Coupon Code: KTT58F3X

If you have any problem using the coupon, [click here](#) to watch a short video on using the coupon. If you haven't yet tried our new NatureWise products, we encourage you to try them today using this 20% off coupon. Click the product links below to go right to the Amazon product pages:

[NatureWise Ubiquinol with 100% Pure Kaneka QH, 120 Softgels](#)
[NatureWise OmegaWise Krill Oil with 100% Pure Superba Krill, 120 Softgels](#)
[NatureWise High Potency CLA, 1250mg, 180 Softgels](#)
[NatureWise Vitamin D3 5,000 IU, 360 Softgels](#)
[NatureWise Organic Flaxseeds Oil, 240 Softgels](#)
[NatureWise Garcinia Cambogia, 180 Vegetarian Capsules](#)
[NatureWise Green Coffee Bean Extract 800](#)
[NatureWise Raspberry Ketones Plus+](#)
[NatureWise UltraPure GCA Green Coffee Bean Extract](#)

If you have any problems at all purchasing any of these products from Healthy Choice Nutrition, click the link below to watch a short video on how to do so:

[Watch a short explanation on how to purchase from Healthy Choice Nutrition](#)

Thank you for being part of our NatureWise® family. We look for to serving you on your journey to health.

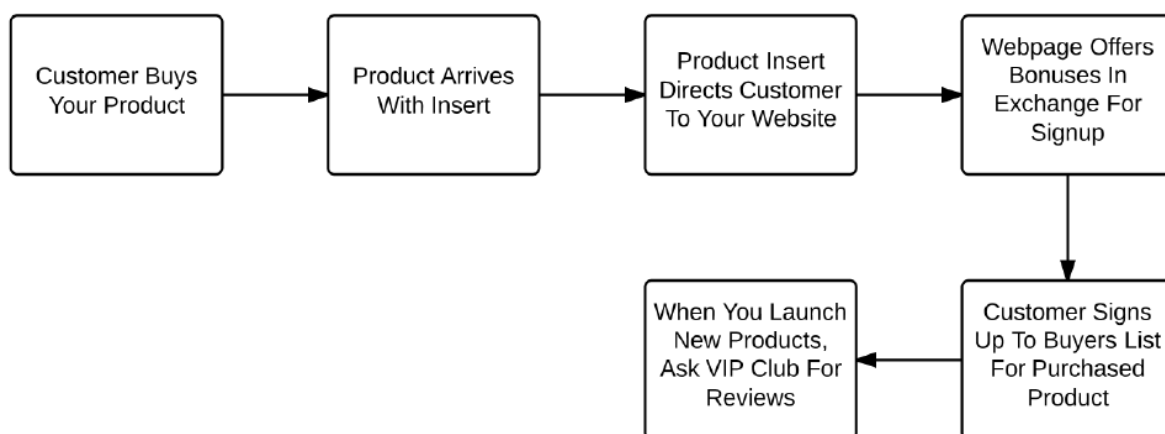
Best wishes to you ,

NatureWise
800-510-7207

"Restoring Ourselves to the Source of Health"

Over time, NatureWise will send you various emails, mainly Amazon discount coupons for their products. Again, there will be the sense of urgency, as they are only "available for the next 48 hours."

This is a great way to learn about how other people set up their VIP programs and sales funnels. Though this example went through an extra hoop of a phone call, the process was similar to this one:



Above and Beyond

What we have covered is a complete system to research, source and sell on Amazon by creating your own name brand and selling your own white label products. What we will discuss now is a few more extra points and bonus strategies you can try, as well as your far-future strategy and selling beyond Amazon.

Inventory Management

It's a no-brainer to say that you should always have inventory, because, of course, you won't make any money if you are out of stock! Another negative is that since Amazon's rankings are based on sales velocity, having no sales means your rankings will start to drop. When inventory comes back in, you won't have to start over, but if you were at position #3, you may be at position #5 when you come back into stock ... or #20 if you run out for a few weeks.

There is an easy way to know when to reorder:

1. What is your lead time? You have to know the exact time from when you contact your supplier to when it arrives and is processed by FBA.
2. How many units are you selling per day? How many units do you have in stock, and how many days of inventory do you have remaining.

Say you are selling 10 units per day on average, and you have 300 units. That means you have 30 days of stock left. If the lead time between contacting your supplier and having it arrive into FBA is 60 days ... you are going to be out of stock for a month (though you can place an emergency air shipment, but if the production time is 45 days, you'll still be out for about 2 weeks.)

So, always watch your inventory to see when you need to trigger a reorder. Take into account seasonality and holidays as well. Finally, don't order too much, because you'll be tying up money in your stock ... and if your entire stock doesn't turn over after a certain period of time (6 months, I believe), Amazon will begin charging you long-term FBA fees. So you need to strike a balance between too much and too little inventory.

To see an overview of your inventory and sales, sign in to your seller central account, go to Reports > Business Reports and Click "Inventory In Stock" on the left hand side. You will see something similar to this:

In Stock % (over time) Change	Estimated Lost Sales (Units)	Estimated Days of Cover	Current Inventory	Days Out of Stock	Unit Sales	Average Unit Sales per Week
77.05% -11.48%	65.73	13	123	6.9	219	66.32
100% 0%	0	79.9	386	0	145	33.83
100% 0%	0	22.1	14	0	19	4.43

These stats for a selection of our products are for the last 30 days, though you are also set it to the last 7 days. It will show your product's name, Estimated Lost Sales if your product was out of stock for a certain number of days, Estimated Days of Cover before it runs out, Current Inventory and Days Out of Stock. As you can see above, one of the products did run out of stock for nearly a week. Oops! Estimated lost sales were 66 units for the month.

From this chart, you can plan when to contact your supplier for another order, and calculate how many units to order.

Your Seller Rating

We've been talking about the number of reviews for your product. What we haven't touched upon is that you as a seller also have a rating. Customers can give feedback on your product as well as you as a seller. Let's see an example:



Yes4All Premium PVC Yoga Exercise Mat
by Yes4All
★★★★☆ 155 customer reviews

Price: \$18.00
Sale: \$10.29
You Save: \$7.71 (43%)


In Stock
Sold by idzo and Fulfilled by Amazon. Gift-wrap available.

This item ships to **Winnipeg, Canada**. Want it **Tuesday, May 19**? Order by **11:59 PM** and choose **AmazonGlobal Priority Shipping** at checkout. [Learn more](#)

Color: **Classic_Blue - 1/8"**

This yoga mat has received a 4/5 star rating and 155 customer reviews. However, maybe the person wishing to buy the mat wants to know more about who is selling it. In this case, it's a seller called "idzo." Clicking that link brings up everything they sell, and their seller rating:

idzo
Feedback Rating: ★★★★★
4.7 stars over the past 12 months (10,346 ratings)
[Detailed Seller Information](#)
[idzo Storefront](#)



About Seller
idzo is committed to providing each customer with the highest standard of customer service.

Recent Feedback: [See all feedback](#)

5 out of 5: "Love it"
Matthew Johnson, May 15, 2015

3 out of 5: "You get what you pay for."
Steven Engelbrecht, May 15, 2015


5 out of 5: "great item at good price. This is like what they used at the gym."
Deborah A. Damiano, May 15, 2015

5 out of 5: "Perfect!"
Barbara, May 15, 2015


4 out of 5: "Good enough for us, not bad. reasonable price"
Joey Yeung, May 15, 2015

Search for other products from this seller:


Consider these other items from idzo:



[After Christmas Sales: Yes4All Soft Mesh Dog Backpack](#)



[Yes4All Core Dual Ab Wheel - Black - 2LNPZZ](#)



[Zip Ties 10 inch Qty 500 - Milky White - 2C5KXZ](#)

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As you can see, the seller has a 4.7 star rating from 10,346 reviews. The right hand side shows recent feedback.

To see your own seller reviews, log into your account, go to Performance > Feedback. You can then view all the feedback your customers have given you, as a seller.

If you do see negative feedback, and it has to do with the product, not with you as a seller, you can appeal to have it removed. What you will do is search for the feedback, copy the order ID, scroll to the bottom of the page and click "Contact Customer Support." If the review was negative (3 or below), you will automatically be sent to the correct contact form. If not, it is Customers and orders > Customer feedback.

Select your reason(s) for appealing this feedback

☐ **Language:** The feedback includes obscene language.

☐ **Personal information:** The feedback includes seller-specific, personally identifiable information, such as email addresses, full names, telephone numbers, etc.

☒ **Product feedback:** The entire feedback is a product review.

☐ **Fulfillment by Amazon (FBA) feedback** - The entire feedback is regarding fulfillment or customer service for an order fulfilled by Amazon.

☐ **Other**

Additional information (optional)

This is feedback on the product, not on the seller. Please remove. Thanks.

Enter the Order ID, and check the box "Product Feedback" – give a reason, and then submit your request. Sometimes it will be automatically removed, other times it will

be manually removed. If the appeal is rejected, wait a day and try again. You will likely have somebody different judging it.

Also in the Performance tab, you will find metrics such as Customer Satisfaction. Within this page will be your account health and another "Seller Rating" which is based on how fast you respond to customer enquiries, any negative feedback and other issues. When customers ask you a question through the buyer-seller messaging service, you are given 24 hours to respond.

You can find all your Performance stats on the front page of your account when you log in, on the left hand side under "Your Orders"

Many of the questions we get are simply acknowledgements from our automated follow-up emails, such as "Yes, I received the product, thank you!" For these messages, you can either respond, or check a box saying "No response needed."

When and What Should My Next Product Be?

After you've launched your first product, competely set up your internal promotion and optimized at least one external promotion, and everything is selling great ... then it's time for a second product!

What should your second product be? We suggest a product in the similar niche. Since you have gone through all the time to create a brand, a logo and a website, launching a product that makes sense for your brand is the quickest and easiest thing to do!

If you really want to sell a completely different product that doesn't fit with the brand, that's fine too. What we suggest is starting a new brand with a new website. Also, we suggest as well opening an entirely new Amazon account under another name, such as that of your spouse or business partner, with their financial information. This will get you around Amazon's TOS of only being able to have one account ... though we do have students who have opened mulitple accounts without problems. It's up to you what to try.

There is certainly nothing wrong with having more than one brand under the same Amazon account – after all, your seller name and brand name of the product can be completely different. However ... what if, in the future, you wish to sell your brand?

Selling Your Brand

You are having fantastic success with your business, with several products under your brand name. Suddenly, a serious business offer comes along to buy your entire brand for seven figures. Do you sell and retire?

The big question is “What is my business worth?” The conventional measurement is to take your net profit for the last 12 months and sell for one two two times the value. So, if you have made \$600,000 in profit (after all expenses) in the last 12 months, you can either sell for that amount, or for \$1.2 million. You would obviously want the maximum value, but it has to do with the market, type of business, the niche and who is buying.

If you decide to sell, there are business brokers out there who will help you. One website is BizBuySell.com, which has a directory of business brokers. The selling process is a lot like selling a house:

- Gathering all your business info, such as marketing plan, financials, goals, trademarks, websites, Amazon seller account details
- Creating a marketing package
- Listing your business for sale
- Getting offers (a “letter of intent”)
- Negotiate terms
- Purchase agreement
- Escrow, funds transfer and release
- Transition and training (as negotiated)

Expanding Beyond Amazon

You’ve had fantastic success with Amazon and FBA. What now? You can continue with what you’re doing ... or you can go beyond Amazon.

After all, though we have taught you how to sell products on Amazon, what you have really learned is **HOW TO BUILD A BRAND**. Amazon may be the biggest e-commerce source for sales, but it is not the only one. A “real” business does not only sell on Amazon, but also wholesale to department stores such as Walmart, through their own website, and many other sources.

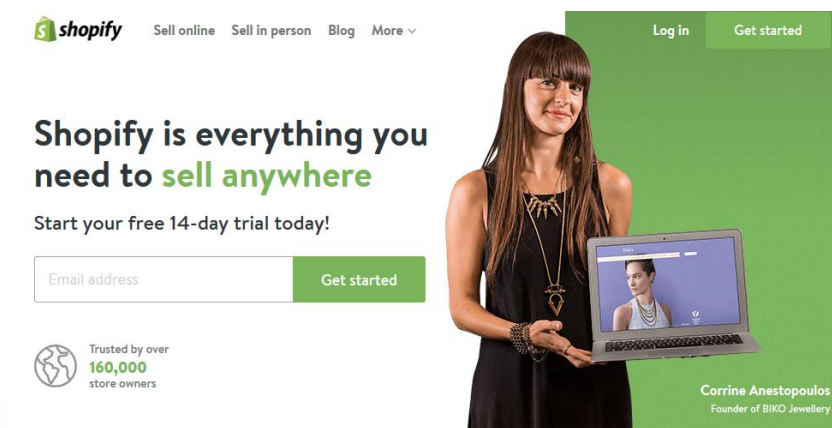
Your first step to going beyond Amazon is to begin selling on your own website and turning it into an ecommerce store. There are many advantages to doing this:

- Diversification of your income sources
- Ability to do much more with your business, such as submitting your website to shopping comparison engines

- You receive all customer info on every sale. Therefore, 100% of your customers go into your internal promotion and list

How would you go about turning your website into an ecommerce platform? One way is to buy a security certificate for your website to encrypt all your information, and use a Wordpress ecommerce plugin such as Woo Commerce (the most popular one).

Another way is to host your site on an ecommerce platform such as [Shopify.com](https://www.shopify.com) or [BigCommerce](https://www.bigcommerce.com).



Whatever you decide on, you will need to look into signing up for various payment processors, such as Paypal and Authorize.net (We suggest both to give your customers options.)

When building your ecommerce listings, begin to think like affiliate marketing – unique pages with unique titles and rich descriptions for positive on-page SEO. You will want your listings to rank in the search engines.

The neat thing is that you can still use FBA as your warehouse and fulfillment center. Shopify and BigCommerce have services that will automatically forward orders from your ecommerce site to Amazon to be shipped.

But don't think you are limited to Amazon FBA. If you wish to try another fulfillment center, there are companies such as [Shipwire](https://www.shipwire.com) and [Rakuten Webgistics](https://www.rakutenwebgistics.com). If you plan on going this route, it is best to also keep track of inventory across multiple warehouses and companies using a 3rd party program, such as [Stitch Labs](https://www.stitchlabs.com) or [Hublogix](https://www.hublogix.com) ... or ship it all out of your home!

Whatever you decide, we hope this Cheat Sheet will be a valuable resource in your business. It will be updated, so come back to the member's area for any updates and new resources. Now go start your brand!

What Next?

We've got a LOT more training and tools we'd LOVE you to check out! Take a sneak peek behind the curtain of our Blueprint Pro members area here:

<http://www.aidanbooth.com/blueprint-pro-backdoor/>

We'd love to have you as a member, and we KNOW we can help you build your business bigger, better, and more lucrative than ever.

Thanks for reading this 'Cashflow Cheatsheet'!

Aidan and Steve