

Module 01

Your Foundation for Success

Module 01 is an introductory module; below you'll find an overview for each of the main sections.

Why Amazon?

Using Amazon's platform allows you to leverage the success of one of the the most successful companies that exists today. When you begin your private label business with Amazon, you get:

- **Leverage** - with Amazon, you're working with a powerful eCommerce platform. This means you get to trust and authority of amazon working alongside your business.
- **Sustainability** - Amazon will be around for a long time, meaning your business is sustainable.
- **Scalability** - you have the option to sell on Amazon as well as off Amazon in your own eCommerce store, and to grow your business by adding more products to your product line.
- **Low maintenance** - you've heard the phrase "set it and forget it." The same holds true for Amazon. The bulk of the work after the initial setup is marketing.
- **Outsourced** - some tasks you won't even have to do yourself, as they can be completed inexpensively by an experienced worker.
- **Product authority** - you have the opportunity to jump in and compete as a dominant brand on Amazon, which is the beauty of the private label opportunity.
- **Brand awareness** - your private label product has the ability to become instantly recognizable, depending on which niche you enter and the types of products you offer.
- **Freedom** - receiving an extra paycheck while you lay on the beach.
- **Early opportunity** - jumping in the game now allows you to find opportunities that may not exist a few years from now.

Why Private Label

With a private label business model, you get to control your brand, control the prices of your products, and you're building a tangible asset that you can later sell.

With this model, you're working to build a business, not become a hustler.

Trust the System

You don't want to waste time on what you think may work on Amazon. With what you'll learn in this course, we're going to use Amazon to show us what's selling without having to guess.

This will allow you to go for the opportunity that's available, not the desire of what *you* want.

When you trust the system, you get to compete with other private labelers, which is ultimately going to aid you in our success as a stand-out private label brand.

How to Create Success With This Course & Amazon

Stay focused on each step, one step at a time. Don't move on to the next step until you've finished the step before it. The steps this course will teach are:

- Discovering the right product
- Locating the right private label manufacturer
- Optimizing your product listing
- Getting ranked on Amazon
- Building a community
- Scaling your business

4 Ingredients for Success With This Model

- Finding a good opportunity
- Finding a supplier
- Labeling & packaging your product
- Marketing your product

Common Concerns

Do I need to carry inventory?

No - your supplier will send your product to an Amazon fulfillment center warehouse. You won't ever have to touch your inventory.

Is there a big up-front investment?

For your first product, we'll teach you how to negotiate a small order quantity with suppliers so you can get started for relatively cheap.

Why don't suppliers sell on Amazon?

Suppliers make their money by selling their items in bulk to people like us - private label business owners. Suppliers are not interested in listing their products for sale on Amazon.

Do you have to be in the United States to sell stuff at Amazon.com?

You can run this business model from anywhere in the world, but you'll need a U.S. bank account and you're going to be selling your products in the U.S.

“Going” to China is a critical part of the process.

Not true - you can source products within the U.S.

How does this relate to Amazon as an affiliate?

The private label model is different from the Amazon affiliate model.

How do I compete with major brands?

With a combination of a good product, good packaging, good copywriting, great product images, and an enthusiastic fan base, you'll be able to compete with the big players on Amazon.

Is it too saturated or will it be?

There are a lot of brands selling on Amazon, which means there's a lot of competition. Competition in this business is healthy - it shows where the demand is.

What's the time frame?

The goal of this course is to get your product sourced, listed on Amazon, and selling in 30 days.

Creating Milestones to Stay Accountable

Reward yourself for a job well done. When you reach a milestone, celebrate!

Some milestones:

- Finding 20 well-vetted product opportunities
- Finding manufacturers for your product
- Contact manufacturers and receiving samples
- Negotiating for best price and quantity
- Getting your listing together
- First sale
- \$1k in sales
- \$5k in sales
- \$10k in sales
- \$30k in sales

The 68/32 Amazon Business Plan

Core Building Blocks

- Less is more
- Avoid complexity
- Keep it simple
- Let the system work

68/32 Business Plan

- Spread risk by having more products
- Getting 10 products up as quickly as possible is a great goal and business
- 68% of our products will likely be passive money makers
- Follow the system

Understanding Pricing & Profitability

For this business model, the Cost of Goods Sold (COGS) are calculated by determining what it costs us (per unit) to get our product to Amazon and sell it.

The per unit costs to source the product are calculated by:

- Per unit cost (quantity discounts will make this lower)
- Per unit cost for packaging
- Per unit cost to ship the product to Amazon
- Per unit cost to sell the product (Amazon fees, etc.)
- Any other per unit fees you may incur to sell the product

(One time costs such as label design fees are not part of the COGS calculation)

Gross Profit is the total sales amount minus your total (COGS).

Profit Margin is calculated by taking Gross Profit & dividing it by the sale price, then multiplying by 100.

Profit Percentage is the percentage you are going to charge above your COGS. This number can go well over 100%.

When searching for products to source, you will want to make sure you have an idea what your COGS and potential Gross Profit will be.

- Don't fall in love with a product that can have a high Gross Profit but doesn't sell that well.
- Rather, go for a product with a lower Gross Profit and a high sales volume.

When starting out, your Minimum Order Quantity (MOQ) will likely carry a higher COGS. You might be able to improve your GP as you start to sell more.

Creating Your Amazon Seller Central Account

We suggest watching our video on Creating Your Amazon Seller Central Account, along with reviewing the documents for setting up your Amazon business, category restrictions, and more.

Creating Your Amazon Seller Central Account



Module 02

Finding Your Product

Module 02 is about using data-driven tools to evaluate product demand, which will help you determine which products present the best opportunity to generate \$10k per month in sales.

F.P.P.S. Intro

The Fool-proof Product Picking System (F.P.P.S.) helps you to find most lucrative private label product opportunities. The focus of the F.P.P.S. is to assist you in finding where product demand is by showing you which types of products are already selling well on Amazon.

The F.P.P.S. is broken down into four phases:

- Research
- Filter
- Sizzle
- Profitability

Research

During the research phase, you're going to make a list of private label product candidates. This is the first step in seeing which products are already selling well on Amazon by looking at hard numbers and determining which products are worth investigating in the next phase.

Filter

You'll use the list we created in the Research phase and eliminate products with low demand. Eliminating products in this phase is crucial; otherwise, you'll end up researching products that don't have a chance of being profitable private label products.

Sizzle

Once you've removed the duds, you'll turn up the heat in the Sizzle phase by narrowing your focus and seeing which of the opportunities on your list can pass a series of numbers-based tests that indicate a strong demand for that type of product.

Profitability

Do the products you're researching have a 30-40% profit margin? After considering the costs associated with using Amazon's FBA service, you'll use this phase to focus on which products you're able to source inexpensively and generate enough revenue to build a sustainable income stream.

After putting products through the F.P.P.S., you'll have enough information to make a solid decision on which product opportunities are worth investing in.

3 Ingredients To An Awesome Product

After starting your initial list of product opportunities, there are some things you should keep in mind when narrowing down your list of product opportunities:

Woman demographic

Women are typically more emotionally-driven than men when it comes to making purchases. One ingredient to a successful product is the emotional appeal a product has and its ability to alleviate any emotional pain points your customer might have. With this knowledge, keep your eyes open to products that would appeal more to women than to men.

Need more than one

Examples of products that are bought on a repeat basis are things such as supplements, makeup, skin cream, shaving cream, and cologne. These are repeat buys because once the product runs out, the customer usually buys more to replenish their stock.

Emotional Aspect

Products are often purchased to heal some kind of emotional pain (this is true for both men and women). For example, makeup may be purchased to help a woman feel more beautiful. Or a

supplement may be purchased to help a person achieve a fat loss goal. Emotional purchases are not uncommon - in fact, they're the norm.

Keep in mind that even if a product is meant to be used by men, women are often the ones purchasing that product. Appealing to a woman's purchasing thought process will give your product a greater chance for success on Amazon. While it's not mandatory to meet these three criteria when selecting products to private label, they are important criteria to consider when setting yourself up for success.

5 Reasons Why We Customize Our Product

There are 5 main reasons why you'll want to customize your product.

1. Branding
 - a. This will create a different look for your product and add to it's unique value for the customer.
2. Sales conversion
 - a. Branding and customized packaging can help your product produce a "WOW!" factor in the eyes of your customer.
3. Improving a product
 - a. Something as simple as a feature/benefit-rich product title can change a customer's perception of your product and get them to click the Buy button.
4. Reviews
 - a. Modifying your product to meet customer expectations will lead to great reviews from enthusiastic customers, which will lead to additional business.
5. Create a long-term business
 - a. By selling branded, customized products, you're able to get your products in the hands of consumers and compete against big brands on an even playing field.

Customizing Your Product

Some ways you can customize your product.

- Add a logo
- Change colors
- Type of material
- Add a feature
- Complete customization

Keep in mind that customizing your product will require capital, and significant capital if the manufacturer has to modify their production process a great deal.

Understanding Opportunity Competition

How do you know which product to pick? Are you afraid of picking the wrong product?

There are a ton of opportunities to pick from, which can create some doubt or confusion as to which product you'll want to go with for your private label product.

Understanding BSR [Updated]

F.P.P.S. Tools

F.P.P.S. Phase 1 Intro

F.P.P.S. Phase 1 Demo

F.P.P.S. Phase 2 Intro

F.P.P.S. Phase 2 Demo

F.P.P.S. Phase 3 Intro

F.P.P.S. Phase 3 Demo

F.P.P.S. Understanding Multiple Key Phrases

F.P.P.S. Phase 4 Intro

F.P.P.S. Phase 4 Demo

F.P.P.S. Phase Demo

Green Light Product Testing

Amazon Product Inventory Spy

Trademark & Patent Search Training

Module 03

Finding Your Supplier

Module 03 is about

Advanced Sourcing Introduction

Sourcing Products From U.S.

Sourcing Products From China

Sourcing Products From Other Countries

Introduction To Sourcing From China Q&A - Overseas Sourcing

Using Customer Feedback To Create A Unique And Awesome Product

Contact Manufacturers & Negotiating Like A Boss

Overseas Manufacturing & Importing System Introduction

Sourcing Email Templates Purpose & Science

Negotiating Prices & Quantities With Factories

Two Step Process To Finding Suppliers

Profit Sourcing Calculator

21-Step Manufacturer Questionnaire

4 Steps To Selecting The Right Factory

Determining your Product Quality & Assurance

Walkthrough of The Private Label Manufacturing Bible

Advanced Sourcing Introduction

Module 04

Product Packaging For Greater Success

Module 03 is about

Why Your Packaging Matters

Product Packaging Optimization

Packaging Design Process

How To Find Packaging Factories

Types of Packaging Available

Requesting Samples of Packaging

How to Hire A Freelancer

Types of Packaging Inserts

Four Elements You Want On Your Packaging Insert

Module 05

Getting Your Product To Amazon

Module 03 is about

Shipping By Sea

Shipping By Air Freight

Quality Control of Your Product

How To Pay Your Supplier & Protect Yourself

When To Reorder Inventory

How To Ship Your Inventory To Amazon

Module 06

Setting Up Your Listing & Optimization

Module 03 is about

Introduction To Setting Up Your Listing & Optimization

Listing Your Product On Amazon

Competitor Product Keyword Research

Creating Your Keywords List

Optimizing Your Amazon Listing

Optimizing Keyword Search Terms In Your Product Listing

Creating Your Amazon Listing Title

Creating Your Amazon Listing Bullets & Description

Product Image Requirements

Proper Images For Your Listing [Updated]

Module 07

Promoting And Getting Traffic To Your Product

Module 03 is about

Introduction To Promoting & Getting Traffic To Your Product

Product CPV Strategy

Promote Your Amazon Product While Waiting For Inventory

Facebook Product Launch Method

SlickDeals Method

Nitro Boost Ranking Part 1

Amazon Advertising Platform

The Social Media Launch Formula To A 6 Figure Product

How To Create A Press Release That Can Go Viral

Give Products Away To Bloggers And People In Your Target Market To Create Word Of Mouth Buzz

Inventory Protection Method - How To Protect Your Inventory During A Promotion

Keyword Ranking Approach To Page 1

Golden Link Generator To Rank Your Product Quicker - Updated Method

Module 08

Building Trust & Loyalty

Module 03 is about

How To Get More Reviews For Your Listing

Feedback Genius Software For Review Requests

Feedback Genius & Template Walk Through

Building Up Reviews Fast & Build An Army of Primed Buyers

Getting Reviews Using Amazon Vine Program

Amazon Underground Review System

Module 09

Case Studies

Module 03 is about

Rocco & Roxie \$10k Month Case Study

Bianca Ferosi \$10k Month Case Study

20k A Month Selling Kitchen Towels On Amazon

Petunia Skin Care

Gun product Doing 80k A Month

\$431k A Month Selling Supplements

Product launch that generated \$11,995 in sales in only a few hours of going live

Module 10

Amazon Consultant

Module 03 is about

Introduction To Becoming An Amazon Optimization Consultant

Partnering vs Consulting

Understanding the Opportunity

How To Find Clients

Partnership Compatibility

How To Setup Shop Correctly

Client Prospecting: The Ideal Relationship

The Deal: Product & People

The Deal: Process

The Deal: Profits

Additional Client Costs

8 Steps To A Great Client Call