

# Back To Basics

Steps to Make Your Amazon Business a  
Success

**SELLER SE**   
DOMINATE AMAZON



A photograph of a coffee shop counter. In the foreground, a wooden counter holds several items: a dark brown wooden holder for stirrers, two stacks of light-colored wooden stirrers, a light blue ceramic cup filled with colorful plastic spoons, a black Boncafé coffee grinder, and a silver metal vase containing dried flowers. In the background, there are shelves with various glassware and a white subway tile wall.

**COFFEE DRINKERS  
MAKE BETTER LOVERS**



# Why should we listen to you?

- 7 Figure App Business
- 7 Figure Amazon Seller
- My lucky number is 7
- (12-17-1977 7:47)



# 1996





## SHARE



SHARE



TWEET



COMMENT



EMAIL

IF YOU COULD search every profile in all of the major online dating services with a single query, for free, would you?

Andy Arnott, founder and CEO of Collaboradate, says it would be illegal for him to write a program that lets you do that. But he believes he has launched a public beta of the next best thing.

Collaboradate does for online dating what Trillian does for instant messaging: It combines multiple services so you can manage everything from one place.

Most people don't sign up with just one online dating service. You might have a premium membership at Salon personals but a free profile on Yahoo Personals, AmericanSingles and JDate. Meanwhile, a scintillating dinner companion who just might be the love of your life has listed herself on Lavalife and update.

When you create your Collaboradate profile, you enter the user names you registered at other dating and social

# 2006





BY JENNIFER VAN  
GROVE

JAN 23, 2009

While Twitter's pending monetization strategies are still unknown and we continue to [make educated guesses](#), you can start cashing in on your Twitter stream today. No, this isn't another way to [monetize your Twitter background](#), we're talking about selling ad space within your Twitter stream.

[adCause](#), which launches today, is a site for both Twitter publishers (anyone who tweets) and Twitter advertisers to hook up, exchange deets, and cash in on Twitter influence, essentially making Twitter your own personal money bank.

Here's how it works: publishers can make themselves available to advertisers by creating an open ad spot. The ad spot consists of a description box to tell advertisers why they should buy, duration options (1 - 3 months), ad frequency customization (1 out of 5 - 20 tweets is an ad), and price point. Once created, your spot can then be seen by advertisers, who, if they like what they see, can pay you via PayPal. Each audience type - publisher or advertiser - has its own dashboard with ad-related info for managing ad buys and current spots.

# 2009





2011



## Notice: Your Amazon.com Seller Account ➤



seller-performance@amazon.com <seller-performance@amazon.com>



to [redacted]

Hello from Amazon.



We are writing to let you know we have removed your selling privileges, canceled your listings, and placed a temporary hold on any funds in your seller account. Any new selling accounts you open will be closed.

We took this action because your seller account failed our seller account review process.

Per the terms of the selling agreement you entered into with Amazon Services, we reserve the right to limit or remove selling privileges as we deem appropriate.

We encourage you to take appropriate steps to resolve any pending orders. Note that any amounts paid as a result of A-to-z Guarantee claims and chargebacks may be deducted from your seller account.

After 90 days, the hold will be removed and any remaining funds will be available per your settlement schedule. In addition, balance and settlement information will be available in the Payments section of your seller account. If you have questions about these funds, please write to [payments-funds@amazon.com](mailto:payments-funds@amazon.com).

While we appreciate your interest in selling on Amazon.com, the removal of your selling privileges is a permanent action.

Regards,

Seller Performance Team

Amazon.com

<http://www.amazon.com>

# 2012







2013



Success is not final,  
failure is not fatal: it  
is the courage to  
continue that  
counts.

Winston Churchill





Amazon is no different



As Malcolm Gladwell discussed in his bestseller, “Outliers“, to become an expert it takes 10000 hours (or approximately 10 years) of *deliberate practice*.

# Then... things changed





My new lambo





Ok... no lambo, but











# 6 Pillars To Success On Amazon





# Pillar 1: Be resilient

- You will have a product suppressed
- You will have hijackers
- You will run out of money
- You will have crappy products
- You will have hard to deal with customers
- You might get suspended



# Pillar 1: Be resilient

You need to get your mind right,  
before you get your business right.

Skip the latest Netflix binge fest and  
care for yourself

- Robert Kiyosaki – Rich Dad Poor Dad
- Tony Robbins – Youtube / Podcast
- Gary V - Youtube / F#cking Podcast
- Landmark education

# Pillar 1: Be resilient

- Treat each failed product as a learning experience.
- Take each setback as a challenge
- Don't dwell, look for solutions
- ABL – Always be learning
- Limiting your beliefs will limit your success



# Pillar 1: Be resilient

**If you strike a power pose for two minutes prior to engaging in a stressful task, you'll raise your confidence level. A power pose is a stance in which you are open, your shoulders are back, and your chest is high – you're trying to occupy a large space**

# Pillar 2: Sourcing intelligently

- Follow the data
- Keywords are key
- Trends are just that
- Passion goes a long way
- Be proud to be embarrassed
- Don't use sourcing tools (until the end)





# Pillar 2: Sourcing intelligently

- Use brand analytics to find keywords with opportunities
- Test products using small quantities
- 10X Profit margin
- Plan to lose \$ up front
- Think outside the (shoe) box



# Pillar 2: Sourcing intelligently

- Check the trends (Google trends, twitter, IG, Pinterest, wish, aliexpress)
- Reviews, listing quality, star rating
- Check the discount sites (RebateKey, Vipon, Etc)
- Know your numbers (fee's, ads)



# Pillar 3: Know your numbers

- Use an Amazon profit tool (Excel, Manage by stats, Sellics, etc)
- Get an accountant
- Products: 10X multiple of your sales price. EG: cost \$1, minimum sales price of \$10
- Spend \$ to make \$

# Pillar 3: Know your numbers

- Marketing costs – have a spreadsheet with a launch budget
- Misc Costs – Packing materials, equipment, prep, transit (gas), labor
- Inventory Levels – How many to launch effectively



# Pillar 3: Know your numbers

- State sales tax, income tax, LLC tax.
- Trademark fees
- Patent fees
- Legal fees
- Business insurance
- Accounting / Bookkeeping

# Pillar 4: Create or buy tools & systems

- Tools & systems are an essential part of an Amazon business
- Business with systems in place are more successful and sell for more
- If you're sitting on a beach, become ill, or die, your business still makes \$



# Pillar 4: Create or buy tools & systems

- Record your processes (Loom)
- Document your processes (Airtable)
- Make your processes an evolving and living document
- Buy processes for Amazon businesses and customize

# Pillar 4: Create or buy tools & systems

- If a tool provides positive ROI it should be a no brainer
- Test as many tools as you can
- Don't always trust the data
- Audit your tools quarterly
- Set a budget for your spend on tools & software



# Pillar 5: Get help.

- You can hire a VA in the Philippines for as little as \$2/hr (\$80/week)
- Pass your systems to your team to grow your business
- Free up your time for family, and for essential tasks that make your business more \$

# Pillar 5: Get help.

- Reach out to sellers who are where you want to be
- Find a trusted source or mentor, and learn as much as you can
- Join Amazon seller Facebook groups
- Attend conferences and meetups



# Pillar 5: Get help.

- Connect with Amazon employees on linkedin
- Attend Amazon events and get cards from employees
- Don't be afraid to reach out!  
Successful people are ready and willing to pay it forward

# Pillar 6: Build an Audience

- Grow an audience so you can sell anything
- Build a brand (personal or product)
- Build trust
- Give without expectation
- Know your Avatar



# Pillar 6: Build an Audience

- Social networks, podcasts, youtube, sound cloud, etc etc
- Find where your ideal customer is and go all in
- Building a following is like earning dividends on a stock account.

# Pillar 6: Build an Audience

- Go above and beyond
- Stay up to date on everything in your niche or industry
- Produce trusted content
- Earn your followers trust, and they will be your biggest fans and cheer the loudest at your successes





YOUR new lambo

# Where to find me:

The Amazon FBA  
Seller Round Table  
podcast

Amazon FBA Titan's  
Group on FB

[SellerSEO.com](https://sellerseo.com)

