THE BEGINNERS GUIDE
TO SELLING → (PROFITABLE PRODUCTS)

By Jo Barnes
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Introduction

Welcome to the Beginners Guide to Selling on Amazon!

I've created this guide for everyone and anyone who wants to create the kind of business that gives them total freedom in their life!

As an online marketer since 2010, I have never come across anything quite as tangible, as systematic and as fast as this business model for creating a job quitting monthly recurring income.

We (that's my partner & I) started 'playing' with Amazon in November last year and invited some of my online marketing community to join us for an 'over the shoulder' journey.

Our first product was a total screw up and we got everything wrong, so we tried again and launched a product in the second week of February this year.

As I write this, some 12 weeks later, we have just hit over $28,000 of sales in the last 30 days. Not bad for an initial investment of only $1300.

We’re just about to launch two further products and are happy to report that some of our community are also getting fantastic results, which I’ve shared with you at the end of this document to demonstrate the power of this business model and to get you excited about the possibilities!

Now, please note, from experience I know that sending out War & Peace PDF’s detailing every step of a process, end up gathering dust on desktops.

That’s why I have created this document as an overview of the process rather than a mammoth detailed walk through.

Please refer back to the blog - http://jobarnesonline.com for detailed (warts and all) posts on each step as I journal and publish our journey in this phenomenal business!

So before we get started, let me explain - What Do We Mean by Selling on Amazon?

There are a few ways to sell on Amazon;

• You could become an Amazon Associate and sell product already listed on Amazon as an affiliate
• Perhaps you’re an author and would like to publish your book on Amazon
• You could become a kindle author
• You can sell things you already own in your house, simply open a seller account, list the items and then send them out when they’ve sold
• You could even go to shops and stores in the sales, but products at rock bottom prices, store them in your garage, list them on Amazon and away you go.

However, I’m not talking about any of those strategies.
The specific strategy we’re focusing on here is selling private labelled products under our own brand using Amazons FBA (Fulfillment by Amazon) service.

So let’s explore those terms.

**Private Labelling Means;**

“Private-label products or services are typically those manufactured or provided by one company for offer under another company's brand. Private-label goods and services are available in a wide range of industries from food to cosmetics to web hosting."

Source - [en.wikipedia.org/wiki/Private_label](http://en.wikipedia.org/wiki/Private_label)

**FBA means;**

1. You send your product to Amazon
2. Amazon stores your product
3. Customers order your products
4. Amazon picks and packs your products
5. Amazon ships your product (and deals with returns etc)

For a more in depth guide about FBA specifically, see Amazon's help page here - [http://www.amazon.com/gp/help/customer/display.html?nodeId=200229160](http://www.amazon.com/gp/help/customer/display.html?nodeId=200229160)

**So the process in a nutshell is;**

1. We choose a product we want to sell,
2. We source a manufacturer or supplier of the product,
3. We brand it with our own brand and then
4. We sell it on Amazon (or rather Amazon sells it for us).

Please note we are using only [amazon.com](http://amazon.com) to begin with. The US market is the largest market on Amazon so best to start your business where the customers are!

It doesn’t matter where you live in the world, you can still create your [seller account](http://amazon.com) on [amazon.com](http://amazon.com) and trade in the US alone.

Once you’ve got the hang of it and have a thriving business you can expand to any other Amazon marketplace or ecommerce platform of your choice!

So this guide is split into five sections to explain and make the process super simple for you;

1. Choosing a Product
2. Sourcing a Supplier
3. Branding the Product
4. Promotion / Selling on Amazon

But before we start, I just want to add that this is the most exciting business model I’ve come across in years!

As I said above in just 3 months with a very small startup budget of only $1300, we’ve surpassed $28,000 in sales in the last 30 days.
Our profit margin is around the 40% mark which means we walk away with $11k of that. Not a bad monthly return on $1300 in less than 3 months and it’s growing daily!

Add to that, this is a system **anyone can follow**. No matter where you live in the world, no matter your background, your circumstances, whether you currently have a job or are self employed, whether you’re 18 or you’re 80.

**ANYONE** can do this with a small amount of up front investment (between $750 - $2000 depending on the product you pick) and the tenacity and determination to follow the system, do the work and make it happen!

So without further ado, let’s walk through this exciting business model!

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**Sales Summary**

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</table>

 ViewController more of your sales statistics
Step One - Choosing a Product

Amazon sells over 200 million products to the US audience alone, so as I’m sure you can imagine there’s no shortage of opportunity!

Sourcing a product is all about opportunity. It’s about finding products that are popular and in demand, but which aren’t being marketed very well allowing us as superior marketers (obviously) to get in there and swipe all the sales!

The best place to start is on the Amazon Best Sellers List - http://www.amazon.com/Best-Sellers/zgbs

The Amazon Best Sellers List shows you the current top 100 best selling products on Amazon category by category.

Simply click on the categories on the left to see the top best sellers in each category.

The goal as I said is to find popular products that are selling well, but that clearly don’t have too much competition.

http://jobarnesonline.com
The guidelines for sourcing a great opportunity on Amazon are:

1. The product needs to be between $15 - $50 to ensure we can make a profit from selling it.

2. The product ideally needs to be under 2 lbs in weight to keep shipping costs down.

3. The Best Seller Rank, (found in each individual product listing) needs to be below 1500. This tells us that the product is in demand and is selling well.

http://jobarnesonline.com
Checking out Demand vs Competition

So once you have found a product that fits the bill, using the main product keywords type those into the Amazon search bar and select 'All Departments'.

What pops up is Amazon's own Page 1 search results for that keyword on Amazon.

You’re looking for 3 - 4 products on the front page that all have BSR rankings under 1500.

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You’re then looking for 3 or 4 products on the same page that have reviews under 100, ideally under 50.

The higher the BSR - from 1500 - 1, the greater the demand. The lower the reviews - from 100 - 1, the lower the competition.

If you can see several products on page 1 with BSR’s of under 1500 & 3 or 4 products with low reviews, (they don’t have to be the same products) you know you have a potential product with high demand and low competition.

That’s it for Step 1.

Make a list of potential products following these steps until you have maybe 5 or 10 products to further research.

Which takes us to....
Step Two - Sourcing a Supplier

Now we have some products in mind it’s time to find relevant manufacturing companies who can offer the products as private label.

In other words they make the product, we buy it from them at wholesale prices and brand it with our own brand.

You need to start by looking for a manufacturing company who supplies the products you’re looking for.

You can simply go to google and type in “(product name) - private label”.

To keep things simple however, you can also just go straight to a site called AliBaba - http://alibaba.com.

Alibaba specialises in global wholesale trading with most of it’s manufacturing companies based in China, but also some in India and across South East Asia.

Once on the Alibaba website simply type in the keyword of your product and do a search for supplier.

Make sure you check the box - ‘Gold Supplier’, to only look at suppliers who have been pre-qualified and here begins your search.

At this stage it’s important to ignore the number next to (Min. Order) as that will be negotiated as will the price.

http://jobarnesonline.com
However the price per piece or unit will at least give you a rough idea of how much it’s going to cost to buy this product at wholesale, so you can decide whether a product is likely to be profitable or not.

If you like what you see and want to start a conversation with a supplier, you just hit the ‘Contact Supplier’ button and begin your negotiations!

Some Negotiation Tips

Here’s the thing with sourcing suppliers and negotiating prices and terms etc. The more you sound like you know what you’re doing and the more you know about your product the better deals you will get.

That’s not to say there aren’t amazing suppliers out there who will hold your hand and help you through it step by step. My first supplier was like that and we’ve had several students who have reported the same.

But remember, the people you will talk with, will most likely be sales people trying to sell their products to you in amongst the hundreds of suppliers selling the same things.

It’s their job to try and sell you their product and it’s their job to sell you as many of their product as possible.

So you need to go into negotiations with your eyes wide open.

1. Research your products until you know every feature. This is super easy by simply going through the relevant product reviews on Amazon. Read through them including the bad reviews so you can also see where some of the product challenges are. This way you’ll have solid product knowledge which will help when discussing the product with the suppliers (and when promoting the products on Amazon).

2. Don’t go straight in with your price and quantity demands on the first email. Strike up a conversation. Explain that you’re the buying arm of a large company looking to expand into this particular product range and you’re on the look out for some great suppliers to work with to help you bring this product to market.

3. Always be courteous and calm. If you’re sourcing overseas, please remember there are massive cultural differences between us and a country such as China, not to mention language barriers, so treat everyone you talk to with the utmost respect and understand that they may not have understood your request entirely, so be as clear and descriptive as possible when requesting information.

4. Golden Rule - EVERYTHING IS NEGOTIABLE. Do not accept their first price. Use email, skype or even the phone to enter into friendly but firm negotiations until you reach a deal you and they are happy with. Remember you are the customer, they are the seller.

5. Get as much as you can in writing. There are no contracts and little come back if everything goes wrong, so it’s down to you to do as much due diligence on the company as possible and ensure all your negotiations are in written form, plus the resulting deal itemised out on a purchase invoice supplied by them prior to shipping.

6. Regards paying for the stock expect to pay 30% up front and then 70% prior to shipping. Make sure photographs are taken of your goods before leaving the warehouse and pay using paypal or a credit card so that you can reclaim your monies should the stock not arrive for any reason.

http://jobarnesonline.com
7. Relax and know that if you have followed the steps above it is likely to go fairly smoothly. Things going wrong like stock going walkabouts or suppliers letting you down can happen but are much more unlikely if you strike up a relationship, get to know your supplier and do your due diligence.

http://jobarnesonline.com
Step Three - Branding Your Product

So let's have a quick chat about branding.

There are two brand names you'll need for Amazon.

1. Your seller name. This is your overall brand name which every product you sell on Amazon will fall under.

2. Your product brand name. For each and every product you list on Amazon you can have a separate brand. So if you sell something in kitchen you can have a kitchen style brand name, if you sell a toy you can have a brand name for that and so on.

The product brand name is far more important than the seller name. For the seller name just come up with something that makes sense to you, maybe your name or your street name or even a place you’ve visited. It really doesn’t matter as you can change this at anytime. Although it must be unique to Amazon.

Here’s what Amazon guidelines are for creating your seller name;

“Your seller display name is displayed with your listings and on your Seller Profile. Sellers are generally allowed to be as descriptive or fanciful as they like when creating their display names. There are a few constraints, however.

http://jobarnesonline.com
• Each seller must provide a unique display name
• Display names cannot include the word "amazon," other Amazon trademarks or domain names.
• You must have all necessary rights to your display name.
• In addition to letters and numbers, you may use "-" and "_" but no other special characters.
• Display names cannot be offensive or include profanity.

For readability, we suggest that you use a short display name with less than 20 characters.”

The product brand name is worth that bit of extra time thinking about.

We have found that our ranking and sales have increased since adding our brand name to the front of the headline of our product.

Also a strong brand will help you to stand out from the crowd.

Now when I say a bit of extra time, please remember a brand name and design can also be changed at a later stage so don’t get hung up on this. But take some time to consider who your market is and how your brand can resonate with them.

Here’s some resources to help you conjure up something amazing;

http://www.marketingtechnews.net/news/2013/may/17/11-tips-for-creating-great-brand-names/

http://www.hongkiat.com/blog/better-brand-name-tips/


Also have a look at other products on Amazon for inspiration. See how other sellers have branded their products for ideas of what to do and in many cases what not to do! :)

So once you have your brand name its time to create a design for your product.
You have a couple of options.

Option 1 - You can brand the actual product either by actually printing on the product itself or maybe with stickers.

Option 2 - Or you can leave the product as is and simply brand the packaging it comes in.

Either way, there will most likely be a cost from the manufacturer point of view for plating up the machinery required to print the branding.

So when negotiating you need to find out what that cost will be.

Plus you will have to get the brand designed, which you can obviously do yourself if you’re the creative type or simply head over to www.fiverr.com and get someone on there to do it for you.

Either way it’s a super simple process. Just ask the manufacturer to send you photos of sample packages and the dimensions of the packaging and then design to their specifications.

They'll give you all the information you need. Then send your design to them to print on your product / packaging.

**NB: Time Saving Tip**

For your first product, it’s not as important to get the brand spot on. You just want to get a product up and selling on Amazon so you can learn the process then you can improve on it later.

So if you want to just get going and not spend too much time here, go with the boxing the supplier gives you, choose a random brand name, see how it sells and then spend the time creating a brand and design for your next run.

http://jobarnesonline.com
Step Four - Selling on Amazon

Okie Dokie.

So we now have our product, it's been branded and is now winging it's way to the Amazon warehouses.

NB. For your first product you'll use an express courier like DHL or UPS and your supplier will help you with that. (Also please see the blog - http://jobarnesonline.com for posts & updates on shipping information)

So what do we do when it gets there?

Here is our 5 Step Launch Plan to really getting your product going with a BANG!

1. Optimise Your Listing - Ensure there are keywords in your headline and your bullet points and that you have 5 attractive and enticing images and a solid product description.

Example 1 - Product Listing Needs Work

Example 2 - Good Product Listing
2. Focus on getting reviews. Do nothing else except get out there and get reviews for your product in the first few days. Do not stop until you have at least 50 reviews on your product. This will give you a massive boost when it comes to starting to advertise etc.

3. As you begin to get reviews start up your Amazon Ad campaigns. Simply choose the automatic option inside of Amazon, so you’re not setting any keywords or bidding for clicks etc straight away. Just set a daily budget and let Amazon do the work for you. Please note you’ll find it difficult to spend even $25 a day, but your listing will start to get seen!

4. Start a press release campaign. Simply go to fiverr.com and find someone to write and submit 3 - 4 press releases for you on the week of your launch. You can make several press release announcements including; a) the launch of your product, b) the launch offer price, c) free shipping for prime members, d) something topical about your product, e) a reviewers comment etc.

5. Look for bloggers or you tubers with large followings to review your product and post about it or make videos about it. Ensure they link back to your product on Amazon and even give them a discount or special offer just for their customers for a limited time.

All of the above will boost views, conversions and sales in the first few days which will ensure your ranking falls from the high hundreds of thousands into the low thousands or even hundreds at which point what I call the ‘Amazon Stream’ will kick in and you’ll start to get organic sales from Amazons own mix of marketing they do on our behalf!

Please note the launch strategy and ongoing promotion of your product on Amazon is a carefully planned and masterfully executed strategy which is extremely difficult to lay out in an overview document like this.

So please refer back to the blog - http://jobarnesonline.com for updates, tips and full on posts as to how we constantly improve our rankings, conversions and sales of our products.
So I hope that this document has given you an idea of how the whole thing works. As I said in Chapter One this is a very exciting opportunity for anyone who wants it.

But rather than just giving you empty statements and theory about how this could work, here are some stats for you;

Our Amazon Sales Stats February 2015

![February Sales Stats]

Our Amazon Sales Stats March 2015

![March Sales Stats]
Our Amazon Sales Stats April 2015

### April Sales Snapshot

**Dates:** 04/01/2015 - 04/30/2015

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**Sales snapshot** taken at May 6, 2015 4:50:34 AM PDT

Screenshots from some of our students

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http://jobarnesonline.com
The Power of Amazon in Pictures!

3 Times More Product Searches than Google

http://jobarnesonline.com
Thanks so much for reading! I hope by now you can see the sheer power and potential in selling products on Amazon.

So don’t wait, get your Amazon business off the ground today!

Stay in touch and let us know how you’re getting on and if you have any questions or feedback please don’t hesitate to contact us over on the blog - http://jobarnesonline.com

In the meantime, “Stop Thinking & Start Doing!”

Jo :)

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