



**To Build a Fun, Profitable and Rewarding
Online Business...**

...or DOUBLE The Conversions & Revenue Of ANY
Existing Business (No Matter What Products Or
Services You Sell), visit Online Marketing
Classroom.

www.OnlineMarketingClassroom.com

The 7-Step Framework We Use To Consistently Launch Best-Selling Products On Amazon

If you are just starting out or are looking for a new way to build an online business, this guide will outline how to rapidly build a consistent, ever-growing monthly income by selling your own products on Amazon.

At first it may sound complicated, but it's actually very simple. You don't need to design the product yourself, you simply find a product that's already selling well and "white label" it with your own brand.

Then Amazon does all the heavy lifting of bringing traffic to you and because they're such a trusted shopping network, that traffic converts extremely well. On top of everything, all the product fulfillment is done for you by Amazon as well as 99% of the customer service.

- If you have a current online business (outside of eCommerce), you can use this to build an additional income stream (if you want to do something SEPARATE from your current online business).
- If you're already selling physical products, you can use the power-packed strategies we'll talk about here to boost your revenue and profits.

You'll also discover the 'secret weapon' we've developed that automates many of the critical processes, saving us hundreds of hours each month and allowing us to focus on activities that make more sales!

This guide is specifically about developing and selling your own line of products. Selling other people's products wholesale is a great way to start, but ultimately you want your own products and your own brands.

Having your own product brand is a great feeling. You are in control and you own the asset (if you own the asset, you can sell it).

Creating your own branded products and selling them on Amazon is something that people have been doing (and teaching) for a few years.

However, there is a lot of conflicting advice out there.

Most people do it all WRONG. Loopholes and shortcuts are being closed-off all the time.

Methodologies and strategies that were once effective, are now obsolete. Those who are still following the "old way" are slowly being taken out of the game.

THIS IS GOOD NEWS

If you have tried creating your own branded products before and you have found it tough for whatever reason, make sure to read this guide word for word.

We will show you how to do it correctly. We'll cover how to find a profitable product, source it, launch it and scale.

STEP 1. Find a Product Opportunity

The market for finding a profitable product on Amazon is still wide open. There are hundreds of thousands of products listed and even niche items such as collapsible dog bowls for hiking or rock climbing gloves are getting decent search volume.

The criteria for choosing a profitable product is very simple. Just stick with these guidelines:

- **Price: \$15+:** Between manufacturing costs, shipping and FBA fees, it's difficult to achieve a decent profit margin when going any lower than this.
- **Reviews:** Do a search for the product on Amazon and check that the majority of those on page 1 have less than 400 reviews.
- **Size:** The smaller it is, the better, but this is not a "make or break" criteria.
- **Weight:** Less than 3lb (1.5kg or less)

- **Complexity:** Simple to use
- **Sizes:** No variations!
- **Colors:** No variations!
- **Liability:** Zero risk products only
- **Accessibility:** Some categories have restrictions and are difficult to get into. This list is always changing, so be sure to research first to ensure the product you want to sell is not restricted or gated.
- **Gut Feeling:** If it meets the criteria above and feels right to you, trust your intuition and roll it out.

How We Uncover Hidden Opportunities In A Matter Of SECONDS...

Although you can do this process manually, we developed a tool called BLACKBIRD, which is part of our [Online Marketing Classroom](#) membership which allows us to quickly and easily find the hottest untapped product opportunities on Amazon within a few seconds.

Stage 1: Select Our Filters

Simply open up the tool and enter the criteria from above...

Category	Action	Min	Max
Appliances	<input type="checkbox"/>	Price	15
Arts, Crafts & Sewing	<input type="checkbox"/>	Units - Month	
Automotive	<input checked="" type="checkbox"/>	Revenue - Month	4000
Baby	<input type="checkbox"/>	Best Seller Rank	
Beauty	<input type="checkbox"/>	Rating	
Camera & Photo	<input type="checkbox"/>	Review Count	0 400
		Weight(Pounds)	0 3

Size:

Standard Small (SS) Standard Large (SL)

Oversize Small (OS) Oversize Medium(OM)

Oversize Large (OL) Oversize Special(OX)

Seller:

Amazon FBA MFN

Include Keywords:

Exclude Keywords:

[Find Opportunities](#)

[Search for ASIN/URL](#)

[Show/Hide Find Filters](#)

Stage 2: Scan Opportunities & Find 'Winners'

After clicking Find Opportunities, you'll be presented with a large selection of options to choose from.

REFRESH PRINT EXPORT Power links Select Action Apply

Drag a column and drop it here to group by that column [Add to product watcher](#)

Product Description	ASIN	Category	BSR	Price	Weight	Size	# Of Reviews	P...	S...	E...	Estimated R
<input type="checkbox"/> KING CB1000 Carry Bag for Portable Satellite Antenna	B011BJYMJS	Automotive	4630	45.54	2.4	OS	20	4.9 ...	A... 2...		11476.08
<input type="checkbox"/> Ozium Glycolized Air Freshener & Sanitizer (8 oz.) - 3 Pack	B01A04IPFC	Automotive	2588	31.99	1.9	SL	324	4.6 ...	F... 3...		11452.42
<input type="checkbox"/> AFA (13 Pcs) Auto Trim Removal Tool- Strong Nylon Won't Br...	B01C4FHM1S	Automotive	2408	29.73	1.7	SL	35	4.8 ...	F... 3...		11446.05
<input type="checkbox"/> ACDelco D1994E GM Original Equipment Liftgate Window R...	B00052UGWC	Automotive	1263	18.4	0.01875	SS	141	4.9 ...	A... 6...		11408.00
<input type="checkbox"/> Rv Camper Coleman-mach Manual Thermostat	B00C6JE2FC	Automotive	5084	47.44	0.01875	SS	76	4.8 2...		11338.16
<input type="checkbox"/> Rv Camper Coleman-mach Manual Thermosta	B00C6JE2FC	Automotive	5084	47.44	0.01875	SS	76	4.8 2...		11338.16
<input type="checkbox"/> ILM Alloy Steel Knuckle Motorcycle Gloves Motorbike Power...	B019U0KRGC	Automotive	1335	18.99	0.01875	SS	156	4.3 ...	F... 5...		11299.05
<input type="checkbox"/> BlueDevil Head Gasket Sealer - 32 ounce(3.386)	B000NOO798	Automotive	6441	54.98	2.9	SL	207	3.9 ...	A... 2...		11270.90
<input type="checkbox"/> Camco 59023 Propane Gauge/Leak Detector	B00192JGY4	Automotive	1444	19.79	0.75	SS	353	4.2 ...	A... 5...		11260.51
<input type="checkbox"/> Bad Dawg UTV 1.75" Breakaway Side View Mirrors Set...	B00C57T0IQ	Automotive	4065	41.8	2.2	SL	263	3.9 2...		11244.20
<input type="checkbox"/> 3M 16114 PPS Mini Size Kit with 20 Micron Filters	B000ANUHAA	Automotive	10434	85.69	1.8	OS	71	4.8 ...	A... 1...		11225.39
<input type="checkbox"/> 3M Scotchprint 1080 Carbon Fiber Vinyl Flex Wrap Black CF1...	B0058DIDTY	Automotive	1609	20.99	0.01875	OS	272	4.6 ...	F... 5...		11187.67
<input checked="" type="checkbox"/> CarLashes (1001UB) Classic Black	B00NM3MOLU	Automotive	2231	26.99	0.25	SL	262	4.2 ...	A... 4...		11173.86
<input type="checkbox"/> Sena SR10-10 Bluetooth Adapter for Two-Way Radios or Mo...	B008R0LIHO	Automotive	19853	147.99	0.9	SL	35	4.3 ...	A... 75		11099.25
<input type="checkbox"/> Leather Re-coloring Balm - 8.5 Fl. Oz. (250ml) (Dark Brown)	B00FOKONJ0	Automotive	2542	29.95	0.65	SS	253	4 ...	F... 3...		10931.75

Go to page: 6 Show rows: 25 126-150 of 698

When you find one that interests you, click on the Product Description link to be taken to the product listing:



Roll over image to zoom in

CarLashes

CarLashes (1001UB) Classic Black

★★★★☆ 299 customer reviews | 85 answered questions

Price: **\$26.99** ✓Prime | Fast, FREE Shipping with Amazon Prime

In Stock.

Want it Saturday, Dec. 31? Order within **2 hrs 12 mins** and choose **Two-Day Shipping** at checkout. [Details](#)

Ships from and sold by Amazon.com. Gift-wrap available.

- Original high quality CarLashes invented and patented by Robert Small
- As seen on CNN, Jay Leno, Rachael Ray and featured in Marie Claire Magazine and Vogue Magazine
- Universal Style - fits any car
- Attaches easily with included 3M double sided Automotive Trim Tape
- Durable and flexible - withstands all weather and driving conditions

[See more product details](#)

[Compare with similar items](#)

New (3) from **\$26.99** & FREE shipping on orders over \$49.00. [Details](#)

As you go through them, make notes on ways that you can improve on the existing product, and what the average pricing is. By noting the prices, you can easily spot those with the biggest profit potential when searching suppliers in the next phase.

It's helpful to create a spreadsheet that lists out:

- Type of product (car lashes)
- Pricing
- Anything you spot that you can improve on to make your own product stand out
- Columns for manufacturer costs and a calculation for profit margin so you can use those criteria in your decision making further down in the process (be sure to include FBA fees in there as well; you can use the FBA calculator [here](#) to get an estimated range)

Stage 3: Get Additional Product Ideas From Pro-Sellers

You can also spot profitable ideas by seeing what other products pro-sellers are offering and doing well with.

Tell-tale signs that someone is a Pro-Seller include:

- Small product range
- Solid review count
- Very well optimized listings, photos, etc

When you find a listing that looks like it may be a pro-seller, check that it's sold via FBA, by clicking on the 'Sold By' name:

◀ Back to search results for "hydration pack"



Baen Sendi
Baen Sendi Hydration Bladder 3 Liter//100 oz - Water Bladder for Hydration pack (Green, 3 L /100 oz)
★★★★★ 13 customer reviews | 4 answered questions

Price: \$49.99
Sale: **\$9.99** Prime | Fast, FREE Shipping with Amazon Prime
You Save: \$40.00 (80%)

In Stock.
Want it Wednesday, Jan. 11? Order within **8 hrs 58 mins** and choose **Two-Day Shipping** at checkout. [Details](#)

Sold by Baen Sendi and Fulfilled by Amazon. Gift-wrap available.

- ★Professional military Bladder Bag,Eco-friendly material,100% odorless, tasteless, BPA- Free material.
- ★FDA APPROVED: Food-grade premium quality anti-bacteria

Click on 'Storefront'



Baen Sendi

Baen Sendi storefront

★★★★★ | 100% positive in the last 12 months (2188 ratings)

Our company which is an export-oriented trading company. The company has its own brand: Baen Sendi. With the international business integrating trading, financing, service and manufacturing, the company has a large network of production and processing, a dependable supply of goods and various trading channels.

We strive to be the best partner for our customers, so we constantly look for new ideas for better products, better cost and better service.

The company products rich, we sell products ac...
[Read more](#)

Then you're able to see what other products they're selling:

8 results for **Baen Sendi Storefront**

Baen Sendi

Show results for

Brand

Baen Sendi (7)

Boen Sendi (1)

Best Seller



Baen Sendi Wine Aerator Pouter - Aerating Wine Pouter - Premium Wine Decanter
by Baen Sendi

\$12.99 ~~\$45.99~~ Prime

Get it by **Tomorrow, Jan 10**

FREE Shipping on eligible orders

★★★★★ ▼ 164



Passport Wallet - Passport Holder - Travel Wallet with RFID Blocking for Security
by Baen Sendi

\$10.99 ~~\$49.99~~ Prime

Some colors are Prime eligible

FREE Shipping on eligible orders

★★★★☆ ▼ 377



Hydration Bladder 70 oz / 2 l Suitable for All kinds of Hydr - Water Storage Bladder Bag
by Baen Sendi

\$12.99 ~~\$39.99~~ Prime

Some sizes/colors are Prime eligible

FREE Shipping on eligible orders

★★★★☆ ▼ 73





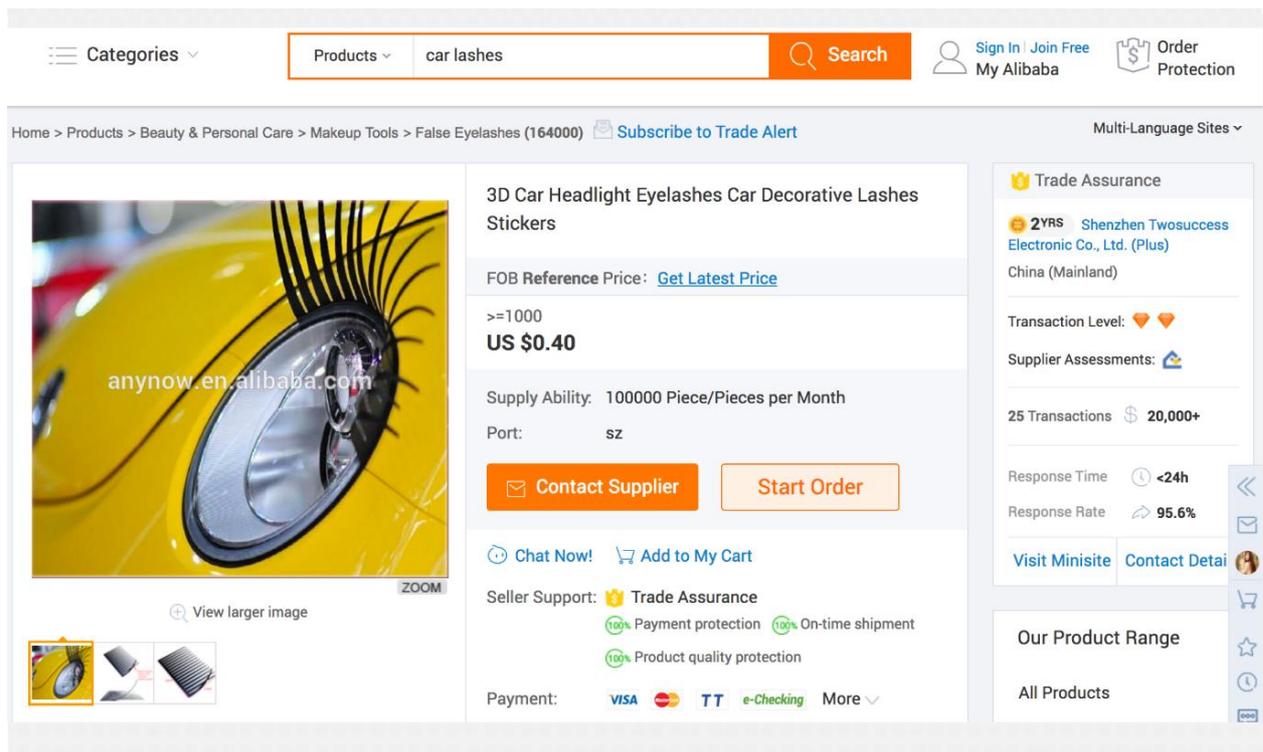


After you've identified a product you're interested in, it's time to...

STEP 2. Choose a Supplier

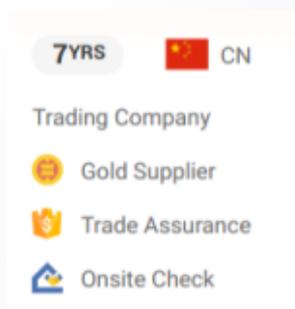
There are many places to find a supplier for your product. The most popular is Alibaba.com. On Alibaba you can find suppliers from all over the world, manufacturing just about every product imaginable.

Use the search bar to type in the name of the product, and then review the listing page for each supplier offering it:



The screenshot shows an Alibaba.com product listing for "3D Car Headlight Eyelashes Car Decorative Lashes Stickers". The main image shows a yellow car headlight with a decorative eyelash sticker. The price is listed as US \$0.40 for quantities of 1000 or more. The supplier is "Shenzhen Twosuccess Electronic Co., Ltd. (Plus)" from China (Mainland), with 25 transactions and a total value of over \$20,000. The supplier has a 2-year history and offers Trade Assurance, 100% payment protection, 100% on-time shipment, and 100% product quality protection. Payment methods include VISA, MasterCard, T/T, and e-Checking. The listing also features a "Contact Supplier" button, a "Start Order" button, and a "Chat Now!" option.

When sorting through the options, look for suppliers who have been in business for at least 2 years minimum and offer trade assurance. If they are a Gold supplier, even better.



The image shows a supplier profile card with the following details: 7 YRS, CN (China), Trading Company, Gold Supplier, Trade Assurance, and Onsite Check.

Research several Alibaba listings to get an idea of the general pricing and size/color options for your chosen product. You can also get an idea of the

quality of the product and the professionalism of the manufacturer by closely reviewing the images on their listing and the wording used.

Create a list of potential suppliers. Then send each a personal email, giving specific information on the details of the product. Get a price quote and MOQ (minimum order quantity).

Then request a product sample. If possible, you can even ask them to customize the product sample.

You'll want to contact several different manufacturers and compare them to find the right one for you. You're looking for suppliers who:

- Reply to your messages promptly and accurately
- Are willing to start with a relatively small order
- Can personalize the product with your branding (they won't always call it private label, some may use different wording, just be sure to clarify they are placing your logo on the product)
- Are willing to offer other customizations on bigger orders (in the future)
- Are willing to work to your quality requirements

If you're contacting a supplier that's not in an English speaking country, use very simple language to avoid potential mixups in communication.

When describing the requirements of the product, be very specific. Include every detail, from the exact sizing you want to the material that should be used.

When getting the price quote, ask for estimate ranges based on quantity ordered. Generally the more units you order at a time, the less you'll pay per unit.

You'll also want to work out what sort of packaging design and materials they're capable of. If you're presenting your product as a premium offer (which gives you a great competitive advantage), then you need to be able to use premium packaging.

After sending out the messages:

- Check your Alibaba Inbox frequently rather than waiting for notifications.
- Respond to incoming messages quickly so suppliers take you seriously as well.
- Don't be scared to talk to them on Skype.
- Act as though you know what you're doing, even if you don't.
- Proofread all your messages for correct grammar and professionalism.

Although Alibaba is the "top dog" for finding suppliers, you can also use:

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

Another way to find suppliers, particularly if you want to manufacture in the US rather than overseas, is by using your preferred search engine and searching for your product name along with any of these phrases:

Private label

White label

Manufacturer

OEM

Supplier

As far as package and logo design goes, this is an area where it pays to invest. Use a service such as [99Designs](#) or hire a graphic designer on [Upwork](#), as opposed to going with the cheapest option.

High quality design makes a huge difference in being able to stand out in the marketplace and charge premium pricing.

Your supplier will be able to supply you with a template that you give to the designer to create the proper size graphics.

STEP 3. Create Your Product Listing

When you first create your listing in order to send in an FBA shipment, don't worry about having to fill in all the details and have it perfectly optimized.

You can go in and edit once the shipment is on its way (this allows you speed of execution, so you don't feel like you have to have a perfect listing before putting in a shipment for your goods).

After you've set up the basics and have a shipment on the way, then it's time to tweak your listing for maximum exposure and sales conversion.

When it comes to creating your listing, the two most crucial parts to get right are the keywords and the images.

Let's start with keywords.

Choosing the right keywords is a BIG deal, because you MUST identify keywords (search phrases) that:

- *Will get you traffic*
- *Will convert to sales*

How to find keywords

The best way to start is analyzing the established competition. Do a search for your product on Amazon and review competitor listings. Look for repeated words in the title, bullets, etc.

Product Description

Introducing The New, High Quality RFID Money Belt By Rayix:

The Traveler's Favorite, Must Have Accessory Whether you are travelling extensively, or just preparing for your first vacation - you should be really careful about pickpockets. They are at every corner, many of them can't be easily identified and work in groups to steal your precious belongings. Unless you want to risk losing a few hundred or even thousands of dollars, credit cards, passport etc - you should take precautionary measures!

Enter Rayix Money Belt Thanks to its **lightweight and thin construction**, Rayix's Money Belt goes unnoticed when you wear it underneath your clothes.

It's ergonomically designed to feel comfortable and not limit your movement or cause any irritation when wearing it. And last but not least, it also features **RFID protection** and secures your belongings against electronic thieves!

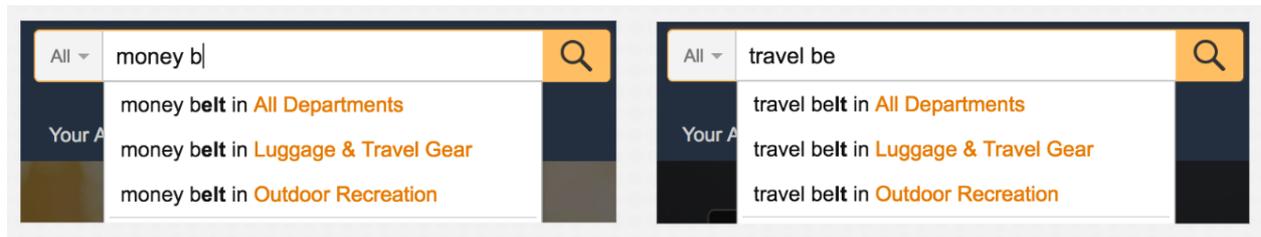
This Travel Money Belt Has BEEN LOVED By Anyone Who Has Ever Used It: If you want the assurance that you are buying the #1 best RFID money belt on the market, then you should look no further than Rayix!

What are you waiting for? Scroll Up & Click Add To Cart Now!

2

Identify target keywords to use in your listing title, bullets & description.

You can also find additional phrases by using Amazon predictive search (they show you the most searched for keyword phrases first)



You can build up a pretty good list with just some common sense.

Simply make a list of all the different ways that a person might describe the product. Some may call it a travel belt, others money belt, and some may refer to it as a travel pouch.

Think of as many different ways to say it as possible and then use those phrases as seed phrases for the keyword tools to expand on. You can also...

- Browse relevant Facebook groups where people are talking about your product.
- Look on Pinterest
- Search Yahoo Groups

- Read reviews of competitor products to see how people are referring to the product

Keep track of all your keyword research stats in a spreadsheet:

	A	B	C	D	E	F	G
1	Keyword	Seed	Amazon Competition	Exact Phrase Search Volume	Broad Phrase Search Volume		
2	garlic press	garlic press	2676	40083	50194		
3	garlic press stainless	garlic press	878	14	1196		
4	garlic crusher	garlic crusher	...etc	2508	2619		
5	garlic presser	garlic presser		160	189		
6	garlic grinder	garlic grinder		686	949		
7	garlic press stainless steel	garlic press		1212	1333		
8	oxo garlic press	garlic press		695	861		
9	garlic press professional	garlic press		9	9		
10	garlic grinder electric	garlic grinder		39	39		
11	garlic press farberware	garlic press		0	0		
12	garlic crusher chopper	garlic crusher		0	0		
13	garlic crusher plastic	garlic crusher		9	9		
14	garlic press automatic	garlic press		0	0		
15	garlic press calphalon	garlic press		21	21		
16	garlic press dreamfarm	garlic press		13	12		
17	garlic press epicurean	garlic press		18	18		
18	garlic presser crusher	garlic presser		23	19		
19	garlic press ergonomic	garlic press		0	0		
20	garlic presser plastic	garlic presser		0	0		
21	garlic crusher mincer	garlic crusher		0	0		
22	garlic crusher rocker	garlic crusher		16	18		
23	garlic crusher wooden	garlic crusher		0	0		
24	garlic grinder roller	garlic grinder		9	8		
25	garlic press artsdome	garlic press		0	0		

How do we 'value' our keywords?

After you have a list of search phrases, you'll need to prioritize them so you can optimize your listing for the most important keywords. We look at a wide range of factors, including:

External Traffic Potential

How much traffic can you get from outside sources? (Google Keyword Tool is a good way to measure this as you see how many people are searching Google for it).

Purchase Intent

Is this something that people are searching with the likelihood of making a purchase ("blue travel belt") or are they in the information gathering stage ("what is a travel belt").

Amazon Search Potential

How many times per month is this keyword phrase being searched specifically on Amazon? Phrases that are searched more are a higher priority to appear on the first page of results for.

PPC Impact

How expensive is it to bid on this keyword? Is it going to be possible to run a profitable PPC campaign? Our strategy is to let our automatic PPC ads run for at least a month, then see which keywords generate the most clicks and sales.

Rankability

How difficult is it to appear at the top of the search results for this phrase? Sometimes it's necessary to start with a phrase that fewer people are searching for at first, so that you get to the top of the results faster and can then leverage that sales velocity to go after a more difficult phrase.

And many other factors...

The keywords you find need to be strategically placed into your listing by importance in this order:

- Title (*most important keyword phrase goes here*)
- Bullets
- Description
- Backend / listing details area in Seller Central

Use High Quality Photos For Maximum Sales Conversion

The keywords you choose are crucial for showing up in search results, and the images you use are crucial for turning the shoppers arriving at your listing into customers.

For all of your images, the file format must be JPEG, GIF/PNG or TIFF, and an image resolution of at least 1000 x 1000 px is recommended.

For the highest converting image stack, here are the type of images to include on your listing:

Primary "hero shot":

This determines how many people click from the search results onto your listing. It has a direct impact on your traffic potential.

It's a requirement by Amazon that your hero shot has a pure white background, shows nothing except the product itself (no additional text, badges or other objects allowed), and the product must fill 85% or more of the frame.

If your image fails to comply with the above, your listing will likely be suppressed by Amazon.

Unique Selling Proposition (USP)

In this image you highlight a selling point unique to your product that helps customers see why it's better than competitors (perhaps it's organic, recyclable, etc).

2 Product Detail Images

These are additional shots of the product from various angles so the shopper can see the entirety of the product.



2 Lifestyle / Product in Action shots - These show the customer using the product in action:



Other image tips:

- Include In-Image Bullets
- Include Feature Magnification
- Zoom in shots on key features
- Emphasize features with text

We've seen the implementation of these tips boost conversions by 5%+



Other Product Listing Elements

Writing The Listing Sales Copy

One of the great things about selling on Amazon is you don't need to be an expert copywriter to have a high converting Amazon listing. Simply follow these basic guidelines and you'll be all set:

The Title

Your title needs to be eye-catching and describe exactly what it is. DO NOT add too many descriptive words, as it will sound spammy (and Amazon is cracking down on so-called "SEO Optimised" titles). Instead, have a title that is clear, concise and exactly describes what you are selling.

The Bullets

Keep the bullets benefit driven while also including the product specs. As an example:

100% AUTHENTIC JAPANESE CYPRESS

The board is crafted from Japanese cypress trees (Hinoki), a prized wood, used in palaces, ceremonies and fine furnishings in Japan.

UNIQUE DESIGN & SHAPE

A beautiful addition to any professional or home kitchen, this one-of-a-kind cutting board has a completely unique design and shape.

LARGER THAN OTHER HINOKI BOARDS

At 2.5cm thick, 50cm long and 25cm wide, this Hinoki cutting board is one of the largest Hinoki boards available on the market.

LIGHT & DURABLE

Hinoki is considerably lighter than bamboo, maple and other types of material commonly used to make "everyday" cutting boards.

EXCEPTIONALLY STABLE

Unlike other Hinoki Boards, it features carefully placed "underside pads" for increased grip and stability.

Product Description

The product description is actually one of the least important parts of the listing. Most people scan the images, bullets and reviews when making a decision. They may look to the product description for any additional info they're unsure about (such as sizing or other feature specifics).

Once your listing is completed with full keyword optimization, a high-converting image stack and well-written sales copy, the next step is to...

STEP 4. Get Reviews

When you first launch your product, you'll need to hurry and get your first 10-15 reviews to get the ball rolling. One way to do this is by getting into [Amazon's Early Reviewer Program](#).

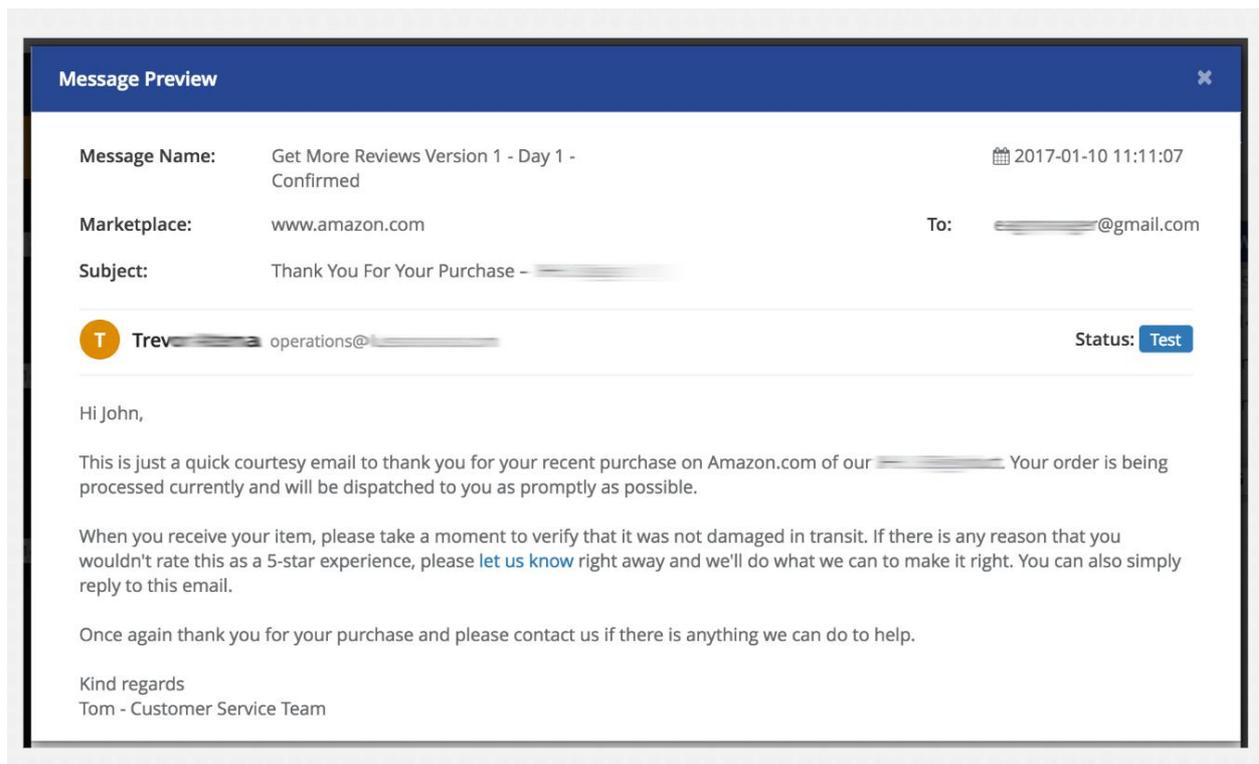
Then you'll want to continue gathering reviews over time, as the more reviews you have the stronger your competitive advantage is. You only have two options available when it comes to ongoing review generation via email:

- Manual emails
- Automated emails

You really have no choice but to use a tool. Manually sending emails would be a logistical nightmare and is virtually impossible when you start selling more than a few products each day.

There are a few tools that offer the ability to send automated emails to your Amazon customers, such as ManageByStats and ZonMaster. We personally use our Blackbird software within our [Online Marketing Classroom](#) members area to do it:

The screenshot displays a web application interface for managing Amazon orders. At the top, there is a header with the instruction "Drag a column and drop it here to group by that column". Below this is a table with columns: Order #, Order Date, Order Amount, Items, Buyer Name, Channel, Status, Buyer Email, and Marketplace. The table contains several rows of order data, with the first few rows showing orders from 2017-01-08. A modal window titled "Order Details" is overlaid on the table, showing information for a specific order (Order #: 1-43). The details include Order Status (Shipped), Store (Amazon.com), Channel (AFN), Order Total (\$), Units Ordered (1), Units Shipped (1), Ship to (jill), and Buyer Email (r9...g4@marketplace.amazon.com). Below the details is a table for "Order Items" with columns: Product Name, ASIN, SKU, Units Shipped, Item Price (\$), and Promo Discount Price. The table shows one item with 1 unit shipped at a price of 40.99 and a promo discount of 0.00. At the bottom of the modal, there is a pagination control: "Go to page: 1 Show rows: 5 1-1 of 1".



Keep in mind it is against Amazon Terms of Service to specifically ask customers to leave a 5-star review. You can however imply that you'd love their feedback and include a link directly to the product review page to make it easy to leave a review.

Before asking for a review, it's effective to send a few tips that help customers get the most use out of the product, so that you are providing extra value before asking for something.

You'll want to set up a series of emails that follow up over time, making sure that everything is ok with their order, providing valuable tips, and then asking for feedback.

STEP 5. Maximize Traffic & Conversions

Traffic is Amazon's Eco-System. Unlike building your own website where you have to go out and get traffic on your own, by the nature of Amazon, traffic WILL 'just come'.

You can accelerate it even further with PPC and a well optimized listing.

Keyword rankings will determine organic traffic, so TRACK them, and implement a continuous ranking improvement plan.

You'll want to target rankings for 5 keywords only. Put all your effort in to those... and forget the rest.

Once each of those 5 keywords have a 'top 5' ranking, your job is done... move on to the next product.

We've seen LOADS of people get greedy and spread themselves too thin... Don't fall into that trap. Five good keywords is PLENTY!

Your PPC Traffic Strategy

Adding a Sponsored Ads campaign to your traffic strategy helps you ramp up, and is very easy.

Amazon ads convert very highly, because the customer clicking your ad is already in Amazon and thus ready to buy (else they likely wouldn't be on Amazon in the first place!)

Amazon PPC is a super easy and inexpensive way to quickly get started in advertising. We set our budget to \$50 per day per ad, but rarely do we spend more than \$20 per day.

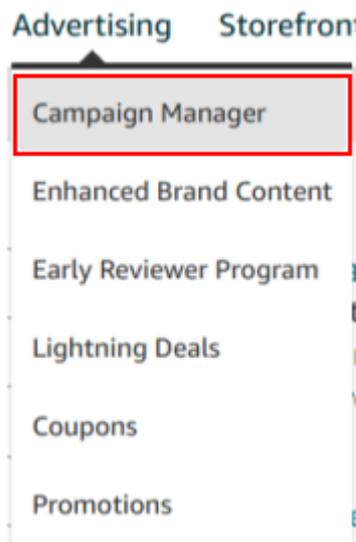
You should always be running one Auto campaign and one Manual campaign.

The manual campaign has your target keyword phrases (top 5) as a phrase match. The auto campaign gathers more keywords for you that can often bring additional profitable sales.

When first launching, you'll be making an educated guess as to which are the top 5 based on your keyword research. The results after your 30-day auto campaign will provide insight into what your top performers are, allowing you to re-optimize as necessary.

If you find that you're getting a lot of profitable sales from a keyword phrase that's not in your top 5, find a way to add it into your title or bullets (which are given priority in terms of ranking, as mentioned earlier).

To set up the PPC campaign, starting from the menu inside of your Seller Central Dashboard, go to:



To keep things organized, it's best to start the name of each auto campaign with AUTO and each manual campaign with MANUAL. You can set your budget to whatever you're comfortable with, but \$50 is recommended (ours never reaches \$50/day, it usually ends up around \$20)

Create campaign

Settings

Campaign name ⓘ
Example: Holiday Favorites

Start ⓘ **End** ⓘ
Jul 26, 2018 No end date

Daily budget ⓘ
\$

Targeting

- Automatic targeting
Amazon will target your ads to all relevant shopper searches based on your product information. [Learn more](#)
- Manual targeting
Choose keywords to target shopper searches and set custom bids. [Learn more](#)

Choosing no end date ensures your ads are always active, so you don't miss out on impressions or clicks.

Most campaigns with a budget over \$30.00 run throughout the day

Use the search term report to see which keywords triggered your ads. This can inform future advertising decisions.

Use this strategy when you know which keywords deliver the most value for your business.

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 \$0.80 and \$1.50, depending on the niche.

Create an ad group

An ad group is a group of ads sharing the same set of keywords and products. Consider grouping products that fall within the same category and price point range. You will create your first ad group now. You can edit your campaign after launch to create additional ad groups in campaign manager. [Learn more](#)

Settings

Ad group name ⓘ
Example: Seasonal Products

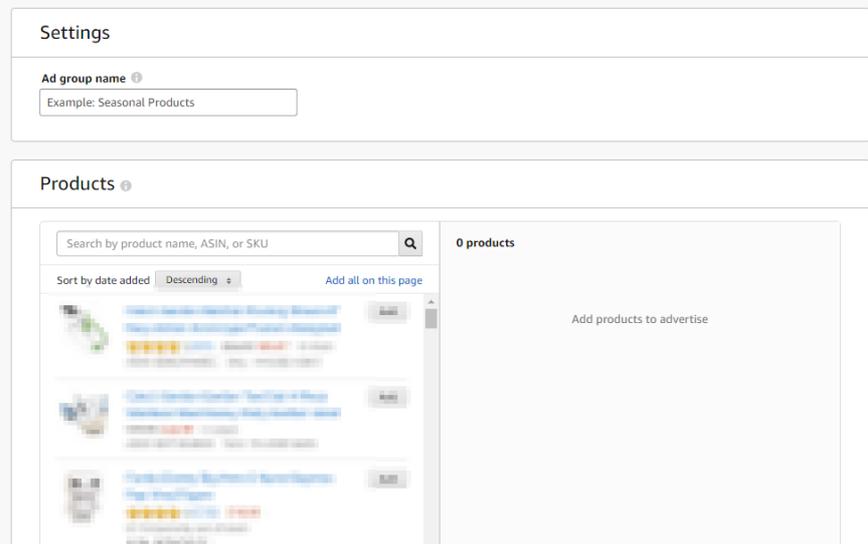
Products

Search by product name, ASIN, or SKU

Sort by date added **Descending** [Add all on this page](#)

0 products

Add products to advertise



Finally, you can add keywords that you DO NOT want your ad to show for:

Optional: Negative keywords

Match type ⓘ
Negative phrase

Enter keywords separated by a new line.

You may add up to 1000 negative keywords.

No keywords added

Keyword	Match type	<input type="button" value="Remove all"/>
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Once you are finished, click Launch Campaign.

Once your campaign has been running for a few days, 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.

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
●	Campaign paused	\$0.80	1	48,395	227	\$88.75	\$1,776.31	5.0%

If the ACoS, or “Advertising Cost of Sales” was 100%, it means for every \$10 you are selling, you spend \$10 in advertising. If it is 200%, then for every \$10 you are selling, you are spending \$20 in advertising.

We generally think of an ACoS of 40% as about the break-even point. So, for every \$10 we are selling, we are spending \$4 in PPC advertising.

Since our cost of goods sold is around \$6 per \$10 in sales (this includes the purchase price of the product, the shipping to the Amazon warehouse, customs fees and Amazon fees), when we factor in the additional \$4, we are about breaking even.

PPC has two roles:

1. *Gaining momentum and rankings*
2. *Profitable sales*

START with gaining momentum and rankings!

Your goal at the beginning of a PPC campaign is break even or loss until you achieve rankings in the top 10 results for your desired keyword phrases.

Then you can slowly roll back bids by 10-15% monthly. Continue to roll back until you achieve a 50-100% ROI.

Your ranking of search keywords and your BSR 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. (This has been downgraded a bit in the last year, due to widespread review manipulation. Through testing, we have indeed noticed that sales velocity is a much stronger signal, CTR and conversion are much stronger factors.)

You now know how to control all of these factors from what we've shown you so far:

- Selecting the right keywords
- Creating a high converting listing with the right images
- Getting a high click-through rate from a quality 'hero shot' and enticing headline
- Ramping up your sales velocity with PPC
- Ramping up your review count through automated messages

STEP 6. Optimize Profitability

Over time you can maximize profitability by focusing your time on a few key profitability factors, such as:

Shipping: Determining if you're more profitable shipping by sea vs by air

Manufacturer competition: Use negotiation techniques to drive down your Cost of Goods

Sale price / conversion matrix: Determine what price point brings you maximum profitability. A low price may get you more sales at a lower profit each, while a price too high may bring in a big profit margin but not enough sales. Find the sweet spot where your conversion is high and you're making the most profit overall.

The '500 Hits' Split Test Formula

- 1 - Set your price
- 2 - Wait until you get 500 visitors
- 3 - Check conversion rate, and number of sales
- 4 - Change price (e.g. raise price by 10%)
- 5 - Wait until you get 500 visitors
- 6 - Check conversion rate & sales
- 7 - Rinse & Repeat

You'll often find the highest conversion price point is NOT normally the 'winner'.

The winner is what gives you the most net margin.

Track all your results on a spreadsheet.

Then continue to split test other factors. Start with price, but don't stop there. Also test your Title, Images, and Bullets to continually improve your conversion rate.

Make sure to always test only one factor at a time. Don't try to test 3 different headlines plus a variety of images all at the same time.

Stick with the 500 visitors rule on each test, and one variable at a time.

STEP 7. Market & Grow Your Business

Ramping up your Amazon business is very straightforward. You only need to focus on a handful of key things:

- **Increasing Traffic Via External Sources**
 - Facebook
 - Adwords
 - Pinterest
 - Email Marketing
 - Bing

- YouTube
- **Improving Keyword Rankings**
 - Focus on getting and keeping your listings at the top for your primary 5 keywords. If the initial launch got them into the top 10, now focus on getting them to the #1 spot for maximum traffic.
- **Adding New Products**
 - Expanding your product line in the same niche allows you to leverage your existing assets to more easily launch a new product. You can also expand into other areas. The key is to keep building your portfolio, adding more profitable assets.
- **Expanding to Other Markets (UK, Canada, etc)**
 - An easy way to grow your revenue. You already have the assets, just replicate them to other markets.
- **Better Conversions Via Continuous Optimization**
 - Continually run split tests to increase conversions and profits.
- **Bigger Profit Margins**
 - Price testing, driving external traffic profitably, manufacturer negotiating and other techniques help you put more of your earnings in your pocket.
- **More efficient supply chain**
 - Keep inventory from running out of stock and affecting sales.
- **Cheaper cost of goods**
 - Order larger quantities to reduce cost of goods and/or negotiate with suppliers to reduce costs.
- **Cheaper shipping**
 - Find alternative shipping methods to increase profits.

Your First 30 Days Marketing Plan

Your marketing plan for the first 30 days is simple:

Get Reviews

SPRINT to 15 reviews ASAP! These can be from friends, family or associates.

Turn on Sponsored Ads

- Turn on Auto PPC and set bid between \$0.95 – \$1.50
- Set your daily budget at \$50 (you won't EVER hit that!)

Let that sit for the first 30 days, then examine your PPC keyword phrase reports.

Select your top 3-5 keywords based on which are performing the best.

Re-optimize your listing as needed to place a higher importance on those top keywords (if they're not already in the Title/Bullet area of your listing).

Then start a manual campaign (Phrase Match) for your keyword phrases - and keep an auto campaign running following the steps outlined earlier in this guide.

Your first 30 days are focused on building up sales velocity, even if you have to break even or lose money on the PPC campaign.

While waiting the 30 days, also set up your customer messages for automated ongoing review collection.

TRACK EVERYTHING!

Then your ongoing action items are:

- PPC campaign management
- Increase rankings to reach top 5-10 on first page
- Increase traffic to listings via external sources (Facebook, Adwords, Bing)
- Optimize conversion rate via split testing
- Optimize price
- Get great reviews

The 7-Step Framework RECAP

1. Pick a Product

- Stick to the criteria provided
- Keep a spreadsheet of the data you collect

2. Choose a Supplier

- Research suppliers to find those who match the criteria
- Contact multiple companies to find the best match
- Respond quickly to show professionalism

3. Create your Product Listing

- Research to find the best keywords and add them in order of importance to get your listings show up at the top of the search results
- Include the best selling image types on your list and ensure they're high quality and zoomable

4. Get Reviews

- Quickly get your first 15 reviews
- Set up a system to keep collecting reviews ongoing (automatically)

5. Maximize Traffic & Conversions

- Run split tests to increase listing conversions
- Add external traffic sources

6. Optimize Profitability

- Find ways to cut costs
- Price test to increase profit margins
- Re-use assets such as email lists to drive traffic more profitably

7. Grow Your Business

- Add more products
- Expand to other marketplaces
- Continually improve rankings

Next Steps

If you would like to learn more about selling your own branded products, our BlackBird Suite, which is part of [Online Marketing Classroom](#) is the perfect next step..

Not only does The BlackBird Suite include over 60 training videos showing you how to build a profitable business selling products on Amazon, it also includes access to our proprietary software that will help you...

- ✓ Make more profit by increasing your Amazon reviews...
- ✓ Track your products & spy on your competitors...
- ✓ Find your next "BIG PRODUCT" with Opportunity Finder...
- ✓ Find high-converting and relevant keywords for your products...
- ✓ And much more!

Quite simply, the BlackBird suite is the best all-in-one software and training solution for Amazon Sellers out there, and the ultimate tool to have in your arsenal of applications, allowing you to keep a bird's eye view on your Amazon empire. [Click here to find out more](#)

