DEBUNKING THE MYTH IN THE MIRROR

MYTH #1

I've tried to sell my own white-labeled product on Amazon and my results were lackluster, therefore I do not believe I can help a client.

WRONG: Would you not help an elderly person cross the street, just because you'd tripped and fallen once before. Would you not throw someone a lifeline if they needed help?

You see, many Amazon sellers just need help and you likely have the time, skills and motivation they lack. You also have specialized knowledge and resources from the courses you've attended.

What caused your own product to have lackluster results may not present itself with a well chosen client. Especially if you cherry-pick clients that have in-demand, non "me-too" type products and/or clients with a pre-existing audience (email lists, fans, or a customer database).

If YOUR product is not selling well on Amazon, it's likely NOT because you did anything wrong, but rather because you are missing a piece of the Amazon jigsaw puzzle - in many cases it is that pre-existing audience a well selected client already has.

This all-to-often missing jigsaw piece can make all the difference in the world. Who needs freebie giveaways, $1 Facebook funnels and Google PPC ads when you have a list of targeted trusting fans or past customers?

Think it through... what do you think most people would do if they received an email from a trusted source offering a 30% to 50% off Amazon deal for a product directly targeted to their interests and needs?

And if you only need, say 50 sales a day for 6 days (300 total) to convince Amazon that there is a demand for your client's product... how big a list must your client have?

Of course this varies, but if your client has a responsive audience... and if the client's response rate is low (even like 5%) that means a client with a reach of only 6000 people could EASILY generate 300 sales if the deal was compelling (and I did NOT say free).

A client with a high response rate (and I've seen this as high as 25%) could pull off a 300 unit Amazon sales blitz with a list of only 1,200 people and a discount of 30% to 50%.

So what! The fact that Facebook has umpteen billion users and is happy to goose you for ad money so you can give costly inventory away for zero. Then Amazon charges you a buck or two on every giveaway as you dig your little financial hole, does NOT make this a brilliant strategy. Just common sense should tell you something's not quite right with that formula.

WHICH ONE?

And take a guess which campaign you think Amazon will rank better:

A. 300 sales at 99% off = that might bring Amazon $90 in top line retail revenue.

B. 300 sales at 30% to 50% off = that will generate thousands in top line retail revenue.

Need I remind anyone that Amazon is not the world's largest charity, but rather the world's largest online retailer. They exist only to make money and will reward those sellers and rank those products that are helping them make money.

Is it easier to invest 3 months evaluating "me-to" products, sourcing from China, hassling with importing, setting up giveaways and "cold lead" ad funnels while worrying about your money (at risk) - or is it easier to invest 3 months evaluating clients, sourcing from clients, emailing a "warm" list and living a worry free, risk free life?

Yes... we are talking **"How To Rank"** and the whole solution <u>STARTS</u> by cherry-picking your client opportunities -NOT- with ads, funnels, conversions and giveaways.

MYTH #2

I have never sold any products on Amazon, therefore I cannot help a client do something I've yet to do myself.
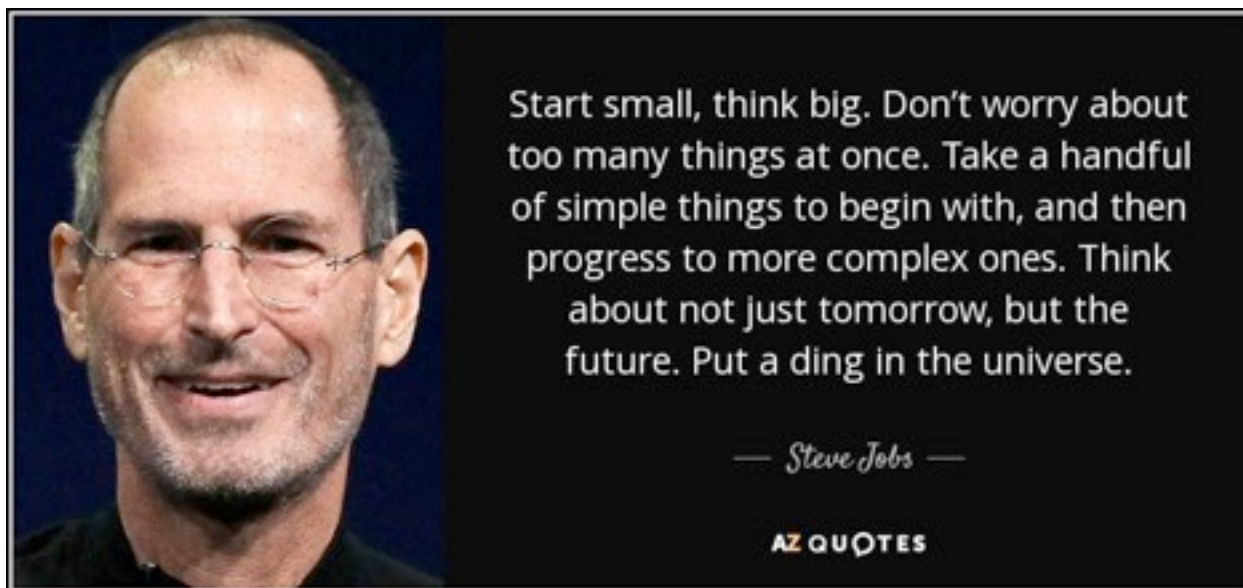
WRONG: Throughout your life you've done things for the first time without having done it before - right? You were not born riding a bike, driving a car, surfing the web or cooking a meal... yet most people can do all this and more.

Don't make this bigger in your head than it really is. We're helping someone put a single product up on Amazon. We're taking pieces of a puzzle and fitting them together. We are following step-by-step instructions and reaching out for help when we need it... this is definitely do-able.

Better yet, if it does not work, there are no losers here. And certainly no risk on your part. Just keep reminding yourself... "What Do You Have To Lose?"

Seriously, the BIGGEST obstacle to your success is in your mirror. It's YOU. You can choose your marching mantra, but "Fake It Till You Make It" or "Damn The Torpedoes" should be your battle cry. Remembering all the while, you have resources and support at your fingertips now.

Start small, think big. Don't worry about too many things at once. Take a handful of simple things to begin with, and then progress to more complex ones. Think about not just tomorrow, but the future. Put a ding in the universe.

— *Steve Jobs* —

AZ QUOTES

Obviously you should pick an easier client on your first venture into the waters. Surfers don't start with the biggest waves, right? But in no time you'll realize, this isn't hard; in fact, compared to other ways you might try to make money online... this is easy sailing. If you get in too deep... no worries... bring in a partner (maybe someone in your Facebook Support Group or Amazon).

Think back... something inspired you to believe this was viable. THAT'S WHY you joined. Your mission now is to prove you were right.

HOW TO HELP RANK
A CLIENT'S PRODUCT
ON AMAZON

⚙️ Create or Improve the product images, especially the main image. Spend a little money if you have to... it's important.

⚙️ Create or Improve the product Title, Bullet Points and Description *(pepper keywords into your copy as found with a good keyword tool such as MerchantWords and/or KeywordInspector.)*

⚙️ Make sure your product is FBA *(Fulfilled By Amazon)* and thereby available to Prime Shoppers. Make sure you have TWICE the inventory required for your one week concentrated product launch campaign *(coming up).*

⚙️ Make sure you get at least 10 five-star reviews *(ask client to provide these first 10 minimum - 20 is better!)* This is required before you start any type campaign.

⚙️ Create an Amazon discount PROMO CODE *(typically offering 30% up to 99% off)*. Discuss with client what discount will get attention and engagement from the list/audience you or your client will be contacting.

⚙️ If your client's account is new *(or newly active)* it is recommended you "season" the account for 30 days, focusing on getting limited sales 1 to 10 daily and seeking SELLER FEEDBACK. Your client should be able to dribble in these limited sales or use a service like Snapshout.

ONCE YOUR SELLER ACCOUNT IS SEASONED...

⚙ Select a WEEK in which you will concentrate sales daily.

⚙ Email your list/audience daily (i.e.: segment the list) and offer the Amazon discount promo code.

⚙ You are encouraged to set-up Feedback Genius as your Amazon customer auto-responder with a 4 email sequence:

- DAY 1: Top Customer Questions *(answered)* FAQ style.
  (Goal is to reduce negative reviews by nipping product misunderstandings in the bud.)

- DAY 5: Request Customer Provide Seller Feedback

- DAY 14: Encourage Customer Review Your Product

- DAY 30: Remind Customer to Reorder or Refer a Friend

⚙ If you can get a solid "chunk of sales" everyday for 5 to 6 days, your product listing will shoot up the ranks. There may be a delay, sometimes as much as a week before rankings move.

⚙ The hard part is estimating HOW MANY daily sales you must hit to be effective. A non-competitive product might require only 10 per day, where as a very competitive product might require 80 or 100 a day. I typically tell my client 30 per day is a good target if I'm not sure. You can always try one target and repeat this type campaign later *(and adjust target)* if you need more ranking juice.

⚙ Complete your campaign, monitor the results during and afterward, assess what effect your campaign had and repeat if necessary.

This whole process is made easier with the use of an interim SQUEEZE PAGE to help distribute promo codes and govern daily traffic. AmazoPage.com is an excellent tool to facilitate this type rank boost campaign. Or... you can just email out to a segmented list or create your own squeeze page.