

49

UNIQUE

AMAZON
SELLER HACK

Shawn & Seth

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INTRODUCTION

Think about 49 hacks, plus we have some bonus acts for you. You can literally take one of these hacks for the next couple of hours, and deploy that into your business, and see huge wins and we're coming at you with 49 hacks, plus 3 or 4 seller hacks that will grow your online business.

AMAZON PRODUCT VIDEOS (HACK 1)

Hack number one without further Ado comes from our friends at create profits online Mastermind it's called amazing product videos free this hack will allow you to get an amazing product video created with artificial intelligence using vime.ai, and your first video is free.

Why should you care?

Because products that have videos have been shown to get 40% more sales in some cases than products with no video. They demand more buyer attention with a dynamic video, a video shows more realistically. That's Just too many syllables for real but it's more realistic what it's like to own the product all right. This will allow you to increase your conversions while lowering your a cost, and save you a lot of time by using AI to create quick videos and remember the first video is free so all you need to do is visit vime.io here's how you do it exactly.

HERE'S HOW TO DO IT.

Step 1: Step one is go to vime.ai. now remember, if you opted in, you get all of these PDF SOPs, you get the video replay and the audio replay. Only if you opted in earlier. Okay, then you're going to want to do that so step one go to volume.ai.

Step 2: Paste in your product, URL, this is the URL on the top of your web browser. Let's take a product on Amazon right , so your listing, URL all right, enter your email, and receive your free product video, you can then easily grab that video and upload it into your Amazon listing and make some more sales and profits. Here's what one looks like that we just did yesterday so if you

want a more premium version of the product video for 89 then we recommend you to check out below.com, please put that in the Q a box Danny

check out this video now I'm going to move my mic so you can hear it

"If you want a comfortable pillows that will help you the bamboo pillow queen size shredded memory foam for sleeping the perfect solution for those who are looking for a comfortable and supportive bed it's made from a plush fabric this pillow will align your spine support your neck and prevent pain making you feel rejuvenated it's designed to relieve tension after a long day it's made of high quality bamboo and will help you get a restful sleep improve your sleeping experience with this pillow".

That's absolutely outstanding can you believe it that just by entering a URL vim's AI system will crawl your entire listing and grab all the pertinent information to make a video out of it.

Seth absolutely so guys let's get into a bonus hack so get your first video for free at vime.ai let's go jump into a

BONUS 1: EXTERNAL TRAFFIC FOR KEYWORD RANKING

External traffic for keyword ranking here is the thing guys Amazon has publicly admitted to rewarding external traffic with better keyword ranking so you probably know, this but let me remind you that Amazon is rewarding product listings that attract external traffic which is in any traffic that comes from an outside source of Amazon.

They reward them because they know how valuable this fresh external traffic is so they move those listings up in the keyword rankings which reduce a lot more sales this means that if you can drive your own traffic from an external source like email marketing or Google Facebook, or affiliate sites and we're going to get into some of those then Amazon will reward you with a ton more sales, because it will rank your product listing in search for all the keywords that he you have loaded in your listing.

That Amazon sees is relevant to your product here's uh Sean show them this call that we had secretly recorded what was it about 18 months ago now yeah. Let me just preface this with this call we had to change we had to modify this Amazon executive's voice because they specifically asked that I no share the conten of this call but I recorded the call we changed the voice with this high ranking Amazon executive who admits to me on the call that high quality traffic is preferred and rewarded by Amazon algorithms, let's take a listen to that real quick. Seth give me a thumbs up if your audio is good on this what we've seen is just the effect of sending high quality traffic that's already been proven to the Amazon algorithm to be a consumer.

Yes thank you and I can't prove it I mean I can't prove with you anymore and what we see what we're What we assume is that if this traffic has a high rate

of conversion in the past, like me, I shop except exclusively on Amazon because I'm too lazy to leave the house, I'm worth more than some guy who just got paid to click on the quality of a traffic score and they also basically go through and track each individual user so and usually there's patterns of behaviour establish over time. Coming from the reputation from that source and previous benefits Amazon's company is very complex but your assumptions are absolutely correct Sean, yeah, yeah, I mean, we see it happen even without conversions you know it's just like Oh, wow! we just got a good shot in the arm here, so we assume that what's coming from, so now Amazon is admitting this publicly so that was about 18 months ago now check this out Amazon features.

Amazon Ads Partner Spotlight Webinars that are designed to help you, and I learn how to maximize our business with trusted partner services. This clip comes from a recent webinar where Amazon's AJ sits down with our friends at amp.io to discuss the use of outside traffic sent through what's known as brand referral bonus Links or attribution links. Let's take a listen also proved effective at overcoming the cold start so accelerating a ramp of new Aces that they've introduced to customers also improving deals visibility and overall sales wow Seth that gets my juices flowing because a lot of the hacks that we're going to share with folks today have to do with more outside external traffic which we know now has been proven and admittedly drives higher page ranks that's absolutely so guys let's jump right into hack number two I love how everybody says that that sounds like Darth Vader we had to modify the voice but hopefully you got the gist of it external traffic is really important to Amazon because they can convert it into such uh you know they can convert traffic better than any other side on the planet so here's hack

number two

CREATIVE CLONING (HACK 2)

This is how to instantly double the sales of almost any product on Amazon, without spending more money on PPC or violating terms of service, and here is what it is, as a brand owner It is completely within Amazon's TOS to clone your product, listing by simply applying a new UPC barcode sticker so um because you're the brand owner you have this power right so imagine you simply clone your best-selling listing, and you end up with two listings on page, one for all of your best keywords or how about a third listing, or fourth, or fifth, or sixth and we'll show you exactly how to do this, this can double your sales simply by doubling your exposure, and the biggest brands in the world like Tylenol Nike and apple all use this concept to grow their sales. So let's think about Tylenol If you go to any CVS or Walgreens, any drugstore and you go to the Pain Relief aisle, and you have a headache and you see Tylenol there but it's Tylenol headache that speaks directly to you but if you flip around the back side you see that it's the exact same ingredients as regular strength, Tylenol but they just targeted one type of customer at a time with their marketing, and this is what we're talking about when we say creative cloning, we are cloning our exposure and targeting one type of customer at a time, and Amazon's the perfect platform to do this because they allow us to create listings and decide what is a unique product on Amazon, so we get a lot more exposure, so let's go to the next slide. Here, sean.

So this hack will give you more Amazon real estate for all of your best-selling products, which creates a ton more sales. Think about it, you already have the supplier and you know what works for this product. You can use the exact same inventory and create more sales.

You can increase your conversions and your profits dramatically. All you need

to do is clone all of your most profitable products, and you gain leverage with your suppliers because you're increasing sales for that one product.

You can create a portfolio of listings which then spread your risk out and then you can launch products that you know will be successful because they already are,

SO HERE'S HOW YOU DO IT.

Step 1: You're going to create a new listing for a product that is already selling well for you today.

Step 2: You're going to re-sticker that existing inventory with a brand new barcode sticker.

Step 3: You're going to do the exact same process that you already did the first time to make that product successful. You already know what to do you have the roadmap here's a bonus add-on .

HOW TO MODIFY CREATIVE CLONING AND MAKE IT MORE POWERFUL (BONUS 2)

We create what we call a mafia offer, so when you're building your listing clone, the best way to do it is to create what we call mafi offer and a mafia offer is an offer that your customer views is so good that they simply cannot refuse it so to create off your offer.

Your listing should attract one type of customer. This raises your click-through rate, and your conversion for all of the hyper specific keywords that you're using to attract that one specific type of customer and allows you to dominate in organic search for that one type of customer and when this happens your profits go up because you have less competition.

Your cost drops, and your keyword ranking improves for all of those niche specific keywords.

Yeah, sure, so, basically, if you're trying to rank your listing for keyword dog collar, that's one thing, and that could be very difficult, right?

Because a lot of competition, but what we do with creative clothing is, we like to niche down and go after a specific size or breed of dog.

For example, we may, if our customers looking for a dog collar, will say, for a German shepherd, and then we can show a listing that shows our dog color on a German shepherd and then the headline that says German shepherd dog collar which one of those items do you think is going to speak more directly to that end user who's searching for a dog color?

You want to walk through how we've done this in like the dog Caller Category Yeah, it definitely does. So if you want an entire walk through of how we've done this in our business. This has taken a single product business that we had. That was doing about \$30,000 a month, and we cloned our listings and niche down, and we turned that \$30,000 per month business into a \$300,000,

per month, business simply by using this process, so see the full walkthrough at creativecloning.com you can go ahead and screenshot that, so you can access that later you'll get all of the slides, but to think about the example that Sean just gave you.

If you could have a listing for every single type of customer that's buying your product and it spoke directly to them, with your images in your text you can charge more and dominate those search results, and you're going to make a lot more money.

DISCOVER NEW PRODUCT TRENDS (HACK 3)

The hack comes from my friends at Zon Guru this is called discover new product trends before they're hot, and I really love this one.

Seth, you can find products that are going to be hot, so that you can establish yourself before the competition comes pouring in using this tool at meetglimpse.com

what is it meetglimpse.com can give you a huge advantage when it comes to product launches knowing which products are likely to experience strong demand growth before becoming popular on Amazon gives you a huge first-mover advantage.

What if you could have been notified of the trend for massage guns, or hoverboards, or bamboo pillows, or fidget spinners before they were saturated on Amazon with meetglimpse.com you can see up to two Trends per month for free.

This is what it looks like what are the benefits when you launch a product with growing demand but little competition you have a recipe for success.

This advantage puts you in front of the curve demand should be looked at differently than we look at sales too many of us sellers are focused on what is already selling but what if you can see, demand but little or no sales on Amazon?

Yet this looks like a real opportunity, find the demand first, and then fill that demand instead of following the leader.

HERE'S HOW YOU DO IT.

Step 1. Go to meet.glimpse.com

Step 2. Click, sign up, and then subscribe to trend reports.

Step 3. Subscribe to the free plan, and set up 2 exponential reports.

Step 4. Choose your preferred products, company or industry, and then start getting reports. Are you guys loving this?

DON'T USE INSURANCE COMPANIES GET THE BEST OF YOU (HACK 4)

Don't use insurance companies or don't let insurance companies get the best of you so if you're packed four from buddy it's from Ashland Insurance so she's an expert in in insurance right so don't use Amazon's preferred insurance providers because they can access your sales, data, and some of them have been known to raise your prices as your sales grow, so when you're buying insurance for your company, make sure you find an independent insurance agent that will price your insurance based on the risks, not on your sales. So if you can avoid it don't allow your insurance company to connect to your Seller Central Account and read the fine print from online insurance companies to make sure that your business is actually covered in case of a claim. So what should you do? What are the benefits by finding an independent insurance company?

You can get a fair quote and save money. So it's pretty obvious if you're allowing these insurance companies to hook in your seller account, they can see your sales, and they're going to price it accordingly.

HACK 5: FREE AFFILATE MARKETING TRAFFIC

How to get your products listed on dozens of affiliate sites for free, so you can increase your profitability and keyword ranking at the same time.

There are millions of websites sending traffic to Amazon every day. You've probably seen comparison or review websites that link directly to Amazon right like, if you search for what is the best or top 10 this or that, that's likely an affiliate site marketers build these websites to drive traffic to Amazon, because Amazon pays them an affiliate commission, which is how the marketers get paid for driving traffic. You Can actually incentivize these marketers to place your products on their sites, to generate tons of high quality, external traffic to your listings, this is what these sites look like, What are the benefits obviously have some of the best marketers in the world.

Promote your products on Amazon, so that you can create more sales and rake your products and search. Only pay for traffic that converts and never pay more than 10% to produce a sale. Remember, you're only going to be matching the commission that Amazon pays the affiliate You'll see, coming up. You're going generate more sales at higher profit. Margins. Amazon will reward your listings with higher quality or higher higher keyword ranking, because the traffic is highly valued.

External traffic coming from a quality URL, just like we talked about in that secret call. Remember, you have dozens of affiliate sites creating sales for your products every single day. The marketers will be incentivized to make your product the winner of any comparison, and give you the most traffic and the most product authority.

The first time that Seth and I partnered with an affiliate seller. We sold an

additional \$20,000 worth of product, and one single day, and this is a product that would normally do 3 to \$4,000 per day.

HERE'S HOW TO DO IT.

Step 1: Identify affiliate marketers in your niche that are already driving traffic to products similar to yours by doing a simple Google search. You're going to search for this exact phrase, and I'm going to blow it up here on the next slide.

Amazon dot to the plus sign, and then, just fills in your product type.

For this, example, we literally typed into Google am Zn Too, plus space bamboo space pillow.

Step 2: reach out to the site owners offering to double the commissions that they're receiving from Amazon. Think about it, Set. This is like setting your Max a cost at 10% forever. Screenshot of Amazon seller, Commission categories coming up. Don't worry you're going see exactly what it looks like.

Step 3: is at the end of each month. The marketers will send you a proof screenshot of the sales they generated for your products and then basically send them their commission through Venmopaypal or Zell

Step 4: Watch your keyword rankings improve across the board and your organic sales go through the roof as Amazon reward. Your listings for attracting high quality, external traffic. This was the first time we'd ever use this strategy. We identified an affiliate marketer that created buying guides for bamboo pillows, and we found that our pillow was not on the list.

You can see in the screen right there. This is the exact search that brought up these results. Go ahead, and screenshot that I'll give you a minute Lot of times.

You'll have dozens of affiliate marketers sending quality buyer traffic to your

listing every day, and guess what, Seth that traffic comes from. They're going to raise your prices as you become more successful.

HOW TO USE COUPON TO DOUBLE REVENUE (HACK 6)

How do we use coupons to double our revenue?

So this comes from Scott Needham over at Smart Scout.

He has been using coupons, and it doubled his revenue And he's going share, or I'm going share with you what he's learned so creating coupons for your products lifts the click through and conversion, And 50% of customers don't even apply the discount. So here's what a coupon looks like.

The coupons just off screen for some reason, so it's the little green banner that, says, save 10%.

Now, so the green coupon banner makes your listing stand out from the other listings in the search It creates a sense of urgency for that customer, because they think that there's a better deal at this time so it increases our click-through and conversion So what Scott does is He says we put a minimum, which is a 5% coupon on all of our products, and it literally doubled his revenue so here's the benefits easily. Increase your sales by adding a 5% coupon to all of your products. You can increase your sales, click through conversion rates.

It's easy to set up big potential, depending on your market and your competition, right? And 50% of your customers won't even claim the discount, even though the discount is what got them to click and you can easily set up a test today.

Pretty simple so here's what this looks like.

Step 1: In Seller Central. Go to advertising and click on coupons.

Step 2: Set up your coupon for 5% off of all of your products.

Step 3: Track your sessions, conversion rates, and sales over the next 10 days to measure those results pretty easy, Sean.

Who did the hack come from? Thank you. I got your back, Buddy
Here's what I'm saying, like Seth, who wouldn't give up 5% to double your sales right unless you only have a 5% net margin. This makes so much sense, you should have already created this. Now what, Seth, we're already well into this thing.

PROTECT YOUR LISTINGS FROM IMAGE (HACK 7)

Swap hacks. Look if another seller swaps your listings, images you can now override their changes by uploading a flat file with 5,000 by 5,000 pixel image. What is this if you've been selling on Amazon long enough, then you know the other sellers will sometimes attack your listings to knock you down so that they can capture more sales.

Bad acting sellers will go in and swap your images, so that customers are either confused or you're listing gets suppressed, and Amazon will give credit, though to the highest contribution that is best quality or highest Pixel image size you can recapture the display images on your listing by uploading images that are 5,000 pixels, by 5,000 pixels.

Through a flat file Amazon will then give your new large image preference because it is so much higher quality.

Obviously you can protect your listing from low sales and attacks from malicious competitors. Keep your listing momentum, defend yourself in your business, prevent future attacks from competitors, and make more money.

Here's how to do it.

Step 1: If your listing gets attacked and the image swapped.

Step 2: Uploaded flat file, with a 5,000 by 5,000 pixel image to recapture the highest contribution spot. Amazon will give your high quality image more credit, and put you back in control.

We got a hustle Yeah, we have a good question for Matthew, he says, What if the malicious image is already 5,000 by 5,000, which is not the case?

A lot of the times. So a lot of the hackers are the black adders that are attacking your listings typically aren't using such high resolution images.

They're trying to degrade the listing quality, which is which is nice for now If they're with us.

Today. Then maybe we'll have an issue. But put that in your back pocket in case your listing gets attacked.

HACK 8: HOW TO USE RETION COM TO CAPTURE EMAILS AUTOMATICALLY

You can use a site called retention.com to capture emails automatically, so you can automatically capture the real emails of people that are visiting your websites and build an email list that you can use to dominate on Amazon so email marketing is one of the best channels to grow your sales, especially on Amazon, because remember, Amazon's rewards that external traffic.

An email list is extremely valuable, but it's hard to build because a lot of people don't know how to do it. But retention calm gives you a little bit of a shortcut. It's a platform that plugs directly into your websites. Set. Can we also use this as defense against attackers?

Think like your Shopify store, a blog if you have any other domains that you own, you can use that to capture email addresses of about 80% of your anonymous visitors traffic, 40% of your anonymous visitor traffic, as an example. If your Shopify store if you just go look at your site visits that they're getting. If you're getting 5,000 visits per month, they means that you could be adding around 2,000 emails to your list every single month right Now, we're getting thousands of sign ups per month.

Using this tool, so the benefits are obvious but I'll read them off instantly. Make your business more valuable by creating an asset, which is your customer list and drive more sales. Keyword Ranking and profit You get to own this traffic and control it forever. Not like many chat or Facebook groups that can get shut off.

You can easily build a real email list that allows you to launch or relaunch products on demand on Amazon. You can capture that wasted traffic that is hitting your Shopify store blogs and other sites, and you can use this traffic to

increase your sales keyword rankings for all of your products on Amazon.

HERE'S HOW YOU DO IT

Go to retention.com all you have to do is install the custom code in the header of your websites that they give you, and then integrate retention.com with your email service provider to have your email marketing automatically delivered to your customers, and then you can start collecting more cash, because those emails are going drive traffic which creates more sales, creates more ranking, and a lot more profit.

I love that Seth. That hack is so amazing because we even at post-purchase pro which you didn't give us credit for the last hack.

So I'll make up for it. Even a post-purchase pro we're collecting between 40 and 120 extra emails every day from the anonymous browsers on our site.

So this thing works, and it works like a charm.

FORCE AMAZON THAT GIVE YOU HIGHER STORAGE LIMIT (HACK 9)

This is called force Amazon that gives you a higher storage limit. Don't have your growth cut off because of limiting storage limits.

Okay, I know we can all relate to that Storage Limits have been slashed for many sellers and it caused a lot of growing pains.

If Amazon won't allow you to send inventory to FBA, it makes the business much more difficult. You can now force Amazon to manually review your storage limits, which typically results in an increase.

This is super important, as we're looking at Q. 4 right in the face.

The benefit Force Amazon, to recognize your growth and give you more storage at FBA. This will give you an advantage over your competition. That doesn't know about this.

Keep your products in stock at FBA you won't have to work with third-party logistics Company. Fulfill your orders, you can stay ahead of your competition.

HERE'S HOW TO DO IT.

Step 1: send an email to multi-channel sales at Amazon.com and include the following details:

One is your 3 month sales projections.

Next details of upcoming sales and plan promotions, external marketing, activities you're doing, and past results from similar activities.

That's all you need to do. Send these 3 details to multi-channel sales at Amazon.com

AVOID THE 20% TASK TAX (HACK 10)

Avoid 20% task tax when you are importing into Europe, so you want basically you can save money and cash flow by importing into France, Netherlands and UK, because you won't pay import vat and customs duties. So sellers can strategically import goods into Europe and not make unnecessary payments, and save on average of about 20% of the value of the goods when they're importing. So you can prevent seller accounts from being blocked, which stops the sales, and it's difficult to pick those sales back up again right once the accounts.

Block this hack allows sellers to benefit from taking products from the US and then bringing them to Europe, and avoiding that.

SO HERE ARE THE BENEFITS.

This hack will save you time, money, and headaches, and avoid overpaying, which is usually about 20%. When you're importing, and prevent your account from getting suspended for not being properly registered with that.

HOW TO DO IT

Step 1: Import your products into EU countries that are free. We already gave you these countries which is France, Netherlands, and UK make your products available on those platforms. Amazon will fulfill your product comes from.

FORCE AMAZON TO ALLOCATE YOUR INVENTORY (HACK 11)

Force Amazon to allocate your inventory close to your port of arrival, to say big on freight, you can send your inventory to the FBA facility that makes the most sense for you to saves your tons of money on freight.

If you set your ship from address near the port in which your shipments arriving, then Amazon will allocate the inventory to the nearest FBA fulfillment center. Instead of distributing the inventory to a location near your home address. This works, best when you're buying overseas in using ocean freight and setting the shipment up inside your solar central account.

For example, if my containers coming into Los Angeles, instead of having my shipment delivered to a fulfillment center here in Indiana, near my home, I can instead set my ship from address inside of seller Central this is when I originally set up the shipment to instead be a UPS door in Los Angeles.

This will cause Amazon's algorithm to send my shipment to the fulfillment center near LA, which will save me a lot of money because I won't have to pay for shipping to a fulfillment center in Indiana obviously this hack will also save you a lot of money time and headaches. Avoid overpaying, for inland freight, and save a lot of time by shipping to the nearest FBA Center, and avoid longer shipping times. This hack is saved us thousands per shipment, and we've used it in the past.

HOW TO DO IT.

Step 1: When creating an overseas shipment, use a California ship from

address orders from those free countries.

This will cause Amazon's algorithm to ship to the West Coast facility. This will save you a lot of money by avoiding cross-country shipments after you're afraid is imported set.

CATALOG LISTING REPORT (HACK 12)

If you make a mistake on your listening, it definitely comes from post purchase pro. So download your catalog listing report from Seller Central for making changes to your listing.

If you've been around the game, you probably know, but with all made silly mistakes right when we make changes to our listing. And what if we need to undo those changes?

If you can basically use a time machine which is called your catalog listing report or CLR and amazon lingo, all you need to do is go into your inventory ports, and then request the catalog listing. Report Amazon will send you the flat file of your listings, which basically protects and preserves all of your listing data.

This hack will allow you to erase any bloopers or mistakes, made your listing, and go back in time to undo those mistakes. You can rewind and reset your listing to a previous state, its saves you the headache of making irreversible mistakes to your listings, and allows you to deploy a previous listing state so you don't have to start over from scratch.

HOW YOU DO IT.

Step 1: Inside of Seller Central, go to inventory reports.

Step 2: Download your catalog listing report

Step 3: Store the CSV file in a safe place that way. You can use your time machine, as we call it.

Step 4: This is your flat file to use in case you need to restart your listings.

ONSITE SUPPORT (HACK 13)

You can avoid customer returns with a get help, button your customer can click the get help button inside their orders page on Amazon instead of the return for a refund option, this was amazing.

That has actually been deployed on me as a consumer, and I didn't know what to think when I was trying to return a product, all of a sudden the return button was gone and it was Get help, and I was chatting with Seth.

What I thought was Amazon, but it was actually the product support from the brand owner. You can avoid customer returns for refunds with this Get help Button when customer clicks get help, it directs them to your customer service chat instead of return for a refund. This hack will help reduce returns by redirecting your customers to your customer service chat instead.

This is you, or third party chatting.

Live with your customer solving their problems, and avoiding a refund and a return? Your customer gets real help from human support to help avoid returnings and refunds. The support chat is inside the Amazon platform, so your customer believes it is Amazon, providing products support when in reality it's you or a third party that you choose allows you to open a dialogue with your customers in the event of poor product experience, so you get the opportunity to assuage the customer and avoid a return.

Better product, Ranking reduced return fees, less defective product, coming back to Amazon and guess what less bad reviews

HOW TO THIS

Step 1: Email Our friend Isaac at Onsite support, pretty simple, but it saved our butts many times. It allows you have a product that's a little bit more complicated, or a product that gets a little bit higher, return rate, because of that and you can have somebody on your team chat with your customers before they make a return that has been tremendous for a lot of the Amazon Sellers that we work with. So guys definitely make sure you check that out.

Step 2: Tell them you were sent from post-purgis pro so that you can get the best price, because Seth and I never accept affiliate commissions from any of our partners

Step 3: Deploy and enjoy

POST PURCHASE MARKETING HACK 14

Here is how you make every single one of your customers more profitable to you by following up with the real email and text marketing, to create, repeat orders and cross sales. This marketing has been responsible for 41% of all of our revenue.

This is following up with the customers that you've already paid to acquire, to create additional sales and it is the fastest way to grow your profits, and this is called post purchase marketing. It is the marketing that happens post purchase. Ask yourself what type of marketing are you doing to your customers after they purchase from you one time and if you're like most sellers, then you're not doing anything to create repeat orders or cross sales inside your store, and there was a massive opportunity to follow up with your customers using email and text marketing to create additional sales and keyword, ranking post purchase marketing is responsible for millions of dollars of revenue for us which already told you was 41% of all of our sales.

What are the benefits here.

You're going to make way more profit by re-engaging all of your customers, using email and text marketing for repeat orders, cross-selling and increased keyword ranking.

What would happen if all of your customers came back and bought more from you?

More of the same product, and more of different products in your store, your business would become way more profitable, because each time you acquire a customer you get to sell to them multiple times with 0 additional AD spend

following up with your existing customers through email and text marketing is the most powerful marketing channel available to Amazon Sellers.

Right now, you are not only can produce more sales on demand, but Amazon will actually reward you with better organic keyword ranking for all of your listings relevant keywords, because email is that holy grail of high quality external traffic.

HOW TO DO IT

It's very simple.

Step 1: Capture your customers real email addresses, using a product, insert more on that later an opt-in form, and using that hack, we already gave you retention Dot com.

Step 2: Create an account with an email service provider to send your marketing messages out.

Well, here's one of my favorite bonus hacks.

All right. I just threw this in here to last minute Seth didn't give me permission.

But look, Seth and I released our newest book, called Private Label Millionaire Secrets, February this year. All right. Look this book sells on Amazon for 2495.

Right now. Today, you can get private label millionaire secrets for 99 cents. Why, 99 cents?

Because it's the lowest price that Amazon will allow us to put it on there, for just go to amazon.com right now.

Search for private label millionaire secrets, and download the kindle version today for 99 cents.

All right, I'm even going give you 99 cents back, So all you need to do is take a screenshot of your receipt from Amazon, attach it to an email and send it to CS at post-purpose pro com with the subject line 49 hacks book, and we will reimburse you plus give you a coupon to download our audio book free on audible. Com.

That's a value of \$30, Just take that screenshot.

We use a weber.com a lot of the time.

Step 3: Set up an automation sequence to send email marketing to your customers, driving them back to your listings or your Amazon storefront to produce more sales, and Keyword ranking sean, get into a bonus act There you go, so get the book for free. All you need to do is go ahead and go to Amazon.

Download it, and then send a screenshot of your receipt and we'll reimburse you.

That's how much we believe that you're going get out of it.

OLD LISTING (HACK 15)

You got me trained right now get a fresh start on an old listing the very easy way, so wipe your slate clean with a new listing. No removal order, necessary, no relabeling, and your reviews can be wiped out and started back at 0.

So What is it? Sometimes we need a fresh start. I think I talked to Amazon Sellers every week that say, what do I do with this old listing? Yes, he got it right. Danny

That's not working anymore. Yeah, Can I get a redo on that? So after a bad launch, or too many negative reviews, and you've already fixed your inventory. What do you need to do? You need to get a fresh start and house of Amz recommends using ascend Doc.

This is a software hack on this we're going to show you a free hack and a little bit, but if you like the easy button, here's an easy button for you, this hack will allow you to get a fresh start on your Asian without the need for removal order and you can use your exact same star. So start over again with a new listing, with no reviews, same time, because you won't need to do a relabel or request the stock back. And you can start off strong without wasting time, because you lost your time on your full start.

HOW YOU DO IT.

Step 1: Visit Asen Dr. Comm.

Step 2: Choose your ascent to restart.

Step 3: Let the Asian doctor do the heavy lifting

Step 4: Learn from your mistakes and optional. You can also do an ace and refresh to reset the honeymoon period which reset your BSR and all that we're going show you how to reset this manually if you're a little bit more advanced

but if you want the easy route can I get a do over?

SPONSOR PROFIT HACK 16

Search query, performance, dashboard to influence organic rank and increase organic cells

Who, in the heck would ever want to increase the rank and increase sales? I don't know. But let's go through it.

This is a free tool in Seller central for brand registered sellers, which you can use to identify, which high relevant search terms you convert on better than your competitors Amazon has Finally, given us the ability to see the keyword conversion rate for our asing compared to the category as a whole. Amazing right. This gives us a huge advantage when we're running sponsored ads, because we can now target our AD spend on the search terms that we convert for the best you can use this data to drive organic ranking for your best keywords the main benefit.

You can finally target your marketing work creates the biggest advantage for you.

Would you like to know if your product is converting? For a keyword better or worse than the category average.

I bet you would look when you know which keywords are most in least productive, for you. Then you can finally target your AD spend and ranking efforts where you have an advantage.

This allows you to finally be able to legitimately use sponsored ads to drive organic keyword ranking where it really matters, you can also use this data to create a mafi offer like we talked about in hack number 2 creative cloning because you can build your listing to perfectly attract one type of customer,

and then compare your click-through and conversion rates to the averages for the specific target keywords.

HOW TO DO IT.

Step 1: In Seller central navigate to search, query, and performance.

Step 2: Toggle to Asen view

Step 3: Search your Asen, select your date range.

Step 4: Evaluated the data to make sponsored ads, changes and listing changes. This is what it looks like.

Hack 16.

Yes, So guys in the search query performance Tab. When you're looking at this data, you can see now to this as in view, which gives you a really granular breakdown of a lot of data about your particular listing versus your competition, so that graph is pretty wide So I had to cut it down, but each line basically represents a keyword, and you can see the total clicks, which is the category wide to on the left, and then compare it to the total purchases on the right which you can use to calculate your category wide conversion rate.

For instance, you were selling Cmos like in this example, you can see what all the other products that are selling for the word Cmos are converting at, and in, this case.

I Think it's about 8%, and so you can see that the category wide conversion rate is 8%, and then you can take a look at your Specific case in and do the exact same math and take your click count on the left and divide it.

Buy or divided into the Asian purchase, count to determine your conversion rate for that same keyword, and then you can compare on a keyword by keyword basis and figure out where you were under and over performing and then you can target your sponsored AD spend the where you're converting better than average, and this will push your keyword ranking up so you can create more organic sales and like, I said, you can use this data to see how well you're attracting your perfect customer so these reports are super valuable not only for your PPC, but also for that concept that we talked about earlier in hack, 2 using creative cloning.

So you can actually get an idea if you were selling this product Cmos, you could see that you were way outperforming for organic Cmos, the keyword, and build a listing only speaking to customers looking for organic Cmos and Now, you have a Mafia offer.

LAUNCH A NEW PRODUCT (HACK 17)

So let's validate a new product with absolute certainty before sourcing and launching in just 5 steps.

This is how you can launch a new product with certainty of success before wasting in time and money on sourcing and launching.

Launching the right product at the right time makes a huge difference in the success of your business, but don't forget where it came from, because this was your favorite yesterday. It can be the difference between growing like a weed, or like you like to say, Sean dying on the vine.

Many people fail to launch products. They should, because they are simply not certain that it will be a success.

This hack will show you how to validate your product idea before you waste a lot of money and time on dead products.

HOW DO YOU DO IT?

Step 1: You create a list of 5 to 10 main relevant keywords and compare to the Google and Amazon search reports to make sure that there's viable on both platforms and you'll understand?

Step 2: Build your customers, avatar, like who is your customer here? Verify who your target customer is by reading product reviews for similar products, so you won't only be focusing on sales volume here. You're also going to be thinking about who is buying your product.

Step 3: You're going to use pickfoo.com to ask your specific avatar. Remember who you're going to ask your avatar what they think about your

competitors, products, and that's important. And how they would want that product improved, so you're basically putting a competitors product into Pickfoo and asking them, Hey, what would you change to make it better?

Step 4: You're going to use those answers that they gave you to develop your own private label version by making those improvements that those customers are asking for, and then you're just going to split. Test it on Pickfu against that main competitor until your avatar, your perfect customer votes your product as the winner.

Step 5: Then you can launch your product for the win, because you know, it's going work.

EMPOWERY BY EXPIRED DOMAINS HACK 18

You can buy domains with pre-existing authority, and gain SEO traction much faster.

What it is. Have your websites Shopify blogs, funnel pages, show up that you've already tested it. You've already gotten feedback from real customers.

This is not a question right. Let me get a restart? Have your websites show up hiring Google.

Search for more traffic by capturing domain, authority from expired domains Alright. You get to tap into the already well positioned domain, and the authority of that domain, with all its backlinks, by forwarding it to your store domain.

This shortens the authority building curve, saves you time and money, because you can get traffic immediately.

Step 1: Go to expire, domains.net alright,

Step 2: Set up your filters, so no adult names. For example, you want to use English as a language maybe only new in the last 7 days. These are only the sites that expired in the last 7 days?

Step 3: As an example, this site, Polar Bear editing Com has over 310,000 backlinks. Look at that column, Bl. Seth. 310,900 backlinks.

Step 4: Confirmed purchase, 12 bucks for a shot at 310,000 backlinks, I think that's a no-brainer.

Step 5: Change DNS to cloud, flare, and set up a 301 redirect cloud flare is free

and much better than standard forwarding all right by the domain set up a 301 redirect to point to your domain and then finally after putting this redirect at our website in this case, empower.com, the Domain authority went from 3 to 28, 3 to 28. Look at the net, result is more domains, authority, and more traffic.

Now, after you try this, you can test your domain authority here just take a screenshot of this age refs.com slash. Well, if you're listening to the audio, let me slow down.

HOW TO QUICKLY TAP INTO MORE THAN 50MILLION AMAZON BUYERS WITH SPANISH KEYWORDS HACK 19

He's going to tell us how to quickly tap into more than 50 million Amazon buyers with Spanish keywords, and then add them to your listing on Helium 10.

If you have that makes it super simple. So what is it?

There are 50 million Americans that are native Spanish speakers, and they're shopping on Amazon so by adding the top Spanish keywords to your listings, you can easily be found by these people that are searching in Spanish.

What are the benefits this hack will instantly bring you more sales on Amazon. You get more traffic, obviously which equals more sales, increases your sales and profit without adding any additional cost. And your listing stands out to the native Spanish speaking shoppers.

HOW TO DO IT

Step 1: Enter your listing on Helium 10 or any other keyword research tool that does something similar.

Step 2: Download all the top performing keywords.

Step 3: You'll have that CSV file that you can use in Google sheets, and then sort it by Spanish using this formula equals detect languages to detect Spanish keywords, and then

Step 4: Add those Spanish keywords to your listing, and seller. Hrefs.com very well known tool, Hrefs.com slash website, dash, authority, dash checker, Seth and you know what I love about hacks like this from Kevin King. We call him K. Square. You guys help me with that.

I'm rebranding him. He's K. 2 K.

Squared It's because this is something that doesn't cost you a penny to do, but it adds immediate, more traffic and sales, conversions, revenue, and profits to your business, I mean, you could literally take this hack and go run with it and you'll come back and thank us in 2 days, and you'll say wow it's amazing how great this works. This is only when we're ready for.

HOW TO ELIMINATE BAD REVIEWS AUTOMATICALLY WITH AI HACK 20

This is going to show you how to eliminate bad reviews automatically with AI. Now don't blink all right, because this one's going to be quick, hard hitting, but powerful. AI software can do this for you, do what it eliminate bad reviews, or what is it?

AI software can scrape terms of service on Amazon and the product review content and magically eliminate bad reviews. This hack will automatically remove bad reviews from your listings like magic, using specially designed AI that scrapes Amazon terms of service and reviews while you sleep.

You could maintain higher review rating on your products, increase your conversions, and guess what?

Make more sales while you're beating your competitors.

HOW TO DO IT

Send an email to our friends at ugly feedback. This is not a public domain neither a public company. This is very top secret, It is very underground.

Okay, exclusive. So it's very simple, send an email to Hi, Hi, Hi, at ugly feedback com, and wait for your reply.

Pay, and acceptor, terms, watch negative reviews disappear. This was one of my favorites, short, simple, easy to implement and very impactful. Who wants another, Danny?

HACK 21:

Hack Number 21, Seth. Who's it from

Yet he was our main competitor. They stocked out, and we took their spot, made a ton of sales, so you can be proactive. Yes, you can be reactive to these sensitive situations. Adjust your listings accordingly, and you're marketing.

So what are the benefits?

- Take advantage of your biggest competitive listings, when you see a change, so increases your prices.
- When they stock out, you can react to their negative reviews to address the differences in your products and you can adjust your prices accordingly to stay competitive or more profitable, you can make changes to your product to avoid any negatives, reviews that you discover about there.

HOW DO YOU DO IT?

Very, very simple.

Sign up at [Amazonalert.com](https://amazonalert.com), select the listings that you want to monitor. So select all of your really important competitors that you're trying to keep an eye on, you're going pay \$1 per month per listing that you monitor. It's better to be the takeover than to take right, Seth

So it's almost free, and then you can sit back and chillax and let the software do sit back and chill acts and let the software do the heavy, lifting and recognize what's going on with your competitors.

That's Chillax. Thank you. I didn't think you would say that Pretty, pretty, simple and effective.

HOW TO ELIMINATE PRODUCT, RETURNS ON AMAZON HACK 22

Hey? Just to put this out there, Mr. Perfect. That was reconnaissance what the heavy lifting of reconnaissance on your competitor. See I got to throw a couple of 3 syllable words in there to throw him off.

Danny Hack Number 22 again comes from our friends at house of Amazon.

How about you, Danny can say that better in his Mike house of Amazon all right.

You can eliminate product, returns on Amazon. Yes, most sellers don't know this, but you can use what's known as a return to manufacture sticker. To eliminate returns to Amazon and save your listing metrics.

What is it? By using a return to manufacture sticker on your products?

- Most of you don't know this, but your customer will drop the product off at UPS, and the label will route.
- The return to an address of your choice, These returns will not affect your return metric on Amazon.
- The product comes back to you and Amazon doesn't even know.
- The product was returned. Obvious benefits, handle product returns, duds, and bad batches.
- Outside the wash fly on Amazon doesn't see your count.

Your returns to get your listing metrics, you will not get a slap by the outcome for having too many orders, returned. Most sellers are aware of this so obviously it's an advantage.

HERE'S HOW TO DO IT.

Step 1: Add a return to manufacturer, label to your product.

Step 2: Enjoy lower returns and lower return product metric inside your listings,

with no slap from Amazon. It's simple returns.

Hey? Return just directly to the manufacturer, and get your refund faster. Please email me at ABCstore.com. There you go. That's what it looks like John. Let me add a little color to that one, So you're going to refund the customer through Amazon. You're just not going market as a return, you're going market as a general adjustment.

Amazon won't see it as a return. They'll see it as a price adjustment, then the customer cannot request a bigger return back from Amazon. So you're covered on all bases.

AMAZON ADS REP. HACK 23

Strategy A: We have gathered valuable insights on your competitors, sponsored ads. What they're spending and their results, so you are at Amazon Ads Rep. will be able to shed some light on your competitors if you ask them the right way. What is it your Amazon AD rep can give you secret and useful information on a few of your close competitors, and compare their AD performance. Metrics, against yours, so they can tell you about a cost and what they're spending, and their sales.

This is super valuable, Intel, so you can know where you stand compared to your competition, and that's vital. If you're overspending or underpinning, this is going to shed some light on that. We want to make sure that you have the advantage, and your AD rep that you're already working with can share these insights with you.

So most Amazon sellers will get contacted by Amazon and Amazon AD rep once they start doing a decent sales volume and all you need to do is Ask them for this data, it will be anonymized as has shawn typed out, here, but it's still helpful. So what are the benefits? Wow! So know where you stand against a few of your competitors, and make those adjustments you want to know, if your competitor is outspending you 2, to one on PPC. Wouldn't you so know for sure how you stand against a few of your competitors, utilizing the knowledge that you gain to make better decisions gives you an advantage over those who are unaware, and lower your AD spend to get better results because this knowledge is really powerful.

SO HOW DO YOU DO IT?

Super simple step, one.

- Let your ads rep. know who your closest competitors are in your mind.
- Set to ask for this data on important metrics like how much they're spending, what are their sales and what are their costs.
- And then you can take that information and digest it, and then act accordingly with what you find out.

PRO CREATE AN AMAZON TRIPWIRE WITH A LOW BARRIER PRODUCT

HACK 24

So hack number 24 comes from post-purchase. Pro create an Amazon tripwire with a low barrier product.

So instead of launching a hero product, that's highly competitive right out of the gate, you can create what we call an Amazon tripwire product instead, so that you can lower your risk oftentimes we jump into a super competitive bestselling product for our launch hoping to unseat the best sellers, who've already paved the road to great ranking. What we do instead is launch a low barrier product first. That's in the same nature category, but easier to rank. This would be something that your target customer also buys right with your target product, not buying in place of hopefully, that makes sense.

We build a list of customers from the sales of that lower barrier product, and then launch our hero product to our own list of customers.

So what I mean by the third bullet there is you're launching a low barrier product that your customer would buy with, or he will probably not, buy in place of Okay, you.

Don't want to directly compete with your future launch.

What are the benefits?

- You can eliminate most of the risk for launching high-profile products that are already killing it. On Amazon, compete in stealth, mode completely outside of your soon-to-be competitors but save money by launching without steep discounts or overpriced sponsored ads, and build a massive list of fans.

- For first to make your launch easier. We call it digging your well before you're thirsty.

How do you do it?

Step 1: First find a lower barrier product inside your same niche, that will be much easier to rank.

Step 2: Launch this low barrier product, also known as a tripwire under the radar, compelled by buyers to opt into a list with a well-designed product insert that promises high value, and then use your niche specific customer list to launch your high-flying hero products successfully, without the need for sponsored ads, giveaways or discounts.

See a complete walkthrough at listing www.tripwire.com Seth, We're still going strong, but first we're about half way through. We are. What are we?

It's really useful. Intel. Go ahead, Sean

1 hour and 5 min in here, right an hour and 20 min.

Alright, We're halfway through today's hacks.

Call some of you, though joined late. I see that so I wanted to be sure you saw this. This is super important. Seth and I created 3 deliverables only for those of you who are here live you're not going to be able to access this tomorrow. So please pay attention, you get exclusive access only today we never allow permanent access to any of our hacks trainings in the past but since you're here with us, live we're going give you one single opportunity to secure access to the full replay.

From today the full audio recording and step-by-step walkthrough so that you

can keep and share as needed one. You're going get complete video replay, that's yours to download and keep forever. So you'll always have these awesome hacks at your fingertips.

Second, I'm going give you a complete audio recording of today's hacks for you to listen to and share forever as a refresher or you can use it to train your future staff.

Finally, you're going get a complete written sop of all of the hacks from today inside of a password protected Pdf file that you can also keep forever. This is the only chance to do this okay, most of you have already done it, but those of you who join live go to post purchase pro.com slash 49 replay.

If you come in late, you miss this. Do it now. I'm not showing this slide again.

Promise, post, purchase, pro.com slash 49 replay.

You must write for this at the URL. Why? Because we will not send it to you automatically.

We don't know if you're here or not, I'm not taking names out of the list Right? We were not going do this automatically. We need your permission to send this to you. We don't want to spam you without your permission, and you will not get this opportunity after today? You don't want to miss this. This URL will expire in 29 min, I promise you.

Okay, it's going expire, so you're going thank me later.

Yes, so a lot of you guys have already in. Put your email, and some of you are just now getting it because we overwhelmed this integration a little bit earlier so if you still haven't, got it in the next 10 min go ahead and put your email in

again and then we'll make sure that everybody gets it at the very end of the call, if you still haven't gotten it, we'll make sure that you're taken care of.

Trust me do this right now before we move on, Seth.

We know that you're here, we know that you need the replay, and we want to make sure that you're taking care of because you spent some time and showed up with us live so we appreciate you, and we'll do everything we can to take care of you. Yes.

I also just tested it twice on 2 different emails online, some of them came in 10 min earlier or apart than the other, but they are coming in.

Seth. When go ahead, Danny

Just want to reinforce again. If you have any questions on the hacks, let me know about that on the emails they're coming in. Guys.

Yup

Okay, cool.

Yeah, the replay is 100% free. There's no cost, no credit card, nothing.

Somebody just asked if there's nothing to buy here. It's all free. It's all Give we wanna help you guys so as much as we can.

We're here to help, so this is what it looks like.

All you're going do is go to www.purchasepro.com/49 replay, enter your email, the next slide, will or the next page will look like this.

Right. Hide your money, hydro checkbook.

They were not charging. We just sent you an email which evidently because of the volume here, is taking 10 min or more In certain cases, it's normally instant guys This is what it looks like, says, Shawn and Seth from post purchase pro If it's in spam or if it's in your junk, folder mark us as a safe sender.

So that way, you get the actual assets that we're going send you later, make sure you click, confirm in the email, and then you'll land on a page where we'll put the replay later, and then we'll notify everybody who signed up that the replay is available. Walkthroughs are available, and that the audio recording is available.

Maybe it's in spam. Right, Seth. You may have to find it in your junk Alright.

Let me walk you through this when you opt in at [post purchasepro.com/49](https://postpurchasepro.com/49).

Replay. Not only is this the only place that you can download the replay in video and audio, as well as a printable Pdf file password protected You're going opt in here, You'll immediately see this screen alright it's not coming through Oh, boy there, you go, you'll immediately see why we do that again..

Oh, I have to wait for the flasher to stop. Okay, when you opt in this screen will pop up. It says important, go find the email. We just sent you All right then. Once you click on that open the email and click the confirm. Right? This is what it looks like in your inbox from Sean and Seth both versus pro.

You must click to confirm, open the email, and click here to confirm alright this URL [post purchasepro.com/49replay](https://postpurchasepro.com/49replay) will expire in about 27 min.

Now. So do it now. Okay, we're not going send it to you. If you send us a support, request, you have to do this now. We want you guys to have it.

Alright. It's from A to Z formula how to get samples free from your supplier.

Most suppliers stop offering free samples when Alibaba blew up in the early 2 thousands. So what is it? So stop paying for samples and increase your profits by requesting factories, reimburse you for the upfront sample upon placement of your first mass order.

This is common practice for suppliers, but not if you don't ask for it upfront. So what are the benefits here?

It's going save you money, as most factories will not make you pay for samples. You can save money in your samples, show suppliers at your professional, and get your suppliers.

Invested into your project. So how do you do it? Simple

Step 1: Request upfront that your sample cost be deducted from your first real order.

Step 2: Upon placement of your first real order, remind the factory to deduct that sample cost, and you're going save cash, instantly.

HOW TO USE PIGGYBACKING TO GET A LOWER PRICE FROM YOUR MANUFACTURER HACK 26

So hack number 26 also from our friends A to Z.

Formula: I love this one because I've been in the import business, manufacturing, and I never even thought about this. This is how to use piggybacking to get a lower price from your manufacturer.

You can lower your price by pairing your order with larger buyer orders. Many factories will quote pricing based on the quantity of units being manufactured, you can get your smaller order manufactured on the back of a larger customers order then, the factory can give you a larger quantity discount. That's enjoyed by the larger buyer as their hard cost will not change. If the factory has tool and staff for your smaller order specifically, then they must charge more to cover the increased costs.

The benefits enjoy lower product costs, so that you can save money.

Lower your cost of goods, increase your profits, and leverage many manufacturing's best kept secret.

HERE'S HOW TO DO IT.

Step One ask your supplier to pair your order, piggyback.

Pretty, simple but effective.

BUILD A LIST OF CUSTOMERS (HACK 27)

Hack, Number 27 from us. Host,

Purchase press design tools compliant inserts to build a list of customers, Build a list of your best customers, using what we call an attention, getting marketing device. You can build a massive list of your buyers to use for launching and ranking.

What is it? Product inserts right? Have gotten a bad name recently from war stories inside of Facebook groups and masterminds but the reality is, if your customer chooses to reach out to you and engage your brand after the sale, and Amazon doesn't care if you use a product insert and you try to circumvent, Amazon's ranking, algorithm, or you try to manipulate reviews, then it of course you're violating to us, but if you just make an amazing offer that supports your product, then your customer will want to reach you out.

So give you a quick example here. If you think about Nike or kitchen aid, or any of the big brands they all have ways to engage their customers after the purchase Nike, has a card inside of every shoe box that says download the Nike free training app kitchen aid says register, my warranty. We, if you don't, or if you buy a medical pillow, there's an extensive online, that tutorial about how to use the thing right it's supporting the product, it's not manipulation that's what we're talking about here.

So what are the benefits?

- Building a list of your raving fans that you can use to leverage for ranking and launching anytime you'd like.

- You can build this valuable asset creates a source of traffic that you own forever saves time and risk when you're trying to rank a product or launch a new product, and allows you to send email and text marketing with.
- Your offers for your products on Amazon completely within Amazon are the US.

How do you do it?

Step 1. Create an intention getting marketing device that rides along with your product and offers value. You're not going offer, you're not going mention anything about reviews because that's manipulation, and you're going make sure that it's relevant and value added to your purchase.

Step 2. Be sure that your offer on your insert is something of high value, so your customer will stop what he's doing, and visit your opt-in site to claim the value, but here it can be a sticker on the outside of your packaging, or your like bottle for instance, if you're selling supplements, you don't have to have a box to have an insert you can have a sticker.

Step 3. Use the captured leads to follow up with more offers for your products on Amazon. It will be another buyer's larger orders to save cost, enjoy a lower manufacturing cost a relationship with your factory, and don't let the larger buyer know that you're piggybacking them set.

HACK 28: EXTERNAL PAID TRAFFIC

So hack Number 28, also from us, at post-purpose pro.

Finally make external paid traffic more profitable by using one of our AOB funnels, external paid traffic can dramatically boost your keyword rankings.

We already know that we've been told 15 times today, and you even heard Amazon admit it but it's always been challenging to make it profitable, not anymore.

Have you ever tried to run external paid traffic to your Amazon listing like from Google or Facebook, or Youtube?

There have been a few things that have recently changed that allows sellers to finally make these paid AD platforms a viable place, profitable place to drive more traffic from, and at the same time increase Keyword ranking.

We borrowed a concept from our previous direct response background, and applied it to Amazon. It's called an AOB funnel, where we send our paid traffic through a series of upsells before, and this is the key component before landing our customers in their own cart on Amazon with all the products pre-populated in their cart here's. What it looks like, we create a sale we may offer an upsell down, sell a few cross-sells, and the results are tremendous.

Here are the benefits.

- If you can drive profitable traffic, then you could dominate Amazon because you have an unlimited marketing budget.
- If Every dollar that you spend brings back in more in returns.
- Imagine if you had to spend \$20 on Facebook ads to create a sell for a

\$20 product that's a 100% a cost and not profitable but what if you could instead offer the same customer more units and different products from your store, creating an average order value of \$80 instead of \$20?

- This would allow you to spend the same amount of ads, but actually make a profit.
- This creates more sales and better keyword ranking simultaneously.

HERE'S HOW YOU DO IT.

Step 1. I'm going to show you an example. Create a simple landing page that looks similar to an Amazon product page. We like to use clickfunnels for our page builder.

Step 2. The next page in your funnel will be an offer for either more units or another product from your store.

Step 3. You can add several products to your funnel and offer more products to your customers.

Step 4. Use a special link that automatically adds all of the selected products to the customers, Cart and Amazon. Here's what that link looks like. Let me pause for those of you can take a picture of it.

Step 5. Always send your traffic back to your Amazon store or your listings, because Amazon rewards that traffic with extra organic keyword ranking so you make more sales ongoing this is one of my favorites sean Go ahead. Right? So just going modify the link with everything that's green.

You can modify the quantities. So, for instance, like as a number one could be in the cart with multiple quantities, you could have 10 in there if you'd like.

If your product lends itself to that and then you could just with an Ampersand

signed, you can just add on other products to add into the cart and you can just keep adding more products.

Okay, and basically set, we're going insert the asins to where you have these asins in green right?

So here's what it looks like in action. This is the first page that your customer land on in our Amazon AOB funnel. This is not an Amazon page, but it looks familiar right, and it looks safe to your customer.

When your customer clicks get Amazon coupon code.

This product is added to a uniquely structured URL that adds this product to their Amazon shopping cart.

This can only be accomplished with a strategic funnel architecture and a strategic design.

So pay attention. After that initial order the customer continues through our funnel structure first, and then has the opportunity to add some of your other items to the checkout before our special URL takes them to Amazon.

We may offer a higher priced version, or upgraded version of the initial product as an upsell, but we're only getting started, and then maybe a smart watch as an upsell if the customer says, no Thanks for 3999 maybe we offer a heart rate. Monitor as a downsell for 2,990.

Remember our goal is to increase the order value with this funnel before sending the customer to their own Amazon shopping cart to check out with all the items.

They said yes to now this is higher level. We can add as many upsells or down sales as we want like this Yoga mat but let's say, for example, you don't even own this yoga mat but instead, you want to influence the frequently bought together section now known as Buy it with this yoga mat, so that you can gain some free traffic to your list.

How do you do it?

If we create enough sales on Amazon that include our product along with the Yoga mat, then Amazon will see an obvious relationship with these 2 items and begin to offer our product to the Yoga map buyers in that frequently.

Bought together section where they show, add both to cart. All right, here's a bonus. Add on this is the funnel template. I want to share it with you.

I'm going give you something that I've never shared publicly before, not one single time.

Alright. I'm going give you our internal funnel template that we use to build these AOB funnels for ourselves.

Here is the URL. First you have to click funnels, if you have click funnels, then open your click funnels account and then type into the URL.

The address bar, PP, Pro CEO shared funnel. All right.

I'm going pause for a moment, so you can do that.

Maybe take a screenshot of this and do it later.

Open another tab or another window log into your clickfunnels account, and then put this URL into the address bar.

It'll be redirected to an a shared funnel within click funnels.

It's PP. Pro for those of you listening on the audio PP pro CEO shared funnel you're also going to get a full walk through of how to use the funnel template.

If you go to www.pppro.slee. Oh, walk through.

That's wwwpppro.slee. That's 3 P's PP.Pro CEO slash, walk through? Who's having a good time now, Danny, I'm getting fired up, Buddy.

HACK 29: AMAZON ATTRIBUTION LINK TO TRACK YOUR SALES

We're just about ready to kick off Hack Number 29.

Oh, Mcs are here. Everyone's saying awesome. Yeah. Homer, Saying Great awesome.

From Alex Woohoo, from Charlotte Hell. Yes, Oh, it's going down. Everyone's loving it.

What do you have for me over there, Mr. Mc.

If you have more and more upsells, so it's a great way to build up your average order value before sending that traffic on Amazon and Sean's going to walk you through an example. We got a lot of people here in the waiting room, too.

Here.

Let's go. Oh, yes, love it. Great guys! Boom! Shockingly.

Is everybody still alive out there? Cool.

Everyone's

I turn it up. This is Yeah, Baby Hill Billy hacks are awesome.

Let's hit this 29, Shawn.

Let's go from post, purchase pro. That's us.

If you didn't know, use Amazon Attribution links to track sales from external traffic, sources and earn a 10% brand referral bonus. All the marketing efforts need to be tracked, measured, and manage. Sean.

I think actually this one is a US combined with influx, which is Paul Barren.

There you go, hack, hack, 29

So we need to give him some credit there. Pat him on the back.

So Paul, barren and influx guys check him out. He does social media marketing, but also drives external traffic.

So what is it, guys? When you send your traffic back to your Amazon listings, especially from paid traffic sources from any outside source you need to gauge the efficacy of your marketing efforts so How is your marketing working and you don't know that unless you can track it. So using Amazon's attribution links allows you to track this, track your sources and track your conversions and your sales, and Amazon will even give you a 10% reward on the backside of those sales that you drive which is called the brand Referral Bonus Okay, So that means if you drive \$50,000 worth of your own sales they're going give you a \$5,000 pure Profit Commission check.

Here's the Benefits

- You can earn 10% on the sales derived from your outside traffic efforts, and you get a credit.
- This is my favorite part: How effective your marketing efforts are in dollars and cents.
- So you're going earn a bonus from Amazon of up to 10% from which will be deducted from your seller fees.

See exactly how effective, or ineffective you're outside.

Marketing is like, email, Google Ads, Youtube, the affiliate marketing stuff that

we talked about earlier. They're going use an associates link. You're going use an attribution link to track your sales.

So make database decisions based on the real sales results, and you can also use these attribution links to see how effective your marketing is that you can really know which sources of traffic to focus on.

HOW TO DO IT

Step 1. Set up the attribution links inside your seller central account under Amazon advertising

Step 2. Use the specific attribution links inside your marketing efforts to track individual results. You can set up a campaign per marketing effort. So, for instance, you can set up an attribution campaign to track your email marketing. You can set up another campaign to track your Youtube marketing which I'm going share with you with hack here in a bit, you can set up one for Facebook or you go to Google. You can track everything independently that way, you know what's working.

Step 3. Make the changes based on the data of what's working, what's not, except for enjoy that kickback that referral bonus. It's pure profit that Amazon is giving you, simply because what we said earlier is true.

Amazon realizes how profitable and how powerful this external traffic is. So they want to reward you for it.

Here's what it looks like.

So you wanna create your attribution links. All you're going to do is go into your Amazon seller account.

Go to advertising, Click on the Non Amazon or measure non Amazon ads and then once you click on that, it's very, very simple.

You're just going to create a campaign, and you can start tracking these sales.

HOW TO USE GOOGLE ALERTS TO GET NOTIFIED OF COMPETITOR ACTIVITY OUTSIDE AMAZON HACK 30

So here we are an hour and a half in and we're hack number 30 of 49.

Also from us here at post-purchase pro I want to show you how to use Google alerts as a tool to get notified of competitor activity outside Amazon. When a competitor product launches a campaign outside of Amazon, maybe on social media, a pressure lease Google will notify you what is.

It you can set up an automation within Google search to notify any activity on a competitor's brand name or link to his product, listing this hack, will keep you in the know and allow you to gain insight into your competitors marking campaigns outside of Amazon.

What are the benefits you can keep up with the seller. Joneses react to any good ideas, for outside traffic campaigns when Google notifies you of your competitors activity. Take what's good, leave what's bad, and gain an insurmountable advantage over someers only focused within the Amazon platform activity.

How do you do it?

Go to google.com Slash alerts, Enter the topic. In this case it'll be the brand that you want to follow.

go ahead, Sean

I love it.

AMAZON APP THAT HAS AN AFFILIATE PROGRAM HACK 31

Hack 31 from post purchase pro pair.

Your Amazon offer with an app that has an affiliate program, so you can stand out.

So your Amazon customer buys your product and gets a link to download a valuable app for free from your partner.

You know, as an example, calm the call map which they don't have an affiliate program but there's all kinds of apps out there that have an affiliate program that can also be a support to your product, and you can get paid and build an email list at the same time.

So you can compare your Amazon product with an amazing app to increase your conversion and value, that you deliver to your customers.

An app like calm, has great value, and is used by a lot of people, so people recognize that Like, I said, Calm doesn't have an affiliate program but there's all kinds about apps out there that do so.

Your customers get a free version of an amazingly useful app that's delivered by a third party. This allows you to get to be able to create a unique offer on Amazon and stand out and the app is delivered and supported by a third party. Customize your notifications and simply click, create alert Seth

Hey? Seth! Let me just stop you for a second, and I know you.

You went over quickly, but I want folks to understand that calm are just an example, you have no customer support right? alright. It does not currently

have an affiliate program, but I used it because it's a very well known app.

If we were to give you an exact example of what you have to use, and guess what 7,000 people would use the exact same offer on Amazon.

Yeah. Good point, alright.

What are the benefits here?

- You can create a listing that truly stands out, and you can earn a referral bonus by giving the app away all kinds of bonuses for driving traffic right.
- You can create an offer that cannot be compared with or competed with on Amazon
- You can gain a higher click-through rate and higher conversions by making a better offer and you can borrow the goodwill and the name, brain recognition of your app partner, which a lot of the wholesale sellers are very familiar with like creating a bundle between like a Nike product and your private label version allows you to associate your brand name for with a bigger brand name. Right?

How to do this

Step 1. Find an amazing and useful mobile app with an affiliate program for referrals.

Step 2. Join or apply for the affiliate program to get your unique link

Step 3. Add language to your listing, showing your customer that can claim this complementary download of your partner, Mobile App. Do not use the word free, though just make it complementary,

Step 4. Direct your Amazon customer to download the app, using your affiliate link in your product.

So we don't want that just do a little research on some of your favorite mobile apps, and see which ones have an affiliate program.

HOW TO USE ETSY TO INEXPENSIVELY TEST YOUR PRODUCT FOR VIABILITY ON AMAZON HACK 32

Alright, hack, 32 also from us at post purchase Pro I love this set. These are my favorite types of hacks. These are very simple to explain, very quick to implement, but very powerful hacks that are widely unknown.

Did you know that you can use Etsy to inexpensively test your products for viability on Amazon.com well, now you do for products that are common on Etsy and Amazon set.

They have a 90% correlation of success. Did you know that if a product succeeds on Etsy it will succeed on Amazon? But it's a lot easier and cheaper and lower hurdle to test on Etsy.

You can launch a product on Etsy with no barcode. Just use pictures in description, and set it with a \$5 a day budget on Etsy ads. Etsy will give you an algorithm boost for new products.

Honeymoon period in less than a week you'll get the click-through rate, the conversion rate, add to cart rate and a list of all the keywords that brought your customers to your page take only the winners, on etsy and launch them on amazon plus as part of your product research, Etsy tells you your competitors add to cart velocity and their exact sales pattern. By following this link pattern, just simply [http:// www.Etsy.com slash shop, shop, name, and then slash sold](http://www.Etsy.com/shop/shopname/sold).

Go ahead and take a picture of that, Danny. Want to type that out in the Q and A.

Box etsy.com slash, shop, slash the shop name, you know, if it's ABC's to

Worth, throw that in there.

Slash sold, and then Etsy tells you your competitors add to cart velocity, and their exact sales pattern.

It's amazing, right? Let me give you a moment to do that.

Insert, simple chat or act 32 sean

Are we good to go

Sweet, alright. Thank you So what are the benefits know before you grow?

Limit the risk associated with launching new products on Amazon, and know with 90% accuracy whether your product will sell on Amazon. This cost you \$35 to test, It's going save you time and headache on getting the product selection. Wrong.

Here's how you do it.

Step 1. First launch a generic product on Etsy, with no barcode and enjoy Etsy's honeymoon period for new products.

Step 2. Set up a \$5 per day. Etsy Ads: right? That's a \$5 per day campaign for one week one week you'll get the insights on click through rate.

There you go! Good to go

Onward, indeed, just coming back from the chat box. Here. Add to cart conversion right, and all the keywords that are successful might create your new product over to Amazon with 90% success rate onward, Seth

AMAZON REIMBURSEMENTS FOR YOUR CANCELED FBA SHIPMENTS

HACK 33:

Okay, hack, 33 grab more forgotten. Amos It's from guitar.

What? Who's it? From? Who's it? From that's an acronym.

Our friends Yoni and crew, Guitita guys, Yeah, Shaun will tell you what it means later. Grab more forgotten Amazon reimbursements for your canceled FBA shipments. If you create an inbound shipment and pay ups, Amazon will not automatically refund you.

This blew my mind when I found this out, so you must submit a case to get refunded so I've done this so many times where I set up a shipment, and then I forget about it because I didn't use it so most sellers assume that if you cancel an inbound FBA shipment that Amazon automatically refunds you the Ups shipping fee, but they do not. That's a big problem.

What are the benefits?

- You can grab thousands and thousands of dollars in qualified reimbursements all the way back to your very first FBA shipment increase.
- Your revenue this month get the cash that Amazon quote unquote stuff from you.
- They just don't give you that much money back because ups has it so deploy that new found money in your marketing or your product development.

How do you do it?

Step 1. Fill out a reimbursement case incite the canceled FBI shipment number

Step 2. Submit the reimbursement case to Amazon.

Step 3. Wait for your reimbursement of fees to hit your account.

Step 4. Spend that money on something impactful, like a lot of the other things we've been sharing with you today. Seth will have, you know.

CREATE AN ACTIONABLE STORE PAGE TO INCREASE EXTERNAL TRAFFIC CONVERSION RATE HACK 34

Hack, number 34 comes from our friends over, amped, create an actionable store page to increase external traffic conversion, 200 to 300%. Look Amazon storefronts give you the best of both worlds Right.

You get brand building plus high conversion rates that equals more happy customers like your brands.

This is a question.

Do you like your brands direct to consumer DTC website?

But you prefer your Amazon conversion rates. Better is that you?

Well, you can improve conversion rates. Put your a plus content to work and actually grow your brand with Amazon storefronts Our data shows that amazon storefronts can convert 2, to 3 times the better than a product listing page because that allows you to actually sell your product without competition, stealing your customers But what makes a high converting brand building store front page?

Hmm: good question. It's actually quite easy to implement and start seeing results overnight.

We have multiple storefront designs that convert efficiently, and that Amazon will allow the benefits you can get.

The maximum conversions for your customers, without sharing the traffic with closed competitors.

This allows you to build your brand authority, increase conversion rates.

Take all of the sales you have in your store without sharing with other brands advertising on your listings.

Look, when you can build your storefront to create sales, not just for branding.

It becomes one of the highest converting places to send traffic to look at this example. Most sellers don't realize that you can build your storefront to be more transactional when you set your storefront up like this.

Your conversions go through the roof.

Here's how to do it.

Step 1. Create your product, listing page with your product at the top of the page, and without competitive products nearby.

Step 2. Move your a plus content, high on the page right below your featured product.

Step 3. This is totally and fully TOS compliant. All right. It's a hack, but it's compliant, and it helps to improve your conversion rates by putting a plus content to work on growing your brand without having any competitive ads.

Yes, this is amazing, someone asked is this only for brands? Can you do this with a regular FBA store, this the hack is making your stuff front transactional, instead of just having amazing looking photos of different products, have it actually be able to transact because the great thing about your storefront is that your competition cannot advertise within it so they're not sucking away your traffic, and that's why you'll get a 2 to 3 times 200 to 300% increase in your conversion when you send traffic.

HACK 35: AVOID PRODUCTION DELAYS IN PRODUCTION

There, let's go on, Sean Hack 35 from our friends at A to Z Formula. So how do you avoid production delays with your supplier easily, avoid annoying delays in production. So you never stock out again.

What is it often times sellers depend too much on their suppliers to keep our product pipeline full when we should really take matters into our own hands? We can create a situation where we shoulder the risk and the waiting time for our hardest to source components. This allows our factory to keep the production will spinning, because they no longer need to stop and wait on those hard to get components.

What are the benefits?

This hack will allow you to take control of your production and avoid those long and expensive delays. Show up, seth. I talked to a seller last year who was out of stock for an entire year. How do you like that? No more stock outs? You won't lose rank for your stockouts, and you can focus on keeping your launch active and not on the freight not on the ocean Right?

How do you do it?

Step 1. Identify the slowest sourced components of your product.

Step 2. Order the slow components ahead of time and have them waiting for your manufacturer.

Step 3. Reorder as needed in advance to avoid future delays. Sean.

This reminds me of when we were selling a lot of shredded memory phone pillows and the phone.

The quality phone that we wanted was hard to get. So we just bought tons and

tons of the foam and had it stored at the factory and the factory would pull out of our supply that way, they could keep up with our demand.

HACK 36: AVOID PRODUCTION DELAYS IN PRODUCTION

Hack, Number 36 coming from our friends at post-purchase Pro Never heard of those guys.

This is called the honeymoon reset hack, to take advantage of the extra love from Amazon when a new listen is created, you can now reset the new product.

Honeymoon period anytime you want.

What is it?

The honeymoon period on Amazon is that grace period when a new listing goes live Amazon allows you to rank your product much easier during the honeymoon period. If you want to force Amazon love, you can reset your listing with a new Asin.

If your product is struggling and you have inventory to sell, do this, you can take advantage of Amazon's love for new product Listings Aka, the honeymoon period boost sales with new traffic force, amazon's Love and attention save money by not rebating for a boost, or relaunch an old product after a stock out.

Right Here's how you do it, Seth

Step 1. Delete the listing with a flat file.

Step 2. Upload the listing again with a flat file and a new launch date being today or tomorrow.

Step 3. Call Amazon support to merge listings for your inventory.

Step 4. Merge, the new listing with your old asen to allocate the inventory, and

reset the honeymoon period, and assign the new. Asen.

This means that you can use your existing inventory the new basin, and before you say But, Sean, I don't know how to get seller support, because they're never there when I need them. I have a hack coming up. It's going to show you how you can quickly and easily get to the best seller support.

Are you loving these hacks? I know Seth is with his big, hairy thumb.

Next.

Let's see Oh, we got a lot of people in Jan is Jacob Beth Abe Iron. Norman, Though I so many people I can't even keep track. Look at the chat. It's going off right now.

Who's loving this so far, Danny

Oh!

Why, why do I have this man Some Somebody just might just hack my ipad. What is Oh, I love this! I love, love, love, and I appreciate all of the love, the feedback.

Guys. I love the love because Sean and I have been killing ourselves and Sean was so nervous before the call have to share, because he just wants to provide value, and we don't want to. We don't want to mess up. We don't want, you know, you guys to be disappointed, and what we spent so long working on to share with you.

Guys, So I really appreciate all the kind word sean.

What is this?

Man, I gotta figure out what's going on here. I I have somebody in my icloud is hacking me here, so give me just a second I love the hairy thumb comment Seth.

Let's get back into the action. If you can pull it off

He didn't even give me any love on that one.

Well, you know it's fun enough as it is.

There we go.

I at least I don't shave my arm, Shawn.

You know

Alright, shaving and clipping

I think Danny, what's is there? Is there a difference between shaving and clipping?

Come on! Get the slides going

Hey? Guys Everybody who has not gotten the email yet. It's coming.

Don't worry Weber's just got a little bit of a backup here, because so many people have have signed up at the same time, I've already gotten a notice that.

Let's see here 861 emails have spin sent out to you more or on the way.

I'm just asking, I mean shaving, waxing, clipping

Right arm.

So guys, it just takes a little, just takes a little bit alright.

You guys are up and at it. I love it.

Right arm.

Sean act 37. Let's hit this

Worst case it's coming. It's coming

Oh, we need to share the share the screen again.

Well, if you got sure

Alright, What do we have? Oh, that! Let me! Are we not sharing the screen?

Smokes. Yeah, we, we.

Sure Buddy

Rookie Danny, grab all those emails out of the the chat box.

No, not on my end!

Yeah, I've been making a when I said guys, I'm making a note on everyone who's been doing A.

Q. A. With me. I'm putting your emails on a Google sheets.

Make sure we get everybody hooked up

Let me share. First

Alright!

SELLER SUPPORT (HACK 37)

So hack number 37. This is one of my favorite.

There you go! Alright guys from post purchase pro sean. I'm going share this one. It's bypass the Bs. When you need to start or need to talk to seller support asap. So If you're tired of waiting for an hour to talk to an unhelpful stop member at Seller Support. We've all been there, haven't we? Then this is for you.

So what is it? When we need help? We need it now, and we don't want to wait forever. We need somebody who actually is helpful, and has the experience to solve our problems.

This unknown secret will get you over to a boutique style seller Support office with only about a dozen staff members, and you can develop a rapport with the staff and If friendship because there's so few people in the office so if you want to talk to the same person, each time, it's almost Seth hit it

Seth. This drives me nuts. It's so difficult, if not impossible, to talk to the same support agent each time. Right?

How many times that happened! Never! So you end up talking with a stranger every time you have a problem, and you call seller support impossible, isn't it? But this way so many people are so happy to get the email but it's coming, guys, Tanya stoked.

Yes, it's coming Okay, What are the benefits here? Quick!

Get quick and effective support asap from friends in the small, small small seller support office. Here. What you're going do is going be able to build a

relationship with members of seller support team who can actually get stuff done and stop waiting, waiting on somebody that's actually helpful. Get your problems solved quickly by someone who has the authority, and actually cares.

So how do you do it?

Step1: When you call Amazon us seller support, Ask for someone who speaks Spanish. That is the big hack here, because

Step 2: You'll be transferred to a small boutique office in Puerto Rico, with only a couple staff members and

Step 3. Most importantly everyone in Puerto Rico speaks English.

This will solve that Seth So they'll be happy to help you in English Decentor. So we're only dealing with a small office, and you get transfer there by asking to speak to someone who speaks Spanish.

This is an equivalent to like in the nineties, when you call customer support, you just keep pressing 0 until somebody answers.

But then you can have the conversation in English if you'd like.

This is a hack. Folks don't go share this in your Facebook groups or it won't work anymore, and they'll have to expand the Puerto Rico office and then it totally defeats the purpose of having a boutique style office where you can build a relationship with each person.

SAS CORE MANAGER ON AMAZON (HACK 38)

Hack, number 38 comes from Stephen Pope himself.

My Amazon guy. It's called anything in the by box.

If you have an SAS Core manager on Amazon, then this is for you.

What is it you can now add accessories to your product page right above the add to cart button for every skew in your catalog.

All the buyer needs to do is click on, add an accessory, or add another item without the need to visit the detail page for that product think about, up sales, down cells, cross sales, think about average order value average cart value lifetime value of the customer this is like that impulse aisle.

Grocery store, Seth, when you just want to check out with milk and bread and little Graham needs a lollipop right? And your daughter Yes, and some gum exactly races exactly, or those little overpriced Chinese toys, what are the benefits easily launch new products by adding them to this template?

We're going to share or increase oil of existing items.

This allows you to increase sales shortcut, a cold launch, and increase average order. Bay, on Amazon. Yes, you can show your product instead of buy it with products from your competitors.

How would you like to have on your page absolute control of all the items that are available to add to the cart with one click any of your other products, to influence yourselves?

How do we do it?

Step 1. First of all, and you can type this into question. Box, Danny grab a copy of this template. Go to ppro.com slash, buy box, hack,

Step 2. Fill in the asins as needed, It's pretty self-explanatory.

Step 3. Submits this completed form to your SAS Core manager, and you will instantly generate more sales.

Stick a gum! Yup! Reese's Yeah, so I wish we would have included a screenshot of what that looks like but if you've ever been on a listing, and right underneath the add to cart and buy it.

Now, section, there's like a little checkbox where you can just check off like you want these other products to go along with the purchase, So it's like a beautiful upsell spot right there right underneath the add to cart so check out an Amazon, listing and you'll see why that is so valuable. But you can add any product to that spot that goes along with your products.

Bring it, Seth!

So choose your poise. You want a left jab or right hook, Buddy.

All you need to do is submit that alright, Sean Let's do it.

AVOID PRODUCTION DELAYS IN PRODUCTION (HACK 39)

Hack 39 from post-purchase. Pro

That's us so split your variation listings into separate listings for launching, so you can have multiple vines submissions, so you can increase your reviews, using the vine program by splitting your variation listing into separate listings, and then re-emerging them later.

What is it? Amazon doesn't allow Sellers to incentivize reviews, of course, unless it's in their own program. Which they make money from, so Amazon will give your product away to their most trusted reviewers.

AKA vine, and will allow you to receive up to 30 reviews for each product.

In this program you can boost this number up, though from 30 by splitting up your variations into bin, into independent listings, and submitting each independent listing to vine for 30 reviews per listing, and then later, if you want you can merge all of those listings together, for a higher total of those reviews Here's what it looks like all about Vine.

You can see that it's an invitation-only program for people to get paid to leave your product reviews.

It's kind of like what we all used to do, but the name was said, You can't do it, but we can. So inside of Seller Central, all you're going do go to the advertising, Tab Dropdown, and then you can go to vine and submit your products.

What are the benefits launching your product with no reviews is tough, isn't it?

Because consumers want to buy from listings that have reviews. So the vine program creates that social proof for you.

So use vine to get 30, 60, 90 reviews or more, by splitting up your variations, and then you can give your listings a review advantage by merging them back together so

Step 1. Split your variation listing into independent listings,

Step 2. Submit your listings into vine

Step 3. Receive those 30 reviews per listing

Step 4. Merger listings together under one parent, to consolidate all of the reviews.

Note: You can only use the vine program for new products that have less than 30 reviews but it's a pretty good hack nevertheless. hey! Zh! Real quick. I have had a couple of questions on this question, so maybe you just answer it real quick.

3 or 4 people want to know what is a SAS core manager.

SAS MANAGER (HACK 40)

Hack 40. SAS manager is a special manager.

That's assigned to your account once your sales meet a certain threshold, so not everybody's going have one but those who do will know exactly what it is, because that's a special program that people are going reach out to you about once your sales hit a certain threshold and then I saw another question here about the vine program. We're going talk to you here in a moment about how to stack the deck in your favor and get good reviews from Vine.

I'm jabbing at you all day Act Number 40, without further ado, from post-purchase pro.

Give vine reviewers an incredible experience for more. 5 star reviews.

You can customize the experience that the buying reviewers have with your product, so you can stand out from all the other products that they review, and hopefully win a five-star review.

What is it you want to create a product experience that is over the top for vine reviewers because they're exposed to so many products each day. Create a custom, 5 star experiences for vine reviewers by including handwritten notes, a custom gift box and include photos of your family or your business.

You want the review right that reviewer, to connect with your business on an emotional level, so that your product is not just another product to review for them the benefits don't risk having vine reviews that you paid for come back as negative or neutral kick your listing off right with an incredible experience for your vine reviewers, overwhelm your vine reviewers with an incredible experience so they'll all leave you glowing reviews.

This will give your list in a massive conversion.

Boost allowing you to organically rank higher and have lower cost than your competition does, so you can push more sales and ranking how do we do it.

Step 1. First prepare a launch plan for your product, then include sending products to friends

Step 2. Before you send inventory to Vine create a custom experience for the reviewers by adding a custom gift box a handwritten note from you or a photo of yourself and your family or do all the above

Step 3. This will create strong momentum for your product. Launch and make everything easier and more profitable.

UK AND EU TO INCREASE YOUR SALES (HACK 41)

Hack 41 from global e-commerce experts exports.

The UK and EU to increase your sales, increase your sales with your existing products by offering them in the UK and the EU expanding your presence into the UK, and that Europe can double your sales, because they have a similar population in total size so your total addressable market almost doubles when you take your products abroad, so you can double your sales without adding any new products.

What are the benefits?

Increase your sales and profits by selling the exact same products that you're already selling in other markets and expand how many potential customers you can get your product in front of overall you're going to make more sales and you're going to have less competition than in the US.

How do you do it?

Step 1. Set up your UK and EU seller accounts file the proper documentation to get everything set up,

Step 3. start making more sales and profit and as a bonus.

There are many companies that will help you through the process from A to Z, just like global e-commerce experts. Sean.

If you don't have access to any of the other juicy things, just put these in your back pocket, because as your business expands, Amazon will reach out to you and invite you to these essays programs and such set Now?

HOW YOU CAN LAUNCH OR RELAUNCH YOUR EXISTING PRODUCT (HACK 42)

What we're a hack number 42, also from post purchase pro.

I want to show you how you can launch or relaunch your existing products, using your email list with what we call a seven-day sequence that's worked magic in our business, you can easily force Amazon to rank your products and search for all of your best keywords by promoting your products to your email list.

When you have an email list of your already happy customers. I'm not talking about rebate buyers or the freebie takers No! then launching products on Amazon is easier. Amazon rewards listings that get consistent traffic for 7 days in a row or longer set up, a seven-day sequence that promotes one single product in your store with your email list this triggers amazon's ranking algorithm to move your listing up in keyword rankings, because it's consistent traffic over a period of time, And because we remember, email is external traffic.

This creates a double signal, a double whammy to the Amazon algorithm. The benefits utilize like a free source of your own traffic, using email marketing to trigger Amazon rank your product listing for all of the keywords that you have loaded in your listing larger relaunch your products on demand, whenever you need to increase your keyword ranking or boost your sales, even if you're seven-day sequence doesn't produce many sales. Amazon will still rank your products, because the traffic is from an external source.

Now? What once 1 sean. I'm writing a note here for somebody.

Okay, So again, this is the same link that we showed you earlier. This link will allow you to bundle different products from your store in your cart, or you can

actually add other people's products to this link, and then link them together. And Why?

This is so powerful is because if I'm going to use an email that is if I'm going send out an email to promote my product, I can send out this special link in the email drive traffic through it and then Amazon will notice the the relationship between those, and then they'll put those listings on more listings in the buy it with section.

So, for instance, if I'm selling a pizza cutter, and then I noticed that my there's a product out there that's selling a lot of pizza pans I can put their product they're highly successful.

Product and my product in this link, and it'll be populate both of those products, into my customers cart just that fact alone will likely create this by it with relationship, but with using your email marketing, you can actually drive sales where customers are buying both of those products together, forcing Amazon to put your pizza cutter listing onto their pizza panelist and giving you more free traffic this is just another benefit.

We know how valuable that is. You can even utilize the link I'm sharing below during your launch to create a buy it with relationship on your list screenshot that because I'm not going I'm not going to read it out, to you But basically seth explain what this does

Step 1. In your email service provider, like Seth said earlier, we use a Weber, you can set up a 7 day sequence.

Step 2. Create an email that showcases your best product image a screenshot of your best review and include the best benefits

Step 3 When creating your marketing email, always Remember to include urgency and scarcity, so that your customers don't procrastinate, and they'll

take action of using your own email list to launch your products.

INCREASE YOUR KEYWORD RANKING WITH STRATEGIC INVENTORY PLACEMENT (HACK 43)

Amazing hack Number 43 from post purchase pro we got another one here. Increase your keyword ranking with strategic inventory placement.

Amazon ranks your products differently, depending on where your customer is versus where your product is because of shipping times and there is a big sales and ranking opportunity with strategic inventory placement.

So what is it if you're not aware? Amazon will actually rank your product in search results for keywords differently, depending on where your inventory is located versus, where your customer is located?

For example, if your inventory is all in California but a potential customer is in New York, then your product will not rank nearly as well as a similar product that has inventory in New York, and if you think about it, it's pretty obvious if the customers ordering your product that is physically closer to their location.

Then they will receive it sooner, which increases the conversion rate, and Amazon spends less money on fulfillment. So it's overall Win-win-win.

So the closer to your customers. Your inventory is physically located in FBA.

The better your keyword ranking is around the country, and this is also known as Geo Ranking you can check States with the most interest for your product using Google trends if you want to hack.

So if you go to Google or trends that Google.com, I think I have it's at the top here. You can see which states our hotbeds for interest in your type of product. In this case you wouldn't be shipping any . You know the No Man's Land out

there, and Yellowstone but other states are really strong have strong demand, so you want to check your inventory and make sure you have inventory.

There? Okay, what are the benefits here? So you can increase your sales and ranking for different parts of the country by strategically placing inventory in states where you don't have inventory increase your sales, simply by locating your inventory close to your customers outrank your customers because

they are simply unaware that Amazon's factoring this into their algorithm, and overall, you're going to make more money.

How do you do it?

Step 1. In Seller Central you're going go to reports, and then you're going go to fulfillment and then you're going check your inventory ledger to see where your inventory is located.

Step 2. Send inventory to States where you have the most product interest, using like Google trends, for instance, or you can sort your order volume and then see which States are producing the most sales for you, which may be biased because they're not ranking as high so check Google trends. That's the best place to check.

Step 3. Rank higher around the country and produce more sales.

Finally, Step 4 or Actually, there are 5 steps. Link your emails with those attribution links that we talked about earlier so that you can track the results and get paid. 10% bonus commission step 5 don't forget to track your keyword rankings and watch the magic seth 1 one more thing Actually, there are several more things, because this is only hack Number 44 of 49, and we

have some awesome bonus acts coming up to 3, 4, 6 of these so Don't go anywhere.

Shan, what do you got

Oh, shoot!

I forgot the step 4 which is actually how to send the inventory to a specific fulfillment center. Take a drink alright. No, don't drink adult beverages, or I might lose you here.

RANK YOUR VIDEOS AND YOUTUBE BY DRIVING TRAFFIC (HACK 44)

The hack number 44 would you say, Seth

Alright, throw it into Q: A: Okay. So Hack: 44 coming from post purchase pro rank your videos and Youtube, so by driving your own traffic, Youtube breaks video similar to products and Amazon in case you didn't know, Youtube is the second biggest search engine in the world.

Next to Google the videos that get the most engagement, get the highest rankings, So we can force you to rank our videos by driving our own traffic.

What is it?

Youtube is a great place to generate free traffic to your listing, and yes, that is that high quality, external traffic that we keep talking about, we're always after you with me. We break many Youtube videos simply by hosting our instructional videos in Youtube and then pointing our customers to them.

For example, our product instruction video is still ranked as the top result for many search terms in Youtube, and it generates traffic force every single day. Good quality, external traffic. We love that right? We write this by having a product, insert that directed our customers to view our instructional video. This video was hosted on a clickfunnels page, so the customer didn't get distracted by Youtube and watched the entire video which boost ranking the benefits you can display multiple Youtube videos to your customers and this traffic will drive video ranking and Youtube search you can point this free traffic anywhere you'd like, generate traffic back to your Amazon store.

A particular product, listing, or even your own. Website. This traffic is free and increases over time as Youtube reward your video with more traffic. The

traffic that goes back to Amazon from Youtube is the Holy Grail. External traffic, which causes better organic ranking, and therefore more organic sales.

How do I do it?

- Have a simple but valuable product video made, you can even have them made on 5 or com for 10 or \$20.
- Upload your video to Youtube and create a simple landing page to host. The video, create an insert that drives your traffic to the page where you're hosting.
- Your Youtube video and then put your Amazon store link or product listing link in the description of your Youtube video.

I'll grab that and send it to you guys

Yes, yes, so just wanna add in verbally here for the Geo ranking to send the inventory to the States, in which you don't have inventory.

You can use It's a website called Shipment Maker pro getting good feedback on that.

Just wanted to make sure that everybody on the audio file could hear that.

HACK 45: HOW TO GET HARD DATA

Now let's move on to hack 45 from 7 Rise 8 from quick, fast 3. How to get hard data to prove that your product will sell or not without risking thousands of dollars on products that end up failing because no one wants to waste money on products that won't sell this method will help sellers find products that, will sell and test them fast and cheap with very low risk.

What is it? It is said in the land of the blind. The one eyed man is king, and with 5, 5, 5 in 5, that old truth becomes in the land of the slow and uncertain iteration is king, and with this method you gain the ability to see what will work. What is the oldest business building and marketing strategy in the modern world?

Of course, it's market testing if you don't get the hard data about what you're planning to launch and sell in any marketplace, then you're asking for a disaster because you simply don't know how many people have you seen fail because they went all in on a product that their spreadsheet said would be amazing.

But then it flocked. Here's the five-five method for getting the hard data on what will actually sell on Amazon There's no more praying for success with hard data, and you can know for sure that a product will sell so what are the benefits here.

Avoid product flops and increase your chances for Amazon product.

Launch, stardom, eliminate the guessing from new for your new product launches Limit the risk with your product selection, save time and the annoyances by getting it right every time and avoid all of the pitfalls here's

How you do it

Step 1. Find a product idea that solves a pain, and or fulfills a passion. No lukewarm products. It must speak directly to the customer, like we talked about earlier.

Step 2. Find a way to get your hands on 5 to 10 tests you an intent. You can even buy them from Amazon to speed things up.

Step 3. Strip off any of the branding of the product when you get them to make sure you're into us, and then ship them in plain white boxes or in polybacks.

Step 4. Create a fast listing and send the test units to FBA, of course, focus on the business. The benefits which is the sizzle and photos the best photos that you can get your hands on quickly.

Step 5. When your products are live on, and Amazon activate a simple PPC. Campaign to get your products in front of potential customers.

Step 6. wait 7 days and judge the results.

The numbers below are assuming 10 units were obtained for the test.

- A. They also allow in 2 to 3 days It's a definite winner. The product is going to be easy for you to sell, and you can make a lot of money.
- B. Version is they all, or almost all, sell out in 7 days. It's a still a winner.
- C. 4 to 7 unit cell in 7 days, with a pretty low a cost. It's a possible winter and worth retesting with more units.
- D. 3 to 7 unit sell in 7 days with a high a cost. We'll just plop that in a loser pile 2 or less unit cell in those 7. Days We're just going to put that in the loser pile definitely a loser, do not launch this product. You can run this strategy with 5 product ideas for when it starts to rank, set I love it. Don't

underestimate that hack Number 45.

That's made Seth and I a small fortune.

Many, many, times, all right. So this hack comes from our friends at Blue Tusker using Amazon store for us to help diversify off of Amazon converting external paid traffic on Amazon gives you a huge advantage, because Amazon is the highest converting website in the world? What is it while you're trying to figure out how to diversify your revenue off of Amazon, you can use your Amazon storefront to assist you create a storefront that?

Looks like your own website and test its conversion rate with sponsored brand ads. Once you've proven that your storefront is profitable. Then move to external paid ads like Google Ads: Facebook, Youtube, Tiktok, etc.

Prove that you're paid external ads are profitable to your Amazon storefront. Then take everything that you've learned, and transition that traffic to your actual direct to consumer website, the benefits, build your own sales channel to diversify revenue off of Amazon, but Utilize amazon's high converting platform, to test store designs add creatives and different AD platforms to help with conversion. I love this. You can diversify your revenue without wasting a lot of money on traffic that doesn't convert.

Test your designs and AD types with Amazon's platform. If you can build off of Amazon revenue, then your business becomes much more valuable.

How do I do it?

Step 1. Develop a storefront, and use sponsored brand ads to test its ability to convert.

Step 2. If it converts test social media and or search ads, using the custom

source code

Step 3. If that converts develop a landing page that has an available on Amazon button that sends people to the listing or the storefront, you want to use an event code on the button to retarget that audience

Step 4. If that still converts test removing that button and changing it to buy now button. I love the step by step, process

Step 5. If that converts congratulations build a website and build your brand. At the same time and on average, you're going to find at least one product that is a winner, and, like Sean says, you can scale it like hell Go ahead Act 47 sean brought to us by seller fuel.

Thank you, Jason. Leverage. Your listings, quote and answers for better keyword, ranking. So did you know that you can submit a question to your own listing, and then answer it with the correct keywords and positioning?

What is it? Amazon will index your listing according to keywords that are relevant and this includes keywords on your Q. and a section you can submit a question about your own product, and then answer it with a long-form response.

That's keyword optimized. What are the benefits?

Get better. Keyword ranking the Amazon doesn't allow or get better ranking for keywords that Amazon doesn't allow inside of a listing, so if you're selling a product that's hard to rank because it has sensitive keywords, this is a phenomenal hack and we've used this for you know, products that Amazon doesn't necessarily approve per category.

This is a super hack. You can rank better sneak into forbidden keywords from customer questions, and get found over your competition.

How to do it.

Step 1. Submit a question about your own product from a buyer Account. That's not associated with you. So a friend account or somebody that you know. That's not necessarily associated with the seller account.

Step 2. Answer your own question with a long-form response, and pepper in all of the juicy keywords that Amazon normally won't allow you to use inside your listing.

Step 3 Get that extra juice by submitting a video response and answering all of the questions on your listing. Now, obviously the video won't be won't be indexing for those keywords but you can do this a couple of different times.

AMAZON LINK TO CREATE PRODUCT VIDEOS FOR FREE (HACK 48)

Well, hack 48 comes from your friends at post-purchase.pro take a bow secret Amazon link to create product videos for free. I was dumbfounded when I see this Seth and I said, Holy smokes!

We talk all this smack about how important videos are, how dynamic and conversion lifting videos are but we don't actually know how to create it. Amazon will do it for you. That's why, when you 2 see this act, you're going love it.

So you want to create product videos for free using building Amazon tool. You're in luck. Alright, I won't tell my diaper story Amazon has a tool. That's really hard to find, but it actually creates product videos for you.

You can customize the video with different scenes and images.

The videos help conversion rates that's why Amazon's developed a tool to help.

What are the benefits well done?

Listenings with videos? Create a lot more sales period easily make videos for your products, using a building Amazon tool, raise your conversion rates, ranking sales and profits, How do you?

Do it simple. Go to this, URL, and put this into question box for me, Danny, advertising amazon.com/video-builder, that advertising amazon.com forward, slash video, dash, builder,

Step 2 select the product, that you want to create your video for select your video template, load your logo and select your audio. yeah, So this is a great

hack to get your videos.

Kicked off when you don't have a big budget, or you just want to move quickly, like on the 5 5, 5, testing method if you want to move quick and cheaply. This is a great place to do it. Obviously there is much better video platforms that you can use once you've once you have a amazing product, and it's selling.

Well, Then you can invest but when you're starting off, or you have, you don't have a big budget.

Your video is ready to submit. Amazing right? You got that URL Danny

Listen up now. Seth is going to go over hack Number 49 in a moment, brought to our friends by Mike from our friends of mindful goods. But don't go anywhere because it gets even better from here. I have several bonus hacks for you. I have some secret strategies I want to share plus we're going show you several things from our partners that they've created.

Then use the free tools because you want to increase your roi, and there's no better roi than free

USING AMAZON EXPERIMENTS TO TEST RENDERED IMAGES WITH POST EDITS VERSUS NORMAL PHOTO HACK 49

So hack number 49. Not the last hack, because we had to toss in some bonuses that are even more interesting.

You could say so from mindful goods. Use Amazon experiments to test rendered images with post edits versus normal photos.

So many products, especially supplement, are getting better and better with conversions, better conversions with rendering. So let's talk about what this is. So a product.

Photo sometimes gets washed out or is difficult to use, or, you know, to take up all of the available white space that way. You're not really maximizing, You know the space that Amazon's giving you.

And want to make you aware of so many sellers are having better conversion rates with product renderings, and then adding in that eye, candy, excuse me, and or and other post edits to the rendering to really make the images, pop and we're going show you an example, right here So the one on the left. Is just a photo, and it kind of looks washed out and you don't really see all the little details.

The middle image is a 3D rendering, and then the one on the right is a thread, rendering with eye candy, which we're going be showing you some well a post that it would be like using this eye, candy background image to hammer down on the biggest benefit of your product, and when you look back on some of the hacks we talked about Mafia offers. If you can build a listing that hammers on one specific benefit to attract the best customer to your listing

you're going to make a lot more money.

Bless you!

Seth, Let me just throw in there. I just wanna make sure I put this out.

There by rule Amazon does not allow renderings, but based on experience we believe that Amazon really just doesn't want low-quality renders mindful.

Goods. Our partner here is stating the high quality renders are being utilized by hundreds of brands that they already work with, especially in certain categories, like health care and supplements. If your competitors are using renders, then guess what you can do just test it, and Amazon experience, will allow you to test rendered images with these post edits.

So this is a pretty good hack, so renderings are, Go ahead.

Miguel says, I only use rendering for Main image great Job Miguel. you're going to get better quality looking images for your products, which is better, click through which gives you an advantage in ranking higher conversions, better recognition, and the ability to add post edits like awards or quantities or hammer in on that main benefit like we talked about

How do you do it

Step 1. Launch an Amazon experiment inside of your seller Central account.

Step 2. Then you can split Test rendered images versus a photo, and see which one performs better

Step. 3 Read the results that Amazon's giving you and

Step 4. Obviously, you're going to make the decisions according to the results. It says talking about versus photos, Seth more on Amazon experience So this is

the 63 million dollar hack.

So if you want our 3 best hacks, this is specifically designed for today's call and congratulations for those of you who have not left early to go watch, the replay tomorrow because this is not going to be in the replay So stick around we have 3 more extraordinary secret hacks that we'd love to share with you.

In 2 weeks from today On November the 10th, at 1pm. Eastern Seth and I are hosting another call known as how I sold an additional \$62,730,000 on Amazon, with 3 secret hacks.

You, my friend, are invited to join us at about 2,000 other sellers, who have already registered. This is the only chance you'll have to register for the secret training session because we're only homing this one time, ever our 3 best hacks we've launched over 1,000 private label products created 53, unique brands and sold several of those brands for millions.

We're sharing our top 3 secrets to Amazon success.

This is your chance register for this secret seller session. Now where we're going to do a deep dive. Not rapid fire, style, like today, a deep dive into all of the inner workings of our top.

3 secret hacks that we've not yet shared. This call will be 75 min, so make sure you block out that time on November the 10th now, and register here PPro CEO. Slash the number 3 hacks, 3 hacks go ahead and put that into question.

Box for me, Danny. Why are we sharing this? Because the call you know, we

already have about 2,000 sellers registered.

It's not full yet, so why not give you the opportunity to join us on November the tenth, when we share our 3 biggest strategies. Deep dive over the shoulder style register right now before it's full at PPro CEO. 3 hacks do it now because you're not going to get this chance again. All right.

You've heard me say that before, when I say it, you know I mean it here's what we're doing. Register for this secret seller session.

Now, where we're doing a deep dive, just like I said. It's going to be 75 min, and you can only get there since you're here with us.

Live on the 49 hacks call the Don't miss your opportunity you won't get the chance again.

You can scan the QR code here, or go to PPro CEO. 3 hex don't go anywhere. Seth and I have 3 more bonus acts to share, plus some extra strategies.

After do this right now, because you're not going get this chance again. PPro.com 3 hacks right now. This is only for sellers that are on the 49 hacks call.

So please do not share this link in your Facebook group or your masterminds. There are only room for 3,000 people, and we already have nearly 2,000. I'm showing 1,100 people still live on this call.

So if you all register guess what? It's full registration and attendance is strictly limited to 3,000.

So do it now at ppro.com. 3 hacks.

Now, Seth, let's take a moment if we can, and let's take a closer look at our partners but before we do, I want you to pay attention. This is not a commercial for our partners that brought you here.

In fact, most of our partners have very interesting strategies. They have unique solutions, services and software, like the ones we shared today that you've likely never seen or heard of before consider these bonus hacks before the bonus acts alright.

Are you loving this so far Who's having a great time right now?

Just say yes In the Q. A. Box, or where do you want them to see?

No, no, no, not the Q. And A. Box. Sorry, Danny, you say yes.

In the chat box and let us know you're having a good time before I want to talk to you about our first partner, Ashland, had an insurance.

Thank you to our friends that Ashland had an insurance Amazon accelerator Expert.

You can learn more at ecom insure that's Should. Let's give them an even bigger hack here

Yes, you can let me see here, Sean. Secondly, I think you might have skipped on there.

Dot com, insurer, Seth

But that's okay. That's okay. Next, we have solarize game, changing tools for Amazon sellers.

Yeah, I did it go for it.

Alright, also want to thank our friends at a vast group.

And this is your global e-commerce accountants and cross-border V experts love the folks at a bass check them out at a bass group.com set

Well, great. Thank you. Profitable pineapple ads.

they manage sponsored ads, and make Amazon Ppc.

You're but my friend now. Now I can hear you

So learn, more at profitable pineapple.com Our friends and Katina want to Getita.

I want to say Thank you. This is Amazon reimbursements automated, Learn more at Getita.

Simplified.

Yeah, thank you to Stephen Pope over at my Amazon guy.

Get your Amazon product seen and sold at Www.

Com, and don't go anywhere because we have 3 more bonus hacks After the partner, Seth

I want to thank our partners and friends over to Onsite.

We can reduce your returns and negative reviews with their customer support solution. My Amazon guide.com

Thank you, to our friends at Tortuga SEO, a digital marketing agency.

Learn more on-site support I/O

Thank you also to our friends at Cap for just a small business bookkeeping taxes and more specializing in Amazon.

Learn more at Tortugaseo.com

Thank you to our friends at A to Z Formula. You're just one product away.

Sellers learn more at [cap forge.com](http://capforge.com)

Thank you to our friends at managed by stats, get more reviews, improve seller, feedback, and save time with managed by stats.

Learn more at formula.com

Thank you to Greg, Reynolds at Zone support.

We are a term.

Our team of us native English speakers for problem solvers, not just copy and paste.

We know the best way to relate to your customers.

Learn more at [managed by stats.com](http://managedbystats.com)

Also want to send a shout out to the Beardo himself.

Learn more at zonesupport.com and also sponsor profit.

Our friends, Laura, not a partner Profit. Shawn. We have a typo there.

We guarantee to increase your PPC sales without increasing your AD spend, or you don't pay the lunch with Norm podcast a free, live interactive podcast for all entrepreneurs learn more at [lunch with Norm.com](http://lunchwithnorm.com)

Love, the Mafia offer, Laura. Thank you to our friends at the Zab twins.

Take your Amazon business to the moon. Learn more at the Zab twins. It's hard to beat that offer learn more at sponsoredprofit.com

Also. Thank you to accrue me. Don. Over there is amazing.com

Also thank you to our friends at 8 Fig. This is fast flexible funding for e-commerce Sellers learn more at 8 that's the number 8 Fig.

So. 6 base case capital for your Amazon business. [Accrue me.com](https://accrue.me.com)

[F ig.co](https://fig.co)

Highly recommended.

Thank you also to our friends at online solar solutions. We solve your Amazon problems, so you can sell, learn more at onlinesellersolutions.com

Thank you to Kevin King, the elite, and also a 1 billion dollar seller, some at the elite summit for serious Amazon sellers. Learn more at billiondollarsellersummit.com And amazing at home, Amy, over there.

Thank you. Start build and grow your e-commerce business on Amazon and beyond. Find out more at [amazing at home.com](https://amazingathome.com)

Right. Thank you also to our friends at Blue Tusker, expanding the reach of e-commerce brands, learn more at [Bluetusker.com](https://bluetusker.com) that's blue.

Have a glitch

Thank you To Empowery, E-commerce, cooperative Learn, more empowering.com and to uskr.com

Thank you to our friends at mindful goods. Your daily routine without the plastic, learn more at mindfulgoods.com

Seller fuel. Thank you. To Jason.

Partner, blurb

Yes, I love the blurb. Thank you also to our friend Elena Sarah, that create profits online. We're creating a place for entrepreneurs to learn the best ways to make money online check it out at [create profits online](http://createprofitsonline.com). At [seller fuel.com](http://sellerfuel.com)

Thank you to our friends at Zongrew.com

Powerful data, insights and automation to grow your Amazon business.

We could never forget our friends at Global Ecom experts, successfully expanding ecommerce sellers into the European marketplaces learn more at [global hyphen our global e hyphen commerce experts.com](http://globalhyphen.com) that's a tricky one So it's global the letter.

Zon guru com

Thank you to our friends at Amz. Insiders Learn how to build your Amazon business faster, better, and more efficiently.

[E hyphen commerce experts.com](http://Ehyphencommerceexperts.com) [global ecommerce experts. Dot.](http://globalecommerceexperts.com)

Com.

Thank you. Intel. Rank product, launching and product testing agency.

Learn more at Amzinsiders.com

Thank you to Leo over at Convo, map, marking automation tools for e-

commerce sellers.

Combo Mat: Com: guys, This is not just a normal credit, real when we get done, we're going have 3 bonus hacks.

Learn more at intel rank info

Thank you to our friends at Hanu Ho, new Worldwide, 9 out of 10 Amazon or online businesses overpay suppliers up to 40% is George.

So don't go anywhere Nozzle.ai, the most successful Amazon sellers use nozzle to track lifetime value. One of them honeyworldwide.com

One of my best and all time favorites is my friend Isabella at Ritz momentum
Are you a current or new Amazon seller who wants to build a seven-figure business?

Learn more at nozzle.ai

Thank you to our friends at 7. Figure Seller Summit Masterminds, mentoring and master classes to help you build, scale and exit your e-commerce business. Sean.

We can help learn more at Ritz. Momentum com

The number 7 Figure Seller summit.com 7, 50 seller, or hashtag, 7 FSS. Thank you.

Where we learn more, at summit.com

Thank you to partner or panther group. You're all in one service provider for sourcing in China.

To Our friends and colleagues at rapid crush, powering ambition with digital marketing services, learn more at rapidcrush.com.

Learn more at [ThePanther Group.co](http://ThePantherGroup.co).

Thank you to our friends over at river been consulting Amazon.

Thanks to rocket seller at rocket seller.com, innovate tools, innovative tools for the savvy seller

Wow! Thank you also to our friends at Kahoo This is fast e-commerce fulfillment, affordable by design Solve. Learn more at Riverbinconsulting.com

Thank you. Oh, thank you. Our friends at Ant. Amazon pros happened in 9 billion searches on Google every day.

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Last, but not least, thank you, to our friends at 7 rise 8, learn the strategies that have been at the central core of creating thousands of successful Amazon businesses.

Learn more at [Www. Dot the number 7 rise the number 8.com](http://Www.Dotthe number 7 rise the number 8.com) 7 rise.com seth take us into bonus hack number one.

Learn more amp. I/O

Actually, I want to do this one. This is one of my favorites, this hack.

This is a life hack from our friend. Yoni, Mazur at Gita.

You can cancel your hotel reservations on the same day of travel without penalty.

I travel pretty much perpetually, Seth. That's why I love this, But most hotel chains have a minimum amount of days before a reservation where they can accept a cancelation without penalty So what?

Is it you want to? Cancer Hotel reservation outside the Free cancellation time period.

First call and change the reservation date to the next month, and then cancel most hotel chains, allow you to change the data travel.

At no charge. You can save money on altered travel plans, take control of your trips, beat the hotels of their own game.

Step one, call the hotel, move your travel, date out a few weeks, step 2, call the hotel back the next day in canceling your reservation without penalty.

Since you're now well within the acceptable cancellation policy.

Okay.

Alright, bonus hack number 2, save all of your most recent things that you copied to your clipboard for quick deployment.

So if you want to extend your computers, clipboard space, this one saved me a ton of time over the years.

If you already know about it, you're you're right there with me, and you know how big of a game changer this is.

So there's an app called flycut, and it's an app that allows you to save up to 50 of your most recent copies to your clipboard, and then you can toggle through them with a quick shortcut to deploy your most recent content so instead of

copying and pasting copying facing You can copy everything at once, and then paste face that saves tons of time. So save time when you're find yourself moving the same text over and over typing it out over and over saves time saves headache saves hassle and allows you to work a lot more efficiently.

I think Tim Ferris taught me this like a decade ago, when it's been killer ever since

Step 1. Download the app fly cut for free.

Step 2. Set up your quantity of copies to save and keep it handy.

Step 3. great. Your keyboard shortcuts to use it quicker like we'll use shift or like option. Command. V. You can cycle through your your paste, and then you can paste whatever you'd like.

Step 3, travel on your own terms.

Seth, if I had a dollar for every time this thing saved me a minute, I'd probably still be on this webinar, but I love it ever since you shared it with me so Bonus act number 3, link to text, This comes for our friend Norm Ferrar at the Amazon, Fba. E-commerce, podcast better known as Lunch, with Norm Alright It's called Link to text Fragment quickly create links to specific text on any website for saving or sharing.

What is it? While searching, reading, sharing website content? This is a quick and easy way to create a custom link. URL that takes you to the exact location on a page that hosts the text.

This saves you time and energy when it comes to finding or sharing something.

You read online works great with evernote save time, be more productive.

How to do it.

Step 1 Visit Google, Chrome store install, link to text fragment.

Step 3 on a website. You can highlight a right-click. Any text, and then copy link to selected text and paste it where you see fit.

Now set, Let's talk about the password for the hacks. Pdf: Right now. You need to go check your email right and make sure that we receive that.

Go ahead!

Yeah, so, you want to go through the Pdf. Sean, or you want to.

Okay, Let's just go through guys again. Let's talk about that 63 million dollar hack that we went through a few moments ago.

So if you want our best 3 hacks, in this case, it's not going to be a traditional quick hack It's going to be the full blown strategy.

It's going to be 3 more extraordinary secret strategy or secret hacks that we want to share with you in a couple weeks. It's actually on November the tenth, at one Pm. Eastern, Now, some of you guys had the time wrong. We're hosting that other call. It's another call where we're only going to go through 3 of them.

But we're going to go through step by step in detail.

It's called how I sold an additional 62 million dollars on Amazon and 3 secret hacks.

You're invited to join us in about 2,000 other sellers who've already registered.

This is your only chance to register, though, for the secret training, because we're only hosting this once.

So for a reminder. Here we have launched personally over 1,000 private level products, created 53 brands, and sold several of them for millions of dollars, and we're sharing the top 3 secrets that We've learned along the way to build all those brands so register for this secret seller session.

Now where we're going to be doing a deep dive like I said, not rapid fire style into the inner workings of these top 3 secret hacks.

This will be about 75 min, so make sure you block out your counter on November the tenth, at one Pm. Eastern.

You can do that at PP. Pro dot CEO slash 3 that's the number 3, and then hacks do it right now, because you're not going get this chance again.

Okay. So if you want our best 3 hacks, then go to PP.

Pro.co 3 hacks. We're only doing it for the sellers here on this 49 hacks. Golf, so please, do not share this link and registration, and attendance is strictly limited to 3,000 you all know that the room maxes out and we already have nearly

2,000 sellers, registered. So please get that down as soon as you can. PP.

Pro CEO. 3 hacks go ahead and shoot that QR code if you'd rather do it on your phone.

And while you're checking that, Seth, walk us through the 63 million dollar heck

Oh, we're doing fine answering the questions over here.

So before. We wrap this thing up, Danny. How are we doing over there?

Sweet. So I'm so excited like this. This was fun, Seth, but really it's sort of challenging right to just go rapid fire.

Bang, bang, Bangs! Slide by slide! It's hard for people to keep up so when we're sharing our top 3 secret secrets and hacks that we've used to to sell hundreds of millions of dollars online we're going do that not in rapid fire style, we're going do it

where we do a deep dive into each hack with an over the shoulder type of training that shows you exactly which levers to pull, which buttons to push is to get the maximum benefit out of the 3 secrets that we're sharing I can see right Now that that call is almost

full, they're actually only 37. No, I'm sorry.

There are 370 spots left. Had to move my decimal point a little bit, so there are still 900 800 996 people on This call and we only have 370 spots left.

For this call that would not be a replay. So go to PP pro CEO slash 3 hacks right now, or scan this QR code.

Just open. Your can't. Pull out your smartphone. I do.

They still make dumb phones? I guess not. Pull out your phone.

Open the camera app and pointed at your screen and click the button Okay, click that QR code, and it'll take you to PP pro CEO 3 hacks when the calls full Seth it's full the ship is sailed the trains left a station.

But you're not going get this chance again, so go ahead and do it.

Yes, yes, I'm trying to answer all these questions, guys, the the emails that you guys have submitted for the the full video replay which we never ever ever share. But we're sharing it this time.

For all of you people that are live. We're going give that to you permanently when you put it into post, purchase pro.com slash 49 replay a lot of you've done that and a lot of you have been getting the emails or just a little bit delayed. The integration is taking a while, because we overwhelmed it.

Evidently by having more than a 1,000 people sign up at the same time.

So the emails are coming. We're going send everybody who put your email into that.

The password to the Pdf. Which is, going be the full walkthrough of all of the slides.

And then you're going get the audio that you can listen to when you're driving, and then we're also going to give you the full replay of the video.

That way you can slow down, take notes and implement in real time, so we never do that.

So please don't share anywhere else. We're going give that to you in an email later today.

So watch your inbox. If the email that you got earlier went to your spam box, it's super important that you go there and Marcus has a safe center and add cs, app post purchase pro dot CEO to your contact list and that way when we

send you the full Replay and

all the hacks. Later you will get it, in your inbox, and you won't miss it.

So it is coming. Don't be worried about that. If you put your email in.

You're left out in the cold. It's the last day of summer, and there's no door to get in sucks to be used that

We always deliver. Yep, Seth, let me do a quick commercial, and then we'll recap how to use the Pdf.

It's on the way. It's just a little bit delayed for some of you

And the password protected Pdf: So, first of all, remember you can download our book, Private label Millionaire secrets is on sale right now today on Amazon.

Com you can go search for it private label, Moonire secrets for Seth and I have documented our journey of building private label brands, launching over a 1,000 products and selling those using our unique style of marketing download it right now today, at amazon.com for 99 cents send

us a screenshot. Your Amazon receipt, and we will not only reimburse you your 99 cents.

We'll probably round it up to a buck and we'll also give you a coupon where you can go to audible Com and download the audio version, and as Seth would say, we recorded in our own soothing tones right you can get the audio book for free find out more about What

we do at post-purchase pro com follow us on Facebook at post-purchase pro

or and or subscribe to our podcast, simply search post purchase, podcast on your favorite podcast platform seth And I record, podcasts with industry experts, every week and we publish those every Monday just search for the post, purchase podcast on any plaque podcast platform apple Google spotify doesn't matter check us out of post-pro.com follow us.

Yup

So guys, the Pdf. Like I said, will be the full walkthrough all of the slides.

So you can go through step by step, scrub through them, and then implement as you go.

It is password protected, though, because we don't want it shared around.

So on the web page. That that's the confirmation from the email that we sent you automatically when you registered at post purchase, pro com forward, slash 49 replay We are going be delivering that to you through that email So click back on that confirmation it will land on that

confirmation page. What you'll find here in a couple of hours is the full video replay. The Pdf. Will be there with a link, and then you'll see the password to be able to open it. We already have your email.

Because you already registered for the call Some people were saying.

I think it was just a deploy to get my email.

And like us on Facebook at Post purchase Pro: Thank you so much for attending the 49 seller. Hack Seth, How do we open the Pdf.

We already have your email. We just wanna only distribute. We we just want to

only distribute the the full replay to everybody who is with us live.

Okay, How do you think you got here

So my question, Seth If we already have the email with the Pdf.

So we're taking extra care of you guys, and we wanna make sure that you actually get more value for taking the time out of your day and spending time with us.

sean. Well, I mean, it's going be delivered on the page here.

Why can't we give them the Pdf. Password

One when it's available. I don't need do. They have.

They they don't even have the the Pdf.

Okay, fine. It's going be delivered on the page

Ready to go. So you're going have everything right there in one spot.

Okay.

Pdf. Is protected. That's to protect you.

That's to protect us. You're only going get it if you're if you're here with us.

if you forward, that then your whoever you forward it to, will not be able to open a Pdf.

And guess what you can't print it. You can't share it.

You can't edit it, so, bye prevents us from getting all of this exposure, in all these Facebook groups and underground masterminds, so that look these

hacks, if they remain widely. Unknown.

Guess what they're still, If right. So the last thing you want to do is have thousands of people using the exact same hacks, because then it becomes less and less effective.

You're going have the video Pdf: and the password all there

Yeah, we're getting so much love in the the chat boxes.

This tracking, so regime or regime said, Thanks so much.

Guys learned a lot Abba says, thanks to for an incredible, for incredible content.

Thanks guys So much. Very enlightening. Great stuff still waiting on the email though.

Seth.

Thanks, old Boys Says you said that, Alexander. Thanks a lot.

Oh, boy!

Hey! Hey! Hey! Stephen said This up slow down for a second.

This book on Amazon. The paperback version is not what we're telling you can get for 99 cents.

You can get the kindle version, which is an electronic version of the book for 99 cents today on Amazon, we actually mark down the paper back to 399, which again, is a lowest of the Amazon.

Will allow us to sell it for it's not about making a profit.

It's about Seth and I documenting our journey so that you can avoid a lot of the pitfalls that we've fallen for, and take a lot of the shortcuts that we discovered on our journey 9 years of doing private label products on Amazon it's called private

label Millionaire secrets feel free to go, pick it up on Amazon paperbacks 399.

Thanks so much for the info. Great stuff, guys. I'm only going lump shawn into the old pile, for now

The kindle versions, 99 cents, and we're going to reimburse your purchase.

Hey, sean! The

Yes.

A couple of people are asking for the direct link, and we're getting tons of love, So I hate to ignore everybody like Roxanne.

I still M Miguel Brad, Joe Bar, bless Jan Ryan, Nicholas, I can't really read all of your names, but I wish I could, because I really appreciate all the feedback I'll get you that a link to the book you can you can.

Grab it, live on the kindle version for 99 cents.

Send us a copy of your receipt, and we will reimburse you the 99 cents, and give you a code to get the free.

Audible. There's the link to get the book and you're going email Us.

The receipt at Cs. At Post Purchase pro Com.

This book is not just you know, a typical book that a Joe Mo. Would put out.

No, don't ignore everybody

You don't have a copy on your desk set.

We actually put everything that we learned over the last 9 years of building brands on Amazon and we boiled it down.

I do have a copy here, Sean, but I'm trying.

Come on! Where is it? Let's see it. Are we representing Danny

I'm trying to talk. Here you go. Here you go So we're trying to.

We try to boil it down into the most powerful concepts.

So it's chapter by chapter, just content. It's not a sales pitch.

There's no there's no offers made in the book.

It's just documenting that journey, and all the things that we learned, and they break it down.

Chapter, by Trapor into all of the most important concepts.

Where's yours, Danny?

Love it, you know, like

So hopefully, you guys, enjoy

Miguel says, great content. I learned a bunch now.

It's time to put it into action. Alberto says, Thank you for the great information can you please mark down the paperback on on candidate as well.

Right work. Is that what you told me

Hey! But look! If you buy it in Canada, send us your receipt will reimburse you whether it's 12 Canadian dollars or 4 Canadian dollars.

I don't think that they allow us to adjust the paperback any lower than we have it, but the kindle version should be almost free. And we will give you an audio book code if you email us

Doesn't matter. The idea is not for the money. The idea is to put this very valuable information in your hands.

Yup

Asap

Where Where are you seeing this? How can I get involved in the chat?

Tamara says, Thank you very much, guys. Joseph, I I don't know.

Seth.

Go to the chat. Joe says Super URL, with a laughing face, Joe, that I wasn't on purpose. I don't really want to write for the search term private label millionaire secrets, but good catch it's almost 3 h now.

Oh!

Okay, Chat: Here we go. Holy smokes. There's no way to catch up with that.

Amazing. Where do we send the receipt? You send it to Cs at Post Purchase pro.com

Yeah, let me let me write this. Let me write this in for you. Guys.

So hold on here. I'm going type out the email that you can send with your

receipt.

Please do not send an email without copy of the receipt.

Just send your receipt, and then, like your Zell, your venmo, and we'll get you guys taken care of.

Also we would appreciate review good point. Sarabe. So if you love it, hit this with the review.

There's like like 10,000 chat messages where you at all the the bottom

Alright for everyone. What was your favorite hack today? I just I just sent it in the chat.

If you don't send us an email which I'm just kidding

Look, I'm involved in chat now. Watch Sean's presentation in Vegas.

So happy to hear you today. Gosh, this is going too fast.

I'll be your fans forever. Love you too, Lynn.

Bingo!

gee, whiz, it's it's too much so 22!

Hey? What? We had a question here that I saw earlier Sean, that that George mentioned he was talking about the the Amazon choice badge hack.

So one of them is actually reducing your returns by using a return to manufacture sticker that will help with Amazon's choice because they reward listings with less returns but we also had another Amazon choice hack that didn't make the cut I think we have a

45,

Wow! So somebody says, Hacks one through 49 were my favorite Roy, like 44 Miguel says 31, 27.

Miguel says, 2225.

Miguel says 45. Miguel says the Amazon choice badge one.

The video builder. Let's see, please, What else do we have here?

recording of that, George, so we'll send it to you

Keywords in the Q. A. Is genius. Thank you.

The way to get 90 reviews out of the vine program.

Spanish rep hack is going be huge.

work, ha! Ha! Ha! 20 move bad reviews, remove bad reviews.

Reimburse the paper. Version. Yes, Dubby, we will reimburse the paper version.

Can we get a discount for the hard copy

Whatever version you buy, except for I think the hard copy is way too expensive.

So just get the paper back. It does the same thing 3, 99 or 99 cents, whichever one you want.

Hard copies. 24 bucks. Get the paper back

Return to manufacture. Sticker was my favorite. Also email.

Go ahead and get it. Make sure you review it, though, like that, said

Collection. Awesome Ryan

I don't know. Excellent! Ask. I'm hacks, I'm sure.

Implementing them and would definitely increase sales, says Merza.

Did you just mention the a word or something out loud

I love it

45 says yeah, me see 43.

And one says, Muhammad, did I miss the password?

It's coming in your it'll be on the page by 5 Pm. Eastern today.

Can you please.

Yup, we'll send you another email when we go live.

So within the hour, be looking for another email from us, like I said, you wanna make sure that you get this content.

So make sure that we're marked as a safe sender.

Everything will be there.

Send your Amazon receipt. It's I before E. Except after C.

Make sure that you have us added as a contact, and then you will definitely get all of the apps

Right.

There we go. So there you go. I just sent it. You can send your receipt to Cnn.

ups reimbursements for canceled shipments was Nick's favorite.

Yes, everything that we taught today, Imran will apply to Uk: Sorry I wasn't ignoring you Aaron loves the Puerto Rico hack.

It's definitely a favorite I love knowing the meat.

Meet glimpse.com, says Lisa Nickel says, Do you refund paperback copy 3, 9, 9 app Sean has his book, which is selling on amazon.com What does that mean?

Oh, David! Woo says that. Thank you. Thank you, David can't wait to go through the replay, says George.

beth loved to create coupons and all products for better visibility.

Lyn says Monthly Training, please. No thanks, Lynn.

Depends on which day it is buddy

We actually have jobs. We have to. We have to work in our real business, but I appreciate the love.

Terry says, write another book. Guys: Okay, we have 2.

Yeah.

Now I don't see the paperback version, says Barb.

Hey, hey, Sean, here's a question for you, can you?

Yup

We email you directly. If we don't receive the email within 49 or within by the

end of the day, for the 49 hacks.

Video

Oh!

Well, so so, Mike, what? Well, the last time we had we did the 31 hacks training in June they were working through support tickets because we accessively said to email us, or email or support desk like for 4 days, straight just trying to handle everything so I think the best, way, to

do that. Oh, man, I don't even know how to do that

We only have like 12 support people, you know, so

I was getting ready to send them to Danny

Yeah.

umhm!

We will set. We will definitely send it's your email a message within the hour of getting off this call.

Hey, look, hey! We can get into. We can get a record of all the attendees if through Zoom, and then we can send the link that way

We'll see

Yes, Hey, look! Robert! Diane! Jed word Kevin Dan, we're getting your receipts in, here so don't worry Your reimbursements are on the way.

showcasing everything that we talked about, Mike. Now make sure you check spam and make sure you market is safe center when it comes through, so you

don't miss anything else.

We just need to notify our support desk. They're going love me, aren't they?

Oh, why is the David saying Joe is funny? Is Is the chat.

Yeah, make sure. Because Joe saying, Can we show up at your house if we don't get it by tonight?

Oh, my gosh! I'm so happy! I'm crying, Terry says

Does this chat go to all attendees and panelists

Oh, yeah, yeah, Pennsylvania, 1,600 Pennsylvania Avenue.

Isn't that where we're Brandon lives

Oh, that's that's Drew himself. What's up part of chaze I'm going mic him up, Drew.

How you doing, man? Have you? Have you gotten over your broken ribs? Let's see. Here.

Yeah.

Maha says, guys you are amazing. Thanks. So much respect love.

You? How do I register for pvp? It?

Turn is Mike on. I want to talk to J.

Says Terry

Let's see. Hmm!

Kerry. If you want to learn more about what we do every day, as our job, as

Sean put it, you can go to post, purchase, pro com and hit, learn more.

True. Turn your mic on. What's up, brother? Yes, we can hear you, man.

Oh, hey! Hey! Can you guys! Hear me hey? Hey? What's up guys?

I didn't know you were hanging out there, you know.

Right.

Yeah, absolutely. You guys, did a fantastic job. I always love watching your webinars.

It's amazing, even with what I do with teaching teaching this stuff like I learned a whole bunch of good stuff.

Seth makes me do all the presenting, so he gets to play in the chat box

So. Thank you.

Yeah, definitely. How's your how the ribs doing

healing up, kind of slow, but you know, I yeah over 40 and falling off of a dumpster.

That's what happens when you get over 40. Man

That's a hilarious So what was your favorite hack? Drew?

What's up? Drew

Never a good combination

Besides the one submitted by a 7, 7, 8, 7, rise, 8, yes.

7 rise, 8. I really liked. Oh, gosh! What was the one where you can track that

track the emails from anonymous visitors Well, I can't remember retention.

Oh, yes, retention.com

You should be. We're collecting about a 100 on average per day emails.

Dot com. Yeah, that is, I'm excited about that one. I'm going to be using that on all my businesses.

So pretty good stuff, man, So I'm glad you liked it.

It's it's funny, like not one hack stands out like everybody's got their own favorite.

Okay, that is

So we We've been collecting these things for a long time, and was looking forward to sharing with everyone.

Yeah.

Thank. You. Tushar

So thanks for joining the call today, Drew

Yeah, definitely.

Thanks, Drew Shawn Yosi says, or Yozy says, Do you have a Facebook group?

Or what's that group that runs constantly that I could join?

No, we don't. But I think we do have one around the book.

So if you search you you've searching Facebook like private label millionaire secrets.

I think there's a Facebook group in there. It's not the most active thing the way that we like to engage typically is by hosting live trainings like this, which will do with one maybe once per month, it'll be free it won't be nearly as extensive.

Normally so we only do hacks, trainings, maybe once or twice a year, and we normally delete the replay and then shut it off that way the next time everybody gets a fresh look at brand new hacks every time so we don't do we don't do any training anything

like that. The only thing that Sean and I do every single day is work on post-purchase, pro which is building that post, purchase marketing funnel out for Amazon Sellers that's all We do.

Alright man, take care, Buddy. Okay, talk to you later.

Somebody says, guys stop asking for a few dollar reimbursements for the book.

Your your heart, great value here, and asking for a few money.

We don't run any trainings, any Facebook groups, anything like that.

Few dollars. Really, I don't understand what you're saying.

Mike saying, Stop asking for reimbursements for the book, because he got so much value.

Oh, he's talking to the attendees, I thought, Okay, hey?

So anybody want to talk about what you learned today. Just say yes.

They pick me right now in the chat box. Pick me, say, pick me, and we'll turn your mic on all right.

I don't think he feel

I got Lucy. I got Lucy. I gotta figure out how to do this.

Lucy says, Pick me

Lucy, just give me a second Lucy is There Is there a quick hack for that?

Can I just right click her name? Nope. Then we'll get you.

I don't know

Enron. So Lucy, Lucy.

Just a second. This is like literally my second time using zoom.

You gotta find her in the in the attendees.

Roy says, Pick me Assad says Pick me. We got some people I want to chat.

So

Alright, We'll get them all going. Why do I want to?

This would be fun.

Nickel says I'm in Canada, and have not been able to buy the book.

So nickel in the I'm pretty sure, in Canada you can still get the Kendall version for 99 cents.

So go ahead and get that, and then we can. We'll send you reimbursement.

I type, Lisa. It shows me Elisa home

So Lucy, I I can't. I can't figure.

You can email Us

Miriam, you're welcome. Very I'm saying, Thank you.

yeah, yeah, yeah.

I can't find Lucy. Attendees

Let me help you, Sean

Alright. So I'm moving on to Enron. Here we go.

Enron am Ron. Get your mic ready. Come on!

Allowed to talk very. We go. Yeah, Ron: you're live with Seth and Sean Danny.

What's up. Turn your mic on! You're muted

Maybe she dropped

Yes. How are you, sir?

There you go!

can you hear me now? How is Set and Sean and the other guy will thank you very much for your session that you all done first, since I'm a seller, I'll grab a lot of ideas, and especially like grabbing customers, emails and sending the emails promoting my products. That is brilliant.

The way that you're teaching us how to grab the emails and sending them through.

Also few, few parts that I don't understand, as you said that because I'm registered I can go back to your go back to your session again, and have a

look through.

to understand how to do that as well. God bless you, guys!

You're welcome.

You're you're you're very welcome.

Thanks. Thank you for the kind word Jim Ron. Now go go conquer your day and get this stuff implemented in your business.

Thank you very much for your time

We, we appreciate you, Enron.

Let us know how it goes. Will you

A few people are saying there's no option to buy the book on Amazon and I'm not sure what that's about.

If you already have a kindle account, I think you can just add it for free, you don't have to click by.

You can just view right there on kindle if you'd like the audible version and send us your receipt or send us an email, and we'll send you the audible code But if there's no option to buy it's probably because you have the ability to access the kindle, for

And one more thing, guys, if you love the book, don't forget to leave a review. free.

Oh, man! Danny's brought run on something near and dear to our hearts we've been.

We've been selling this book for like a year.

We know how hard Amazon is. Leave her view

Now, and we only have 59 ratings

So if you like it, if you enjoy it, hook us up.

we get like one review for every 1,000 sales. It's ridiculous

Z. Just purchased it. So if I can turn on your mic, you guys want to talk.

Yeah.

Say something encouraging to say, pick me right now.

We'd love to see what you have to say.

I have Assad in there, but they're

Ter Terry is wanting to say something. A minute ago

Well, I think that's what I'm doing here.

I couldn't get it. Didn't work. So, Seth, can you give the the link to the kindle version specifically

Here here's the book name Private label, Millionaire Secrets.

Let me say

So on the paperback version, has sold out, it with up here, so there's not.

There's not an option anymore on the site to get the paper back.

So I guess, well, okay, now, now it's back, I guess.

Well, the paperback is sold out, hard covers available, kindle.

It's 4 core strategies that Seth and I used loving all the love Here, guys

Obviously you can get as many as you'd like. So Terry's here

Terry, Where's Harry?

I'm going promote them here

I can see the paper back available. It must be that Geo ranking.

You're talking about, Seth so paperbacks available.

Could be.

If you're over here in my neighborhood. Wait! You are in my neighborhood,
Terry.

I think I clicked the wrong

Go ahead and unmute, Tallout.

I accident I accidentally hit the wrong T.

Alright. As long as we keep the fun moving. I'll stop around

As long as they're tasteful

Is there a slide that I should park this browser on Seth or is this one?

Terry. You can unmute and set a couple of words if you like.

Well, the the slide, I think, for the upcoming call I probably is, is a good place.
PP.

Okay.

Pro, dot CEO. 3 hacks is the the next training that we're doing It's going be a full breakdown and Nusa is still disappointed There's no email yet.

It's coming, I promise. Don't worry. We're going send out an email to everybody who attended the call today as well.

And then just make sure you're checking spam within the hour after we get off this call, Charlotte, go to bed.

7, Am. Get some rest. She's in Australia, Got the the \$22 version there. Bargain price.

Alright.

That that's awesome. Thank you, Charlotte.

Appreciate you. Don't forget a glowing 6.

Don't want any reimbursement. We love you, Charlotte.

Alright, so Terry can't get his mic unmuted.

Anybody else want to chat, or we can jump out of here and start working on processing the replay. For you guys. Hunter wants to say something

Allowed to talk. Hunter come on board.

awesome. Hey? I have a question. I was denied brand registry because it's linked to my personal account, and I did like a review thing like 5 years ago, and I've never been able to fix it do you have any I've talked to so many expert pros like yourselves and

Yup

Well, Hunter, so we we've had a lot of Amazon seller accounts before, and so what I would do if I were you is just set up a secondary Amazon seller account. You can set it up with a completely different business, you can have a friend set it up, but what you want

to know are the things that Amazon is looking for. To link those 2 accounts together, and you never wanna cross them.

no one has any idea how to get Brand registry because of that link to my personal account.

So, for instance, they're going to be tracking your IP address, which is your Internet, which is if you logged into the same account, using the same Internet, they're going to link them up and so they'll pair them together. So you need, a brand new fresh account, that you can access, through a

different. Means. So the best way to do that is to have a friend or family member that's not closely related to you, and not in the same house as you set up a new account.

Different business. It all has to be different. It has to be different, in different bank account, all of it's different and then you access.

It, using like a virtual computer like a Vps.

So we'll set up like a virtual computer using host wins, and then you'll just log into host wins to operate your Amazon account.

We've done this many, many times, and then that way you'll have a fresh start,

and Amazon won't be holding that bad blood against.

Right.

Wow, Yeah, that is beefy, but I can.

You, and you can just start over in your new account. Does that help

Yeah, you can do it, man. It's pretty. It's pretty easy.

Once you get the ball rolling. But just remember, everything has to be different than what you did the first time, or they will link it together.

I'm actually going try it out

Okay.

And I would transfer the account over like this. New company would own the brand.

yeah, and I also seen I've also seen people just get a a cheap laptop from best buy or something, and just host it somewhere else.

If they don't have a a home computer, they don't want to use your home computer super simple.

Yup yup

So, So, Danny. That's a good point. The computer has a Mac address, And then your Internet has an IP address, and Amazon will cookie your computer, and then they'll track your IP: address so you don't need a new computer If you use vps basically.

Under you have to make it appear like you're a different person.

So either you need a new Internet service that has a different IP address, which you can just check at Google just type in what's My IP address, Make sure it's different.

And You need to clear your cookies out of your browser.

But if you want to be alter, alter safe, just go to host, wins, com, buy access to a virtual computer, which is like 20 bucks a month, and then log into your Amazon account.

yeah.

Okay, awesome guys. Thank you so much.

Only through that hopefully that can get you started

You're welcome.

theory says no question. Just thanks for everything. We appreciate.

definitely. Thanks: Hunter.

Yes, go check it, check out product, launch, domination.com some brand new training that we just launched.

It shows you how to really stack the deck in your favor for a launch to relaunch an existing product going into like you're doing.

You Shinawas or Shaw? Just stop there, says any tips or hacks for launches, and so go ahead, Sean

Hunter. Yes, that that's correct. Host wins.

Now let's see, I'm trying to type it and talk. It doesn't work very good for me.

Dot com will get you set up on Vps

It's let's see. Thank you, Ecom Dot.

Brad said, What was the What was the link to the insurance provider?

Enter? How can I send chat to everyone? Oh, here we go, bam!

There you go, product, launch, domination. This will show you my best kept secret on how to stack the deck in your favor when it comes to either launching a new product or Argo creating traffic for an existing product as a relaunch?

Ecom dot insure, Danny, Can you type that out

Mom, it says love you guys, can you share any expertise on how to increase conversion rates and reduce refunds in bed sheets, related Product Muhammad the the thing that you want to do to increase your conversion and reduce refunds is to speak directly to your best customer with your listings and

that's what we talk about cloning, listing, and creating a mafia offer.

So if you're trying to sell a bedsheet to everyone, but only but you're selling like a satin bedsheets, and that really appeals to women between the ages of 30 and 60.

Then then you're selling to your non ideal customer, which you have a higher likelihood of disappointing.

But if you know that you're satin bedsheets really do a great job by reading reviews and seeing who's the happiest.

If you know that women between the ages of 30 and 60, who have children, if that's your target, avatar, then your listing should speak directly to that one customer.

And what happens is if I can show that perfect person that's that's gets the best benefit out of your product.

Then she will appear in my images, and I'm going speak to her in her languages, and what she cares about, and I can learn all that by reading my reviews and if I build that listing specifically for that particular type of customer, then she is going be drawn my listing she's

going click through at a higher rate than the average customer or my average competitor will get for those keywords that are attracting her And then when she's there she's going feel very comfortable that she's on the right product listing.

And she's going go ahead and purchase, which increases your conversion.

And then she's going get the product that she actually wanted, which is then going lower your return rate, which then also helps your your ranking.

So it's a self reinforcing cycle.

Go back and watch the hack where we talked about creating mafia offers and using creative cloning to clone your listings and speak to your best customer at a single time and it will dramatically.

If you will.

So. Beth had a had a question about what? When you say, make your

storefront transactional.

Help your business.

Yeah, let me let me get this ken if you want the replay, go ahead and put your email into that link right there for the transactional storefront All you're doing is making it, look more like an Amazon page and the benefit.

Of that is the if you have the add to cart button there, they, your customer, can go ahead and add all of your products to their cart, so they can transact.

They can buy your product right there. Live, and it's not just like a branding play with pretty images.

They can actually spend money with you and the main benefit is that other competitors can't show up in your store.

There's no other ads in your store, so you're keeping the focus of your customers all in your product line, That's why it does such a good job of increasing your conversions.

Can you explain what that means? Basically, Beth? Instead of making your storefront a branding play, you want to make your storefront friendly for e-commerce you want to solicit transactions aka orders on or make sales on that so

to answer your question, Ethan. Is it free to get the Pdf.

Yes, we're not charging for the Pdf.

So just add in the add to cart buttons for all of your products in your storefront.

We're giving it to you free, but we're only rewarding those who actually watch

this this show.

So we had 7,000 people a register for this, but about less than 2,000 of you show up alive.

You are the ones who are going to be rewarded by the free by the Pdf.

Who attend, live.

We don't want to send it to our entire list We only want to reward you for being here.

Live, and to answer your question. I can't see it now, Jeff asked.

What's the expired domain site? You can see it right there. It's expired.

Domains.net

Yup

Jason Lynn says, my Asen has a lot of sell yours in Amazon about 20 sellers.

What is my risk?

How to deal with these, Jason. If it's your brand, and you're saying other sellers are selling a product that is similar to yours, but not your Branded version, then we would call those people hijackers, and they are not supposed to be selling your product on your listing, if they're

not authorized by the brand Basically, they're selling a counterfeit product, right?

So you need to report those sellers for selling account counterfeit product to get them removed from your listing.

The best and easiest way to do that. A lot of sellers don't even know that they're doing it.

Some do, but what we would do is just contact. Each one of those sellers and let them know.

Hey, You're not selling an authentic product.

You're actually selling account counterfeit product, because I have an authorized you to sell my brand.

Please remove your listing, so I don't have to report you to Amazon, because your account will probably get suspended, and then most sellers will go ahead and remove their listing, and then they you won't have to fight them in your own buy box if sellers continue to hijack your listing, Then you can go ahead and report them to Amazon for violating the counterfeit laws, alright Shane says great info guys Thanks, Justice, thanks.

You're welcome. Everyone.

Ethan says. I have gone through this link, and it asked me for the email to confirm. I entered my email. But I'm not getting even any email Ethan.

This has been the struggle, the entire training webinar.

There's like 2,000 people that put their email in all at once. So there's a little bit of a backlog. So that an email will come that has the confirmation button for you to access. Your the full recording the slides and the audio recording.

So it's all coming. There's just a backlog, because we overwhelmed the A Weber integration. And you're welcome, Amira

All at once.

That's funny, Seth, because literally, before we kick this off and you tested that, you said, See how fast this delivers for May Weber.

Bam! It was instantaneously Charles says, Great show. I saw you on the lunch with Norm podcast and I remember you having great inserts the kind that jumps out of the consumer.

Where do I go to find insurance like that, Charles to create a great insert. You have to think about what your customer would actually respond to.

So, for instance, if you want selling a doorknob or a pizza cutter, for instance, if you're selling a \$10 pizza cutter, nobody wants to register their warranty for a simple product that only cost \$10, but if you were selling a TV then you could make an offer for a warranty, so every offer has to be different, and that's when we talk about a mafia offer, So I'll give you an example of one of our best converting inserts of all time.

And everybody probably has heard this story. That's heard us talk about inserts, but we used to sell shredded memory phone bamboo pillows.

The product came so tightly packed that when the customer got it it looked like it was going to explode, and because of that packaging, and because the pillow actually needed adjusting then we put a Sticker on the outside of the packaging that was a stop sign and it said stop before you open this pillow. Please see this very important instructional video. We had 88% of our customers opt in to see that video.

Now, an instructional Video: works well for a product that's packaged in that

type of manner, and that actually needs support through video instruction.

But it's not going work for a pizza cutter so you have to think of. What would my customer in the moment that they have the product in their hand?

After opening the box, be willing to come and claim, and that is what's going to be your Mafi offer that you should put on your insert.

There's all types of insert designs or stickers. There's cards, there's reflective cards there's pop-out cards.

But the most important thing is to create an offer that's so good that your customer feels stupid, saying no to it, and the offer is king when it comes, to an insert so hopefully that'll give you some a head start on that Amira says I'm a seller, and someone's trying to get me down, and Amazon is not helpful.

This product is already sold by just 2 of us. They also give me random reviews anytime.

They want. Let's see here. So, Amira, if if you own the brand and you own the product, and you created the listing from Scratch and Amazon, and you should be the only seller that is able to sell your branded product, if you're selling a product that is not your brand then other people can sell on that listing because Amazon is a marketplace. So the there's some distinguishing there, and it sounds like since you're just getting started.

It would be good for you to focus on one area of Amazon and really learn it really well.

So, for instance, you could focus on Rita arbitrage to learn that game, or wholesale or private label. So pick an area and get really really good at it.

I love a Weber. Yup! Now you shot yourself in the foot

That's a good question. So, man, I've gone to so many conferences.

Seth and I like to go and speak at these conferences.

But the most amazing conferences for us are those who have providers, but the ones that I've gone to that had the most amount of sellers, I think, would be sell and scale which is a helium 10 event, sell and scale and then the I was running surprised at the amount of sellers, who were at the first time annually event now known as Surge Summit, in Tampa Surge, some at Tampa, and highly recommend the 1 billion dollar seller summit from our by our friend Kevin.

King, So a 1 billion dollar seller Summit surge, summit, sell, and scale.

Then if you want to get access to a lot of great speakers and training and informational stuff, not so many sellers, then I would recommend going to the prosper of event in Las Vegas It's called the prosper show hopefully that helps out. So we've had the 86 of you.

Only grab the kindle version.

What 10% of 18, of you grab the print version in the last 30 min.

Oh, man, John, what do you have?

Jeff says all my licenses are variations under 3 parents for your vine review hack.

You add as a new standalone listing. Then apply for vine reviews.

Then you can combine the as as variation immediately to take advantage of the traffic. Jeff.

That's a good idea. The listing has to be new, and it has to have less than 30

reviews. If you already have an existing listing that you'd like to pile reviews onto you could launch a standalone listing, get your reviews, and then merge it with your existing variations.

What our idea to use that for was just from a dead cold start. But I like your idea of using it to bolster a listing that you already have running well, but it has to make sense as a variation obviously.

Lyn says, Do you recommend the recommend? The Amazon unboxed event, Sean.

So that's good.

I have not heard of Amazon. Unboxed. Where is that?

I don't think we went to that one so Sauna Saa says, Would you? What would you recommend is the best way to get first reviews on your product.

The best way to do it is, have your own in-house list of customers that already know like, and trust you that have purchased one of your products before and then, when you sell them another product, then what happens is because you already have that relationship they automatically come back and leave a review when you ask and you don't have to incentivize them and break to us.

Where does that event take place but if you don't have a list of customers, then vines are pretty good, pretty good way.

There's all kinds of like gray hat and black hat ways, but I'm not going recommend anything like that.

We want to keep it super super clean. So I'm just going stick with my recommendation. I've used vine or user existing list of customers that you've collected over the years like emails or text messages Beth says, Can you explain again how to do the return to manufacturer, to circumvent returns through Amazon?

We typically exchange versus refund If the customer comes to us first.

So Beth, the hack about return to manufacturer is most customers are going come back to Amazon automatically to try to get a refund if they're Not happy. Some of them it sounds like are coming to you, but by no like you're not causing that.

They're just reaching out, but what you can do is put a sticker on your product that says, Wait, and do not send this back to Amazon.

Send this to us, and we'll handle your refund for you, and then that way your customers know to come to you and you'll get a percentage of those customers that will come to you directly instead of going to Amazon that way, you can avoid running that Amazon that return through Amazon

Okay.

I'm just wanna see where people are at, as far as your business level right now. So please just select your answers in the poll real quick, so we can get an idea of the demographic of our audience.

How many years you've been selling on Amazon which type of seller are you?

Do you do private label, wholesale, or both?

So Sean, I see that you launched a quick poll here

What are your annual sales? This is anonymous, obviously, when we don't know who clicked.

What are you actively selling? So about 4 of you out there, not actively selling.

So that's interesting to me. It's a good thing that you're seeking advice, and that you are attending events like this, so that you can find out the best way to Go about growing in in and scaling your business, so let me in the poll there and then, just let everybody know about where you stand, so you can see what your peers are doing here.

So basically 90% of you say, Yes, we are currently selling 32% or less than a year, 31% of you over 5 years.

That's good. 63 private label, 21%, wholesale, 15%, both. And the majority of you are doing less than 500K per year. So you're in the right place to learn hanging out in events like this, and engaging with other sellers like Seth and myself.

And Danny is the best way that we've discovered that you can grow your business with the least amount of effort.

You know, if you can avoid the mistakes that other sellers have made.

Then obviously, that puts you ahead of the curve Right?

So, Kudos you for being here Seth and I also Yeah.

We have a Youtube channel

Oh, that's true!

Yep, for sure, and you can find us on Youtube if you just search for post purchase pro on Youtube. We're on Twitter. We have a Twitter feed post purchase pro.

I would have been really interesting to see what the results would have been maybe an hour ago, when we had a 1,000 more people in the room to really get, because I mean, like only the Diehard stick around with us for 3 h So we really really appreciate, you guys well, Shawn, I think we on Youtube Sean, we actually that's a good place to go A lot of people were asking, How can I see more trainings?

How can I see your guys webinars? We typically will upload most of our public trainings to Youtube.

So if you want to subscribe to our Youtube channel, then you'll get notified when we drop a new training Hacks Trainings like this will not be public.

We'll send it only to people like you that are willing to come to a live event.

But if you just want to see more training on about how to grow on Amazon and check out a Youtube channel, it's just post purchase pro hit, subscribe, or follow, and then you'll be notified.

we also do a Facebook post purchase pro has a Facebook group, private label, millionaire secrets has a private Facebook group that you can ask to join. And then let's see: follow us on instagram at post. Purchase pro did I forget anything else Oh, the podcast.

I got a question from

It's it's actually streaming. Live on Youtube as we speak

Well that's a good question. But honestly, we we don't like to sell on these webinars It's just not their appropriate time to talk about it.

I got a question from Sajid how I am going to start my private label business may ask what your services, what services, you guys provide, and how much you guys Charge for it

We have a full, a full service and marketing company specific for Amazon Sellers, but you can find out about it at post purchase pro.com.

As we release new content, go ahead.

I appreciate the comment, but it's just not that the appropriate place to to talk about us.

Perfect.

Right.

We're here to help you right now. But thank you, anyway.

Ha! Ha ha! This says any idea how to optimize merch by demand.

Ppc. Campaign, so we don't really have a lot of experience in merge.

That's a good question, though. I'm assuming that's a There's a lot of

crossover.

Okay.

Yeah, I know carbon 6. Seth has a lot of tools to help merge sellers.

But I don't want to give you bad advice, so I'm just going hold my tongue
looks like that link that I posted There was costied in correctly.

So let me grab that for you

So there you go go and hit that, and then hit, subscribe, or yeah, subscribe to
that channel, and then that way.

So check out carbon 6 I/O, and that's a number 6 carbon 6 dot I/O

Every time we drop a new video or a new training, you will get notified

Yes, the Post purchase podcast search for post purchase podcast, and any of
your favorite podcast platforms.

Thank you, Danny.

How does How does grab the link there? It's hard to.

there, you go, you guys like podcasts, which is like my favorite form of learning.

Post-particle.com

I'm going end this recording But we're going hang out here.