

A WORLD CLASS LEADER IN AMAZON EDUCATION

AMAZON JETSTREAM INCOME

YOUR QUICK-START GUIDE TO A
30 MINUTE PER DAY “AMAZON
CASH MACHINE” BUSINESS

SOPHIE
HOWARD



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Amazon Jetstream Income

Your Quick Start Guide to a Cash-Rich Amazon Business In 30 Minutes Per Day

Sophie Howard

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Contents

1. An Introduction to Amazon	1
How My Multi-Million Dollar Journey Began	3
Take Control of Your Life and Your Lifestyle	5
How Do You Run Your OWN Amazon Empire?	7
Who Can Succeed at Amazon?	11
Building Your Empire from the Products First!	16
What is AMAZON Today and How Could It Make Me Healthy Cashflow	18
A Little Bit About Jeff and How He Makes Me Serious Money	21
How to Put Your Amazon Business on Autopilot	26
How to Find Winning Products to Sell on Amazon	31
How to Find the Hottest Products	38
What's Your First Step to Building Your Global Amazon Empire?	39
2. How Amazon Thinks	43
Meet Jeff	45
The Everything Store	46
Partner with #1	47
Amazon Gets the Edge	49
The Benefits of Amazon FBA	51
Global Domination	52
100% Customer Focus	54
Play by the Rules	56
Do the Right Thing	58
Onwards and Upwards	60

3. Common Mistakes Made by Amazon Sellers	61
Just Get Started	66
“Looking for the One”	69
In Software we Trust?	73
Bright Shiny Objects?	79
Eyes on the Prize!	80
Is Facebook Really Your Friend?	82
They are the Five Mistakes I See People Make	87
 4. An Interview with Sophie Howard – Million Dollar Amazon Seller	 89
How a Busy Mum of Two Cracked 7 Figures on Amazon	
 3. 20 Hot Amazon Products	 113
 4. Amazon Seller Stories	 129
 5. Selling an Amazon Business for 7 Figures	 156
How to Build an Amazon Business to Sell	157

FREE WEBINAR: The 30 Minute Per Day Amazon Cash Machine

As a reader of my book, you're clearly someone that takes self-education seriously.

And, that's a wise move – because as Tony Robbin's mentor Jim Rohn said:

**“Formal education can make you a living.
Self- Education can make you a fortune.”**

It's true – the more you learn, the more you can earn.

That's why you're invited to my complimentary
60 minute Amazon Cashflow Webcast.

“The 30 Minute Per Day Amazon Cash Machine’

I'll talk you through how to find the right sort of products for your Amazon store – and even how to run it in as little as 30 minutes per day.

CLICK HERE TO SECURE YOUR FREE SPOT

CHAPTER ONE

An Introduction to Amazon

Introduction



Hi, I'm Sophie Howard. And if you want to learn about how to make a healthy income selling on Amazon then you're in the right place.

In this book, I'm going to be talking about Amazon, how I created millions of dollars in sales in my businesses, and how you could potentially do exactly the same thing. Why?

Because so many people are yet to cotton on to the fact that Amazon is the dominant force in retail.

And you're either making money from Amazon or you're spending money on Amazon. It's really that simple.

I don't know about you, but I much prefer MAKING money from Amazon, and I'm sure you will too. And that's what this report is all about.

How to create potentially massive income streams that will give you the freedom and financial security to do whatever you want.

So, buckle up, because there's a lot of information in this report.

Potentially life-changing information... and plenty of tips for making sure your Amazon journey is a success.

How My Multi-Million Dollar Journey Began

This is going to surprise you: I've only been selling on Amazon over the last four years.

That's all, just four years and in that time, I've launched hundreds of different products—about five hundred different products in total and I've sold two Amazon businesses, one for 6 figures and the other for 7 figures USD.

So, that's what I'm going to tell you about:

How to find the right products, and how to partner with Amazon so you have a fantastic, reliable, stable business that puts money in your pocket every month.

There are simply so many people shopping every day and if you know how to tap into that market and sell, you can actually create a lifestyle business that you can run on as little as an hour a day, just like I do — IF you know how.

What inspired me to give Amazon a shot, four years ago was the need for a lifestyle change. When I say a lifestyle change, I mean a REAL lifestyle change.

This is the actual photo that got me into gear to decide that it was time to do something differently.

I was at my desk at work; it's kind of the equivalent to the Foreign Office but for the New Zealand Government, and I was probably doing a spreadsheet or something similarly dry.

And the lovely nanny, who got to hang out with my kids all day, sent me this text message of her down

at the beach with the kids playing on a sunny weekday morning and it made me realize that I was going to be missing out on all those special years with the kids.

And I was working so hard but not really even getting that far ahead financially despite all that effort. I was only working part-time hours - but was probably delivering a full-time workload in those hours.

Sound familiar?

I just thought it was time to figure something different out.

I wanted that financial freedom and the ability to be at home with the kids and just get out of that nine-to-five grind.

I didn't know what I was going to do in that moment, I didn't have a plan of how but I just knew that I was going to figure something out.

And for most people who've made that transition from full-time employee to full-time entrepreneur, there's been a moment like that.

Whether it's a terrible day commuting, or a terrible day with the boss, or you just hear of somebody doing something different and you feel like you could do the same and hope that it will work out.

That was my moment.

For most of us who go through that moment, we want to change.

But, if you want the future to be different you have to do something different today, and then a bit of a transition period.

You are building up the new thing in the background and while your holding on track in the day job and turning up with the smiley face and then eventually you get to write the best the last letter in the world.

Dear Boss, I quit. Love Sophie.

And that's a highlight of your career. And then go out on your own. But there is still a bit of a transition thing to get through, it's not an instant search, but it's totally exciting, that middle bit while your excited and building the new thing.



Take Control of Your Life and Your Lifestyle

Most people do best to keep their day jobs in the short term, because the great thing is: you can fit one of these Amazon businesses into just half an hour or an hour of your day.

It's a highly leveraged opportunity; your businesses can actually become quite big, even with just a small amount of time put into it.

So that was my thinking a few years ago, thinking there must be a way to get out of the day job. That was my motivation. So, I really swatted it up on lots of different businesses and I came across Amazon.

As I'll explain in a moment there are a lot of things to love about an Amazon business, and once I understood it, I got started and got selling really fast and then figured a bunch of stuff out, it made me hugely glad that I'd made that start because what it meant was, I was able to make some really big lifestyle changes thanks to that additional income.

Imagine you're earning an additional two thousand or eight thousand or fifteen thousand dollars per month thanks to Amazon business.

That's potentially entirely possible - you can do that with just a handful of decent products selling online.

Think about what that would mean for your lifestyle. What would you do differently? What would change in your life if you had that extra income?

I live in New Zealand usually, and I've got young children so trips from New Zealand especially are quite a big undertaking - but from a work perspective really no problem because of my Amazon businesses.

“How quickly would you like to pay off your mortgage?”

The ability to save really large amounts of money is a really big benefit.

So often, we are working really hard in our day job just trying to get ends to meet and that's hard.

Instead, your Amazon businesses let you potentially clear the mortgage faster, and that's a really huge one for a lot of people, because nobody likes giving the bank all the compound interest that accumulates over thirty years.

I've sold two Amazon businesses and each time cleared a mortgage, which is a pretty exciting thing to do in my thirties.

How do you run your OWN Amazon empire?

As mentioned, Amazon has really got the potential to generate a lot of income, and the nice thing is that you don't need to actually give up the day job to do that.

It's a fully online business — all you need is a Wi-Fi connection to run it.

I run mine from the kitchen table in New Zealand and none of my customers are in New Zealand. I sell on Amazon in the States, the UK, Europe and now Australia as Amazon has started there

It takes about thirty to sixty minutes a day, so it's a very lean business, and that means that you don't need to give up your day job while you are figuring it out and getting started. It's quick to get up and running and no big time or financial commitments to start.

If you want to know about how to become a successful Amazon seller, then you're in the right place.

In this report, I'll assume you know nothing, so we will start at the very beginning, what is Amazon?

Buckets and Pipelines - Once You Understand This, You'll Never Look at Your Day Job the Same Way?

Just before we really get into Amazon, there's one thing I want to talk about briefly, which is just this concept of how we earn our money.

For convenience, I'm going to assume you're in some sort of day job, because if you're reading this report, it means you are in some way keen to replace your income or supplement your income.

When we go to work, we have to work every hour, even if we've got some high-performance job in the city and we're adding a great salary or hourly rate, as soon as we stop working, we stop earning.

Our employers only give us so many weeks off per year, so we're really committed to always having to journey off to work and keep turning up and working every dollar we earn,

If you compare that analogy to getting water down at a village

Imagine that in the village, a couple of guys, Bill and Ben, have to go and carry buckets to bring water back to their village. They do that every day and if they ever stop carrying the buckets, then there's no water in the village and that's a bit like going off to a day job.



*“In life you are either building pipelines or carrying buckets.
Residual passive income vs. paid the by the hour,
trading time for money.”*

But if you imagine that Bill, who is the smarter of the two, he starts to dig a hole one day and everybody's a bit baffled about what he's up to.

It just doesn't seem to make any sense.

He should be really tired from carrying his buckets, but he digs a big hole and then he digs a big trench, and then he put some pipes down, and then a few days later he plumbs all those pipes together, turns on the tap and pops into the hammock and has a cocktail.

He's built a pipeline business and he can just turn that tap on now and not need to carry buckets.

There's a fundamental difference between a pipeline business and a bucket business or lifestyle.

Most people have 'bucket' lives.

You're carrying buckets as an employee, which is hard work and it's relentless, but by building a business that is a pipeline business and brings the cash to you, rather than you having to go out and collect it every day.

That's really the secret of the wealthy.

That's where you get out of the trap of "hours for dollars".

And when I was looking to start a business and I was at home with a baby and a toddler, I was keen to make sure that this wasn't going to be something that just created another fifty hours of work that I just had to do from home. It really had to be leveraged and scalable, and it wasn't to be me doing every hour of work to make things stay afloat.

I didn't want to have a products business that I would have to go down to the post shop every day and I didn't want to have client phone calls the whole time,

It had to be a business that was almost on autopilot, and that's when I worked out that Amazon is a really good place to be.

So, that's a really important concept. You can carry buckets in a day job or you can build a cash flow pipeline to get control of your time back and get out of that "hours for dollars" trap that's really the secret of the wealthy.

Okay, So How Much Do You REALLY Make Doing This Stuff?

According to Amazon CEO Jeff Bezos, there are more than 140,000 people who've built pipeline businesses on Amazon, who make more than a hundred thousand US dollars a year in sales on Amazon.

That's a really significant number of people and most of those people are not some sort of techie whiz kid with a whole company, flying around the world sourcing products.

These are usually people still in a day job in cities around the world, stay at home moms and dads, people with other commitments, there are retirees doing it and there are young people doing it as they go through Uni, it's a huge mix.

It really is an open opportunity that people from all sorts of different backgrounds can get into AND they're also making really decent money.

This isn't something like driving for Uber or selling Tupperware.

There are all these other things that you can do and generate a bit of extra cash by doing some extra hours in your week or get a second job.

But this is just a different model that gets you out of that out of hours for dollars trap and people making serious money doing it and only in a short space of time as well.

Who Can Succeed at Amazon?

So, who is this report for?

Well, largely this is for people who just want to live life on their terms, more control about how you spend your days, lots of the things that you daydream about.

Whether it's traveling more or living in a nicer home, getting rid of the mortgage, all those things that are really kind of aspirational, they can happen when you start to earn some extra income.

So, there's the appeal of that, but it's also kind of the carrot, but it's kind of the stick as well, and I know if you're in London commuting that's pretty tough, you've got lots of hours of just getting to and from work each week.

And you've got a limited number of how many weeks holiday you've got, you've got the office politics, you've got the thankless bosses.

There's always a bonkers colleague or two, or a nightmare client or there's just all that energy and stress that goes into surviving at work, never mind excelling at work, just like getting there.

The full-time hours are really, really demanding and we just sort of accept that this is what we should do and what everyone else does.

But maybe you're reading this because you are hoping that there's a way out of it, which I hope for you there is.

Maybe it's saving for some big trips, going to visit family on the other side of the world that's otherwise a really expensive exercise; people have their own personal reasons for wanting that extra income.

And you're definitely in the right place if you want to see another way to earn that extra income.

So here's what I love about selling products on Amazon.

Every day on Amazon there are millions of real people going shopping for stuff that they need and basically, what we do is come along and sell them the things that they're looking for. And, generally they are low cost recession-proof products.

Some of the things that sell well are really unglamorous but they just sell really well, for example: incontinence products and baby products.

Just think about the kinds of customers for whom going out to the shops is a bit of a hassle: the elderly, new moms, people buying gifts etc.

Because I've always had this kind of entrepreneurial itch, I was going to start a business at some stage and this was my first business.

And when I saw that it's pretty easy to set up and drive, it had a lot of appeal because I wouldn't have known about hiring staff, getting offices and all the other things that you usually have to do for business.

For me, this is probably the best business model out there; I might be a bit biased but at least now, whatever your reason, hopefully, you're in the right place and one or more of those points we just ran through make sense to you.



“Use Amazon to beat the daily commute.”

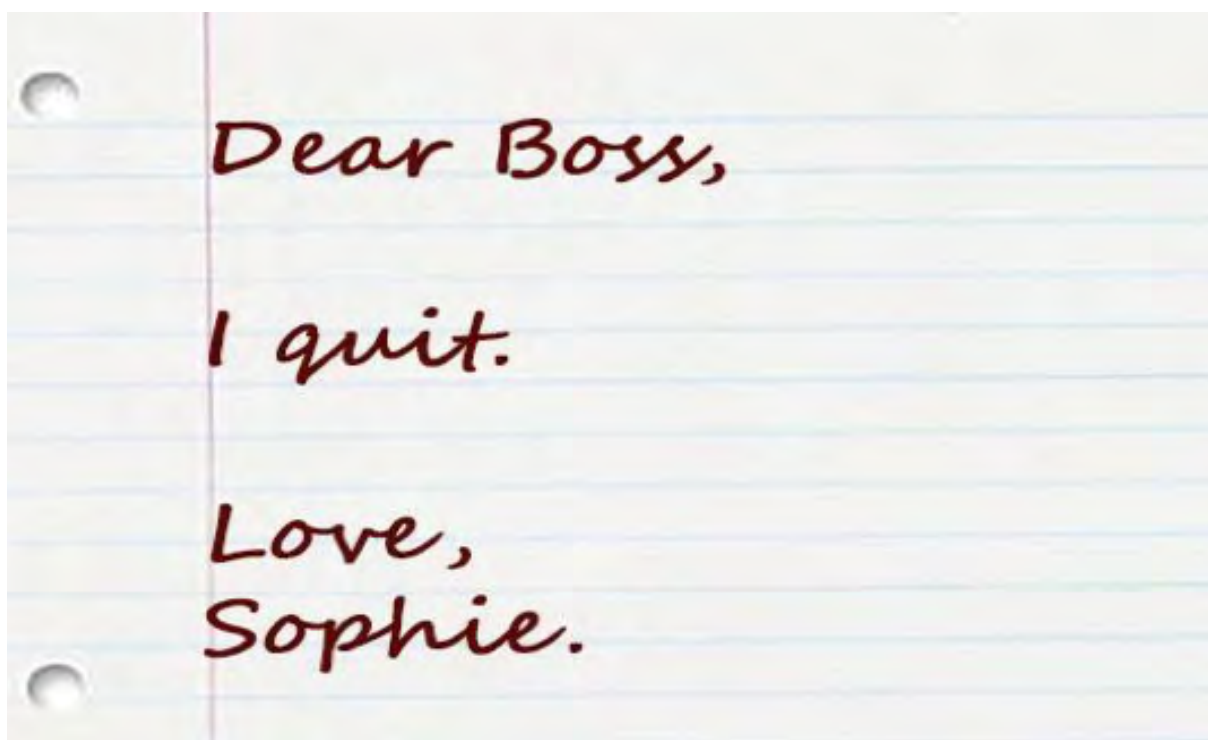
Great - How Soon Can I Quit My Job?

Now of course, you've got to learn some stuff to know how to sell on Amazon, and people who are after a get rich quick scheme, who just think there is going to be a million dollars into their bank account overnight will be disappointed.

It takes a few months to get up and running and I kept my day job for about nine months until I was really confident that the business was solid enough that I could quit my day job.

The great thing is you don't have to quit your day job to start and grow it, to get it up and running straight away without having to change any other commitment.

I actually made fifty-four thousand U.S. dollars of sales in an hour once, when I was at the beach which was super cool, and I'll tell you how that can happen, it doesn't happen every day but it's a pretty good day when it does, and that's thanks to the way you can partner with Amazon.



The First Product in My Empire!

My first product actually cost about three hundred dollars to buy, I got seventy-five units and it was from Nepal.

That product turned into a million-dollar payday about a year later. Cash!

That was pretty exciting and you certainly don't need to huge amounts of start-up capital.

But, I do get really annoyed when I see people out there talking about Amazon and telling people to go off and fill whole containers, because I like to de-risk the whole thing as much as possible.

I blame my Scottish heritage, I'm very stingy on the not wanting to waste money and buy products that might not sell or I might get stuck with something I cannot sell. I always like to start and test really small with low risk.

Then if it doesn't sell for some reason, I've not got thousands of dollars or thousands of pounds at stake! Worst-case scenario, if I can't sell it, I drop the price until it does, and I've always been able to get my money back doing that.

De-risking is key to making your empire work!

But, if it is a good product and it's selling well, as it should, as your research has shown it should, then start ordering bigger shipments after that.

I'm pretty conservative how I do this stuff. I hate wasting money without making profit, so there are a lot of people that make sales but they don't actually bring any profit home, because they're doing something that's too competitive or they've just gone for the wrong kind of products.

So why listen to me?

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Well, my first product, as I just said, cost me three hundred dollars to get going but within fourteen months, it was at \$1.6 million US in sales, and then when the account was eighteen months old, I sold it for over a million USD.

I found a US investor and said if you want this business, I'll give you the Amazon password and you give me a million dollars, which was very cool because they did.

That was the first business sale and then I started a second business, a tea business, which I sold in the middle of last year for a few hundred thousand US dollars as well.

Prior to that, my husband and I had both been working for the New Zealand government. I was working part-time and paying the nanny to look after the kids, so the numbers weren't great in the day job - but I had a nice job.



But—thanks to the Amazon business, I got to make some huge lifestyle changes, so that photo there is a place called Wanaka. That's where we got to relocate to in the south end of New Zealand, where the kids get to go skiing on a Thursday with school.

It's just amazing—we're right up in the mountains and it's just gorgeous. We have a great lifestyle and live really, really well. So, people were asking me how I gave up my day job.

Oh, also, we went and lived in Bali for three months as well after I sold the first business.

Naturally, people wanted to know what I am doing on Amazon and how do I choose these products and that's what I'm sharing with you in this report.

Building Your Empire from the Products First!

Having done about 500 different products now, I've really worked out firstly what kinds of products to source, the features, the characteristics of what makes for a profitable product, if it's really bulky and expensive, prone to faults or prone to whiny customers, who are likely to not use it properly and then say it's the product's fault, or that it's your fault, not theirs.

And that's bad news.

There's working with the suppliers as well. I've done a lot of time working with suppliers all around the world, some were from China, and my first ones were in Nepal.

I've done a lot of sourcing in India and Bali and Sri Lanka and a lot of products straight out of the States, especially for any health products. I don't like to have to do overseas compliance stuff to sell in the States there.

So, I have a broad criterion, about eight pages of things that I look for and a checklist I work through for the perfect product.

Enough demand, enough people searching, but not too much competition is also profitable.

Then there is working with the right suppliers, this is paramount! It's about knowing where to look for them, the questions to ask them, what to screen for and making sure that they're going to be reliable in quality and grow with you.

I really make those strong partnerships. I see a lot of other people dealing with the same suppliers of mine and I hear how other Amazon sellers go about negotiating, and they're really focused on just getting the lowest price per unit, it's just a very short-term way to approach having a profitable business.

Because the suppliers can't make money there and I need my suppliers for the long term—I form really strong long-term relationships with them.

My suppliers have been invited me to weddings - one in Nepal, one in China - it's a real partnership!

And I get a lot of benefits from this, they feed me product ideas, they tell me what everyone else is up to and they really help me grow my business.

They are a kind of secret weapon in the whole thing, so working with the products and suppliers is the first and most important thing.

But then you want to accelerate, you want things in a system that makes life easy for you, especially if you still have your day job, and you also want to make sure that Amazon is doing all the heavy lifting.

There are different ways to sell on Amazon; some ways are more profitable than others. Some ways are harder work than others, so you want the profitable, low-touch methods of selling on Amazon, which is what we're going to talk about in this report.

Now that I have sold a couple of businesses, there are a few things I do differently at the beginning of a model that makes it look really attractive when you put the whole business on the market.

If you've sold a business before, you know it's a big transaction, it's not the sort of thing you do too many times in a lifetime.

But if you can make a few changes that make it easy for the other side to say yes or give you all cash up front, which is what I got, then you'll be glad that you were following this system when you started things up.



What is AMAZON Today and How Could It Make Me Healthy Cashflow?

Amazon used to be a bookstore, and they still sell lots of books and e-books, but they now are The Everything Store, and perhaps you do a lot of your shopping on Amazon.

Amazon sells billions of dollars products per month. It's just a staggering, huge, huge, huge company, and there are a lot of products where people buying those types of products aren't massively loyal to a particular brand.

For something like a golf club, if you're serious golfer, you go to buy one of the big brand name golf clubs because it's got to be high performance and you know it's got to be part of your identity and it's really, really important.

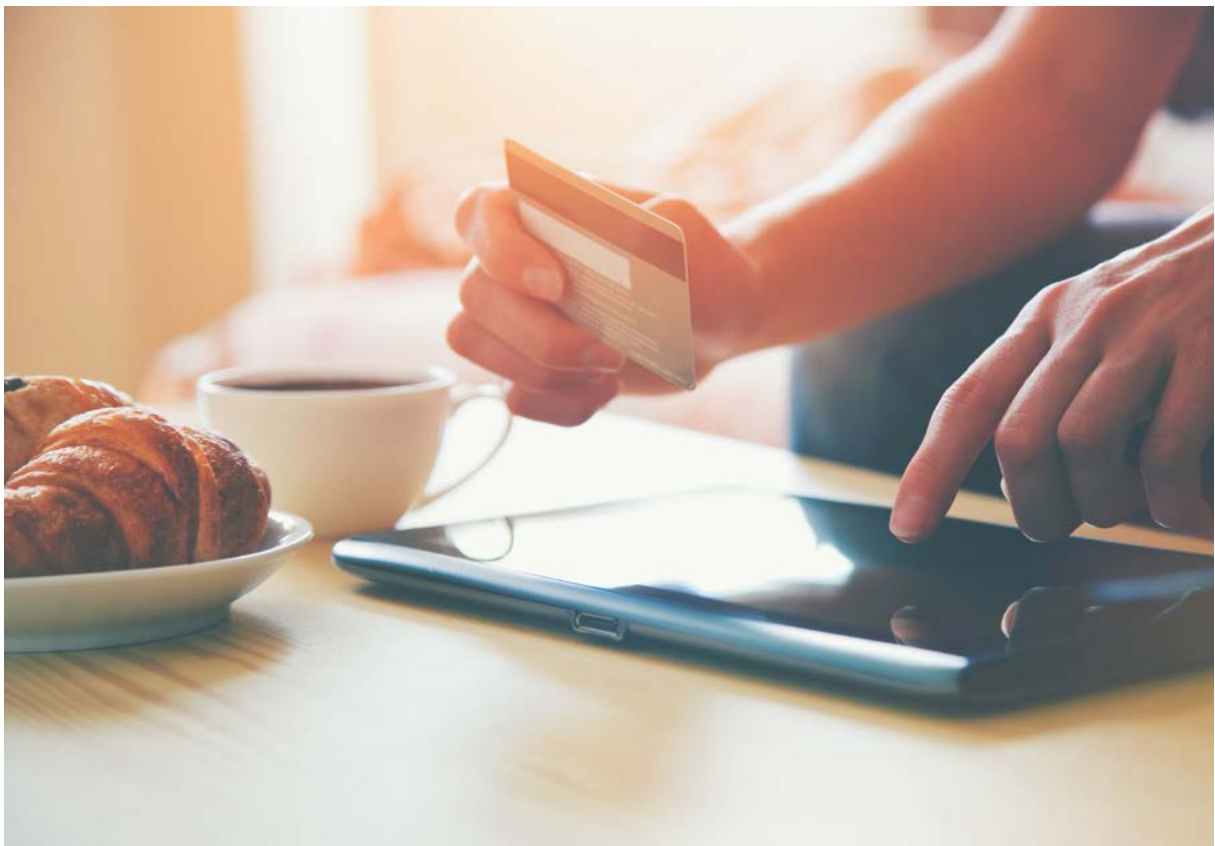
But there are other products like bookends or mirrors or candle holders where you don't really care what the brand is, it just has to look the part, be good quality and be exactly what it looks like in the photo.

Amazon recognized that so they did a lot of their own home brand products and now they've let other people start selling products on their platform as well.

These products that people don't really have any big loyalty to the brand name are the perfect ones to sell on Amazon.

These include the ones that are quite simple, costing around twenty dollars and upwards types of products.

If it's really, really cheap it's hard to make money. If it's really expensive people want to see it in person. If it's something that's really high performance, critical or a technical electronics and other things, these are quite hard to sell on Amazon.



But pretty much everything else goes, so beauty products, health products, sports gear, baby gear, toys - you name it, Amazon probably sells it.

Food is a pretty good category as well. My last business was a tea business. You can do food with a shelf life e.g. perishable stuff but it can be quite tricky. I prefer products that are pretty low drama, things you can just forget. That's my favourite kind of business.

Everything goes on Amazon and I have quite a lot of fun, scampering around looking for little pockets where not everybody else is selling.

In the States, there's been people doing Amazon pretty seriously for a while now and so some of the really obvious products have got too many sellers with similar or identical products and they end up in ugly price wars. The seller willing to take the lowest price gets the sale. I hate that and never want a product whose competitive advantage is price, especially when I'm not a manufacturer.

An example would be something like yoga mats or gym supplements, protein powders. Things like these are a bit crowded and a bit hard to make money on just because there are so many people with really similar products.

I prefer to duck and dive around, stay under the radar and have a portfolio of products at a much lower risk, with much higher profits and limited competition, so I really focus on low competition products.

A Little Bit About Jeff and How He Makes Me Serious Money

Jeff Bezos founded Amazon 22 years ago. He used to be a hedge fund trader and he's a really bright guy. He is really aggressive. He does not like to lose.

He's now got so much money behind him as the world's richest man; he just overtook Warren Buffet.

He does these really kind of wacky experiments. The latest thing he's done is just patented a system to stop drone deliveries of his products being shot down by bow and arrow. Really futuristic stuff they're looking at, like floating warehouses and he does space exploration with his own money.

So, he's really, really wealthy, really, really aggressive. He hates to lose, does not play nicely with others. If a company is in his way, if he wants to get into that sector or that nation, he'll just go along and beat them up until they are broke and buy out the pieces and off he goes.

So now Jeff Bezos looks a bit mean like he's been on the streets of Seattle and getting a bit tough with the big boys, seriously pumping iron. He is just kind of cool now, and he is not really slowing down.



1998: *"I sell books."*

2017: *"I sell whatever the F*** I want."*

He made all the investors who backed Amazon 20 years ago wait for ages, like 10 years to see any profit because he was buying up all these big warehouses and buying up shipping lines and buying up start-ups and building delivery fleets, so he's pretty much untouchable now.

They just spent three billion dollars establishing Amazon in India, they just opened Amazon Australia which is super cool, because all the American sellers will completely ignore us down this part of the world, so we are going to have a lot of fun cleaning up all the sales down here.

You can be based anywhere in the world and sell anywhere on Amazon around the world that they operate.

Most people start in the States, then UK and Europe and then in Australia next and then India. The next one to open will be South Korea and Amazon just bought a huge website in the Middle East called Souq.com. T

They'll be planning what to do there too, no doubt. They're almost untouchable. They've got so much cash behind them that they can just turn up and win in any market place.

So, let's just talk about what you need to get started selling on Amazon.

You can be based anywhere in the world to sell on Amazon. I can live in New Zealand and sell on Amazon in the States. I just opened a new Amazon seller account in the United States. It cost \$45USD a month to have an Amazon account and on that account, you can have as many brands and as many products as you want.

Amazon has no view on what you sell or what amount you send in. What you charge for them is up to you to work out as long as you can sell the product.

You can trade as just an individual on Amazon, so you don't have to set up a company, but most people set up a company and then just pay income tax or whatever tax that is in one's home country. This is something to chat to your accountant about.



That means I don't need to visit the states or set up a company in the States or set up a bank account in the states.

Amazon then pays you every two weeks back to your own bank account which is very cool.

This whole process can be online, so you can be a completely digital and do business.

You can be on the beach in Bali or you can be in Australia or in the UK, wherever, it doesn't matter, you just need to put the products up where the customers are - and then just keep expanding around the world with Amazon, so your company is becomes global.

Last year more than 55% of all product searches in the US started on Amazon.

What that means is people don't really turn to Google to go shopping, they go to Amazon and a quarter of people in the retail store will look up Amazon reviews for products that they are about to buy.

And I am sure a good chunk of the time that ends in the product cheaper on Amazon plus many times they get free shipping.

Once a year, Amazon does a big promotion to get people into their shipping membership program. On that day, while they are promoting a bunch of products, they can process 600 items per second coming off those conveyor belts, being picked up by robots off the shelves, getting labeled with the customer's address and given to a delivery driver and they all make it to the door steps of those customers.

So it has a really reliable shipping infrastructure. And it's so huge now that it's so cheap. They are actually competing with UPS and all those other big FedEx-like companies that offer a standalone shipping service.

They do about 136 billion dollars a year, 380 million dollars a day and they recently surpassed the \$1 trillion value mark.

Jeff Bezos, as I said is really aggressive and his plan is to be the first trillion-dollar company and is to let more people like us sell more of our products on Amazon.

So, we don't need to invent or design a product, we just have to go through this process. Just see what's in demand, what's not too competitive and start selling it ourselves.

What that means is you can be completely online, choosing products that sell on Amazon and they make it really, really easy for you and do all the heavy lifting.

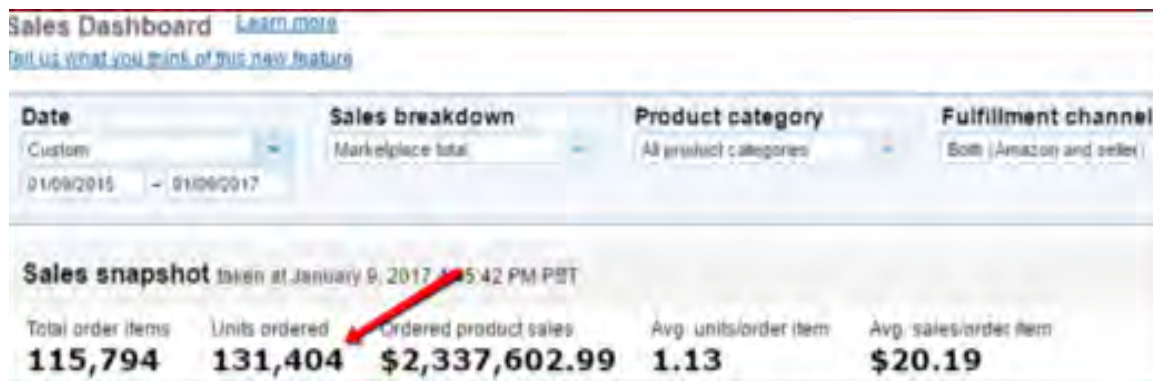
There's a huge river of cash and products changing hands every day, people spending money on Amazon with their credit cards loaded on Amazon and you just need to tap into that flow and have some of that money surfacing back to you in your bank account.

Until recently, most products sold on Amazon were sold by Amazon, but now more than half of all units purchased on Amazon are from 3rd party sellers, often just regular people like you and me.

People with day jobs, people from all around the world are selling products on Amazon in our spare time to generate some extra cash.

So that's the trend in our favour and Jeff Bezos really wants to win this so he makes it so easy for us to build our businesses on his platform. Here is one of my Amazon accounts, that was a bit over \$2.3 million USD in sales and that was 131,000 units ordered that I never touched.

AMAZON JETSTREAM INCOME



I did not put my hands on a single one of those products and Amazon did everything for me to make those sales. We like a business where we can be hands off and still get those sorts of numbers.

So, does Amazon sound like quite an interesting company?



“They do the hard work, so you don’t need to!”

How to Put Your Amazon Business on Autopilot

How does Amazon manage to sell up to 600 units per second and how is it I manage to have a day where I got \$54,000 in sales while I was at the beach?

Well, Amazon offers a service called, “Fulfilled by Amazon or FBA” and it’s a partnership; they really want to control the customer experience.

Amazon is one of the top brands now for customer service. They are the #1 most trusted brand in the States and that’s partly because they have very smooth delivery to door service, and your goods arrive as it should, while many other companies have nightmare service with tracking numbers and even goods not being delivered.

People really love shopping on Amazon and Amazon really loves giving those customers, the really smooth “one click” order experience. That’s really why they have been so successful; they are obsessed with the customer experience.

They keep all the products of yours, in their warehouses and deliver them to customers for you – for a flat fee of around \$45 per month plus a small fee for each product sold.

And this FBA service allows you to make great money, even while you’re at the beach.

For example, one day at the beach, I was checking the little app on my phone that keeps an eye on my sales.

I was tracking it throughout the day. I hit refresh and this spike went to the roof and I’d done \$54,000USD in sales in one hour and what had happened was Amazon was seeing the product in stock, which the customers liked and they decide that they are going to do a promotion.

They didn't tell me they were going to do a promotion. They might just send an email, send some Facebook ads or put me on their home page. My sales just went through the roof thanks to an Amazon promotion. They were all full price. Fees are set on my product and my Amazon sell price. Usually about 1/3 of the selling price goes to Amazon, about 1/3 goes to you as profit and about 1/3 is due to the cost of buying and shipping in the States.

So, let's do a quick calculation.

My \$54,000.00USD sales hour, around \$18,000 was mine to keep. How many hours, days, weeks or months would it take to earn that in a day job? It would take a bit of time and effort and you couldn't be at the beach making sand castles while you do it.

But, strangely, it wasn't quite as exciting as my very first sale.

The first sale you get is like a "miracle of Amazon". You've done some product research.

You send some money off overseas to someone you've never met, an international bank transfer. Then you get it shipped with the right labels and it goes right through the ports and gets to an Amazon warehouse on the other side of the world.

Then you hope that Amazon's got all the barcode stuff right and it's not mixed up.

Then it shows up for sale and the customer comes along and searches for it, orders it over the competition and pays Amazon and you see your bank balance on Amazon go from zero to \$20.

It's amazing, that 1st sale is more exciting than these really big numbers you get later down the track.

When I was still at work and told work what I was doing, I hadn't resigned yet. I had a \$33,000.00 day and I remember just sitting and wondering why I was even at work. The numbers are possible once you have the right product and play by Amazon's rules.



*“I sold \$54,000 of products in 1 hour
– while at the beach....”*

The opportunity is really to start selling products on Amazon.

There are new products that Amazon customers are searching for and that aren't already too crowded. There are 150 million Amazon customers in the States. Nine million of them are millionaires so this is not a place for cheap nasty products.

This is a place for top end as well. Amazon is not a budget platform at all.

Then we have 300 million+ in Europe, over 100 million customers in the States, millions more in India, Australia and it all is still growing very fast. Amazon is not showing any signs of slowing down and an example of this is these businesses that we start completely global from day 1 and we can run it from anywhere in the world. You don't need to setup a company.

If you were normally starting out with a products business you would be looking at cementing a national company and you would be hiring a Lawyer and a Tax Advisor and getting all the paper work sorted in the states.

You would need some people on the ground getting commissions and salaries. You would need vehicles, then a warehouse, a managing stock and a Courier Company and a customer service team for invoicing and returns.

Amazon handles all of that; you don't need to do a single thing on that front.

Customers are on Amazon searching to go shopping. So, you just sell the products that they are looking for. They find you when you do everything right and then Amazon handles all the shipping, storage and then they pay you every two weeks.

So, you can be anywhere in the world and you just need Wi-Fi. How good is that?

You don't need to build your own website or run Facebook ads. You don't need to do customer service which is awesome. You don't need to build your own brand because people trust Amazon.

That's who they are giving their money to and who their credit card is with so, as long as what you're selling looks like what is in the photo, you're good to go.

You don't need to lease an office, you don't need to hire employees, you don't need to work huge hours, you don't need to spend thousands of dollars to choose product - it's all pretty light touch.

And, you don't need to be very "techy" to do this at all.

You can earn in this business what you used to earn in your day job but in a fraction of the time and now would be the worst time to be an employee - just because software can often do the work of a human. More employers would agree that if a machine or someone cheaper on the other side of the world can do it that would be good.

You don't work 24/7. You make mistakes. You don't need a desk and HR requirements and legal advice. It's a real expense to start a company, but not so with an Amazon business.

And, people are shopping online more and more, it's a terrible time to be in conventional or offline retail.

One of the things I did before I left my day job was to review 4 companies whose products are used in homes but weren't on Amazon.

And I said to them, do you want me to set up and run your Amazon business? I replaced my day job salary with just 4 of those 'accounts' which helped with me handing in my notice.

Now I am on a real mission helping everyday people find the right kind of products to sell on Amazon.

People are really coming into Amazon and starting sell from all sorts of different backgrounds.

For example one of my students is a fireman, another runs a Laundromat business in Sydney and another works in a bank.

All sorts of different walks of life with no particular "techy" background can sell on Amazon but what you do need to get good at is how to choose the right kind of products.

How to Find Winning Products to Sell on Amazon

Let's have a look at what these good products look like.

I like products that have a 30% margin.

Now, I have a system so I don't need to reinvent the wheel again each time I go to choose one. I know what the predictors of the good ones are and what I look for and what I always avoid.

Things like repeated purchase products are great, much easier to get more sales than electronics or \$500 products, which are just a bit difficult as people prefer to see them in person.

They want something that looks exactly like it does in the photo.

Now, most people say go for something that is already selling and gets a really high volume of sales and copy it, reverse engineer it and do a "knock off".

Find a supplier, cut down price, make some tiny tweaks and then hope you will get a chunk of their market share. But I don't like that, partly because of the ethics and partly because if you can do that to someone else what's stopping them from doing it to you.

Most of the other mainstream Amazon educators teach this model of chasing the bestseller products, but it means a massive upfront investment to compete and you'll very quickly end up in a price war.

It's a model I don't like at all.

The way I choose products means I have never been copied or had to compete on price.

One of my products sold for \$28 when the next best product was a bigger pack size and sold for \$9.99 – it all comes down to choosing a product where you can get onto the first page of search results for a keyword that enough customers are searching for.

80% of Amazon success is in product selection and having a smart strategy to choose low competition winners.

You then have to implement the work, like getting images taken, listings written but that's easy to follow when you know how. The game is won and lost in the product selection and I see so many people make terrible choices because they don't know what they're looking for or what to avoid.



“The secret is...PRIVATE LABELLING – with a twist.”

So, what I like to do is give a “facelift” to a basic product and even though it might be a basic commodity product like tea, there is always part of the market where people will pay premium pricing for organic tea or tea from certified heavy metal free soil or its being packaged fresher or the pickers and tea growers get a levy from me and my payments go towards education of their family.

Millennials really care about that sort of stuff.

Then there are those other products where the design and packaging are swanky and that really makes people pay top dollar, especially if it’s a gifting type of product.

And then there are a few little things you can do like throw in a free gift or add an information product, so they buy.

Let’s look at an example; say they buy coconut oil, you would be able to work with a manufacturer that makes coconut oil.

So, this item here could be a jar of coconut oil or it could be some soap or some pet shampoo and what you could do is work with an original manufacturer and come up with your own label.

You don’t need to be a designer.

You wouldn’t be doing your own logo design or anything like that but you would work with a designer and make sure that you’ve done your research about what’s selling well on Amazon and what’s the demographic that buys this product would like, and you’ve got some compliance tests so if you’ve got food products, ingredients, so there’s some minor compliance.

But it’s also just packaging it and making it “look the part” that people will pay premium pricing to buy this product.

It’s about the text on your labels and the look and feel of the packaging.

Not just the designer's work on the label that you know is it a plastic turtle, glass jar or a gift basket: it's about how it's presented? Is it organic? Is it fair trade? Is it from some pristine tropical island in the pacific? Is it supporting charity?

Is there a free recipe book? Is there a video of ten different skincare applications for coconut oil?

Those are the little almost free things that I do and it's usually just something I do once to give your product a real point of difference and that makes it really hard for people to copy. I've never had anyone copy one of my five hundred Amazon products which is pretty unusual.

The main reason my products work is that customers are surprised and delighted by the extra length you've gone to make your product stand out.

It might be just that the packaging is beautiful or its some story about the product or it could just be the quality of the product and it's from some unique source and I have quite a lot of fun with this.

So, to recap, I find a designer online easily and I pay them maybe \$20 or \$50 and get some world class people. But they're only good if you give them a good brief of course, so you need to have done your research on Amazon.

I usually go to see what's happening in the pharmacy retail shelves for a product like the one I'm about to launch to see how they look and feel and messages and what they're doing is working for them.

The private label designer can be from anywhere in the world.

I had some brilliant Colombian designers for some reason, must be a little hub of people, not sure if they are Colombian nationals who are certainly based there and I've got a few in New Zealand.

I've just used lots of different people. But you need to give them a good brief, do your research well so that they're really clear on how to use their talents to do their thing and you use your skill and energy to focus on the right thing.

Otherwise, you get pretty pictures but they don't sell.

I find them online but not usually Fiverr. I kind of wanted really good quality people and sometimes Fiverr is a bit of a mixed bag.

You can't just say to your designer, pick your favorite color and make a pretty picture. It's more strategic than that.

You've done your market research and you've got some compliance work to do and then you're just thinking about how Amazon customers shop.

And a lot of people are going to be scrolling on their phones to shop. They're not going to have any attention span for lots of words so getting that look and feel really strong is super important. It's got to jump off the page and leave everybody else behind.

That's private labeling with a twist, so let's have a look at some examples, something like coffee. There are people who are happy to have instant coffee and there are other people who are quite serious about their coffee, they'll pay a lot more for the gourmet version or the freshest beans or the strongest coffee or whatever it may be.

We'll do some other examples in a moment that show you that range and how people make money by doing a basic product but doing it well.

My tea was like that. It was a commodity product that's been traded for centuries but nobody on Amazon had done an organic loose leaf tea in beautiful packaging that was really freshly packed and I had a really good story to tell about how I worked with the supply chain.



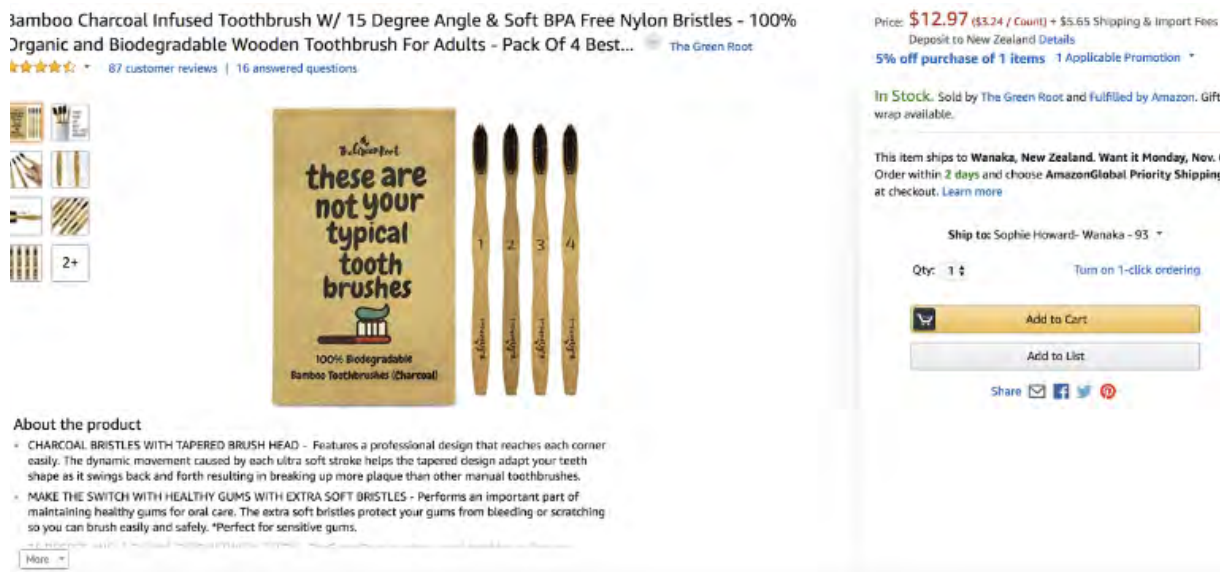
I positioned the product well, so it meant I could buy it for a dollar and sell it for \$22 which was amazing. And, it was a repeat purchase. I actually ended up selling that tea business to another tea business.

My first business, I sold to an investor who just wanted the cash flow from it and the second business I sold was to an Indian family business that sells tea but they just didn't have an online business so they were happy to pay a lot of cash for an already built online Amazon business.

Those Amazon businesses have a real value and I have a friend who's a business broker. I didn't intend to sell my first business, but I asked him what it was worth when it was about eighteen months in and he said to get me a buyer for a million dollars and he did.

So those lump sums are real game changers, you can pay a mortgage off and life changes quite significantly.

So here's a real example of an Amazon product.



This is a product selling on Amazon in the states and it sells for \$12.97 US.

This pack of four toothbrushes that has some fancy bristles and they're in a four-pack box and they have private labeled that packaging.

This is pretty exciting; they've put a bit of effort in and probably spent \$20 on that.

Their fees from Amazon for selling that product are \$1.95, the F.B.A fee (that's the fulfillment for Amazon to ship it out to the customers) is \$2.43 and the toothbrushes themselves to buy and ship into Amazon would cost about \$2.50.

So, this seller is making about \$6.09 profit per unit.

And then, I looked at how many they are selling, and it's around 1060 per month. So that's \$6400 U.S. dollars per month estimate from just one product.

Now, this wouldn't be a great product to do because it was so easy to find their supplier.

However, just to show you it can be cheap to get going, look at the start-up costs, this is a 0.30 to 0.50 cost per piece and you only need to buy 300 of them to get going.

How to find the hottest products

Toothbrushes – Selling for	\$12.97 USD
Less Amazon fees	-\$1.95
Less FBA fees	-\$2.43
Toothbrushes & shipping	-\$2.50
\$6.09 profit per unit	

1060 units per month... \$6,455.50 USD or \$8,407 AUD

I don't like products that are this cheap or this easy to source just because it's going to be really low barrier for anyone else to come in and copy you if you start to do well - I would make sure I did a little more work and be harder to copy.

But anyway, that's like literally a hundred-dollar product launch that's making somebody a decent amount of extra cash.

And, you look at a product that's a bit more expensive, you can see how the numbers get even better.

Who would like a product like that to sell on Amazon?

F.B.A. fees that Amazon charge are for delivering the product to the customers. They only charge you that once you've made the sale.

You pay the \$40 per month and then Amazon deducts some fees after you've made sales but not before you made sales so you're never out of pocket with Amazon.

Amazon also handles all the returns. Part of choosing a good product is that there shouldn't be too many returns. It's a metric I keep an eye on but I don't worry about it as I don't need to do anything about it.

If it was creeping up I would have a look at what's going on, but it's usually like a fraction of a percent in any category. A category that gets lots of returns is usually clothing.

To make your business work, you really need to know all your numbers. I've got a big spreadsheet that makes sure when you're researching product, you really know those numbers.

The key point is though that you're only one step away from new levels of success and freedom on Amazon.

What's Your First Step to Building Your Global Amazon Empire?

If you're serious about breaking free from the constraints of a conventional job, actually taking control of your life and building a lifestyle of abundance that you deserve, you really need to take action right now.

Because if you don't, there's a high chance it'll never happen.

We all know what it's like to put something off for a day, which then becomes a week, which then becomes a month, then before you know it, a year has passed and you're still stuck in the same dead-end job making someone else rich.

But there's another problem — I see so many people making serious mistakes with their Amazon business that they lose tons of money up front, get demotivated and never manage to crack the code properly. They never get to realize their dream because they didn't start on the right track.

I don't want that to happen to you. I SERIOUSLY don't want you to fall into some of the same, easy-to-make mistakes I made. I want this to be easy for you.

Amazon Student Success Stories



Trish Dunne - 'I Wanted to Work from Home'

My name is Trish, and I live in beautiful Melbourne, Australia. I previously worked a 9:00-to-5:00 office job, and I haven't had any business background. I started looking into online businesses and online courses because after I had my daughter, I decided I really didn't want to go back to a stressful position, and I wanted to work from home for as long as possible.

So, I came across Sophie Howard's Product University course about six months ago, but at the time didn't actually sign up.

And instead, I actually invested my time and money into a range of different opportunities that I've learned through YouTube, watching YouTube gurus.

But I quickly became overwhelmed. Then on my Facebook feed, Sophie Howard's course popped up again. And this time, I actually attended the free Webinar and signed up straight away.

It was the best decision I ever made because I'm finally gaining the confidence that I needed, and I'm seeing success with selling my products on both Amazon U.S. and Australia.

The best thing about Sophie's course is that she has thought of everything, and that all the information you need is in the member's area of Product University.

She has all the resources and tools, and the best thing is that there are coaches available to talk to when you need, and they are there to offer their support and expertise.

They're very personable and approachable, which is just amazing.

I'm really grateful for the opportunity that I've had through the course, and I just encourage anybody who is actually considering this path to bite the bullet, and go ahead and do it as long as you're committed and you're driven to do so. I think the only way that you can fail is by giving up because there is everything you need to succeed, and you just need to now commit yourself to the process. So, enjoy the journey and good luck. Thank you.

Exercise 1:

What is your 'big' why for starting an Amazon business? More time with family? Money for holidays? Quit your current job? A secure retirement? What are your 3 big motivators?

1. _____

2. _____

3. _____

CHAPTER TWO

How Amazon Thinks

In this chapter, I want to help you understand how Amazon thinks.

Amazon is a huge, trillion dollar business and they are the number one most trusted brand in the United States. They are doing something really special to be this big and with so few humans.

In general, there's no staff fronting Amazon. Except for the delivery driver, it is an online experience for the customer.

They have nailed the whole customer experience and have done a great job of gaining their trust.

What has Amazon done to be so trustworthy?

Why do customers shop on Amazon?

When we work with Amazon as a professional seller on that huge global platform, what are we doing for them and what are they doing for us?

Rather than this chapter talking about the nuts and bolts of how fulfillment by Amazon works, I will help you understand what drives them as a business. How their customer culture is what they live for and what they are obsessed with.

In this short chapter I will explain how Amazon is obsessed with the customer experience. The number one thing for Amazon isn't profit, volume, market share or how many countries in the world they are in.

The number one thing that they measure is whether the customer is happy. They want an outstanding customer experience and this is what drives them.

It is an important part of their culture right from the top to the bottom.



Meet Jeff

Jeff Bezos's pioneering entrepreneurial spirit and successful business ventures has made him one of the wealthiest men in the world.

He is the founder and CEO of Amazon. His first job after graduation was as a Wall Street trader, becoming the youngest senior vice president.

Four years later he resigns and starts the Amazon.com journey. He is intelligent and the way he goes about business will give insight into what you need to know about Amazon.

An example I'll share with you is the first domain name he registered when he started his business. It was relentless.com. You can look at any web hosting site now to see if you can buy relentless.com, you will see that Jeff Bezos owns that one.

That's his mentality, he is like a bulldozer. He plays a long game and is not flashy with his marketing. He doesn't promise people a quick win.

He wants to make sure that the customer has a great experience and that he builds a solid business that will keep growing.



The Everything Store

I recommend reading '*The Everything Store*'. This will give you more insights into Jeff Bezos and an understanding of how Amazon works.

They call themselves 'The Everything Store' because they want to sell all products to all people. For example, if nobody is selling diapers on Amazon, Jeff Bezos will go out and buy a company that sells diapers. He is able to quickly plug that gap and make sure his customers, who are buying diapers, have a great range of diapers.

The pricing has to be good, the range and choice has to be there and it has to be a quality product.

To improve on this even further, the ability to receive the product quickly has to be there too, which is why they've got multiple warehouses and delivery fleets.

They are obsessed with the customer experience.

When you read 'The Everything Store', you will really understand how they assess new opportunities and design the checkout process. Amazon famously patented the one click payment option.

When you buy on Amazon you can now press the buy now button. In one click the product will be in your cart, charged to your credit card and shipped.

On its way to you in one click.

Partner with #1

This revolutionized e-commerce. Amazon doesn't have any close competition.

Companies like Walmart are trying to catch up by doing crazy things like paying their staff to deliver parcels on their way home from work. Nobody has the infrastructure like Amazon to store millions of different products and then get them delivered to the customer's doorstep, the logistics are horrendous.

Amazon has huge volumes going through their warehouses. Each warehouse, plus the delivery fleets, enable them to be efficient with their costing but also get real economy of scale.

With this scale and efficiency, the customer wins every time with fast, cost effective, reliable ordering and delivery.

Amazon wants to sell everything, they want to cover all categories. When Amazon didn't have enough of the weekly household spend on grocery items, they went out and spent \$13 billion buying Whole Foods Market.

Another insight into Jeff Bezos, relentless.

When Amazon went into baby products, they went and bought startup companies and existing brands and launched them on Amazon. They bought the competitors that were in their way.

They have very deep pockets and very large budgets to work with when they want to make a strategic move.

No one is immune to failure and Amazon have had a couple of failures over the 20 something years. The Amazon Fire was their own brand phone, their mobile phone, that wasn't a great success.

However very few of their projects fail. They are very ambitious and they are happy to take those risks. If an idea has a low probability of working, they are still happy to give it a go as they can financially support it. If it works, it will be huge. It might take 10 years of really intensive financing to get there, but they can do it, so they do.

They don't compete with projects that other people like Walmart or Costco can do themselves. They like to do the crazy, futuristic stuff.

Amazon have patented things such as systems to defend their drone deliveries from being shot down by bow and arrow. They also have real battles with taxes, following are some examples of how Amazon thinks.

They have looked into floating warehouses that hover off the ground and warehouses that are in great big ships, sitting just off the coast to help them get tax effectiveness.



Amazon Gets the Edge

Amazon is smart. They work out what will give them an edge, what will make customers enjoy the experience and what will give them long term profitability.

They don't worry about short term profitability.

Jeff Bezos has an amazing ability to front a room full of analysts from Wall Street and announce, "We're launching in South Korea. We've bought souk.com, we've bought Whole Foods Market for \$13 billion."

These are huge moves that are very bold. Jeff Bezos is a fantastic storyteller.

If any other company came out with some of the plans that Amazon announces, their share price would tumble and people would be spooked. It would not help the business because they sound so futuristic and risky.

When Amazon makes these announcements and Jeff Bezos tells the stories of what his vision is for his business, he is still the absolute commander and leader, 23 years and counting.

When he makes those announcements, he captivates those hard, dry, analysts. These are very analytical people looking at the numbers and the business case for these different ventures that Amazon is proposing.

They love him and they seem to be very forgiving of his eccentricities and his harebrained schemes, that sound improbable, but he explains it so well. They sound futuristic, but he tells a good story. They make sense.

The listeners can see how it could work and they want to believe it could work because it would make the world a better place. They can imagine customers having a great experience, or they are thinking it is just so clever, nobody else would think of it.

I think Wall Street finds Jeff Bezos very refreshing and it is his old territory.

He used to be an analyst on Wall Street himself as a hedge fund manager. He knows how to announce his updates and explains his results. He really gets how those people think and can explain his plans to them extremely well.

He manages his own reputation. Nobody would say he is a softy or a really nice guy. He is definitely a hard business man. He is driven, ambitious and focuses on growth.

Because he tells a good story, his investors have waited so patiently for the big returns that are coming out now. For at least 10 years, there was no profit coming out of Amazon. They were in growth mode. They got bigger and bigger, but they did not pay out dividends.

They were reinvesting in growth because Jeff Bezos knew it was a winner takes all model. You are either the biggest e-commerce platform with all the logistics and the best customer service, or there are five other people all trying and nobody really gets ahead. Nobody will have that critical mass.

However, when you have the volume going through the warehouse and the delivery fleets, as well as the complete catalog range for sale, it is the obvious best choice for customers. If it's spread between a bunch of companies, then none of those companies are going to do well.

The Benefits of Amazon FBA

Amazon is definitely a winner takes all company.

To get that volume and to be the place where customers go to buy everything they need, Amazon need to be able to sell everything. They need customers to receive exactly what they ordered.

Amazon control that best when it leaves from one of their warehouses and is delivered by one of their delivery vehicles. This is why I always teach people to use Amazon's Fulfilled by Amazon (FBA) services, rather than managing and shipping your own stock.

Amazon is very profitable in the US now, they have pole position, there is nobody else close to them.



Global Domination

Amazon spent a long time and a lot of money investing in other markets. Around \$3 billion in India for example.

They replicate their entire platform, their entire catalog of products over time, including customer reviews. Amazon then starts shipping those products to customers around the world.

The markets Amazon expanded to after the US and Canada was the UK and then all of Europe.

Amazon has now opened in lots of countries. Japan, Australia, The Middle East, South Korea, Turkey, India, you name it, pretty much every developed country has some version of Amazon.

Some countries started slow such as Australia where they did a really big launch. They have had to jostle a bit with other e-commerce platforms in India, like KickStart. However they have seen that there are 6 billion customers in Southeast Asia and South Asia who will be buying online.

Amazon is certain it will be them.

Amazon can do these really long projects that are unprofitable, they are heavy on capital and on staff and burn through the cash. They are willing to do it to be in pole position so the next market gain confidence to order everything they need on Amazon. As well as having the volume coming through to make it profitable.

It is very interesting to watch Amazon grow. Fascinating to see how Amazon deals with analysts and its investors to make them patient and make them believe in this bigger vision of a great future.

To give you an idea of Jeff Bezos, his personality, he is investing his own money in space research.

He's not really playing nicely with anyone else like NASA or Elon Musk.

He is a very individualistic guy, doing his own thing with all his private wealth. An explorer, a builder and a big dreamer. It's really good to hitch your business to a company like that.

They are solid, established and not going to disappear overnight. They have great processes and are operationally very solid.



100% Customer Focus

The Amazon customer experience is consistent.

Anyone who is an Amazon seller will know that the policies for sellers are not quite as consistent as the customer experience.

That is all part of them opening up their huge platform and being exposed to the risks, that we as sellers, make Amazon carry.

If we send Amazon a dodgy product or put certain claims on a product and Amazon then sells it to a customer, The Food and Drug Administration (FDA) will step in.

They will say you are not allowed to sell that product with that claim, or that the products have an ingredient that's not allowed in the United States.

This impacts Amazon's brand and the customer experience, and is why they are strict and require sellers to sell quality products that meet all their requirements.

Amazon needs to police who is selling what. When they do this at such a large scale, there are moments where it can be very frustrating as a seller. Such as when things are double and triple checked by somebody at Amazon who seems in no hurry to get your listing live and selling again.

There are definitely moments as an Amazon seller where it's helpful to understand where Amazon is coming from.

They are usually protecting their customers from a product that might not be safe, a seller who might not be authentic or a review that might not be real.

Amazon has no tolerance for people messing with reviews, product rankings, product quality or in any way knowing the customer. Amazon sellers used to be able to email customers a bunch of time after each product order, which was great from a marketing point of view.

You could follow up with your customers and build that relationship, asking them if they'd like to leave a review.

Now, Amazon protects their customers by letting them unsubscribe from all our emails that are hounding them after the sale.



Play by the Rules

Amazon came down really hard when people were messing with the review system and sellers were buying fake reviews to make their listings look good. There are a few things going on now around launching.

I suspect Amazon will clamp down on these because they are not in the spirit of the best customer experience. Some of the launch tactics being used that help Amazon sellers will not help Amazon customers. They only annoy Amazon customers and that will annoy Amazon. They will eventually close some of those things down.

Amazon loves people doing targeted pay per click advertising. They love them using their Amazon warehouses and delivery service because then they control the customer experience.

If you are shipping it yourself and you have said the product's available and it's not, they will really penalize you. Amazon cannot bear this. They will always give preferential treatment to the products that they sell, that they have under their control and in stock in their warehouse.

It is a great platform to piggyback on their volume, scale, reach and the fact that customers trust them so much. Customers have their credit card loaded and they get free prime shipping within two days.

Customers can also choose same day delivery, and even get drone deliveries and same hour deliveries in some cities. There are amazing opportunities for your product by being on this platform.

It is the best platform to sell a product. You are tucked in as part of the world's biggest, most trusted brand.

It is a real privilege to partner with Amazon to sell products to customers who are shopping online. There is no where else like it on the internet or in business, frankly. It's like having access to all the world's customers in your pocket, on your phone with your products. Products that you have chosen to match what Amazon customers are looking for and where you found unmet demands.

I think Amazon is a fantastic company to work with. It is a real partnership. When we sell our products, they make money and we make money. They want to see us succeed.

It's a very good partnership from that financial point of view. If we sell a bad quality product, they will penalize us because they don't want their customers to experience a bad quality product.

It encourages good behavior and unfortunately, when there is a lot of money to be made, some people behave badly. Amazon has to be really hard on them and that is good for everyone. Every time there is a policy change or a loophole closes, there is usually a bit of mucking around while the rules change.

But it always works in my favor and for the students I train because we are doing things the right way. Creating real products that real Amazon customers will enjoy and want to buy more of.

People tricking the system, rigging the rankings, buying reviews, they'll get hammered by Amazon.

I'm glad that Amazon is really hard because if they were not tough and enforce these policies and rules, people would not trust Amazon. They wouldn't trust the quality of the goods, customers couldn't tell if they were counterfeit or not. Imagine if there were no safety standards or if the reviews were not real, Amazon would not have a business and there would be no trust.

Amazon has to uphold that trust by being tough. There are days where Amazon being tough is very annoying. Overall, we have a robust business on Amazon because they take the safety and the regulatory stuff so seriously to make sure customers have a great experience.

It is a learning curve, understanding how Amazon thinks, and it can be frustrating when you deal with Amazon's customer service team as a seller.

Do the Right Thing

You have policy to read and you have to learn which words to use in your cases as you open them and when you're making requests or asking questions. You will have to spend time understanding what teams Amazon has on their seller support end.

Also it is important to read what comes out on your seller support page or their notices and ongoing education. They help us a lot. Spend some time doing this to make sure you really understand the company that you are placing your products with and getting your customers from.

I think too many Amazon sellers are trying to be too tricky and not really trying to understand how Amazon thinks.

Any time you spend getting to understand how Amazon thinks is a benefit and you won't be surprised by the policy changes. It will help your product selection and it will mean that things just run smoothly. You won't get caught out by doing things the wrong way, according to Amazon's view of the world.

With Amazon, you can take your products and brands right around the world. You can scale up, you can diversify and even have subscription services running. There is amazing things available for the right sellers, with the right products, doing it the right way. You must do it Amazon's way or die trying. If you try and do it any other way, you will be fighting hard to win on Amazon.

Whereas if you get onside with Amazon, they will be delighted to have you there and will help you sell your products.



Onwards and Upwards

Definitely spend the time starting to explore what makes Amazon tick.

How does Jeff Bezos see opportunities?

How did the seller support teams get trained to deal with your challenges?

How do you help them, help you?

How to give them the right words, the right vocabulary and open the case the right way?

How to know when to be assertive and when to back off?

And then you will have a much easier time as a professional and successful Amazon seller.

So all the very best and we'll see you in the next chapter.

CHAPTER THREE

Common Mistakes Made by Amazon Sellers

Common Mistakes Made by Amazon Sellers

Over the last five years, I've spent a lot of contact time both online and in person, with hundreds of Amazon sellers. It has been wonderful and I have learned a lot from them.

I have attended events, conferences and meet up groups. Also getting to know them through social media pages and getting to work with my own students.

It has been a real privilege over the last few years to have people taking my advice on how I choose, launch, and promote products on Amazon.

In many cases, I also eventually provide advice and support to help Amazon sellers, sell their whole business.

I've seen a lot of people do very well. I've also seen a lot of people get started and then, for various reasons, not take their business to its full potential.

I've seen a lot of people make mistakes.

I love going to a conference where somebody opens their presentation and shares some horror story about how they lost \$12,000 in their first week on Amazon. They show great vulnerability when they inform us of their learning.

Examples such as they had a coupon code go wrong or somebody got majorly into debt and a hideous debt collecting agency coming after them, after overextending themselves financially to grow their Amazon business too fast. There are always terrible stories and they make everybody in the room cringe.

It is so easy to make mistakes when you are new and don't know what you're doing. You have not been taught how to do things the right way. More importantly, you have not had that experience to see all the things ahead of you and to know which is the right one to do.

There are a lot of forks in the road with an Amazon business. You have many choices.

Do I borrow money or go out of stock?

Do I do a really aggressive campaign or go a bit slower and see if I can find customers a different way rather than a giveaway?

There are different opportunities that we come across. Different ways to choose our products, ways to choose our suppliers and ways to choose how we launch our products.

When it comes to the stuff on Amazon like your listing, running advertising, ongoing promotions with Amazon and managing your customers, there are lots of different ways to do that too.

I think the biggest inflection point where people either get onto a good track that will go really well versus a much harder or a bad track, really comes down to product selection.

I spent a lot of my time when I'm training my students, on what to do to have a good run with Amazon. 90% of what I teach is around being clear on choosing the right product. If you can choose a product that is low competition, you will avoid all the horrors that come with that.

Expensive advertising, nasty tactics, hard to get people to find your product, hard to win the sale when there is cheaper products that are similar. As soon as you're selling a competitive product, life is difficult.

If you have a very low competition product, for example if you are the only one selling a product, you may have a challenge at the other end of the spectrum. Not that there's too many competitors, but that there is not enough customers.

Maybe your product is too niche. Not enough eyeballs are going to land on your product listing each month, for you to be able to make the amount of sales that you need. There is always this eternal quest for the sweet spot in the middle to find the perfect product.

What I want to cover in this chapter, is to look at some of the most common mistakes I've seen people make as Amazon sellers.

The single most important thing you can get right, is choosing the right kind of product.

Understanding the criteria behind a winning product and knowing where to get your data from when you're doing your research. Knowing what to believe and what not to believe. Having really robust and clear ideas about why you are in business and where your brand could head. It is about building brands, not building individual products.

When you build a quality product that has a real point of difference, not a copycat product, then everything becomes easier. You have a point of difference that customers love to hear about. When you launch, you have a reason to influence customers to buy because there's actually something new.

When you want to charge a premium price, customers understand they are getting more than the inferior version. Premium products are always the way to go, rather than trying to make your margin on cheap cost of goods.

With that background, I want to share some of the mistakes I see people make in their quest for the perfect product.

Everybody starts on Amazon with great ambitions. They want to generate passive income. They are often motivated by wanting to quit their day job or to be able to afford things they currently cannot. Maybe they want to have more time with family. More time for travel and not being stuck in one location.

The possibilities of what is ahead are so liberating and exciting. We all start out on Amazon raring to go, excited about what's going to happen next.

Then we start doing some work.

Many sellers invest in a training program, so you've got some structure to follow. It's much easier to follow your way through the critical steps, to make sure you understand what is going on at each step. Of course there is always the risk of

becoming overwhelmed, however there is no point having a blueprint that is almost color by numbers and so simplified that you haven't actually understood what matters.

When I teach my students about Amazon, I ensure they understand how Amazon thinks.

We discuss what customers do to find your product and how Amazon's algorithms arrange the products. I teach how to get onto page one and look at how the promotions on Amazon work, including how your pricing strategy needs to work.

This is after you've chosen a great product, found a great supplier and completed all the shipping. There are lots of steps.

Even when I break everything down and turn it into a step-by-step process for people, there are some that want to race ahead and do it all in a weekend. They are in a real hurry to find their first product.

At the other end of the spectrum, there are people who never choose their first product because they just get frozen by being overwhelmed. They are unable to go step-by-step through the necessary work to do to do well on Amazon.



Just Get Started

The first challenge I see that people face on Amazon, is not getting started. I see a lot of people become stuck here.

I have been a member of some really big Facebook communities over the years and talked to thousands of people who sell on Amazon. Amongst the thousands who have started selling, there are tens of thousands who had that exact same, paid training access, the same books or podcasts that they could listen to and yet they don't get started.

In a few years, they will come to really kick themselves for having missed out on this big opportunity.

Amazon is still a huge opportunity. There is always somebody saying, "Oh, it was easier two years ago," but that's just business. There will always be change and there is often a first mover advantage. When people realize there is an opportunity on a marketplace, they start selling a product or a service.

It may become more mainstream over time and those margins get tighter as more competition creeps in. It doesn't mean that the opportunity is over. It means you have to choose a different type of product that's not quite so mainstream.

I used to do all the big best selling products. One day, I was actually number one in all of the health and personal care category on Amazon. I would never choose that type of product now, or one that would even have the potential to rank that highly today because there is so much competition.

Big players, who know what they are doing, would see that product and jump on it themselves.

I like to stay under the radar, be a bit of a dark horse on Amazon, and do lots of lower volume, lower competition products.

A lot of people have all that same training. They've had it for years or maybe they just got it yesterday, and they just don't get started. You need to log in. You need to somewhere you can sit quietly with your laptop and watch your training videos. Start your online product research.

There is a step right at the beginning, opening your Amazon account. A lot of people never open their Amazon account. When they do, they say, "Oh, I'll do the individual membership because I don't want to spend \$50 a month," all because they are not ready to commit.

You want to go for a professional account and get ready to take this thing seriously. It is a huge opportunity and that \$50 a month is a drop in the ocean financially when you look at what's ahead when you do this right.

Starting by dabbling, dithering, sitting back and doing the least possible to get through it is not a great strategy. It means you are not fully leaning in and fully committed to building your Amazon business as fast and aggressively as you can.

You want to jump at this, get momentum and keep that momentum going.

Often the people that don't open their Amazon account after watching the first training session, 'How to Set Up and Open your Amazon Account', are also the people that are not going to choose a product and are not going to choose the right supplier. Sadly, they may not do anything.

When you start this, you need to be very action-oriented. Make sure you are not one of these people that makes this very common mistake of not getting started.

Amazon is a huge opportunity. There are millions of products being sold every day and you want to get amongst the action. The only way to get your product up is to start at the beginning, do the work, and get started.

There is a lot to learn on the way. It looks overwhelming. There's things you don't know about. There's an acronym being used you've never heard of. Maybe there's a random Facebook group where somebody is grumbling about something.

Some days, it does sound quite hard, I get it. I've had days where I've thought this is a day where I'm just going to do something really easy. I'll just listen to a podcast or have a look for some new product ideas that I'll park and research, assess more thoroughly another day.

You don't need to do difficult stuff every day, but there are some steps where you really have to do them the right way. Such as opening your account, and researching and finding that first product.

A lot of people will be really kicking themselves by not becoming Amazon millionaires, which they could have been had they just done those first few steps, opened an account and chosen the first product.



“Looking for the One”

That brings me onto the second most common mistake. People who don't get going on Amazon because they are waiting to find the perfect product.

These are people who, as a generalization, tend to be very analytical. They are looking at the data to choose their products. Often this might be using research tools and there are a bunch of research tools out there that, actually, some didn't exist when I first started doing this. We did everything on Amazon itself looking at rankings, reviews and the quality of the other listings.

Now, there are a bunch of software tools that will spit out an answer and opportunity score saying, “This product is an eight out of 10, excellent idea,” or “There's five other people making \$1 million a month selling a product like this with this keyword.”

There's a lot of data out there really opening up and making transparent what's currently happening on Amazon, so that's great. You have so many more data points to gather before you hit go on your product. Now it's not always accurate, but it's a start.

You need to come up with a product idea and some keywords that describe that product, as well as checking the numbers. You've got to check that there's enough demand and the competition is low.

Here is where I see people go wrong. They are looking for the perfect product. They are looking for really high demand but with virtually no competition and an amazing profit margin. There's just no product out there that is the perfect product.

I've got a checklist with pages of criteria and things that I have on my wish list for the perfect Amazon product. I have looked at thousands and thousands of products, and I've never found a product where I've gone, "Yes, that one's perfect."

It just isn't a reasonable expectation that there is a perfect product. But some people choose no product because they are waiting for the perfect product.

Each product I've launched, had some niggles and some worry.

Is that competitor able to drop their price when I turn up? Is that demand figure on that research tool accurate? You don't know. You have got to be in the game to find out some of this stuff. Is the supplier I've chosen going to be reliable? Is the quality going to be good? You've always got unanswered questions until you get going.

Once you've got going, there are some other problems and other questions you need to answer.

What's the best way to promote this? Should I restock product A or launch product B? There is always a challenge.

If you are waiting to find the perfect product, you are guaranteed not to go very well on Amazon. You need to be quite prolific and quite willing to live with some imperfect data as you decide what your first product is going to be.

The way to get around making that mistake is to see your first product as a learning product.

Roger Hamilton, who is a smart businessman and educates a lot of entrepreneurs says, “If you’re not earning, you’re learning.”

That first product is really good to keep the costs low for your launch. Don’t order a container load of a brand new product that you have never sold before. Start small.

Make sure you have understood each step thoroughly as you have completed it.

Make sure you have researched your product over a number of weeks, not just in one day. You need to create a picture over time of what is happening on page one for that keyword.

Maybe even order a competitor’s product. Maybe you have done some more reading beyond Amazon, had a look on Facebook and Google for the different keywords. Check out the different chats going on in social media and trends on Google.

There is a lot of research you can do and the perfect products are not going to just present themselves.

You’re going to have to go, “Right, this one’s not perfect. The margin’s not a full 30% but you know what? It’s going to cost \$1,000 to launch, the supplier has been really flexible and maybe, over time, the price can come up or the cost of goods can come down, but let’s just get started.”

Then you're learning and you see the real data. You see what the advertising cost is going to be. You get a bill for the shipping fee and you know what the shipping actually is rather than an estimate.

It is good to get in the game, and you are more likely to find 10 imperfect products to add to your great Amazon business, than waiting for the unicorn perfect product which never appears.

A product which you could never source and you end up with a result of zero. If you don't go live with the product, your sales are zero, guaranteed.

That's one of the most common mistakes I see. When I coach people, I'm often coaching them through analysis paralysis.

They have loads of data, but they just can't hit go because something is not perfect about the product. There are too many competitors, not enough demand, the supplies aren't perfect or they can't think of a really great point of difference. It doesn't need to be a 10 out of 10 score for each of these points. That's the aspirational wish list. It's not reality. You need to be realistic.

It's like going shopping for a house. You are never going to get a bargain house on the best street that no one else is bidding for, or is exactly laid out how you would like. You just have to start somewhere and improve on it, work on it, sacrifice a few things and compromise on a few things.

Get in the game because you can sit on the sidelines your whole life and watch people who take imperfect action every day streak ahead just because they are playing the game and they are doing it.

To recap mistakes made so far, number one was not getting started. Number two was waiting to find the perfect product, which is linked to not getting started.



In Software we Trust?

The next mistake, number three is also linked to waiting for the perfect product as well.

I see a lot of people using software tools to do their product research, and that's fine. There are some great tools out there. I really like **Helium 10**. I think their data is probably the most reliable of all of them.

There are some other ones too. I find a lot of product ideas by looking at **MerchantWords**. I found **Jungle Scout**'s reports over the years to be useful as well.

There are a bunch of tools out there and in my training, I show people exactly how I use those tools. Which, is quite different from how they are actually designed to be used. I would never use one of those research tools to spit out product ideas for me.

When I'm coaching Amazon sellers, I see these waves of people turning up saying, "Do you think I could sell a spice rack?" or "Do you think I should sell

weighted blankets? or “Do you think I should sell macramé wall hangings?” I get these waves of products which are all identical. They are often quite obscure products.

I’ll ask the student, “Where on earth did you get this idea from?” They say, “Oh, Jungle Scout gave it an 8 out of 10,” or “It came up number one as a product over \$35 with not too many reviews on the competition and monthly revenue of x dollars. I plugged in my perfect list of criteria into Helium 10 or Jungle Scout or wherever, and this product popped out. I think it looks awesome.”

There is a dangerous trap with this as a strategy for finding your product. There are so many Amazon sellers, and I don’t know exactly how many, but it is in the hundreds of thousands.

There are some very smart ones, aggressive ones, some with very deep pockets and big research teams, and they are all crawling through these software tools. They are looking for products that fit those exact same criteria that you’ve just put in.

When you do your research, using these tools, they suggest products for you and telling you it looks like a great opportunity. You can be pretty sure that there are a bunch of other people, that might not show up on Amazon the day you do your competitor research, but you can be pretty sure by the time your product is ordered, manufactured, shipped and landed, there’s going to be 30 or 50 other people who are now selling the same product.

This is because they have done the exact same product research, at the exact time and who has got the exact same type of training as you. It is a real mug’s game to rely on a bit of software and to take the numbers at face value.

I see products in all those research tools. Even the best ones that occasionally have a pair of socks for \$1,000 and the sellers monthly revenue is a million dollars, but there is no way. There’s a mistake on the pages. You know the moment that that software tool crawled through the database to lift those numbers, the seller was doing something funny.

Amazon was doing something funny. There are lots of blips in the data so you need to apply common sense and think like a real human.

Does it make sense that that product would really cost x dollars? This product is made by a Chinese supplier. They have only been selling for three months, yet they are doing \$2 million a month in sales.

Does that sound right, or too good to be true? The software tools are not clever enough to go, "That looks too good to be true. That number looks wrong. There is no way that product would cost that much."

As well as these research tools giving everybody the same idea on the same day, there are also a lot of dodgy data that gets fed into the tools. This means you can not rely on them 100% to make your decisions.

I like to look at the research tools, of course. But I also like to look on Amazon.

I like to check the FBA calculator is giving the same expense with Amazon FBA fees as a research tool. I've often said that they are different. I like to check that the Facebook groups talking about this product are talking about trends and themes that my product will fit, rather than me just copying someone else's product with no point of difference and hoping that I can win on Amazon.

I like to look on Google Trends to see keyword ideas as well as Amazon tools for Amazon keywords.

I like to look on Pinterest and Etsy and see how people have packaged them and photographed their products and get ideas and points of difference that way.

The research tools do have a useful place and when you want to compare different product opportunities side by side, they give you some nice hard numbers.

You can see from the ranking what sales people have made, theoretically, and multiplied their ranking equivalent number of units per day by the sale price to see their revenue. Then you can see from their price and once you have got a quote for the cost of goods, you can see how much margin they are making.

Then you can fairly confidently move in. Knowing that your product is going into a space where there are five people selling 10k a month, or more in sales and there is an opportunity there of a reasonable size.

There are a bunch of other things those research tools can not tell you.

They can not tell you that the top three sellers, who are doing a hundred thousand a month in revenue, are actually doing a mega giveaway with coupon codes.

Sellers can use launch services in the background and these numbers are artificial sales and not a true indicator of their revenue. They might all be a 99% discount coupon codes.

Maybe someone is doing some Paypal rebate behind the scenes, after an overpriced sale goes through, so that they get launched and ranked fast. Or maybe somebody is running out of stock and they have dropped the price massively, they have ranked really high, but that was never their normal price.

You do not know if someone is about to run out of stock and they have just jacked their prices up to slow down the sales.

Also, you do not know if somebody is out of stock on Amazon. The tool might not pick it up because the listings disappear from Amazon when they go out of stock.

Sometimes, I look for my products on those research tools and they're not there. If it is out of stock or in stock, the numbers look wrong on some of my products.

Just be very wary about relying on research tools. It is one bunch of data points, out of lots of other data points, that tells the real story about the product you are about to launch in the market you are about to enter.

Don't be lazy. It is an important decision and nobody cares about the success of your product more than you.

Those research tools do not care. The people behind them care, but the actual algorithm is just crunching on the business, spitting out numbers and words. There is no judgment at all.

Even the cleverest research tools, if they had artificial intelligence built in, do not care as much as you. They can not read the quality of the listing as well as you can read the quality of the listing. They can not interpret the opportunity from reading the reviews.

All of that stuff can save you time, but it is not enough to rely on it by itself. Go very carefully with your use of research tools and use it to validate your ideas. But those ideas must have checked out elsewhere.

Above all, do not use it to generate product ideas.

When you are validating your product ideas, make sure that you are looking at a few different places. Look online and in retail to come up with the best version you possibly can of your product idea.

Check that there is enough activity going on, enough sales and not too much competition. Use multiple places to double check everything looks as it should.

Once you are a more experienced seller and you have researched lots of these products, you will start to notice what looks wrong.

Those FBA fees look way too low or, frankly, I'm surprised that's not in the oversized category given that it's an armchair. Some things just end up in funny places and you start to spot what looks off.

Malcolm Gladwell's book teaches how people just have that kind of snap instinctive thing, when they have completed 10,000 hours. This is when you really master a subject and you start to really have that expertise. It is just wired into your brain what looks right and what looks wrong.

I am in a very lucky position. Five years into selling on Amazon, my instincts about products are usually reliable, more reliable than the data.

Early on, I had to choose my products by sitting and doing research, looking at the data, comparing all the pros and cons of different products and making a very analytical decision on each product idea.

Later on, those ideas come to you more organically. Your feel for the market improves, and you cringe when you see just how wrong some of those numbers are in the research tools. You know they are wrong, but somebody new would fall into a real trap if they just took those numbers at face value.

So don't be overly reliant on research tools. They are great and they do have a place, but they are not the only place you need to be looking to choose your product.



Bright Shiny Objects?

The next mistake I see people making is, getting distracted by other opportunities.

There are a lot of Facebook ads I have seen in my feed and I'm sure you do in yours too. Here's a course on Shopify, here's how to be a social media influencer, here's how to drop ship, here's how to run Facebook ads to promote your product, here's another Amazon course that is better than all the other Amazon courses.

You can end up having what is called shiny object syndrome.

Everything just suddenly looks easier and better than the way you are doing it right now. The grass is always greener and the marketers are very smart.

As a new Amazon seller you are doing your home work, you've got a great product idea, launched it and sales are slow.

Somebody turns up saying, "Oh, let me rank your product for you. It would only costs you a few thousand dollars."

There's all these very appealing, sometimes too good to be true sounding offers out there. "Let me set up a Shopify site for you." "Let me do email marketing." "Let me run Facebook ads for you." "Let me teach you how to run Facebook ads for you."

Some of these things are fine and do have a place, but they are not for the first year for most of you with a new Amazon business.

Eyes on the Prize!

When you are starting out, do not get distracted.

This is another really common mistake. People get distracted. They get distracted by what people are talking about in social media groups.

They are on a Facebook page that is meant to be about Amazon. People start chatting about chatbots, which are nice to have. It's great to message your customers, but first get some customers and then you've got something to do later when you've got a nice database.

You can certainly work on what else you can tell them about, or how else you want to communicate with them. But it is not a thing to do early on. Before you have a dozen products selling, don't worry about marketing beyond Amazon.

First, get a handful of products, then you can start looking at how to diversify into different platforms or channels.

The other thing to note around marketing distractions is that Amazon already has customers searching for your product with very high intent to buy.

There is no other place online where you get this, nowhere. You get free traffic and a high conversion rate on Amazon.

The percentage of people who see your listing who go onto buy it is through the roof compared to any ecommerce sites such as Shopify or any site you would buy.

When you do private labeling, you get these lovely profit margins which are way better than the drop shipping profit margins.

A drop shipping business looks great when you are facing big product bills in your private label business, but stick with the private labeling. It is the model where you make the most margin, where you can control your product and where you can sell your brand for a premium price one day.

All these distractions will be waved in front of you and look golden and shiny, very attractive and like they can't fail. **But there is no better place to be selling than on Amazon.**

There is no better skill to get good at than choosing Amazon products.

You can outsource some of the downstream stuff, but if there is one thing to get good at, to be profitable and successful with this online business, I would say is learning how to choose good Amazon products.

You can really scale and keep your lifestyle. You can learn all the other ecommerce stuff for fun, and it will support your Amazon business.

Maybe one day, you will take those other platforms seriously too.

But do one thing well, finish it, and do some work on it every day. Do not let it linger and don't jump, chop and change between 50 different training courses.

Just stick with one philosophy, follow it properly, follow people who have had results. Get your results by doing what works rather than by half-starting ten things and switching when it gets hard.

That is a trap I see a lot of people make.



Is Facebook Really Your Friend?

The next and final common mistake that I see people making is, spending too much time on social media.

I have a Facebook group for my own community and I'm a member of lots of other Facebook groups, but I barely use the thing. I try never to check in as a habit.

Sometimes, I need to go in to answer things I've been tagged in from my own community, but I don't go to Facebook if I want an important answer to an important question about the future of my business.

The wisdom of the crowd does not prevail. There are a load of people who know nothing, who are not busy with their own business because they have not got their own successful business, milling around in those groups.

They tend to stir and waste time because they are procrastinating or trying to promote something else, or they are wrong. They might just be plain wrong with the answer to the question you pose.

There is very little quality control, and there is a lot of noise to signal. By that, I mean the one or two nuggets of something useful you might read, might have taken you a thousand other bits of content to read and scan through before you found that useful thing.

You might miss the useful things that were accurate and instead, have your mind filled with lots of things that are wrong, different opinions that all clash.

It is very confusing to know who to believe and what is the right way. I have seen very little good come out of those Facebook groups.

I know it can be lonely when you start an online business.

Your friends and family don't really get it, but better to socialize separately and get your Amazon content and strategy from a different place. Do not mix them up and hope that the Facebook groups will give you all the answers you need for your Amazon business.

Some of the conversations I see in the Facebook groups are people supporting each other and giving each other motivation or a pat on the back when someone's had good results. A nice kind word when someone had a rough day can be so helpful. It can just go a bit too far the other way.

Somebody starts to mope and feel a bit sorry for themselves and then, the rest of the group's mood changes and everybody sees the darkness and the sky is falling. It is all doom and gloom, and this Amazon policy change means it is all over for all of us.

There can be a lot of group fatalistic, negative thinking, and then there can be a lot of hype and everybody is very rah, rah and beating their chest, showing off screenshots of sales.

But I see people who have been posting big screenshots of sales come to me not long after saying, “I’m running at a big loss. My revenue’s great, but I’m hemorrhaging cash because I’ve been doing all these promotions to get the sales.”

Don’t always believe what you see.

People will often present the one good snippet of their Amazon journey to make it look like it’s better than it is, or other people will be having a session where they’re just venting about a problem and that’s not energy you need to pick up on.

You do not even need to deal with their problem. Your job, is to get your business up and running.

I don’t like Facebook groups, as a rule. I don’t participate in many, if any. I see a lot of people making the mistake of losing a lot of hours to them, getting the wrong content, the wrong mindset, and getting distracted. This is not quality networking.

It is not like you’re going to specifically share your exact problem with your product or your exact opportunity with the supplier. Sharing that with a big group is not a smart place to be, because people need to keep their products confidential on Amazon.

The smartest sellers that I know are not in Facebook groups. They are doing their own thing quietly.

They might have a training course where they share their best stuff, but they’re not giving the great stuff out in a Facebook group. They are not spending all day doing free YouTube webinars. They are not wasting time, they’re doing their own work.

If you want access to the right people, then you should generally be prepared to pay for that and get a really succinct version of what you need to know, to be successful on Amazon.

Facebook groups are not the place where you are going to get the good stuff and it is going to cost you a lot of time. Your business is too important to be given the wrong messages and the wrong energy.

It is really important that you get the right facts to go on. It is very expensive to work off the wrong facts and it can be catastrophic if you are surrounded by people with the wrong mindset.

You might stop when you didn't need to. You might bash on overly confident when you actually should have listened to the thing that made you feel a bit nervous. Everyone is saying it will be alright, might have been the advice that you needed.

Be very careful how you spend your time.

For most of us running an Amazon business, we have other commitments. We might still have a day job. We might have family. We might have other things that fill our days.

Unless you have got all the time in the world and you finished your Amazon work, I would not recommend spending very much time in Facebook communities. It's not a place I see quality stuff being shared. It's a nice step that goes on.

There are people making friends and connecting. That's great, for the social aspect. But I don't see it as an answer for your technical challenges, just watch the time.

An hour or two spent on your Amazon product research, versus scrolling through a Facebook page gives you a very different end results a year later.

AMAZON JETSTREAM INCOME

If you multiply those hours, you've launched five new products, that could be \$1 million income stream. Don't lose sight of what is possible when you are doing Amazon well.

The fastest way to get good at Amazon is not looking at social media.



They are the five mistakes I see people make

I'll just recap them now.

The first one is, not getting started and waiting.

The second mistake is waiting to find the perfect product, which does not exist. There are no unicorns on Amazon.

Third mistake are people becoming too reliant on the software tools to pick or validate products. Those numbers are great, but you need common sense and other data points as well and other research online and in person.

The fourth mistake is I see people getting distracted by shiny object syndrome. They want to dash off and do social media for their brand or build their own websites, or do a drop shipping course before they've finished and got their Amazon stuff nailed.

Then the fifth and last one again, related to getting distracted, is too much time on social media. Taking your cues from the wrong people who may or may not be well meaning, or knowledgeable and certainly don't exist to see you succeed on Amazon. They might have good intentions, but the fastest way to Amazon success is to keep your nose down.

Stick to the product research and get those products launched and running. Then you too can be a successful Amazon seller.

I want to help you avoid making common mistakes.

These are really big, easy ones to avoid and now you will know how to spot them.

Notice yourself spending too long on Facebook.

Notice yourself spending time looking for a perfect product or notice that you have bought four courses this month and still haven't finished that Amazon thing.

Keep at it and keep focused on the things that really make a difference to your business's bottom line. Not your feel good factor and not your hours worked count.

The stuff that adds to your profit line in your business is the step to spend your time on.

In the rest of the book, you will have lots of ideas about what works and how to make money on Amazon. Try not to fall into any of these traps or make the mistakes that I see so many Amazon sellers make. They are all based on human behavior.

We are all trying to get the best results. We want to have a good time and feel secure in what we are doing, but those things do not help you become successful.

Watch out for them and make sure you catch yourself early. If you see yourself starting to make any of those mistakes, pull out and be grateful that you have just saved yourself a load of wasted time or money.

Thank you, and we'll see you in the next chapter.

CHAPTER FOUR

An Interview with Sophie Howard – Million Dollar Amazon Seller

How a Busy Mum of 2 Cracked 7 Figures on Amazon – An Interview with Sophie Howard

Recently, I was interviewed about my Amazon system, so I thought I'd share it with you because it contains some useful insights for you. If you'd prefer to watch the video go here:

<https://www.youtube.com/watch?v=bYJtTfloRUQ>

Interviewer: Sophie Howard is a superstar Amazon seller. She's sold well over 500 different products on Amazon. She's made hundreds of thousands, in fact, millions of dollars of income. She's sold Amazon businesses, so she's a genuine world class expert, and we're lucky enough to have her here with us today. Thanks so much Sophie.

Sophie Howard: Yeah, I just love sharing with people what's working on Amazon today. I've had a lot of experience launching a lot of products, and I've really, really enjoyed the ride, the adventure of sourcing products from all around the world to sell on Amazon all around the world.

So whereas most people go for very obvious products, they're looking for where there's somebody already making lots and lots of sales and trying to piggy back on that activity, I like to go where nobody else has.

I like to be under the radar with non-obvious products and where I'm going to make profits. I'm never impressed by other people's sales revenue numbers, only the profit that you get to take home.

The more competitive the product on Amazon, the less profit there is there for the taking. So a lot of my products have got virtually zero competition.

The day I launch, I'm at the top of page one, and I don't mind that it's slightly lower volume. There are plenty of customers out there on Amazon shopping.

So I'll just build up a portfolio of these low volume products, but high profit products over time, and by having a bunch of those, you can quickly start getting a very healthy cashflow.

You do the math and work out how many products you want to make to hit your target monthly income so you can get financial freedom.

When you do those lower competition products, firstly you get the benefit of a really lofty profit margin, generally at least 30%.

Secondly, you don't get people copying you because you haven't got that high volume product.

Somebody has not got your card marked to come and copy you because you're not out there right in the limelight; you're under the radar, quietly just scooping up all the profits.

And then thirdly, when you do those sorts of products, there's a market later on to sell the whole brand.

So there might be another business in that industry not yet on Amazon, and they might want to come along and buy that brand that's been done really well, but in a more obscure niche.

Interviewer: And you've sold an Amazon business for seven figures, and also another one for six figures.

Sophie Howard: Yeah, that's right.

Interviewer: What was the multiple of profit that was based on? How did they work out that price?

Sophie Howard: So, the usual formula for selling an ecommerce business is typically three times your annual profit.

Sometimes people do it based on the last month, but because they're a bit seasonal, a year's profit as a pretty good measure of how successful that business should be in the future, and a lot of the buyers out there are willing to pay say three times your last year's profits.

If you've got a business on Amazon selling \$1 million worth a year, that's like 80 something thousand in sales a month, that's not that hard with a bunch of products, your profit for the year might be \$300,000, and then you sell it for \$1 million lump sum.

It's pretty neat. Over 18 months, you can build and sell one of those, potentially.

Interviewer: I know some of those people say, "But Sophie, why would you sell a business that's making \$30,000 profit a month?" But I suppose you can go ahead and create another one of those businesses so wouldn't you bring on \$1 million payday?

Sophie Howard: If you can rinse and repeat the startup piece, which is choosing great products, you are in a great position. And,, that's where this whole game on Amazon is won and lost. If you haven't got good products that people want to buy, and if you can't sell them for profit, why would you bother? You want to have demand and you want to have profit.

And if you know the system to go out and find more of those and say you've got a mortgage on your home, why not clear the mortgage in one fell swoop straight off your phone.

One payment comes in selling your business and clear mortgage and never has to pay a bank all the interest and fees for the next few decades. That's what I chose to do, and then I started another one, and then another one.

Interviewer: Fantastic. So now you're on your third Amazon account, which is great. And in terms of getting started, how do you help other students get great results on Amazon? What's the formula for that?

Sophie Howard: So there's a bunch of criteria around the product and they really, really matter. I've got about eight pages of things I look for or things I make sure I definitely avoid when I'm choosing a product.

There have been some expensive mistakes when I haven't known something, and then being caught out, and I can help other people avoid making those same mistakes.

There are some particular categories, some niches, and some types of products where I see really low competition and where I can help other people make great profits selling in those categories.

Things like consumable products and products that are gifts are great. Just the numbers work so much better on those products.

If you want to do yoga mats, or supplements, it's going to be a pretty tough gig and it's one I don't want to play in, so I just teach people exactly what I do.

And I've launched well have over 500, probably nearly 1,000 different products on Amazon now.

Everything I've figured out that it's working, I teach. And I don't leave anything out when I teach. It's exactly what I do myself.

Interviewer: So basically, if a product's a big winner, then you add the criteria of that to your checklist, and if it's a flop, you can make sure you don't put it on the checklist, don't make that mistake. With that checklist and the system, you're learning from the experience of launching up to 1,000 different products, which is really valuable.

And I know as well as that you've also got a training course, which helps guide people step by step.

Sophie Howard: Yeah. There are a lot of Amazon courses out there, most are prerecorded videos. That's fine. It might teach someone on the basics, but what I do is teach live every week.

I'm running my own Amazon accounts, so I'm always launching my own products. I'm always hearing from the rest of my students as well, what they're finding and learning and sharing. We've got a really nice community, which keeps us all current.

I'm doing my own testing and learning and selling, which keeps me current, and I share that in a live coaching session once a week.

I also do some live teaching, and I've got a bunch of other coaches that help me answer all the questions that come in from the community. I answer those as well myself, if something's popping up that we have not come across before and so, it's always kept up to date.

It's always current and based on what's actually working, not what was a year or so ago. This is because Amazon's dynamic and the other tactics that I see people try sometimes work but they come and go.

It's a real trap to think that those "hacks" to beat Amazon at its own game are a smart strategy.

There are a lot of people promising that this fancy bit of software's going to spit out \$1 million product idea for you, and it's just nonsense. There's no way a decision that's that important to you should be trusted to a bit of toolkit that's not based on actual data.

Amazon doesn't release all that data, and there are a lot softer things in the decision making around your product that I just don't see the software tools doing the right way for you.

So for example, there are software tools that give an opportunity score to a product, and when I look at that opportunity myself that they've given a really high score to, it's actually a terrible, terrible product that is doomed to fail.

Yet, people who don't know better are just following those bits of software, or some really fixed rules about what to do on Amazon and they just don't work because it's too dumbed down.

You need to actually do a little bit of work, maybe only 10 hours per product, but then you can feel really confident you've done your research right. The product's good and the supplier is good, and the way you're going to launch is completely within Amazon's terms of service.

This is a lot of gray area stuff being taught that I know Amazon doesn't like and people might get away with it short term, but I would never want to risk my million dollar Amazon asset for the sake of a quick way to try and trick the system.

So, play it really straight and look for really profitable long term products.

Interviewer: Well that's right. Let's assume that the founders of a trillion dollar company are smarter than you, and they can work out ways to stop you in your nefarious scheme. So just try to do things the right way rather than try and be a 'black hat' seller.

A lot of people find having that coach to bounce their product ideas off very helpful. And yes, the coaches will evaluate the ideas with software, but they will also run it through the rest of their criteria as well, which I think makes such a big difference in launching products.

So, assuming someone was to start with your training academy, if they were a super eager beaver, how quickly could they potentially launch a product, and what's more of an average time to launch a product?

Sophie Howard: Good question. So my fastest student, who's a lovey guy in Sydney, he was four weeks from hearing about Amazon to getting his product selling.

That's about as fast as you can do it. I was seven weeks. And then more typical, for somebody who's got a day job, family commitments, and other stuff on in life, I think maybe three months is a good average rule of thumb - because you don't want to go flat out and then feel overwhelmed.

You want to follow the way the program is structured because it's structured to help you succeed. What to do is watch one video and do one step at a time. Don't try and watch all the training and then try and remember what video 1 told you to do.

The biggest decision's the product. If you get that wrong, it doesn't matter what you do downstream, it's not going to work. So, book in calls with the experienced Amazon coaches, they're based all around the world.

We can fit in with time zones, lots in Australia and New Zealand, UK and US. We've got really experienced Amazon sellers who I've handpicked and I've gotten to know and trust them. They know me and how I teach, and we can help any student get some one-on-one personalized feedback with their products.

That's a real point of difference as well. It means somebody who's experienced and cares about your results is going to give you some personalized feedback.

Every product is different. So, there's some data, but there's also the value of experience, and I think the experience is what really sets this program apart. We've got people sharing to help you succeed.

Interviewer: I think that's so great. I know all these coaches, and one of them; for example, last year sold 30,000 units of a particular product. He's in the top 500 of the baby category on Amazon, which is an incredible achievement. He has a seven figure business and to have someone like that on your team, personally mentoring and coaching you through the process of launching a product is worth its weight

in gold, and that's something I haven't seen in the other courses, certainly in the price range that your course is offered. So, that's amazing. Tell me, Sophie how much would you budget to start off an Amazon business?

Sophie Howard: So, I hear horror stories of what people have spent launching their first product when they don't even know really what they're meant to be doing to find the first product-

Interviewer: Just buying a big container load of stuff from China.

Sophie Howard: Yeah, that makes me cringe and shudder, and it's such a waste of money, and it's such an awful thing to see happen when there's a much smarter way, which is to negotiate really small orders and really form partnerships with your suppliers.

I see a lot of people approach their suppliers all wrong, ask all the wrong questions, and not know which important stuff to check for. When that happens, you can waste a lot of money on a product.

My first product costs \$300 to launch, and that product is still selling well. But maybe allow a thousand or a couple of thousand dollars and you'll be up and away with the product research really thoroughly and get it shipped. If you've got great packaging, it looks great in the images and in all the ways it's presented online.

So, doing a really classy, quality job for a product that you can charge a premium price for should be easily under \$2,000 and then learning the skills, there's not a lot of ongoing costs. There's the \$40 or \$50 to Amazon every month, which you only need to pay once you start selling.

The model with Amazon's neat because you only really pick up the commission fees as you make sales, you don't have to hold any overheads and carry that cost yourself. Amazon is also incentivized to help you sell your products. So they only make money when you make money, which is great.

Their fees are very fair and very low, considering the access you get to their customers and their entire infrastructure. So yeah, it's all quite low cost.

Interviewer: The way I look at it is imagine if you could have a shop or a lease in an incredibly busy shopping center, but without paying thousands of dollars per month for rent, instead you're paying as little as around \$50 per month. So, it's actually quite incredible to be able to get access to the biggest ecommerce site in the world for such a small investment.

But the reason for it is when you sell well on Amazon, they make money. Around 50% of their revenue is from third party sellers, so it's quite an incredible opportunity.

Sophie Howard: And I think one of the other interesting things that's also a point of difference in the program is being able to sell these Amazon businesses.

So, I've sold a couple and everybody I teach, I teach them that system from the beginning. You can't turn up with a box of receipts two years later, or a bunch of jumbled finances, or you haven't put the right contracts or agreements in place with your suppliers or some of the stuff around the product selection even makes a real difference to the valuation, you can get for your business later.

Teaching that process from the beginning is usually the best practice for your business being profitable and well managed. But just to have all that ready to go, if you ever did want to sell, then it's already there, sitting to be valued and you can sell that for a big lump sum.

That's something we teach in the program, and I don't know anyone else, certainly no one else in Australia sold a business like the Amazon ones I've sold.

One of my students who's actually one of the coaches, she's just sold her Amazon business for six figures and another coach is about to sell a seven figure Amazon business.

Interviewer: Wow. That is exciting, and it is so amazing just to be able to bring that income forward into one big payday because it can help set up your retirement, it can help pay for a mortgage, so working towards that is certainly a worthy goal.

Sophie Howard: And then there are other models on Amazon as well. I love the private label. It's got the best margins. But there are other ways to sell products on Amazon too. For example, you can partner with another company who's got an existing bunch of products, they don't know about Amazon and you've just learned these skills so you can help them and charge either as a consultant or do a profit share with another business that's got products that they want selling on the world's biggest platform.

Interviewer: And that's what you did when you started out, isn't it?

Sophie Howard: Yeah.

Interviewer: So how could that happen? You were selling on Amazon, and then it was babies' style products that you approached? Was it because you had little kids at the time?

Sophie Howard: Yeah, it was baby products because I had kids at home and a baby at home, and I was selling my own Amazon products pretty successfully. I was only a few months in, but had learned the ropes on Amazon.

I think it's important just to get stuck in and get started with your own first product quite quickly. Once you know what you're doing, it's the same process for all products.

I went out and found a bunch of local businesses that had great products and they weren't on Amazon. They were in New Zealand, probably didn't even know what Amazon was or how it could be possible for their products online.

I took their products and helped them set up their account and got that product selling on Amazon. For some of those companies, it's now the biggest source of income.

Interviewer: Wow.

Sophie Howard: And they charge more per product than they make at home selling it in their home country. So that's one model.

There's also going out there to buy another existing brand in bulk and reselling that. The margins aren't quite as good, but you do have that nice advantage through what's called drop shipping or wholesaling, that you don't need to invest in the product yourself up front. The margins aren't as good, but it's a very low barrier to get started. And it can be quite fun because you can have conversations with other companies, go there with a script, a bunch of questions, that product meets the criteria for wholesaling or drop shipping.

We teach you how to do that also because that can be a really nice quick way to get started nice and fast. Get your account up and learn the ropes on another product that doesn't cost you a lot to launch.

Interviewer: Yeah. Well, because you're starting off with zero stock. So just going back to it, you approached four companies and they said, yes. How much did you charge them per month to manage their account?

Sophie Howard: I charged \$1,500 per month per client, and I got four of them.

I had four conversations, and I got four yeses because this was a no brainer for them.

It was like they had to put up a little tiny bit of stock, I would do all the leg work, it would be their own Amazon accounts that they would always own and if it worked, it could potentially be the biggest source of income and for some of them it was.

I learned a lot in the process. It was really good fun. It didn't take me a lot of extra time, it was using skills. I wanted to sharpen up anyway, and so I got more experience, learned a lot and made some extra income.

Interviewer: Great.

Sophie Howard: After that monthly retainer, In the end, I switched to being commission based because I was helping themselves so much product and it was great for them and it was great for me. It helped diversify just from my own Amazon account as well.

So when I left my day job, I knew I had my Amazon product income, but I was also selling my services as an Amazon consultant, and that was a really nice backstoppage. And, of course, there are contracts in place and that replaced my salary on its own.

Interviewer: It's so amazing. And that's one of the great things about learning Amazon, because there are so many threats to normal jobs with the rise of robots and AI.

But one of the areas that is booming and growing is ecommerce. Having the skills around ecommerce and selling on Amazon and drop shipping makes have a very valuable high income skill, which demands a lot of money in the market place.

So, to be able to earn maybe \$6,000 a month from selling other people's products - as well as your income from your Amazon products is quite exceptional.

In Sophie's course, there's also a complete training program on how to do that, how to create an income selling other people's products and she's got her samples of the agreements that she uses and stuff. So, that's really great.

Sophie Howard: Yup. It's been good fun doing that. It's been interesting because you can do a lot of this work online, but then you get to help local businesses and see them succeed as exporters.

And before Amazon, if those companies wanted to export, they'd have to go and set up an international business and they'd have to pay tax in the states and they'd have to do all their banking in the states and employee stuff overseas and all their running costs. It would be a really expensive exercise with very uncertain returns.

But with Amazon, if I can help those companies present their products the best possible way on Amazon, they just send their stock and I do everything else for them.

I make some money, but they have this huge shot at hitting the biggest market on the world's biggest platform. And there's always going to be real people buying real things, and Amazon's the platform where they're all going to do that shopping.

Interviewer: Well, that's certainly been the case, and looks like it will continue to be the case. One of the things people say is they say, "I don't like Amazon because it puts, local main street shops at risk.

"To be honest, it does. But on the other hand, whether you're in Australia or New Zealand or Britain, think of all the entrepreneurs who are now able to get their products to a global market through Amazon.

I'm currently selling in America, and I'm just an average guy from the suburbs, and yet I've got a product selling the America. Now, 30 years ago if I wanted to do that, it would have been incredibly challenging. So, Amazon really does provide a leg up for local entrepreneurs who want to harness it. There's always a flip side to that coin, I think.

Sophie Howard: Yeah. A great chance for somebody to start their first business because you only really need to do one thing right, which is choose a profitable product.

Interviewer: Correct.

Sophie Howard: You don't need to do all the warehousing or customer service or sales teams or learn how to run Facebook ads. With lots of the other businesses that you could start yourself online, you've got lots of different skills, lots of moving parts and lots of overheads, so there's virtually no overhead.

Under a hundred dollars a month with the Amazon fees, and then your skill, getting good at choosing the right products that are a fit for Amazon customers and presenting them well is all you need to do. Amazon does all the heavy lifting.

Interviewer: Once you've got the product in the Amazon warehouse with the FBA Fulfilled By Amazon service, they ship the product to the customers for you and they handle customer care and refunds, etc. That makes it a very hand through business. You've just launched your third brand, how long does it take you per day to manage your brand?

Sophie Howard: Minutes.

Interviewer: Minutes. Yeah.

Sophie Howard: I'm on my phone a lot of the time. I'm traveling at the moment, so I'll just keep an eye on sales on my phone, I'll keep an eye on messages on my phone. I can ping back a one liner if I ever need to. But really once a week I'll take a closer look at the sales and the stock levels, see what needs reordering, if I've got something flying off the shelves, I might do a sea shipment. So once a week, I look at stock.

Every day I'll just keep an eye on sales. Everything's looking healthy and normal. Nothing's going out of stock or anything. Then, once a month, I'll do an inventory assessment, just to check which products have been the most profitable, which ones are selling the most volume, how do I want to adjust the portfolio, what am I going to launch next. It's really easy.

Day to day, there's virtually nothing to do. If I'm launching a new product, that's just following steps of the process, very easy. I don't go in for these really big aggressive launches that run at a huge loss to trick Amazon. I think that's just daft, and you don't need to do it for the right kind of product. So I see a lot of people wasting money and time doing these great big launches for products that in the long-term won't be profitable.

So I do a low key launch and a low competition product, and then once a week check the key stats, there's some metrics around traffic, number of customers, the percentage that are buying, just checking that looks healthy. That can be 30% or more on an Amazon product.

Interviewer: Incredible.

Sophie Howard: And on your own website you'd be lucky to get 3% conversion so, great conversion rates because customers are ready to buy if you've got a product that's selling like hotcakes.

My worst problem is I can't stay in stock. I have to keep rushing these orders through to keep my suppliers keeping up. It's just that juggling act of new products I know will sell versus keeping in stock of the ones that are already selling.

Interviewer: So, realistically, it's less than 30 minutes a day, but the key thing is just keeping in stock of those products, which really does mean that this is the ultimate hands free business. People talk about the four hour workweek and Tim Ferris obviously wrote the book about it, and a lot of people think it's completely unrealistic. But for an Amazon seller, it isn't unrealistic. You're going to put in more time than that when you're picking a new product and getting things organized, but once you've got a few products up and selling, it's realistic.

Sophie Howard: I've done this with a part-time job working for government, a four month old baby and a toddler when I got started. So I was pretty sleep deprived.

Interviewer: A lot of commute as well.

Sophie Howard: And very short on budget. So I used to have a 20 minute commute on a bus, and I would do all my Amazon business off my phone on the bus-

Interviewer: Amazing.

Sophie Howard: And then I'd be at work, give that my full attention at the day, come home, and spend the evening with the kids. Once the kids were done for sleeping at night, I would do a little bit more work but it was never more than half an hour a day.

Interviewer: And you had big paydays while you were at work, when Amazon would do a promotion of your products, and you were making more from Amazon than you were at work.

Sophie Howard: Oh, way more. I had a day when I was at work, and I kept an eye on my phone during the day. I would hit refresh on the sales app, and one day I had made 33,000 US dollars while I was at work working for the New Zealand government and-

Interviewer: So that's at least 10k in profit.

Sophie Howard: Yeah, 10,000 US profit. So that's probably about 14,000 to 15,000 New Zealand profit in a day.

Interviewer: That'll be like two months of work.

Sophie Howard: Or more for me because I was part time, so it was a total game changer. I stayed at work nine months after starting the Amazon business.

I was worried and quite risk averse. I was worried that was the beginner's luck or it was too good to be true, this can't last. But for five years now, every two weeks I've had an email from Amazon, "Your payment is on its way," and that's brilliant.

Interviewer: What would you say in net profit you'd want to be making off your Amazon product before you think about quitting your day job? I know it's different for each person, but just for you, what would that be?

Sophie Howard: Well, I didn't need very much because I was working part-time and paying a nanny to look after the children. So by the time I backed the expenses out, I didn't need to make more than, \$5,000. I would've been happy to give up the day job if I felt really secure with it. But I was doing \$50, \$60,000 in the first few months, so I got really ahead.

Then I picked up those extra clients just to give me some certainty that this was a service I could offer as well as selling my products, and then I've never looked back.

And I don't wish I had left sooner because it meant by staying at work for that next six months or so after I'd got up and running, I was able to reinvest all those profits into more products.

Interviewer: Yeah. That's how you launched so many hundreds of products.

Sophie Howard: Yeah. So I never got into debt, never maxed out credit cards, never borrowed to grow my business. That first business that did 1.6 million in the first year or so in sales was all grown through profits.

Interviewer: That's so amazing because most people, or a lot of people with their businesses certainly, they borrow money against the house or from friends and foes and family or venture capitalists or whoever to get things started, and that just puts your business on that back foot.

It is helpful to have money, but you've always got that back foot and you've got to pay back that debt, whereas in Amazon business, if you can start with low test runs of products. I'm personally investing about a thousand dollars on two different products to test at the moment. That's not a lot of money to test two products on Amazon. So it is a unique in the sense that you can self-fund a big empire.

Sophie Howard: It gives you real scale, but also lifestyle. When I started, I looked at all sorts of different business models.

Could I do multilevel marketing from home? A lot of my other mom friends were doing a bit of that, but it looked really hard work and a long game and very uncertain what you'd actually get back for the time put in and a big time commitment.

Interviewer: It doesn't suite everyone to be selling stuff to their friends.

Sophie Howard: No.

Interviewer: Some people do it naturally, but some people regret having awkward conversations with all their friends.

Sophie Howard: Totally. It makes my toes curl thinking about it. Much as I need some Tupperware myself, I can see that hosting a Tupperware party would backfire.

Interviewer: It's not for everyone.

One of the things at Amazon is you're selling a lot of stuff, but you don't ever have to have a sales conversation. In fact, you don't even ever need to post one single product because Amazon handles so much of that for you. So it really is the dream business.

Now obviously there's going to be work up front in the Admin of setting up your account, finding the right product and getting it from your supplier to Amazon. There is, of course, going to be admin work, but as you can see there's amazing benefits.

You spend a lot of your life skiing and with your horse and stuff, so the benefits are well worth it.

Sophie Howard: I'm the only mom that picks up her kids from school. It's me and the nannies. We were in the capital city doing the nine to five grind and commuting and all the costs that go with that lifestyle, and now we're in a more rural place, which is what we wanted lifestyle wise. The kids ski as part of their school, and we ski and we just live in a beautiful place in the South Island of New Zealand. And so, we are really living the dream and it's been possible because of the Amazon income.

Interviewer: So why do you share your Amazon info with others. It's so valuable!

Sophie Howard: Well, firstly I really love helping people do this. And secondly, there are way more profitable products out there than I could ever hope to launch myself. So, I have nothing to lose by helping others do it and everything to gain because I love seeing people get really good results and do a lot of the teaching face to face or in person or live, which really gives me a lot of energy back and I love helping see people get results. And it's been really fun doing this whole Amazon thing start to finish. Just the products, the people involved, being able to help other entrepreneurs pick the right model and pick the right products to sell online.

If getting started as an Amazon seller sounds like the right thing for you now, then what you should do is click on the link, and you'll be able to find out more exactly about what it takes to get started and get your own first Amazon product up and selling.

And you can just be one product away from that income stream, six or seven figures potentially, through selling profitable products on Amazon. So look forward to seeing you, and all the very best. Hope you make it as a successful Amazon seller.

FREE WEBINAR: The 30 Minute Per Day Amazon Cash Machine

As a reader of my book, you're clearly someone that takes self-education seriously.

And, that's a wise move – because as Tony Robbin's mentor Jim Rohn said:

**“Formal education can make you a living.
Self- Education can make you a fortune.”**

It's true – the more you learn, the more you can earn.

That's why you're invited to my complimentary
60 minute Amazon Cashflow Webcast.

“The 30 Minute Per Day Amazon Cash Machine’

I'll talk you through how to find the right sort of products for your Amazon store – and even how to run it in as little as 30 minutes per day.

CLICK HERE TO SECURE YOUR FREE SPOT

Exercise 2:

What are 5 ways your life would change if you had \$10,000 per month coming in from an Amazon business:

1. _____

2. _____

3. _____

4. _____

5. _____

Amazon Student Success Stories



Andrew Murray ‘We Sold over 30,000 Units’

Hi. My name’s Andrew Murray and I live in Queenstown, New Zealand. I’ve just made this short video to tell you about Sophie Howard’s course and the huge impact it’s had on myself and my family.

To give you a bit of background, several years ago, I moved down here to Queenstown and walked away from a corporate career to chase an entrepreneurial dream that I’d always had. The only problem was at that point, I had absolutely no idea what I was going to do when I got here.

Over the next few years, I tried lots of different things ranging from an online startup, gold trading, a media company and even a retail store. Unfortunately, none of them were particularly successful and I got to a point where I was very short of money and thought “maybe the dream’s over. I’m going to have to go back to the city and back to that job I hate”.

I was getting pretty desperate because I knew what I wanted. I just couldn’t find it. What I was looking for was something that was scalable. It could be run from anywhere. I’d chosen to live in a small town without much infrastructure and I also needed plenty of hours left for me as well as work to do what I wanted in the day.

Thankfully, not long after that, I discovered Amazon, which was perfect because it ticked all the boxes. However, with it came a new set of challenges and problems that I really needed some help with. I started looking around and I did find and actually enrolled in a couple of other well-known courses and unfortunately, at that stage, I still didn’t feel I was getting all the help that I needed.

Then I found Sophie's course and that; it just really resonated with me. I found the video training to be very comprehensive and go deep into the detail. The weekly product university course is excellent and I always get something out of those. The thing that really differentiates Sophie from the other course I found is the amount of time she spends on product selection, finding the right product and where to source it from.

There's no doubt that being an Amazon seller comes with its own unique set of challenges and hurdles that you need to overcome. Now, I've personally been in some incredibly frustrating situations dealing with Amazon and wondering what it is that they want, but thankfully, a resource that I found to be hugely beneficial is Sophie's Product University, which has two parts.; an online forum, where you can post questions to get answers and then, she has a weekly call, where she either has an expert talking or you can talk directly to her or post questions and get answers from her and that has been massively beneficial for me.

Having said that and just putting frustrations aside, there's no question that being a seller on Amazon has changed not only my life but my family's. To give you an example, 2018 was our first full year trading on the platform and in that year, **we sold over 30,000 units and got into the seven figures of turn over** which was a **280% increase on the year prior** to that. Just one day, on Prime day that year, we did **\$30,000 US dollars in sales** and for our little business. That was just unbelievable. We had never done anything even close to that and it was actually a game changer in itself.

There's no doubt in my mind that we wouldn't have achieved half the results that we had if it wasn't for us having gone through Sophie's course and the ongoing support we get from Product University. If you're hesitating at all, then my advice would be to take Sophie's courses.

CHAPTER FIVE

20 Hot Amazon Products

20 Hot Selling Amazon Products

It's really inspiring to see how the sales results of everyday products on Amazon.

So, here's a list of 20 hot selling products on Amazon - with an indication of how much they are selling per month, based on an Amazon product software tool.

These are not products I would personally sell or recommend to others to sell, as they are now quite competitive.

But, hopefully they can show you what's possible when you find the right product to sell.



Description: Heavy Absorbency 36" x 36" Quilted Disposable Underpads,

URL: <https://www.amazon.com/Medline-Absorbency-Disposable-Underpads-Protection/dp/B002NHIFNW>



EST. SALES
\$364,529
PER MONTH

Description: One Piece High Neck Ruched Monokini

URL: <https://www.amazon.com/Tempt-Me-V-Neckline-Monokini-Swimwear/dp/B06XT44DDM>



EST. SALES
\$55,225
PER MONTH

Description: Mini Hot Melt Glue Gun with 30pcs Glue Sticks

URL: <https://www.amazon.com/ccbetter-Upgraded-Removable-Anti-hot-Flexible/dp/B01178RVI2>



EST. SALES
\$107,416
PER MONTH

Description: The Candlemaker's Store
Natural Soy Wax, 10 lb. Bag

URL: <https://www.amazon.com/Candlemakers-Store-Natural-Soy-Wax/dp/B00WZ6N1QW>



EST. SALES
\$74,335
PER MONTH

Description: Portable Hand Cranked Manual
Clothes Non-Electric Washing Machine,

URL: <https://www.amazon.com/Avalon-Bay-Non-Electric-Apartments-Delicates/dp/B06XSD2CMC>

(Sales figures in winter! Up to 4x in summer)



Description: 18 Piece Acrylic Paint Set,

URL: <https://www.amazon.com/Apple-Barrel-Acrylic-PROMOABI-Assorted/dp/B07NGHBYKM>



Description: 3 Hole Punch, 12 Sheet Capacity, Metal

URL: <https://www.amazon.com/Bostitch-Office-HP12-Punch-Capacity/dp/B01GIJLSGG>



Description: IRIS Inc. Small Photo and Craft Keeper, 6 Pack

URL: <https://www.amazon.com/IRIS-Photo-Embellishment-Craft-Keeper/dp/B01H2NW8X4>



Description: Wireless Endoscope

URL: <https://www.amazon.com/Depstech-Endoscope-Inspection-Megapixels-Smartphone/dp/B01MYTHWK4>



EST. SALES
\$139,855
PER MONTH

Description: Deep Dish Heavy Duty Rubber Floor Mats

URL: https://www.amazon.com/Motor-Trend-MT-923-BK_NMM-Black-Floor/dp/B01A5TLGJ4



EST. SALES
\$72,983
PER MONTH

Description: Digital Tire Pressure Gauge

URL: <https://www.amazon.com/AstroAI-Digital-Pressure-Settings-Non-Slip/dp/B01J8DLGU2>



EST. SALES
\$257,168
PER MONTH

Description: Contoured Changing Pad

URL: <https://www.amazon.com/Summer-Infant-Contoured-Changing-Pad/dp/B009EDSWJA>



EST. SALES
\$424,406
PER MONTH

Description: Extra Wide Baby Gate

URL: <https://www.amazon.com/Regalo-39-Inch-6-Inch-Extension-Pressure/dp/B001OC5UMQ>



Description: Pregnancy Pillow with Jersey Cover

URL: <https://www.amazon.com/PharMeDoc-Pregnancy-Pillow-Jersey-Shaped/dp/B01KIQH2VU>



Description: Snotsucker Baby Nasal Aspirator

URL: <https://www.amazon.com/NoseFrida-Snotsucker-Aspirator-Hygiene-Fridababy/dp/B01N093BYV>



Description: Animal Face Hooded Towel

URL: <https://www.amazon.com/Hudson-Baby-Animal-Hooded-Elephant/dp/B00X22L0AC>



Description: 7" Flexible Curling Rods

URL: <https://www.amazon.com/Tifara-Beauty-42-pack-Flexible-Curling/dp/B0182XCOGE>



Description: Groin Hair Trimmer,
Lawn Mower

URL: <https://www.amazon.com/Manscaping-Manscaped-Replaceable-Waterproof-Rechargeable/dp/B07DFSN14>



Description: Blue Light Blocking
Glasses

URL: <https://www.amazon.com/TIJN-Blocking-Glasses-Eyeglasses-Computer/dp/B07FYD6ZDC>



Description: High Waist Tummy Control Workout and Yoga Leggings

URL: <https://www.amazon.com/ODODOS-Control-Workout-Running-Leggings/dp/B07BYKLLZN>



Description: Women's Ultra Soft Thermal Underwear

URL: <https://www.amazon.com/Womens-Ultra-Thermal-Underwear-Fleece/dp/B019X2NGF6>



Description: Women's Oversized Baggy Batwing Pullover

URL: <https://www.amazon.com/UGET-Sweater-Oversized-Off-Shoulder-Pullover/dp/B07BWBL4T7>



Description: Willow Tree hand-painted sculpted figure, "Happiness"

URL: <https://www.amazon.com/Willow-Tree-hand-painted-Happiness-26130/dp/B000VSB4CY>



EST. SALES
\$255,098
PER MONTH

Description: Women's Oversized
Baggy Batwing Pullover

URL: <https://www.amazon.com/UGET-Sweater-Oversized-Off-Shoulder-Pullover/dp/B07BWBL4T7>



EST. SALES
\$444,720
PER MONTH

Description: Compression Socks (7
Pairs) for Flight and Travels

URL: <https://www.amazon.com/dp/B078YPVCC9>



Description: Latex Hourglass Body Shaper

URL: <https://www.amazon.com/YIANNA-Underbust-Trainer-Corsets-Hourglass/dp/B016OM9JU4>

*Please note all sales figures are indicative only and subject to change. Extensive independent due diligence should be taken before launching a product on Amazon.

Exercise 3:

What are 5 products you could sell on Amazon?

(Note: this is just to get you thinking. Obviously before you invest in a product, you will have done more research)

1. _____

2. _____

3. _____

4. _____

5. _____

CHAPTER SIX

Amazon Seller Stories

Amazon Student Success Stories



Lisa Mitchell - ‘Commuting 4 Hours a Day Was Not Working’

Hey I’m Lisa; I live in Melbourne, Australia. I have a family, a 9-5 job, and I also sell products on Amazon. I made a decision a while ago that I needed to look for something different.

My current professional corporate job, just will never give me the freedom and the lifestyle that I desire, and commuting four hours every day was definitely affecting my health, and just the requirements of that role. The whole work-life balance, it just wasn’t working.

So, after a good six months of searching, attending lots of different seminars, I came across Sophie’s on Facebook, and I thought this looked good.

When I listened to Sophie’s story and it was pretty inspirational and what I loved was her down to Earth approach and her quest for the lifestyle that she desired and obviously her fantastic success that she’s had selling products and her businesses on Amazon.

12 months on, obviously after the education through Sophie and her team, I have created my own branding. I currently have three products and expanding that line of products on Amazon. Those products have about a 30% profit margin on them, and I’m very happy to know that I can create something out of nothing and create my own income stream and be financially independent.

It’s also been great within the group to give back, and I’ve really enjoyed the opportunity to facilitate accountability and mastermind meetings, which we do once a week, and connecting to like-minded people and just enjoying a really

supportive network of great enthusiastic and motivated people that want something a little bit different.

If you're considering doing Sophie's course, I think that you're probably already having those thoughts and what I love about it is the holistic approach.

It's not just another income stream, it's a holistic approach and a change of mindset to really having the lifestyle that you want and you deserve. So if you're thinking about it, absolutely look into it a bit further, give it a go, and all the best.



Adrian Drugakov – ‘... Earn Potentially 5-6 Times as Much....’

Hi, I’m Adrian. I came across Sophie’s course about just over a year ago now. The reason why I decided to look into the Amazon course was, at the time and now still, I’m working close to 50 hours a week in a very fast-paced job as an investment banker. As a result, I really started to question whether or not my time was being spent wisely. And also, what the future would look like for me if I was to continue working for 50 hours a week, not having much time to see my family and loved ones.

The challenges that I had throughout the course was just allocating the time; blocking out the time from your Monday to Friday working week to be able to fully focus on the course, deal with suppliers and deal with customers. That was the main challenge that I’ve faced, as well as time management. I think once you are your own boss, you begin to realize that the time that you have during the day is so valuable, and that you can waste so much time if you’re not really strict and really strict on yourself as to how you’re managing your time. So I think that’s the key challenge that I faced as well.

The benefits that I had from Sophia’s course, once I started selling and making sales and having progress is you begin to realize that **instead of sacrificing 10 hours a day, so let’s say eight hours a day at work and two hours a day in traveling, instead of sacrificing 10 hours a day to earn the same thing every day, you could technically apply more effort, in a smaller period of time.** So let’s say two, three hours, and earn potentially five, six times as much potentially. So I began to realize that the more effort that I put in, the more value that I got back. Whereas if you’re at work and you’re working for someone else, no matter how much effort you get put in, you get paid a salary in most cases.

That was a really powerful thing for me. I realized: “Wow, I can actually work on my own business. Build something that I’m proud of, that I own, and make myself more”. Not just being financially wealthy but more emotionally and psychologically

wealthy, and you begin to realize just what is possible in this amazing life that we have.

If there's one thing that I could recommend to anyone looking to do this course, it is not to worry about the initial costs. You will make 10 if not a hundred times more of that back, either in finances or knowledge that you gain in being able to run your own business. It's highly recommended and it's given me the freedom and the opportunity to spend time with the people that I love because we only get one shot at life, and the time that we have on this Earth is so limited. I highly recommend taking the plunge, believing in yourself, backing yourself and taking the chance and doing this course.



Ka Lun McLean “We’re very excited when we got our first sales and sales have been increasing since then”

Hi, I’m Ka Lun from Sydney, Australia. My background is in marketing and project management. My husband Steve and I have three little girls, and even we have good jobs and don’t mind what we do, we’ve always looked for ways outside of work to create extra income, enough to be financial independent, to be able to live the lives that we want, which includes a lot of travel. We love traveling, as you can see from the map behind me.

And even though we’ve done a bit of it with our girls, there are so many more places in the world that we’d love to visit.

We initially invested in residential and then later commercial property to generate this cash flow, but knew that if we wanted a significant lump sum to be able to clear our debts and become mortgage free, we would need to do something like property development, which we found a bit more risky and daunting with the amount we had to learn, and the amount of capital we’d need to invest to achieve the big results we wanted.

We were very excited when I was pregnant with our third and we actually heard about Sophie’s Amazon through seeing some ads on Facebook.

We went along to a free event and were amazed at the result that Sophie achieved from selling her products on Amazon in terms of the significant cash flow that she received ongoing, and at the same time, being able to build a sellable business. More than once, she was able to sell and clear her mortgage in one lump sum, which is a big goal for us. We were very excited to be able to learn from someone who actually achieved the results that we were looking to achieve in our lives.

And while pregnant initially when we joined her course, and then later after having our third, and then adjusting to being a mom of three little girls under five, because of the fact that Sophie's course is online and in modules, I was able to, when I had the time, fit that in.

And I guess this is about having consistent effort in terms of the time that you invest in going through the course, and the beauty of it is once you learn something, you can implement that. You don't need to learn everything before you can take the steps. And that's what we did.

By following her step-by-step proven system, we were able to identify a potential product and find a supplier for it, and then place a small order so with low risk to be able to market test the product. And we repackaged it and also private labeled and branded it so that it would be our own. And we launched it on Amazon US the way that Sophie teaches us so that you're not wasteful and spending a lot of money, and you're effective and cost-effective especially with your money.

We just did some simple pay-per-click advertising on Amazon itself and we're very excited when we got our first sales and sales have been increasing since then so we're actually now looking to place a significant order from the supplier.

We have also launched on Amazon Australia as well and we're looking forward to going along to the Vietnam Trade Fair in order to source additional products to add to our brand as well as to launch some additional brands and product ranges later in the year.

If a busy mom like I can find the time to fit this in amongst school drop offs, preparing lunches, changing nappies, breastfeeding, I'm sure you definitely can. But it's just being deliberate with your time and investing your time, and also your money in what's important and what's going to give you the result. It's definitely worth the investment in yourself and your future for you and your family. Thank you.



Graham Jerry – “Within a few short months, I was doing a few thousand dollars profit a month and that was not going to happen if I hadn’t learned how to do that.”

Hey there, my name is Graham Jerry and I’m a small profit developer and I also have an EBay and Amazon business. I’ve been drop shipping on EBay for a while but I was looking to get involved with Amazon and they were so different and I

didn’t know how to do it.

I looked around at a few courses and that’s when I came across Sophie Howard and her Blue Sky Amazon course and went along to an information evening and sat there and listened and I really liked the way that Sophie was so down to earth and her methodology around the way she shares her products and that because there’s lots of other courses around and they all seem to be doing it the same way.

So, I got involved with Sophie and Blue Sky Academy and as a result, I now have a thriving Amazon business, both in Australia and in America, and it’s all a result of what she taught me. I just run with what she said to do and as a result I’ve been successful. **Within a few short months, I was doing a few thousand dollars profit a month and that was not going to happen if I hadn’t have learned how to do that.**

And it takes a little bit of effort and time in the beginning but it’s really hands off once you’ve got it up and going. If you’re looking at some courses wondering whether to do Amazon, I highly recommend Sophie and her course because it’s taught me everything I need to know, I took on board what she said and ran with it, so I highly recommend it and suggest that if you’re looking for something, this is probably it.

Have a great day.



Clair Mclean “I’m proud to say, I’m now a six figure annual Amazon seller”

Hi. My name is Claire McClain, and I joined Sophie’s course back in 2016. At the time, I was working full-time as a project manager, I was bringing up my seven-year-old son, and I had been running my own Amazon business for about a year.

Working my Amazon business parallel to my job, at the time, seemed the sensible thing to do. It was about me trying to improve the process, test out my product ideas, and try and turn a profit before I did the big launch and turned it into a full-time career.

Sophie’s course is the only Amazon course that I have ever paid for, and, to be honest, I wish I’d found it sooner. It would have really helped me shortcut my setting-up process. I would have fast-tracked a lot of time and effort learning basics – how to write a good listing, how to hunt down and narrow your keywords. It would’ve been helpful when it came to finding suppliers and shipping, and, most importantly, it gave me confidence in my product ideas as well.

To be honest, I had no intention of paying for an Amazon course. There’s loads of material out on the market, which is free, and that’s what I used initially to help me build my knowledge.

But I was caught with Sophie’s advertising and her very sensible approach to product sourcing, her very down-to-earth personality, and also, most importantly, her willingness to share her story and all the ups and downs of her own journey. It really hooked me in and to be honest, I haven’t been disappointed.

In my view, there’s nothing quite like it on the market. Some of the material, in particular, goes way beyond just how to run your Amazon business, and I feel like I have benefited from being educated in all sorts of entrepreneurial and small business skills.

I love the amazing community and through this community I've built up lots of friends. We get together in the UK and we share ideas. We feel like we belong and you've got a group of people that are there to help you.

My confidence since joining the course has just grown and grown, and I'm now proud to say that I'm an annual six-figure Amazon seller. Also, inspired further by Sophie's teachings and her sense of "go do it," I've also gone on to build a second business.

That's to support UK handmade businesses, sell on Amazon Handmade, a new category within Amazon.

So if you're looking to be confident in your Amazon business and you're looking for a course that takes you on an entrepreneur's adventure, as well as just giving you the information that you would not get in an Amazon manual, then this is definitely the right course for you, and I can recommend it.



Flora Curro – “I wake up in the morning to check my Amazon seller app, and I’ve seen that I made money while I’ve been sleeping.”

Hello, there. My name is Flora. I’m an audiologist. Since becoming a mum to identical twins, I wanted to find something that would allow me to have passive income so I could earn money and have time for my family.

I’d actually signed up to do a real estate development course and I received an email about Sophie’s Amazon course. I’m glad I got that email.

Working as a hearing specialist, every day I get reminded where we all end up. Some people live on the pension and have no money, while others retire in their 50’s and travel the world regularly.

I want to work towards different income streams and passive income right now, so I have more time and energy for my family.

With the real estate, you might need to invest \$500,000 or more. With Amazon, you can start as little as \$2,000, create your brand, sell your brand later on for \$100,000, or like Sophie did, and sell it for a million dollars. With Amazon and property, the rewards can be similar, but selling online you don’t have to invest as much cash in the beginning.

Since doing Sophie’s course, I’ve learned a lot about business, suppliers, how to pay suppliers, and even how to create a bar code. Sophie’s course gives you a step-by-step guide on how to sell on Amazon.

Thanks to Sophie I’ve created my own brand. I love the fact that my products can help my customers. I wake up in the morning to check my Amazon seller app, and I’ve seen that I made money while I’ve been sleeping.

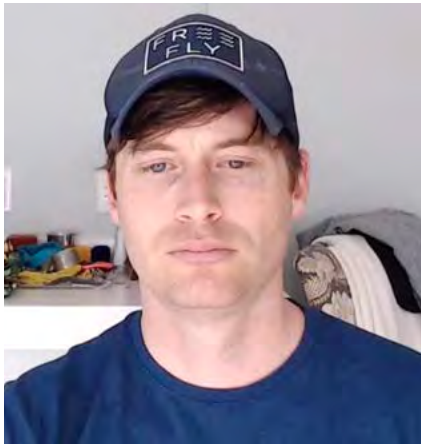
I love Sophie's energy and honesty. She tells you the good, the bad, and the ugly about Amazon. She recommends books, and podcasts on mindset in Amazon and the business world. It seems too good to be true to make money while you're sleeping, but Sophie's method does work.

My original university course now costs \$60,000. I think Sophie's course is a worthwhile investment. The support from Sophie's Friday morning sessions, the amount of content, which is always growing and constantly being updated, support from other sellers and coaches from the Facebook page is priceless, and definitely worth it.

Since many businesses fail you don't want to do it on your own. Before doing the course I was too scared to sell online, although I'd been thinking about it for a decade. Now I feel comfortable with asking the group questions and working towards my goal of passive income.

After signing up to Sophie's course there was an added bonus. I made a lot of friends with similar goals. We help and motivate each other.

If you want passive income, a group that cares about your business, I highly recommend you do Sophie's Blue Sky Amazon course, and make money on Amazon while you sleep.



Andrew Steinmeyer – “I’ve always wanted to have a successful business, but not at the expense of my family.”

Hey, my name is Andrew Steinmayer and I’m from Charleston, South Carolina and I have been in tech finance for about 12 or so years at this point.

What originally drew me to Sophie I guess, I heard about her on the amazing seller podcast with Scott Voelker.

I was immediately drawn to Sophie because she just seemed like a very genuine person who had found success and who was looking to help others. In this space, it’s really hard to tell who really wants to help you, and she just really was the first person that I connected with. I immediately wanted to work with Sophie. And she had also just sold her business, it seemed like she was where I wanted to be in my life.

I’ve always wanted to have a successful business, but not at the expense of my family. There’s something that I’ve always called absentee Dad or absentee father, and I have no desire to trade success for the expense of not seeing my kids grow up. I have a wife, a son and a daughter on the way in about a month, and those are my “why?” There’s a great book by Simon Sinek, Start with Why, and I think Sophie had the same why. So for her it was being home with her children.

Once I finally started working with Sophie, you know, it was just validation because she, her kids would come in in the background playing, or she’d poke her head out, and that’s what I wanted. She had the definition of where I wanted to be in a few years.

So I wanted to work with Sophie immediately, and I think everything with her coaching surpassed what I had expected.

I started working with Sophie January of the following year, and actually within a year I had four or five products, and I was already selling six figures coming up, probably, had broken a quarter million. I was nearing half a million in sales for that year.

Then the following year, what really surprised me was that it happened faster than I expected. All my income was definitely not coming from Amazon. I even branched out and started doing some consulting, but that was all a result of being trained by somebody like Sophie, so, I would highly recommend working with her.

No reservations whatsoever. And yeah, she's just who she says she is. She is a coach. I think a lot of people have the misperception that a coach is gonna build a business for them. It's still your business. She's very real about that. So if you have that mentality and you want to have a different lifestyle, now I'm able to be at home with my kids and make my own schedule.

I still work very hard and I'm still growing my Amazon business, but I'm hoping to have an exit you know, in the next year or two the same way that Sophie did. So, if you're thinking about working with Sophie, she's definitely very trustworthy.

You know, she has the success. She sold two businesses, she has the track record but not only that, she's just a good honest person to work with, and she really wants to see you succeed.

So, no reservation at all in recommending Sophie. She has that lifestyle that everybody wants and she's disciplined about how she went about achieving that. It's not just titles and career and moving on and making money, and hauling your family around the country in order to do that. It's really recognizing that there are opportunities today where you can be successful financially and still have the freedom to carve out a lifestyle that works for you. It's still hard work, but it's on your terms.

So, again, there are many times Sophie kind of talked me off the ledge, I wanted to stop. I had a few times where I didn't want to place certain orders, and it just

really helps to have a sounding board. And you also get that with her, and there's obviously a group that she's curated with a bunch of likeminded people. So, the positive energy, just being able to connect with other people that are out there trying to do this, because you're not gonna find these people day to day at your job or even around your family.

You just need that connection, you need that mentor, so, yet again, no reservation at all. Highly recommend Sophie. She's the real deal. Hopefully that helps you make your decision.



Tammy Brown “...\$80,000 in Sales and made 40% margin on that one product...”

Hi everybody, my name is Tammy Brown. I am from northern Alberta, Canada. And I am an Amazon seller and a member of Sophie’s Program.

Two years ago, I wanted to start selling products on Amazon but I had no idea what I was doing. And I had no idea about what products I wanted to sell until one fateful day, I listened to a podcast featuring Sophie Howard.

And right away her message resonated with me. Her honesty and her willingness to share her story, I knew this was a lady I needed to get behind and this is someone that I wanted to learn from. So I signed up, and in my very first month I had my first product up and selling on Amazon.

Fast forward two years later, I’m still selling that same product plus many more, but we’ll just take that first product as an example. Last year, I did \$80,000 dollar in sales, made a 40% profit margin on that one product.

Now I would never have been able to do this if I hadn’t signed up with Sophie, because everybody else teaches, you know, get the high competition products, the number one sellers. Well this product is not that.

But I am still making amazing money, so I just repeated. Rinse and repeat. Rinse and repeat. Keep going with low competition unique products and putting them up on Amazon.

So I just want to thank you, Sophie, for teaching me how to do this. I want to thank you for how I have so much confidence that I can have a presence on Amazon as a seller from northern Alberta. And also, thank you for giving me the freedom to choose what I want to do today, what I want to do tomorrow, what I want to do next year. I am so grateful. This is the best job ever.

I sell low competition products on Amazon and I had a stress free job. So, thank you, Sophie. Thank you for creating your program. I am forever grateful.



Kylie Dyer – “My brand has done really, really well, my first brand. I’ve just sold it for six figures.”

Hi everybody, my name’s Kylie Dyer, and I am a full time seller on Amazon.com. About three years ago, I started selling on Amazon. I saw a lot of other people making some really good money, and the whole idea of developing your own private label brands and selling them one of the world’s largest marketplaces really appealed to me.

I’d already had a couple of products that I was selling of my own branded product on Amazon, and I was doing okay. I was excited. I was making some sales each day, but I wanted to be more than that. I wanted to have the knowledge to really, really take this and build this business into something substantial, and I wanted to be able to look at selling my Amazon business.

I was working full time in a consulting marketing contracting position. I was working part time as a web designer. I was a single mom, I had two boys. I never felt like I had time to see them. They were always wondering, “Why is mommy working so hard?” I was really, really stressed out.

I saw an advert from Sophie Howard, and Sophie was offering a course, which I decided to do. **And to be completely honest, I have not looked back. It exploded. My brand has done really, really well, my first brand. I’ve just sold it for six figures. It’s just been amazing. I now have freedom. I now have money. I now have stability.** So if you are thinking of taking a course and learning how to sell on Amazon for a start, it’s a brilliant opportunity, and I would highly, highly recommend that you go through Sophie’s course. You will not.



Alyssa Severeid - “ I have since launched a third brand that just came online this year and I will have my fourth brand out by the end of this year.”

Hi. My name is Alyssa Severeid and I live in a little town called Ennis, Montana where we are currently surrounded by snow and really cold weather, so I am excited that I can be home in my warm house, working on my Amazon business rather than having to venture out in the cold.

I started my Amazon business in 2016 when I learned I was pregnant with my daughter, and I knew I wasn't going to be returning to my office job after I had her, so I needed to find a way to make money from home. I listened to some different Amazon experts at the time and decided on my first product, which I ended up sourcing from Canada rather than from China because I just felt like I wanted to be a little bit different than other sellers. I wanted to have something that was a little bit more difficult to replicate and a little higher quality craftsmanship.

After that, I wanted to continue growing my business, but I just was stuck. I didn't know how to choose my next product. That's when I came across Sophie. Learning from her really opened that up for me. I know so many sellers have a difficult time choosing products and she really gave me a lot of different ideas for where to look. In some cases, and even with my second brand, which I started under her guidance, I found that product in my own backyard and I ended up selling it, that brand, I ended up selling it just last week.

I have since launched a third brand that just came online this year and I will have my fourth brand out by the end of this year. I went from the problem with not being able to choose products, to having so many products to choose from that I have to wait and space out the launches because I can't do it all at once.

My revenue actually doubled from year one to year two. It increased by 60% from year two to year three, so I know that the sky is the limit with my business.

I'm so excited for what's next to come and I just really owe a lot of my success to Sophie's approach to selling on Amazon. I'm so appreciative that I found her and she's had such wonderful information to share. I really, really recommend Sophie to anybody out there looking to start an Amazon business or grow the one that they already have. She's truly an amazing teacher.



Chelsea Morrissey - “....I’ve sold over \$100,000 of my first product....”

Hey, my name is Chelsea. I’m an Amazon seller in the U.S.

Sometimes something happens to you and you know for a fact that it’s going to change the course of your life. About a year before I met Sophie, I had lost my job.

One email and everything was gone from me. The rug pulled out and that day, I said, “I’m never working for anyone ever again. I don’t want someone to have this kind of power over me”.

So I just committed and I started studying online. I took every course. I studied after every guru. I watched every webinar, and I just said, “I need to figure out how to make this entrepreneur thing work”.

After about a year of that, I was so beaten down. I mean, it was scary. My confidence was at an all-time low. My relationships were suffering big time. Like all of my relationships. I just, I didn’t know what to do, because nothing I was learning was working. I had two Shopify stores. Both of them had failed miserably. My money was running out. I was in a really extremely bad place. And I just thought, “I don’t know where to go from here. I’m stuck”.

I decided, “I’ll take one last effort. I’ll go to this conference, this marketing conference.” It was in L.A., where I was living at the time. At that conference, it felt like a lot of the same, a lot of the same hacks and tricks from all these speakers.

And then Sophie came along, she was so different. And I thought, in my gut, I knew Amazon.com was the one. This is where I need to focus my energies, with this lady. And I committed. I couldn’t get it out of my mind until I decided. I woke up one day and I just committed.

I devoured her training. I started implementing in the way that I do. I listen and I implement. I follow people step by step, and I followed her step by step. And my God! Did I get results?

A year after that, I'm a year into selling, and I've sold over \$100,000 of my first product. I have major scaling prospects in the works. I know with 100% certainty what my next five years are going to look like, and they're going to be huge.

Just the fact that I have this confidence is so big for me because everybody needs to feel like they are giving the world something. And with all my hard work, I want to feel like I'm getting something in return. That's exactly what this training gave me. It gave me the process plan to keep going, and have that confidence, and keep moving forward.

Actually, all that I've learned on Amazon has helped my family business as well. Everything I learn on Amazon, I apply to our family business, which had been struggling. It revived the family business completely up to where my mom was extending her sauce line for the first time in 10 years. And this is a business we may have had put to bed.

It's just had this domino effect on my life, but also the people around me, because my energy's just been contagious. I just am so glad that I went to that conference. And I'm so glad that I chose to do this training.

If you are thinking about being an entrepreneur, if you're thinking about being an Amazon seller, don't shop around. Trust me. I did that. Sophie is the real deal.

I'm sure there's more out there, but I promise you, you're not going to find a better, more caring, more compassionate coach and teacher, that's actually gotten results and can give you a plan that you can use.

The biggest thing that she gave me was just the fact that I will never have to work for anyone ever again. And that, my friends, is amazing. So if you're thinking about it, do it. All right. Take care.



Jessica Wake – “I love that I’m starting to create a business where my salary is uncapped”

Hi. I’m Jess. I’m from New Zealand and I make a living selling on Amazon.

What attracted me to doing Sophie’s course is that one, she’s a kiwi. Two, she comes across as being really authentic and that has proven to be true through her training videos and through the coaching course every Friday, where she turns up with heaps of excitement and enthusiasm providing heaps of fantastic content.

I had been looking for a business opportunity for probably the last couple of years in order to create more flexibility in my life and spend more time doing what I love instead of working in a corporate eight to five role. The problem is that I’ve never had a really good idea. No idea that really resonated with me enough until I came across this training. So I’ve been selling on Amazon for the last few months now. And I’m well on my way to reaching the goals that I set for myself initially which is really exciting.

I’m not quite ready to leave my full time job just yet but hopefully if things keep going as well as they have been in the next six months I’ll be able to go to part time. Thanks to this course, I’m starting to see myself and think of myself as a business owner which is really exciting and something that I thought for a while was never going to happen.

I love that I’m starting to create a business where my salary is uncapped and I’m really starting to see potential opportunities that are available to me. One of the really cool things about this course is that it teaches you a really holistic set of ecommerce skills. And what I like about that is that it’s not putting all your eggs in one basket. So we’re not just solely relying on Amazon but we’re looking in other ways in which we can create income streams.

I've been really impressed with how much valuable content I've got from this training. Not only in the stuff that's already set out in the programs but also, how much keeps coming out. So in the Friday sessions that happen every week and also through the coaching calls that I have as well as well as the Facebook community page and particularly on the Facebook page, everyone's really supportive and can answer your questions.

You get lots of really great answers really quickly. So for anybody thinking about doing this course I highly recommend it. It is a big investment or at least it feels like it at the time, but it's worth every penny in my opinion and I've enjoyed all of the modules I've been through. I enjoy absorbing all this extra content that comes out every week and I think you will too.



Fiona Skelton – “ Last year, I launched my first products on Amazon, and within three months of selling I had effectively managed to replace my salary as a pharmacist”

Hi. My name's Fiona. I live in the UK, and I run an Amazon FBA business.

Prior to having my FBA business, I worked as a pharmacist in retail pharmacy management for around 15 years. But about five years ago, after having been made redundant and then also, sadly losing my daughter, I got completely disenchanted with my professional career and felt like I really needed to make some massive lifestyle changes to enable me to spend more time with my family, with my son and my husband, and so I decided to start an online business selling personalized gifts, which I have them from the Shopify platform.

Although, I absolutely love this business and it's been really successful for me, I found it really difficult to make it work in terms of giving me the income that I desire, but also the time that I wanted with my family.

Whilst I was looking for other options last year, I came across a podcast where I heard Sophie interviewed, and I really got excited about the potential of Amazon FBA and felt that it was a good business model for me. I also really resonated with Sophie's story, so I signed up for the training, and really threw myself into it, and got involved in the Facebook group, which I found a really massive bonus in terms of helping me not feel isolated whilst I was going through the training.

Now, working from home by myself, to be able to connect with people in the same situation as me is a really, really, really big positive for me. It's such a helpful and proactive group.

Last year, I launched my first products on Amazon, and within three months of selling I had effectively managed to replace my salary as a pharmacist. I had a great business on Amazon, which was turning over around \$15,000 a month already with really, really good profit margins in it.

The best part of it is I don't have to lift a single finger to fulfill any of those orders. Amazon does all that hard work for me, which is an incredibly liberating feeling and it really gives me a sense that I can scale this business easily by myself. So, I was able to make some really big lifestyle changes last year.

I finally eventually was able to say goodbye to my professional career as a pharmacist. I now work from home full time. I can take my children to school and pick them up every day. I've been able to travel as part of this business. I've traveled to India, and I'm also traveling to Vietnam in a few months to look at sourcing more products with Sophie's help.

I love the course. I really wouldn't hesitate to recommend it. I found it incredibly comprehensive and a really, really supportive group to get involved with as well. So, I would just also like to take this time to say a really big thank you to Sophie.

Exercise 4:

It's really powerful to put your goals in writing. So, let's put a peg in the sand.
What date do you want to make your first sale on Amazon? (Please allow at least 60 days to get things up and going)

Your "Amazon First Sale" Date _____ / _____ / _____

BONUS CHAPTER SEVEN

Selling an Amazon Business for 7 Figures

How to Build an Amazon Business to Sell

Please note, this is general education only, based on my experience in selling Amazon businesses. For personal financial advice on selling your Amazon business, please see an qualified accountant or Business broker who specializes in the area.

I've now sold 2 Amazon businesses, and it's really my #1 wealth strategy.

Build an Amazon business. Enjoy the cashflow. Then sell it for a lump sum to pay down mortgages or invest in real estate. And then rinse and repeat.

Because, when you know how to find profitable Amazon products...the skies the limit!

Keep the following in mind when starting an Amazon business that you plan to sell.

The first goal beyond picking a niche and great products is to be generating over 100K in net profit and under five million. That is the sweet spot.

You want to make your selection of products difficult to copy as this will be one of the first objections to assessing an Amazon business with longevity in mind.

Factors for building a saleable business:

- Really good brand or brands
- Good prospectus written
- Products with categories that are ungated
- Perfect metrics
- Plenty of stock but not too much
- Agreements in place with all suppliers
- Confidentiality Agreements with Virtual Assistants
- Design files that are all in one place

When deciding to take on your business, a broker will want to see:

- Uniqueness of products, ideally diversified across a large number products
- Solid supply chain
- Profit margins of up to 20%+
- Market share
- Systems that are in place
- Team who run the business
- Number of products

From the brokers point of view what they need to know to be able to pitch your business to prospects, is answers to the following:

- Why should someone buy this?
- What is the story behind the brand?
- What will make it hard for people to copy the brand and the products?
- What percentage of the products are consumables?
- Are there trademarks and patents in place?

Who comes with the business, for example which team members and or will the founder be able to offer monthly consulting hours for a 'smooth hand over'.

When the prospects do their due diligence, here is a list of what they will require:

- Sales reports
- Bank statements
- Login to your Amazon Account
- Agreements that you have in place
- Accounting financials to track numbers
- Collateral such as marketing and systems

The key to making the process easy is to enable transparency by keeping a very ordered and organised set of financials, agreements and filing systems.

You will need to be able to prove what you claim in the prospectus (such as profit and loss numbers) and make the process as easy as possible.

The broker will value an Amazon products business usually with a net profit multiple of two and in some cases three.

This means for example, if you have a \$30,000 USD per month profit business, you could sell for as much as \$1million USD.

You will need to have been in business for at least a year and safely for 18 months. You will need to prove that you have a diversity of products with revenue that is growing steadily. A seasonal business is fine but spiky revenue will not be adequate.

You need to show a spread of risk with hundreds of products, not necessarily all selling in large quantities, and it is ok to have variations of the same product. Businesses that are based on few products are more risky.

The less cash you take out of the business the better. This will be more attractive for the buyer as they will have a business with available cash to use straight away.

If you are selling to a US buyer they will want to see tax returns.

Generally what you are selling is the account only and not the company.

You will need to take the paperwork side of the business very seriously.

The buyer will want to see:

- 18 months profit
- Monthly stock take reports
- Profit and loss

- Balance sheet
- Current and up to date cash flow
- Bills paid up

Once you get the valuation done, you add inventory after that.



For Amazon businesses that are earning up towards three million to five million the buyer would tend to be a private equity group. Below that, and the buyer will tend to be an individual.

When working with a broker you want to make sure that they eliminate prospects that have no real intention of buying the business.

Good brokers will get a letter of intent to buy the business from the buyer, once the due diligence process is completed.

They will also obtain signed confidentiality agreements and can even go as far as checking the potential buyers bank account to verify that they have the money to buy the business.

This avoids prospects snooping around to obtain private and confidential information about good product niches and financials.

Quarter one is a very good time to list an Amazon business for sale. This is because most people do all of their shopping heading into Chinese New Year. When Chinese new year hits all suppliers are closed and people have more time on their hands.

Thank you so much for reading my book 'Amazon Jetstream Income'. I hope you got some good ideas from it, and you are now ready to take action!

I wish you every success in your Amazon journey,

Sophie Howard

FREE WEBINAR: The 30 Minute Per Day Amazon Cash Machine

As a reader of my book, you're clearly someone that takes self-education seriously.

And, that's a wise move – because as Tony Robbin's mentor Jim Rohn said:

**“Formal education can make you a living.
Self- Education can make you a fortune.”**

It's true – the more you learn, the more you can earn.

That's why you're invited to my complimentary
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I'll talk you through how to find the right sort of products for your Amazon store – and even how to run it in as little as 30 minutes per day.

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