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# 6-FIGURE SECRETS TO SELLING ON AMAZON

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Build a 6-Figure Income Selling Products That Amazon Love,  
Without Breaking the Bank



# SAM KIPS

# 6-FIGURE SECRETS TO SELLING ON AMAZON

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# 6-FIGURE SECRETS TO SELLING ON AMAZON

## SECRETS TO SELLING ON AMAZON BOOK

*Build a 6-Figure Income Selling Products That Amazon Loves, Without Breaking the Bank*

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**Adhering to Amazon's rules, terms & conditions is the guiding principle of this book!**

## INTRODUCTION

### **I want to help you succeed in selling on Amazon**

I wrote this book to help change the lives of those struggling financially like I used to before learning how to run an Amazon business. Those who are tired of their current state of financial affairs, these who would like to shake off the status quo. Those whom I can motivate to take action to pursue a better life.

This book is a gift from me to you, and it has the potential to transform your life for the better. You can make the coming years of your life better and more fulfilling for you and your family. This book has the potential to stuff your bank account with money and give you the peace of knowing you can afford what you want.

My situation was probably worse than most people's. Life was a struggle because I hardly had enough to meet the needs of my growing family. I simply had to find something that worked. I tried many ventures; some failed, some succeeded, and some were just okay.

My turning point happened when I met a successful Amazon seller who asked me to help him with his business. That is when

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I learned about the goldmine, which is Amazon. I soon launched my own business and have never looked back. My business boomed.

I was finally experiencing the joy of abundance. I built a successful business from scratch. I have seen this replicated repeatedly, which is why I believe you can do it too.

**ACTION** is what makes the difference. Reading this book and doing nothing won't change your life. May this not be one of these purchases you make and let them acquire virtual dust on your computer. May you put this to work as soon as you finish reading the book.

I wrote this book for two main reasons:

**Reason #1:** For you to change your life by applying the lessons in the book. I wrote it so you may launch a successful Amazon business to build a financial asset that will pay you for years to come.

**Reason #2:** So that you will eventually hire me and my team to speed up the process of implementing what you have learnt in the book.

If you read this book and decide you'd like help implementing its strategies as quickly as possible, please book a call to chat with my team by going [here](#):

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**EcomProfitEngine.com/call**

Or

**<https://ecomprofitengine.com/call>**

Helping people like you to launch Amazon businesses and turn them into 6-figure ventures is exactly what we do day in and day out.

We're here to help.

To your success,

**Sam Kips**

## CHAPTER 1

### Understanding Selling on Amazon

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## **Selling on Amazon better today**

It's better than ever. And yes, you heard that right. Selling on Amazon has never been better than it is today. The opportunity is just massive and much easier for anyone to succeed.

I present to you an open-ended opportunity to finally own a 6 or 7-figure business, even if you have limited resources.

I know it's not 2014. Back then, succeeding in Amazon was much easier. All you needed to do was to find a fairly good product and put your label on it. Ship it to Amazon, probably from China, and then you'll be selling in no time. It was just a breeze to launch an Amazon business. Million-dollar businesses were built from this massive opportunity. But after a few years, it gradually began to slow down, and it became harder to succeed with the same strategy.

Competition soon kicked in. The cost of Amazon PPC ads skyrocketed. Things got tough, and it was no longer easy. Many suffered massive losses attempting to run the business using the same old methods.

Well, many failed because they were stuck in 2014 strategies, which stopped working long ago.

I've been there since 2014, and we have learned to adapt to changes. I've seen it all, and I understand how this works. I know what works and what doesn't.

Not long ago, we discovered a new model. A very profitable model that is wide open for anyone to succeed today. It has never been easy to succeed and build a 6-Figure business on Amazon than it is today. If

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you are serious about your business and want something that will work for you. It is time to jump in on this.

Selling on Amazon simply involves you becoming a third-party seller in the marketplace, the world's largest retailer today.

Have a look at a success story below.

**Jeffrey** from New York lost his job and was about to lose his house when he heard of this business. Until then, he had never been interested in starting a business. In fact, he could not imagine he would be self-employed within just a few months. He was still looking for a job when we met, and I gave him 1-on-1 coaching on this model. His life was never the same. He now runs a very comfortable business selling on Amazon using the same strategies you will learn from this book.

**Jeffrey:** *"I never knew that the lavish lifestyle I had working for my former employer might disappear in a flash, and that I could be jobless just like that without warning. I lost my job during the pandemic and lost my great life. It all appeared gloom & doom after that."*

*I actually started selling on Amazon out of desperation. I needed an income. I needed to take care of my family. I just had to succeed. I had no other option, no plan B. I had to make it. I invested my savings into this business model and strictly followed the instructions given to me. Several months later, my business was booming. I was making more money than in my job, and my efforts were greatly rewarded...."*

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This is his recent screenshots



Testimonials and achievements like these simply encourage us to continue helping more people.

## This model works

Over the years, we have tested many strategies. I have had to be at the forefront of analyzing any new strategy that comes, so I may help my clients. I have always been a step ahead of many changes. I know when I see a strategy that will be a game changer. I know this is one of those.

I am upbeat as I introduce you to my 6-Figure Amazon selling strategy because I know many people will build 6 and even 7-figure businesses with it. Yes, those who will act after reading this book will finally build their dream income.

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## This will change your life

You may build a side income to supplement your other income or completely replace it, giving yourself the freedom that a 6-Figure business can give you. Of course, this is only possible if you will learn and follow what this book teaches.

The good news is that this strategy is in its early stages, and I project that it will continue working for many years to come. You are jumping in on the first floor. It will be much easier for you because not many people are doing this today.

You can be assured that this is not some hot-air strategy that may disappear in a moment... Amazon loves it. Actually, Amazon is doing it too. And it is going to get even better as we progress. This is the best time for you to jump in.

Remember, nothing changes unless you do. Your life will remain unchanged until you shake off the status quo.

**Liz** decided to change this:

**Liz Jason** decided to take action. She knew that she had struggled in life because of procrastination. She had let many opportunities pass her by. But she could not delay anymore. She jumped into this opportunity with all she got. She had been working from home and realized she had a lot of free time to invest in this business. She worked alone and worked very hard for the first six months. It wasn't easy, but she was encouraged by the successes she was seeing. After six months, the business was booming, and she could

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hire a few people to assist her. She was shipping products from her garage, where she had set up a make-shift warehouse. She will soon hit 6-figure sales. She made it.

Here is her best month.



**These will be your results in the next few months.**

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## Why I believe in this model

I have a few reasons why I'm so excited about this and why I believe this book and the strategies in it have the potential to transform your life for the better.

### 1. Online shopping is growing day by day

Many Brick and mortar stores are closing or incorporating online shopping. Statistics show that the future is online. E-commerce business is the place for you to be right now. You should consider jumping on this business before you are left behind.

#### **The rise of Ecommerce sales as a percentage of all retail sales from 2015 to 2025**



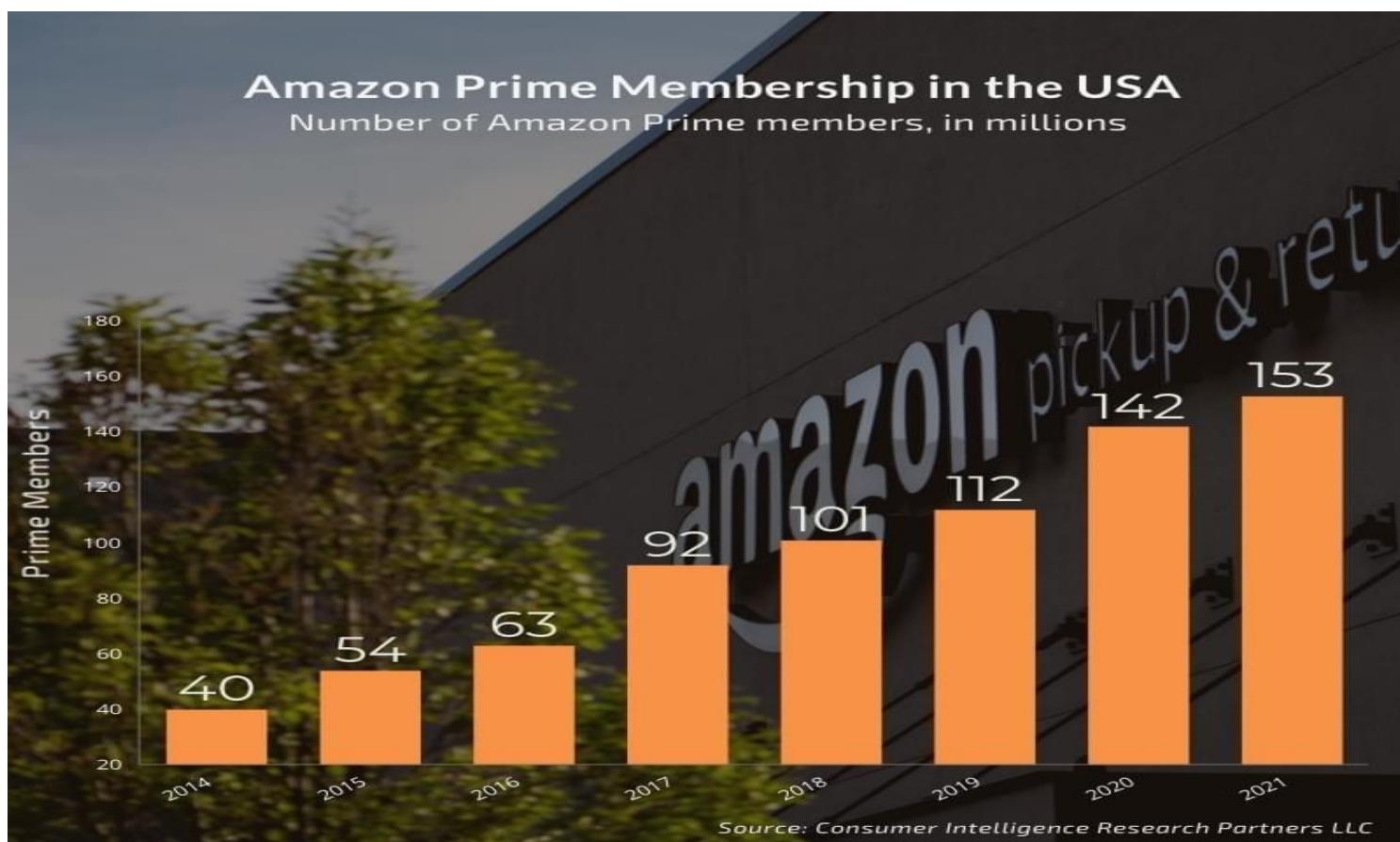
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## 2. Amazon is massive and is growing bigger

The statistics show it is at an upward trajectory. There is no sign of slowing down any time soon. Amazon is the leading online shopping platform today. No other online retailer is threatening it. All other online retailers dwarf in comparison to Amazon.

## 3. Amazon Prime is growing annually

By 2025 US Amazon Prime shoppers is expected to hit over 200 million users.



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## 4. Our model is producing success stories

Anybody who does this right ends up building a great business, even with little investment. I believe this is a game-changer. This has produced faster success stories than probably any other model. It's like we are back in 2014 when it was very easy to do this. This is open for anyone to explore and build a lifestyle business while at it.

## 5. This model is cheaper to start, unlike the other models

Yes, this is way cheaper than the private-label model.

That means anybody can do it. Anybody can start this business from anywhere in the world.

You don't have to have massive capital, although it would be good if you did. With more capital, you may quickly expand your product base and ship more to Amazon FBA. But that is still not really as necessary as understanding this model and its strategies. Several people have started with very low investments and made a fortune over a period of time.

But let me mention again that there is some advantage of having more capital, and you will move with **speed**. You will buy more products, and that means you will sell more.

You will reach your target income within a shorter time when you inject more capital. While the person who started with a lower capital will still reach the target, but at a slower pace, because he has to reinvest the earnings over and over to build capital.

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## Income targets are different. What is your comfortable income?

Each one of us has some comfortable desired income level, the income that can take care of all your needs and still have some more to spare. An escape from 9 to 5 income.

- To someone, it is an income of **\$5000 per month**
- To someone else, it is **\$10,000 per month**. Actually, this is a magic target income for many people. Many would be satisfied if they could build this income.
- But others want more, and some want **\$20,000 per month**
- While others are more ambitious and are shooting for **\$50K per month, \$100K per month**, and beyond.

With our model, you will surely reach your target income. The sky is the limit. You may go as high as you want.

So, what is this model that I'm talking about?

Find out in the next chapter.

## CHAPTER 2

### Our Selling Model: Revolution OA

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## The model

Our model, which we call **Revolution OA**, is not just online arbitrage, but it is a model that is sustainable and proven to stand the test of time. The old online arbitrage mainly uses software to hunt for deals and discounts online. And then rush to buy the deals because they are here today and may not be there tomorrow. This makes it a very unpredictable and unsustainable business.

One may be able to build some income using that old strategy, but one can't build a solid business with deals and discounts. The reason is that they are not predictable, so you have to continually look for deals indefinitely. It works for some.

*But what I am teaching here is that we are focusing on products that are available to be sourced repeatedly, whenever necessary, and can give us a profit margin, however small.*

*Here, we focus on products that can be sourced over and over. That can be replenished. It is a sustainable, verifiable, and stable business that can even be sold off later on.*

## This is truly the new undiscovered goldmine.

With this model, we are looking for products that can sell a few units each month. And then adding **hundreds or even thousands** of such products to our inventory on Amazon. That means even though we will sell a few units of each product, we will cumulatively make thousands of monthly sales from all the **products** or **ASINs**. The products must also be easy to replenish, meaning they should be products people use continually.

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## What is an ASIN?

ASIN stands for **Amazon Standard Identification Number**. It is one of the unique product identifiers used for managing Amazon products. It's a 10-digit code made up of numbers and letters. This is shown in the product image area below.



Why are we referring to a product as an ASIN instead of just a product? The reason is that one product could have more than one variation, and each variation has its own unique ASIN. During our product research, most of the time, we may only identify one variation to be profitable. This, therefore, means not all the variations in the product listing are good for us. Therefore, we will say that we have found one profitable ASIN. Not all the variations within the product.

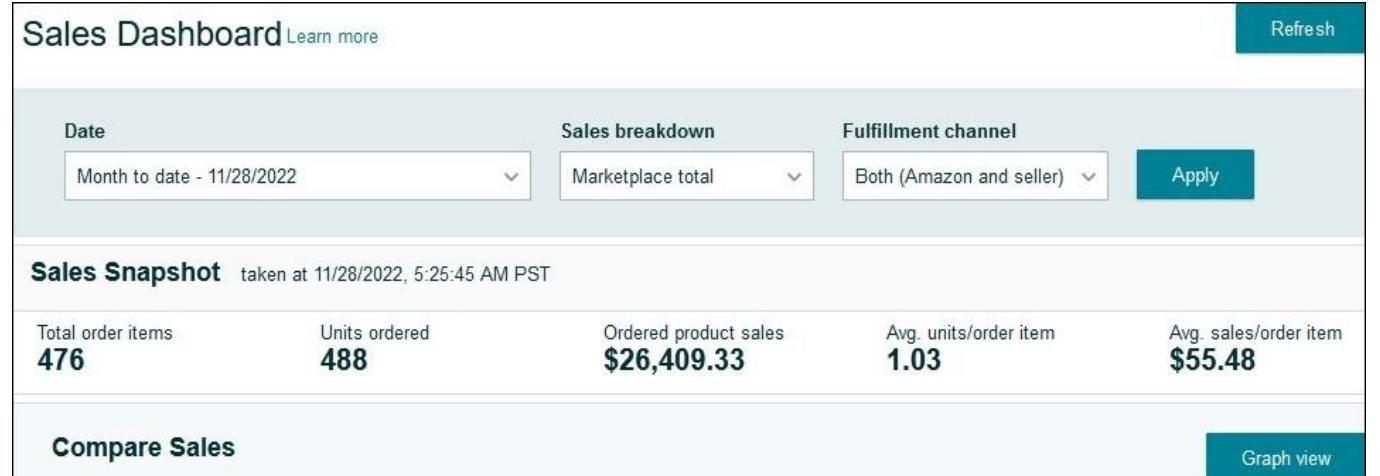
This, however, means that when we say an ASIN, we simply mean a 'product' we can sell on Amazon. Therefore 'product' and 'ASIN' technically mean the same thing. We will be using these terms interchangeably.

We need many ASINs to build a massive income.

Let's have a look at **Kayla's** success story.

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**Kayla** figured out that for him to build a job-quitting income, he needed to add at least 300 products/ASINs into his Amazon inventory. He worked hard at it and was able to get there within a very short time. He didn't stop there though, he continues to grow, scaling the business to great heights. When he shared his sales volume recently, it was refreshing to see him living his dream life. This proves that if you believe in yourself and what we are teaching you, success is inevitable. Here are the screenshots.



The screenshot shows the Amazon Sales Dashboard. At the top, there is a header with 'Sales Dashboard' and a 'Learn more' link, along with a 'Refresh' button. Below the header, there are three filter sections: 'Date' (set to 'Month to date - 11/28/2022'), 'Sales breakdown' (set to 'Marketplace total'), and 'Fulfillment channel' (set to 'Both (Amazon and seller)'). An 'Apply' button is located to the right of these filters. The main section is titled 'Sales Snapshot' and includes the text 'taken at 11/28/2022, 5:25:45 AM PST'. Below this, there is a table with five data points: 'Total order items' (476), 'Units ordered' (488), 'Ordered product sales' (\$26,409.33), 'Avg. units/order item' (1.03), and 'Avg. sales/order item' (\$55.48). At the bottom of the dashboard, there are two buttons: 'Compare Sales' and 'Graph view'.

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
476	488	\$26,409.33	1.03	\$55.48

## The Math of This Business and What Is Possible

Below are a few examples of strategic focus calculations of income targets and the products needed to reach them.

Study them carefully to understand what we are doing with this model. These examples will give you an idea of what we are talking about.

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## *Example 1*

If we are looking to reach **\$10K /month in sales**, our product target level will look like this.

Add 100 products/ASINs to your Amazon inventory,  
Each product sells approximately six units per month

**100 Products x 6 units = 600 units sales per month**

**Average selling price of \$18 per unit**

**600 x \$18 = \$10,800**

**That's 5-Figures!**

## *Example 2*

If we are looking to reach **\$50K /month in sales**, our product target level will look like this.

Add 480 products/ASINs to your Amazon inventory  
Each product sells approximately six units per month

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480 Products x 6 units = **2880 units** sales per month

Average selling price \$18 per unit

2880 x \$18 = **\$51,840**

## *Example 3*

If we are targeting **\$100K /month sales**, this is what our product target level will look like.

Add 930 products/ASINs to your Amazon inventory  
Each product sells approximately 6 units per month

930 Products x 6 units = **5580 units** sales per month

Average selling price \$18 per unit

5040 x \$20 = **\$100,440 sales**

➤ **That's a 6-Figure Month**

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**Now here are some questions for you:**

- Will these sales figures change your life?
- Will it make a difference in your finances?
- Will it pay off your mortgage?
- Will it pay off your debts?
- Will it give your family the lifestyle you have been yearning for? Maybe pay for your dream vacation or the freedom to work from anywhere in the world?

Absolutely, of course. Yes, incomes like these will change anyone's life.

*These calculations may be hypothetical, but they are also realistic. This, therefore, means one may reach these income targets with fewer Products or with slightly more.*

These are possible scenarios with this model. That's why this model is a sure path to reach a massive income level even if you had never sold a product before and even failed on Amazon.

With determination, it is effortless to find great products and reach these sales targets. I will show you in this book how to do it easily.

## A look into other Amazon selling models

For you to appreciate what I am teaching, it is important for me that help you understand other Amazon models, even if we are not focusing on them.

Here is a brief on these other models... the list is by no means exhaustive, but these are the major ones.

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## 1. Private label

This is a model where you source unbranded products from a manufacturer and then label the products with your brand name. This was great in 2014 and was much easier to do when the competition was still very low.

There is no doubt private label is a profitable Amazon selling model, but very expensive to start today and takes a long time to launch. Many have lost money attempting to start with this.

We teach that one should only do this when you've already built a solid income with our current model. When you have a large capital base and have succeeded with our simpler model, then you may invest in one private-label product at a time.

## 2. Selling books and Kindle

Everybody knows Kindle, and suffice to say we are not doing Kindle. We are also not selling physical books either. All these businesses are good but have their downsides.

## 3. Wholesale

Wholesale is where you source products from wholesalers. It is a great model with the only downside and major difference with what we are doing is that most wholesalers require minimum order quantity (MOQ).

It is a good and sustainable model. This is a great business model that can be explored for the purpose of scaling. We teach our students to jump into this when the time comes to scale their businesses. However, what we are doing is enough to give you 6 and 7-figures without any additional model.

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## 4. The old Online arbitrage

This is what many are doing. This is where we use software to find deals and discounts in the market. As I said earlier, depending on deals and discounts, you may never build a sustainable business.

While there are many people doing the above models with some measure of success, that is not what I am teaching here. But you now have an idea of what they are. Our model is unique and great for anyone starting from scratch.

## Advantages of our Amazon selling model

- It is sustainable, meaning it is a business that can even be sold off later on down the road.
- Faster to launch, you may be selling within the next two weeks.
- Massive opportunities.
- Faster ROI.
- Low-risk investment.
- Amazon encourages it, and Amazon encourages sellers to increase the number of products they are selling. That is exactly what we are doing.
- You can scale as much as you can, adding as many products (ASINS) as you want.

This is the most realistic model for the small guy to build a 6-Figure business. I encourage you to jump into this today, or else you will look back 5 years from now and wish you had started when others did.

This is a golden opportunity for you to succeed on Amazon.

## CHAPTER 3

### **Signing up for an Amazon Seller Account USA - Amazon.com**

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## IMPORTANT: Signing up for an Amazon Seller is simple but very crucial

Yes, this may look easy and straightforward but pay close attention because Amazon is very unforgiving if you submit wrong information during signup. So please follow the steps, and provide the necessary documentation.

Go to: <https://sell.amazon.com/>

Signup with your email and password. You may use the same email you use for your buyer account to simplify things. Or you may use a different email. This doesn't really matter.

**You should have in hand documents showing your identity and address.**

**Note:** Your names and address should be the same in all the documents. Any variation will lead to Amazon asking questions and not approving the account.

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*This is so important! Follow the instruction strictly!*

It is better to wait for a day or two or even a week to get all the documents needed than to move too fast and risk Amazon not approving your account. Note that should your account not be approved the first time, it becomes harder to be approved when you try to resubmit the documents the second time. It is better to do it right the first time.

**To confirm your identity**, they will ask for either of the following documents:

1. Your national identification card (ID) as per your country
2. Your Passport
3. Your driver's license

**To confirm your address**, they will ask either of the following:

1. **Credit Card or bank statement**... this could be your account statement. One-page statement showing recent transactions will do.
2. **Utility bill**
3. They will send **an activation passcode** to your physical address. This will activate your account. It may take about 3 to 7 days to arrive.

They may also ask for a video call to confirm you are the same person they saw in the submitted documents. They may ask you to display your ID in the video. Comply.

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## ***To confirm how they will charge you***

Submit your credit card or debit card.

## ***To confirm how you will be paid***

1. They will ask for your bank details. For US, EU, Canada, and some other countries, you may use your bank account.
2. For countries where Amazon cannot deposit directly to your bank, you may use third-party providers allowed by Amazon. Popular ones are:
  - **Payoneer.com**
  - **Hyperwallet.com**

They will give you a virtual bank account which Amazon accepts. They will give an account number & routing number.

This solves the issue of the USA bank account requirement.

Other recommendations to note:

1. You may want to sign up to sell as an individual first, **not an LLC**, unless you have all documentation, like a bank account with the name of the LLC. You may change it to LLC later.
2. Also, register for a **professional selling plan** where you pay \$39/month to remove limitations.
3. When asked to provide any images of the statement or ID, do not edit the images. Send them to Amazon raw. If scanned, let all the

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edges be visible. If handheld, let the image be as it is. Do not crop or edit the images or scanned copies. IMAGES MUST NOT BE FADED!

4. Follow the instructions when asked for a video call, and comply. They may require you to hold your ID so the support agent may see it.
5. Amazon wants to prove that you are genuine and you are who you say you are. So be authentic.

\*Again, your name and address must always tally in all the documents above.

During signup, you will be asked other questions. These are not as crucial as the ones I listed above. Most of these are just a formality.

- When asked about categories, select a few categories based on your preference. It doesn't really matter.
- When asked if you have UPC for all your products, select **No**
- When asked if you own a brand, select **Some of them**
- When asked how many products you plan to bring in, select **More than 500**

Looking forward to your faster approval.

**Note:** *If you encounter any difficulty signing up, contact us through our website. We will assist you with an appeal. All is not lost, regardless of what you encounter.*

## CHAPTER 4

### **The Tools You Will Need**

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## **The tools required**

You only need three software tools to run this business. Some are actually free. And they are all Chrome extensions.

These are:

- **Keepa**
- **BuyBotPro**
- **AMZ Suggestion Expander**

### **1. Keepa.com**

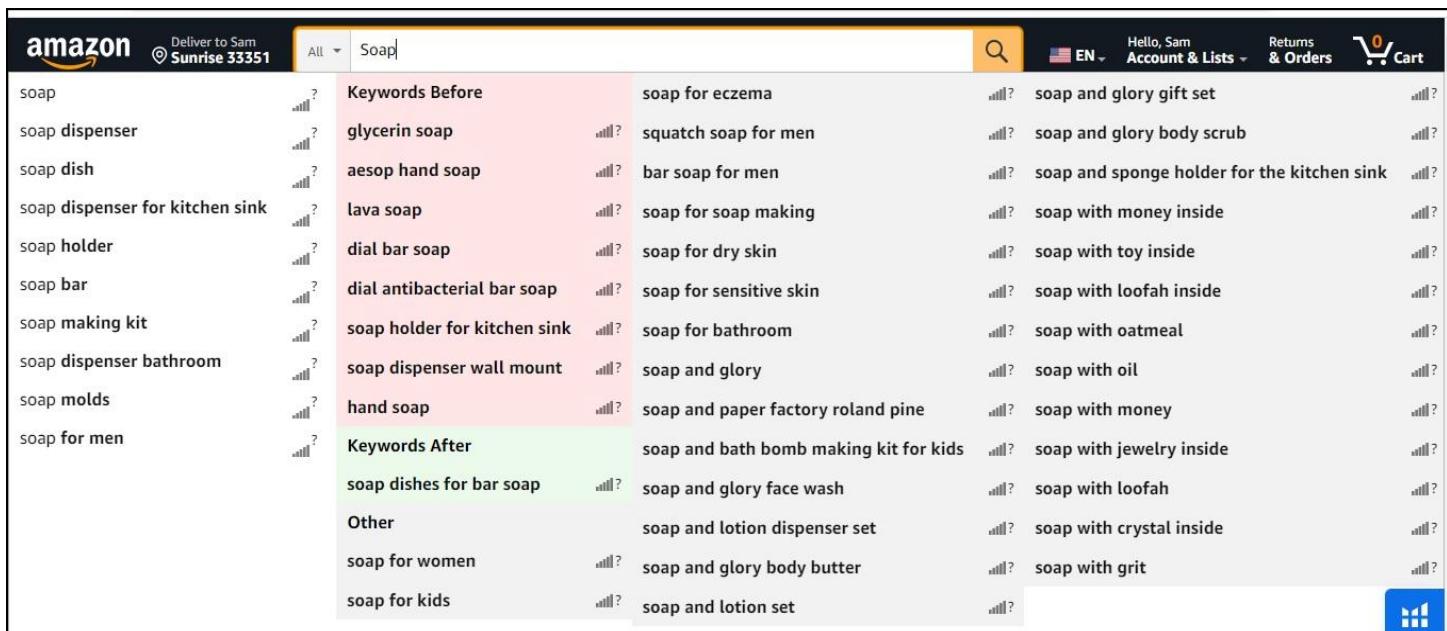
This is the top-most software we use for this business. Sometimes, it may even be used alone without any other additional tool. We have listed it as the very first software because it is indispensable. The good news is that it is very inexpensive. You have to pay for the pro version to access all the features.

The pro subscription costs only \$19 monthly, which is a steal.

### **2. AMZ Suggestion Expander**

This extension will make your Amazon keyword research richer and faster. As soon as you type a keyword, it will add many more keywords on top of what Amazon gives.

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The screenshot shows the Amazon Keyword Planner interface. The search term 'Soap' is entered in the search bar. The results are organized into three main sections: 'Keywords Before', 'Keywords After', and 'Other'. The 'Keywords Before' section includes suggestions like 'glycerin soap', 'aesop hand soap', 'lava soap', 'dial bar soap', 'dial antibacterial bar soap', 'hand soap', and 'Keywords After' which include 'soap for eczema', 'squatch soap for men', 'bar soap for men', 'soap for soap making', 'soap for dry skin', 'soap for sensitive skin', 'soap for bathroom', 'soap and glory', 'soap and paper factory roland pine', 'soap and bath bomb making kit for kids', 'soap and glory face wash', 'soap and lotion dispenser set', 'soap for women', 'soap for kids', and 'soap and lotion set'. Each suggestion is accompanied by a search volume icon and a question mark icon.

By simply typing a keyword into the Amazon search bar, this tool will quickly pull up a large amount of additional suggested keywords, as seen in the image above. This is in addition to the few suggestions given by Amazon. An example was when I typed 'soap' in the image above, you can see many keywords added by the tool.

You only need to click the suggested keyword, and it will open a page showing products based on the keyword.

### 3. BuyBotPro

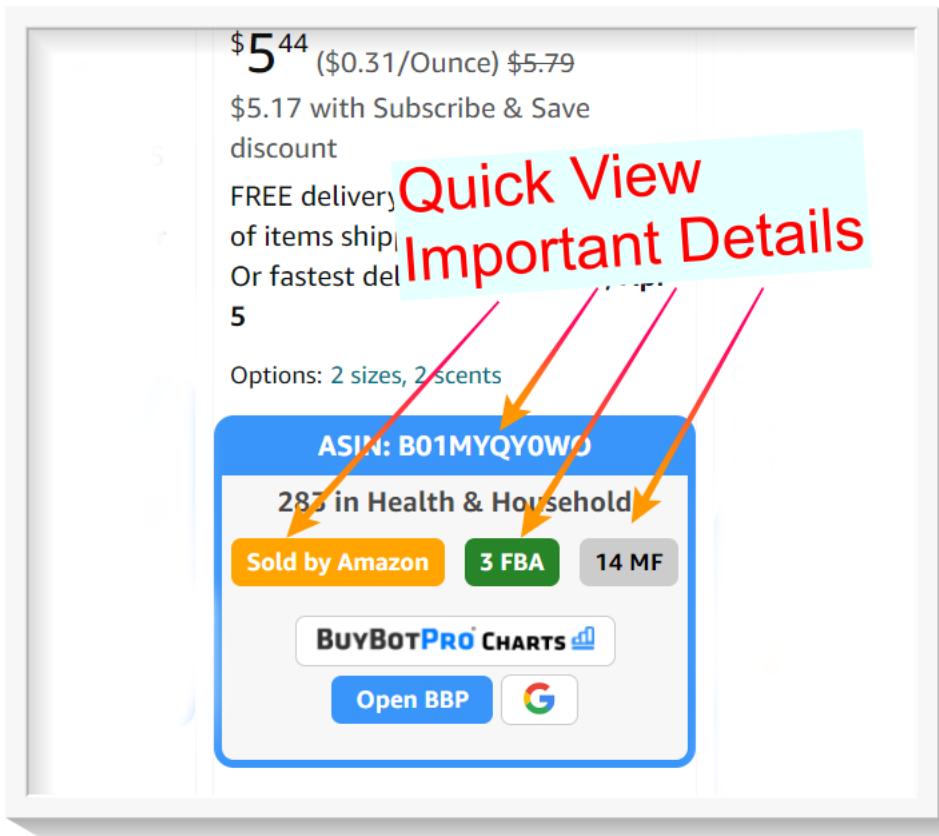
This is a feature-rich tool to help us analyze almost everything else we need to know to make a buying decision. There are many alternatives to this, but this is what I prefer. It is also very affordable. The first features are the Amazon quick view which gives us a quick peak into these important details:

- **Best Seller Rank**
- **If sold by Amazon**
- **Number of FBA/FBM sellers**

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- **The ASIN**

An instant view of these parameters helps us make quick decisions on the viability of the product we are researching. This is a very valuable feature.



It also comes with other Amazing features.

- Competition analysis
- Competition inventory level
- Hazmat warning – shows if the product requires Hazmat approval, we avoid starting with products that require that at the beginning of the business.
- Buying price calculator
- Sourcing Assistant

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- Product oversize check
- Eligibility to sell
- Buy Box analysis
- And much more...

These tools are what you will ever need to build a 6-Figure business. You may experiment with others later on, but keep it simple for now. Use only these four for now.

## A Lesson on Keepa

Before we proceed, I need to give you a brief lesson on Keepa because it's our golden tool. The **AMZ Suggestion Expander** is straightforward and doesn't need much explaining. We will learn **BuyBotPro** later on as we progress with the book.

For now, we will learn the basics of Keepa. We will need to understand how to use Keepa to analyze the following.

- To know the sales rank history
- To know the third-party seller's history
- To know if currently or historically sold by Amazon
- To know the price history and stability

See the image below. The round colored circles on the right are colored the same color as the graph they represent. Hovering over these circles highlights the given graph, and the others will be hidden. So, if you want to analyze the sales rank, you simply hover your mouse over the green circle, and the sales rank graph will be displayed, and the other graphs will be dimmed or made invisible.

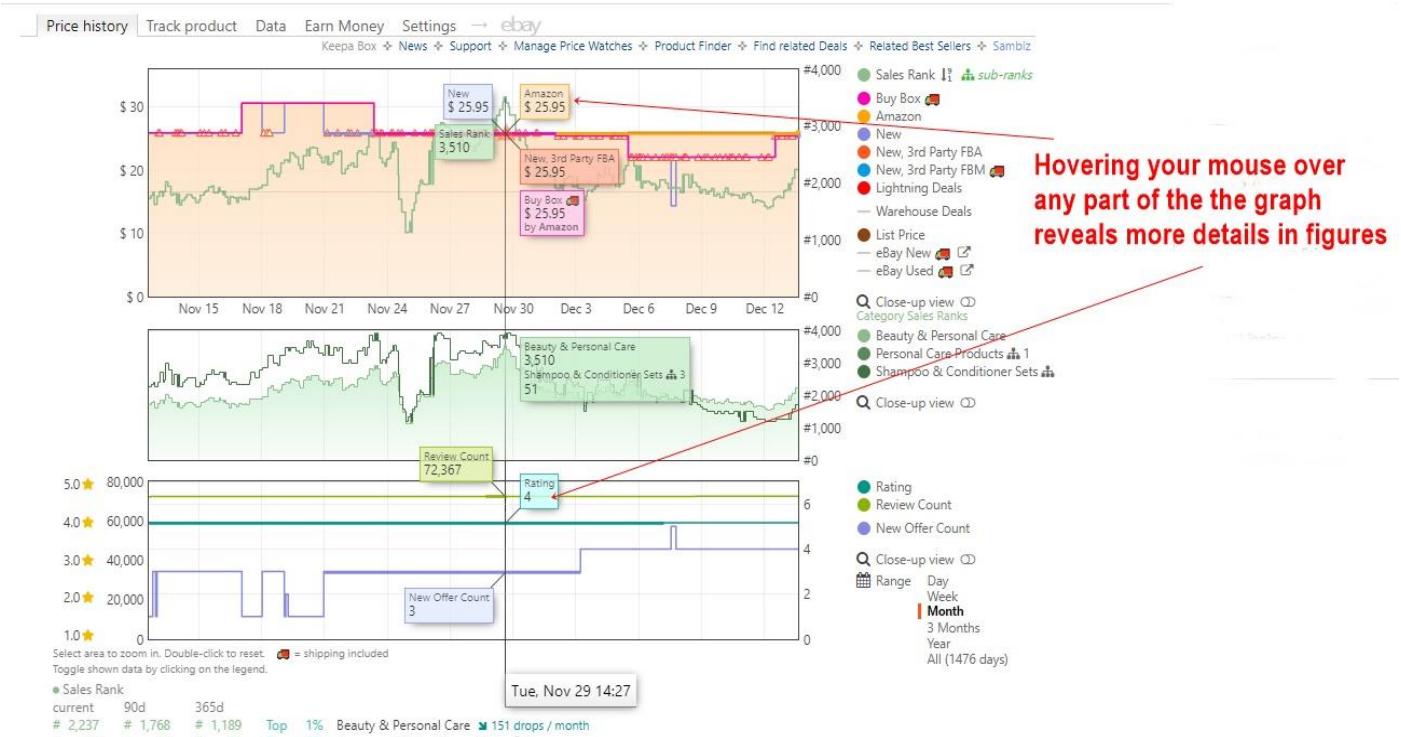
# 6-FIGURE SECRETS TO SELLING ON AMAZON



In this book, we will only major on four graphs on the upper part.

The **Green Graph**, the **Orange Triangles**, The **Purple Graph**, and The **Golden Graph**.

# 6-FIGURE SECRETS TO SELLING ON AMAZON



1. **The green graph** shows the Best Seller Rank... any drop means a sale. A good product should have at least 10 drops a month. A product that has very few drops in a month is not good.



# 6-FIGURE SECRETS TO SELLING ON AMAZON

2. **The Orange Triangles** show the number of other third-party sellers. A good product should have third-party sellers joining the product page and dropping. A drop in a third-party seller means they run out of stock. This is a good sign. It means they are selling. That is the reason they run out of stock.



We don't want products where the third-party sellers' graph is always going higher and not coming down. If sellers are not dropping, it means they send inventory, but they never sell out, no one is running out of inventory, and it means no one is selling.

3. **The purple graph** shows the pricing. This shows you the lowest and the highest price of the product ever sold in the given period. But what we are most interested in is the stability of the price over a given period, *one month, three months, or one year*. If the price fluctuates too much, then it is not a good product. But if it is fairly steady, then it is good to jump in.

# 6-FIGURE SECRETS TO SELLING ON AMAZON



If the price keeps dropping to a very unprofitable level, then it's not good at all. Give it a pass.

4. **The Golden Graph** shows us if the product is also sold by Amazon. The gaps in the graph show the time when Amazon runs out of inventory.



We try to avoid products sold by Amazon. They rarely share the Buy Box, and if they do, it is only a few times a month.

Even though we are only focusing on these four main features of Keepa.com, it has many other advanced features. But we're not interested in those at the moment.

We just need to master these four to build our **6-Figure business**.

## CHAPTER 5

### Product Research

# 6-FIGURE SECRETS TO SELLING ON AMAZON

## Finding Great Products

Product research is the key process of this business. If you can land the best products, the rest of the processes are a breeze. If you can discover great products, you are 80% on your way to 6 Figures. I will take you step-by-step with this so you learn to do it fast.

But first, you need to know the investment you will need to start this business because product research involves sourcing them.

## What investment do you need to make?

People have launched this with an investment of **\$500** and managed to build a fortune over time. So, if that is all you have, then you may start. You will need to source for cheaper products, though. It will be a slow start, but it will still be profitable if you follow what I am teaching you.

However, I recommend that you start with a minimum of **\$1000** to buy the products. This way, you may scale a bit faster. But that is just my minimum recommendation. You may invest **\$5K** or **\$10K** or more into this business so you scale faster and reach your income target faster.

## Finding the products

There are many ways of landing great products, but for the simplicity of this book, I will show you two easy methods to start with.

# 6-FIGURE SECRETS TO SELLING ON AMAZON

**1. Reverse engineer product research:** This is where we start with niche sites and other retailers and then reverse engineer them to uncover great sellers on Amazon. It is reverse-engineered because instead of starting on Amazon, we are starting the research on other retailers.

We explore products on these websites, and then using the tools we showed you, we reverse the search back to Amazon to find profitable ASINs. Don't worry if you do not understand it yet. I will show you how to do it.

Hundreds of online retailers, niche sites, and manufacturers' stores exist. Finding products this way is a no-brainer.

**2. Rabbit trail method:** This is where we start the search on Amazon and move progressively, scrolling through products until we uncover one profitable product. The name rabbit trail is used because you scroll from one product to another, and one keyword leads to the next one. You just follow the product ideas and keywords that come to mind as you progress... and do it until you find one great product.

It is not hard to find great products using these two methods, you only need to get used to it, and it will be a breeze. You will build a 6-figure business using only these two methods.

**Tiffany** has built a great business using these simple product research strategies. She did not complicate the product research but simply gave her time to gradually reach an enviable level of success.

# 6-FIGURE SECRETS TO SELLING ON AMAZON

She is a single mother of two who worked hard to care for her young family, but the income she earned from her job was hard enough to make ends meet. It was a struggle most of the time. When she heard of this model, she decided to launch it as a part-time side income business. She progressed slowly, one step at a time, one product at a time. It was working. Her side income would soon become her main income.

*"... I am the most unlikely person to succeed with this business. I hardly had any time to do this when I first started. I had a day job and a family to care for, but I figured that if I could add \$2000 to my income, I would be comfortable. I researched products and added them to Amazon during my free time. It was not easy since I had to be a mother too. But the results boosted my morale. I saw the sales streaming in daily and was driven to work even harder.*

*"Not many months after I started, the income from this business would exceed my \$2000 target. I couldn't stop. I had tasted success. I worked harder. Not long after, I was making more money than I was making in my day job, but I didn't quit my job yet. I needed more. I kept my job until I was making \$30K per month. I could now hire a few people to help me. I even had my mother assist me in doing some of the tasks. My life has changed, and I really thank God for this privilege..."*

This are her latest screenshots.

# 6-FIGURE SECRETS TO SELLING ON AMAZON



Let's do a little product research. Let's uncover a few ASINs we may start selling on Amazon today.

The aim is for you to see firsthand how we do it. Do not worry, it will become easier as you start doing it.

## What products are we looking for ?

1. A product that sells at least **10 sales** a month.
2. Price is fairly stable and does not repeatedly fall below the profitable level.
3. **3<sup>rd</sup> party sellers** are '**joining and dropping**,' meaning they sell and run out of inventory.
4. Non-Hazmat product.
5. Not gated... Start with the ungated products first; afterward, you may seek to be ungated when you find a great product.

# 6-FIGURE SECRETS TO SELLING ON AMAZON

6. Not sold by Amazon, although it is still possible sometimes to make sales in this situation when Amazon shares buy box or often runs out of inventory.
7. Profit ROI above **40%**... and decent profit margin.
8. Underserved listings, products with possibilities but not fully exploited by sellers.

We are not looking for unique product opportunities. We are looking for products that are already being sold by others, underserved listings, which we can join and rake in a few sales every month.

We order a few units at first and gradually increase the quantity as we prove them.

## **The Rabbit Trail Method**

Here is a product research examples using the Rabbit trail method.

### ***Product Research Example 1***

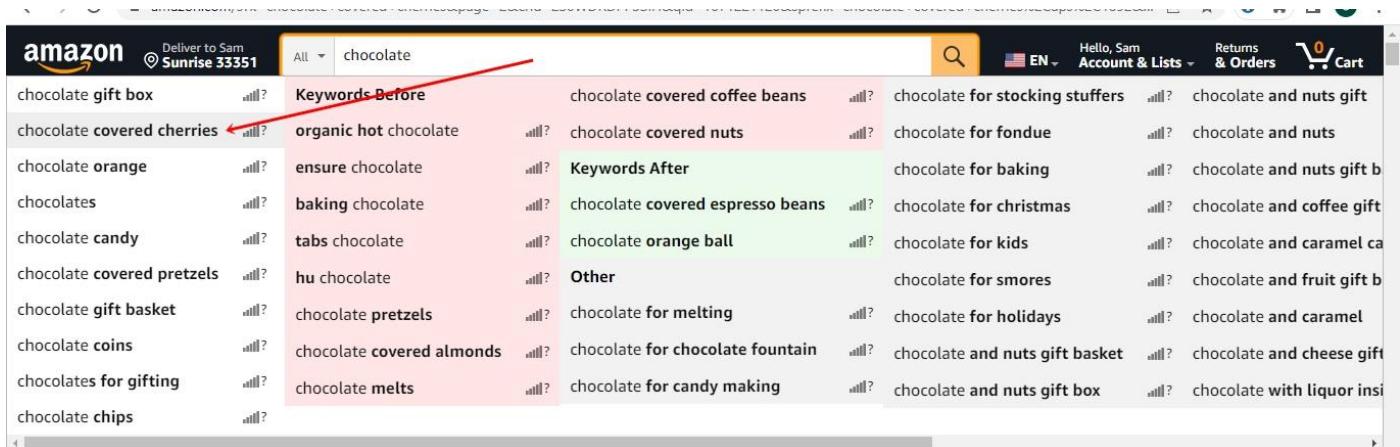
With the Rabbit Trail method, we start on Amazon and progress to look for great products.

Let us go into Amazon, and you can start with any keyword. For example, I'm thinking of 'Chocolates'... just a random keyword. I didn't use it for any particular reason. Just a product I used a while ago. You may start with any product keyword.

That's where I will I am starting my product search.

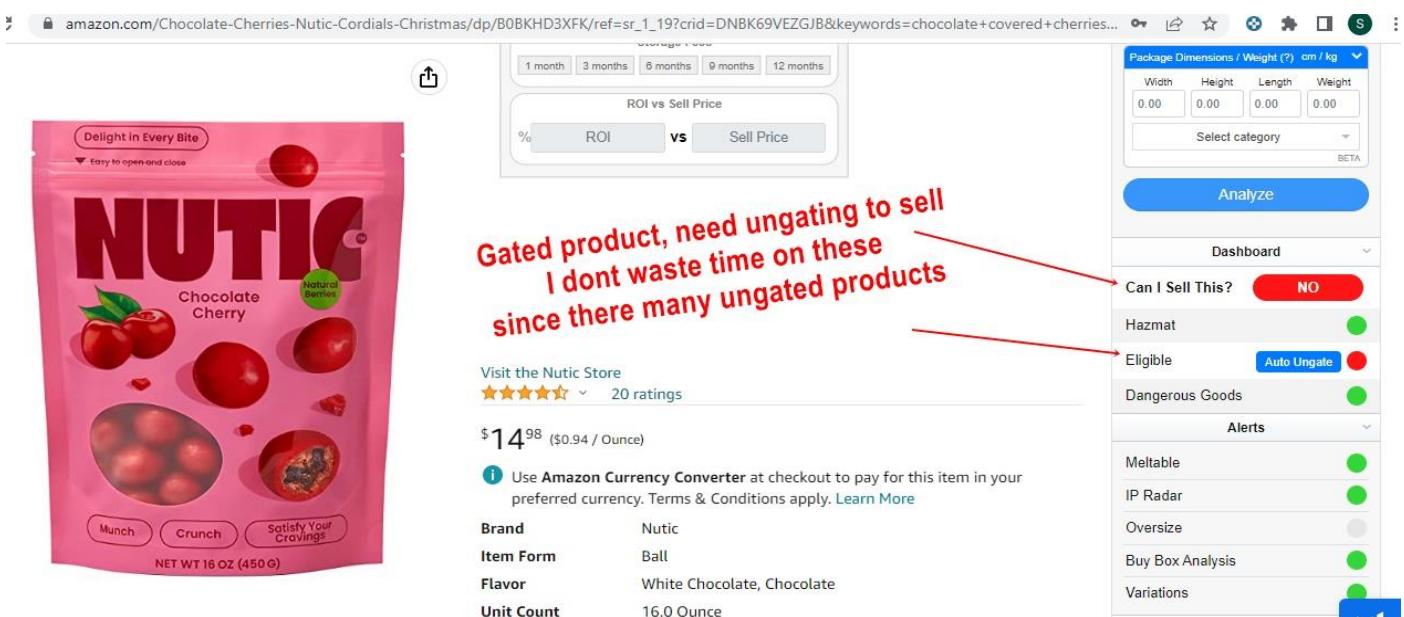
# 6-FIGURE SECRETS TO SELLING ON AMAZON

See the suggestion expander:



The screenshot shows the Amazon search suggestions for the keyword 'chocolate'. A red arrow points to the suggestion 'chocolate covered cherries'. The interface is divided into three main sections: 'Keywords Before' (left), 'Keywords After' (right), and 'Other' (bottom). The 'Keywords Before' section includes 'chocolate gift box', 'chocolate covered cherries', 'chocolate orange', 'chocolates', 'chocolate candy', 'chocolate covered pretzels', 'chocolate gift basket', 'chocolate coins', 'chocolates for gifting', and 'chocolate chips'. The 'Keywords After' section includes 'chocolate covered coffee beans', 'chocolate covered nuts', 'chocolate for stocking stuffers', 'chocolate for fondue', 'chocolate and nuts gift', 'organic hot chocolate', 'ensure chocolate', 'baking chocolate', 'tabs chocolate', 'hu chocolate', 'chocolate pretzels', 'chocolate covered almonds', 'chocolate melts', 'chocolate covered espresso beans', 'chocolate orange ball', 'chocolate for baking', 'chocolate for christmas', 'chocolate for kids', 'chocolate for smores', 'chocolate for holidays', 'chocolate and nuts gift basket', 'chocolate and nuts gift box', and 'chocolate with liquor insi'. The 'Other' section includes 'chocolate for melting' and 'chocolate for candy making'.

- a) Now when I look at the suggestion expander, I see a keyword I may be interested in, '**Chocolate covered cherries**' I am going to trail this to see what I find.
- b) I find many products under that keyword, some I am not allowed to sell, as they are gated, like the one below. I don't waste time on these, although I may request instant 'auto ungating' by clicking the link on BuyBotPro. You see how this tool will show me all these details in seconds.

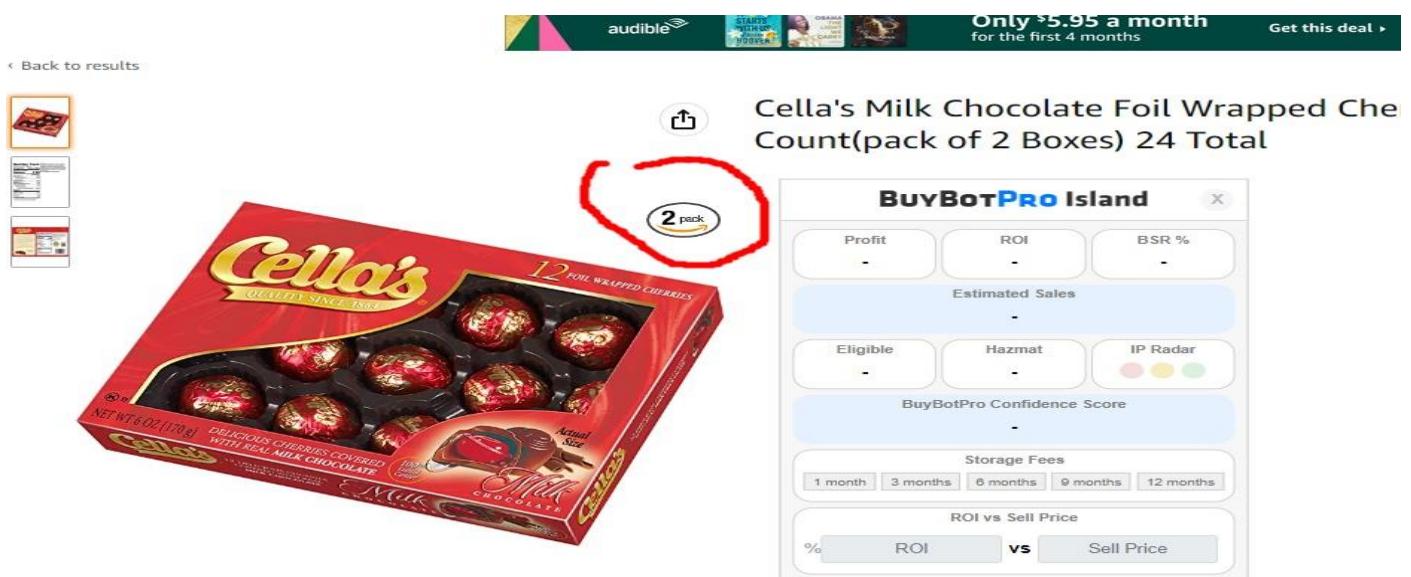


The screenshot shows an Amazon product page for 'Chocolate-Cherries-Nutic-Cordials-Christmas/dp/B0BKHD3XFK/ref=sr\_1\_19?rid=DNBK69VEZGB&keywords=chocolate+covered+cherries...'. A red annotation on the left side of the page reads: 'Gated product, need ungating to sell. I don't waste time on these since there many ungated products'. The page displays a bag of Nutic Chocolate Cherry Cordials, a price of \$14.98, and a 'ROI vs Sell Price' calculator. To the right is a 'BuyBotPro' analysis tool showing the following details:

Category	Value
Can I Sell This?	NO
Hazmat	Green
Eligible	Red (Auto Ungate)
Dangerous Goods	Green
Meltable	Green
IP Radar	Green
Oversize	Grey
Buy Box Analysis	Green
Variations	Green

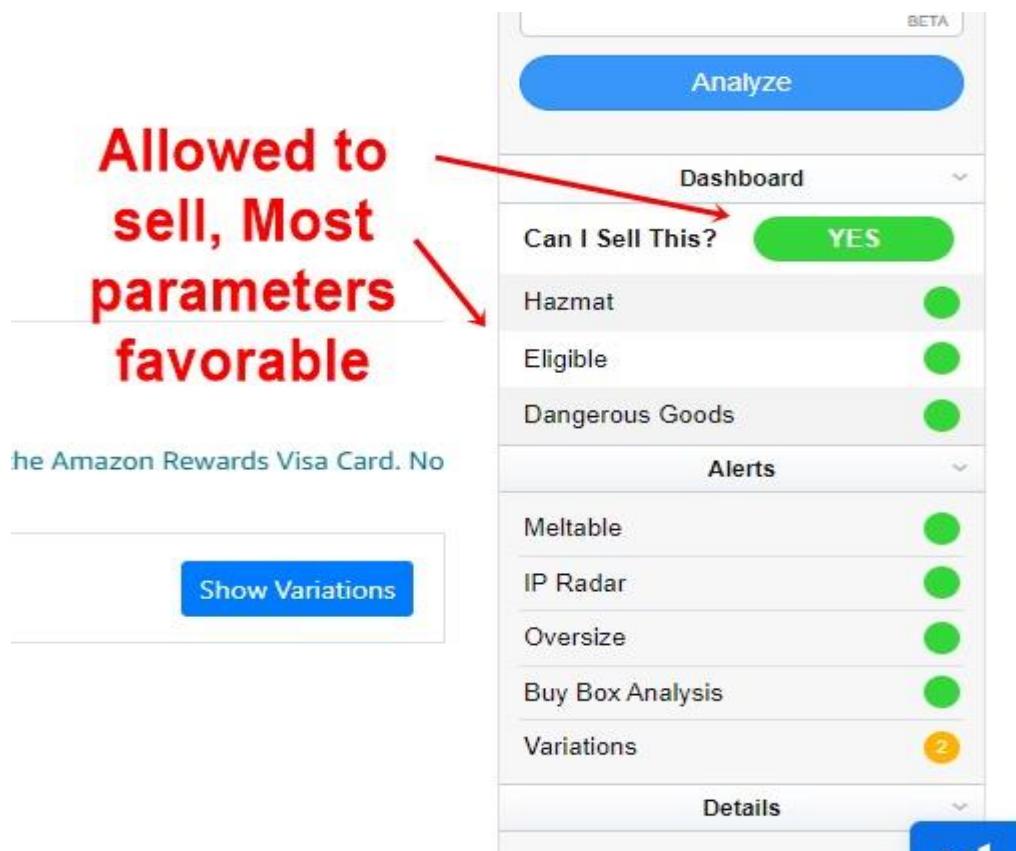
# 6-FIGURE SECRETS TO SELLING ON AMAZON

- c) Then as I follow the trail on the same keyword, I see a product that captures my attention based on the price, other sellers, and a few of the mentioned factors. It is a good product. I begin to analyze its viability. I also acknowledged the fact that it is also a 2-Pack. Be careful to always see these details.



- d) On a quick BuyBotPro analysis, this looks very viable as you can see below

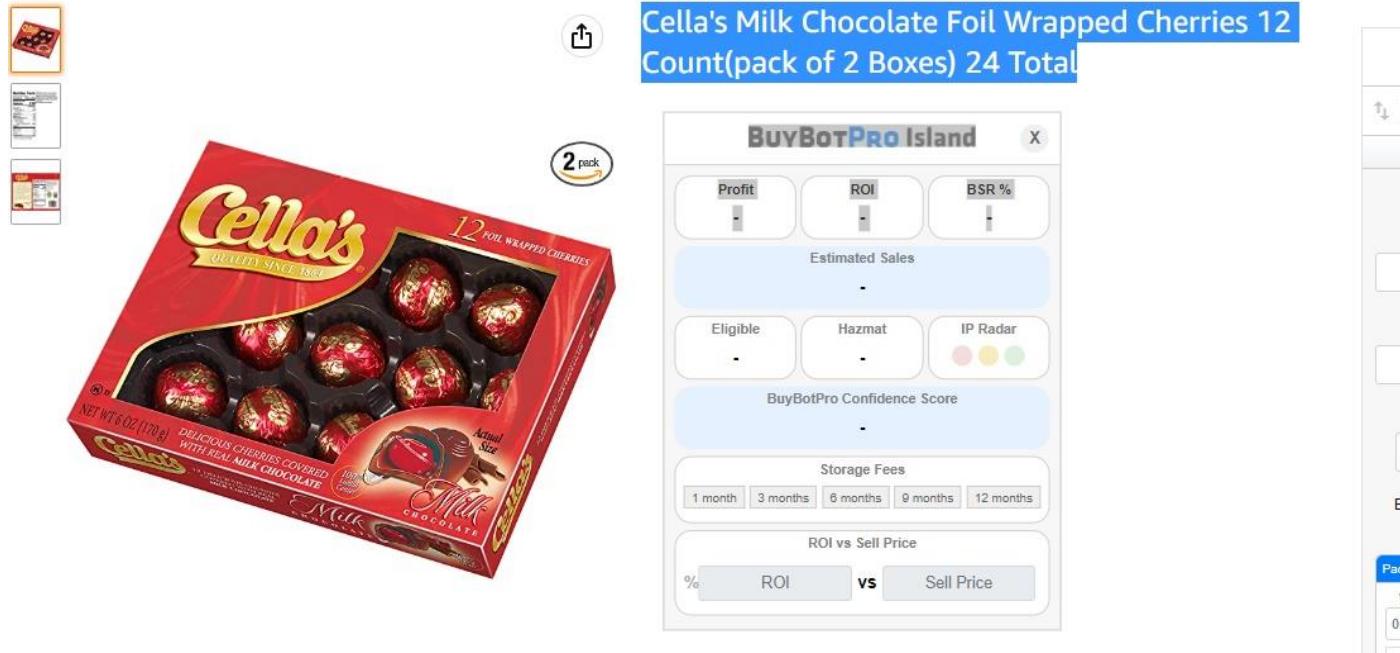
# 6-FIGURE SECRETS TO SELLING ON AMAZON



- e) Before proceeding, I need to see if I can find it on another source and its available price. I don't waste time here. I just select the title and right-click it, then click search on Google.

# 6-FIGURE SECRETS TO SELLING ON AMAZON

< Back to results



for the first 4 months

Get this deal!

Cella's Milk Chocolate Foil Wrapped Cherries 12 Count(pack of 2 Boxes) 24 Total

BuyBotPro Island

Profit    ROI    BSR %

Estimated Sales

Eligible    Hazmat    IP Radar

BuyBotPro Confidence Score

Storage Fees

1 month    3 months    6 months    9 months    12 months

ROI vs Sell Price

%    ROI    vs    Sell Price

- f) I found it on Walmart, selling for \$3.28. I will get it for **\$6.56** for a 2-pack. I enter **\$7** on BuyBotPro to see if it is profitable.



Walmart

Departments    Services

Search everything at Walmart online and in store

Reorder My Items

Cella's Holiday Milk Choc Cherries, 6 oz, 12 Count

★★★★★ (4.5) 146 reviews

**\$3.28** 54.7 ¢/oz

Price when purchased online

Add to cart

Count: 12

12	\$3.28
54.7 ¢/oz	

Pickup, today at Sacramento St

Aisle A7

ting for collector-pxu6b0qd2s.px-cloud.net...

# 6-FIGURE SECRETS TO SELLING ON AMAZON

g) And yes, it is profitable. As you can see below, the profit margin is **\$4.97**. I have also factored the shipping costs

The image shows a product listing for 'Cella's Milk Chocolate Foil Wrapped Cherries' on the left, with a red arrow pointing to the word 'Profitable' above it. The product image shows a red box containing 12 foil-wrapped cherries. To the right is the 'BuyBotPro' software interface. A red arrow points from the 'BuyBotPro Island' window to the 'Buy Price (\$)' field, which is set to 7.00. Another red arrow points from the 'BuyBotPro' window to the 'Analyze' button at the bottom right. The 'BuyBotPro Island' window displays the following data:

Profit	ROI	BSR %
\$4.97	71.00%	1%

Estimated Sales: 87, 44, 84

Eligible: Hazmat: IP Radar: (green)

BuyBotPro Confidence Score: ABOVE AVERAGE 50.48% (Price Stability | Good Profit | >40 Sales/30)

Storage Fees: 1 month, 3 months, 6 months, 9 months, 12 months

ROI vs Sell Price: 71.00 % vs 17.99

The 'BuyBotPro' window also shows the 'Sell Price (\$)' as 17.99 and the 'Quantity' as 1. The right side of the interface shows the 'BuyBotPro' logo and some settings.

Bingo, I found a product I can sell.

I will order about 3 to 5 pieces of this product to test on Amazon. If they sell fast, I will add more units next order.

*This process took me 40 minutes.*

## CHAPTER 6

### **More on Product Research Using the Reverse Engineering Method**

# 6-FIGURE SECRETS TO SELLING ON AMAZON

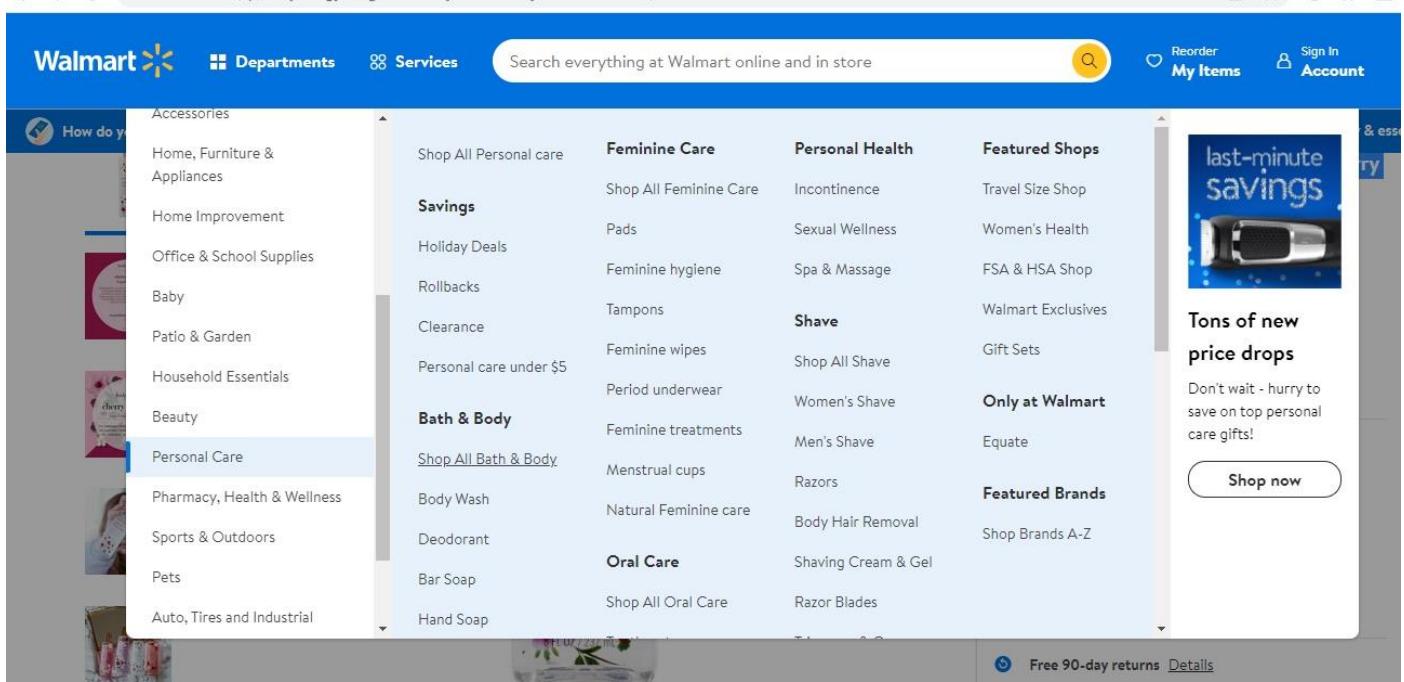
## Product research part 2

Here are more product research examples using the Reverse Engineer method.

### ***Product Research Example 2***

With the Reverse engineer product research method, we start from other retail or wholesale sites to identify great sellers that we may bring into our Amazon account.

- a) Start by going to one of the retailers and looking around to see if we can find profitable products to sell on Amazon. For example, in our case, we start with Walmart.com



The screenshot shows the Walmart.com homepage with a sidebar menu. The 'Personal Care' category is highlighted. The main content area displays a grid of product categories under 'Personal Health' and 'Bath & Body'. A sidebar on the right features a 'last-minute savings' banner and a 'Tons of new price drops' section with a 'Shop now' button.

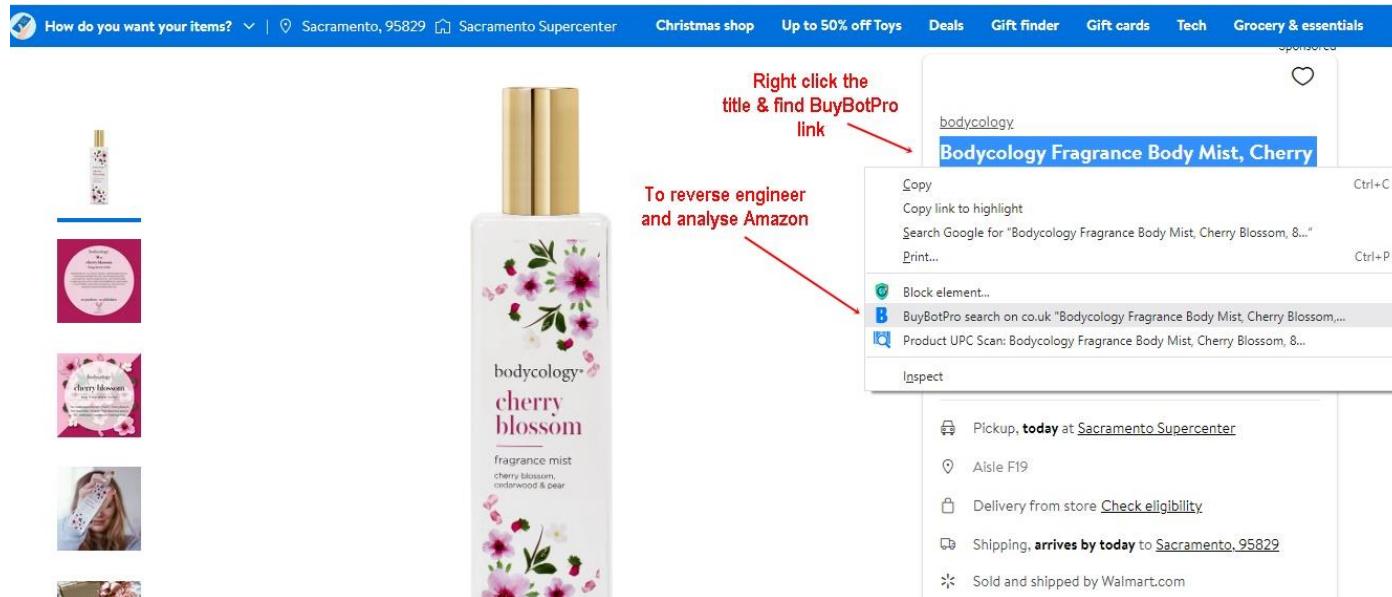
Category	Sub-Category	Product Type	Offer	
Personal Health	Feminine Care	Shop All Feminine Care	Shop All Feminine Care	
	Personal Health	Incontinence	Incontinence	Travel Size Shop
	Featured Shops			
	Savings	Pads	Sexual Wellness	Women's Health
	Holiday Deals	Feminine hygiene	Spa & Massage	FSA & HSA Shop
	Rollbacks	Tampons	Shave	Walmart Exclusives
	Clearance	Feminine wipes	Shop All Shave	Gift Sets
	Personal care under \$5	Period underwear	Women's Shave	Only at Walmart
	Bath & Body	Feminine treatments	Men's Shave	Equate
	Shop All Bath & Body	Menstrual cups	Razors	Featured Brands
Bath & Body	Body Wash	Natural Feminine care	Body Hair Removal	
	Deodorant	Oral Care	Shaving Cream & Gel	
	Bar Soap	Shop All Oral Care	Razor Blades	
	Hand Soap			

I select personal care inside Walmart, then click 'Shop all Bath & Body.' On opening that category, I scrolled through and observed several products before landing on one product I believe is great.

# 6-FIGURE SECRETS TO SELLING ON AMAZON

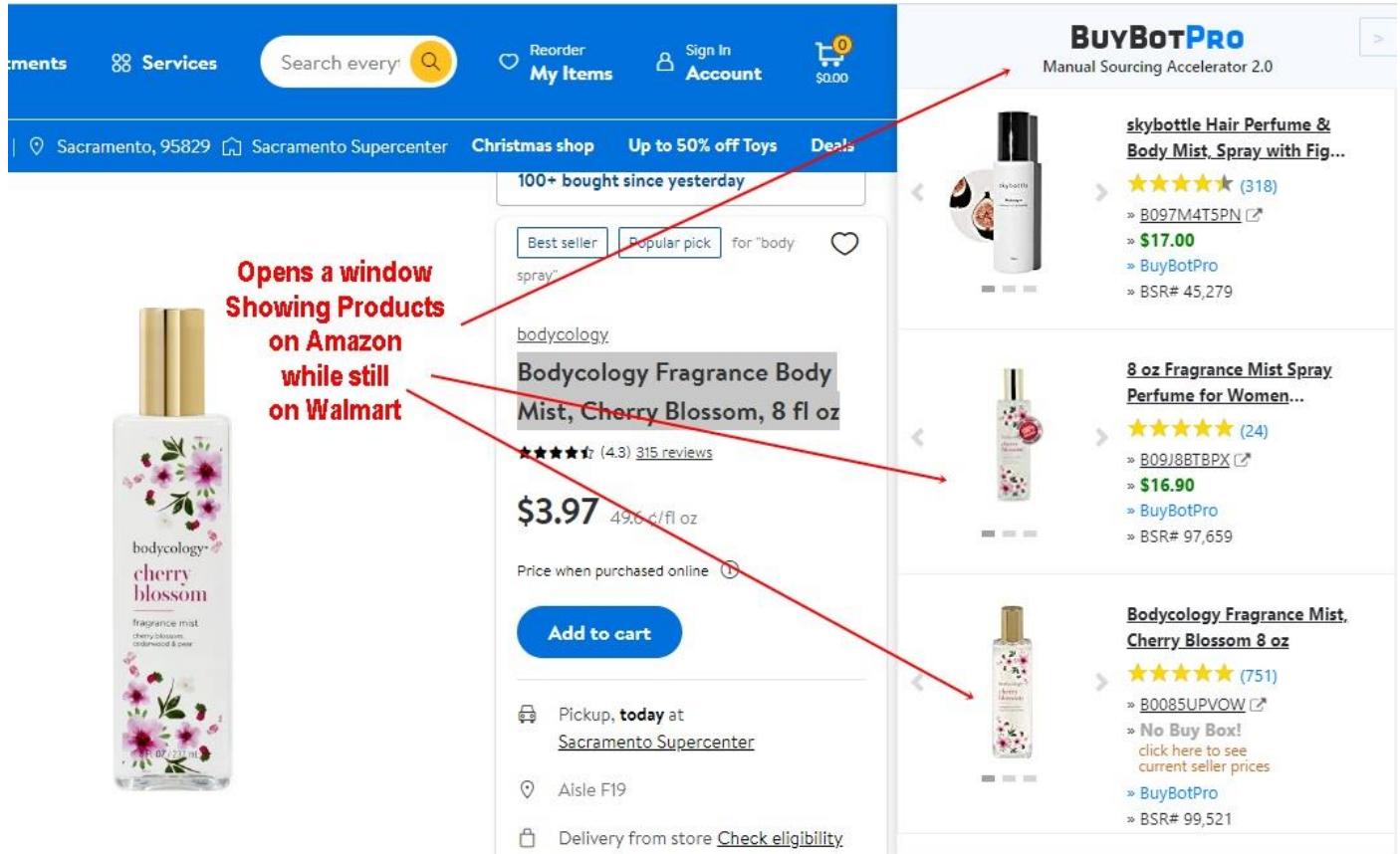
BuyBotPro is in hand to give instant data analysis.

- b) Opening the product enables me to look at a few specs and then use BuyBotPro to look at it on Amazon, as shown.



- c) Through BuyBotPro, Amazon immediately opens the products related to this being sold on Amazon. This is great because I can choose which ASIN is profitable.

# 6-FIGURE SECRETS TO SELLING ON AMAZON



Opens a window Showing Products on Amazon while still on Walmart

BuyBotPro Manual Sourcing Accelerator 2.0

skybottle Hair Perfume & Body Mist, Spray with Fig...  
★★★★★ (318)  
\$17.00  
BuyBotPro  
BSR# 45,279

8 oz Fragrance Mist Spray Perfume for Women...  
★★★★★ (24)  
\$16.90  
BuyBotPro  
BSR# 97,659

Bodycology Fragrance Mist, Cherry Blossom, 8 fl oz  
★★★★★ (4.3) 315 reviews  
\$3.97 49.6 c/fl oz  
Price when purchased online  
Add to cart  
Pickup, today at Sacramento Supercenter  
Aisle F19  
Delivery from store [Check eligibility](#)

- d) This window also gives me a link to go see the product on Amazon for final analysis, as shown below.

# 6-FIGURE SECRETS TO SELLING ON AMAZON

Beauty & Personal Care > Fragrance > Women's > Body Sprays

Good Profit

8 oz Fragrance Mist Spray Perfume for Women Bodycology Cherry Blossom Cedarwood And Pear Perfume By Bodycology Fragrance Mist Spray {Good luck}

BuyBotPro Island

Profit	ROI	BSR %
\$8.11	202.75%	1%

Estimated Sales: 86, 28, 95

BuyBotPro Confidence Score: VERY GOOD 81.37% (20 Sales/30 | Great Profit | Great Sales/90)

Storage Fees: 1

ROI vs Sell Price: 202.75 vs 16.93

BuyBotPro ©

Calculator

Buy Price (\$)

Retail  Wholesale

4.00

Sell Price (\$)

16.93

Quantity: 1

Sales Tax:

EFN-EU  MF  Bundle  S&L

Package Dimensions / Weight (cm / kg)

Width: 0.00 Height: 0.00 Length: 0.00 Weight: 0.00

Select category

BETA

- e) Now I am able to make a decision. As per the data, this is a good product to sell with a decent profit margin. The keepa graph is also looking very good.

See Keepa graph analysis from the image below. It's looking good.

# 6-FIGURE SECRETS TO SELLING ON AMAZON



Now I have found a great product. I am now ready to make a decision. I will proceed to order a few pieces. I will order 3 to 5 pieces to test and will increase the quantity as I continue selling.

This is how to start product research from other retailers and niche sites.

You see, finding great products to build a 6-Figure business on Amazon is very easy and perfectly possible.

## CHAPTER 7

### Prepping Products

# 6-FIGURE SECRETS TO SELLING ON AMAZON

## Prepping products

Now that you have selected products and you have them ready. The next step is to prep them for Amazon. Amazon requires products to be prepped in a particular way. You may do this, or a prep center of your choice may do it.

**Having a prep** center do your products is better than doing them yourself. The reason is that they are professionals at it. They know their game. However, if you are in the US, have the time, and wish to save some costs initially, then it is okay to do it yourself.

Here are a few advantages of using a prep center

- Hands-free management of the products
- Faster handling of the products because they have the staff; some have a 24-hour turnaround.
- Quality prepping of products, your products are handled by experts
- May also do fulfillment of your products before you ship them to Amazon
- No need for storage space
- Simplifies the process

Here are a few points to note if you wish to do them yourself.

## Prepping can be broken into 4 steps

1. **Removing or covering all the barcodes from the previous retailer**

# 6-FIGURE SECRETS TO SELLING ON AMAZON

You've got to make sure that no barcode is going to be mistaken on Amazon. You've got to have a product that is as only displays Amazon barcodes. Amazon scans barcodes to identify products; if you leave barcodes unrelated to Amazon, it will be confusing and improper.

## **2. Remove images and logos of another retailer**

You've got to ensure that images and logos of the previous retailer are removed. It's unacceptable for you to ship products bearing other retailers' marks on Amazon. For example, you must remove all Walmart traces if you bought your products from Walmart. The product should only show sold by Amazon.

*Obviously, you can't promote other retailers when selling on Amazon!*

So, you must remove any labels showing the other retailer or wholesaler. The products should reach the customer by showing sold they are sold or shipped from Amazon.

## **3. Each product should be labeled with an Amazon barcode (FNSKU), and the shipping carton should be labeled with Shipping Label Barcode**

**FNSKU** stands for '**Fulfilment Network Stock Keeping Unit**' and is an Amazon-specific barcode FBA sellers use.

Any FNSKU you use on a unit must be unique and must correspond to one unique product. For example, each assortment type, such as size or color, must have a different FNSKU.

## **4. Proper packaging as required by Amazon for a particular product**

# 6-FIGURE SECRETS TO SELLING ON AMAZON

You've got to package the products properly in a manner acceptable to Amazon. For example, ensure proper sealing for liquid products. Products with sharp edges, like knives, should have the blades covered to prevent injury. Certain products have specific packaging requirements.

Below are detailed prep requirements:

❖ If you are going to be doing your own prep work, I suggest you print the next 6 pages with detailed prep requirements for different products.

*More products prep requirements,  
Courtesy of Amazon seller reference*

----- *Start of prep requirements excerpts* -----

- Any FNSKU you use on a unit must be unique and must correspond to one unique product. For example, each assortment type, such as size or color, must have a different FNSKU.
- Each unit must have an exterior scannable barcode or label (which includes a scannable barcode and the corresponding human-readable numbers) that is easily accessible. For more information, go to FBA product barcode requirements.
- Remove, cover, or render unscannable any existing scannable barcodes on the outside of shipping boxes. For example, cover existing barcodes with opaque tape or use a black felt-tip marker to render the barcode unscannable. This prevents the incorrect barcode from being accidentally scanned during the receiving process.

## Loose products

Each unit, including multiple-volume book sets, must be contained within a single, secure package.

- Amazon does not accept units that would require Amazon to assemble multiple pieces (for example, wheelbarrows where the handles and legs are separate but are sold as one piece).
- Units that are not contained in secure packagings, such as loose sleeves or pouches, must be bagged or secured with a non-adhesive band or removable tape.
- Footwear, regardless of material, must be packaged with no shoe material exposed, either in shoe boxes or in poly bags, with a suffocation warning.

# 6-FIGURE SECRETS TO SELLING ON AMAZON

## Sold as set

Units in sets, such as six unique toy cars sold as one unit, must be marked as sets on their packaging. Add a label to the unit stating that the products are to be received and sold as a single unit. For example, "Sold as set," "Ready to ship," or "This is a set. Do not separate."



Provide a unique ASIN for the set if the individual units in the set already have an ASIN. For bundled sets, the barcodes on the individual units must not face outward, or the barcodes must be covered. This helps ensure that fulfillment center associates scan the barcode for the pack, not the barcode for the individual units inside.

## Boxed units

- Must be six-sided.
- Must have openings or a lid that will not easily open on its own. If the box can easily open on its own, use tape, glue, or staples to keep it closed.
- Must not collapse when medium pressure is applied to any of the sides.

# 6-FIGURE SECRETS TO SELLING ON AMAZON

- If the boxed unit has perforated sides or openings, the product must pass a 3-foot drop test, consisting of one drop on each side and one drop on a corner. The product must be placed in a poly bag with a suffocation warning if it does not pass the drop test.

## Poly-bagged units

Poly bags used to protect units must meet the following requirements:

- Poly bags with a 5-inch opening or larger (measured when flat) must have a suffocation warning, either printed on the bag or attached as a label. Failure to apply a suffocation warning may lead to the items being delayed and re-bagged at an extra cost.

- **Suffocation warning example:**

**Warning:** To avoid the danger of suffocation, keep this bag away from babies and children. Do not use this bag in cribs, beds, carriages, or playpens. This bag is not a toy.

- The warning should be printed or placed in a prominent location and in legible font size for the size of the bag.
- The print size of this warning should conform to the following table:

Total length plus width of the bag	Minimum print size
60 inches or more	24 point
40 to 59 inches	18 point
30 to 39 inches	14 point
less than 29 inches	10 point

- The thickness of the bag must be at least 1.5 mil (thousandth of an inch).
- The poly bag must be transparent.
- The poly bag must have a barcode (such as a UPC or EAN) or X00-label that is scannable through the bag or have an X00- or ASIN label on the outside of the bag.
- Poly bags must be completely sealed.
- The poly bag or shrink-wrap must not protrude more than 3 inches past the dimensions of the product.
- **Adult products** must be packaged using black, opaque poly bagging or shrink wrap

## Bubble wrap

# 6-FIGURE SECRETS TO SELLING ON AMAZON

Products with bubble wrap must meet the following criteria:

- Tightly wrapped and taped shut so the product cannot fall out
- Labeled with a scannable barcode on the outside
- Able to pass a 3-foot drop test on a hard surface without the contents breaking. A drop test consists of five drops:
  - Flat on base
  - Flat on top
  - Flat on the longest side
  - Flat on the shortest side
  - On a corner

**Bubble wrap may be required because the item is:**

- Fragile and could be easily damaged during transit
- Heavy or dense and could damage other items during transit

## Over-boxing

We may require over-boxing when there are safety concerns about shipping and handling. Over-boxing involves placing a prepared or packaged product in a box for added protection, even if the product is already boxed. For products over 10 lb, use double-wall corrugated boxes for over-boxing.

Over-boxing is required for the following types of products:

- Sharp items that could puncture packaging materials
- Fragile items that failed a 3-foot drop test after bubble wrap was applied or that could be damaged during shipping and handling
- Hazardous liquids in glass containers over 4.2 oz
- Vinyl records

## Hanger removal

Normal-size hangers must be removed. Mini-hangers for baby clothes are allowed. The following items cannot be shipped on any kind of hanger: accessories, bras, hats, shorts, socks, hosiery, sweaters, swimwear, and underwear.

## Tape

Products with this requirement need additional taping beyond what might normally be used to seal a box or poly bag or secure bubble wrap around an item.

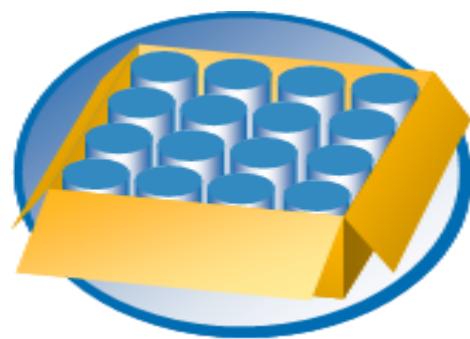
# 6-FIGURE SECRETS TO SELLING ON AMAZON

## Extra taping may be required if the item:

- Might fall out of its packaging if the container is not taped shut
- Might leak if the lid is not taped in place
- Is not fully sealed within the container

## Case-packed products

- All products in a box must have matching SKU and condition and must have been packaged together by the manufacturer.
- All boxes with the same product must contain equal quantities in each box. For example, a case pack of 24 units must always contain 24 units.
- The case pack limit is 150 units per case.
- While receiving this type of shipment, the fulfillment center scans one unit from the box, and the box is placed in inventory. There is no need to scan every unit because they are identical.
- In some cases, a manufacturer or distributor may package more than one case pack into a larger box. These larger boxes do not qualify as a case pack and must be separated at the appropriate case-pack level.



**Individual items:** Each box may contain one or more products of varying quantities and conditions.

**Case-packed products:** All products in a box must have matching SKU and condition. All boxes must contain equal quantities.

## Expiration dates

Expiration dates must be displayed in the format MM-DD-YYYY or MM-YYYY. If the expiration date is printed in a different format, a sticker with the correct format must be applied, covering the original expiration date.

- Expiration-dated products must include the expiration date on the outer box in 36-point or larger font **and** on the individual units. Lot numbers alone are insufficient.
- Expiration-dated products that require additional preparation, such as poly-bagging or bubble wrap, must have labels with expiration dates applied to the outside of the product prep or packaging to ensure that the expiration date is accessible for Amazon associates during the check-in process.

# 6-FIGURE SECRETS TO SELLING ON AMAZON

- Perishable items are not allowed.

## Marketing materials

Amazon will not accept marketing materials such as pre-priced labels, pamphlets, price tags, or other non-Amazon labels.

## Safety

To prevent injury resulting from sharp objects being accidentally left in boxes, use safety knives with covered blades when packing products.

----- *End of prep requirements reference .....*

## **The bottom line - it's still better to use a Prep Center**

It's better to use a prep center because they are professionals and know all the specific requirements.

Prep Center is the way to go. Although, if you are in the US, you may do all the work in the beginning to save on costs and to understand the ins & outs of the business. Later on, you may upgrade by getting staff, VAs, or a prep center.

Some sellers have also created mini prep centers in their garages, employing one or two employees, and have scaled to great heights using this arrangement. That's still okay as long as it gives you room to scale. Remember, if you do all the work, you can only scale so far.

Many prep centers are out there, but I'll give you two personal recommendations.

# 6-FIGURE SECRETS TO SELLING ON AMAZON

- *Find my one recommended prep center on the Resource page at the end of the book.*

We want you to maintain simplicity so you may progress faster without losing your peace of mind and without getting overwhelmed.

## CHAPTER 8

# **Listing & Downloading labels Barcodes - FNSKU & Shipping Label**

# 6-FIGURE SECRETS TO SELLING ON AMAZON

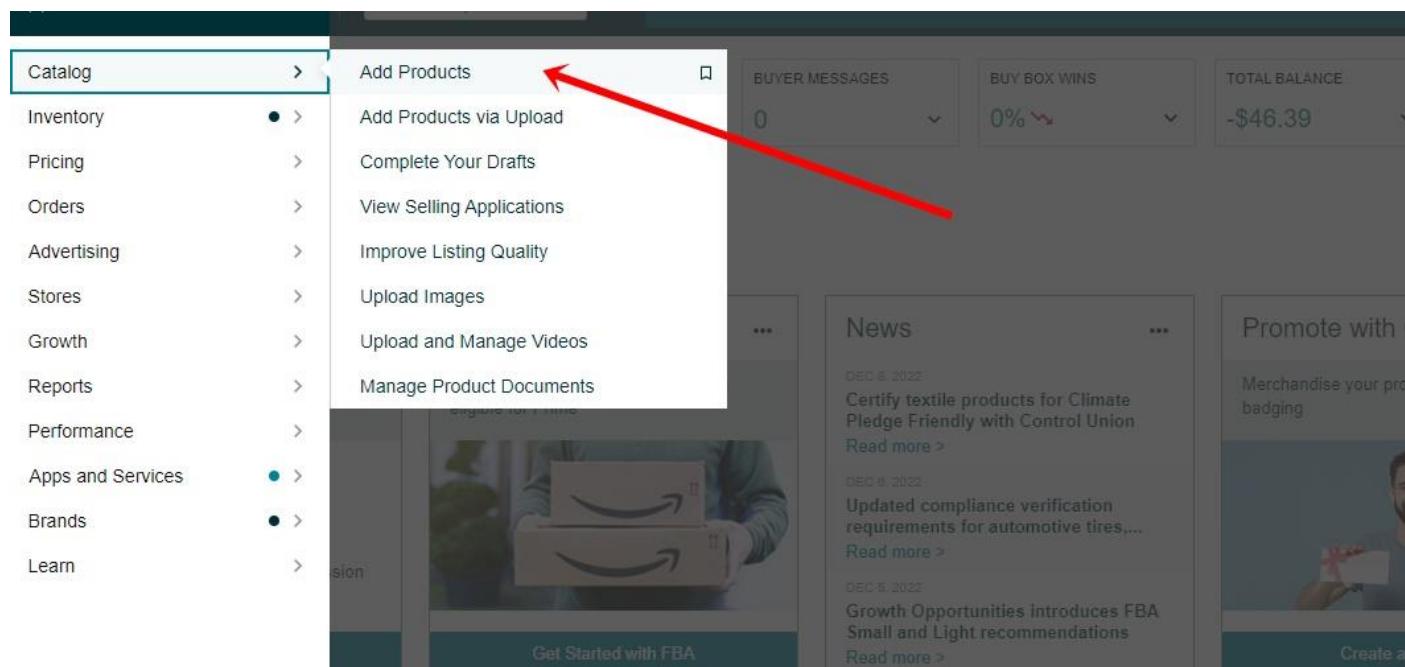
## Listing your product

They should be quite a straightforward process because you are not creating a new listing. You are only joining a listing as one of the sellers.

I'll show you by going to Amazon, listing a product, and then downloading FNSKU barcodes.

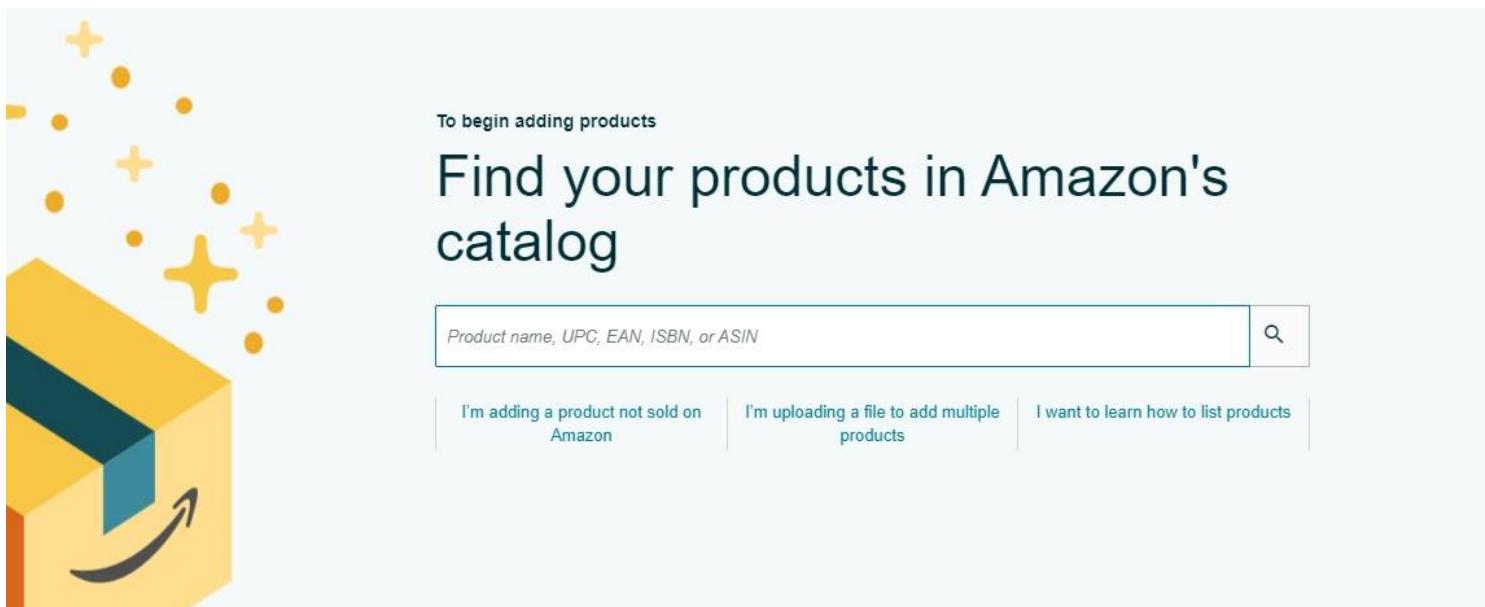
This is how to do it inside seller central.

1. Go to the upper left and on the 3 bars drop-down menu, click 'Catalog', then add products as shown below:

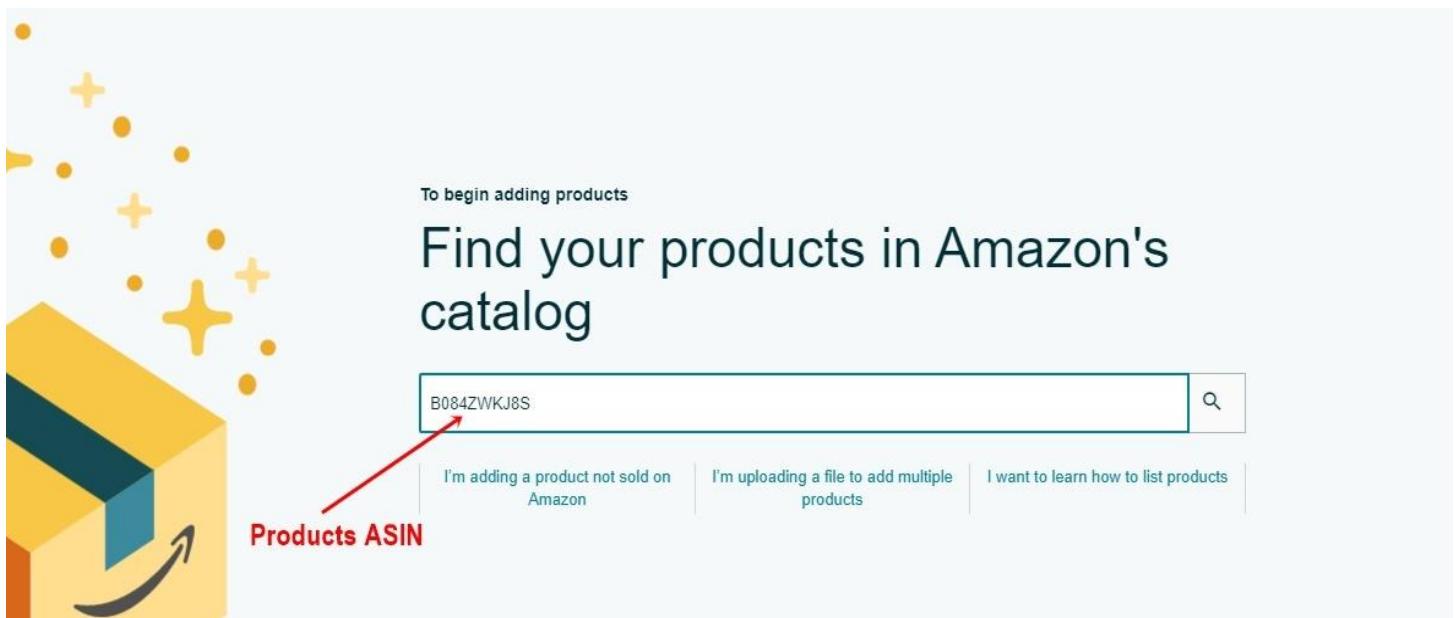


2. Then you will see a search bar to search for your product, as shown below

# 6-FIGURE SECRETS TO SELLING ON AMAZON

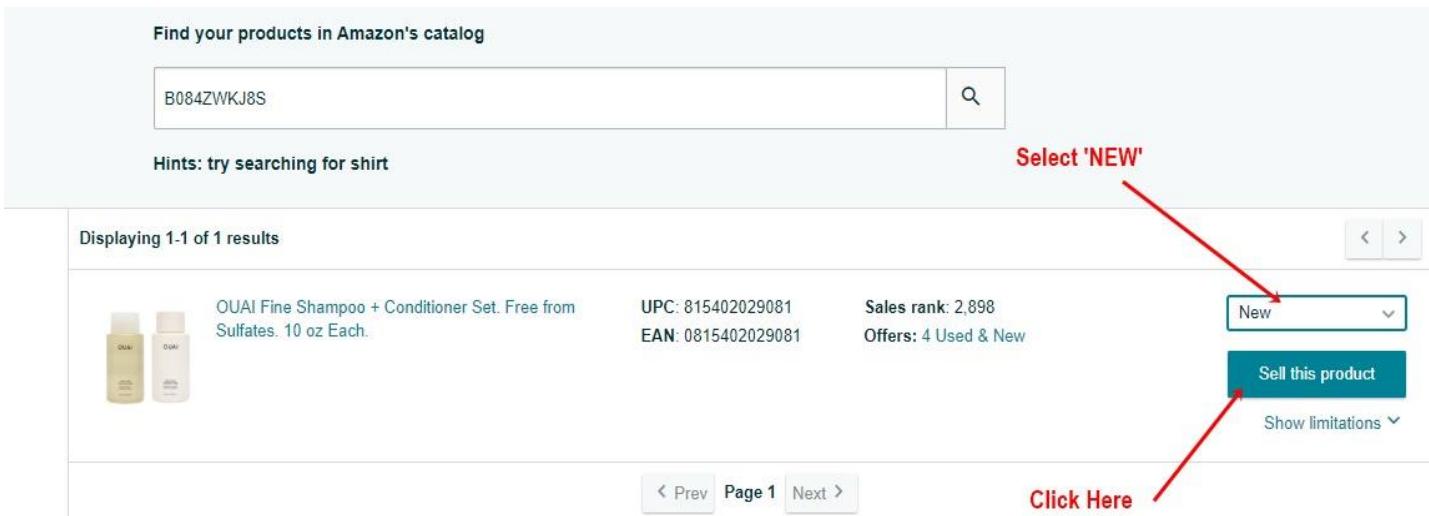


3. Paste the ASIN, UPC, or describe the product in the space as shown below. Most of the time, we use the ASIN. Then click search simply shown.



4. Then you will see the product listing page as shown below, with options to proceed to 'sell this product.'

# 6-FIGURE SECRETS TO SELLING ON AMAZON



Find your products in Amazon's catalog

B084ZWKJ8S

Hints: try searching for shirt

Select 'NEW'

Displaying 1-1 of 1 results

OUAI Fine Shampoo + Conditioner Set. Free from Sulfates. 10 oz Each.

UPC: 815402029081  
EAN: 0815402029081

Sales rank: 2,898  
Offers: 4 Used & New

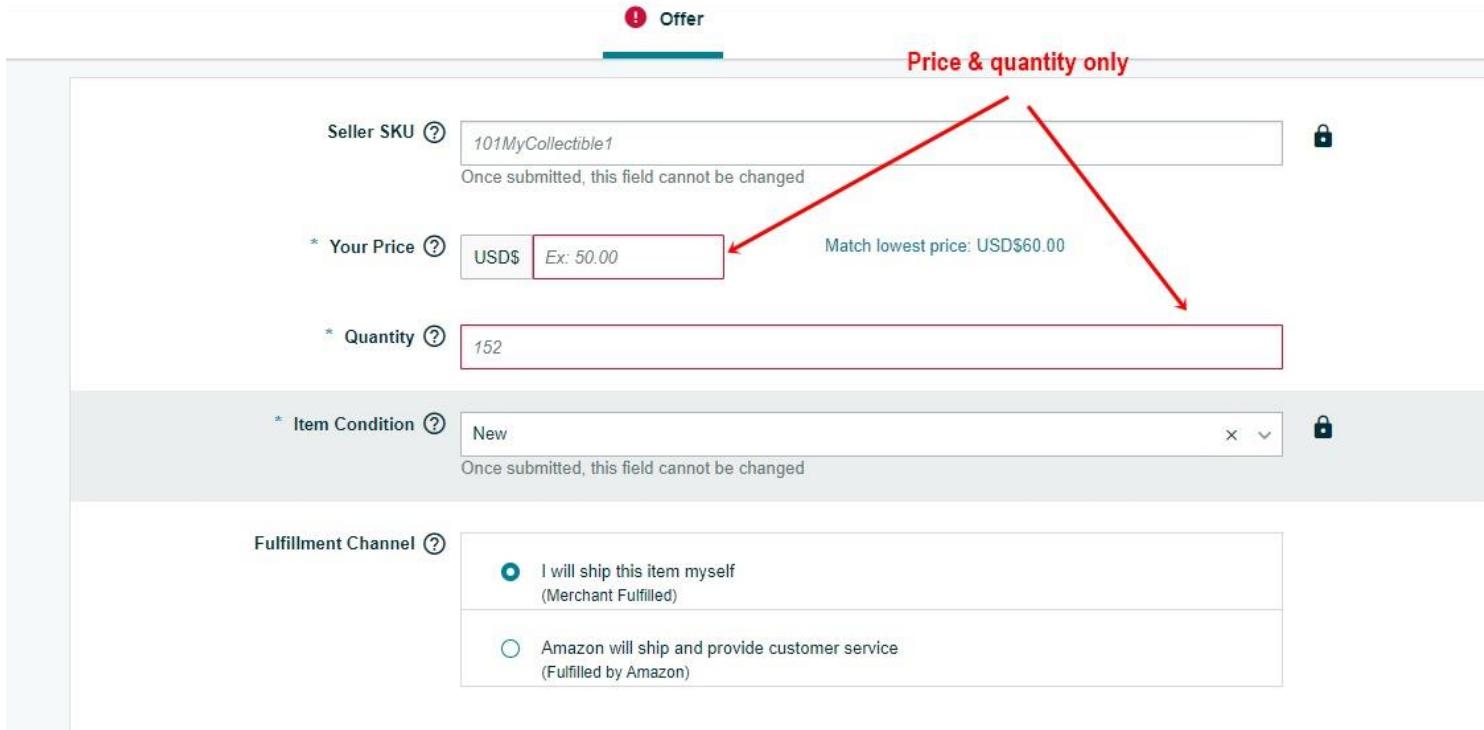
New

Sell this product

Click Here

5. The option to add some parameters opens up. You will only need to change the **price** and **quantity** as shown. For quantity, enter the number of units you purchased. You don't need to change anything else.

# 6-FIGURE SECRETS TO SELLING ON AMAZON



The screenshot shows the 'Offer' section of the Amazon Seller Central interface. The 'Offer' button is at the top. Below it, the 'Price & quantity only' section is highlighted. The 'Seller SKU' field contains '101MyCollectible1'. The 'Your Price' field is set to 'USD\$ Ex: 50.00'. The 'Quantity' field is set to '152'. A note 'Match lowest price: USD\$60.00' is displayed next to the price field. The 'Item Condition' field is set to 'New'. The 'Fulfillment Channel' section shows 'I will ship this item myself (Merchant Fulfilled)' selected. A note 'Once submitted, this field cannot be changed' is present in several fields.

6. Then scroll down and click '**Save and finish**' as shown below. You are done. Your listing will be ready in a few minutes.

# 6-FIGURE SECRETS TO SELLING ON AMAZON

Marketplace	Quantity	Your price (local currency)	Lowest price
Americas			
United States	-	US Dollar (USD\$) Ex: 50.00	Match lowest price: USD\$60.00
Canada	-	Canadian Dollar (CDN\$) Ex: 50.00	Match lowest price: CDN\$131.98
Mexico	-	Mexican Peso (MXN\$) Ex: 50.00	Match lowest price: MXN\$3,350.00

Cancel Save and finish

## Generating FNSKU Barcodes and Shipping Labels

We will need to ship products to the Amazon warehouse so Amazon handles all the fulfillment. This is the meaning of Fulfillment By Amazon (FBA).

Having fulfilled by Amazon gives us a massive advantage. Easily win the Buy Box, timely fulfillment, and frees up our time. It's much easier and more profitable for us when Amazon handles the fulfillment.

To ship products to Amazon, you will need to generate **FNSKU barcodes** and **shipping labels** to enable us to label the products before shipping them to Amazon. If you are using the prep center, you will

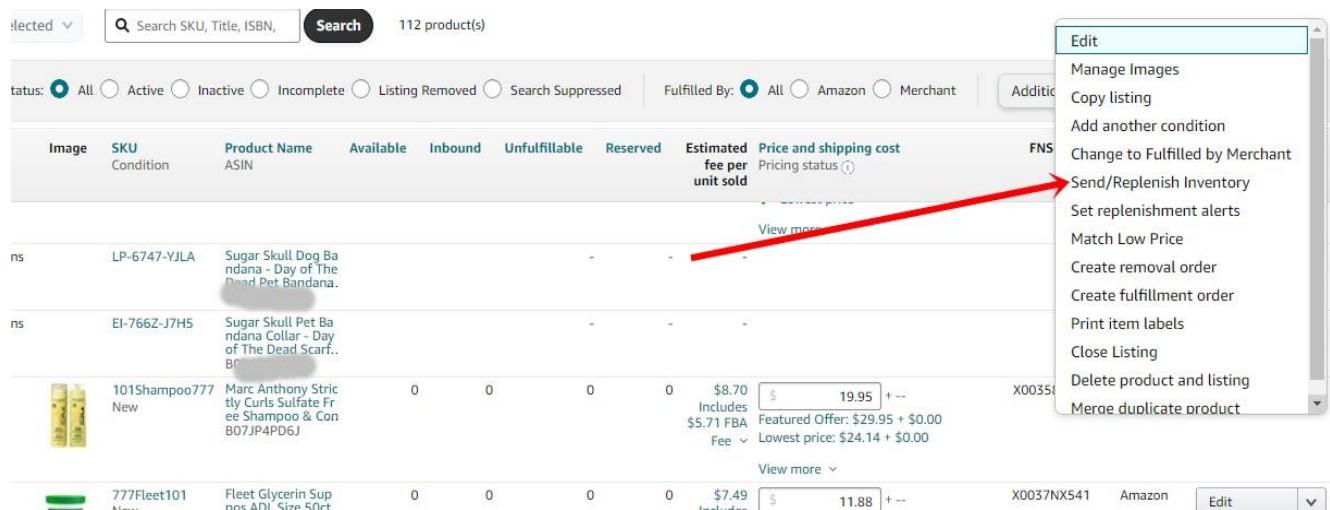
# 6-FIGURE SECRETS TO SELLING ON AMAZON

need to send these labels to them or give them Amazon's user permission' so they do it themselves.

FNSKU is used to label the individual product as an identifier, while 'Shipping label' is a shipping address label to be stuck on the carton.

Then follow the following steps to generate these labels from Amazon.

1. Go to **Manage Inventory** and find the product you are working on. On the far right, there is a drop-down menu. Click '**Send or replenish inventory**' as shown below.



The screenshot shows the 'Manage Inventory' interface with a search bar and a dropdown menu. A context menu is open over a product row, with a red arrow pointing to the 'Send/Replenish Inventory' option. The menu also includes other options like 'Edit', 'Manage Images', and 'Copy listing'.

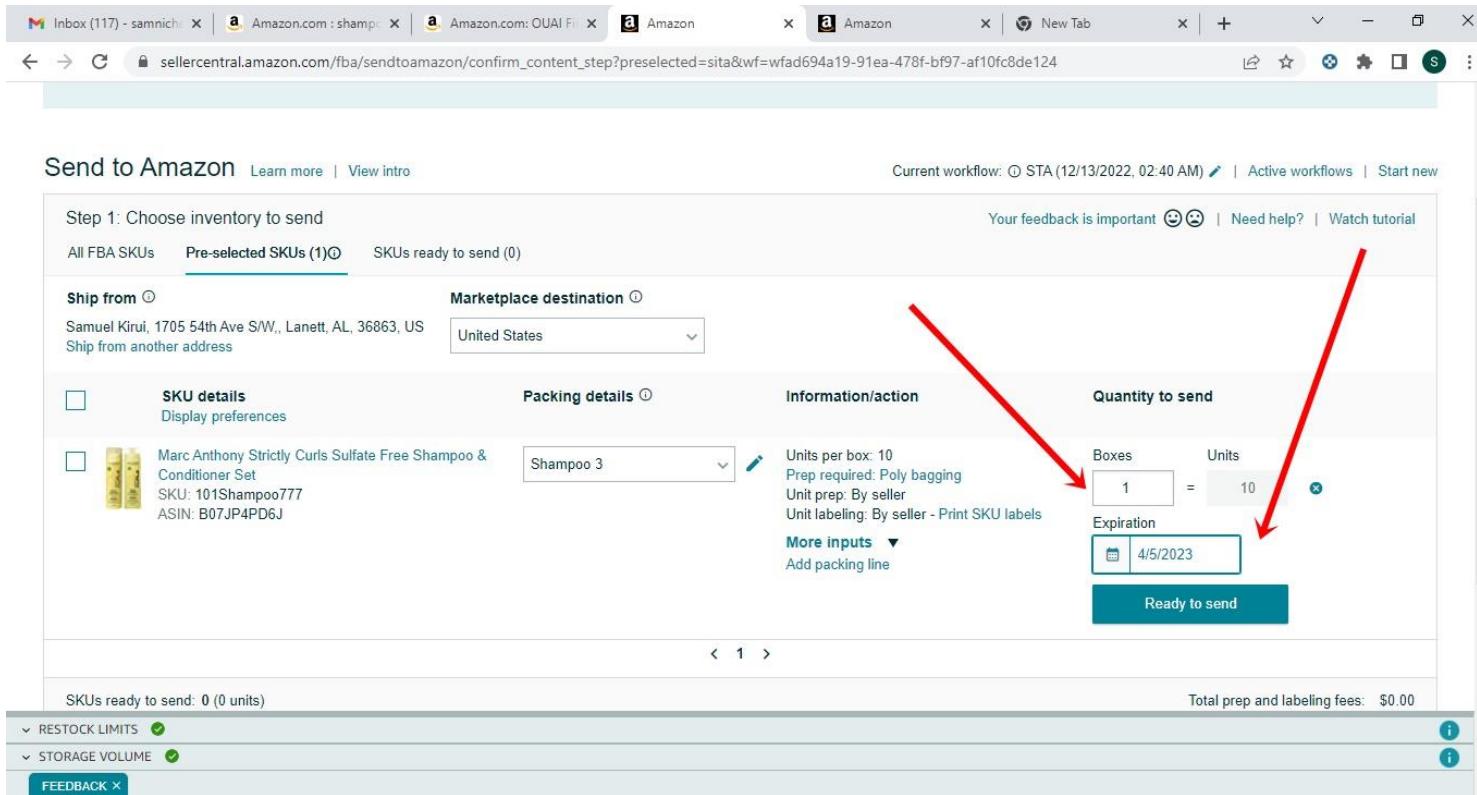
Image	SKU	Product Name	Available	Inbound	Unfulfillable	Reserved	Estimated fee per unit sold	Price and shipping cost	FNS
ns	LP-6747-YJLA	Sugar Skull Dog Bandana - Day of The Dead Pet Bandana.	-	-	-	-	\$8.70	\$19.95 + --	X0035
ns	EI-766Z-J7HS	Sugar Skull Pet Bandana Collar - Day of The Dead Scarf..	-	-	-	-	\$5.71 FBA	Featured Offer: \$29.95 + \$0.00	
	101Shampoo777	Marc Anthony Strictly Curls Sulfate Free Shampoo & Conditioner 30oz	0	0	0	0	\$7.49	\$11.88 + --	X0037NX541
	777Fleet101	Fleet Glycerin Super Soft	0	0	0	0	\$7.49	\$11.88 + --	X0037NX541

2. Then proceed as shown. Indicate the expiration date, which has to be at least 105 days ahead. Then indicate the number of units per carton as shown.

You will need to indicate the number of units in one carton. I had set it earlier, as shown.

Also, indicate the expiry date.

# 6-FIGURE SECRETS TO SELLING ON AMAZON



Send to Amazon [Learn more](#) | [View intro](#)

Step 1: Choose inventory to send

All FBA SKUs **Pre-selected SKUs (1)** SKUs ready to send (0)

Ship from [Samuel Kirui, 1705 54th Ave S/W, Lanett, AL, 36863, US](#) Marketplace destination [United States](#)

**SKU details** [Display preferences](#)

**Marc Anthony Strictly Curls Sulfate Free Shampoo & Conditioner Set**  
SKU: 101Shampoo777 ASIN: B07JP4PD6J

**Packing details** Shampoo 3

**Information/action** Units per box: 10  
Prep required: Poly bagging  
Unit prep: By seller  
Unit labeling: By seller - Print SKU labels  
[More inputs](#) Add packing line

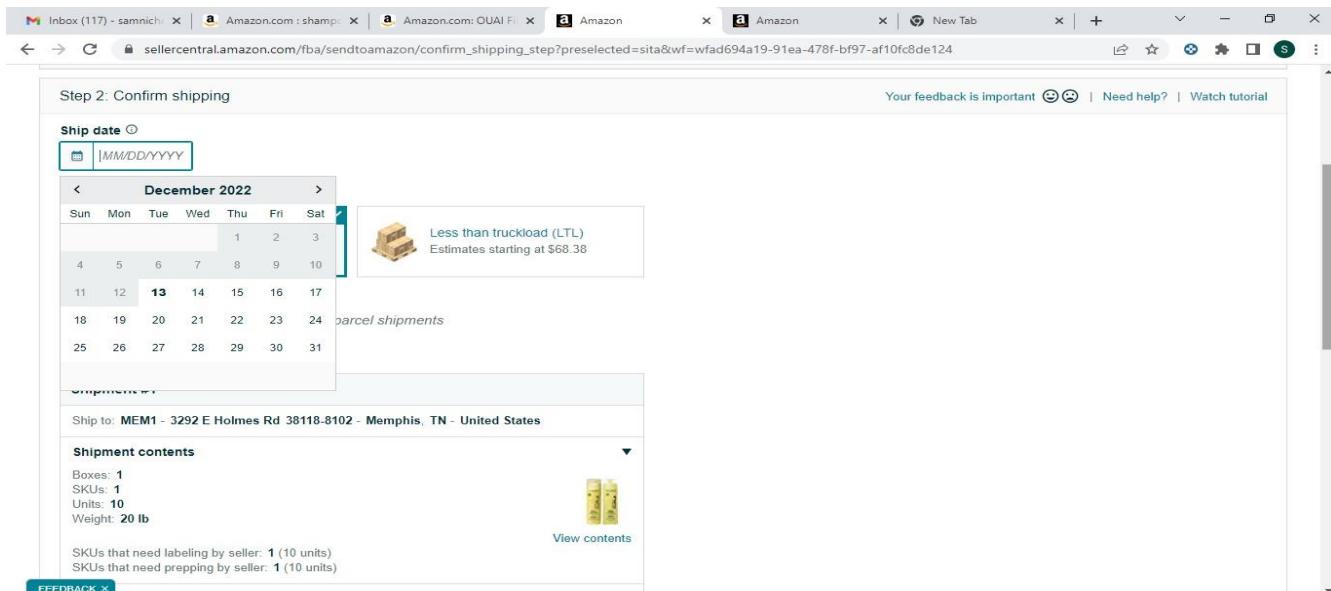
**Quantity to send** Boxes: 1 = Units: 10  
Expiration: 4/5/2023

SKUs ready to send: 0 (0 units) Total prep and labeling fees: \$0.00

[RESTOCK LIMITS](#) [STORAGE VOLUME](#)

[FEEDBACK](#)

### 3. Select shipping date



Step 2: Confirm shipping

Ship date [13/12/2022](#)

Less than truckload (LTL)  
Estimates starting at \$68.38

Parcel shipments

Ship to: MEM1 - 3292 E Holmes Rd 38118-8102 - Memphis, TN - United States

Shipment contents

Boxes: 1  
SKUs: 1  
Units: 10  
Weight: 20 lb

SKUs that need labeling by seller: 1 (10 units)  
SKUs that need prepping by seller: 1 (10 units)

[View contents](#)

# 6-FIGURE SECRETS TO SELLING ON AMAZON

4. Next, you will have the option to accept the shipping charges to Amazon-based Amazon partnered carrier. And then, you will be able to print the FNSKU barcode and shipping labels in the next step.

Estimated carrier charges: \$8.05

Select shipping carrier

UPS (Amazon partnered carrier)\* \$8.05

Non-Amazon partnered carrier Select carrier

\* The Amazon Partnered Carrier program offers discounted shipping rates, the convenience of buying and printing shipping labels when you create shipments, and automated tracking. Note that Amazon does not schedule pickup for small parcel delivery (SPD) shipments.  
[Learn more](#)

**Ready to continue?**  
Before we generate the shipping labels for you, take a moment to review the details and check that all is correct.

Total prep and labeling fees:	\$0.00
Total placement fees:	\$0.00
Total estimated shipping fees:	\$8.05
Total estimated prep, labeling, placement, and shipping fees (other fees may apply): \$8.05	

**Accept charges and confirm shipping**

ⓘ When using an Amazon partnered carrier, you have up to 24 hours to void carrier shipping charges.

Step 3: Print box labels [Learn more](#)

# 6-FIGURE SECRETS TO SELLING ON AMAZON

## 5. Print labels

Step 3: Print box labels [Learn more](#)

Final step: Tracking details [Learn more](#)

Workflow ID: wfad694a19-91ea-478f-bf97-af10fc8de124

Help

Program Policies

English



Download the Amazon Seller mobile app

Follow the prompts until you have completed the shipments. You will now be ready to ship to Amazon using the labels downloaded.

## CHAPTER 9

### **Selling and Managing Sales**

# 6-FIGURE SECRETS TO SELLING ON AMAZON

## Shipping products to Amazon

After shipping a product to Amazon, you only need to wait for a few days for the product to be received and become available to sell.

If you have followed our product-finding strategies, you'll expect to receive your first sale within two weeks, most of the time within a few days. And as Amazon's trust level for your account increases, some of your products will sell even before Amazon receives them.

## What you need to do after the product arrives on Amazon

Actually, nothing much. More often than not, the product will sell without you doing anything.

However, there are some important tasks you may need to do continually, like monitoring the pricing. Check to ensure you are always priced competitively. You should be competitive, but you should do that without going into loss-making price competition.

There is a time to reduce the price to match the lowest or become the lowest to win the buy box and sell, but you also need to increase the price to earn more profits.

Most of the time, you will still sell even if you are not the lowest-priced seller. You may be the highest, but you might be the only FBA seller with inventory in the listing. FBA receives priority buy box. In such a case, you will still sell at a higher price. All you need to do is wait because you will eventually sell.

# 6-FIGURE SECRETS TO SELLING ON AMAZON

Therefore, you must understand that reducing the price to the lowest is not applicable in all cases.

But remember, most of the time, you really don't have to do anything. Because when you did the research, you found a good profitable product. You do not necessarily have to be the lowest, especially if you are FBA. You will still win the buy box even if you are the highest.

Again, sometimes just reducing the price by a few cents does the trick and wins you the buy box.

## **A word of caution: don't engage in price competition to the rock bottom**

You don't have to engage in price competition to the point you run into loss-making. Maintain a profitable price until you sell.

## **Repricer Tool**

There are tools that automatically monitor and adjust the prices of your products to be competitive while remaining profitable. There are many options in the market, but I recommend the **BuyBotPro Repricer** tool.

This will automate and simplifies this process. As you grow by adding more ASINs, it is highly recommended that you subscribe to a Repricer tool. You may as well use it from the beginning of your business, from the very first product you list on Amazon.

# 6-FIGURE SECRETS TO SELLING ON AMAZON

It saves you valuable time and makes your products competitive and profitable.

**There is one fact that is reinforced when you look at this Repricer tool. The first package is for 5000 products. This, therefore, suggests that many successful sellers on Amazon have many products. That is why the first package is up to 5000 products. And that's what we teach in this book.**

**A few tasks you need to check continually are:**

1. Check the price
2. Check inventory levels
3. Check to see the product that is selling faster so you may increase the number of units
4. Check the products that need to be disposed of, the ones you need to reduce the price to a break-even level
5. Check communications from Amazon
6. Check customer messages

These routine tasks are actually boring and even overwhelming, but you really do not have to do anything most of the time. Amazon does not contact you all the time. Customers won't be messaging you all the time. You will have very little to do in the beginning.

As you continue adding more ASINs, getting a VA to do most of these boring routine tasks is important.

# 6-FIGURE SECRETS TO SELLING ON AMAZON

However, despite these boring routine tasks, there will be motivation. When you see sales rolling and money flowing continually, it is very refreshing and boosts your enthusiasm to work harder.

Most of your products will sell very fast within the month, but a few others may remain on Amazon for several weeks or even months. Sometimes you just need to wait for your competition to run out of stock then you can sell at a reasonable price.

But there are a few times you need to make a decision just to break even.

## When to just break-even

If a product remains on Amazon for a long period, then it is time for a break-even situation. Some sellers do this after 60 days, and that is okay. You may do that too. But I suggest 90 days, which should be the longest you allow before you sell it away at a **break-even price**. Use the price calculator in **BuyBotPro** to know your break-even price.

Products that are not selling won't make you lose money. Because we are shipping a few units per product and because you will dispose of them at a break-even price.

*We will send a few units until you have proof that the product will sell. It's just important to send 3 units and a maximum of 5 to test. This ensures that even if it doesn't sell, you have nothing much to lose.*

Sell off what does not sell and move on to find other great products. There are millions of good products.

# 6-FIGURE SECRETS TO SELLING ON AMAZON

Just remember that to achieve the life you have been yearning for, you must keep adding more products.

If you do this consistently, the sky is the limit.

## CHAPTER 10

### Time to Scale the Business

## Scaling

In order to scale, you basically need to find more ASINs and ship them to Amazon.

Increase your products from 30 ASINs to 50, from 50 to 100, and from 100 to 300, then to 500 units and beyond. At 300, you may still manage on your own if you have time. But when you are somewhere between 300-500 ASINs, you will need to hire a VA or some other staff to assist you.

But you don't have to wait until you have 300 ASINs to hire staff. You may need to hire a VA to assist you in doing the repetitive tasks from the beginning. It saves you time and gives you a lifestyle business.

- **Aim for the first \$1,000 in sales, and this may take a few days or weeks**
- **Then aim for \$10,000 per month in sales in the next 60 days**
- **Then aim for \$30,000 per month in sales in the next 4 to 6 months**
- **Then aim for \$50,000 per month in sales in 6 to 8 months**
- **Then aim for \$100,000 per month in sales in the next 8 to 12 months**

Note that in order to scale, you will need staff or VAs. It is very difficult to scale on your own. Some of us will need to employ early at the beginning of the business, while others with more time to spare may need to employ later down the road.

# 6-FIGURE SECRETS TO SELLING ON AMAZON

## Understanding 6-Figures Challenges

You need to understand that running a 6-Figure business is a different ball game altogether. It is not the same as running a \$10K/month business. At this level, you need to understand some business management skills and learn to trust other people to run your business.

Many entrepreneurs struggle with this level because they fear entrusting other people to do what they have been doing on their own. It is very difficult for them to let go. As a result, most of them stagnate in some comfort zone because they can't go past this challenge.

Three lessons you need at this stage:

- **Learn some basic skills in business management**
- **Learn to build and manage a team**
- **Learn to trust other people**

Learn to build and train a team to do what you have always done so you can do more important tasks like planning and even going on a vacation.

A good business should be able to run without you for some weeks. It must not be fully dependent on you. Otherwise, you really don't have a business, but are self-employed.

Learn to scale your business by engaging VAs and staff.

Employ other people to help you do the **repetitive tasks** so you may concentrate on what really matters, managing and planning the business.

# 6-FIGURE SECRETS TO SELLING ON AMAZON

It is not going to be easy at first, but you just have to do it. Some of them will betray you, but you just have to press on. Some will quit, but you just have to keep going and training more people. You will soon master the art of managing a team and will be able to free up your time to do other things.

You will soon be running a great lifestyle business with ease and peace of mind.

**Here are a few tasks you may consider outsourcing right away.**

1. Product Research
2. Product Sourcing
3. Product Listing
4. Product Prepping, hire staff if using your home, or use a prep center
5. Monitoring the seller central and answering customer queries

You will need to train them to do what you have been doing. You may need to share with them some of the training materials.

VAs or employees will be instrumental in you reaching \$100,000 in monthly sales.

Again, I strongly recommend that you use a prep center to help you scale your business. Using a prep center releases your time to do other tasks. Prep work is very tedious and time-consuming. You won't scale much if you choose to do all that on your own.

When you reach a few hundred ASINs, it will be so difficult for you to work alone. The prep center will solve all that for you.

# 6-FIGURE SECRETS TO SELLING ON AMAZON

## TAKE ACTION

Lastly, I want to encourage you to take ACTION today. Don't wait until tomorrow. Find the first product today. You will be greatly rewarded if you take the first step.

➤ Someone said ACTION TNT means ACTION TODAY, NOT TOMORROW!

Take ACTION today, and let's build a 6-Figure Business. You can do it. Others have done it. It's your turn.

Unlimited OPPORTUNITIES are waiting for you to take ACTION today!

To your success.

**Sam Kips**  
**EcomProfitEngine.com**

**Work with my team to accelerate your business**

If you would like my team to help you launch, speed up and run your Amazon business, then let's do a call. We have many

# 6-FIGURE SECRETS TO SELLING ON AMAZON

options for you, including assisted DIY and a complete Done-For-You package. There is room for everyone.

Book a call with us today.

Copy and paste the page link below to apply for a free call session here:

**ecomprofitengine.com/call**

Or follow this link:

<https://ecomprofitengine.com/call/>

## RESOURCES

- BuybotPro - [Access it here](#)
- Keepa - [Access it here](#)
- AMZ Suggestion Expander – [Find google chrome extensions](#)
- Access ASINfetcher – [Find it on Google Chrome](#)

### My recommended prep center:

#### **FULFILLMENT**

1595 Erie St, Kansas City, MO 64116  
Contact person: Stephen Chiffman  
Cell: (720) 224-1603

**END**