



Dominate Amazons Best Seller List - 10 Step Quick Jumpstart Prep

This is a brief outline of the some important steps that you should take to successfully start your Amazon business without too much stress and delay. In this free report you will learn some things that most people do not tell you about when it comes to preparing and setting up your Amazon sellers account and business. The information contained in this document is a summary, and is not all-inclusive of the prep required for specific products types.

With the *“How To Dominate Amazons Best Seller List”* we are concerned with the preparation of your Amazon business and website, and giving you important information that you need before you start your new online business, this is important. So I’m going to tell you in a nutshell, some of the most important steps which you have to take to get your business rolling and selling products on Amazon.com. The *“How To Dominate Amazons Best Seller List”* is about marketing and selling your own products through private labelling. Before you even attempt to register a sellers account to sell “Private Label” products on Amazon you need to have your own **product** and **website** set up first to get Amazons approval, these are some of the things that you have to do:

Step-1 Choose Your Product

Knowing what you want to sell is very important, try to choose products that sell well but are light in weight (this will help to keep your shipping costs down). I would suggest very strongly to check out how different products sell on Amazon before you make a decision to sell that same product yourself. To do this just go to Amazon and make a search for your product, let’s say that you want to sell “sleep masks”. In the Amazon search type in your keyword and you will get a list of companies selling sleep masks, the top sellers will be at the top of the list, check out

the top sellers to determine if you want to sell this product, and if you do I would suggest that you check everything out about the product in question to determine if you can sell it or not. Check the description, check how many reviews it has(should be less than 1000) and the images. If you decide to sell this product, the next step is to contact a supplier. Just remember, when you are selling your own product you don't have to compete for the buyers box.

Setp-2 Finding a Supplier

Finding suppliers and manufacturers can be a daunting task. You can use American suppliers to get wholesale products or use a foreign company to supply you with whatever it is that you want to sell. I know from experience that American suppliers and manufacturers are generally more expensive than companies in, lets say China. The object of the game is to purchase your products as cheap as possible and resell them at the highest price possible.

To find suppliers just make a Google search for "wholesale manufacturers and suppliers" and you will get a list of companies domestic and foreign offering you their services. A great place to start would be at <http://www.alibaba.com> here you can find American and foreign companies world wide offering products at wholesale prices. In order to use Alibaba's services you will have to register. Just register as a company or individual and get a FREE account.

Step-3 Contact Supplier

After registering with Alibaba.com go to their website and make a search for "sleep masks", you will get many companies offering very low prices for sleep masks. After you find the mask that you would like to sell you can contact the supplier directly from the Alibaba.com website. Once you contact the supplier they will definitely respond, not only that, Alibaba will send you per mail other suggestions for your keyword "sleep mask", they try very hard to help you get what you want.

Even though not all of the companies that are associated with Alibaba are certified, most companies are honest. But here are a couple of ways that you can check to see if you will get scammed or not. Make a Google search for the company that you would like to do business with like this (company's name) "review" read some of the reviews to see what people are saying about this company.

Or go to <http://asafesite.com/> and search the company's web address to see if it is a safe website. At any rate you are always at risk that someone will take your money and not deliver. I usually do TT because with a Telegraphic bank transfer you have a certain grace period where you can get your money back if they don't deliver. Once you have chosen the company that you want to do business with, send them a note.

Tell them that you are interested in their product and need more information, usually they will respond pretty quick.

Step-4 Private Labelling

In order to private label on Amazon you have to send them images of your product with your logo on it, it can be an image with your logo on the package or on the product itself. Let's say that you are selling in accessories, in order to get approval to sell products in the accessories category, you have to have your own product and send them an image not smaller than 1001px on any one side, I make images of 1500x1400px

There are 2 ways to do this. I personally would start in accessories and try to concentrate on moving small packages. You have companies selling all sorts of wholesale products and accessories in the US, and you have companies selling wholesale products in China, Russia, Czech Republic, and other countries, and they all have one goal in mind and that is to sell their products in the west. That is why you have such cheap prices for very good products. China is a very good source, most companies are very friendly and helpful, and want your business. To get in contact with such companies I would just make a search in Google for (Wholesale Products) or (Private Label) and you will get a number of companies offering private labelling and great offers on wholesale products. Tip-you can always tell a good selling niche product by the number of Google ads.

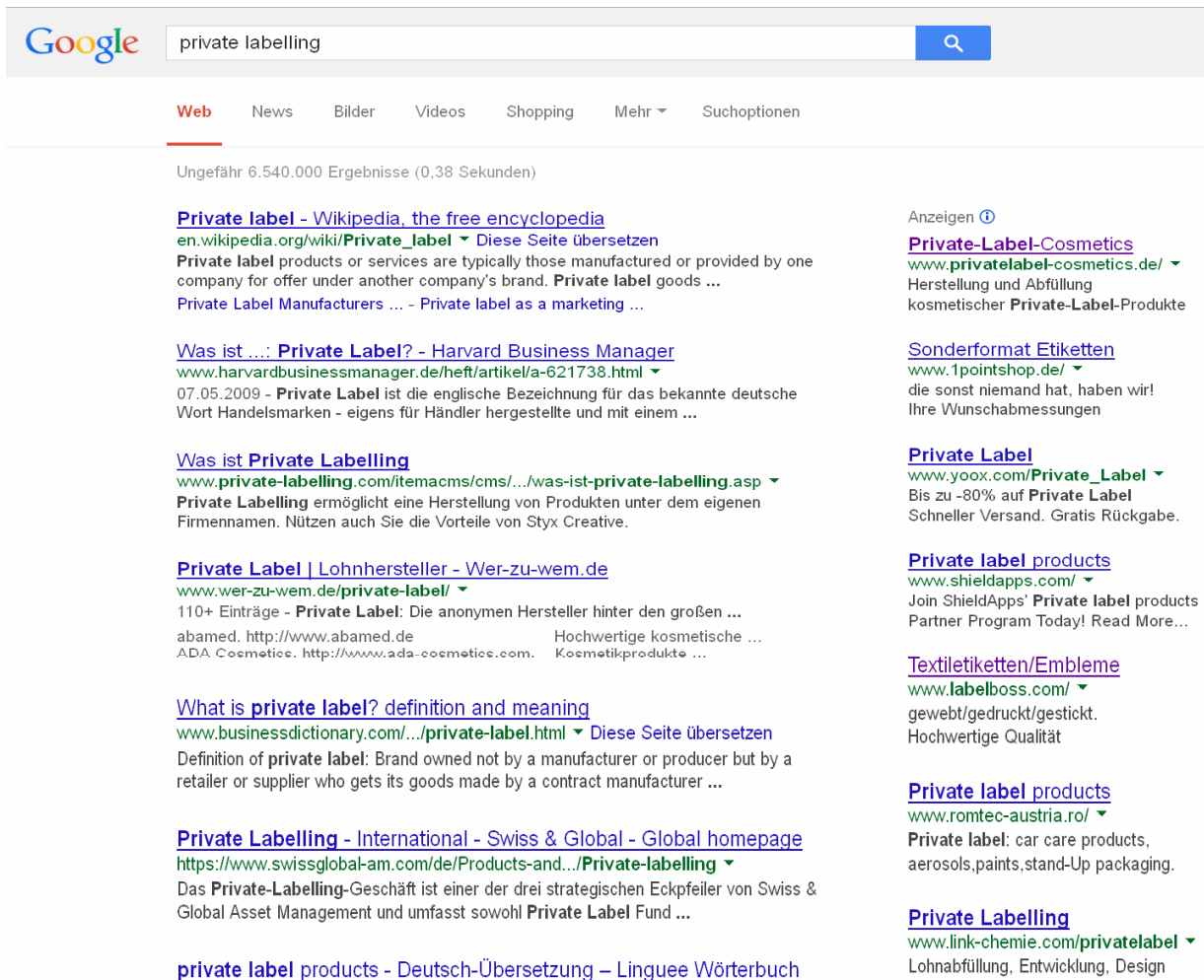
Step-5 Labelling Your Product

There are 2 ways to do this (1) after finding a company, ask them if they will send you a sample, with a sample you can have your logo placed on it to register your product with Amazon. This could be good or bad. For a shipment that weighs .5 kg your shipment costs from China would be around \$35 dollars just for a sample.

On the other hand if you (2) order 100 sleep masks which weights about 2kg it will cost app. \$85, you would save on your freight costs. So which is better, order the sample or order the 100 sleep masks? This you have to decide. At any rate you have to label your product first before sending it to Amazon.

Before ordering your product you should calculate your costs. I would say that if you sell sleep masks for instance to start with the minimum amount which is usually around 50 or 100 pcs. Lets say that each mask cost \$0.80 so that's \$80 dollars for the masks, now to get customers interested in your product you should offer a small bonus with the sleep masks, a great bonus would be ear plugs, so you purchase 100 pairs of ear plugs for \$0.25 each, that's makes \$25 bucks. Usually for that amount of merchandise and because of the weight you will have to pay the freight costs-let's say \$85 (incidentally these are real prices that you can get in China). To tabulate these

costs you come up with \$190 to for your order. Also you have a monthly fee of 39.99 that you have to pay Amazon for your sellers account, so theoretically the most that you would pay to start your business would be app. \$230 and a little stress.



The screenshot shows a Google search for "private labelling". The search bar is at the top with the Google logo on the left and a search button on the right. Below the search bar, there are navigation tabs for "Web", "News", "Bilder", "Videos", "Shopping", "Mehr", and "Suchoptionen". The search results are displayed below, showing approximately 6,540,000 results in 0.38 seconds. The results include:

- Private label - Wikipedia, the free encyclopedia**: en.wikipedia.org/wiki/Private_Label. This page describes private label products as those manufactured or provided by one company for offer under another company's brand.
- Private Label Manufacturers ... - Private label as a marketing ...**
- Was ist ...: Private Label? - Harvard Business Manager**: www.harvardbusinessmanager.de/heft/artikel/a-621738.html. Article from 07.05.2009 defining Private Label as the English term for the German word Handelsmarken.
- Was ist Private Labelling**: www.private-labelling.com/itemacms/cms/.../was-ist-private-labelling.asp. Describes how Private Labelling allows for product manufacturing under one's own brand name.
- Private Label | Lohnhersteller - Wer-zu-wem.de**: www.wer-zu-wem.de/private-label/. Lists 110+ entries for Private Label, mentioning anonymous manufacturers.
- What is private label? definition and meaning**: www.businessdictionary.com/.../private-label.html. Defines private label as a brand owned by a retailer or supplier.
- Private Labelling - International - Swiss & Global - Global homepage**: https://www.swissglobal-am.com/de/Products-and-.../Private-labelling. Discusses the strategic importance of Private Labelling.
- private label products - Deutsch-Übersetzung - Linguee Wörterbuch**
- Private-Label-Cosmetics**: www.private-label-cosmetics.de/. Focuses on the production and filling of cosmetic products.
- Sonderformat Etiketten**: www.1pointshop.de/. Offers custom labels for various products.
- Private Label**: www.yoox.com/Private_Label. Offers up to 80% discount on private label products with fast shipping.
- Private label products**: www.shieldapps.com/. Promotes a partner program for private label products.
- Textiletiketten/Embleme**: www.labelboss.com/. Offers high-quality woven, printed, or embroidered labels.
- Private label products**: www.romtec-austria.ro/. Specializes in car care products, aerosols, and packaging.
- Private Labelling**: www.link-chemie.com/privatlabel. Offers services for label production, development, and design.

Step-6 Purchase Your UPC/EAN Bar Code

If you are 100% sure that you want to private label a certain product, you need to purchase a UPC code for that product. If you are selling your own products you will need a UPC code, these codes are generally issued by GSI and they are pretty expensive, but there are some companies who will sell you certified UPC and EAN codes at a reasonable price. One good place to start would be SpeedyBarcodes.com, they can supply you with codes that are Amazon friendly, and you don't have to look too hard.

Barcode Label

For Amazon you also need an ASIN and a FNSKU number which you will get from Amazon and you can print them out on your computer.

Step-7 Create a SKU

Amazon asks you for your company SKU (stock keeping unit), this you have to create, just follow the example below and create your SKU. You need 2 SKUs one for Amazon and one for your company, I would suggest that your Amazon SKU contains your company prefix and should be shorter than your company SKU. In the SKU you will need the following:

- Product name
- When purchased
- Place of purchase
- Price
- Location Warehouse
- Product type
- Condition
- No. of pieces
- Product description

Your Amazon SKU could look like this:

SPD191040SM

Your company SKU should look like this:

615872999623-SJD19104MR2014CASM080FBANW

615872999346-SPD19104MQ2014CASM080FBANW

UCP-615872999346-company prefix- purchase date- origin product (sleep mask) price \$.80- location (fba) condition NEW

In the end how your SKU look is entirely up to you, but the main thing is to have all of the above mentioned components in your SKU to help better identify and keep track of your products.

Step-8 Register an Amazon Sellers Account

If you will be selling products in the Accessories category you will have to get approval just follow the link to get started and get more information on getting your product approved.

<http://www.amazon.com/gp/help/customer/display.html?nodeId=14113001>. Once the registration process is over you can then submit your product to Amazon to sell on their website.

Uploading Your Product to Amazon

To upload products to Amazon you need a excel spread sheet, which you have to create, you will also need an Advance Shipment Notice/ Invoice which should look similar to the one below to ship with the product to Amazon.

Advance Shipment Notice



RCMG Concept Marketing Group
SoppyJoe Discounts

Am Lindenbaum 20
60433 Frankfurt/M
Germany
Tel. 069-24142665
Web: <http://www.rcmg-3.com>

No: 19104

Date: 22.10.2014

Deliver To:

Name: Amazon FBA Center

Address:

City/State/Zip:

Phone:

Quantity	Product No.	Description	Weight	Pcs Per Package	#Of Packages
1	SJD191040SM	All natural Sleep Mask	2.5kg	100	1
Total Packages					1

X _____
Received By

<http://www.rcmg-3.com>

Step-9 Order Your Product

After you have taken care of all of these things, go to Amazon and register a sellers account. It costs \$39.99 monthly, you will get the first month free to set up your business and if you cancel the contract they will not let you in again. So you have to try and coincide everything at the right time, which means that you will have to have everything in place. If you are ordering products from China for instance, you have to calculate the time that they will need to put your product together and then send it

out. So I would say that if you are sure about the product, order the product first and then register your Amazon account after you receive your merchandise, that way you will not lose the free month that they give you to set up your product.

After you get your product you will have to place your label on it, this is not as bad as it sounds. To get Amazons approval to sell products in accessories you have to have your own label. So you might ask, how do I go about getting a label? For my first product which was made of cotton I went to a website that sold labels made of cloth and I ordered 8 labels using one of their logo designs. After receiving my labels through the mail I placed one on my product by sewing it to the product in a professional way and got the approval. You can also buy labels that you can iron on if your product is made of fabric or glue on, but they have to be placed on the product in a way so they do not fall off. If your product is a good seller, I would invest in getting the company that you are working with to label the products for you, this will save you time and stress. You only have to send Amazon one picture with one labelled product on it to get approval. Make sure that your images are a minimum of 1001px on either side.

Step-10 Ship Your Merchandise

Once you have your sellers account, and have received your merchandise from the supplier, you will have to repack it. Make sure that you remove the original invoice for your records. Please visit the Amazon website for instructions on packing and sending products to Amazon. But some basic things would be, after you get your product you might have to re-pack it, if not remove all labels and barcodes from sender. Place your own UPC or EAN barcode on the package to send to Amazon, you can also send the package without barcode, but you have to contact Amazon to see how to do this. You also have to send Amazon an Advanced Shipment Notice. Please refer to Amazons website for more information on packing and sending shipments to Amazon.com.

Shipping Label

You will have to create your own shipping label because all products that go to Amazon must have a shipping label from the forwarding company, always make sure that you cover or remove original labels from product before shipping to Amazon. You can also print labels from your Amazon account.

I hope that this information is helpful to you and that it will help to speed up the process for you. If you take care of the things mentioned above, you will save yourself lots of time and frustration, and you will be able to get started much quicker than doing it another way. There are still more things that you have to do to complete setting up your product and page, but if you take care of these things first your life with Amazon will be easier...

Choosing Your Niche

I thought that I would give you a bit more information before you take that plunge into selling your own products on Amazon eBay, Online or any other selling portal. When searching for the “Right Niche” and niche products there are some things that you should look for before making your final decision. Here are 12 questions that you should ask yourself before trying to market a product in that Niche.

1. What Is The Potential Market Size?

Choosing a product and niche can be tricky, try to find one that is not too small but with a sufficient market size. Avoid niches that are too small with low keyword search volumes. It is always better to find a niche that is low in competition and high in demand. The Hot Niche Hound, manual which is offered to you free of charge when you purchase the How To Dominate Amazons Best Seller List manual will explain to you in detail how to find those niches with high search volume and low competition. Smaller niches with low search volumes will make it harder to find customers, more expensive to acquire them and the small market size will limit your potential growth substantially. The essential elements of a good niche are:

High Demand

The more people who are actively looking for information pertaining to your niche, the more chance you will have of attracting visitors to your website or offer.

Low supply

The less websites targeting the same topic as you are, the better the chances of ranking high for your keyword.

Profit Potential

There must be money in the chosen market, if not then you will have trouble selling products to them.

2. What is Your Competition?

What does the competitive landscape looks like for your product? Are there no competitors, a few competitors or many competitors?

3. Is it a Trend, Fad, or Growing Market?

Make sure you understand to the best of your ability where your product stands. Does your product or niche fall into fad, trend, stable or growing market? Sometimes choosing evergreen products for a niche is better than other choices that we have.

4. Can Your Product Be Bought Locally?

If your product is readily available locally there is one less reason for people to seek your product out online. Most people who want to buy a saw and hammer simply go to Walmart or their local hardware store.

5. Who Is Your Target Customer?

It is very important to know exactly who your target audience is. You wouldn't want to market men's socks in a niche for women.

6. What Is Your Mark up?

It is very important to check how much money you can make with the product and if you can up scale it. This is important because there are other small fees associated selling your product that will eat away at your margins. Having a strong initial mark up will provide you with the necessary cushion to absorb these variable costs.

7. How Much Can You Sell It For?

When ordering wholesale products and private labelling, you have the advantage to control the price yourself. Order products from China this way you can purchase your own product and make all the money, you can mark a product up purchased in China for \$0.50 and resell it on Amazon for \$12.00.

8. What is Your Product Size & Weight?

Product size and weight can have a big impact on your sales and bottom line. More and more customers expect free shipping these days. If your product is oversized and/or heavy, costly shipping can deter potential buyers. But try to concentrate your efforts on small items that way, your overhead won't be so high. Items weighing up to 2 kilos would be the limit for small items that you want to sell quickly.

9. Is Your Product Durable?

How fragile is your potential product? Fragile products can be an invitation for trouble. Breakable products will cost you more in shipping/packing costs and you are bound to have more customer returns and exchanges. Always keep in mind that even if it's the shippers fault, it's still the customers experience with your brand. You are ultimately responsible for that entire experience.

Is Your Product Seasonal?

Products that are seasonal can suffer from inconsistent sales. Ideally, you want to find a product that is constantly in demand year round.

10. Does Your Product Serve a Passion or Pain?

Products that sell best serve a passion, relieve a pain, or solve a problem. Customer acquisition (marketing) costs tend to be lower as well since customers are actively seeking out a solution as oppose to discovering it.

11. Will There Be Restrictions & Regulations?

Before you dive into a niche or choose a product, make sure there are no regulations or restrictions, or make sure they are at least manageable. Certain chemical products, food

products, and cosmetics can carry restrictions so make sure that you check the IATA regulations for certain item that could be listed as “Dangerous Goods”, so be careful,

12. Is Your Product Scalable?

When most people first start out they don't think about scalability. It's difficult to think about the future when you are still in the launching process but scalability should be thought of and built into the business model right from the start.

This report is brought to you through the courtesy of RCMG Concept Marketing Group at <http://www.rcmg-3.com> .

Get more information here <http://dominateamazonsmarketplace.blogspot.de/>

Check out our intensive 60 day Amazon cash course at <http://www.rcmg-3.com/amazoncourse.html>



Available on Amazon.com, Create Space, bookstores and outlets in America.

<http://www.amazon.com/Dominate-Amazons-Best-Seller-List/dp/1493758330>