



# amazon.com®

Hi there,

There is a good chance you are here because you've tried to make money online before, but haven't had much success. Perhaps you tried to open an eBay store, but you've found the competition is fierce and that there isn't anything cheap to sell. Or maybe you've been burned by MMO and MML offers and programs more times than you can count. Sick of hearing about so-called "loopholes"? Yeah, I understand.

If any of that sounds like you, then you need to keep reading. I am going to reveal a formula for building your own \$10,000 per month business. If you follow this advice, it can literally change your life. And believe me, I'm not going to be copying/pasting a bunch of methods I've bundled from free articles available on the internet. No, this is a *real formula* that I have developed after years of being in the e-commerce space. And if you keep reading, you'll find out how you can get started with practically no risk, and all of this information is <u>free</u>.

One of the things you are going to love about this formula is that it takes real lessons from offline millionaires and billionaires. Do you know what these people did to build their fortune? They have stores where they sell software, physical tools and physical products — useful things that people actually *want* and *need*.

Years ago, it hit me: Why am I endlessly trying to find "loopholes" and workarounds instead of focusing on building a real business? To get real wealth, I knew I needed to be doing something that has been proven — selling things that I know people want. So I opened up multiple online stores, including an Amazon Store.

But it wasn't instant success. You see, at this point, I hadn't figure out my 4-step formula. If I had, I could have created a money-making business within hours. Instead, I had to go through immense research and figure out a bunch of stuff for myself, such as:

- How do I find suppliers willing to sell me items for a low enough price that I can make a profit?
- How do I ensure I don't lose money by buying items, and then not being able to sell them?
- How do I pick the right items to sell (i.e., that are popular, selling regularly and have high profit margins)?
- How do I even get people to buy my items?!

These questions were intimidating, but I didn't let it get me down. Instead, I searched out answers and tested things for myself. I ultimately discovered how to do the following:

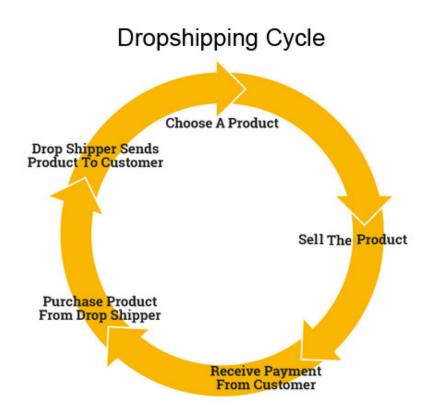
- How to find ridiculously cheap suppliers who sell items with prices so low, you can make a huge profit of them and when I'm talking *huge*, I'm talking 100 percent profit margins. (In fact, I'm going to reveal through a case study a hot-selling item with 109 percent profit margins, where you make \$64.30 per sale *after* costs!)
- How to find ridiculously cheap suppliers who will let you buy each item individually *after* you sell it to the customer, and then ship it directly to them for you. (This is called dropshipping. It means you don't have to buy stock in advance, meaning your business is practically risk-free.)
- How to figure out the right items to sell (that are popular AND have high margins, meaning you have to do very little work each month).
- How to get people to buy my items by picking the *right* items (and *not* the wrong ones).

And I'm not just going to sit here endlessly hyping it, because the formula speaks for itself. So you know what? I'm just going to jump straight into it. Get out a pen and paper, because I'm going to be *spoonfeeding* this formula to you, step-by-step, with nothing left out. Ready to start finding high-margin, popular products you can dropship (practically risk free, no buying of stock required) on Amazon? Great, then let's go!

But first, I'm going to go deeper into what dropshipping is, in case you don't know (if you already know about it, you can skip this).

#### Your Questions About Dropshipping Answered

Still confused about what dropshipping is exactly? Here is an infographic to help you understand if you haven't heard of it before:



The way it works is simple. Find a dropshipper (usually a manufacturer or supplier) who has a list of items they keep in stock. Get the catalog of items available. Pick the best items, then make listings for them on Amazon with new, higher prices (best of all, it is FREE to list; you only pay fees when someone buys an item from you). Once you receive an order, you contact the dropshipper and give them your customer's details. The dropshipper will then send the order to the customer directly.

As you can see, there is practically no investment required. The only thing you need to do is find the *right* items and the *right* suppliers, and that is where my formula comes in.

## The 4 Simple Steps to Building A \$10,000+ Per Month Dropshipping Business

#### Step 1: Set Up an Amazon Online Seller's Account

This is very easy. Just <u>click here</u> to go straight to <u>Sell on Amazon</u>. From there, select "Sell as an Individual" — don't worry; once you start selling more items, you can upgrade your account.



By selecting "Sell as an Individual," you won't have to pay any fees upfront. This is perfect for those of you who have a small starting budget, as you only pay fees once someone has bought the item (and paid you for it). Besides, if you follow my formula, you can make more than \$2,500 per month by finding just 5 items (or fewer) to sell.

Just fill out the forms, and you are ready to list items on Amazon. Adding listings is very straight forward. If you need any further help, I highly recommend you use Amazon's Seller Tools to help get you started: They contain lots of valuable video tutorials that are so easy, even an internet newbie can do it.

# Step 2: Find Cheap Dropshipping Companies (That You Can Trust!)

Now that you have opened a seller account, you now need to upload items to it. This means you need to find cheap dropshippers so you can list the best items from their catalogs on our Amazon store/account. This means finding dropshippers that meet the following criteria:

- Companies that price their items lower than they go for on Amazon.
- Companies that will ship your items fast, so that you don't upset the customer. Keeping the customer happy means you won't have to issue refunds!
- Companies that you can trust.

There are three main ways to find these dropshippers:

- 1. Google
- 2. Word of mouth
- 3. Supplier directories

#### Using Google: Not Recommended

Most people try Google first. Personally, I *don't* recommend doing that for multiple reasons. Firstly, most dropship companies build poorly-optimized websites. They rely on people being referred to them, and they haven't put the effort in to optimize their websites for the search engines. Part of the reason is that to keep their prices low, they minimize their overheads.

You know who *does* put in that work? Companies that prey upon newbies. They optimize their websites and pretend to be charging "low" prices, when their prices are *higher* than Amazon's.

And, unfortunately, a lot of scam companies set up optimized websites that rank highly in the search engines. They say they are reputable, but when you give them your money, they run and don't send out your item! Trust me, you don't want to get burned by this. In short, I *don't* recommend using Google.

#### Using Word of Mouth: <u>Recommended</u>

Do you know someone who is using a dropshipper and making money? Then take a look at that catalog! One thing you want to avoid is dropshipping companies that are either scams or are unreliable for sending items. If you know someone using that

dropshipper without issue, then you can usually do it too. Of course, not many of us have friends with a list of reliable, cheap and honest dropshippers. Which leads me to the next method...

#### Using Supplier Directories: Recommended

A supplier directory is exactly what it sounds like: a list of dropshippers, wholesalers and product suppliers. This is like a cheat sheet that you can use to skip the extensive research. Once I discovered supplier directories, I was able to scale up the number of items I was selling overnight. And, if you pick the right directory, they will have stringent requirements for all suppliers listed to *prove* that they are legitimate and you can trust them.



I use one: <u>SaleHoo</u>, and I highly recommend it.

Moving forward, I'm going to show you how I use SaleHoo to find new dropshippers and items to sell. Again, you don't have to use SaleHoo — this is just how I do it, because it means I can find new items from suppliers I trust within minutes instead of searching for days for one single item (and not knowing whether I can trust the supplier I find).

First, I sign into my subscription. After this, I click "Wholesale Directory" at the top menu. You'll come to a screen like this:

Wholesale Directory Market R	esearch Lab SaleHoo Stores Se	Iler Training Center Community Forum	eCommerce Blog Logout
SALE <i>HOO</i>		Mashboard Settings Help R	tecently Viewed   My Searches   My Suppliers (1)
Home > Wholesale Directory			
All Categories		Search	in all categories - Q
Antiques & Collectables	Baby Gear	Books & Magazines	Business & Industrial
Cameras & Photo	Cell Phones & PDAs	Clothing & Fashion	Computers & Software
Consumer Electronics	DVDs & Movies	Food & Beverages	Health & Beauty
Home & Garden	Jewelry & Watches	Shoes & Fashion	Sporting Goods & Entertainment
Toys & Games	Travel & Outdoors	Video Gaming	

You will see this search bar on the right hand side of the screen:

Search	in all categories 👻	Q

Click on the blue button and *do not* type anything into the search bar.

SaleHoo will list *all* of its suppliers for you randomly. The results will look something like this:

Search Results		Sea	rch in all categories - Q
Antiques & Collectables (746)	Baby Gear (251)	Books & Magazines (83)	Business & Industrial (393)
Cameras & Photo (103)	Cell Phones & PDAs (123)	Clothing & Fashion (448)	Computers & Software (162)
Consumer Electronics (370)	DVDs & Movies (92)	Food & Beverages (35)	Health & Beauty (587)
Home & Garden (482)	Jewelry & Watches (430)	Shoes & Fashion (441)	Sporting Goods & Entertainment (250)
Toys & Games (318)	Travel & Outdoors (135)	Video Gaming (63)	
VIEW BY: Mostrelevant Newest OI	dest Contains notes Bookmarked more options <del>▼</del>		L SAVE THIS SEARCH
Company	About company	Example products	Notes & bookmarks
🚥 BigBuy	BigBuy is one of the leading European wholesalers and dropshippers. The company is located in Spain but can all Europe and Northe		*
Pet Bliss	Pet Bliss is a family-run business and the top pet suppl shop in Ireland. They accept major credit and debit card PayPal as forms		÷ 🕴 🔋

You will then need to filter the directory to only show dropshippers. Click "more options." Click "All" next to "Supplier type." From here, select "Dropshippers." I have numbered this process for you in the screenshot below:

VIEW BY:	Most relevant	Newest	Oldest	Contains	notes	Bookmarked	more options	<u>1</u> .				<b>≛</b> S	۶A۱
	Region: All	Minimum or	der: Doesn	't matter	Interna	tional shipping: [	Doesn't matter	Sales Tax ID: Doe	sn't matter	Rating above: Doe	sn't matter	Supplier type: All	2.
Compan	у		Abo	out compa	any				Dropshippe mple.produc	rs <u>Wholesalers</u> ets	Liquidators	<u>Manufacturers</u>	I

Now SaleHoo will now filter the results to only show you dropshippers - there are lots of other ways to filter the results too.

One way you can filter the results is by region, I recommend that you filter the results based on the region you will be selling in. Because I am selling in the USA, I further filtered the results to only show USA suppliers because this way shipping would be cheap. To do this, click "All" next to "Region," and then select your country.

One of the results I quickly came across was <u>Patio Furniture Wholesale</u>:

Patio Furnitui	re Wholesale		Search
http://www.patiowholesale.com patioinfo@patiowholesale.com	Trusted	15 Years Online	2 SaleHoo Reviews
+1 8775272846			
United States			
8018 E Santa Ana Canyon Road, Suite 100-118 Anaheim California United States			
Sends Internationally: No	Products		
Shipping: FedEx, UPS	Patio Wicker Sets, Patio Bistro Set Patio Bar Sets, Patio Chaises, Pati		• · · ·
Minimum Order: No Minimum Order	Garden Decor, Garden Bird Baths, Fountains, Table Top Fountains		
Seller type: Dropshippers, Wholesalers	Brands		
	Brands Descriptions		
		Wholesale has been manufactur	ing high quality powder coated cas

I liked them because they were reviewed very highly, had been around a long time, and had a lot of different types of merchandise to choose from. They sell quality products and they ship fast. They also offered free shipping. This is great, because it means that you can charge for shipping when you sell your item, but not have to pay it, letting you earn extra money (a pro tip to remember!):



As you can already see, the website isn't well designed for search engines. If you were trying to find this yourself on Google, you would likely never have discovered it.

And again, this is just *one* dropshipper. There are literally thousands to choose from in SaleHoo's directory. So do this to find a few suppliers — you'll need them for step 3.

#### Step 3: Go Through the Catalog of Items for Each Dropshipper, Then Sell the Best Items on Amazon

Take one of the dropshippers you've chosen, and then go through the catalog. Many suppliers will let you view them without signing up for an account. In step 2, I discovered a new dropshipper I hadn't used before: Patio Wholesale. I went through the catalog and browsed the items available with a specific purpose in mind. I was looking for items that:

- 1. Were priced over \$30.
- 2. Were priced significantly lower (\$20+) than their counterparts on Amazon.
- Were selling well on Amazon at least once a month, ideally more. For this, we usually need to find items where non-branded products are dominating the Amazon listings.

The reason I look for items priced \$30 or more is because I like to make at least \$20 per sale. Otherwise, I don't consider it worth my time. If you spend your time focusing on small-profit items, you won't make much money. This is what I found in Patio Furniture's catalogue:

1) Items That Cost at Least \$30

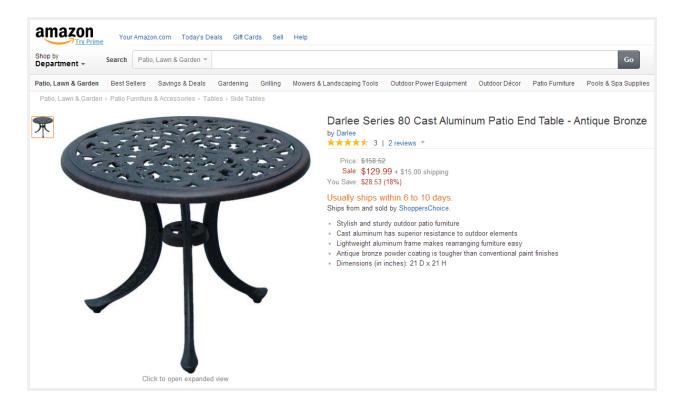
So I went through Patio Wholesale's catalog, and found a *lot* of items that met this criteria. One example of this is the round Antique-Style Cast Aluminum End Table. Wholesale Patio was selling this product for \$59 with **free shipping**:

END TABLE #001 - ROMANCE	
Quantity in Basket: <i>none</i> Code: ET001 Price: \$59.00 Shipping Weight: 30.00 pounds	
COLOR: ANTIQUE VERDE V	
Quantity: 1 Add To Basket	
Related Item(s)	
Code Name	Image
ET009 END TABLE #009 - ROMANCE TALL	

I was pretty sure I had stumbled upon a winner here, as this looked very cheap. So I decided to compare it to its lowest-price counterpart on Amazon.

#### 2) Comparing the Catalog Price to the Amazon Price

I went to Amazon and searched for the lowest-price counterpart on Amazon. Here is what I discovered:



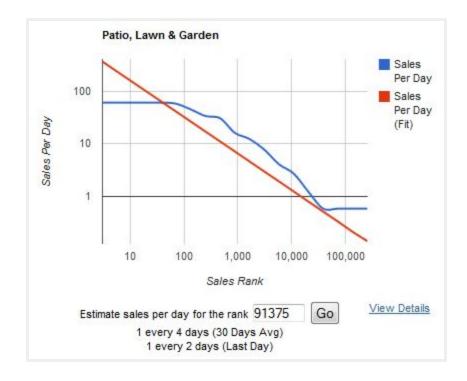
Perfect! As you can see, on Amazon this is selling for \$129.99 (plus \$15 for shipping). In actuality, Patio Wholesale's table is even *better* because it is bigger than this one.

#### 3) A Popular Product with High Buyer Demand

What is the point in finding an item like this if it doesn't sell very well? Luckily, it is very easy to check. When you find an item like this, grab the Amazon Best Sellers Rank number:



In this case, at the time of writing this guide, the table had a #91,357 ranking in Patio, Lawn & Garden. Doesn't sound like much, right? That can't be selling much, can it? Wrong. On average, someone buys this item once every four days. The way I figured that out was I took the Amazon Best Sellers Rank and put it into <u>FBA Toolkit</u>, which estimates the average sales:



That equates to 7 or 8 sold each month (which is \$1,014.93 to \$1,159.92 in sales!). Awesome — that is a lot of money you can make each month. But *how* much is it really, afters fees and purchasing the tables? Take a look for yourself:

Category: Home & Garden (inc    Shippin	ng Method: Domestic Standard 🔻
Item Price:	\$ 129.99
Cost to Acquire:	\$ 59
Shipping Weight (Ibs.) :	15
Amazon Commission:	\$ <b>1</b> 9.50
Closing Fee:	\$ 1.20
Per-transaction fee:	\$ 0.99
Total Amazon Fees:	\$ 21.69
Actual Shipping Cost:	\$ 0
Amazon Shipping Credit:	\$ <mark>1</mark> 5
Total Profit:	\$ 64.30

Amazing - after fees and purchasing the product, you are left with \$64.30. That equates to \$450.10 to \$514.40 each month in *pure* profit. So you can sell a \$59 item on Amazon for \$129.99 + \$15 for shipping, which after expenses, leaves you with a **109 percent profit margin**.

Using <u>SaleHoo</u>, Amazon & FBA Toolkit I was able to identify this \$450 p/m product within minutes.

Surprised by this opportunity? You shouldn't be. This product sells so well because non-branded (generic) items dominate the Amazon listings. Don't be fooled by the name of the item, "Darlee." A quick Google search reveals that this brand is not well-known, and that this is a generic item. It isn't selling well because of its name. It is selling because people need these side tables, and they're the cheapest of their kind. That means our non-branded, "generic" side table can sell just as well too — especially because it is of higher quality.

#### Step 4: List the Item, Make Sales and Make Money!

Now the real fun begins: It's time to turn your research into sweet, sweet cash. Once you've identified your item, like I have in this case study, it's time to list it on Amazon. To do that, sign into your Amazon Seller Account. Actually creating a listing is VERY simple. It doesn't matter if you aren't very "techy," as Amazon has made the process easy. For a step-by-step tutorial on how to create a listing, sign into your account and then watch Amazon's instructional video.

At this point, I can imagine you have a couple of questions:

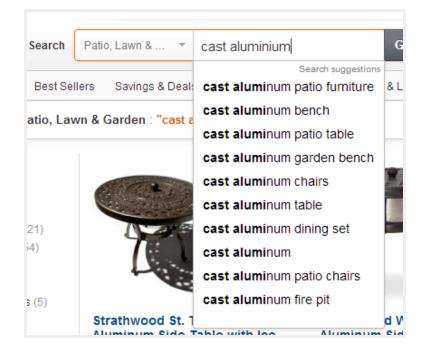
- OK, but aren't there lots of this item on Amazon how do people find mine?
- Wait why would people buy from me instead of an established seller?

The answer to these questions is simple: Create your listing in the *right* way, and you'll outsell your competitors! Most Amazon sellers don't take advantage of a listing's sales potential. This gives you the perfect opportunity to swoop in and take those sales.

#### 1) Pick the Right Keywords for Your Listing

The way that most people find items to purchase on Amazon is they go to the search bar and type in what they want, just like with Google. And, just like Google, some phrases are more commonly searched for than others. These phrases are called "keywords." What you want to do is make sure your listing is relevant and optimized for these keywords.

A simple trick to figuring out what is to go to the search bar and start typing in your product name. A list of relevant, popular searches will pop down like this:



From this here, I can already see that there are several keywords that are relevant to my item:

- Cast aluminum patio furniture
- Cast aluminum patio table
- Cast aluminum table

Try different searches and note down the relevant keywords: this is going to be important for the next step.

#### 2) Write a Descriptive, Enticing Product Title

With your keywords in hand, it is time to create your item listing – and one of the first things you'll need to do is create a product title. Your product title can be up to 250 characters, which is *huge* (by comparison, most web headlines are only about 70-75 characters). You don't have to use all the characters, but the more characters you use the more searches your listing will be relevant for. Here is how it should look:

Main keyword - other keywords - benefit/feature - guarantee

The main keyword is the keyword that best describes the item. So in this case, I'd write:

#### "Cast Aluminum End Table"

For the "keywords" section, you don't need to repeat the words you've already used. So in this case, I wouldn't be reusing the words "cast," "aluminum" or "end." I will be reusing the word "table" because it helped me make this section make grammatical sense. Don't just write a bunch of words; make sure that your listing reads well and sounds exciting. So for this section, I would probably write:

#### "Small Classic Antique White Patio Side Table, Perfect for Your Garden"

Next, we need a benefit/feature to help "sell" the item. The way to do this, is to think about *why* the buyer is looking for your item. In this case, they want an end table for their garden. There are cheaper options than cast aluminum, but they chose this one because it is high quality. So I used this as my benefit:

#### "Strong, Sturdy, Lightweight & Doesn't Rust, Great for All Weather Conditions"

At the end, it is good to put a guarantee to help set your listing immediately apart and draw the user to you. Most suppliers on SaleHoo offer a warranty. Patio Wholesale has a three-year warranty, so I included it:

*"Huge 3-Year Warranty Guarantee"* 

This is what it looks like put together:

*"Cast Aluminum End Table - Small Classic Antique White Patio Side Table, Perfect for Your Garden - Strong, Sturdy, Lightweight & Doesn't Rust, Great for All Weather Conditions - Huge 3-Year Warranty Guarantee"* 

This is 208 characters. I could pad it even more, but I'm sure you get the point.

3) Create a Descriptive, Exciting Description that Converts Readers into Buyers

Your item description is very important, because not only does it sell people on why they should buy your item; it also catches the Amazon search engines just like your title description does. Just like with your table, be sure to use your keywords through out.

As an extra bonus to you, I'm including a file which contains an html product description formula. You don't have to use this — you can use Amazon's editor to create your description — but it is there if you'd like it. It looks like this:

#### Headline

#### Sub-Headline

- Address a common concern (e.g., "So easy to put together, anyone can do it" addresses the common concern people have of the tables being hard to assemble)
- Address a common concern
- Address a common concern

#### Main Benefit/Feature

Explain this main benefit/feature

#### Benefit/Feature/Bonus Gift/Differentiator

- Benefit/feature/bonus gift/differentiator (in this case, this table is taller than most others on Amazon, so I'd say "Conveniently taller than most other end tables 26" high")
- Benefit/feature/bonus gift/differentiator

• Benefit/feature/bonus gift/differentiator

#### Guarantee

#### **Call to Action**

Your description can be up to 2,000 words. To maximize your sales, I recommend turning it into a mini-sales page.

**BONUS:** If you <u>purchase SaleHoo today</u>, email salehoobonusgo@gmail.com with your full name in the title. I have it set up to automatically confirm your order with SaleHoo. I will then send you a bonus ebook worth \$19, "77 Tips to Writing Winning Sales Copy that SELLS." After reading this ebook, you'll be ready to write killer product listings that make you \$10k each month.

#### 4) Have Big, Clear Images, and Use as Many as You Can

And finally, be sure to have big, clear images for your listing. A good way to get these is to contact the dropshipper directly and request them. These companies don't usually post high-resolution pictures for their listings, so you need to ask them directly. Remember, the dropshippers *want* you to succeed.

#### 5) When You Get a Sale, Order it From the Dropshipper ASAP

And finally: when you get your sale, be sure to immediately order the item for your customer ASAP. That is literally all you have to do: get the sale, contact the dropshipper, pay for the item and have it delivered to the address your customer gave Amazon. Simple! You get to bank the difference. This literally takes less than 5 minutes to do. If you had set up a listing for this end table, you could be making 7-8 sales a month, earning you \$450 to \$515+ in profit, all for less than an hour of work each month.

If you follow these tips, then you'll have a high-converting product page that Amazon's search engine will boost up in the rankings, and that will steal buyers' attention away from your competitors.

#### Template for Success: Follow These Steps to Set Up Your Own \$10K Dropshipping Business Within Hours

In this ebook, I've given away my formula for building a highly successful dropshipping business for absolutely free. I've gone through everything step by step. BUT — and this is a huge but — the only way that you will actually have any success is if you actually follow the instructions I have laid out for you.

And here is the thing: You can literally do this within a couple of hours. Yes, within a couple of hours, you can find your own item like my patio end table. Find that, put up a great listing, and you can be earning \$450 to \$515+ a month *per item*, with almost no investment and risk.

The only thing stopping you from doing that is you not taking action. To help you, I've created a template for success, a cheat sheet if you will. Tick off each task after you have done it to have your own:

<u>Create</u> an Amazon Seller account (absolutely free)

<u>Purchase your SaleHoo Membership</u> (60-day money-back guarantee, lets you immediately start looking for great dropshippers like Patio Wholesale). This is the *only* investment you need to make, and just one sale can make it back.

Use SaleHoo's filters to identify top-rated dropshippers, and select one of them.

Go through the catalogs, and find an item that you can make at least a \$20 profit on after all fees. Look for an item that sells at least one unit per month on average.

Call (or if you can't call, email them, but calling during business hours ensures a fast response) the dropshipper using the phone number in the SaleHoo listing. Confirm that the item is in stock, and confirm that you can dropship the item.

Create a listing for the item on Amazon using the tips I've outlined in this ebook.

**BONUS:** If you <u>purchase SaleHoo today</u>, email salehoobonusgo@gmail.com with your full name in the title. I have it set up to automatically confirm your order with SaleHoo. I will then send you a bonus ebook worth \$19, "77 Tips to Writing Winning Sales Copy that SELLS." After reading this ebook, you'll be ready to write killer product listings that make you \$10k each month.

How to Use this Formula to Earn \$10,000+ Each Month

Want to earn \$10,000+ per month? Then simply scale up. Don't just find one item – find another 20. If you found another 20 items like this end table, after expenses you would be earning **\$10,127.25** each month.

**Now** is the time to stop chasing after loopholes, pyramid schemes and false claims and dreams. The real millionaires and billionaires make their fortunes by selling proven items that they know that customers want. Start your own online store practically risk free with dropshipping today and <u>change your life</u>. When you follow my step-by-step instructions here and start making your first sales, you won't regret it:

### **Get SaleHoo Now**