



Starting an **amazon** FBA Business in 2020

# The **amazon** Opportunity

NUMBER OF AMAZON PRIME MEMBERS WORLDWIDE  
IN 2019

150m

NUMBER OF AMAZON PRIME MEMBERS IN THE  
UNITED STATES IN 2019

112m

AVERAGE ANNUAL AMOUNT SPENT BY AMAZON  
PRIME MEMBERS IN THE UNITED STATES IN Q1 2019

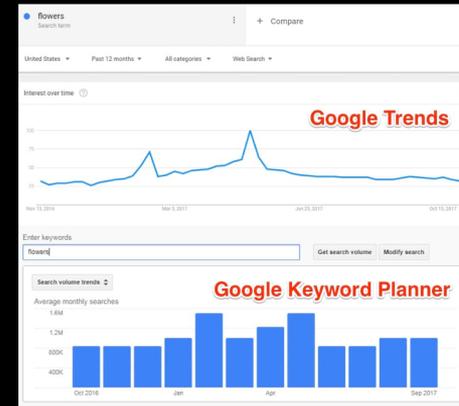
1,400 USD

# Starts with having an **amazon** seller central account

1. Need bank account, reseller's permit, etc.
2. Individual vs. Professional selling account (cost of each, pros and cons.)

# amazon Product Research

1. Google Trends
2. Google Keyword Planner
3. Amazon autocomplete
4. Your own intuition



The screenshot shows the Amazon search interface. The search bar contains 'matte cream p'. Below the search bar, a list of suggestions is displayed:

- matte cream **paste**
  - in Beauty & Personal Care
  - in Health, Household & Baby Care
- matte cream **pomade**
- matte cream **paint**
- matte cream **plate**
- matte cream **permanent vinyl**
- matte cream **paper**
- matte cream **pitcher**

# amazon Ungating

1. Some categories require you to become “ungated” (personal care, certain consumables, baby products)
2. Means you’ve proven yourself worthy to Amazon to sell in that category
3. Is a pain in the ass, but once you’re clear it will serve as a barrier to entry for competitors



# amazon Listing Creation

1. Set the available for sale date in the future (IMPORTANT!)
2. Title (stuffed with keywords while also being readable by humans)
  1. Ongoing balance between keyword optimization and human understanding
    1. Want both
3. Bullets
  1. Fill these with good info for your customers
  2. Bullets 1-3 get the most reading as they're above the accordion
4. Description
  1. Type a longer form description of the product to add additional information customers may want
    1. Goal is to replace this section with A+ Content / Enhanced Brand Content when you can (more on that later)

amazon seller central CATALOG INVENTORY ORDERS ADVERTISING STOREFRONT REPORTS PERFORMANCE

## Add a Product

Selling application status

Show tour

### List a new product

Search Amazon's catalog first

Search: iphone case

If it is not in Amazon's catalog: **Create a new product listing**

#### Narrow your results

1 to 10 of 5188599 Results

Category: Otterbox Defender Apple iPhone 7 Plus Case - Tree Camouflage Hunter Sunset Apple iPhone 7 Plus OtterBox Case  
UPC: 650003246464  
EAN: 0650003246464  
Sales Rank: 29900  
1 New & Used Offer  
See all product details

All Categories: Apparel (36715847), Appliances (291), Arts, Crafts & Sewing (3664), Automotive (4800), Baby Products (1094), Beauty (6632), Books (28), Camera & Photo (2469), Cell Phones & Accessories (3850921), Collectibles (122)

Listing Limitations apply

New, Refurbished, Used conditions

Collectible condition You are not approved to list this product and we are not accepting applications at this time.

Sell yours

- AMAZING MATTE/DRY FINISH - Challenger Matte has a natural/matte finish that is very popular today. NO SHINE. It works well on short, medium, and some longer hair styles, and has the professional and high quality matte look that will have you looking good at every type of occasion.
- ALL-DAY HOLD - With a quality MEDIUM-FIRM HOLD, Challenger Matte is up to the task of holding shape. Apply to damp or towel dry hair. No flakes like a pomade, no clumping like a clay.
- SMELLS FAVORITIC - Challenger Matte has a clean, subtle scent that you'll like, but never notice on your hair. Your hair styling cream should smell good and not have a lingering scent that stays with you throughout the day. That's what this product does.
- EASY TO RINSE OUT - Challenger Matte washes out easily because it's water soluble. Sometimes you won't even need to use shampoo, which is good for saving money as well as the natural oils that build up on your hair. Easy on, strong all-day-hold, then easy rinse out.
- TRAVEL FRIENDLY - We made Challenger to go everywhere you go, so you can look good even when you're sporting at travel sites. Challenger Matte fits in your carry on luggage, backpacks, and other small bags to provide quality matte styling product when you're on the go!

# amazon Listing Creation

## 5. Images – Fill all the image slots (5-7)

### High quality product mockup or rendering

Have used a company called Upgraded Images in the past - they're in Pasadena and do good work for photos on white background

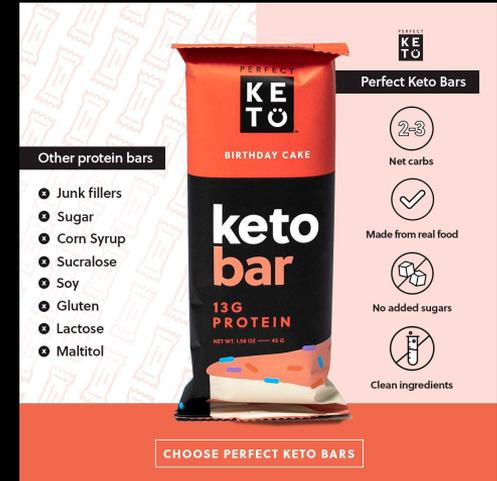
### Lifestyle images

- Want to showcase the product in use
- Photographers can be found on upwork, fiverr, and IG
  - Suggest hiring them for a test project of 1-2 photos to start
  - Expect to pay \$50-\$250 per photo

### Infographics

These are great to get text info digested by image viewers  
Highlight key benefits, and present them how they'll affect the customer

Instead of “Formulated with exfoliating beads” maybe say  
“Exfoliating beads remove dirt to keep skin smooth”



# amazon Listing Creation

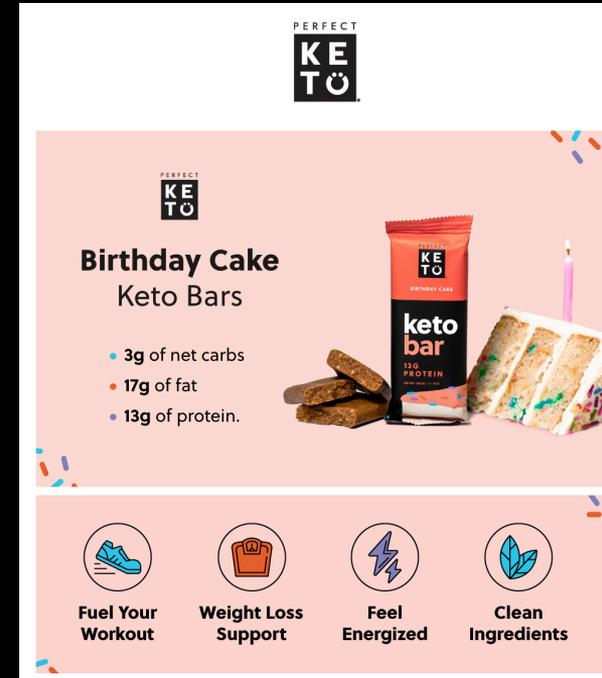
## 6. Backend Keywords

1. Stuff the first 250 characters on the backend with other names for the same product, competitors names (this part is not public facing), and any other relevant terms
2. Fill in the rest of the use info you can

## 7. If selling FBA, convert the product from FBM to FBA early on to make sure no gated like Hazmat or anything pop up

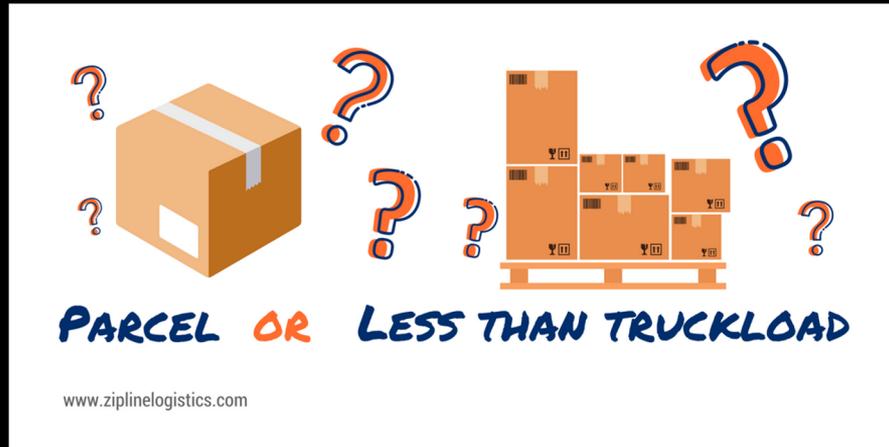
## 8. A+ / Enhanced Brand Content

1. This content can be added to product listing pages and take the place of the product description
2. Keep the text in the product description after you have A+ / EBC live so you can benefit from any keyword indexing



# amazon Sending In Inventory

1. Amazon has started limited inventory to protect space in fulfillment centers
2. Might have to break up the first shipment into several smaller ones
3. Have seen inventory caps lifted or increased once a product starts selling
4. Small Parcel vs. LTL



# amazon Launch

1. Once the product has been delivered AND received by Amazon
2. Change the available for sale date to the date you're able to sell
3. On launch day
  1. Enroll the product in the early reviewer program
  2. If your account has it, enroll the product in the Vine review program



# amazon Launch

4. Ask friends and family to place an order
  1. The best orders are the ones where they search for the term you're looking to rank for and then scroll until finding your product (it might be on page 10 or further back on day 1)
  2. Amazon tracks the keywords that lead to conversion, and will move your product up in the rankings for that term with sales
5. Reviews
  1. Wait until 2 or more days after the friendly has received their product to have them leave a reviews
  2. If they can include a photo in their review, please ask them to (they're a big legitimizer for reviews)
  3. Be careful with friendly reviews
    1. We don't know all the mechanisms Amazon has to connect people and find out about review manipulation
      1. Facebook
      2. Same address items have been shipped to
      3. Family members



# amazon Advertising

## 1. On Launch Day

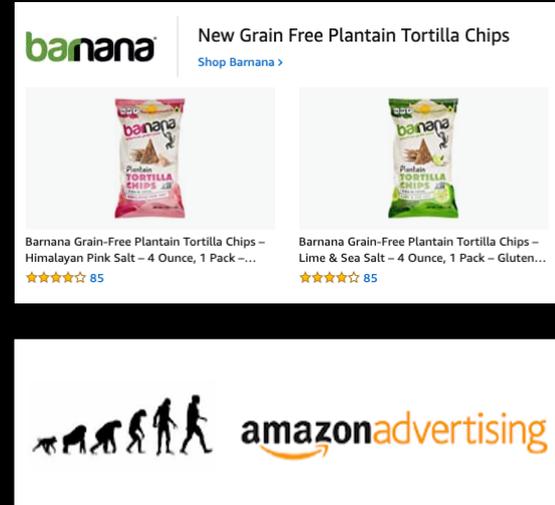
1. Amazon - set up an Automatic Campaign
  1. This is super critical for gathering data
  2. Amazon will serve your product to all kinds of searches, and will gradually refine it's targeting

## 2. After 2 weeks of running auto-campaigns

1. Pull the search term report to see which terms converted
2. Build manual campaigns that target terms that lead to sales
3. Build manual campaigns for any terms or keywords you want to go after
4. Negative out terms that lead to false clicks (so the add doesn't show for that term anymore)

## 3. Consider coupons for your product

1. \$.60 per redemption plus the cost of the discount (min. \$1)
2. This will help with click thru on the search results page as the green coupons help catch people's eyes.



# amazon Ongoing

1. Keep your product in stock
  1. Keep mindful of shipping and receiving delays at Amazon (especially in Q4)
2. Answer any questions asked by customers
  1. Think of these as opportunities to market your products
3. Request for reviews
  1. Amazon now has a feature to be able to click and request a review from customers on the Manage Orders section
  2. Consider a paid service like Feedback Genius to send automated emails to request a review
    1. Allowed one per customer to customers who haven't opted out of receiving them
    2. Suggest 3-4 days after the product has been delivered
4. Enjoy capturing business and customers from among the 100,000,000 + Amazon Prime members

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