

Unleashing Big Profits through the **AMAZON MARKETPLACE**



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Amazon Marketplace

Creating and managing a business selling through the Amazon Marketplace is an excellent opportunity for smart entrepreneurs. Amazon lets anyone with a business, selling the right type of products, sell their products on the Amazon Marketplace. It doesn't matter if you have a large business or a small business; if you sell a retail product, you can be open and selling on the Amazon Marketplace in no time.

Along with your products, the Amazon Marketplace allows thousands of other businesses to sell their merchandise. Due to the volume of customers looking through the products available on the Amazon Marketplace, a smart business owner can earn significant revenue with a retail business selling in the Marketplace.

Amazon Marketplace Basics

Essentially, the Amazon Marketplace is a place where sellers can list their goods for sale at a fixed price. Sellers can offer new or used items. Sellers can pack and ship items ordered themselves, or they can use Amazon's fulfillment services. Sellers have a choice to set up an individual account, or a professional seller's account which charges a monthly subscription fee.

If you're serious about having a money making business, open a professional seller's account and list at least 40 to 50 items for sale to make it worth the monthly subscription fee. With the pro account, you can list items that Amazon has never sold before, instead of only items they have sold previously. This is a good advantage over the individual account.



Amazon has over 20 categories you can choose from to list your items. Be sure to choose the right category so that people who want to find your items can find them. Read and follow all the rules and regulations so that you are sure that you're compliant with the laws.

Getting Started in the Amazon Marketplace

It's not very hard to get started on selling your retail merchandise in the Amazon Marketplace. You simply need to choose to do it and get started. Making a commitment to either starting a business selling products on the Amazon Marketplace, or choosing to expand your current business by including the Amazon Marketplace, will help you increase your profits in ways you never imagined.

Set up Your Account

Sell on Amazon and reach hundreds of millions of Amazon customers

Businesses of all sizes can list products on Amazon, one of the fastest ways to start selling online

- More than 20 categories to sell in
- Trusted Amazon platform
- No per-item listing fee


"When customers found out they could get free shipping, the lunchboxes began selling like crazy"
Kelly Lester CEO, EasyLunchboxes



1 month
FREE*

Sell as a Professional

You plan to sell more than 40 items a month
Unlimited sales for \$39.99 a month + other selling fees

What can I sell as a professional? 

Sell as an Individual

You plan to sell fewer than 40 items a month
\$0.99 per sale + other selling fees

What can I sell as an individual? 

To [set up your account](#) you'll need to have a few facts together before you start. In reality, you'll need to follow the advice of the rest of this book only setting up your account after you have everything else ready.

You'll need to decide on your brand name that shoppers will see when they are buying from you or looking at your products, plus a legal business name. This means that you must have a real business with a legal business name to get started. In addition, you'll need a good address and phone number for customer service questions and issues.

You also have to include the address from which your products will be shipped if different from the other address. A business bank routing number and account number are also required. If you're in America, it will be beneficial to get an [employee identification number \(EIN\) from the IRS, which you can do right online](#) in minutes. Do not be confused by the name of this number, even if you will have no employees, it's a good idea to have this number.

Have everything decided before you get started, including what type of products you want to sell, your logo, what you'll put in the about section used to describe the seller, shipping information, your return, refund, and privacy policy. These should all be decided before you set up an account.

Finding Salable Goods

The hardest part of becoming an Amazon Marketplace retailer is sourcing salable goods. You will need in-demand products to sell or you won't actually have much of a business. Choosing what is in demand and what is not from the right source that allows for you to make a profit can be tricky.

To choose products, you need to understand your customer. Who is your customer? Aside from liking to shop on the Amazon.com platform, what type of people will buy the types of products you want to sell? Write down your customers' demographics as you decide what products to sell on the Amazon Marketplace to help you choose the right products. Keep those customers in mind as you look for products to sell.



As you choose products, be sure to know the rules of what can and cannot be sold on the Marketplace. Items such as prescription drugs, flammable products, weapons, animals and more all have serious regulatory compliance details. In addition, some products, such as look-a-likes or clones of name brand items may be restricted. [Check the list of restricted items to be sure your items aren't on it.](#) Your items can be new or used, but be sure to list exactly the condition of your products in the description.

Before you even start, find products that are selling very well and then look for those products. A good rule of thumb is to choose products that you can buy low and sell high. You want products that retail in the general range of 20 to 80 dollars and are light to ship. The products that sell well on Amazon are games, discontinued food items, candy, bedding, college text books, books, and electronics. Finding the products is easy if you know where to look.

Dollar Stores

Believe it or not, some areas of the country do not have access to Dollar or 99 cent stores. Finding salable items at your local dollar store can bring you some serious profit if you choose right.

The trick is picking name brand items that people are looking to buy, then pricing them right.



Craigslist

If you already know exactly what you want to sell, and that it's selling well on Amazon, then place "Want to Buy" ads on Craigslist. For instance, iPhones and electronics are very good sellers on the Amazon Marketplace. Know your top price you can pay for the items so that you can still make a profit. You'll be shocked at how many people will call you to get rid of their old items.

Liquidation Sales

If any stores in your area have a liquidation sale, you can get items for pennies on the dollar and then sell them on Amazon. If you want any number of computers, laptops, electronics or even clothing items, you can find them at liquidation sales. You can even purchase name brand items on sale at Walmart and then sell them on Amazon for a profit. Keep your eyes open for good deals. Understand your price points, and what your customers want to buy as you are looking for deals and you can't go wrong.

Closeout Stores

Stores like BigLots, Ross, Marshalls, and Tuesday Morning are all closeout stores. You can find name-brand merchandise that you can buy low and sell for a profit on Amazon. If you live in an area with a lot of warehouse and outlet stores, then you're in luck. Many people don't have these types of stores near them, nor do they have time to shop. You can offer this name brand merchandise in your online store and make a lot of money if you choose the right products.

Bulk Purchasing

You can also sign up and purchase in bulk from wholesalers. You may need a state reseller's license, permit or certificate to purchase in bulk the items that you plan to resell. With the license you won't have to pay sales tax when you buy it, only when you sell it when appropriate. Once you have the right licensure, you can then contact factories directly to purchase the items in bulk. You can also sign up for wholesale memberships in stores that will give you a discount for purchasing items in bulk.

Garage and Yard Sales

There is no reason why you only have to sell brand-new items. You can also sell brand-name items that are lightly used via your Amazon Marketplace store. Go to garage sales on a regular basis, especially in the more affluent neighborhoods, to find and purchase gently used name brand items that you want to sell.

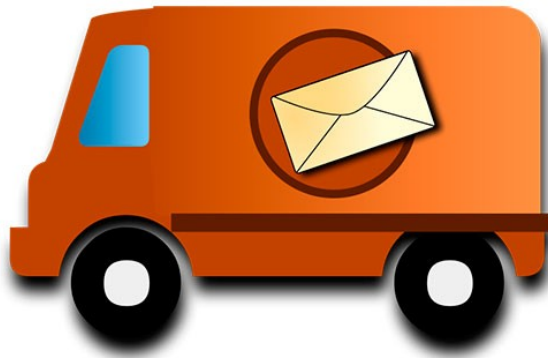
Keep your prices in mind as you buy so that you will be able to earn a good profit. Also keep in mind what sort of



items are allowed to be sold as used in the Amazon Marketplace. For instance, used clothing is not allowed.

Estate Sales

If you look in your local newspaper, people often have estate sales. These sales usually happen due to downsizing, or because someone died. You can get really great bargains for valuable merchandise at estate sales. Typically, you'll pay pennies on the dollar for items which are usually sold by auction at the estate sale. You'll get a chance to walk through and identify the things you want before the auction begins. As you look at the items, determine quickly what you can sell them for, then only bid on the items up to the amount that allows you to make a profit.



Pricing Products

One of the most important aspects of selling items on Amazon is learning how to price your items right. One way is to find out what other sellers are selling their items for on the marketplace and try to stick with those price points or a little lower. When items are generally the same, the consumer is going to pick the lowest price even if it's just a few cents different.

Uploading Products

Think very hard about the product information you want to include as you upload the information. You'll need a product name or title, product description, specifications, an image, and keywords to list the item in the Amazon Marketplace category that is appropriate for your item. Be prepared in advance with the information so that uploading is faster.

Order Fulfillment: Shipping Yourself vs. Amazon Shipping for You

As an Amazon Marketplace seller, you can choose between shipping items yourself or having Amazon.com handle order fulfillment for you. If Amazon handles fulfillment, you send your items to their centers and they pick, pack and ship the items as they are ordered by your customers. They also provide customer service for the products. So, they're providing warehousing, shipping, customer service and more so that you can focus on marketing and growing your business.

What's more, if Amazon handles fulfillment for you, your products become eligible for free super saver shipping, Amazon Prime and other benefits afforded customers. If you plan to do a high volume business, this is the best way to make the most money with the best use of resources that are available to you.

If you do not plan to do a high volume of business, then you might be better off handling fulfillment yourself, but you will then be responsible for collecting shipping fees, returns, and customer service. Plus, you'll need to have a place to store your merchandise which, if you work from home, can be difficult and costly in terms of additional insurance to protect against a loss. It's imperative that you research your options so that you can make the best choice for your type of business. Amazon makes it simple for you to get into business regardless of which way you want to go with fulfillment.

Costs Matter

You are responsible for shipping costs to send the goods to their warehouses at Amazon rates. You'll also be responsible for the seller fee, and a fee to store your item, as well as a pick fee and a weight fee for shipping the item to the customer. These are all considerations you must make as you choose how to handle fulfillment. It also affects how you will price your items, since expenses are an important factor when pricing an item.

Fees are based upon weight, category, and average paying long-term storage fees for items that are in the warehouse. Keep these factors in mind as you choose which way to go. If you choose to take your items back from the fulfillment center, you'll pay another shipping fee at Amazon rates. To make this a viable source of income and business, using Amazon's fulfillment service is a good idea. People who sell light weight items in mass quantities benefit from fulfillment by Amazon (FBA).

By outsourcing fulfillment you'll be in charge of putting inventory back and replenishing your inventory and collecting payment.

Getting Paid

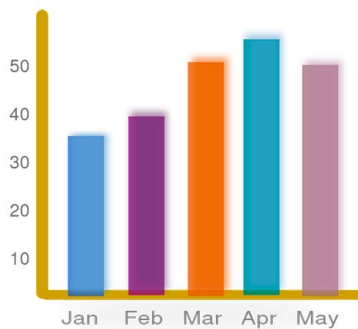
When you set up your Amazon Marketplace account you will provide them with your bank routing number and account number. Typically, as long as your account has at least 1 dollar in it, they will settle up every 14 days, automatically sending you what's in your account minus fees. Fees may include seller fees, shipping fees, picking fees, return fees, and more. Earnings will be deposited via automated clearing house (ACH) which is an electronic transfer to your bank account.

You will get a notification from Amazon that a deposit is pending. From that notice, it usually takes anywhere from 3 to 5 business days for the money to be deposited into your bank account. You can actually get paid more than every 14 days once you have received your first payment. You can manually request funds daily as long as you have a positive balance. Otherwise, you'll get payments every 14 days, automatically.



It's important to fill out all the information for your account correctly and accurately to ensure that payments will be processed in a timely manner. If you ever switch bank accounts, be sure to keep the old account open until you are sure that Amazon has updated the account information once you initiate the change.

Growing Your Profits



As a marketplace seller, it's important to understand how to grow your profits building the type of business you always wanted. If you started out deciding to do fulfillment for yourself and now you're quite busy packing and shipping, consider switching to FBA. If you switch to FBA you will free up time to locate more products to sell to your market.

Expand Marketplace Categories

One way to increase profits is to start incorporating new categories of merchandise. Finding new products in a new category is a risk, but it is one of the ways in which you can grow your business. Try just a few items at first to see how it goes. If it is successful, then move forward with larger bulk purchases of these items.

Outsource and Automate Listings

One of the most time-consuming tasks you'll have as an Amazon Marketplace seller is the physical component of listing items for sale. There is software available to help you list items faster such as the [Inventory Loader](#). But, you can also hire a Virtual Assistant to help with listing items. Many Virtual Assistants will enjoy listing items for you, so that your time can be used elsewhere.

Watch Your Metrics

Keeping track of numbers is an important aspect of running any business, especially a retail business. If you aren't sure what your costs are, and how much profit you're earning on each item, then you're not doing your job. Keep tabs on fees as well as what you pay for an item. Consider how much it costs you to run your business so that you can always price your items correctly and earn a profit.

Growing your profits takes thoughtful consideration of each part of your business. Buying, fulfilling orders, and managing your time all play a factor of making your Amazon Marketplace business a huge success. If you really want to unleash big profits, pay attention to these aspects of your business.

Customer Service 101

Keep in mind that if you use FBA, they will handle your customer service for you. This means that if something is wrong with the item, they will take the item back, refund the money, and properly debit or credit your account for you. But, you will still need to deal with some common issues on Amazon Marketplace.

Customer Reviews

Keep a close watch on customer feedback. The feedback can literally kill your business. You may have to deal with buyer's remorse, or an actual problem with your product mentioned within a customer review. When you read the reviews, ask yourself if the customer has a point, or if they're simply just being nasty for the sake of being nasty. It does happen. You can actually reach out to Amazon and ask for certain negative comments to be removed if:

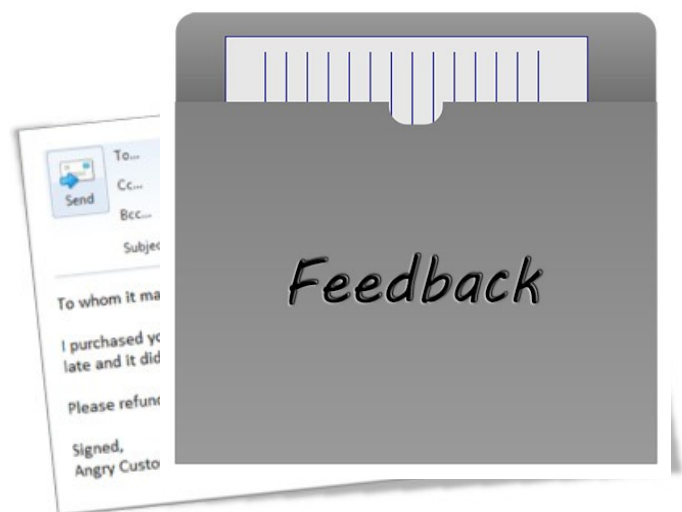
- The feedback includes foul language
- The feedback identifies the seller's personal information
- The feedback was a product review
- The feedback was a complaint about order fulfillment and you use FBA

If you receive feedback within these boundaries, you can request to Amazon to have the feedback removed. Typically, if Amazon agrees with you, the bad review will be removed within 24 to 48 hours. You can contact them only via email support ticket under "seller help" label. [You can find out more information here.](#)

Customer Complaints

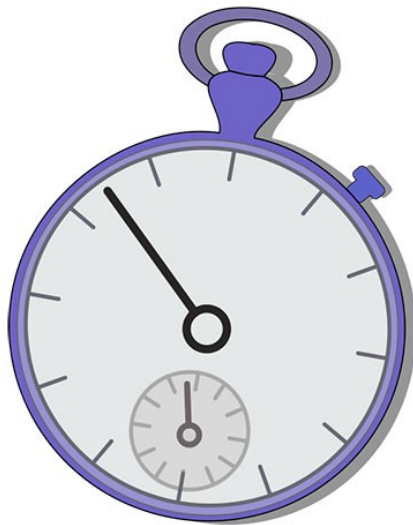
Every business will, on occasion, receive customer complaints. If you aren't using FBA, you'll need to deal with all customer complaints yourself either by literally handling it yourself, or by paying someone else to do so. However you choose to handle customer complaints, it's important that you do so quickly.

How fast you deal with a customer complaint will affect your seller rating dramatically. Therefore, deal with the issue immediately, giving the customer



the benefit of the doubt. While most people do believe that the customer is always right, there are situations where they are not. However, you must weigh how important being right is when you want to keep your seller rating high, and you want to rid yourself of the problem. Sometimes it's best to swallow pride and make things right for the customer.

You can avoid consumer complaints by providing very accurate product descriptions. Many complaints come because the item received did not match the description in the buyer's mind. Try to list any issues on your product description and use the mantra "Under promise and over deliver" - better to call an item "slightly used" than "like new". This way the buyer is thrilled that the item looks like new and he thought he was getting something slightly used. In truth, there is little difference between descriptions, but one sets the buyer up for being surprised with pleasure and one sets them up for disappointment.



Customer service is about building relationships with your buyers. By answering them quickly and dealing with issues right away, you'll create a trusting relationship and former customers are sure to want to buy from you again.

Common Mistakes to Avoid

Like most business models, there have been plenty of people who have gone before you and failed. There are also people who have gone before you, made tons of mistakes and learned from them, eventually becoming huge successes. It's important that you try not to reinvent the wheel. Learn from people who have done it and succeeded at it. There are common mistakes that new Marketplace sellers make. Let's go over a few.

Not Spending Money

How much you invest in your business is proportionate to how much you expect to earn in your business. If you only put up 10 low inventory products, you can't expect to make six or seven figures. If you want to make that much, you need to invest proportionate to your desires. When you buy merchandise, know the retail value. If you want to make six figures, the retail value must be worth six figures.

Not Placing Value on Time

A lot of new business owners do not place any value on their own time. This is understandable because most business owners work for free for a lot of hours before turning a profit. People who don't understand their own value will often forgo the idea of using fulfillment services because they think the fees are too high. But what is your time worth? You only have so many

hours in the day to invest in your business. But, you also likely have a family and a life outside of your business. With strategic outsourcing, you can make the most of your time while increasing your profit potential.

Starting Without a Clear Plan

Every business owner needs to start their business with a plan. Business plans aren't something that only corporations make. A business plan is essential to your success. It will help you determine what type of products you want to sell, how you'll price your items, how many you need to sell to earn the kind of money you want to earn. Without the plan, you're just starting another hobby. With a plan, you're starting a real business with real profit potential.

Pricing Items Incorrectly

If you price items too low, you will lose money. If you price items too high, you will also lose money. The worst offender is pricing products too low. You make a sale, and think you're successful, but once the books are reconciled you realize you're losing money. No one wants that, right? Keep in mind selling fees, per order fees, shipping costs and other costs that affect your profit potential as you price your items.

Describing Items Inaccurately

Amazon Marketplace has a feature that allows you to enter a UPC code of an item, or an ISBN number for books to automatically list an item without having to put in a separate description of each item. You want to use this feature, but check it to be certain it is right. Sometimes data entry errors happen but other times the number has changed and it brings up a different product entirely. This can be a customer service nightmare and play havoc on your seller rating. So pay close attention.

Mismanaging Inventory

If you choose to sell items at more than one marketplace, it's imperative that you keep track of your inventory. If you are only selling through Amazon Marketplace, it will be easier for you to keep track of inventory. A good way to do this, if you sell at more than one marketplace, is to allocate a set number to each outlet, such as 12 items for Amazon Marketplace, 12 for eBay and so forth. That way you won't have to disappoint someone who ordered because you didn't realize you were out of product.

Not Following Amazon Guidelines

Amazon has a lengthy list of guidelines and rules. You need to read them and get to know them like the back of your hand. Not following the rules can have grave consequences for your business. Each category has acceptable terms for listing items. For example, used games must be listed as collector's items, not 'used games' for the listing to be accepted. Read the

guidelines for each category before you even start purchasing items to sell in that category so that you are aware of what is acceptable and not acceptable.

Failing to Connect with Buyer

This is easier to do when you are selling items off your own site or off eBay. The Amazon Marketplace has rules that disallow you from inserting sales flyers and information into packages. But, nothing is stopping you from sending each person who buys from you a separate postcard or letter welcoming them to your store and thanking them for their purchase. Any opportunity you have to interact with your buyers is for the better.

Avoiding mistakes that were already made by others will give your business an edge. Find a mentor, or a coach who has experience creating successful Amazon Marketplace businesses. Practice doing exactly what is needed each day to make your business work.

Putting Everything Together

You can make six or seven figures by selling on the Amazon Marketplace if you plan your business right. You can work for yourself doing something that is completely legitimate, making more profit than you thought possible, all from the comfort of your home, or if you prefer, using an office. Some categories on Amazon will need prior approval to sell, but it will be more than worth it when you are accepted and open for business.

The Amazon Marketplace offers tremendous opportunity to a business owner who is ready to take their sales to a whole new level. They have all the help you could need available through their FBA services. Thousands of people per day are searching for merchandise through the marketplace, giving you an unprecedented chance to reach your market without the massive marketing expense typically necessary to grow a business to this level.

While there is a tremendous amount of information to learn about starting or expanding a current business with the Amazon Marketplace, the resources are out there to help you get started right so that you can work toward unleashing big profits.

