10 Quick-Start Tips For Amazon FBA

Exclusively for YOU!

Written By: Jessica Larrew

Find me at:

You are welcome to give away this report. However, this report may not be altered in any way!

What CAN You Do With This Awesome Report?
Tweet about it.
Blog about it.
Post on Facebook about it.
Add it to a Membership Site.
Include it as a surprise bonus with your own products.
Send it to your list.

© Copyright Jessica Larrew 2014
Intro To Amazon FBA

Why should you sell on Amazon?

Because it’s easy to get started selling mostly new products, right from the stores you already shop at!

You’re probably wondering how you could possibly be making money if you are buying new items from a store, right?

Well, the most important thing to remember is that Time = Money. There are a lot of people who have more money than they have time. And they’re willing to spend a little extra to get what they want or need without having to go out and purchase it for themselves.

But there’s also another reason buyers come to Amazon that’s easy to forget. The fact is - not everyone has access to the same products that you do. And when you offer something they just can’t get locally, they’ll be ready to buy from you.

The basic principle behind selling on Amazon is to Buy Low and Sell High.

For some items that means you will be buying them at deep discount, on clearance, or as a sale item from a local store. For others, you can even buy right at the regular price and sell them for a profit.

One of the most important things about using the Amazon FBA (Fulfillment By Amazon) system is they take away a lot of the grunt work that used to be required in order to have an ecommerce storefront.

Now, Amazon will store & ship your products for you. They will even handle most of the customer service needs for you! That leaves you more time with your family and for finding profitable items to sell. (Really, finding the items is the best part of selling anyway!)
Selling on Amazon is a great way anyone can add an additional income stream to their monthly income. As a business, it has a low cost of entry. It’s fairly easy to learn. There are no teams to join or start up packages to buy, and best of all, no selling to your friends/family.

With Amazon, you are bringing the items that people want right to them, right when they want them. They’re already looking for these things; you are just providing the service of making them available.

Honestly - they'll be grateful for the service you’re providing.

We talk all about the how’s and why's of Amazon FBA in my free guide: “Why Selling On Amazon FBA Works”. You can get this guide by going to www.JessicaLarrew.com/free-ebook

Since 2012, I have been helping others learn to sell on Amazon, and I have put together 10 tips that you can use to get your feet wet with the way Amazon works.
10 Quick-Start Tips For Amazon FBA

#1 – Getting Started
Install the smart phone App called “Profit Bandit”. This is an app for both Android and iPhone. There is a one-time fee of $14.99. I don’t make any money by recommending this, but it’s such a useful tool that it’s my very first suggestion for someone new.

The reason I recommend you get this is because you can scan the barcode on any item and if that barcode is recognized on Amazon.com it will tell you the current selling price and how much “profit” you would make on that item. You just input your cost associated with the item and you will know right away if it’s worth investing in or not.

#2 – Get Comfortable with Profit Bandit
Use the Profit Bandit app to scan items around your house and get a feel for how the app works and what the information provided means.

I found that it was easiest to start with things around my house that were still in their original boxes and/or brand new.

Believe it or not, one of the biggest gold mines in most people’s houses is in their game closets! Many people have unopened games they bought with every intention to play. Over the years, a lot of these games actually increase in value. And even the ones that have been opened can be valuable if they’ve since been discontinued!

#3 – Tools of the Trade
If you decide selling on Amazon is something you really want to try out, there are a few tools you will need to have in order to get you going without tearing out your hair. I’ve compiled a list you can use here:

http://jessicalarrew.com/fbashipmentsupplies/

I’ve separated them into two categories. There are the bare necessities that will get you through your first shipment and then there are also the tools that
make life easier (but that you might need to wait until you have made some money before purchasing).

#4 – Where I Find Inventory
My favorite types of stores to shop for inventory are the following: Drug Stores – especially for clearance items, Discount Stores (like Big Lots, Ross, Marshalls, etc.), & Mainstream Stores (like Target, Wal-Mart & Toys R Us.) At the mainstream stores, I am mostly focused on clearance.

#5 – How I Select Inventory
Profit Bandit will give you an Amazon best seller ranking for items. Use this info to help you make good inventory purchases. (Of course you can also see the best seller rank on the Amazon sales page for any item.).

One way I describe a best seller’s rank is to compare it to the Billboard Top 100 List. When a song is requested over and over, it is placed on the chart according to how often it was played. The #1 song was the most requested and goes up from there.

It’s the same with Amazon ranks. There are just thousands and thousands of them. The number 1 ranked item would be the most sold item.

(As a general rule of thumb, I would recommend sticking with a rank of 50,000 or less when you are first getting started.)

#6 – Best-Selling Categories for Newbies

Knowing what to start with is the key to helping you become profitable faster. I know how tough it can be when you need to earn some money and you just can’t seem to find success online fast enough!

The easiest categories to sell in when you are just getting started on Amazon are Health & Beauty, Toys, Home & Grocery. I’ve found that other categories seem to have a slower sell-through rate.

**NOTE:** there are some specific rules for the Health & Beauty and Grocery
categories.

If you’re really interested in those products, I have some resources available that are perfect for someone starting in those categories.

1. Selling Health & Beauty Aids for BIG Profits Webinar (previously recorded)
   www.JessicaLarrew.com/HBAwebinar


#7 – Quick Profit Tip
When you first go out and try to look for inventory to sell, I recommend starting with clearance. Try to find items marked 70% off or more; that way you can sell them close to the original retail price.

#8 – How to Know An Item is Worth Selling
A good rule of thumb is try to find items you can sell for at least 3x your purchase price. Also, keep your sales price above $12 so your fees won’t take up too much of your profit.

EXAMPLE: If you buy an item for $5, you would want to sell that item for at least $15. Your profit would then be approximately $5.

Using the Profit Bandit app ensures you always know the real profit when selling an item.

#9 – Opening Your Seller Account
Once you find some items you think will be good moneymakers, sign up for a seller account on Amazon. I recommend taking the offer for a free month with a “Selling Professionally” account because it is only good when you first sign up. If you decide it’s not for you, you can cancel without having to pay.
#10 – Start Selling!
It’s time to send your first box to Amazon and wait for the sales to start coming in! (This step is actually quite a process, but let me know if you need help figuring it out. I didn’t want to make this guide too long and overwhelming! 😊)

I hope that you enjoyed these 10 Quick-Start Tips and have the confidence you need to jump right in!

Trust me, I remember at the start of this thinking that it was totally overwhelming. But I promise you – it really is totally doable!

If you are willing to put in the time and effort, you will be able to see steady profits from this business within your first couple of months.

If you are more of a step-by-step, visual learner, I have an awesome beginners course for selling on Amazon.

You can get the first video in the 30+ video series absolutely free (no opt in required) and I will walk you through exactly how to set up your seller account so you will be ready to work on your first shipment!

http://www.abctrainingvideos.com/members/aff/go/PatFlynn

The above link is Pat’s affiliate link. He will get a portion of the earnings, which I wanted to make sure happened since his awesome Podcast is how you found me!

Questions? Feel free to contact me through email or find me on Facebook at www.facebook.com/jessicalarrew.