



Sells Like
HOT CAKES

ECOMMERCE BIBLE

How to get from ZERO to \$47,812 per month using
a SIMPLE and EFFECTIVE Amazon And Shopify system
with ZERO Capital Or Investment

www.SellsLikeHotCakes.co





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CHAPTER 1

YOUR ULTIMATE BLUEPRINT TO GET FROM ZERO TO \$45,000 PROFIT PER MONTH! IS IT FOR YOU?

Let me ask you this, guys. Do you want your products to be [Selling Like Hot Cakes](#), but you don't have a product yet? And you don't know how to start?

Do you want to make up to \$47,812 Per Month with No Capital and No Investments? Without programming or selling skills?

No problem! This course and the success tools we developed are just right for you!

Let me quickly explain what makes this so different from other Amazon or Shopify courses. There are two types of such courses...

- a) Those made by ***theory-minded guys*** who never sold anything themselves and just like to teach, sharing outdated methods they've read in books, methods which might work or might not work...
- b) And those made by ***Rock star million-dollar sellers*** who jumped into this niche years ago, in front of the train, and made gazillions of dollars by building a community of hundreds of thousands of followers. To be honest, it's hard to relate to that if you are just starting out. 'Good for them,' you think. 'With millions of followers and seminars and a billion YouTube subscribers, of course, they would do well. But what about me? What if I am just starting out?

This is the reason I am here; I'm here to **simplify** the process for you and show you the A, B, C's of getting from **ZERO** to **\$45,000 monthly!**

So what is inside our [Sells Like Hot Cakes Course](#)?

During our crash course, I will **take you by the hand** from basic to advanced stuff, helping you create your own Shopify and Amazon stores from scratch.



This information is **short and useful**; I never waste your time by spending 15 minutes ranting, showing you how to open your browser or flooding you with 120-page-PowerPoint-slide fluff.

You will **look over my shoulder** and see what I am doing – **real-life examples, real products**, not a theory.

I will show you **what to do and what NOT to do**, as well as how to **avoid the most common mistakes** and pitfalls.

I will show you **advanced tricks, hacks and tips** to research and source your products, do due diligence, **spy on your competitors**, stage your launch and get **massive organic sales!**

My goal is for you to launch your first five products for the white labelling using with Amazon FBA program. Each product must sell at least 10 units per day, with \$10 profit per unit, so at least \$500/day combined or **\$15,000 per month**. Plus, you will launch your **Shopify** store so that you can start drop shipping other people's products while building your own, thereby maximizing your profit – **\$45,000** per month or even more!

After you reach **\$45,000/month**, you will no longer need me :) I will consider my work well done! Just make sure to **share your success story** with other people in our private group!

This course is so effective and powerful that we could easily sell it as a **\$10,000-ticket seminar**, but we are too busy selling our own products...we don't have time for seminars :) Let's leave them to the "success guru", as they're not our song!

Keep an open mind and let me help you succeed by **duplicating my success** and following what I am doing, without wasting your time on webinars, success coaching or expensive seminars. All you need is an open mind, a will to learn and a desire to act. I will teach you the rest :)

Your business is sure to crumble if you kick off without understanding the basics; I'm talking about, what you need and what you don't need to get you to where you want to be.

Taking this step will help you prioritize and **focus on what really matters** for **success**.

What You **NEED** to **SUCCEED** in Amazon

SETTING YOUR GOALS

First things first, before you start any new business, you need to understand your goal. If you say, "I just want to make more money," that's not specific enough and if you don't have any specific goal, how will you know that you get there?



Before you do anything else, you just need to set a specific goal.

In my case, for our course, I'm setting the following specific goal for you, which will be \$45,000 profit per month. You might think that might be too modest of a goal; this is not millions of dollars like other gurus usually promise you. I am fixing our profits at this value to give you a much more realistic view of what you will make as a begin-ner, and if you follow my steps, I am very confident you will achieve this goal.

Our goal is to make at least \$10 per product per sale and at least make 10 sales per day from each product, which means from five products, we are going to make \$45,000 at least per month plus your Shopify store profits and, of course, minus the cost of sales, production, shipping and advertising.

MONEY?

Let's talk of the elephant in the room... money... So do you need big investments to get started or not? Like we cover in this course, there are **two ways for you to start** an e-commerce business.

What we cover are two main ways to generate your passive income using e-commerce, which is **Shopify drop shipping method**, which requires no big invest-ment except minimal investments, such as cash to buy Shopify subscription and apps, domain name, things like this; just minimal cash which every one of you has I'm sure.

With this method, you're going to build your own Shopify store and start reselling other people's products from AliExpress marketplace, and I will show you exactly how to do it without any coding skills, without any investments except minimal cash, you will be able to build a successful Shopify store.

The second way is going BIG and scaling up your business by starting your own white labeling business with **Amazon FBA program**, which requires you at least \$5000 investment. This is for placing an order of at least 500 units and shipping costs from China to Amazon. During this part, you're going to be growing your busi-ness.

BUILDING A MARKET LIST

What else do you need? From the beginning, you must understand that you must start building the list of your customers. It's a necessary, because a list of the customers is the biggest asset that you have in your business and you need to under-stand this right from the start, that, even if you lose everything tomorrow, the only thing that you keep to survive is the list of your customers. It's important. Just write it down, that a list of the customers is your biggest asset.

UNDERSTANDING THE MARKET DYNAMICS



Before you start selling, it's very important to understand where you're going to sell, in the United States or Europe. Again, it's not about where you live; it's all about **where your target market is** and what you're going to sell. Just keep in mind that the location where you live doesn't matter. What matters is where your potential buy-ers are.

A GOOD WEBSITE

What else might you need to get started? You will need to have your own website. I will teach you exactly how to do it without any coding skills; there are a lot of simple services that provide you templates, and what you need, you just fill information and product details, and you get your great-looking site in less than an hour. Don't worry about this; this is really easy. Let it not stop you that you don't have your website yet or you don't have coding skills. This is much easier than you think and I will show you exactly how to do it.

LEGAL PROTECTION

When you're starting, it's also good to understand legal protection for your future business. First of all, it's better, to get a company account instead of a personal account so you're not liable for anything that can go wrong with your business. Then, it's great, if you're getting bigger and if you're selling more than \$10,000 per month, it's a good idea for you to get product liability insurance, which will protect you if something goes wrong with your product. For example, if you're selling a fan and it will burn down a customer's house, it's good that you have product liability insurance so you're not liable for any monetary claims.

What else do you need to keep in mind? You need to get trademarks. If you are starting your white labeling business, it's good if you have trademarks for your brands. Plus you need to make sure that you are not infringing anybody else's trademark and you are working with patent free products, so you are not infringing anybody's patent. These things you need to keep in mind when you're just starting, so make notes.

What else to keep in mind is that you need to sign an NDA, nondisclosure agreement, with the factories, if you're going with a white labeling business; you need to request the required certificates for the products.

So what **isn't NEEDED** for you to succeed...? Let's take a look at the redundant stuff that **can't stop you**, after reading this you'll **no longer** have any excuses...

United States Residence/Company- NOT NEEDED!

First of all, you don't have to live in the United States or have a United States company or bank account. A lot of people fail to start selling on Amazon in the USA because they just simply think because, "I'm not living in the United States, this is not for me," or, "I cannot open a bank account or company in the United States, so this is not for me."



Guys, let me just tell you, I'm not living in the United States, I don't have a bank account or a company there, and I'm selling on Amazon USA **just fine**.

The same goes true for the European Amazon; you don't have to live where you are going to sell, so let this not stop you. Don't worry about your own location; in most cases, it doesn't matter. Even if you don't live in Europe at all, you can still sell on Amazon; just take a few more steps opening your company somewhere in the list of eligible countries!

Coding/Marketing Skills- NOT NEEDED!

You don't need to have great coding or marketing skills. Guys, I have no clue about coding and let me be clear with you, I'm pretty successful. Trust me, all tools that my team has developed are really easy but very effective. At the same time, they're easy to understand, easy to use, but they're super effective. They don't re-quire any coding skills from you, and all the systems and tricks that I use don't re-quire you to know HTML or things like this.

If you can operate your web browser, you pretty much have everything you need. Regarding marketing skills, I will teach you exactly what you need, so you don't need to have extensive marketing education background.

Get Yourself Fired From Work- DON'T DO THIS!

Do you need to quit your job to start Amazon or Shopify business? No way! You don't need to have a lot of time to do this because you can start part-time, having your own job and just devoting an hour or so per day preparing your e-commerce business; you don't have to spend a whole day on that. And you don't need to have a big team.

For your first products, you can just start alone and just follow the course and you'll succeed without a big team.

English Language Guru NOT NEEDED!

"English language gurus" aren't needed..heck! .. I don't know if there is a word like that, but you don't need to be a native English speaker. Guys, most of my team are from Europe, so they are not even native English speakers, and for this reason, we do a lot of voice-overs for our videos, so you can enjoy quality English voice instead of broken accents, but this does not matter at all if you are just selling on Amazon.

Nobody cares if you are perfect with English or not, in case some of us struggle with grammar or with English, we help each other or we hire proofreading services. For a little money, they can proofread and edit your grammar and your English when you need to write some sort of marketing; proofreaders can easily help you so let this not stop you.



The bottom line, you don't need to know perfect English to be successful. What you need is a desire and the plan, to make sure you put **EFFORT** into getting things done and don't procrastinate for weeks if things are getting too hard.

Now, wouldn't you love to learn how to **SUCCESSFULLY** launch your product? Then make sure to **check out** the [Sells Like Hot Cake course](#) – "E-Commerce-Your Ulti-mate Blueprint To Get From Zero To \$45,000 Profit Per Month!!"

Okay guys, I'm sure you must be wondering what kind of results and profits you should be expecting....

Well, take a look at our recent case studies!

- A pet store called "Best Friend" by Claudia went **From \$0 to \$47,812 Per Month With No Capital Or Investments Using A Simple Shopify Drop shipping System** that you will learn too! Not bad, huh?
- Mike's "Made To Last" Store **Grew Quickly To \$44,121 Per Month** Using the "[Sells Like Hot Cakes](#)" Amazon White Labeling System and tools from our members area! These are the same tools and system to which you will get access; just copy and paste his success!
- The "Trendy T-Shirts" store by Dave **went from \$0 to \$32,711 Per Month** Using a Shopify System that we teach in the course. Not bad? Well, four months ago, Dave could not even afford to buy a new phone. Things change quickly when you achieve success.
- The "iPhone and Android Cases" shop by Peter **went from \$0 to \$54,911 Per Month** using our new Amazon White Labeling System, which you will discover too! I met Peter, last month and he is a completely changed man!
- The "Children Cosplay and Halloween Costumes Store" by George went **from zero to 54,851 euro in profit** by using the "[Sells Like Hot Cakes](#)" Amazon FBA system! Three months ago, George was unemployed with three kids and a wife supporting the whole family on an office clerk job!

The list of success stories goes on and on...

All of them simply followed our step-by-step instructions, used the tools we provided and achieved **amazing success**. I am sure you can do it, too!

The best part is that in the members area of "[Sells Like Hot Cakes](#)" you will find not only all the tools and resources my team developed to help you succeed on Amazon and Shopify but also a friendly community of experts who are there to help you and answer all your questions. It's a close group of like-minded people who help each other succeed.



CHAPTER 2

SHOPIFY MASTERY: ULTIMATE GUIDE ON CREATING YOUR OWN SHOPIFY STORE USING DROP SHIPPING MODEL

So what exactly is this thing called drop shipping and how does it work?

Well... In case you are new to this, here's your chance to find out.

In drop shipping, the customer is placing an order on your website or eBay or Amazon and he pays you directly. However, you are not having any merchandise and you don't need to buy any stock or keep any stuff in your warehouse.

You simply go to the real supplier, and then you purchase the product on the customer's behalf, and then you ship the product to the customer's address, and you simply keep the profit difference. You make a profit on the price difference and you don't even have to see the product yourself at all; you fully rely on third-party sellers. This model is very effective and it's **super profitable** for you and we have devoted a big chunk of our course into developing your Shopify store using drop shipping methods.

In case you worry about the long delivery time, here is a hint for you... Why do you need to try to use domestic suppliers? By domestic I mean, if you are selling in the United States, then for you, domestic suppliers would be North American suppliers.

Are you a seller from Europe? Do you want to find out how to know what **sells best** in the market? I've got so much to teach you guys, I'll show you **a ton of secret hacks** you can use to **optimize** your drop shipping experience and achieve **tremendous success**. All you have to do is **check out my course** on "hacks and tips to find the best selling product"

Why is Shopify so special for drop shipping?

To be honest with you guys, I sincerely believe Shopify is the best avenue for experiencing great success with drop shipping. I'll show you the reasons why Shopify is



amazing this way, because I'm not one of those "gurus" that will shove his ideas down your throat without stating out the facts. So why is Shopify good for drop shipping business?

Well... first of all it allows you to get a complete regular plug-and-play shop so you don't need to know any programming or designing skills. You can be completely newbie like me and you can still make a lot of money with this. So all you have to do is to just start your own Shopify store, add the top selling products from aliexpress marketplace, add nice images and set your markup prices and then start selling like a pro and the best of all Shopify giving you a free 14 days trial. So you don't need to worry about the payments up front and putting much investment into it.

Once you have decided in what niche and what products you're going to sell, you can start creating your own Shopify store. Just enter your email and get started and then you need to put your password of course and the store name. Now the store name is what you're going to see in your web browser on top. However I highly recommend that you get your own custom domain name so it will look much more professional then having along my Shopify link with your store name inside and I will show you how to do it. Concerning your store name, it must be very reasonable and clear, it may be related to the niche and your brand so don't call it just some random name or your company name, instead call it related to your brand or niche. Then af-ter this you will be able to create your store, exercise a little patience for a few min-utes, and everything will be automatically installed for you.

Ta-da! Your store is ready to go!

Go get my course – "Why Shopify Platform? ESSENTIAL Steps to help you START your Shopify Store" for a **complete** guide on how to start your Shopify store; **everything you need to know** about selecting the right theme, **creating cool customizations** and purchasing domains. It is the prefect guide to help you achieve Shopify **success**. 😊

OBERLO

Before we drop the hammer on drop shipping, there's something I've got to talk to you about. It's called Oberlo app for Shopify.

I'm sure you must be wondering what Oberlo is

Well... Oberlo is an amazing app, it's really cheap and it allows you to input a big amount of aliexpress.com products directly into your Shopify store with just with a few clicks. It imports everything including the images, description and also links your products to the AliExpress marketplace so that for example if someone orders a product on your website it can help you order the product on AliExpress with a few clicks.

I've got an entire chapter of the course dedicated to Oberlo, you're going to learn **INSIDER SECRETS** and app settings you can **tweak** yourselves and start making



some **INSANE** amount of profits for this - **Check out my video lessons-**
"Oberlo: A Fantastic App That'll turn Your Shop Into A Super Profit Making
Machine By Con-necting It To Aliexpress!"

As a smart reader, I'm sure you already thinking that if Oberlo can do all
this, could it be possible that some genius out there has created other apps
that can make your whole Amazon/Shopify experience simply chilled?

I mean who wouldn't want to just **sit back** and **relax** while an automated app is
just running his business **successfully**?

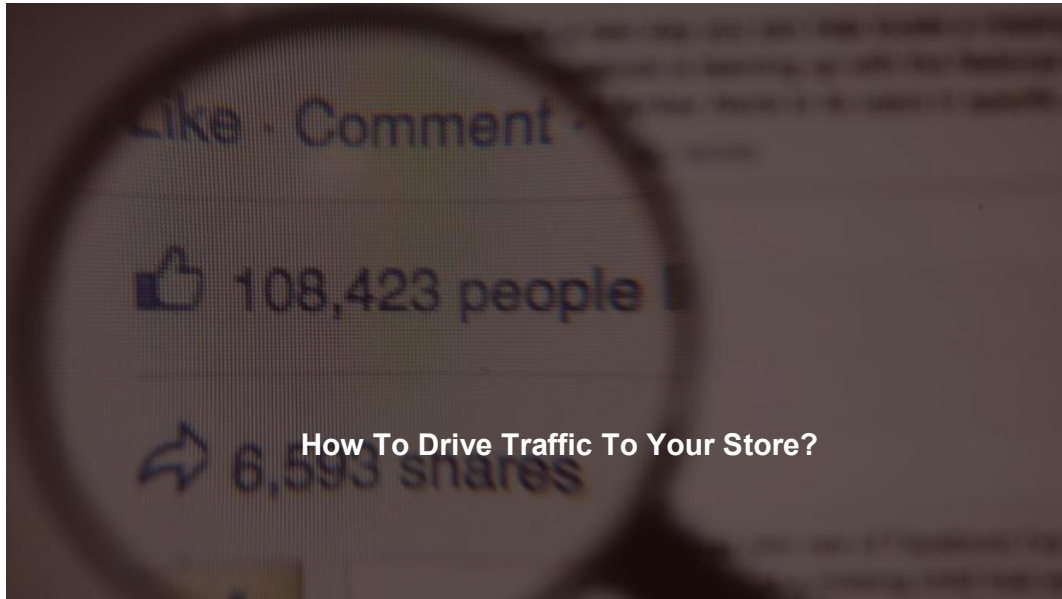
What I'm about to **REVEAL** to you isn't science fiction; there are tons of apps out
there capable of making your work considerably less stressful and churning out
con-sistent PROFITS for you.

Check out some of them below:

- ☐ **CHECKOUT BOOST:** Just like the name says, this app is a specialist in
boosting stuff... Actually, its main function is to boost your conversions in
social media traffic. It'll give you the power to take advantage of the juicy
opportunities that social media brings to the table. It also provides your
customers with amazing discounts, for example, 20% off coupons, for shar-
ing on their Facebook or twitter. It is very amazing and easy to use.
- ☐ **CONVERSIO:** You can easily find it in the Shopify app store. And this app
is all-in-all a marketing product that allows you to send follow-ups, animat-
ed cards, newsletters, and receipts. I usually use this app for my Shopify
receipts. This app is really helpful, and I highly recommend that you use it
to boost your sales. I offer a full course on this app called And yes it is
that AMAZING, You really need to check it out to get the full gist!
- ☐ **PRODUCT UPSELL:** So do you want to play Santa Claus and take advan-
tage of festive holidays to rack in more customers and more profits? Then
this app is just right for you! As it allows you to add custom offers which
you can offer your clients during special holidays.
- ☐ **PERSONALIZER:** What this app does is add in relevant information to
your store, increasing your sales. It simply allows you to bring your
personality to your store. It a super cool app that permits a lot of
customizations that normally wouldn't be possible.
- ☐ **PRODUCT REVIEWS:** You know what, before people purchase a product
they love to know what others who have bought the same product think. It no
longer secret that customer reviews can make or mar your business.
This is where product review app comes into play; it simply allows you to
add ratings and reviews to your product page so that your customer re-
views information doesn't look empty when you're just starting out.



I'll show you my personal setting and the most efficient ways to use these apps and a bunch of others in my course on "7 phenomenal apps that'll fast track you to success", be sure to check it out!



Let's tell ourselves the truth; a lot of sellers are failing with Facebook ads, why? Because the way they're going about the whole Facebook ad thing is just plain **WRONG!** And it's really sad; I wouldn't want you to fall into this pool of unfortunates. That's why we are going to look at some tips that'll **help you enhance traffic** using Facebook.

3 **SOLID TIPS** TO HELP DRIVE **TRAFFIC** USING FACEBOOK

1. **Make Use Of Unique Products**: Facebook is a massive social soup having so much flashy stuff popping up here and there. When you think about it, it becomes obvious that you need to stand out of the crowd to gain attention. I'm not saying you have to start selling overly weird looking products like a Boyfriend pillow or a killer whale submarine, hell no! What I'm saying is that your products should be unique in the sense that when people go to Facebook, they can only pay attention to your ads. This can only happen if they really, really stand out and if they bring emotion and surprise. So never promote products that are very ordinary on Facebook. No matter what you do, they will never sell.
To figure out what sell best you can simply go to AliExpress and click on "Bestselling." You will be able to see the top seller products then you can select the ones that are super cheap because they will be perfect for drop shipping due to their price. When deciding the niche, it's **very important** to analyze the top 10 selling competitors in this niche.



2. **Know your type of audience:** There is a reason Donald trump and Hillary Clinton supporters are hard core supporters, is because these two politicians know how to appeal to the right set of people that'll buy their message. I'm saying that in essence, you need to start thinking about how you can efficiently appeal to a specific crowd on Facebook, the people that will eventually be your customers. To do this, you must understand the types of audience you'll find on Facebook.
3. **Understanding Advertisement structure:** When building an ad there are a lot of factors to consider. Yes! I said "building an ad" because in fact the process of creating an ad can be likened to building a house. Everybody knows what happens if a housing structure isn't good, it is bound to crumble, and the same idea can be applied to your Facebook ads. Understanding how to structure your ads is key to succeeding and reaping the rewards of Facebook. Sellers fail at Facebook ads because they fail to understand the correct structure of the promotion on Facebook. You can never sell your product to cold traffic; it will simply never work.

But what exactly is **COLD TRAFFIC** and how can you structure your ads to **SUCCEED? The goal is to target the right traffic with RIGHT ads.**

I have **tons of information** on this and so much more in my "Facebook ads mastery crash course", you just have **to check it out!**



CHAPTER 3

HOW TO BUILD YOUR OWN BRAND AND START YOUR AMAZON WHITE LABELING BUSINESS

First of all, what is FBA?

FBA stands for Fulfilled by Amazon. It's a simple program: When you list your products, you send them to Amazon warehouses in Europe or the United States and let Amazon do the rest for you. Amazon is going to store your products, they're going to process orders for you, they're going to send the products to the customers, and they're going to handle refunds and replacements for you. For that, you're going to pay around 15 to 30% of the product cost, the cheaper the product, the higher the costs are.

When you do Amazon FBA business, this means you are growing and developing your own brand. You're going to find a factory or supplier in China, India or another country, this can be even the United States or Europe, especially for food products, pills, and supplements but most people deal with China for obvious reasons – it's cheaper. Since you're going to develop your own brand, find a factory, then you'll order merchandise from the factory with your logo on it, then you're going to ship it to Amazon Fulfillment Center in the United States or Europe. Amazon is going to sell it for you on their marketplace, and they are going to fulfill orders for you, accept re-turns, do refunds, orders handling, everything...

Amazon is going to do everything for you in terms of selling; you're not going to run to the post office every day to fulfill the orders, and they're going to charge you some commission of your sales for doing it obviously. Why do you need investment if you're going this route? First of all, if you're going to develop your own white labeling brand, you will need not only to design a professional looking product, but you're going to place a big order with the factory. Usually, the minimum amount of products that you are required to purchase from the factory so that they can put your logo on the product is 500 - 1000 units.



Assuming one unit costs, for example, \$5 to make, then 500 units will cost you \$2500 just to produce, and don't forget you'll have to spend money to ship them from China to the United States as well. That is around \$2500 more if it's not very heavy stuff. That's why I'm saying that this will require at least \$5000 - \$10,000 of starting capital. Extra costs will include product and labeling design and your website design as well. Assuming your product costs \$5 to produce and five more to ship per unit, then this will require \$5000 to start your white labeling business of one product using this model.

This might sound a lot, however, if you're serious about making money, this is a much, much faster route than drop shipping and it's much more professional for you to have your own brand so that you're in control of your own business and you don't rely on some third-party sellers that can delay your products or provide low-quality. Here, the delivery is super-fast because it's delivered by Amazon Prime. Customers get delivery from the United States directly because your merchandise is stored in Amazon warehouse, not in China.

This way, it will be much faster for you to deliver your product to the final customers making them much happier than with drop shipping methods, which is super slow because each item is shipped from China, so a lot of customers are annoyed because it's so slow.

I go into details on this and so much more in **my introductory course** – “Fulfilled By Amazon: Everything You Need To Know About This Highly Profitable Business” **Be sure to check it out.**

So guys are you really up for this? Do you want to **scale up your profits** using FBA? If the answer is **yes** like I'm sure it is for most of you reading this, then you need to figure out the steps to getting started. I've got a few tips here so keep reading!

5 Basic **STEPS** to Starting your **FBA BUSINESS**

Step #1: Research your niche

The first step for you is to research a niche and find a product with high demand and low competition. There are thousands and thousands of sellers on Amazon marketplace, and I don't need to tell you it's really crowded. However, there's a lot of opportunity there for you to start your own business as well and it's never too late. What you need to do is to make a good research and find a product that has high demand and low competition. Our [Sells Like Hot Cakes Best Seller Finder](#) will help you with that!

Step #2: Legally Spy on your Competitors!

The word “Spy” usually gives off “bad” vibes, but I'm here to tell you that in FBA business or any other business for that matter spying on your competitors is a necessity if you want to remain in that business for a long time. You need to legally spy on your Amazon competitors to find out how well they are doing, what techniques



they're implementing, what marketing strategies they're using, what kind of product images they're using, what kind of description and bullet points they're using, what's sells best for them in this category because many people have several related products, not just one product, for obvious reasons. However, you don't have to worry too much about how to handle spying; [Sells Like Hot Cakes](#) has some **great tools** that can **help you** with FBA espionage! **Check out our member's area** for the details!

Step #3: Select your Product and find suppliers

After you've analyzed a lot of products and you came to the conclusions that this can be potentially a good seller. You'll find suppliers on Alibaba marketplace. This is a popular Chinese marketplace where the factories are listing their products with wholesale prices; this called sourcing. What you are going to do is contact several factories and find out which one provides you with a better price and better service and negotiate prices with them for your first order and of course verify the quality of the samples.

Step #4: Develop your Brand

The next step is to develop your own brand and logo and packaging design, and then you place an order with the factories, to produce stuff with your logo. I'll teach you **step-by -step** how to **handle** each aspect of **brand development** in my course- "Choosing A Brand: How To Create A Great Brand And Avoid Deadly Mistakes," en-sure you take a look at it for all the **juicy** details

Step #5: Shipping to Amazon FBA Warehouse

The next step would be to ship all your stuff to Amazon FBA warehouses and this step can take a while. You need to create labels which are called SKU labels, which you should put on your products, and then FBA labels, which you put on the boxes. First of all, you have your product in some product packaging with SKU labels, and then all of these products together, for example, 10 products per box go in the carton boxes, and on top of that, you put FBA labels. Then you ship it to Amazon warehouses. Again, your sourcing agent and freight forwarding services can help you with that.

Of course, it doesn't end here; they're still other **secret moves** to make to ensure your FBA business becomes **highly PROFITABLE**. I give a **complete explanation** in my guide- "Amazon FBA Intro: How to Start a Highly Profitable White Labeling Business with Amazon". Make sure you **check it out!**

A stack of pancakes with fruit and syrup. The image shows a stack of pancakes on a plate, topped with a pat of butter. To the left of the stack are several blueberries and raspberries, along with a sprig of mint. The background is blurred, showing what appears to be a glass of orange juice and a bowl of fruit.

CHAPTER 4

CHOOSING THE RIGHT PRODUCTS THAT WILL SELL LIKE HOT CAKES

First of all, don't sell what you just think will work. Trust numbers, not feeling. You may be in love with some sort of product or idea or business, but it doesn't matter because the only thing that matters is what people need. You need to see the numbers and don't get married with the product. Remember guys, don't fall in love with your product, only trust the numbers. Even if you don't like the product or you don't find it very inspiring, but a lot of people are buying it, then it might be a good idea to start selling it. Nobody is that excited about the garlic press or dog poop bags, but if it sells like crazy, it might be a way to go 😊

The Second point is; don't sell what everyone else is selling; the competition can ruin your start. You know, guys, there are tons of people selling, for example, food supplements, pills, on Amazon, or jewelry or beauty products. It's really, really easy to think that if something sells very well, like lipstick, shirts or iPhone cases, and then you can just jump in and start selling it as well. The competition is fierce, and it can ruin your start. If you're just starting out, you really don't want to get stomped by the huge competition at the beginning of your journey.

You want to find a way, with maybe a smaller niche products or related products, instead of jumping on the main product.

For example, if everybody is selling the cases for iPhone or Samsung, you really don't want to sell just another case or a selfie stick. Instead, you can be selling related products, for example, a special case to stick your iPhone on the dashboard of the car. It will be very helpful for Google Maps, for example. Therefore, related things that are less popular may sell better with less competition.

You can create a really amazing board game, but nobody needs it. It doesn't matter if you love it and if your kids love it, you need to make sure there is a big demand there.



What to sell?

The best things to sell are the things that lots of people want, but not many other people are selling. Products with a big demand, but not so much competition are the bestsellers.

The selecting process can be a head-scratcher, but I'm going to make things pretty much easier for you. I'll give you some rules to follow when selecting your product.

11 Rules for SELECTING the RIGHT Product

Here are the main rules for selecting a product. Write it down, it's super important... Your product must meet the following criteria;

1. It must be light and hard to break during the transportation
2. The product must be small in size. I suggest that it fits in a shoebox or smaller. Otherwise, it will be considered an oversized product, and you will be paying huge fees
3. The product must not have too many moving parts. If your product is very complicated with a lot of moving parts, like a plastic toy with a motor and a lot of moving elements, it might break during the transportation easily, and you'll be getting a lot of complaints and refunds.
4. Avoid complex electronics, books, and music. Needless to say, the competition is huge in those areas anyway, and you really don't want to sell just another phone.
5. Avoid gated niches!
6. Avoid perishable products. You don't want to sell foods or products, like creams, that will perish too quickly and may harm your clients
7. Avoid risky products like firearms, weapons, fireworks, car parts or anything that goes or touches your mouth like pills or silicon cups.
8. Avoid products with high seasonality. That means if you are selling summer products like a hammock, it will get stuck without sales in the winter when nobody needs it. That means no profits until summer time, and I'm sure you're not that patient 😊
9. Avoid products that require too much approval, FDA approval, etc.
10. Find products for which it's easy to find suppliers and easy to brand, which means you can easily put a logo on it.
11. Make sure your product is generic enough, so there is no patent on this product so you don't have any problems with other vendors that have a



patent on this. I shed **more** light on **how to avoid legal problems** with patented or trade marketed products in my course- “FBA STRATEGIES: SMART Techniques for LEGAL Protection of your Amazon and Shopify Business” It has everything you need to **FORTIFY** yourself against legal related issues.

In our members area of [Sells Like Hot Cakes](http://SellsLikeHotCakes) under tools, we provide you with **AMAZING** tools to help make the selection of the **RIGHT** product and niche a piece of cake! **Ensure** to **check that out!**

When choosing a product. It is advisable to start out with a popular and well-known product; something that already has a customer base, this makes your job easier because you will already have customers in need of your services. The main idea here is to let the market itself tell you what sells best. Don't guess anything, don't rely on your feelings or sixth sense; **ONLY** rely on real numbers, and our Best Seller Finder Tool can tell you exactly what sells best.

I lay out the **rules that you should follow** if you are still **undecided** and you want to make sure you're only selecting the **BEST** niche, it's all available in my course “FBA STRATEGIES: FULL PROOF Tips for RESEARCHING Great Products For Your White Labeling Business” **this is for you**, if you want the **brass tacks** on how to thoroughly analyze your niche/products to position yourself **to get the BEST re-sults**.



CHAPTER 5

NUTS AND BOLTS OF SOURCING AND SHIPPING FROM CHINA

When it comes to sourcing and shipping, they're a lot of mind boggling questions and if you get too wrapped up in this you can slip and make a mistake that'll cost you a lot of money. I'm going to simplify things and show you how to go about the sourcing/shipping process so you don't make the wrong decisions. I'll do this by answering a few frequently asked questions about sourcing and shipping.

FAQ's ON SOURCING/SHIPPING FROM CHINA

1. Do I safely pay the Supplier?

The most common question that everybody who is just starting out has is how to safely pay the supplier, how to avoid getting scammed. Should I pay the supplier directly or should I use a middleman or sourcing agency to protect me or should I use Alibaba trade insurance service? Here are our thoughts about it. If your business is rather small, and you're just starting with a small order, like less than 100 units, I think the best way to pay is PayPal, which is much safer for the buyer and gives you full protection.

Later, once the trust is built, there's really no difference which way you pay the factory, directly or you're using a sourcing agent. The most important thing for you is to verify the person that you contacted and do your due diligence.

For more information about due diligence **check out my course** – “FBA STRATEGIES: ADVANCED Q&A SESSION: Discover 7 Must-Know Tips on Dealing With Suppliers, Doing Due Diligence and Shipping From China” You'll get the **great tips** on how to deal with your sourcing agent.

2. How do I pay Chinese suppliers?

The next question is give me your tips on how to pay better to Chinese suppliers. Which bank, the currencies, what amount, like 30% upfront or 50%. It varies be-



tween the factories and suppliers, but in general opinion, Bank of China and Hong Kong bank accounts are much better and faster than working with different suppliers.

If you have a possibility for you or your company to open a bank account in Hong Kong, for example, with Standard Chartered Bank of Hong Kong, then it's much easier and faster for you to process payments.

Because I know sometimes, if you work with European banks, they might delay and ask for additional invoices when you send payments to China, which is normal. The currency is usually United States dollars, but Hong Kong dollar is also okay. Usually, 30% upfront deposit is common when you work with Chinese factories. Many factories have Hong Kong company and bank account because of tax reasons..

3. How do I avoid getting scammed?

The next question is how to avoid getting scammed; your tips on how to do due diligence on the supplier or factory, what documents to request, and what certificates ask for. Should we ask for BSCI report of the factory? The first thing to do is to carefully check the company's website and their Alibaba profile to find out if they are really a factory or a trading company, which is just a middleman. I don't mean that working with trading companies is bad; it might be even better in some cases because they charge you extra commission, but they provide you extra services as well, and their English skills are usually perfect.

Factory English skills might be really bad, so a trading company is not such a bad idea to work with. After you've analyzed their website and you've checked all the details, all the videos of the factory, try to see if your factory really specializes on the product you're going to buy. For example, if you see that you are going to buy coffee cups, but on the website of the factory, you see that they are offering Segway scooters or something completely different, it means that it's probably a trading company. Also, the address might help you. If you see it's floor nine or something of a sky-scraper, it's usually a trading company because factories don't have nine floors. Easy things like this will give you an idea if you're dealing with a factory or a trading company.

I give a lot of **INSIDER TIPS** on how to avoid scamming in my course- "Fba Strategies: Advanced Q&A Session: Discover 7 Must Know Tips on Dealing with Suppliers, Doing Due Diligence and Shipping from China" Make sure you **check it out!**

4. Trade company vs. middlemen- who do I work with?

The next question is, is it better to work directly with the company or a trade company as the middlemen and why? Pros and cons. Like I said, you can either work with a factory directly. In this case, you might struggle with English because a lot of factories don't have proper salesmen who speak English which is good enough for you to clearly understand, so you might be struggling with them getting understood. Also, if you work with the factory directly, it might sound like you will pay less fees,



but also you might get in trouble because the factory doesn't do good enough quality checks because they know that you are not even in China so you cannot check them.

They might mess up your FBA labels, or they maybe don't know even how to ship to Amazon. I don't recommend working directly with the factory because a lot of things can go wrong and you are not in China so nobody can just go and check things. The factory doesn't care as long as they produced your stuff and got paid, they don't care what happens next. In this case, a trading company is a much better choice because they have better English and they are basically middlemen who get paid between you and the factory to get things done and to check everything.

5. How do I ship from China?

This is incredibly important! There are three common ways to do this:



Shipping by Air

The first way is to send by air, which is rarely used due to high price and hassles with paperwork, in this case, it is shipped by national airlines such as Air China, Japan Airlines, Singapore Airlines, Shenzhen Airlines, Thai Airlines, Malaysia Airlines, Northwest Airlines, etc. The goods will be shipped to the airport, and the client needs to do the customs clearance and pick up the goods by himself.

This way it's only used, for example, if you live somewhere near the airport or Amazon warehouses and you just want to get things done rather quickly but you'll take care of everything yourself, do the custom clearance and accept the goods with your own truck. I don't use this method for these reasons. I don't live in the United States, and I don't even want to bother with all the hassles and paperwork.



Shipping by Courier services

The next way is air express fast but an expensive way to get your goods door-to-door. It's usually shipped by UPS, FedEx, EMS, TNT, and DHL. The goods will be shipped to the client's destinations, door-to-door, such as Amazon warehouses, and the express company will do all of the customs paperwork and all of the customs clearance for you so you don't need to worry about paying taxes or anything like that. This is a really easy and super fast way.



Shipping by Sea Freight

The last way is by sea freight, which is cheaper, but a pretty slow method that usually requires 20 to 30 days to get your stuff. This can be shipped by shipping companies such as Ma Shiji, COSCO, NYK, Kawasaki, Hanjin, United Arab Emirates, Sinotrans, and so on. They can also provide door-to-door services and help you take care of the customs clearance. In case tax or duties are needed. They will just issue an invoice and do all of the paperwork on your behalf.

For a **complete guide on shipping**, the **pros** and **cons** of each method and everything else you need to know. Check out my course on- "Quick Importation



Guide: How To Easily Ship Your Products From China To The U.S.” **it is a must-read!**

How to Find the RIGHT Supplier for your Amazon/Shopify Business

There are two ways to find great suppliers. The first way is a little bit less expensive, but you'll have to do more work yourself. The second way is to use a sourcing agent. This way, you'll pay more money but the agent will do everything for you. Personally, I like the second way so that I can find a sourcing agent and he'll find suppliers for me and he can outsource everything so I can concentrate on marketing instead... He'll do all the work for me, he'll find suppliers, he'll negotiate the price, compare samples, he'll place an order, he'll inspect the quality, he will monitor the quality of the product, do the labelling and preparation services and then he will ship the product to Amazon warehouses.

However, if you don't want to spend any money, you can find suppliers yourself on Alibaba marketplace. This is a marketplace where you can find the sellers of different products with very low prices; most of them are located in China or India. What you are going to do is to find the perfect supplier for your product and then you will place your order with them, and then you will ship it to Amazon warehouses for distribution.

Another way to find suppliers is to use a sourcing agent. The sourcing agent will provide you with all kinds of services including finding suppliers, collecting their samples, comparing the quality of the samples, negotiating the prices on your behalf, placing an order with a factory, inspecting the quality of the final product, labelling, boxing and prep, and then shipping the items from China or from India to the United States or Europe Amazon warehouses.

For **full disclosure** on how I find suppliers, the right questions to ask, more **tips** and **tricks** that you can use, you've got to **check out my course** – “FREE Tips on Finding the PERFECT Supplier for your Amazon and Shopify Business” It is **loaded** with **information** that'll make things **easy for you** when it comes to getting the right suppliers.



CHAPTER 6

CREATING YOUR PERFECT LISTING AND MARKETING

Let's assume you're going to make a listing of a new product on Amazon, a lot of questions must be on your mind. Like: how do you go about it? How do we create this kind of listing? There are a couple of things that need to be put in place first. These STEPS will set you on course for creating great listings!

SIMPLE STEPS ON HOW TO MAKE GREAT LISTINGS

1. PROFESSIONAL TITLE

Well.... First of all, we need to create a professional title. A professional title will get buyers attracted to your products and get things moving for you real quick. It isn't always easy to come up with professional titles; that is why [Sells Like Hot Cakes](#) have **provided a Listing title generator**; this amazing tool will help you generate great titles for your listing, all you have to do is input the name of your product and **Voila!** It will give you professional suggestions of listing titles that you can use. You can get a hold of this **GREAT** tool in the [Sells like Hot Cakes](#) member area.

2. EXCELLENT BULLET POINTS

The next thing you want to be thinking about after your title is your bullet points. Bullet points provide a great opportunity for you to market your products, cover the most common questions and fears of your potential customer and tell a story; this opportunity should not be trifled with! You must take advantage of this and use your bullet points to sell your products. [Sells Like Hot Cakes](#) has provided the right tool, optimized to help you **generate AMAZING** bullet points for your listing. **Check out**



the [Sells Like Hot Cakes](#) Bullet point generator in the member's area to help you in creating **solid** bullet points for your listings

3. DESCRIPTION AND KEYWORDS

Once you write your bullet points, the next step would be to write a description; it's up to 2000 characters. Here you can, again, outline the main benefits and features of your product. Which brings us to our next and final point, which is keywords.

As usual, [Sells Like Hot Cakes](#) has a provision to handle keywords, so you don't have to worry too much. Check out the [Sells Like Hot Cakes](#) member area for our Keyword generator which would be of tremendous help to you in creating great key-words for your listing that'll make your products sell like hot cakes!

Remember guys! I offer more **tips** on **bullet point creation** in my course – “FBA STRATEGIES: How to CREATE a PERFECTLY OPTIMIZED Listing For your Product” You should **check it out** for the for a **Step-by-Step guide** on title creation, bullet point generation, keywords and **so much more!**

4. CREATING IMAGES FOR YOUR LISTING

Your images are your main selling point, so if your images are appealing, then you'll have a lot of sales, and it will help you stand out among the competition. There are several rules on creating perfect images, I will give you a few tips to set you on the right path. The best thing to do when making your listing image is to look at what the best sellers in your niche are using for their listing image. This will not only give you an idea of what to use but also what really sells.

Study the way they packaged their products on the image, the marketing styles they used and the text, stamps, and warranty. Armed with this knowledge, you will be able to apply the same ideas to your own image and achieve great results. Whatever you do, you need to make sure your images are beautiful high-quality images, no-body will buy a product with an unattractive image listing, high-quality must be echoed in every level of your product marketing and your image listing is not an ex-ception.

For more tips on **creating amazing images** for your listing, where to get **professional** looking images and **more**; take a **look at my course** - ” FBA STRATEGIES: How To CREATE The PERFECT Image for your Listing” I answer all questions there regarding image listing and share a lot of **helpful tips**, ensure you **check it out!**

5. PRODUCT PHOTOGRAPHY

In many cases, Amazon requires you to have a white background for your main image. How do you do that? First of all, of course, you can hire a professional pho-



tographer; you can even do it directly in China. Usually, the factory or the sourcing agent will give you such contacts or maybe they are even providing such services themselves.

But in case you want to save some money, and you don't want to hire a professional photographer, what you can do is make nice photos yourself, and it's not that hard as you might think.

I provide a **complete guide** with **juicy details** on product photography and how you can do this with **little investment** in my course- "FBA STRATEGIES: Insider Tips on HANDLING Awesome Product Photography Without Big Investments" **Go** take a look at it **now!**

6. ENHANCED CONTENT

This is a special feature on Amazon, that'll help you increase your conversions of your Amazon listings. It's available in advertising and enhanced brand content. At the time of this writing, it's free because it's in a beta stage, but it might be for some fee in the future. That's why it's under advertising.

This feature is available only for people who have registered their brand with Amazon Brand Registry. If you haven't done so yet, you first need to go to the Amazon Brand Registry and get your brand registered with Amazon.

Then you can just go to this page of enhanced brand content and enter your SKU and get the search. After that, you will get to the page where you can add content, such as extra images and extra text. I explain more details about enhanced brand content and give a demonstration on how you can **get yours approved SUCCESSFULLY** in my course – "FBA Strategies: The Magic Of Enhanced Brand Content" Don't forget to **check it out**.



CHAPTER 7

STAGING A SUCCESSFUL LAUNCH ON AMAZON

Let's say that everything is ready, you have your listing ready, you have your images ready, and your merchandise has arrived at the Amazon warehouses. You are completely ready to start your sales, so what do you do? Your hands are shaking, the heart starts beating fast... I know the feeling; you are so excited to get started. The problem is, if you don't have any reviews, you don't have any sales. But if you don't have any sales, you won't have any reviews so this sounds like a dead-end. Bummer!

Moreover, to get any rankings, you must have good sales... No sales, no rankings, another bummer? Let's solve it easily together!

That's why, to get started, you need to get reviews first. The problem is, it's getting harder and harder, with new Amazon policies, to get reviews from the review groups. It used to be really easy in the past, you just send discount coupons to the review groups, and they leave reviews for your product or, you just ask your family and friends to leave reviews.

But if Amazon detects that your accounts are connected, they could delete your reviews because it's against their policies. Incentivized reviews from review groups are not allowed anymore as well....

So what do you do to get started?

These are the necessary steps to take that'll get you off on the right footing.



Getting Initial Traffic

To get initial traffic and sales, we will use PPC pay-per-click from Amazon itself. It is an excellent way to find your best-converting keywords as well!

Do you want to know how to use PPC pay-per-click to **get traffic rolling** and access **GREAT converting keywords**? Then **check out** my course on



“FBA STRATEGIES: Step by step GUIDE on How to LAUNCH your
FIRST product SUCCESSFULLY” for the **full gist**.

Let's continue to the next step.



Choosing Your Products And Running Your PPC Campaign

Here, I need to choose the products that I'm going to include. Let's say this is a campaign for my gloves, I choose select, and then I need to proceed. We have gloves selected, the default bid, I suggest at least \$.70 or even \$1. I know it's quite expensive, and probably it will not be profitable for you, but the goal for the first campaign is not to get profits, but to get reviews going to get sales starting and also to find out what keywords convert best for your product. Your rankings will increase the more sales you have, the better! If you're not getting any results with \$.70, then I can try \$1.15 and see from there.

Again, guys, don't worry about spending cash at this point because you need to invest to get started and to get some sales and reviews going so you need to have a high bid otherwise, you won't get any sales or traffic coming. I would suggest targeting at least 10 sales per day for two weeks as your first goal. Even if it's not profitable it will lit some fire into your listing and drive first reviews and rankings.

Let's activate campaign. That's it, the campaign is running. Here you have your spend amount and the sales and estimated cost of sales.

Put daily cap as well... Again, I wouldn't worry if it's not profitable for you because the most important at this stage for you is to get at least 30 to 50 reviews going and to have some sales going because the more sales you have the higher your Amazon rank and the more sales you'll have as well. Basically, the more you sell, the more you sell. That's funny, but it's true. I suggest putting your prices lower temporary, this will also get some buzz going and start quick sales for you.

The second step for you in running your campaign is to automate the review process using followup series. For each sale you get, you must ask your customer to leave you a review.

I'll **show you** a **SECRET** service I use to achieve this in my course “FBA STRATEGIES: Step by step GUIDE on How to LAUNCH your FIRST product SUCCESSFULLY” **Awesome stuff!**

Note that once you have some sales going, you can also do some lightning deals. Here, you can generate discounts and special offers and also generate a lot of sales with discount.

Guys, don't worry about discounts. Of course, you will lose some money when you do big giveaways and discounts, but consider its investment in your business and investment into your advertising. It's natural to lose the money when you invest in the launch and invest in advertising. However, it will generate you a lot of reviews, a lot of sales, so in the end, it will generate a lot of money for you like it did for me. Remember it's a long term business, marathon, not a sprint.



AMAZON LIGHTNING DEALS

Lightning deals is a great way to stage a big giveaway of your product, which will generate a lot of sales and a lot of reviews for your product. All approved lightning deals will be run on the Amazon deals page. After you go to advertising, lightning deals, you will be on the page like this where Amazon is giving you recommendations for the products that you have enough in stock to be able to participate in the lightning deals program.

Once you select the product, for example, I want this product to participate, I click advanced edit. Here, you can create your lightning deal, you can select the product that will participate in the deal.

This will help you to get a lot of sales fast, and it will help your rankings, and of course, it will help your reviews

Don't forget to check out my course- "FBA STRATEGIES: How to GENERATE MASSIVE Sales and Reviews using Lightning Deals" for the complete breakdown of Amazon's lightning deals and how you can take advantage of this opportunity to jack up your sales within a short period of time!

HOW TO PROFIT FROM COUPONS (USING 10% OFF MONEY PROMOTIONS)

When I promote different products of mine, in the end, I always add something, "PS: And the best part to thank you for being our loyal customer, we have a special coupon for you today, Lucky10P, for 10% off of all the products." I just go to "advertis-ing" -> "promotions" in my seller central and then I click create. Here are the conditions I set for this kind of coupon. I make percent of, 10% off.

Then, purchased items, I just say entire catalog. Buyer purchases at least this quantity of items, which is "one".

Here, for example, you can set condition as something like "buy two and get 15% off". If you want to do something like this, you put two here and 15 here. Then you can just put the start and end dates, and here is the claim code. It's a group claim code, and it's exclusive.

Then you can also use a promotional message, which will be shown on your page in case you want to show this to everybody.

This **secret technique** I just revealed to you will help you **grow** your list and generate **more sales** and reviews.



AMAZING PPC STRATEGIES

What is PPC? PPC is the pay per click program by Amazon itself. This is a real gem if you're just starting out, especially after the last Amazon policies about reviews and stuff. This allows you to generate a big amount of sales in a short time and not only increase your rankings and give you sales but also, most important, gives you insights on the keywords that convert for your product, which is a real gem.

PPC on Amazon is the only way for you to find out which keywords really convert for your product. Guys, even if you create a PPC campaign which is not profitable for you and you spend more money than you make, you still should be grateful because it not only increases your ranks but also gives you the best converting keywords, so it's always a win for you to run a PPC campaign.

There are three types of manual campaigns targeting. Let us take a look at them:

- ☐ **Broad Match:** your keywords will be matched to the search terms that not only match your keywords but are also words related to your keywords. This means include synonyms, misspellings, and variations of your keywords
- ☐ **Phrase Match:** is more targeted and this allows you to narrow down your target search terms to specific phrases. This allows you to control the word order and this will eliminate customer search terms that insert terms between the words in your phrase.
- ☐ **Exact Match:** The exact match is as specific as it can be when you're finding qualified traffic. When using exact match, you narrow down the field of customers to those searching exclusively for your keywords. It may also use plurals, singulars, and misspellings, but they do not get any other words added before or after your main keywords. This is very exact and cannot have any synonyms.

Do you want to know more about both automatic and manual marketing campaigns and how you can use them to **generate sales** and **increase your profits**? Don't delay! Go and **check out my course**- "ADVANCED PPC STRATEGIES to BOOST your SALES and RANKINGS on Amazon!!" it is filled with **MIND BLOWING secrets** that will take you from average seller to **TOP-RATED** seller.

SPLIT TESTS

What are split tests?

A split test allows you to test different prices and titles variations to see which price and title and things like that convert the best for your product.



What services provide split tests?

You can also run split tests using splitly.com which is a great service by Greg Mercer from Jungle Scout OR cashcowpro.com

How do I run split tests?

Using Cashcowpro, you can click new AB split test and then you need to choose the product. Now you will see, split test title, features, images, and price, and set cycle days. If you don't have many sales, then probably you should set longer cycle days because you will need a bigger data sample to have any sort of results, so you can set 10 days, for example. And if you have tons of sales per day, then three days will be enough.

What you should do is to try price variations here. Click on the price. Now you need to set four variations of your sales price and listing price. For example, you can try \$59.95, \$49.95, \$69.95, and \$54.95. Then you should set listing price, add your numbers based on what competitor's prices are, so there is no rocket science behind this, just put in numbers that based on what other competitors are having on sale, that's just it.

For a **complete breakdown** of split tests and a **full demonstration** of how I run variations of split tests using cashcowpro **check out** my course – “How to use split tests to get the best components for quicker conversions and sales” I show you the nitty-gritty of what **you need to know** and what exactly to do to get the **BEST RESULTS**.



CHAPTER 8

CONNECTING THE DOTS, SCALING UP YOUR BUSINESS & AMAZON ASSOCIATES

THE NITTY-GRITTY OF AMAZON ASSOCIATES

What is Amazon Associates?

Amazon Associates is an Amazon affiliate program, which will help you boost your profits and earn up to 10% advertising fee from Amazon by selling other products on your own website or even getting commission from selling your own products.

So how can you use this affiliate program to start making money?

First of all, of course, you just need to open an Amazon Associates account and sign up. Remember, before joining, you need to make sure that your website is ready.

Once your website is ready, you fill in basic information and website link, and then you need to fill the quick questionnaire to answer several questions.

After the identification verification process, you'll be given an automated call and a special pin number.

After you've gotten your unique associate ID for affiliates program, you may fill out your tax information or do it later. Then you will be able to access your account and take a quick tour around. You will be able to see your earnings report and, you can increase your referral fee to 6% by shipping more than six items. The more you sell the, higher profit you get.

I expound more on this and give a **complete demonstration** of how to setup your affiliate program and **start making money**; all this is available in my course – “A QUICK GUIDE on how to use Amazon Affiliates to BOOST your PROFITS and make EXTRA CASH!” **make sure you check it out!**

CONNECTING THE DOTS: How to Combine Amazon and Shopify For **SUCCESS**



What you can basically do is you can be doing drop shipping from Amazon for your Shopify store for other people's products plus you can be fulfilling the orders from your own product that people buy on your Shopify store, and then you fulfill with Amazon merchandise that you have on Amazon. This method is super powerful for people who want to go beyond Amazon and to create and expand their brand by having their own large brand and a large store of different products. As soon as you have five or more products under the same brand, and you have five or more related products, you can not only sell other people's products on your

Shopify store, but you can also start selling your own products and expand the collection and enrich it with other people's products so you have a powerful combination of selling your own products and other people's products. However, problems may arise with traffic, as you should not blindly drive traffic to Amazon since you can easily lose all potential customers to your competitors. I provide **detailed solutions** on how to **curb** this **problem** in my course- "CONNECTING THE DOTS: The ULTIMATE GUIDE To OPTIMIZING your Shopify Store by COMBINING it with Amazon" **Go take a look at it** and **avoid** the **mistake** of giving competitors **free traffic!**

Maybe you're the lazy type 😊 if yes then you can go to the Shopify app store, there are a lot of apps that will simplify your work between Amazon and Shopify. For example, ByteStand will help you automate import from your Amazon FBA account to your Shopify store in just one click. They allow you to put all of your FBA products from Amazon with just one click and create beautiful listings and photos inside your Shopify store. This way, you can simply transfer all of your products from Amazon and make a copy on your Shopify store and then you can drive your traffic to your Shopify store first instead of driving traffic to Amazon.

If you are selling in Europe, then they have international FBA shipping by ByteStand, which is doing the same thing but for European markets, Canada, and Mexico. If you are doing fulfillment with eBay, Alibaba, Etsy, Walmart and several other marketplaces, that you can try Importify, which will help you import products from these marketplaces into your store.

Of course I go into **deeper details** on apps that can **SIMPLIFY** the process for you in my course - "CONNECTING THE DOTS: The ULTIMATE GUIDE To OPTIMIZING your Shopify Store by COMBINING it with Amazon" it is **packed** with **lots of useful information** to help you **optimize** Amazon and Shopify and start making **HUGE PROFITS!**

HOW TO SCALE YOUR BUSINESS & GROW YOUR EMPIRE

So let's assume you already have your first product, or maybe even second product, and you're getting at least 10 sales per day, and you're looking for ways and ideas on how you can scale this thing up and make more profits and, hopefully, reach your goal of \$45,000 per month. Remember, you must be very, very specific on your goal, so you know exactly when you reach it. Same like with rockets; they know exactly how and where they are going to land and they work hard to achieve the goal. They never launch a rocket saying "ok let's just fly and see how it goes..."



How then do you go about this? How can you scale your business?

Here are some **tips** to help you scale your business:

- ☐ **Launching multiple products:** The main way to scale your business is to launch more products under the same brand; it can be an open brand or it can be some related products under the same brand. And get rid of slow-selling products; you can giveaway them as bonuses or use promotion like buy one-get one so you sell out your stock of poor selling products.
- ☐ **Starting your own ecommerce site:** The next tip on how to scale your business is to start your own e-commerce site, it can be your own store, your own site, and you feature your own products there on the main page, plus you build the list, and you do giveaways, you collect emails, you can do contests.
- ☐ **Avoid marrying a product:** avoid over optimizing and getting married to a product that simply doesn't work. You know, guys, there are a lot of people that keep optimizing, optimizing, and optimizing, and thinking that they just don't do enough on their first product, and they get stuck on the first product for months and months and they just miss out on potential profit they could have from the second product that could be much more successful. Avoid this mistake, be smart, don't be a sore loser!
- ☐ **Outsourcing:** The next idea to scale up your business is to hire help. Guys, it's always great to outsource and grow your team. Trust me; you cannot be an expert in everything. And, personally, I am not an expert in many things, and I don't know anything about programming, for example, and I cannot manage my time very well, so I outsource everything and one of the best ways to do it is to find a virtual assistant.

They are a thousand and one reasons and advantages on outsourcing; I provide **detailed information** about this in my course – “Scale your business: Amazon trade secrets that'll help you create the ultimate brand.”
Be sure to check it out!
- ☐ **Reinvestment:** the final advice on scaling up your business is to reinvest. Always put the profits back into the business to launch more products faster and speed up the cash flow. This will really help you if you put the profits you make back into the business, at least first few years, instead of just paying yourself big salaries and enjoying lifestyle really soon.

Guys, I'm **barely scratching the surface here**; again my course - “Scale your business: Amazon trade secrets that'll help you create the ultimate brand.” Goes into overdrive and provides you with **INSIDER SECRETS** on how to scale your business. Don't be left out while others are succeeding, **ensure you check out** these courses and **join the train of success!**



CHAPTER 9

CONCLUSION

What is inside Sells Like Hot Cakes Members Area?

1. Full Step-By-Step Video Course to help you reach \$45,000/month goal

During the video course, I will **take you by the hand** from basic to advanced stuff, helping you create your own Shopify and Amazon stores from scratch. This information is **short and useful**; I never waste your time by spending 15 minutes ranting, showing you how to open your browser or flooding you with 120-page-PowerPoint-slide fluff.

You will **look over my shoulder** and see what I am doing – **real-life examples, real products**, not a theory.

I will show you **what to do and what NOT to do**, as well as how to **avoid the most common mistakes** and pitfalls.

I will show you **advanced tricks, hacks, and tips** to research and source your products, do due diligence, **spy on your competitors**, stage your launch and get **massive organic sales!**

My goal is for you to launch your first five products for the white labeling business with Amazon FBA program. Each product must sell at least 10 units per day, with \$10 profit per unit, so at least \$ 500/day combined or **\$15,000 per month**. Plus, you will launch your **Shopify store** so that you can start drop shipping other people's products while building your own, thereby maximizing your profit – **\$45,000** per month or even more!

After you reach **\$45,000/month**, you will no longer need me :) I will consider my work well done! Just make sure to **share your success story** with other people in our private group!



This course is so effective and powerful that we could easily sell it as a **\$10,000-ticket** seminar, but we are too busy selling our own products...we don't have time for seminars :) Let's leave them to the "success guru", as they're not our song!
VALUED \$10,000

2. All The Tools You Might Need To Succeed Are Included in your membership at no extra cost... no upsells or cross-sells or other hidden costs.

Among them are amazing tools like:

A) "Amazon Best Seller Finder" – Includes a **self-updating database of 39,871,951 products** and counting and that will let you instantly find the top-selling products in each niche by keyword. You can get complete information about them, including their prices and, most important, the estimated amount of sales they get per month and the **profit they are making**. With this information, you can quickly see how they are doing and whether it's worth it for you to sell the same product. Moreover, this amazing tool collects the stats of the top-selling products in each category to give you an idea as to whether they fit five strict criteria we developed and taught you about during the course. These five criteria are **crucial** when researching and selecting a product to sell. **Never start selling anything unless it fits those criteria; it's really important!**

This database is so powerful that it's usually sold on other resources as a so-called "Amazon matrix" for \$499 or a "Chrome app" for \$149; the matrix does not even auto-update, while the Chrome app is glitchy and does not provide information for many products, or even provides false sales estimates!

VALUED: \$499 one time or \$149/month

B) Amazon Product Tracker – Allows you to track the performance of selected products (your own or competitors') in real time, giving you **invaluable** information about their performance, history of sales and price changes to help you decode and reverse-engineer them, thereby learning what makes them sell so well. You will also learn about the **seasonality** of the product and identify analogs on Alibaba or Ali-Express to help you find their suppliers in just a few clicks! If you are tracking your own product, you can easily find out how well you are tracking against desired keywords and how you can improve your sales and rankings!

This tool alone is worth \$69 per month and sold separately in different competitor resources.

For you it's included free with your membership! VALUED: \$69/month

C) Supplier Finder – A little **treasure** to **save you hours** spent researching the right suppliers on Alibaba and AliExpress. With just a few clicks it automatically detects the best-fitting suppliers among the thousands of trusted suppliers in your industry.



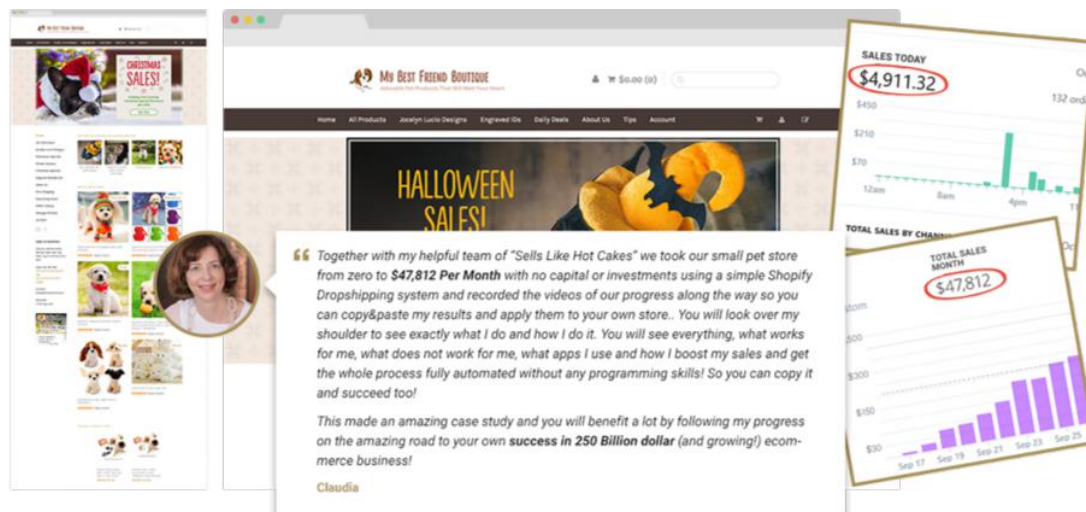
This database itself is invaluable, and you would usually pay \$99 to your sourcing agent for just one search inquiry! In our database, you get unlimited searches at no extra cost!

VALUED: \$99/per search inquiry

D) Shopify Drop shipping Finder – An outstanding tool that will help you quickly find the best AliExpress suppliers for your drop shipping business on Shopify. **No more headaches** from manually searching hundreds of providers and sellers. Here, you instantly get the right products ready for drop shipping, their best prices and other details at your fingertips.

A similar tool is sold alone as an app for Shopify for \$39/month, but you get it **FREE** in our members area!

VALUED: \$39/month



E) Amazon Listing Generators – Looking to create an ideal, optimized, keyword-rich listing on Amazon to boost your sales? Good luck with that. You must manually research hundreds of competitors, as well as subscribe to dozens of paid keyword research tools and services.

Why not try our Amazon Listing Generator, which include a power bundle of the **"Title Generator"** to provide outstanding ideas for your listing title, the **"Bullet Points Generator"** to create keyword-rich, high-converting bullet points and the famous **"Keyword Generator"** that will quickly analyze your competitors and come up with the best keywords to help you get high ranks in your niche!

Similar tools for listings don't exist, and for similar **"keyword research"** tools you must buy expensive credits or subscriptions on competitor sites, or even pay per search inquiry. With us, you get unlimited search power!

VALUED \$149

F) Shopify Competitor Spy – Leaves behind all the guesswork and lets you **legally spy** on your competitors by identifying how well they are doing, what traffic they are getting and where it comes from, and what products sell best for them (even if they try to hide it, we will know), so you can quickly **copy and paste their best-selling**



Sells Like
HOT CAKES

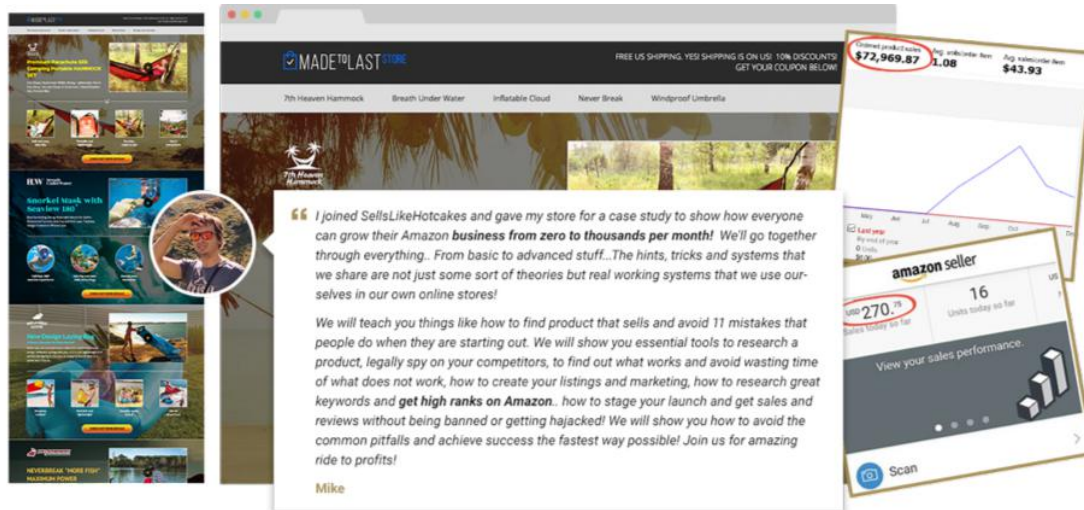
How You Can Get From Zero To \$47,812 Per Month With No Capital
Or Investments Using A Simple Amazon +Shopify System

www.SellsLikeHotCakes.co

products on your featured store and boost your sales. We can even help you automatically find the best AliExpress suppliers for bestselling tools so you don't need to waste hours researching that information.

A similar tool is sold at \$199, and it does not even self-update, while our tool auto-updates daily!

VALUED: \$199



G) Garlic Press Smasher Bonus tool :) – The term "**garlic press**" has become an inside joke in our Amazon industry; it indicates a product that is easy to sell and that everyone wants to buy. That's why we decided to make this funny but super helpful bonus tool called "Garlic Press Smasher," which automatically searches our database of millions of Amazon products and finds a single easy product that you might sell in the future. This tool is great for people who don't want to do any complex research and who just want an **idea of what to sell**. The results are updated daily, so that you can come back tomorrow for the next big idea for your potential product. This tool is fully automatic and free from any bias; no alternatives to it can be found elsewhere.

VALUED: \$299

H) Helpful Resources and Links – It took us years to compile this list of the most trusted resources in the industry, including suppliers, tools, inspections, product package and design services, freight forwarders, etc. Where can you find trustworthy sourcing agents? What freight forwarders should you use? Where can you get legal protection for your business?

Never get scammed again; use only **trusted** resources like those we personally tested and use.

This section will quickly answer your questions about where to do product inspections, where to find suppliers, what freight forwarders to use, where to buy bar codes, where to register your trademarks and much more.

VALUED: \$399



I) **Expert Private Community , Wall, and Expert Critics** – I don't want to sound like one of those "success gurus," but there is one thing about which they are totally right: **success attracts success**.

You are an average of your five friends, so if you stick around successful people sooner or later, you **become one**.

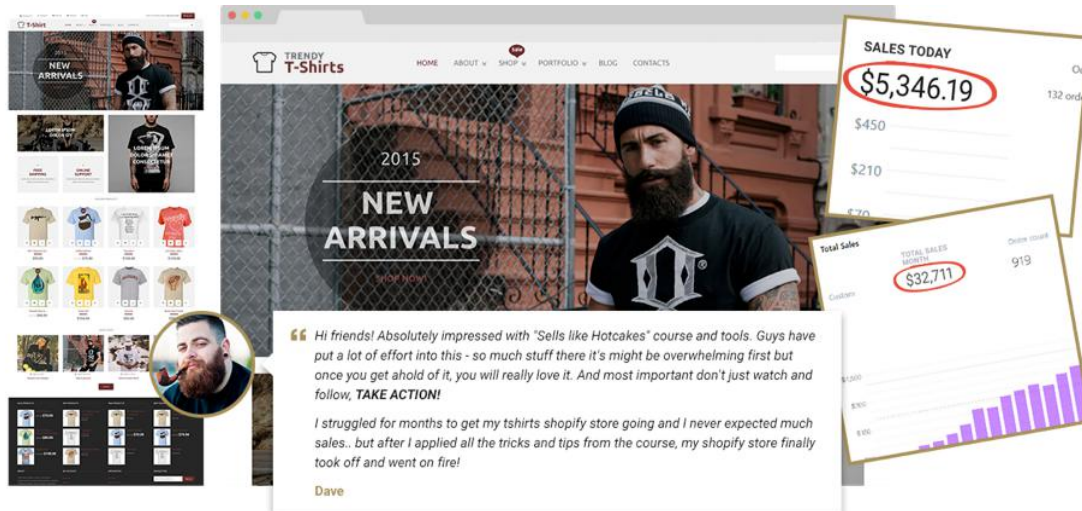
We are privileged and grateful to have been able to build this amazing small but very helpful closed community of successful Amazon, Shopify and eBay sellers who are there to help you and **share their tricks and secrets**.

We are all selling in different niches, so we never treat each other as competitors. We are **here to help you** and each other by **sharing the hottest trends, common mistakes and tips** on how to succeed in this business.

All we ask in return is that you contribute to the group, share your success stories, share your questions and frustrations and fears, and help us help you!

I am sure you will love the famous "**WALL**"! Beware: It's really **addictive** :)

VALUED: PRICELESS



J) **Expert and Critic Brainstorming** – An amazing section where you can submit your product (anonymously if you choose), research ideas, listings, descriptions and bullet points for the community to analyze, critique and **brainstorm**. You will be **surprised** at the ideas and tips you will receive that you never thought about, helping you instantly boost your sales and avoid costly mistakes. *"Is this the right product to sell?" "How can I improve this listing title?" "How can I improve conversion from my bullet points?"*

You will get invaluable ideas and tips from people who sell BIG and do this for a living!



And don't worry that other people will copy you... your competitor can copy your product anyway, whether or not you like it.

Try to adopt an **abundance** mindset instead of a mindset of scarcity. There is **enough money** and room for everyone, and there is always competition in anything, so stop worrying about it. Competition exists whether or not you worry about it; it's a part of the game!

We can achieve many more sales by helping each other rather than considering every other person to be a competitor.

TOTAL VALUE OF THE "SELLS LIKE HOT CAKES" COURSE, TOOLS AND MEMBERS AREA: \$11,752 Access + \$499/month fees.
Beta tester early access: \$0 Free Trial + \$29/month if you like it and stay! That's a steal!

For the first few months, while we are building our community and adding new tools, we have decided to accept the first 250 beta testers at **this insanely low price**.

In return, you agree to help us beta test the **new tools** that we will be developing and adding. You also agree to contribute to the community.

After the beta testing stage, the price for new members **will increase** to \$199/month, but for beta testers, the price will be fixed at the low \$29/month level.

And yes, we will give you a **free trial** so that you can log in, check around and see the value, tools, and community **BEFORE** you are charged and fully committed! Yes, you can cancel at any time, no questions asked, so there is really no risk involved. We use trusted Stripe processing, which is an **industry standard** in major online stores like Shopify itself.

It's time for you to **take action**; click on the magic "Start Trial" button, and we will meet you inside!

We are regular sellers who have launched our shops in different niches from scratch, and you can do it too.

Remember, our **goal is simple** – for each store to **reach \$45,000 per month**. No, we don't strive for a million dollars; we are down to earth, and we believe that \$45,000 per month is a good start. If this number sounds good to you, we are a great fit. If you are one of those people who plans to get rich overnight doing nothing, please don't bother joining. We don't have time to **"coach your success"** or give you a magic tool that will provide you with **"push button commissions"** or insane trading profits. Remember, those scams are fairy tales for losers. Stay away from them, start your own **REAL and honest** online store, and you will achieve amazing success like other people from our group!

Each year, **online commerce market share almost doubles**. Amazon and Shopify currently dominate, with close to 59 percent of all online sales. That is 59 percent of



Sells Like
HOT CAKES

How You Can Get From Zero To \$47,812 Per Month With No Capital
Or Investments Using A Simple Amazon +Shopify System

www.SellsLikeHotCakes.co

a **\$250-billion-dollar market**, which you can easily tap into if you start now. A few years later the opportunity might be gone as each niche becomes more and more saturated and the competition becomes more intense. Right now it's the **golden age of online sales**, and I believe that together we can easily build your store from scratch. Follow our course for just one month and get your store launched. It will provide you with an amazing passive income of **\$45,000/month** or more!

And remember, the early bird gets the worm. Join us now, at the early stage while we are in beta-test mode, for a silly-low \$29/month and reap all the benefits by getting in front of the train! Trust me; you won't regret it!

Hit this magic "Start Trial" button, and we will meet you inside!

P.S. If you like my marketing efforts on this page (*I am sure you appreciate them*), wait until you see the video course :) I bet you are going to love it. **The best part?** All of my videos are recorded with the help of my **lovely assistants**, whose voices you can't get enough of... it's better than yoga :) None of the usual rambling, mumbling or 15-minute unrelated rants that you hate in other video courses – only to-the-point, well-edited-and-voiced, **step-by-step instructions**, screen recordings and a **"look-over-my-shoulder"** style using my own tools, systems and online stores, which you will actually need and which will get you to the golden \$45,000/month goal!

Get inside now and prepare to be amazed

Start Your Trial Now



Free \$3 Day Trial + Just \$29.9/month if you love it
and keep it! Cancel any time!



stripe Secure Payments

