



Discover the right products to sell
Design an attractive website without any experience
Attract customers to your store without spending a dime



CREATE A PROFITABLE Online Store



**Webinar
CheatSheet**

A STEP-BY-STEP COURSE
to Making Money with a Successful Online Business

Written by Steve Chou
Author of the top small business blog
www.MyWifeQuitHerJob.com



It was a pleasure meeting you at my ecommerce workshop and I hope you learned a lot! In this cheatsheet, I've organized some of the key points of the presentation for you. Good luck with your ecommerce business!

To sign up for my full blown class, go to...

<http://profitableonlinestore.com>

To get a list of recommend products and services, go to...

<http://mywifequitherjob.com/online-store-products-services-and-tools-i-recommend/>

If you enjoyed the workshop and would like to help me out, then please leave a review for my podcast

<http://mywifequitherjob.com/workshop-podcast-contest/>

And finally, please tell all of your friends to sign up for my free 6 day mini course on ecommerce!

<http://profitableonlinestore.com/signup>

Overview

- Selling your own branded products is the best way to ensure long term success for your store and Amazon
- Selling other people's products on Amazon will eventually lead to price erosion and a race to the bottom.
- By signing up with an Amazon Professional Seller account, you can list your own product SKUs.
- For best results, go with a pro account and sell using FBA.

Getting Started

- Go to sellercentral.amazon.com
- All of your goods must be in a box or a bag. If it's in a bag, then you must purchase anti-suffocation labels
- You also need to purchase barcodes if you are selling your own branded products. These usually cost a few bucks each.
- Get barcodes at speedybarcodes.com

The 3 Pillars To Selling Well On Amazon

- Learn how to create a high converting listing
- Consistently get reviews for your goods.
- Drive traffic to your listings with Amazon Sponsored Ads.

Optimizing Your Listing

Images

- Make sure you have more than one photo for your listing. It's best to use all of the slots if possible
- Make sure your images are at least 1000X1000 pixels
- Amazon advocates taking your photos on a white background as a rule.

- Do not include extraneous items in your photos

Pricing

- Start low even if you aren't making much money and then gradually raise the price over time as your product garners more sales and reviews
- Change your prices once a week.

Title

- Include important keywords in your product title but make it sound natural
- State clearly what the product is as the click through and conversion rate affects the ranking
- Think about what your target customer is looking for and make it enticing. **TRY TO STAND OUT!**
- The words in your title are searchable and they count as keywords. Move important keywords to the front of the title

Bullet Points

- Bullet points have the greatest impact on your conversion rate outside of the image.
- Use your bullet points to convey your unique value proposition and why a customer should buy
- Use your keywords in your bullet points but make them sound natural
- Incorporate language that will entice a user to add to cart
- Place important points in front for people who scan

Search Terms

- Do not repeat any words
- Do not use commas

- You do not need to include multiple variations of the same word. Ie Book, Books
- Include synonyms and spelling variations
- Do not include misspellings
- Use your competitors brand names
- Use keywords in your top competitor's description
- Use dimensions of your product if applicable
- Don't repeat keywords that are already in your title

Getting Reviews

- You should jumpstart your listing by doing a small giveaway to get some initial feedback using [Snagshout](#)
- Use [Feedback Genius](#) to solicit reviews from your customers on a regular basis.

Feedback Genius Script

Hi Janet,

This is Jennifer, the owner of Bumblebee Linens.

We are a small family-owned business and our goal is for you to be completely satisfied with your transaction.

I wanted to thank you for your purchase and let you know that it was a pleasure doing business with you. I hope everything turned out fantastic, and that our linens are everything that you expected.

If you're open to it and we have earned your approval, we would appreciate it if you could tell others about your experience by leaving a review on Amazon.

If you're NOT totally satisfied for any reason, please hit reply to this email before leaving feedback, so that we can resolve any issues. Just let us know what you need and we'll make things right.

Just click the link below and find our product and tell us your experience. It only takes a minute.

<http://www.amazon.com/review/create-review?&asin=B00S0MVW52>

Your feedback and business is GREATLY appreciated!!

Amazon Sponsored Ads

- Let Amazon target ads based on keywords Amazon thinks are relevant with an automatic campaign.
- Gather keyword and conversion data
- Create manually targeted campaigns that focus on the keywords that convert
- Have 1 campaign that is constantly exploring new keywords that you may not think of
- Have another campaign that bids much higher on keywords that you know will convert

Tools/Websites Mentioned In The Workshop

- [Snagshout](#)
- [Feedback Genius](#)
- [JungleScout](#) - Click the link to get a 10% discount
- [Amazon.com](#)