



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  
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[www.MyWifeQuitHerJob.com](http://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>

## Tools/Websites Mentioned In The Workshop

- [Terapeak](#) - Click the link to get a free 7 day trial
- [JungleScout](#) - Click the link to get a 10% discount
- [Scope](#) - Click the link to save \$50
- [Feedback Genius](#) - Click the link to get a free 60 day trial
- [Alibaba](#)
- [Panjiva](#)
- [Amazon.com](#)

## Amazon 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](https://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 <https://www.nationwidebarcode.com>

## The 3 Pillars To Selling Well On Amazon

- Learn how to create a high converting listing
- Consistently get reviews for your goods with Feedback Genius.
- Drive traffic to your listings with Amazon Sponsored Ads.
- Generate sales velocity with Facebook Offer 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 main photo on a white background as a rule.
- Do not include extraneous items in your main photo

### 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
- Do not 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 or severely discount your product

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

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>

Sincerely,  
Jennifer

## Tools/Websites Mentioned In The Workshop

- [Feedback Genius](#)
- [Scope - Click the link to save \\$50 today](#)
- [Feedback Genius - Click the link for free 90 day trial](#)
- [JungleScout](#) - Click the link to get a 10% discount
- [Amazon.com](#)

## Generating Sales Velocity

In order to rank on the front page of search, you need to match the sales of other products on the front page.



Using a tool like Jungle Scout, type in a keyword phrase into Amazon and find out how many units the top sellers are moving on a monthly basis.

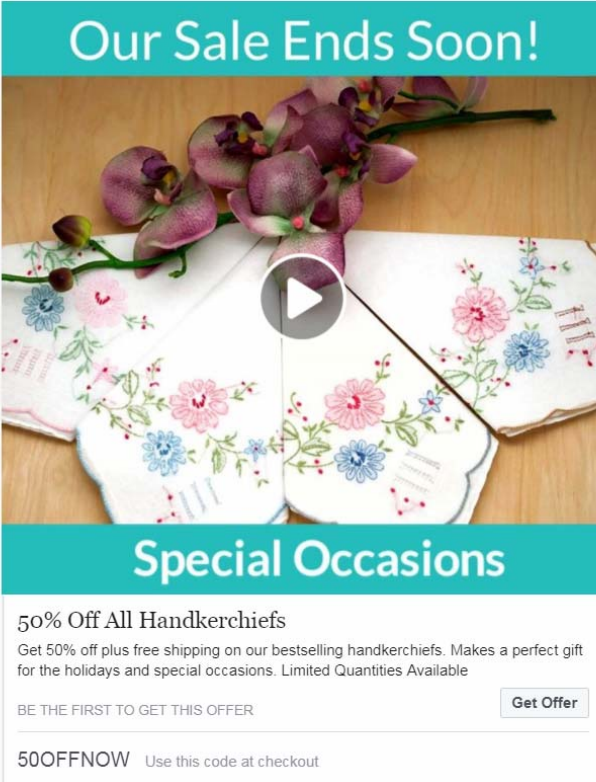
For example if a garlic press sells 300 units per month, then you need to generate 10 sales per day for at least a 7 day period.

To generate sales in the beginning, you should use Amazon Sponsored Product ads and Facebook Offer ads.

## Facebook Offer Ads

Facebook offer ads are extremely powerful because the user gets a notification of your offer in their Facebook notifications bar. They are also emailed the offer to their inbox associated with their Facebook account.

 **Bumblebee Linens** shared an offer.  
Sponsored · 



The ad features a video thumbnail showing purple orchids and floral handkerchiefs. The text on the ad includes:





**Our Sale Ends Soon!**


**Special Occasions**

**50% Off All Handkerchiefs**  
Get 50% off plus free shipping on our bestselling handkerchiefs. Makes a perfect gift for the holidays and special occasions. Limited Quantities Available

BE THE FIRST TO GET THIS OFFER [Get Offer](#)

**50OFFNOW** Use this code at checkout

 **Bumblebee Linens** shared an offer.    
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The ad features a video thumbnail showing purple orchids and floral handkerchiefs. The text on the ad includes:

**Our Sale Ends Soon!**

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Get 50% off plus free shipping on our t  
Be the first to get this offer [Get Offer](#)

 Like  Comment  Share

Facebook offer ads allow you to upload a spreadsheet of unique coupon codes. You must first generate these in Amazon or your own shopping cart.



## **Promotion Tips**

- Make sure it's an eye catching offer (30%+ off)
- Limit coupons to one per customer
- Set a limit on the number of units per sale so 1 person can't buy out your entire stock
- Make sure you don't send traffic directly to your product page. Instead, send people to your Amazon storefront URL