



HOW TO START AN AMAZON PRIVATE LABEL BUSINESS

& Grow the F#<K Out of It!

SO YOU WANNA SELL ON AMAZON?



You may have seen people on social media boasting outlandish and fast success.



That's enough to motivate anyone.



Unfortunately, failure comes as swiftly as those successes.



So I'm not going to show you how to chase big trends...

SO YOU WANNA SELL ON AMAZON?



I'm going to show you the basics of how to build a private label brand.



Then scale it reasonably. Slowly. So that over time you have something significant.



And it won't be something that falls down at the first sign of a strong wind.

So let's get to it...

Let's Start With The Obvious



Set up your legal entity. You'll need an EIN anyway for most importing and it will make life easier down the road (Amazon can be finicky about changing legal entities from personal to business).



LLC's are easy to set up. You can do it online in most states. States like Wyoming, Delaware and Las Vegas are popular for using registered agents. Since you're selling online, your LLC can be anywhere.



Let's Start With The Obvious



○ After you have a legal business, an EIN (tax ID number for the US) and a bank account...

○ Sign up for an Amazon seller account. Make sure this is a Professional account and not an individual account. This is because pro accounts allow access to important features like Sponsored Ads.



Let's Start With The Obvious



AN IMPORTANT NOTE...



If you wish to sell a brand, Amazon now requires “Brand Registry” which is only available with a trademark. However, Amazon offers a program called “IP Accelerator” where when you contract one of their lawyers for the trademark, Brand Registry will be granted soon after application (as opposed to after the trademark is fully registered).



Step One: Find a Product



- Now that the boring business stuff is out of the way, time for the real fun to begin.
- First, you need to figure out what the heck you're gonna sell!

*DISCLAIMER



I will teach you a few ways that have worked for me and other colleagues, but ultimately you have to go with your gut on this one.

*DISCLAIMER



- Unlike many “gurus” in this space, I do not believe that there is a magic formula to picking profitable products.
- In fact, I think predicting what will be trendy or sell well on Amazon is like picking stocks that will go up.
- There’s a TEENY TINY bit of skill involved that helps things along a VERY LITTLE BIT, but mostly it’s luck.

Magic 8 Ball Method



- This is where we'll try to predict future trends based on past data.

Magic 8 Ball Method



- There are many tools in the Amazon space that make short work of analyzing marketplace data. However, many are
- somewhat costly and almost all are geared toward people already familiar with the landscape.

So I will do my best to focus on the use of free tools!

MAGIC 8 BALL METHOD



Start at this URL: <https://www.amazon.com/Best-Sellers/zgbs>. These are Amazon best sellers.



Now go to the left side of the page and start clicking into “subcategories.” Go as deep as you want into sub-sub-sub categories.



Look for unique products that catch your eye. What you are looking for is a cool product that you can describe in ideally one to two words (think “garlic press” or “yoga mat”).

MAGIC 8 BALL METHOD



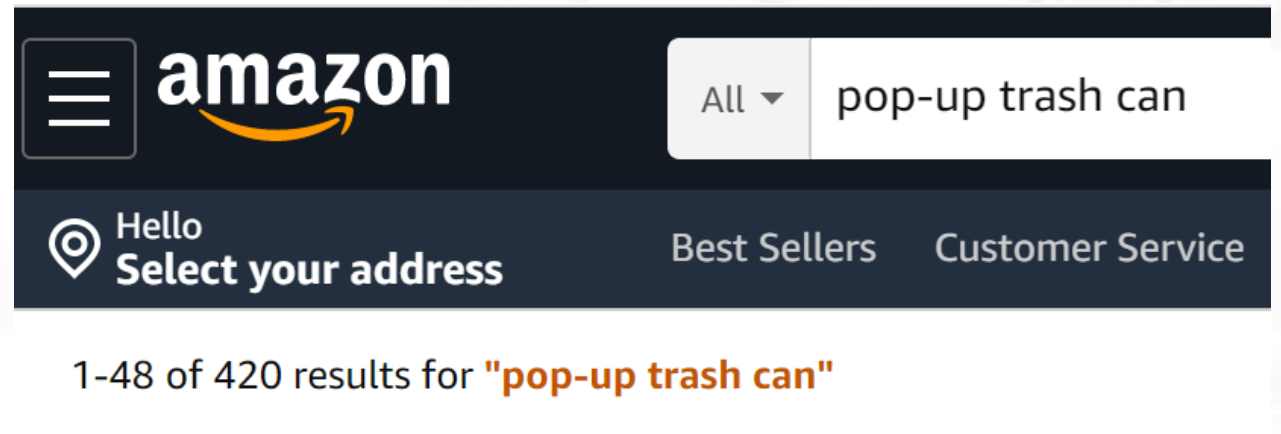
Then go back to Amazon's home page and search for that keyword.



Identify products/keywords where the competition is low (the "number of results" in the top left corner of the search page is less than 500).

Magic 8 Ball Method

In this example I couldn't do a 2-word keyword as this was the shortest way to describe the product. However, we hit our under 500 results limit.



MAGIC 8 BALL METHOD



Next visit this URL: <https://www.junglescout.com/estimator/>. This is a free BSR estimator that will estimate how many units per month the product sells.



Plug in the BSR (best seller rank) of each of the first 15 organic (not Sponsored) results and see how many sales they are making per month.



Then do the math to determine how much revenue those sales are generating.



If at least 7 of the top 15 organic listings are generating five figures in sales, this product should be considered.

MAGIC 8 BALL METHOD



In this example, 8 of the top 15 results are generating over \$10,000 in sales per month.



That would make this product a strong consideration. The reason is because it is a proven product (according to the data) that has low competition.



This doesn't account for the level of existing competitors (they may have thousands of reviews and still be stiff competition) but it is a good place to start your consideration.

NEW & NOVEL METHOD



This is where we'll try to find something that isn't currently selling on Amazon that might be well received.

New & Novel Method



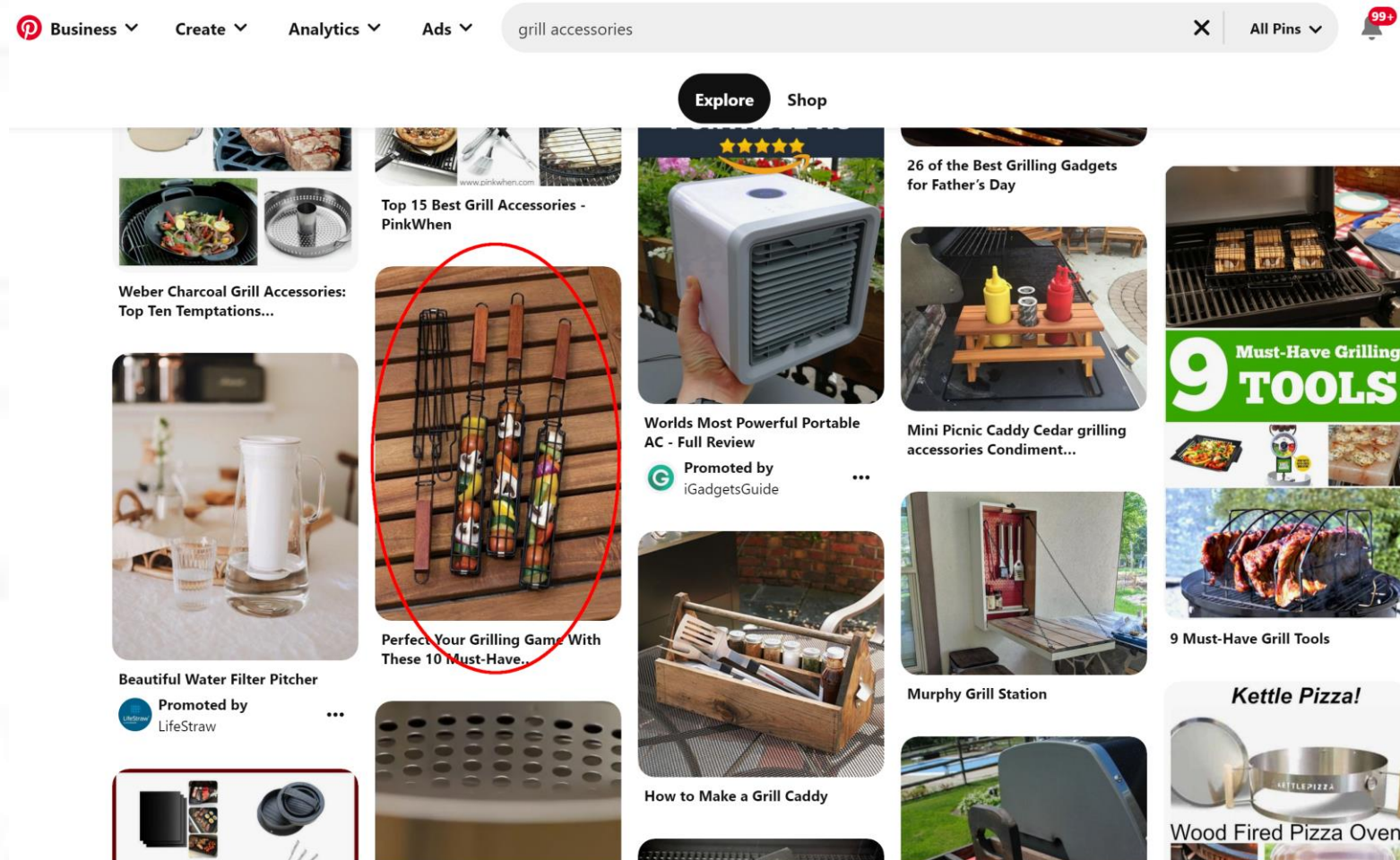
Pinterest is the best place to start for this strategy, but you can also check Etsy or Uncrate. Basically, what you are looking for is unique products that people are clearly interested in (that's why they posted about it, or bought it from a handmade seller) that haven't made it to the mainstream market on Amazon yet.

New & Novel Method



- Visit the Pinterest website (or Etsy) and just search for any product idea you think of in your head. Look at what pops up.
- Look at the posts or listings to see what appears popular and look at the version or type of that product that is trending on these websites.

New & Novel Method



New & Novel Method



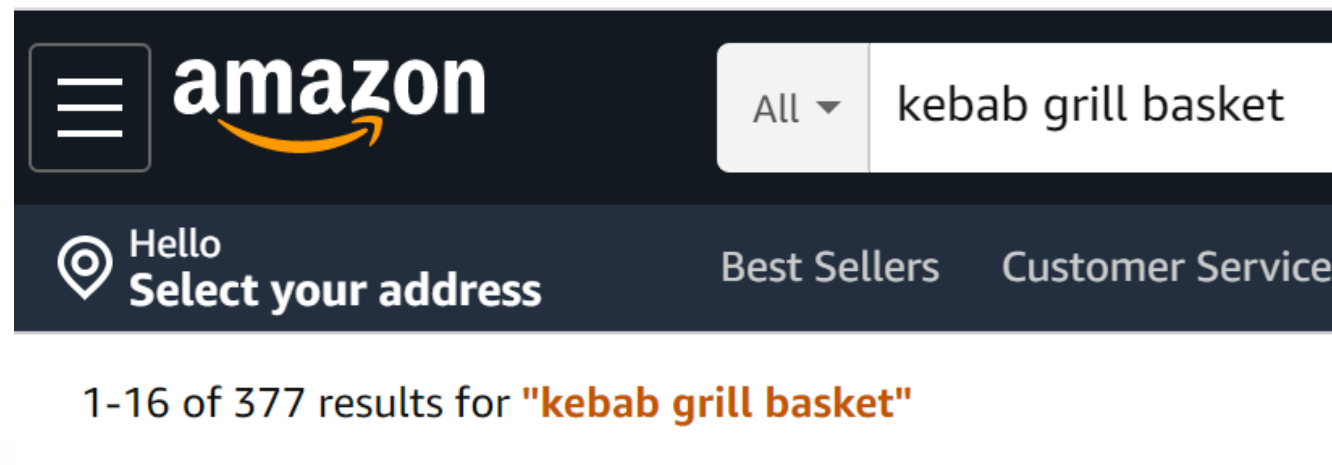
In this example a search for “grill accessories” turned up an interesting product.



Next, search for that product on Amazon.com. This time we are looking for very few or (better yet) no other sellers.

New & Novel Method

Our search on
Amazon revealed
377 results, BUT...



New & Novel Method



- A quick scroll through the results reveals that there are only THREE listings on the first page that are of this exact product. Most of the others are different variations of a “grill basket.”
- With less than 50 “competitors” selling the same product, this is definitely one for consideration.

New & Novel Method



- Next, use Google Adwords' Keyword Planner to determine keyword search volume.
- Search your keyword. You're looking for one or two highly relevant keywords that get up to or over 1k searches per month. This indicates that people are searching for this type of product.

New & Novel Method

We can see here that there are a couple of keywords that meet our criteria.

<input type="checkbox"/>	kebab grill basket	10 – 100	High
Keyword ideas			
<input type="checkbox"/>	shish kabob baskets	100 – 1K	High
<input type="checkbox"/>	kabob grill basket	1K – 10K	High
<input type="checkbox"/>	best kabob grilling baskets	10 – 100	High
<input type="checkbox"/>	shish kabob grilling baskets	10 – 100	High
<input type="checkbox"/>	kabob basket skewers	10 – 100	High
<input type="checkbox"/>	farberware shish kabob grill baskets	10 – 100	High
<input type="checkbox"/>	stainless steel kabob baskets	10 – 100	High

Go Mainstream Method



- Here we'll find unsexy everyday items that buyers **NEED** but that sellers aren't usually attracted to (so there is some demand but little competition).
- The best place to start for these types of products are ones that are necessary for a **JOB**. Look for items that people **MUST** purchase whenever they get hired for certain occupations.

GO MAINSTREAM METHOD



If you can't think of any worker equipment off the top of your head, do a job search on a site like [indeed.com](https://www.indeed.com) for your area.



When you see a job opening, go to Google and search for tools or equipment for that job. For example "kennel cleaner tools."



When you've identified equipment specific to that job, do a search for them on Amazon.

GO MAINSTREAM METHOD

You are looking for less than 500 results (low competition) and at least half of the top 15 listings generating \$5,000 a month. This isn't huge revenue, but these types of products rarely produce big numbers. Instead this is a good strategy for finding ten or more products that can all reliably generate at least 5k per month.

Go Mainstream Method

In this example we see a job opening for bank teller.

new

Full-Time Teller

Family Security Credit Union 3.0 ★

Go Mainstream Method

When we search Google for “bank teller tools” we immediately see a potential product: “teller station sneeze guard”


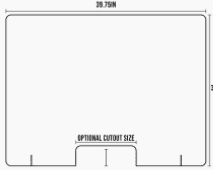



bank teller tools

× | 🔊 🔍

🔍 All 🖼 Images 🛒 Shopping 📰 News 📺 Videos ⋮ More Settings Tools

About 11,800,000 results (0.61 seconds)

Ads · See bank teller tools ⓘ

 <p>Teller Station Sneeze Guard... \$30.00 Interstate Plastic</p>	 <p>Sneeze Guard Acrylic 39x30 ... \$129.95 Etsy Free shipping</p>	 <p>Deposit Ticket Holder, Black... \$22.81 BankSupplies</p>	 <p>Sneeze Guard - Value 18" x 30"... \$115.99 Sneeze Guards... Free shipping</p>	 <p>CRL N666 Brushed... \$336.71 DK Hardware</p>
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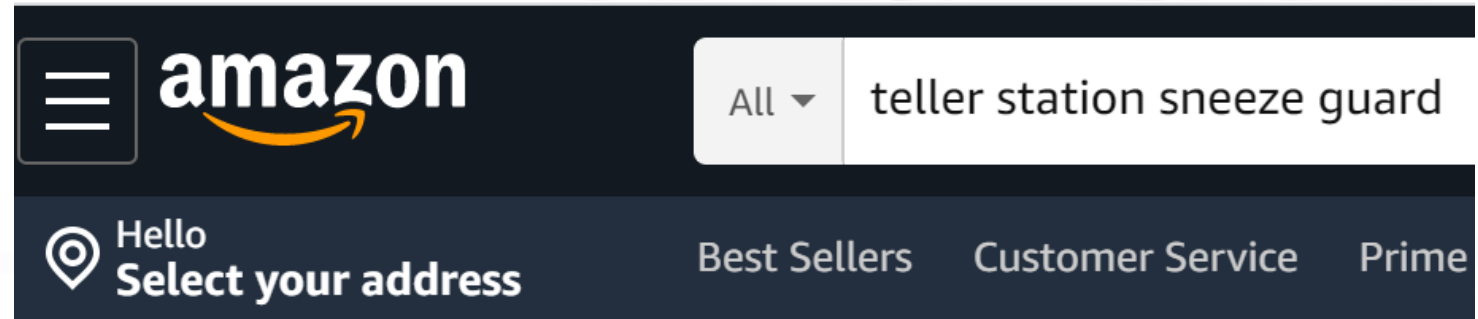
»

Go Mainstream Method

Our search on Amazon reveals only 99 results.

If we input the BSRs into the free JungleScout tool mentioned earlier and then do the math on their sales we see that 9 of the top 15 organic results are generating over \$5,000 a month.

This is definitely a product to consider.



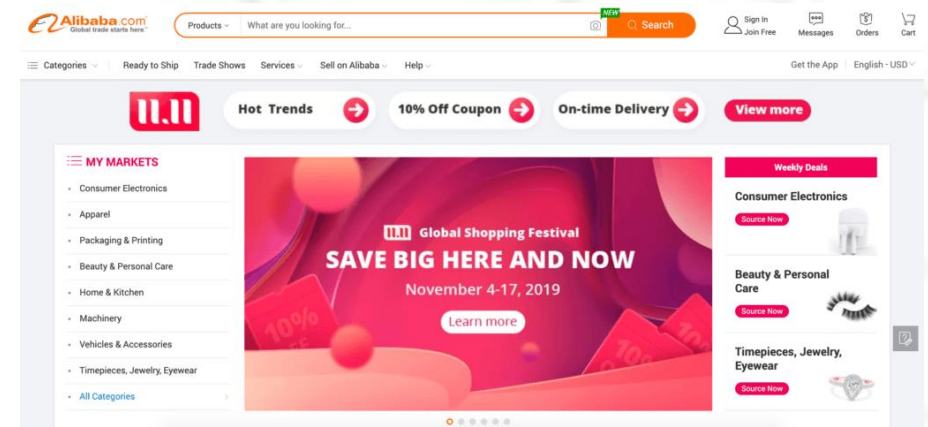
1-48 of 99 results for **"teller station sneeze guard"**

Step Two: Find a Supplier



- While there are several different ways to find a supplier for your private label products, this guide will stick with the simplest.
- B2B website Alibaba.com

Step Two: Find a Supplier



Alibaba is a website where manufacturers and trading agents list their factory capabilities and would-be distributors communicate with them to negotiate a deal.

Vetting on Alibaba

When searching on the Alibaba.com site for your product be sure to filter by “Trade Assurance” and make sure you only consider listings from Gold Suppliers of 3+ years.

CATEGORY

Waste Bins

Other Garden Supplies

Storage Boxes & Bins

Supplier Types



Trade Assurance

Vetting on Alibaba



ESD Garden **Pop Up Leaf Trash Can**,Yar...

Ready to Ship

\$3.40 / Piece

3000 Pieces (Min Order)

Fuzhou Eastsound Technology Co., Ltd.

🇨🇳 CN 8 YRS **Verified** \$ 🏆 🏆 🏆 🏆 🏆

↗ 88.6% **5.0** ★ (30) "Quick reply" "Fa..."

Contact Supplier



Universal Traveling Portable Car **Trash** ...

Ready to Ship

\$0.60-\$2.00 / Piece

1 Piece (Min Order)

Yiwu Xianfeng Network Technology C...

🇨🇳 CN 2 YRS 🏆 \$ 🏆 🏆 🏆 🏆

↗ 93.8% **4.6** ★ (12) "Arrived on time"...

Contact Supplier



Collapsible Eco Friendly Toy Outdoor **Pop Up Trash Can** with Lid

\$3.00-\$5.00 / Piece

500 Pieces (Min Order)

Huizhou Raytop Industrial Co., Ltd.

🇨🇳 CN 4 YRS **Verified** \$ 🏆 🏆 🏆 🏆

↗ 81.9% **3.7** ★ (1)

Contact Supplier



High quality Leaves collection Collapsible **Pop Up** camping trash can /Garden

\$5.00 / Piece

100 Pieces (Min Order)

Quzhou Minqian Outdoor Goods Co. Ltd

🇨🇳 CN 2 YRS 🏆 \$ 🏆 🏆 🏆 🏆

↗ 93.1% **4.1** ★ (4)

Contact Supplier



VETTING ON ALIBABA



Next, identify as many suppliers as you can that meet these criteria.



Click on the listing, look at the images and the offer. Then scroll down to look at more information about the offer. Click on company profile and pay attention to whether the supplier is a manufacturer or a trading agent (or both).

VETTING ON ALIBABA



Scroll up and click on the manufacturer name to view their site. Look at their other offerings and note whether the products fit within the same niche or are made from the same types of materials.



After you've scrolled through and learned all you can about the offer and the supplier, click "contact supplier."

VETTING ON ALIBABA



Send the suppliers a message through the Alibaba messaging system. Here is a template for the initial message:

Hello,

My name is NAME and I represent a number of successful brands selling products on Amazon and Shopify in the US. Currently my business associates and I are interested in exploring the YOUR NICHE space. We have great interest in PRODUCT. Particularly the MORE SPECIFIC FEATURE OF PRODUCT.

I believe you offer this product?

I just had a couple of questions:

1. What branding options are available?

I understand there will likely be a custom box, but are there other places where branding is possible?

. Your Alibaba listing shows the product MOQ/price separated in units. What is a unit?

3. What certifications for safety or other do you have?

4. What are your terms typically (I am guessing 30% and then 70% before shipping?)

5. Do you have samples available so we can test your quality?

6. If we do business with you, we will wish to have our own inspection company conduct a pre-shipment inspection. This will be ok?

7. We may also wish to send someone to visit the factory, and witness the production floor. This is also ok?

Thank you for taking the time.

I look forward to hearing back from you.

Sincerely
NAME

Vetting on Alibaba



- The specifics on the message may vary depending on the type of product you are looking to source, but this is the general format you should stick with.
- An important thing to note: this message did not mention price. You don't want to focus on price on the first interaction. These suppliers get asked all day long "what's the best price you can give me." The above example message tells the supplier you are more concerned with quality and customization.

Vetting on Alibaba



- This will start a line of communication back and forth. Negotiate the best price and highest quality with your supplier.
Arrange for samples.
- Compare samples and choose the best quality and fit for your brand.
- Arrange for a bulk order with the supplier you chose

***Note**, you'll want to hire a freight forwarder to help you with your shipment. They will arrange the freight as well as customs clearance for your bulk order overseas.

Step Three: Create Your Listing



- After you've set up your business, found your product, negotiated a bulk order and arranged shipment, you'll need to create your catalog entry on Amazon so that your product can be found (and purchased).

KEYWORD RESEARCH

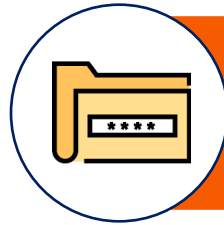


To identify what keywords your potential customers are likely searching on Amazon, first look at competitors.



Identify five to ten competitor listings and look at their Titles (primarily), their bullets and their descriptions. Take note of the language used and the nouns described.

KEYWORD RESEARCH



Make a list of all keywords that seem relevant.



Next, try to find your competitors' websites. Google their brand names and find as many as you can (ideally at least five).



Go to Google's Keyword Planner tool and look at the keywords those competitor sites use. (Under "Discover new keywords" and "start with a website")

Keyword Research


Discover new keywords



START WITH KEYWORDS

START WITH A WEBSITE



Enter a domain or a page to find keywords

 <https://www.cuddlebug.co/>

For example, domain.com (website) or domain.com/page (webpage)

☒ Use the entire site: www.cuddlebug.co

☐ Use only this page: <https://www.cuddlebug.co/>

 English (default)  United States

Use a website as a source of keywords

GET RESULTS

Copywriting



- Now you must use those keywords to write the copy for your listing. You are writing for “two audiences”; the Amazon algorithm AND actual customers.
- The key here is to craft compelling, benefit-driven copy while also including as many keywords as possible (but still remaining as concise as possible)

Copywriting



- TITLE – With regard to Amazon’s algorithm, this section holds the most “weight” in terms of keyword relevance.
- Best SEO practice says you should have important keywords in your product title.
- However, this is one of the few pieces of a listing a potential buyer can see from the search page, so it is also important to use compelling language.

Copywriting



- TITLE – Do this by identifying two to four highly relevant keywords.
- Then, mine your competitors' reviews to see what features customers like the most and what issues they dislike the most.
- Use customer language to weave benefit-driven copy utilizing your relevant keywords.

Copywriting



- TITLE EXAMPLE – Let’s pretend we’re selling a baby sling. The biggest and most relevant keywords for this product are “baby sling” and “baby carrier.”
- Reviews stated buyers liked being hands-free while their baby was comfortable. They also stated many customers had issues with it being too small.

Copywriting

★★★★★ I have a baby with acid reflux and I need to hold her for 45 minutes after she eats and she eats every two hours or every hour like yesterday so if you do the math that leaves ...

Reviewed in the United States on January 10, 2018

Color: Classic Gray | **Verified Purchase**

I never write reviews . This is my first review . It changed my days. I have a baby with acid reflux and I need to hold her for 45 minutes after she eats and she eats every two hours or every hour like yesterday so if you do the math that leaves me with barely any time between feedings BUT NOW I carry her wherever I need to go in the house. Pfff life changer. I had bought another brand it was \$40 dollars or so but it came in sizes so I will have to buy another one then another one pretty expensive at \$40 each. This one you can simple tight it long or short.

MUST IMPORTANTLY MY BABY IS HAPPY she sleeps like in a little cocoon and is warm with my body . Thank you . Hope my review helps someone. By the way at first I was like this is complicated second time. Oh I get it . Third time no instructions. Now automatic

185 people found this helpful

★☆☆☆☆ Its not 1 size fits all

Reviewed in the United States on September 18, 2018

Color: Classic Gray | **Verified Purchase**

Bought it for my daughter for a baby shower gift. Its been to long to return it otherwise I would. Its too small, even though it says one size fits all. My daughter is a size 12.

8 people found this helpful



COPYWRITING

TITLE EXAMPLE – So our title should look something like this:

Premium Soft Cotton Baby Sling – Cozy Comfort for Baby, Hands-Free Convenience for You - Lightweight Baby Carrier for Infants & Children Up To 2yrs Old

OR

For something even more concise

Cotton Baby Sling – Comfortable & Convenient, Lightweight Carrier for 0 to 2yrs Old

COPYWRITING



FEATURES/"BULLETS" – This gives necessary details to potential customers about the functionality of the product. It's also a great place to include benefit-driven copy.



In the Bullet section, you're writing for two audiences: the "skimmers" and the "researchers."

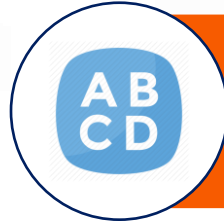
COPYWRITING



FEATURES/"BULLETS" – Skimmers just skim through the highlights.



Researchers read all the text.



Here's the structure: BENEFIT IN ALL CAPS – more detail description.

COPYWRITING



FEATURES/"BULLETS" EXAMPLE:

GET STUFF DONE – With baby safely and comfortably strapped to you, you'll have your hands free to be as productive as you need to be.

COPYWRITING



DESCRIPTION – Often overlooked, the description offers as much of an opportunity for benefit-driven copy as the bullets. Further, this section appears above the bullets in the mobile layout AND this section is indexed by both Amazon and Google.



Here we want to reiterate main points and continue to highlight benefits.



***PRO TIP** – use html tags `<p>` and `` to bold and break up sentences for easier reading.

COPYWRITING



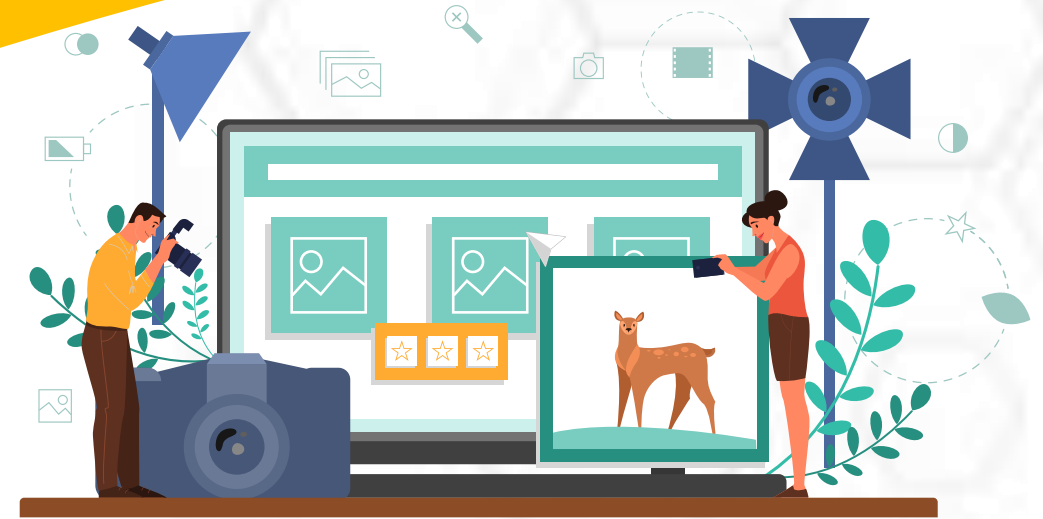
DESCRIPTION EXAMPLE:

SO COMFORTABLE YOUR BABY WILL SLEEP IN IT



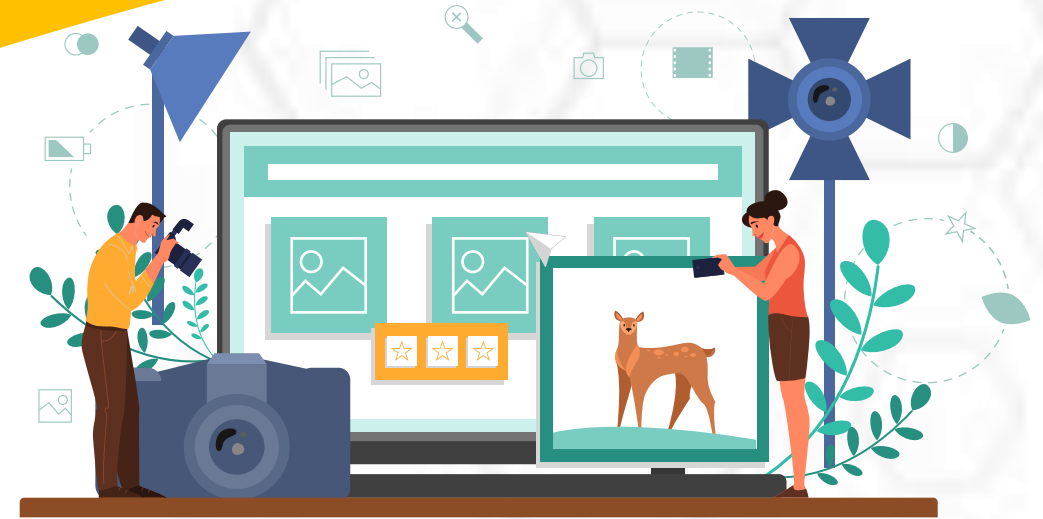
If you are like most parents....BUSY...then you'll love this comfortable and easy way of keeping your baby close while you get things done!

Product Photography



- Product imagery is arguably the most important aspect of a listing. This is likely due to being the most recognizable identifier of a product in search.
- Within the listing itself the photographs also play an important role. They are the only substitute a buyer has for picking an item up and examining it in person.

Product Photography



- While it is advisable to spend the majority of your budget for optimization on this aspect, it doesn't have to be extremely expensive.
- Yes, paying \$3000 to a magazine photographer to take pictures with models in your product will help, but it isn't necessary or required.

Product Photography



- You can also take the pictures yourself, though this isn't recommended. Remember, everyone, including other ambitious sellers and big brands alike, is competing for attention on search pages.
- That said, here is a list of resources for whichever method fits your budget:

Product Photography



- DIY –
- A lightbox with white backdrop
- An iPhone or comparable Android with great camera
- A scene (kitchen for kitchen gadgets, living room for home décor, etc)
- Preferably, models for action shots

Product Photography



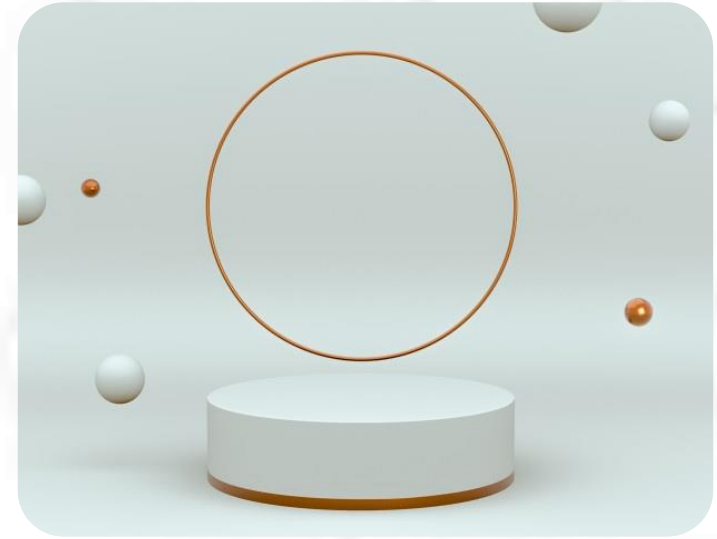
- These supplies will allow you to take your own white background shots, staged shots (the knife on the cutting board, the exercise ball in the gym, etc) as well as lifestyle, or “action” shots (models using the product).

Product Photography



- Digital Freelancer –
- Go to Fiverr or Upwork or an agency that specializes in this.
- Send them images from your phone or camera.
- They will clean up your images, cut them out and then place them in stock photos and other lifestyle settings.

Product Photography



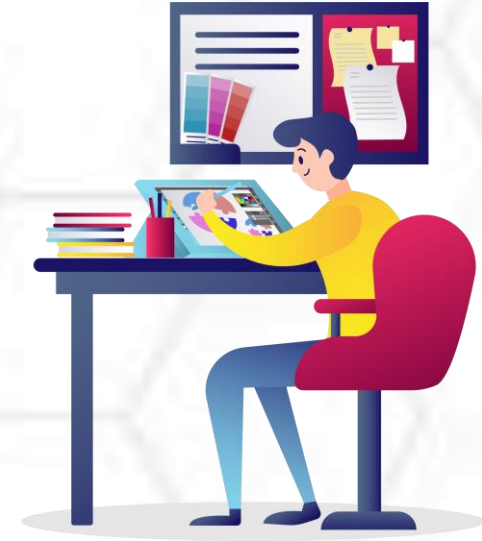
- 3D Render –
- Go to Fiverr or Upwork.
- Find someone to make a 3D mockup of your product.
- They can then place that mockup into stock imagery or other lifestyle settings.

Product Photography



- Freelance Photographer –
- Find a local photographer (or someone online you can easily send your product to)
- Have them take white background, staged and lifestyle shots.
- **PRO TIP** – The reason you want lifestyle shots is because including a person's face, especially if it is of your target demographic, can increase conversions dramatically.

Product Photography



- **PRO TIP #2** – You may also consider hiring a graphic artist (from Fiverr or Upwork or other networks) to create “infographics” for your product.
- These are graphical designs that include product facts, so your potential buyers can consume important benefits in a visual manner.

Step Four: Send In Your Inventory



- Create a shipping plan in Seller Central (I won't be going over this because Amazon does a much better job educating on how to do this correctly) and send in your initial inventory.
- Once your inventory is in FBA your listing should be LIVE and you are ready to make sales.

THAT'S IT!

- That's all there is to it. The end.

BUT....BUT....WAIT! You said “and how to grow the F#<K out of it”

What about that part?

Right. Onward then.

The “How To Grow the F#<K Out of It” Part



- Now we'll get into how to actually grow your Amazon business after you start it.
- It all starts with understanding what Amazon wants, and what tools it provides you, the seller, with.

Step Five: Understanding the Algorithm



- If you want to get the most from Amazon and the advanced algorithm that runs its search engine, then you need to understand it on a basic level.
- Here are the fundamentals about Amazon's A9 algorithm:

Amazon's A9



- There are, essentially (though there is a LOT of nuance we'll go over) only two main factors that impact keyword rank on Amazon.
 1. Relevance
 2. Customer trust

AMAZON'S A9



Relevance – is impacted by..



Sales (velocity and history)



Traffic (internal and external)



SEO (search engine optimization)



On-page activity (clicks, add2carts, wishlist, etc)

AMAZON'S A9



Customer Trust – is impacted by..



Customer payment method (is it valid, does it come from a trusted banking institution, etc)



Customer purchase history

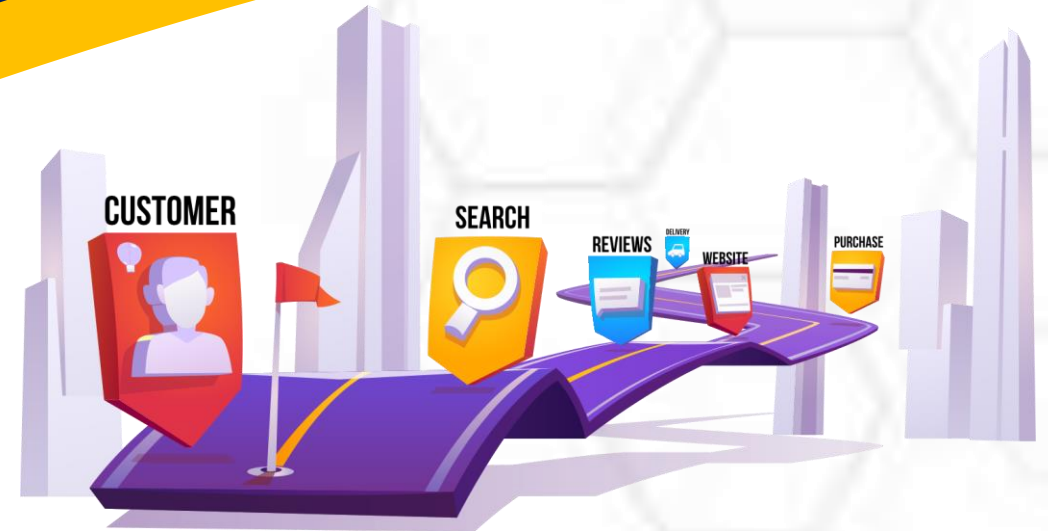


Customer review history and site activity



Customer login history (IP address, number of times, etc)

Amazon's A9



- These factors together help Amazon paint a picture of the “customer journey.”
- The search experience is designed around the customer journey and therefore is the basis for how A9 works.

AMAZON'S A9

Optimal conditions for A9 to increase organic rank for a listing are:



Customer account with no red flags and good history



Uses search (Amazon or Google) to find and browse products



After consideration of a few options, chooses one



Clicks on the listing and makes a purchase



For this to happen repeatedly with as little time in between instances as possible

AMAZON'S A9



This means, Amazon “likes”



Search



External traffic



Conversions



Steady or increasing sales velocity

AMAZON'S A9



So if you can provide Amazon with steady or increasing sales..



From real accounts



Through search



This is how you increase the keyword rank for your listing

Step Six: Pay Per Click Advertising



- Learning PPC on Amazon can be a challenge, and it is something all sellers continuously do.
- However, in the beginning, you want to accomplish two things:
 1. Give Amazon's algorithm as much data as possible to index and create relevance for as many keywords as it can.
 2. Gather data for yourself so you can see what keywords Amazon finds relevant for your listing.

Step Six: Pay Per Click Advertising



- You can accomplish both of these things by running an auto-campaign.
- Just go to sellercentral and then visit Advertising > Campaign Manager > Create Campaign > Sponsored Products. Then under “Targeting” be sure to choose “Automatic Targeting”

Step Six: Pay Per Click Advertising



- Set a decently high budget. The more money put into this campaign the more Amazon will find keywords as it tries to spend the whole budget.
- After about a week or two, run a keyword report and look at all the keywords Amazon has decided are relevant for your listing.
- Any keywords that aren't prominent on your listing but converted into a sale should be optimized for.

Step Seven: “Launching”



- The fun begins during the “launch”
- Now that we know what the A9 algorithm wants, we need to give that to it.
- The goal is to rank your listing higher in search results for relevant keywords.

Step Seven: “Launching”



- Doing this is actually pretty simple.
- You can show the algorithm that your product is popular and in turn get rewarded with keyword rank by:
 1. Generating sales in rapid succession
 2. Generating external traffic
 3. Generating a lot of on-page activity

Step Seven: “Launching”

- How?
- By running rebate promotions.



STEP SEVEN: “LAUNCHING”



Simply run ads on Facebook for “free” or “discounted” product using the Messenger objective.



Then guide people through a simple Messenger chat bot that instructs them what to do.



The bot will lead them to your Amazon product and ultimately to a purchase.

Step Seven: “Launching”

What does this do?

- It drives external traffic to your Amazon listing.
- It drives listing activity as people look at your product and learn more about what it has to offer.
- It drives rapid sales as people purchase to take advantage of your rebate deal.



Step Seven: “Launching”



- Giving the algorithm all the things it needs and it will push your listing up in keyword rank.
- With higher ranking on search pages as well as visibility in sponsored product ads, your listing will have more opportunities to be seen.
- The more people see your listing, the more sales you'll make.

That's How You Grow The F#<K Out Of Your Business

Just remember to:

- Set aside budget for ads.
- Set aside inventory for rebate promotions.
- Make sure your listing is well optimized.



If You'd Like A Step By Step Guide On How To Rank Any Product On Page One Of Amazon...

Check out my SOP (standard operating procedure):

It'll show you step-by-step how to...

- a. Create a Facebook ad that converts rebate buyers like crazy.*
- b. Create a chatbot that get sales, ranking, and reviews.*
- c. Build a list that you can market to over and over again.*

[CLICK HERE to learn more!](#)