

amazon selling business

amazon selling business has rapidly become one of the most lucrative options for entrepreneurs and small business owners looking to tap into the vast online marketplace. With millions of customers browsing Amazon daily, the opportunity to sell products and reach a global audience is unprecedented. This article will delve into the intricacies of starting and running an Amazon selling business, highlighting essential strategies for success, common pitfalls to avoid, and how to optimize your operations for maximum profitability. We will also explore the various selling options available on Amazon, effective marketing strategies, and the importance of customer service. By the end, you will have a comprehensive understanding of what it takes to thrive in this competitive landscape.

- Understanding the Amazon Selling Business Model
- Types of Selling on Amazon
- Setting Up Your Amazon Seller Account
- Product Research and Selection
- Effective Marketing Strategies
- Customer Service and Retention
- Common Challenges in Amazon Selling
- Conclusion

Understanding the Amazon Selling Business Model

The Amazon selling business model operates primarily on two fronts: retail arbitrage and private labeling. Retail arbitrage involves purchasing products at a lower price from other retailers and reselling them on Amazon for a profit. In contrast, private labeling allows sellers to create their own brand by sourcing products from manufacturers, adding custom branding, and selling them directly on Amazon.

Regardless of the model chosen, understanding Amazon's fee structure is crucial. Sellers are typically subject to referral fees, fulfillment fees (if using Fulfillment by Amazon), and, in some cases, storage fees. Knowing these costs upfront will help in pricing products competitively while maintaining healthy profit margins.

Types of Selling on Amazon

Amazon offers several selling plans, allowing sellers to choose the best fit for their business goals. The two primary plans are the Individual Plan and the Professional Plan.

Individual Plan

The Individual Plan is suited for sellers who anticipate selling fewer than 40 items per month. This plan does not incur a monthly subscription fee; however, sellers pay a per-item fee on every sale. This option is ideal for those just starting or testing the waters of the Amazon marketplace.

Professional Plan

The Professional Plan is designed for sellers who expect to exceed 40 sales per month. This plan comes with a monthly subscription fee but eliminates the per-item selling fee. Additionally, it offers access to advanced selling tools, including bulk listing and inventory management features.

Setting Up Your Amazon Seller Account

To start your Amazon selling business, the first step is to create an Amazon Seller Account. The process is straightforward, but certain requirements must be met. Sellers need to provide personal information, business details, and bank account information for payment processing.

Once registered, sellers must choose between the Individual or Professional selling plans, depending on their anticipated sales volume. It is also essential to familiarize oneself with Amazon's policies and guidelines to ensure compliance and avoid account suspension.

Product Research and Selection

Choosing the right products to sell is one of the most critical aspects of running a successful Amazon selling business. Conducting thorough market research can help identify profitable niches and trending products. Tools such as Jungle Scout, Helium 10, and Keepa can provide valuable insights into product demand, competition, and pricing strategies.

Criteria for Product Selection

When selecting products, consider the following criteria:

- **Demand:** Look for products with consistent sales history and positive reviews.
- **Competition:** Avoid saturated markets unless you have a unique selling proposition.
- **Profit Margin:** Ensure that the cost of goods sold allows for a healthy profit margin after fees.
- **Size and Weight:** Smaller and lighter items typically incur lower shipping and fulfillment costs.

Effective Marketing Strategies

Marketing is vital for driving traffic to your Amazon listings and increasing sales. Utilizing a combination of Amazon's built-in advertising tools and external marketing strategies can significantly enhance visibility.

Amazon Advertising

Amazon offers various advertising options, including Sponsored Products, Sponsored Brands, and Display Ads. Sponsored Products are the most common and allow sellers to promote individual listings within Amazon search results. Investing in advertising can lead to increased visibility and sales if managed effectively.

External Marketing

In addition to Amazon's advertising tools, external marketing strategies can drive traffic to your listings:

- **Social Media Marketing:** Promote products through platforms like Facebook, Instagram, and Pinterest.
- **Email Marketing:** Build an email list to communicate with potential customers and promote special offers.
- **Influencer Marketing:** Collaborate with influencers to reach new audiences and enhance brand credibility.

Customer Service and Retention

Providing exceptional customer service is crucial for building a successful Amazon selling business. Happy customers are more likely to leave positive reviews and become repeat buyers. Timely responses to customer inquiries and effective handling of complaints can significantly enhance customer satisfaction.

Additionally, utilizing Amazon's feedback system can help sellers gauge customer satisfaction and make necessary improvements. Engaging with customers through follow-up emails can also encourage feedback and foster loyalty.

Common Challenges in Amazon Selling

While the Amazon selling business presents numerous opportunities, it also comes with its challenges. Some common issues include:

- **High Competition:** Many sellers vie for the same market share, making it essential to differentiate your offerings.
- **Amazon Policy Changes:** Staying updated with Amazon's constantly evolving policies is crucial to maintaining a good standing.
- **Inventory Management:** Balancing stock levels to avoid running out or overstocking can be challenging.

Addressing these challenges requires strategic planning, market analysis, and sometimes, a willingness to pivot when necessary.

Conclusion

Starting and running an Amazon selling business can be a rewarding venture if approached strategically. By understanding the various selling options, conducting thorough product research, implementing effective marketing strategies, and prioritizing customer service, sellers can position themselves for success. Although challenges exist, the potential for growth and profitability in the Amazon marketplace makes it a compelling opportunity for aspiring entrepreneurs. With the right tools and mindset, your Amazon selling business can thrive in this dynamic environment.

Q: What is the best selling strategy for a new Amazon seller?

A: The best strategy for new Amazon sellers is to start with market research to identify profitable

niches, select products with low competition, and utilize Amazon's advertising tools to increase visibility. It's also important to focus on optimizing product listings with relevant keywords and high-quality images to attract customers.

Q: How much does it cost to start an Amazon selling business?

A: The cost to start an Amazon selling business varies based on the chosen selling plan and the products you plan to sell. The Professional Plan costs \$39.99 per month, while the Individual Plan has no monthly fee but charges \$0.99 per sale. Additional costs include product sourcing, shipping, and marketing expenses.

Q: Can I sell used items on Amazon?

A: Yes, you can sell used items on Amazon, but the condition must be accurately described in the listing. Amazon allows the sale of used books, electronics, clothing, and other products, provided they meet the platform's guidelines.

Q: What are Amazon's referral fees?

A: Amazon's referral fees are a percentage of the total sales price (including shipping) and vary by product category. These fees typically range from 6% to 45%, depending on the category, and are deducted from the seller's account upon a sale.

Q: How can I improve my product ranking on Amazon?

A: Improving product ranking on Amazon can be achieved through optimizing product listings with relevant keywords, obtaining positive customer reviews, managing inventory effectively, and utilizing Amazon's advertising options to drive traffic to your listings.

Q: What is Fulfillment by Amazon (FBA)?

A: Fulfillment by Amazon (FBA) is a service where sellers send their products to Amazon's fulfillment centers, and Amazon handles storage, packaging, and shipping to customers. This service allows sellers to offer Prime shipping and increases visibility in search results.

Q: Is it necessary to have a website to sell on Amazon?

A: No, it is not necessary to have a separate website to sell on Amazon. However, having a website can enhance brand credibility and provide additional marketing opportunities outside of Amazon's platform.

Q: What should I do if my account is suspended?

A: If your Amazon seller account is suspended, review the notification from Amazon to understand the reason. Address the issue, create a plan of action to resolve the problem, and submit an appeal to Amazon with the necessary documentation.

Q: How can I handle negative customer reviews?

A: Handling negative customer reviews involves addressing the customer's concerns promptly and professionally. Respond to the review publicly to show potential customers that you care about feedback and are willing to resolve issues. If applicable, offer a solution or compensation to the dissatisfied customer.

Q: What are the tax implications of selling on Amazon?

A: Selling on Amazon may have tax implications depending on your location and sales volume. Sellers are typically required to collect sales tax for orders shipped to certain states. It's advisable to consult with a tax professional to understand your obligations and ensure compliance with tax regulations.

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amazon selling business: How to Sell on Amazon for Beginners Money Maker Money Maker Publishing, 2021-02-20 LEARN HOW TO SELL ON AMAZON EVEN IF YOU START FROM ZERO This step-by-step guide will teach you the 5 steps you need to know to make a successful Amazon FBA business online. Do you want to know how Amazon FBA works? Do you want to know how to create

an Amazon seller account? Do you want to know where to source your products? If you answered YES to any of the questions, then this is the right book for you. Hello! Welcome to this MONEY MAKER PUBLISHING guide! I am confident that with the knowledge you'll learn here, and a little bit of hard work and self-motivation, you'll be making an income from home sooner than you might think. This beginner's guide contains all the information that you will need about FBA, and it has been provided in a comprehensive manner for the ease of understanding. The instructions provided in this book are detailed and have been given in logical order. THE PERFECT CHOICE FOR YOU! If you're bored of your nine-to-five job and looking for simple ways to make a great living from home, this book is specially designed for you, as well as for others who are looking for an online platform to earn and grow an income fast, and/or who want to take ownership of the future and turn a sustainable profit. We have put together a comprehensive guide for selling things on Amazon. In this book, we will give you amazing information in terms of growing your very own Amazon FBA business. If you are aware of drop shipping or selling products online for profit, then chances are you might have heard of Amazon FBA. EXCLUSIVE GIFT INCLUDED! Build Awareness, Encourage Purchases, or Drive More Traffic with the included guide How to Use Digital Ads to Grow Your Sales and Revenues. Drive massive amounts of traffic to your website and market your products online with this free guide exclusively for the readers of How to Sell on Amazon for Beginners. This book will show you: The 5 Steps you Need to Know to Sell on Amazon The Power of Online Business Understanding Amazon FBA How to Create an Amazon Seller Account How to Identify Products People Want to Buy How to Find High-Quality Product Sources that will Support Your Amazon Business Tools That You Will Need to Get Started Launching Products with Amazon Managing Your Seller Account Automate the Process so that You Can Sell Products While You Sleep How to convert your items to fulfillment by Amazon items. Marketing Strategies When to and not to use Amazon FBA? Common errors The Aftermath Secrets and Tips for Your Success Bonus Content: How to Use Digital Ads to Grow Your Sales and Revenues This journey towards financial freedom may not be possible overnight, but with the right push, it can help you supplement your income and potentially leave your job and enjoy financial security on your own terms. You are taking the first step in your research, and I commend you for it. So what are you waiting for? Scroll up and click the orange BUY NOW button on the top right corner and download Now! Copyright: © 2022 by MONEY MAKER PUBLISHING, All rights reserved.

amazon selling business: The Amazon Seller Central Selling Guide A. M. Z. Advisers, 2017-05-21 The step-by-step blueprint for selling on Amazon from AMZ Advisers The Amazon Marketplace in 2017 The Amazon marketplace continued to set new records in 2016, and its upward trend is not likely to abate in 2017. Amazon continues to grow its shopper base by unprecedented rates and create incredible, new opportunities for businesses. The eCommerce retail giant has become the go-to starting point for customers searching to buy products online. Businesses of all sizes stand to benefit massively from being on Amazon. However, many are being left behind from not understanding how the platform works, not using the most cost-effective and efficient ways to grow on Amazon, or not having a presence on the platform at all. Our Amazon blueprint can help any business increase their sales and realize their full potential on this incredible platform. Businesses can no longer afford to not be selling on Amazon. The opportunity costs of not reaching potential customers on the largest eCommerce platform are too great. Creating and optimizing your Amazon sales channel with long-term growth strategies will position your business to enjoy a powerful revenue stream for years to come. The Amazon Selling Platform The retail Amazon selling platform, Seller Central, provides opportunities for first time sellers, small businesses and large brands to create a powerful sales channel. Optimizing the platform will lead to a robust sales channel for you, however it is fraught with challenges. The Amazon Seller Central Selling Guide will teach you how to optimize your accounts on either platform through powerful growth hacking strategies that sellers on Amazon are taking advantage of everyday. What You Will Learn We've designed this book to be the ultimate reference guide for everyone interested in growing their eCommerce sales. The book can be read section by section, but is designed to provide valuable advice and insight into specific

topics on how to sell on Amazon. Feel free to read the entire book, or flip to sections that are relevant for the platform and stage that your business is at. These strategies work best for established businesses looking to scale, but implementing any of these strategies will take your business to the next level no matter where you currently are. Whether you are utilizing Amazon FBA to sell items on Amazon for the first time or have been using Amazon for years, this book will teach you how to increase your sales. Who We Are AMZ Advisers is a full-service eCommerce & digital marketing consultancy with extensive experience in creating high-growth strategies for brands and manufacturers on the Amazon platform. We partner with companies looking to realize their full eCommerce potential. We believe that developing a robust eCommerce presence is integral for a business looking to maximize growth in the 21st century. Our custom strategies aim to make Amazon a powerful sales channel and the centerpiece of every company's eCommerce presence. Long-term growth requires developing alternative sales channels, and we compliment every client's eCommerce strategy by bringing them to additional eCommerce platforms, developing powerful sales funnels and creating websites designed to convert shoppers into customers. Our Clients' Results In 2016, our clients broke the \$20,000,000 mark for total sales on the Amazon platform. Considering total sales across all platforms, our clients achieved more than \$33,000,000 in total sales. We love diving into a business and finding the best ways to grow their business quickly. Our clients averaged 67% growth over prior year sales and our largest clients achieved over 150% growth - some in as little as 5 months - during 2016. Our strategies are constantly evolving and we will continue to search for new growth avenue

amazon selling business: *Selling on Amazon* Brian Patrick, 2013-03-22 Whether your are looking for extra income, or seeking a full-time business opportunity, this book will explain the exact online selling process anyone can replicate, but very few do. Learn how I make close to \$3,000 a month with Amazon by reselling items found in local retail stores.

amazon selling business: Amazon Fba Business May Smith, 2020-06-04 AMAZON FBA BUSINESS Make \$1,000 to \$10,000 by Starting Your First AMAZON FBA Business..Even if You Know Nothing About Ecommerce You're Looking For a Way to Make Considerable Profit Online, But Don't Know Where to Start? Making money online has never been easier and at the same time, more challenging. Hundreds of business platforms make it easy for anyone to start an online business. But the vast number of those businesses make it hard for an individual to stand out and make his business recognizable and profitable. Finally, you can now have the same information that gurus teach on their thousand-dollar courses... for LESS THAN 1% of the price they are charging! Today, you can learn a simple STEP BY STEP GUIDE that any beginner Amazon seller can implement. If you are tired of the empty promises of the gurus. If you just want a simple step by step system to make money via the Amazon FBA program, then this book is for you. Finally, a no fluff, No B.S. - Step by step way to finally make money as an Amazon FBA seller. Inside you'll discover the following: * How to choose a plan of attack, so you'll know exactly what product are you going to look for.* The best way to get started with private labels, the checklist to use for choosing a supplier and the entire process of getting your products from initial order to shipping* What to do if you are strapped for cash... hard problem = easy solution* How to create a product listing that converts into cash Amazon FBA is a beginner-friendly platform, so even if you've never ventured into the world of online businesses, you can still become a successful owner of one! This book is will make sure you make the right decisions from the start and avoid many common and newbie mistakes.

amazon selling business: **Amazon FBA: A Step by Step Beginner's Guide To Selling on Amazon, Making Money, Be an Amazon Seller, Launch Private Label Products, and Earn Passive Income From Your Online Business** , 2021-09-18 HERE IS YOUR VERY OWN BLOCKBUSTER, JAM-PACKED GUIDEBOOK ON EVERYTHING YOU NEED TO KNOW ABOUT AMAZON FBA. THIS IS A STEP-BY-STEP, 40-CHAPTER MOUNTAIN (AND WEALTH) OF INFORMATION JUST FOR YOU TO TAKE ON BOARD FOR YOUR SUCCESSFUL ENTREPRENEURIAL JOURNEY! How would you like to make money with Amazon FBA? Amazon is THE biggest marketplace in the world and I'd like to show you exactly how you can profit from

becoming a self-employed entrepreneur within this exciting and wealthy realm. The wonderful, HUGE world that is... Amazon. Designing a Brand of Your Very Own The details of this are explained, and some added tips and ideas are discussed to get your brand well-ahead of the rest, so you'll stand out from the crowd. It's the little things that count here, and spending the time on this section means that your success will flow on and into the future, because you've created something "magical!" Product Designs and Viable Products If you know how to execute a great design, and your product is viable too, then that means you'll have the perfect elements to create real \$\$\$.

You can even outsource the product designs if it's not something you can do yourself. It's easy; actually. Making Real Connections with Suppliers The art of communication is key, and knowing how to directly speak with your suppliers is one of the most important aspects of this whole business. We'll take a big look at all the things you'll need to know, and take the guesswork out of communication and getting your needs (and theirs) met. This is a two-way street and with the right knowledge, it'll be so much easier to navigate. Choosing Great Suppliers With reliable, professional, and awesome suppliers, your business can be smooth sailing. Here, we'll take a good and hard look at what you'll need, so you don't get the run-around in this regard. Great suppliers can last many years within your business; finding the right ones is definitely paramount for your longevity in the business world. Private Labeling Terminology A good look at the terms used by the pros, so then you'll understand the language of the entrepreneurial space you occupy. This is super-important because it will add to both your knowledge base and your professionalism, as well. Honing Your Company for Success My top secrets to helping you become the best you can be in your niche field! Yes, I want you to get this right so you can earn the money you want to earn, and keep it coming in for years after that. Real success lasts long-term, and we'll discuss what's important here. I'll share some of my greatest secrets with you. Managing Product Imports This can be a tricky thing if you've never done it before. I'll give you the biggest tips and tell you how to execute this part of your business like an absolute pro. Spending your money on product means it needs to get to its final destination... both safely and on time! Creating Awesome Product Descriptions Without these, your products won't sell in good volumes, and at the end of the day, we're trying to sell as much as possible in the chosen niche/s we sell within. We'll talk about exactly what's required, so you'll know what makes a great product description, and why. The All-Important Launch Day When we get to this stage, it's so much fun... and a bit nerve-racking too, but that's to be expected. But I'll get you ready for this day so you'll feel in total control of your metaphorical "ship." Ready? Click on "Look Inside" to Find Out All the Secrets of the Trade.

amazon selling business: Sell on Amazon Steve Weber, 2008-08 If you are in business to sell consumer goods - or you want to be - you should be on Amazon.com. More than 90 million customers shop at Amazon. As its global business booms, Amazon is inviting all sorts of independent sellers - large and small businesses, individuals, and mom-and-pop shops - to sell their merchandise right on Amazon. Whether you're just starting or already in business, you can boost your sales and profits by showing your wares on Amazon, the world's biggest store. Everything you need to start converting your items into cash is in this book by Steve Weber, one of the most successful and highly rated sellers in Amazon history: - How to set up shop on Amazon and generate worldwide sales volume with no up-front cost, risk or advertising. - Run your Amazon store from home, a warehouse or a walk-in store-or outsource everything to Amazon's fulfillment center. - Find bargain inventory; target niche markets for big profits. - Get tax deductions and write-offs for business use of your home. - Use Amazon as a stand-alone business or a lead generator for an existing business. - Pay lower sales commissions on Amazon. - Sell your inventions, crafts or intellectual property on Amazon. - Guard against scammers and rip-off artists. - Automate your business with easy-to-use tools.

amazon selling business: How to Sell on Amazon for Beginners Aydan Riley, 2016-07-11
BONUS EBAY BOOK INCLUDED This book contains extremely useful tips and strategies on how to start a successful amazon selling career. If you do this all correctly you can start making money in no time! Whether you're just starting or already in business, you can boost your sales and profits by showing your wares on Amazon, the world's biggest store. Everything you need to start converting

your items into cash is in this book. Many people don't know that Amazon is one of the largest internet based stores in the world. And even more don't realize that they can make money selling on Amazon! In this book I have outlined what you need to know to start selling successfully on Amazon. So many people are taking advantage of how much customers there are on Amazon, so why not you? In this book you will learn: CHAPTER 1: DON'T JUST SELL ONE PRODUCT CHAPTER 2: CHOOSE WHICH PLATFORM TO SELL UNDER(FBA OR FULFILLED BY MERCHANT) CHAPTER 3: WHERE TO FIND PRODUCTS CHAPTER 4: RESTRICTED CATEGORIES CHAPTER 5: BUYING PRODUCTS TO SELL FROM ONLINE SOURCES CHAPTER 6: USING THE AMAZON SELLER APP TO LIST PRODUCTS CHAPTER 7: AMAZON SALES RANKINGS CHAPTER 8: PRICING YOUR ITEMS CHAPTER 9: AMAZON BEST SELLER LIST Let me be your teacher and teach you how to make money through Amazon! Today is the day to start making money fast and easily! Tags: amazon, amazon fba, amazon fulfilled by amazon, selling on amazon, how to sell on amazon, amazon fulfilled by merchant, amazon business, amazon selling, amazon selling secrets, make money with amazon

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amazon selling business: Amazon Fba Matthew Scott, 2017-05-05 Discover How to Build an Ecommerce Empire by Utilizing Amazon!Tired of the Rat Race? Fulfillment by Amazon can be your

ticket out of the rat race without creating an unmanageable amount of work for yourself. As selling online becomes a larger and larger business, the massive opportunities at Amazon are practically waving money in everyone's face, and all we have to do is reach out and grab it. The problem most of us face is that we jump in head first. There are some definitely lessons to be learned that way, but wouldn't it be easier if we avoided some of the mistakes that lose what little startup capital we have? Taking advice from a seasoned FBA seller, and learning from his mistakes, will not only help ease the technical requirements, but it will help motivate you to focus on the right information, find the right products, and make the best sales possible.

Quit Wasting Time The major perk of working through Fulfillment by Amazon is that time is no longer spent packaging and shipping items, handling customer service, and finding a practical place to store your large inventory. As a seller grows their stockpile of goods to sell, it becomes quickly difficult to manage as a one-man show, and FBA solves that problem. Even if you've been mildly successful with sales through other methods, if you ever plan to sell large amounts, you're wasting your time if you're not utilizing FBA.

Learn the Ropes If you don't want a blind start, or if you're struggling through a blind start, it's time you learned a few things, including: How to manage an Amazon Seller Central account. How to optimize sales without simply underpricing items based on the lowest possible prices available. How to source new products through retail arbitrage at local stores near you. How to decide if products are practical and viable to earn a sizable return on investment. How to avoid money-losing methods and tactics that simply won't work in the 21st century. How to create your own product listings in a manner that screams professionalism and leads to sales. How to develop your own brand with products that you didn't have to research, develop, and produce. How to keep tabs on your success through reporting tools and records keeping. How to always continue growing your business by working **ON** the business instead of **FOR** the business. All of this is possible through Fulfillment by Amazon, hard work, and a willingness to learn while understanding the results you have along the way. With step-by-step instructions, you'll be able to leave behind some of the guess work and focus on selling more products on Amazon than you would have ever imagined before.

Enjoy the Benefits The results of your labor will be the ability to leave your day job, focus entirely on a business that you run yourself, and wake up at any time of day you want. Gone can be the days of 9AM meetings, bartending on the weekends, or going to school for a degree that might not even land you a job. What are you waiting for? If selling online is something you're considering, it is time to start making your move. You may not quit your job today, but as your FBA earnings come flowing in and your business grows, you'll start seeing the light at the end of the tunnel sooner than you expected.

amazon selling business: The Advanced Amazon Selling Guide A. M. Z. Advisers, 2017-04-06 The step-by-step blueprint for selling on Amazon from AMZ Advisers

The Amazon Marketplace in 2017 The Amazon marketplace continued to set new records in 2016, and its upward trend is not likely to abate in 2017. Amazon continues to grow its shopper base by unprecedented rates and create incredible, new opportunities for businesses. The eCommerce retail giant has become the go-to starting point for customers searching to buy products online. Businesses of all sizes stand to benefit massively from being on Amazon. However, many are being left behind from not understanding how the platform works, not using the most cost-effective and efficient ways to grow on Amazon, or not having a presence on the platform at all. Our Amazon blueprint can help any business increase their sales and realize their full potential on this incredible platform. Businesses can no longer afford to not be selling on Amazon. The opportunity costs of not reaching potential customers on the largest eCommerce platform are too great. Creating and optimizing your Amazon sales channel with long-term growth strategies will position your business to enjoy a powerful revenue stream for years to come.

The Two Amazon Selling Platforms The two main Amazon selling platforms, Seller Central and Vendor Central, provide opportunities for first time sellers, small businesses and large brands to create a powerful sales channel. Optimizing each platform will lead to a robust sales channel for you, however each is fraught with their own challenges. The Advanced Amazon Selling Guide will teach you how to optimize your accounts on either platform through powerful growth hacking strategies that sellers on Amazon are taking advantage of everyday. What

You Will Learn We've designed this book to be the ultimate reference guide for everyone interested in growing their eCommerce sales. The book can be read section by section, but is designed to provide valuable advice and insight into specific topics on how to sell on Amazon. Feel free to read the entire book, or flip to sections that are relevant for the platform and stage that your business is at. These strategies work best for established businesses looking to scale, but implementing any of these strategies will take your business to the next level no matter where you currently are. Whether you are utilizing Amazon FBA to sell items on Amazon for the first time or have been using Amazon for years, this book will teach you how to increase your sales. Who We Are AMZ Advisers is a full-service eCommerce & digital marketing consultancy with extensive experience in creating high-growth strategies for brands and manufacturers on the Amazon platform. We partner with companies looking to realize their full eCommerce potential. We believe that developing a robust eCommerce presence is integral for a business looking to maximize growth in the 21st century. Our custom strategies aim to make Amazon a powerful sales channel and the centerpiece of every company's eCommerce presence. Long-term growth requires developing alternative sales channels, and we compliment every client's eCommerce strategy by bringing them to additional eCommerce platforms, developing powerful sales funnels and creating websites designed to convert shoppers into customers. Our Clients' Results In 2016, our clients broke the \$20,000,000 mark for total sales on the Amazon platform. Considering total sales across all platforms, our clients achieved more than \$33,000,000 in total sales. We love diving into a business and finding the best ways to grow their business quickly. Our clients averaged 67% growth over prior year sales and our largest clients achieved over 150% growth - some in as little as 5 months - during 2016. Our strategies are constantly evolving and we will continue to search for new growth avenue

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