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LEARN, SELL, AND PROFIT



A COMPLETE GUIDE TO UNDERSTANDING FBA
TO HELP YOU LEARN, SELL AND PROFIT

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Doug's words of wisdom:

"I believe that there are no secrets to becoming successful in life. And I truly believe the path to true success in life is the result of hard work, preparation and the most important of them all, learning from your failures.

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INTRODUCTION



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Introduction



Many people have heard of Amazon FBA, but many don't know what it stands for and how it can help them improve their online selling.

FBA stands for Fulfillment by Amazon, which Amazon set up so you could use the Amazon warehouses to store and ship items you sell through the Amazon website.

It's a simple but powerful process that ensures your business will grow without spending a lot of money.

Consider this scenario: you're doing some product sourcing and have several items you've picked up – DVDs, books, toys, some home and beauty items, etc.

Most people, by this point, are thinking they want to purchase more stock but lack the room to store it. This is why Amazon came up with its Amazon FBA program. You can have a basic Amazon selling or Pro-Merchant account to use the program.

All you need to do is list items into your selling account and several clicks later, you'll be given some barcodes to print out. These barcodes will need to be placed over the item's original barcode.

You'll also need to print the packing slips out for each item. These will go in the box.

You'll need to set up a pickup time from a carrier, which will depend on two things:

- Country in which you live.
- How you pay for it.

The order gets completed, and you wait for it to be picked up. In a few days, the item is in the Amazon warehouse where it sits while it waits for it to be sold. You just sit back and make the money. Amazon FBA will handle all the customer emails, shipping and payments; you just provide them with the stock and earn the cash.

Amazon will charge extra, but the costs are low and the postage savings are amazing. After all, you're using the buying power Amazon has and don't have to contend with any Post Office lines, bubble wraps or boxes. Amazon FBA handles this all for you.

People also don't know that Amazon FBA can be used to ship out to other buyers using such platforms as eBay. Amazon will hold onto the items and send them out when they're sold. The cost is minimal and is much cheaper than what you can pull off.

Amazon will have pricing information for all countries – just do a quick Amazon FBA search.

You lose nothing by trying out the program. However, there is a plethora you'll gain from it.

A Better Understanding Of The FBA Program

Have you come across the FBA program on various websites including Amazon and wondered what it was about? Can you save money by

getting involved with the FBA? Are there any benefits to joining the process?

FBA is a method in which Amazon will keep hold of a seller's products and will list those items to be sold on the site. The company will receive payments for every order that's placed online and then ships out the products to the buyers.

This process makes it easier for stores to increase their sales and bottom line. It's not uncommon for some stores to let Amazon do the orders for them. The goods are sent right to the buyers by sellers who offer the products on Amazon. Many of these sellers come from other websites like eBay and Etsy.

Many sellers, using the FBA program, have seen a steep increase in the amount of sales they experience. Perhaps that's because prospective buyers are under the impression that they are buying from a reputable company and not some individual.

Simply put, purchasing right from Amazon gives the buyer some added trust in the supplier – buying from them again.

Sellers can use the offer to attain an array of other benefits. As a seller using the service, you don't need to be concerned with product promotion. It's Amazon's deal to worry about buyers and take care of orders. You can put your attention on other tasks like getting new products ready to be sold and focusing on other tasks that increase your business' size and impact.

What Are Some Other Benefits?

As the product owner, you can take a day off here and there without being worried about the business falling apart while you're gone. You can take a week off from work and go on a real family vacation. Turn off the phone and spend time with them. Amazon, which has your products in their warehouse, will handle the business while you're away.

Since some people don't like the idea of dealing with buyer's one-on-one, the FBA program makes it easier for them to sell their products.

Difficult customers can also be a problem for some sellers, which is what makes the FBA program so nice too. Amazon will handle everything about these buyers and more.

Fulfillment by Amazon isn't that difficult to learn and use. Just go to Amazon's official website and download the related PDF documents to learn how you can get going. Within no time, you'll understand how the system works.

Do you own a store? Why not let the Amazon's FBA program do the hard work for you while you focus on other business-related aspects?

CHAPTER 1:

WHY SHOULD YOU CONSIDER STARTING AN AMAZON BUSINESS



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Chapter 1: Why Should You Consider Starting An Amazon Business



When it comes to selling products in the retail market, you have to understand your customers and what they're looking for when you're buying something to sell to them.

All buyers are looking for high-quality products to spend their money – high quality but low priced. If you can provide them with something unique or provide them with a low-priced product in an established market, you can garner a plethora of interest in your company.

Interest will only turn to revenue when you have confidence in the products you have to sell and are confident in your prospective buyers.

You also need to be concerned with establishing trust, which goes far beyond stolen credit cards or personal information and other online security measures. You want them to see that you provide them with high-quality products, that you package very well to ensure they stay safe during shipping and that you send them out quickly and on-time.

You also want to be sure they see that you offer amazing customer service.

Why is Amazon so good? It's because this retailer has been able to establish trust with its customers. If you sell on Amazon, your prospective buyers will trust you as well.

How Does The Selling Process On Amazon Work?



How Does The Selling Process On Amazon Work?

If you have yet to set up a seller account, you need to do this. There are two kinds of accounts you can go with – Basic or Pro.

Basic Seller Account – This account type is free and is promoted to people who don't sell more than 40 items in a month. You can list the items in 20 various categories. You will pay a fee for every item you sell. You're only allowed to sell items that are already listed on Amazon for sale.

Pro Seller Account – If you succeed in your business, you can set up a Pro Seller account, which comes with a monthly fee. You should also set it up if you have unique items you want to sell.

You have 25 categories you can list your items in. Check out www.amazon.com to search for all the different categories they have to offer.

CHAPTER 2:

HOW TO GET STARTED WITH FULFILLMENT BY AMAZON



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Chapter 2: How To Get Started With Fulfillment By Amazon



The FBA program by Amazon is similar to eBay but is far better.

For the longest time, eBay was the only place in which people could sell things through the Internet. While eBay is wonderful, it takes a plethora of work to pull off successfully – listing, sourcing, customer support, shipping and so much more.

If you want to go beyond eBay though, you have to consider the Fulfillment By Amazon program. The FBA company is designed to store and ship client products. It's a unique service Amazon provides because it's a marketplace for these items, which means they have a vested interest in seeing items sell.

The great thing about FBA is that these items qualify for the shipping promotions that Amazon offers such as Amazon Prime and Free Super Saver Shipping.

People signed up for Amazon Prime get free two-day shipping, meaning they can spend money on items like towels, coffee, socks, tea

and other products. They tend to spend more money with Amazon because they trust the company. This is wonderful for sellers, as it means they'll buy more and you'll sell more.

There's little doubt on how powerful Amazon is as an internet commerce, ensuring their standards are quite high for customers, owners and vendors. To them, customer service is an important part of any business. It's why many people are using the Fulfillment by Amazon service. You don't have to sell to customers directly anymore nor handle the customer service after the sale has taken place.

The only thing you need to do is keep sending products to Amazon for them to sell and they handle everything else.

What do you need to do to get started with the Amazon FBA program?

Open an Amazon Account – If you've never bought or sold anything on Amazon, you need to set up an account. All you have to do is go to Amazon's website and hit the "Selling on Amazon" link, which can be found on the bottom of all its pages.

Set Your Amazon Account Up – After you created your Amazon selling account, reach out to the Amazon customer service representatives to set up the FBA account. With the assistance of FBA representatives, you can address any potential problems later on. They will help you with the first shipment.

Amazon's Fulfillment by Amazon Helps Your Business To Grow



Amazon's Fulfillment by Amazon Helps Your Business To Grow

This program is a great way for small business owners and individuals to reach out to a larger market. Its scalability is what makes the program so worthwhile.

Even if you're a small business, with the FBA program, you can compete with the established sellers. Small businesses don't have a lot of storage space or time management to manufacture, list, sell and ship their orders.

With the FBA program, you can fulfill big and small orders, meaning a small company can be just as successful as a large company that uses the fulfillment program. With Fulfillment by Amazon, you can efficiently and effectively handle the increase in volume while doing inventory management and spending.

This decreases the competitive advantage bigger sellers often have, meaning you have a real shot to make a profit and growth like you want. You only need to access products of your choosing. Amazon's Fulfillment by Amazon program offers a whole new income stream that you can use to grow your business.

There are more than 65 fulfillment centers across the U.S., meaning there is plenty of staff that will handle your business' customer

service, order processing and shipping. What are some of the primary benefits seen with this program?

- You have millions and millions of Amazon customers looking at your products.
- On and off Amazon scale order handling and logistics.
- Sell products worldwide using the FBA export program to access these customers at no cost.
- FBA includes an optional program called Multi-Channel Fulfillment, giving you leverage to the company's best fulfillment centers for all off-Amazon orders.
- You can have a vacation and fulfill orders while away, because Amazon FBA program handles it all.
- The FBA program can help you increase your revenues by 45 percent.
- Amazon's FBA program will improve your overall sales and ensure customers are happy, giving you time and energy to focus on other aspects of your business.

What To Know About Amazon Prime

In 2005, Amazon started its Amazon Prime service. In 2009, there were two million members. By 2014, that number increased to more than 20 million.

There is a 20 percent increase year after year in Prime subscribers. Still, Prime only represents six percent of the website's customers.

Prime customers tend to spend 140 percent more than non-Prime customers. Nearly half of all customers have never bought from a third-party vendor.

CHAPTER 3:

HOW CAN ENTREPRENEURS USE FULFILLMENT BY AMAZON SUCCESSFULLY?



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Chapter 3: How Can Entrepreneurs Use Fulfillment By Amazon Successfully?



Amazon's Fulfillment By Amazon is useful in that you can sell and ship your products right to your customers without you having to deal with the shipping and handling processes yourself.

This is useful for any business that doesn't have the space to house their products. With FBA, the products are stored on-site.

Fulfillment by Amazon is a great tool for any individual or business owner (big or small). Before you sign up, you need to be sure that it's the right thing for your company. Will you be able to get your products to customers? Will you have any control over the process? What's the scalability of the FBA program?

How Will Amazon Prime Customers Attain Your Products

The biggest aspect of selling with the FBA program is how these products will get to Amazon's Prime customers. Any Amazon Prime customer will be offered the chance to choose the free two-day shipping option. Non-Prime Amazon customers can sign attain free shipping on any \$35 or more order.

However, the biggest benefit tied to FBA listing is that products can be listed without the shipping cost for Amazon Prime customers, which can help you sell more items.

A Look At Amazon FBA Seller Central: What Is This Program?

You may be wondering what the site's Fulfillment by Amazon Seller Central program is all about. It's basically a dashboard that promotes your products and how the public sees them. What are the benefits of this program?

- You have complete control over the location (warehouse) your products will be stocked in.
- You can list the items as you want.
- You control how the products will be displayed.

You can look for your products after they've been listed, review the prices of other FBA sellers and figure out how you want Amazon to handle the shipping of your products.

The Seller Central program is important for the selling process because your customers get a positive first impression of your company through your products.

What Is Amazon FBA's Scalability?

Another key issue to contemplate about when working on Amazon is the FBA scalability. When the business begins to grow, you want to be

sure that Amazon grows along with you. You want to be sure that every order is quickly fulfilled and delivered in a timely manner. With the program's scalability, you can be sure Amazon will help you during peak season and provide an array of resources when you're selling more of your products.

Since you can ship one item or multiple items, the program has an infinite number of options.

How Can You Use FBA To Boost Your Sales and Bottom Line?



How Can You Use FBA To Boost Your Sales and Bottom Line?

FBA has helped many entrepreneurs and small businesses to grow their business by boosting their sales numbers. How so? Some allow Amazon to fulfill their orders, processing and shipping them directly to buyers. Some are Etsy or eBay sellers who are using the FBA program.

Many buyers think they're buying from a large company instead of an entrepreneur or small business because that company is on Amazon. This leads sellers to see a rise in their sales. It appears then that buying right from FBA sellers increases their trust in a company.

Sellers using the FBA program allow Amazon to deal with the buyers and fulfill their orders. The seller can focus on finding more products to sell and setting up another marketplace to do business on – their own website, eBay, etc.

Business owners can take time off from work without halting their selling activities or informing buyers there could be a delay in products being shipped out. With FBA, sellers are able to stay away from their business as long as Amazon has enough stock in its warehouse to process the orders.

Some people don't like the idea of dealing with their buyers or are worried they'll come across an irate buyer. For them, the stress of the business can cause them to quit selling altogether.

With Amazon's FBA program, Amazon is the one dealing with buyers – addressing concerns and questions and dealing with the problems that may arise.

CHAPTER 4:

WHY YOU SHOULD CONSIDER USING THE FULFILLMENT BY AMAZON PROGRAM



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Chapter 4: Why You Should Consider Using The Fulfillment By Amazon Program



There are three substantial reasons you should consider using the Fulfillment by Amazon feature.

Buyers Know When The Item Is Available

When buyers see an FBA listing, they understand the product is available and will ship right from the Amazon website. There are many reasons why a non-FBA seller will cancel an order, but with FBA, the buyer ensures this doesn't take place.

This is really important in the holiday season when people want to get their orders in a timely manner. Imagine how upset a person would be if their order isn't shipped on time and arrived before the holiday. With Amazon fulfillment, buyers understand the item will be packaged professionally and arrives on time.

FBA Products Are Amazon Prime Eligible

Amazon created the Prime program, which provides subscribers an unlimited free two-day shipping on every Amazon purchases. It costs \$99 a year or \$8.99 a month. Besides Amazon's items, third party seller items are Prime eligible. Thus, your business can access many of the site's best customers.

Prime customers tend to purchase a plethora of items during the busy shopping season. After all, who doesn't love free shipping? With FBA, you gain a significant advantage of sellers who opt not to use it.

A buyer with Prime service will choose your item over sellers without FBA. That's because they have two-day free shipping service with you and not with the FBA.

You Don't Deal With Customer Service As Often

Fulfillment by Amazon will deal with the customer service aspect. If buyers have an issue with an order, they can contact the customer service department on Amazon. This saves you a plethora of time and frustration when you don't have to deal with the customers directly.

When you're a third party on Amazon, FBA provides you with time to spend on other vital specs of the business such as locating new inventory. When you can do that, you have the option to increase your bottom line.

How To Run An At-Home Amazon Business



How To Run An At-Home Amazon Business

Before the Internet, retail was noted as being an extremely competitive industry. Today, the Internet has provided entrepreneurs the ability to easily launch their business. However, it's still difficult to get a footing.

While there are thousands of retail companies on the Internet, there are several brands that still dominate the market. Amazon is one of the biggest Internet retailers of all.

The reality is that a limited number of companies will be able to compete against Amazon. With that in mind, you're wondering why you should even bother.

If you're going to begin an Internet retail business from your home, you need to involve yourself with the Amazon brand, using it to your advantage.

CHAPTER 5:

SELLING PHYSICAL PRODUCTS THROUGH THE AMAZON PLATFORM



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Chapter 5: Selling Physical Products Through The Amazon Platform



You have three ways in which you can sell your physical goods on Amazon.

You have three options for selling physical products through Amazon:

- Selling another person's product and shipping them yourself.
- Selling another person's products and allowing Amazon to ship the products.
- Selling your own products through Amazon and allowing the site to ship them out.

The first method is known as merchant filled. This is the simplest and least expensive way to get your business going. However, it can be a lot of work. You must personally list the products on the site. When a person purchases them, you are responsible for fulfilling the orders.

You must ensure they ship out in a timely manner. You have to sell items you have in your home with this method.

However, the other two options are known as Fulfillment by Amazon. With the FBA option, you can sell another person's product. You can purchase items from a store or through an online site to sell on Amazon. You just need to put a unique UPC label, repack it, generate a listing and ship it to the Amazon warehouse for storage until a buyer purchases it.

You can download smartphone apps that allow you to scan a product to learn if buying it will lead to a profit. You can always find good deals and sell them at a higher price through FBA. Many of the items in the FBA program are Amazon Prime eligible.

A person with Amazon Prime can receive their package within two days. There are millions of people who are willing to pay more for a product to get the two-day free shipping service.

The other way to use FBA is to sell products you've made yourself. You can think up of a product and get in touch with a private label manufacturer, develop a brand and sell the product. While this is an extremely lucrative option, it does mean more money at the start.

It's also a bit risky since you don't have to order your inventory – there's no guarantee that someone will buy what you have to offer.

Selling on Amazon can be done, ensuring you earn a little extra money or making it a full-time gig. If you want to begin an Internet business or add some passive income to your household, Amazon's FBA program may be just what you need.

3 Simple Steps To Selling Successfully On Amazon



3 Simple Steps To Selling Successfully On Amazon

Amazon selling is quite easy to do. You may already have a few items in your home that you can get rid of. List those items and watch them leave home. You'll wonder why you wasted your time not doing this before.

If there's nothing you want to part with in the home, consider checking out the local thrift stores, garage sales, estate sales or online Facebook "For Sale" sites to get some good ideas for items to sell.

Amazon selling isn't hard to do, and it's like other e-commerce platforms such as eBay and Etsy. You need to buy low and sell high to make a profit.

Many novice sellers wonder just how much money they should be making. The answer to that is whatever you feel is best for you. You want to make a profit, so you want to sell a product at a good price that will cover your costs and give you some return on investment.

You can make a lot of money off one item or sell multiple items and make a minute amount off each one. The choice is yours!

How Do You Sell On Amazon?

First, you need to open an Amazon seller account. You can start out with a basic account, and after you've sold 40 items in a month, you can change it to a pro-seller account. The break-even number is 40 items. It's really simple to open your account. If you've got a buying account, you can create your selling account fairly quickly.

Second, you need to find items to sell. Consider looking on eBay to see what is being offered. Are there any books, CDs or DVDs that you can buy for cheap and sell at a good price? What do you have around your house that you can sell and profit off of? If you sell toys, they should be new or collectibles.

Third, you need to start listing like crazy. There are several ways in which to list your items on Amazon. The quickest way, however, is to go to Amazon's item page and hit the "Sell Yours Here" button. You click on it, and you'll be asked for details of the item.

You'll also need to include the price you'd like to sell it for. The system will let you know how much money you'll end up getting. If you're fine with this, click once more and the item will be listed on the site.

Is it really that simple? It is!

CHAPTER 6:

WHAT KINDS OF PRODUCTS CAN BE SOLD THROUGH AMAZON



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Chapter 6: What Kinds Of Products Can Be Sold Through Amazon



Like any retail company, the first step to selling successfully on Amazon is choosing your products to sell.

Amazon has categories for most everything you could want to buy. There are three kinds of products that can be sold on Amazon. How do you know which one is the best one for you to sell?

Products You've Made Yourself – If you have an idea for a great product, you could potentially fill a niche. If there's little competition in this area, you could make a huge profit. Of course, being original can be hard to do.

Wholesaler Products – You could go with the traditional retail business models and buy products from manufacturers or wholesalers, offering them for more on Amazon. However, if you ship the stock to your home, you need to buy a plethora of it beforehand. If you use

this tactic, you need to consider drop shipping where your stock is sent right to the wholesaler.

Used Goods – You can offer used DVDs and secondhand books, making a good living reselling them. A person who searches for your particular products will see that you offer a reasonably priced version of it but used.

The type of product you offer will depend on three things:

- Your goals.
- Your skills.
- Product types you can access.

This will help you to decide which products you can offer to potential buyers so that you can actually promote the business and make yourself a profit.

For example, Tedric P. was able to begin his Amazon selling career by offering video games and consoles he'd purchase from high street retailers that were closing their doors.

His products covered many categories, and he is now earning 30 percent more than the full-time job he has.

What You Need To Sell Books Through Amazon



What You Need To Sell Books Through Amazon

Some people assume that selling on Amazon's Marketplace is hard to do. However, did you know that already have a plethora of items you can sell in your home?

If money seems a bit tight, purchase minute quantities at a time to help you get started – tape, bubble wrap, envelopes, etc. After you've made some money, you can buy in bulk to save yourself even more money later on.

If you decide to sell books on the Marketplace, here are a few things you need to be successful:

- **Internet-Connected Computer** – You'll need a computer to access the Internet, enabling you to research the different book prices, list your books for sale and read email notifications.
- **Envelopes** – You'll need large manila envelopes to ship your books to customers.
- **Bubble Wrap** – You need to protect the books from possible damage during shipping. Consider buying a small roll of bubble wrap at a discount store. While you could buy bubble wrap envelopes, they tend to cost more.

- **USPS Confirmation Delivery Slips** – You can find these for free at a local Post Office. You can get a stack of 100 to start you off with.
- **Pencils with Erasers** – Many thrift shops and libraries will mark the price they're selling a book for. Thus, you'll need to erase the price you paid because you don't want your customers knowing how much profit you actually made off of them.
- **Black Ink Pens** – Be sure you have multiple black ink pens for your addressing packages, shipping labels, Delivery Confirmation, etc.
- **Scissors** – You may need to trim up packages or packing protectors to support paperbacks and booklets. You may also need to cut the bubble wrap to protect the books while they're being shipped.
- **File Folder** – Use old file folders you don't need or want to cut them into two pieces – one to protect the back of the book and the other for the front. This provides additional protection for your books.
- **Shipping Tape** – You should have two to three rolls of clear tape and a tape gun. Purchase smaller plastic tape dispenser, which cost around \$3, if you are low on money.
- **Cleaning Supplies** – These items are already in your kitchen – warm water, small clean brush and paper towels. Cleaning sprays should not be used to remove stains from dust covers and books. A minute amount of water on a paper towel across a dust cover will bring back the shine the dust cover once had.
- **Bookshelves** – The business inventory will take up a plethora of room, which means you need to spare bedroom or a dry, cool location in the home. The books should be kept away from windows to keep sweat from damaging them.
- **Work Table** – While a dining room table will do just fine, it's best to set up a designated work table such as a long folding table that you can store in a closet when you're not using it.

- **Smartphone** – While this isn't essential to your business, it can help you with comparing prices when you're out and about looking for good deals. You can know for sure if the book you're looking at is a good deal or not.
- **Account Setup** – You will need a business checking account, so your book sale payments can be direct deposited. Get a free debit or bank card to go along with the account, as you're not going to be writing checks very often.
- **Credit Card** – Amazon will need a credit card to confirm the account the day you get it all set up. You won't be charged afterward.
- **Valid Phone Number** – Amazon will need a cell or home phone number so that it can send you a confirmation text message to confirm the identity during a setup. This information will not be made available unless you would like it to be. (It's best not to publish your phone number, as customers will contact you through email.)
- **Valid Email Address** – You'll need to complete your account with an email address. The system will notify you of when a book has been purchased. Consider a Gmail account, which allows you to separate your business from your private emails.

It's always a good idea to talk to your city's zoning department to be sure you don't need a business license to operate your "online" business.

You're not likely to have customers stop by or a supplier sales rep visiting you, but the city may demand that your business needs to have a license to operate legally. Most of your neighbors may not even know that you're the owner of a home business.

Everything noted above is everything you need to begin selling your used books through the popular website. Now, you need to start the selling process. Be sure to purchase the right type of books to make some good money. With a little time and negotiation, you can buy

books in very good condition at a reasonable price and sell them for more.

It will take some time to get your business going, but with the above tools on hand, you can do more in less time and make a good profit.

Selling Food Through Amazon



Selling Food Through Amazon

Every business owner wants their company to grow – the Internet makes it easier to sell products to people all around the world. If your business deals with food, you may be wondering if it's possible to sell your food through Amazon.

Selling Food Through Amazon's Grocery and Gourmet Food Section

The great thing about Amazon is that you can sell any kind of food. Amazon has a section for Grocery and Gourmet Food, which allows you to sell your food products to customers all around the world. Most small and large food companies use Amazon to promote their products and expand their reach.

The biggest advantage to selling your food products on Amazon is the option to use the Amazon's marketing and promotional tools at a much expensive rate than you see in traditional advertising and marketing.

Amazon provides both shipping and fulfillment services, which means selling food through Amazon's FBA service helps entrepreneurs and small businesses to reach out to customers who really want your product but cannot access them locally.

Working with Amazon doesn't come with a lot of risks, but people are under the impression that they need to lower their prices to sell successfully on the site. People also think they must have a certain inventory level to be successful. This is also a fallacy.

Amazon is not the same as a physical grocery store – you don't have to worry about restocking the shelves. You do have out of stock and shortage options in the Amazon system.

What To Know About Selling Food Through Amazon

When selling food through Fulfillment by Amazon, the website's staff will take care of everything to ensure your food products reaches the customers in the best quality possible. They will take care of customer support, communications and refunds. This allows you to increase your sales three times faster than previously.

Amazon will subtract the fees in the FBA, but the products sell quicker than you had before. Therefore, the fees FBA deducts are offset by the prices of your delivery goods. You save yourself a lot of time to do other tasks because the FBA program will take care of all the products you need to ship out.

Is It Possible To Sell Frozen Food Through Amazon?

Amazon does allow sellers to offer frozen food as well. When buyers are looking for a particular frozen product, you can make it easy for them to buy from you. Amazon is a wonderful platform to sell frozen products and earn more than money than you would in a traditional setting.

If you operate a small grocery store and want to expand your reach beyond the local market, Amazon makes the option worthwhile. You

can take advantage of the free one-month subscription to sell your frozen foods online.

CHAPTER 7:

ENSURING YOUR AMAZON BUSINESS BECOMES SUCCESSFUL



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Chapter 7: Ensuring Your Amazon Business Becomes Successful



It's easy to start an Amazon retail business, but ensuring its success is not as easy to do.

The key to your success lies with promotion. Thankfully, selling your products on Amazon means using its array of features that will help with product promotion. Despite that though, there are still some things you need to do. What should you keep in mind?

How To Successfully Write Your Product Listings

The most difficult thing you'll do is write your product's description. This description needs to convey important product information that entices your prospective customers to purchase your product. While you're writing, consider what it is that you like about the product.

Put yourself in a customer's shoes.

- How will the product help them?
- Will it save them time?
- How will it make them look?

Write down the list of benefits your product has to offer.

Promote Listing Activity

Conduct a little research on the products already available on Amazon. What kinds of reviews and ratings do you see about different products? Research is an important part to the success of your business.

You want products that blow people's minds and have them clamoring for more. You want to offer amazing customer service, so customers will want to do business with you. However, you can't rely solely on Amazon to provide that service. You must take a proactive stance.

Consider emailing your customers to get reviews. Offer free items to established industry bloggers, encouraging them to link back to your products and giving it a review.

You could ask your family and friends to review the post. Each review gives your listing some credibility and can propel you to Amazon's Buy Box.

Amazon Buy Box

If you want to make real money with Amazon, you need to get into the Buy Box. This can be a bit tedious, but it's not impossible. It's one thing to always have on your mind as a goal.

What is the Amazon Buy Box?

It's the big "Add to Cart" button that shows up on the right of all product listings. For average users, it's the one place that's clicked when they're ready to make a purchase. If you and Amazon are selling

a similar product, they will always be in that Buy Box. If you want to compete with Amazon, you need to put in the work to get in that box.

Amazon has a complicated algorithm that chooses the companies to put into the Buy Box – something that it doesn't disclose. What is the surefire way to get in that Buy Box? You need to be the best of the best retailer in the marketplace.

This means doing the following:

- Offering outstanding customer service.
- Sending shipments out right away.
- Use Amazon's FBA program to ensure your products are sent out correctly and quickly.
- Lower your prices to become a competitive seller.

If you do this and more, you'll stand the chance of being put into the Buy Box.

What's The Secret To Amazon's Online Retail?



What's The Secret To Amazon's Online Retail?

Many people go to the Internet to learn what the big secret is to be successful with their work-at-home professions. It appears that there's

just one thing you must have to ensure your Amazon retail business is a success – do what you can to open a high-quality store.

Operating a high-quality retail store can be competitive – much like the Internet, which can be even more competitive than the brick-and-mortar world.

You must be careful about the products you will offer to your buyers, be actively promoting those products at all times and be the best of the best in the industry. Do this, and your business on Amazon is sure to be a success... in due time!

Pick The Desired Order Fulfillment Technique

When products have been chosen, you need to determine how the products will be delivered to your customers. Don't rush into this process without understanding how the whole process – from beginning to end – works.

When you begin selling products on Amazon, there are an array of options to pick from for your FBA. Each has their own positives and negatives, and the one you choose will depend on the products you're trying to sell.

Now, you can do the entire process yourself, which just adds to the workload. In the beginning, this is fine. With distribution kept in-house, you can maintain control over the orders, lower your costs and offer promotional materials to go with the packages.

Or, you could team up with Amazon to have them send out your packages. Again, it's FBA program will decrease the workload you have and better your customer experience. When you choose the FBA program, you'll be asked to send the inventory you have to Amazon's warehouse.

When someone orders your product, Amazon will handle everything from start to finish. Customers can combine your products with others in the Amazon order or use the Amazon free shipping service.

You could also reach an agreement with your manufacturer to use a process known as drop shipping. You focus on product promotion and providing superb customer service. Let the manufacturer know when someone orders the product so they can send it out for you.

A drop shipping agreement is a wonderful way to set up arrangements with your manufacturer without purchasing a lot of stock ahead of time.

CHAPTER 8:

IMPORTANT TIPS TO SUCCESSFUL SELLING THROUGH AMAZON



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Chapter 8: Important Tips To Successful Selling Through Amazon



Since Amazon was first introduced to the world, retailers and small companies have been using it to sell their products and make a good income.

Still, some people have no idea on how to make money selling their products on Amazon. What are some of the important tips to bear in mind when selling on Amazon?

Read Over The Site's Rules

If you plan to sell on Amazon, you need to follow the site's rules precisely. Be sure to read the Amazon rules thoroughly to ensure you don't break the rules "accidentally." After all, you don't want to spend all your time listing the items for them to be banned.

Taking Good Pictures

Be sure to take good pictures so that the product is shown in a way that's enticing the prospective buyer. Use a high-quality camera or hire a professional to take pictures for you.

Featured Merchant

Use the Featured Merchant feature, which helps to gain visibility. As a featured merchant, you have a higher chance of selling your products. It's important to note that there's no precise formula to become a featured merchant.

However, it can take at least a month before you become a featured merchant and you need to have good feedback, answer customer questions within 24 hours and ensure on-time deliveries.

With the Featured Merchant option, you become eligible for the Buy Box.

Buy Box

With Buy Box, you can boost your sales. There's a plethora of competition on the market, which makes it harder to win the Buy Box. For this to happen, you need to be a featured merchant. You need to have a high feedback, but you need to have the lowest price.

While high feedback and featured merchant is important, the price is most important of all. About 70 percent of sales are conducted through the Buy Box. It's a win/win scenario.

Use Keywords in Headlines and Content

It's important your product description and content include keywords. Avoid using punctuation, caps and asterisks, as the buyer is not likely to use them during a search. Make sure you're as accurate as you can about your product in the description. Don't overdo it. The best thing

you can do is create a list of things the customer will like about the product and use that information to develop your product description.

Have The “Customer Is Always Right” Frame Of Mind

In order for you to be successful, you need to keep the mindset of “the customer is always right.” It’s better to lose one customer than to argue with them, even if you’re right.

After all, bad feedback can follow you around everywhere and can hinder you from making another sale. Whatever you can do to ensure your customer is 100 percent happy, do it. By doing this, you can’t go wrong.

Be sure you use the right search terms, using keywords that relate to your product and something your customer is using to find the product. Don’t use the same words in the brand, product name and title because it’ll do no good.

Learn The Fees and Costs Amazing Charges

The most effective way you’ll earn money from Amazon is to learn what the site charges and its fees. When selling a product on Amazon, you want to price it, so you cover your cost and make a good profit too.

The site will charge an array of fees such as referral, shipping and selling fees.

Bear in mind, with Amazon’s FBA program, you can eliminate the shipping fees. This program will keep hold of your product, and deal with the shipping to your customers.

Use The FBA Program

Whenever you need it, make use of the Fulfillment by Amazon (FBA) program, which saves you a plethora of time and energy – not to mention money too. While the prices of the program are rising, it could

still be the best thing for you and your company. Use the FBA calculator to determine what your profit margin is. An Excel spreadsheet can also be used to determine how effective it is.

Sellers love the benefits the program has to offer. Amazon will box up, ship and talk with the buyers. If a problem occurs with the package – lost or damaged – then Amazon covers the cost. Should you receive bad feedback, Amazon will take a look and remove it. The FBA program is an amazing way to do business on the site.

Come Up With Holiday Promotions

When a holiday is near, consider creating a Holiday Promotion. Be sure to manage your inventory better during these times, as the holidays tend to be the hottest months/days of the year for sales.

For instance, you can make a Christmas Holiday promotion like buy 10 get 20 percent off or buy one, get one free. You'll gain visibility with buyers, which can lead to even more buyers.

You want to be sure you have enough product during this time.

Amazon Sales Reports

Be sure to use the selling and sales Amazon reports to keep an eye on the selling trends. You'll be able to know what items are doing better than others. This provides you the chance to cross-promote while also making changes to your lower-selling items. This information offers you a better glimpse into your operation, letting you know the status of the promotions.

Amazon's Marketing Tools

Amazon offers a plethora of marketing tools – Tags, Likes and Listmania - that can be used to help increase the visibility of your products.

Price Flexibility

Your goal is to make the most money possible but develop an effective pricing strategy to help you do this. Be sure to look at your competitor's prices, looking at the price difference margin. If your product sees a rise in orders, you can boost your price to boost the profits.

Making Money Through Amazon



Making Money Through Amazon

Amazon offers several amenities that helps both buyers and sellers, but a key way to benefit from Amazon is to become a member and knowing the various ways in which you can make money from it.

The most evident reason to use Amazon is that they can help you sell your products faster. And, if you have a website, you can use the 1-Click Ordering that Amazon has to offer.

Amazon also offers products ads, which is a cost-per-click program that enables you to display products to millions of shoppers. All you have to do is upload your products, set up a price and that's it.

Potential buyers can see what you have to offer. It doesn't take much money to start using it. Plus, you'll attain more traffic to your website, which can lead to a boost in revenue thanks to the higher clicks and hits.

If the business is geared toward service rather than products, you can use the site's Clickdriver Ads. This is a site that allows you to combine your services that you want to promote with the products.

Using Amazon's Fulfillment by Amazon service allows you to make more money. With the FBA program, you can store products in the site's fulfillment centers. They will handle the packing and shipping of your products, provide the customer service and whatever else you need for your buyers... for you.

With Checkout by Amazon, Amazon Flexible Payments and Amazon Simple Pay, you can ensure your payments will be correct. These programs offer fraud detection and enable your customers to access reliable online payment solutions.

It doesn't matter what your background is, Amazon has much to offer. For example, if you're an author, you can use the CreateSpace program, which lets you self-publish your content and share them with potential Amazon buyers.

When you're a developer, you can boost your site's productivity using any of the Amazon services like Marketplace Web Services, Amazon WebStore, Fulfillment Web Services, Advertising Web Services, Mechanical Turk and Amazon Flexible Payments.

These affiliate programs will ensure your e-commerce site is current, friendly to customers and let developers come up with state-of-the-art ways of dealing with your business. These programs will help improve your site, including making it easier for payments to be made.

There are all kinds of ways that novice entrepreneurs can make money from the Internet, especially for those who want to improve their business. With Amazon.com, you can take advantage of its array of benefits and opportunities.

5 Steps To Run Your Media Amazon Business Successfully



5 Steps To Run Your Media Amazon Business Successfully

A media selling company is no different than any other company – investment capital is needed. The quicker you'd like the business to take off, the more money you're going to need. The majority of the spending is spent at the start because you need to have the right equipment.

If you don't go above and beyond for your business and inventory, you're going to have a harder time making the business a success.

In the past, media scouts would have to guess the prices of items by sight and then buy what they felt they could sell at a higher price. Doing that now would mean losing your shirt and a lot of money.

You can also use the scanner, which will scan the barcode of media products, giving you the prices of those items on Amazon. Consider using the ASellerTool.com scanner which cost \$400 and \$30 a month to maintain.

Use the Fulfillment By Amazon programs, which cost \$40 a month. However, the returns you get each month more than pay for the monthly fee. Amazon will hold onto your products, and when someone buys it, they take care of the packing and shipping. They also provide amazing customer service. The FBA program gives you a competitive

edge over your competition because you can lower your price without too much damage to your bottom line.

If you're using the FBA program, consider the FBAPower service to boost the effectiveness of your business. With its \$70 USB laser scanner, you can scan the items quickly into the system. You can package up 50 to 70 pounds of media items. You can look at the item's condition and stick the special barcode sticker on the product. The service is \$40 a month.

It's also best if you have a thermal printer such as the Dymo Thermal Label Printer. This lets you quickly print without the need for ink. The labels will hold the barcodes of all your items going to the FBA warehouse. The cost is around \$100 with the label rolls costing about \$13.

It's always interesting to find your inventory, checking out Goodwill, thrift stores, Salvation Army, dumps, libraries, etc. Libraries are a good place to find media you can sell. Many times, you can get a huge bag of goodies for \$5 that let you make hundreds of dollars.

CHAPTER 9:

BECOME A TOP-RATED SELLER ON AMAZON



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Chapter 9: Become A Top-Rated Seller On Amazon



Did you know that Amazon first began in 1994 as a tiny online retailer of books?

Today, it's one of the largest Internet stores you can find with many companies and individuals using the platform to sell products.

Unfortunately, some sellers don't understand how to effectively use the site to make money. What are some of the ways in which you can sell products via Amazon, becoming one of its top-rated sellers?

Make Sure You Have Plenty Of Products

While you want to offer several products on Amazon when first starting out, you should have enough of it in case there is a rise in demand, and you see an increase in your orders. This will help to retain customers and give referral customers something to look forward to instead of finding an alternative seller offering similar products.

Offer Affordable Products That Includes Flexible Pricing

If you're going to make money through Amazon, you need to offer products at a reasonable price. This means doing some homework on your competitors.

What kinds of prices are they putting on their products? Once you see that, you can adjust your own products' prices accordingly. You may not see a large profit margin right off the bat, but it's the best way to attain happy customers and retain them.

Make sure you offer flexible pricing where necessary. If you're the only person selling a particular product and there is a rise in demand, you can increase your pricing to boost the profitability.

Using Amazon's Marketing Tools and Seller Central Features

In order to make good money through Amazon, you should make use of its marketing tools like Likes, Tags and Listmania. These tools will boost the visibility of your products.

Use the Amazon Seller Central feature, which gives you regular updates and reports about your business. This includes reviewing your sells, discovering who your prospective customers are and learning how effective your promotions and advertisements are.

Sign Up To Be A Featured Merchant

If you become an Amazon featured merchant, your products are bound to gain some visibility with customers and prospective customers. This feature also helps to increase their trust in your business.

Amazon hasn't announced what the requirements are for the featured merchant component, but evidence suggests that little or no customer complaints, exceptional customer reviews and good sales. Make sure to abide by Amazon's rules, regulations and policies to ensure your business isn't banned.

Find Out What The Fees and Costs Are

A key way to make good money on Amazon is to understand the fees and costs the website imposes. You want your asking price to cover all of these fees and costs while also giving you a comfortable bottom line.

You can also decrease your shipping costs by signing up for the Fulfillment by Amazon program, as the company will package and ship your products out for you.

CHAPTER 10:

FINDING CHINESE SUPPLIERS FOR YOUR COMPANY PRODUCTS



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Chapter 10: Finding Chinese Suppliers For Your Company Products



When looking for a supplier, you should look at Alibaba – one of the biggest Internet marketplaces in the Far East.

The site also offers information about many Chinese suppliers – some novice and top quality. You can send suppliers a “Request for Proposal,” but don’t expect a reply from all of them.

Remember, this is a business, and not everybody will respond to your request.

You can also turn to the “Global Sources” market, which has fewer suppliers available but the quality tends to be much better.

While there are other marketplaces to turn to, most suppliers have signed up with either Alibaba or Global Sources or both. You can look for other options, especially if you want made in the USA as a selling point, but the Alibaba suppliers are very good.

You can also check out trade shows like the Canton Fair in China, which is held two times a year. There are also several industry-specific trade shows to check out in Europe and the United States. At these places, you can meet Chinese sellers and build a business relationship.

Negotiating With Your Supplier

Your business' success hinges on negotiating with your supplier. Talk extensively with the supplier to get a good deal on the products. However, it's important to note that you get what you pay for.

Look at the other factors such as:

- Product efficiency
- Payment terms
- Delivery time
- Supplier relationship

Bear in mind that all suppliers have a bottom price that they cannot go under. If you press them for lower prices, you could damage your reputation.

How so? You could be provided with low-cost materials, substandard packaging, low manufacturing quality, etc. The biggest goal you should have is the establishment of a long-term relationship.

If you can pay a higher price for your initial manufacturing order, the supplier may be more willing to discount you on subsequent orders. It's important to note that you'll constantly be negotiating with your Chinese suppliers. It's common in the Chinese culture and business to haggle continuously.

How can you successfully negotiate with your Chinese suppliers?

- The first thing you need to do is find an affordable price, communicating by telephone, Skype or e-mail. The price you negotiate for is for the first order.

- Second, ask the supplier to provide you with a target price for a long-term relationship. If you can handle it, consider talking face-to-face for the negotiations.

Be sure to visit a Chinese factory or partake in an international trade show. Usually here, you'll find the factory owner or be able to talk to someone from the executive management team. By talking with these people, you're actually talking to people who make decisions, not a sales rep.

How To Monitor Your Products' Quality

If you want your business to be successful, you must ensure your product is of the best quality. While there are all kinds of reasons for problems, you can forgo issues by getting the agreements in writing.

You also want to mention as much information as possible – packaging, measurements, supplies, etc. By doing this, you can address problems by getting a refund or credit on future orders.

Quality control is vital during the manufacturing process, as mistakes can happen anytime – at the beginning, in the middle and even at the end. We recommend using an inspection service to verify your order before sending final payment. When a problem presents itself, it'll be cheaper and easier to contend with if the product has yet to be manufactured or shipped.

CONCLUSION



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Conclusion



As you see, selling on Amazon can be a worthwhile and lucrative venture, but you need to be wise about the decision.

It's important that you do your homework, studying everything Amazon has to offer in terms of products and services.

Besides learning Amazon's rules and regulations, you need to understand the customers – your target customers. What are they searching for? What are they looking to purchase? Every single buyer you come across – yourself included – wants to purchase high-quality products.

They want high-quality without paying an arm and a leg for it. The only way you can do this is to market yourself as a high-quality company at reasonable prices.

There are two kinds of Amazon accounts:

- **Basic Seller** – A Basic Seller account is free and has 20 categories you can list your products in.
- **Pro Seller** – A Pro Seller account comes with a monthly fee, which also comes with 25 categories to choose from.

Amazon offers a unique service known as Fulfillment by Amazon (FBA, for short). The service was set up to store and ship a company's products for them.

The FBA program can be used along with the Amazon Prime and Free Super Saver Shipping services.

Amazon will hold onto the products and, when a person orders it, the company will be responsible for packaging and shipping.

People who see a company in the FBA service tend to trust it more.

The Fulfillment by Amazon service is helpful to both individuals and small companies, as it enables them to grow. It allows them to compete with the more established sellers.

Amazon also offers the Fulfillment by Amazon Seller Central program, which is a dashboard that aids in product promotion. It offers a plethora of benefits such as giving you total control over the warehouse location, controlling how products are displayed and how to list the items you have. With this program, customers will feel more positive about the company through the products you offer.

Try to become one of Amazon's Featured Merchants, which helps in boosting the visibility of your products. This program will increase the chances of your products selling.

The only problem is that there are no hard and set rules about becoming a Featured Merchant. However, it's suspected that having a high number of sells with very little complaints helps. And, once you become a Featured Merchant, you can try to join its Buy Box feature.

The great thing about Amazon is that you can offer any product in the marketplace. For example, if you have media products you are trying to sell, Amazon has a category for these products. If you're a food

company offering a particular kind of food, Amazon also has a category for them.

Be sure to take good, high-quality pictures of your products for potential buyers to see when viewing products.

Amazon makes it easy to sell your own products, a wholesaler product or used products. If you decide to offer used goods, you can find your products to sell at various locations such as garage sales, trade shows, auctions, etc.

Don't forget to consider Chinese suppliers as well. But, be aware that your quality could be compromised if you don't do your homework and research. If you do go with a Chinese supplier, you could haggle for a discount on your products.

The Amazon website is a popular retail site for anything you have to offer buyers – locally and internationally. But, for you to be successful, you need to make sure you abide by the rules and regulations Amazon has set forth or face a possible banning from the site. Amazon is one surefire way for your business to be successful.



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