



AMAZON IS LOOKING FOR YOU

**THE A TO Z FORMULA
FOR ESCAPING
THE 9 TO 5 RAT RACE**

**BRENDAN
ELIAS**



A^{TO}Zformula™
You're Just One Product Away

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Amazon is Looking for You The A to Z Formula for Escaping the 9 to 5
Rat Race

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Amazon is Looking for You

The A to Z Formula for
Escaping the 9 to 5 Rat Race

Brendan Elias

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CHAPTER 1

So... You Want to Be a Successful Amazon Seller?

It all started for me with the Donkey Kong toy.

Way back when I was a kid, my parents worked as importers. They'd buy products from China, rebrand them, and sell them in Australia.

Now, my Dad had a business partner named Julian who lived in Hong Kong.

Throughout childhood, Julian had always been my "Uncle" Julian. And for the first 11 or 12 years of my life, I actually thought he was my real uncle. I was so sure of that fact that I'd convinced myself that I was half-Chinese!

Of course, he was my uncle in a way that a lot of close family friends become "uncles" and "aunts" to people's kids. It was really a term of affection as I truly felt like Julian was family to us.

Anyway... I was talking about Donkey Kong.

When I was a kid, my Mom and Dad took me on one of their business trips to see Uncle Julian. That meant going to Hong Kong, which was an amazing experience back in the 70s. I got to absorb all of the sights and sounds of this unique culture that I'd never experienced before.

But the thing that excited me the most was the offer that my Uncle Julian made to me.

He said:

"Brendan, I have a room filled with toys and you can have any toy you want."

Of course, that room was actually a warehouse, and the toys were all products that my Dad and Julian sold. But I didn't know any of that at the time. I just felt like a kid who was given the key to the kingdom. My single instruction was to find a toy that I wanted.

And once I found it, the toy was mine to keep!

Now, you're probably thinking that I spent hours perusing the wares. There were more than 10,000 toys on the shelves. Surely, I'd go through everything in as meticulous a way as a child could until I found the toy for me.

But that wasn't the case.

The Siren Call of the Donkey Kong Toy

The truth is that I'd already laid eyes on the toy that I wanted.

As soon as we walked into the room, it called out to me. I couldn't take my eyes off it. When Uncle Julian told me I could have any toy that I wanted, I was off. I made a beeline for the toy of my choice, negotiating the various aisles and shelves until I stood in front of it.

It was Donkey Kong.

I'd never seen anything quite like it before, and I needed to get my hands on it. And I played with it morning, noon, and night. I loved that toy more than I ever loved any toy I had before.

As a kid, all I knew was that I'd found the right toy for me.

My parents... well, they saw things very differently.

Finding the Perfect Product

As an adult who works as an Amazon seller, I can just imagine how my parents felt when they saw me make a beeline for Donkey Kong.

I'm sure they were happy that I'd found a toy that I liked.

But I know for a fact that light bulbs went off in their heads too.

Remember that they were in the business of importing. And here they were in a warehouse in China looking for products to bring to the Australian market.

I do think my Uncle Julian's offer of any toy was just a gesture of friendship and family. But when my parents saw how transfixed I was on this particular toy, they knew they had to get it.

A little unexpected market research never hurt anybody.

My parents came to a logical conclusion—

If Brendan loves this toy so much, you can bet that thousands of other Australian kids will love it too.

I'm sure negotiations took place while I played with my toy.

And by the time we were on our way back, my parents had signed an agreement. They were going to bring Donkey Kong to Australia.

In doing so, they became the first importers to bring this amazing game to the country.

Fast Forward to Today

Of course, I didn't know that my parents had just found an incredible product for their business on that day. I just knew that I had this new thing called Donkey Kong.

But in hindsight, that day may have been the start of it all for me.

Because I felt just how amazing it is to find the right product for the right person. And I didn't know it yet, but I made that my business many years later. In a sense, I would follow in my parents' footsteps and become one of the people who brought amazing products to new audiences.

Amazon unlocked the door to that career for me.

It gave me the platform to reach a huge audience with any product that I could think of. And there were many times over the years where I felt like I imagined how my parents felt all those years.

When you find the right product for the right audience, working as an Amazon seller is absolutely magic!

That brings me to why you're here.

The Opportunity That Stands Before You Today

You've heard about how amazing Amazon is.

You know that millions of people use it every day and that hundreds of thousands of sellers have products on the platform.

But you've no idea how to get started on the platform itself.

You don't know how to find great products. You don't know how to set up your Amazon store, and you certainly have no experience as an entrepreneur. I'm guessing you don't have a fancy college degree or years of studying at business school.

Right now, you're probably reading this after another long day at work.

You pulled yourself out of bed this morning and forced yourself to swallow down some breakfast.

You dragged yourself into the car and drove for longer than you'd have liked just to get to a job that you hate. And as soon as you started working, your eyes turned to the clock. It felt like you watched every minute pass agonisingly by as you waited to clock off.

And if you weren't watching the clock, you spent your time daydreaming.

"There has to be a better way than this... right?"

There is, and I'm here to show you the way.

With Amazon, you can create the life you've always dreamed of living. You can achieve the financial freedom that means you no longer have to spend your life clocking in and clocking out.

You get to make the rules.

You get to choose how you use your time.

And you have the freedom to do it because you have an Amazon store that contains amazing products. That very store offers you the passive income you need to spend more time with your family. It gives you the income to allow you to quit that soul-crushing job and create a life of abundance and happiness.

You just need to learn how to do it.

You need to learn how to create an Amazon store, for sure. And you also need to learn how to find the right products for that store.

But beyond that, you need to realise something about yourself—

You can do this.

You don't need the fancy education or tons of money in the bank to start your own Amazon business. You just need a willingness to learn as well as the ability to take action on the knowledge that you gain.

"But hold up a minute!" I hear you say.

"This all sounds great... but who are you to tell me how to make this happen?"

Why on Earth Should You Listen to Me?

I didn't tell you my Donkey Kong story for no reason!

Ever since I was a kid, I've found myself surrounded by so much knowledge. My parents knew the importing business inside and out. And a huge part of mastering that business comes from understanding how to choose the right products.

With Donkey Kong, they found a huge seller.

And it's something that they did over and over again with many other products.

Watching them do their thing gave me a treasure trove of first-hand knowledge that I took into my career as an Amazon seller.

But that's not actually where I started my career.

My parents didn't want me going into the same line of work that they had. And I had this deep desire to make something of my life, to be somebody important.

Mom and Dad wanted me to go into medicine. They thought that being a doctor would be the perfect career choice. I'd have plenty of money and job security, as there's never a lack of demand for doctors!

But school put an end to that.

Simply put, I'm not smart enough to be a doctor, and my report cards showed it. It wasn't the right path for me, but my parents still wanted me to become a "professional".

Whatever that means.

So, they made a compromise. If I couldn't become a doctor, I'd become a lawyer instead.

And that's the exact path I took.

I got accepted into law school and started my studies. A few years later, I walked out of school with a law degree in my hand and doubts in my heart.

I never made a single dollar out of that law degree.

The reason is that my older brother, Jason, is also a lawyer. As I studied, I also watched the path that he took in his career.

It wasn't the path that I wanted to take.

I remember one specific incident when Jason came home in tears and I couldn't work out why. This was a guy with an amazing career that earned him hundreds of thousands of dollars per year. He had a job at a top law firm and, if he kept going down the same path, he'd become a partner in less than a decade.

I asked him what was wrong, and his answer hit me like a ton of bricks:

"Brendan, it's a Sunday, and I'm at work. This is the second Sunday in a row. I didn't get a day off yesterday. I've been working for two weeks straight. As soon as I finish this case, there are two more that I've been working on."

At that moment, I saw a man so consumed by his work that it was almost tearing him apart. He never got to stop. He just had to work and work and work until he finally burned out.

It's at that moment that I completely dismissed the idea of becoming a lawyer. I still got the degree as a "just in case" thing. But the day I stepped out of that college, I knew that the degree I held in my hands was worthless to me.

Following in My Parents' Footsteps

If I wasn't going to become a lawyer, what would I do? I'd spent years studying to get myself in this exact position, and now I wanted to change course right when my career was about to start.

All I knew is that I wanted to set up my own business.

And this business would allow me to have control over my time. The last thing I wanted was to become a slave to the job, like my brother.

I wanted something that I could call my own and that would allow me to lead the life I wanted to lead.

You can already guess where this is going...

I decided to do the exact thing that my parents didn't want me to do. I made the decision to follow in their footsteps and start an importing business.

And to do that, I got on the phone with my Uncle Julian.

I asked him to show me the ropes, and he was more than happy to help... with a few conditions.

He'd take me to a product fair in Canton in the South of China. But just as I had to pay for my flight and accommodation, I'd have to pay for his as well.

Julian was a millionaire! Why would he need me to pay his way?

The truth is that he didn't. He just wanted to see if I would fully commit to my idea. So, I forked out the money, and my new career started.

The Ups and Downs That Followed

I'd love to tell you that I got it right the first time.

I'd love to tell you that my businesses flourished and stayed that way forever.

But the fact is, they didn't.

Uncle Julian taught me a lot of amazing stuff that I took forward into my work. He helped me to avoid a lot of the pitfalls that other people in this industry fall into.

However, I made mistakes of my own that set my businesses back.

I've had my ups and downs, and I learned from all of it.

And that brings me right back to today.

I started my career as an importer. But now, I have a tool that's far more valuable than anything else I used in my younger years.

Today, I have Amazon.

And in Amazon, I have a platform that helps me get my products out to a wider audience. In Amazon, I have the tool that turned my business into the success that it is today.

And in my expertise with Amazon, I have something very valuable to teach you.

So, why should you listen to me?

I've been there and done it all when it comes to selling on Amazon. My early experiences as an importer equipped me with all of the skills I needed to succeed with the platform. The mistakes I made when I first started out taught me what I needed to avoid.

I have decades of accumulated knowledge of buying and selling products.

And I'm able to use Amazon as the platform to get my products in front of the people who can buy them.

You should listen to me because I can show you how to do what I've done. I can show you how to create a life of financial freedom and abundance using Amazon.

And I can show you how to do all of that while avoiding the mistakes I made along the way.

It doesn't matter who you are, what your background is, or how many "traditional" educations you have. There's an entrepreneur inside of you who's dying to burst out. There's a desire to escape the grind that you can't deny any longer.

It's time to take control of your financial situation.

It's time to take control of your own time and how you use it.

It's time to use Amazon to create the life you've always dreamed about.

In this book, I'm going to share stories from people who've made Amazon work for them. I'm going to provide tips and insights gleaned from my many years as an Amazon seller. And I will reveal to you the secrets of choosing great products and creating the mindset that you need to have to succeed.

So, let's start at the beginning.

To make any of this work, you're going to use something called Amazon FBA. In the next chapter, I'll tell you what that is and why it's so vital to your success as an Amazon seller.

Are you ready to join me on a transformational journey that will change your life?

OK, let's go!

CHAPTER 2

Using Amazon FBA to Create a Successful Store (Why You Should Do It and What I've Learned Along the Way)

If you looked at Marvin's life from the outside, he appeared to have everything. I'd even say that he was a lot like my brother, Jason. Marvin had a great job that paid well. He had a house and a loving family.

Marvin was a success, in the traditional sense of the word. He'd achieved everything that our teachers told us that we needed to aim for when we're in school.

But if you delve beneath the surface, Marvin had a deep-seated problem.

And it's the same problem that so many Australians, likely you included, have—

He wasn't happy.

When Marvin looked at his life, he saw a future where he worked nine-to-five until he was at least 65 years old. He saw a life spent at work rather than with his family. He saw a lot of things that he didn't want from his life.

And he decided that he needed to make a change.

Marvin had a dream of creating financial freedom for his family. He wanted his wife to feel free to stay home and take care of the kids without any financial pressure. He wanted to live a life of abundance and freedom.

The job Marvin had wasn't going to help him do that.

So, he started dabbling in other ideas.

An online financial newsletter came first. Marvin worked in the financial sector, and he found himself a nice little sideline with that newsletter. Coupled with a blog, he'd taken the first steps to escape his nine-to-five.

But something still didn't feel right.

While he'd achieved some success with these ideas, it wasn't enough to replace his salary. And even if it was, he still wasn't earning a passive income. Instead, he just ended up trading one job for another.

Marvin kept looking until he found a solution.

Investing in the Amazon Idea

Marvin started to learn about Amazon and even invested in a few courses to help him along the way.

But tragedy struck just when he felt ready to start this new business venture. Marvin's father passed away, which sent him into a brief tailspin. Unable to focus on any new idea, Marvin instead committed himself to his job in an effort to keep his mind off the tragedy.

Time finally started to heal the wound. And with the arrival of his third child, Marvin had a brand-new reason to create the transformation he dreamed of before his father's passing.

Marvin restarted his research. And with \$500 at the ready, he began investing in products that he thought he could sell on Amazon.

His goal was to turn that \$500 into between \$1,000 and \$5,000 per month.

But in the space of just four months, his Amazon business was earning him \$10,000 per month in passive income.

I'm going to go into a few reasons why he managed to make that happen a little later. I'm also going to share some more amazing stories of people who made Amazon work for them.

However, the biggest factor in Marvin's success wasn't just that he sold on Amazon.

It's that he used Amazon FBA.

What is Amazon FBA?

FBA stands for Fulfilment by Amazon.

It's essentially a pay-as-you-go program that helps you handle some of the more complex aspects of running an Amazon business.

Specifically, FBA helps you when it comes to stocking and selling your products.

Let's say you've found the perfect product to sell on Amazon. You've done a test run of a couple of hundred, which you sold out of your own home. And those products just flew off the virtual shelf; people loved them, and they wanted to buy more of them.

You've got an opportunity to scale up.

But to do that, you're going to have to order thousands more of those products.

And if you're going to have that many products, your house isn't the right place to store them. You just don't have the room. That means you're going to have to get some warehouse space, which you'll need to manage.

And of course, selling thousands of products also means thousands of shipping requests. Even if you can handle managing your new warehouse space, can you handle the logistics of it all? Can you make sure that every customer gets their product in an efficient way that keeps you profitable?

You're already seeing all of the areas where you might struggle, right?

Now, let's add a couple more products to your catalogue.

Let's say you've got five things that you're selling on Amazon. Those are thousands of pieces more of stock that you now need to keep organised and ready for shipping. Everything gets more and more complicated as you try to scale up.

It's an absolute nightmare.

And it's exactly the sort of thing that you don't want to do. If you're handling all of this on your own, you're just jumping into another career that's going to take away all of your time.

FBA is the solution to this problem.

With FBA, Amazon handles all of your warehousing and shipping needs. All you have to do is send them the products, and they handle the rest for you.

Amazon stores your products in one of their FBA centres. When a customer places an order, Amazon's warehouse team picks, packs, and ships the products on your behalf.

And if a customer asks for a refund, or returns the product, they handle that for you too!

Every couple of weeks, Amazon runs the sales numbers and deducts any seller fees you've incurred. The profit goes directly into your bank account.

In return, all they ask is a monthly fee, which is about \$40.

It's simple, easy, and saves you a ton of time.

And it's exactly what Marvin used to achieve his amazing success.

The Key Piece of the Puzzle – Amazon Doesn't Do *Everything* for You

It's crucial that you understand that FBA doesn't run your Amazon store for you. It's not enough for you to set FBA up and then leave it running in the background.

Your store will fail if you do that.

Amazon handles all of the storage, packing, and shipping. But there are some key responsibilities you have to take care of inside your new business:

1. It's up to you to find the products and get them manufactured. Amazon won't help you choose what to sell. It'll just help you get what you sell out to the people who buy it. The good news is that I have a whole chapter coming up to help you find winning products for Amazon.
2. It's your job to keep your stock levels up. Again, Amazon isn't going to order new stock in when you run out. You've got to stay on the numbers so that the FBA service always has something to

- ship. You do not want to run out of stock on a hot seller, so make sure you're staying on top of everything.
3. You're responsible for your own marketing too. That means you have to create your own listings, as well as run any marketing campaigns, without Amazon's help.

Remember that you're still running a business when you sign up for FBA.

That means you're ultimately responsible for keeping that business running.

You can basically think of Amazon as a subcontractor that handles a few crucial processes on your behalf.

Why Is Signing up to Amazon FBA a *Great* Idea?

You can probably guess a few of the benefits of FBA just from reading what I just told you about it. But you may also find yourself wondering if it's worth paying Amazon to do something that you could theoretically do yourself.

So, let's dig into some specific benefits that you get with FBA:

Benefit #1 – No Logistical Work for You!

As I said, Amazon picks, packs, and ships your orders for you with FBA.

That may not seem like such a big thing when you're selling a couple of hundred products per month. But if you scale this thing to its full potential, you'll end up selling hundreds of thousands of products.

Just imagine the logistical nightmare that comes with that.

Instead of having to learn the ins and outs of warehousing and logistics, you get Amazon to do it for you.

And that means you have more time to spend on the things that you *want* to do.

As a bonus, Amazon has fulfilment centres in hundreds of locations around the world. That means it can offer super-fast shipping to your customers.

Benefit #2 – You Get Discounted Shipping Rates

Amazon works with some of the world's largest carriers. And because the platform's so massive, those carriers give Amazon huge discounts that you simply won't get.

That means FBA saves you a ton of money on shipping costs, especially as your business grows.

And that's great for your customers too. If you can offer low (or free) shipping, more people will buy from you.

Benefit #3 – Unlimited Storage Space

Let's say that you rent space in a small warehouse for your products.

Boom!

A product explodes on Amazon and you suddenly need more space to stock thousands of items.

What happens if the warehouse you're renting space from is already full?

You will then need to go and find another warehouse, which creates complexity in your business. You're also going to lose valuable time trying to find that space, which means you're disappointing a lot of potential customers.

This isn't a problem with FBA.

Is there a surge in the popularity of one of your products?

Just tell FBA, and they will allocate more storage space for you. Your process keeps running like clockwork, and you don't have to worry about finding somewhere else to store your products. With FBA, you have access to as much storage space as you'll ever need.

Benefit #4 – Returns Processing

So far, we've only talked about the products going out of your warehouse.

What about all of the stuff that comes back in?

The simple fact is that you will have returns to deal with. No matter how good your product is, you'll have unsatisfied customers.

Those returns create their own nightmare when you're operating on your own. Now, you've got to figure out systems for processing returns, handling refunds, and shipping out new products to unhappy customers.

Again, the FBA takes all of that out of your hands. That means you have another set of systems that you don't have to worry about creating.

What I've Learned About Amazon FBA (That You Need to Apply to Your Store)

So, what do you think about using FBA now?

It sounds amazing, right?

FBA takes so much of the stuff you don't want to do out of your hands. And that leaves you free to focus on finding great products and building a scalable business.

It worked for Marvin, it works for me, and it works for thousands of other sellers all over the world.

But like I said earlier, signing up for FBA doesn't mean you're going to succeed as an Amazon seller. FBA, much like Amazon itself, is simply a tool that you're going to use to create a strong business.

And that brings me to the next section of this chapter.

Now that you know how FBA works, it's time to learn how to make it work for you. That means you need to understand some fundamental rules of running an Amazon business.

Rule #1 – Start Small (and Scale Later)

Let's bring you right back to Marvin's story.

Do you remember how much he spent on products during his first month?

It was \$500, which is hardly a huge sum of money. That probably netted him a couple of hundred items.

And that's exactly what you want to do when starting your Amazon FBA business.

Yes, FBA offers you the chance to stock thousands of products. But when you're first starting out, it's all about figuring out what works before you think about scaling.

The Lesson:

Do what Marvin did and start small. Dedicate a few hundred dollars to a product and buy a few as part of a trial run. If the product sells, well then, you're good to go. Scale up to the point where you need to be at.

If the product doesn't sell...

... Well, at least you didn't waste thousands of dollars on a bunch of useless junk that just sits in a warehouse. You can eat the loss and move onto the next idea, instead of losing all of your money before you even manage to get out of the gate.

Rule #2 – Act Fast When You See a Great Opportunity

Ari and Chelsea Cohen spent a lot of time trying to create the financial freedom that they really craved.

Both felt sick of their day jobs and they needed to find a way out.

But their early search didn't take them to Amazon.

It took them to multi-level marketing (MLM).

They signed up to a few MLM companies over the next couple of years. Unfortunately, none of the ventures they experimented with worked out for them. Finally, they decided to give up on the MLM idea so they could start looking into other options.

That's when selling on Amazon appeared on their radar.

The couple read about a bunch of sellers who made their millions using Amazon FBA. And they decided that if these other people could do it, so could they.

Together, they took an Amazon selling course.

And most importantly, they acted super-fast after taking that course. Within seven weeks, they had a store set up and began making sales.

And just 30 days after landing their first sale, that store generated revenue of about \$10,000 per month.

The opportunity to scale was there, and they grabbed it with both hands. Both Ari and Chelsea gave up their full-time jobs to focus on their Amazon store. Fast forward to a few years later and the couple now generates \$1.5 million in revenue per year!

Now, they're looking into other passive income ventures to build on their Amazon FBA success.

The Lesson:

So many people take courses or read books like this one.

But so few of them take what they learn and actually apply it. They have valuable knowledge floating around in their heads, but they don't act on it. Eventually, that knowledge fades and they end up right back where they started.

Ari and Chelsea did the exact opposite.

They took action as soon as the opportunity presented itself to them. Instead of waiting for the "right" time, they took what they learned on their course and started applying it.

Yes, they had a small element of luck in their initial success.

But the simple fact is that they played a huge part in creating that luck—Ari and Chelsea took action where so many others just sit and wait.

So, there's a simple lesson here.

Don't just learn how to do something. Get off your butt and start doing it!

Rule #3 – Your Listing (and Especially Your Keywords) Make a Huge Difference

How does shifting over \$40,000 worth of products on Amazon in just 30 days sound?

That's exactly what Spencer Haws does with his Amazon FBA business.

Spencer is an experienced FBA seller, of course. That means you need to be very aware that you're likely not going to hit those sorts of numbers when you first start selling. However, Spencer is also an amazing example of what's possible with FBA.

You see, Spencer hasn't just managed to hit \$40,000 in revenue per month.

He's also making a net profit of between 35-40%

That amounts to total profits that fall right into the \$15,000 bracket every single month.

At the time of writing, Spencer has five products on Amazon. And in each case, the profit margin lands above 20%, with some even landing in the low 40% region.

And now, he's in the perfect position to scale his Amazon FBA business. He has five successful products that have solid profit margins. From here, the sky really is the limit in terms of how far he can take this.

But there's something very important that Spencer needs to address.

While FBA makes it possible to sell in high volumes, he still has to handle the marketing side of things.

As I said earlier, Amazon isn't going to do that for you.

It's up to you to create attractive product listings that get people to click on your products.

And it's also up to you to make proper use of keywords so that your listings actually appear when people search within your product niche.

The Lesson:

There's another simple lesson here...

If you're not paying attention to your marketing, your business can't scale. You certainly won't hit the \$40,000 per month mark like Spencer. People won't know about your product and won't be able to find it when they're searching in your category.

Spencer is quick to point the importance of keywords in your listings. As he puts it:

"I've also learned the importance of keywords in Amazon listings... Basically, I made some keyword changes for the titles and descriptions of my 'dud' products, and they quickly turned around and started selling well."

There's an interesting little sub-lesson here.

You may have a product that isn't performing to your expectations. And the temptation in this situation is always to blame the product.

Nobody wants to buy it because it's not good enough, right?

Spencer proves that this isn't always the case.

Sometimes, the issue is as simple as failing to add the appropriate keywords to your listings. Spencer managed to boost sales of some flagging products with the simple use of keywords.

Ask yourself what your audience wants.

What terms do they use to find it?

Figure that out and you have the keywords that your listing must contain. After that, it's a case of ensuring that your product pages show your audience how what you're offering solves their problem.

Rule #4 – Private Labelling Will Boost Your Sales

I want you to think about this scenario:

Let's say that I'm selling a range of baby onesies on Amazon. This probably isn't a niche that you'd jump into because it's highly competitive. But for the sake of argument, let's say I've sourced a supplier for these onesies, and I want to launch them on my store.

Do you think I'm going to launch them as just basic onesies with no branding?

Or, am I going to create a brand that I could later build into a full line of baby products?

If I went with the first option, the product isn't going to sell. It's going to get swallowed up by the branded competition because people simply don't trust generic products!

That's where private labelling comes in.

Zach is another Amazon seller who's made a killing using FBA. And he, like so many sellers, leverages private labelling to build a brand.

Zach started his online career as a blog owner. In fact, if you head over to moneynomad.com, you'll see plenty of examples of his writing.

In 2017, he decided that he wanted to create a new passive income stream and he decided that ecommerce was the way to do it.

So, he launched a Shopify store.

But the store didn't do all that well. It only took Zach a few months to see that he wasn't going to get to where he wanted to go with it.

But he didn't give up on the ecommerce idea.

Instead, he turned his focus towards Amazon FBA.

Now, Zach initially thought about going down the retail arbitrage route. The idea here is to buy products in bulk from a named brand. You then apply a mark-up to those products and start selling them yourself.

It's a tough strategy to follow for a couple of reasons.

First, you're always going to have a ceiling on your profit margin. There's only so much extra money you can make on products that people can buy from other brands, after all.

Second, there's also a legality issue to consider. Most brands don't want independent sellers to make a profit from their products. That means you may face some legal trouble if you try to do it.

After considering the option for a while, Zach ended up dropping the idea.

Instead, he decided that private labelling was the solution.

Zach found a manufacturer for his products and started applying his own label to them. He essentially created a brand out of nothing but his imagination.

In the first month of selling, he made \$5,800 in revenue from a single product.

After five months, he'd made \$23,000 in revenue from that product. And by the end of 2018, his private label generated a revenue of \$100,000!

The Lesson:

Use private labelling.

The basics of this system are pretty simple to understand.

First, you find a third-party manufacturer that's willing to make your product. Again, that's something that I can help you with, but I won't go into the detail here.

The key is that this manufacturer doesn't just make the product.

They also apply your brand to it.

For example, it's easy to find manufacturers that can make thousands of baby onesies. Your job is to come up with a brand to slap on those onesies to make them your own. In the ideal scenario, your manufacturer will even apply the branding to your products!

Second, you create an Amazon store under that private label.

Now, imagine that somebody lands on your product via an Amazon search. They don't just see a generic baby onesie from a seller with no name. They see a branded product that's sold by a professional company.

Your brand is your bond on Amazon.

People don't want to buy from generic sellers because they struggle to trust them. With private labelling, you can apply your brand to any product that you can think of. And over time, that brand will develop a reputation that helps you to sell more via Amazon FBA.

Rule #5 – Always Check Restrictions

It can feel like Amazon allows you to sell anything. Just a few minutes of browsing on the platform unveils thousands of products that you could potentially sell.

But Amazon isn't a free-for-all.

In fact, there are quite a few product types that Amazon restricts, as Kristin Ostrander discovered.

An Amazon seller since 2009, Kristin ran into issues early on in her career.

However, these didn't come from the type of products she sold. These issues hit closer to home and threatened to destroy her career before it even got started.

About a year after she started selling on Amazon, Kristin's husband suffered an injury that left him unable to work. Worse yet, the loss of his income cost the couple and their three children their home.

With the primary income earner for the family out of commission, Kristin faced a choice.

She could go out and get a "stable" job to support her family.

Or she could double down and dedicate everything to the burgeoning Amazon business she'd started.

She chose the second option.

Working alongside her husband, Kristin focused on building her Amazon store. And within the space of a couple of years, the store grew big enough to allow them to buy a new home. As she puts it:

"Our business was growing hand over fist. The more we put in, the more it would grow. It hasn't slowed down since."

She started her career selling books, which is one of the safest products you can offer on Amazon. But as the business grew, she moved into arbitrage and eventually turned her sights onto wholesale selling.

Kristin would work with wholesalers to create product bundles. And in these bundles were a bunch of related products that she believed buyers wanted to get together. For example, she'd package baby gifts with nappies, changing pads, and towels.

The strategy worked like a charm.

But it also came with its problems. Offering items as part of a bundle also raised the chances of accidentally including restricted items. And if just one item in the bundle wasn't sellable on Amazon, you had to take the whole bundle down!

Kristin got caught out a couple of times before learning that she needed to pay closer attention.

Now, she has an Amazon store that contains over 170 products. She also says that she works a maximum of 20 hours per week, from home. That means she has plenty of time to spend with her growing family.

The Lesson:

There's nothing complicated about the lesson here.

If you're going to become an Amazon FBA seller, you have to know what you're allowed to sell.

The good news is that Amazon helps you out here. If you head to [this link](#), you'll see a list of all of the products that Amazon doesn't allow you to sell. Make sure that the one you have in mind isn't on that list, then you shouldn't have any issues.

As a secondary lesson, you can also learn from Kristin's experience with wholesalers. When you're buying in bulk, your manufacturers likely aren't thinking about whether you can sell all of the products on Amazon. They just fulfil the orders that you make.

Take special care to ensure you're not ordering things that you can't sell. You could end up wasting a lot of money needlessly if you do.

Rule #6 – Follow Amazon's Setup Rules to the Letter

Vince Lebon didn't have Amazon in mind when he started his career.

Instead, he had these grand dreams about being a web designer. He loved getting creative and felt a genuine sense of achievement whenever he completed a project.

The problem with web design, especially as a freelancer, is that there's a ceiling.

You only have so much time, which means you can only build so many websites. And it's not like you can charge astronomical prices for them. There are always designers out there who can offer something similar for less.

Vince smashed into this ceiling, which led to him seeking alternative employment.

But he still hadn't caught the Amazon bug just yet.

Instead, he started working with a Chinese sourcing agent. And a huge part of this work involved him designing shoes for a number of major brands.

The work inspired him to start thinking about creating his own physical products. And before he knew it, he came up with the idea for Rollie Shoes. Inspired by his wife, who was a flight attendant, these shoes would offer a supreme level of comfort. No matter your line of work, you'd feel comfortable wearing them.

He started selling via a website, dropshipping, and Amazon. And after a while, he saw that Amazon easily equalled the performance of his other income streams. Better yet, the platform required far less effort in terms of marketing.

In just seven months, Vince has a successful Amazon store that offered a good range of shoes.

But he also learned a valuable lesson along the way.

The Lesson:

Vince has a basic lesson that so few Amazon sellers put into practice:

“If you are just getting started on Amazon, my best advice to you is to follow their setup rules. That starts with filling in every possible blank on the files that you upload in the beginning.”

It seems so simple, yet so many sellers try to follow their own rules when uploading their products.

The result is that Amazon either refuses the listing, which costs you time, or you get an incomplete listing. And if it's the latter, it's almost certain that your page won't land where you want it to in terms of search results.

Vince offers some useful advice for anybody worried about their listing. He says that you should request your category detail report from Seller Central for each item you sell.

Once you have it, go through, and fill in every blank that you see.

A strong listing will always make a huge difference to your success as an Amazon FBA seller!

Now You Know How... It's Time to Choose a Product

The simple fact is that Amazon FBA offers you so many amazing tools.

Even if you've never worked in ecommerce before, you can build a store quickly, thanks to FBA. Amazon handles almost all of the logistical work for you.

That means you just need to focus on finding the right product.

Of course, that's a challenge in itself.

You could get everything right when setting up your store and your business model. You could follow every rule that I've shared with you in this chapter.

And you could still fail as an Amazon seller if your product isn't good enough.

So, how do you pick the perfect product for Amazon? Read on and you'll discover that it takes a lot more than just copying what's popular.

CHAPTER 3

The Perfect Product Isn't Always What You Think It Might Be

It all started with a cool idea.

Max Temkin wasn't somebody who'd toiled away for years in a job that he hated. He certainly wasn't somebody who had years of experience building board games under his belt.

He was just a kid in college with an idea floating around his head.

And that idea came out of necessity.

You see, Max had invited a bunch of his friends around for a New Year's Eve party. But he wanted to do something a little different from getting drunk and singing in the New Year. He wanted to find a way to entertain them for the whole evening.

With about 30 people coming to the party, Max needed something structured and fun.

And nothing he found on the shelves of his local stores fit the bill.

So, he got to work himself.

Max grabbed a bunch of cards and a pen and started writing. The objective of his game was so simple it was beautiful. The players would draw a card that offered a scenario. And within that scenario was a blank word for the players to fill in.

For example, the scenario card may say something like:

"I'm sorry professor. I couldn't complete my homework because of <blank>."

Everybody playing had a deck of ten cards that they could use to fill the blank. Each puts down a card, and the dealer decides which one wins.

The twist?

Every option on the table is absolutely terrible. Max set out to make a game that's both hilarious and vulgar in equal measure. I won't list any examples here because they're a little bit too rude for this book.

But the point is that these words give people the chance to dig into the darkest depths of their own sense of humour.

And it worked.

His friends loved it, and they played it throughout the entire party.

At some point during the night, Max realised he had something special. He realised that if everybody he knew loved the game he created, a wider audience probably would too.

A few days later, Max started working on what would eventually become *Cards Against Humanity*.

Finding Funding from an Unusual Source

Max ran into a problem pretty early in his design process.

He had plenty of ideas for cards, but he didn't have any capital. Max believed he needed about \$4,000 to get the game developed and launched.

Any former college kid knows that \$4,000 is a ton of money when you're surviving on noodles and beer!

Max turned to Kickstarter, and the response blew him away. People loved the idea behind the game, and he received his funding in no time. And after sourcing a suitable manufacturer, the game enjoyed a successful launch. Max sent the game out to every single person who funded it.

And he still had plenty of packages left over.

Needing a way to offload his excess stock, Max started looking for options to sell online. That's when he came across Amazon, which had just launched its FBA service at the time.

Max eagerly signed up and sent his excess copies of the game to Amazon on 15 June 2011. Within six days, *Cards Against Humanity* became the #1 seller in the Games sub-category on the platform.

Today, *Cards Against Humanity* is still a huge seller on Amazon. However, it's also branched out to many physical stores, as well as its own website. A simple idea for a game to fill the time at a party led to a product that's generated millions of dollars in revenue.

All It Takes Is One Good Idea

Now, I'm going to throw a little disclaimer out there.

The amazing success that Max and the *Cards Against Humanity* team enjoyed isn't typical. I don't want you to think that you'll definitely make millions out of your Amazon business.

But that doesn't change one simple fact—

A single good product could change everything for you.

In Max's case, one great idea turned him into a multimillionaire. Of course, he put a ton of work into building a business around that idea. But it's the little flash of inspiration that changed everything for him.

My parents experienced something similar when they saw me playing with Donkey Kong.

They saw a product that could be a huge seller for them. And I'd say that Donkey Kong may have been one of their biggest successes.

The lesson I want you to take away from the *Cards Against Humanity* story is that it only takes one.

A single product is all that you need to turn your Amazon store into a success. Millions of dollars per year may not happen. But with the right product, you can certainly make thousands of dollars per month.

And you can then leverage the renown and brand that this product provides to create even more products.

It just takes one.

One good idea.

One good product makes it sound.

As we say at A to Z Formula, you're just one product away.

One amazing entrepreneur who's willing to take the risk and create something amazing for themselves and their families.

But I know what you're thinking right now.

"It's all well and good for a guy like Max, who just happened to land on an amazing idea. But I don't have the next amazing board game floating around in my head. I'm not a designer, and I'm not an inventor. How do I find the perfect product for my Amazon store?"

That's what this chapter is all about!

I've shared the general rules for succeeding with your Amazon FBA store. But now, we're going to dig deep and find out what it takes to find a product that will sell well on Amazon.

And it all starts with...

Rule #1 – Low Competition + Strong Sales = a Good Amazon Product

For 30 years, Martin proved again and again that he had the entrepreneurial mindset.

An astrodynamacist in his early years, Martin could never quite stop himself from setting up his own businesses. He had a particular passion for sustainability. Many of his businesses focused on helping others to use and implement green tech.

But as he approached retirement, he wanted to try something new. He wanted to work in an industry that didn't force him to hold ties to a specific location. As he puts it:

"We want to travel around and not be tied to a particular industry... This would be a great way for us to escape a bit, maybe sell the house, maybe travel – get out and do some different things."

Martin wanted freedom.

And in 2017, he turned to Amazon.

I'd love to tell you that Martin experienced instant success on the platform. I'd love to tell you that Martin found his very own *"Cards Against Humanity"* product and his sales blew up.

But that didn't happen.

Martin instead chose a product in a very competitive industry. As a result, he spent several months trying to establish a niche for himself, with mixed results.

But that early experience taught him an important lesson about choosing products. And now, he says that finding products to sell on Amazon is his favourite part of the experience of being a seller.

His launch didn't quite go as planned. However, he's convinced that he will find the right product sooner or later. It's just a case of putting what he's learned into practice.

The Lesson:

Launching a product into an ultra-competitive niche is always a tricky proposition. But it's something that so many sellers do because there seems to be a logic behind it.

Let me give you an example.

Think about the size of the market for pens. Millions of people buy pens every day and they're essential to life in so many ways. With such a huge audience ready to buy, you might think that creating your own pens is a great way to go.

But you'd probably be wrong.

Unless your pen offers something so amazing that the market will buy it, you'll probably struggle. There are literally thousands of companies out there, both big and small, offering the exact same product.

Yes, pens are very popular and have a huge buying audience.

But that very popularity creates a saturated market that's difficult to break into. You're constantly going to find yourself playing catch-up to sellers that have bigger brands and bigger budgets.

So, the lesson here is that popularity is only one part of the equation when picking a product.

Ideally, that product will also be in an under-served niche.

If you can strike that balance, you're onto a winner. You'll have the demand that you're looking for without having to break through a ton of competition.

What types of products fit the bill?

My A to Z Formula can show you exactly what to look for.

Rule #2 – Hit the Pricing Sweet Spot

James Fend didn't think all that much of Amazon when it first launched back in the 90s.

When he first came across it, he dismissed it as little more than an eBay rip-off. And while that wasn't even accurate, I can see where that opinion might have come from. It took Amazon a long time to evolve into the platform that it is today.

The prospect of doing a lot of work for a couple of hundred extra bucks a month didn't appeal to him.

So, he put Amazon on the back burner and practically forgot about it.

Years later, James found himself listening to a podcast. And on this particular show, the guest talked about how they made millions as an Amazon seller.

That caught James' attention.

Perhaps Amazon wasn't the waste of time that he'd dismissed it as so many years before.

James started to do his research and soon figured out that reselling other people's products wasn't for him. Instead, he wanted to manufacture his own products under a private label.

And that brought him to a key question—

What should I sell?

James looked around his own house to find the first products that he'd fill his Amazon store with. Body measuring tapes caught his eye, as did dog collars.

Both of these are things that people need. And there's plenty of room to put a unique spin on these types of products to make them stand out.

But most importantly, James could make these products cost-effectively and offer them at a suitable price.

And that brings me to my next lesson.

The Lesson:

Imagine that you're looking at a product on Amazon right now.

The description makes it sound amazing and you can see several ways that the product will benefit your life.

You scroll down to the price tag...

It's \$1,000.

It doesn't matter how awesome this product sounds, that price will give you pause for thought. You may still end up buying it. But before you do, you're going to go over a lot of pros and cons. There's no chance that you're making an impulse purchase at such a high price point.

You're going to think it through and give yourself every opportunity to find reasons not to buy.

Now, switch your mind back to being a seller.

Do you really want your customers to spend so much time thinking about buying what you're selling?

Of course, you don't!

You want them to see it, want it, and buy it in a space of a few minutes. You want a product that's easy to justify the purchase and cheap enough to make it a good impulse buy.

That's what's so great about James' early products. It's all useful stuff that he can sell at a good margin without charging huge amounts for it.

The pricing sweet spot generally lands somewhere in the \$20 to \$50 range. That's cheap enough to allow for impulse buys without being so cheap that buyers question the quality.

On top of that, selling expensive items means that you've to spend more to make the product. That's something you may be able to do when you have an established Amazon store. But when you're just starting out, you don't want to spend thousands of dollars just to test a product out.

Speaking of which...

Rule #3 – Test Before You Launch

Chris Jones will be the first person to tell you that he didn't have an easy path to success.

Born in Pembrokeshire, Wales, Chris says that he was a wild child in school. Traditional learning just didn't do the trick for him and he soon began skipping out on his lessons. Unfortunately, he also fell in with a bad crowd along the way. He started drinking while still in school and he was an alcoholic by the time he managed to scrape his way into college.

His time in college didn't last long either.

The problems he caused for himself and others soon led to him getting kicked out.

The good news is that Chris decided to clean up his act soon after this.

The bad news is that he found himself flitting from job to job. Over the next few years, he worked as a painter, dishwasher, and warehouse worker. But it wasn't until he started working as a personal trainer that he felt like he'd found his true calling.

However, working as a trainer has a ceiling when it comes to profit. Chris could only see so many clients in a single day. And there was a big question that kept floating around his mind...

How can I make money while I sleep?

Chris knew that developing a passive income was the path to true wealth and freedom. He wanted to get away from the pattern of trading his time for money.

That's when he started looking into Amazon FBA.

His experience as a personal trainer meant that he knew plenty about supplements. He also understood what people in the fitness niche really wanted out of their supplements.

So, he chose a product and started selling.

But the key here is that he didn't go all-in on that product. Chris only had a few thousand dollars to his name, and he had to spend it wisely. Investing it all into a single product right off the bat could lead to disaster if the product didn't succeed.

So, he put \$2,000 aside and used it to fund a test run of \$500 for his chosen product.

He launched and sold everything within six weeks.

Now, he knew the demand existed. And with the revenue from his test batch, he had the money he needed to scale the product up.

The Lesson:

Like I said right at the top of the chapter, very few people get lucky with their first product. For every *Cards Against Humanity*, there are thousands of products that go nowhere on Amazon.

Your first product may be one of them.

And that's okay!

It's all part of the learning process. A failed product teaches you what not to choose, which means you'll make a better choice the second time around.

What isn't okay is if you put all of your eggs into one basket.

If you spend every penny that you have on your first product idea, you're setting yourself up for failure. If that product doesn't blow up, you have a store that's dead in the water. Plus, you have a lot of unsold products on your hands and no money to try anything new.

The lesson here is to do what Chris did—

Pick a product, set a budget, and test it out.

Let the market tell you if this is a product that's worth investing in before you spend all of your money on it. If you get good results, you're ready to scale up.

If you don't, at least you didn't waste all of your money on something that didn't sell. And now, you know more about what to avoid when choosing your Amazon products.

Rule #4 – Avoid Large and Heavy Items

Whoosh didn't start out as an Amazon seller.

In fact, the company operated several physical stores long before it got into the online retail game.

Whoosh sells a wide array of tech hygiene products. That covers stuff like laptop screen wipes, cloths, and even cleaning solutions.

After achieving decent, if unspectacular, sales, the company started exploring their options. They wanted to go down the online route because they knew the web would open them up to a new audience.

Amazon was the platform of choice.

Whoosh launched their Amazon store with an impressive marketing campaign. This ensured plenty of eyes ended up seeing their products. They also put a lot of effort into optimising their listings. This guaranteed that searches within their niche would produce a Whoosh product as one of the results.

The outcome?

A 170.4% increase in sales, thanks to Amazon alone.

Now, you may think that I'm going to talk about advertising and optimisation here.

But remember the point of this chapter of the book—it is all about helping you to select the right products for your Amazon store.

And with Whoosh, we have a perfect lesson for you to learn.

The Lesson:

Take a second to think about the types of products that Whoosh sells. What do cloths, screen wipes, and even bottles of cleaning solutions have in common?

They're all super-light products!

This is a great thing for Whoosh because it means they get to keep their shipping costs down. Better yet, selling smaller and lighter products also means few complications in the warehouse.

And it doesn't hurt that they can stock more products in a small amount of space.

Smaller products are also great for buyers.

They make for affordable impulse purchases. And because the seller's shipping costs aren't especially high, buyers don't have to worry about costs getting passed on to them.

The simple lesson here is that large and heavy items are much more difficult to sell.

Even if it's something affordable, you have to think about all sorts of issues.

Will you be able to afford the extra warehouse space that a larger item requires?

How much extra will you need to pay for shipping per item when compared to smaller items?

Are there any complications with picking and packaging that you must think about?

You may be able to sell large and heavy items later down the line. If you can establish a brand and charge premium prices, they become a viable option.

But when you're just starting out, you don't want to have to absorb all of the extra costs that come with these types of items.

Rule #5 – Solve a Problem with Your Product

Before they started selling on Amazon, Justin and Channing Dyson had very different lives than they have today.

Channing was a hairstylist who regularly worked 50-hour weeks. While she enjoyed the job, it really grounded her down. And her desire to start a family while having a 50-hour workweek wasn't realistic.

Justin was still in college at the time. However, he combined his studies with a part-time job. As a result, most of his time went either to work or study.

They knew that something was needed to change, that is why they started looking at Amazon.

After a lot of research on how to build a store, the couple felt ready to launch their first product. And they kicked off their Amazon careers with...

A phone case.

The product was a damp squib. They launched something super common into an extremely competitive market. Unsurprisingly, they didn't make any inroads with the phone case.

So, they went back to the drawing board.

Channing fell pregnant with the couple's second child during this time. And it was through that pregnancy that they ended up finding the perfect product. As Channing explains:

"I had told Justin there was this product I was really passionate about. I wanted one really bad, all my friends were buying them. And so that was how it kind of started and I just told Justin, 'Hey, I really love this, what do you think?'"

That product was a baby's crib sheet.

Justin jumped onto Amazon to do some research. And he saw a product that met one of the rules I shared earlier—

It had strong sales and low competition.

But they also discovered a problem that they didn't realise existed before: most crib sheets were generic in nature and didn't stay up to date with the latest trends. Channing wanted something that was in style and made her feel good. And she realised that there must be other mothers out there who were sick of the boring crib sheets that other sellers offered.

The couple seized the opportunity and started selling their own version of the product.

From that early start, they've built an Amazon business that generates about \$4 million per year!

The Lesson:

It's no surprise that the couple failed with their first product. Phone cases are a dime a dozen and it's almost impossible to stand out with so many competitors.

But with their first successful product, they took a different approach...

They focused on the problem before the product.

Channing had an issue that she wanted to resolve in that she couldn't find stylish crib sheets. That issue inspired her to search for a product, which led them to the item that resulted in their success.

This is a great approach to take when choosing your own product.

You could talk for days about all of the features and cool little things that your product has. But if it doesn't solve a problem, it isn't going to sell.

So, take the time to think before settling on a product. Ask yourself this question:

Does this product solve a problem for a large enough audience?

If it does, you've likely found a product that will succeed on Amazon. If it doesn't, it's best to go back to the drawing board than to launch something that people probably don't need.

Rule #6 – Avoid Brand-Dominated Niches

I've been sharing a lot of success stories with you so far to show why these rules are so important.

But for this one, I'm not going to show you what somebody else did.

I'm going to ask you to do something instead.

Jump on Amazon right now and type in the keyword "running shoes". I don't need you to tell me what you see.

There are probably thousands of shoes that fall under that keyword. But as you scroll through the first few pages, you're going to see a lot of familiar brands pop up.

Adidas.

Nike.

Reebok.

These are some really heavy hitters in that niche.

Now, imagine that you've decided to sell pairs of running shoes in your Amazon store. You get the shoes made, come up with your product description, and then launch.

Nothing happens.

You don't get a single sale because you've jumped into one of the most competitive niches there is.

The Lesson:

I've already talked about avoiding competitive niches in an earlier rule.

So, for this lesson, I want to focus on brands. In the example I shared above, I focused on some pretty major brands. It makes a lot of sense that you wouldn't want to go up against any brand of this size with a brand-new product.

You'll get swallowed up.

However, you also need to recognise that it's not just the major brands that you have to worry about.

The guys at Niche Pursuits proved this when they did some research into grass seed.

On the surface, grass seed seems like a good product to sell. It's inexpensive, light, and there's a definite need for the product. But what Niche Pursuits discovered is that this little niche also had an extremely dominant brand within it.

That brand was Scotts Turf Builder.

That single brand sold about \$100,000 worth of grass seeds per month.

The no-name and lesser brands struggled to break past \$2,000!

The lesson here is that it's not enough to find a product that you think people will like. And it's not even enough to choose a niche that allows you to avoid the major brands.

You have to dive deep with your research to find out exactly what type of competition you're up against.

A product as innocuous as grass seed has a single brand that dominates most of the sales.

If you tried to launch your own type of grass seed against it, you'd likely end up as one of the no-names making \$2,000.

If there's a dominant brand in the niche, swallow your pride and accept that you're probably not going to be able to take it on.

Why make things harder for yourself when you could source a product that doesn't have a dominant brand behind it?

Rule #7 – Prepare to Get It Wrong

Angie felt drawn to Amazon during one of the most tumultuous periods of her life.

Her marriage of 26 years had just ended in a divorce. And now, she faced the challenges of raising four children as a single mother. However, her divorce also helped her put her life into perspective.

At the time, she worked a nine-to-five job like so many other Australians.

And she hated it!

She wanted nothing more in the world than to quit and take control of her life.

Her divorce granted her freedom from an unhappy relationship. Perhaps Amazon could free her from the shackles of a job that she had no passion for?

She began her Amazon journey with a simple goal—

Earn enough money to allow her to quit her nine-to-five job.

But soon, other goals started creeping into her mind. She didn't just want to replace her income. She wanted to make enough money to travel the world and have the freedom that she'd always desired.

Angie dedicated herself to learning as much as she could about Amazon.

Finally, she felt like she had everything that she needed to launch her first product. But much like the Dysons in a previous story I shared, Angie's first product failed.

But she didn't give up.

Angie brushed herself off and started doing more research. And thanks to the lessons that she learned from her first failure; she was able to choose better products the second time around.

Within six months, she had an Amazon store that generated \$50,000 per month.

Today, that same store contains 40 products and generates \$500,000 per month!

The Lesson:

You've seen this lesson in several of the stories that I've shared in this chapter, even if I haven't stated it outright.

Many Amazon sellers don't get it right the first time.

You could follow every single one of these rules and still end up with a product that falls flat on its face. Unfortunately, some products that seem like sure-fire hits end up being failures.

Simply put, you shouldn't go into choosing a product with the expectation that you'll get it right every single time. If you think like that, you'll feel devastated if a product doesn't perform to your expectations.

And this devastation could feel so intense that you'll just give up entirely.

The lesson here is that you should prepare for the worst so that you're able to persevere if it happens. As Angie puts it:

"A lot of people don't persist if they have a product that doesn't do well. You need to make sure that you do everything that you need to in order to get your product going."

I'm not going to say that *nobody* gets it right the first time.

I'm just saying that a lot of people get it wrong.

You're not alone if you end up choosing the wrong product. Heck, I made plenty of poor choices when I first started out. What's important is that you own the mistakes that you made and learn from them.

Hope for the best but expect the worst when it comes to your first product.

And if the worst does happen, take the lessons you learn and apply them when searching for your next product. Just don't allow a single failure to turn you away from an opportunity that could change your life.

Angie makes \$6 million in revenue per year from her Amazon store.

If she'd let her initial failure discourage her, she'd probably still have the same life that she wanted to escape from.

Rule #8 – Harness Your Passion (and Use It to Select Products)

For David Bryant, it all started with a trip to China.

An avid traveller, David relished the opportunity to explore any new culture that he could expose himself to. And while in college, China landed right at the top of his agenda.

Of course, the intention was to travel the country and take in as many of the sights as possible.

But the trip ended up bringing so much more than that.

When David touched down in Shanghai, he saw that there was a major boat show in town. A sailing enthusiast since childhood, he decided to check it out before going off to explore.

While browsing through the stalls, David happened to strike up a conversation with one seller. The guy had a table and chairs set that was perfect for the deck of a boat. Sensing an opportunity, David asked if he could take a couple back home with him as samples.

His intention?

He wanted to try to sell them on eBay.

David sold those samples for \$200 each and found himself ordering more soon after.

Ten years later, he's branched out spectacularly, both in terms of his product range and the channels that he sells on. David now offers his entire range on Amazon and points to it as his main source of income.

Today, he's making \$1 million per year from his business. About 80% of that money comes from online sales, with the majority of that 80% coming from Amazon. And best of all, his business grows by about 50% every single year.

The Lesson:

David was just a college student when he made that fateful trip to China. He had no idea that while there, he'd ultimately end up creating the business that serves him to this day.

And that business is what it is because David chose to follow his passion.

His deep love of boating is what led him to the exhibition in Shanghai. And his knowledge helped him to identify a product that he believed would serve a need and sell well.

After all, if he liked the idea of having a table and chair set for his boat deck, others would surely love it too.

David believes that following your passion is the easiest way to select a product to sell on Amazon.

Why?

You already know the ins and outs of the niche that you're entering. In David's case, that means he knew what fellow sailors and boat enthusiasts would like. He knew about the level of quality they'd expect to see from their products and what prices they'd likely pay.

It's no surprise that his Amazon store still focuses on boat products. He knows the industry inside and out, which means he can spend less time on research.

David also says that he's not the only person he knows who's benefitted from following this rule. He has another friend who's spent almost his entire career driving semi-trucks. When that friend decided to start an Amazon business, David told him to sell what he knows.

The friend chose to sell semi-truck wheels as his first product, and he now has a successful Amazon business too.

On top of the knowledge that you have, being passionate about your product also makes it much easier to sell. Your listings sound more convincing because it's obvious that you love the product. And because you know all about it, you can offer much more than just a list of features when describing the product itself.

Take a moment to think about all of the passions that you have in your life.

Do any of them require you to buy a lot of different products?

For example, you may love hiking. That means you're probably in the market for a whole range of things, including water bottles, socks, shoes, and walking sticks. And that's just scratching the surface.

Your passion may be the key to finding an entire range of products that will turn your Amazon store into a success.

Find the Perfect Product for Your New Store

With these eight rules, you have a roadmap for finding a great Amazon product.

Research is your best friend here. You want to find a product that's popular without having a ton of people selling it. And if you can avoid any niches that have dominant brands in play, you're off to a great start.

The product you choose has to have a price point that makes it an easy purchase for your customers. The more they have to think, the more chance of them choosing not to buy. And if you can offer that product with free or low-cost shipping, that's a huge bonus. Of course, you can't do that if you're selling a heavy or huge product.

Follow your passion when you start your search. If you're engaged with the problem that your product solves, you're in a perfect position to market it.

And finally, don't expect to get it right the first time. Nobody has a 100% hit rate when it comes to choosing Amazon products. That's why it's so important to run tests before committing to a large order.

Now, you know what it takes to open a store and find a product.

But in the next chapter, I'm going to confront something deeper.

I'm going to help you overcome the limiting beliefs that might prevent you from grabbing this amazing opportunity with both hands.

CHAPTER 4

It Doesn't Matter Where You Start (As Long as You Have the Drive to Succeed)

I want to tell you the story of a young boy.

Born in 1890 on a small farm in the American state of Indiana, the boy had a difficult childhood. When he was just six years old, his father passed away.

Imagine the sort of responsibility that this placed on the boy's shoulders.

While his mother went to work to support the family, the boy stayed home to take care of his younger siblings. By the age of seven, the boy already knew how to cook full meals for his entire family.

A few years later, it appeared that the boy's luck was about to change.

A new man came into his mother's life and whisked her off her feet. Now 12, the boy thought that this would finally allow him to reclaim his childhood.

But that didn't happen.

The boy's new stepfather didn't want to have him or his brother at the farm. The brother got shipped off to the boy's aunt while the boy himself got sent to a farm a massive 80 miles away. And when he arrived, he discovered that he was there to work!

Perhaps it's no surprise that the boy dropped out of school during the seventh grade.

Once he grew up, he started to make his own choices about where he worked. A short stint in the army followed, with several odd jobs after that, helping the young man keep his head above water.

But he always had an entrepreneurial flame inside him.

In 1930, he managed to buy a gas station in the town of Corbin, Kentucky. Apart from offering gas to passing motorists, the station also offered up the young man's unique southern food.

Can you guess who I'm talking about yet?

Let me give you another clue...

In 1939, the young man came up with the idea of using a pressure cooker to fry chicken alongside the "11 herbs and spices" that he used.

That cooker gave the chicken the exact consistency he wanted. And over the course of the next decade, the young man ran a successful restaurant in place of his old gas station.

The Colonel Succeeds... and Then Fails

If you haven't already guessed it, I'm talking about Colonel Harland Sanders, the man behind the Kentucky Fried Chicken franchise.

And his story doesn't end there.

He received the legitimate title of Colonel from Kentucky's governor in 1950. And it was around this time that he started dressing up in the white suit that so many of us recognise today.

Just a couple of years later, Sanders struck a deal with a fellow restaurateur. For the cost of 4 cents per piece sold, this lucky restaurateur received the recipe for Sander's fried chicken. And the restaurants sold that dish under the moniker of "Kentucky Fried Chicken".

Sanders created similar deals with other restaurant owners. And this new franchising model helped him to supplement his income from his own restaurant.

At least, until that restaurant had to close.

A new interstate road bypassed his restaurant, essentially leaving it out in the cold. With no new customers, Sanders had to shut up shop and start collecting social security.

But he wasn't a beaten man.

The Franchise Model That Made Sanders a Household Name

Not one to accept the failure of his restaurant quietly, Sanders hatched a plan.

The small franchising operation he created produced a small income. And he saw the potential to expand that operation around the country.

So, he packed his pressure cooker, his recipe, his wife, and himself into his car and started travelling. For several years, Sanders went from restaurant to restaurant in an effort to get them to buy into his fried chicken recipe.

The legend goes that he received 1,009 rejections before he found the first restaurant that would accept his chicken.

But from that first restaurant, an entire franchise was born. By 1964, you could find Sanders' chicken in over 600 restaurants. This new venture finally made him a millionaire when he sold his business for \$2 million.

Today, Kentucky Fried Chicken (KFC) is one of the largest fast food franchises on the planet. And it all started because a young man wasn't willing to accept a life of working for other people.

What Does KFC Have to Do with Selling on Amazon?

It's a good question!

And the truth is that KFC has pretty much nothing to do with selling on Amazon.

However, the man behind KFC has a lot to do with the journey that you're thinking about undertaking right now.

Colonel Sanders was not a man born into wealth. There was no silver spoon in his mouth. In fact, he'd have counted himself lucky if there was a spoon there at all!

This is a man who lost his father and got shipped off to work away from home when he was just 12 years old. He didn't complete his early education, never mind having any sort of formal education.

And yet he still built one of the most successful franchises in the world.

Through the power of grit and determination, he created a business that's the envy of millions.

And he did it all his own way.

You're Where Sanders Was So Many Years Ago

The reason I am sharing Sanders' story is that you're where he was so many years ago.

Of course, you may not have experienced the same difficult childhood as he did. But you're definitely not happy with doing things the way others tell you to do them. You've lost interest in working to help other people make their millions.

You want to strike out on your own.

You want to work for yourself and take control of your own life.

That's exactly why Sanders bought his first restaurant. He had an entrepreneurial spirit that he just couldn't deny any longer. He needed to do things on his own terms, no matter what happened.

Now, I want you to think about what Sanders must have felt before buying his restaurant.

This is a man who'd lived in poverty his entire childhood. He'd worked practically his whole life and barely earned anything more than what he needed to survive.

Opening his own business was a huge risk for him to take.

And worst of all, he had no experience as a professional chef. None of his odd jobs led him into a kitchen, and the only experience he had was from cooking for his family.

But Sanders took the risk anyway.

He knew that he'd make his business work, no matter what it took. It didn't matter that he had no experience either in business or as a chef. What mattered was that he had the drive to succeed where other people do not.

Do you Have That Same Drive?

So far, I've shared with you the rules for creating your Amazon FBA store. I've also spoken to you about how you can select the right types of products to sell.

This is all strategic or tactical information.

I've given you the nuts and bolts that will allow you to put a business together.

But none of that information will help you if your mind isn't where it needs to be.

Right now, I bet you're filled with doubt.

You've read all of these stories about people who've succeeded as Amazon sellers. You have the rules for doing it yourself right in your own hands.

And yet, that niggling voice in the back of your head won't stop talking.

"You can't do this."

"You don't have enough experience to start your own business."

"You don't have the education that you need to make a business work."

"You don't have the money to start a business."

"People like you don't have what it takes to create a life of financial freedom. You'll have to settle for what you have because abundance isn't coming your way."

I'm here to tell you that this is all nonsense. This is your head playing tricks on you because it knows that you're going outside of your comfort zone. It knows that you're trying to create a change and is going to try and convince you not to do so.

But think about Colonel Sanders' story when those doubts surface in your mind.

You don't have the education?

Sanders dropped out of school when he was just a kid.

You don't have the experience?

Sanders started his own restaurant business at age 40 having never even worked as a chef before.

You can't do this?

Yes, you can. There are so many stories out there of people who are just like you who've succeeded in business. I've shared some of the stories from other Amazon sellers that show you that you're choosing the right platform.

Now, I'm going to share a whole bunch of stories that prove that the world's most famous entrepreneurs can help you change how you think.

Shahid Khan Went from Being a Dishwasher to Becoming a Manufacturing Magnate

A great student in his younger years, Shahid Khan managed to make his way to the United States on brains alone. Growing up in Pakistan, he'd seen poverty at an epidemic level. Still, his parents scrimped and saved to give him a better life in the United States.

At the age of 16, he arrived in the US with just \$500 to his name. He also touched town in Illinois in the middle of a huge blizzard.

With college a few weeks away from starting, Khan needed to find somewhere to stay. Finally, he found the local YMCA which charged just \$2 per night for room and board. But even that low sum seemed high to the frugal Khan who didn't want to lose a big chunk of his \$500.

So, he took a job washing dishes at the YMCA.

That job landed him \$1.20 per hour, which was just about enough to cover his rent.

That may seem like a tiny amount to us. But Khan came from a country where such a "high" wage was a luxury. He worked tirelessly to earn his keep before finally being able to start his studies at the University of Illinois.

Once there, Khan threw himself into learning as much as he could.

Finally emerging with a Bachelor of Science in Industrial Engineering, Khan entered the workforce. He took a job with an auto parts manufacturer named Flex-N-Gate.

... And he hated what he saw.

The entrepreneurial fire started burning within him. Khan knew that he could create a better business using the knowledge he'd accumulated.

In 1978, he took out a loan and started his own company—Bumper Works.

And that's when he started running into trouble. Flex-N-Gate took out several injunctions against him with claims that he'd stolen trade secrets. Khan knew that this was rubbish and he contested every injunction in court.

He won.

Every single time!

In fact, he won so decisively that Flex-N-Gate was on the verge of bankruptcy. The very company that tried to put Khan out of business soon became one of his assets. He bought the company and then created a list of 19 other competitors.

Relentless in his efforts to become the dominant force in his niche, Khan focused on building a strong business.

Fast forward to today and Khan owns several sports teams and runs a global manufacturing business. And his personal fortune stands at about \$7 billion!

The Lesson:

If there's one word I'd use to describe Shahid Khan, it's tenacious.

When he arrived in the States, Khan worked hard to provide for himself, even for a meagre wage. He put up with fairly poor living conditions because he knew he'd create a better life.

When he entered the business world, that tenacity bore fruit.

Khan wouldn't surrender in the face of multiple costly injunctions. Instead, he fought through every single one until he became the major player in his industry.

Right now, you're on the cusp of starting your own business. You're about to strike out on your own and create the life you've always dreamed of.

Learn from Khan's tenacity.

You will always have people in your life who will try to tear you down. Of course, you have your competitors on Amazon who'll always try to stay one step ahead of you. You may also have people in your personal life who won't support you.

They'll tell you that you can't do it.

They'll fill your mind with their negativity, born of their own inability to create changes in their lives.

Do not let these people grind you down. The most successful entrepreneurs in the world get to where they are because they're fighters. No matter what obstacles they face, they always find a way to overcome them.

Simply put, they never give up and neither should you!

John Paul DeJoria Went from Homeless to Billionaire

It all started when he was just ten years old.

That's when a young John Paul DeJoria started selling newspapers and Christmas cards to earn a little bit of spending money. He didn't know it at the time, but he'd just lit the fire of entrepreneurship that would define him for the rest of his life.

That early work helped him to hone his craft as a salesman.

But the early jobs that he took didn't work out as well as he'd hoped. At various points, DeJoria worked as a door-to-door encyclopaedia and shampoo salesman. Neither career went well, and DeJoria found himself living in his car during the 1970s.

However, he also had the inkling of an idea in his head.

From his experience selling shampoo, DeJoria hated the way cosmetics companies worked. In particular, he couldn't stand animal testing. And he believed that, with the right help, he could create a far better cosmetic brand than any other on the market.

His opportunity came in 1970.

DeJoria partnered with a man named John Mitchell. The duo managed to get a small loan of \$700, with which they founded John Paul Mitchell Systems.

The company took off and soon started raking in millions of dollars. Unfortunately, Mitchell passed away soon after the company started its growth. This left DeJoria with the responsibility of finishing the work the two had started.

Today, John Paul Mitchell Systems generates revenues of between \$600 million and \$1 billion per year.

And on top of that, DeJoria is also the founder of Patron Spirits, which he sold to Bacardi for over \$5 billion!

Not bad for a man who once lived in a car.

The Lesson:

DeJoria demonstrated the same level of tenacity exhibited by all the entrepreneurs I talked about in this chapter.

But he has another lesson to teach you too.

This one comes from his days as a door-to-door salesperson. Every day, DeJoria had to deal with people slamming the door on his face. As he puts it:

“You will knock on doors, and many will close on you. There will be people who don’t like your product, your company – or you.”

That’s a simple fact of business that you need to understand. There’s always a chance that a product you choose won’t hit the mark.

You will face rejection. You will encounter a lot of people who will tell you that what you’re selling isn’t for them. And, if you’re not careful, those rejections could pile up so high that they can stop you in your tracks.

DeJoria tells us the secret to succeeding in any sales-oriented business:

“To be successful, you must remain as confident and enthusiastic on door No. 59 as you were on door No. 1.”

Know that your product isn’t going to please everybody, and nor should it. What’s important is that you keep pushing to find your audience. If a product fails, write it off and move onto the next one. Just remember that rejection of your product isn’t a personal thing.

It's simply your audience telling you that you need to find something that can help them solve a problem.

Howard Schultz and the Housing Complex

Howard Schultz may not be an immediately recognisable name to you.

So, what if I am to say "Starbucks" instead.

Ah... there it is. Yes, Starbucks is the largest coffee chain in the world. Hardly will you see a town or city these days that is not teeming with these stores.

And Howard Schultz is the man behind that meteoric growth.

But he wasn't always a billionaire business genius. In fact, Schultz grew up so poor that he found himself living in a housing complex. As he puts it:

"Growing up I always felt like I was living on the other side of the tracks. I knew the people on the other side had more resources, more money, happier families. And for some reason, I don't know why or how, I wanted to climb over that fence and achieve something beyond what people were saying was possible."

Even early on, Schultz already had a deep desire to change his life.

That desire grew as Schultz got older. He realised that his father was a deeply depressed man. Crushed by the system, he'd take out his frustrations on his own family. For every tender moment that he shared with his Dad, there was a moment of physical abuse in return.

In 1961, Schultz's father broke his ankle.

Unable to work, he couldn't earn any money for the family. And with Schultz's mother being seven months pregnant, there was nobody around to pick up the slack. Some of Schultz's earliest memories involve answering the phone to debt collectors and lying to them.

But Schultz had one thing going for him—American football.

A whiz at the game, Schultz managed to earn a college scholarship based on his football prowess. When he graduated from Northern Michigan University, he became the first person in his family to earn a degree.

He went on to work at Xerox for several years. But in 1982, he made the move that would truly transform his life.

He joined Starbucks as the company's Director of Operations and Marketing.

At the time, the chain only had four stores. And frankly, Schultz didn't last long at the company. A year later, he left to form his own coffee chain—Il Giornale.

For the next few years, Schultz accumulated knowledge as the head of his own business. But in 1987, Starbucks came calling again. Now with 17 stores to its name, the company wanted Schultz to assume the role of CEO.

He grabbed the opportunity with both hands.

It was under Schultz that Starbucks implemented its plan of massive global expansion. Between 1987 and 2019, that company went from 17 stores to over 31,000 around the world.

As for Schultz, he now has a net worth of \$3.3 billion.

I'm betting that he's not hearing from debt collectors anymore!

The Lesson:

Once again, we see the tenacity that's common to all great entrepreneurs on display here.

But, for any budding entrepreneur to learn a valuable lesson, we turn to his book. In *Pour Your Heart Into It*, Schultz writes:

"I willed it to happen. I took my life in my hands, learned from anyone I could, grabbed what opportunity I could, and moulded my success step by step."

He willed it to happen!

That's such an important lesson for any entrepreneur. The simple fact is that you will not achieve success if you don't believe that it's possible. When you tell yourself that you can't do something, you're creating the perfect environment for failure.

We can look at what the brilliant Henry Ford said to prove this:

“Whether you think you can or you think you can’t, you’re right.”

Schultz started believing in himself as he watched his family struggle through poverty. His force of will helped him become a star collegiate American football player, which allowed him to go to college.

His will gave him the courage to take on new roles and to start his own business.

Schultz would not allow anybody to deny him what he believed he could achieve.

You need to do the same. Know that you can do this, and you can create the change that you want to see in your life. Through the strength of your will alone, you can smash through any barrier that’s in your way.

From “Dumb Kid” to Virgin Billionaire

It wouldn’t really be accurate to claim that Richard Branson grew up in poverty.

His father was a barrister, and his mother was a ballet dancer. The family did pretty well even if they weren’t exactly millionaires.

But Branson had an obstacle that he believed he’d never overcome. In an interview with CNN Money, he once said:

“I was seen as the dumbest person at school. The idea that I could be successful didn’t dawn on me.”

You see, Branson had dyslexia, which was practically an unknown condition when he was a child. He just couldn’t pick up on things that seemed so easy for other students. And the lack of knowledge about the condition led to his teachers marking him out as a troublemaker.

He’d never amount to anything because he wasn’t smart enough.

Branson eventually chose to drop out of school.

But not before founding a magazine, *Student*, at the age of 15. Yes, the dyslexic Branson chose a magazine for his first business venture. When I talk about the tenacity of great entrepreneurs, this is what I mean.

That magazine enjoyed moderate success, though it didn't generate much of a profit for the young Branson. Still, it convinced him that he could make something of his life, if only he could find the right venture.

A music fan, Branson started selling mail-order records through the classifieds section of his magazine.

And there was where he found his opportunity.

Branson started making a profit from the records, which convinced him to start his own record store. But he knew that he could do more. A few years later, he started a record label with the intention of signing artists that other labels overlooked.

Branson signed Mark Oldfield as Virgin Records' first artist. And with the release of Oldfield's *Tubular Bells* album, the new label had its first success.

As Branson puts it:

"Tubular Bells went on to be one of the biggest selling albums of the decade and the soundtrack to The Exorcist. It's incredible to think that if Mike hadn't left his demo tape with us and we hadn't listened to it, how different our paths might have been."

That success set the stage for an entrepreneurial career like no other.

It seems that there's barely a business idea out there that Richard Branson hasn't explored. From cola to trains to wedding dresses and planes, Branson is a maverick; he's willing to try anything.

And therein lies the lesson that you can learn from him.

The Lesson:

Branson spent his entire childhood thinking that he was the "dumb kid". No matter where he went, he seemed to fall behind everybody else.

That experience could have ruined him. If he'd allowed it to get on top of him, Branson could have spent his life living in fear of his flaws.

But he didn't.

Branson faced up to any fears that he had early in his life and made the decision to conquer them. And when talking about fear today, he says:

“Overcoming fear is the first step to success for entrepreneurs. The winners all exemplify that, and the hard work and commitment they have shown underlines what is needed to set up a business.”

Perhaps you’re dealing with fear right now. Maybe you think that a lack of formal education might prevent you from succeeding as an Amazon seller.

Just look at Richard Branson and you’ll see that formal education isn’t the key to business success. He dropped out of school as the “dumb kid”. But he also had the passion and drive that allowed him to overcome his fears and insecurities.

Branson didn’t need to learn everything.

He just needed to learn that he had the ability to succeed.

Take a page out of his book and face any fears that you have head-on. When your mind tells you that you can’t, tell yourself that you can!

George Soros Survived the Nazis to Become a Leading Investor

Born in 1930 to Jewish parents, the young George Soros never knew a life without conflict. His father was Tivadar Soros, a Hungarian Jew and writer whose ideas led to his getting jailed.

When Soros was just nine years old, World War II started. Luckily, the young Soros wasn’t at the epicentre of the conflict. But as the war raged on, it breached the borders of Budapest, Hungary in 1942.

Somehow, Soros and his family survived the Nazi invasion and managed to flee to England. There, the young man finally had a stroke of luck. His uncle lived in the country and volunteered to help Soros with his living and educational expenses.

Soros grabbed that opportunity and ran with it.

After graduating from the London School of Economics, Soros chose to move to New York City to chase his fortune. For years, he worked as a financial analyst and played a huge role in the creation of several hedge funds.

But he realised he was just making other people rich.

That's why he decided to start his own investment firm in 1973. The Quantum Fund quickly rose to prominence under Soros' influence, reaching an \$11 billion valuation just 10 years later.

Today, he's renowned as one of the world's most successful investors. Soros made billions from his work, which enabled him to do what's most important to him.

Through his charity, the Open Society Foundations, he works to help others escape misfortune. To date, he's donated over \$32 billion to the foundation, and he's an inspiration to any who face hardship in their lives.

The Lesson:

I know that I keep coming back to the tenacity point, but... come on!

George Soros survived the Nazi occupation of Europe to become one of the most successful investors of all time!

Obviously, investing is a very different thing to running a business on Amazon. However, Soros still has valuable advice to share with any aspiring entrepreneur. And it comes from his charity work.

You see, many people start businesses because they want to create their fortunes. They want to earn so much money that they never have to answer to anybody ever again.

That is financial freedom, after all.

However, money shouldn't be the *only* reason you decide to start a business.

If anything, money is simply a by-product of you chasing your passion and creating an impact in the world.

In Soros' case, he chooses to make his impact through his charitable foundations. The money he's made goes towards funding projects that aim to improve the lives of millions of people.

Now, I'm not saying that your goals need to be as lofty as that.

But you need to have a reason beyond making money if you're going to succeed as an entrepreneur.

Perhaps you want financial freedom so that you can spend more time with your family.

Maybe you have a product that you know can help people to solve a big problem.

Whatever the case may be, you need to have a “why” that underpins everything that you do. Without one, you may struggle to find reasons to keep pushing yourself when things get tough.

Sergey Brin’s Family Help Him Escape a Life of Persecution

If you don’t recognise the name Sergey Brin, you’ll recognise the company that he co-founded.

Brin is one of the minds behind Google, one of the world’s largest companies. From its early roots as a search engine, Google has become a brand that’s leading the way in the tech world.

And in doing so, it’s made Brin a billionaire.

But it could all have been so different for Sergey Brin.

Brin was born in Moscow at the height of the communist regime. And much like George Soros before him, he faced persecution because of his Jewish ancestry.

Now, this persecution didn’t affect Brin directly. But it certainly affected his father, who had aspirations of becoming a physicist. Under the communist regime, Brin’s father couldn’t follow his dream as Jewish people weren’t allowed to study physics.

Realising what these draconian restrictions could mean for his son, Brin’s father chose to immigrate to the United States. At just six years old, Brin’s life changed as he now had access to opportunities that he wouldn’t otherwise have enjoyed.

As he grew older, Brin started to show an interest in computers. This interest grew into a passion that ultimately led to his studying at the prestigious Stanford University. It was there that he met a man named Larry Page. And together, they began working on an idea that would change the world.

It started out as a simple little search engine called BackRub.

Born out of a desire to explore the internet's mathematical potential, BackRub allowed users to search the web for content. It wasn't the first search engine of its kind, by any means. But BackRub's complex algorithms produced much more accurate results than many of its competitors.

Brin and Page chose to register their new creation to the domain www.google.com.

And the rest is history.

Today, Google is the world's most popular search engine. It eclipsed all of its early competitors with ease. And even newer competitors, such as Microsoft's Bing, can't measure up to the huge user base that Google enjoys.

This brilliant idea, and the many ventures that grew from it, made Brin a billionaire. Today, he has a net worth of over \$56 billion, which makes him America's richest immigrant.

The Lesson:

There are many lessons that you can learn from Sergey Brin's success. However, there's a crucial one that I believe all entrepreneurs need to hear.

As the man himself puts it:

"I had no dreams of such economic success. You should have fun and not be so weighed down by expectations."

Earlier, I said that chasing money alone often means that you won't achieve success.

Having a reason means that you have the motivation to keep pushing when things get tough. But for Brin, what you do also has to be fun.

To succeed in any venture, you need to truly love what you do.

All of Brin's success comes from his combined passions for computing and mathematics. Because he followed those passions, he doesn't really work in the same way that so many others do. He's doing what he loves, which means that he wakes up feeling excited about what a new day will bring.

When's the last time you felt like that?

When you're dragging yourself into work while wishing you were anywhere else, think of the path that Brin took.

The work you're doing right now isn't your passion. It's not serving you or helping you to create the life you're dreaming about. In fact, you likely feel crushed under the weight of expectation that your boss lays on your shoulders.

You're creating the life that you want to lead for somebody else!

The idea of being an Amazon seller may not be a direct passion of yours. But the products that you sell on the platform could be. The thing that you love most in life could inspire you to create products for other people who love those things too.

And because you're following your passion, you'll finally find the fun in your work.

J.K. Rowling Went from Depressed Single Mom to Billionaire

It must have felt like an unreachable dream when she sat in the café.

J.K. Rowling had this grand desire to tell the story of a wizard named Harry Potter. And every day, she'd go to cafés to type out bits and pieces of his story.

But at the same time, she was a single mother struggling to take care of her infant child. As she typed, she always had one eye on her baby. And while that surely gave her motivation, it must also have played on her mind.

She needed to find a way to provide for her child.

What if writing didn't work out?

At the time, Rowling said that she was as poor as a person could possibly be in England without being homeless. And that poverty led her into a deep state of depression. At times, she felt hopeless and suicidal. But the book that started to take shape from those endless café sessions gave her the reason to have hope.

Finally, she finished the first draft of what would come *Harry Potter and the Philosopher's Stone*. Excitedly, she mailed off as many manuscripts as she could to publishers all over the UK.

And she met rejection after rejection.

In total, 12 publishers told her that her book wasn't good enough. Heartbroken, Rowling came close to giving up during this period of her life.

But the 13th publisher that she contacted changed everything.

They said "yes", and Rowling's life changed forever.

Today, we know just how huge the Harry Potter franchise is. In addition to the books, it has spawned movies, video games, and even theme parks. And it's made J.K. Rowling a very rich woman.

In fact, it made her a billionaire. At least, before she donated much of her earnings to charity!

The Lesson:

J.K. Rowling is such a huge inspiration because she's like so many other regular people.

Right now, you may be a single parent who's struggling to raise a child. Perhaps you're scraping to get by in a world that seems to have no sympathy for you.

Some of you may have daily battles with the demon of depression.

Rowling overcame so many familiar issues to achieve the success that she has in life. And in doing so, she shows us the power of something very important—

Hope.

Life will throw obstacles into your path constantly. It will try to drag you down and make you feel like you can't do anything that you want to do. But amidst all of that, you can still find hope.

Rowling explains:

"I was set free, because my greatest fear had been realized, and I was still alive, and I still had a daughter whom I adored, and I had an old typewriter, and a big idea."

Rowling lived in the worst-case scenario and survived through it. That gave her the strength to realise that chasing her dream was the only thing that she needed to focus on.

Take inspiration from her if you're going through a tough time right now. You're still here and you're still fighting. And that means there's always hope for you to achieve something amazing.

Becoming an Amazon seller may just be that very thing.

You Have to Take the First Step

Throughout this chapter, I've revisited a certain word over and over again—
Tenacity.

The brilliant people that I've spoken about here all faced hardships in their lives. They all had obstacles to overcome. And they all did the same thing—

They gritted their teeth, faced their fears head-on, and pushed back against them.

They each had the belief that they could create something amazing in their lives. Look past the methods they used to build their wealth and focus on that core concept of belief.

If you believe that you can do this, you've won the biggest battle of all.

Now, your mind's working for you. It's helping you to take the fight to whatever it is that holds you back. When you believe in yourself, all that's left is to learn the skills necessary to achieve what you want in life.

At A to Z Formula, we can show you those skills. But before we get to that, it's about time that we started talking about a very specific challenge that you're going to face—

Working from home.

CHAPTER 5

Creating the Freedom and Lifestyle That You Desire – The Rules for Working from Home

When Pauline began working from home, she relished the chance to spend more time with her family.

After all, that's what everybody really wants, right?

When you're sitting at work and staring at the clock, where does your mind wander? Where do you want to be more than anywhere else in the world?

It's home.

You want to have the freedom to work when and where you want. You want to have the say when you want to spend time with your family rather than having your boss dictate the rules to you.

And escaping the horrors of the morning commute is a huge bonus.

All of those things, and more, prompted Pauline to start her own business. And working from home certainly delivered the life that she wanted.

But it also transformed the lives of her family.

Within seven months of starting her own business, Pauline earned enough to provide for both herself and her husband.

As she puts it:

"I retired my husband from his corporate position in the building industry in my seventh month in business, tripling the income he had been earning but working only quarter of the hours."

To triple income from far less time is the perfect scenario. And for Pauline, that means she's leading the life that she always wanted.

“We now enjoy quality family time, have been able to give our son the best of everything, indulge in our passions for fitness, travel, and life...”

And the amazing thing is that there’s nothing separating Pauline from you. She was just a regular woman working a normal job before she decided to start working for herself. The only difference between you and Pauline is that she took a chance on herself months ago.

You’re going to take your own chance when you start your Amazon store.

Now, Pauline shows us what’s possible when you choose to work from home. But I don’t want to give you the impression that this is the easiest thing in the world. While working from home gives you freedom and choice, it also comes with a lot of challenges.

You’re now in control of your time, which means you need to prioritise. Even though you’re working from home, you’re still *working*. That means you still need to create a set of systems and structures to enable you to do what you need to do.

Put it like this...

You can’t work from home successfully if you treat your new business like it’s an extended holiday.

The good news is that I can help you with this aspect of starting your Amazon store too.

Working from home is a huge culture shock, especially if you’ve spent most of your life working for somebody else’s schedule. But with these rules, you’ll make the adjustment and create the perfect opportunity for you to thrive in what you’re doing.

Sam Mallikarjunan – Create Your Own Office Space

It all started with what Sam Mallikarjunan calls his “baptism of fire”.

While still in high school, he applied for a position with a phone company called T-Mobile. The role was to sell as many phones as possible, and Sam jumped to the challenge.

Until he realised that the tactics he learned wouldn’t get him anywhere.

As he puts it:

“Here I learned the absolute wrong way to grow a business and trained others wrong as well as I took my first managerial roles. Interrupt and enrage people while they're walking with their families because 1 out of every 200 will buy from me? Check.”

Still, the role led him to several other sales positions. And for a while, Sam had a pretty good career going for himself. He clocked in, earned his money, and clocked out again.

But all the while, he found himself picking up new sales and marketing techniques. He discovered something called “inbound marketing” and started researching. What originally started as work to help him do his job better led him to a company called HubSpot.

He applied for a role with the company in 2011.

But he figured he wouldn't stand a chance. By this time, Sam had a failed consulting business under his belt and no experience in HubSpot's niche.

But he did have drive and determination. He even set up a website called HireMeHubSpot.com in an effort to get the company to pay attention. He essentially marketed himself to a team of marketers.

It worked.

Sam still works at HubSpot. However, he also has complete autonomy within his role, which means that he's able to work from home whenever he chooses.

And he has an important lesson to teach anybody who wants to start working from home.

The Lesson:

It's tempting to think that working from home means you can just do work anywhere.

Don't feel like getting out of bed? That's okay because you can just bring the laptop to bed and start working there. But while that's an attractive prospect, it also sets a dangerous precedent. As Sam explains:

“Just because you're not working at an office doesn't mean you can't, well, have an office. Rather than cooping yourself up in your room or on the

couch -- spaces that are associated with leisure time -- dedicate a specific room or surface in your home to work.”

Yes, working from home gives you control over how you work. However, that doesn't mean that you shouldn't have any structure. In fact, it's a great idea to set up a little workspace for yourself.

That could be something as small as a desk in the living room. The key is that it's the place that you go to do your work.

This means you don't start associating other places in the home with work. For example, let's say you start working in bed. This is a place where you're supposed to relax but you're wiring your brain to say that this is where you work.

Fast forward a few months and you're getting ready for bed. You lie down and your head hits the pillow, only for your brain to start going a mile a minute. It thinks that it's time to work because you're in bed, which means you can't relax in the most relaxing place in your home!

Whether you work from home as part of a company or because you've set up an Amazon store, I strongly recommend creating your own workspace.

This allows you to create a routine where you “enter” and “leave” the office. And that makes it easier for your brain to disassociate from the work that you do at home.

Katherine Krug – Set Good Business Goals for Yourself

It all started with a case of chronic lower back pain.

Frustrated by her inability to find a solution on the market, Katherine Krug decided to create her own. After a lot of research and several failed attempts, she came up with the idea for GetBetterBack.

The device essentially acts as a seatbelt that you wear when you're in your office chair. Wrapping around your back and legs, it encourages you to maintain strong posture. That's crucial in an environment where it's all too easy to hunch yourself over.

I could probably use one myself, seeing as I just caught myself slouching while writing this!

Katherine invested \$10,000 of her own money to get the product off the ground. Working from her home office in San Francisco, she came up with a prototype and started to shop it around.

Unfortunately, she didn't find much success with the traditional venture capital avenues that a lot of new businesses go down. She struggled to generate interest and thought her product might never see the light of day.

As a last-gasp attempt, she took to Kickstarter to raise the funds she needed.

And just like Max Temkin of *Cards Against Humanity*, she succeeded with her crowdfunding plan.

Katherine managed to raise \$1 million, becoming the first solo female entrepreneur to achieve the feat in the process. Suddenly, her struggling business became a booming one. Still working out of her home office, she created a team and started manufacturing her product in earnest.

Today, GetBetterBack generates millions of dollars in revenue every year. And even with the growth of her company, Katherine still prefers to work from home.

The Lesson:

Katherine believes that maintaining the work mindset is one of the biggest challenges that you face when working from home. It's so easy to lose sight of what you're trying to achieve. And if you're not careful, this can lead you down the road of simply not working!

Don't get me wrong... working from home provides you with a lot of freedom of choice.

But you have to remember that you're still working! If you're not pushing towards something, you're going to end up right back in a regular job.

Katherine says that the key to her success is that she sets regular goals for herself:

"I very much believe we are at our best when we bring our whole selves to everything we do, rather than trying to balance work and life. Each quarterly planning cycle, I set both business and personal goals."

Those goals are a crucial part of her business strategy. Without them, she wouldn't have the motivation needed to keep innovating inside her home business.

Right now, you have the goal of becoming a successful Amazon seller. Somewhere in the future, you have goals of achieving financial freedom and spending more time with your family.

But what happens when you achieve one of those goals?

That's the question that you need to answer when working from home. Once you've achieved what you want to achieve, you need to look beyond your initial goals. Set new ones constantly to ensure your business doesn't start to stagnate.

Kelly Lester – Selling a Product Requires More Than Just Creating a Listing

As with so many great products, Kelly Lester's grand idea was born out of a problem.

A stay-at-home Mom, she had three children in school who needed packed lunches every single day. Unfortunately, her kids were like so many others out there.

They got bored *so easily*.

Packing the same foods into their lunchboxes every day was a recipe for an uneaten lunch. Kelly got tired of opening the kids' lunchboxes only to see wasted food still inside them. And I'm sure her kids got tired of eating the same things day in and day out!

She needed to come up with a solution.

She wanted to create meals that offered all the variety her kids wanted during the school week. But just as importantly, she needed to make it easy to pack those lunches so that parents could send the kids on their way with little fuss.

Fortunately, Kelly has an interest in a Japanese art form called Bento. This relates to the art of packing food efficiently. Typically, Bento meals involve a host of homemade foods that are combined to make a single meal. Packed efficiently into a box, they offer variety as well as fulfil a person's nutritional needs.

The idea was perfect for Kelly's kids.

She started using Bento principles to pack their lunches. And soon enough, she saw that the idea had the potential to grow into an amazing business.

That led to the founding of Easy Lunchboxes.

In the space of one year, Kelly made over \$1 million in revenue from her clever lunch boxes. Selling predominantly on her website and via Amazon, hers is a true work-from-home success story.

The Lesson:

Kelly has achieved exactly what you hope to achieve.

She had an idea for a product and turned it into a profitable business. However, Kelly also realised that she needed to do much more than simply launch the product to achieve success.

She needed to support it with great content that engages her potential customers.

Kelly achieves this via a strong content marketing plan, for which she does the following:

"I write my own blog, I maintain a YouTube channel, and I am active on a number of social media platforms to reach my customers and engage with potential buyers. Most of my success (and my traffic) comes from the things I share on Facebook and Pinterest."

The lesson here is more about confronting a misconception that you may have about working from home as an Amazon seller.

It's not enough to focus solely on the Amazon platform. Yes, getting the right product and creating a strong listing are very important steps. However, you can't expect to just launch a product and then have it become an instant success.

You need to keep working at it.

Kelly gives you some ideas about the types of content that you can create. And the best thing is that you can take advantage of all of these ideas while working from home.

My advice is to schedule an hour per day to your marketing activities. Create a short blog post or film a Facebook Live video that shows your product in use. Whatever you do, just make sure you're using the time you have at home to create effective marketing content for your product.

Richard Branson – Make Time for Exercise

I hardly need to reintroduce the brilliant Richard Branson.

However, there's something that you may not know about him. Yes, he's a multi-billionaire who operates a host of different businesses. But he's also just as keen on creating freedom within his life as you are.

And that starts with working from home.

Branson says that he's never had an office at any point in his career:

"There are five main places I have worked day-in, day-out over the years, and you will notice that an office is nowhere to be seen on the list. I've never had a proper desk, never worked out of an office, and certainly never clocked in."

It's difficult to imagine such a titan of the business world not having an office. However, it appears that Branson prefers to just turn up and do his work wherever he feels like it.

He's even talked about babysitting his kids while working from his houseboat!

Branson may be the most prominent example of working from home that I share in this chapter. And he also has some of the most valuable advice to share.

The Lesson:

There are so many things to hate about the morning commute.

But there's also no denying that it helps to keep you active. It pulls you out of the house and may require you to walk or cycle to work. Even when you're driving, you're still getting active and doing something.

Now, think about how that might change when you're working from home.

You wake up in the morning, spend an hour or so getting ready, and then, head for the laptop. You work for a few hours, wrap up, and then... nothing.

There's no journey back home to worry about. So, you just put your feet up and relax.

That's perfectly fine to do every so often. But if this lack of activity becomes a habit, you'll start to feel the effects. Your body will feel listless and devoid of energy, and you'll increase your risk of having to deal with a range of health conditions.

That's why Richard Branson has always placed such a huge focus on exercise.

No matter where he's working, Branson exercises early in the morning, every single day. And he has some valuable advice to share with you:

"Make time for yourself. Exercise does not deplete my energy. Instead, it gives me energy and makes me feel like a young kid again. Throughout my travels, I make time for physical activity, preferably a fun group exercise. Having fun with others makes exercise feel less like a burden and more social."

You've already taken one step towards taking better care of yourself when you become an Amazon seller.

You've escaped the rat race and finally have a career that you're passionate about.

However, Branson points out that you have to take care of yourself in other ways when you're working from home. Don't allow the convenience of having a home office lull you into the sort of inactivity that could damage your health!

Rafat Ali – Action Over Intent

When you hear Rafat Ali talking about what his regular working day looks like, it's hard not to feel a little jealous.

"My office most of the time is my home dinner table in Long Island City, right across the East River from Manhattan. Living on the 40th floor has its advantages, and the view is the biggest one."

Doesn't that sound like absolute heaven to you? This guy lives in one of the world's most vibrant cities, and his home office gives him the perfect view.

But who is Rafat Ali? And what has he done that's allowed him to live this dream of working from home in such an amazing city?

Rafat is the founder of Skift, an online content network related to the travel industry. Essentially, Rafat runs a hub where writers can go to post their content. And of course, he gets to make a passive income from ads on his website.

This idea of running a content network is hardly unique. In fact, Rafat himself has operated several throughout his career.

Take PaidContent as another example. As the name suggests, this was another network in which people could post content. And in return for that content, they'd receive some form of payment.

With these businesses, Rafat leverages the work of others to enable him to work from home.

And in PaidContent, he had a business that he eventually sold for a staggering \$6.5 million!

But this idea of leveraging the work of others to succeed at home isn't the advice I'm going to share. After all, that's not something that you're going to do as an Amazon seller.

Instead, Rafat has an even more valuable tip for anybody who wants to work from home.

The Lesson:

Rafat says that the hardest part of starting any new business is to take the first step. And he's quick to point out that so many potential entrepreneurs get stuck in analysis paralysis.

This means that they spend all of their time learning how to do something. But when it comes to actually doing it, they find every reason that they can to delay.

Rafat has a simple tip for anybody who's struggling with this problem:

“All it needs is for you to start it instead of thinking about it. Action over intent, that’s the biggest advice that I give.”

This is such valuable advice for anybody who works from home.

With all of the extra time afforded to you now that you’re in control of your own work hours, it’s tempting to try to get everything perfect. You could spend weeks browsing the web and reading up on how to do something.

You could spend so long on trying to get it perfect that you never get started with it at all.

Right now, you’re reading this while thinking about starting an Amazon business. And the advice that I’ve shared so far will help you to do that. However, I’m also going to need to burst your bubble a little bit.

You’re not going to do this perfectly.

I didn’t, most Amazon sellers don’t, and most people who work from home in other areas don’t either.

Doing it perfectly isn’t the goal here. Trying to make it your goal is the reason why you’re spending so much of your time researching.

Actually, doing it is the goal!

Now, this isn’t to say you should launch your Amazon store without doing any research. All it means is that you need to know when you’ve learned enough.

When you’re at that stage, it’s time to take action.

Intent never made anybody a success!

Craig Newmark – Have a Business Model That Focuses on More Than Just Money

If you haven’t heard of Craig Newmark, I’m sure you’ve heard of the website that he invented.

Does Craigslist ring any bells?

Craig's online classifieds website is still the standard-bearer in that particular niche. And it's a website that he built from home with very little help from other people.

It all started in 1995.

Then living in San Francisco, Craig started thinking about all of the people who'd helped him when he first moved to the city. He'd received so much advice from people he barely even knew. And thanks to them, he adjusted quickly and found himself living a happy life.

He wanted to pay those kind gestures forward. That's why he started emailing people with information that they might find useful:

"In 1995, I started emailing friends and colleagues lists of arts and tech events happening around San Francisco. Many people had helped to let me know what was going on in the city when I first moved there, so I wanted to return the favour. Then, the project began to grow, and people started calling it "Craig's List," hence the name now."

Craig's small attempt to pay some kindness forward eventually turned into the Craigslist that we know today. And that website generates millions of dollars per year, thanks to the many people who use it. In fact, its success is so enduring that Craig now has a net worth of \$1.6 billion.

And he still works from home!

In a post on LinkedIn, he described his home office:

"I overlook a small forested area and bird feeders and birdbaths, which attract bird and squirrel visitors."

Where Rafat Ali lives and works in an urban paradise, Craig Newmark does the same in a natural paradise.

The options truly are endless for anybody who wants to work from home.

The Lesson:

Craig is often the first person to say that he's not a natural leader. One could argue that point given his sheer amount of success. Yet he'll still tell you that it's crucial that you work with people who can cover your skill gaps.

That's valuable advice for any business owner.

But when it comes to working from home specifically, Craig shares the following:

“My goal was never to become rich, just to help people put food on the table, help get a table, and help to find a roof under which to put that table. I figure that “doing well by doing good” is a really good business model.”

This is such valuable advice for any new entrepreneur.

When working from home becomes all about the money, you end up stuck in the rat race again. You’re not enjoying the freedom afforded to you by working from home. Instead, you’re just trading more of your time to get a little extra cash.

Craig’s business plan ensures he focuses on more than just the money.

His main focus is the passion that drove his project from day one—helping other people.

So, you need to ask yourself a question before you start working from home...

Why am I doing this?

Yes, you want to achieve financial freedom. But what does that mean for you? What does it mean for the people who mean the most to you? And what does it mean in terms of how you’re going to help other people to solve their problems with their products.

You need to have a plan beyond “making money”. If you don’t, working from home becomes much more difficult because you’ll have to stretch constantly to motivate yourself.

Anita Crook – Work Smarter and Don’t Blow Your Money

I’m sure there were plenty of people in Anita Crook’s life who told her that she couldn’t start her own business.

After all, she was 59 years old. Surely, she should have been planning for her retirement rather than coming up with ideas for new products.

However, there’s a drive inside Anita that she simply can’t deny. And when she identified a gap in the market for a new product, she jumped at the opportunity to fill it.

It all started with a Christmas present:

“My son bought me a really nice purse for Christmas one year. It was an expensive purse, but it didn't have any pockets in it to organize things, and I didn't know how to tell him I'd never use it. So, I kept thinking that if I had a way to organize this bag, I would use it.”

Heartbroken by her inability to use this thoughtful gift, Anita started doing some research. Her goal was simply to find a product that would allow her to keep all of the things she kept in her purse organised.

She found nothing!

Without even realising it, she was on the path to becoming an entrepreneur. Anita started coming up with a few ideas that would help her solve her problem. Over the next few months, she wound up developing a product that she'd eventually call Pouchee.

But it wasn't as easy as coming up with an idea and making the product. Anita had everything written down on paper. However, she'd never learned how to sew, which meant that she couldn't create the product herself.

A helpful friend heard about her dilemma and introduced her to another friend. This person helped Anita to develop a prototype of the product she'd designed.

She'd solved one problem.

Now, she needed to figure out how to turn her prototype into an actual product.

Thankfully, the friend who created the prototype also put her in touch with some product manufacturers in China. Anita sent her designs and prototypes over. And eventually, she received the good news that the manufacturer could make the product.

Things moved pretty fast after that.

“The next thing I knew I had a few samples in hand and 2,000 Pouchees coming in from China.”

So far, Anita had accomplished all of this while working from home.

But now, it was time to get out into the world to try to sell her product. But instead of jumping online, Anita started travelling to brick and mortar stores. She'd demonstrate the product to the stores' key decision makers.

And almost all of them loved it.

With enough orders to sell her 2,000 Pouchees in the bag, Anita placed another order for 5,000.

For some added context on the sorts of figures involved, let's take a look at Pouchee's range of purse organisers. The company sells these for between \$10 and \$15. Yet, if you hop onto Alibaba, you can find them for between \$2 and \$3 per piece. You're looking at a 5x mark-up on one product!

The rest is history.

Today, Anita is a multimillionaire, thanks to her clever little idea. Year-on-year, the Pouchee product range grows as more companies adopt the designs that Anita came up with. Today, more than 2,000 stores carry this innovative product.

And in case you're wondering, you can find Pouchees on Amazon today. Anita takes advantage of every channel that's open to her, and she's a millionaire because of it.

The Lesson:

Anita's most important lesson comes from how she reacted to the early success of her business.

For several years, she continued to work from home as she grew her customer base. And even when she eventually moved to an office, she made sure not to spend too lavishly.

As she puts it:

"An advantage of being older when you start a business is that you work a lot smarter. I knew I didn't have time or money to waste, so I did a lot of the work myself for as long as I could. I didn't go out and buy nice office furniture or get a swanky office. I worked out of my home in the beginning. Even now, the office we have is functional, but not swanky."

Early success brings temptation with it.

You may start to feel like you have to spend your money just to create the appearance of success. This could lead to you buying things that you don't need, such as the “swanky” furniture that Anita describes.

But remember this one thing—

The Amazon business that you build from home requires nothing more than a laptop.

With FBA, you can rent the warehouse space that you need based on the number of products you're selling. But when it comes to your home office, the extravagances just aren't needed. They're just things that you're spending money on for the sake of spending.

If you do eventually move to an office, you should keep the same frugal mindset. Only spend on the necessities. This means you'll have more money both for buying more products and for living the life you want to live.

What Working from Home Truly Means

I won't blame you if you're feeling a little wary about the idea of working from home after reading this chapter.

I may have just given you a bit of a rude awakening. After all, it's not as easy to work from home as many people think. It requires a great deal of dedication as well as the ability to self-motivate. You need to create systems and structures that help you to stay on top of your business.

They'll prove crucial as the business scales.

The key here is that you recognise that working from home means you're still working.

But the difference is that you're working to create something amazing for yourself.

Right now, you're trading your time for a secure income. You wake up, go to work, complete your shift, and then go home.

It's safe and simple, but it also means you have no freedom. As long as you're working for somebody else, there will always be a ceiling that you can't break through. You can only ascend so far before you come to a halt.

Why?

The person you're working for will always stand above you. And that means they ultimately have control over how much you earn and how much of your time you have to give away.

Working from home indeed presents challenges in terms of learning how to manage yourself and your time effectively.

But when you make the leap and start doing it, the ceiling disappears. The sky becomes the limit as there's nothing standing in your way anymore. You have the freedom to choose what to do with your life and your business. That means you can scale this thing as much as you want.

The people I've talked about in this chapter of the book all realised that. Many of them grew so sick and tired of working for somebody else that they had to strike out on their own. Others just came up with a clever idea and knew that nobody would bring it to market if they didn't do it themselves.

Working from home means you have freedom.

You have the freedom to earn as much as you want, assuming you put in the work and learn from the people who can help you.

It means you have the freedom to spend as much (or as little) of your time as you want to at work.

And it means that you have the freedom to create a life that's extremely difficult to create when you're working for somebody else.

Now, in the last two chapters, I've talked a lot about the mindset that you need to have to succeed as an entrepreneur. I've shared stories about people who came from nothing and achieved success. I've also shared stories about people who are just like you, only they're working from home.

They're living the life that you want for yourself.

Becoming an Amazon seller is the best way to achieve this life. So, let's bring things right back around to what you need to do to succeed on Amazon. I've already shared the rules for picking a good Amazon product. In the next chapter, I'm going to take a look at some products that achieved a surprising amount of success.

And I'm going to give you some insight into what made them so successful.

CHAPTER 6

All Things Weird and Wonderful – The Strange Products That Show You Just How Many Choices You Have as an Amazon Seller

Way back at the beginning of this book, I shared the story of the first time I laid eyes on Donkey Kong.

As a little kid, that toy was everything to me. I couldn't stop playing with it, which was a huge factor in my parents' decision to sell the product in Australia.

Of course, those who know their gaming know that Nintendo developed the original Donkey Kong. And that the company's stronger than ever today. They're still making video game consoles, alongside a host of other merchandise.

They're a huge deal!

Now, back in the late 1980s, Nintendo released a handheld console called the Game Boy. It wasn't the first handheld console ever, as even Nintendo had made a few before, but it was the most powerful of its time, and it also allowed gamers to play multiple games on the machine.

My beloved Donkey Kong was one of them.

Now, you're probably wondering why I'm telling you about Nintendo and its Game Boy. After all, I'm supposed to be talking about weird and wonderful products that you can sell on Amazon.

Well, the other day I found myself browsing on Amazon and I came across a fridge decal. That's not a particularly unique product idea, of course. But the thing that caught my eye with this one is that it made the fridge look exactly like Nintendo's old Game Boy console.

The nostalgia welled up inside me. I had to fight the urge to buy it right there and then.

I decided to take a look at the reviews, and I saw that plenty of people didn't manage to fight that same urge. With over 500 reviews, the product clearly has a niche. And the fact that it retails for about \$22 despite being so light tells me that the seller's making a good profit.

This decal is a great Amazon product!

I want you to be honest with me now...

I know you've thought a lot about the first product that you'll launch in your Amazon store. But have you come up with anything as strange as a fridge decal of an old video game console that's over two decades past its sell-by date?

I don't think you have, and I wouldn't either. It just goes to show that the strangest products can find success on Amazon.

In this chapter of my book, I'm going to prove that by showcasing a few other weird and wonderful products. I'm also going to explain why I believe they achieved the success that they did.

So, I may as well start with the Game Boy decal!

What Makes the Game Boy Decal Such a Great Product?

Combined, the original Nintendo Game Boy and its follow-up, the Game Boy Colour, sold about 118 million units worldwide.

That means there are over 100 million people out there who have fond memories of the little machine. They loved it once, most likely when they were children. And much like me, they'll get that little twinge of nostalgia whenever they see it again.

And it's that very nostalgia that makes the Game Boy fridge decal such a clever product. The seller knows that it's going to push some buttons for a certain subsection of the population. And with geek culture being one of the in-things at the time of writing this book, there's a definite market for stuff like this.

Simply put, people will buy this decal because they recall happy memories whenever they see it.

But the seller doesn't leave it there.

The screen part of the decal also acts as a dry-erase board. That means you can write stuff on it with a marker pen and then wipe it off easily. That means the decal has a practical function.

Combine that with the fuzzy nostalgia, low price point and low weight, and you have a great Amazon product! And with such a huge market of past Game Boy owners to appeal to, I reckon this one will achieve steady sales for years to come.

Now, let's dig into some other strange products that achieve more success than you might think.

The Joseph Rotary Vegetable Peeler

So good that they named it twice, this vegetable peeler retails for a touch under \$13 in the United States. It's essentially a little plastic case that contains three types of vegetable peeling blades:

- Standard
- Serrated
- Julienne

On top of that, it has a potato eye remover and is suitable for both right- and left-handed people.

All you have to do is rotate to the blade that you want to use and then start peeling.

Why I Love This Product

You're going to see a bit of a theme in my explanations of why I love the products I showcase in this chapter.

This vegetable peeler does a great job of combining practicality with novelty.

Anybody who spends even a small amount of time in the kitchen knows the value of a good vegetable peeler. But if you're looking for all three of the peelers offered in this package, you'll end up spending a fair amount of money. On top of that, you now have to find space for three peelers!

This clever product offers everything in one package, with a couple of extras on the side. The plastic casing makes it lightweight and the small size means it's easy to ship.

So, we have something that's simple to make, easy to use, and serves a genuine need. It's also easy to ship, and it lands at the perfect price point for an impulse purchase. That covers a lot of the rules about great products that I've just reeled off.

Maybe it's not such a surprise that this one sells so well!

The only potential downside is that the peeler doesn't really offer a great grip.

That's probably why the same company also created a tri-peeler that has a handle. Now, they're building on the success of the original product while addressing concerns from potential customers!

The Gummi Bear Anatomy Puzzle

I'm... not too sure what to say about this one.

Do you remember those adorable Gummi Bear sweets that you used to love when you were a kid?

This product lets you see exactly what the anatomy of one of those sweets would look like, if Gummi Bears were real! It has a see-through plastic case, inside which are four internal organs and body parts.

Your task is to open the case, empty the parts, and then put them back together again. And the reward for this task is a terrifying model that looks like a skeleton trying to escape a plastic case!

Why I Love This Product

Well... love may be a strong word for my feelings towards this product. It certainly isn't something that I'd want to buy for myself.

But at the same time, I can see why it's so successful.

This product serves a niche of people who enjoy really weird things. They like stuff that's a little macabre and offers a touch of novelty. So, when they see something like a Gummi Bear skeleton, they're right on board!

Digging deeper, there are a few other things that make this a great product.

First, the Gummi Bear design is one that's instantly familiar to a lot of people. In that respect, this is a lot like the Game Boy decal I talked about earlier. Granted, this is a twisted version of that design, but it's still familiar!

Again, we have a small and lightweight product, which means it's easy to ship and relatively inexpensive.

And finally, we come to the interactive element. The seller probably could have gotten away with offering this as a model with no moving parts. But instead, they created a puzzle out of their strange idea. The product has 41 parts that you have to put together to create the Gummi Bear skeleton.

And that extra layer of interactivity provides another reason to buy the product.

However, the need to create 41 parts is the one thing that bugs me about this as an Amazon product. That's a lot of parts to manufacture, which raises the chances of mistakes getting made. That, in turn, could raise the chances of returns.

This isn't something I'd likely sell myself.

However, it shows us that even strange and macabre ideas can become a success on Amazon. Maybe the seller who came up with this operates in the Max Temkin school of thought!

The YOWBAND Breast Support Band

On the surface, it seems like there's not a lot to say about this product in terms of what it is.

It's simply a band that women wrap around their bodies. The band goes just above the breasts, with the intention of keeping them in place.

Sounds a lot like a bra, right?

But that's where you're wrong. As I'm sure any women reading this know better than me, bras don't always provide adequate support in certain situations.

For example, a bra may not prevent unwanted bouncing when you're engaged in athletic activity. It may also not provide adequate support for people who've recently undergone breast surgery.

The YOWBAND offers something that provides additional support for specific circumstances.

Why I Love This Product

The simplicity of the band is a huge plus point here. I imagine the seller keeps costs very low because they're not dealing with a ton of design issues for the product. As long as they get their sizing right, they're good to go.

Again, we also have something that's lightweight, practical, and cost-effective. That's a great combination for any Amazon product.

But there's something that I love more than anything else about this product.

And it's all about how uncomfortable it is to talk about it.

As a man, it's a little tough for me to write about what this product does. I can see the benefits, but I struggle to talk about them without feeling like I sound a little untoward. I imagine talking about this product wouldn't be much easier for some women out there.

Simply put, there are a lot of people who might feel uncomfortable talking about, or selling, a product like this.

However, there's also a definite need for this type of product. And that means there's an opportunity for you as an Amazon seller.

This is the sort of product that a person may not particularly want to buy in a physical store. And that means they're going to go online to find it instead. The seller behind this product makes a mint because they've overcome any sheepishness they may have had.

And the good news is that there are tons of products like this. There are a lot of stuff out there, particularly in the adult hygiene category, that are both practical and can make people feel a touch uncomfortable.

As an Amazon seller, you have an opportunity to offer something that people need, even if they're not that comfortable saying so.

The GOAT Story Coffee Mug

Have you ever seen those movies where Vikings drink from horns?

That's pretty much what you're getting with this coffee mug! It's a horn for your coffee, which immediately sets it apart from your standard coffee mugs.

Of course, there is the problem of how this thing will stand up when you put it down.

But the sellers have come up with solutions for that too. The product comes with two straps, which you can use to tie the horn to a belt or bag. It also has a special holder that you can use to place it on flat surfaces.

There's not a lot more to the actual product than that. It hits some other high marks, such as being BPA-free; that's always a good thing for a health-conscious crowd. But on the surface, it looks like a bit of a novelty item.

Why I Love This Product

This product perfectly demonstrates the power of branding and a good story when trying to sell.

If you check out the GOAT mug's Amazon page, you'll see that the seller has crafted an entire story behind the product:

"GOAT STORY was inspired by the greatest discovery of all time – coffee! It was back in the 13th century that a flock of goats stumbled upon a bush of berries that made them go loco! [They're] obviously bored and adventure-seeking shepherd decided to brew the berries – and thank goats he did!"

I'm not sure just how true that story is.

But it definitely catches your attention!

The point here is that there's a lot that sets this product apart. There are so many coffee mugs out there that it's almost impossible to brand something as different or unique. But the story behind the GOAT mug manages it.

There are two lessons here.

First, you need to find a way to make your product stand out. That's especially the case if you're determined to enter a crowded product niche.

Second, stories are a great way to connect with your audience. Sure, you need to talk about the product's features and what makes it work. But you also need to tell stories that engage people and make them want to explore your product.

In the case of this mug, the story is all about sharing a crazy "fact" that's going to encourage them to explore.

Your story may be about the pain that your product solves or the inspiration behind the product itself.

The MySack Golf Ball Storage Bag

I can't believe I'm about to say this...

At the time of writing, the MySack Golf Ball Storage Bag is an Amazon Choice item. It has over 600 reviews and it's selling like crazy.

So, what is it?

It's simply a ballbag... in the most literal sense of the word.

Yes, this is a bag that's shaped like a pair of testicles that's designed to hold golf balls. It also comes with a clasp and a pair of golf balls, which at least makes it practical.

I feel like this one's going to be a hard sell in terms of what makes it great.

Why I Love This Product

There are a few things that this product has going for it.

First, you have the novelty factor, as I'm sure you've already figured out. Nobody's buying this product as a genuine way to store their golf balls. They're buying it as a gag gift for their friends who play golf. The seller even wisely says in their description that this is the perfect gag gift.

That means they understand their product, its purpose, and its intended audience.

Speaking of audience, the product also has the chance to appeal to a huge number of people. According to America's National Golf Foundation, 33.5 million people played at least one round of golf in 2018. I've also read reports that place the numbers at about 60 million globally.

That's a huge in-built audience for this product.

Of course, a novelty item like this will only appeal to a small percentage of those players. But even if only 0.1% of the American golfing audience buys one, that's still 33,500 sales.

On top of all of that, the seller even has a story that adds some weight to the product. The creator of the product, Doug Baker, talks about how he came up with the idea during the height of the GFC.

Struggling to pay his mortgage as he dealt with \$10,000 of debt, he needed to come up with an idea.

Inspired by the concept of the Pet Rock, he settled on coming up with a novelty item for the game of golf. This product is what emerged from that brainstorming session. Today, it's sold in thousands of brick and mortar retail stores, as well as on Amazon.

So, we have novelty, an engaging story, and a built-in audience. These are all ideal ingredients for a great Amazon product. Beyond that, the product also follows many of the rules I laid out earlier. At a touch over \$16, it has the perfect price for impulse purchases. It's also small, light, and easy to ship.

Plus, it's not difficult to create the product.

We could spend days arguing over whether the product is in good taste or not.

But there's no denying that it's found its niche and sells remarkably well!

The VicTsing Shower Speaker

This is a great product that does exactly what it says on the tin.

It's a speaker that you can put in your shower. The device uses Bluetooth to communicate with your phone so that you can play music as you shower.

Of course, this means it's waterproof.

However, the sturdy design also ensures that the product's protected from dust. This gives the speaker the secondary use of being suitable for the great outdoors.

The built-in lithium battery is also rechargeable, which means the buyer doesn't have to spend extra on batteries. Plus, the speaker has a microphone that allows you to make calls.

Why I Love This Product

I can't count the number of times that I've found myself singing in the shower!

And I'm sure all of us can think of times that we've missed important phone calls because we're too busy with this pesky hygiene business.

I love this product because it fills a need that I didn't even know that I had. When I've played music while showering, it's always involved keeping doors open and playing songs from another room.

Or I play tracks directly from my phone, which has obvious limitations in terms of volume and sound quality.

This speaker solves those little problems.

But what I really love about this product is that the seller realises that versatility is the key to lasting success.

It's great that I can put this speaker in the shower without worrying about it shorting out.

It's *awesome* that I can also take it hiking and not have to worry about dust. The rechargeable battery also eliminates another potential concern that I'd have with buying this product.

When it comes to my rules, this is a product that's right at the \$20 mark. It's also small and easy to ship, which means it's ticking a lot of the right boxes in that respect.

The only slight concern I'd have here is that electrical items tend to have a higher malfunction rate than other types of items. That means the seller needs to make sure they have a solid manufacturer.

Based on the average review rating of 4.3, I'd assume they've got just that!

This is one of those types of products that people don't even know that they want until they see it. That makes it a great impulse purchase as everybody who sees this will have the same thought process:

"That's a great idea... and it's only \$20... I want one!"

The Budley Earphone Storage System

How many times have you gone to use your earphones only to find a tangled mess of cables?

It's such a common problem that there are memes about it. At times, it feels like your earphone cords conspire to twist themselves into so many knots that they're impossible to use.

So, there's a definite problem here that the Budley Earphone Storage System solves.

This is such a simple product.

It's shaped so that you can wrap your earphone cords around it, thus eliminating any chance of tangling. Plus, it has convenient spaces built-in where you can store the buds themselves. That means the product gets to take the hygiene angle as well.

Why I Love This Product

This is a great example of a product that offers a simple and elegant solution to a common problem.

Anybody who's used earphones before knows how much of a nightmare it is to untangle them. You shove them in your pocket after use only to find this mess of cables when you pull them back out.

I love how this product offers a solution that requires no explanation. It's as easy as can be, which is great for the consumer. However, it also means that the seller doesn't have to spend additional money on instructions. Plus, the design's simple enough that practically any manufacturer can make it reliably.

So, we can see a seller who's keeping their costs down here.

And the result is another product that's lightweight and easy to ship. It's also portable for the customer, which only adds to the practicality.

Much like the shower speaker I mentioned earlier, this is also one of those products that's perfect for impulse purchases. It's the sort of thing that you don't even think about buying until you see it.

And when you do, you'll snap the seller's hand off when you see it priced at about \$17. And if you check Alibaba, you can see similar storage systems available for between \$1 and \$2 per piece.

That's anywhere between a 17x and 8.5c markup that could be placed on this product.

The Farting Animals Colouring Book

Yes, this is exactly what it sounds like.

It's a colouring book for children that contains pictures of animals farting. Selling at just \$17, it's an easily affordable gift that fits right into the novelty item category.

And there's not a lot more to say about the product itself, which is actually a good thing. That simplicity serves it well but there are plenty more reasons why this is a great Amazon product.

Why I Love This Product

This seller knows exactly who their audience is.

They're looking to appeal to kids who like animals and find farting funny. I'm sure you have kids in your life. How many of them *don't* fit into this category?

Exactly!

Practically every single kid would love to receive this as it's immature without being offensive.

Of course, this is another product that meets a lot of the rules I laid out earlier. It's inexpensive, easy to ship, and it establishes a brand unto itself.

And it's that last point that I want to focus on for a second.

There are thousands of colouring books on the market. Head to any kids' bookstore and you'll see that for yourself. Normally, I'd recommend that sellers stay away from such a competitive niche.

That is unless you can come up with an idea that separates your product from the pack!

That's exactly what this colouring book does. In a sea of generic images, this product gives kids what they want—cute animals and immature humour.

And finally, we have this little gem in the item description:

“Be sure to SHARE your coloring creations on Instagram with #fartinganimals.”

This is a seller who knows their stuff when it comes to marketing. They've come up with a unique product that's going to attract interest naturally. But in creating an Instagram tag, they're also encouraging their customers to market it for them.

Think about it...

Mom buys the book as a present for their kid. The kid colours in some of the images and Mom shares them on her Instagram account. Mom just happens to have a bunch of fellow mothers and fathers as Instagram friends.

They've all just seen a product that they'd love to get for their own kid. And that means the seller here makes even more money!

The Dip Clips

Yet again, simplicity is the name of the game with this clever little product.

The Dip Clip is a little plastic bowl that's built with a set of clips on the side. The idea is that you fill the bowl with a dipping sauce of your choice and then clip it onto the side of your plate.

Voila!

You have the dip ready to go without needing to have a stable surface to place a bowl on.

If you're wondering why there's a need for this product, just think about how often you choose not to eat at the table.

And I'm not talking about full meals here.

Let's say that you're settling in to watch a movie. You grab some chips and start relaxing on the sofa. But of course, you want to dip your chips before you eat them. That means you've got to balance a bowl of salsa on the arm of the sofa.

One false move and you've got an annoying clean-up job on your hands.

The Dip Clip is the perfect solution to that little problem.

Why I Love This Product

Again, this product follows a lot of the rules that I set out earlier. It's light, easy to make, and easy to ship. It's also really cheap, coming in at about \$8.99 for four. I'd actually argue that the seller could probably bump that up to \$10, if they wanted to, and you could easily sell sets of 8 for \$20.

And here's the best part.

On Alibaba, you can find a comparable product selling at \$0.22 to \$0.50 per piece, depending on volume order. At the \$0.22 price, this seller gets a 40x mark-up on the product!

Now, I've already covered the key problem that this product solves.

Granted, it's not a huge problem by any stretch of the imagination. But it's enough of a problem for this product to land an Amazon Choice label.

But what I really like about this product is that there are a few directions you can take it in.

You have the convenience factor that the clip-on bowl offers. That means you can market it based on how it helps the buyer to avoid spills and other annoyances.

However, I also love how this item is part of an overall brand that focuses on creating convenient kitchen products. The seller hasn't just come up with this idea out of thin air. They've established a specific line of products that they want to sell, of which this is just one part.

That means they can target a niche and establish a brand as they sell!

The Tung Brush

Admit it... you don't tend to brush your tongue when you brush your teeth, right?

I know that I forget to do it all the time.

And it's crazy that I do. After all, bacteria collect on the tongue constantly. Every time you eat anything, your tongue collects just a little bit more. And that bacteria can lead to all sorts of issues, from bad breath to tongue disease.

Unfortunately, regular toothbrushes just aren't fit for the task of brushing your tongue. They feel coarse and they're not a great shape for anything other than teeth.

Plus, it's no fun trying to brush the back of your tongue with a regular toothbrush. Anybody who's gagged as a result of doing it can tell you that.

The seller behind the Tung Brush clearly thought the same way.

They've come up with a dedicated brush for your tongue that solves the toothbrush problem. With a larger brush area and shorter bristles, this little brush is perfect for your tongue. It's also designed to clean the areas that a regular toothbrush can't, such as the back of your tongue.

Why I Love This Product

I'm going to sound like a broken record here when I point out that this is another product that follows my rules.

It's small, simple, light, and all of the rest of it.

Beyond that, I love the fact that this product solves a specific problem. Tons of people don't brush their tongues. Most of those that do probably don't like doing it with a regular toothbrush for the reasons I mentioned earlier.

This product provides a solution. Plus, having it in your bathroom means it acts as an active reminder to do something that you often forget to do.

I also love the fact that the seller recognises the potential for upsells on the back of this product. You'll see on their page that they offer a Tung Gel to go along with this brush. Plenty of people will buy both products together, which means double the revenue for the seller.

They've also cleverly created a Tung Brush challenge where they ask you to look at your tongue after brushing. The idea here is that you'll see the difference, which means you're more likely to keep buying brushes and gels.

Finally, this product also lends itself to repeat purchases. Brushes and gels wear out or get used up over time. If the product does what it says, the seller will keep earning revenue from repeat buyers.

A Little Imagination Goes a Long Way

There are some really weird products that I've covered in this chapter.

There's also a bunch of stuff that you're probably thinking about buying for yourself right now! Some of these products are so ingenious that you don't even realise that you need them until you see them.

So, why have I shared this stuff with you?

My goal here is to help you to start thinking outside of the box when it comes to your products. It's to show you that getting a little creative can help you to capture interest from specific niches.

None of these products appeal to everybody. They all have specific niches that they're targeting. However, a combination of a clever idea and a strong product tends to create something that sells.

I encourage you to start paying attention to the little annoyances in your life.

Think about the small problems that you come across, like not being able to take a speaker into the shower.

It's in solving those sorts of problems that you can come up with a product that will sell well on Amazon. If it's clever, practical, and follows the rules I laid out earlier, it has potential.

CHAPTER 7

Amazon Awaits... Are You Willing to Answer the Call?

We've gone on a heck of a journey over the course of this book.

I've shared my story with you and helped you understand how to use Amazon FBA to your advantage. I've talked about the many weird and wonderful products that other sellers put on Amazon, and I've shown you the rules for choosing your own.

And perhaps most importantly, I've revealed that it doesn't matter where you come from.

As long as you have the desire inside you to transform your life, you can succeed as an Amazon seller. So many great entrepreneurs got to where they are today because they took risks and faced up to their fears.

They decided to do something different. And by seeing that choice through to its conclusion, they created amazing lives for themselves.

So, where does that leave us?

Right now, I'm working with dozens of people who've already learned about the amazing power of Amazon. I'm offering my wisdom and guidance, developed through years of experience, to them.

I'm helping them choose products, set up their stores, and create their businesses.

This is my passion.

And when I think back on my career, I really need to thank my parents for creating this passion within me. Those childhood visits to Uncle Julian lit a fire inside me, even if I didn't know it at the time.

My parents' desire to have me follow a different path also taught me some valuable lessons. It showed me just what life is like for those who get stuck in the rat race. It helped me see that the traditional nine-to-five isn't all that it's cracked up to be.

I realised that I'd rather use my limited time on this planet to create financial freedom for myself and others, rather than a boss.

Do you want to do the same?

Think about what tomorrow has in store for you.

Maybe you're going to wake up cursing your alarm clock for waking you up at the crack of dawn. You're going to drag yourself out of bed and rush down some breakfast. If you're really lucky, you'll get to see the kids for a few minutes before you start your journey to work.

As you're sitting in the car, the anxiety starts creeping up.

You're wasting so much of your valuable time on this journey. And when you get to work, you're going to waste even more of it in a job that you don't love.

You're just giving that time to somebody else so that they can create the life that they want to live!

The unfortunate truth is that this traditional way of doing things doesn't work anymore. It definitely isn't the solution if you want to create a life of financial freedom. All it does is give you just enough to scrape by while preventing you from spending your time on the things that really matter—

Your family...

A career that you love...

Your own well-being...

These are all the things that you have to neglect when you get stuck in the rat race.

It's Time to Take the Next Step

Maybe you're reading this at work right now and finding that what I'm saying resonates with you.

Don't worry, I won't tell your boss that you're not doing your work!

Instead, I want you to recognise where you are right now.

You're at a crossroads.

Down one of these roads is the life that you've always led. You can choose this life if you want the guaranteed security of a paycheck from somebody else. Just know that this "security" comes at a huge cost.

You're going to lose valuable time that you could spend with your loved ones. You're going to be at the beck and call of somebody who's going to pay you the bare minimum that they have to for your time.

Going down that road means that you'll never create the financial freedom that you desire.

The other road is the one that I encourage you to take.

This is the road for the brave few who want to create true transformation in their lives. It's the road that all of the great entrepreneurs chose to follow. And at the end of this road lies the dream that you've always wanted to achieve—

Freedom.

The life of choice and abundance that so few people attain is at the end of this second road. And yes, you will have to take risks and overcome obstacles. But if you make the choice to create a new life for yourself, I'm here to provide you with all of the support that you need.

Becoming a successful Amazon seller isn't easy.

But with this book, you have the crucial information that will help you find products and set up your store.

I want to build on what I've shared with you here. I want to guide you on your journey to becoming a successful Amazon seller.

That's why I encourage you to get in touch with the A to Z Formula team. We've helped hundreds of people just like you to achieve the life that you're dreaming of right now.

Are you ready to put what you've learned in this book into practice?

If so, we're ready to take your hand and guide you as you take the first step on this amazing Amazon journey.

Your next step is to head to A to Z Formula's website. There, you may be able to sign up for our free webinar that will help you get started.

And we may just tell you a little bit about our 1-2-3 system in the process!

But hurry up. This is a limited offer and there are only a few seats at the webinar available. Just go to <https://atozformula.com/free-online-training/> and see if you can snag your place.

