Fast Track

PROGRAM

Exclusive to

AtoZformula™
You're Just One Product Away

Fast Track
PROGRAM



Discover what it takes to become a **Fast Track** importer and grow your business faster and with greater profits than ever before!

Congratulations on taking the first step and applying for a spot in the Fast Track Program.

It's a smart move.

What you're about to read reveals what the program is all.

And why being accepted is such a huge opportunity.

As you know, not everyone is accepted into the program.

The level of support you get is extremely time consuming for our Success Coaches. And this is why we refuse to take on too many students.

However if you are lucky enough to be accepted it's a vote of confidence in you.

It means we believe you have 'what it takes' to succeed. And we're going to back you completely.

This program is only for people who we assess to be the right fit, and you'll find out within the next 48 hours if you have been shortlisted for a place.

Of course, we could have made a simpler program which offered less, however we are committed to taking a handful of people who seemed destined to succeed and help you every step of the way.

Fast Track
PROGRAM

We understand how overwhelming it might seem to build your business online.

You might be unsure where to start.

You might get stuck from time to time and need some help moving forward.

You might want access to the experts so you avoid mistakes, succeed faster and get access to more lucrative opportunities.

You might simply be the kind of person who wants to get it done quickly, and who understands you'll make more money by getting your business setup properly from the beginning.

This is why we've put this program together.

It's so we can guide you safely through the process, so you finish with a thriving business which gives you the freedom and security you deserve.

This Fast Track Program helps you to:

- Identify the products that stand the highest chance of success in your chosen market
- Reduce and manage your importing risks
- Slash your shipping costs, tariffs and other expenses
- Sell your product quickly on your chosen platform/s
- Determine the most economical process for ordering and shipping
- Get hands on experience at trade shows

By the end of the program, if you have followed through with all the advice given to you by your importing and marketing experts you can have your own lucrative business up and running.

And you'll be well on your way to replacing your income with a business which is fun, takes only around an hour a day to grow and operate, and can be run from anywhere in the world.

The program is comprised of a number of elements which give you everything you need to build your own high profit eCommerce business.

Keep reading for more details of what is included in the program so you can see why joining is such a smart move.

HERE'S WHAT THE **FAST TRACK PROGRAM** IS ABOUT

The Fast Track Program has been carefully put together to get you from wherever you are right now, ... and set you up with a lucrative business in the shortest possible time-frame.

It's perfect for novices who have nothing started right up to seasoned eCommerce business owners who are looking for a major new advantage to give them the edge.

We do this by focusing on the three biggest pieces of your business.

1. **Products** - Finding and securing great products to sell
2. **Sales** - Getting your products online and selling large quantities for maximum profit
3. **Growth** - Repeating the process so you continue your spectacular success without spending more than typically an hour a day on it.

And we wrap it all up in an unprecedented level of support, 'hand-holding' and access to the class-leading experts.

This is why you'll have access to all the content you'll need to start and grow your business.

Plus you'll have access to top professionals to source, negotiate and import your products for you.

And you'll have leading experts at your side as they help you create listings on Amazon, setup your Shopify store, create your brand and photograph your products.

At every step of the way you'll be supported by your coach who is only a phone call or an email away.

You will have easy access to your own success coach who only works with a limited number of students like you.



You will be able to set up regular progress calls with them, and you will be able to contact them by phone or email any time you need help. And at their fingertips will be every single professional you'll need to make your journey smooth and successful.

We even give you a place to store all the information you build so you can quickly access anything you need, and share it among your team of advisors.

By the end of your 12 months you should expect to have …

- **Several branded products selling in large quantities on Amazon and Shopify for the highest margins possible.**
- **A great relationship with factories in places like China and India who can produce different products for you as you need.**
- **Practical experience finding great products to sell and people who can produce and sell them for you for a fraction of the price other sellers are buying them.**
- **A framework for repeating the process over and over again and continually expanding your product lines (and your profits).**
- **And a team of top experts at your fingertips so once you decide what to sell next, you can quickly find and obtain products safely with very little effort.**

Imagine how you'll feel this time next year.

This program is designed to give you a brand new life and brand new freedom in just one year.

And as long as you take action (as I'm sure you will) then in one year you could be enjoying the new income your online stores are delivering you.

You'll love being able to add new products at will, and set them up with your own branding so you're selling more of them at a higher profit margin.

You're going to be growing your income quickly, and your life will go from strength to strength.

And even though you're running a six, maybe even a seven figure enterprise, you're not spending more than an hour a day on it.

Your days will be spent relaxing at home, or enjoying the local cafes and shopping.

You could walk into a travel agency and ask them to book a holiday for you in Fiji. And instead of worrying about the price, all you'll worry about is that the arrival drinks will be nice and cold when you arrive.

You could indulge in your favourite past-time. Or you could involve yourself into your favourite charity and give something back to society.

Simply having plenty of disposable income and not needing to work opens up an endless number of possibilities, and the choice will be yours.



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HERE'S HOW THE **FAST START PROGRAM** WORKS TO SUPPORT YOU ON THIS JOURNEY



QUICK START ONBOARDING CALL

1. When you join you will receive a 1 on 1 call to welcome you to the Fast Track Program.
2. We will outline how to get the most value out of the program.
3. We will guide you through everything the program includes.
4. We will explain how all the services work and how you can begin using them.
5. And we will explain how to access your Success Coach and how best to work with them.

ACCESS TO THE A TO Z FORMULA SUCCESS TEAM

As a member, you receive TWELVE MONTHS access to the Fast Track Success Team for 1 on 1 advice.

The Success Team can provide advice on any the following topics:

- Product Selection
- Product Packaging and Design
- Product Photo Photography
- Product Sourcing and Importing
- Product Ordering and Sampling
- Product Listing, Sales and Marketing
- Third Party Storage and Logistics
- Multi-Channel eCommerce & Shopify

Your Success Team is here to give you support so no matter what your question is or what stage your business is at, you can use them any time you want.

Even if you're not stuck, a quick chat from time to time will give you new ideas and new opportunities you might not have even thought about.

The program comprises of a number of elements which give you everything you need to build your own high profit eCommerce business.

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THE ULTIMATE “4-Unlimited” SOURCING SUITE

One of the biggest benefits of the program is the support you get sourcing products.

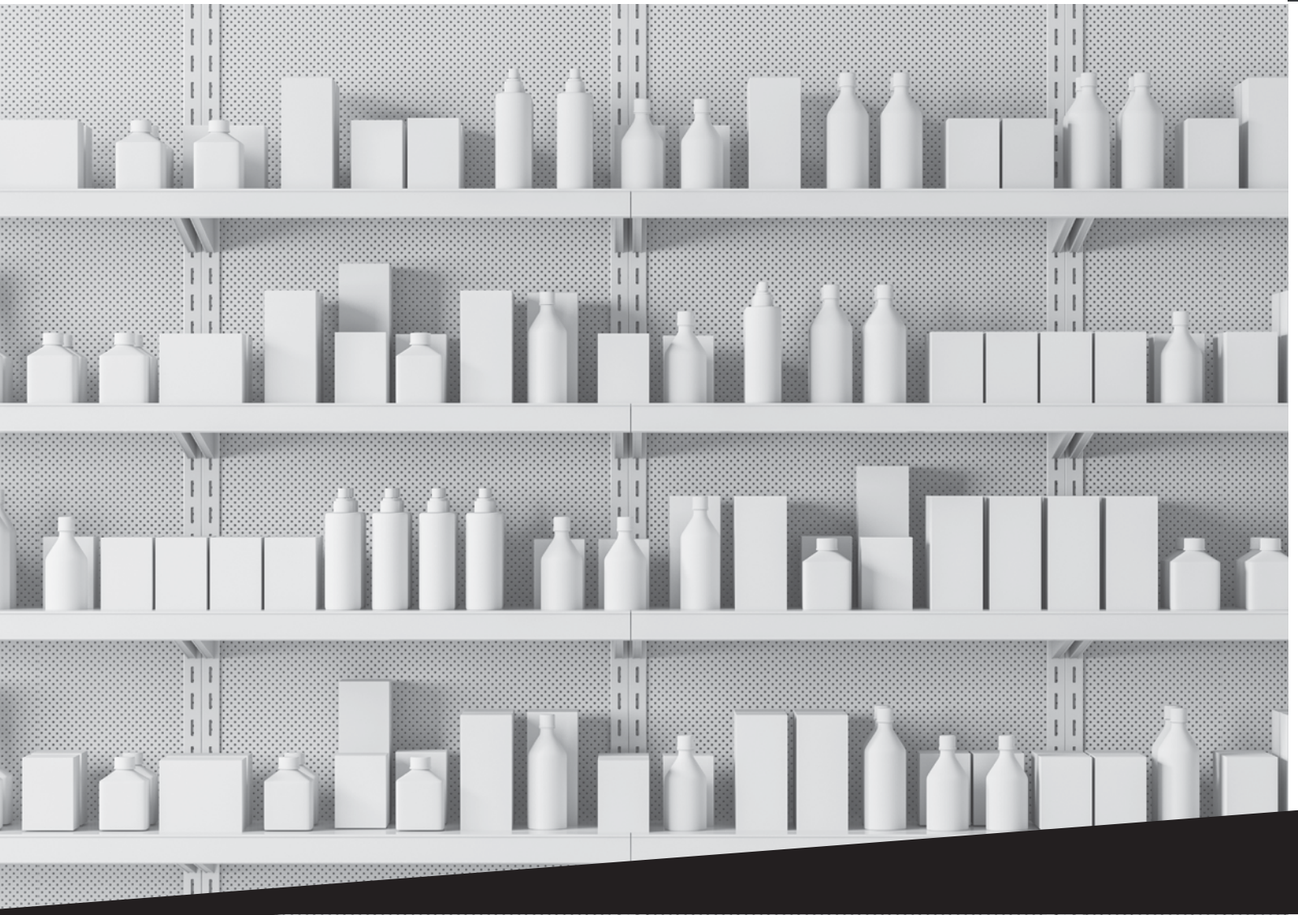
With an experienced guide, you’ll have an enormous advantage. Most people don’t know how to do this and so they pay far too much for their products through third parties such as trading companies and wholesalers.

Or they take unnecessary risks with potentially low quality or non-compliant products.

When you work with your Success Team, you can get high quality products sourced for you for a much lower price.

Here is what you get when you join The Fast Track Program…





1-UNLIMITED SOURCING CONCIERGE CALLS

You will have access to UNLIMITED* calls with your very own Sourcing Concierge from A to Z Formula.

Your Sourcing Concierge is an experienced in the field importer who will source your goods for you.

And they will communicate with your manufacturers from start to finish on your behalf.

You will also receive the A to Z Formula’s “5 year Plus” guarantee meaning your Sourcing Concierge will have at least 5 years’ experience in the importing and/or eCommerce industry.

Fast Track
PROGRAM



2-UNLIMITED
SOURCING REQUESTS

You may place UNLIMITED* product sourcing requests with your Sourcing Concierge for the duration of your Program.

Their job is to help you find products which you want to sell, to ensure they are 100% compliant and to get you the best possible deal from a factory you can rely on.



3-UNLIMITED
SUPPLIER NEGOTIATIONS

We will conduct UNLIMITED* negotiations for your goods on your behalf.

We do this using our proprietary A to Z Formula's best practices negotiation system.

This is based on our experience importing millions of dollars of goods directly from factories in countries like China, India and Vietnam.

And it gives us the best possible combination of price, quality and minimum order quantity for you.

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4-UNLIMITED
SUPPLIER INSPECTIONS

We have access to a comprehensive network of inspection providers we trust.

And you get UNLIMITED* comprehensive and industry best standard inspections for your goods, totally free of charge.

*All of the above 4-Unlimited offers are subject to the A to Z Formula's "Fair Use Policy" to ensure all clients can be served in a timely manner. "Fair Use" includes allocation of up to 1 x 30 minute call every week, 3 x product sourcing requests per month, and 1 x product inspection per month (up to the value of $250 per inspection). Allocation is not cumulative and can not be carried over to the next relevant calendar period. Allocations are for personal use only and can not be sold or gifted to third parties.





EXPERT
SHIPPING AND CUSTOMS CLEARANCE

We will source the most appropriate shipping method for your orders.

We will get your products shipped to your customers, warehouse, Amazon fulfilment centre or 3rd Party Logistics site, or anywhere else they need to go.

And we will refer you to the appropriate customs clearance agents for the safe delivery of your cargo.

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“FREEDOM AT LAST”
LIVE IN PERSON EXPERIENCES

At last, we’re FREE again! And this means you can start traveling to trade shows around the world to secure products. Of course, you don’t need to do this. However it can be a fun and exciting way to run your business.

Here are two experiences you get when you’re accepted into The Fast Track program.



1. “ON THE GROUND”
LIVE TRADE SHOW EXPERIENCE

This package includes a TWO day guided masterclass in the field with Brendan’s team where you will learn how to scout products, approach sellers and close deals.

- The A to Z Formula will cover the cost of our team’s flights, accommodation, entry fees and meals (if applicable) and you will be responsible for your own flights, accommodation, entry fees and meals (if applicable) and other costs.
- Dates and location to be announced. Trade shows are typically offered in countries such as Hong Kong, India, USA & Germany.
- Live trade show experience must be claimed within 24 months of joining, there are no refunds if you are unable or do not wish to attend.



2. “IN THE FIELD”
SYDNEY MARKET SUPPLIER TOUR & ROUND TABLE DINNER

This package includes a FULL day guided tour with Brendan Elias where you will go to local markets and meet suppliers in Sydney and with a view to finding products for your own eCommerce or Shopify store.

You’d be amazed at what’s on offer in our own backyard. And why many of our students are achieving great results working with local suppliers as well as importing products.

And at the end of the day, you will network with Brendan and a group of your peers at one of his favourite restaurants in Sydney.

You will conduct a debrief from your day’s experience and go through your products with Brendan. And you might find that your next deal, or even your next business opportunity comes from someone you talk to during the evening.

Deals are done on days like these, and they aren’t to be missed.

- Dates to be announced. You will be responsible for your own flights, accommodation and other costs where applicable. The tour must be claimed within 12 months of joining, there are no refunds if you are unable or do not wish to attend.

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DONE FOR YOU PRIVATE LABEL PACKAGING DESIGN & SMASH THE BUY BUTTON™ LISTING PHOTOGRAPHY

It's not just enough to have a great product. Presenting it in the best light gives you an enormous edge. When you're part of the Fast Track Program, you're going to get everything you need to present your product to the world in the best possible way. This is worth money to you when you get it right.

You will have access to Brendan's personal branding and product photography expert who will private label the launch of your flagship product.

It includes an 1 on 1 branding and packaging consultation call so you know what to do so your product sells for a premium price. And so you can create a memorable, valuable brand. It also includes a "**Smash the buy button**™" full professional studio photography and Image Stack design optimised for Amazon.

In addition you will receive your own private label branded packaging or labelling complete with "die-cut" to give straight to your manufacturer for professional packaging.

This means you can design your packaging with one of our experts, and give it straight to the factory to produce for you. There's nothing more to do.

And of course, you will retain 100% ownership of the branded content we create together.





DONE FOR YOU AMAZON PRODUCT LISTINGS

Listing products on Amazon can get tricky.

While it might appear easy, if you're not aware of a few rules and tricks you might not get the traction you need.

And most people don't know the insider secrets to listings which we do.

However, with the right formula you can quickly become a top seller in almost any category.

We will write three done for you listings based on **our exact and proven templates** including:

- Keywords
- Headline
- Description
- Bullet points featuring product benefits

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PROGRAM

FULL SHOPIFY STORE DEVELOPMENT & OPTIMIZATION CALLS

One of the best ways to sell your products is on Shopify.

And if you want to, you will have access to our **Shopify Expert to build your Shopify Store** with up to 10 different products.

All you have to do is book it and complete it within 12 months of joining the Program, but since you're a Fast Starter, you want to get it done fast no doubt.

And of course, you will retain 100% ownership of all the website properties and domains.

This includes 3 optimizations calls covering:

1. Customer Journey and Navigation
2. Cart Abandonment & Retargeting
3. Customer Retention & Exit Strategy





UNLIMITED 24/7 BASECAMP ACCESS

You will have unlimited access to the Basecamp platform with A to Z Formula for the duration of your Fast Track program.

You're going to acquire a lot of assets on your journey.

These include contacts, your product photographs, listings, communication, branding assets, logos, product details and so on.

And our **Basecamp is setup so everything is stored and tracked** here.

It will quickly become your favourite productivity system because everything you create and need will be securely stored in one convenient location, and is only one mouse-click away.

Your account will be set up as soon as you join, and you will have 24/7 access to Basecamp from anywhere in the world.

WHAT HAPPENS NEXT?

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Over the next 48 hours we're going through all the applications which were sent to us.

And we will be in touch by phone to let you know whether you qualify for the shortlist or not.

It all comes down to the potential we believe you have to see this journey through and achieve the success you told us you wanted.

If we think you have what it takes then your application will be moved onto the next stage. And if it is, we will be setting an appointment with you to talk with you about what it means.

Thank you very much for your interest, and we wish you the very best with your application.

Signed with success,

Brendan Elias

Brendan Elias

Founder and CEO

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You're Just One Product Away

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