



Sells Like **HOT CAKES**

How You Can Get From Zero To \$47,812 Per Month With No Capital
Or Investments Using A Simple Amazon +Shopify System

**3 SUPERB WAYS TO
SELL ON AMAZON
AND START MAKING
HUGE PROFITS!**

www.SellsLikeHotCakes.co



Hi, guys, and welcome back to Sells Like Hot Cakes. In this short video, we are going to talk about three main ways for you to sell on Amazon. As you know, my course is mostly devoted to FBA program, which means fulfilled by Amazon, but you need to know that there are actually three ways to do it, not just one.

Here's a peek of what you'll learn:

- ***Three GREAT ways to sell on Amazon and RAKE in PROFITS***
- ***If you like to handle things by yourself; Solid and Fulfilled Merchant method is great for you; keep reading to find out MORE about it.***
- ***Do you like others to assist you while you work? I bet you'll love Fulfilled by Amazon; keep reading to know more!***
- ***Are you the type that prefers people working for you? Then Vendor Express is Excellent for you; continue reading to find out more!***
- ***Analysis of these methods; we look at their Pros and Cons, and help you make a BETTER decision on which method to use.***
- ***Oh! I also OFFER some REAL crucial advice; stick with me to find out about this.***

The first one is called sold and fulfilled by merchant. This means that you are in charge of everything, you are going to fulfill the orders yourself, you are going to run to the post office and actually ship everything if you get an order. You'll get less fees, but in return, you have to do it yourself. The second one is fulfilled by Amazon program or FBA, which we are talking about in the course, it means when you ship your stuff to Amazon warehouses and Amazon is going to fulfill all of your orders and do the shipping your for you, for which they charge you a higher commission, around 20 to 30% of your sales price.

The lower the product price the higher commission percentage is...The last one is "vendor express" program. This is when the item is sold and fulfilled by Amazon, which means Amazon will purchase products directly from you and take care of everything else from shipping to promoting to customer service to return and refunds. Let me show you several examples and then we'll talk and compare pros and cons of each method. I found three mugs for you, let's compare these mugs.

The first one, you see on the right it "ships from" and "sold by" BabyAge. This means this is a merchant fulfilled product. BabyAge is going to do everything and ship from their own warehouses. Usually, it means it doesn't qualify for Amazon prime program, and it will be a slow delivery. However, they have less fees and they can do international delivery and they are in charge of their own merchandise. This is



the second mug, and here you can see it says sold by OMGsoFRESH and fulfilled by Amazon, which means this is a FBA product.

This company is sending their merchandise to Amazon warehouses and Amazon is doing fulfillment for them. This is the best way that we are talking in our course. The last mug that I found is a part of vendor express and it says “ships from” and “sold by Amazon”. This is where Amazon is taking care of everything, so they are just buying merchandise from Blender Bottle company and Amazon is doing all of the shipment, all of the sales, all of the marketing, and they get full control of the listing.

Let’s talk about pros and cons of fulfillment by Amazon program and vendor express. In case of vendor express, it makes more sense for people who are doing their own production and they have a high volume of sales and they want to give control to Amazon to do all of the sales for them. For example you are a factory and don't want to take care of sales and marketing... You get no selling fees, Amazon just makes purchase orders from you, usually every week, and they buy as much stuff as they need from you and they have all the control.

They decide the prices that they want to buy from you, and sometimes you can get into a trouble that the price they want to buy from you is lower than the price of production. That’s why this method is better for people who have their own factory so they have the lowest cost of production possible instead of white labeling guys like me. However, on the bright side you don’t have to compete with Amazon because this product will be sold and fulfilled by Amazon directly.

Amazon is paying for shipping from your warehouse to Amazon, usually via UPS, and they’re doing all the marketing and all the listing control for you so you don’t need to worry about sales and traffic and everything and things like this. Now let’s talk about cons and problems. With vendor express, you get zero pricing control. Amazon is going to decide the price that they are going to buy stuff from you so you have to agree to that price.

Then you have to wait 60 days for payment, so you need to have a lot of cash flow and capital to be producing stuff before Amazon actually pays you. Another problem is Amazon is doing purchase orders from you every week, so you need to handle a big amount of small shipments and sometimes you can get shipments of just a few items, so basically, you just need to ship stuff to Amazon really, really often. There are a few more things that you need to know about this program. Vendor express is accessible to anyone, and there is also vendor central, which is by invitation only.

The difference is that vendor express is self-service and vendor central is usually for bigger companies by invitation only and you get managers working with you. That’s why, to get started, I recommend that you either do fulfilled by merchant and deliver stuff yourself or better go with fulfilled by Amazon program like we discussed in our course. I hope you found this video helpful and it will clear the differences between different ways to sell on Amazon.

If you like my videos, guys, make sure you subscribe and share it on YouTube and Facebook, you check our member's area of Sells Like Hot Cakes to find amazing tools to help you succeed on Amazon and Shopify.



Bye for now and I'll see in the next video.