



# Sells Like **HOT CAKES**

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

## **FBA STRATEGIES:**

**ANALYZING AND BRAINSTORMING**

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**WHAT WORKS AND WHAT DOESN'T**

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Hi, guys. Welcome back to Sells Like Hot Cakes video course. In this video, we're going to do some marketing critiques and brainstorming and we're going to find out what makes good Amazon listing and what works and what doesn't work. I will share tips and hacks how to create a good listing, bullet points, and descriptions for your product.

Here's an outline of what you'll learn:

- ***First up, discover what DOESN'T WORK! Avoid some of these DANGEROUS mistakes and you've solved half of your problem.***
- ***See examples of BAD listings so you know what NOT to do.***
- ***What are their Mistakes? Why are customers unhappy? Read through and FIND OUT***
- ***Why are pictures so important? And how to use pictures to gain the TRUST of your customers***
- ***EASY TWEAKS for your bullet point that'll set you apart from the competition***
- ***Why you should listen to your customers and how to improve your products***
- ***How to create RICH CONTENT for your title description and bullet point to build strong connections with your buyers.***
- ***Learn from examples of GREAT listings so you know EXACTLY what to DO.***

All these and so much MORE!

This is going to be a case study and I'm going to show you bad examples on why it's bad marketing and then I'm going to show you good examples. I hope you find this video helpful because we created it together with our marketing experts and it's not just my opinion but the creative knowledge of brainstorming efforts of our marketing team with years of experience. That's what you can make some notes on what you should do and what you shouldn't do. Let's start with BAD 😊

Just a disclaimer, I am showing some random products that I found to show you and these are not my products and I am not affiliated with them. I am not here to bash my competitors or promote my own products... I just wanted to have random products to analyze; there's no bias here. And I'm not saying some of these products



are bad and my products are good. These are all not my products; just for the clarity and honesty of this case study.

We start with bad. First of all, you can see I found this coffee self-stirring mug. Yeah we are all about coffee and I don't really like to analyze those boring garlic presses all the time! So see this mug... It sells pretty well, and they have a lot of reviews, however, only three star reviews here. They can do so much more to boost their sales! They have three colors available and only one photo for everything. Let's see what's so bad about it, and why it's only three reviews and how they can improve it.

First of all, obviously, the photo here is really bad because it's obviously a mere 3D rendering; it's not even a photo of a real product. For me, it always looks kind of "scammy" because they don't want to show you how the actual product looks like, they just make a 3D rendering. These fingers are completely fake, so you assume that the mug as well is fake and, in reality, it doesn't look nearly as good. There are no extra photos for you, no explanation of how it works, if you need batteries or not, how the stirring is done, it's completely not clear here and it's a poor marketing with images.

Now let's see the bullet points, but before I analyze the bullet points, let's find out why they have only three star poor reviews. What I usually do, I go to reviews and a click on the worst reviews, like one star and two stars, and I see what they are saying. If I scroll down, and I click on the one star reviews, then I see all of these unhappy people. Poor guys... Let's just quickly check what they are unhappy about. Basically, what they are saying is that it broke too quickly, the quality was bad, it didn't work, it came damaged.

Also they say that it's not dish-washable because of the batteries that are inside and it's not sealed or waterproof. Basically, the water can get inside and your batteries will be ruined so you cannot clean it in the dishwasher. That's why all of these people are unhappy. Now let's see what and how their seller is addressing all of those issues. Let's see what the seller says, I will zoom in. He is saying it's an ideal travel mug.

Well, this is a questionable advantage because, for obvious reasons, if you're traveling, and this mug is not preparing your coffee, this is not coffee maker, and if you are making your coffee during your travel in some sort of hotel coffee machine, it will probably be already stirred, so I'm not sure if this is a really good advantage, but okay. Then they're saying, "Looks great all the way." Again, saying is nothing; you need to show that and, with just one fake image made with a 3D editor instead of showing real photos, this is not really convincing.

Then he is saying "premium quality". However, if you check the reviews, everybody's saying this is a poor quality and it broke very fast. So again not convinced! Then he is saying self-stirring technology. I'm not sure what it even means. Basically, it's just a motor, but they don't show it and don't explain so this is not clear to me at all how it even works. Does it have a motor or a magnet inside? The last one, it's says "multipurpose", which is to stir your coffee and cocoa, chocolate, etc.



Does that address any of the bad reviews here right away? No. That's their main problem. What people are worried about is the quality, but saying that you provide great quality is not good enough. What you need to say is: you provide great customer service and a great guarantee, for example, a lifetime guarantee or a one-year guarantee. In case your mug is broken, you can easily return it back to Amazon or to the seller and they will refund and replace. This will address the quality issue much better than just saying that you have premium quality.

What you really need to sell is that you provide premium customer service so that people will feel safe that this is a quality product. And how hard it is to just take your mug, go to some Starbucks and make some lifestyle realistic photos around coffee beans or something? People smiling, drinking coffee with your mug? Is that hard? This will give a real feeling much better than fake looking 3D rendering. How else can you improve this one? You need to address the issue that it breaks right away, about the quality, like I said.

You need to show how it operates with extra images. You can easily show that it has two batteries inside, that it provides good stirring power, and also, a lot of people are unhappy that this product is not allowed for a dishwasher because it's leaking. How to address this? You need to put some bullet points about that like, "Safe for dishwasher," then you need to make sure that your slot for the battery is fully waterproof so that nothing leaks inside and this will be a great feature which you can put in your benefits in your bullet points and this will really put you apart comparing to the other sellers of the same product who also have the same problem with leaking during the dishwasher cleaning.

And don't think it's hard. There are plenty of battery powered toys for kids to play in the bath; all of them are waterproof and using motor and battery. So push your factory to do good work and seal the slot, don't be lazy and you will stand out well from generic crappy competitors! Also, a lot of people complained that when you stir, the beverage spills out from the cup and it's not very clear how much beverage you should put to avoid spilling. Also, there is no cover here to protect you from spilling.

Again, this is not addressed here in the bullet points anywhere, which is a bad idea. How can you improve it? You can, first of all, improve the product itself by adding an extra cover on top or showing the level that you should put the beverage inside, which will help a lot and some of the competitors are doing it already. For example, this guy has already placed the cover on top to protect from spilling. But again, let's check again the bullet points.

They have even worse bullet points. They just said that made of steel and plastic and they have a handy lid. These guys are super boring. You should never put just boring facts here in the bullet points. The bullet points are given for you to address the most important fears and questions of your customers like how does it work? Will it really help me? Do I really need it? Is it based on batteries? Is it dishwasher friendly or not? Will it break quickly, and if it does, will you provide great customer service or not?

These are all questions that are not addressed here and instead they put the most boring facts like measurements. You don't need to put measures here, it's just a mug, guys. It's obviously a regular size mug, we all seen the mug and know



approximate size anyways...You can put those measures just in your product description down there. If we scroll down, your measures already here, so you don't need to put them on top. It doesn't even matter because it's just a simple mug.

Again, let's see their product photos. First of all, the photo is not very good quality. You can see some scratches here on the handle, so you can assume that this is a poor quality product. This should be cleaned up when you do professional photography. And then they have just three photos and the last one, again, shows the size. But nobody cares about the size of the cup. What you care about is how much liquid or beverage fits inside, not just size. It doesn't tell me anything. These guys put attention to the wrong information.

The title is really bad as well because they only put a brand name and self-stirring mug; nothing else in the title. Guys, you have up to 200 characters, why not use them to put more information? Enrich them with keywords! The same for your bullet points, why do you only put one sentence here if you can put tons of information here? You build a story; you build a relationship with your customers with this. This is all you have an Amazon. Amazon is not giving you much, so don't waste time and just use most of this space to fill with all the available features and benefits for your product. Don't get lazy with your marketing and stand out!

Let's see one of the good examples of the same product. Here is an example of a good product and you can see reviews are better as well. I'm not saying that the product itself might be better, but what I'm analyzing is the marketing here. First of all, their title is much longer. They are saying, "Premium quality electric stainless steel self-stirring coffee mug in black," so you see they've utilized much more of the title here. Then you see their bullet points are much richer in text, but not just in text, they are covering the most common issues here.

First of all, they are saying, "This self-stirring container is a revolutionary solution for both lazy and busy people," what it covers for you is the WHY you need it. Instantly you have the ability to understand why and who might need this product. If I feel kind of lazy today or I'm a bit busy, I might need this kind of coffee mug. Sounds fun? I'll get one for my friends too...And then it covers how it's working quickly, that you need two AAA batteries and they are not included.

It's very clear to list of what you need and how it works right away comparing to other products that just list the boring facts like size. Now they cover the capacity, not the size of the mug. What they tell you, "It's great to keep 400 ml of beverage hot for hours." See... We just found a new angle – to keep your beverage hot for hours is actually a good idea for travelling, now it makes sense and this seller was good enough to communicate that. I can take such cup on a road trip and stir my coffee easily and keep it hot while I drive!

They talk about the need to avoid spilling. You see, now I don't worry that I will ruin my car with a hot coffee spilled all over the place! Then now they talk about the quality; they say that it's made in stainless steel, which repels the formation of corrosion and rusting. They cover all of those issues that the other cup sellers didn't cover, that people were saying it came damaged or broken or had scratches all over it. This is a high-quality product and they communicate it well.



Now, finally, they're covering that this is easy to clean as well. They quickly cover the fears that this product might be hard to clean and they obviously also not dishwasher friendly because all of these products are not dishwasher friendly, but they are at least making an effort by addressing how you can quickly wipe it and clean it with plain water so you don't even need a dishwasher for this. They easily cover the question of how to clean it.

Finally, they have a great call to action. They say, "Grab one today by clicking the add to cart button. This is ideal for busy people who don't want to stand up and bring up a spoon. This gadget saves you time and this is so fun. It's a great innovative gift, so make sure to add yours now." This is a great call to action and I really love this one. Here in the product description, which is rather short here, but still it tells you the story again and that it gives you all of the information about dimensions and AAA batteries.

But I feel here they went a little bit lazy because they forgot the call to action right here and they could easily repeat a lot of information here because it allows you, I think, up to 2000 characters here and they used just maybe 400. That's why you should use bigger product descriptions. Add some bolding too! This is another coffee mug and you see they are using a much better product description. They have used a lot of space here with their product descriptions and they use bolding for the titles, this is a good idea.

The only thing they forgot, again, is a call to action. It should be finished with, "Click add to cart now to purchase one and get one for a gift for your family and friends," or something like this. This guy has used also a very good title; they utilized all the 200 characters here. They put the brand name, then they put "Hot sale novelty automatic electric stirring coffee mug double layer stainless steel," and they put even the capacity of how much beverage can put inside, so you see this is a good idea.

However, they went lazy with their bullet points; they just copied them probably from another listing because I see almost the same information here and they say about premium quality, but they don't say anything about the guarantee or how to replace it in case it came damaged, so they went a little bit lazy on the bullet points. However, now let's see how well they made product images. They used all the eight product images, and it's clear this is a real photo and not some sort of 3D rendering, which gives you more confidence that this is a real product.

Don't get me wrong, 3d rendering can be also helpful for example as an additional image showing how your product operates, but never use 3d rendering as an ONLY image you have with no real photos at all.. As you can see, they show how it operates and this is well done. It gives you a full idea of what to do and how it works. You see they used one button switch, how to start it; they've explained the cover to avoid spilling. They say this is a sealed design so this will protect your cup of coffee to let it stay hot and protect from spilling if you're driving, for example.

This is a good way to utilize your images comparing to other listings that we just saw. Now let's check other guys. They, again, made a good title here, they use



almost all the 200 characters and utilized a lot of keywords here. Then they made nice bullet points using this special symbol here in front. Sometimes you can use this and it really helps you to stand out, though I don't like all of the bullet points for the reasons we've already discussed because saying that this is premium quality doesn't explain that you provide great customer service and how you can replace the product.

Also, they went lazy with product photography and they just made one photo and nothing else, so they just missed a lot by not having extra images here next to marketing like we saw the other guys had. Another one is using a long quality title with a lot of information here that we discussed already and they have several images and some of them show the use and marketing with some text. However, I think the font they're using is too small; it's really hard to read for me, that's why I don't really like how they did it.

Also, the photos are not really great quality and the choice of the colors is pretty questionable here. Look here, what happened with the S? You need to put attention on such things because it makes your blurry photos look bad for your customers.

Here is another one that's a little bit different design, but it's a great example of a good listing. As you can see, it's maybe not just for coffee but more of the protein shakes or something, but you can use probably for coffee as well and it makes a lot of sense.

You see again a great title, and you see they've used the same idea of the coffee mug as well and put the capacity inside the title and a lot of keywords. Then they have great photos. You would agree the photos are amazing and they utilized a lot of photos to give you ideas of what you can put inside, juices, cocktails, shakes. And they show the capacity and how it works and also they've explained that you can push one button and it starts. This is pretty well done, you have a lot of photos here.

Now bullet points again. They used capitalization, which is a great idea, and they say, "It's easy to carry, leak-proof," this is a good point, "reduce calories," this is good thinking, "great for your environment." They've put a lot of emphasis on the health, low calories, and environment. This is what other cups guys were missing and this is a great idea. If you brainstorm, you should check a lot of competitors and see what angles they are using.

Here there is nothing said about guarantee, again, which is pretty bad. If I scroll down, well done product descriptions and they even cover common problems, if you can use it for hot liquids. What they're missing is a call to action in the end because you need to always close your offer with a call to action. Guys, I hope you have found this video helpful and we analyzed a lot of coffee mugs today. I might have more videos when I analyze other sorts of products for you to give you an idea of how to brainstorm and analyze good listings and how to improve them.

To summarize, what you need to do is to utilize as many photos as you can, always providing several photos for how you can use this product, how it operates, how it works, and also, what you might need, like here. It shows that you might need batteries. Then you must create a good quality, keyword rich title of up to 200



characters and then you should work hard and not get lazy on your bullet points and cover all the issues that people have in your competitor's one star reviews.

You should address all of these issues here right away because people are comparing a lot of products on Amazon when they're buying and they will read bad reviews of your computer and then you see that you've instantly address all of them in your bullet points and they will buy with confidence from you if you also list your quality customer service and support and guarantees. Then you should create your bullet points as you are creating a story, like addressing why people might need it instead of just listing boring details like the size of your cup.

Don't just say, "Premium quality" . PROVE IT! And explain why people need your cup compared to other cups that they have. Finally, don't go lazy on your product details. Create rich product description and always finish your product description with a call to action. Here is one of my products. Let me show you how I did it. I don't have coffee mugs, but I have this umbrella. You see I created a keyword rich quality title, up to 200 characters.

Then I created quality photography, and we've discussed in another video how you can create quality photography and what you should cover. I'm using all of these images to the maximum potential for my marketing, I'm talking about all the features again and the guarantee and how you can use this, so I'm utilizing maximum of my photography. Then you see I created very rich, quality bullet points. I covered most issues here and I even used this nice little symbol for the umbrella, which is a nice touch.

Then I always cover lifetime guarantee because I use fulfilled by Amazon program, so why not, guys? They can simply return it back to Amazon and get refunded. Super easy! You should use this, and again, I cover the most common issues here. Then if I scroll down to description, I went a little bit lazy here on my description because it's pretty short, but you see I am again telling the story instead of just giving you boring facts.

I'm talking like, "Tired of the cheap umbrellas that quickly become useless and break even in light rain?" And then I give the advantage that our umbrella is capable of withstanding strong winds and storms and it doesn't break even if it flips. I always finish it with, "Click add to cart to purchase your windproof umbrella. Feel free to get an extra one for your family and friends with our special offers.

A perfect and practical gift for your family and friends." You might agree that I went a little bit lazy on my product description because it's too short, but my idea was to add rich enhanced content, which I'm currently preparing. Here, we'll have much more information with my rich content soon. I hope you found this video helpful. In the next ones, we'll analyze more products with you together and help you improve your own listings and your own marketing.

Thank you for watching and I'll see you in the next videos. If you liked it, don't forget to share the video, comment, click like, and let your coffee be always tasty, hot and well stirred☺.