



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

**FBA STRATEGIES:
STEP BY STEP GUIDE
ON
HOW TO LAUNCH
YOUR FIRST PRODUCT.
SUCCESSFULLY**

www.SellsLikeHotCakes.co



Hi, friends, and welcome back to our Sells Like Hot cakes video series on creating your profitable Amazon and Shopify business. In this video, we're going to talk about your first Amazon launch for your first product.

To get you ready, we'll look at the following:

- ***The FIRST thing to do to get started: I'll help set you on the right foot, the beginning is always VERY IMPORTANT***
- ***How to GET INITIAL Traffic this is CRUCIAL to your SUCCESS***
- ***I'll guide you STEP by STEP How to use PPC to Boost Traffic***
- ***I'll give you another one of MY SECRETS: A simple tool you can use for automated REVIEWS***
- ***What are Review Clubs? And how can you use them to GENERATE SALES? Don't worry guys, I've got you covered.***
- ***Also learn how to EFFICIENTLY Manage your Coupons and Much MORE!***

Let's say that everything is ready, you have your listing ready, you have your images ready, you have your merchandise arrived to the Amazon warehouses. You are completely ready to start your sales, so what do you do? Your hands are shaking, the heart starts beating fast... I know the feeling, you are so excited to get started.. The problem is, if you don't have any reviews, you don't have any sales. But if you don't have any sales, you won't have any reviews so this sounds like a dead-end. Bummer...Moreover to get any rankings you must have good sales... No sales no rankings... another bummer? Let's solve it easily together!

That's why, to get started, you need to get reviews first. The problem is, it's getting harder and harder, with new Amazon policies, to get reviews from the review groups. It used to be really easy in the past, you just send discount coupons to the review groups and they leave reviews for your product or you just ask your family and friends to leave reviews. But if Amazon detects that your accounts are connected, they could delete your reviews because it's against their policies. Incentivized reviews from review groups are not allowed anymore as well...

So what do you do to get started? Let's talk about your launch today. To get initial traffic and sales we will use PPC pay-per-click from amazon itself. It is a great way to find your best converting keywords as well! Lets go to your Amazon Seller Central account, go to advertising, and then campaign manager, and to start pay per click campaign from Amazon. This will be expensive, but it will drive you some traffic and



it will also help you understand what keywords convert best for your product so you can optimize on these keywords.

I'm starting my campaign right now and I choose automated targeting. This way amazon will find best keywords for you automatically! Let's continue to the next step.

Here, I need to choose the products that I'm going to include. Let's say this is a campaign for my gloves, I choose select, and then I need to proceed. We have gloves selected, the default bid, I suggest at least \$.70 or even \$1. I know it's quite expensive and probably it will not be profitable for you, but the goal for first campaign is not to get profits, but to get reviews going to get sales starting and also to find out what keywords convert best for your product.

Your rankings will increase the more sales you have, the better! If you're not getting any results with \$.70, then I can try \$1.15 and see from there. Again, guys, don't worry about spending cash at this point because you need to invest to get started and to get some sales and reviews going so you need to have a high bid otherwise you won't get any sales or traffic coming. I would suggest targeting at least 10 sales per day for two weeks as your first goal. Even if it's not profitable it will lit some fire into your listing and drive first reviews and rankings.

Let's activate campaign. That's it, the campaign is running. Here you have your spend amount and the sales and estimated cost of sales. Put daily cap as well.. Again, I wouldn't worry if it's not profitable for you because the most important at this stage for you is to get at least 30 to 50 reviews going and to have some sales going because the more sales you have the higher your Amazon rank and the more sales you'll have as well. Basically, the more you sell, the more you sell.

That's funny, but it's true. I suggest to put your prices lower temporary, this will also get some buzz going and start quick sales for you. The second step for you is to automate the review process. For each sale you get, you must ask your customer to leave you a review. To do this legally and automatically, I use a service called Feedback Genius. This is Feedback Genius and this is my account. As you can see, I had some orders coming and Feedback Genius sent me several messages on my behalf. This guy left me a lot of five-star and four-star and some bad reviews as well, which is natural, but most of them were positive reviews.

This service helped me a lot to get reviews going. Let me show you how it works.

Basically, it just sends several automated follow-up messages. For example, such as, "Thank you, buyers name, your product name is on its way," immediately after it's shipped. Then, for example, one day after the product was delivered, it's asking, "Please, let me know your experience with this product." Then, for example, if someone left positive feedback for your account, it says, "Thank you, first name."

Then, three days after delivery, we asked them to leave us a review, "Did you like your product name?" You see this guys? It's fully automated and it's giving you the ability to follow up your customers and ask them for seller feedback for your account, that's how fast your delivery was, how helpful your support was, and also, request for reviews, "How did you like the product?" Also you can include some free giveaways such as PDF guides to your product depending on what they ordered.



This service helped me a lot to get a lot of reviews from the orders that I was getting and it's totally legal. To get more sales quickly, PPC "pay per click service" is not enough because it's really, really slow if you are in a competitive niche. What you need to do to get more sales really quick is to use the so-called review clubs. Review clubs are still legal, and even with new Amazon policies, it's still allowed to give away coupons and let people buy the product as long as you don't directly ask people to leave you review in return to discount.

You cannot ask them directly to leave the positive review, but they can still buy a product and might even leave a review for you so it's still boosting your Amazon ranking and it's probably giving you new sales and new reviews. To do this, you go to advertising, and then you go to promotions, and you create the promotion code "money off." For example, you can create a promotion, 50% off, and then create coupons to give away in the review clubs. You can find some links in our [sellslikehotcakesmemebbers](#) area.

Here is a new campaign that I'm going to create. For example, this here is for a fish product and the buyer gets percent off, and I have set 50% off. Then I can set a start date and an end date, and then I can choose the type of the coupon. It can be single use coupon, that means that the coupon will be unique and used only one time, or it can be a group coupon, which can be the same for a group of people. Better use single if discount is big.

Let me show you how to manage your coupons. Once you create a campaign, you just go to promotions, and you go to manage your promotions, and here you see some campaigns are still active. Here, you can click view, and here you can click manage claim codes. Here, you can create new coupons, for example, 30 coupons, and click create then click download, and if you open the file, inside the zip archive, you'll see something like this.

This is a list of coupons that you need to copy and paste to the review clubs so that the review club members can use your coupons and purchase your items with a great discount. This will generate you a lot of sales, and for each sale, you can also use Feedback Genius like I showed you before, to generate reviews. This is a great and legal way to start your launch. I highly recommend doing this.

Here are two review clubs that I've used before. They're called Jump Send; this is Jump Send campaign that you can use to generate reviews and sales for your products. The second one that I use is called AMZTracker.com. It's also a review club and sales tracking, which allows you to get a lot of sales with discount because they have a lot of members and they can buy using your discounts.

I highly recommend both, Jump Send service and the AMZ Tracker. But you can find a lot of other services that you can help to get your reviews going. These are just two of them that I've used and I liked before. You can also use private Facebook review groups and give away a lot of coupons so you get a lot of sales going. The rule of thumb is that you need to get at least 100 to 150 giveaway sales with discount and get, for example, 70 to 100 reviews before you can start getting organic traffic and organic sales from Amazon because nobody is buying products with no reviews and no sales.



Usually, such products have very low Amazon rankings. Again, to summarize, to start your launch on Amazon, you first do pay per click. Even if it's not profitable, it will generate a lot of sales for you. Then you follow up on the sales using Feedback Genius service to get reviews. And then you use discounts and review clubs to get a high volume on discounted sales and, hopefully, reviews as well for your launch. Also, once you have some sales going, you can also do some lightning deals, it's called advertising lightning deals.

Here, you can generate discounts and special offers and also generate a lot of sales with discount. Guys, don't worry about discounts. Of course, you will lose some money when you do big giveaways and discounts, but consider it investment in your business and investment into your advertising. It's natural to lose the money when you invest in the launch and invest in advertising. However, it will generate you a lot of reviews, a lot of sales, so in the end, it will generate a lot of money for you like it did for me. Remember it's a long term business, marathon not a sprint...

I hope you found this video helpful and it will help you stage your own launch on Amazon... And if you are watching this on YouTube or Facebook, please make sure to subscribe so we can stay in touch and share the videos with your friends that might benefit from it too! I'll see you in the next videos. Bye.