



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: HOW TO GENERATE MASSIVE SALES AND REVIEWS USING LIGHTNING DEALS

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Welcome back to Sells Like Hot Cakes. In this short video, we're talking about Amazon lightning deals. Lightning deals is a great way to stage a big giveaway of your product, which will generate a lot of sales and a lot of reviews for your product. It has a fee. For example, in my case, it's \$300, but it's worth a shot because it might give you a lot of sales in a quick period of time. I know for some sellers its' 150 usd so price may vary.

Here's what you'll learn:

- ***I'll show you what exactly LIGHTNING DEALS are and how you can GET them***
- ***I will TEACH you how to create your OWN Lightning deal!***
- ***What is a DEAL POTENTIAL? And how do you set your Maximum Price? Don't worry, I'll show you the STEPS to take***
- ***Ok, so you've made your Lightning deal now, WHAT NEXT? I'll TEACH you about Amazon's recommendations and Why you take them into Consideration***

All approved lightning deals will be run on the Amazon deals page. After you go to advertising, lightning deals, you will be on the page like this where Amazon is giving you recommendations for the products that you have enough in stock to be able to participate in the lightning deals program. Once you select the product, for example, I want this product to participate, I click advanced edit. Here, you can create your lightning deal, you can select the product that will participate in the deal.

As you can see, Amazon is suggesting you the maximum deal price based on your current price, and the quantity that you want to participate in this deal so you don't get sold out quickly. For example, here, my umbrella cost normally \$22.95, and the deal price is \$15.96, and I can sell 57 umbrellas like this. This is the deal potential, which means discount of your price. This is a total deal potential, so you can see what you can expect and what the discount of your total price is.

Do your math first, then once you get ready for this deal, you can run the deal, you can choose the week that you want to run, Amazon is offering you a lot of options, and then you click submit. Then your deal goes for upcoming deal section. Here, you can see when it's going to go live and you can see and check the sales on those days. This will help you to get a lot of sales fast and it will help your rankings, and of course, it will help your reviews in case you have your follow-up series set, for example with Feedback Genius like we talked about in another video. I hope you will use it as a part of your launch and you found this video helpful.

QUICK UPDATE

Hi, guys. Just a quick update on my lightning deal: As you can see, it just went live and active less than an hour ago. Let's see... If I go to Amazon website in today's



deal and I select, on the left, lightning deals, and then I choose my category, sports and outdoors, you see we appear here on the right on top. You see our deal is actually doing pretty well compared to others. And if we see the site of my page of my umbrella, you see my deal is already 43% claimed in just less than an hour; we sold over 40 umbrellas already and the sales are flooding in.

I'm sure this will also increase our ranking on Amazon. You see, guys, lightning deals is a great idea to help you with your launch. As long as you qualify, this is a great idea to boost your sales and your Amazon rankings. Thank you for watching. See you in the next videos. Bye.