



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:
GREAT TIPS ON
HANDLING PRODUCT,
ARTWOK & INSERT
CARDS**

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Hi, guys. Welcome to Sells Like Hot Cakes video course. In this video, we are going to talk about the printing stuff that might you need to prepare for your products. Let's assume you have already developed your brand, your logo art work, what else you need to get printed before you can get your product ready.

Here's a sneak preview of what you'll discover:

- ***AWESOME tips on where/how to PREPARE and PRINT your packaging artwork***
- ***Learn why PRODUCT PACKAGING is IMPROTANT! Don't miss this one guys.***
- ***Understand the SIGNIFICANCE of logo designs and how it is linked to your product's PERCEPTION***
- ***I'll SHOW you where to get GREAT logos for your products***
- ***I'll TEACH you the IMPORTANCE of Insert Cards and why you should always use them, all these and SO MUCH MORE!***

First of all, you need to prepare and print packaging artwork for your package. You can Google packaging artwork for some ideas and examples of how the product packaging should look like and should be structured. Let's see a couple of examples. Here is one, for example. What it usually contains is the size, the colors that are used, then also the barcode; it's very important to put the barcode.

You can even put SKU label there... Then also, you can put something like "Made in China," it's required if it's made in China, and the certificates that you have, the weight, and the size. Nutrition facts and allergy warnings... For example, if you sell clothes, you need to put size, maybe a color as well. Then information on how to use the product. Here's another one. Nicely done, you see... Your logo and the size... To get these packaging designs, you can either go to the site called "ProFBAImages" that we discussed in one of our other videos and get this kind of packaging design done for a minimal fee like \$89, or even you can go on fiverr.com and get packaging design for as low as \$10-\$20.

I would suggest you order several packaging designs so you can compare and use the one that looks more professional because the better your packaging is, the higher value it will be perceived by your customers. Eventually, you just win if invest more in the product packaging. Also, remember sometimes the factory that is doing your product is also offering you product packaging services and printing services so you can save some money if you work directly with your factory.

You can ask to provide template from the packaging art work they use for other client and just change it and improve for your brand. The next thing that you need to



do is to print an insert card for your product which is going to be an instructions manual or a little paper card that shows how to use your product. It should be printed on thick paper so it doesn't get ruined during transportation and looks nice and glossy. Usually, they print 1000 minimum of those cards, and it costs you \$50-\$100 extra. I highly recommend you insert this card with the details.

Here is an example what usually do here. You thank your customers for purchasing your product and you hope he's going to love it. Then you give a few more details about this product. Then you put your website link, you put Made in China, and on the right part, you put instructions, how to install the product. Very important as well is to ask your customers to leave you a review on Amazon. Of course, you cannot ask for five-star reviews, but you can just ask them to leave an honest review. It's a good idea to do so.

You can also put some coupons here for, for example, 10% off of the next purchase or you can insert some Gift card for other related products that you have on Amazon. This will increase your sales and it will provide extra value because the paper with instructions is obviously a great idea. One more thing before I go, if you are using Feedback Genius for a follow-up series, I highly recommend that you also use your insert card in digital version, like PDF, and add it into your follow-up.

For example, several days after the product is ordered, I send a message saying, "Your free PDF download guide for the product." Then I give them information about the product and add an attachment, the instructions PDF. This is a great idea to increase the value of your product; while your customer is waiting for the product, they can already read information on how to use it. I hope you found this video helpful and I'll see you in the next. Bye.