



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

**AMAZON SCAMS EXPOSED:  
SHADY TRICKS AND HACKS  
YOUR COMPETITORS ARE  
USING TO MAKE HUGE  
PROFITS ON AMAZON**

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Hi, guys. Welcome back to the Sells Like Hot Cakes video series. In this important video, we are going to talk about how to avoid scams and I'm going to share with you some shady tricks to boost your Amazon sales or to get you banned! You might be wondering why I even talk about this, but you guys need to know that I want to be fully honest with you. Your competitors are probably using all of these tricks, so I think you have a right to know about them. No matter if you are going to use them or not, you need to know they exist and that your competitors are probably using them.

It's like talking about drugs; you don't have to use them, but you need to be aware of them and you need to be well-educated. That's why I hope you find this video helpful and I hope that you don't take this video as a call to action. I'm not telling you to get started using shading tricks to boost your Amazon rankings, but I believe you have a right to know about them and I have to share with you what I have learned. I think it's better that you learn from me, your trusted friend, then if you learn them from some scammers online and get scammed. Be aware of them and be educated. Let's get started.

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

- ***The SUPER URL: What is this TRICK all about? And how can you use it to your advantage.***
- ***Purchasing gifts/Wish list: I'll SHOW you how your competitors use this TRICK to BOOST their SALES and rankings***
- ***Black Hat SEO: This is some pretty dark stuff guys, I'll shine some LIGHT on how your competition is using it to stay AHEAD of the game***
- ***Hijacking and Piggybacking: These are the PARASITES of Amazon, always keep an eye out for them, they can RUIN all your hard work!***
- ***Learn how your competitors are using INCENTIVIZED reviews to JACK UP their sales and rankings.***

There are many other **TRICKS** which are discussed here, so keep reading to keep yourself **ABREAST** of the competition and their **DIRTY** games!

The first trick to boost your keyword ranking on Amazon is called "super URL". Basically, what it does, it tricks the Amazon system into thinking that your customer was doing a keyword search and he found your product. I'm not saying that this is completely illegal or it will get you banned, and actually, I haven't heard that anybody can get banned for it, but it's obviously a misleading trick so it's up to you if you use it or not. I know your competitors are doing it, so I have to inform you. Where can you get super URL?



There are a lot of services that offer super URL, for example, AMZTracker.com. You can see they are claiming that this will quickly improve your keyword rankings with a simple Amazon SEO tool. Honestly, I haven't seen any real proof how it quickly improved any ratings. At the same time, I haven't seen anybody who was banned for doing so, so it's up to you if you use it or not. Again, basically what it does, it gives you a short link like this, and when you click it or when you ask your customers to click it, it will trick the Amazon system into thinking that your customers did a search in the web browser on the Amazon site for keywords that you want to rank. If they buy a product, Amazon will think your product was ranking well for these keywords. I hope it's clear how it works. Again, it's up to you if you use it or not; I just have an obligation to share it with you that such tools exist.

The next trick is to purchase gift lists or wish lists to boost your ranks. There are a lot of services that are selling, for example, 1000 gift lists or wish lists for your product. What it does, it uses fake accounts to add your product to their wish list or gift lists, and this will supposedly boost your Amazon ranks. I don't want to give you any links to promote these shady services, but if you just Google, I'm sure you'll find Amazon wish lists or gift list services. I just think that you have a right to know about it because I'm sure that your competitors are using them. Again, I think this is a shady trick because this is using fake accounts and misleading the Amazon system.

The next trick that I've seen many of your competitors are using is called black hat SEO tricks to boost their rankings. Again, guys, I don't want to promote these kind of shady tricks, but I just want you to be aware of them. There are a lot of services that offer black hat SEO tools for you to boost your Amazon rankings. I saw many, many competitors are using these services. For example, blackhatworld.com is offering these kind of services.

Another trick that people use is called hijacking and piggybacking on listings. For example, you have a listing of the garlic press and you are doing a giveaway for reviews for example. Someone is buying a lot of garlic presses cheap taking advantage of your discounts and then he is making a listing on top of your listing, which is called piggybacking, and he is stealing your "buy box" and he's basically selling his own stuff on your listing. It's okay if he is just selling a couple of units, but there are big scammers that sell a lot of generic counterfeit items on top of your listing. For the customer, there is no difference; he doesn't know if he buys from you or from the hijacker. If he gets a counterfeit and the quality is terrible or it's just a generic copy of your product, then the customer will leave a bad review for you so you will suffer in the end. This is really dangerous and keeps an eye on it. That's why I had recommended that you protect yourself with the Amazon Brand Registry and keep blocking hijackers quickly. See other videos where we talk about this.

The next way or I would better say shady trick to boost your sales is incentivized reviews and review groups. I'm sure you've heard a lot about this. In the last three years, been really, really easy to get hundreds and hundreds of 5 star reviews really quick. What you basically did is you go to sites like ReviewKick (later it was renamed to JumpSend) or AMZTracker or a Facebook review groups and you give a bunch of discount coupons, for example, discounting your product to just one dollar or maybe even making it free, and in return, the people who use the coupons must leave you a five-star, glowing review. This allowed a lot of sellers to boost their rankings, their



sales, and get hundreds of reviews really fast. In the end of 2016, Amazon changed the policies. Since then, you are not allowed to get incentivized reviews. A lot of people are crying about this, however, I think it's a great innovation and I fully agree with Amazon about this because this will block a lot of scammers and a lot of people who don't put any effort into creating a great product and were getting hundreds of fake five-star reviews with review groups. Now all of the fake five-star reviews will be wiped out and only honest reviews will stay. Guys, for you, if you are starting out, this is really, really good news. Work hard on creating a great quality product and use the follow-up sequences and legal tricks that I teach you in the course and you will get a lot of real and quality reviews and you don't need to worry about fake incentivized reviews anymore.

The next trick that shady competitors are using is called fake or shady verified purchase reviews. What they basically do is they get in contact with some private groups on Facebook or other social media, who agree to purchase a certain amount of your product in return that you PayPal them this amount, and in return, they will leave you also five-star reviews. What basically is going on? For example, your product costs \$50, so you're telling this person, "I'm sending you \$52 by PayPal, you just go and buy my product and leave me a five-star review." This person gets PayPal from you, then he goes and buys your product. For Amazon, this purchase looks like a "verified purchase", it doesn't have any discount at all, so he's fully legal to leave you a five-star review so you will get outstanding five-star reviews. It's not illegal, but it's shady for sure. A lot of people are using these services and I have I think you have a right to know they exist and you use them too. It's up to you if you do this.

The last really nasty trick that people do is blocking your competition listing with false, counterfeit, or copyright claims. Guys, it's really easy to block any competitors with fake claims because it will take weeks and weeks and even months for Amazon to get the listing reinstated because Amazon is really quick to block everything; they don't want to get in trouble and they are very slow to resolve it. That's why, if you send any claim for any listing, they will simply block it and ask the seller for supporting documents to prove that he is innocent. This will take weeks and weeks and even months for the seller to prove that, in fact, he is just selling his own product and he is fully legit. During all this time, his listing will be blocked and inactive for selling. This happened a lot to me too.. This is a really bad trick that I got in trouble with several times when people were blocking my listings without any reason when I was selling my own brand and my own product and they just sent to Amazon fake claims that I sell counterfeits and I get blocked. Before I get reinstated, it passed a lot of time. This is a really bad trick and I don't think this is even moral to do so, but a lot of people do this.

I don't want to finish my video on such a tragic negative note, so let's just finish on the good, bright side with a happy end. Let me just quickly, again, revisit our legit ways to boost your rankings and sales. Our whole course is devoted to giving you tips to do this. There are not just four of them; these are just first four powerful ways to boost your sales legally. First is lightning deals on Amazon and PPC, pay per click, with Amazon. This will quickly give you a lot of sales completely legally, boost your rankings, and if you're using follow-up sequences, then you will get reviews as well from it.



Then, using Amazon Vine trusted reviewers; it's a special program, invitation-only, that allows you to get verified, legal reviews from the top reviewers. Then you can do discounts without asking for reviews in return and then use follow-up series to get reviews legally. You can still give away discounts, but you cannot ask for five-star reviews in return. However, you can use a follow-up series to ask people to leave an honest and unbiased review and it's still allowed.

You can also ask for reviews in your insert cards to the product. Finally, the last but not least and the most important one is building your own list for launches and building your own brand. Amazon is not giving you emails of your customers because Amazon thinks that these are Amazon customers not your customers. That's why it's crucial for you to create your own website and to build your own list for launches. In other videos of our Sells Like Hot Cakes course, we talk about building your list and building your websites.

This is really, really important to build your brand of related products and invest in your future. I hope, guys, you found this video controversial but helpful. I believe you have a right to know about scams and shady tricks as well because, no matter what you think about them, I know that a lot of competitors are using them so don't be surprised and naïve when you see someone with no reviews and terrible listings getting a higher rank than you. He is just probably using black hat tricks, that's it.

That's the reality of life, guys. If you have a system, there is always someone who is cheating the system. Be aware of it, learn, be educated and win using legit ways. I hope you find this helpful. If you feel like somebody will benefit from this information, please feel free to share on Facebook, on YouTube and always leave me your comments and your tips. Thank you for watching and I will see you in the next one.