



# 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 UNVEILED!!**

**HOW YOU CAN CREATE**

**YOUR OWN WEBSITE FOR**

**SHOPIFY/AMAZON WITHOUT ANY**

**PROGRAMMING SKILLS**

---

[www.SellsLikeHotCakes.co](http://www.SellsLikeHotCakes.co)



Hi, friends. Welcome back to Sells Like Hot Cakes video course. In this short video, we're going to talk about your own website. You might be wondering, "Why the heck do I even need my own website if I am going to sell on Shopify or Amazon using white labeling business?" There are still several important reasons why you still need to make your own website as well, and I'll show you several easy ways how you can do it without any programming skills or hiring a lot of programmers.

Before we delve into the good stuff, here's a preview of what you're going to learn:

- ***The IMPORTANCE of having a website for White Labeling business***
- ***AMAZON BRAND REGISTRY: What is it? And How does it work? You'll learn all that today***
- ***I'll SHOW you DIFFERENT WAYS you can CREATE your website, even if you have zero knowledge of web design***
- ***I'll teach you how to USE a Shopify STORE as a website: Not MANY people know how to do this!***
- ***Why do you NEED to have your customers EMAILS? Is It REALLY IMPORTANT? Read on to find out!***

Imagine if you are doing white labeling business, you still need to have your website for the following reasons. First of all, a website helps you build a brand. If you are building, for example, a lifestyle brand, like in my case, I can also put all the information there, including videos and extra features. All the things I cannot put on Amazon because of Amazon restrictions, I put on my own website to build a brand. If someone is doing research, and they are searching for my product, it will also rank on Google, obviously, and it will help people who are interested in my product and my brand to learn more about it.

The second reason, it will help you build a list followers and fans. Remember, if you are selling a product, it's never just one product; it must be a series of related products under one brand. This way, you will be able to cross-sell your products to your followers and buyers of one product can buy another product of years. Building a list is very important and it's really crucial to your success. If you are not building your list, you need to start doing it because it will give you a lot of extra sales. If you have no idea, make sure to see my video on how to build a list, I can't stress enough, your list is your biggest asset in your business...

Another reason why you need a site is for Amazon Brand Registry. Amazon Brand Registry requires you to have a professional site for your brand, otherwise they will not approve you. Another reason is, with a website, you can participate in Amazon



affiliate program, which will help you earn up to 10% commission on selling different products, including your own products, on Amazon. This is a great way to boost your income by putting the links on your website through the affiliate link.

Of course, you need your own website for legal protection and credibility. In case you are registering a trademark or a patent or you're fighting someone who is hijacking or piggybacking on your listings, having a website is an extra layer of protection that gives you in your arsenal of tools to fight all of these cheaters. Let me show you different ways of how you can create your website. But first, here's my website.

Actually, this is one of my many websites and here I am selling different lifestyle, sports and outdoors products under one brand. For each brand, we have a section and then we have a subpage, so if they click they can go and get more details. For example, let's check this umbrella. I click "check out more details," and here is a page devoted solely to this umbrella. Like I told you, a lot of related products under one big brand, and they are all related so I can sell and cross-sell them.

Here is a product video. It's very important to have a product video as well on your website with different features. I think you would agree, it looks really professional and amazing. Even if I am just starting out, having such a website will make me look very professional in the eyes of my potential buyers. You see I provide a full lifetime guarantee and here is a real trick, people can see how the product works. This is super professional.

Here, I put some Amazon reviews and, finally, people can choose the color and, here, they put their email. Like I told you, it's really important for you guys to start collecting emails of your customers and build a list. How can you do this kind of amazing and professional site if you have no skills and no programmers in your team? There are a lot of really easy ways and many of them are free. Let me show you several ones that I have tried before. This one is Squarespace.com.

This one allows you to get an amazing website. They charge you some fee, but they provide you a lot of templates that you can just use and fill with your information about your products. Another one is WordPress.com. I guess you've heard of it before, WordPress.com. This one is free, but it requires more programming skills. So if you don't want to invest any money at all but you have some programming skills, you can use WordPress instead of Squarespace. Another one is Wix.com.

I personally have never used this one, but I see a lot of promotions of this service on YouTube so I guess it's really popular as well. The last one is ... Shopify itself 😊 Dah... Of course, if you are following my Sells Like Hot Cakes course, you know I'm a big fan of Shopify and I created my own Shopify stores. Having Shopify store can also serve as your website obviously. If you follow the other lessons from my shop, you have already created or you're going to create your own Shopify store which can also be your shop and your store.



You can even drop ship your products from Amazon here, not just from Aliexpress... Like I said, it's very important to collect your customers email. You can use these services like Mailchimp.com or Aweber.com (*pronounced a-weber*) for example. It allows you to build a list and then send mass mail to this list offering to buy your products or leave a review.

Guys, I can't stress this enough... you need to build a website, and the sooner you do it the better. It doesn't have to be super professional, it can be a basic website based on a template. It just needs to be clean and it must have information about your product and your company. I hope you'll do it, and I will see you in the next videos. Don't forget to subscribe and share and comment, I really love talking to you in the members area of sells like hot cakes. Bye for now.