



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

SALES TRACKER:

AN EASY WAY

**TO SPY ON YOUR
AMAZON**

COMPETITION LEGALLY

www.SellsLikeHotCakes.co



Hi, guys. Welcome back to our Sells Like Hot Cakes video series. In this short video, we're going to talk about our new sales tracking tool which allows you to legally spy on your Amazon competitors to find out how well they're doing, what they're using, what sales numbers they have. Also, of course, you can track your own products to monitor the performance of how well you are doing yourself and what's working for you and what's not. Let me show you how easy it is to use it.

So strap in and get ready as I teach you how to become Amazon's James Bond with this tool.

Check out what you'll learn today:

- ***I'll show you WHERE to find this tool and HOW to use it***
- ***The IMPORTANCE of the ASIN number and why we need for our ESPIONAGE activities 😊***
- ***I'll SHOW you an EXAMPLE/DEMONSTRATION of how I TRACK and SPY on some Amazon sellers***
- ***You'll see all the JUICY information you can EXTRACT from your competitors and how you can APPLY them to yourself to achieve SUCCESS.***
- ***This app can also TRACK your own products. i.e. You can SPY on yourself to MONITOR your PERFORMANCE and gauge your PROGRESS***

Let me switch back to Sells Like Hot Cakes member's area. I am in Amazon tools and the tool is called "my tracked products". There are two ways to add a product to this tool. You can either use Amazon bestseller to find the product and then click track this product, or you can put ASIN number, which is Amazon identification number, into the search below. Depending on your membership level you can track 5 or even more products daily! You can always upgrade to track more.

It requires a lot of server load that's why we charge extra for extra tracking... Let's assume you want to track this garlic press from your competitors and find out how well they are doing with this product. I'm going to switch to Amazon, and I found this product on Amazon and I want to find out more about it, so I get into the product details. If I scroll down to additional information, here you can find ASIN number. We just copy paste it, and then scroll down and put it right here.



You put in here like this. Super easy! 5 to 10 minutes later, the system will load the information and it will appear above in my products list right here. Now what you have is the full information about this product. You can see the manufacturer, you can see the amount of reviews, you can see average star rating, you can see the bestseller rank, you can see the price, you can see estimated monthly sales, and their estimated monthly net.

This is not just one-time snapshot information, this product is tracked daily, which means this information will be updated for you daily. If you click see full details, you will get into the page like this with full information about this product. You can see the bullet points, the title, which will help you to generate your own title and your own bullet points based on this information. Then you can see product graphs and charts. Their rank is changing over time. They're pretty consistent with top ratings.

Then you see the amount of stars changing; then you see reviews, amount of reviews is pretty stable. Now you can see the price change, this is very important. You can see they started with a low price like \$17, and then they jumped after the increase their sales volume, they jumped to \$49.99. Now they're doing some sort of giveaway, they reduced the price to \$24.97. This information is extremely helpful to you to understand what your competitors are doing to get higher ranks, how they are changing price, what sales they're getting, what amount of reviews they have, and how it influences their positions.

Now if you scroll down, there is a "seasons and trends" chart, which will help you understand how well this product is selling through the year. As you can see, for garlic press, obviously, there is no seasonality; people use garlic press through the whole year. But for example, let's compare it to a hammock, which is obviously a summer product. This is a trend for hammock, and now you can obviously see which months are the best to sell your hammock, which is May and June are the best two months, starting from April; every year the same.

This chart is super helpful for you to understand when to sell your product and if there is seasonality or not of the product. Now if I scroll down, you can also find product analogs on both Ali Express and Alibaba marketplace, which will help you, understand what kind of price they are getting, if you order from China wholesale, or what price people are ready to pay if they're ordering from Ali express marketplace. You can see garlic from Ali Express costs 3.67 per piece, which is super cheap, but on Amazon, people are selling it for 49.99 and 24, so you see profit margins are huge.

If I am going to do a white labeling business with Amazon, I look on Alibaba marketplace, and you can see I've got several suppliers. If I click on this one, I'm getting this factory on Alibaba which is producing for the low price of 1 to 2 dollars per piece if you order 500 garlic presses. You see, guys, the profit margins are huge and I quickly showed you how you can easily spy on your competitors. Again, you can track both competitor products and your own products.

All you need to do is either use ASIN search or you can use bestseller finder to find the products you want to track and then click track this product and it will be



added to the tracker. You see? It has appeared here. Depending on your membership, you can track several products because it requires a lot of server resources, so we cannot allow you to track thousands of products and we limit you to several products to be tracking because this information will be updated for you daily and you can see full details about each product and their performance if you click see full details.

One more tip – the ASIN you put must be searchable on amazon! Some parent or child ASINS are not searchable and can't be tracked. Also note that some categories don't release their BSR ratings on amazon so we can't calculate their sales estimates, it is normal! Remember guys, the tracking is updated daily and you need to give several hours for data to load. If you see no data, just give it some time and then the data will appear.

I hope you found this helpful and it will help you to track your own products and to spy on competitor products to see how well they're doing and compare your results to their results and improve your own. I really hope you see the great potential of this! You no longer blindly guess what sells or what not... You have educated estimates of sales which will give you a great clarity on how well this niche is doing and should you sell there or not!

Thank you for watching, and I'll see you in the next one and don't forget to share the video if you find it helpful!