



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

**SCALE YOUR BUSINESS:
AMAZON TRADE SECRETS
THAT'LL HELP YOU
CREATE THE ULTIMATE
BRAND**

www.SellsLikeHotCakes.co



Welcome back to Sells Like Hot Cakes video series on creating your profitable Amazon Shopify stores. In the video, we are going to talk about how you are going to scale up your business. So how you will set your goal? Is it going to be a Moon or you go all the way to Mars? So the higher and the more specific you set your goal, the better chance that you will reach it.

Before we delve into the good stuff, check out a preview of what you'll learn:

- ***I'll dish out some GREAT ideas on how you can SCALE UP your sales and make even MORE PROFITS than what you currently earn***
- ***Launching MULTIPLE products under the same brand: I'll teach you the CONCEPT behind this technique and more importantly how you can use it to SCALE UP your business***
- ***DON'T EVER get stuck with one product! Hang in there and I'll SHOW you why this way of thinking can damage your business***
- ***The IMPORTANCE of an ecommerce site and why you need one.... Read on to find out more!***
- ***Outsourcing and growing your team; I'll show you how VITAL this is to your business GROWTH and time management. The more, the merrier!***
- ***Wield the POWER of social media and use it to INCREASE your community of followers and consequently your customers and PROFITS! I'll teach you how to do this and so MUCH MORE!***

So let's assume you already have your first product, or maybe even second product, and you're getting at least 10 sales per day and you're looking for ways and ideas how you can scale this thing up and make more profits and, hopefully, reach your goal of \$45,000 per month. Remember, you must be very, very specific on your goal so you know exactly when you reach it. Same like with rockets; they know exactly how and where they are going to land to make sure they achieve it.

They never launch a rocket saying "ok let's just fly and see from there..." So in this video I'm going to give you some ideas on how you will go to scale your business and here are some best ideas in this topic for you. The main way to scale your business is to launch more products under the same brand; it can be an open brand or it can be a number of related products under the same brand.

Get rid of slow selling products; you can giveaway them as bonuses or use promotion like buy one-get one so you sell out your stock of poor selling products so



they don't keep space in your storage on Amazon and don't generate storage fees and instead you use cash flow that you generated to invest into the launch of your new products and, hopefully, you'll get more winners. Plus you invest money in that pay per click of the bestselling product, like I taught you in other video about advanced strategies of pay per click so you can scale up the scales of your bestselling products as well.

The best idea is to launch at least one product every two or three months. This should be a target for you when you are getting started. Make sure you launch at least one new product every two or three months so, within one year, you will have at least five products launched on Amazon. Never get stuck with just one product because, no matter how hard you try, it just can be a flop. It happens to all of us. Just move on instead of getting stuck with just one flop, you just move on and, hopefully, the second one, a third one will be a winner. It always happens. Keep digging and you will reach the gold.

The next tip how to scale your business is to start your own e-commerce site, this can be Shopify store like we teach you in this course, it can be your own store, your own site, and you feature your own products there on the main page, plus you build the list, and you do giveaways, you collect emails, you can do contests, like I explained in other video about building your list. You drive traffic by pay per click from Facebook and you can collect emails and build your own list of subscribers and followers.

Plus you can list third-party related products and drop ship, for example, from AliExpress market place. So this way, you will build your own e-commerce site and grow your brand much faster than just using only Amazon and not relying on your own traffic sources. Because remember, guys, you cannot drive traffic to Amazon, you will waste it this way. You just have to rely on traffic that they already have. Or to use amazon PPC. But you cannot drive traffic from Facebook, for example, because all your traffic will be just wasted as your leads can simply buy the product of your competitor because it's cheaper and you just waste the money on the click.

That's why you need to have your own e-commerce site, if you want to scale it up and get traffic from other sources. Trust me, this is really good idea for you. And if you are not sure how to do it, make sure to check again previous videos where we talked about how you can easily create a website without any knowledge in programming using Shopify or other services that give you easy templates and ready to use funnels.

Remember it does not have to be drop shipping model! In other video we talked about doing your Shopify store based on awesome t-shirts and mugs using a cool Shopify plugging that lets you print and fulfil those orders without you need to do anything! Check out that video in our member's area of sells like hot cakes!

The next tip to scale up your business is to avoid over optimizing and getting married to your product that simply doesn't work.



You know, guys, there are a lot of people that keep optimizing, optimizing, and optimizing, and thinking that they just don't do enough on their first product, and they get stuck on the first product for months and months and they just miss out on potential profit they could have from the second product that could be much more successful. I made the same mistake; I wasn't different. I launched my first product and then I was so obsessed on getting it to succeed, even though I didn't admit that my product was just a flop.

So instead of just getting married to my product, the better idea is just let go of the product that obviously doesn't work and instead concentrate on the winners and launching new products and scaling up your business. Yes, sometimes we have to let go like Elsa sings in Frozen... Let it go 😊 If you did all the steps that I teach you in the course and you still cannot sell your product well on Amazon, it simply means that you just need to move on to the second product because nobody can get a winner 100% of time.

So don't sweat over it; just move on to the next product, then the third product, and trust me, sooner or later, you'll hit the gold and then it will make so much profit that it will cover all your efforts on the losing product. So don't worry about it and don't get obsessed about optimizing, optimizing your listings, optimizing your keywords for weeks and weeks and weeks. Instead, just put your efforts and your energy into launching the new product.

The next idea to scale up your business is to hire help, guys. It's always great to outsource and grow your team. Trust me, you cannot be an expert in everything. And, personally, I am not an expert in many things and I don't know anything about programming, for example, and I cannot manage my time very well so I outsource everything and one of the best ways to do it is to find a virtual assistant. And you can look for, for example, for Philippines.

I use a lot of guys from Philippines to help with graphic design, with video creations, with virtual assistance, with answering phone calls, and Philippine workers are very trustworthy, they are very honest, and their salaries are not very high and very affordable. For example, you can check a site called onlinejobs.ph and this is a huge database of Filipino workers where they have ID proof verification to get rid of scams and there are over 150,000 Filipinos looking for work here.

Philippine workers are really good because they speak very good English so, in many cases, American companies, even Amazon itself, uses them for their own support. So if Amazon is using them for their support, why don't you use them? So why wasting time answering your emails, your customer service, preparing images, Photo shopping images, preparing layouts for your website design, finding good product images? All those simple things, a Filipino worker can do full-time for you for the simple salary of \$200, \$300, maybe \$500 maximum per month.

You see, they have a lot of great workers and they start from \$300. And you see, \$400, \$300-\$400. This is salary per month so this is really good for you to have a skilled worker for just \$300 and they can do a lot of things for you including graphic



design, photo editing, and video editing, so they can do a lot of things full-time for you. And, personally, I use a lot of help from Philippines as well because, otherwise, I will be stuck forever just editing my images and doing things like that that take too much time from my day and I would rather invest my time into more meaningful things of growing my business instead of just Photo shopping images. So don't be afraid to outsource things.

A lot of people are afraid to outsource because they think that people will ruin their business and nobody can run the business as good as you. But, guys, you are not asking Filipino guys to RUN your business; you are just giving them specific, repetitive, and simple things to do for you and YOU still run your own business. You get reports from the worker once a day and they do all the things that you ask. They can even learn the courses on your behalf or, for example, learn some PPC strategies and then implement them.

Instead of you wasting time on things like that, you can ask them to help you with everything. It's same like having your sourcing agent in China. Remember I was always saying that having sourcing agent is really essential? And same here with your help in your own business, having your virtual assistant to schedule everything for you, to reply customer service emails is really, really helpful. I hope you appreciate and follow this advice because, guys, this is a big thing and this will really help you with your business.

The next tip for scale up your business is to start growing your own community of followers. You start a blog, a Facebook fan page, maybe even podcast or an online course; it depends where your strengths are and what are your passions are. Some people love to talk, some people like to do videos, some people like to blog, so try to see what you really like and start building a community around it. You can do etsy page or twitter page, pinterest, Instagram... So build your own fan base of followers and then you can grow your list from this fan base and then offer products and discounts from your new launches to your fans and followers and this will also help you with new product launches and help you generate reviews very fast. So this is really must-have for you if you are going to scale your business to have the fans and followers of your brand, and maybe of yourself as well, because you can be building your own followers not just followers of your brand.

Then what you can do is start consulting, writing e-books, giveaway reports, and things like that. For example, you can launch how-to video channel on YouTube, Vimeo or other platform, you can start, for example, giving away e-books and PDF reports like, "Ten best garlic dishes," if you're selling garlic press or, "How to cook a perfect stake," report if you're selling something related to that. "Top 10 organic gluten free foods for vegans" to get very specific... you get the point.

So all these things you can send to your list when you're trying to build your list and you try to collect emails so you give them good giveaway videos or reports in return for their email. This will help you scale up your business as well. The next step for you is to approach the retails and brick-and-mortar stores locally and maybe within whole country of yours. You can showcase them your product, if it's unique



enough, they might be really interested to purchase stock from you so sooner or later this will be a great idea for you to scale up your business.

Maybe you can even go into licensing, who knows? Remember me wonderful from the Shark Tank? If your product is unique and you really have your trademarks, patents, and all the rights, then you can get into things like licensing and grow up your business as well. You can also find resellers of your product using, for example, Amazon affiliate program, which is also a good idea to scale up your business.

And to summarize everything, guys, the main tip to scale up your business is to concentrate on setting passive income streams.

What I mean by that is that you don't babysit your products. You don't need to be obsessed over numbers, over copycats, hijackers, competition. Because competition will be there no matter if you are obsessed about it or not, so don't waste your time on checking your sales every hour of the day. Don't be obsessed if you see one guy hijacking your listing with just one copy of your product and he probably just bought it from yourself at a discount and he just wants to get rid of it, so let him sell it out.

Don't sweat over whole day just thinking over how you can close his account, how you should write cease-and-desist letters to this small guy; you're just putting energy into the wrong things. Instead of babysitting your products or worrying too much about competition and things that you cannot control at all, because competition will be there no matter if you like it or not, it's just a part of the business. That's why I show you my products because you will copy them no matter if I show you or not and other people already selling a lot of similar things, so it doesn't matter, guys.

Don't be obsessed over this. So just launch more products and, instead of getting obsessed over one product, instead concentrate on building more passive income streams while they are trying to copy your old product, you already launch 3 new ones, so remember you are always ahead! So when I launch the product and I see its success, the launch is made successful, the pay per click is working well, organic sales are coming. Then I don't do anything at all more. I let it passively bring me money and I only refill the stock if I run out of stock.

Instead of babysitting it, I put my money into launching the new products and building my community. And spending time with my family and my daughter... things that really matter after all... That's why I started my course as well, so I can build community around my products, my fans, and my followers. So I teach you what I do and you see, if it's working for me, I'm sure it will work for you as well. I hope this makes sense. I become successful if you are successful, the more I help you, the more I get in return. You will never win if you try to screw people up.

My final advice on scaling up your business is to reinvest. Always put the profits back into the business to launch more products faster and speed up the cash flow. This will really help you if you put the profits you make back into the business, at least first few years, instead of just paying yourself big salaries and enjoying lifestyle really soon. I saw a lot of guys got lucky with their first product, quickly made 150grand, bought a fancy car and then it was over... Their second product was a flop



and first one ran out of stock and they ended up with no money to purchase more, sold out car cheap and went broke again...

Instead, put profits back into the business and this will really help you quickly scale up your business and launch more products. And later, of course, you can pay yourself big salaries, buy fast cars and things like that. Of course, everybody wants that, but have some patience. First grow your business to at least \$45,000 per month as your main goal before paying yourself big salaries and buying luxury things that can simply wait a few months before you achieve your goal first.

(Next – inspiring voice!)

So, guys, I hope this makes sense and you found some good ideas on how you can succeed, how you can scale up your business, and I really, really hope that my course brought you into this beautiful niche of online selling, online ecommerce on Amazon and Shopify, and I really hope that you become a fan and a follower of our sells like hot cakes community and I really hope to hear your success story on how this course helped you get started, get your own products launched. And if you succeed, please always come back and share your success stories like other people from our group.

We really appreciate that. And, again, I really want to thank you for watching our Sells Like Hot Cakes video course and I really want to see you back into the Sells Like Hot Cakes member's area, so always, guys, come back to the wall, to the member's area, and share your success story. And you know where to find me, it's always sellslikehotcakes.co. This is where you will find all the tools, all the videos, all the resources that I am using, you will find how my products are doing, what tools I'm using, how I grow my own business, and how other people are doing from our community. And I really hope this will inspire you and it will help you duplicate their success and grow your own business. Thank you for watching our course and I will see you inside Sells Like Hot Cakes. Bye.