

Mastering Amazon FBA

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❖ Why would you want to sell on Amazon?

- Amazon has the buyers approximately 60% of all transactions in the online world in the U.S. happen on [Amazon.com](https://www.amazon.com)
- There's this millions of millions of people turning up there ready to buy and their credit cards are already registered and their shipping address is already registered.

❖ FBA (Fulfilled by Amazon)

- You can send your stock into Amazon and then they will pack it and ship it for you.
- The whole concept is basically called 3rd party logistics provider that allows you to create that lifestyle.
- It's great to have Amazon taken care of everything. It's going to say they're going to charge \$5 or \$6 or whatever for each order they ship out but you don't have to think about it because they even handle refund as well as the customer questions and that kind of stuff.

❖ Authority blog in a market

- If you want to be successful long term you need to build something sticky.
- You need to build something that people keep coming back to.

❖ Basic things you need to get started

- The first and most important thing is really like your mindset and your education. Look for the market where you want to do your online business.
- So getting knowledgeable in what you do and working a proven system rather than trying to figure it out.
- ACoS (Advertising Cost of Sale)
 - So say I sold a hundred dollars worth of widgets and my ad cost was twenty dollars that would say that it would have a 20% ACoS. Say that 20 percent of the overall revenue was the cost of the advertising. So it actually gives you this really really good sort of roadmap.
- Second is plan and get the best product you want to sell online.
- Third is start selling and once you got your first sale, continue selling more and grow.