

72 - How To Succeed With Amazon In 2020 with Kevin King

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Brief Background About Kevin King

- Kevin King is a Thought Leader and founder of [Freedom Ticket](#).
- He's also an early adopter back in 1995, he started selling physical products online and on eBay. Since then, he has been an unstoppable e-commerce entrepreneur.

What Causes People to Fail on Amazon

- Most people don't realize that 55 to 60% of the items in the United States, at least, that are sold on Amazon are not sold by Amazon, they never, they didn't find that product, they didn't create the advertising for it.
- To do this business takes you got to wear a lot of either you have to have a big team or you've got to wear a lot of hats, you got to know logistics, you got to know advertising, you got to know product sourcing, got to know keyword research, you got to know customer service, you got to know inventory management, a ton of things, and it's just too much for most people, and they don't have the experience or the team behind them.
- So that's why about 98% of the people that actually try to sell on Amazon fail.



Key Components to Build a Business in Amazon

- First one is **Product Selection** - So you really have to know all the money starts with the product you choose, and it doesn't have to be the best product in the world, it has to have a product that has demand on Amazon.
- Second is **Create a Good Listing** - got to know how to do photography and video and write good copy and convince people that your product is the one they want to buy.
- Third is **Know How to Get Traffic** - by either using Amazon's internal PPC system or driving some outside traffic.

Kevin's 4 Year Process in Amazon

- First year you're kind of learning, you're learning all this new terminology and all this new ways of doing things and how to order and how to find keywords and how to manage inventory and all that kind of stuff.
- So the second year, you're optimizing that maybe you're extending outs, what you've done, you had a hit product, the baby product
- The third year you're kind of optimizing for the sale, you're kind of like cutting some expenses, cutting some of the fat getting, getting your profits as high as they can be.
- Fourth year you're selling.



How Getting Traffic In Your Listing Works

- It depends on the competitiveness of the listing. So in some cases, you know, if it's a broom, a broom for left handers, and there's only two other rooms for left handers, it's already got 2000 searches a month, you could probably just put that product up there and start generating some sales.
- You need to get a lot of sales because on Amazon, if you're not on page one of the keywords that you're normally, when you find a product that you can sell, there's going to be anywhere from 20 to a couple thousand keywords that might be relevant to that product, you're gonna have to zero in on like, where are the ones that I can actually compete.

Maximize The Market You Started In

- I wouldn't maximize the market, you start at most, a lot of people start in the US. But once you've maximized and learn the market that you've started in, then yeah, if you have the funds, I mean, it's like creating a whole new business, because you got whole new inventory, a whole new cash flow issues to expand somewhere else.



How Much You Need to Start in Amazon to Get a Good Return

- You could start with 1000 bucks or 5000 bucks, I wouldn't start with it, I would not personally recommend it, I may start with less than 5000 Yeah, it's just you just gotta understand it's gonna be a slower build.
- If e-commerce is relatively new to you, or selling products, I would not spend all that money on one product, I would start with something that's 10 or 20,000 of that and learn because likely your first product, you're gonna make a lot of mistakes, either in the sourcing, or in the selling or something, you can learn a lot.

Tips for the People Who Wanted to Start Out in Amazon

- Learn as much as you can start listening to podcasts. They're focused on Amazon sellers, you know, go out there and try.
- Make sure to learn as much as you can listen to podcasts, watch some YouTube, make sure their recent stuff that you know, this YouTube video is two years old, whatever they're saying may not be relevant anymore. And so you got to make sure that stuff is recent, that anybody you listen to, make sure they actually are still selling on Amazon.