# Amazing Selling Machine
# BLUEPRINT

## The A-to-Z Blueprint for Creating
## a Profitable Real Product Brand

# "Everything you've done has led up to this point."

# What is the *BLUEPRINT*?

- Flow chart that outlines the entire business
  - Leverages Amazon as a launching platform
  - Uses the ASM proprietary tools & strategies
  - In specific order of steps that compound on previous steps
- Can be used to launch any product in any market
- Can be used to start new business or expand existing

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# Why the *BLUEPRINT*?

- To provide you a way to re-focus when overwhelmed

- To prevent you from getting overloaded or distracted

- To provide a simple & efficient model for building brands

- If you ever get stuck, can always refer to the *BLUEPRINT* & follow exactly what it tells you to do

# Components of the *BLUEPRINT*



① Setup Seller Central ② Choose Niche/Market

**ALREADY SELL** IN A MARKET?

③ Evaluate/Choose Product Opportunity

④ Source Product

# Components of the *BLUEPRINT*

**ALREADY HAVE A SUPPLIER/PRODUCT?**

**⑤ Create Well Optimized Listing**
- Images
- Title
- Description

**⑥ Order Inventory to FBA**

**⑦ Get 3 "Social Proof" Reviews**

**⑧ Setup ASM Email Tool Autoresponder**

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# Components of the *BLUEPRINT*

**(9) Promote Your Listing on Amazon**
- Launch List
- ASM Tools & Promotion Strategies
- Amazon Sponsored Ads

**(10) Add to Ecommerce Store/Brand Website**
- Do Coupon Campaign

**(11) Start Paid Advertising Campaigns**
- PPC
- PPV
- Media Buying
- Facebook Ads

**(12) Use Launch List to Re-Launch Product**

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# How to Use the *BLUEPRINT*

1. Keep a printed copy near where you work

2. Before diving into something, see where you're at

3. Expand your business in two ways:

    1. Complete remaining steps of the *BLUEPRINT*

    2. Add new products using jump off points in the *BLUEPRINT*

# Rapid Results Workshop

Turn Everything You've Learned
Into an Actionable Plan You'll
Implement NOW

"Waste your money and you're only out of money, but waste your time and you've lost part of your life."

-Michael LeBoeuf

# Goal of this Conference?

- <u>NOT</u> to overwhelm you
- <u>NOT</u> to give you a bunch of neat ideas
- **Goal:** You to make a HUGE leap in your business/finances

# Where You're At Now

- 2 ½ days through the conference
- Tons of ideas, strategies, and action items
- Probably feeling a big of anxiety & excitement
- Ready to charge through & make things happen
- **WAIT!! Get Focused, THEN Get Started**

# What We're Going to Do

1. Organize all your action items into one list
2. Figure out your ONE Big Goal in your business right now
3. Choose 5 major projects from your action items
4. Create clear, actionable steps
5. Schedule your action steps
6. Get accountable to make SURE you succeed ☺

# Two Formulas to Set You Up for Success

**(1) How People (And Businesses) Succeed**

= Pick something that's PROVEN to work + <u>never give up</u> until it does


**(2) How to Make Big Money as a Small Entrepreneur**

= High profit margins + Focus

# : Organize Action Items (10 min.)

- Action items scattered throughout your notes (and head)
- Start new, fresh page & list all action items (1 per line)
- Should have 1-2 pages of action items (ideas…)

  – Steal some from neighbors
  – Getting ranked on Amazon
  – High margins
  – Recurring revenue
  – Media buying
  – Building Launch List
  – Paid Traffic (PPC/PPV)
  – Copywriting

  – Building sellable business
  – Sourcing from China

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# Step 2 of 6: Your ONE Big Goal in Business Now (10 min.)

- Why just one goal?
- Business goal types:
  - Income (yearly/monthly/daily)
  - Valuation (how much your business is worth)
  - # Units Sold (total/yearly/monthly/daily)
  - Revenue
  - Personal net worth
- Pick the one that motivates you the most
- Make it specific & pick a date
- Write down twice (notepad + wallet/purse)

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# Step 3 of 6: 5 Major Projects (9 min.)

- Review your list of action items
- Project = anything that requires more than one step
- Pick 5 most important projects that contribute to your goal
- Add project abbreviations next to each item
  - "PLL" (Product Launch List)
  - "MB" (Media Buying)
  - Etc.

# <u>Step 5 of 6</u>: Schedule Your Action Steps (11 min.)

- "Where/how should I start?"
- Best productivity = working in blocks on specific projects
- For each of 5 projects, schedule 3 blocks (15 total)
  - All during next two weeks
  - 29 min. to 119 min. each (depending on other obligations/ schedule)
  - During those blocks, turn everything else off & work FAST
  - Before end of each block, make sure don't have empty action list
- Create/write down this schedule NOW

# Step 6 of 6: Get Accountable (24 min.)

- Make sure you have your Action Schedule written down
- Grab "Accountability Partner #1" near you… (4 min/4 min)
  - <u>Share</u>: (1) Name, (2) Where You're From, (3) Business/Niche
  - Exchange Emails
  - Give person your Action Schedule
  - (Other Person) Pick out 2 random blocks & schedule follow-up emails to send right after block is complete (within 12 hours)
    - "How did it go?" & "How can I help?"
  - Repeat process for other person
- Accountability Partner #2 (4 min/4 min)
- Accountability Partner #3 (4 min/4 min)