



Introduction

Purpose

The purpose of this lesson is to give you a quick introduction to this course by explaining why Amazon is the focus of this training and why it is considered a real money machine.

Why Amazon?

The key reason we can look to Amazon as a money machine and why it makes sense to learn how to do business with Amazon is the stature and status of Amazon.

At present, Amazon has about 200 million credit cards on file. The ease by which customers of Amazon can purchase products has been a major factor in their ever-increasing popularity. In 2011, as a result of this "click and buy" approach to doing business, Amazon's revenue increased by 41%. This is a substantial increase for a company already the size that Amazon was in 2011, which is doing billions and billions of dollars in revenue per year.

Market share on Amazon is also substantial. At present, Amazon has 1/3 of the ecommerce market and is projected to have 50% of the market share within 2 years. Amazon is crushing the small websites, which can't compete on price-point and marketing, and buying up the big ones. One example of this is Zappos, which sold a short time ago for about \$1 billion dollars.

To put the market share to numbers, Amazon currently has 137+ million ACTIVE customers. These are customers that are actually purchasing on Amazon. Not to mention, Amazon's web sales are as big as its top 5 competitors ... combined!

To add even more clout to their business, in 2007 Amazon introduced the Kindle. Only 4 years later, Kindle books were outselling paperback books, a market Amazon itself has been in since 1995. Here's a quote that highlights the value of the Kindle:

"Kindle Fire is the most wished for, most gifted, and best-selling item across ALL the millions of products available on Amazon since its introduction 17 weeks ago."

The Kindle Fire is an e-reading device which allows you to see book images in color. Everything is moving to digital, and with the introduction of the Kindle and its subsequent success, Amazon basically owns the market on that.

Other Advantages

There are several other advantages of getting into business with Amazon:

- Amazon has created a fund of, at present, \$6 million to PAY YOU for GIVING your ebook away for FREE. This is basically Amazon paying you to grow your list.



- With Kindle, every device is now a reading AND purchasing device, a purchasing device that puts money in Amazon's pocket.
- Amazon will buy you unlimited PPC for keywords that you couldn't profitably buy yourself. Amazon gets much better prices with Google, so if you are selling a physical or information product, Amazon will likely be buying PPC for that and will absolutely crush you and everyone else. They not only get better prices but they also have more money to spend.
- Amazon will let you leverage their MILLIONS of visitors and only charge you when you make a sale. You can upload an unlimited number of products and it doesn't cost you anything. You pay Amazon only when the sale is made and at a much better rate, about 15% on physical products, than you would find on Google.

Compare that to the THOUSANDS of advertisers just hoping to BREAK EVEN with Pay-Per-Click (Google Adwords) and display advertising. These advertisers are spending thousands, even millions, to advertise on Google, other search engines and on big websites while you only have to pay 15% (a little higher with Kindle books) and all the rest is profit for you.

- Amazon now owns Google Rankings, so by partnering with Amazon you can take advantage of unlimited number of Google rankings for extremely competitive keywords.

Best part, you can get these rankings with your own listings that you completely own in just a day or two because of the credibility of Amazon.

Why This Course?

The main reasons you'll want to do this course are:

- You'll learn first-hand three different ways to make a ton of money with Amazon ... WITHOUT all the trouble I (Matt, your course creator) went through. I've been kicked off Amazon, blocked on Amazon, had tens of thousands of dollars held by Amazon and it is a major pain. This course will teach you how to make as much money as you want without having to go through all that trouble.
- You'll be able to do it 10x faster. It was a learning process that took years to learn and now that information is being passed onto you so you can hopefully do it 10x faster and 10x better.
- You will be 10x ahead of the competition you will see on Amazon in any market. The competition on Amazon is still pretty weak. People still don't know or don't really understand how the promotional aspect of Amazon works, whether for physical products, physical books or Kindle books, even though people have been selling on Amazon for some time. You will learn how to jump ahead of that competition for ANY market you want to enter and for any product type.



Conclusion

So there's a quick introduction to Amazon and this course. Hopefully you're already beginning to see the potential for this course and that you'll continue to be inspired.

The next two lessons in this Introduction module will cover the personal story of my love/hate/love relationship with Amazon and provide you with a course overview and instructions.