# Course Overview & Instructions

## Purpose

The purpose of this lesson is to provide you with an overview of the "*Amazon Money Machine*" (AMM) course and some instructions on proceeding through it.

## Course Overview

In context of this course, there are 3 main approaches to making money on Amazon.  They are:

- Drop-Shipping
- Private Label & Wholesale
- Amazon Kindle Books

Information on each of these models is covered in their own separate module, once again enabling you to be selective in the path you want to take through the course material.

The full module list is as follows:

1. **Introduction** – this covers some of the information already contained here, as well as more information on just what is being covered in the rest of the training.
2. **Getting Started** – here you will learn how to set up your Amazon Seller account, how to get around on your seller account dashboard and what is involved in your first 28 days as an Amazon Seller.
3. **Drop-Shipping** – several lessons are provided which cover everything from an overview of what drop-shipping is to "winning the buy box".  It includes how to make money selling drop-shipped products, how to find drop-ship products, how to add a product to Amazon and how to turn any drop-ship product into unique Amazon listings.
4. **Private Label & Wholesale** – this module will explain what PL&W is and how to use it to make money on Amazon.  You'll learn how to create your own proprietary products and an easy way to do it.  Also included is a lesson on where to find PL&W products and one on fulfillment options available with PL&W.
5. **Amazon Kindle** – this module is a robust collection of lessons ranging from getting set up to sell Kindle books on Amazon to Kindle Sales Strategy.  Whether you want to be a big-name author, make money selling Kindle books, promote your existing websites, sell products – even Amazon products, Kindle is a very hot topic and you will learn all about this to accomplish these kinds of goals.  It starts with explaining why Kindle and steps you through creating and publishing your first Kindle book with extra lessons on writing and formatting your book, choosing a title, cover design and creation and pricing your Kindle book for maximum results.  Also included are a couple of lessons on KDP Select program and Kindle Niche selection.

6.  **Promotion** – this is, in a sense, the heart of the AMM training as this module is what sets this course apart from any other.  The competition on Amazon is still pretty weak as people still don't know or don't understand how the promotional aspect of Amazon works, 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.

7.  **Suspension & Revival** – if you ever run into problems with Amazon, such as getting your account suspended or blocked, the lessons in this module will not only show you how to deal with that but also how to avoid the pitfalls in the first place.

8.  **Bonus** – this module will go into outsourcing and creating a physical book.  Also, either in this module or mixed in with one of the other modules, you'll learn how to set up a blog to promote your Amazon products.

## Instructions

This course is designed in a modular way.  Each module will contain a number of lessons pertaining to the module topic with each lesson designed to be short but informative, making it easier for you to digest the information as well as to go back and review any information you want to go over again.

**Choose Your Own Path**

As a result of its modular design, you are able to essentially choose your own path through this course.  If you were not, for example, interested in drop-shipping, you could skip that whole module and still be able to learn some valuable information that could prove quite profitable for you.

However, though the modular design allows you to be selective in the path you take through the material, it is highly recommended you go through all the course material just as a way of learning what business options are available to you with Amazon.  However, it is entirely up to you how you want to approach it.  Three possible options you can consider are:

1.  Beginning to end
2.  Pick core module + promotion
3.  Promotion then core module(s)

As mentioned, it is highly recommended you start with option 1.  Once you get an overview of the information and what business options are available with Amazon, you'll then be more informed as you focus on the specific module(s) you want to go forward with.  So even if you didn't, for example, choose to do drop-shipping, you'd at least know of its potential for you as a possible future option.

Also highly recommended is to make certain you go through the *Promotion* module.  This is why it is included in both options 2 and 3.  Whether you pick a core module to focus on after going through the course or whether you use the *Promotion* module to get your mind working on a particular product set and then use 1 or more modules to work that set, this module is very valuable to you.

## Conclusion

Now that you have an overview of the course and some idea on how to proceed through it, you're ready to begin the learning process of doing business with Amazon.  Your first step should be the "Getting Started" module.

Wishing you best success!!