



## Turning Any Drop-Ship Product into a Unique Amazon Listing (Introduction)

### Purpose

The purpose of this lesson is to give you a short introduction to a trick that will enable you to turn any drop-ship (DS) product, no matter how many are being sold on Amazon right now or how many people have the same product listed, into a unique Amazon listing and enable you to dominate with it.

### The Problem

On a site like Amazon, there can be a very large number of people selling the same or similar product as you. This can make it very difficult, if not impossible, to compete.

For example, take a look at this listing on Amazon, which was found by searching for "ipod touch". Notice the "new and used" values (circled in red). While the 'new' value would suggest competing with this product would be simple, the 'used' value indicates a large market that could prove difficult to break into.

Apple iPod touch 8GB (4th Generation) - Black - Current V  
by [Apple](#)  
★★★★★ (3,093 customer reviews) | [Like](#) (2,484)  
List Price: ~~\$199.00~~  
Price: **\$187.00** & this item ships for **FREE** with Super Saver Shipping  
You Save: **\$12.00 (6%)**  
[Special Offers Available](#)  
**4 new** from \$187.00   **257 used** from \$131.99   **35 refurbished** from \$149.49

**Seller Information**  
**amazon.com.**  
In Stock. Want it delivered Monday, March 12? Order it in the next **24 hours and 13 minutes** for **One-Day Shipping** at checkout. [See details](#)  
[Domestic shipping rates](#) and [return policy](#).

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**J&R**  
Seller Rating: ★★★★★ **96% positive** over the past 12 months. (632,070 total ratings)  
In Stock. **J&R Music and Computer World Rebates:** FREE SHIPPING (Offer details include and Computer World shipment) Expedited shipping available.  
[Domestic shipping rates](#) and [return policy](#).

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**onSale**  
Seller Rating: ★★★★★ **58% positive** over the past 12 months. (31,591 total ratings)  
In Stock. Ships from TN, United States. Expedited shipping available.  
[Domestic shipping rates](#) and [return policy](#).

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**DATAVISION**  
COMPUTER VIDEO  
Seller Rating: ★★★★★ **94% positive** over the past 12 months. (60,977 total ratings)  
In Stock. Expedited shipping available.  
[Domestic shipping rates](#) and [return policy](#).

Also, the 'new' value could be misleading in its suggestion that you might be able to compete as the merchants you'd be competing with may be very well established on Amazon and therefore difficult to compete against. You can evaluate this by clicking on the hyperlinked "new" value which will then take you to the list of featured merchants offering the product. There, you can review the seller rating for the merchant – a high positive value combined with high number of total ratings gives you a clue as to not only how well established the merchant is but also how respected. You will find it very difficult to compete against a well-established, highly respected merchant.



## The Solution

So what's the solution? In a word: "**Bundle**".

As permitted by Amazon's policies, you are allowed to take your product, bundle it with another product and sell the bundle on Amazon. The next lesson will go into greater detail on how to do this but basically all that is required is to:

- Select the product you want to sell on Amazon.
- Pair it with another inexpensive product, such as an accessory or some digital item like a user guide. You may prefer it to be from the same distributor but it isn't required to be.
- Recommended: create a new product image for the bundle.
- Obtain a new barcode for the bundle.
- Add the bundle to your Amazon seller's list.

The obvious benefit of doing this, especially if the paired item is something only you have access to (e.g. a user guide), is that no one else will be able to sell this same bundle. So, just by pairing those two products, you create a unique item for Amazon that has no other competition.

## Digital Items

As already mentioned, it may be possible to pair a digital product with a physical product. At present, Amazon does not allow pairing a product with a Kindle book but if you have access to a digital product, such as a user guide, then you may still be able to go this route.

When pairing with the digital product, you want to be sure to give the digital product a dollar value (if not already existing). While Amazon may frown on this approach to bundle creation, it is still legitimate as long as both items have a dollar value.

As well, you'll want to make sure the information product is able to be tracked. What this means is that, in order to keep under the radar with Amazon, something must be sent to the customer as it relates to the information product. This could be a CD or flash drive containing the guide or a physical letter (not the best option but may work) pointing to a location where the information guide can be downloaded.

## Conclusion

The whole point here is to open your mind to possibilities. If you think "outside the box", you can come up with ideas that no one else is doing and, as a result, absolutely crush the competition.

As mentioned, the next lesson will go into more detail on how to bundle 2 physical products.