



Turning Any Drop-Ship Product into a Unique Amazon Listing (Bundling Example)

Purpose

The purpose of this lesson is to provide you some detailed information on how to take a pair of physical products and bundle them into a single unique Amazon listing.

Bundling Your Product

Criteria

To illustrate how to create a bundled product, we are going to use the example of bundling a metal detector with batteries. The metal detector doesn't come with batteries so this makes for a great illustration.

One of the things you want to be thinking of when bundling one item with another is pricing. You typically want to select something that is inexpensive as choosing otherwise will most likely reduce the market share of people willing to buy it.

Another thing you want to think about is relationship of the one product to the other. Now, it's not really necessary that the two items relate to each other, but it makes more sense from a buyer's point of view that they do and you want to appeal to the buyer.

In our example of the metal detector and batteries bundle, a review of the metal detector showed in the description that the metal detector required batteries. So, since the detector needs batteries, choosing the batteries meets the two mentioned criteria and therefore is an excellent selection.

Other Considerations

Another consideration that may come to mind is where the products are coming from. It is not necessary for both products to come from the same seller.

For example, the metal detector and batteries were found on the DS provider Doba. When reviewing these products it was revealed that these two items come from separate sellers. That's fine ... it just means getting charged a little extra on the shipping. You can compensate for this when adding the bundle to Amazon by adding a little shipping cost and marking up the product just so you are able to make some profit off the bundle. Check the pricing on the DS product listing to determine what values you want to put in. You can play with the pricing over time as you observe how things go with your selected values.



Now, before you go about adding your product bundle to Amazon, you want to do a little more digging just to make sure there's value in adding this bundle to Amazon. Using our example products, you would search on Amazon for metal detectors to see how they are ranking. In particular, you would look at the "best sellers" ranking to see how your product might stack up against the same or similar product.

Remember though – you are adding a bundle, so while on the one hand you want to try for a product that looks like it can do well, having a bundle can boost an Amazon product that may not be doing as well otherwise.

Also, you will want to target the keyword and category rather than the specific product as this is generally how shoppers browse the Amazon listings so again, if your DS product matches an Amazon product that's not doing as well, you can still have great opportunity because of the bundling.

Adding Your Bundle to Amazon

Once you have determined your bundle items, now all that remains is to add the bundle to Amazon as a single product listing.

To do this, log into your Amazon Seller's dashboard, go to "Inventory" and select "Add a product". Remember, the 'Inventory' tab can be located at the top of the dashboard page. Once there, click the "Create a new product" button to be taken to the information entry page.

Selecting a Category

The first piece of information you enter is the category. Recall from the lesson "*Adding a Product to Amazon*" how you are able to select the category/subcategories from the provided category trees in each column.

Another method is to use the search field at the top. Here you would enter a keyword, such as "metal detectors", and click "Find category". Then, from the results list, locate an item that has a category tree you think is applicable to your bundle and click on the item. This will automatically add the category tree to your new bundle product.

Entering "Vital Info"

Once again you can refer to the lesson "*Adding a Product to Amazon*" on how to enter information on this screen. For a bundle product, however, it should be noted that the information you enter is mainly for the principal item (e.g. metal detector) so, except for a couple of settings, you can focus on the principal.



Here is a summary of details to pay attention to:

- Product Name - the "*Product Name*" contain a good amount of info about both of the items included. For example, instead of just saying "Metal Detector by Bounty Hunter", you might put something like "Metal Detector with Headphones by Bounty Hunter plus Two 9-volt Batteries (bundle)".

NOTE: whatever product name you put, Amazon requires you to add "(bundle)" (without quotes).

- UPC/EAN # - enter any other vital info you have on hand, especially the UPC or EAN #
- PO Box Shipping – be sure to verify if your product is able to be shipped to a PO Box. If not, make certain to check "PO Box Shipping Excluded" as your Amazon account can really get messed up if the customer who orders the bundle uses a PO box ship-to address. This can be verified by checking on the DS site the products are coming from (e.g. Doba).

Entering "*Other*" Info

Pay attention to the following details when entering "*Other*" info:

- Pricing – enter your price for the bundle, not for a single product.
- Sale Period – it's beneficial to have a sale period for your product.
- Quantity – the quantity will come from your DS provider and takes into consideration both products. Make sure the value does not exceed the smallest quantity level of the 2 products as you want to make certain that all orders can be fulfilled. For example, if detector quantity is 30 and battery package quantity is 20, enter 20 or lower.

Entering "*Image*"

Using a graphics program, you can create an image that shows both products. You can most likely take the images directly from the DS provider listing. You can combine the images and then maybe add some kind of 'badge' (e.g. "New Bundle" or something like that).

NOTE: if you don't already have a graphics program and can't afford or don't want to spend the money for such a program (e.g. Adobe Photoshop), you may want to try the image program called 'Gimp', a legally free open-source program you can download from the web.



Entering "*Description*"

Amazon requires that you indicate your product is a bundle so be sure to add this to your key product features.

For other features, you could copy some of the detail right off the product listing on your DS provider's list, the idea being able to do this as quickly as possible, especially when handling a lot of products. This also makes it convenient when you start outsourcing this task.

As with the features, you can copy the description from the DS site, then add "(bundle)" information, e.g. "batteries are included so you can start your treasure hunting as soon as you receive your new detector."

Entering "*Keywords*"

When entering your keywords, you might want to include some words that are used by higher ranking product of the same genre, e.g. "metal detector tracker" (where "tracker" is a top-ranking metal detector and valid keyword).

Entering "*More Details*"

Finally, in our example we have batteries, so this would be one of the 'more details' you would need to add here.

Conclusion

As you can see, entering information for a bundle is very similar to a single product. This should allow you to very easily and quickly add these kinds of products, paying attention to the details as mentioned above. In very little time you will be able to see the value of these bundled products to your profit line.