



My Love/Hate/Love Relationship with Amazon

Purpose

The purpose of this "lesson" is so I, Matt Clark, can share with you some of my own lessons learned through my love/hate/love relationship with Amazon.

By telling this story, you'll hopefully get a good idea of the value of this course and, by using the lessons you learn from it, avoid the same pitfalls I experienced. I thought I was doing really well with Amazon until things went really bad but then, after continuing to work through the issues, I am doing even better on Amazon now than ever before.

Love / Hate / Love

As I said, when I first started with Amazon I was doing well but when things went bad, I thought Amazon sucked and I wasn't going to sell on Amazon again. However, doing business with Amazon represented some HUGE opportunities that were too good to give up and, as I was to discover, can actually be really good to work with.

The biggest point here is that if you're selling anything online, you need to be familiar with Amazon and hopefully selling something on Amazon because, as you learned in the *Introduction* lesson, Amazon owns the online retail market.

The Beginning

I started with Amazon a few years ago with just a few products. I have an ecommerce business outside Amazon that sells different health supplements so I started by selling a few drop-shipped items on Amazon.

It was then when I started thinking about how I was spending tens and tens of thousands of dollars on Pay-Per-Click (PPC) each month (e.g. with Google AdWords and that sort of thing) and barely breaking even. Some products were losing money while others were making some, but even for those that were making some money, it was a big struggle. I was selling tons of products at the time and managing it was a big pain in the butt.

That's when I thought about Amazon. On Amazon I only have to pay 15% and then ONLY when I make a sale. There is no management of PPC, none of that. Incredible!

That led to my next thought. With access to about 20,000 products through my different Drop Ship accounts with health supplements, I could get about 10 outsourcers to go crazy and add all those products to Amazon. If they don't sell, it doesn't cost me a thing. I'll be able to capture all the sales from people who are buying other products and only pay 15% to Amazon, which I can



make back by adding a 15% margin to my product price. After all the products get added, I'll be able to sit back and roll in the dough for almost zero effort.

Well, the strategy had merit but it also had problems. With that many products added and selling through a distributor who turned out not to be reliable for long-tailed products (not enough stock, not shipped well, etc.), I started getting customer complaints, a-to-z guarantee claims, stuff wasn't being shipped, some orders had to be refunded, etc. This resulted in my account getting temporarily blocked which in turn prevented me from being able to sell anything on Amazon except for a few products. But even with those few, I wasn't able to win the buy box (discussed in its own lesson) for anything.

As a result, sales on Amazon dropped by 82% in one month. Fortunately at this time I had my other ecommerce business going because when this happened, I didn't know what had caused it. I kept trying to figure it out and where we went wrong.

Love - Education

After a period of panic, I vowed to figure out this whole Amazon selling thing. There were some key points I wanted to know:

- What was the best way to sell on Amazon
- What were the best products to sell on Amazon
- How should you manage customers on Amazon
- All the different things that went into it ... BECAUSE ... the opportunity was absolutely HUGE!

So what I ended up doing was lots of extensive research, testing, optimizing and proving theories. I really dug into how to promote products on Amazon:

- What worked
- What would get you in trouble with Amazon
- What wouldn't get you in trouble with Amazon
- What products were best to sell on Amazon
- How to find opportunities on Amazon
- Everything related to making money on Amazon

This whole process lasted for a few years but in the end, I learned a lot about promotion and a lot about good products to sell on Amazon.

Through this education process, I was selling a ton of products on Amazon but as an example of how well a single product can do, I had 1 single product (it had high margins but still, it was just 1 product) that was doing \$60,000 per month on Amazon.



Sixty thousand dollars! For *just* 1 product! This was achieved simply by learning and implementing how to promote on Amazon. If I hadn't learned how to do this, that product would have been sitting on Amazon doing absolutely nothing. But because of all the extensive testing, optimizing, and figuring out what really works on Amazon, that single product was able to get ranked for a very competitive keyword and sell like crazy!

Hate – Banned by Amazon

Then something happened that really turned the tables on me. Amazon BANNED my account!

Investigating the problem, it turns out that Amazon didn't like a particular product of mine on their site anymore and so they banned my whole account.

To Amazon's defense, this didn't come without some warning. However, I was going crazy on there because the opportunities were so huge that I didn't properly handle any warning they had given. They had informed me before that they didn't like the product and wanted me to stop selling it on there, even though it was not illegal by any means. I even contacted Amazon Support about it but they could not help me figure out what the problem was.

After having warned me and me not taking enough heed, Amazon went from banning the product to banning my account.

I learned the first valuable lesson from this. If Amazon says not to sell a product, just DON'T do it!! Even if you can't figure out why or that it doesn't make sense, just don't do it. There are too many other products to work with. In this course you'll learn to make money selling millions of other products so 1 product is not going to make or break the bank. It is much better to keep the account active because it is such a pain to create a new one (though you will learn how to in this course).

Despite the lesson, or perhaps because of it, this is when my hatred for Amazon began. I was tired of big companies like Amazon and Google telling you that you can't do this or you can't do that. They're not like some moral authority and they're certainly not the law. I was really tired of this and didn't want to deal with these people again.

Love - Revival

After my emotions settled down, I started thinking that, as much as I would like to blame Amazon for what happened to the account, it really was completely my fault. There were clear signs I shouldn't have been doing what I was doing. Not on the promotion side of things but for that 1 product ... Amazon didn't want it on their site and whether it was clear with their Support or not, it was still clear they didn't want it on there.



With that said, I decided to create a new account and do it the right way this time. This meant:

- Use only products they want
- Use all the promotion secrets I know to get products ranked up there
- Turn this into a long term sustainable business

This also means that there really is a right way to sell on Amazon:

- Add only products they want
- Do things to keep the account nice and safe, which you'll learn in this entire training course
- Learn the do's and don'ts of Amazon, which you'll find throughout this training course and which makes the difference between success and failure on Amazon, things like how to create new account if yours ever gets banned – but you're better off not having that happen in the first place

If you do what's in this training course you'll be perfectly fine but, if all else fails, you'll learn how to get back up and running.

Conclusion – Sharing the Love

As you can see, I learned a lot of lessons.

I have literally spent hundreds of thousands of dollars learning the things that are included in this training course, not to mention the hundreds and hundreds of hours trying to figure this out, lots of stress, getting blocked by Amazon, getting suspended by Amazon, getting kicked out by Amazon.

A lot of time and money went into figuring out how to turn this thing around, how to get back up and running, how to find products that make money, how to find opportunities that make money and how to promote those products to beat out all the competition.

Now all this information is made available for you. You signed up and bought this course so hopefully I deliver well for you. If there is anything you feel is missing, feel free to contact me.

But hopefully everything is in here for you and you have everything you need to make money through a bunch of different ways on Amazon!