



## MASTER PLAN STRATEGY

### INSTRUCTIONS

This checklist is designed to help provide you with a clear path to success using the Amazon Money Machine system. It is recommended that you follow the system in the exact order that it is laid out.

The checklist is divided into phases and in each phase, there is a "Watch" section and usually an "Action" section. The "Watch" relates to specific lessons in your member's area, and the "Action" is the precise action you need to perform that is related to those lessons.

We recommend also that you print this checklist out and use it to help keep you organized and moving forward.

If you have any questions or require support, please use one of the following methods:

1. **Lesson Comment:** Each lesson has a comment area located directly under the video. Each comment is moderated and if you have a lesson specific question, this is the best place to ask it. Be sure to browse through the current comments, to ensure your question has not already been addressed. To leave a comment, simply log into your members area at <http://amazonmoneymachine.com/login> and then go to the lesson you wish to comment about. You will see a drop down to specify the type of comment you are leaving. We ask that you please use that feature so we can make sure we respond appropriately.  
  
**NOTE:** If you wish to receive email notifications when replies to your comments and or forum posts are made, then you will need to click on "My Profile" in the top of your members' area and update your email subscription settings.
2. **Forum:** Your membership also comes with access to a forum that is there for you to interact with other members, ask questions and maybe even learn a cool trick or two. To access your member's forum, simply log into your members area at <http://amazonmoneymachine.com/login> and click on the "Forum" tab in the navigation bar. Please be sure to read the forum rules before posting.
3. **Support:** If you have a technical or billing question related to your membership, then we ask that you please use our support system (please do not use the comments or forums for technical or billing issues). We have full-time staff that are ready to serve you and all you have to do is submit a ticket at <http://support.amazonmoneymachine.com/>.



## IMPORTANT:

"Phase 1" of the Amazon Money Machine is focused on the Amazon Kindle but **this is a very small part of the entire system.**

Matt is showing you the exact system he follows and that does include the Amazon Kindle but it accounts for only a smaller part of his \$100000/month Amazon Empire. We want to stress this so you do not quickly scan this and make the assumption this is all about the Kindle, because it is NOT 😊

**IMPORTANT:** This checklist does not follow the navigation that is in your member's area. For example, you will not go through the "Getting Started" training until after phase 1. Please follow the checklist exactly as laid out.

## PREPARATION & INTRODUCTION

### Watch:

- ☐ [Introduction Module] "Introduction" Video
- ☐ [Introduction Module] "My Love/Hate/Love Relationship with Amazon" Video
- ☐ [Introduction Module] "Course Overview & Instructions" Video

## PHASE 1: 60-Day Insurance System

### Watch:

- ☐ [Kindle Module] "Why Kindle?" Video
- ☐ [Kindle Module] "Getting Setup to Sell Kindle Books on Amazon" Video

### Action:

1. Create your Kindle Direct Publishing account at [kdp.amazon.com](http://kdp.amazon.com)

### Watch:

- ☐ [Kindle Module] "10 Steps to Creating Your First Kindle Book" Video
- ☐ [Kindle Module] "Kindle Niche Selection" Video
- ☐ [Kindle Module] "Kindle Sales Strategy" Video

### Action:



2. Use the Amazon Money Finder software to research opportunities on Kindle (HOT niches: recipes, weight loss, puzzles, fiction, diets, self-improvement).
3. Pick a HOT Kindle niche to write 2-4 Kindle books (a series) about.

**Watch:**

- ☐ [Kindle Module] "Writing Kindle Books" Video

**Action:**

4. Write or outsource the writing of those books (recommend you target 30-40 pages for each book)

**Watch:**

- ☐ [Kindle Module] "Formatting Your Kindle Books" Video

**Action:**

5. Get your Kindle books formatted and ready for publishing (outsource or do it yourself)

**Watch:**

- ☐ [Kindle Module] "Kindle Cover Design Principles" Video
- ☐ [Kindle Module] "Kindle Cover Creation" Video

**Action:**

6. Get Kindle cover images for your books

**Watch:**

- ☐ [Kindle Module] "Publishing Your First Kindle Book" Video
- ☐ [Kindle Module] "KDP Select Program" Video
- ☐ [Kindle Module] "Kindle Book Titles that Sell" Video
- ☐ [Kindle Module] "Kindle Book Description" Video
- ☐ [Kindle Module] "Pricing Your Kindle Books for Maximum Results" Video

**Action:**

7. Publish your Kindle books



# amazon Money Machine Training Guide

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**STOP** - Wait until those books are done getting reviewed and are live on Amazon (usually takes between 12-48 hours).

**Watch:**

- ☐ [Kindle Module] “Author Central” Video

**Action:**

8. Setup an Author Central account for your Kindle books and add those books to that account

**Watch:**

- ☐ [Kindle Module] “Kindle Sales Strategy” Video

**Action:**

9. Republish your Kindle books with a page at the end and beginning of each book with links to your other Kindle books

**Review:**

- ☐ Amazon Alliance area of the Amazon Money Machine

**Action:**

10. Submit your Kindle books to Amazon Alliance to start getting it promoted with reviews/likes/tags from other AMM members

**NOTE:** This will get money on its way to you (will take 60 days to get paid for Kindle book sales though – so don’t want to spend more than one week on this).

## PHASE 2: 14-Day Rapid Cash System

Now, you are ready to start selling a private labeled or drop-shipped product to start making money quicker (14 days to get paid vs. 60 days).

**Watch:**

- ☐ [Getting Started Module] “Creating an Amazon Seller Account” Video
- ☐ [Getting Started Module] “The Seller Account Dashboard” Video
- ☐ [Getting Started Module] “The First 28 Days” Video
- ☐ [Bonus – Suspension & Revival Module] “Account Reviews, Suspensions, and Revivals” Video

**Action:**

1. Setup your Amazon Seller Central account

**Watch:**

- ☐ [Drop-Shipping Module] “Drop-Shipping Overview” Video
- ☐ [Drop-Shipping Module] “How to Make Money Selling Drop-Shipped Products on Amazon” Video
- ☐ [Drop-Shipping Module] “Finding Opportunities on Amazon for Selling Physical Products” Video
- ☐ [Private Labeling & Wholesaling Module] “Private Labeling and Wholesaling Explained” Video
- ☐ [Private Labeling & Wholesaling Module] “How to Use Private Labeling and Wholesaling to Make Money on Amazon” Video
- ☐ [Private Labeling & Wholesaling Module] “Finding Opportunities on Amazon for Selling Physical Products” Video

**Action:**

2. Use the Amazon Money Finder software to research products on Amazon with high Niche Opportunity Score (NOS)
3. Find 2-3 products that have high NOS and write down all the specifications of those products (name, brand, type, size, color, etc.)

**Watch:**

- ☐ [Drop-Shipping Module] “Where to Find Drop-Shipped Products” Video
- ☐ [Private Labeling & Wholesaling Module] “Where to Find Private Label and Wholesale Products” Video

**Action:**

4. Contact the manufacturers of the high NOS products to inquire about:
  - a. If they offer drop-shipping
  - b. What their prices are for wholesale orders
  - c. If there are any companies that distribute their products to retailers (often THEY may drop-ship)
  - d. If they offer private-labeling (may not apply to all products)
5. Get the details you need to place a wholesale, drop-ship, and/or private-label order for those products (don't order yet). Your goal is to have 1-2 products ready to sell.



**Watch:**

- ☐ [Private Labeling & Wholesaling Module] “Fulfillment Options” Video

**Action:**

6. Place initial order and prepare for fulfillment (FBA is the easiest)

**Watch:**

- ☐ [Drop-Shipping Module] “Adding a Product to Amazon” Video
- ☐ [Drop-Shipping Module] “Turning Any Drop-Ship Product into a Unique Amazon Listing (Introduction)” Video
- ☐ [Drop-Shipping Module] “Turning Any Drop-Ship Product into a Unique Amazon Listing (Bundling Example)” Video

**Action:**

7. Add product(s) to Amazon using existing listings (drop-shipped/wholesale products) or new listings (private label/wholesale products)

**Watch:**

- ☐ [Drop-Shipping Module] “Winning the Buy Box” Video
- ☐ [Promotion Module] “What it Takes to Get Your Product Ranked in Amazon (Part 1)” Video
- ☐ [Promotion Module] “What it Takes to Get Your Product Ranked in Amazon (Part 2)” Video
- ☐ [Promotion Module] “Promotion Tool #1: Purchases” Video
- ☐ [Promotion Module] “Priming the Pump” Video
- ☐ [Promotion Module] “Promotion Tool #2: Reviews” Video
- ☐ [Promotion Module] “Promotion Tool #3 & #4: Likes and Tags” Video
- ☐ [Promotion Module] “Promotion Tool #5: Amazon Linking” Video
- ☐ [Promotion Module] “Promotion Tool #6: Keywords” Video
- ☐ [Promotion Module] “Promotion Tool #7: Frequently Bought Together” Video
- ☐ [Promotion Module] “Using Kindle Books to Promote Physical Products” Video
- ☐ [Promotion Module] “Ultimate Promotion System” Video

**Actions:**



8. Use Ultimate Promotion System to promote drop-shipped/private-label/wholesale product(s)

**Note:** Don't do the SEO part of the Ultimate Promotion System just yet

**Show Me The Money:** At this point, you should already have some sales coming in the door

## PHASE 3: Beyond Amazon

Next, use SEO system to promote both Kindle books and physical product

### Watch:

- ☐ [Promotion Module] "Leveraging Amazon's Search Engine Power for Rapid Google Rankings" Video
- ☐ [Blog/SEO Module] "Step 1: Keyword Research For Starting Your Blog" Video
- ☐ [Blog/SEO Module] "Step 2: Finding the Right Domain Name" Video
- ☐ [Blog/SEO Module] "Step 3: Set Up Your Blog's Hosting" Video
- ☐ [Blog/SEO Module] "Step 4: Creating Killer Content" Video
- ☐ [Blog/SEO Module] "Step 5: Blog Installation & Initial Settings" Video
- ☐ [Blog/SEO Module] "Step 6: Understand Themes & What To Look For" Video
- ☐ [Blog/SEO Module] "Step 7: Setting Up Your Initial Plugins" Video
- ☐ [Blog/SEO Module] "Step 8: Important Pages You Need To Have" Video
- ☐ [Blog/SEO Module] "Step 9: Adding Content The Right Way" Video
- ☐ [Blog/SEO Module] "Step 10: SEO Your Blog For Higher Rankings" Video
- ☐ [Blog/SEO Module] "Step 11: Get Your Blog Indexed In Google" Video
- ☐ [Blog/SEO Module] "Step 12: How To Get Social With Your Blog" Video
- ☐ [Blog/SEO Module] "Step 13: How To Get Traffic To Your Blog" Video
- ☐ [Blog/SEO Module] "Step 14: How To Maintain For Long Term Success" Video
- ☐ [Blog/SEO Module] "Step 15: How To Properly Use Auto Assistance" Video

### Action:

1. Research and create your blog(s) that will promote your product(s)
2. Promote your blog(s)
3. Set up a long term maintenance plan for your blog(s)



## **PHASE 4: Amazon Empire**

Once all of this is rolling, continue to promote and expand your product (including Kindle books) selection.

### **Actions:**

1. Use Ultimate Promotion System to promote Kindle books
2. Use Amazon Money Finder software to find more products to source and sell
3. Use the Amazon promotion & SEO strategies to build your Amazon Empire!

### **Watch:**

- ☐ [Bonus Modules] “Self-Publishing Your Own Physical Book” Video