3 REASONS WHY YOU SHOULD NOT START A BUSINESS ON amazon

Why I Closed My $3M Online Business

Congratulations!

You made a wise decision grabbing this free report. My name is Anthony Morrison and I truly believe if you're thinking about launching an Online Business this will be some of the most important information you read this year.

Unfortunately, with the Internet, we're bombarded with "hype" that many fall into on a daily basis. While working from home and making money online is possible - it requires you to navigate your way and find what works and will work for you.

When I started my first business many years ago I did so on a whim. I often tell people I got lucky because my success was never planned. I simply guessed right the first time and found a way to make that business grow into a $3,000,000.00 per year business.

Given the name of this report, you'll probably be shocked to know that my first business was in fact, an e-commerce business.Now when I started that business there was no Amazon FBA. People didn't launch stores or drop-ship products to Amazon's warehouse as they do now.

It wasn't even possible for the average entrepreneur to make money selling products on their platform. So I utilized sites like eBay, message boards, forums, anywhere that sold goods online to generate traffic and attract eyeballs to my products.

I drop-shipped virtually every product I sold which made it much easier for me, a 24-year-old kid still in med school to scale my business out of nowhere.With all this backstory, you might be shocked to know that after a few short years of running that business I completely TURNED IT OFF.

I'll never forget the day I went into my online store and just clicked disable.

It was a surreal feeling since that business was the one that saved my family from a complete financial disaster. It paid for my brother to attend a great college and my sister to attend beauty school. It helped pay for my parents' home and their cars. E-Commerce was good to me in so many ways, but in others, it began destroying me.

The TRUTH about Drop Shipping and E-Commerce

As with most in retail, my sales months were up and down. I had to deal with vendors cutting off access to products or being back-ordered.

There were long shipping times, lengthy negotiations, and when Chinese New Year came around - just forget about reaching anyone if you're doing business overseas.

This greatly affected my ability to make money. Not to mention, I was constantly worried about UPS or FEDEX messing up deliveries, losing packages, and spurring on a flurry of customer complaints.

All of these stresses lead to a very unhealthy quality of life.Now would I just turn off a business doing $3,000,000 a year just because I didn't want to deal with the stress?

Absolutely NOT. The truth is, I had begun looking for other ways to build a business that didn't include all of those stressful things and somehow stumbled upon affiliate marketing, which completely changed my life.

My New Life as an Affiliate Marketer

Affiliate marketing is simply the practice of promoting someone else's product or service and getting paid a commission on every click, sale, or signup depending on the offer you're promoting.

This was a stunning revelation!

I no longer had to deal with customer support, finding products, or rely on someone else to controlling my ability to generate income.

I could literally just focus on ONE THING- marketing.

Once I had the marketing figured out - I was making consistent cash.I managed to build my affiliate marketing business to revenues that eclipsed even my e-commerce business.

I had months of $300,000.00 or more in my early twenties and the crazy part - most of it was profit!

PS: Profit is another topic “gurus” don’t mention when promoting e-Commerce, Drop-Shipping, or Amazon FBA...

Sure, it’s great to do $3,000,000.00 in sales, but if you’re profit margin is just 1% you’re dealing with three million dollars’ worth of headaches for only $30,000.

At that salary, you might as well work for a company and let your boss handle the stresses that come from owning an e-Commerce business.

That’s why, as soon as I learned I could generate higher profit margins and eliminate the stress that came from the sale - I was HOOKED.

Read on and I think you’ll see exactly why it makes sense to follow the path I took.

I’ve generated over $250,000,000.00 in sales WITHOUT e-Commerce and WITHOUT getting into Amazon FBA.

Ready? Let's Dive In!

3 Reasons Why You Should NOT Start an Amazon Business

Reason 1: It's NOT Beginner-Friendly

Most people want to start an online business because they think it's going to be simple. They see gurus living the "laptop lifestyle," traveling the world, working from anywhere, killing their 9-5 and want to get in on that action.

Well in my experience, an Amazon Store is going to give you anything BUT that type of lifestyle.

Just like e-Commerce - Amazon FBA requires you to endlessly search for high converting products, handle negotiations with suppliers, purchase products in bulk, ship them, and check for quality.

But with Amazon FBA, on top of it all, you need to mechanically check your competitor's pricing. If a bigger better seller comes along and is able to outprice you, then all the work you put into your research and negotiations are sunk.

No refunds, no exchanges, no returns.

You may now welcome all of that purchased inventory into your living room.

Does this sound easy to you?

I can tell you I have seen so many people talk about how easy this is it makes me sick.

I often think to myself, why can't people just be honest? Why can't they tell the truth? Why won't they give all the details? I know that sounds like a pipe dream online, but wouldn't it be nice?

That's exactly why I sat down on a warm Saturday morning, made a giant cup of coffee, and began typing out this report.

I want you to be informed so you can make a decision on what you'd like to do online after having ALL the information, instead of just the parts that sensationalize certain industries.

PS: That goes for my industry as well. I happen to think Affiliate Marketing is a far better method, but I'll always promise to show you the struggles of EVERY opportunity rather than sugar-coat them for you.

Reason 2: Price Wars

Let's say you're able to find a great product that people actually want to buy. Nice!

The biggest issue you're going to face is the price war that goes on between sellers. Those selling Amazon courses fail to mention it's not an even playing field, especially for beginners.

How do you compete with companies who have their machine turned on, buying items in bulk, and receiving massive discounts? It's not possible for you to keep profit margins in those scenarios.

Consumers can EASILY shop by price on Amazon. If you don't have the best price – you're not getting the sale. Period.

I recently spoke with someone who's crushing it with Amazon and he explained exactly how he pushes the small guys (those just getting started) out of the marketplace.

He said he buys in massive bulk quantities and lowers his price to a point where he KNOWS other sellers would be losing money.

He's not making much, but he's not losing any - so he waits it out.

Eventually what happens is the smaller sellers (yep all those beginners) give up and remove their listings.

He then raises his prices back up to healthy profit margins, while the rest get stuck with inventory they can't sell. In some cases, he even reaches out to them and buys their inventory for pennies on the dollar!

It's a sad thing, but it's the reality of business. Consumers want the best price points and big businesses are always going to get the deepest discounts.

I would hate for you to be stuck in this same situation and end up losing money on products just like so many others end up doing.

Reason 3: Financial Investment & Cashflow

Here's where the big BAM comes to those looking to build an Amazon store. Have you ever wondered why people offer "done for you" stores?

They literally build the entire store and even run it for you. Sure, they charge you upwards of $20,000 to set it up plus 50% of the profits, but why do you think they do that?

The logical question to ask yourself (and that you'd probably ask them) is why not just do the store yourself and keep all the profit?

The answer is simple - cash flow.

I'd love to make this more complex and exciting but the truth is, cash flow is difficult with Amazon stores.

Let me give you an example.

Let's say you have a budget of $5,000 to start your amazon store and you spend it all on products and inventory to sell in month one.

Let's also assume you have a gigantic 20% profit margin on these products. (This would be at the top of the spectrum, but I want this example to really make an impact on you.)

Month 1: Spend $5,000
Month 1: Generate $6,000
Month 1: Profit $1,000

The above looks great, right?

You've made $1,000 in pure PROFIT from your business. But here's the issue, at some point during month 1 you've got to buy inventory for month 2, right?

You can't just run out of product to sell or else you'll be out of business. So before month 2 even starts you have to invest another $5,000 in product.

Can you see how the cash flow starts to implode here?

If you want a basic $5,000 a month business, you'll need at least 3 months of capital for inventory upfront. This means you'll need $15,000 each month to generate $1,000 per month to in profit.

It will take you 15 months to pull your own investment out and at that point you'll still have all your profit tied up just re-investing in your business.

Now, this is a pretty decent investment if you have a wad of cash lying around or looking for an alternative to putting your life savings in a retirement account...

But most of us are looking for a way to generate income, not a way to balance an investment portfolio with returns no better than the stock market.

Not only that but what if you want to scale?

This is where the real cash flow crunch REALLY hits. Now you're trying to increase your spend every month and pray those price wars don't hit you any time soon (see above).

The issue here is you end up investing a ton of money in your store with massive risk and very long turnaround time to actually start realizing some of that profit you're making each month.

This is exactly why you find people offering "done for you" stores with huge initial investments required on your part.

They essentially work off YOUR credit and YOUR money and keep 50% of the profit for THEMSELVES. It makes total sense for them, but absolutely no sense for you.

What Should You Do Instead?

I can only share with you my personal story and the path I took to create financial freedom from the internet.

I found massive success as an Affiliate Marketer online simply promoting other people and their products while collecting a commission on every click, sale, or signup.

- I don't deal with price wars. (I promote the best of the best and can choose brands anytime I'd like)

- I don't deal with customer service. (Everything is fulfilled by the vendor I'm promoting)

- I don't deal with razor-thin profit margins. (I know exactly what I'm going to make from every sale and never have to worry about the vendor changing the price or my commission)

Now, I promised to share the warts and all of every industry, not just the ones I am against.

So in the interest of full disclosure, I want to admit that when I started doing this over 10 years ago, it was a bit easier to get approved as an affiliate for some of the companies I would promote.

Just because a company has an affiliate program does not mean you'll get the right to be a part of it instantly.

To address this issue and to help you and countless others walking the same path, I've I created a program called Partner With Anthony.

It's something I truly believe can and will help you get started.

Instead of doing this on your own, you'll actually work with me by partnering with me in creating affiliate sales for my Rolodex of high converting, exclusive companies that are typically excluded from beginners.

I even give an opportunity to partner with my OWN products and services.

At the time of writing this report, our students have gained access to MANY affiliate programs, simply by stating they're in my program, that others have waited YEARS to claim their spot or were flat-out denied.

The reason they allow my students access is that I work with my students, helping them see very clearly the path that I took to create success online.

I Would Absolutely Love To Have You Partner With Me...

...and work with me to build your affiliate relationships and your opportunities to succeed online.

I hope if nothing else this report gave you some clarity on the different aspects of starting an Amazon store, affiliate marketing and why I truly feel you should always take the path of least resistance when you're striving for success.