



51%

products sold
on Amazon
came from
sellers like us

HOW TO SELL ON AMAZON

22%

sellers see
profits
within 3-6
months of
selling

STEP BY STEP GUIDE

The 4 step framework we use to build & scale Amazon FBA brands to over \$100,000/mo like clockwork.

Hey there ,

Thank you for your interest on selling on Amazon.

Contained within, please find the best model for building a wildly profitable Amazon FBA private label business FAST, Even if you're an absolute beginner.

How this book works

If you're like me, reading books takes a long time. I get bored with them really fast. I have to read the whole thing in one sitting, or it won't get finished. And these concepts are TOO IMPORTANT to risk you getting bored SO STICK WITH ME, OKAY?

I wrote this book to be as easily digestible as possible. However you like to learn, I've got you covered. Each concept is explained 3 ways:

1. Cool screenshots
2. Even cooler video (recorded by... you guessed it)
3. Text summaries (written by...well, someone else who likes writing more than I do)

For Best Results...

Go through ALL THREE EXPLANATIONS.

We're trying to make you money here, so take a few extra minutes to really understand each concept. It will be worth it, I promise.

Here's what you're going to learn

Section 1- How to setup an Amazon seller account and research products you want to sell.

Section 2 - How to find a supplier to source your products to Amazon wear-house.

Section 3 - How to create a product page on Amazon and start selling.

Now, get reading so we can START make you some BIG MONEY!

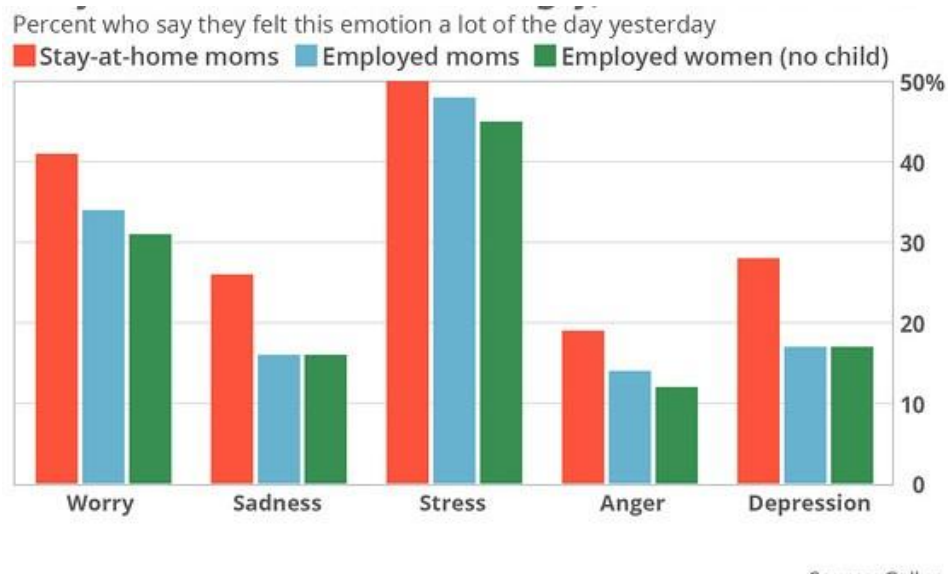
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Nurturer to many, yet find yourself unfulfilled? Tired of the routine monotony? Want to put your education, experience and passion to work?

Want to gain financial freedom without ‘mom guilt’? Did I speak your mind?

Not very long ago, well seven year ago. I was where you are at the moment. Caring for two boys under four, blessed but quite exhausted... you know what I mean. I had my hands and heart full, nonetheless I felt quite “unfulfilled”. I wanted to put my education and passion to work but was caught in “Mom Guilt”.



That's when I came across a course on how to start a private label business on Amazon. A course on which I spent some few good \$\$\$\$ but something that paid off well at the end..tbh very well.

Within 12 weeks of selling on Amazon USA I was able to generate \$2k net profit into my bank account. And within 12 months I was \$100k in sales/month, with 20% profit... you can do the math on this one.

Did you know over 51% of products sold on Amazon came from sellers like you and I? Third party sellers generate over \$ 27.3 billion in sales each year and is only growing. Where 22% sellers saw profits within 3-6 months of selling and 30% Amazon sellers have reached lifetime sales of over \$100,000.

What if I told you all of it was possible by investing only 30 minutes a day for twelve weeks?

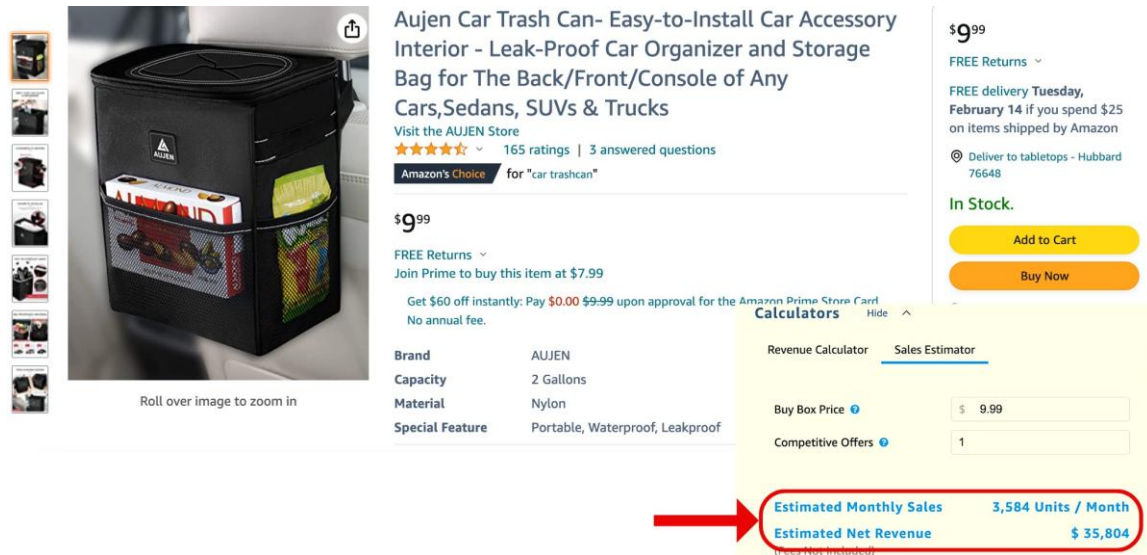
But afraid you have no experience branding, selling or aren't tech frenzy? Don't have the big bucks to take a course or start a business? No worries, the system can be learned by anybody and everybody.

Is this a get rich quick scheme? No. Is Amazon your make money by magic machine? No. If you looking for those this isn't for you. This requires consistent learning and ACTION for

at least 30 minutes a day.

Here I have created a comprehensive ebook where I have input my knowledge and experience on How to start your own private label business on Amazon. So read on.

SIMPLE CASE STUDIES



Aujen Car Trash Can- Easy-to-Install Car Accessory Interior - Leak-Proof Car Organizer and Storage Bag for The Back/Front/Console of Any Cars, Sedans, SUVs & Trucks

Visit the AUJEN Store
 ★★★★★ 165 ratings | 3 answered questions
 Amazon's Choice for "car trashcan"

\$9.99
 FREE Returns
 Join Prime to buy this item at \$7.99
 Get \$60 off instantly: Pay \$0.00 \$9.99 upon approval for the Amazon Prime Store Card. No annual fee.

Brand: AUJEN
 Capacity: 2 Gallons
 Material: Nylon
 Special Feature: Portable, Waterproof, Leakproof

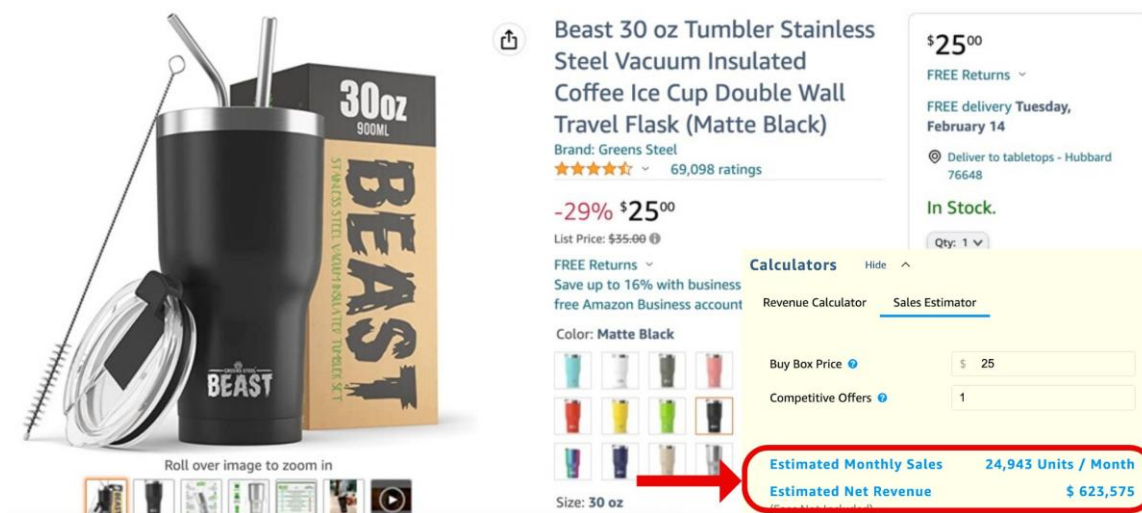
Calculators
 Revenue Calculator | Sales Estimator

Buy Box Price: \$ 9.99
 Competitive Offers: 1

Estimated Monthly Sales: 3,584 Units / Month
Estimated Net Revenue: \$ 35,804
(Prices Not Included)

Here is an example of how a simple car trash bag selling at \$9.99 is generating over \$35k revenue per month with just over 165 ratings.

Also check below for regular hooks and tumbler generating over \$160k in revenue and whopping \$623k respectively.



Beast 30 oz Tumbler Stainless Steel Vacuum Insulated Coffee Ice Cup Double Wall Travel Flask (Matte Black)

Brand: Greens Steel
 ★★★★★ 69,098 ratings

-29% \$25.00
 List Price: \$35.00

FREE Returns
 Save up to 16% with business free Amazon Business account

Color: Matte Black

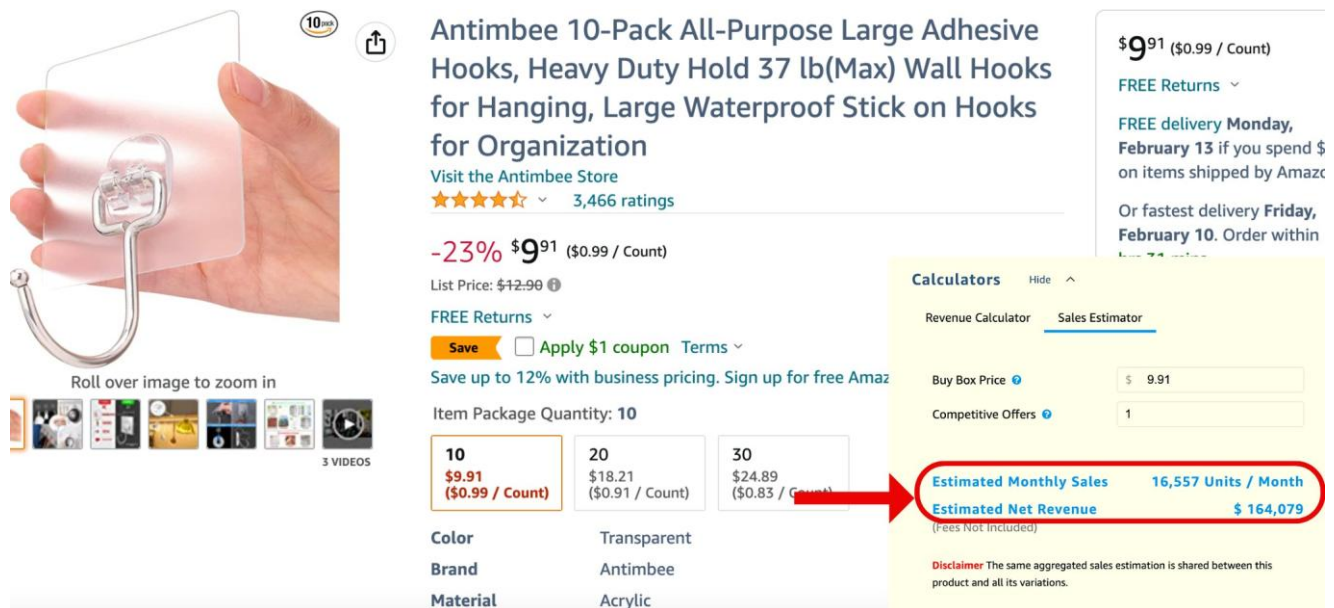
Size: 30 oz

Calculators
 Revenue Calculator | Sales Estimator

Buy Box Price: \$ 25
 Competitive Offers: 1

Estimated Monthly Sales: 24,943 Units / Month
Estimated Net Revenue: \$ 623,575
(Prices Not Included)

These products among million others aren't owned by any corporate giants but regular third party sellers like you and I.



The image is a screenshot of an Amazon product page for 'Antimbee 10-Pack All-Purpose Large Adhesive Hooks, Heavy Duty Hold 37 lb(Max) Wall Hooks for Hanging, Large Waterproof Stick on Hooks for Organization'. The product is shown as a hand holding a clear adhesive hook. The price is \$9.91 (\$0.99 / Count), marked as a 23% discount from the list price of \$12.90. The product has 3,466 ratings. A 'Calculators' sidebar on the right is open, showing the 'Sales Estimator' tab. It displays a 'Buy Box Price' of \$9.91 and 'Competitive Offers' of 1. The calculator results show 'Estimated Monthly Sales' of 16,557 Units / Month and 'Estimated Net Revenue' of \$164,079. A red arrow points from the '10' quantity option to the calculator results. The calculator also includes a disclaimer: 'Disclaimer The same aggregated sales estimation is shared between this product and all its variations.'

Antimbee 10-Pack All-Purpose Large Adhesive Hooks, Heavy Duty Hold 37 lb(Max) Wall Hooks for Hanging, Large Waterproof Stick on Hooks for Organization

Visit the Antimbee Store

★★★★★ 3,466 ratings

-23% \$9.91 (\$0.99 / Count)

List Price: \$12.90

FREE Returns

Save ☐ Apply \$1 coupon Terms

Save up to 12% with business pricing. Sign up for free Amazon Business

Item Package Quantity: 10

Quantity	Price	Price / Count
10	\$9.91	(\$0.99 / Count)
20	\$18.21	(\$0.91 / Count)
30	\$24.89	(\$0.83 / Count)

Color: Transparent
Brand: Antimbee
Material: Acrylic

Calculators Hide

Revenue Calculator **Sales Estimator**

Buy Box Price \$ 9.91

Competitive Offers 1

Estimated Monthly Sales 16,557 Units / Month

Estimated Net Revenue \$164,079 (Fees Not Included)

Disclaimer The same aggregated sales estimation is shared between this product and all its variations.

For more product research related video tutorials follow our page:
<https://www.facebook.com/profile.php?id=100086777105930>



amazon **FBA**

A STEP BY STEP GUIDE

AMAZON FULFILLMENT

DEFINITION: WHAT IS AMAZON FBA?



Fulfillment by Amazon, or FBA, is a service provided by Amazon that takes care of inventory storage, order fulfilment, returns, and even customer service for Amazon sellers. FBA allows sellers to focus on other aspects of their business while having Amazon handle storage, picking, packing, and shipping out orders. It's a favoured business model: 86% of third-party sellers use FBA.

When you start selling on Amazon, you become part of a retail destination that's home to sellers of all kinds, from Fortune 500 organisations to artisan vendors who make handcrafted goods.

They all sell here for a reason: to reach the hundreds of millions of customers who visit Amazon to shop.

HOW TO REGISTER

With two selling plans (they're called Individual and Professional, but you can think of them as standard and premium), Amazon offers you the flexibility to sell one item or sell thousands. Before you begin registration, decide which plan is a better fit for your business.

Simply go to <https://sellercentral.amazon.com> and follow the Sign up page. Note* Amazon USA does not require any licensing or taxation for non citizen sellers. All you need is basic bank and address details. It cant get simpler than that. Also 80% of the Amazon's fortune comes from the USA market, providing sellers a great opportunity for lucrative growth.

AMAZON PRODUCT RESEARCH?



The process of researching products to sell on Amazon is exactly that. A process of analysing what's selling so that you can grab a slice of the action. The idea is that you research products that you are able to source inexpensively and sell for a profit.

Why is it Important to do Product Research?

If you don't spend adequate time honing your research skills, you'll be unable to spot potentially profitable products. Choosing random products just because you like the look of them and 'think' they will sell on Amazon will not cut it, because what you 'think' and what your research will uncover are likely to be total opposites!

So, don't sell what you want to sell, sell what sells!

There is no room in the world of running an ecommerce business for you to make guesses or uninformed decisions, particularly if you want your business to be successful and to grow.

Good Products vs Bad Products

Ok, so 'bad products' might be a little strong, but, there are certainly 'good' product characteristics you should consider when you research products to sell on Amazon. The important point is to research products that sell – because of course, you need customers to survive!

But you also must take into consideration the product from your point of view as the seller. For example, you might discover that 50-inch TV's are selling like they are going out of fashion. Great! But from a practical point of view, as an Amazon seller most likely working from home, you'll have trouble not only with storage of stock but also shipping fees,

not to mention brand restrictions.

So, you need to leave products like that to the big boys and instead concentrate on products that make running your ecommerce business simple and make your research simple too.

Good Products fit the following criteria:

- Small, lightweight, robust – easy to store pack and post
- A price point of between \$10 and \$50 – attracting impulse buys
- Unbranded (with branding potential) – higher margins available
- Low competition – a chance to enter the market

By keeping these criteria in mind, you will filter out items that don't meet these requirements and your research task immediately becomes less daunting and more refined.

Now you don't need to worry about looking at heavy or bulky products, branded products, perishable goods or products that don't fall into the impulse buy category.

So, now that you know what you're looking for, let's move on to Amazon research tactics that will make finding the perfect profitable product a simple process.

How to Find a Best Product?

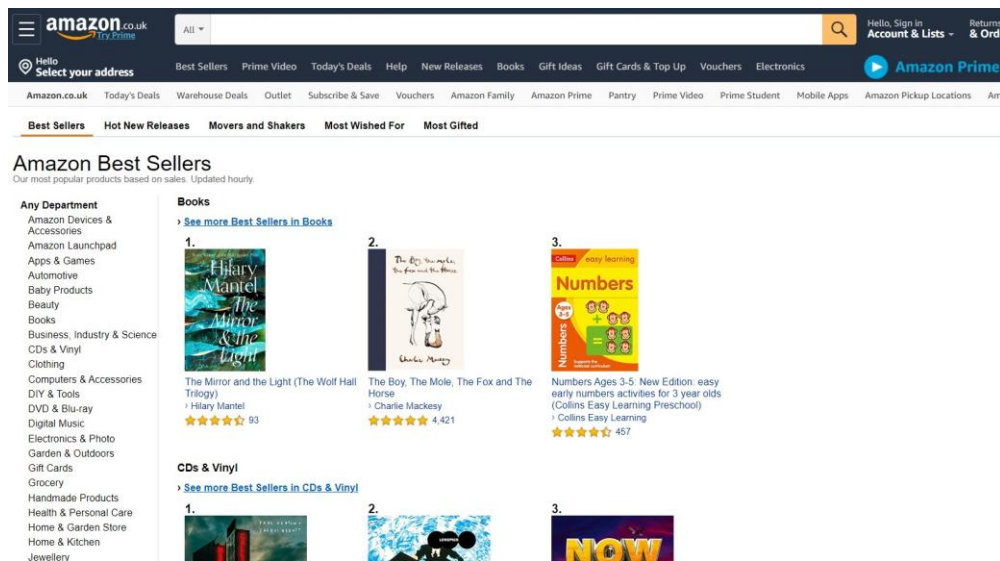
When it comes to product research, generating product ideas is the first step. Luckily, there's an easy way to do that - by checking what's trending on Amazon. They are Best Sellers, New releases, Movers & Shakers, Most Wished For, Gift Ideas. These parts provide you with a ton of information while doing product research.

- Best Sellers. This page provides a broad overview of products that are currently selling well on Amazon, making it an excellent resource for generating product ideas.
- New releases. This page highlights products that are already selling well and will soon be available, giving you an opportunity to get in on the ground floor with upcoming trends.
- Movers & shakers. This hourly-updated list features products that have made the most sales in their respective categories in the past 24 hours. It's a great way to stay on top of current customer shopping trends.
- Most Wished For. This page displays products that are frequently added to wish lists and being searched for on Amazon, offering insight into what customers want most.
- Gift Ideas. This page showcases popular products that are often purchased as gifts. Using Most Wished For and Gift Ideas together can help you identify products with good profit margins and low competition during the holiday season.

Top Amazon Research Tactics For Sellers

Research is the key to finding winning products to sell on Amazon. So, you must make sure you do it right and know exactly where to carry out your research!

Amazon Lists



The first place you should head to for your research is unsurprisingly Amazon itself. More specifically, the Amazon Bestseller lists, which not only include ‘bestsellers’, but also include ‘movers and shakers’, ‘most wished for’ and ‘gift ideas’ sections. All of these can offer invaluable insights into the type of products you should be considering for your inventory.

Head over to the Amazon Bestsellers page and start your research.

All the tabs you see across the top of the page are super helpful to you when it comes to your Amazon product research:

Use Bestsellers to view the top 100 bestselling products in any category. The trick here is to dig deep into the sub-categories. So, don’t look at the number one seller in the top-level category and choose that as the item you are going to source and sell.

Instead, choose a sub-category and look at the top 100 there instead. Although still popular there will be less competition and you are ‘niche-ing’ down your ideal product. Choose a product to research further and source a similar but better version rather than the exact product.

Use Hot New Releases to discover what’s selling well right now and what products are about to be released. Just like the best sellers, you should niche it down and base your on-going research on products that are similar to those that are just released.

If you’re quick with your research, you may even be able to source a product before the release date of a popular item and cash in immediately.

Use Movers and Shakers to discover which products have gained an increase or decrease in popularity over the previous 24 hours. This is a great tactic if you have a product in mind and want to monitor it for a period before sourcing and adding it to your inventory. Beware monitoring for too long though as you may miss the ideal opportunity.

Use Most Wished For and Most Gifted to view the products that are most often added to

gift lists or even ordered as gifts. The benefit here is you will be able to see the types of products that are trending, giving you ideas for further niche research rather than product research in general.

Browse through AliExpress and Find the Bestsellers

This is a fantastic Amazon product research tactic, yet often overlooked! AliExpress is one of the biggest trade marketplaces that you have free access to, so don't just use it for product sourcing. Use it for your research as well.

AliExpress doesn't have a dedicated page for best selling products, but you can still investigate which products are popular in three easy steps:

1. Choose a category or sub-category e.g. pet supplies
2. Sort results by 'orders' to see the highest sold numbers first
3. Filter the results to display products with a 4* rating

You'll now see all the top-selling products in your chosen category or sub-category with the added bonus that you can have confidence in that product due to all ratings being 4 star or above from previous buyers.

Final Thoughts

Your Amazon product research will never feel daunting if you always follow the set criteria and remember to 'niche-down' your research whilst using competitor information and trends to help you. There's no need to waste time trying to sniff out products that are non-starters when you can narrow down.

For more product research related video tutorials follow our page:
<https://www.facebook.com/profile.php?id=100086777105930>

PRODUCT SOURCING (ALI BABA)



Alibaba provides sellers with a massive database to choose manufacturers and suppliers that suit their needs within a quick time frame. Its primary function is to bring together buyers with manufacturers and wholesalers.

What is Ali baba?

Product sourcing From Alibaba to Amazon FBA is one of the building blocks of your Amazon sales. This is because it entails high profits for sellers owing to the extremely low prices of products in the Chinese marketplace as well as other markets around the world.

You may be a seller with brilliant product ideas but without a strategy in place for product sourcing, it can become very difficult to take your Amazon FBA business forward. This is where Alibaba comes into play because you can choose from various suppliers of different price ranges.

How to buy products from Alibaba and sell on Amazon?

Whether you're searching for economically priced products or the right manufacturers for your products, Alibaba facilitates eliminating the intermediaries. It allows for easy communication directly with wholesalers and manufacturers.

Head to Alibaba

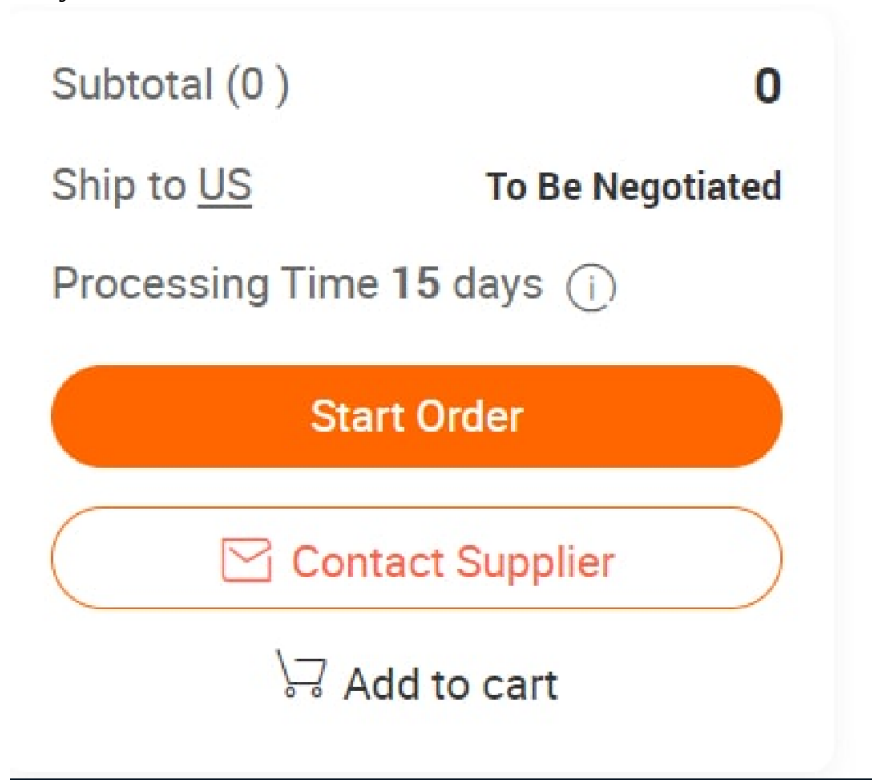
Once you have decided on what products to sell, you can then head over to Alibaba.com and start looking for manufacturers and suppliers. Decide what price range you want to set for your products. You can then start looking for quotes accordingly and narrow down your search for suppliers that fit within your price range.

Firstly, set up an account on Alibaba. You don't have to pay any charges or fees to do so. Creating an account allows you to easily communicate with suitable suppliers.

You can then begin by using the search bar to find the exact item that you are looking to sell. Alibaba will provide you with similar product categories and manufacturers. You can

click on any one and additional information will be displayed about the product like any certifications, images of the manufacturing process, the length of the term that the manufacturer has been associated with Alibaba, etc.

Now, you can go about getting quotations and samples. Get in touch with sellers using the “Chat Now” option for more information about the quality of the product. Ask for samples as they are important to assess the product quality. Shortlist all the suppliers you want to contact, and ask them for quotations using the “request for quotation” option or contact the supplier manually.



The screenshot shows a supplier interface with the following elements:

- Subtotal (0)** with a large **0** on the right.
- Ship to US** and **To Be Negotiated**.
- Processing Time 15 days** with an information icon (i).
- An orange button labeled **Start Order**.
- A button with an envelope icon and the text **Contact Supplier**.
- A shopping cart icon and the text **Add to cart**.

1. You can then go about negotiating the prices and the MOQ (Minimum Order Quantity) as there are different prices quoted accordingly. Negotiation is an important part of sourcing from Amazon while also ensuring that you don't compromise on quality as is the case very often.
2. When you find suitable suppliers, make sure you verify all the necessary details like whether they have the necessary shipping authorizations, trade insurance, and most importantly, they need to be familiar with the requirements of Amazon FBA.
3. Once you have acquired all the necessary manufacturer/supplier information, you can then proceed to finalize your purchases. The next most important question that many people have is “Can I ship directly from Alibaba to Amazon FBA?” Yes, you can have your orders shipped to an Amazon FBA warehouse. You must also take into account shipping costs from Alibaba to Amazon FBA. Your Amazon Seller Central account will have to be updated with all the information on the ‘Manage Inventory’ page. Mention the order quantity and do what is required with respect to product

and shipping labels. Take into account customs as well and then just have your products shipped directly to the Amazon warehouse.

For more product sourcing related video tutorials follow our page:
<https://www.facebook.com/profile.php?id=100086777105930>

CREATE LISTING AND SELLING ON AMAZON



Creating an Amazon product listing is perhaps the most fundamental thing you need to know how to do to be successful on Amazon.

Listings provide everything the customer needs to know for them to decide whether to purchase your product or not.

That's why as a seller, knowing how to effectively construct your listing is paramount to your success on Amazon.

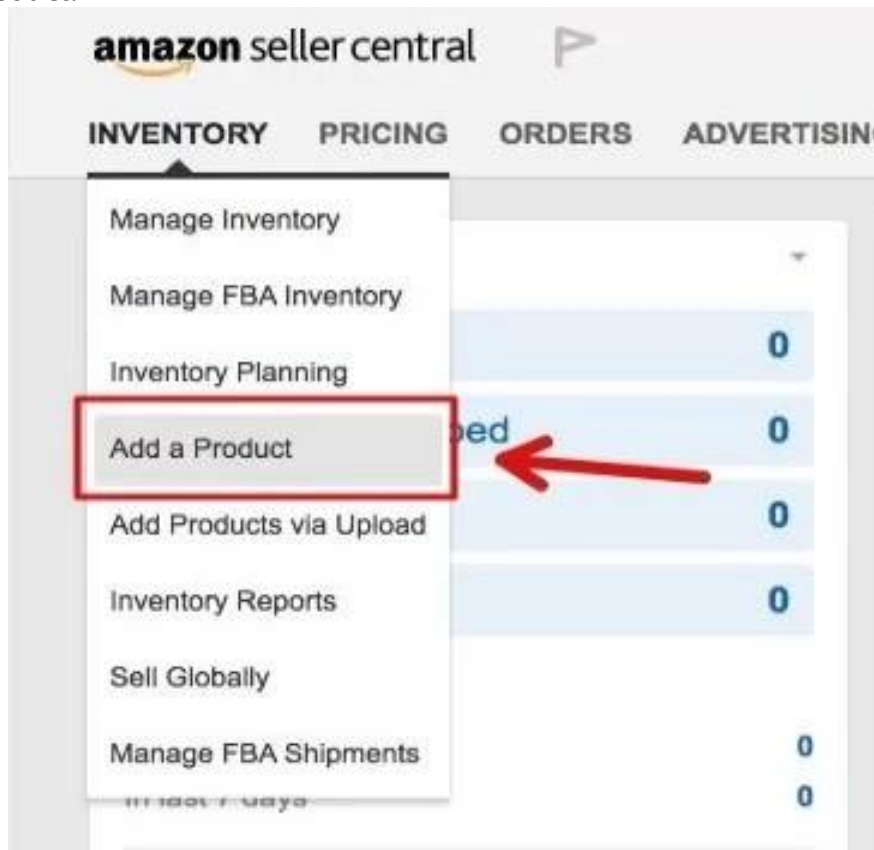
That's why we've created this step-by-step guide for new sellers, detailing how to set up your first Amazon listing as well as identifying key areas on your product page that help draw buyers in and make a purchase.

The entire listing creation process isn't difficult, but it can be quite unintuitive. You need to know where to go and what to click on.

So let's take it one step at a time!

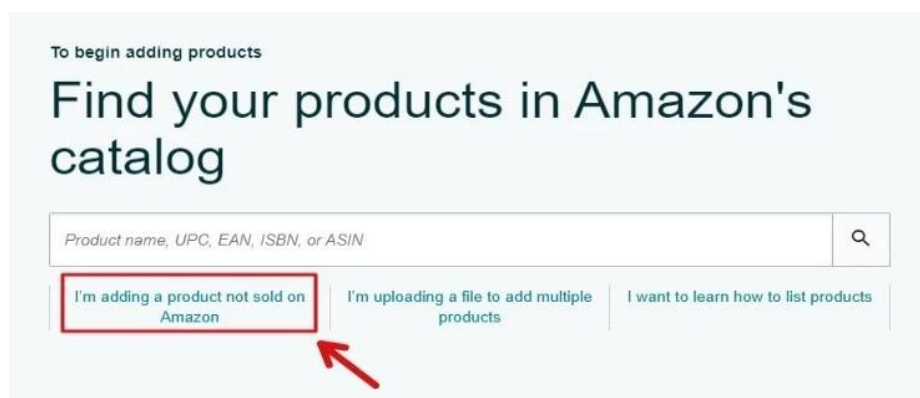
1. Getting Started

First off, log into Seller Central, then head over to **Inventory** > **Add a Product**.



On the *Add New Products* page, you have three options. You can:

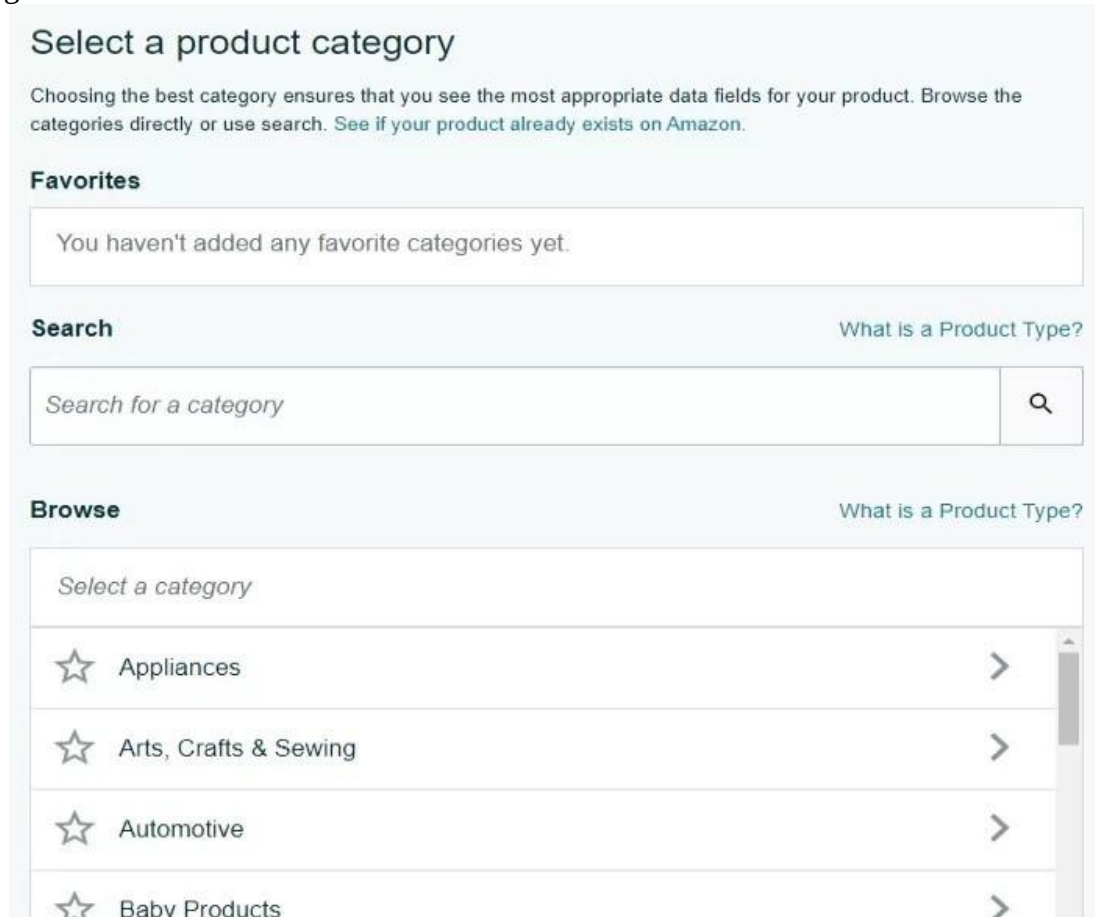
1. Add a new product already sold on Amazon by searching for the product ID or name.
2. Add a new product not already sold on Amazon.
3. Upload multiple products at once via the bulk uploads method.



Most people are going to sell their own product (i.e. a product not already on Amazon), so for the purposes of this guide we will show you how to create a product listing with option number two.

2. Determine Category

The next step is to assign a category to your product. You may find your product's category in one of two ways: either using the search feature or by manually browsing through categories.



The screenshot shows the 'Select a product category' page. At the top, it says 'Choosing the best category ensures that you see the most appropriate data fields for your product. Browse the categories directly or use search. See if your product already exists on Amazon.' Below this is a 'Favorites' section with a message: 'You haven't added any favorite categories yet.' The 'Search' section has a search bar with the placeholder 'Search for a category' and a magnifying glass icon. To the right of the search bar is a link 'What is a Product Type?'. The 'Browse' section also has a link 'What is a Product Type?'. Below the link is a list of categories: 'Appliances', 'Arts, Crafts & Sewing', 'Automotive', and 'Baby Products'. Each category has a star icon on the left and a right arrow on the right.

For the sake of simplicity, I prefer to just use the search feature. After you input the name of your product into the search bar, you'll get a bunch of different results, some of which are very similar.

If you're not sure what category to choose, take a look at what category your competitors are in, and go with whatever the majority is in. That said, if you have a good reason to be in another category, then go with that.

3. Fill Out Vital Info

Now for the fun part—actually fleshing out your listing. The first tab you'll need to work on is *Vital Info*.



The screenshot shows the 'Vital Info' tab in the product listing interface. The tab is highlighted with a warning icon. Below the tab are several input fields: 'Product Name' (with a red border and a red asterisk), 'Manufacturer', 'Brand Name', and 'Product ID' (with a red asterisk). Each field has a placeholder text: 'Ex: Olympus Camedia C-50 Digital Camera', 'Ex: Sony, Kitchen Aid, Microsoft', 'Ex: Sonny Brook Hams', and '- Select -' respectively. To the right of the 'Product ID' field is a dropdown arrow. Above the input fields is a breadcrumb trail: 'All Product Categories > Home & Garden > Kitchen > Kitchen Tools > Garlic Presses > Garlic Presses'. To the right of the breadcrumb trail is a link 'Advanced View' and a checkbox.

Let's walk through each of the major fields in the tab.

Product Name

Your product name or title will be visible in the search results before people decide to click on your listing, so keep that in mind as it will play a big part in your click through rate (CTR).

Moreover, Amazon's algorithm uses it to help rank your listing, so it should contain as many relevant keywords as possible. Ideally, you want to strike a balance between satisfying the customer while also satisfying the algorithm. For more information about optimizing your title, check out our title guide and template [here](#).

Manufacturer & Brand Name

If you're selling your own private-label product, just fill out your brand name for both of these.

Product ID

This is where you'll input your product's unique barcode number. Don't have one? You may be entitled to an exemption—read our section [here](#) to see if you qualify.

Other Product Information

Depending on the category, there may be additional fields for you to fill out not visible in the example image above.

The rest of these fields, like colour, shape, etc. is optional but highly recommended. It'll help give Amazon more information about your product which could potentially boost its organic ranking.

If you're ever unsure about what Amazon is asking from you, you can hover over the info icon to read an explanation.

Fill Out Offer Tab

Next up is the *Offer Tab*.

The screenshot shows the 'Offer Tab' form on Amazon. It includes the following fields and options:

- Seller SKU:** A text input field containing '101MyCollectible1'. A small info icon is to the left, and a lock icon is to the right. Below the field, it says 'Once submitted, this field cannot be changed'.
- * Your price:** A dropdown menu set to 'USD\$' with an example price 'Ex: 50.00'.
- * Condition:** A dropdown menu set to '-Select-'.
- Fulfillment Channel:** Two radio button options:
 - ☐ I will ship this item myself (Merchant Fulfilled)
 - ☒ Amazon will ship and provide customer service (Fulfilled by Amazon)
- Footnote:** A small note at the bottom states: 'You have chosen to have Amazon fulfill orders for this item. Your item will be available for sale, when Amazon receives it. Fulfillment by Amazon fees will apply. [Learn More](#)'

Your Price

This is where you put your selling price, as well as any sale prices you may decide on (this

field will appear after you create your listing).

When first launching your product, it's recommended that you want to have a competitive price (so not the highest), but also avoid massively undercutting the competition because you don't want to be seen as cheap/low quality. Once you've hit **Save and finish** and created your listing, you can come back to this tab and you'll see a few more fields you can fill in.

- **Manufacturer's suggested retail price:** this is *not* the price your customer will pay. In theory, it's supposed to be the highest price that theoretically you could sell your product for if you weren't so generous. On your actual listing, it'll appear as the *List Price*. In the end, it essentially acts as an "anchor price", giving your customer a sense of comparison. If you play it right, your customer will feel like they're getting a good deal.
- **Sale price:** this is the actual price your customer will pay.

This will create a struck out price with your sale price listed next to it, like so.

List Price: ~~\$10.99~~
Price: **\$9.99** & FREE Returns
You Save: **\$1.00 (9%)**

Note that for some categories, it will not show up like this. For more info on how to find that sweet spot for price, check out our article [here](#).

Seller SKU

This is where you input your seller SKU. If you don't have one, Amazon will automatically generate one for you.

Condition

This is where you input the selling condition of your product. If you're private label, you click "new".

Fulfillment

Lastly, you will input the fulfillment method of your inventory—FBA (Fulfillment by Amazon) or FBM (Fulfillment by Merchant).

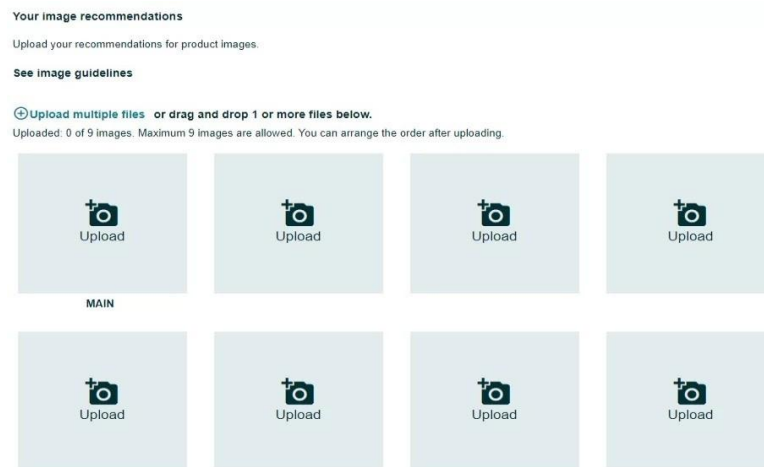
4. Enter Compliance Data

This next section is where you provide any battery information about your product (if applicable), as well as upload any Safety Data sheets or note warnings like Prop 65.

Note that this section will not be visible for some categories (since it's not relevant).

5. Upload Images

This section is where you want to upload your product images.



Most categories allow you to upload up to ten images. If you're uploading photos that's a variant of a Parent-Child relationship, you'll want to look for the image slot titled "SWATCH". This will be the image that displays in the variation preview in your listing.

For more info about creating killer product images that convert, check out our in-depth article here.

6. Description

Now once you've created your listing, you're gonna want to come back and fill this tab out (it only appears after you create it). The *Description* tab is contains the meat of your listing. It's divided into two sections:

1. Key product features.
2. Product Description.

Key Product Features

The *Key Product Features* are basically the bullet points that appear at the top of your listing like this one:



Here are some general pointers to keep in mind:

- The algorithm checks your this section for keywords to help determine your listing's ranking, so make sure to shove as many relevant keywords in here as possible. That said, don't turn it into a keyword-salad—your customers will just click away.
- Amazon says they limit you to 100 characters per field, but they don't actually limit this when you write them. I haven't really heard of Amazon cracking down on this. But my advice is to keep the bullet points short and sweet, since your customers pretty much have the attention span of a goldfish.

Product Description

The *Product Description* field allows you to write a more in- depth summary of all your product's features and benefits. As such, it's your last chance to convince the customer to buy.

Many people make the mistake of just typing their description into the box. This will make your product description end up being one massive ugly block of text. Make sure to use an HTML editor instead so that you can format it.

In general, try not to repeat the same stuff you said in your bullet points, or at least phrase it differently. Your customers will notice if you're wasting their time reading something they already know.

Amazon limits you to 2000 characters for this section. For more information about writing compelling copy for these fields, check out our article [here](#).

Now, if you're brand registered, you can choose to upload A+ Content instead which will replace the standard product description. We'd highly recommend to do this if you have access to it, since it is proven to skyrocket your conversion rate. Check out our article [here](#) for more info about A+ Content.

3. Keywords

The *Keywords* tab is for you to input additional keywords that won't appear on your listing, but will help the algorithm identify and rank your product.

You want to save your main, high-volume high-relevancy keywords for your title and description. Any other keywords that don't make it to your main listing, you'll want to add those in here. Fill all these out and simply stuff as many additional keywords as you can into this section. Don't worry, no one will see them, so you don't need it to be pretty. The good news is, only one more tab left!

4. More Details

The last tab, woohoo! This tab simply is for the nitty-gritty details of your product. As such, what it looks like will depend on what your product is, so we won't be able break it down here.

That said, it is very self-explanatory. You simply walk through each field and fill it out as best you can. Some fields won't be relevant to your product, but that's perfectly fine as you

don't need to fill them all out.

Let's Get Selling!

Once you're finished, just click **Save and finish**. And there you have it! Your first listing is done.

Amazon will assign your listing its own unique ASIN, and you will be able to almost immediately view your listing. And you are ready to make your first sale.

As you can see, product research to listing creation it's as complicated as it sounds. Once you've got the hang of it, it's a piece of cake actually!

For more product research related video tutorials follow our page:
<https://www.facebook.com/profile.php?id=100086777105930>