

Selling on Amazon from the Beach



How To Create A Business
Flipping Stuff Online
To Sell On Amazon from
Anywhere In The World

Rob Cosman

SELLING ON AMAZON FROM THE BEACH

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Flipping Stuff Online To Sell On
Amazon From Anywhere In The
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ROB COSMAN

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Dedication

To the early members of the OA Masterclass who took a chance on me when I first launched it. You put your trust in me to deliver and help you grow your businesses. The support and feedback have driven me to continue to help you and many more sellers and would be sellers. Here's to building your empires from the beach together.

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Introduction

How To Read This Book

I wrote this book for two main reasons:

Reason #1: To entice you to eventually join one of our paid programs. Me and my team will help you implement and grow your Amazon business starting with the strategies you read here. You will want to work with us and take your business further and really unlock the business potential quickly.

Reason #2: In doing some of the things I show you and explain in this book; you will see some positive results & early success and want to do reason #1 as quickly as possible.

As you are going to see, in this book I am fairly blunt and to the point. You will quickly find out that Online Arbitrage(OA) is my favorite business model and that is why I talk so highly about it. I am in a unique position that I am an accountant for a lot of Amazon sellers plus a successful seller myself. I know which business models people find success with and I have seen a ton of people fail following the wrong model and lose money. The clients who come back year after year...I know why. They are making money and I know the model they are following.

My goal is to get you to believe that Online Arbitrage(OA) is the key to unlock making money on Amazon, and give you the freedom to choose the lifestyle you want. I'm going to show you my **5 step framework** that will make it easy for you to follow and create your own profitable business.

I want to help people and make them win. I want to help you! I love hearing from people how I was able to help them and their families by opening their eyes to the business. By showing them different aspects of it and how they can make money doing with OA.

Quite frankly, I do have a vested interest in showing people how to succeed.

If I can show you how to succeed, maybe you will purchase some of our tools and courses. Perhaps you will sign up using one of my affiliate links to a software and I make a few dollars commissions. If I can help you to keep making money year after year, perhaps you become a client and pay me year after year to help you to keep growing. It's a symbiotic relationship we are forging.

Clients who are *not* profitable themselves are a lot harder to make money from. It's a simple fact.

As you go through this book, take notes, highlight, read and re-read it to make sure you understand it. Then actually implement it. Along the way, I will put specific action items for you to do and a check box. I know most of you will be reading this on a computer and can't mark it up, but I'll put a printable checklist you can download as well. Studies show, when you physically check off items in a to do list, you have a higher chance of success. (I totally made that up, but I think it's true). I have also put a lot of resources on this book page, and I'll reference it along the way to make sure you book mark it now. <https://sellingfromthebeach.com/booknotes>

If you read this book and decide you'd like help with your business as quickly as possible, please book a call to chat with my team by going here: sellingfromthebeach.com/call

Helping people like you to grow profitable amazon businesses is exactly what we do and we are here to help!

Let's get started.

Should You Listen to Me? YES!

I am Canadian born and raised, but since 2017 I've had an amazing chance to live in Costa Rica, with my family of 4. We live in a resort and spend a fair amount of time on the beach or on the golf course. It's not by chance. My wife and I engineered and planned the freedom to live and work anywhere on our own terms. I've been able to sell online and also help others along the way, making money selling on Amazon. Each year, I sell about \$1 million worth of "stuff" on Amazon, things like shoes, toys, records, home goods, clothing and more. Just me, working part time buying some things with one helper in Toronto, Canada who receives and preps my items and a couple prep centers to help when things get a little too busy for her. That's it. I use credit cards and my computers. Few other things of course but no big warehouse, fancy store, 5 employees and others. Have I bought stuff from sitting on the beach? 100%. Made money on the golf course? Yes....not from betting on golf but selling on Amazon! I started and grew my business in a couple years to be able to do it wherever I have internet connection. Yes, laptop on the beach! (it's actually really hard to have a laptop on the beach with the sun glare and its black so it gets really hot and overheats so that's more of a metaphor). But laptop at the beach club with fruity drinks is more my speed and doable.

But....it wasn't always that way. In fact, it was 2014 when I opened my Amazon account not really knowing what I was doing. I was working a corporate job, driving 1 hour each way. I would leave at 7:30 in the morning and come home at the earliest at 6:30pm. We just had our first child and I

was just grinding through the week to get to those precious 2 days on the weekend. Friday night was a waste since I was too tired from the week. I was trying different ways to make money online. Some with limited success but a lot of spinning my wheels dreaming of the day I could tell my boss I'm outta here! Maybe this story sounds familiar, lol?

As I said my background is as a CPA since 2001. I've audited companies in all different industries. I've been CFO of a public company. I started my own online business in my teens. I know how businesses work inside and out. Not just the numbers and financials but strategically as well. But more importantly, I have the drive to get things done and make it more efficient. Over the years, I've worked to hone in on those efficiencies. This book will detail those tips and tricks so you don't have to go through the same frustrations of figuring things out on your own or making avoidable mistakes. This book is for your success as much as it is for mine. Remember that.

Why Did You Get This Book?

I am guessing this isn't the first book about how to make money online, selling on Amazon, working from home or that sort of thing. First thing I want to mention is if you failed at trying to make money online or selling on Amazon in the past, it's not your fault. Yeah, you heard right. IT'S NOT YOUR FAULT. There is a ton of information out there, and it can be confusing and even fake. Many times, too much information can just overload you and keep you from success. It's happened to me. I've tried blogging, dropshipping, t-shirt designs, social media management, multi level marketing, and a bunch of other junk that didn't work.

If you have been concerned in the past that you can't make money selling on Amazon, well I want to put those

fears to rest. You CAN do this. You just need the right person to help explain it and give you the straight goods!

Some people want you to think that you need to have your own products. Spending 10's of thousands of dollars to get something made in China to sell on Amazon. Wrong! Sure it sounds sexy having your own product but they don't tell you all the pitfalls of why 9 times out of 10 it fails.

Some of you might have friends, family, a boss who has told you that making money online isn't real or you will need lots of money to start and you won't make it. They will tell you to instead open a store if you want a real business. Most of those people don't want you to succeed. Why? Some people are afraid of what they don't understand. Afraid you will actually succeed and be happier than them. Or that you'll quit your job!! The difference with me, I want you to succeed! I want to help people make money selling on Amazon and have the freedom that can come with it! That's what we are here to do. There are so many items on Amazon we can sell. There is more than enough to go around!

So, what are we here for? I know you're here because you have dreams and goals for something bigger. To take control of your income and earnings and do something larger. What are your goals? They might be just making some extra money on the side. Perhaps paying for children's education? Maybe traveling or moving to a different country all together! A nice side benefit from this business is the thousands of travel rewards you can earn along the way!

What Is Amazon FBA I Hear About?

I'm going to assume everyone reading this book knows what Amazon is. And the real reason you are reading this

is because you want to learn more about how you can make money selling on Amazon. Great! That's exactly what this book is going to cover. Now, I want to make sure you understand at a very basic, high level what we are going to do here.

First, Amazon FBA - the FBA stands for Fulfilled by Amazon, which means they will do a lot of the work for you. That is the service, warehouses, and platform we are going to leverage in this business.

This is how it works. We buy items, usually brand new. We will add these items to our Amazon inventory and seller account which is done in the Amazon web portal called seller central. There, we will add to our inventory, price it, label it, and then we will package all these items up in a box or a few boxes. Then, we will ship this mixed box of products to an Amazon warehouse (they will tell us which one or multiple warehouses to ship it too). We will buy a discounted shipping label through Amazon to send that box of inventory to them (which is a really good discount). Then you are going to ship that inventory you have prepared (aka prepped) into Amazon. Once it is delivered, they will receive it and update your account and now the items will be visible for people to purchase on the Amazon website by customers. When someone orders your item, Amazon will handle all the payments. Their staff will pack your item and send it out to the customer. Most sellers then will get paid every 2 weeks from Amazon for the items sold. Then repeat the process. During this time, Amazon will handle any delivery issues, customer questions, complaints, and returns/refunds on your behalf. It is not perfect, that's for sure, however they do a lot of work that most people really don't want to do. I don't want customers calling me asking why their package isn't there yet. Or trying to explain how to return an item. Amazon does all that heavy lifting for you.

This allows us to focus on a much more limited number of things. Finding profitable items, getting the goods, prepping and shipping to Amazon, and finally pricing. None of the worries about trying to get customers to your website. Talking to customers or shipping individual orders. Making sure payments go through. Just find stuff, ship, sell it and make a profit. Rinse and repeat as they say.

What Are The Common Business Models For Selling On Amazon?

There are several different business models for selling on Amazon as a third-party seller. I want to cover a few of the main ones, some pros and cons and add a little more detail to see which you might like. Depending on how you find this book, you might only know one or two of the multiple models that are out there. Let's cover the most common.

Retail Arbitrage

Retail Arbitrage (RA) is the name that is commonly used in the Amazon world for the business model of you walking into a retail store and buying items to resell on Amazon. The items are either on sale or selling for more than what you buy it for. And thus, make a profit by selling it on Amazon.

A nice thing about Retail Arbitrage is that you can go into different stores. Quite often, stores will have different deals that might not be available online. Some stores have different pricing policies and can discount at different levels. So, you might walk into one Walmart and find an item for \$10 and you might go to another Walmart and find it on sale for \$8. This is common in some chains like Walmart and Target. People use specific websites for them to figure out if a store location is doing a deal or a clearance. Go to

<https://sellingfromthebeach.com/booknotes> to see a couple

examples of the sites you can use. The advantages of Retail Arbitrage is often you can find discounted items that you'll be able to maybe find online. Or that other people can find. Finding some of those sweet deals can really give you large profits, but takes some work. For example, a friend of mine told me about an in-store deal where I can buy Lego Minifigures that usually sell for say \$4 or \$5 each for \$0.49 I think they were. My helper (she does prep and some shopping for me) went to the store and she actually used a shovel and filled massive bags of them. She bought 1,500 and then sold them in groups of four. Later on I'll explain in more detail about why we sold them in groups of four to save on the fees and get more profit. Retail Arbitrage can be fun because people like the thrill of the hunt. Each store you're not really sure what you might find and the deals that you could stumble upon. Some people really like that, the thrill of the hunt. I liked that when I used to do it. When you are getting out of the car and going to a new place, you just never know what could be there. Or what people haven't found yet poking around some of the shelves, looking in the back areas. Another example I know of, Walmart will put some toys that are on clearance at the back end caps at the end of the aisle. It's facing the back so if you know to look there that's usually a good spot to find deals. Target does that too. But the downside to Retail Arbitrage is it requires you to actually drive to stores and go in them, seeing people, waiting in line. Quite often, you will have to drive to a number of different stores to buy more items. You'll go to a store and if you find a few items at one and then you go to another which all takes time. When I used to do RA, I would try to go to an area that had a number of stores within walking distance. Then I could park in one place and go to two or three stores. If you're going to big box stores like Wal-Mart and Target that are standalone stores. While at malls, there are no other big stores next to them. You can't usually find a Walmart usually next door to a Target, so it requires driving to the next location.

Quick example, I used to do a lot of Retail Arbitrage at Nike stores in the United States particularly in Orlando. It was fun but you had to drive to the different stores and then each store seemed to have different rules. The store managers would interpret the rules how they kind of want to interpret it and some of them didn't like resellers. I don't know if they thought that we were getting one over on them, or what the issue was. Earlier on, I used to go in and buy a few things and try to be a little sneaky about it. I try to avoid them but sometimes you get turned away at the counter. Sorry sir, you can only buy 10 of this type of shoe. Okay, can I buy 10 of each of the different colors, yes or no? Some places would let me, some places wouldn't. Some stores were more than happy to take my money. They would just have rules where I can only check out 10 at a time because head office would review their purchases. They don't want to see people purchasing 20 or 30 items in one purchase, so I'd have to do multiple checkouts. Soon after trying to be sneaky, I just gave up and was very upfront. I would find a manager or an employee when I came in. I would usually say, "will you let me buy a lot of shoes? If so, what are your rules? Can you ask your manager". That way I knew right from the start what I could do. This alleviated walking up with 100 pairs of shoes to being turned away. It can grow tiring because sometimes you go to the store and find nothing. Sometimes you might find a whole lot and it's great so expect highs and lows. Another thing I used to do in Retail Arbitrage is dumpster dive. I would try to get myself free boxes to ship into Amazon and sometimes I'd even find shoe boxes and things that I could use to repackage some damaged items. So there are advantages to Retail Arbitrage for sure but downside to me is it takes more time and driving. However, if you're very close to these places, it's kind of silly not to pop in here and there. I still find myself when in a store of any sorts looking for stuff to sell. Whether it's a Walgreen or Target or Walmart, I still whip out my phone and scan items to determine profitability. I don't do it much now, because I

live in Costa Rica but when I do go to the states or Canada, I still do this.

Thrifting

Thrifting is usually when you go to used goods stores like Goodwill, Salvation Army where you can find used items and sell them online. The strategy is more common with people selling on eBay but there's still a number of people that sell used items on Amazon. New items are generally what you're selling on Amazon but some used items that are specific or collectibles can be sold on Amazon. A common entry for people to start selling on Amazon is used books. Have a look around your house to see if you have any used books. Start scanning them to see if they're worth any money on Amazon. Amazon started as a book company and still sells a lot of books. Amazon has shifted away from that since often books are slower sellers and they don't want to be a long term storage facility. Used books can be good because usually you can buy them very cheap and for the right price you can make a very nice profit. I don't do many books, but I've done a few books in the past. Clients and other sellers I know that do seem to be successful in books. It's definitely a volume game. Usually, you will have to scan a lot of books to find a few profitable ones. Some examples that people make very good money on are textbooks, cookbooks, specialized niche books. If it's a common novel, let's say John Grisham or some of those more popular authors, there usually isn't very much money in them. There are usually an abundance of them out there. Some sellers will buy books by the Gaylords, massive boxes on a pallet and go through them by the hundreds and thousands scanning to try to find profitable books. Trying to find a diamond in the rough but it takes a lot of scanning usually to find good ones. The advantages of thrifting are usually the items are very low cost and you can make very good profits on them even selling for low average prices. Other examples of

some items that sell well on Amazon might be video game controllers. I used to do very well with Rock Band controllers. Rock Band is a video game that was released years ago and they have specialized controllers that are drum sets, guitars and microphones for video game systems. I guess since they are kinda large and take up space, they often end up being donated.. Those items were commonly found in Thrift and Goodwill stores. You can pick them up for \$5 to \$10 each. I used to be able to sell them for like \$60 or more. I would test each of them and clean them up, put it in a poly bag, label it correctly, send it in and sell it as used. I utilized FBA for these orders and were always good profitable items when you could stumble across them. As you can imagine, the downside of thrifting is again still going to various stores sorting through lots of different items with a uniqueness that were profitable. It takes a long time and I didn't like driving around and scanning lots of books. I got out of it, since I just never really got into used books. I like the video game controllers, but it was still an issue driving to the stores. At the time I was living in Toronto, so I'd be paying for parking quite often and going into a store finding nothing and it would actually cost me money to have gone to the store and not find anything.

Online Arbitrage - OA

Online Arbitrage is the main business model that I use for selling on [Amazon.com](https://www.amazon.com) and Amazon.ca. Online Arbitrage is or what some people might call flipping whereby you buy then sell. This book will focus mostly on this model since it is what I do the most of. It is easy to get started. There are plenty of websites to buy stuff from that allows you to do it from the beach!

What I do is I purchase brand name items from online stores AKA websites and then I sell them on Amazon for a profit. So it's a very similar model to retail arbitrage except

I'm not actually going into the store. I'm just ordering from their own website. The pros to this model are that you can do it anywhere in the world as long as you have internet access and a credit card. There are a large number of online stores that you can order from. You can look at a lot of different items very quickly and find profitable items. You can use automated software to find profitable items. Do this at any time of the day or night, and it's fairly scalable. Unlike Retail Arbitrage where you have to drive to stores. I can simply open up a new web browser and go to a different store at the click of a mouse. I do not have to leave my house and get in my car and drive somewhere to source items. I open up my computer, open a web browser, which is usually Google Chrome because I have a ton of chrome plugins (I will tell you about later in this book), and do my sourcing. It doesn't matter if I'm at my home office, waiting for my kids at school pick up or down at the beach club (where I have written the bulk of this book by the pool). As long as I have internet and a web browsing device, I can buy things! The nice thing about online Arbitrage is that following some of my methods, you can actually get emails when things go on sale or there's deals. So I can also simply buy items on my phone, from just about anywhere, as long as I have internet service. This allows me to also scale very easily. It is the same effort to buy 1 of an item as it is to put 20 of an item in your shopping cart. That's one of the pros of online Arbitrage, I'm not putting 20 pairs of shoes in a shopping cart in a store and dragging it up to the counter to pay. Instead, just check out on the website and it shows up at the house or prep Center or my helper. Then it is received, inspected, prepped and shipped to Amazon for me. When buying online, we can often reuse the boxes that the items come in and send in to Amazon and lower some of our supplies cost. Some of the cons to online arbitrage is that often you don't get the in-store deals and finds that someone doing Retail Arbitrage can get. Those sweet in store specific or maybe manager/staff connections. However, I still love OA because I can

purchase a ton of items anywhere in the world. I can also get thousands of credit card points. Then with some knowledge, I can use additional online coupons, cashback websites and even discounted gift cards to also lower my buy costs. It is very scalable especially if you're using prep centers and other people to help you prep the products to send into Amazon. There are thousands of websites you can purchase from and millions of different products. It allows me to pivot in my business model from different brands, categories, and seasons. If I decide that we're going into Christmas time, and I want to buy more toys; I will shop for more toys very easily by going to toy websites. If I want to buy more shoes, go to more shoe websites. As you start to progress doing more OA, you're also seeing more alerts, more email coupons, and other ways to lower your buy costs. Basically, have daily emails pointing you in the right direction to buy stuff!

Wholesale

Wholesale is another model that sounds very sexy and plenty of people want to do it. A wholesaler is a seller that sells to retailers (like Walmart) who sell to the end consumer. A wholesaler is buying from the manufacturer who makes the product and then is not allowed to sell direct to customers but only to retailers. Retailers can be online stores and traditional brick-and-mortar stores. The nice thing about wholesale is that they usually have a very large catalog of products and are designed to sell to you at a lower price so you can make a margin. The most common problem is getting new wholesale accounts can be very difficult. Most wholesalers don't want or need another "Amazon seller" who is buying the same stuff and just going to be another seller on the exact same listing, maybe undercutting the price. This isn't good for their business model since lower prices can cause conflict with retail stores. Since people can walk into the store, see the item, look it up on Amazon and can buy it for a lower price. So most wholesalers are looking to protect the


margins and require minimum selling prices. We have a good article on our website sellingfromthebeach.com. It includes an email script on how you can try to get more wholesale accounts and actually offer value to the brand and not just be another “Amazon seller”. I will say, generally if it's easy to get a wholesale account, it probably won't be profitable. The more difficult, the more profitable items you can find. A good strategy is to find smaller brands to go after wholesale accounts or regional based wholesalers. They usually have less people trying to open accounts and more opportunities for you to help them grow their brands and Amazon listings.

Private Label – PL

And now we get to one of the most popular and tends to be what a lot of people think is the *only* way to sell on Amazon. Given the number of influencers and ads you see online about PL. Just take a quick look on YouTube, Tik Tok and other social media platforms and you will see a lot of people advertising particularly private label courses as the way to sell on Amazon. If you go to our YouTube channel and see ads, good chance they will be from people selling private label courses. They pay a lot of money on ads in my videos lol so I'm ok with it. I know private labels can be a very good business and I've done private labels myself successfully. However, it's not what I would generally recommend for a brand new Amazon Seller. Private label basically means you're going to create your own brand. A few years ago, people would basically just go to Alibaba and find a product or an item that they could buy really cheap. Then purchase it and maybe have their own brand name put on the item, create a listing on Amazon and sell it.

Let's look at an example, kids' bubble mower. People will go on Alibaba and find it for \$3-\$4 maybe less and then that would be shipped from a manufacturer in China.

SELLING ON AMAZON FROM THE BEACH



2022 Wholesale Amazon Hot Sell Kids **Bubble Mower** Toy Music Soap Chi


Ready to Ship Video

\$2.99
+\$25.00 (Shipping)
1 piece (Min. Order)

1 yrs CN Supplier >

≤1h response time ★ 5.0 (3) | "amazing supplier"

Contact Supplier Chat Now! compare



Amazon Hot Sell Outdoor Toys **Bubble Blower Machine** Lawn Games Bubi

For Outdoors 5 To 7 Years Unisex





\$3.25
2 pieces (Min. Order)

1 yrs CN Supplier >

Contact Supplier Chat Now! compare

Usually they will receive it, maybe put it in their own box with their brand name on it or maybe not. You wouldn't just leave it generic, nothing on it but they would create their own Amazon listing with your brand name on it so it looks kinda different. Quick Amazon search and voila! Do these look familiar? Notice any big differences? Maybe more bubble mix included to try to "differentiate" their offer but pretty much all the exact same bubble mower just a different brand name.

MORE RESULTS

 <p>Toysery Bubble Lawn Mower Toy with Realistic Sounds. Push-Along Bubble Blower Toys for Boys and Girls</p> <p>★★★★☆ ~ 496</p> <p>\$24⁹⁷</p> <p>✓prime FREE Delivery Mon, Jul 18</p> <p>Small Business -</p> <p>Ages: 36 months - 3 years</p>	 <p>Bubble Lawn Mower for Toddlers & Kids with 3 Solution Refill, Bubble Machine for Toddlers, Outdoor Toys for Toddlers,...</p> <p>★★★★☆ ~ 55</p> <p>\$17⁹⁹</p> <p>✓prime FREE Delivery Sun, Jul 17</p> <p>Small Business -</p> <p>Ages: 3 years and up</p>	 <p>ArtCreativity Bubble Lawn Mower for Kids, Electronic Bubble Blower Machine, Summer Outdoor Push Toys for Kids, First Birthday Gift...</p> <p>★★★★☆ ~ 9,252</p> <p>-29% \$24⁹⁹ \$34.49</p> <p>Save \$5.00 with coupon</p> <p>✓prime FREE Delivery Mon, Jul 18</p> <p>Small Business -</p> <p>More Buying Choices</p> <p>\$20.43 (3 used & new offers)</p> <p>from 8 months and up</p>	 <p>HEDGBOBO Bubble Lawn Mower with Bubble Tool for 3 4 5 Year Old Kids Outdoor Toys</p> <p>★★★★☆ ~ 1,400</p> <p>-49% \$20⁹⁹ \$40.99</p> <p>✓prime FREE Delivery Mon, Jul 18</p> <p>Ages: 3 years and up</p>
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Now there's all kinds of schools of thought here where you take those items and customize them to differentiate them. You know, put them in different packaging and in different ways to make yours look better and stand out. But these sellers are lazy, almost all the same just add more bubbles. I bet next year it will be a 10 pack of bubbles included! More bubbles!!

A big drawback in this is you have a brand new listing on Amazon, and no one can find it since it is brand new. You can't just put a brand new listing up and hope people are searching for Rob's Bubble Mower Brand. No one will find it, so then you need to pay for ads to get Amazon to show to potential customers. This is another cost that can quickly add up. Amazon charges you every time your ad is displayed to certain people and can be pretty expensive. Most don't necessarily plan for this spending. And it is downplayed how much you need to budget. Then people get themselves overextended and in a vicious loop. "I've invested so much money in the product but I need more for costly ads. If I don't buy ads the sales will stop." It is not unusual for PL sellers to spend more on ads to make a sale than the actual selling price. The theory is you make sales, it gets a better sales ranking and then more people will find you with organic search and not paid ads. You also don't have any reviews, so now you need to

try to get reviews. So even if someone comes to your listing they might be more likely to buy it. There are many different ways to get reviews but it's not easy and some walk the line of being ok with Amazon. Can be a risky business. Many budget a ton of money for their initial product, packaging, photography and everything else. Then when they go to sell it, they find out they might need a boat load of advertising dollars. The spend is for people to actually see their item and buy it. That's all fine and can be a great business model. When you're first starting out, you are just trying to live in the Amazon business with little risk as you start to figure it out. With private label it can be a fairly large investment right up front, followed by more money before you even start to get sales and breakeven. My advice is usually to start with RA and OA. Once you understand the system, venture into private label. Doing private label at the same time as you're doing online Arbitrage and/or Retail Arbitrage is not the common approach. PL takes a long time because you're trying:

- to research your item
- figure out who you can buy it from
- getting the samples sent from wherever the manufacturer is located in another country

All that takes a fair amount of time. If you are like me, I want things to move quickly. So while you were waiting for your samples, you could be doing RA and/or OA.

Drop Shipping

I didn't really want to talk about this one, but so many people do see this term being thrown around good and bad. Usually, how great it is from the person selling the course and how bad it is from seasoned Amazon sellers! There are some specific qualifications that Amazon will allow drop shipping. You can look at Amazon policies, however that is not what most people think of. The most common model is you sell the item, then you purchase it from the supplier and then send it directly to the customer. Where people get into trouble is listing an item on Amazon, then shipping it directly from say Walmart

and it showing up with a Walmart box. Risky business doing that, so I would not recommend doing that. There are lots of videos and content out there talking about how great it is...."in theory". No cash out until the order comes in, then you purchase it. If that is something you are looking to do, I would not do this on Amazon, but maybe eBay or Facebook marketplace.

Now there are more ways and sub business models on Amazon. Inside each of those, there are so many different niches and categories you can focus on. We are not going into all of them. It's important so you can understand the main ones. I am hoping to convince you to get started with either Online arbitrage or retail arbitrage. I like both, but I'm not going in stores and running around so my focus is online.

Chapter 1: Getting Things Set Up And Organized

This section of the book we are going to focus on getting your account set up and getting organized from the start.

How To Set Up A New Amazon Sellers Account (Seller Central)

A promotional banner for Amazon Seller Central. The background is a solid teal color. At the top, the text "Become an Amazon seller" is written in large, bold, white sans-serif font. Below this, in a smaller white font, is the text "Over half our multichannel sellers prefer Amazon for customer acquisition.*". At the bottom of the banner, there are two buttons: an orange rounded rectangle with the text "Sign up" in white, and a dark blue rounded rectangle with the text "Learn more" in white. Below the "Sign up" button, in a very small white font, is the text "\$39.99 a month + selling fees".

Become an Amazon seller

Over half our multichannel sellers prefer Amazon for customer acquisition.*

[Sign up](#) [Learn more](#)

\$39.99 a month + selling fees

The first step to getting started to sell on Amazon is to set up an Amazon seller account. Chances are, if you're reading this book, you already have an Amazon account, most likely with Amazon prime benefits. But we want to set up an Amazon Seller's account. You can use the same email that you use for your buyer's account or a totally different one it's up to you. I highly recommend using a different email for the Sell account. We will also want a new Amazon business account as well, which you can use that new email for (more on that later).

As an Amazon seller, you will access your sellers dashboard and all the back end tools through what they

call Seller Central. The address is
sellercentral.Amazon.com.

Canadian Hack!

Now here's a trick if you're a Canadian, you can sign up on the sellercentral.amazon.ca and the monthly fee is actually in Canadian dollars and a little bit lower than the.com. Here is a link to a video I did on it if your a visual learner and you want to hear my voice.

<https://youtu.be/btbWMWrGjH8>

I would suggest if you're Canadian, sign up on the .ca site. If you're from the United States I would sign up on the.com site. It doesn't matter because once you sign up either way and you want to sell on the other markets Amazon.com or Amazon.ca it's all accessed through the same dashboard using there North American unified account. To get started, click the sign up, put in your email address and move forward.

They're two different types of accounts there's an individual and a professional and the fees for the individual will generally be higher but not a fixed amount. At the time I'm writing this as an example the individual plan cost 99 cents per unit sold in the professional plan costs 39.99 per month no matter how many units you sell (circa 2022). Now some people will be price-conscious and just sign up for the individual plan. If you're serious about it, I would just sign up for the professional plan right off the start and not worry about it. I have heard that the individual access doesn't give you the best API's for some software usage. I have not tested and I don't care since I have the professional plan.

One thing you need to understand from Amazon is you don't want to make changes to your Amazon seller account information. We want to make sure that when you're ready to set it up you have all your documents ready. You need to have your bank account ready. All the details you

enter should match your documents. I have heard that Amazon has been even doing video interviews to verify individuals and checking all their documents to make sure things match. When I say they match that means if using a passport, driver's license, utility bill or any other piece of data. What we don't want to do is make changes quickly to brand new accounts. Amazon will suspect that this could be fraud and require you do a bunch more verification steps to get your account setup. I recommend, if you're doing it as just a person make sure you are named EXACTLY the way it's spelled. If you go by a middle name or you have two middle names whatever is on your bank statements, your passport, your driver's license and what you register as make sure they all match. The name should match and the addresses should match. Later on if you set up a company, corporation, LLC or some other legal entity you can change the account over. However, I wouldn't recommend doing that very soon after you first set up the account. You will also need a credit card on file so Amazon can charge you fees and if your account is ever in a negative amount, say for returns, storage fees or something else.

I have seen some people signing up on.com and then they find out they could save a few dollars signing up on .ca, then they want to close one account, and open another. This is a bad idea and Amazon might think you are trying to create multiple accounts or some sort of scam. If trying to save \$5 a month on your fee is going to make or break your business, this isn't the business for you. Focus on making more money to make up for the \$5.

Setting Up Your Business Correctly

Deciding on the business structure is something you want to seek professional advice such as an accountant or a lawyer. Anything that I discuss here is not financial advice

and yes I am an accountant but I'm not your accountant..... yet..... possibly:)

If you live in the US depending on the state and various local laws you might want to register as a business LLC and/or S Corp and a bunch of other things that I would discuss with a professional. Many people will just start under their own name and as the business starts to grow then perhaps making the move into different legal structures.

In Canada it can be a little more simple. You can start as a sole proprietor which means basically doing business under your own name or you can set up a corporation. There are pros and cons to both. If you're just starting out, most people will start as a sole proprietor and operate their business under their own name. Or register a doing business as name with their respective local government/province. You will file your new business income and expenses on your normal personal tax return, just with some additional schedules.

As the business starts to grow it is common that many sellers will change into a corporation as there are tax benefits and tax planning abilities that come with having a corporation. A corporation is also a totally separate entity and requires more complicated bookkeeping and taxes compared to a sole proprietor. Probably the most common reason people move to a corporation (or start with one right away) is the tax deferral. Common scenario is the new seller has a job and the Amazon business is a side hustle. They will live off the money from the job/salary and then want to keep reinvesting the profits of the Amazon business. If that is done in a corporation you can pay a lower corporate tax rate and that will leave more money to reinvest in the business and inventory. If you are already at a high personal tax rate from your job, then the additional Amazon profits will go on top of that earnings and will be a higher tax rate. There are many more

reasons and I suggest talking to a professional at more detail.

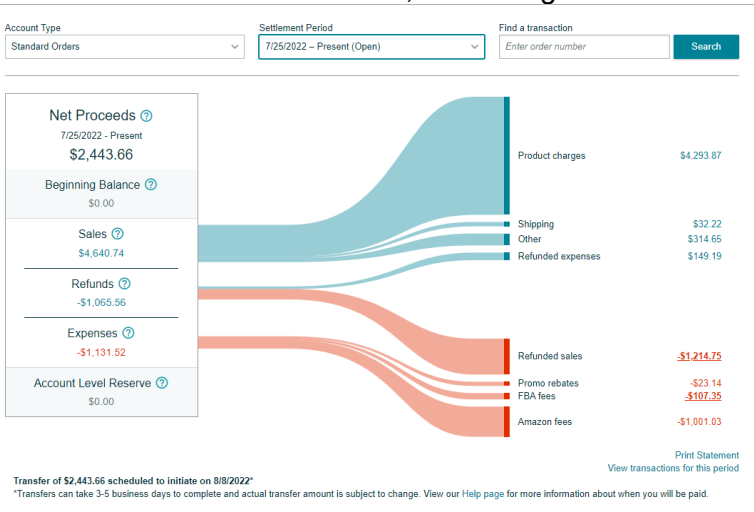
Early on if you are worried about keeping costs low and not entirely sure this business is for you; I would just recommend starting as a sole proprietor. What I would do at the start is make sure, as much as possible, that you have a separate bank account and you have separate credit cards that you're going to use for this business. This is especially true with online arbitrage. You are going to be buying a lot of items on credit cards and having dedicated cards just makes life easier.

There are some great credit card sign-up bonuses which I have listed on the book resources online (<https://sellingfromthebeach.com/booknotes>) but I would highly recommend trying to keep one or two credit cards strictly for your Amazon business. It will make your bookkeeping and record-keeping so much easier. If you're like the majority of people who wait till the end of the year to start putting together their tax information, (which I would not recommend doing). I'm also realistic that many of you probably will just do that. Most people should be able to contact their local bank and just set up a separate bank account dedicated for the business. You can call it a savings or something different. You don't necessarily have to tell the bank that it's for a business but there might be benefit to doing so.

Getting Paid From Amazon

Amazon will collect the payment from the customers and add to your Payments Dashboard in seller central. Most sellers will get paid every 2 weeks. There have been times in history where Amazon was giving accounts, daily payments and the ability to request a payment. Hopefully, this will change in the future, but for now, I would assume if

you open a new account you will get paid every 2 weeks, just like I do. So that means Amazon will collect amounts from customer and put into your account. For new accounts, it is likely they will hold an “Account Level Reserve”, which is amounts to cover potential refunds or fees. As you start to sell, the amount of money will adjust and eventually go down to zero after years. It’s important to remember this, as cash flow might be tough since at the start, Amazon will build up that reserve. This is a screen shot of what your payment looks like, since you can see sales, refunds, fees and other amounts. This example has an account level reserve of zero, so nothing held back.



If there is no reserve and fees need to be charged, Amazon will charge your credit card on file so its important to have one on file, or that can restrict your account.

CAUTION: If you change your bank account information, on either your Amazon.com or Amazon.ca close to the date of your payment from Amazon, then there is a very good chance Amazon will hold your payment. Amazon will not issue it until the next regular scheduled payment. If you need to change banking info, I suggest doing it a couple days after the payment has left Amazon and is on the way or that can really mess up your cashflow.

Setting Up Banking and Foreign Exchange

Part of setting up your account, you need to put in your banking information and make sure you do it for whichever Amazon market you are selling in. If you sell on both, you need to update banking details on both market places.

If you're selling in different countries, usually Amazon will only pay you in the currency of that country. So for instance Amazon.com will only pay US dollars and they will only pay that to a US dollar account based in the United States of America. If you're Canadian and you have a US dollar account at a bank in Canada Amazon.com will not pay US Dollars into that account. Amazon.com will only pay Canadian Dollars into a Canadian-based account but they will convert it using their exchange rates which are not bad but they're not the best. That's why some sellers including myself will use virtual banks such as [OFX](#) and Wise to have their US dollar amounts paid into those accounts. What they are, is basically a virtual account setup. A US based bank so you can create US and Canadian dollar currency accounts pretty easy and have them paid into them. I use both OFX and Wise for my Amazon payments. The nice thing is I can send money out of these accounts to either pay off credit cards, suppliers or my virtual assistant and other professionals that are helping me in the business.

As you grow, you're going to find out this is a global business and you might have staff that are working around the world. You need to be able to facilitate a payment to them not just through PayPal but through other bank accounts. This is why I would suggest setting up OFX and Wise accounts. These are pretty easy to get set up and I'll put some links in the book resources including my contacts to get the VIP treatment when you set up. For approval, they basically want to know what your business is. The registration for your business and they might ask for your

Amazon storefront and a little bit of information called “KYC” Know Your Client. They want to make sure you're not doing anything illegal or selling things that are very risky so these are all standard questions. I would suggest getting a bank account first in your home country that you normally do business with. Whether that's Canada the United States and that you can provide to OFX or Wise as part of their new account setup.

Setting Up Sales Taxes

First, let's make sure everyone understands sales taxes. These are different than income tax. Amazon is an internet business and you are going to be selling items all over the country and possibly the world. To keep things simple, we will just keep it to Canada and the US for this discussion. When a person orders an item, depending on which province or state it is shipped to, that province or state governments will be wanting to get their share of sales taxes. The good news is Amazon in many countries is now taking care of collecting those sales taxes and remitting (sending it) to the various government agencies on your behalf. At the time of writing, they are doing this in almost every state in United States and most provinces in Canada. This service then means Amazon will do a lot of the sales taxes for you. The service is called the Marketplace Tax Collection.

Setting Up Sales Taxes for Canada

In Canada, there is a federal tax which is called the GST and there is provincial sales taxes which are called PST. Some provinces combined their PST with the federal tax of GST and call it HST (Harmonized Sales Tax). Generally, once you hit \$30,000 in sales you are required to register for GST/HST with the federal government. This is one number that is good for all provinces at the federal GST level. Some like Ontario have a combined HST. I would suggest contacting the Canada

Revenue Agency(CRA) for more details around the specifics of when you need to register and how to measure your sales thresholds.

But you will probably want to register right away. The GST/HST in Canada is a refundable sales tax. So what does that mean? It means that you will collect GST/HST on your sales and you will then deduct the amount of GST that you spent on items for your business. These are business expenses and inventory purchases. When you first set up even as a sole proprietor or Corporation you can voluntarily register for GST/HST at that time without making any sales yet. So once the registration takes place, any GST/HST you pay on business expenses, you can then start claiming back. However, once you register you will also be responsible for collection of the GST/HST on sales, and you will need to update your tax settings to do so.

Here is an example of why I suggest you register right away. The reason is because when you're making buying decisions and you're able to claim that GST/HST back, it becomes just cash flow. Let me explain in a little more detail. If I'm buying something at Walmart and I'm paying 13% HST because I live in Ontario and it is a \$100 item. So if I pay 13% on \$100 the total is \$113 at check out. Now if I'm registered for GST/HST then I can get back that \$13 that I paid on the purchase from the government because I will collect on the sale and I will offset that \$13. In this case, my cost of goods to purchase that item is \$100. I still have to pay the full \$113, however I'm going to get the \$13 back from the government when I file the GST/HST return. Now if another seller who did not have a GST/HST registration was to spend \$100 at Walmart. They will still pay \$113 with the HST on it however they can't claim back that \$13 from the government because they're not registered. That means that their cost of the item is \$113. They are already giving up 13% margin which is pretty big in this business. If you're

competing with another seller and they bought the item for 13% less than you then guess what? They can sell it for cheaper than you can and make more money. If you don't register Amazon will collect and remit it on your behalf, but you don't get the benefit of claiming back the GST/HST.

Once you do receive your GST/HST number you will need to update this in the tax settings. For the most up to date guides, check out the book's resources since this does change from time to time.

Amazon.ca is also rolling out the Marketplace Tax Collection for provinces with stand alone PST as well as GST/HST.

Setting Up Sales Taxes for US

If you're selling on Amazon.com, Amazon has the Marketplace Tax Collection service for almost every single state at the time of writing. I would suggest speaking with a professional about your tax collection obligations. Sales taxes on Amazon continue to change yearly and States continue to evolve and change laws to catch up to online selling. Many of these sales tax laws haven't been updated for years and are not necessarily up to date for online selling. Generally speaking, most people who establish a business in their home state will register for sales tax collection and also receive a reseller certificate. This differs from Canada, where you have to present the reseller certificate to exempt the sales tax at time of purchase vs claiming it back after. You will find some places like Costco will accept the certificate, but other places like Target do not want to accept it.

Opening An Amazon Business Account

Business.Amazon.com

This is optional but I recommend opening an Amazon business account once you have established your business. This is another Amazon account for your business, registered under that name. I use this account for Amazon business purchases, and also for Amazon flips (purchasing from Amazon and selling back on Amazon). I do not have prime since that is against terms of service to use prime benefits for resale. However, I get free shipping at a pretty low minimum order and I'm ok waiting a little longer for items to ship. The account allows sub users and a bunch of expense management tools. The real benefit is you can upload reseller certificates to exempt paying state sales taxes and some provincial sales taxes for items for resale. This is optional, but if you are doing Amazon flips it can be very useful. Sometimes Amazon will offer quantity discounts to business buyers, so I can actually order some flips even cheaper!

Chapter 2: How Amazon FBA Works

Now that we have things set up, we are going to dive into how Amazon FBA works.

What Does An Amazon Listing Look Like?

I assume if you are reading this book you have looked at listings for items on Amazon before, and hopefully purchased something from Amazon. I want to quickly go over some key points on what a normal Amazon listing looks like. Once we get you set up on some of the tools you can use, listings will never look the same way a customer sees it. There is still a fair amount of data, structure and terminology we need cover.

Here is a sample listing that a customer should see, without all my fancy plug-ins installed!

SELLING ON AMAZON FROM THE BEACH

Home & Kitchen > Arts, Crafts & Sewing > Art Supplies > Drawing & Drawing Media > Markers

Crayola Super Tips Washable Markers
100 Count Arts & Crafts

Visit the Crayola Store

★★★★★ (5,562 ratings)

Amazon's Choice for "washable"

27% off **\$13.97** (2013 / revised)

Save \$7.00 from \$20.97 **FREE Delivery** on your first order.

Size: **100 Cr Super Tips**

Brand: Crayola

Material: Plastic

Model name: Crayola Super Tips Washable Markers, 100 Count

Included components: Includes 100 Super Tips Washable Markers

SKU count: 100 count

About this item

- Crayola's largest variety of washable Super Tips markers, offering over 100 assorted colors.
- Super Tips allow you to draw black and thin lines without using separate markers, great for drawing and shading.
- Washable colors from clothing, most household furniture, and other safe use and increase drawing tools for boys, girls and adults ages 6 & 7 and up.
- Great for kids coloring and adult coloring. Art kits ideal for school, homeschooling, or geography and calligraphy.
- Vibrant color markers that don't bleed.

13th of 13 (1 found)

FREE Delivery Wednesday, June 28 on your first order. Or, save even more with **Prime**. Details on fastest delivery: **Sunday, June 26**. Details

Color selection: **In Stock**

Quantity: **1**

ADD TO CART

Buy Now

Secure transaction. Ships from and sold by Amazon.com.

Add gift options

Add to Wish List

View 1161 from \$13.97 **FREE Delivery** on your first order

Compare Offers on Amazon

\$21.90 (2013 / revised) **FREE Delivery** on your first order. Details

\$21.96 (2013 / revised) **FREE Delivery** on your first order. Details

\$24.01 (2013 / revised) **FREE Delivery** on your first order. Details

Have one we sell? **Sell on Amazon**

Product Information

Technical Details

Model Number:	56-0151
Number of pieces:	100
Assembly Required:	No
Batteries Required?:	No
Batteries Included?:	No
Material(s):	Plastic
Release date:	May 3, 2013
Manufacturer recommended age:	5 years and up
Item model number:	56-0151
Product Dimensions:	14.51 x 6.75 x 10.65 cm (5.71 x 2.66 x 4.19 in)
ASIN:	B00C9H913D

Additional Information

Customer Reviews: ★★★★★ (5,562 ratings)

Best Sellers Rank: #2 in Toys & Games (See Top 100 in Toys & Games) #1 in 484' Coloring Pens & Markers #1 in Drawing Markers

Date First Available: Oct. 21, 2012

Manufacturer: Crayola

Place of Business: Easton, PA 18045, USA

Feedback

Would you like to tell us about a lower price?

I have tried to shrink this down so you can see the important things but I encourage you to open up an item on your own computer and have a look. On mobile it will have the same information just a little different layout.

A: This is the main area that a customer sees with the key data. It shows the name of the item, ratings, price, brand, manufacturer, item bullet points and other details. Images are on the side. If the brand has a brand registry, they can set up enhanced brand content which showcases more images below the main listing.

B: This is an important one. This is what is called the Buy Box. This area is what customers look at to select how many they want and add to the cart. This area is usually where you want your offer to show up. Remember, you can have multiple people selling the exact same item on the exact same listing but at different prices, shipping speeds and even shipping from different countries. If your offer is in the buy box, it has the highest chance of being

selected and purchased compared to any other seller. “**Getting the Buy Box**” is based on a number of factors, including price, prime offer, seller feedbacks and much more. The important thing to know is: this is where we want customers to see our offer.

C: This is where the other offers are. Customers can click on these limited ones that are shown, or click on the small box above to display all kinds of offers. In this case, there are 10 more offers that a customer could select with different prices, shipping speeds and more.

D: This is other general info about the item. Key things as a seller to note, are the ASIN (which we will talk about next), and the Best Sellers Rank (also known as BSR). The BSR is key as it allows us to estimate how popular of an item it is and how often it could be expected to sell. The lower the BSR the better.

As you scroll down you will see other ads, common items purchased with this item and lots of other distractions. The upper part is the key areas that customers are going to be looking at.

Understanding The Various Codes In The Amazon Ecosystem

In the world of Amazon you are going to see a bunch of different codes and jargon. If you are brand new to selling on Amazon there are a good chance you have never heard of these before so I want to break these down early on. I will put a list at the back of this book for common jargon you might see or hear and also on the [book notes page](#).

UPC - Universal Product Code: This is the standard black and white lines that you see on pretty much every item for sale. This is a common barcode format used around the world and these codes are registered with a company called GS1. This is the main code that when you're looking at items to look up on Amazon you're going to scan

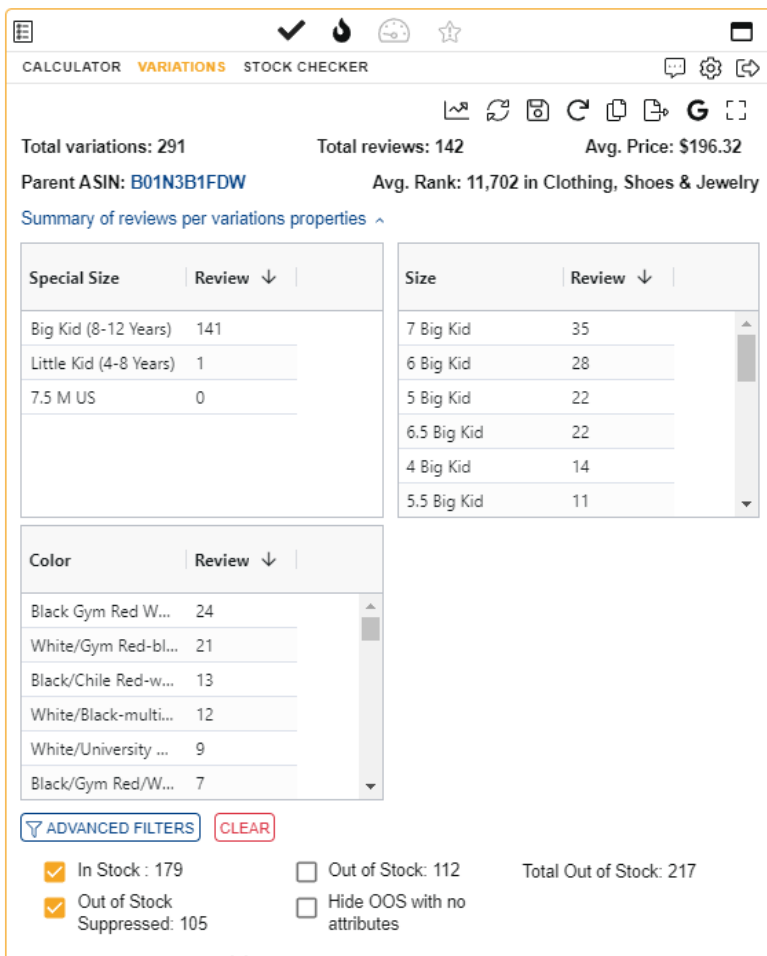
this barcode or type in the numbers to look it up on Amazon. Remember, there should be only one listing on Amazon for an item with this barcode. By matching the UPC code to the listing, you know it should be the exact same item. Sometimes there's items that are slightly different with slightly different barcodes. Maybe an updated item, so I always suggest starting with UPC code to begin with and then you can go from there. The odd time, there could be a duplicate listing or the wrong listing since Amazon and sellers to make mistakes from time to time.

GTIN - Global Trade Item Number. This is the number at the bottom of the UPC code. You might see GTIN but not very often. The common instance you would hear about GTIN's would be when people talk about GTIN Exemptions. That means requesting Amazon to exempt your item from a GTIN. This usually happens if people are making their own bundled items or private label items and they have not registered their company with GS1. If you are looking to get barcodes and UPC codes for your own private label item do not buy them off eBay and other third-party websites. These are just resellers and the codes are not actually attached to your company name. You buy GTIN's from GS1 so your company/brand is associated with that unique number.

ASIN - Amazon Standard Identification Number. This is the most common number we tend to use when talking about selling on Amazon and product identification. This is a unique 10 digit code that has numbers and letters and each item on Amazon has a unique ASIN. The ASIN is in the URL of the product and on the listing. ASINs are also the same across different marketplaces so the same ASIN on Amazon.ca will be the same on Amazon.com, but they might not always be activated in each market place. You might also see the ISBN which stands for international standard book number and is similar to ASIN just for books. You should also understand that listings that have multiple variations such as different sizes or colors will

have a parent ASIN (that we don't use much) and then child ASINS under it. Think about a shoe, you might have 1 Nike shoe and there could be 10 colors under it and a multitude of sizes under each color. So these are set up as a parent listing with child skus under it. Here is an example of a Nike shoe that has 291 different variations, which are all individual ASINS as a combination of colors and sizes. This screen shot is using a plugin that you can get a free trial in the resources called [AZ insight](#). I use it often as you will see.

Nike Unisex Basketball Shoes



CALCULATOR **VARIATIONS** STOCK CHECKER

Total variations: 291 Total reviews: 142 Avg. Price: \$196.32
 Parent ASIN: **B01N3B1FDW** Avg. Rank: 11,702 in Clothing, Shoes & Jewelry

Summary of reviews per variations properties ^

Special Size	Review ↓
Big Kid (8-12 Years)	141
Little Kid (4-8 Years)	1
7.5 M US	0

Size	Review ↓
7 Big Kid	35
6 Big Kid	28
5 Big Kid	22
6.5 Big Kid	22
4 Big Kid	14
5.5 Big Kid	11

Color	Review ↓
Black Gym Red W...	24
White/Gym Red-bl...	21
Black/Chile Red-w...	13
White/Black-multi...	12
White/University ...	9
Black/Gym Red/W...	7

ADVANCED FILTERS **CLEAR**

In Stock : 179 Out of Stock: 112 Total Out of Stock: 217
 Out of Stock Suppressed: 105 Hide OOS with no attributes

FNSKU - Fulfillment Network Stock Keeping Unit. This code allows Amazon to identify a product and the seller who sent it in. This label is what you're going to apply to each item either by the seller or the prep center or Amazon on your behalf. This FSNKU allows Amazon to track the individual unit sent in back to the seller that sent it. That way I know that the perfectly packaged Lego set I sent in is from me. Also, that it specifically gets sent to my customer and not the one that another seller sent in. Other sellers might not take the same time and care to package and it has been the beat up corners. So when the customer buys from me, I know they get the great box and package. Then they leave me positive feedback and keep my account health in good shape. As you start with Amazon, you might find on some items, Amazon will give you the option to use the UPC and not the FNSKU. In this case they're still able to track the individual units that were sent in. Personally, on every item we print off an FNSKU and attach it to each one of our products. On a rare occasion such as buying wholesale, I send in the items using the UPC for the manufacturer and I still have Amazon put on the FSNKU label on each item when it arrives at their warehouse so there's no questions. There are fees for that, but I'm ok, since those items I generally have the wholesaler send in directly for me. The label shows a barcode, the FSNKU and will also show the condition of the item that you're sending which for the most part is going to be new.

You might also see an option to commingle products when sending on Amazon. What that means is I send in my 10 board games and another seller sends in their 10 board games maybe to a different fulfillment center. When a customer purchases it, Amazon will just select the board game that's in a fulfillment center closest to that customer versus the specific one that I sent in. I don't like to do this because then I don't know what condition other sellers are sending stuff in and their packaging. And I don't want that risk on my account so I always make sure I don't

comingle. If I was selling cheaper items or maybe grocery I might not care. But I sell lots of expensive items, shoes, and things that could be damaged or have questionable quality from other sellers so I don't want to risk that.

SKU - Stock Keeping Unit The SKU is your own internal number and the way to keep track of your own inventory. Now it is commonly called Contribution SKU on Amazon when you add a new item to your inventory. Once you set it, you can't change it. If you don't put anything in here, Amazon will automatically generate one for you and that's what a number of people do. But a **cool hack** that some sellers do is they will create the skew using a combination of abbreviations and numbers. This is so that they can figure out quickly how much they paid for it, when they paid for it and who they bought it from. As an example, let's say we bought an item from Walmart for \$9.99 on March 1, 2022. I might create my sku WMT-9.99-03-03-2022 or something like that so you could quickly see how much you purchased it for, when and where. This is nice if you are manually repricing things early on and don't want to look up your prices of what you paid for stuff all the time.

Contribution SKU ?	WMT-250-07-2022
* Your Price ?	CDNS 499.99
* Offering Condition Type ?	New
* Fulfilment Channel ?	<input type="radio"/> I will ship this item myself (Merchant Fulfilled) <input checked="" type="radio"/> Amazon will ship and provide customer service (Fulfilled by Amazon)
<p>i You have chosen to have Amazon fulfill orders for this item. Fees will apply. Learn More</p>	

Amazon Types of Shipping

There's basically two types of shipping. There's FBA and there's FBM. FBA means Fulfilled By Amazon and FBM means Fulfilled By Merchant. When you see the Amazon Prime badge or under it will also say "Fulfilled by Amazon" that means the items are sitting in the Amazon warehouse. There are some Merchants that get the prime badge if they meet certain metrics and are able to ship them from their warehouse quickly. For the most part Prime means sitting in an Amazon warehouse. Over the last year, Amazon has now been shipping more items globally from Amazon.com to Canada to the UK and back and forth. So it's more common now to see some listings where the seller might be based entirely in a different country. But there's a whole bunch of shipping and extra duty charges yet still showing a prime badge. We want to utilize the FBA shipping, since it's easier and we pay Amazon to do a lot of the work.

Overview Of How Amazon FBA Works

I want to explain how the Amazon FBA system works. Most people might think of it as Amazon Prime. Sometimes a Prime badge or logo is shown. Other times, the listing might just say Fulfilled by Amazon. Lots of Amazon customers who pay for an Amazon prime membership look for that offer. They know and trust fulfilled by Amazon and therefore will often pay a premium for it. They know that item is sitting in an Amazon warehouse ready for you to buy. Once a customer buys it, an Amazon worker or robot will go and pick it up from their warehouse and ship it to you. Customers are more likely to purchase from an Amazon FBA offer because of these reasons. They are not looking at another seller who might be doing FBM which means that they are going to ship the

item from their warehouse or house and **not** in an Amazon warehouse.

Now that we understand what Amazon FBA is, let's walk through how this actually works as a seller from end to end. Let's say you buy a pair of shoes from Nike.com. You have it shipped to your house. You inspect the shoes, make sure they are clean, fix the paper or add in some nice clean new paper, so it looks professional. Add the item to your Amazon inventory in seller central, set a price, place a label on them to Amazon standards and apply the label to the item. I will put this sticker over any existing barcode on a product to make sure there are no accidental incorrect scanning at Amazon. Then you take that pair of shoes and you put it in a big box along with other items you have to ship in to Amazon. All of this is all done on the backend through Seller Central. Once you're done adding items to your shipments Amazon will decide which items need to go to which warehouses in their network. You will then pack in larger boxes and purchase discount shipping labels from Amazon to ship it in. This is a nice benefit. Usually depending on the carrier they are using, you can get pickups at your house. Then these items go to the Amazon warehouse where they're unpacked, put on shelves and available for sale on Amazon. When a customer purchases it, Amazon charges the customer, and the inventory will go into a pending order status reserved so no one else can purchase it. Then an Amazon employee/robot will get the item and ship it out to the customer and the funds will go to your payment account. If a customer wants to return an item, Amazon will give them a label to return it and will take the money back out from your account. Depending on when the item shows up, and the condition, it could be placed back into your inventory for sale. If damaged it could be set aside for you to remove or Amazon might reimburse you.

How To Ship Items to Amazon

Generally we are going to utilize Amazon's FBA service. This means we will be packing our items to ship to Amazon. To keep this book current and evergreen, if you are a new seller it is very important to understand Amazon's rules and shipping requirements. There are loads of videos and instructions in seller central that I would suggest you review. These continue to change the workflow process and packaging requirements, so please consult it. I want to focus more time in this book explaining how to find, evaluate and sell items instead of writing out 10 pages of how to label and pack a toy to send to Amazon! So remember, put yourself in the customer's position. Would you be happy receiving the item in this condition? Take extra care in making sure items are packed, protected and presented well. As an example, we sell plenty of shoes. We buy new white tissue paper and include it in boxes that don't have any or is damaged. We make sure the shoe laces are lightly corded and an overall nice presentation. For toys that are exposed we will put in polybags to protect any items from getting lost and keep the dust off it. Some sellers will try to cut corners, but I suggest taking a little extra time to pack things well. This will save you returns and damages in the future, which will also save you time and money.

Adding Items To Your Inventory To Sell

The Amazon catalog of items is always growing and there are millions. Each item should only have 1 listing/page in the Amazon market place. On that one listing is where everyone who is selling that exact same item posts it. This is so people are not creating new listings for items where one already exists. What you need to do if you want sell an item, is to add it to your inventory. In seller central, go

to inventory and then add new product. You can look up and find the product a number of ways, including ASIN, UPC, title and key words. I suggest using UPC to ensure the best match. From there, you will specify details of your offer. The sku, price, and if you want to use FBA or ship yourself. Those are the key things you need to input and then add it to your inventory. Now that item will take a few minutes but should show up in your inventory where you can then ship in, update prices and more.

Approvals And Gated Items

One of the pains you are going to find as a brand new Amazon seller is you will find a number of brands, categories and items that are restricted or as we commonly say “it is gated”. What happens is you will go into your seller central, and find the product, using the UPC code or the name of the item. I would suggest using the UPC code so as there is no mistake it is the same item. Sometimes, a listing might have a mistake, or the UPC code has changed and you need to look up the item manually, however I would strongly suggest using the UPC code. Then when you try to add the item, you will usually see a drop down menu to select the condition, which you will select ‘New’. If the button says Add Item then generally you are good to sell it. If you see the option that says Apply to Sell, this means it is gated for you and you need to apply.

Sometimes an item might be totally locked down and you can’t even apply (Apple, Playstation 5). If you click apply to sell, you will see the requirements to get approval. Usually, they require a written authorization from the manufacturer or a purchase invoice showing you have bought 10 units of the item from an authorized distributor. This is where things can get a little muddy. Sometimes you can get approved right away for

the brands. This might be based on your selling experience, other brands you are selling, or because for whatever unknown reason the Amazon gods are favorable today. Sometimes, you might get gated, then months later try again and you're ok. Seller restrictions will also vary from one country to the next. Now the quest becomes trying to find a wholesaler or distributor or another source that you can buy the 10 units from and get ungated. Sometimes Amazon won't like the source you used. It might not say the right things on it per their requirements. Other times, you just get a bad Amazon rep looking at your application. It can be random, however with more trial and error you can usually start to get ungated. This is one of the reasons why I created an ungating guide with proven sources and suppliers that are working for Amazon, which you can purchase if you want to skip a lot of trial and error. Usually, you can't just use walmart receipts or an online order or receipts from some random website. Amazon can be picky.

If you are trying to get ungated, you will want the invoices to match exactly your name, or company name, address and an order for 10 units or whatever specifics Amazon is asking for. Make it easy for the Amazon rep to match up the invoices to the item you are asking for approval. You might also want to print out the invoice and write the actual ASIN next to the item so they know exactly where on the invoice the Amazon rep needs to look. Amazon reps want to get your case done quickly so make it easy for them to say yes and move on to the next case. You will need to ungate in each market place. So you can use the same invoice for Amazon.ca and Amazon.com, but you need two different requests. Also be sure to check each market place as you might be gated in one but not in the other. Each Amazon market place kinda stands on its own to a degree and can have different requirements.

As you start to figure out which brands or items you might be gated in, a good strategy is to see if you can "double

dip” on an ungating. What does that mean? Sometimes, you can use an invoice not only for a specific sku but also for a brand ungating. As an example, if you are gated in Frozen brand, perhaps toys, but also gated in Lego, try to see if you can buy 10 Frozen Lego sets. Then you could get ungated in 2 different areas, the Frozen Brand and Lego Brand with one purchase. This doesn’t always work, but try to see what combinations you can come up with to maximize each ungating purchase.

Another common mistake I see when people are looking for items and suppliers to get ungated with, is they are trying to find items that you can make a profit on. That is ideal, however not usually going to happen. The goal is finding a supplier Amazon likes (trusted, familiar with their invoices). Getting ungated and then making money on the subsequent purchases/sales elsewhere. If you find a good source, see what else you can use them for to get ungated in. Look at the cost to purchase the items as the cost to get ungated and doing business. Yes, you can sell them after and try to recover some of the costs, but don’t pass over items and a good supplier because you won’t make a profit. That's the wrong mindset here. Remember this is a business and sometimes you need to spend money to make money as they say. Usually, if you are a brand new seller and can get a wholesale or distributor account that easily, you most likely won’t find profitable items. Meaning everyone can buy it and have beaten down the prices on Amazon.

I’m going to give you one supplier here on our [resource pages](#) for free that will work on a lot of brands and give you a head start. In our OA Masterclass we have found a supplier that is crushing ungating, almost a cheat code, but knowing Amazon things can change.

Chapter 3: How To Make Money

This is now where we dig in and start finding profitable stuff to buy. Before we get into that, I want you to repeat after me **“There will always be something else to buy”**. Yes, there are so many items out there that you can buy you will run out of money before you will be able to run out of items. That is the amazing thing with Amazon, if you want to sell \$1 million dollars you just have to have the cash flow and systems to do it. Amazon has the customers. Amazon has the product listings, the warehouses and the delivery systems. You just need the money and the skills to keep buying and profiting. But...it is easy to buy, the key is to make profits. Most sellers are limited to the amount of money they have. Most don't have endless credit card limits, so we need to make sure we are making the best decisions to maximize our profits along the way. Selling things quickly and for a reasonable amount of profit and return on investment is key.

























Yes you will make mistakes. Things will change and you will make bad buys. We all do. I still do it, things happen and sometimes you are taking calculated risks. The key is to learn from those mistakes, try not to repeat the same mistakes, get back the capital and buy something else. There is always going to be something else to buy. If I have a bad buy, something that hasn't been selling, i'm ok with selling it at a loss. The time value of my money is important and since money is limited, I'd rather get back as much of it as I can. Then I can buy something else make a profit and move on. Fast profitable sales is key to quickly growing your Amazon business and your bank roll.

Let Me Show You An Example

Using the methods that I teach in my OA Masterclass, I decided to purchase 46 units of Harry Potter Lego 75956 on October 17th. I tried to buy the entire stock out of 83 units, but the rest never shipped or got loss so I only ended up with 46. This isn't a really large buy, but a good example of finding a winning item and how I sold it on both amazon.ca and amazon.com and see how the different markets react. I was able to purchase these for \$39.99 CDN each or about \$32 USD each. So total buy cost just under \$2,000. Part of my strategy was estimating how many were being sold on each market place. Both were profitable which was good, com would be faster selling, but ca looked like I could get higher prices. My strategy was to send some to each market first to test out. If ca could sell for high profits I would want to send more there. This was managing my risk and also trying to maximize my profit. I was able to sell the last one on December 17th. I like to keep an eye on my pricing that close to Christmas to maximize my profits. I've already done the work to get the items there, and there is no more time to get more in to amazon, so this is my last chance. If I wanted I'm sure I could have sold them faster at a slightly lower price but that is not the goal.

SELLING ON AMAZON FROM THE BEACH






Here is a screen shot of my sales:

Amazon.ca Sales	Amazon.com Sales																		
<table border="1"><thead><tr><th>Image</th><th>Product name</th></tr></thead><tbody><tr><td></td><td>LEGO Harry Potter Quidditch Match 75956 ASIN: B07DVRWWV2 SKU: JS-4LWH-YAY9 Quantity: 1 Item subtotal: CA\$139.99</td></tr><tr><td></td><td>LEGO Harry Potter Quidditch Match 75956 ASIN: B07DVRWWV2 SKU: JS-4LWH-YAY9 Quantity: 1 Item subtotal: CA\$125.53</td></tr><tr><td></td><td>LEGO Harry Potter Quidditch Match 75956 ASIN: B07DVRWWV2 SKU: JS-4LWH-YAY9 Quantity: 1 Item subtotal: CA\$125.53</td></tr><tr><td></td><td>LEGO Harry Potter Quidditch Match 75956 ASIN: B07DVRWWV2 SKU: JS-4LWH-YAY9 Quantity: 1 Item subtotal: CA\$125.53</td></tr></tbody></table>	Image	Product name		LEGO Harry Potter Quidditch Match 75956 ASIN: B07DVRWWV2 SKU: JS-4LWH-YAY9 Quantity: 1 Item subtotal: CA\$139.99		LEGO Harry Potter Quidditch Match 75956 ASIN: B07DVRWWV2 SKU: JS-4LWH-YAY9 Quantity: 1 Item subtotal: CA\$125.53		LEGO Harry Potter Quidditch Match 75956 ASIN: B07DVRWWV2 SKU: JS-4LWH-YAY9 Quantity: 1 Item subtotal: CA\$125.53		LEGO Harry Potter Quidditch Match 75956 ASIN: B07DVRWWV2 SKU: JS-4LWH-YAY9 Quantity: 1 Item subtotal: CA\$125.53	<table border="1"><tbody><tr><td></td><td>LEGO Harry Potter Quidditch Match 75956 ASIN: B07DVRWWV2 SKU: KD-ST1A-0YJC Quantity: 1 Item subtotal: \$57.00</td></tr><tr><td></td><td>LEGO Harry Potter Quidditch Match 75956 ASIN: B07DVRWWV2 SKU: KD-ST1A-0YJC Quantity: 1 Item subtotal: \$57.00</td></tr><tr><td></td><td>LEGO Harry Potter Quidditch Match 75956 ASIN: B07DVRWWV2 SKU: KD-ST1A-0YJC Quantity: 1 Item subtotal: \$57.00</td></tr><tr><td></td><td>LEGO Harry Potter Quidditch Match 75956 ASIN: B07DVRWWV2 SKU: KD-ST1A-0YJC Quantity: 1 Item subtotal: \$57.00</td></tr></tbody></table>		LEGO Harry Potter Quidditch Match 75956 ASIN: B07DVRWWV2 SKU: KD-ST1A-0YJC Quantity: 1 Item subtotal: \$57.00		LEGO Harry Potter Quidditch Match 75956 ASIN: B07DVRWWV2 SKU: KD-ST1A-0YJC Quantity: 1 Item subtotal: \$57.00		LEGO Harry Potter Quidditch Match 75956 ASIN: B07DVRWWV2 SKU: KD-ST1A-0YJC Quantity: 1 Item subtotal: \$57.00		LEGO Harry Potter Quidditch Match 75956 ASIN: B07DVRWWV2 SKU: KD-ST1A-0YJC Quantity: 1 Item subtotal: \$57.00
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The average ca sale was about \$120 CDN. Lower early on, and I would raise my price as sales would come in, and my inventory got lower and so did competitors inventory. The average on com was only \$57 USD. So the test on com was fine. But I saw good sell through on ca and higher prices. All the rest of the units I had after the first shipment to com went to ca.

Now let's break down the math and see how much I made. This is the math on amazon.com. We will look at that one first since it isn't as good.

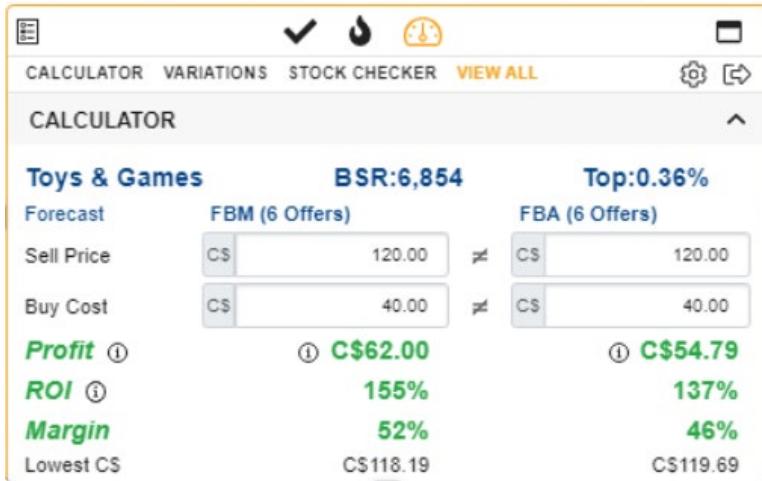
LEGO Harry Potter Quidditch Match 75956

    			
CALCULATOR		VARIATIONS	STOCK CHECKER
Toys & Games		BSR:21,938	Top:0.26%
Forecast	FBM (44 Offers)	FBA (101 Offers)	
Sell Price	\$ <input type="text" value="59.00"/>	vs	\$ <input type="text" value="59.00"/>
Buy Cost	\$ <input type="text" value="32.00"/>	vs	\$ <input type="text" value="32.00"/>
Profit ⓘ	① \$18.15		① \$12.73
ROI ⓘ	57%		40%
Margin	31%		22%
Lowest \$	\$44.98		\$44.89
Historical Data	30 Day	90 Day	180 Day
BSR	16,821	40,130	65,793
BSR Drops	64	161	263
Buy Box	\$42.77	\$47.76	\$47.76
AMZ Price			

I made \$12.73 after fees on each unit. Not bad on a \$32 purchase giving us a 40% ROI. I consider that a good win!

Now let's see the math on amazon.ca which we know was better.

LEGO Harry Potter Quidditch Match 75956 



Toys & Games		BSR:6,854	Top:0.36%
Forecast	FBM (6 Offers)		FBA (6 Offers)
Sell Price	CS	120.00	CS 120.00
Buy Cost	CS	40.00	CS 40.00
Profit ⓘ		ⓘ C\$62.00	ⓘ C\$54.79
ROI ⓘ		155%	137%
Margin		52%	46%
Lowest CS		CS118.19	CS119.69

On each one I made about \$54.79 after fees which is 137% ROI. Say I sold 30 on ca and 16 on com, the profit is about \$1847. My purchase was \$1839.54. Now I had some boxes, prep time, labels and shipping but maybe \$250 at the very highest lets say. On that one purchase, from one online retailer, one check out got myself over \$1500 profit on \$1839.54.

As you can see in this example both markets are different. If I had of gotten the full 86 units I tried to purchase I would have sent more to com probably to limit my risk. I know they will sell faster there than on CA, but at a lower margin. Buying larger amounts like that is about managing your risk and taking calculated risks.

How Do You Make Money?

The very basic concept here: sell stuff for a price, less Amazon fees, that is more money than what you paid for it. Buy low, sell high, easy enough right?

I want to talk about a few common measurements of profit that you will see and should think about when you are selling on Amazon and we commonly talk about. I want to walk you through an example. I will go over the various elements and measurements. This is fundamental stuff and you must understand it. I've seen lots of people hitting big sales figures, but at the end of the day, it is about how much profit you take home. I see sellers only selling \$250,000 in sales taking home more profit then sellers with revenues over \$1 million. You need to understand Amazon fees and your costs. Let's walk though an example.

Here is a screen shot of a PlayStation 4 game. I'm using the AZinsight chrome plugin that you can get a free trial for [here](#) to show all these calculations.

Neo The World Ends with You - PlayStation 4

The screenshot shows the Amazon Seller Central calculator interface. At the top, it displays 'CALCULATOR VARIATIONS STOCK CHECKER VIEW ALL'. Below this, the product name 'Neo The World Ends with You - PlayStation 4' is visible. The calculator is set for 'Video Games' with a BSR of 14 and a Top 0.01% ranking. It compares two offers: 'FBM (2 Offers)' and 'FBA (2 Offers)'. The FBM offer has a sell price of \$50.00 and a buy cost of \$15.00, resulting in a profit of \$26.50 (177% ROI) and a 53% margin. The FBA offer has a sell price of \$50.00 and a buy cost of \$15.00, resulting in a profit of \$22.45 (150% ROI) and a 45% margin. The calculator also shows historical data for BSR (3,079), BSR Drops (11), and Est. Sales (BuyBox: \$39.75, AMZ Price: \$42.97, New Offer: 5). It includes a 'Lowest FBA' price of \$49.86 and a note that 1 FBA offer is within 3% of the lowest FBA price. Additional product details like ASIN (B0937TLQLV), UPC (662248925226), EAN (0662248925226), and model (662248925226) are listed, along with shipping and packaging information (Ship wt: 0.09 kgs, Envelope, Dim: 1.4986 x 13.589 x 17.0942 cm, Product wt: 0.0907 kgs, Package Qty: 1).

Forecast	FBM (2 Offers)	FBA (2 Offers)	Historical Data	30 Day	90 Day	180 Day
Sell Price	CS 50.00	CS 50.00	BSR	3,079	2,985	4,034
Buy Cost	CS 15.00	CS 15.00	BSR Drops	11	38	65
Profit	① C\$26.50	① C\$22.45	Est. Sales			
ROI	177%	150%	BuyBox	CS39.75	CS41.05	CS47.03
Margin	53%	45%	AMZ Price	CS42.97	CS43.56	CS52.82
Break-even Price	CS18.82	CS23.59	New Offer	5	5	6
Lowest	CS61.74	CS49.86	Lowest FBA	CS49.86	CS48.20	CS49.87

In this example, I'm going to assume we are looking to sell this for \$50. There are a few definitions we should look at here. I almost always do FBA so that's the calculator I'm looking at.

Profit: This is the amount above selling price less cost less Amazon fees.

ROI: This stands for **R**eturn **O**n **I**vestment. This is the percentage you will make on your investment or "purchase price". In this example, you are making 150% on your investment. The formula is profit divided by buy cost. So $\$22.45/\$15.00 = 1.497$, so rounded to 1.50. So you will make 1.5 times back what you "invest", which in this case is the \$15.00 purchase price.

Margin: This calculation is the profit divided by the selling price. $\$22.45/\$50.00 = .449$, so 45%. This is another way to look at your profits.

Personally, I focus on the Profit and ROI, and not so much on the margin. Similar calculation but I prefer because you can do quicker math on these, since margin is based on a sales number. Some people get caught up on sales figures, and big numbers. Big sales numbers are nice but profit is the real measure. Profit is an absolute dollar and ROI is how well my investment is paying off. Those are easy for me to understand.

Now there are always exceptions to a rule but here is my rules of thumb that might give you some context as you start to develop your own. I like to have an absolute profit of a minimum of \$5 an item. I also like a minimum ROI of 30%. Those are not hard fast rules and I will bend depending on factors. Things like is it easy to prep? Could we sell a lot really fast? Is it very low chance of getting a return (remember returns cost you money). Is it small? Can I order a lot easy in one order, one store? Those kinds of things I would be willing to accept a lower ROI or profit on the item.

My general rule, if its larger, more annoying to buy, ship, prep, and will take longer to sell, I would expect a higher ROI and profit. I'm not buying a pair of shoes that will sell in 4 months for a \$5 and 30% ROI. I would want a \$100 profit and 150% ROI lets say. Large kids toy? That better a good profit to make up for the pain in the butt factor. If something can sell really fast, I'm willing to take a smaller profit

Understanding The Costs Of Selling On Amazon

There are a few costs that you will need to calculate to make a profit. I'm going to explain them but remember Amazon each year often changes the percentages on a number of these so always check seller central to make

sure you have the most up to date amounts/percentages. This is also why I use a software like Azinsight plug in on google chrome. This ensures my calculations are always current and correct for the category and easy. You can also do this with the Amazon seller app, which is free on your phone.

Calculator Interface Data:

- Category: Toys & Games
- BSR: 44,463
- Top: 1.85%
- Est. Monthly Sales: 3 & Revenue: C\$168
- Forecast: FBM (3 Offers) vs FBA (3 Offers)
- Sell Price: C\$ 55.99 (FBM) vs C\$ 60.00 (FBA)
- Buy Cost: C\$ 0.00 (FBM) vs C\$ 20.00 (FBA)
- Profit: C\$47.59 (FBM) vs C\$25.05 (FBA)
- ROI: (FBM) vs (FBA)
- Margin: (FBM) vs (FBA)
- Break-even Price: (FBM) vs (FBA)
- Lowest: (FBM) vs (FBA)

FBA Seller Fees Breakdown:

60.00	Sell Price
- 9.00	Referral Fee (15.00%)
- 0.03	Monthly Storage Fee 30d / Jan - Sept
- 5.92	Fulfillment Fee
- 20.00	Buy Cost
= 25.05	Profit Estimated
Total Fees: C\$ 14.95 Total Cost: C\$20.00	
Total Fees & Cost: C\$ 34.95	
Monthly Long Term Storage	
Total cubic metres: 0.0010	
Day	Charge
331 - 365	C\$ 0.00
> 365	C\$ 0.15

Here is an example and I'm using the [Azinsight](#) tool to give you a nice visual. This is a toy that I'm considering selling on Amazon.ca. If I put in a selling price of \$60, and an estimated buy cost of \$20, this is the total fees and profits I would make. Let's break this down.

Referral Fee: This is the percentage that Amazon will take of your selling price. This doesn't matter if you are using FBA or if you are sending the item yourself. Most categories have about the same percentage, but there are a few that are lower.

Monthly Storage Fee: These are estimates based on how long you are storing your items at Amazon. Amazon has been increasing these lately as they don't want to hold

your items too long. They would rather you hold them, so they are increasing their fees to discourage people from doing this. Personally, I don't factor this in much. I use the calculator and the assumptions but if i'm following my general rule. Stuff that will sit longer has a way bigger ROI. Therefore, its not super relevant for my buying decisions. The key is to keep goods moving quickly and try to limit how long you have them sitting in Amazon warehouses.

Fulfillment Fee: This is the Amazon fee that they charge to pick your item off the Amazon shelves, put it in a box and ship to the customer. This fee is based on size, weight and other factors. Note that for returns, this fee is not refunded to you so you need enough profit to absorb a few of these along the way.

Buy Cost: That is what I entered into the calculation to see how much money I would make after fees.

KEY POINT: I personally like to sell higher priced items and the fulfillment fee is one of the reasons among others. The referral fee is a percentage of the selling price so that will always be the same percentage say 15% if its a \$60 item or \$600 item. The fulfillment fee is not a percentage calculation, but more fixed. So if the same sized item was \$60 or \$600, I would pay the same fulfillment fee. What you will find is that on smaller dollar items, the fulfillment fee as a percentage of the fees is pretty high and will cut into your margins.

Please make sure you understand this. I have seen many new sellers complaining that they can't make any money with all the Amazon fees. The common problem is usually they are selling low dollar items. The fulfillment fee is usually a higher percentage of the fees on cheaper items and takes up so much of your profit.

Other fees. There are various other fees, like refund administration fees, long term storage and removals. These change a few times each year and in each marketplace so be sure to watch seller central for updates on these. In 2022, Amazon started a seasonal Q4 fee, so it would not surprise me to see these continue. Just remember to review your pricing when new fees come in.

Refunds: Part of the business no one wants to talk about, but refunds will happen. Amazon makes it so easy for people to order stuff and then return it. You better get use to it being part of your business. If a customer returns something, as soon as they initiate the return Amazon will take the money back out of your account for the sale. The customer usually has 45 days to return it, so it could be some time. If you're new, this might bother you, but as you grow, its just a part of business. When they issue the refund to the customer, the customer will get back everything they paid including the tax. On your side, Amazon will refund you the referral fee they charged, but they will not refund the fulfillment fee. That will be a loss to you. In addition, certain categories like clothing and shoes; Amazon charges a return processing fee. The point is they want people to feel comfortable to order those items and return for free if they don't fit. Great....but it's going to cost the seller. The good news is most of those items are able to go back into sellable inventory.

Now that you understand the fees you're going to pay when you sell an item, let's dig into finding and ensuring we are buying good stuff that will make us money.

Common Selling Strategies

I want to talk a little bit about the pricing on Amazon and some different strategies you can think about.

Selling at a Normal/Suggested Retail Price

As you start to look at items, you will see that most of items will have a sort of normal selling price. Some brands and items are very specific and have suggested retail pricing or minimum required pricing. I call it a normal price. Like a Nintendo Switch will usually always sell about at the same amount. One strategy is to buy an item that you can buy at a deep enough discount, and/or using additional strategies (I will talk about later). Buy it cheap enough that if you were to sell it at the “normal price” or close to it, you will make a profit. Easy enough. If an item sells at \$100 and you can buy it at \$50, after Amazon fees; you will make money. Using this strategy, you know what it should sell for and your estimated profit. You probably won’t be able to sell it for more than that. The exception to that is if it gets harder to find, has fewer sellers and the price moves up a bit. Generally, the potential profit is capped.

Selling at a Premium

This can have a number of variations, but basically you are selling an item at a higher than a “normal price”. For this strategy, your upside profit potential could be unlimited. Well not totally since Amazon can and does trigger high price warnings so the sky isn’t the limit. There can be a number of reasons why an item can sell for higher than a normal price.

1. A discontinued item. If a manufacturer isn’t making an item anymore and people want it, they often will pay more for it. Since it is harder to get and they are not making any more. Example are shampoo, makeup colors, Lego sets and even flavors of coffee! I’ve personally sold some shampoo that was discontinued for about 10 times the normal retail price.
2. Hard to Find Item. Almost every Christmas there is a hot toy that is undersupplied and hard to find. Those are the ones you can get and charge more for. Risk on the hard to find, is if the supply

catches up. Then they are no longer hard to find and the price will normalize.

3. Not Sold by Amazon. Amazon sells a bunch, but there are items that they don't sell. Those might be store exclusives, unique brands and others. Often you can sell these for a little more since Amazon isn't selling and keeping prices down.
4. Amazon Out of Stock. Items that Amazon sells but is sold out. So many people only buy on Amazon. Sometimes when Amazon is out of stock, people will still buy and not realize the your selling price is higher than Amazon's.
5. Unique or less competition. I'm not totally sure what to call this. Some items I'm able to sell for a premium because there aren't any other sellers or no competitive offers. Sometimes, I can sell a nice color shoe for more than the boring colors, just because I'm the only seller and its cool. Those opportunities are when you can push your pricing a little bit since there isn't any competition. I might look at a shoe that sells normally for \$100. Then I find a very cool camouflage color that no one else is selling. Because it is cool and unique; I will raise my price and maybe sell it for \$130. Probably not going to get \$200, but I can ask a premium because it is unique and no competition.

I sell items at all these levels. Selling at a normal price is probably less risky since that is the market value but your upside is limited. Selling at a higher price can have a higher upside. This comes with more risk with resupply, demand changes and/or Amazon high price warnings. I will caution you on pricing items too high that trigger high price warnings and Amazon price gauging. It's a fine line sometimes. Generally, things like shoes and toys you can push pricing, but anything that could be essential is where you can get into serious trouble. Few years ago, hand sanitizer became hard to find and anyone pushing their pricing high on that got into big trouble. I would suggest not raising prices on things that could be seen as essential,

like food basics, medical, etc. No one NEEDS the hottest Q4 toy, that isn't essential. Yes you might get a customer message you asking why you are selling this toy for 2 times the price they can buy it at target. Just ignore them, mark no reply needed. You are never going to win that argument about supply and demand or how the item is hard to find with this type of person. Just move along and chuckle when you get them.

Chapter 4: How To Evaluate A Good To Buy

Now that you understand the various fees, we are going to go find some items to buy. We want to keep in mind what our minimum amount of profit and ROI targets are as we start to look. That was step one, knowing how to calculate our profits after fees. Now let's figure out if something is going to sell. You can buy an item, but if it doesn't sell, or not selling enough, then you're not going to make money. Now let's figure out how to gauge if the item will sell and how often.

BSR - Best Seller Sales Rank

One of the amazing things that Amazon shares with us is what we call the BSR. It is commonly just shortened down to saying "sales rank". The Amazon Best Seller Rank, is a number that is on almost every product on the Amazon marketplace that has had at least one sale. The lower the BSR, the better it is. We are able to use this key metric to help us estimate how well a product will sell on Amazon. The lower the rank the better.

Best Sellers Rank: #355 in Video Games (See Top 100 in Video Games)
#8 in PlayStation 5 Controllers

Customer Reviews: ★★★★★ ▾ 945 ratings

The BSR is shown on the listing under the product details and are assigned product categories. As you can see in this example, this item has a rank of 355 in Video Games. It also has a sub rank of 8 under a more specific PlayStation 5 Controllers category. So it is possible for items to have more than one rank. For the most part, I

only every look at the top category. I'm concerned with ranks in Toys, clothing, movies, home, etc. Not usually the sub categories. We will use the BSR to help us evaluate. It's important to remember BSR's are all relative. The same BSR in June for a toy vs in December can be very, very different due to the sales velocity. So a 10,000 rank in December for a toy is selling way more than the same rank in June since that rank is relative to the entire category. Same with 10,000 in toys vs 10,000 in books. The ranks are relative to their category and will change with market places and time of the year. As you start to sell; you will get more comfortable with this information. A good rule of thumb is keeping at the 1% or lower BSR of the category. This should help you stick to faster selling items.

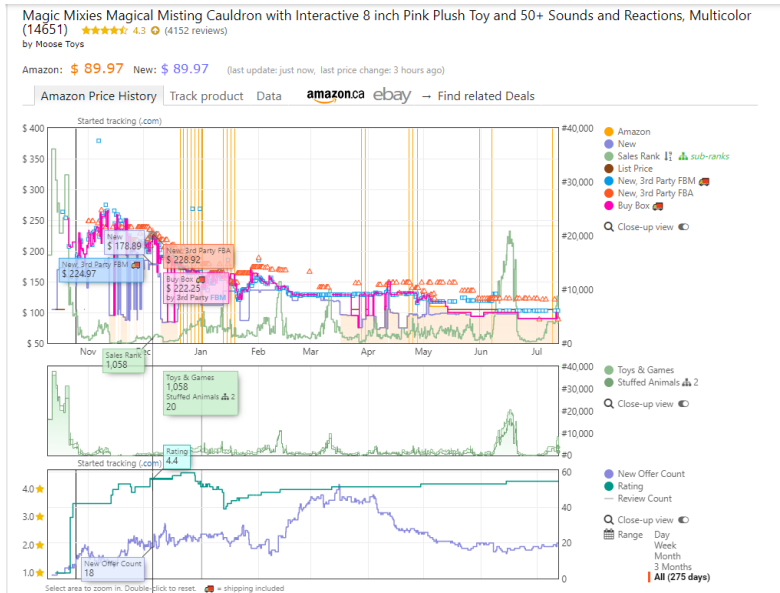
Understanding Keepa - It is Almost A Cheat Code

I could probably write an entire book about Keepa. I only know a small fraction of what the software is capable of. For this book, I don't want to overwhelm you. I'll just cover some of the key elements that you can use to make good buying decisions. We will focus on the good stuff that most sellers will use on a daily basis.

Keepa is an Amazon tracking service. There is a paid and a free one keepa.com. Get the paid one so you can access sales ranks and how they trend. Then you can install the Keepa chrome plug in, which will display the Keepa charts on Amazon listings as you are surfing Amazon. This plug in works in multiple markets. I also use my Keepa data integrated with AZinsights. I still like the big chart the Keepa plug in shows on the listings.

Keapa Charts

I'm going to use an example of a Toy called Magic Mixes on Amazon.ca. This was a hot seller during Q4 that we identified early in our OA Masterclass and most members including myself were able to get a bunch before December, including buying out a lot from Amazon themselves which we call Amazon flips!



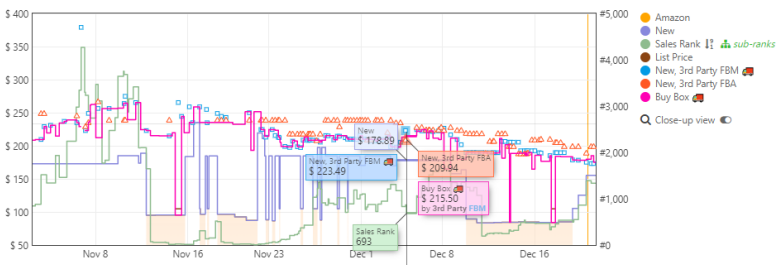
Now, I know there is a lot going on here but I'm going to break it down. The nice thing about Keapa is you can also decide what information you want to show and what you don't. You can customize it a little more so it doesn't look so busy. This is the way I currently keep mine but you can adjust your settings to suit you.

The top box area is the main area we are going to be looking at. This is where we are going to see the various prices from Amazon, other 3rd party sellers and also BSR sales rank.

The second box shows sales ranks for the Toys and Games and also a sub category of Stuffed animals. I usually don't even look at this since, I can see the green sales rank above in the main chart.

The bottom box shows the amount of offers, which means how many different sellers and the review ratings. I look at the ratings of the product on the main page (it is better to sell better rated products, since people will return them less often). In this example, you can see the number of offers increasing slowly, then increase after Christmas when clearly more sellers were able to get their hands on it. That also usually means the price will go down. Simple supply and demand. This was a hot toy for Q4 in 2021. It was hard to find but then you can ask higher selling prices.

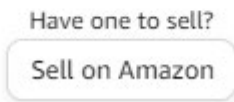
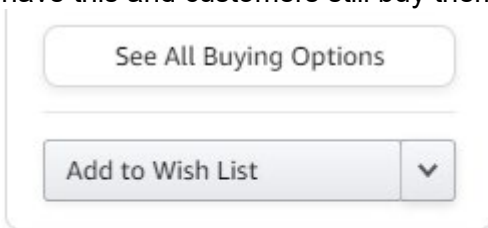
So let's break down the top box and what we see here. In this configuration, the orange is when Amazon is a seller and their price. We know when its shaded orange, Amazon has it in stock and what their price is. When there is no orange, Amazon is out of stock. Then you want to look at the New 3rd Party Line FBA and to a lesser amount FBM. Let's zoom in a bit during December. What we are doing here is looking to see if Amazon goes out of stock. Will the sales still keep going and can we charge a higher price. Generally, if the price rises, then the velocity of sales will slow down. An item that is double the price isn't going to sell as fast usually, however when Q4 hits and its a hot toy, all bets are off!



Now we can see that around early December the prices are very high about \$200 plus when Amazon doesn't have

any in stock. We can see the 3rd party FBM is about \$223.49 and the FBA is \$209.94, which is kind of unusual (perhaps the FBA offer would arrive much later due to warehouse transfers at Amazon). Usually the FBA is higher as sellers will pay a premium for the item, but this FBM price probably does not include a shipping fee.

Interesting to note that the lowest FBA offer is \$209.94 but the Buy Box offer is \$215.50. This is key. The buy box can rotate between sellers and sellers with higher prices. Better feedback will often sell an item for more even when there are cheaper FBA offers. You might find it to be a struggle to get the buy box at first from some more experienced sellers. You should still be able to get a turn. Do not fall victim to undercutting other sellers, as many will have repricers that will match you. You will just keep lowering the prices and tank the listing. Keepa can show you some data on what percentage sellers are winning the buy box. Ideally, you want to win the buybox to get the sales. If you are selling items that are higher than normal price, then Amazon will sometimes remove the buy box look. Then a customer has to click a button to see the different offers. This is called a suppressed buybox. This isn't ideal but it's ok. I sell lots of items that have this and customers still buy them!



The green line is the sales rank. The way I have mine set up is the sales rank is on the right hand side and the left hand side is the selling prices. On mine, the lower the line, the lower the sales rank number. Sale ranks on Amazon work like this: the lower the number, the faster it sells.

Remember the sales rank (BSR) is super valuable in helping you make business decisions but it isn't an exact science. You do need to make some estimates and judgement calls when looking at the rank. So let's dive a little deeper into that.

A sale rank is a relative rank for that item, relative to the category it is in, relative to the marketplace and also to the time of the year (yes that's a lot of relatives). So to help you, I generally like items that are the best 1% or lower in the category. The lower the sales rank, the more it will sell but it all depends. A toy with a sales rank of 10,000 in December on Amazon.com, will sell more units than the same toy with a rank of 10,000 in December on Amazon.ca. Bigger market place and more buyers. That same toy with a sales ran of 10,000 in May, on Amazon.com will sell less units than December. And a sales rank of 10,000 in music instruments will sell less than the same number in Toys. Each category is different. Using charts and tools, plus experience will help you to estimate in this business. Early on you should probably not be buying that many of the same item, if you are worried if they will sell in 3 months. This is why early on, I suggest taking small risks until you start to understand more about the sales velocity of a rank and category. Buying 3-5 of an item vs 30 of an item. You make a mistake on a 3 unit purchase, doesn't sell, it's not a big loss. 30 of an item not moving is a bigger loss. Plus, can also slow down your Amazon inventory performance score which can hurt your storage levels. Yes there will be times you say to yourself, "I didn't buy enough" and that's ok. I'd rather say that then "I bought too much and need to take a big loss".

Let's also understand the BSR and the line drops on Keepa. Keepa is a data tool that uses an API through your seller account to Amazon to check various data. Keepa isn't some terminator like machine that is always scanning Amazon on its own, every single listing, all the time. It is scanning and using data from when users are using it to scan and review listings. Some people incorrectly believe when they look at a chart and see a drop that, the drop indicates a sale. Then they will count up the drops in a time frame to estimate the sales. That will give you some idea, however that drop, is the result of Keepa checking the listing and the sales rank changed. So it could change and sell 1 or 10 or 20 units, depending on the factors discussed above. What if the sales rank dropped from 100,000 to 1,000? That would not be 1 sale, that could be a lot of sales.

Keep these factors in mind as you start looking at items and using the Keepa data. When you first start it might be overwhelming or confusing but you will get the hang of it with experience. Azinsight has a little feature where they try to estimate the sales a month given the ranking. This can help as well, but I prefer relying on my experience. End of the day, if it has a good sales rank and the right price, I should have no problem selling it. When you get into listings like shoes that have lots of variations in color and sizes that is when it can be more complicated. So early on, I would suggest sticking with items that only have 1 item, no variations in color, sizes, etc. Keep it simple so there are less factors to worry about.

Smaller markets like Amazon.ca do not have as many Keepa users running all the listings as often as say Amazon.com. So you will find that some listings might not show drops for a long time. It could actually be selling, just no one has clicked on them or run a scan for Keepa to look at it. That's why sometimes I will click on a listing that I set

an alert for before. Once I click on it, my alert email comes in. Only because I clicked on the listing, Keepa read the data and then updated anyone with an alert. Which brings me to Keepa Alerts.


Keepa Alerts



Another powerful part of Keepa is the ability to set alerts. If you click on the “Track product” tab, you can then set different ways for Keepa to alert you if the target price is hit. You can set different alerts for different countries/market places.

Amazon: **\$ 89.97** New: **\$ 89.97** (last update: 1 hour ago ↻, last price change: 4 hours ago)

Amazon Price History | **Track product** | Data | [amazon.ca](#) | [ebay](#) → Find related Deals

Keepa can monitor any Amazon product for you and send you an alert once the price changes. We'll notify you via email, Web Push, Telegram or RSS. No registration required!

Track multiple Amazon locales? 

 .COM  .CA

Amazon Deals	\$ New	\$ Used
70.00 or less ↻	or less ↻	or less ↻
Sold and fulfilled by Amazon	New price by 3rd party seller or Amazon, shipping not included	Used price by 3rd party seller or Amazon (Warehouse), shipping not included
<input checked="" type="checkbox"/> Get notified via email for upcoming Lightning Deals	<input type="checkbox"/> Include shipping costs	<input type="checkbox"/> Include shipping costs
<input type="checkbox"/> Get notified once a Lightning Deal has started (any price)	<input type="checkbox"/> Prime only	<input type="checkbox"/> Warehouse only

\$ Lightning Deals or less ↻

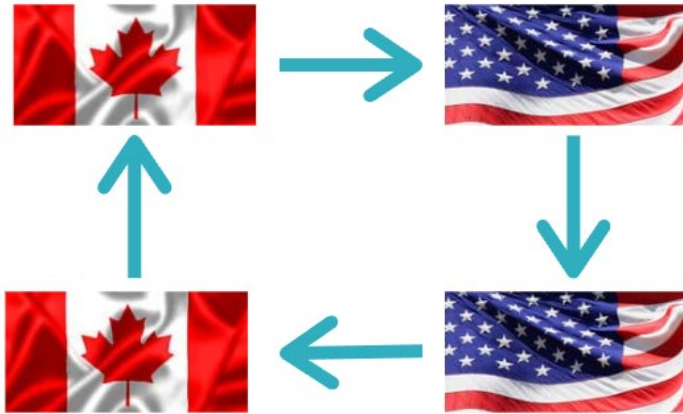
Lightning Deals

This is great for Amazon flips. Part of what I teach is every time you look at a listing, you should be evaluating it in multiple ways to sell it. Set Keepa alerts if they make sense. If you see that in the past the product was sold so cheap that you could buy it and sell it back on Amazon and make a profit; you should set an alert for it. It's like planting seeds along the way. Some won't trigger but some will. I do this weekly, and almost every single day I get Keepa alerts in my email box. By doing this you are already doing the product evaluation, you are setting yourself up to redeem in the future with very little effort. I get a Keepa email which I can quickly open up, review the data again

and make a buying decision. Product leads directly to your inbox daily!

When I'm looking at an item that I can buy on a website, I'm looking to see if I can sell it on Amazon.ca or Amazon.com. Then depending on the Keepa data and if Amazon is selling it, I'm then looking at it 4 different ways to flip it just on Amazon. Since I have prep services in Canada and the US, I can ship between them both. The following are possible flips:

- Amazon.ca to Amazon.ca
- Amazon.com to Amazon.com
- Amazon.com to Amazon.ca
- Amazon.ca to Amazon.com



Keapa Deals Tab

The screenshot shows the Keapa website interface. At the top is a navigation bar with icons for Deals, Track, Apps, Data, Information, Comment, and Search. Below this is a search bar and a 'bookmark this selection' button. The left sidebar contains several filter sections: 'View as' (Table, Product Boxes), 'Choose Deal type' (Amazon, New, Used, Sales Rank, Collectible, Refurbished, New, 3rd Party FBM, Lightning Deals, Warehouse Deals, New, 3rd Party FBA, Buy Box, Used, like new, Used, very good, Used, good, Used, acceptable), and 'Limit Drop Interval' (Day, Week, Month, 3 Months, All). The main content area displays a category filter bar with various product categories and three product listings:

- USAOPOLY The Legend of Zelda...**: A 61% discount. Average price: \$ 32.69. Now: \$ 12.60. Deal found: 13 hours ago. Find related Deals.
- Crayola 10-Count Washable UL...**: A 58% discount. Average price: \$ 11.24. Now: \$ 4.71. Deal found: 14 hours ago. Find related Deals.
- Funko Pop! Pins: Harry Potte...**: A 56% discount. Average price: \$ 24.02. Now: \$ 10.60. Deal found: 11 hours ago. Find related Deals.

This is the last part I'm going to talk about, is the Deals Tab on the keapa.com site. Down the left-hand side are all kinds of filters to adjust the data and what the filters will show. I use this to find Amazon flips. So, selecting Amazon as the Deal type, and then changing the drop intervals to day or week. Then you can then look at the results, all or specific categories. This is when you can find some good Amazon flips! The best are usually the ones that look like a cliff and the price just fell off. There is lots of opportunities to find much more by changing up the filters.



In my OAmasterclass, we dive deeper into using Keepa to uncover these nuggets and also how to find out of stock Amazon items easily.

There is a lot more data tools that Keepa can provide. For now, this is what you need to get started. More advanced strategies are things like looking at others stores. Also, using the Keepa data to sort and find winning items, but those are more in depth. I would suggest getting the paid Keepa version so it will show you the sales ranks along with the other data. The monthly fee is pretty cheap. As said if you are just starting out, with a limited budget for software get Keepa and Azinsight. Keepa first, then Azinsight.

Where To Find Stuff?

The world wide web is full of websites you can buy stuff from! As you start to get into this business, you will start to find your favorite websites. Those will usually become your go to sites, and they don't need to be a lot. I probably only

source from 10 stores regularly and maybe 5 more depending on if they send me an email about a big sale.

If you are just starting, I would take a look at Rakuten (link for bonus signup in the book resources). Have a look at the websites that are there. This website is a cash back website, I'll explain. You set up an account with this website but use my link to get a bonus deposit. When you click on the store you want to shop at, it uses its affiliate link to open up a shopping session at that website. If you make a purchase and the store confirms it, Rakuten will give you cash back (usually PayPal payment). The normal percentages is like 1-2%, however there are some sites that are much more. Some have certain promotions and will offer 10% off and more.

I would suggest looking at some of the smaller websites and their sale/clearance sections. Lots of people will search Target and Walmart, so more competition there. There are thousands of websites you can look at and get to know. When you're starting with a new site, I suggest small order. See how the goods are packaged? How's the quality? Are they sent from a warehouse or individuals stores? How fast do they ship? Do they allow multiple quantities, things like that. Get to know the site and see if that will become one of your go to sites. Keep testing and finding items until you build up a nice stable of websites that you regularly go to.

There are tons of deal sites out there and Facebook groups that are always looking for deals and posting. Most of them are junk, but you might be surprised now and then what you find. It could lead you to new sites you have never heard of. There are so many potential websites you can source from.

Word of Caution: Try to stick to websites that are known. Yes, I find websites that are new and I have never heard of every week, but be cautious. There are fake and

scammy websites out there. If the prices look too good to be true and you have not heard of it before, it probably is. Few things that I look for:

1. Do they have an address in the contact us,
2. Are there FAQ's that are not templated,
3. Check their social media accounts for followers and legitimacy
4. Google the site name and the word review and see what sums up.

If you think its good, make a small sample purchase to be sure. Then again, you should never be making large purchases at the start from a new source.

Amazon themselves. Yes, that is correct you can purchase goods from Amazon to sell back on Amazon. Remember the Keepa alerts, well, we use them to find items to flip. I do a lot of that myself using my Amazon business account. I would not use any prime benefits for flipping. I would not be creating multiple accounts to try to get around purchase quantity limits. Play by their rules and you should be ok.

Basics For Reducing Your Purchase Costs

Part of purchasing items is wanting to buy them as cheap as we can! Part of this is using a few strategies to lower your costs when your buying an item. Ideally you want to find an item that meets your criteria from the start. If you can layer some of these additional strategies to further generate more profit, the better. If you look at some of these and think "oh that's only 1% or 2% that isn't much" these percentages add up. When layered, they can really make a difference.

Cash Back: Using sites like Rakuten to get an extra percentage in cash back.

New Customer Discount: Most sites will offer bribes to get you to give them your email and join their email list. It is usually 10%. I wouldn't use it on my first order but if the source is good perhaps on the second order and really make it count.

Discounted Gift Cards: You can purchase cards from sites like card cash for a percentage off the face value.

Points Programs: Some sites have a points program or additional perks if you use the store credit card, like Target Red Circle. These can be nice bonuses and sometimes certain days will have extra bonus on purchases.

Coupon Codes: Using tools like the Honey extension and Rakuten that will test multiple known coupon codes at check out. They will also check if you can get an additional discount, free shipping and maybe free gifts with purchase.

Gifts with Purchase: Buying items that will give you a free gift with purchase that could be sold. Purchase with a forward discount. Example, Nike will run promotions where you spend a certain amount of money and they will give you a card to spend at a future date for a discount. I use to buy these off eBay in bulk and use in store. Things like these that provide an additional future value help lower costs overall.

Shipping to Sales Tax Free States: Simple save paying retail sales taxes on your purchases.

I'm not a fan of making buying decisions because Rakuten has 10% cash back today so that makes it profitable. What if that shopping session doesn't get registered? What if Rakuten closed your account for some reason? I want these strategies to be extra bonus and not relied on to make purchases profitable. But if there is a big cash back event; I might be tempted to buy a little more than I normally would to take advantage.

Extra Credit Card Points or Offers: I'm a big fan of the American Express cards (bonus sign up links in the [book resources](#)). Often they will have additional perks for purchases at certain retailers. Credit card points are just a great side benefit, but keep an eye out for special offers.

Items To Avoid

This list could be long and it could be very different for each seller. There are brands that don't want you selling their items. They can send you letters that look threatening. Normally, they are not and can be delt with fairly easily.

Here are some examples of items that you might want to think about when you're evaluating what to buy.

Items with Bad Reviews: Things with bad reviews tend to have more returns. This can be toys that break easily, shoes that fit tight or a multitude of other reasons. If the product has a fair amount of ratings and its a 2 maybe a 3 star, I might pass. 3 star I would read what the comments are.

Remote Control Toys: I do some, but flying types tend to break and then people send them back.

Fragile Items: Even if you pack them well, (remember they have to travel to Amazon, then to the customer) there is plenty of opportunities to get damaged along the way. Like funkopops, these are collector items. You want to make sure you put them into another box and sell them like that.

Supplements: Stuff that goes into your body isn't my thing and I don't want to get sued.

Essential Items: Things like hand sanitizer, baby formula, stuff people need and you are charging more than a normal retail price are to be avoided. People need baby formula, but they don't need the latest hard to find toy.

Software and Easily Counterfitable Items: Easy to be fraudulent. You really need to make sure you know the items you are buying are legit.

Brand Name Items on Chinese Websites: Buy brand name products from known sources that you know and trust.

Chapter 5: Outsourcing Your Business

Now this is the part of the book where we expand on how to get other people to do a bit of the work so we can get to the beach! In my business, I still do the buying and some of the trouble shooting. I have been able to outsource the receiving, preparing items for Amazon, shipping to Amazon, monitoring my Amazon account, and even some of the product search. I suggest starting slow in building up your Amazon business and outsourcing. I believe it's best if you can learn how to do things first yourself. You learn and understand how to do them correctly. How long things take then you can measure others who do the tasks for you. No one cares more about your business than **you**. So while you might pack faster then if you hire someone to do it, that's ok. But if you don't know how long an activity might take, then how good will you be able to measure someone else doing it? If you don't know how to do it, then how can you write out instructions for someone else to follow?

A Path To Outsourcing Parts Of Your Business

My preference is to do the tasks yourself, so you understand how things work. I'm going to assume early on, you have more time than money. Yeah...I know everyone is soooooo busy but this is a business and will require some time spent on it. Early on, I would not spend money on outsourcing and prep. From the start, you want your money to be put into inventory and a few select software tools. Buying inventory and selling for profits will build up the bankroll. Then start to expand and invest in more outsourcing. As you start to grow and scale, then that might be the point you want to start outsourcing more.

Account Maintenance - Amazon is a massive machine and they make mistakes which you will quickly learn. They will damage items. They will miss receiving items you send in. Customers will not return items and Amazon will have already given them the refund from your account. You need to keep track of all of this. Early on, when you have one or two returns it is manageable. Just a few shipments to double check they were all received correctly? No problem. But as you grow and scale, it just becomes too much to track, reconciling reports and whatnot. I use a company called Seller Investigators (link on the [book resources](#) pages for a discount). I give them a limited account access in seller central that allows them to go into my account. They run all the reports, review things and then open cases with Amazon to get me reimbursements. It is all tracked on a dashboard and software on their website. So when they recover funds, that money goes in your Amazon disbursements. They charge your credit card a percentage of what they find. If you use my referral link here you will get a few extra percent lower than what they post on their website. I was one of the very first people that started working with them years ago. If they don't find anything, then you don't have to pay. So to me, this works well. This is found money since I don't have the time or expertise to run all these reports, cross reference what was returned, open cases and whatever else they do. I just let them work it. The cool thing is once you first sign up with them, they will go back as far as Amazon allows at the time and try to get back whatever they can. So usually when people first sign up, they get a good bump. Then it will slow down into a monthly maintenance mode of recoveries. This I would sign up for right away. It doesn't cost you anything upfront and learning all the Amazon reporting will make your head hurt.

Boxes and Supplies - When you first start out we want to put money into inventory. Yes, you do have to buy some

supplies, labels, bags, tape, etc. I suggest trying to use and get as many free boxes and dunnage (stuffing to protect your shipment) as possible. The good thing about OA, you should be getting boxes when they ship items to you. The downside is sometimes they are too small and/or not sturdy enough. Reuse as much as you can because they are free. I use to go to local big box stores and check their trash bins out back to get free boxes. Normally, they don't care since most retail stores have to pay for the boxes and garbage removal. I would go to large outdoor or outlet malls, places where there were central dumpsters that multiple businesses would be taking boxes to. I would search to see what I could get there. I remember years ago, my father made a deal with a satellite company that he would come pick up their boxes and haul away for free. Yeah....so he wouldn't charge the company and come get free boxes. Win, win for both, since the company isn't paying for removal and he got free boxes. But....as you continue to grow, you will want to process and prep faster and more efficiently. You won't want to spend your time dumpster diving. That's when you need to decide. Is it more time and cost efficient to purchase boxes? Yes.....most experienced and larger sellers buy boxes from places like Home Depot, Lowes, Uhaul and moving companies. This allows you to get nice new sturdy boxes to survive the trip to Amazon. Boxes that are the same size so you can get better at maximizing every box you send to Amazon. Remember, each box costs money to send, so sending one fuller box is cheaper than sending two that are not as big. Now you're spending on supplies but saving time boxing. That time will add up as you box up more and more items.

Outsource The Prep

When you start prepping items, preparing shipments, labels, bubble wrapping, and all that might seem complicated. And when you're new, it is. But then you get better. As you get the right tools and equipment, it really

isn't that difficult. It just requires some patience. Then you realize you can teach others how to do it. Or you can just pay professional prep companies to do it for you. Yes....that is a thing and how I have grown and expanded my business beyond Canada but also in the US. In the book resources, I'll share the current prep centers I use.

Baby Steps - Start with friends and family. I mean what is family for? I know plenty of sellers who will start with getting their teenage children to start helping with the prep. Some people will pay their kids an hourly or a per unit fee to do some prep. This is often the easiest. They are likely still living at home and maybe you can get a nice friends and family rate. If the goods are at your house, and the kids are there; this is an easy activity they can do in the evenings or weekends. No more family game night; now its family packing night! Just kidding. It can be a good family bonding activity. I would recommend paying them, or paying them in damaged customer returns.

The next step is friends and family who do not live with you. I would suggest you purchase the common prep tools for them and get them set up. A little bit of training and they should be good to go. I would suggest having them come to your house first. Train them there to see how you do stuff, and help out. Prep services like this can be a nice side business for someone looking to make a little extra cash in the evenings. Likely candidates have children are at school or sleeping at the time. Many people want to make extra money but need flexibility on the hours due to other personal commitments in general. This can also give you an additional place to ship items too. Some people will ship directly to their helpers. Others will take items to their helpers and get them to prep and ship out. If it was me, I would have items shipped to them. Let them prep, make the shipments and also get UPS to pick up from their house. Pay them a per item fee and you're on your way. You could also pay them an hourly rate, as long as

the production is there. Since they are working on their own, unsupervised; you will need to understand how much they should be able to complete. I would suggest setting up a simple google tracking sheet for shipments. I'll give you an example of what I use. Then you can create a tab for your helper or maybe another column as to where the item was shipped to. I have worksheets for shipments to each location so I know who should be receiving what items. Ideally, you would want someone who will be home to receive the goods you are buying since they will probably be delivered during the day. Amazon does have lockers in some locations so that might work. Some people have a mail room or concierge that can receive the items. That will be a consideration. And if they live in a condo, do them a favor and purchase them a small trolley to haul the boxes up the elevator! Yes, these are people working for you, but you want to make sure they have the right tools to make things easy for them to do it. It can be a very attractive job There is no interaction with people, set your own hours, and work from home!

Professional Prep Center - The final achievement, really. This is when you seek the professional help now! There are companies that will offer prep services for you, from receiving inventory, inspection, labeling, and shipping. They do it all. These companies generally have a large warehouse with racks, prep stations and dedicated prep employees. This is all they do, prep items for Amazon! This is how you can exponentially expand your sales volumes. As you run out of time, room, even friends and family to help; you can start adding in prep centers.

When looking for a prep center, here are some common things to consider. I have used a number of prep centers over the years with varying degrees of success. I've seen from utter failure to top notch prep centers!

Quick story. Early on in my Amazon selling days, I was using a prep center that was ok. Prep centers were still

new and there was a new company that started up. They were based in New Hampshire. That state does not have retail sales taxes. That's beneficial when doing OA since you won't pay any sales taxes on your purchases which lower your costs. They seemed really professional, priced very well and ready to take on customers. I went with them. They were shipping out quickly and everything seemed good. Then communications with them slowed down. Things were taking extra long to get out. Then a couple key employees quit. All communications stopped. A few of us were able to find each other online through Facebook groups and try to figure out what was going on. I used google maps to see what stores or companies were next door. I called up the plumbing store next door. I assured the lady I wasn't crazy and explained what was going on. I asked if she had seen anyone there or anything weird. At this point, I had no idea if my inventory was even there or what was going on. She said the UPS truck sat for an hour the day. She said no one has been around for some time. The odd person showing up to put boxes inside but that was it. So a couple sellers, one my business partner Jonathan at the time jumped on a plane from Texas and flew up there. Met up with Jeff Storch another seller (who I had on my podcast). They rented a Uhaul truck and went to the place. Figured they would wait it out. Lucky enough, a girl showed up. Guess she was the owners babysitter and was told to go down daily and put boxes in the building. There were no staff left, just mountains of boxes of inventory piling up. So Jonathan and Jeff got in there and loaded up multiple truck loads of our inventory. They took it down the road to a prep center close by who was nice enough to take us on. That prep center is called Prime Zero Prep and I still use them to this day.

Since a prep center usually won't tell you they suck or are going to close their doors; here are a few things you might want to consider and ask:

1. What are your fees? Seems simple right, but make sure you fully understand their fees. Some are very simple, others have varying degrees of complexity. Per item fee, label fee, box fee, poly bag fee, pallet receiving fee, its Tuesday fee (joking). If you can't figure out pretty easily what it is going to cost you on an item reconsider. It is common for fees for more complex prep (bundles, breakable) or size. I wouldn't expect a pair of shoes prepped to be the same as an exercise bike. Something that needs to be bubble wrapped would incur a higher prep cost. You should be able to understand pretty well what things will cost you.
2. Is it located in a sales tax free state or a province with GST/HST? This is a good thing to consider. Doing OA, you are often ordering from places where you are not able to get sales tax exemptions. Having items shipped to those locations will help. I use New Hampshire in the US as my prep center as New Hampshire does not have any sales taxes. Some states have no sales taxes on shoes so that might work if that is your business. In Canada, my items are shipped to Ontario, where I pay HST. That's higher than if I shipped to Alberta which only has 5% GST, but at least I can get all my HST back. If you ship to Manitoba for instance you might be paying PST on your items and trying to get that back. While it is possible, it is a pain in the butt. So I'd rather just avoid that and make things easier. Ideally a province that only has GST at 5% would be best from cash flow standpoint. My set up in Ontario allows me easy shipments to the US. If you register in a state and get a reseller certificate that's good for some sites that accept it. But a lot of sites will not. That's why I like to ship to a sales tax free state. Makes a difference in your margins.
3. How quickly do you get shipments out? Remember Q4 they will be busy and slower at processing. You

should have a general idea on turn around times. Mine has different prices for how fast you want them to turn it.

4. How do you track shipments? I used one prep center and the software was so complicated. I had to upload what I had bought, tracking numbers and a bunch of stuff. I did it once and that was it. If it's too much work and too complicated, I'm not saving any time. Prep centers should save you time not increase it. Understand how they track things from the start.
5. Do I have to create the shipments or will you create them? Some will do everything. You just have to tell them which items you want to go. Others you will create the shipments in seller central and they will box it up for you.
6. Do you use software? I use inventory labs for my .com shipments so I like centers that will use the software.
7. Specific prep questions and situations to your business. I do a fair amount of shoes. I want to know if they will rebox in a plain brown box if the original box is damaged. Maybe you do bundles and multipacks and need that service. Will they do returns and if so how much?
8. Any websites that have banned your address or have issues with? Some retailers might blacklist a prep center or freight forwarder address. If so, most of them have ways around this with alternate addresses or spellings. It's good to ask and test it out.

Hopefully, we this outlines how you outsource account maintenance and your prep. It should free up time to buy stuff to sell. Then the evolution is using tools and people to help you do that.

What About A Virtual Assistant?

Ever since Tim Ferris's book "The 4 Hour Work Week" came out years ago, it turned the focus on hiring virtual assistants (VA) as part of outsourcing your business. Hiring skilled workers overseas and paying them a fraction of the wages you would pay someone in your home country. Arbitraging labour you might even call it. This can be good or a waste of time and money. It all depends on how organized you are and what exactly you are planning to get a VA to do. I see people wanting to hire a VA almost as soon as they start. They expect them to find everything to buy and do amazing things for their business! My advice for getting a VA is you need to train them. They need very specific instructions as to what you want them to do. Making videos and documenting the process or tasks you want them to do is crucial. This is so they can review and check back again. I have a virtual assistant who lives in the Philippines. She works about 3 hours a day for me from 6am-9am, 5 days a week. We have worked together for years and she is great. She has tasks daily, weekly and monthly that she follows. Sometimes, I will give her ad hoc tasks or sourcing. On other days she will just follow a list of suggested sites to source if I have not given her specific directions. Here are a few things that you might consider having a Virtual Assistant do for your business:

- Sourcing websites - This can be very detailed or very generic but you would want to formulate guidelines of what they should look for.
- Damaged removals from inventory
- Checking account health and feedback
- Deleting old listings
- Updating repricers with costs
- Monitoring pages and sites for restocks, sales, coupons, etc.
- Research and data tasks - things that can be manual and time consuming

I use a software that takes screenshots of her computer every few minutes. This way you can make sure they are working on your business. Some people will set up a computer at their house and the VA has to log into that and use it remotely. There are a lot of options you can get a VA to help you with. You need to have a plan of action and be ready to train. I could write a book with the standard operating procedures and tasks that could be outsourced!

Additional Tips and Tricks

Shipping Cross Border

Another way to take advantage of online arbitrage is by purchasing and sending items across the US and Canada border. Sourcing in both countries and then shipping and selling on the other. The rules around importation, labeling and different language requirements are ever changing. I suggest always checking the current restrictions. What I will cover is what many sellers are doing right now and the different ways. Check our [book resources](#) for details on our current providers we are using. Obviously, you will need to take into account the currency difference and fees to ship it over. Even so, there are lots of profitable items going both ways. More than enough to cover these fees and hassle. Importing items across countries will also require you to do a little more research. You will need to make sure you are not trying to import/export items that are prohibited. Be careful and be sure you understand if your items are allowed. There are many companies out there that can help you.

United States to Canada - Sourcing items in the US and shipping to Canada. Bringing items into Canada, you need to be careful on certain items. Some might have ingredients that are not allowed in Canada (think food, diet supplement stuff). Also need to consider potential French labeling requirements. Generally, there is no maximum exempted amount to bring into Canada. So if you bring in \$50 or \$500 you will have to pay GST on the value of the goods entering the company. If you are registered, you can claim that back. So I have goods shipped to my cross border shipping company in New York. They will receive them and bring them across the border. I log into their portal, declare the value and then pay the GST on my credit card. Goods arrive in Canada then for pickup. Then

we prep and send to Amazon like any other items. If you're Canadian, chances are you will not have a resale tax certificate in the US. You might need to factor that additional costs in.

Canada to the United States - This is a really common strategy for Canadians. Purchasing items in Canada, and leveraging the exchange rate difference. There are 2 main ways that sellers get their inventory from Canada down to the US FBA warehouses.

Formal Customs Entry - You would either use a customs broker or the freight company and ship the good directly from Canada to the US prep centers. You would have to pay for the full shipping costs. You would not be able to leverage the Amazon partnered shipping rates. So while it will cost you, it allows you to send a lot of items directly to the FBA warehouses.

Section 321 Entry - This is the more common method that many Canadian sellers use. There are companies (link in the book resources), who offer this service. Basically, you box up your items to send to the Amazon.com warehouses in the US. You would use a ship from address that is across the border in the US. These companies will give you a US address that you can use as the ship from address in Amazon and use their partnered shipping rates. The companies will charge you a fee of a few dollars depending on the size of the box to take it across and then ship it out. The downside of this is each box has to contain \$800 value of product or less. The \$800 value is debatable at times if it is your cost or the selling price. I go with the selling price to be conservative and that seems to be what the customs people follow. The \$800 limit is also per box and per ship too location each day. This can cause a bottle neck if you are trying to send a lot of items daily and they end up at the same warehouse. This is the method I use mostly with my ca to com shipments.

Repricing and Repricing Software

First starting out you won't have that many items that you need to keep an eye on. You will be so excited refreshing your sales pages on the Amazon seller app on your phone. You can keep an eye on the items and the pricing. It is a good idea to get into a habit of repricing your items every few days or at least weekly. You will want to review what other sellers are selling for. Also how many items they have in inventory. That way you can make decisions to wait for them to sell out and get your price, match them or price below. I will caution trying to undercut a price on a listing thinking you will get the sale. As we know, the buy box should get shared with other sellers and you should get a turn to sell yours. I have sold a lot of items not being the lowest priced seller, because I got the buy box. Larger sellers will also use repricing software, which monitors all their listings. Based on their settings, it will adjust as others change their pricing. A common strategy they will use is to match the lowest FBA offer. If you keep lowering your offer by \$0.01 they will probably match it. This also can work the other way, if you raise your price they will probably match. If you are seeing the same competitors on listings you are selling, keep track of who uses a repricer. If you are competing against them, you know what they will do.

Pricing When You Ship Items

I recommend when you are pricing your item to ship into Amazon, price higher than the current price. Not crazy high as you might get price warnings. I would suggest higher than the current offers. The reason is your items will take time to get to Amazon and become active. During that time, other sellers could sell out and prices could be higher. If suddenly your listing goes live at a price \$2 below the current offer, you just left money on the table. Plus probably lowered the prices of other sellers to match.

Monitoring Your Sales

I don't look at my daily sales summary. What I look at is the individual orders that are coming in. By doing that, I keep an eye on what is selling. If I see something selling a couple of units and quickly; I will look at the listing and check the pricing. I check to see if something is wrong or if there is an opportunity to increase the price a little bit and get more profits. You have done the hard work getting the inventory in there, so maximize your profits if you can. This also allows me to catch any pricing errors before things get out of hand.

NARF - North American Remote Fulfillment Program

This is a program that allows your items that are in US warehouses, to be available to people in Canada and Mexico to purchase and shipped from the US warehouses. Generally, those customers have to pay additional fees to receive the goods. It can be an option for additional sales. Be careful, as some items might not be allowed in those countries. And sometimes Amazon will allow banned items, which can lead to some issues. I'd be very sure your items are ok before I would allow them.

Business Pricing

As we know you can open a business account. You are also able to specify specific pricing for business customers or bulk discounts. Depending on your products, this might be a good idea to encourage bulk buying. The flip side is sometimes you can get better deals on items by buying in bulk with Amazon for Amazon flips. I usually see discounts ranging from 5-20%.

Let's Recap The Book

Hopefully, that is a good start to get you set up and selling. My goal is to get you started, finding some success and hopefully get you into our OAMasterclass program and others to accelerate your growth.

I have shown you how to:

- Set up your Amazon selling account
- Understand the costs and business
- How to evaluate a purchase
- How to find items to sell
- Start outsourcing your business

I know a large percentage of people who read this book won't take action and that's ok, please leave a good review anyhow! But the few of you who do, I know this can be a great business for lots of different people and has been a very good one for me and my family. Taking some action, buying some prep supplies even can get some momentum. Do not over analysis. Analysis by paralysis they call it. Pull the trigger, break the ice and buy something. Starting is the hardest part.

Now, maybe you want to speed things up right from the start. Expand on the information I've shared in this book and really dive into your amazon business. Then I would love to get you into our OA Masterclass. I've said this from the start my goal is to get you into it and really growing your business. Here are a couple testimonials from students.

Robin Shum

"Just finished Rob Cosman course. I have been selling on AMZ for few years now and have purchased a few AMZ courses prior to this and I have to say Rob's course has so far been the most pleasant to go through and I would say one of the best. The course is very detailed and would help guide a new seller in the right direction from the beginning. Videos are informative and hands on, which I prefer

because I learn best when seeing how it is done compared to just theory learning. The best section I would say is the "Staying Safe Selling on AMZ", the reason I say this is because most courses will tell you how to get started but very few will teach you how to keep in good standing with AMZ and avoid headaches with certain brands, small mistakes can easily cost you your selling privileges. Overall, the course contains great content and I'm very satisfied with it, OA will definitely add great value to our current business model. Thanks for making this Rob and for sharing your knowledge!"

Antsa Rivotiana

"With your course, I did and I do have the tools now to crush Q4, Q1, 2,3. But with one year on the OA Masterclass private Facebook, I literally do not even have to search for things to sell Rob and the "community" are sharing priceless tips and tricks, helping out if any issues, and did I mention continually posting profitable ASINs... I've been selling for 3-4 years but taking the course has opened up a whole new "green" world to me. For me, saying that this course is worth the money is an understatement..."

I'm very proud of this course and the result people can get. If you are ready to scale your business another level, be sure to check out our www.oamasterclass.com/webinar

See you at the beach!

Please be sure to check out our resources on <https://sellingfromthebeach.com/booknotes>

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Common Amazon Acronyms

3PL - 3rd Party Logistics
ACOS - Actual Cost of Sales
ACPC - Average Cost Per Click
AMS - Average Monthly Sales
AMZ - Common abbreviation for Amazon
AP - Average Price
AR - Average Reviews
ASR - Average Sales Rank
ATA - Automated Targeted Ads
ATC - Add to Cart
ASIN - Amazon Standard Identification Number
B&M - Brick & Mortar Store
BB - Buy Box
BR - Brand Registry
BSR - Best Sellers Rank
B2B - Business to Business
CB - Chargeback
CC - Customs Clearance
CCC - CamelCamelCamel.com
CLR - Category Listings Report
COA - Cost Per Action
COGS - Cost of Goods Sold
CPA - Cost Per Acquisition
CPC - Cost Per Click
CPM/CPI - Cost-Per-Mil/Thousand/Impression
CTA - Call to Action
CTR - Click Through Rate
DDP - Duties Pre-Paid
DS - Drop shipping
DT - Duty Tax
DTC - Direct to Consumer
EAN - European Article Number
EBC - Enhanced Brand Content
EFN - European Fulfillment Network
EIN - Employer Identification Number
ERP - Early Reviewer Program
FBA - Fulfillment By Amazon

FBM - Fulfillment By Merchant
FC - Fulfillment Center
FF - Fulfillment Fee
FFP - Frustration Free Packaging
FFW - Freight Forwarder
FNSKU - Fulfillment Network Stock Keeping Unit
FOB - Free on Board
FSP - Free Shipping Promo
GC - Gated Category
GP - Gross Profit
GS1 - Global System of Supply Chain Standards
GTIN - General Trade Item Number
HSA - Headline Search Ad
INC - Incorporated
IPI - Inventory Performance Index
KPI - Key Performance Indicator
LD - Lightning Deals
LLC - Limited Liability Company
LP - Landing Page
MAP - Minimum Advertised Price
MCF - Missing Multi-Channel Fulfillment
MFN - Merchant Fulfilled Network
MKL - Master Keyword List
MOM - Month over Month
MOQ - Minimum Order Quantity
MSDS - Material Safety Data Sheet
MTA - Manually Targeted Ads
MWS - Marketplace Web Services
NARF - North American Remote Fulfillment
NCX - Negative Customer Experience
OA - Online Arbitrage
ODR - Order Defect Rate
OEM - Original Equipment Manufacturer
OOS - Out of Stock
OTC - Over the Counter
OTP - One-Time Password
PDP - Product Detail Page
PL - Private Label
PN - Performance Notifications

PO - Purchase Order
POC - Point of Contact
POP - Percentage Off Promo
PPC - Pay-Per-Click
Q1 - 1st Quarter of the Year
Q2 - 2nd Quarter of the Year
Q3 - 3rd Quarter of the Year
Q4 - 4th Quarter of the Year
RA - Retail Arbitrage
RF - Referral Fee
RFQ - Request For Quote
ROAS - Return on Advertising Spend
ROI - Return On Investment
SAS - Strategic Account Services
SB - Sponsored Brands
SC - Seller Central
SD - Sponsored Display
SDS - Safety Data Sheet
SEO - Search Engine Optimization
SKU - Stock Keeping Unit
SOP - Standard Operating Procedures
SP - Sponsored Products
TACOS - Total Advertising Cost Of Sales
UPC - Universal Product Code
USPTO - United States Patent & Trademark Office
VA - Virtual Assistant
VC - Vendor Central
VR - Verified Reviews
WFS - Walmart Fulfillment Services
WL - White Label
WPI - Wholesale Product Investments
WS - Wholesale
YOY - Year over Year

Common Items For Prepping

When you first start to prep there are some basic labels and tools you will need. This is a small list of stuff we use pretty much every day and would be a good start. Fancy label printers are the next level but most of the rest would be a basic set up.

Most UpToDate list is on our resource page with purchase links. <https://sellingfromthebeach.com/booknotes>

Product Labels - You will need labels for your products. 30 up are a classic. Many sellers will upgrade to a dymo, rollo or zebra for printing labels.

Scotty Peelers - These are great to remove stickers.

Heat Gun - Lose the hair dryer for removing labels and get a heat gun. This will melt scotty peelers so get extras of them.

Goo Gone - Helps with the label removals.

Shipping Boxes - Shipping to Amazon will require you to put your stuff in larger boxes. Home depot and Uhaul have nice moving boxes. Don't get thin ones, they will break on the way.

Box sizer: Make sure the boxes don't have dead space in your shipments to protect your products and don't free hand it.

3 Inch Packing Tape - Because 3 inches covers so much more space. We started with 2 inches but that extra inch makes a difference (stop laughing). It is easy to waste a lot of tape on a box and as you do more boxes that extra tape cost will add up.

Packing Tape Dispenser - There are some higher end versions that are a little quieter so depending on what time of the day you prep or how thin the condo walls are, this might be something to consider.

Rubber Bands: If you're doing shoes this is a must. We use a large oversize band to keep the boxes closed. If a

customer returns it, they usually put the band back on. Makes things easy.

Poly bags - Depending on the items you are going to sell; you will want a variety of these so shop around.

Suffocation warnings in multiple languages - Depending on the size of the products you can get small or larger ones in multiple languages. There are even some bags with warning labels on them.

Barcode Scanner - Makes life way easier. There are wireless options too but the wired just always works.

Printer For Shipping Labels - Any basic paper printer will work. If you want up your game people also buy a dymo or a zebra printer.

Weight Scale - You have to know how much each box weighs for shipping. Get one with the separate digital display that is attached with a cord. Boxes will be big and you need to see the weight.

Plastic Razor Blades/ Exacto Knife/Utility Knife - You are always cutting stuff.

Lighter Fluid - Another option for goo gone.

Brown Paper/Kraft Paper - Low cost all purpose packaging material.

Tissue Paper Sheets - If you are selling shoes, I suggest these. Every pair of shoes in a box should have a nice crisp sheet in it. Makes the presentation so much nicer.

Bubble Wrap - For the stuff that needs wrapped.

Specialized Boxes - If you are packing items like Funko Pops or other items that are very specific size and you want to protect them, I would suggest looking for specialty boxes of the correct size.

About The Author

Rob is an ecommerce expert based on his experience as a certified accountant and a 7 figure amazon seller. His unique background in business, all things amazon and travel set him apart to be able to counsel individuals looking to create the lifestyle they desire. Having consulted for hundreds of ecommerce and online sellers and having his own successful private label product; Rob wants to share his knowledge and experiences with other aspiring sellers like him. Rob successfully continues “flipping” common items ranging from toys to shoes to coffee machines from everyday websites to sell profitably on amazon all while living by a beach in Costa Rica. In 2020, Rob launched his OA Masterclass training and coaching program which has gained acclaim from students across the world and continues to push his strategies for the members in the ever changing amazon and ecommerce marketplace.