

Selling on Amazon

The Essential
Startup Guide

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pingpong

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It is important for you to clearly understand that all marketing activities carry the possibility of loss of investment for testing purposes. Use this information wisely and at your own risk.

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INTRODUCTION

Welcome to the latest and very easy to apply “Amazon Marketing” Training, designed to take you by the hand and walk you through the process of making some good money with Amazon. I’m very excited to have you here, and I know this will be very helpful for you.

This exclusive training will show you step-by-step, topic by topic, and tool by tool, what you need to know to dominate Amazon, in the easiest way possible, using the most effective tools and in the shortest time ever. This training is comprised of 20 premium chapters organized into 5 sections. This is exactly what you are going to learn:

SECTION 1

Amazon Basics

In Chapters 1 through 3, we'll talk about: What's Amazon all about?, Why you should care about Amazon and How you can make money with Amazon

SECTION 2

The Hottest Ways to Make Money with Amazon

In Chapters 4 through 8, we'll talk about: Selling your products, Selling your services, Self-Publishing, Selling with FBA and Becoming an Affiliate

SECTION 3

The Amazon Associates Program

In Chapters 9 through 12, we'll talk about: Setting up an Amazon Affiliate Website, Setting up your Amazon Associates account, Finding the best affiliate offers to promote and Writing Content for your Amazon Affiliate Website

SECTION 4

Advanced Amazon Affiliate Tricks

In Chapters 13 through 16, we'll talk about: The hottest traffic methods for Amazon Affiliate Sites, Using Amazon Native Shopping Ads, Advanced FBA Strategies and Embedding an Amazon aStore into a Facebook Page

SECTION 5

Additional Tips to consider

In Chapters 17 through 20, we will talk about: Do's to apply, Don'ts to avoid, Premium tools and Services to consider and Shocking Case Studies.

SECTION ONE

Amazon Basics

CHAPTER ONE

What's Amazon all about?

If you have used Amazon, you already have a good idea of what the company is all about. It's all about making things easier. With humble origins rooted in the online bookstore niche, it has grown to be the world's biggest and most successful online retailer.

Amazon functions on the principle of delivering to anyone, anywhere in the world; and deliver it does! It just doesn't deliver goods. It also delivers great service and opportunities to everyone, with up to 280,000 estimated new job openings for the coming year, support for non-profit organizations around the world and enterprising options to people from all walks of life. What are some of the key elements that make Amazon such an important organization? It has the potential to impact your life in ways you might not be aware of. Amazon proudly highlights the following:



1

TRANSFORMATIONS

Amazon refers to transformation as the act of empowering others to help them transform their lives. It has achieved this by letting people unleash their creativity and fuel their passion through the Amazon platform. Authors, developers, small businesses and non-profits have used the Amazon platform and marketplace to achieve success and transform their lives, as well as the lives of those around them.

2

OPPORTUNITIES

While transformation is the goal, the opportunity will drive you to follow your passion and fulfill your dreams. Amazon offers people an opportunity that was not possible in the past unless you were favored by a privileged background. Whatever creation you have in mind is now possible without limitations thanks to Amazon. The Amazon platform is the right place for you whether you have adventurous aspirations such as publishing a book or getting a movie or series made, or if you have more industrious aspirations such as selling products, making money online or starting a career.

3

ECONOMIC IMPACT

The fact that Amazon is giving people the opportunity to easily do what they love and transform their lives has had a positive economic impact on the people living the dream, and on their communities and the world at large. Besides, Amazon directly employs 300,000 people, fostering a culture of economic growth through job openings and entrepreneurship.

4

IN THE COMMUNITY

Amazon gives back to the world that helped it grow by contributing to the communities where its employees and customers live. These contributions come in a wide variety of ways including computer skills education for kids, financial help for non-profits in need, legal assistance for communities, healthy food stops, environmental action and disaster relief efforts.

5

INNOVATION

Amazon prides itself on being a true technological pioneer. It wants to improve commerce, customer service, consumer goods and alternative energy sources. Some innovations introduced by Amazon in the aforementioned fields include the Amazon marketplace itself, drone delivery, one click ordering at home and its wind and solar farms.

6

WORKING AT AMAZON

Amazon is a place where builders, inventors and innovators can perform their best and delight customers with compelling products and services through operational excellence and focused execution. It is a working environment that fosters diversity, curiosity and community building!

7

SUSTAINABILITY

Amazon is not only about the profits, and it wants you to know that by putting its inventive culture to work on sustainability and by protecting the environment. Starting with environmentally friendly packaging, amazon is putting off great efforts to achieve 100% renewable energy usage for its global infrastructure footprint.

Stay tuned to discover what all this means for you and how you can change your life, the Amazon way!

CHAPTER TWO

Why you should care about Amazon?

Amazon.com is as gigantic as gigantic can be. It started with a man in his garage with a strong desire to change the way we buy our stuff. Now, Amazon is the undisputed leader of the online retail market, with many overseas enterprises copying their business model, making life easier for everyone in many ways.

The first thing that people think about when they picture Amazon is shopping. You're more than likely to make a purchase on Amazon.com, seeing as how people can even buy foods and fresh produce there. It is like a giant, global supermarket that has it all!



95M

PEOPLE

Over 95 million people visit and buy stuff on Amazon on a monthly basis, which means that there is a lot of money exchanging hands in the Amazon marketplace. Have you ever wondered how much money Amazon merchants make per month? More importantly, should you care about how much money they make?

Absolutely, yes! Not only can you become an Amazon merchant, but you can also live the high life by doing so. It is a possibility, and we are going to teach you how. Right now, we want you to open your eyes and see why you should care about Amazon and why you should start making money with it.



AWESOME BENEFITS

Amazon is a godsend for online vendors. Anyone with a passing interest in making money online should try Amazon, because basically any type of method for making money online can be exploited in the platform! Let's take a look at some of its most hyped benefits.



IT IS THE LARGEST ONLINE MARKETPLACE

Amazon is an international marketplace where anyone with an internet connection can make a purchase. Hundreds of millions of customers navigate Amazon in search of all kinds of products and services, so there's no limit when it comes to whom you want to sell to!

You can sell all types of goods including electronics, beauty products, sporting goods, music, apps, games, books, foods, collectibles, and so on. Whatever it is, there is someone looking for it in the Amazon marketplace!



IT CAN TAKE CARE OF YOUR INVENTORY

"Fulfillment by Amazon", most commonly known as FBA, is an inventory management service offered by Amazon to sellers. FBA is all about sending your inventory to Amazon's warehouses and having them taking care of it. They will not only store it, they will also package and ship it to your customers. They will even take care of customer service for you!



NO LISTING FEES

Go to any online marketplace and check their policies to see how long you have to read to find their listing fees. Amazon frees you up from this limitation by allowing you to list your products without paying a cent. You only pay when you sell your stuff!



IT IS A DIGITAL-FRIENDLY ENVIRONMENT

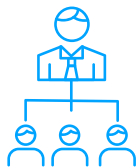
When you sell on Amazon, you have to pay attention to everything you can do in the marketplace, because it is a pioneer when it comes to technology. For starters, Amazon has an entire platform dedicated to helping self-publishers get their work out there. Writers, musicians and developers have had nothing short of success once they employ Amazon to launch their creations.

It is not that Amazon allows you to simply upload a digital edition of your work of art to their marketplace, but it empowers you with tools to self-publish without the limitations and financial costs inherent to the publishing industry!



IT IS INNOVATIVE

The future is bright for Amazon and its merchants. The company is boldly introducing technology such as 1-click buying, dash buttons, web services and sci-fi worthy stuff such as delivery by drones! Innovation like this can only bring in more customers, so that means more sales for you!



IT IS HELPING PEOPLE AND COMMUNITIES

Every time you sell something on Amazon, you are inadvertently contributing to the improvement of communities and many people's lives. Amazon gives back to the world by dedicating a good portion of its revenue to non-profit organizations, educational programs, environmental action, charities and disaster relief efforts, to name a few!



IT CAN CHANGE YOUR LIFE FOR THE BETTER

Making money on Amazon is not a mere get-rich-quick online type of endeavor. It is a serious undertaking that will drastically improve your life if you put in the effort! Think of Amazon as the best business partner you can get.

Shocking Facts

- ❑ Amazon.com started out as an online bookstore
- ❑ Amazon, the name of the company, was primarily chosen to represent the vision of scale held by its founder, as the Amazon River is the largest river in the world. It was also because back in the nineties websites were listed alphabetically
- ❑ Amazon.com is one of the most valuable brands in the world, currently worth \$250 billion
- ❑ Amazon's net revenue hit \$107 billion in sales in 2015
- ❑ Amazon.com currently commands 10% of the e-commerce market in North America. If that does not sound like much, consider that another 10% is held by the rest of the big players such as Wal-Mart and Office Depot, with the remaining 80% alternating between the rest of the e-commerce retailers
- ❑ Amazon.com is home to 310 million active user accounts worldwide
- ❑ As of 2014, 37% of sales in the Amazon marketplace came from oversea markets
- ❑ Amazon made \$3 billion in one day during the 2015 Cyber Monday sale
- ❑ To give you an idea of how large the distribution chain is that the company manages, it has been estimated that the combined size of all of Amazon's warehouses can hold as much water as 10,000 Olympic pools and some more (source)
- ❑ The Amazon.com logo is designed to symbolize an smile that goes from A to Z, showcasing the willingness of the company to deliver to anyone anywhere in the world (source)

CHAPTER THREE

How you can make money with Amazon?

Making money off the internet has been everybody's aspiration ever since the internet was invented, and with good reason. Making money online has been a successful income stream for those who have mastered it, and you can bet that making money with Amazon is not an exception.

In fact, making money with Amazon is one of the safest and best ways to make money online, because it offers a complete infrastructure where it only matters what you have to offer and how much people end up liking it. Amazon will take care of the rest. Whether you offer a professional service or an innovative product, Amazon has a way to monetize it!

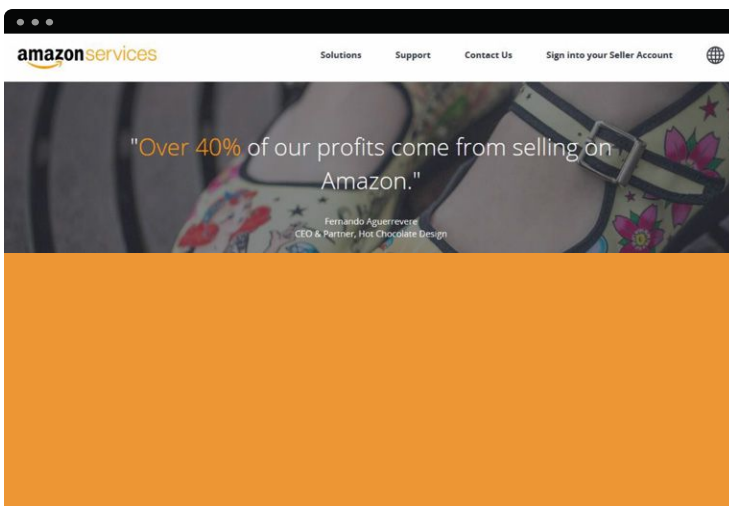


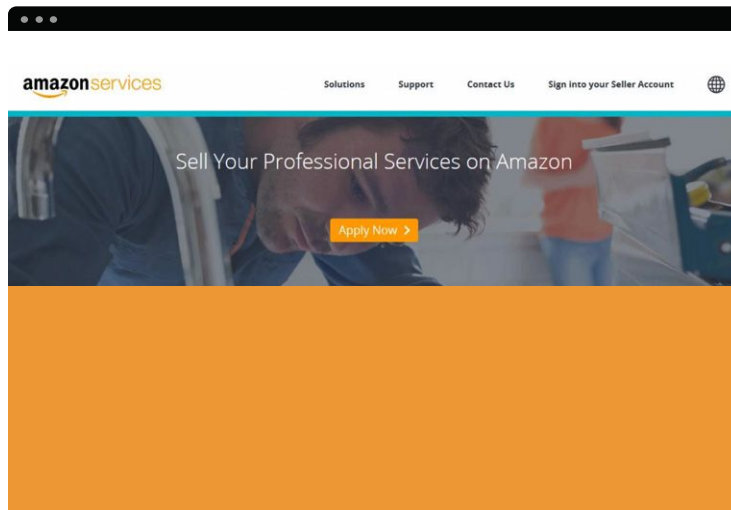
Sell on Amazon

Here are some of the many ways in which you can make money with Amazon.

With over 95 million unique monthly visitors, it is safe to assume that you have used Amazon before, mostly to buy something. What if we tell you that you can become the one that sells something to those 95 million people? That's right! Amazon is a gold mine and you might have not realized it until now!

That is precisely why you are watching this, and we have good news for you. If you have a product, there are millions of people willing to buy it on Amazon! No matter if you want to sell some of your old collectibles or if you want to try selling your art, whatever it is you can sell it on Amazon.





Sell Your Services on Amazon

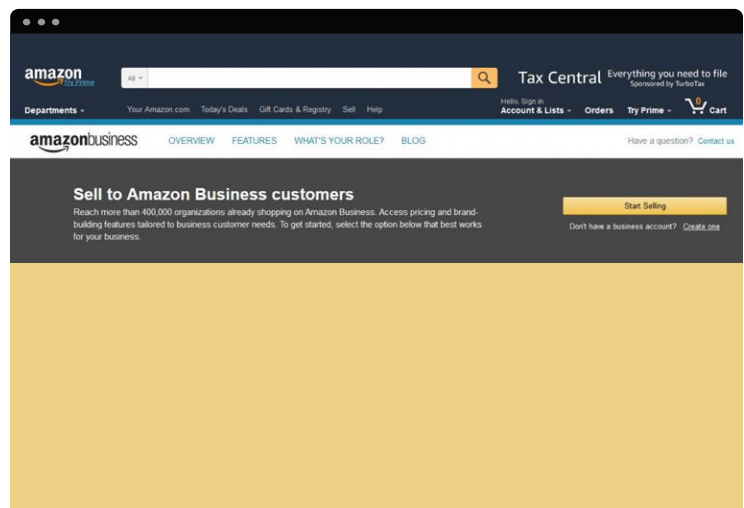
We are aware that the vast majority of people know that Amazon is the place to go when you want to buy goods online, but did you know that it will also allow you to sell your services? Yes! Finally, a fail-safe alternative to posting your services on those online classified ads that only bring headaches!

Selling services on Amazon allows professionals to offer their services in an organized manner in their area of residence, making it easier to arrange schedules and payments while also making it easier to reach a wider audience, helping skilled pros to go from salesman to businessman!

Sell on Amazon Business

Amazon is a platform that is tailored for both individual and corporate merchants. It offers a seller a central location for their business to operate. Once you grow as a seller and start your own business, you will find out that you will require more resources and a more refined system to operate, and that's exactly when **"Amazon business"** enters the picture.

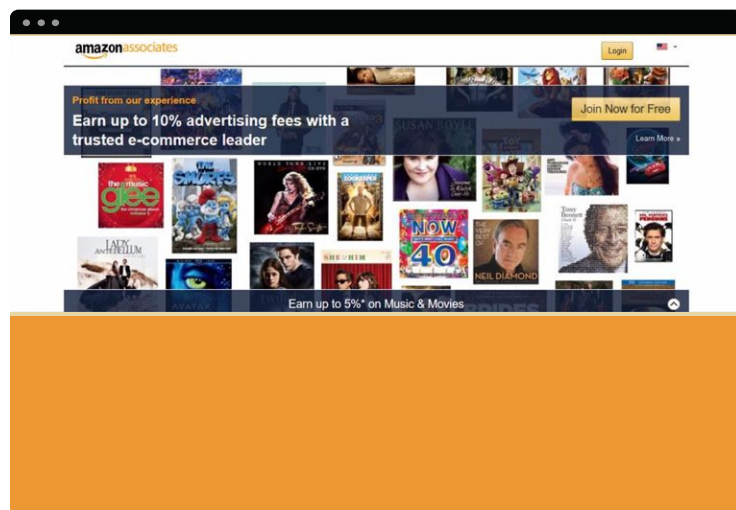
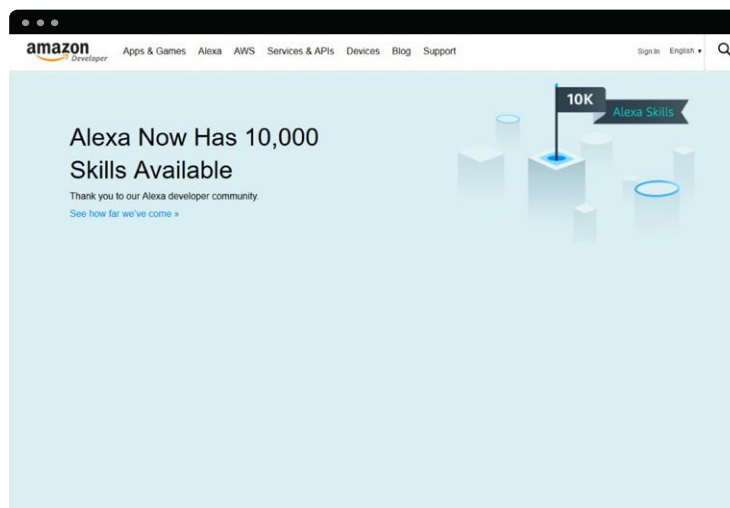
"Amazon business" provides merchants with automation systems, workflow systems, payment approval systems and other features that help businesses greatly simplify and streamline the purchasing process for companies in a given business supply chain. What once took companies a trip to a factory can now be done from a smartphone, and get it ready in an afternoon!



Sell Your Apps on Amazon

These days, it is easier than ever to create apps and games. What used to take several software engineers and years of production now only takes months (often weeks), and can be done without coding skills. It only takes a great idea and creative, driven people to create and sell amazing apps and games.

What is often omitted is that once an app or game is released, you have to figure out where and how to sell it. Amazon has an awesome solution for that in the form of the “**Amazon appstore**”. The “**Amazon appstore**” allows developers to reach app-hungry customers in 236 countries around the world and unrestricted access to tools to further improve, market and monetize their creations!



Become an Affiliate

Are you good at recommending stuff to people? Do you like to review video games and movies on the internet? Maybe you are a computer buff and love to write extensively about what you like and don't like about new technology.

Maybe, you like talking about geeky stuff like comics, memorabilia and other cool stuff. It might surprise you to learn that you can become an “**Amazon associate**”, create a niche website to talk about product recommendations and get paid for every customer that purchases on Amazon through your site. Everybody loves Amazon, so you're more than guaranteed a steady affiliate income!



Advertise Your Products

Amazon, being the unquestionable leader of the online retail world, knows a thing or two about advertising. Hence, it offers a platform to advertise your products. Advertising products on Amazon is mainly targeted at merchants who want to boost sales of the products they have listed in the Amazon marketplace, but there are other advertising objectives available, as well.

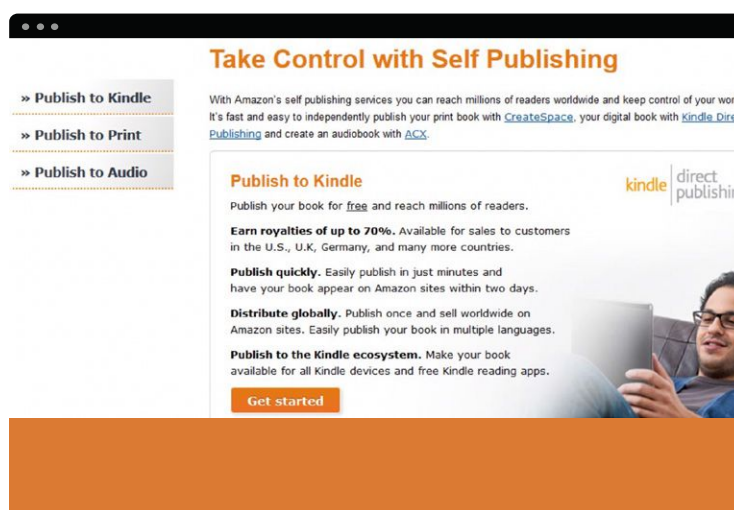
Amazon is one the most revered platforms by eBook self-publishers around the world, because Amazon offers them advertising tools to help them reach new audiences in specific genres and promote backlist titles alongside new releases. If you sell something that does not fit the Amazon marketplace, or if you simply wish to use your own sales channel, you can still advertise your products or services to the millions of ready-to-buy Amazon customers on a global scale. You can also market your apps with a few clicks of your mouse!

Self-Publish with Amazon

If you want to self-publish a book, or if you want to create something that you think major publishing houses are likely to pass on, Amazon is the place for you. Amazon has three different platforms for all self-publishing flavors:

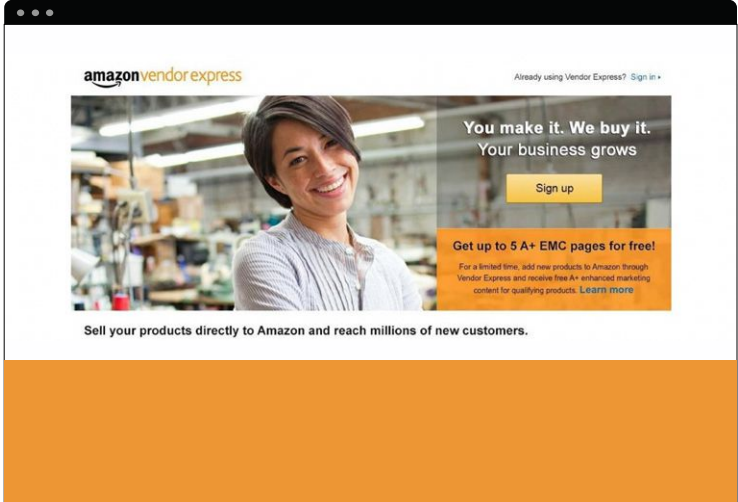
- **CreateSpace for print books**
- **Kindle Direct Publishing for digital books**
- **ACX for audiobooks**

Each platform will allow you to retain a degree of control over your work not possible any other way, with a global audience ready to get its hands on your masterpieces!



Become an Amazon Vendor

Amazon gives the opportunity to those with a supply chain to become an Amazon vendor. Not by simply listing on Amazon, but by selling their products to Amazon itself! That's right, if you plan to sell goods such as electronics or beauty products, you can sell them directly to Amazon. You just have to supply and get paid. They will take care of everything else!



The screenshot shows the Amazon Vendor Express sign-up page. At the top left is the "amazon vendorexpress" logo. At the top right, it says "Already using Vendor Express? Sign in". The main visual is a smiling woman in a warehouse setting. To her right, the text reads "You make it. We buy it. Your business grows" with a "Sign up" button. Below this, a promotional banner says "Get up to 5 A+ EMC pages for free!" and includes a "Learn more" link. At the bottom, a dark blue bar contains the text "Sell your products directly to Amazon and reach millions of new customers."

SECTION TWO

The Hottest Ways to Make
Money with Amazon

CHAPTER FOUR

Selling your products

Statistically speaking, it's safe to assume that basically anyone watching this has, at some point, bought something on the Amazon marketplace. Whatever you're looking for, you will find it there, from clothing to computer parts and from fresh produce to video games and books. You can buy anything with a few clicks of your mouse.

A fundamental part of the Amazon experience is customer service, and how easy it is to use and navigate the site to find what you are looking for. Stuff such as wish lists, daily deals and notifications about upcoming products are what allowed Amazon to become the largest, most successful ecommerce website on the planet.

Selling on Amazon

That is precisely what a lot of people wanting to get their arms around ecommerce struggle with. It's not only that building up an ecommerce platform is a complex task, but also because of competition. It is very, very likely that hundreds, if not thousands of sites are already offering what you want to sell, and people often stick to what they know.

On top of that, you also have to introduce Amazon into the picture. The good news is that Amazon doesn't see you as a competitor. It sees you as a business partner, because you can sell your stuff on Amazon.

"Selling on Amazon" is an Amazon Service that allows people to become Amazon merchants with the privilege of selling their products in the Amazon marketplace. By selling in the Amazon marketplace, you'll reach hundreds of millions of customers around the world through their 95 million visitors a month in the US, alone.



Amazon's Fulfillment Services

You can also take advantage of Amazon's fulfillment services, leaving the heavy lifting to them while you manage your business. That means Amazon will take care of your inventory by storing it, packing it and shipping it once your sales are made! They will even take care of customer service for you. You can also use tools provided by the platform to market your products in the marketplace!

It works simple enough. First, you decide what you want to sell in the marketplace. There are 20 starting categories for individual sellers and 10 more categories open to professional sellers. "Individual" and "professional" are different selling plans, and you'll have to pick one depending on your selling requirements. Once you settle on a selling plan, you can register to start listing your products!



After you register, the process is simple and straightforward. First, you'll have to list your products to have them added to customers in the Amazon marketplace, one at a time. There are two ways to list products on Amazon.

One is by listing products that are already in the Amazon marketplace. You'll simply have to sort through Amazon's existing catalog and then specify quantity, condition of your products and shipping options. The second way is by adding products to the catalog. To do that, you'll have to identify them by their universal product codes (UPC) and enter their attributes, such as title and description.



Sell your products

Secondly, you sell your products. There is an already established audience to whom you will sell to that counts in the millions, so you'll just have to wait for someone to search for your products and make a purchase, which might happen sooner than you think!

Once your sales go through the system, you'll have to get your orders packed and shipped. Thankfully, you can use Amazon's own order fulfillment service, so you can save time and resources. We will be guiding you through this in a following chapter.

Finally, you get paid! It is as simple as adding your bank account. Amazon will send you funds and notify you once they are deposited.



One advantage of selling in the Amazon marketplace is that there are no entry fees for listing your products for a limited amount of time. You actually only pay a final fee that is determined by your product's category and its final sale price.

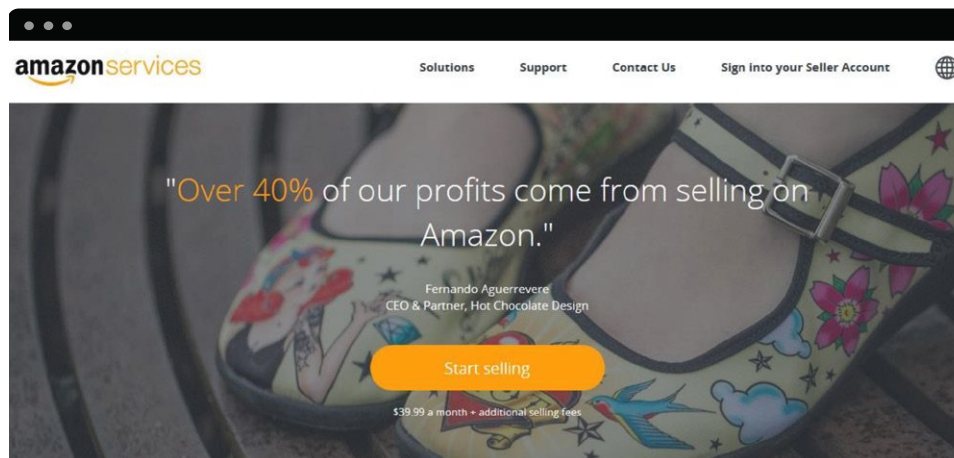
You can list for free in the marketplace if you opt to sell as an individual, but you'll be limited to only selling up to 40 articles on a monthly basis. If you estimate your sales will surpass the 40 product mark, you can sell as a professional and sell in the 10 additional categories. You can visit the **"fee schedule"** page to get a more detailed overview of fees per article.

There are over 30 product categories under which to list items in the marketplace, with more than 20 of those open to any type of seller and some requiring approval. From books to business products, there is something for everyone there.



Signing up

You have to create a seller account to start selling on Amazon.com. Go to Amazon.com, and scroll down until you see the **“make money with us”** title in the footer. Click on **“sell on Amazon”**. Then, click on the **“solutions tab,”** and then on **“sell on Amazon”**. Scroll down to find a registration button for each selling plan.

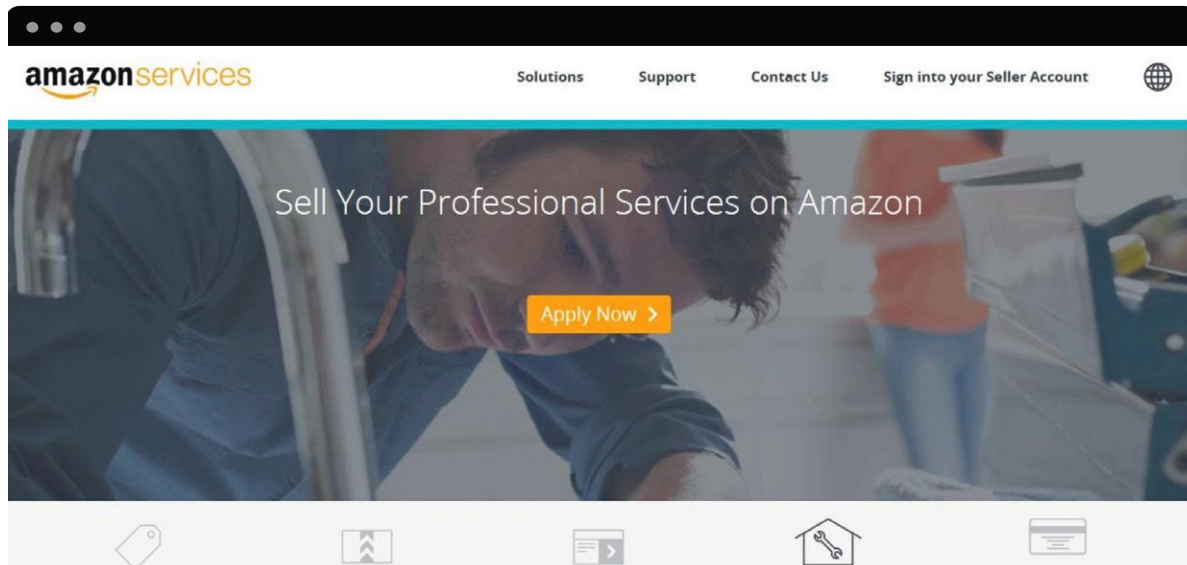


- Your needs and requirements will determine on which one you'll choose to start selling in the marketplace as a merchant. For the purposes of this chapter, we will register as individual sellers, so let's start by clicking on **“sell as individual”**. Enter your email address in the first field, and check the **“create new account”** box. Then, click on **“continue”**.
- On the following page, enter your First and last name, re-enter your email address, then create a password and a password confirmation for your account. Then, hit **“continue”**. On the next page, enter your legal name and check the service solutions agreement box. Then, again click on **“continue”**.
- On the next page, you'll be asked to enter your credit card information. This is for Amazon to handle your selling expenses and fees. Once you enter all the required info, click on **“next”**. You can also click on **“skip step”** and enter your billing info later.
- On the next page, you'll have to enter a display name for your marketplace storefront and your physical address info. Again, you can skip this step if you want to enter this information later by clicking on **“skip step”**.

- On the following page, you'll need to enter a phone number to receive a PIN code through a voice call to verify your authenticity. Choose the language in which you want to process this step and click on **"call me now"**. Once you complete this step, click on **"next"**. You can select **"send me a text message"** above if you want to receive your PIN code through text.
- You can skip this step, too, but we strongly suggest you enter all your info and complete the verification the first time, so you can start selling right after you create your **"seller central"** account.
- If you want to register as a professional seller, you'll be asked to provide actual information about your business, as well as a valid credit card, bank account and tax information for billing. That's it! Once you have your seller account, you can start listing your products in the marketplace, and can upgrade your selling plan anytime the need arises!

CHAPTER FIVE

Selling your services



A lot of skilled professionals face a harsh reality when they start offering their services to people. It's not as easy as it looks from the outside. Much like any small business opening its doors for the first time, skilled professionals find themselves facing competitors, lower prices from less qualified people, big chains and the fact that they are the new face in town.

The old-fashioned way of offering services has not changed that much over time. People still post ads on printed publications, yellow pages and business directories to reach a mostly local audience. The more specialized they are, the more people contact them for their services. Now, the internet has made this a bit easier by simplifying the process while also offering more cost effective alternatives. The problem is that online business directories tend to be unregulated. They make the management of a service oriented business a bit of a headache, with all the record keeping on paper and often times unfriendly customers.

What if I told you that Amazon gives you the opportunity to sell your services in its marketplace and manages your service oriented business through its platform? That's right, you can make your job ten times easier by selling your services on Amazon. Let's take a look at what it has in store for you! Amazon offers you the opportunity to sit back while you wait for your customers to order your services online. It is an amazing opportunity for professionals such as assemblers, home cleaners, handymen and electricians, to offer their services to local customers by only listing their services in the marketplace.

One really cool thing about “Selling services on Amazon” is that you can manage your job postings directly from the online platform or from a smart device, and only choose those jobs that neatly fit your schedule. This is a way more organized way to manage your business, because you can easily fill up your schedule at your own convenience without having to accept orders. You can schedule them for later, something that often leads to an overcrowded schedule and rushed jobs!

THE BENEFITS



NO UPFRONT COSTS

So, what are some of the benefits of this Amazon program? Let’s start by saying that there are no upfront costs to sell your services in the Amazon marketplace. Unlike traditional job posting channels that require you to pay in advance for posting, paying for advertising costs or risk working in an unregulated environment, Amazon does not require you to pay start up fees, monthly subscription fees or advertising fees! All you have to do is apply, which we will talk about in a minute.



REAL JOBS

Another benefit is that you will be getting real jobs from real people. Long past are the days of catching whatever call or visit that could potentially lead you to a job.



IT IS INVITE ONLY

One cool benefit of the “**Selling services on Amazon**” platform is that the company hand picks its service providers, so you only share space with the best. No more dealing with sketchy experts!



LEVERAGE THE TRUST OF AMAZON

Lastly, you have the benefit of working nowhere else other than the Amazon platform, which is a trusting environment full of pre- existing, loyal Amazon customers that help your business to continue growing. That will in turn help you to fine tune your professional skills!

HOW DOES IT WORK?



It is pretty simple indeed. After entering the marketplace, “you get discovered by customers” interested in the type of service that you offer. Amazon facilitates this, because your customers don’t need to be looking for your services in order to find you. They just need to be shopping on Amazon for products related to your service to stumble upon your offer. People looking for tools to make home repairs on their own can stumble upon your job ad, and decide if they would rather have the repair done by a professional. Boom! You get an order. A

Does that sound good? Yes, indeed!“Amazon will also send you jobs” when customers place an order for certain pre-packaged services. Sometimes, said customers will need a custom service, so you’ll have to give them an estimate. Finally, “you get paid” for every completed job and every satisfied customer. All under Amazon’s wing!

WHAT ARE THE COSTS?



As we said, there are no upfront costs to join the platform and sell your services. There are fees in the form of shared revenue for every completed job. These fees are a percentage of the final price paid by customers for your service that will be deducted from your final payment. Depending on how you offer your services, these services and their tied fees are as follows.

- Pre-packaged services: These are services that have a defined scope and result, such as TV wall mounting, moving services and house cleaning. For services costing up to \$1,000, there is a 20% fee, and for services costing from \$1,500 upwards there is a 15% fee.
- Custom Services: Custom services are those that require detailed input from the customer. These are projects that do not have a defined scope, such as electrical wiring and weed control. For services costing up to \$1,000, there is a 15% fee, and for services costing from \$1,500 upwards there is a 10% fee.
- Recurring services: These are services that are set for a recurring schedule, such as standard lawn maintenance and regular pool cleaning services. Fees for recurring services are fixed at 10% over the final price.

GETTING STARTED



Getting started is easy enough. You first need to apply with an application which needs to be approved by Amazon. You'll be sent an activation Link to activate your service account. Once your account is approved and registered, Amazon will run a background check on your business and on your track record as a technician.

This is because Amazon only wants the best and most dependable professionals offering their services in the marketplace, so you're off to a good start! After your background check is complete, you'll have to complete your account set up by specifying your coverage locations and the type of services that you offer. Then, you'll start getting jobs!

To apply, just head to the **"make money with us"** section on the Amazon home page, and click on **"sell your services on Amazon."** Then, click on the **"apply now"** button. Once there, scroll all the way down to reach the **"apply to selling services on Amazon"** form.

When you click on the **"select service category,"** you can see the many categories under which you can list your services. Then, you get to select your **"primary profession"** and a **"secondary profession"** related to your services. Then, select a **"business type"**, and a **"service type"**.

Lastly, you'll have to enter your business name, as well as your personal info, click on **"submit"** and wait for approval. Now, you're ready to start your service oriented business journey!

CHAPTER SIX

Self Publishing

Aah, the woes of being a struggling writer. It is not easy to break into the publishing industry when you are an aspiring writer, let alone breaking even and make a living out of it.

Sometimes, it doesn't really matter how good or relevant your work is, because the next big thing can be forgotten if no publisher is willing to give it a try.

Plus, the more rejections you get, the more you convince yourself of how your work is not good enough, which can shy you away from trying to sell yourself.

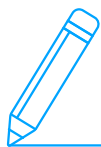


Then, you just give up to work on anything that will hand you a paycheck at the end of the month, leaving your real talents to be undiscovered. Now, that's a thing of the past, because Amazon is the way to help!

Amazon has devised a system that allows writers and narrators to let their creativity flow. Amazon's self-publishing service is the way to go if what you want to reach millions of readers and audio book lovers on a worldwide scale, while also maintaining full control over your work.

This system is designed to help you easily and independently publish your physical book, your eBooks and your audio books. You'll just need to go to the Amazon homepage. Once there, scroll all the way down to the **"make money with us"** section, and click on **"self-publish with us"**.

There, you'll see three options to self-publish: publish to kindle, publish to print, and publish to audio. Let's take a look at each option and see what they offer.



PUBLISH TO KINDLE

As you may know, the Kindle is a tablet-like device designed by Amazon which is primarily used by eBook lovers around the world, with its own dedicated marketplace and publishing platform.

Amazon offers you the **“kindle direct publishing”** platform, so you can publish your books for free and reach millions of readers. It will allow you to earn royalties of up to 70% when your book sells in the US, UK and other major markets.

You can publish your book quickly, in a matter of minutes, and your book will appear within two days in the marketplace. One of the greatest benefits of self-publishing your book with Amazon is that you'll be able to distribute it digitally on the global market, which is awesome if you plan to publish your book in different languages.

Finally, your book will be available in the kindle ecosystem, which means that anyone with a kindle device or a kindle reading app installed in their smart device will be able to buy and enjoy your book!

To start using this service, simply click on the **“get started”** button in the **“publish to kindle”** box. On your right, you'll find a sign up box inviting you to join the service with your existing Amazon account. If you are not currently an Amazon customer, you'll have to create an Amazon account in order to use the service.

Below it, you can see a list of popular book genres published by **“Kindle Direct Publishing”**. If you want to familiarize yourself with the self-publishing process before creating your account, we recommend you check the **“help”** section.

There, you can get a detailed walkthrough of the process involved and of all that you'll encounter once you sign up for self-publishing. Stuff such as entering your book details, your cover design and how to upload your book is outlined here!



PUBLISH TO PRINT

Publishing your book in digital format has advantages and is great. You'll certainly not run out of copies to sell, meaning that everyone wanting a copy will be able to get it easily. What if your dream is publishing AND printing your book? Amazon's **"createspace"** is the answer, because this service will allow you to create, publish and distribute your book in printed format around the world!

Benefits of publishing to print with **"createspace"** include earning royalties that go to up to 80%, using free professional tools to quickly publish your book, using professional printing services made available to you exclusively through the platform and distributing your book to a worldwide audience, all while keeping total creative control of your work through a non-exclusive agreement!

To start using this service, click on the **"get started"** button in the **"publish to print"** box. You'll be greeted with some testimonials of authors who have had success using **"createspace,"** the service to get their work published, and on your right, you'll see a sign up form.

Simply enter your personal information to create your **"createspace"** account, select your country of residence and select the type of media that you are considering publishing, be it book, audio, video, or a combination of those media.

If you are still debating over which media best fits your work, simply select **"I'm not sure yet"**, and then click on **"create my account"**. Now, you are ready to leverage the power of **"createspace"** to publish your work in a way that was unthinkable before!



PUBLISH TO AUDIO

A lot of people love audio books, because they add depth and emotion to the written contents of books. Amazon gives you the opportunity to explore this innovative way to enjoy written word with **“ACX”**, or the **“Audiobook exchange creation”** platform.

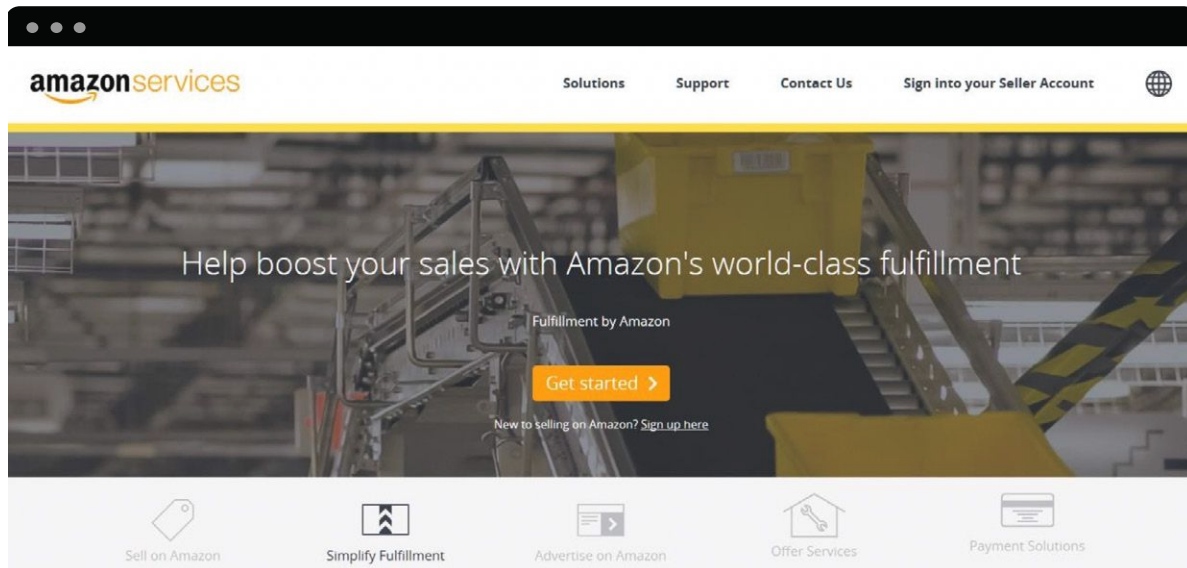
Benefits of using **“ACX”** include high royalties paid for your work, and ample access to top distribution channels online including audible.com, Amazon.com and iTunes. By signing up for the **“Audiobook exchange creation”** platform to create your audiobooks, you’ll also get easy access to narrators and studio professionals that can aid you in the audiobook creation process.

To start using this service, click on the **“get started”** button in the **“publish to audio”** box. Here, you’ll see all the options available to you. This is not only a platform for those looking to publish an audiobook. If you happen to have a talent for voice overs or narration, you can sign up as an actor or producer to upload your samples and find projects that you would like to produce!

If you already have an audiobook version of your book, you’ll only need to upload it to the **“ACX”** platform to have it distributed on top retail channels. If you want more details about all the opportunities open to you in the **“ACX”** platform, just scroll down, find out how it works and how you can promote yourself.

CHAPTER SEVEN

Selling with FBA



The ecommerce market is one of the biggest trends when it comes to ways of making money on the internet. It stands for electronic commerce, and you can see it popping up everywhere. Retail giants such as Wal-Mart and Costco offer their stock online, and start ups are selling their products using a simple **"buy now"** button on Facebook and, of course, Amazon!

Ecommerce still represents a huge amount of work, especially if you are selling tangible goods that need to be handled and shipped, because you have to keep track of inventory, storage, handling, shipping and customer service. It can look easy, because you are managing your storefront online, but the process is as complex as ever!

The other problem is customer reach, because your business is only as successful as the number of people keeping it afloat! We talked before about how Amazon has revolutionized the ecommerce world by offering sellers everywhere the opportunity to use its platform to sell on its marketplace, and we would love to introduce you to a way to make that easier for you!



WHAT IS FBA?

“**Fulfillment by Amazon**”, simply known as “**FBA**,” is a service for its marketplace merchants that consists of Amazon picking, packing and shipping all your orders. With one of the most advanced fulfillment networks in the world, you can bet that Amazon has the expertise to take care of all your orders and provide customer service in your favor.



THE BENEFITS

When you let Amazon take care of your orders, you are saving time and growing your business. When you send your products to Amazon for fulfillment, they become eligible for FREE shipping and Amazon Prime Free-Two Day shipping, which makes them a better deal for your customers!

All of your Amazon marketplace listings will show the “Prime” logo, which will let customers know that your products are being handled by Amazon, take care of customer service and returns for your order when needed!

There will be no limit to the number of units and products that you send Amazon for fulfillment, or other inventory details whatsoever. You'll only have to send your stock to Amazon and concentrate on your business. Amazon will help you grow!

You'll also be able to manage your orders from multiple sales channels. If you sell your stock on a website other than Amazon, it will manage your inventory for you, and you'll only need to redirect your sales to Amazon.com for fulfillment!

Lastly, it is a cost effective service, considering that you'll be able to save a lot of time and logistic resources. You'll only pay for storage and order fulfillment fees.



PRICING

Pricing for fulfillment is determined by several factors, including the type of product, storage, packing and whether your orders are being processed in an Amazon marketplace or on a different sales channel.



GETTING STARTED

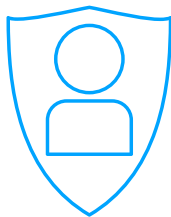
Go to the Amazon.com homepage and head to the **“make money with us”** section. Click on **“sell on Amazon.”** Then, place your pointer over the **“solutions tab”** and click on **“fulfillment by Amazon”**. Click on the **“get started”** button. From there, you’ll simply need to add FBA to your account by logging in. Try it out!

CHAPTER EIGHT

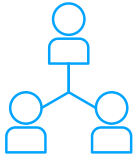
Becoming an Affiliate

Affiliate marketing has been around ever since making money online was a thing. Now, it is becoming a growing trend, thanks to how easy it is for people to create content, make it available for the world to see and click through it.

For those not in the know, Affiliate marketing is a marketing strategy that merchants and product creators use to leverage the crowdsourcing power of internet inhabitants. It works like this: a merchant offers to pay a fee to someone that is able to get other people to buy something from the merchant.



This means a lot of players in the retail space are using people to advertise their products. It works great for merchants. Sales by affiliates give them a better image, because it is an individual who is recommending a product, and not an ad. Guess what? Amazon is doing that, too. You can become an Amazon affiliate to start earning money for promoting items in its marketplace!



AMAZON ASSOCIATES

Affiliates in the Amazon marketplace are called “Amazon associates”. You can find that out by going to the Amazon homepage and heading to the “make money with us” section, then by clicking on “become an affiliate”.

The Amazon affiliate program offers you earnings of up to 10% for every sale that you help happen in the Amazon marketplace. It is easy and free to join the program. You’ll just need to register and wait for approval from Amazon.

You’ll earn money by advertising products in the marketplace. With over a million products to choose from, you’ll be hard pressed to not find something that you already like, and that you would be more willing to talk about. Amazon will hand you easy to use linking tools to refer customers from your site to the marketplace!

You’ll be able to advertise from websites and social media updates to any Amazon page! Your ads can be placed as images, text, and banners. You’ll also be able to create an online store from scratch with “aStores” to feature and sell products from the Amazon marketplace.

Advanced users and developers will have access to the Amazon API in order to seamlessly integrate products from the Amazon catalog into any website. You’ll earn advertising fees as low as 4% and as high as 10% for every customer that you send from your site to make a purchase on Amazon. That’s right, you’ll not only make money from the products you are advertising on your site, you’ll make money for every purchase made by someone that goes from your site to the Amazon marketplace.

You’ll earn even if that someone does not buy what you are advertising and buys something different. We consider becoming an Amazon associate one of the best ways to make money with Amazon, considering how big of a marketplace it is and the number of sales made there every day!

Stay tuned, because we are going to teach you how to become one in the following section!

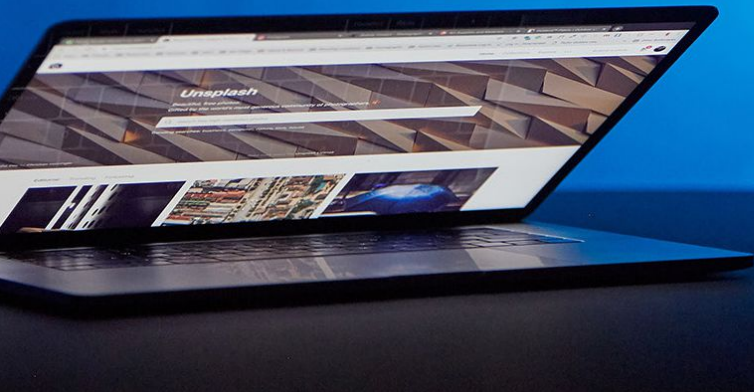
SECTION THREE

... The Amazon Associates Program



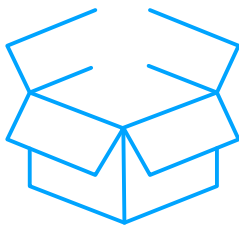
CHAPTER NINE

Setting Up an Amazon Affiliate Website



Becoming an Amazon affiliate is one of the best strategies to work on when you want to make money online. As an Amazon affiliate, you'll earn money by simply advertising their products. There are several ways to do it, such as promoting through blogs and social media profiles. All of them can be successful when done right.

What we have found is that the most successful way to earn money as an Amazon affiliate is by creating an Amazon affiliate website. An Amazon affiliate website is a website that is designed to market products on the Amazon marketplace to earn money from referral commissions.



The only catch is that you have to showcase said products in an organic way. Some of the most common practices include product reviews, comparisons and top rated product lists. That way, you can easily get people interested in the products on your site, place an Amazon associate link to redirect them to make a purchase, and then cash in!



THE BENEFITS OF AN AMAZON AFFILIATE WEBSITE

- Amazon affiliate websites are one of the easiest ways to start making money online. They are easy to set up and are pretty cost effective.
- They offer you a streamlined affiliate earnings method. Unlike traditional affiliate marketing schemes, where you have to heavily promote low paying offers, often with your own money, Amazon affiliate websites are organically found by people searching the products that you market, which means that they are ready to buy.
- The Amazon tracking cookie will register any purchase made by a customer coming to the marketplace from your site and pay you a fee for the full amount spent by the buyer, and not only for the product they were referred to.
- The fact that Amazon is a trusted place to shop online makes Amazon affiliate websites already valuable and easy to monetize. If you pick a good niche and fill your site with compelling content, you can easily take home earnings as high as \$3,000 a month, sometimes more!

Setting up an Amazon affiliate website

Creating an Amazon affiliate website is now easier than it has ever been. Let's take a look at everything that you will need in order to set up your first Amazon affiliate website, one step at a time:

PICKING A NICHE

You may have been hearing this word being thrown around a lot now that you are getting into online marketing, but what does it mean? A niche is that specific segment of the market that you decide to target. For example, if you decide that you want to set up a site for baby clothing, that is your niche.

Picking the right niche can make a huge difference in how much you earn and how much traffic you get to your affiliate site. Some niches are considered big and some are considered small. For example, the video game niche is huge, but the octopus-shaped niche is small. The bigger the niche, the more profitable it is deemed to be.

Keep in mind that the average price of products in your niche of choice and the average number of sales can have a greater impact on your earnings than how big or small the niche is. If your niche of choice has an amazing market share, but each sale averages only \$3, you'll need to make a titanic amount of sales to turn a decent profit.

On the other hand, if your niche of choice is small, yet each sale is \$4,000, you'll be making big earnings with a few sales a month. Also, consider picking up a niche that you'll enjoy promoting. That will make your affiliate site much more authoritative, which in turn will make it more appealing to your visitors.



A DOMAIN NAME FOR YOUR SITE

Now that you have picked up a niche, you have to pick up a domain name related to it. The domain name is simply the name address of your website, and you can pick up one from a number of vendors online.

We recommend you pick your name through hostgator.com. Simply head to hostgator.com and click on **“domains”**. In the **“choose your new web address”** bar, enter the domain name that you would like to use and click on **“search”** to check if it is available. Once you check availability, proceed to check out.



WEBSITE BUILDER AND HOSTING

Now that you have your niche and your domain name, you now need to create an actual site. The easiest way to create a website is to use a content management system, and the hottest one right now is WordPress.

Also, you will need a hosting service to house your website. You can find great hosting for a low price on hostgator.com, as well, and pick a hosting service that comes with easy, one click WordPress installation.

You will not have to create separate accounts for everything. Just head to hostgator.com and click on **“WordPress hosting”**. You have three packages available to get started, and we recommend that you to get started with the **“standard plan”**.

This plan allows you to install two WordPress sites on the same server, which is great if you decide to experiment with two different, but highly profitable niches along the way. You will be able to get up to 200,000 visitors a month and you get 150 GB of storage space.



FINAL RECOMMENDATIONS

- Use an affiliate friendly theme for your WordPress site such as **“Zeno”**, **“rehub”** and **“price compare”**.
- Make sure that your site is neatly organized, that your links are in order and that you use high quality, appealing images.
- Make sure that your affiliate links are easily checkable. Lots of affiliates lose a great deal of earnings because they don't get customers to click through their affiliate links. Don't be shy!



CHAPTER TEN

Setting up your Amazon Associates Account

Setting up your Amazon associates account to become an Amazon affiliate is quite straightforward and easy. You might be scratching your head right now, asking yourself: **“why would you make me create my website first if this is easier?”**. Well, that is because you need to have your website ready before becoming an Amazon associate.

GETTING STARTED

Before starting the sign-up process, make sure that you have the following ready:

- Your website data. That is, you need to have your domain name, a description of your site and information about other affiliate programs featured on your site.
- And an Amazon.com account. If you want to have a separate account for your affiliate activities, make sure that you create a new one.

SIGN UP AND SET UP

Go to the Amazon homepage, scroll all the way down to reach the **“make money with us”** section. Click on **“become an affiliate”**. On the following page, click on **“join for free”**. For the purposes of this chapter, we will assume that you already have an Amazon.com account, so we will sign up with an existing Amazon user account during this walkthrough.

Sign up using an email address and click on **“sign up using our secure server”**. The first set up step is to enter your **“account information”**. Here you'll simply be asked to enter the payee information. In other words, enter the personal information of the person receiving payments for commissions earned through your affiliate website.

The default info will appear as the personal info in your account. Namely, your full name, your address and your phone number, but you can change it by clicking on **“select different address”**. In the **“who is the main contact for this account?”**, you can decide whether you want the above payee to be the contact or to appoint a different one using the **“someone else”** box.

Once you set this up, click on **“next”**. Now, you are in the **“your websites and mobile apps”** section. Here you have to enter at least one website or one mobile app to display your affiliate links, and you can add up to 50. What you do here is write the domain name of your site in the **“enter your website”** field and click on **“add”**. Now that you are done, just click **“next”**.

Note that before you can continue, you will need to declare if any of your websites or apps are primarily directed to children under the age of 13, because those websites are not eligible to display Amazon associates links, banners or ads. Check **“no”** and click on **“confirm”** to continue.

Now you'll be sent to the **“profile”** section, where you'll be prompted to create a profile for your affiliate website. First, enter an **“associates store ID”**. Enter something simple that you can remember. Enter a brief description of your affiliate website in the **“what are your websites or mobile apps about?”** field.

In the **“which of the following topics best describes your websites or mobile apps?”** display boxes, select a primary and a secondary category fitting the content promoting your affiliate offers. In the **“what type of Amazon items do you intend to list on your websites or mobile apps”** part, check all the possible products that you think that you can potentially list on your affiliate site. In the **“what type are your websites or mobile apps?”** display boxes, select a primary and a secondary category for your affiliate website. Now you'll get to the **“traffic and monetization”** box. In the **“how do you drive traffic to your websites?”** section, check all the options that describe your traffic funneling methods.

Now in the **“How do you utilize your websites and apps to generate income?”** display boxes, select what other types of monetization strategies you integrate into your affiliate website. In case that you do not monetize your affiliate website in any other way, simply select **“Amazon associates is the only way I monetize my site”**.

Fill in the **“How do you usually build links?”**, the **“How many total unique visitors do your websites and apps get per month?”**, the **“What is your primary reason for joining the Amazon Associates Program?”** and the **“How did you hear about us?”** sections according to your own criteria.

Lastly, enter the security code provided and click on **“next”** to move to the next section. You'll get a confirmation informing you that your identity verification has been completed. Check the box under **“contract terms”** to accept the operating agreement, then click on **“finish”**.

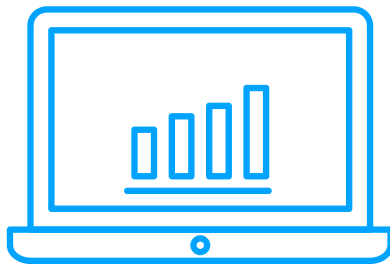
Congratulations! You are now ready to start using associates central!

CHAPTER ELEVEN

Finding the best affiliate offers to promote

Congratulations for hanging with us, so far! You are now an Amazon associate with an Amazon affiliate website ready to go. Now, the only thing that's left for you is to start promoting products in your niche of choice and start making some sweet money.

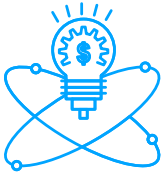
You'll need to be prepared for this, because at this point it's pretty much possible that you still have only a vague idea of what you are going to promote on your Amazon affiliate website. If you were thinking about promoting stuff based on those things that you specifically like in your niche, you will need to change your perspective, right now!



Selling on Amazon

That is because when you promote things to drive sales through your Amazon affiliate website, you need to promote stuff that is easily profitable. Hence, to make money on your niche website, you'll need to promote stuff that people already like and are already buying by the ton!

Yeah, we know that you have your preferences when it comes to certain products and the niche that you chose to promote, but you need to rethink your strategy. Again, if you promote something that is being backed by powerful reviews and a positive, strong reception, you'll make more money. How do you know what affiliate offers are best to promote? Let's take a look.



FINDING THE BEST SELLERS

This is perhaps the best way to find affiliate offers to promote on your Amazon affiliate niche website. Once you settle on a niche to promote and base your entire website around, the best strategy is to populate it only with the best of the best in your target market of choice.

To find the best sellers for your niche on Amazon.com, go to the homepage and place your pointer over the **“departments”** menu. Select your niche from the category display menu and click on the sub category that best fits the products that you plan to promote on your affiliate website.

Now, click on the **“best sellers”** tab in the top bar menu. Every product category on Amazon has a best sellers list, and we recommend you look at it on a regular basis to see if there is something worth checking out to promote and monetize.

As you can see on the right side of the screen, there are other ways to find hot items to promote; including hot new releases, most wished for items and gift ideas. If you want to see a full list of best sellers in all categories, simply click on the **“any department”** button on the left.

The following page will show you a partial list with a handful of best sellers from each category. In the left hand menu, you'll see all the marketplace categories, and you can check each one's best sellers by clicking on them.

RECOMMENDED CATEGORIES

The following is a list of categories that sell like crazy. Maybe, because they are everyday things that are consumed on a worldwide scale and seldom need presentation. You can easily review and recommend them through your niche site:

- Home improvement
- Electronics
- Home and Kitchen
- Appliances
- Baby care
- Patio and Garden
- Automotive
- Personal care
- Pet care
- Arts and crafts
- Fitness and sports



A FINAL RECOMMENDATION

We recommend you evaluate affiliate rates before deciding to promote a certain product category to see if they fit your affiliate plan. Also, evaluate how profitable it is to promote such categories in the long run according to your marketing strategies.

Simply go to the Amazon associates program homepage and click on the **“advertising fees”** title under the **“earn”** section. There you’ll be able to see the **“fixed standard program fee rates”** per category and the **“variable standard program fee rates for other products”** per **“number of products purchased in a given calendar month.”**

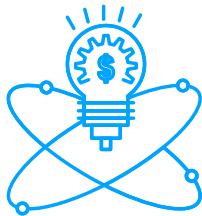
CHAPTER TWELVE

Writing Content for your Amazon Affiliate Website

Despite their unconventional name, Amazon affiliate websites are nothing more than niche websites. Niche websites are sites created with the intention of getting found by people looking for predominant keywords in a given niche at any given moment.

Amazon affiliate websites are mostly described as review sites or comparison sites in the mainstream. It can be easy to be misled and think that it will be enough to pour out whatever positive thoughts you might have towards the products that you intend to promote, or to simply create product comparisons in graphic chart form.

Unless you have a cult following of customers willing to buy anything at any given moment, you won't have any type of success if you follow that common formula. Writing content for an Amazon affiliate website requires a technical approach, but there's one thing we can assure you about. It's not difficult to do if you follow the principles listed next!



Building Money Pages

Money Pages are pages in a niche website that are in charge of producing affiliate income. For Amazon affiliate websites, there is a set of basic elements that need to be included on a successful money page: Profitable Keywords, Great content, and pricing tables. Let's take a look at each element on a purely individual level.

PROFITABLE KEYWORDS

A profitable keyword is nothing more than keywords that willing buyers use when searching for information to buy a product. There is something really important to understand in order to create a profitable niche site. It is that people landing on your site are already in shopping mode. They only need a little bump to make a purchase. If you get them more interested in what they are looking for, you'll push them towards making a purchase. This means that your profitable keywords need to be:

- **The common name of the product or product category that you promote**
- **Brand names**
- **Keywords or phrases commonly used to make searches related to the product or product category that you promote**

GREAT CONTENT

Great content means content that is customer friendly and helpful. You'll mostly be reviewing the products that you promote, so there is stuff that you have to include on every piece of content in your money page.

Mainly, you have to mention the benefits of the products, and how they can fulfill the customer's needs. Secondly, you have to structure your content in a way that your keywords fit naturally. If you don't include them, or if you only include them on titles, your content will get buried underneath hundreds of search results!

Also, do not forget that your content needs to be long, ideally 2,500 to 4,000 words long. This is to comply with Google's Algorithm quality standards. It puts higher value on long, well written and well structured content, which means that your money pages will show in the first page of Google's results!

PRICING TABLES

Pricing tables are a nice little trick that will function as a backdoor of sorts. Pricing tables work like an invitation. They seamlessly lure willing customers to click on a picture of a product that they want to buy, so they can complete the purchase that they were going to make in the first place. You only have to show them the way!

Pricing tables are simple to create. You just have to list similar products at the end of a piece of written content, each one featuring their corresponding picture, name and price.

FINAL RECOMMENDATION

As a final recommendation, we advise you create comparison reviews featuring multiple products into a single piece of written content.

This is because it is sometimes really difficult to fit 2,000, let alone 4,000 words into a review about one single product.

If you create a multiple product review instead, you can easily dedicate 500 words to each product. This will also work great for customers researching a product before a purchase!

SECTION FOUR

Advanced Amazon Affiliate Tricks

CHAPTER THIRTEEN

The hottest traffic methods for Amazon Affiliate Sites

Your Amazon affiliate website will be nothing without constant, high quality traffic. No matter what you do or how shiny the design is, you need lots of people visiting it and purchasing stuff on Amazon after clicking through it.

Getting traffic to your Amazon affiliate niche website is strongly tied to your content, so let's recap the essential elements that you need to have:

- **Profitable keywords**
- **Great Content**
- **Pricing tables**

In this chapter, we are going to focus on teaching you how to master the hottest traffic methods for Amazon affiliate websites. These methods are easy to understand and implement, and best of all, they work like a charm!

Finding the right keywords

We discussed this in the previous chapter, but it's worth noting that this is perhaps what carries the most weight when it comes to getting traffic to any type of website, niche or not. The right keywords are going to help your niche website rank higher among sites relevant to your topic, or in your case as an affiliate, your niche. There are

two online tools that we recommend you use before you start creating content for your niche website. These tools will help you find other keywords that are relevant to your niche, as well as whole phrases used by customers during their research before making purchases.

■ Google Keyword Planner

The Google keyword planner can help by allowing you to get search data related to your keywords. Simply go to “adwords.google.com/KeywordPlanner” and login using your Google account.

There, you’ll be able to search for new keywords using a phrase, website or category, get search volume data and trends using a defined keyword, and to multiply keyword lists to get new keywords.

■ SEMRush

Use SEMRush to get a lot of information relevant to your keyword, such as info on organic search, paid search, trends and related keywords.

TARGET “BUYING” KEYWORDS

“**Buying**” keywords are keywords used by people that want to find more information about something before making a purchase. This can happen for a variety of reasons.

Most of the time, it’s because people want to make informed purchases or find alternatives. A lot of times, it’s a simple form of building anticipation before making a purchase.

This means that “**Buying**” keywords are query keywords that are derived from a specific keyword, such as “best blu smartphone” when looking for “blu” or “blu smartphones”. These types of keywords are important because people using them are ready to make a purchase the majority of the time.

Using these types of keywords in your niche site can attract a lot of people through searches on Google.

TARGET “LONG-TAIL” KEYWORDS

“**Long-tail**” keywords are a much more specific form of keyword, because they are used to search for more specific criteria when buyers are looking for something they really want. Using the “blu smartphone” example, long-tail variations of said keyword can be: “best blu smartphone 2016” or “blu smartphone audiophile”.

Sure, long-tail keywords tend to carry a low search volume, because they are too specific. However, they also tend to lead to more profitable sales!

“BEST OF” ARTICLES

While product reviews are the most popular approach, “**best of**” articles tend to work better for some niches.

This approach works amazingly well, because “**best of**” followed by any product related keywords gets a lot of traffic. Surprisingly, not many people know this!

LEVERAGE SOCIAL MEDIA

Having a presence on social media can help you drive a lot of traffic to your site by simple crowd sourcing.

If your site features compelling and valuable content, your social media followers will share it and could even become your ambassadors!

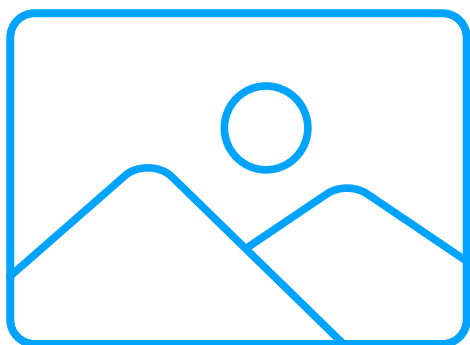
To keep social media users interested in your niche website, make sure to fill in content other than reviews and affiliate centric posts!

CHAPTER FOURTEEN

Using Amazon Native Shopping Ads

One of the greatest selling points of the Amazon associates program for people with Amazon affiliate websites is that all the hard work involved in the creation of ad units to promote affiliate products is taken care of by Amazon itself.

Whereas other affiliate programs leave you to deal with how to create your own ad units, Amazon offers you banners, direct links to product pages in the form of images, enhanced images with text and simple text links.



The thing about these ad units is that they only work when you are using them to promote a product. For instance, you can only use an ad unit for a specific product on a page where you are reviewing said product.

The good news is that the Amazon associates program also offers you contextual ads called “**native shopping ads.**” They work much in the same way that Google AdSense ads work. You copy a “**native shopping ads**”, code it to your website, and your visitors will see the product ads according to context. For example, if you have a photography website, your visitors will see ads for photography equipment.

Native shopping ads will allow you to show the most relevant products to your visitors according to context, and they offer you flexible placement options. They are also responsive, so your visitors can have a seamless experience with these ads on any device. Lastly, they are easy to implement. You just have to set the code once and forget about it!

There are three types of “**native shopping ads**”:

1

RECOMMENDATION ADS

These types of native shopping ads will be displayed in product article pages to show product recommendations for your visitors. The recommendations shown by these ads will depend on the content of your pages and preferences of your visitors.

2

SEARCH ADS

These types of ads will show products to your visitors according to search results given to them by the Amazon marketplace.

3

CUSTOM ADS

Custom ads work in a similar fashion to product page links, because these are ads that will simply show product recommendations set by you. They are great for articles about products that are not necessarily reviews or comparisons leading to an affiliate link.

Sign in to your Amazon associates account. Once inside, look at the upper right corner and click on **“native shopping ads”**. Scroll down to locate the yellow **“create ad unit”** button and click on it. A display menu will be revealed with each native shopping ad type unit discussed before: **“Recommendation ads”**, **“search ads”** and **“custom ads”**.

Let’s have a look at each, starting with **“recommendation ads”**. First, you’ll be required to enter a name for your ad. Then, you’ll have to choose between two ad formats: **“grid”** or **“list”**. Now you’ll need to choose which categories should be emphasized by your ads and choose a fallback keyword in case no product matches are found.

Let’s scroll up and click on **“search ads”**. Here, you’ll only have to pick an ad format to specify a category and to enter a default search term. Let’s scroll back up and click on **“custom ads”**. Again, simply select an ad format and category, then select a minimum of 4 products to show.

After you set up each ad, you can preview how each will look on desktop or mobile devices to your right. Once you are satisfied with your ads, simply copy the generated code and insert it into your Amazon affiliate website!

CHAPTER FIFTEEN

Advanced FBA Strategies

Using Amazon to sell your stuff has to be one of the most awesome jobs you can have. You get to make money online as an ecommerce entrepreneur by using the largest online retail platform in the world.

You can safely boast about having a business partner that takes care of doing everything for you.

Using FBA helps you succeed, because it leaves the management of resources to Amazon, which is incredibly beneficial for you.

After you learn how to prepare your items to have them shipped to Amazon, the game is not over.

Here are some advanced strategies to apply if you want to make the most out of Amazon's outstanding fulfillment service.



Choosing Products to sell

It is wise to adopt a humble approach when you start selling stuff through FBA. We recommend you to start with simple, small products that are safe to sell and escalate your business from there. Apply these elements to your FBA business:

1

KEEP IT SIMPLE:

Keep it simple at the beginning. The first approach to simplicity is not selling stuff that will require a lot of planning or accommodations to be shipped. You can do this by selling things that can be sold under private labels, such as beauty products, clothing and supplements. Besides, these types of products are easier to sell and have a broader market appeal, which will help you to pile up earnings until you become able to absorb higher investment costs.

2

KEEP IT SMALL

Selling small stuff will save you a lot of strain and will also guarantee that you keep a tidy profit margin. This is because the larger the items are, the more FBA storage is required and inventory costs will go up.

3

KEEP IT SAFE

You also have to keep an eye on how safe your products are for consumers. The products that we mentioned before are safe to store and ship without sustaining any major damage, helping you avoid returns and damaged item costs.

Applying SEO Techniques

Apart from applying the usual search engine optimization techniques, such as getting press releases for your private label, creating articles to rank your label as a keyword recognized by Google and bookmarking, there is one SEO strategy that we have discovered which works extremely well for FBA.

It is to get as many backlinks as possible. It doesn't matter if those backlinks come from guest posts or from backlinking services, because Amazon will not penalize you for it!

Getting Reviews

Getting reviews for your products offered through the FBA service is supremely important. Reviews are what will make your product stand out. A well received product will always get more sales.

Getting reviews is sometimes difficult, because customers can forget about reviewing a product after they have received it.

The good news is, you can ask customers to review your products if you know how to ask them for it! Remember, to get positive reviews, not only does your product need to be top notch, but you have to provide excellent customer service.

How do you ask for positive reviews?

Do the following:

- After a sale has gone through and you are absolutely sure that the customer has received his or her order, simply contact them through Amazon to ask them about their experience, and subtly ask them to review your product.
- You can get a note printed on your product packaging or ask Amazon to leave a note asking customers to notify you once they receive their orders and to please review your product if they are satisfied with it.
- You can also outsource the job of calling your customers and asking them about their buying experience. Amazon has your customers' phone numbers available in your FBA account.

Follow these simple, yet extremely functional strategies to the letter and get the most out of the largest fulfillment network in the world!

CHAPTER SIXTEEN

Embedding an Amazon aStore into a Facebook Page

Amazon aStores are a great and easy way to manage your Amazon affiliate business, because they allow you to create an amazing ecommerce website mock-up within your own Amazon affiliate website. You don't even need to know how to code, because you can simply create an aStore with a few clicks with your Amazon associates central account!

In this chapter, we will show you an easy way to integrate an aStore into a Facebook page. Why would you like to integrate an aStore into a Facebook fan page if you already have an Amazon affiliate website? Well, here's a list of the benefits of doing so.



- You can use your Facebook fan page to promote your affiliate website while giving Amazon customers a simpler way to buy what they want without having to leave your Facebook page
- Your visitors will be more likely to make “impulse purchases,” because all the items that you are promoting in your aStore are listed in one single block of items. Ready to buy customers can simply scroll down your inventory while adding anything they fancy to their carts, all without leaving your Facebook page!
- You'll be able to score a lot more affiliate sales, because you'll satisfy two immediate needs: online shopping and social media usage!

THIS CHAPTER

In this chapter, you'll learn how to integrate your aStore into your Facebook page step by step, the easy way. Please, follow the on screen walkthrough to have yours ready in no time! Before you get started, it is important that you have the following ready.

- **A Facebook fan page for your affiliate website**
- **An Amazon associates account**
- **You'll need the following URL copied to the clipboard and have it ready:**
`http://apps.facebook.com/static_html_plus/`

For the purposes of this chapter, and because you have made it this far into the training, we will assume that you already have a Facebook fan page for your affiliate website and an Amazon associate account, as well as an aStore built. We also recommend you are logged into Facebook and your Amazon associates account on separate tabs in the same browser just in case.

If you have not created an aStore for your affiliate website yet, just head to your Amazon associates account, go to the **"product linking"** tab and click on **"aStore."** On the following screen, click on **"build an aStore now"** to create and personalize your own aStore with a few clicks of your mouse.

You'll go back to your Amazon associates account in a couple of minutes after you complete the actual first step in the process. Copy the **"http://apps.facebook.com/static_html_plus/"** from the clipboard and paste it on the tab where you are logged into Facebook.

Next, click on the **"Add static HTML to a page"** button. Click on the **"Facebook pages"** drop down style menu to select the Facebook page, which is where you'll be embedding your aStore. Then, click on the **"add page tab"** button to continue.

Right after the installation is completed, you'll be redirected to a new **"welcome"** section in your fan page. This is where your integrated aStore will be featured. To start embedding it, simply click on **"set up tab"**.

Scroll down and delete the text in the **"index.html"** field, then go back to your Amazon associates account to get your aStore's code. Go to the **"product linking"** tab and click on **"aStore"**. Under **"manage your aStores"**, you'll find an info box with your aStore's info. Click on **"edit"**.

Now, click the **"continue"** button without actually editing anything until you reach the **"finish and get link"** button. In the page that loads, check the **"embed my store using an inline frame"** and copy the code in the box below.

Go back to the app control panel you were in before, after you copy this code to paste it into the **“index.html”** field. You’ll be shown a warning message. To not go into further detail, you’ll just need to make some minor changes in the code that you just pasted:

- **Add an “s” to the “http” part to make it “https” in order to make it safe for security checks made by the browser**
- **Change the “width” value to “815px” and the “height” value to “1200px”**
- **Change the “scrolling” value to “yes”**

Now your code has been optimized for Facebook. Scroll up and click on **“save & publish”**. Go back to your Facebook page and click on **“welcome”**. As you can see, your aStore is now embedded into your fan page.

To finalize, we recommend that you personalize this tab according to your aStore set up. To do so, simply click on the **“settings”** button on the upper right hand corner of your Facebook page. Look at the menu on the left and click on **“apps”**. Now click on **“edit settings”** under **“Static HTML: iframe tabs”**.

Here you’ll be able to edit the default tab name and to add a personalized image to it. Enter a new name for your tab and a new image, as well. When you are done, save and click **“ok”**.

Now your Facebook aStore is up to date and ready to roll!

SECTION FIVE

Additional Tips to Consider



CHAPTER SEVENTEEN

Do's to apply

Getting everything right the first time that you do something is not an easy task. It's not healthy to always expect things to go your way, so it is always good to have some help in the beginning. Here are some Dos you have to apply if you want to get started on the right foot.

1

TRACK YOUR RESULTS

You cannot just guess as to what works and what doesn't based solely on the comments in your blog. You have to track the data left by your customers. You can do this by integrating a tool such as Google analytics with your affiliate page to track the number of visitors, the bounce rate and the Click-through-rates right after implementing certain changes.

For regular and FBA sellers, tracking communications with buyers and review scores can be just as effective!

2

TAKE CARE OF BRANDING

Branding is everything if you want to stand out. Branding yourself doesn't mean registering your business or affiliate website with a trademark, it just means that you have to give yourself a distinct personality in order to communicate authority. If you do not brand yourself, your products or affiliate websites will be just another one among thousands in a crowded marketplace.

3

TAKE ADVANTAGE OF NATIVE SHOPPING ADS

Native shopping ads is an alternative way of monetizing a website other than with affiliate material. If you are running a blog where you want to review some products in between opinion articles, native shopping ads will allow you to place ads to promote products related to your content in pages that do not contain reviews or price comparisons.

4

PROMOTE YOUR OWN PRODUCTS

Do you know what is better than earning commissions from selling products on the Amazon marketplace? Earning a commission from selling your own products on the Amazon marketplace! Yes! You can earn extra money when you promote your own products on Amazon.

That means no matter if your product is a book, an app, a game, a shirt, or something that you are selling using the FBA infrastructure, you'll earn a fee on top of what you earn for selling the products.

It is also an advantage to promote your own products alongside established brands, because your products will earn exposure by being featured in the same place where people land organically in search of offers!

5

LEVERAGE SOCIAL MEDIA

Social media can be an exceptionally good way to promote your products or affiliate websites, because social media tends to foster discussion groups dedicated to niche markets and niche products. Remember that your approach to promoting stuff on social media needs to be focused on the user experience and on what people want.

The other good thing about using social media is that you can see how people are commenting in a niche before you decide to promote it, and you can also see what people think about certain brands and products without having to wait for a review in the marketplace!

6

AUTOMATE AS MUCH AS YOU CAN

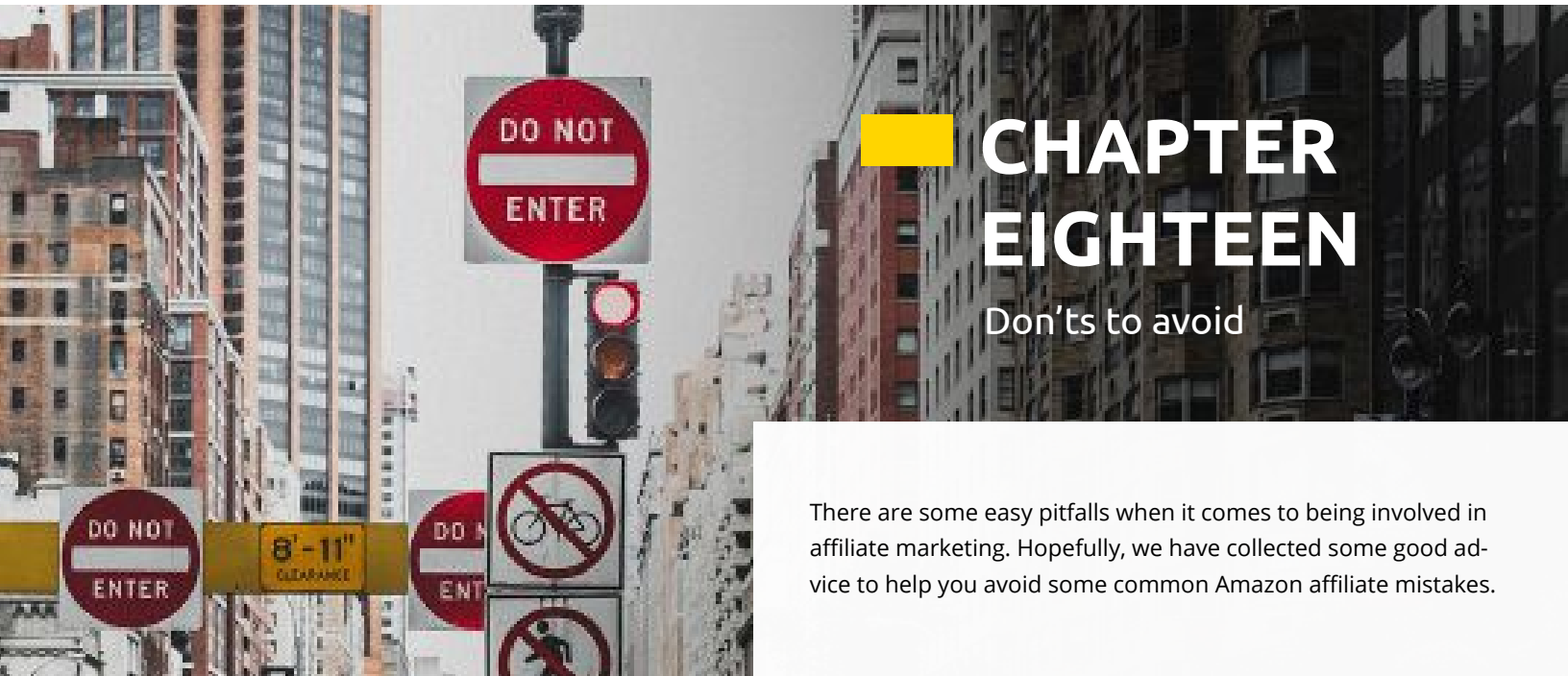
The idea behind becoming an Amazon seller or affiliate is to create a passive income stream. This means that you'll become an Amazon merchant or affiliate to make money within the platform without putting too much of an effort into it.

To do this, you need to automate as much of the process as possible. Online tools such as the Easyzone plugin and drop shipping services can help you to set your Amazon business on autopilot!

7

USE YOUR OWN IMAGES

Using your own images instead of the ones offered in the default linking options can give you much more control over how your images fit the overall theme of your affiliate website. You can also control placement and presentation! The same thing applies to stuff that you sell in the marketplace. Don't settle for templates only!



CHAPTER EIGHTEEN

Don'ts to avoid

There are some easy pitfalls when it comes to being involved in affiliate marketing. Hopefully, we have collected some good advice to help you avoid some common Amazon affiliate mistakes.

1

DON'T DISTRACT YOUR CUSTOMERS

Make sure that your product presentation website or your affiliate website passes the five-second test. That means if a visitor does not understand your website within the first five seconds after he or she sees it, you need to redesign it. Otherwise, you might be losing money!

2

DON'T MESS TOO MUCH WITH NATIVE SHOPPING ADS

While native shopping ads can be a great way to monetize your affiliate website besides your affiliate links, do not rely too much on them. You can make navigation on your page annoying. Use only **"recommendation ads"** in places where you don't have affiliate links and call it a day!

3

DON'T FORGET ABOUT OFFERING VALUE

The most important thing that people will find on your product or your affiliate reviews is not the number of affiliate links or products that you offer. It is the value of helping them make a decision. Remember, people will land on your service, product page or affiliate blog ready to make a purchase. You just have to push them to make it!

4

DON'T JUST SET IT AND FORGET IT

It is true that we talked about the importance of automating the money making process, but automation does not equal neglect. Automate the process, but make sure to pay special attention to how you present your content, particularly during heavy shopping seasons like the holidays!

5

DON'T FORGET ABOUT THE DETAILS

Sometimes, the smallest details are the easiest to overlook. Stuff such as titles, developers, company names, authors, formats, sizing, year of manufacturing and conditions can have an impact, because you never know when someone is looking at some of those details.

Enthusiasts and collectors always look for details related to release dates and formatting, for example. Help them find what they are looking for by including those details right in your descriptions and reviews!

6

DON'T USE EXACT MATCHES FOR YOUR DOMAIN NAMES

Using exact matches as domain names is when marketers use the exact name of a product or service as the domain name for their affiliate websites. This will not necessarily help you reach the top spot on search results, and you would benefit better by going after something more specific related to your niche and its audience!

7

DON'T RELY TOO MUCH ON PAID ADVERTISING

Paid advertising can leave you out of the game easily if you don't exercise caution, because it can eat up your budget on a whim. It is better to just focus on branding, value, quality, service, search optimization strategies, and picking good niches. If you have those right, people will promote in your favor!

8

DON'T STICK TO A SINGLE TRAFFIC SOURCE

Sticking to a single source of traffic can be as defeating as not tracking and optimizing your descriptions or affiliate offers regularly. There is a reason why the most successful sellers and affiliate marketers tell you to work on multiple product variations or affiliate websites at the same time, even if you offer the same type of stuff on each instance.

By getting traffic and prospects from different sources through different channels, you can see what works best, so you can ultimately narrow down your options and adapt accordingly.

9

DON'T GO INTO OVERSATURATED NICHES

While one of the best strategies is selling and promoting “**best sellers**” and “**top rated**” products in the Amazon marketplace, it is good to remember that some really popular products have saturated the market. This means that you might be out of luck if you decide to only sell or promote smartphones, for example. Focus on niches that are unlikely to saturate the market.

10

DON'T TRY TO DO EVERYTHING AT ONCE

If you are succeeding with Amazon now, concentrate on getting better and making more money from it. Remember that Amazon is a household brand. You don't want to risk losing it as your business partner!

CHAPTER NINETEEN

Premium tools and
Services to consider

Here is a list with some of the best online tools to use
with your Amazon affiliate website.



1. THE AMAZON SELLER APP

The official Amazon app for mobile platforms is here to make your life easier by allowing you to manage your business on the go and from just about anywhere! With this app, you can easily fulfill orders, find new products to sell, manage offers and inventory, and keep in touch with your customers 24/7!

2. FBA revenue calculator

The FBA revenue calculator is great whenever you need to crunch your numbers. As you have seen so far, finding out how much revenue you can make on specific products is not easy, because of the many factors to consider such as fulfillment and packing costs.

The FBA calculator is available to FBA sellers, so they can calculate their revenue, their costs, their seller proceeds and their net profits.

3. Repricerexpress

Repricerexpress is a tool for Amazon sellers that want to keep a competitive edge by automating their listing prices. This tool scans the marketplace to compare prices on items similar to the ones listed by Amazon sellers.

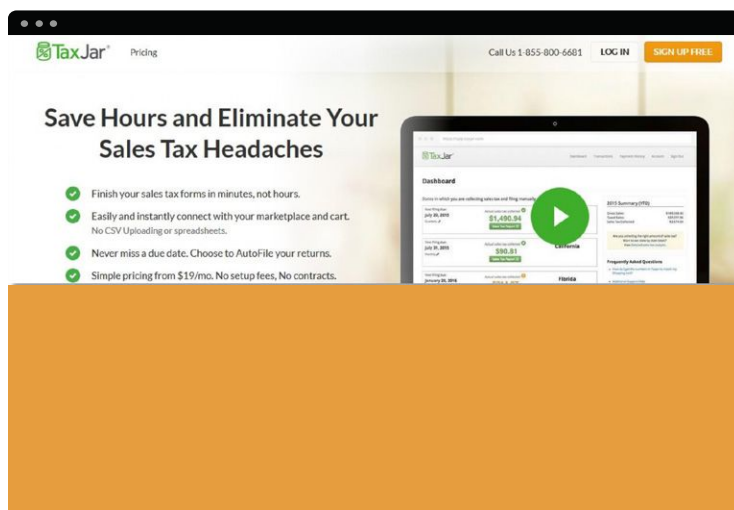
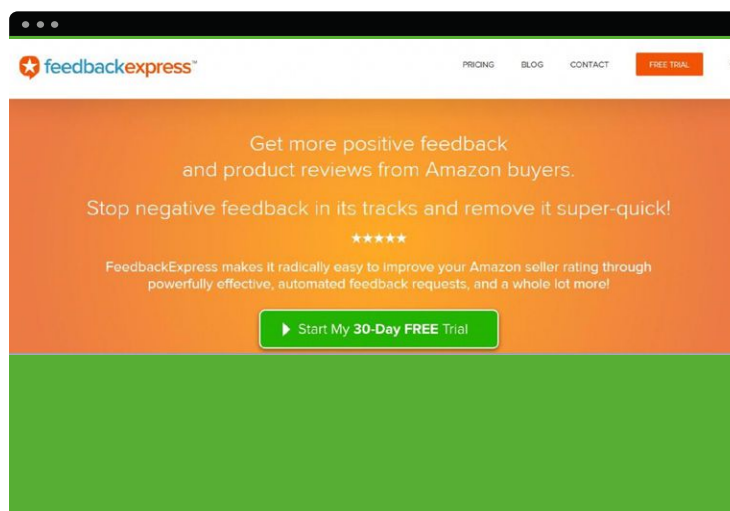
Repricerexpress then goes to price fluctuation history in the marketplace and automatically adjusts the price of listings to give its users the top spot on marketplace results!

4.

Feedbackexpress

Feedbackexpress is another tool that automates another hot topic among Amazon sellers: feedback. Seasoned Amazon sellers know very well that getting the correct rating on Amazon can be a tricky task, especially because customers tend to forget about a purchase after receiving their items.

Feedbackexpress automates this process by getting in touch with customers to ask them in a very effective yet subtle way to leave feedback for their recent purchases. It doesn't get easier than this!

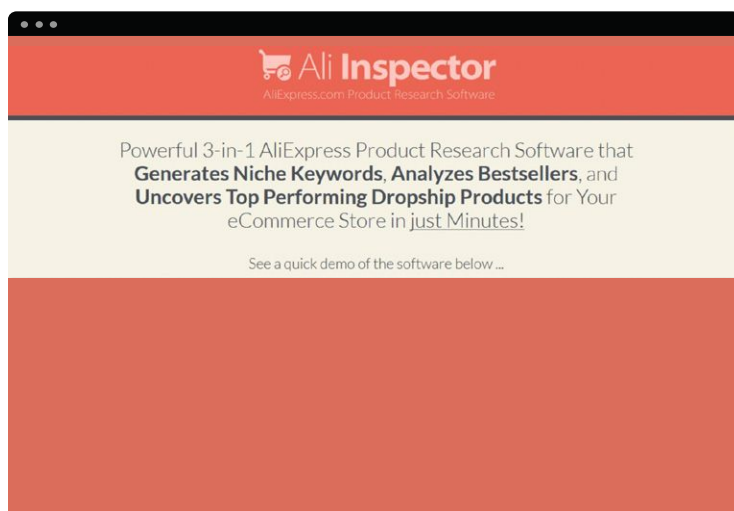


5.

Taxjar

You'll be surprised to learn that a whopping number of Amazon vendors don't think about how taxes weigh in when it comes to their finances until they are discounted from their revenue.

Taxjar is a tool that will help merchants easily save hours and eliminate sales tax headaches by allowing them to finish their sales tax forms in minutes and use the "autofile" system to never miss a due date, among other benefits.



6.

Ali Inspector

A lot of Amazon vendors use the Ali express marketplace and Alibaba.com to find deals to sell in bulk in the Amazon marketplace. Yet, it can prove daunting to do this the traditional way, with buyers scrolling and searching among the many providers, looking for the best bang for the buck.

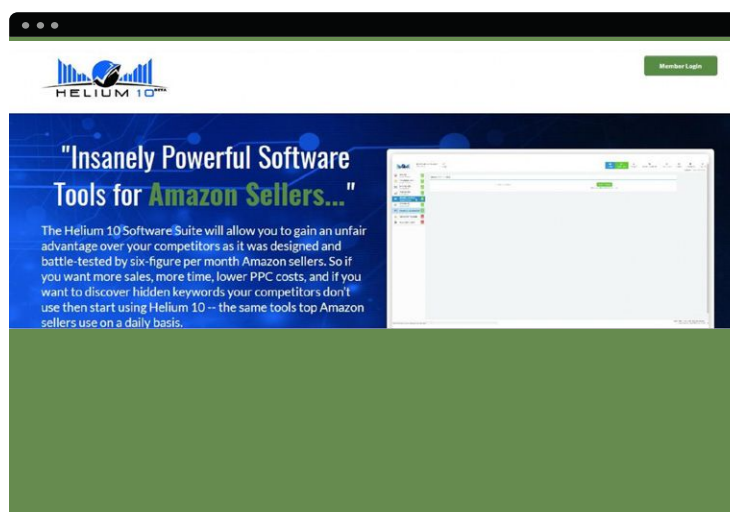
“Ali Inspector” takes care of this by analyzing the best sellers in the Chinese marketplace, generating niche keywords and uncovering the potential for top performing drop shipping products automatically!

7.

Helium10

“Helium10” is a tool that will fully automate your Amazon marketplace tasks. It will allow you to do hours of repetitive tasking in mere seconds thanks to its powerful software engine. It will watch your competition to show you which keywords they are ranking for the same products that you sell. It will help you to find profitable products and determine which keywords not to use!

It comes bundled with trend analyzing tools, keyword research tools, a misspelling extractor, keyword processor, listing optimization tool and more!



CHAPTER TWENTY

Shocking Case Studies

These are some of the companies and individuals that have made it big with Amazon. These are the success stories that serve as examples, so you can see how hard work can have amazing results!



1.

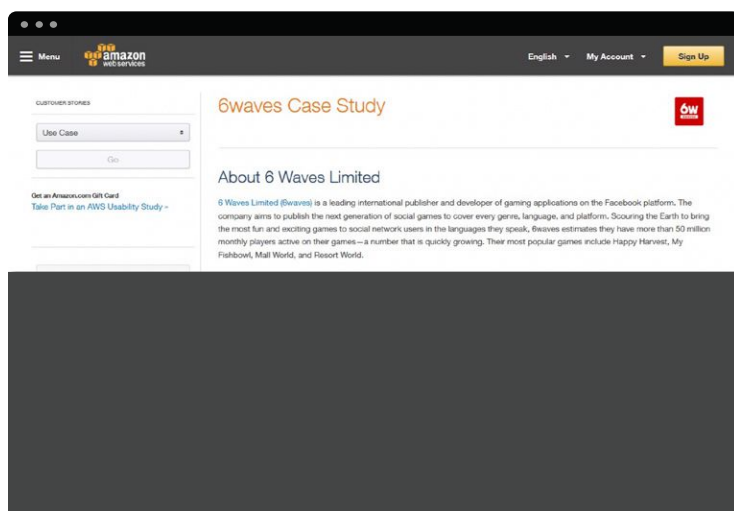
Exportx

Exportx is a company that specializes in the introduction of novel products into untested markets to facilitate exports between customers in a more globalized market.

The objective of the company was to use innovation to provide certain types of merchandise to people in countries where such goods would not be available otherwise.

The Company used the “sponsored products” feature in the Amazon marketplace to position locally produced products in foreign marketplaces, such as in the UK, Canada and Germany.

Results: The company is currently running 90 successful sponsored product campaigns around the world, with 25% of sales from those sponsored offers made in international markets!



2.

6waves

6waves is an internationally recognized brand in the social gaming sphere. It is mainly a developer and publisher known in the Facebook platform.

6waves wanted to change the way they were managing their services. They were once limited to physical servers, which brought in a lot of constraints to the way they operated.

6waves migrated to Amazon Web Services to take advantage of the technology that the service has built its reputation upon, mainly “Elastic load balancing” and security groups to control access.

Results: The company says that things are totally different now. They can easily pull data from the Amazon servers by simply customizing their own server image. They don’t have to worry about migration and updating issues, and all of this means that their business has reached a scale not possible for them before!

3.

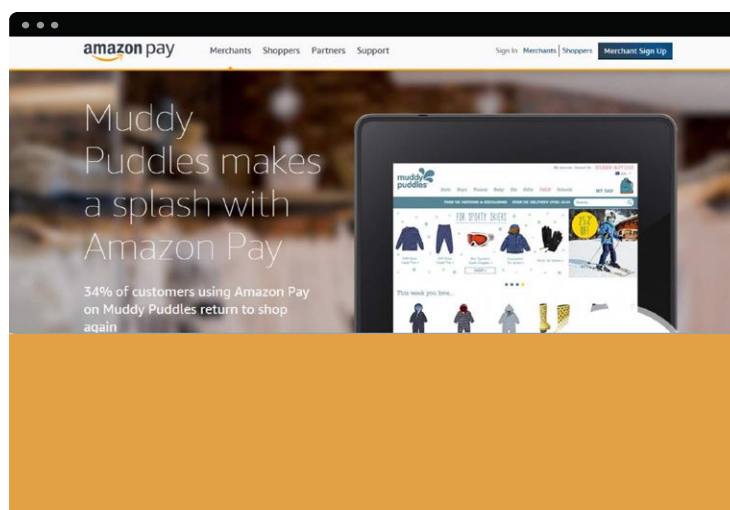
Muddy Puddles

Muddy Puddles is an online retailer based in the UK that sells outer wear designed for children. They specialize in outer wear that protects kids from harsh environmental conditions such as cold and rain.

The Company’s objective was centered on decreasing the number of customers leaving the checkout process without completing their purchases.

Strategy: They implemented “**Pay with Amazon**” to allow customers to purchase from their ecommerce store using their Amazon credentials to facilitate checkout.

Results: “Muddy Puddles” saw its drop-off rate decrease by 40% when they integrated “pay with Amazon” in their storefront! This also increased conversion rates by 15% and annual revenue by 5.8%!



4.

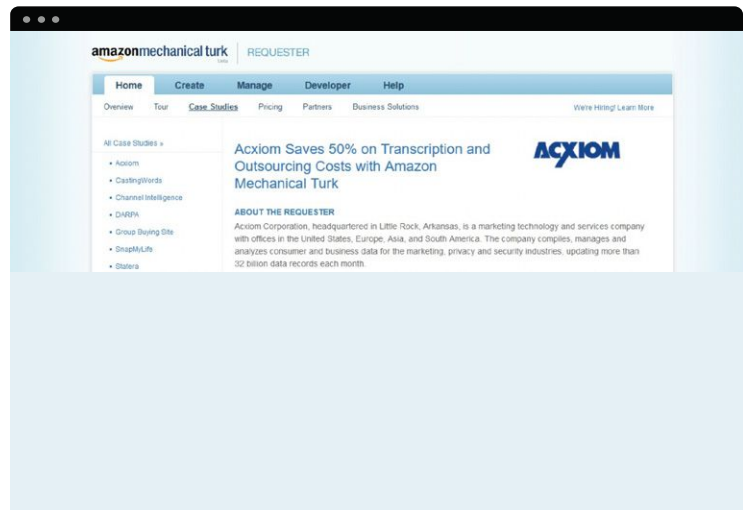
Acxiom

Acxiom is a US based company that works with marketing and business data analysis. It processes over 30 million data records each month.

Acxiom's objective was to reduce the number of accuracy discrepancies caused by its optical character recognition system by outsourcing manual transcription of records to skilled human workers.

"**Acxiom**" leveraged a task force comprised of 125 human workers in the "**Amazon mechanical Turk**" platform, ensuring at the same time the quality of the output through an automated process.

Results: The Company saw a 50% reduction of costs on verification only, which incidentally also helped to cut on transcription costs.



5.

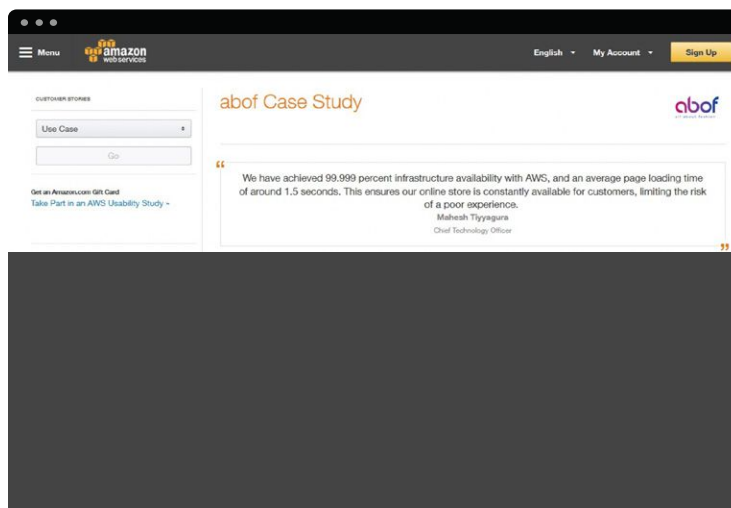
Abof

Abof is an Indian ecommerce venture founded in 2014. They are the leading provider of footwear, clothing and accessories for women and men in India, and they are using the Amazon.com infrastructure to distribute their merchandise across 500 cities in India.

The Company established that the way to run their business was not through physical servers, which could slow down their operation.

The Company chose to use Amazon web services to host its online storefront, because of the optimization promised by the cloud and the array of services put at their disposal.

Results: Thanks to the platform's fast load times of up to 1.5 seconds per page, Abof saw a surge in sales through its online channel that registered a whopping \$14.8 million annual gross merchandise value in its first 90 days after launch, with a cool 20% in repeating purchases from repeating customers in the same period!



CONCLUSION

We're thrilled that you have chosen to take advantage of our Training Guide, and we wish you amazing success.

And in order to take your Online Money Making Activities even farther, we invite you to get the most out of it by getting access to our Live Video Training (**Insert your Upsell offer URL**).



THANK YOU!

We hope that this free information has been informative and helpful to you! At PingPong, our goal is to help **YOU** become successful as a business, and we are confident that our services and abilities help facilitate that!

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