

Guide to Replay of Live Training on 14-08-31

Below is a guide to where you'll find specific parts of the training and at what minute mark

Q & A

00:06:50 **Steps to Testing a product**

- How do I know when I have a winner?
- The 100 Rule
- When to pause the campaign
- Start communicating with Alibaba suppliers during your test campaign
- How many suppliers to ask samples from?
- With the a winner the goal is to pay for lead generation costs. Real profits is in the back end (emails follow up)

00:12:05 Q: What if I can't find my product in Alibaba? How do I contact directly manufacturers?

00:12:20 **How does the Funnel Change after you've chosen your product and sourced it?**

(from affiliate link to your own listing on Amazon FBA)

00:13: 40 **Inside Brittany's Ad Campaign – This week Stats/Results**

- You can start at \$20 per day
- "Not everything is 100% success or failure"
- Start a little specific on target, then broad it a bit
- Inside the Etsy account
- How to get customers to order more than 1 unit
- Bonus information product (recipe) - how to maximize profit
- Cross-selling
- <http://www.fiverr.com>

00:25:10 **Optimize your Funnel**

If you're making sales that's a good thing. But what if you're not making enough to break even?

- Decrease cost of Facebook ads

- Increase conversion rate on item
- Sell the list other/more items

00:31: 45 **Strategies to Optimize Facebook Ads Cost**

- A look Inside Facebook ads reporting
- Every niche has a demographic sweet spot: find it

00:39:10 The Donut Soap Optin-page with right hand side ad + Amazon

00:40:00 **Product Costs + Margin Guidelines**

- Reply from China manufacturer
- Using Amazon Cost Calculator

<http://sellercentral.amazon.com/gp/bfa/revenue-calculator.index.html>

00:46:15 Start communicating with manufacturers as soon as possible

00:46:50 Thank you Page

- Brittany's example
- The importance of getting them to email you: opportunity to build relationships with your customers – building Trust

00:49: 05 Q&A

- Amazon stock running low – notifications
- Amazon cheap rates on shipping to them

00:50:30 **Creating a Listing on Amazon**

<https://sellercentral.amazon.com>

Inventory > add a product

You need one UPC Code per product (not unit/item)

Where to get UPC codes:

<https://www.barcodetalk.com/bar-code-numbers>

<https://www.cheap-upc-barcode.com>

Images and Shipping – covered next week

Creating a Sales Page - writing sales letter

01:02:00 Q&A

- When to start branding/labeling your product?
- Do you test the product yourself?
- Does Amazon requires you put your product in a polybag?
- What if you don't have a company? Do you get a domain matching your name?
- Does Amazon tell you if a product is damaged?
- Is there a certain number of product you need to order to be able to use Amazon FBA?

For complete information on Amazon FBA:

<http://services.amazon.com/selling/pricing.htm?ld=SCSOAStriplogin>

Sign in as individual vs as professional (recommended)

01:10:00 **Email marketing:** The 12 Emails Sequence

01:18:40 **Creating your Tripwire** – one time product offer

- Price
- Purpose
- Format
- Brittany's example
- Curating content form around the Internet
- Pitch to continuity program
- Project description for outsourcer for creating a Trip Wire
- Trip Wire Sales Letter
- Optimize Press / Wordpress free sales letter template / Outsource to Fiverr.com
- Quality

01:34:00 **Continuity**

- What content
- Format
- Sales letter
- Aweber + PayPal

01:46:30 **Q&A**