



7 STEP

CHECKLIST FOR

AMAZON

— SUCCESS —

amazon



7 Step Checklist for Amazon Success

Hey There

My name is Peter Nobbs from CoachAMZ where our mission is to deliver a **50% uplift in sales within the first 6 months of working together.**

We love working with

- Businesses doing \$2 million per annum with a desire to uplift sales on Amazon by 50% within 6 months
- Start-up brands who want to aggressively launch on Amazon to build market share

My goal with this guide is to ensure you have the knowledge and ability to take action on the foundation principles need to be selling at least 7 figures per year through your Amazon account.

Whether you already have an established business, or just starting out with your first product, the “7 Step Checklist for Amazon Success” has been designed to exponentially grow your sales and leverage the best sales and marketing assets available.

Steven and I started CoachAMZ.com to help businesses succeed on Amazon. If you believe we would be a great fit, then I would love to hear from you at peter@coachamz.com

So let's kick it off.....

1. Where are you in Amazon

The starting point to becoming a world class Amazon seller is to understand your starting point. The table below sets out the stages and hopefully it's in a relatable format Well we hope so!

We find businesses on Amazon can sell up to \$1,000,000 per year just through the platform itself without driving any external traffic. The biggest change to smashing past the \$1,000,000 mark is building a relationship with the customer and driving external traffic to your listing.

Take a moment to review the below and work out where your business is now and what you need to do to take it to the next level.

Stage	Revenue per annum	Development	What to do
Baby	<\$50,000 or New Brand	Poor listing and little promotion activity	Build foundation of excellent imagery, listing and target keywords
Toddler	\$50,000 – 250,000	Strong listing Strong promotion within Amazon	Opportunity to promote outside Amazon to drive traffic Introduce complimentary goods
Teenager	\$250,000 – 1,000,000	Strong listing Promotion within and outside Amazon	Ensure a world class Amazon listing All products are listed page 1 of Amazon Become a market leader in social media, email marketing and eCommerce to drive Amazon sales
Young adult	\$1,000,000 – 10,000,000	Strong listing Promotion within and outside Amazon Excellent external eCommerce and social media tools Opportunity to expand into Europe	Ensure a world class Amazon listing All products are listed page 1 of Amazon Become a market leader in social media, email marketing and eCommerce to drive Amazon sales Focus on expanding internationally and forming strategic alliances with complimentary businesses
Master	>\$10,000,000	World class best practice with online selling Strong market presence in overseas markets	Opportunity to list business on stock exchange and become market leader in overseas markets

2. The Best Marketplace to Sell on

The majority of clients we work with are based in the USA as it's the biggest market. That said, once you start getting towards the \$1,000,000 mark, it is worth investigating new overseas markets such as United Kingdom as has an audience of over 60 million people, plus access to the rest of Europe and can often result in an increase of 10-25% in sales with minimal effort.

There are some basic logistics you need to cover off, but quickly moving your products to these markets can be a quick win in relation to the minor effort required.

We suggest the order to sell on Amazon market places are:

- United States
- United Kingdom (plus other European markets)
- Canada
- Australia

3. Build a Brand + Brand Registry

This may sound obvious but we need to cover it off. To be a successful seller you need to have a brand. The reason you need it is:

- Brand has real equity value
- You can charge a premium price
- Easier to generate complimentary sales via "Frequently bought together"
- Amazon loves brands and provides you with extensive product protection
- A Brand allows more advertising and branding opportunities on Amazon

Now if you are a brand owner, you MUST register for Brand Registry. This will allow you to develop an even better listing and use a whole bunch of different imagery. (Plus Amazon will give your brand a lot more protection)

If you see a listing like the below where you scroll down and there is cool imagery and description, this is a seller who has registered for brand registry. It's really simple to register for, so make sure you do it today (and if you need some help, drop me a line at peter@coachamz.com)

Example of Brand Registry that appears as you scroll down the page

The Secret Lies In Nrf2 Activation

By activating a cellular switch called Nrf2, Ultimate Nrf2 Superfoods helps boost production of the body's crucial home-grown antioxidants, such as glutathione, catalase and superoxide dismutase (SOD).

Just one capsule a day provides you with the new "gold standard" for overall health and vitality—starting at the cellular level.

Allen Green, M.D.

The NEW Fruit + Veggie Miracle
Ultimate Nrf2 Superfoods

Full spectrum plant nutrition from **37** of nature's most potent superfoods!

- ✓ Preserve cellular health
- ✓ Deliver signals to switch genes "on" and "off"
- ✓ Protect and build healthy DNA
- ✓ Tell healthy cells when to divide—and sick ones to self-destruct
- ✓ Increase energy levels and detoxify your body

Ultimate Nrf2 Superfoods

By activating a cellular switch called Nrf2, **Ultimate Nrf2 Superfoods** helps boost production of the body's crucial home-grown antioxidants, such as glutathione, catalase and superoxide dismutase (SOD). Because they are manufactured by our own bodies, and not obtained from food sources, these endogenous antioxidants are far more potent than food-based antioxidants.

4. The Magic Triangle – Images

This may sound obvious, though at an absolute minimum all your photo's must be taken by a professional photographer and also have a graphic designer touch them up.

One of the first recommendations we make is to overhaul the imagery used.

Our findings are that imagery can impact your conversion rate by up to 15%!!!! Having photo's that tell a story will make an incredible difference.

AND 15% increase in conversion is huge. It means taking a listings doing \$1 million per annum and adding \$150,000 worth of sales just through adding amazing imagery.

So what is the story you need to tell?

The main image needs to adhere to Amazon rules on being on white background and just the product itself. However, your remaining photo's need to tell a story about your product. We recommend

- Bundle image with discount for multiple purchases.

This is the right hook (boxng jargon) in terms of power as will increase your order size (people more likely to buy 2 or more), plus Amazon loves it as boosts your unit session % which often boosts your listing up the rankings. Check out the below example

Example of Brand Registry that appears as you scroll down the page



- Lifestyle of using the product

The image associates positive emotional feelings of using the product so the customer can see the potential benefit now. This applies to almost any product category



- Product benefits

Showing your product and highlighting the benefits is an easy visual way of showing a customer how much they will benefit from using the product. Think of the key pain points and pleasure the customer will get when they use your product and add these to the image



- 5 Star review

This type of image inserts a quote from an actual Amazon customer who wrote something terrific about your product. You then find a stock photo of your ideal customer (e.g. if your target customer is a 35 – 50 year old healthy women, then find a stock photo, add the customer quote and 5 star)

5. The Magic Combo – Reviews and Raving Fans

Did you know how powerful customer reviews are for converting people from just browsing your product to becoming a buying customers???

It's MASSIVE.

Basically if your product dips under a 4 star review, then you are going to suffer a huge drop off in sales.

Buyers expect a 4+ star review and without this rating, you are really going to struggle to convert sales.

A strategy to combat is a three-prong approach (and before we get into this, if your product has faults or issues, then you must get them fixed as you won't have a successful business if you have an inferior product).

Amazon just makes it so easy to show off your product faults through reviews and questions, that you have to get these sorted out.

So the three prong approach is

- Email sequencing
- Product inserts
- Customer support

Email Sequencing

Emailing sequencing is the first cornerstone to get great reviews. We use a 2-step process where we:

1. Build rapport and offer value
2. Ask for honest feedback

The first email is sent once a customer has ordered and provides some great value to the user such as including some FAQ's, adding an awesome user guide or video about how to get the most out of the product.

Then the second email is sent about 7 days after a customer's product has arrived to ensure we address any of their concerns if they are not happy about any aspect of the purchase and if they love the product, ask for an honest review.

This strategy mitigates issues of disappointed customers who can leave a 1,2 or 3-star review, plus boosts the opportunity to get 5-star reviews

Product Inserts

Product inserts a powerful way to give a great first impression when a customer opens their product. It also serves as an opportunity to stop any issues from surfacing and being left as negative reviews on Amazon.

We have developed an excellent customer insert we use for all our client's products (that we tailor) and happy to share with you. Just drop me a note at peter@coachamz.com

Customer support

Now the last strategy is re-active that occurs if a poor review has been left on your product listing. The tool you use for your auto email sequencing should also have a monitoring feature to alert you to any 1, 2 or 3-star reviews.

If you receive one of these, we recommend you immediately reply to the negative product review and try resolve it as best possible. The reason for this is

- a. It shows other potential customers who read the negative reviews that you care and provide a more balanced view of the issue
- b. If the customer loves your response, that may update their review to turn it into a positive

This step should be included into your operations as customer reviews is another outlet for potential customers to form a positive view of your product and increase conversion rates

6. Product innovation

Amazon is an amazing tool for product feedback to find out what your customer's love and don't like with your product

Each quarter we recommend reviewing all your 1, 2 and 3 star reviews and look for common themes in terms of what people don't like.

For example, if you sell steak knives, there might be a common theme that the handles becomes loose after a lot of use or the handle grip could be improved.

Once you have these common themes, then you can take them to your manufacturer and improve them to make your product even better and reduce the possibility of future negative reviews.

7. How to manage your Amazon business

You maybe accountable for your businesses Amazon sales, but not responsible for the daily operations and customer support.

So how do you manage or monitor the performance of the team that runs your Amazon business? Easy... it's just two metrics you need to monitor

1. Sessions – visitors to your listing
2. Unit Session % - conversion (how many people buy)

This makes is to easy to manager as you can diagnose your sales performance by instantly telling if you have a traffic issue (i.e. less people visiting your listing) or a conversion issue (i.e. people visiting your listing but not buying). The outcome of these two metrics will be your sales.

So, for example, say your conversion rate stays at 25% but your sessions drop by 20% from 1000 to 800, then you know your listing is still converting, but less people are visiting your listing. The means you need to implement a strategy to drive more traffic such as through Amazon Ads or social media traffic.

Having this framework, makes it easy to monitor your Amazon business and determine what strategies are needed to maintain and increase sales

START GROWING YOUR AMAZON BUSINESS BY TODAY

If you would love a **FREE**, 1 on 1 Sales Strategy and Implementation session, where Coach AMZ gives you **Concrete Strategies to grow your Amazon sales**, then:

- email peter@coachamz.com to setup a **phone call** to start growing your Amazon business Today

Remember to bring your pen and paper as the team will:

- Review your listing for immediate improvements to increase sales
- Determine if your competition is stealing your money
- Set out a plan for continued sales growth month on month
- Map out the steps for long term Amazon sales dominance

About CoachAMZ.com

Peter and Steven started Coach AMZ after being approached to help businesses who were struggling on Amazon. They quickly found the strategies and processes developed from their own Amazon stores could be easily transferred to clients with amazing results.

They now manage multiple clients who are in the top 1% of Amazon sellers and developed a repeatable process that can be leveraged across 99% of Amazon categories.

With their experience working in the United States, Europe and Australia, they have a diverse set of skills and experience working with different cultures and clients

Peter is based out of Sydney and loves spending time with wife and 3 kids, and can be found at the local beaches most summer weekends

Steven is based out of San Diego and loves travelling, spending time his wife and coming up with new product ideas he is launching to the market. He's also known as the "Amazon Guy".

If you would like to contact us, please drop a note to peter@coachamz.com

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Watch some of our [Amazon Success Stories](#)



Peter Nobbs – Sales

Mission is finding ways to help clients succeed on Amazon. Big fan of the Manly Sea Eagles and spending time with the family at Taronga Zoo.



Steven Arjonilla – “The Amazon Guy”

Self confessed Amazon geek. Obsessed with testing new ways to promote and sell on Amazon. Loves red wine, travelling to Europe and testing his Italian skills.



Joy Castaneda – Amazon Operations

Runs the customer service and logistics for Coach AMZ's own Amazon stores. Can often be found with her daughter Abbey at the local pool.



Czarina Gadiano – Amazon Opport's

Investigates new ideas and strategies to boost sales by testing on our own Amazon stores. A big fan of keeping fit and attends her local boxing gym!