THE FASTEST, MOST

RISK-FREE WAY

TO START BUILDING YOUR VERY OWN

AMAZON LIFESTYLE BUSINESS

By Stephen Somers

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Introduction

First of all, welcome to this short, action-packed guide!! It's absolutely fantastic to have you here so I can share the fastest, risk-free way to start building your very own business selling everyday products on Amazon!!

I can assure you…by the time you finish this short guide, you're going to know exactly how to start making real money every day (even while you're at work, sitting at a 5 star restaurant, on the beach or even on the first tee of your favorite golf course!!)

You're going to learn how to take full advantage of the world's #1 eCommerce marketplace without having to import products from China, create listings on Amazon or spend any money on advertising.

I know, I know…it almost sounds unbelievable but this is exactly what the Accelerate Business Model will show you how to do. AND it doesn't matter if you have absolutely no experience selling online or building any kind of business.

This process will work for you if you work the process!

That's why I'm so excited about what you're about to embark upon. You're going to enter a whole new world of possibilities and fantastic profit & you're going to do it all without taking any big risks (hold me to this one!)

Think of me as your Indiana Jones in the world of Amazon! I'll take you through the jungle & show you the best way to get to where you want to be...

And I'll even make sure you don't fall down a ravine or end up impaled on a metaphorical spike!

Oh and this guide is short and to the point, so I recommend you set aside an hour or so and read every single word before you get sidetracked or are interrupted by kids, significant others or your cell phone!

The Background Story

Up until this year we confined almost all of our teaching to showing people how to build their very own 'house brand' by selling their own, branded products.

This involves importing from China, building a brand new 'listing' on Amazon from scratch and so much more.

I'm delighted to say that over the past 7 years we've created an incredible number of success stories from people who had never intended on building a business of their own.

That said, while we live and breathe this business model even today, there have been so many people who have asked us 'guys I love the private label model but I'd like to know other ways I can make an income from Amazon without having to always order hundreds or even thousands of units of each of my products.'

For many years, we let those people down (maybe you were one of them - if so, we're sorry!) by not offering other, proven ways to make money. The reason we didn't offer anything else was because we were told for so many years...

Focus on teaching your audience one thing...don't confuse them.

We did heed this advice and doubled down on what we became extremely well known for...in fact, we're now the #1 leader in private label Amazon education.

Then one day last year, I ran into a guy called Mike Sieben.

Mike asked me to come to his YouTube channel and teach his audience how the private label business worked. Instantly we got on like a house on fire!

After teaching his audience, we got chatting and Mike said to me.

'We're going to hit a million dollars this year selling other people's products.'

I knew of course that Mike was talking about the *wholesale business model* whereby a seller can purchase pre-proven, preexisting, well-known, branded products from a supplier; order box quantities of multiple items and then become a seller of those items (along with others) on Amazon.

We got talking about wholesale & I told Mike how Robert and I built our entire Amazon business using this exact model. In fact, when I first met Robert, wholesale products accounted for most of his business.

‘Why haven’t you taught this to your Heroes?’ Mike asked me.

I looked at him and honestly I couldn’t give him a good answer. It was at that moment that I knew what we needed to do.

‘Why don’t *you* teach them?’ I said.

Mike’s face went bright red. He didn’t expect me to come out with this!!

‘Eh...ok.’

Since that fateful day, we have worked hard with Mike to break down his strategy, step-by-step into an easy to follow system that will work for both existing Amazon sellers as well as *complete beginners*.

That’s how this book & our partnership came to be.

It’s an incredible new & exciting opportunity no matter where you are on your Amazon journey. It’s also the simplest, easiest way I know to make your first money on the internet doing something that’s 100% legitimate and proven.

There are no pipe dreams here. Everything I’m going to outline to you is completely possible and in fact, people like you are using this to generate their first $5000, $10,000 even $30,000 per month on Amazon without importing a single thing from China.

Chapter 1: Why <u>This</u> Business Model Makes So Much Sense

Let's begin our journey into this exciting business by breaking down the huge benefits this business model has over other Amazon selling methods.

The first and maybe *biggest* benefit this has over any other Amazon opportunity out there is that you won't have big upfront inventory costs.

With this business model, you're going to...

1. Find items that are already proven to sell on Amazon.
2. Locate wholesale suppliers for those items.
3. Open wholesale accounts with these suppliers.
4. Order multiple 'box quantities' of items from them.
5. Send some units into Amazon's warehouses and use their Fulfillment by Amazon service (Amazon will hold your items in stock and ship them out on your behalf.)

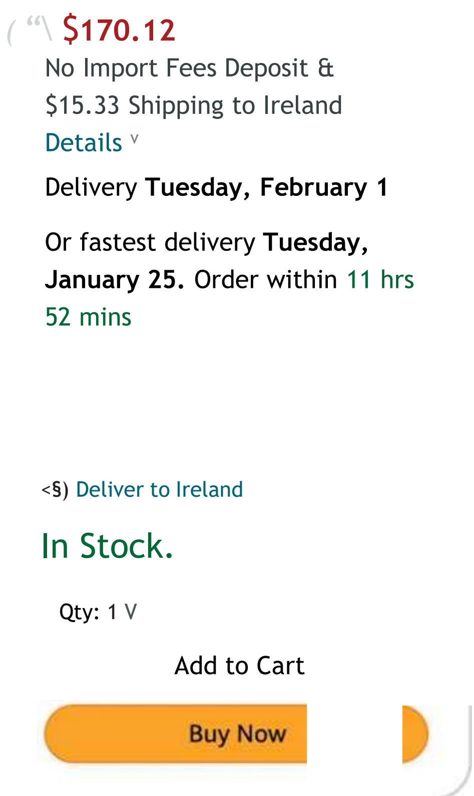
You might be thinking...'won't I need to write up the listing and take pictures of the product?'

And the answer is NO!!

We take advantage of something we call the 'Profit Cycle.'

You see, on Amazon there can only be one listing for one unique product on the platform. If other people want to sell the same item, they have to win what's called the 'Buy Box.'

Here's a picture of it:



Other sellers compete for this buy box by making sure they're selling at the lowest price.

Now, don't worry if you're thinking this will become a race to the bottom. It's not. Sellers who 'match' the lowest price and are using Amazon's Fulfillment service, all get access to the buy box on a 'cycled' basis.

This means that you'll automatically make sales when Amazon gives you the buy box. If you're priced correctly and you're using FBA, then it's only a matter of when you get access to the buy box.

It's as simple as that!!

And remember, you're only ordering small quantities of many many items, therefore you won't be paying big storage fees for holding big amounts of stock for a long period of time.

In fact, you'll likely have trouble staying in stock rather than trying to get rid of items.

The second reason this model is so fantastic is because it cuts down on waiting a long time for your items.

If you've ever researched private label selling (selling your *own branded products)* and you import them from China, then you'll know that it'll take about 3 months from the time of order to get your products in stock.

Now, this isn't a big issue when you know what you're doing *but at the same time* there's no doubt that waiting for items this long as a beginner can be frustrating and also...boring!

With this model, once you order from the supplier, you can be in stock in a matter of *days* rather than months because you're purchasing items that are already in stock domestically.

Maybe you're wondering why these suppliers even offer these items if they sell so well?! The answer is simple...selling to sellers like you and me is their business model. They make plenty and with *less effort* selling to you and me!! So, don't let this be something that gets in your head or holds you back.

The next huge benefit is the fact that you don't need a website or sales funnel to make sales. Instead, you're 'going where the fish are' and are jumping on the back of *already successful* items.

It's kind of like a franchise. The franchiser has done the hard work of making the brand become well known...you're simply paying to jump on the bandwagon and profit from that hard work.

Don't think that this business model is anything 'less' because of this. No, this is smart! The brand owner is still going to be the big winner here because no matter what...their items are being sold.

But we're winning too because our risk is tiny due to the fact that these are well known items that people are *already looking for* on Amazon!

And it's for this reason that you won't need a website. People are already on Amazon (the 3rd largest search engine in the world) searching for these very products. The 'traffic' is already there for you (and it's instant!)

This is pretty huge because in the private label model, you'll need to establish your own listing and create 'history' on the platform. Now, is this more profitable? Absolutely...but it's also *slower* (and I'm guessing that you like the speed element here, so there you go!)

You won't need to do any email marketing or get involved in any heavy technology with this model either. If you can use a laptop then you can absolutely succeed with this model.

There's also no dropshipping involved with this business model. In case you don't know, dropshipping is the process of selling items that are in stock with a separate company & are delivered by that company to each customer every time you make a sale.

With dropshipping you never order bulk quantities but it's very limited and of course...because it's so simple...everyone is trying to do it.

This model is infinitely better because you're taking a *small* quantity of products into stock by purchasing them from a supplier. You're sending those items into Amazon's warehouse and making sales to real people on Amazon.

And because you're using FBA... you're getting access to Amazon's warehousing, shipping and customer support staff and you only pay whenever you make a sale.

It's like having Amazon as your very own sales team!! Imagine having a trillion dollar business partner open up their business to you and say 'only pay us when you make a sale.'

That's exactly what you have access to with this model!

Chapter 2: The Perfect 'Lifestyle Business' For Beginner Entrepreneurs

Now, let me tell you why this business is one that you should either begin with or add into your existing Amazon business.

100% Virtual Business

You can run this business model from anywhere in the world and completely from a laptop. You don't need staff, warehouses or even a website. Everything is 100% run online and fully portable. Of course, if you're going to run completely 'hands off' then you'll use outsourced partners (more on that later).

Millions Of Customers

Amazon makes the hardest part of online business so much simpler than anyone or anywhere else. They've literally brought millions of people who buy things into ONE place & your only job is to sell them more of what they're already buying. And with this model, you're selling items that are proven to sell - you'll *never* start from scratch on something that's unknown.

Massively Automated

The reason that you can live anywhere in the world and do this business is because Amazon will do 90% of the day to day work for you. Shipping, customer support...anything that involves actively ‘doing’ is up to them.you simply provide the products (remember, you’ll be buying these *domestically* too so no big waiting times!)

Lifestyle Business

If the idea of earning $10k, $50k or $100k per year passively is a big deal for you then you can absolutely scale this model there. This is a business model designed for people who crave actual time freedom & want the ability to choose what their day looks like!

No ‘Business Ideas’ Required

The beautiful thing about this business model is that you don’t need to have experience or any business ideas right now. The market will literally tell you what to source and you’ll simply find the suppliers who have those items and open wholesale accounts with them - simple!

Fast Start Up

Many new businesses take a year or more to start. This business can be up and running and producing passive profits for you within 2 - 6 months from complete scratch. It’s not an overnight business but then again...those businesses never last anyway! If you already have an Amazon seller account then you’re at a big advantage as you have what you need to start quickly!

Simple To Operate

If you can operate a computer and Google things then you can do it. We’ve had every age group imaginable in this business. Again, the reason that tech goes out the window is because you won’t need to start a website or learn Facebook ads or Shopify. You’ll barely even use Amazon’s own paid advertising with this strategy (remember, the people are *already* looking for the particular brands that you’ll buy at wholesale prices.)

It’s A REAL Business

Unlike many ‘online business opportunities’ this is a real business selling real, physical items to real people. It involves you partnering with a trillion dollar household name and selling pre-proven, well-known brand named items to their customers.

Chapter 3: Why Should You Listen To Us? **(Don't Skip This Chapter!)**

I almost skipped adding in this part because I want to get to the good stuff but I realize that leaving this out may actually do you more harm than good. Why? Simple…there are many unscrupulous people out there teaching things like this who have absolutely no track record of success.

If I don't impress upon you that working with Marketplace SuperHeroes is the best thing that you can do for your business career, then I'm going to potentially leave you in the hands of someone who may do serious harm to your business.

I can't accept this. So let me tell you briefly about myself, Robert & of course, Mike.

As I said above, I actually got my start on Amazon by selling wholesale items. Back in 2010, Robert took a chance on me and allowed me to work in his warehouse and learn everything I could about selling items online.

I walked around his warehouse in my second week and found a bunch of products which he wasn't selling that he had bought wholesale.

Breast pumps, toy laptops, cheap wired headsets... there was all kinds of hidden treasure lying around the warehouse. I took those products and listed them on Amazon (and a few on eBay too) and within hours I made my first sales!

At the time I was shipping out from our own warehouse and Amazon FBA wasn't what it is today. But after a few weeks of making sales, we shipped a bunch of the more established products into Amazon and started to make an incredible amount of sales.

In fact, most of our business at the time was built on wholesale & the only reason we switched the majority of our operations to private label was because we got rid of our warehouse and at the time, pick and pack warehousing services were simply not available (it's 12 years ago remember!!)

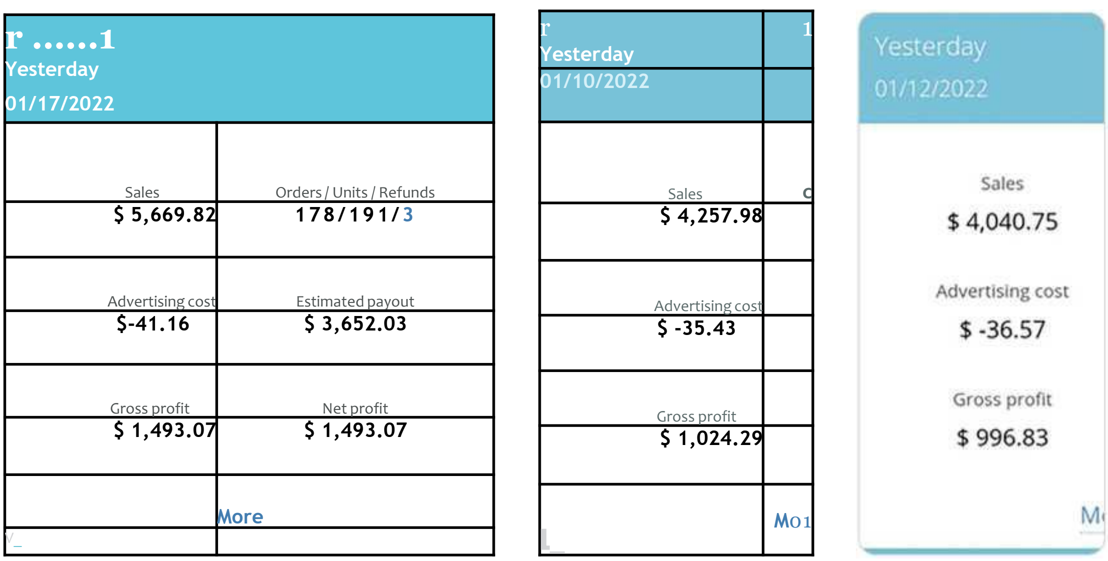
Robert actually came from a wholesale background. His father's company was the main distributor of TDK (an electronics accessories brand) for the island of Ireland many years ago. We estimate that over the course of time, Robert has sold over $20,000,000 worth of wholesale items.

So yeah.we know this model and we love it!

I'm glad to say that now we are of course back in the wholesale game with our various Amazon partners & we'll add even more income streams to our businesses this year with this strategy which is exciting!!

Mike Sieben is an up and coming 'underground star' in this space. As I told you earlier, I met Mike after doing an interview for his YouTube channel. We hit it *off* instantly, sharing what was working for us and our students on Amazon.

Mike is a 7-figure seller in this space and currently sells 50 - 70 different products in his main Amazon account. Here's a snapshot of what a day can look like with this model:



He didn't start out as a successful seller though. In fact, he was working as an engineer, making a 'liveable' income for many years until he learned about the opportunity to make money on Amazon.

Immediately, he was hooked and dove deep into the wholesale business model (it made the most sense to him as he didn't have a huge starting budget). Within 18 months he was able to quit his job completely and he's never looked back!

The sheer level of opportunity in this model is huge. It's because there are literally *millions of* different items you can buy wholesale and sell on this platform. You'll never be stuck for opportunity.

As always, we will be 100% transparent with you and to that end you need to know that you *won't* make the same margins that you would if you were to sell your own, branded items on Amazon.

In case you want the actual numbers... in a private label business, you should make approximately 25% - 30% net profit for every sale. So if you sell something for $40, you'll make as much as $12 *net profit*.

With this business model, you're looking at 12% - 15% which would be about $6 for a $40 sale. In some cases you might make as much as 20% (and of course in private label you can make as much as 40%) - but this is a good *rough estimate* for you so that you can see the potential.

With wholesale, what you 'lose' in profit, you more than make up for in *speed to market* and of course, cash in the bank. You can also do things that you can't do with private label like purchasing from domestic suppliers (zero importing required) and pay with a credit card.

This gives you additional 'credit' that you wouldn't get with PL. In fact, you can even be in a situation where you've sold out and made your money *before you've paid* for the items.

I'm *not* going to say that's guaranteed but it's certainly possible.

Also, the level of ‘risk’ in this business model is a lot less. Personally, I have no issue investing in my own, private label items (we invested over $300,000 last year alone in this area) but I know that for a lot of people starting out, this is a *huge* deal breaker.

If that’s you then I want you to know that this model has you covered!

Chapter 4: The 6 Steps To Making Money With This Business Model

Step #1: Set your business up for success

The first thing we're going to do is set up your company & your Amazon seller account. With this model, you're going to need both. Now, for the purpose of keeping this guide short and simple, let's imagine that you're going to sell on Amazon.com.

Yes, this model will work in *any* Amazon market but we're focusing on Amazon.com to begin with. If you're in the UK for instance, you can use what I'm sharing to get set up and sell on Amazon.co.uk (that's how I got started!)

No matter where you live, I highly recommend setting up a limited liability type company. If you live in the US, typically that will be an LLC. In the UK it'll be a limited company. In Australia, it'll be an LTD PTY. Wherever you live, make sure you set up a company that's got limited liability.

Why? It protects you and your assets. Of course, you can ignore this advice and start out as a sole proprietor but I do not recommend this as you have no protection - you're liable for everything *personally*.

To name your limited company, you can use a business name generator or simply come up with a name like SJ Trading LTD -the name is not critical so don't spend a long time on it.

When you set up your company, you'll require a business bank account in the same name & address as your company. It's very important that you set this up and everything matches in order to set up your seller account without issues.

You'll also need a bank account for your business & a chargeable credit or debit card accepted by Amazon.

The next thing you'll get once you have your company is a reseller certificate (when dealing in the US). This is a simple process and basically it's something you'll hand to a wholesale supplier you work with so that they can see that you intend to resell these items. They won't therefore charge you any sales tax as you're a certified *reseller*.

NOTE: it doesn't matter where you're from, when you're selling in the US, you'll require one of these reseller certificates. They're easy to get.

Don't let this scare you. All of this is super simple and will take only a little while to set up.

IMPORTANT: Do not set up your Amazon seller account until you have your company, bank account and all of the required information for getting set up.

Here's the information you'll require so that you know ahead of time.

Marketplace	North America
Registration Link	North America (US, Canada, and Mexico)
Register using Linked Accounts	Sell globally dashboard
Account Setup	You will need to provide a valid credit card, bank account, phone number, and tax information. With a North America Unified Account, you can conveniently switch in Seller Central between Amazon.com, Amazon.ca, and Amazon.mx seller tools to list products and manage orders in both marketplaces.
Seller Verification	You might also be required to provide additional documentation such as scanned copies of a passport, national ID, bank account statement, or credit card statement.
Countries Accepted for Registration	See list
Selling Plans Available	Professional/Individual
Bank Account	• Your seller account must have a business address associated with it. • Your bank account must be located in a country supported by the Amazon Currency Converter. • Your bank account information must be up to date.
Tax	United States Tax and Regulatory Considerations
	Canada tax and regulatory considerations
	Mexico tax and regulatory considerations
Build International Listings	Yes
Marketplace Language	English, Spanish (Seller Central available in English)

This is very standard stuff. We can help make this simple for you. Do not be intimidated by any of it.

Step #2: Find Wholesale Suppliers To Fuel The Business

Using proven methods (including simple things like a Google search for 'toy suppliers California' for example). We want to locate the suppliers that offer wholesale physical goods at wholesale prices.

Typically we'll meet two different types of suppliers...ones who have stock ongoing and can be replenished and suppliers who have ‘wholesale deals’ for specific products that may not last ongoing.

We reach out to individual suppliers with our ‘Accelerator Strategy’ to open accounts with domestic suppliers that we can then begin purchasing from & sending into Amazon’s warehouse.

As well as using online search methods & backwards sourcing from Amazon, we use Supplier Catalogs to gain access to catalogs that outline all the product offers that each supplier has available as well as pricing to begin the process of product research.

Step #3: Add Products From Our Suppliers Into The Business

Product Research: search through product catalogs and determine which products are the most profitable and quickest selling for your business.

Run the numbers: Determine how you stack up against the competition, how much profit you can make per item and how many units you can sell per month to make a low-risk, informed decision.

Order your product: Quickly and easily buy products in bulk from your domestic suppliers by sending money directly or by credit card. No need for middlemen, expensive wire transfers or communicating with foreign suppliers outside your time zone.

I'd like to interject here briefly to point out how this process reduces your risk massively:

1. You'll never rely on a handful of products to make income month in month out...you'll sell many types of products at many different price points (and you won't have to order thousands of each item).

1. You will test each item at safe levels by ordering 'box quantities' from your supplier (remember each item is already proven to sell so your test is more to see how fast and how often you can get the buy box).

1. I can't point this out enough LOL - Never forget that each item you're selling is an already known brand, has a lot of sales history and is 100% proven to sell on Amazon. You're simply getting access to it & joining in the party!

1. With this business model you share the rewards that a particular product provides by sharing the buy box. As long as you match the best price and you're using FBA, you're going to get access to that buy box at one point or another. You don't need to dominate a market, you share the spoils.

Step #4: Get Your Items Into Amazon's Warehouses

You have two major options in this regard. The first one is to prepare every item yourself and send them into Amazon through your own location.

No doubt this might work for some people who are committed to keeping costs down. That said, it involves a good bit of work & will take away some of the 'passivity' of the business model.

Also, if you're not located in the country you're selling in, this will be impossible to do.

The second choice is what we recommend...utilize a partner who your supplier can send your items to. They will prepare the items as required and ship them into Amazon from there.

When your items arrive at Amazon you'll use the Fulfilled by Amazon service that will enable Amazon to receive, store and fulfill our inventory for us - this completely eliminates the need for frequent post office trips (they even handle customer inquiries and returns too!)

To make this truly passive on a day to day basis, use a pick & pack partner to be the intermediary between you and Amazon and then of course, use Amazon's fulfillment services and customer support to automate 95% of the day to day business (you'll only ever answer product specific questions which are super rare).

In case you've never read about FBA (Fulfillment by Amazon) before, here's what the service looks like:

This is the way to do it - do not ship yourself or even try as you'll never get access to the buy box.

FBA enables us to access the internet's most profitable clients (Amazon Prime Customers) as well as a billion other massive benefits.

Also, if you're new to Amazon and FBA, you may qualify for this:

First-time FBA benefits

Fulfillment by Amazon (FBA) allows you to scale your business by enlisting Amazon to handle order fulfillment, customer service, and returns.

If you're new to FBA, the new selection program offers free sponsored ads promotional clicks and a discount on shipments to Amazon fulfillment centers. For a limited time, you'll also receive free storage, free removals, and free return processing for eligible new-to-FBA products.

Learn more about how FBA can serve your ecommerce fulfillment strategy and inventory management needs.

Up to $200 in sponsored ads promotional clicks

Sign up and launch a campaign with an FBA product for the first $100. Advertise a product for at least 30 days to receive the second $100. Products don't have to be new to FBA for this discount.

Up to $100 in free shipping to a fulfillment center

Get the first $100 waived on shipments to Amazon fulfillment centers if you use the Amazon Partnered Carrier program. Products don't have to be new to FBA for this discount.

Free monthly storage and removals* for standard-size products

Get free monthly storage for the first 50 units sent to Amazon fulfillment centers for 90 days after the first unit is received. Get free removals for any of those first 50 units for 180 days after the first inventory-received date. Learn how Amazon receives and stores your inventory.

Free monthly storage and removals* for oversize products

Get free monthly storage for the first 30 units sent to Amazon fulfillment centers for 90 days after the first unit is received. Get free removals for any of those first 30 units for 180 days after the first inventory-received date.

Additional benefits for apparel and shoes

For standard-size products, get free monthly storage for the first 100 units sent to fulfillment centers for 120 days after the first unit is received. Get free removals* for any of those first 100 units for 180 days after the first inventory-received date. Free return processing is available for up to 20 units of each product customers return to the fulfillment center within 180 days of the first inventory-received date.

Step #5: Make Your First Sales & Beyond

The most important part of 'winning the buy box' is to ensure your products stay competitively priced to win sales. The easiest way to do this is to match the price that's currently winning the buy box. Certainly some people worry that this will create a rush to the bottom.

In some cases this can happen but many times, sellers are happy to price match and share the sales via the 'Profit Cycle' that we talked about earlier (this was the process whereby Amazon automatically changed who gets the buy box throughout the day as long as prices are matched).

And if you happen to find for certain products that it is a race to the bottom, you have a few choices.

A. Sell out and move on from that product.
B. Keep your price at a better profit level and take sales.
C. Wait for the low-priced competitors to sell out and share the buy box with more 'sensible' competitors.

Next, you'll need to keep an eye on inventory levels and make sure that you replenish items for long term sales. This will involve you doing some simple things in your seller account and using some software that we'll show you to maintain your inventory. Remember, without products you can't make any money!

The final thing to do will be to keep your Amazon account and your customers happy and you'll win in this business for a long time to come. Thanks to FBA, this process is incredibly simple as Amazon does almost all of it *for* you!!

Also in case you need to know the *worst case scenario* with products (for some reason people have a need to do this to themselves!) I'm happy to report that there's two simple strategies available to you if you find sales are slow or you want to move on from an item.

Strategy #1: Reduce the price dramatically and blow it out on Amazon.

Strategy #2: List the product on eBay at a lower price and blow it out there.

Whichever way you look at it, you're protected and covered and of course, if you're just testing an item, you'll only have a small quantity of it in stock.

Step #6: Grow Your Sales, Profits & Income

If you want to dramatically increase sales just add additional suppliers and more products to multiply your profits. You can of course add more products from existing suppliers too!

Mix it up: different types of suppliers and products will yield different results. Keep a healthy balance to ensure high AND quick profits.

Advanced Strategies: Using some of the Accelerate advanced strategies, you're able to squeeze extra sales and opportunities out of the market.

Chapter 5: The MASSIVE Benefits Of This Business Model

This is the big breakthrough you've been waiting for. In case you're not convinced, let me outline exactly why:

Reason #1: Instant traffic - No need to create any of your own traffic… it's already out there & it's proven.

Reason #2: Quick launch - Once you're in stock, your item will instantly be available for sale - no waiting periods.

Reason #3: Amazon Approved - Amazon themselves list 'reselling' as one of the main business models that they accept.

Reason #4: Reliable - These items will continue to sell as long as you keep sending them in!

This business is absolutely for:

1. Anyone who's struggling to get started online and wants an opportunity where the risk levels are almost zero.

2. Beginners who <u>don't</u> have massive budgets & want a day to 'dip in & make profits.'

3. People with absolutely no experience of online business who want to partner with the world's #1 eCommerce site & get access to their customers.

4. Those who want to supplement their existing income with a method that's absolutely realistic & will work.

This will also give you the ability to choose how your day goes again - screw the alarm, destroy the commute & enjoy your life!

It'll help you build up your 'battle fund' to say goodbye to your boss & hello to freedom over time.

It's a superb way to build up more money that can be added into your company to build up a $50k - $100k per month overall business.

You can work from home or wherever the hell you damn well please (I personally love hotel lobbies or warm climates!) and give you and your family peace of mind knowing that you've got multiple ways to make money that flat out work.

I really hope you've enjoyed this short start up guide. I'd highly recommend you click on the button below here to watch a more detailed training on this right now that'll help you get started quickly and profitably.

$100 - $500 in profit per day isn't a pipe dream. It's here for the taking. Just dive in & get started.