



ASDADMINING

What We've Covered

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Webinar #1

1. Reverse engineering Amazon to find leads and build a “shopping list” for ASD!
2. Building product sourcing filters based on our goal for profit per product!
3. Finding leads with keywords, and products that expose vulnerable positions on Amazon.
4. Analyze the Amazon marketplace to validate leads through search terms by discovering a root word (Merchant Words), to find top traffic keyword positions!
5. Validating the market by checking, product results, demand, competition, sales/review ratio, and price point!
6. Used research tools like Scope, Jungle Scout, and Viral Launch Market Intelligence

Bundle Ideas and Rabbit Trails

1. What is most frequently bought together with your product?
2. What items complement your product by increasing the value of your offer?
3. What item can be used with your item?
4. Look for items that have a low cost, but high perceived value.
5. Look into the 1st page listings for additional product ideas in “customers who bought this also bought” and “sponsored products related to this item.
6. Search for product ideas through related keywords by using broad match and suggestive search tools like Merchant Words, and Keyword Tool Dominator

Webinar #2

1. Navigating the ASD Vendor list of over 2,000 vendors by filtering the list using keywords in vendor names, product categories, and advanced filters option.
2. Use Keywords in Vendor names: “Imports”, “Trading”, “International”, and “Int’l”
3. Finding products from vendor websites by looking for generic non-brand driven items and then plugging a related keyword into Amazon for market research!
4. Contacting suppliers via phone call or email and asking Ryan Reger’s magic question!
5. How to analyze and vett product opportunities at ASD!
6. Leveraging your network and knowledge of Amazon for many more business opportunities!

Webinar #3

1. Preparing for the Show
2. Going to the show with a plan
3. Questions to Ask Wholesalers
4. ASD Mobile App
5. Sourcing and research on mobile at the show
6. Match me booth, Ryan's walk through, leveraging this group

Webinar #4

1. Sending follow up emails to vendors - Scheduling calls
2. Negotiating your orders, MOQ, and pricing
3. Vetting Manufacturers
4. Leveraging manufacturers and sourcing agents for sourcing other products.
5. Collecting keyword data for product discovery.
6. Analyzing competitors for product improvements and modifications.

Selling Your Products

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Part #5

What We'll Cover

1. Recap: Finding Keywords and Top Competitors
2. How to use this research to tie it all together
3. Building out a Sponsored Ad Strategy
4. Ways to Format and Optimize your Listing
5. Adding customer value to your review strategy
6. Simple Ways to increase sales
7. Building a repeatable System
8. Outsourcing

8 Steps to Private Label

1. Finding Leads
2. Market Research
3. Source
4. Keyword Research & Competitor Analysis
5. Sponsored Ad Strategy
6. Listing Optimization
7. Review Strategy
8. Repeat / Refine / Outsource

Keyword Research

1. Amazon Search Bar on Desktop (Free)
2. Amazon Search Bar on Mobile Device (Free)
3. Cherrypicker (reverseasin.com) (Free)
4. Sonar (Free)
5. Merchant Words
6. Keyword Tool Dominator
7. Scope
8. Build into a spreadsheet

Competitor Analysis

Tools for Competitor Analysis =

1. Top sellers
2. Products with the most reviews
3. Length of time converting on Amazon for relevant keywords
4. Find at least 5 in your niche.
5. 999 Tracking
6. Where are they ranking organically?
7. Where are they running sponsored ads?

Competitor Analysis

Top Competitors =

1. Sales and Reviews → Amazon → Viral Launch Market Intelligence, Jungle Scout, Scope, Cherrypicker
2. Length of time / Converting on relevant keywords → Keepa, Scope
3. Organic competition and Sponsored Ads → Amazon, Cherrypicker

Sessions	Session Percentage	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Unit Session Percentage	Ordered Product Sales	Total Order Items
38	13.38%	47	13.86%	100%	14	36.84%	\$349.30	14

Sponsored Ads

1. Main keyword targets in your product title
2. Run 2 to 5 exact match ads based on relevant keywords in your title
3. Target low cost keywords with an acceptable level of demand
4. Pause campaign if:
 - a. $CPC = > \$0.65$
 - b. Impressions are low (300 to 500 impressions per day is acceptable of a niche keyword)
 - c. $ACOS = > 15\%$ (try not to eat up more than 50% of your profit margin)

Listing Optimization

1. Two Audiences: Amazon SEO and Amazon Customer
2. Most Important Keywords in your Title followed by a leading benefit
3. 1st 5 words in title optimized to identify your product (canonical url) (Google)
4. 6 or 7 Pictures showing visual representations of your benefits and related keywords
5. Bullets written for customer benefits supported by features
6. Create Urgency, Scarcity, and set yourself above your competitors
7. Leverage the use of “all caps” in your bullets and description for dual readership
8. Use HTML in the description (Bold and paragraph separation only)
9. Include a call to action and most common customer questions
10. Backend Search terms (leverage your keyword list with no repeats)
11. Use a template to structure and strategize your listing updates and improvements

Review Strategy

1. Feedback Genius
2. After sale email sequence
3. First add value → ebook → Google PLR + niche → [canva.com](https://www.canva.com)
4. Separate email ask to leave an honest review
5. Intercepts negative experience with good customer service
6. Add Value
7. Build Loyalty

More Sales

1. All starts with good product selection through market research
2. Separate yourself and make your product unique
3. Competitive pricing: Launch at a lower price and gradually increase over a couple weeks
4. Keywords and customer benefit copy to connect with customers! What problems are your customers trying to solve? What needs do they have?
5. Sponsored ad strategy to position yourself to sell on less competitive positions
6. Off Amazon traffic through Facebook, Pinterest, Instagram, etc
7. Other marketplaces, Walmart, eBay, Amazon.co.uk, .ca, etc

Repeat Refine Outsource

1. Systemize your process
2. Remove unnecessary steps
3. Add tools at the right places to achieve specific goals
4. Leverage outsourcing opportunities with VA's and services
5. Fiverr, Upwork, Onlinejobs.ph
6. Maximize your failures, learn, and evolve

Q & A