

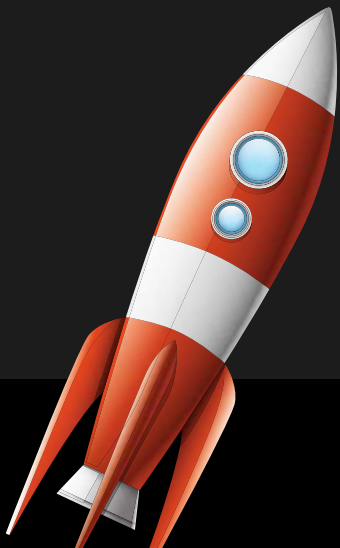
5 STEP BLUEPRINT

to sell on

AMAZON FBA

AND MAKE **\$10K/MONTH** IN **90 DAYS**
OR LESS

Without building websites, sourcing from
foreign suppliers, or running ads.



VARTANIAN CAPITAL

You're an Action Taker

First, I want to say congratulations! By taking action and securing this document, you're taking massive steps forward in creating your business. The truth is Amazon is the single greatest opportunity for entrepreneurs like you and me to create real, sustainable businesses.

It's never been easier than it is right now to build, grow and scale a company. You don't need any prior experience, a warehouse, or to fulfill any orders. All you need is patience, ambition and a good work ethic.

Over the past few years, we've had incredible success on Amazon, and have done millions in sales. What's even more impressive is the success our students have had

While this document isn't the full strategy, as that would take hundreds of pages and hours to write, it is a complete guide on getting you started on Amazon with FBA wholesale.

Check it out and get started... I'm excited and looking forward to hearing about your success!

WHY LEARN FROM ME?

I've Actually Done What You're Trying To Do.

For years I struggled as a broke aspiring entrepreneur. I struggled to find a business that actually worked and just when I thought I found something, it required too much ongoing costs or complicated skills that I couldn't keep up with. I knew there had to be a better way to build an online business. So WHY learn from me? I've Actually Done What You're Trying To Do...

That's when I decided to learn more about Amazon. And, after spending tens of thousands OF dollars in trying and failing I finally perfected the formula to succeed on Amazon!

WHY SELL ON AMAZON

VERY LARGE CUSTOMER BASE

With over 2.5 billion visitors each MONTH and over 300 million customers worldwide you can reach more customers than on any other platform.

EASY TO SETUP AND START SELLING

With Amazon, you aren't building websites or brands, you don't have to have any prior experience in e-commerce, and Amazon does most of the work, you just use their process and list products on their site.

LESS WORK. MORE MONEY

All you have to do is find hot products, list them to your store, and wait for them to sell. Then process the order with your supplier, kick your feet back, and watch the money come in!



#1: What is Amazon Wholesale?

About FBA Wholesale

I really want to make this model as easy to understand as I can, as we believe it's critical to succeeding on Amazon.

One distinction we need to make early on is that by following this business model, you aren't a necessarily wholesaler. By selling products on Amazon you are technically a "retailer" or a company that resells products for other brands on Amazon's platform. You simply purchase or procure the products that you'll be selling wholesale.

So--wholesale is our acquisition strategy and not our sales strategy.

I note this because companies will often ask what type of business you are, and it's important to remember you are a retailer, who purchases goods wholesale.

Wholesale is one of the oldest forms of commerce and is very simple to understand. When we say wholesale, we simply mean a company that purchases products in wholesale quantity to markup and then re-sell at retail prices.

To do that, we have to set up an account with either a distributor or brand owner, which requires us to show them that we are indeed a business.

Wholesale companies don't want to deal with people who don't have a business (traditional customers) and sell their goods to them at a discount. Instead, they prefer to sell to companies buying larger than consumer quantities at a discount and have those companies sell their products to individual customers, in our case, customers on Amazon.

#2: Getting Started with Wholesale

To get started with wholesale the first step would be creating a legal entity. There are several ways to create a legal entity, but we generally advise that you take the easiest route to get the ball rolling.

DISCLAIMER - we aren't taxed or legal professionals and advice with formation or taxes comes from experience, but should not be treated as legal advice. If you have questions pertaining to the formation of an advanced tax strategy, we suggest contacting a certified professional.

That being said, we are happy to share what's worked for us. Initially, we believe that it's easiest to create an LLC, as they have fewer regulations (and that's the advice that we give to students.)

To get started with wholesale you will need the following:

- An LLC, or a similar legal entity.
- A resale certificate (where applicable).
- A FEIN (Federal Employer Identification Number).
- An Amazon Selling Account.

To get started, go to that page and select your state. You should be able to follow the links there to get set up, which should be easily accomplished in less than an hour.

Once you have that in place, you can go to Amazon and set up your account. This process should take less than ten minutes. You will be required to have a credit card and bank account. Your credit card will be used for your monthly account charge (\$40), as well as for your first shipment of products to Amazon. Your bank account will only be used for depositing your money after you sell your items.

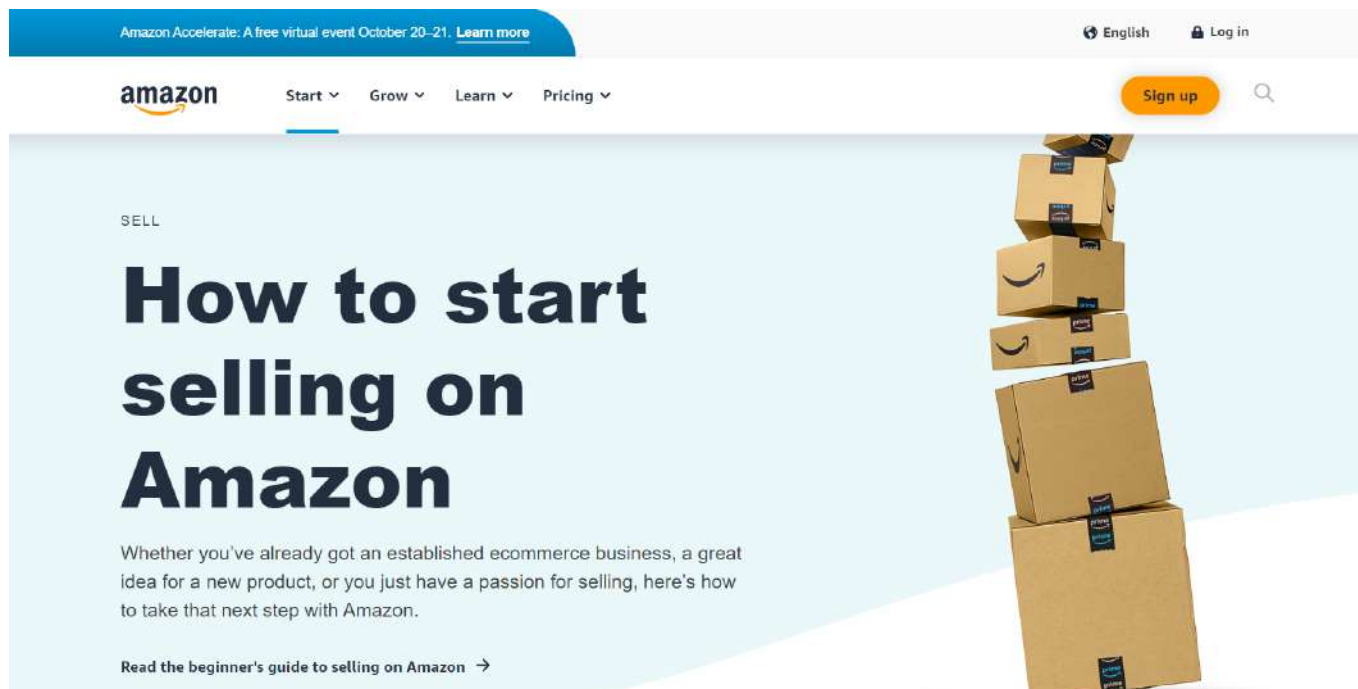
#2: Getting Started with Wholesale

Amazon deposits funds bi-weekly once you're selling items, but we actually use Payability in order to get our funds instantly, for a small fee, which is 1000% worth it considering you get your money instantly and get to re-invest into the business much sooner bringing in more revenue.

*Here is where you need to go to get started setting up your Amazon account:

<https://services.amazon.com/selling/getting-started.html>

To complete the setup process on Amazon, simply click the "Start Selling" icon and follow the instructions. Again, the process should take less than ten minutes to complete if you have your banking/credit card info available.



The screenshot shows the Amazon website's 'How to start selling on Amazon' page. At the top, there is a blue banner for 'Amazon Accelerate: A free virtual event October 20-21' with a 'Learn more' link. The navigation bar includes the Amazon logo, 'Start', 'Grow', 'Learn', and 'Pricing' dropdown menus, a 'Sign up' button, and a search icon. The main content area features the word 'SELL' in small letters, followed by the large heading 'How to start selling on Amazon'. Below the heading is a paragraph: 'Whether you've already got an established ecommerce business, a great idea for a new product, or you just have a passion for selling, here's how to take that next step with Amazon.' At the bottom of this section is a link: 'Read the beginner's guide to selling on Amazon →'. On the right side of the page, there is a stack of five cardboard boxes, each with the Amazon logo on it.

#3: Creating Accounts with Suppliers

There are many suppliers to be found out in the wholesale world. To set up accounts with them, you will need to contact them directly and start the account creation process. For this, you will need your resale certificate, which is mandatory by them to create your account and approve you to purchase products at wholesale prices.

For setting up the accounts, navigate to the supplier's website and look for any of the following links:

- Wholesale
- Create an Account
- Contact Us

The verbiage will vary from supplier to supplier, but in general, the contact information can generally be found on their main page (usually towards the bottom of the page). If you're unable to locate it, you can usually call and connect directly with a rep who can get you started with the process.

#4: What Products Should I Buy?

Once you've navigated the approval process and have an active account with your suppliers, they will usually send you a Price List for all of the items that they carry. Sometimes these lists contain THOUSANDS of products and can look quite daunting, don't worry, there are software options that can greatly speed up this process.

Once you receive your list, use the software to scan it, and then set up a filter to receive the best options available.



Once you find the item, you will need to navigate to the bottom of the product page until you see the products Amazon Best Sellers Rank.

Amazon Best Sellers Rank: #21,291 in Grocery & Gourmet Food (See Top 100 in Grocery & Gourmet Food)

It's important that you ONLY use sales ranks for the top-level categories as the sub-categories have lots of variations in sales velocity.

So, let's look at our example above, the sales rank is 21,291 in the top-level category of Grocery & Gourmet Food.

The Amazon Best Sellers Rank is a linear ranking system that tells you how well a product is selling in comparison to other products within the same category. For example, if a product has a sales rank of 1, it is the best-selling product in its category. The same is true for a product that has a sales rank of 1000, that would mean that it is the 1000th best selling product in its category.

#4: What Products Should I Buy?

By itself sales rank ONLY tells us the comparison between products in a given category. However, there is a free software solution that will convert that number into approximate sales per month. You can check this out for yourself at:

<http://www.junglescout.com/estimator>

To use the software, you only need to enter the sales rank of the item with its corresponding category and it will give an estimate for the product's monthly sales.

In general, we look for products that sell 40 times or more per month. To help you with this, we've included a sales rank table on next page. This table contains the sales ranks that equate to 40 sales, and you would want to find products with a sales rank of this or less to make sure that your product meets that guideline:

#4: What Products Should I Buy?

Sales Chart

CATEGORY	SALES
APPLIANCES	7,000
ARTS, CRAFTS & SEWING	25,000
BABY	25,000
BOOKS	200,000
CAMERA & PHOTO	3,000
CELL PHONES & ACCESSORIES	40,000
ELECTRONICS	20,000
HOME & GARDEN	10,000
HOME & KITCHEN	150,000
HOME IMPROVEMENT	50,000
KITCHEN & DINING	50,000
MUSIC INSTRUMENTS	9,000
OFFICE PRODUCTS	50,000
PATIO, LAWN & GARDEN	30,000
PET SUPPLIES	40,000

#4: What Products Should I Buy?

Sales Chart

CATEGORY	SALES
SPORTS & OUTDOORS	60,000
TOYS & GAMES	60,000
VIDEO GAMES	5,000

I have not included the following categories of sales ranks as they are considered "gated" and require additional approvals to sell into. While these approvals are easily attained, it's most efficient to get started in the ungated categories to get your feet wet.

List of Gated Categories:

Gated Categories	
AUTOMOTIVE	DVD & BLU RAY
BEAUTY AND PERSONAL CARE	GROCERY & GOURMET FOOD
CLOTHING, SHOES AND JEWELRY	HEALTH & HOUSEHOLD

#4: What Products Should I Buy?

Gated Categories

INDUSTRIAL & SCIENTIFIC

KINDLE STORE

MUSIC

The way to use this table is to find your product on Amazon and examine the Amazon Best Sellers rank for its top-level category. If that number is equal to or less than the number in the chart, that means that it has sufficient volume to be considered a possible product. The other criteria that we are looking for initially are:

- Consistent profit based off of your pricing from the supplier and the pricing history on Amazon.

\$34.71
Estimated Total cost: \$63.02 including Shipping & Import Fees Deposit to India [Details](#) ▾
Delivery **October 29 - November 17**
📍 Deliver to S - Pune 412304
In Stock.
Qty: 1 ▾
[Add to Cart](#)
[Buy Now](#)
🔒 **Secure transaction**
Ships from Amazon.com
Sold by Amazon.com
Packaging Shows what's inside. T...
[Details](#)
Return policy: [Extended holiday return window till Jan 31, 2022](#)

#4: What Products Should I Buy?

Look for these things as well.

- That the product is sold by at least 3 other sellers, and has at least 1 FBA offer
- The product has a selling price of \$19.90 or higher on Amazon.com

If the product meets those four criteria: sufficient sales volume, consistent profit margin, has at least three sellers (including at least one FBA), and is selling for higher than \$20 then it should be considered a quality product for you to purchase from authorized suppliers and then re-sell.

#5: Reviewing Pricing & Understanding Amazon Fees

Now that you've gone through the various distributor lists, next, we want to look at your quality products profitability. To do that, it's important to understand that Amazon charges various fees for selling your goods on their platform. We always suggest utilizing the FBA service, as it allows for the easiest path to grow and scale your business. Here are the fees and charges that you should be aware of:

- Amazon Referral Fee - 8%-15% of the total sale price
- Amazon Fulfillment Fee - Varies by item
- Amazon Inbound Shipping (Shipping your Goods to the Amazon Fulfillment Centers) - variable based on dimensional weight, but can be calculated at \$.50/unit for small to average size products.

I realize that this can seem daunting, but fortunately, Amazon has made this much easier with their (free) Amazon fee calculator, which you can find at this link:

https://sellercentral.amazon.com/fba/profitabilitycalculator/index?lang=en_US

To use this widget, you simply need to copy and paste the ASIN for the product into the search bar. You can find the ASIN on the Amazon product page next to the Amazon Best Sellers Rank.

#5: Reviewing Pricing & Understanding Amazon Fees

Additional Information

ASIN	B075XLWML4
Customer Reviews	 99,016 ratings 4.7 out of 5 stars
Best Sellers Rank	#5 In Electronics (See Top 100 in Electronics) #3 In Streaming Media Players
Domestic Shipping	Item can be shipped within U.S.
International Shipping	This item can be shipped to select countries outside of the U.S. Learn More
Date First Available	October 2, 2017

Then, you will want to use the Amazon Fulfillment Column and will need to enter your sales price under the column "Item Price". You can estimate the "Ship to Amazon" price at \$.50 and then can enter the cost you are paying the distributor for the product in the "Cost for Product" box.

If you enter all of those fields, you will see your "Net Profit" and "Net Margin". If you don't enter the additional costs (i.e. cost of product and shipping), you can take the display amount (Net Profit) and subtract the cost that you are paying for the item to get to your Net Profit number.

#5: Reviewing Pricing & Understanding Amazon Fees

	Your fulfillment	Amazon Fulfillment
Revenue		
Item price	\$ 0.00	\$ 24.00
Shipping	\$ 0.00	\$ 0.00
Total revenue	\$ 0.00	\$ 24.00
Selling on Amazon fees	\$ 0.30	\$ 3.60
Fulfillment cost		
Cost of seller fulfillment	\$ 0.00	N/A
Fulfillment by Amazon fees	N/A	\$ 3.64
Ship to Amazon	N/A	\$ 0.00
Total fulfillment cost	\$ 0.00	\$ 3.64
Storage cost		
Monthly storage cost per unit		\$ 0.23
Average inventory units stored	1	1
Storage cost per unit sold	\$ 0.00	\$ 0.23
Seller proceeds		
	\$ -0.30	\$ 16.53
Cost of product		
	\$ 0.00	\$ 0.00
Net profitability		
Net profit	\$ -0.30	\$ 16.53
Net margin	0.00%	68.88%

Calculate

In most cases, our goal is to find products where we make a profit of \$5 or more per item with a minimum Net Margin (per the Amazon calculator) of 15%.

#5: Reviewing Pricing & Understanding Amazon Fees

Placing Your Order

After we've found leads, and determined which of those leads allow us to make a profit, the next step is placing the order with our supplier.

This process will vary from supplier to supplier but will be standardized for the most part. The main thing you'll want to be conscious of is:

What is the Minimum Order Quantity (MOQ)?

An MOQ is the minimum amount of product that you are allowed to order from the supplier. Typically, this is between \$250-\$500 but will vary from supplier to supplier.

Once you've found the MOQ, you can submit your prospective order. At this point, we would ask for a shipping quote. You can either arrange shipping to come to you or a prep center if you don't want to physically receive or touch the products. You can then work with select suppliers to send products directly to Amazon, but for your first few orders, we suggest either processing them yourself or sending them to a prep center.

Here is a list of 25 prep centers. If you are interested in going this route (which we currently do), you would need to contact the prep center directly and set up an account. The vast majority of prep centers are free to set up with and just charge you as they process your products.

[Click here for the list of 25 prep centers.](#)

#5: Reviewing Pricing & Understanding Amazon Fees

You Are All Set!

If you've followed the steps in this document, you are good! You will have found a set of products, reviewed the related fees, found the profitable products, bought those products and had them sent to your prep center and then the prep center will process and send those products on to the Amazon Fulfillment center.

The last thing we have to cover is pricing. Our suggestion is to match the lowest (PRIME) price, and to base your profitability calculations around that. Once your goods are in stock, it will be important to monitor your prices to make sure that they stay in line with the market, as prices do fluctuate on Amazon.

As your products start to sell, celebrate - then rinse and repeat the steps above.

Congrats on your new Amazon wholesale business.

Advanced Training

Putting It All Together

Alright... so you got this far, but what now?

It's time to dive even deeper and take action!

When I was first starting out with Dropshipping on Amazon, I made many mistakes and lost thousands of dollars. BUT I learned from those mistakes, and now I attribute all of my success to following the right coaches, and investing in my education. It's almost impossible to do this alone, but when you have the right community of people providing the support you need, you have no reason not to succeed. That's why I created My **1-on-1 Personal Coaching Program**



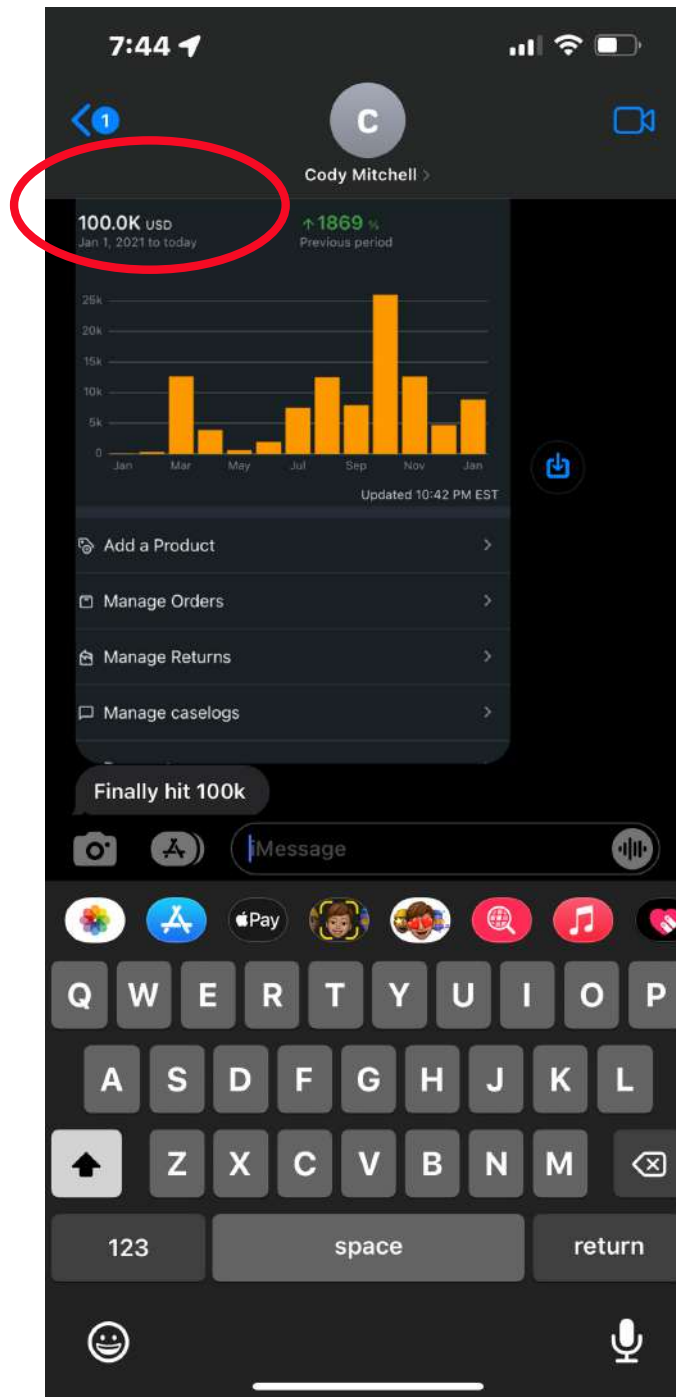
BOOK A FREE STRATEGY CALL

to see how I can help you



[CLICK HERE FOR FREE STRATEGY CALL](#)

SOME OF MY STUDENT'S RESULTS



Within 2 months of working with me Cody Mitchel almost doubled his Business on Amazon

[CLICK HERE FOR FREE STRATEGY CALL](#)

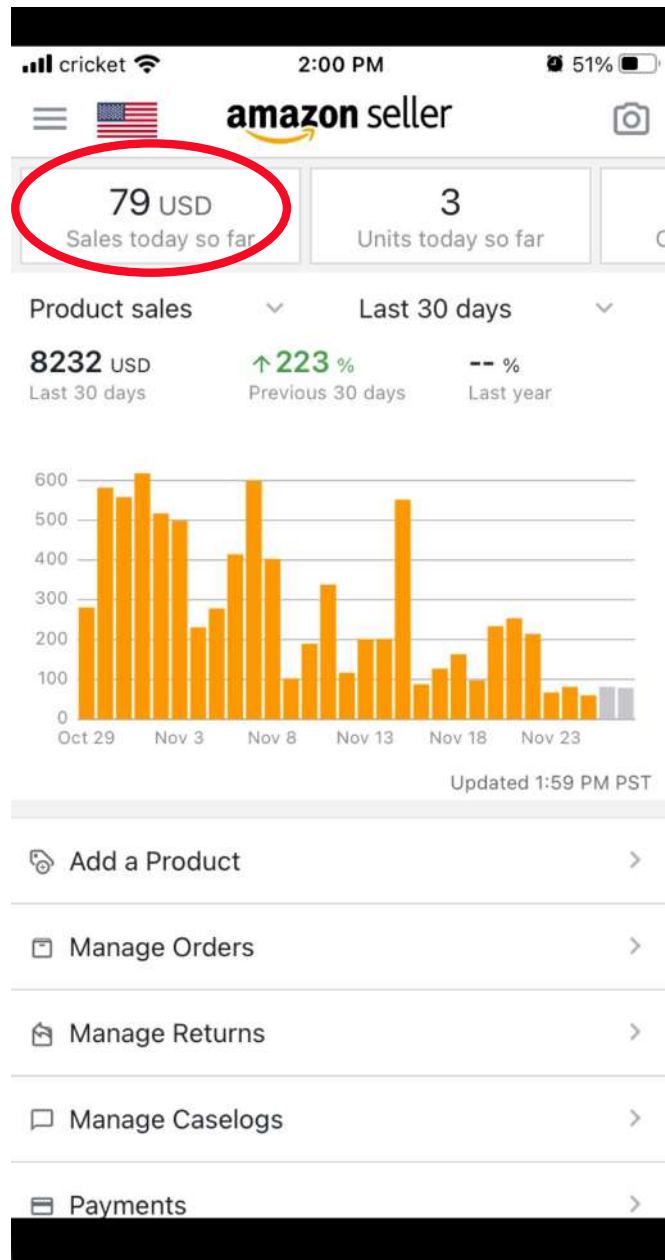
SOME OF MY STUDENT'S RESULTS



Caitlin went from working 9-5 to making \$25K/mo in sales in less than 60 days

[CLICK HERE FOR FREE STRATEGY CALL](#)

SOME OF MY STUDENT'S RESULTS



Harry had never sold on Amazon before. \$8232 is his first month with my 1-on-1 Coaching and Accountability.

[CLICK HERE FOR FREE STRATEGY CALL](#)

BOOK A FREE STRATEGY CALL

to see how I can help you



[CLICK HERE FOR FREE STRATEGY CALL](#)

