

# SCALING \$10,000 A MONTH AND BEYOND



**SHARK LABS**  
WE BUILD BRANDS

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This chapter is the culmination of everything that you have learned in this e-book. Every vendor's end goal is to earn as much income as possible by selling via Amazon FBA. If you just want to help people, maybe you should just donate to charity? This is real life and in real life, you need money to pay the bills and take care of your family & loved ones. And you can earn good money by selling on Amazon. It would be even better if you can earn at least \$10,000 or even more by selling on Amazon.



This is achievable because a lot of people are earning five to six figures on Amazon. How can you do that? Here are some of the important steps that have been discussed in the previous chapters and additional information that can turn your business into a money-making machine.

## 1. Continue evolving as a business

Coca-Cola and Apple did not reach this level of success because they have remained the same. Times change and the needs of the people and their buying behavior change as well. If your business cannot keep up with the changing times, you will surely be left behind.

A lot of people change their branding to make them look more modern. One popular example is the logo of Lord and Taylor or Instagram. They used to have logos that look old school and traditional

but they changed them to make them more suitable for the modern consumers.

Another thing that you should do is to add new products, improve existing products, and add complementary products. You already know that doing these things can only lead to a significant increase in sales. Cross-selling was discussed in depth in the previous chapter, and how selling one product can lead to sales of another related product. This is why selling complementary products can improve your business.

However, keep in mind that it is best to approach this method slowly because adding too many products at the onset can be detrimental to your business. Startups should not use all their money buying different kinds of stuff to sell. It is hard to take action if your money is tied up to your inventory. It is also harder to keep track of the items that sell and the items that don't because you have way too many to track. It is also more difficult to build a core community because your customers have different interests. You can release more products once you know how your initial products did in the market.



Aside from changing your branding and adding and changing products, you should also consider adding value to your brand. For example, consumers these days are more conscious about buying things. A lot of people prefer sustainable brands which are generally lesser known than mainstream brands. This is because they promote sustainability, they are cruelty-free, they are ethical, and they are

vegan. They are sometimes even more expensive than mainstream brands, but people still buy them because of this advocacy. You should also consider doing this to your brand. Make it sustainable, if you can. However, you shouldn't just do it for the sake of earning more profits. You need to do it for the right reasons for it to be successful.

## 2. Build an online community

These days, it is important to have an online community of people who love your products. You should never underestimate the power of social media in terms of influencing others to make decisions. These online communities such as Facebook groups and fan pages can be great support hubs for people who need help with your products. They serve as a place for updating and educating others about your business. If a new customer has a question about the product that he just bought, the community can help him by sharing their own experiences or information that they gathered from other resources. One perfect example is Amazon's Seller Central where you can discuss certain topics and issues with other sellers.



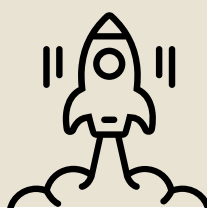
The fact that there is a community of people that joined together because of your product says a lot about your business. It means that a lot of people patronize your business and love your products, and are willing to meet others who share the same interests. These loyal customers will keep buying from you. This is why you should take care

### 3. Continue doing product launches

If you think a product launch is only done at the start of your business, you are wrong because you can continue doing product launches as long as you have new or improved products to sell. This is why your products have to keep on evolving. You already know that doing product launches can lead to a high volume of traffic that can then be converted to sales. If you have product launches every time you have a new product or an improved feature of an existing product, just imagine how much income you will earn.



Just like what you did in your very first launch, you should also send out emails to your email list and invite people in your Facebook community to participate. The difference between your very first launch and your subsequent launches is that you now have more people in your email list and in your community. You already have loyal customers. Before, everyone was new to your product and they didn't know much about your business. You may have had achieved high traffic during your product launch, but a lot of them probably didn't end up buying. This will change when you do your succeeding launches because you now have a bigger following who know about your product and your business.



Releasing teasers leading up to the launch can also build up the hype and interest in your new product. You can maybe post a riddle about your new product days in advance. You can also conduct a countdown. Doing things like this will make the launch more exciting, and people will surely anticipate what you have in store for them. Just make sure that your product will live up to the expectation of your customers, especially since you are responsible for building up the excitement over your product.

## 4. Continue optimizing your product listing

Optimizing your product listing is something that you should not overlook because how your customers see your product can make or break a sale. Your product listing is the first thing that Amazon users see when they search for certain keywords in the search field. It is important that they find your listing easy to understand by presenting all the important details and information about the product as straightforwardly as possible.



If they are satisfied with the image and description, and they think that your product is what they are looking for, they will surely buy it and who knows? Maybe they will come back and buy more next time. To ensure that your product is presented as accurately as possible and that it is visible whenever an Amazon user searched for that kind of product, you need to optimize your product listing. It increases traffic to your shop, boosts sales conversion, and therefore improves profits.

The anatomy of a highly profitable product listing consists of a title, images, key product features, description, product reviews, and rating. The first four parts are the seller's responsibility and the last two come from the customers. It is not their responsibility to write a review or leave a rating, which is why you need to encourage them to do so. This will be discussed next.

## 5. Increase social proof

Social proof is a psychological phenomenon wherein people are more likely to do certain actions because other people are doing it as well. Knowing that someone else has already bought the product and is using it will make a consumer more confident and at ease in buying the same product for the first time. It's like people are looking for validation for their actions. In fact, study shows that product reviews are 12 times more trusted than the product description itself. You want to hear what people who have used the product have to say.

You always witness and experience social proof in your day to day life. You are more likely to eat in a restaurant filled with diners than an empty one. You have seen online clothing stores posting pictures of celebrities wearing the same clothes they are selling. People line up to buy milk tea, the latest iPhone, and so on. You think these products are worth your money because others are also buying them. Social proof is everywhere and you can also use this to your advantage.

The most important social proofing technique that you can do is to gather reviews from your customers. You can send follow up emails to customers asking them to write a review and rate the product. You can also ask your most loyal customers to create a video testimonial and post it on Amazon. Products that have more reviews are more likely to attract buyers because of social proof.



**Social  
proof**

## 6. Gain more visibility using AMS

Amazon Marketing Services or AMS can help improve your product rank and your listing gain more visibility. As discussed earlier, AMS is a tool used by sellers to run ads. The ads are pay-per-click, which means that you only have to pay when an Amazon user clicks the ad. This is a great way to make your listings more visible. It is easy to set up AMS. Just login to your Amazon advertising console account and just follow the steps. When customers see your products all the time, you can be sure that your income will increase dramatically.

## 7. Explore creating a YouTube channel

If you want to maximize all the social media platforms, you should not forget YouTube. YouTube is a great platform for influencers and sellers because they attract huge traffic to their online stores like Amazon. For instance, a lot of resellers on online selling platforms such as eBay, Poshmark, and Depop have YouTube accounts and have hundreds of thousands of subscribers and viewers. These people may not know about their online store but after watching their YouTube videos, they will visit the store and end up buying what they have seen in the video.



Creating a YouTube channel does not only drive traffic to your online store. It can also be another source of income in itself.



It is definitely a win-win situation for you because not only are you boosting your Amazon sales, you are also earning money from your YouTube videos. For instance, if you are selling clothes on Amazon, you can do a haul or a look book video using all your products for sale. People who love watching YouTube videos may see your video and love one particular outfit. They may not have bought anything from Amazon before, but they might just start now after seeing your video. If you are selling software, you can create YouTube tutorial videos. You do not really need to be in front of the camera if you are a shy person. You can ask someone to model the clothes for you or you can just simply do a voiceover and just record your tutorial on your computer.



These are the things that you can do to earn \$10,000 or even more via Amazon FBA. It is definitely hard work, but everything is worth it once you start seeing the money rolling in.