



PRESENTS

WORKSHOP

**AMAZON FBA
SETUP & STRUCTURE**



LEARN

TAKE ACTION

SPEAKER

MIKE MICHELINI

About Mike

Michael Michelini 迈理倪

Grew up in NorthEast USA (CT, NJ, NYC)

3rd generation American born

Grandparents from Italy, Russia, France, Canada

Shadstone Limited is an ecommerce consulting

Global From Asia is Our Authority Blog

Bridge between International & China e-commerce companies



First website in 1999

Selling online since 2003

Moved to China end of 2007



After This Course

Selling on e-commerce such as Dropship, Shopify, or Facebook – but want to grow on Amazon FBA?

This is the perfect workshop where you can learn how to get setup, what structure (corporate), product research and selection, and launch to create a product based business people dream of.

Agenda

- Thought process on when opening an Amazon Seller Central Account
- Where should you register your company?
- Setting up your listings, dos and don'ts
- Marketing tactics to grow your Amazon listing even before you launch
- Case studies from other attendees and you!



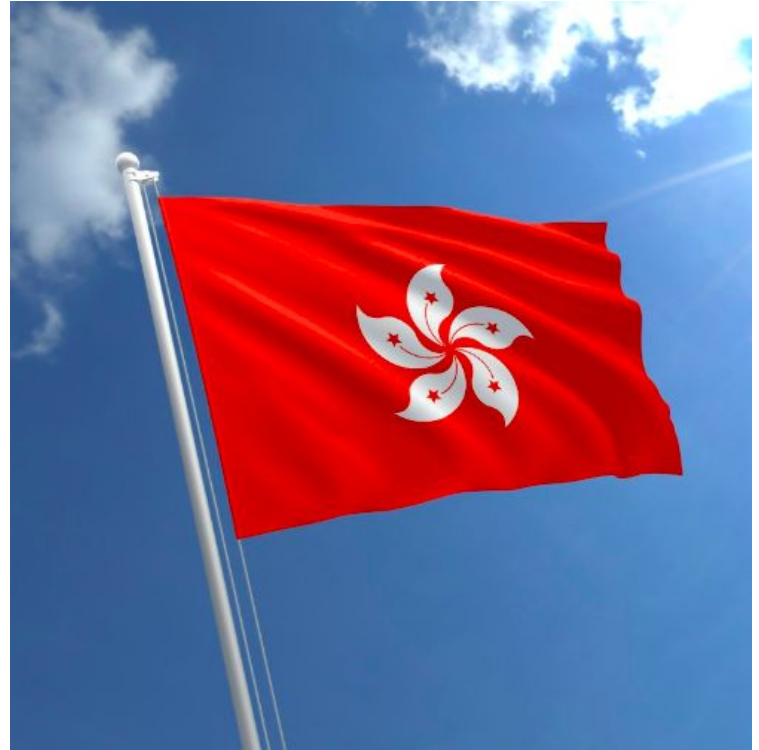
Where To Set up Your EBA Co?

Considerations for Setup

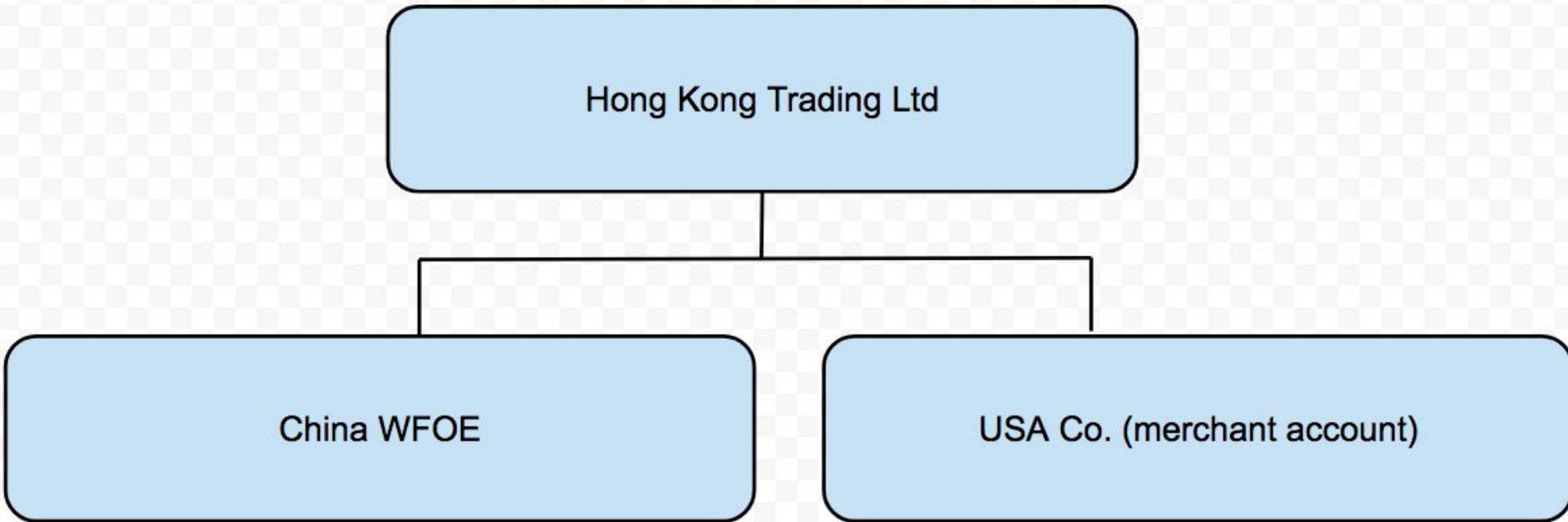
Prepare for Verification

Think Long Term

Think Global



Global Structure Concept



Register on Seller Central

Seller Central

Great way to see all suppliers at the same time

Clustered together

Arrange meetings with them.

amazon seller central

Solutions Sign In

Reach **hundreds of millions** of Amazon customers worldwide - fast

Register now

"We never enjoyed corporate life." - Asha Kangraikar, Avacraft

Find the right **Amazon Solution** to grow your business

Selling on Amazon
Put your products in front of tens of millions of Amazon shoppers. With no per-item listing fees Amazon can help you grow your business.

Fulfillment by Amazon
Enable your listings on Amazon to qualify for Amazon Prime and Free Shipping on eligible orders with world-class fulfillment.

Amazon Pay
With Amazon Pay, millions of Amazon customers can pay on your site with the information already stored in their Amazon accounts.

Advertise on Amazon
Promote your products and brand to millions of customers. Pay only when your ads are clicked. Your first \$50 in clicks are free. Terms and conditions apply.

Sell in Europe

Sell in Japan

FEEDBACK

Checklist

Bank Statement / Address Proof

Tax ID (personal or company)

Patience!

Within the next 30 days, please upload a bank or credit card statement to the verification section of Seller Central

(<https://sellercentral.amazon.com/hz/approvalrequest/register>). The document must show the information listed below.

- Name
- Billing address
- Bank information
- Issue Date



Hello,

We were unable to verify the bank/credit card statement you provided. Please provide another bank or credit card statement.

Within the next 30 days, please provide scanned copies or photos of the documents outlined on the verification section of Seller Central (<https://sellercentral.amazon.com/hz/approvalrequest/register>). You need to upload all of the documents requested, even those we were able to verify.

If we do not receive the required documents within the next 30 days, you may not be allowed to sell on Amazon.com, Amazon.ca, and Amazon.com.mx.

Thank you for selling with Amazon,

Seller Identity Verification

Amazon.com Seller [Support](#)

=====

MORE WAYS TO GET HELP:

Visit our Seller Forums for help from other sellers: <http://sellercentral.amazon.com/forums>

Browse all Seller Help topics: <http://sellercentral.amazon.com/gp/help>

To contact us again about this issue, please use the Contact Us form in Seller Central using the following link:

<http://sellercentral.amazon.com/gp/contact-us/contact-amazon-form.html?caseID=4287100381>

On Thu, Sep 21, 2017 at 1:35 AM HKT, <merch.service05@amazon.com> wrote:

Hello,

We have finished our review of your account.

You may now sell on Amazon.com, Amazon.ca, and Amazon.com.mx.

If you have further questions about selling on Amazon and if you wish to talk to someone about your account, click the Get [Support](#) link at the bottom of any page in Seller Central.

You can also ask our Seller [Support](#) team to contact you (<https://sellercentral.amazon.com/hz/contact-us/performance>)

Thank you for selling with Amazon,

Seller Identity Verification

Amazon.com Seller [Support](#)

=====

MORE WAYS TO GET HELP:

Visit our Seller Forums for help from other sellers: <http://sellercentral.amazon.com/forums>

Browse all Seller Help topics: <http://sellercentral.amazon.com/gp/help>

To contact us again about this issue, please use the Contact Us form in Seller Central using the following link:

Establish a Brand

Brands, Need Websites

Need your own home.

Need it for filing Trademark

Need it for Amazon Brand Registry

Quick and Dirty: Shopify



The ecommerce platform made for you

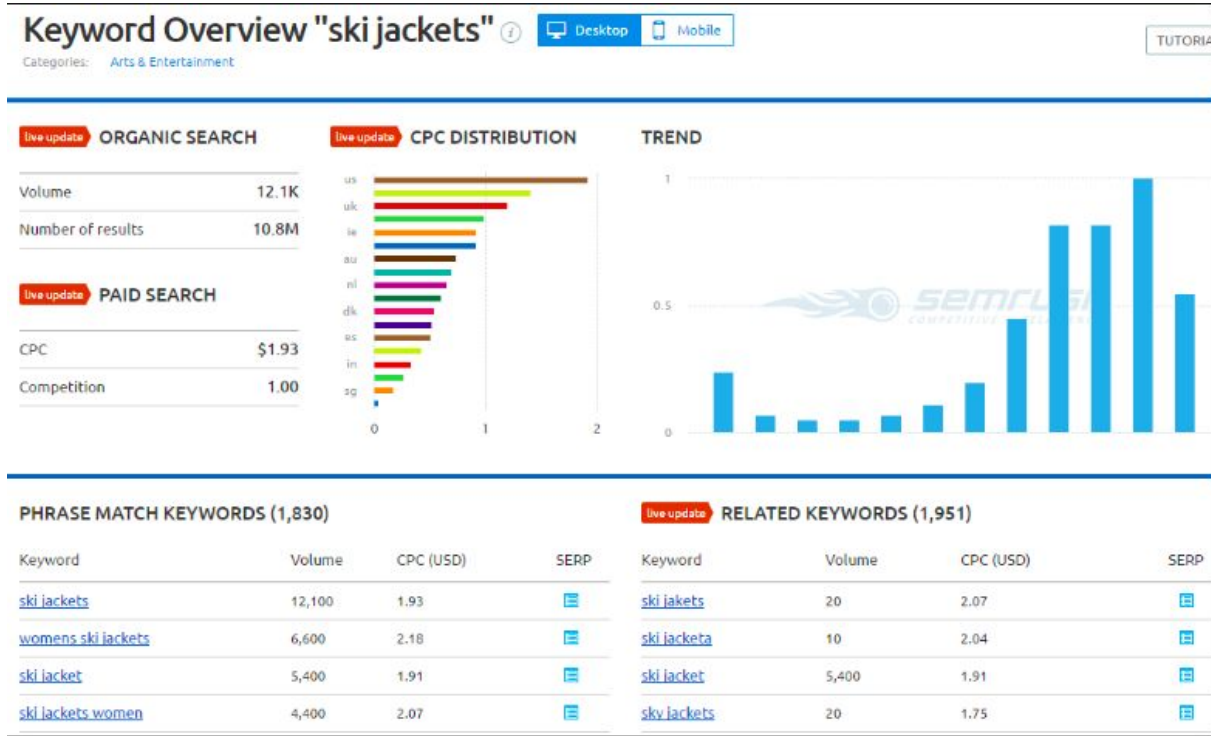
Whether you sell online, on social media, in store, or out of the trunk of your car, Shopify has you covered.

Get started

Try Shopify free for 30 days. No risk, and no credit card required.



Build Your Own Search Volume



File a USA Trademark

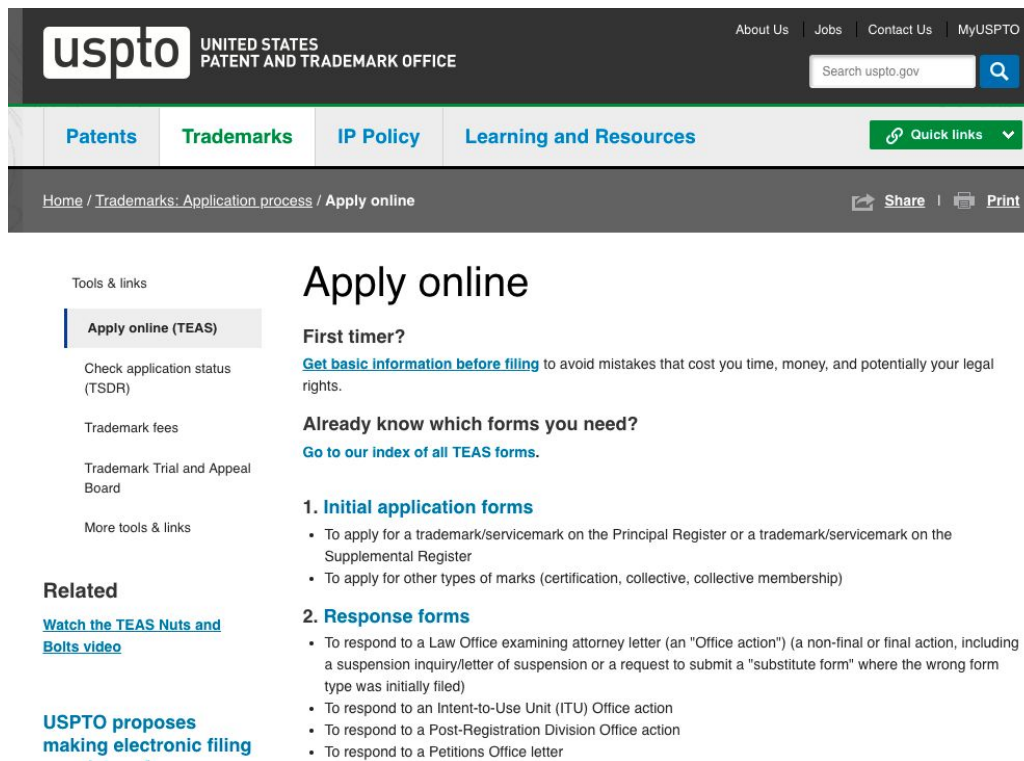
Amazon Incentivizes Brands Now

Can do it yourself

Tricky part: Class

Next tricky part: Questions

<https://teas.uspto.gov/>



The screenshot shows the USPTO website interface. At the top, the USPTO logo and name are displayed, along with navigation links for 'About Us', 'Jobs', 'Contact Us', and 'MyUSPTO'. A search bar is present with the text 'Search uspto.gov'. Below the navigation bar, there are tabs for 'Patents', 'Trademarks', 'IP Policy', and 'Learning and Resources'. A 'Quick links' button is also visible. The main content area is titled 'Apply online' and includes a sidebar with 'Tools & links' such as 'Apply online (TEAS)', 'Check application status (TSDR)', 'Trademark fees', 'Trademark Trial and Appeal Board', and 'More tools & links'. The main content area has sections for 'First timer?' with a link to 'Get basic information before filing', 'Already know which forms you need?' with a link to 'Go to our index of all TEAS forms.', and two numbered sections: '1. Initial application forms' and '2. Response forms', each with a list of bullet points detailing application requirements and response procedures.

uspto UNITED STATES PATENT AND TRADEMARK OFFICE

About Us Jobs Contact Us MyUSPTO

Search uspto.gov

Patents Trademarks IP Policy Learning and Resources Quick links

Home / Trademarks: Application process / Apply online Share Print

Tools & links

Apply online (TEAS)

Check application status (TSDR)

Trademark fees

Trademark Trial and Appeal Board

More tools & links

Related

[Watch the TEAS Nuts and Bolts video](#)

[USPTO proposes making electronic filing](#)

Apply online

First timer?

[Get basic information before filing](#) to avoid mistakes that cost you time, money, and potentially your legal rights.

Already know which forms you need?

[Go to our index of all TEAS forms.](#)

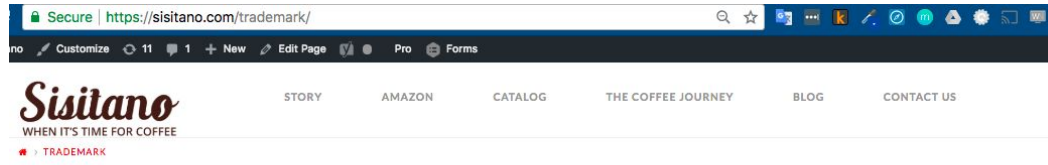
1. Initial application forms

- To apply for a trademark/servicemark on the Principal Register or a trademark/servicemark on the Supplemental Register
- To apply for other types of marks (certification, collective, collective membership)

2. Response forms

- To respond to a Law Office examining attorney letter (an "Office action") (a non-final or final action, including a suspension inquiry/letter of suspension or a request to submit a "substitute form" where the wrong form type was initially filed)
- To respond to an Intent-to-Use Unit (ITU) Office action
- To respond to a Post-Registration Division Office action
- To respond to a Petitions Office letter

Our Sisitano Trademark



Trademark



Word Mark	SISITANO
Goods and Services	IC 021. US 002 013 023 029 030 033 040 050. G & S: Non-electric coffee makers. FIRST USE: 20170925. FIRST USE IN COMMERCE: 20171001
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	87632743
Filing Date	October 4, 2017
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	April 3, 2018
Registration Number	5496147

From: brand-registry-confirmation@amazon.com <brand-registry-confirmation@amazon.com>

Date: Mon, Jun 25, 2018 at 4:34 PM

Subject: [CASE 5164068571] Action Required: Request from Amazon Brand Registry

To: "paraliving@shadstone.com" <paraliving@shadstone.com>

Dear Trademark Contact for Sisitano,

We write to validate the identity of an individual seeking to enroll Sisitano in Amazon Brand Registry. You are listed as the contact for the registered trademark for Sisitano.

Amazon Brand Registry helps rights owners protect registered trademarks on Amazon and create a more accurate and trusted experience for customers. As the gatekeeper for the brand Sisitano, your role is very important. Enrollment in Amazon Brand Registry gives rights owners access to powerful tools including proprietary text and image search in addition to increased authority over product listings that have your brand name. For more details, see <https://services.amazon.com/brand-registry.html>.

We are unable to give you the applicant's name, but we asked them to contact you. To give the applicant approval to enroll Sisitano in Amazon Brand Registry, provide them with the verification code listed below. If you do not want to grant access, do not provide the code. After the brand is enrolled with the correct rights owner, they can enroll additional users with limited or customized roles.

Verification code: d507e6e18ee1c7544f517239ddfaad5a

Thank you in advance for your assistance,

Disclaimer

Best To Work With Lawyer to be 100%



It Is All About:

**** Brand ****

Leverage Amazon

Build your brand

Get clients on Amazon

Take it to stores, retail, multi-channel



Product Selection

Passion or Process?

Do you love the product?

Do you love the business process?

Do garbage business owners love garbage?

Love the process!



Start Exploring

Search for Ideas

Tools with Amazon Data



Jungle Scout Products

Free Resources

Blog

About Us

Pricing

Log In

**Find Amazon Products
You Can Profit From,
Fast and Without
Guesswork.**

Take the risk out of launching and scaling your FBA business with Jungle Scout's Web App and Chrome Extension!



"The most helpful Amazon software in the space"

"The best resource for data-driven product research"

"Helped thousands of Amazon entrepreneurs avoid failure"

"Handles the heavy lifting on big data analytics"



▶ Watch Tutorial

Niche Hunter

Save Filter Set

Load Filter Set

Amazon Marketplace ⓘ

United States



Categories ⓘ

- Select All
- Appliances
- Arts, Crafts & Sewing
- Automotive
- Baby
- Beauty & Personal Care
- Books
- CDs & Vinyl
- Camera & Photo
- Cell Phones & Accessories
- Clothing, Shoes & Jewelry
- Computers & Accessories
- Electronics
- Grocery & Gourmet Food
- Health & Household
- Home & Kitchen
- Industrial & Scientific
- Kindle Store
- Kitchen & Dining
- Movies & TV
- Music
- Musical Instruments
- Office Products
- Patio, Lawn & Garden
- Pet Supplies
- Software
- Sports & Outdoors
- Tools & Home Improvement
- Toys & Games
- Video Games
- Watches

Filters

Average Units Sold ⓘ



Competition ⓘ



Average Price ⓘ



LQS ⓘ



Opportunity Score ⓘ



Word Count ⓘ



Include Keywords ⓘ

Enter search term...

Exclude Keyword ⓘ

Enter term to exclude...

Display

25 50 100 200

Reset Filters

Search



[DTAS](#)

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[HELP CENTER](#)

[VIPON DEAL](#)

Find the perfect product to start dominating on Amazon

UNICORN SMASHER

A FREE tool to supercharge your Amazon product research

[GET UNICORN SMASHER](#)

Mikesblog.com/unicorasmasher

NEW & INTERESTING FINDS ON AMAZON **EXPLORE**

amazon **try Prime**

Deliver to Mike Talm Sha ... 00000

Browsing History | Michael's Amazon.com | Today's Deals | Gift Cards | Registry | Sell

unicorn SMASHER

7/11/2018, 6:44:02 PM (Refresh) **ADD TO DASHBOARD**

DASHBOARD X

★ MOKA POT

1-18 of 677 results for Home & Kitchen : Kitchen & Dining : "MOKA POT"

- FREE Shipping
- All customers get FREE Shipping on orders over \$25 shipped by Amazon
- Show results for
- Any Category
 - Home & Kitchen
 - Kitchen & Dining**
 - Stovetop Espresso & Moka Pots
 - Coffee Beverages
 - Cookware
 - Coffee, Tea & Espresso
 - Ground Coffee
 - Coffee Makers
 - Percolators
 - Electric Coffee Percolators
 - Semi-Automatic Espresso Machines
 - Single-Serve Brewers
 - See more

Showing results in Home & Kitchen. Show instead results in All Departments.



See Color Options



Sponsored

bonVIVO Intenca Stovetop Espresso Maker, Italian Espresso Coffee Maker, Stainless Steel Espresso Maker Machine For Full Bodied Coffee, Espresso Pot For 6 Cups, Moka Pot With Copper Chrome Finish by bonVIVO

\$49.90 **prime**

FREE Shipping

Sponsored

Moka Pot 6 Cup Sisitano Coffee Maker, Moka Express With Latte Art Set For Making Delicious Italian Espresso Free Coffee Accessories by Sisitano

\$29.99 **prime**

FREE Shipping

Sponsored

GROSCHÉ Milano Moka Stovetop Espresso Coffee Maker (6 cup/9.3 oz, White) by GROSCHÉ

\$31.99 **prime**

FREE Shipping

★★★★☆ - 130

Moka Pot with Patented Valve, 18/8 Stainless Steel UKEM10BK by SONGMICS

\$12.99 **prime**

FREE Shipping on orders over \$25 shipped by Amazon

★★★★★ - 1

#	Product	Brand	Sellers	Variations	Price	Category	Rank	Est. Sales	Est. Revenue	Reviews	Rating	FBA
1	bonVIVO Intenca Stov...	bonVIVO	1	1	\$49.90	Kitchen &...	17,176	183	\$9,132			FBA
2	Moka Pot 6 Cup Saita...	Sisitano	1	1	\$29.99	Kitchen &...	410,941	159	\$4,768			FBA
3	GROSCHÉ Milano Mo...	GROSCHÉ	1	1	\$31.99	Kitchen &...	6,379	298	\$9,533	130	4.2	FBA
4	SONGMICS 6-Cup St...	SONGMI...	1	1	\$12.99	Kitchen &...	9,607	227	\$2,949	1	5	FBA
5	Bialetti 6-Cup Stoveto...	Bialetti	1	1	\$29.99	Kitchen &...	82	5,762	\$172,802	6,982	4.3	AMZ
6	Bellemain 6-Cup Stov...	Bellemain	1	1	\$18.25	Kitchen &...	12,533	201	\$3,668	448		FBA
7	Primula Stovetop Espr...	Primula	1	1	\$11.29	Kitchen &...	1,271	1,887	\$21,304	826	3.8	AMZ
8	Bialetti Moka Express ...	Bialetti	1	1	\$34.99	Kitchen &...	12,277	203	\$7,103	312	4.6	FBA
9	GROSCHÉ Milano Mo...	GROSCHÉ	1	1	\$25.99	Kitchen &...	6,379	298	\$7,745	130	4.2	FBA
10	Maggift Stovetop Coff...	Maggift	1	1	\$11.99	Kitchen &...	7,047	276	\$3,309	58	4.1	FBA
11	illy Coffee, Moka Grou...	illy	11	1	\$14.53	Grocery ...	2,313	673	\$9,779	1,119	4.3	-
26			2	1	\$28.28	Kitchen ...	40,972	697	\$17,260	676	3.3	

NEXT PAGE FILTER **DTAS** Dominate Amazon with **AMZ** TRACKER **TO CSV** **HELP CENTER**

- Refine by
- International Shipping (What's this?)
- Ship to Hong Kong
- Subscribe & Save
- Subscribe & Save Eligible
- Amazon Prime
- prime
- Eligible for Free Shipping
- Free Shipping by Amazon



Key is Finding Your Niche

Passion or Process Lover

Go into an industry and find “angle”

Niche - Weightlifting For Moms

(((Product type))) for (((person)))



Keyword Research

Keywords - Intent

Google vs Amazon keywords

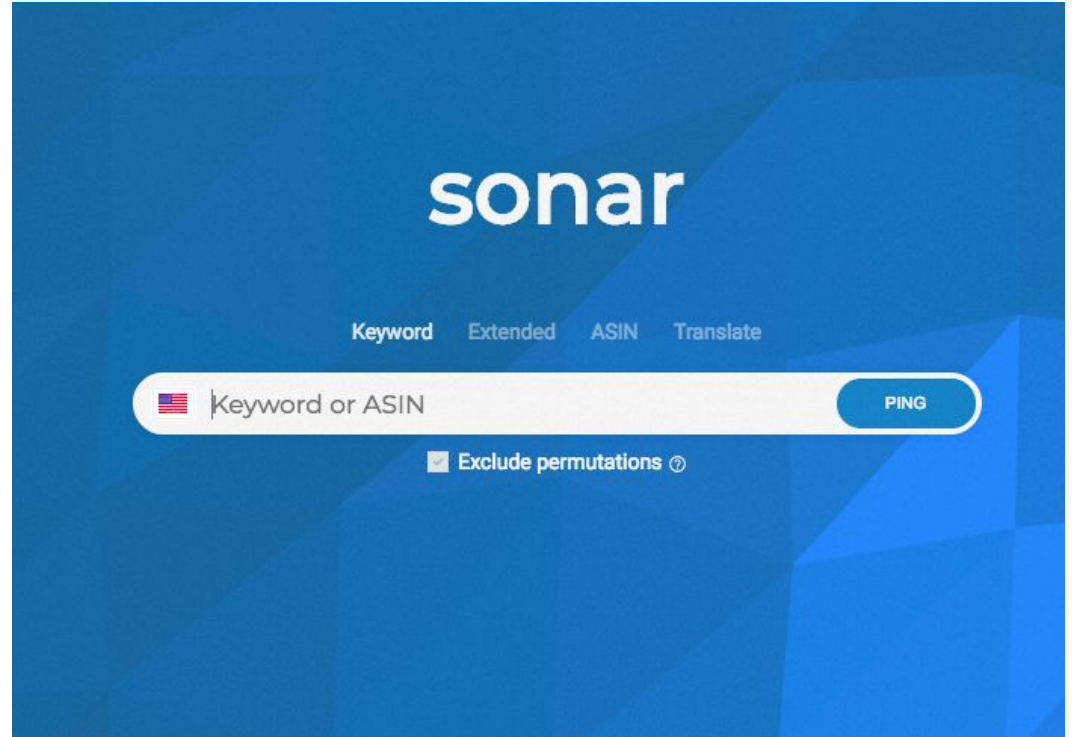
Supply vs Demand

Intent - are they ready to buy?



Sonar - Amazon Keyword tool

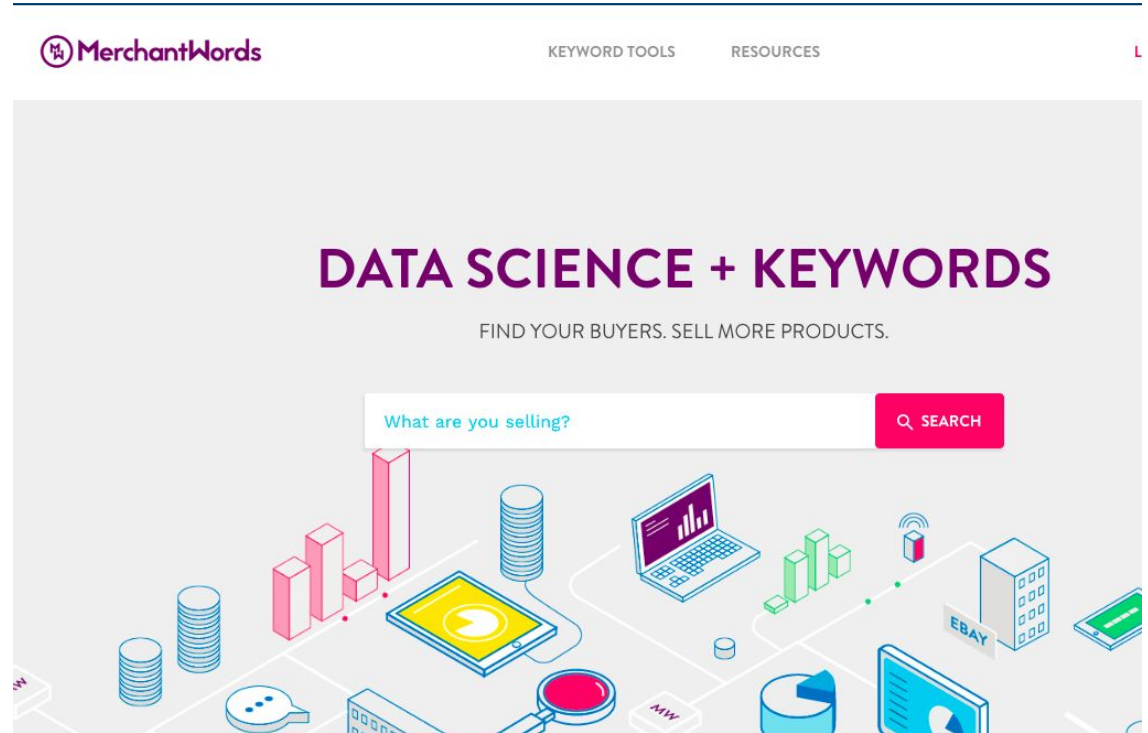
Sonar-tool.com



Merchant Words

Original Keyword tool

MerchantWords.com



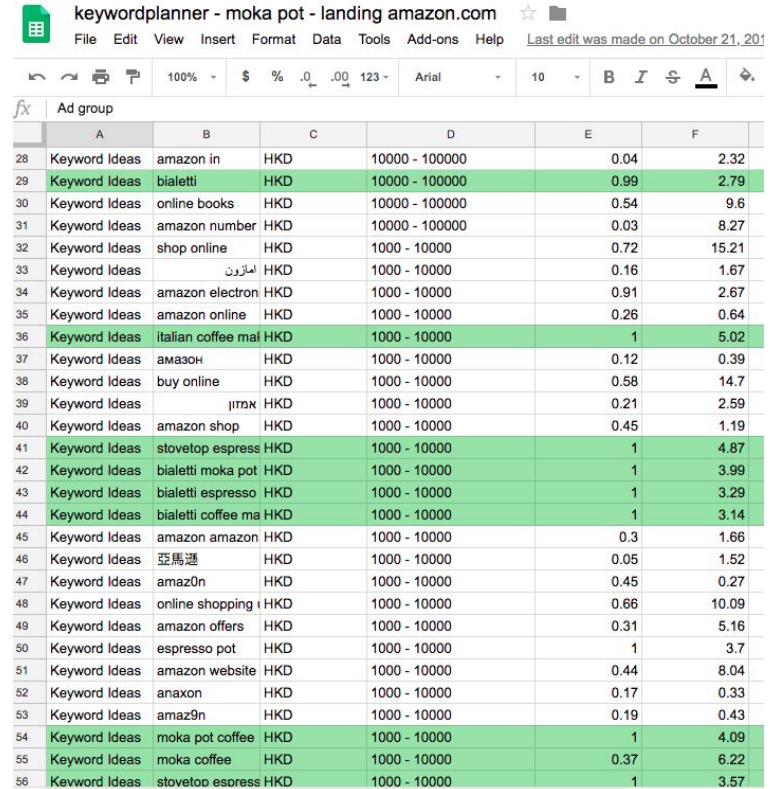
Think in Keywords

Make a Google spreadsheet

Think of the description

Think of the “intent”

Help your customer



keywordplanner - moka pot - landing amazon.com

File Edit View Insert Format Data Tools Add-ons Help Last edit was made on October 21, 201

100% \$ % .0 .00 123 Arial 10 B I S A

fx	Ad group					
	A	B	C	D	E	F
28	Keyword Ideas	amazon in	HKD	10000 - 100000	0.04	2.32
29	Keyword Ideas	bialetti	HKD	10000 - 100000	0.99	2.79
30	Keyword Ideas	online books	HKD	10000 - 100000	0.54	9.6
31	Keyword Ideas	amazon number	HKD	10000 - 100000	0.03	8.27
32	Keyword Ideas	shop online	HKD	1000 - 10000	0.72	15.21
33	Keyword Ideas	امازون	HKD	1000 - 10000	0.16	1.67
34	Keyword Ideas	amazon electron	HKD	1000 - 10000	0.91	2.67
35	Keyword Ideas	amazon online	HKD	1000 - 10000	0.26	0.64
36	Keyword Ideas	italian coffee ma	HKD	1000 - 10000	1	5.02
37	Keyword Ideas	amazon	HKD	1000 - 10000	0.12	0.39
38	Keyword Ideas	buy online	HKD	1000 - 10000	0.58	14.7
39	Keyword Ideas	ايمزون	HKD	1000 - 10000	0.21	2.59
40	Keyword Ideas	amazon shop	HKD	1000 - 10000	0.45	1.19
41	Keyword Ideas	stovetop espress	HKD	1000 - 10000	1	4.87
42	Keyword Ideas	bialetti moka pot	HKD	1000 - 10000	1	3.99
43	Keyword Ideas	bialetti espresso	HKD	1000 - 10000	1	3.29
44	Keyword Ideas	bialetti coffee ma	HKD	1000 - 10000	1	3.14
45	Keyword Ideas	amazon amazon	HKD	1000 - 10000	0.3	1.66
46	Keyword Ideas	亞馬遜	HKD	1000 - 10000	0.05	1.52
47	Keyword Ideas	amaz0n	HKD	1000 - 10000	0.45	0.27
48	Keyword Ideas	online shopping i	HKD	1000 - 10000	0.66	10.09
49	Keyword Ideas	amazon offers	HKD	1000 - 10000	0.31	5.16
50	Keyword Ideas	espresso pot	HKD	1000 - 10000	1	3.7
51	Keyword Ideas	amazon website	HKD	1000 - 10000	0.44	8.04
52	Keyword Ideas	anaxon	HKD	1000 - 10000	0.17	0.33
53	Keyword Ideas	amaz9n	HKD	1000 - 10000	0.19	0.43
54	Keyword Ideas	moka pot coffee	HKD	1000 - 10000	1	4.09
55	Keyword Ideas	moka coffee	HKD	1000 - 10000	0.37	6.22
56	Keyword Ideas	stovetop esopress	HKD	1000 - 10000	1	3.57

Creating Your Amazon Listing

We Are Covering PL

Private Label (PL):

Making your own Amazon Listing

Not “Fighting for Buy Box”



Royal Hotel
Royal Hotel California King Sage Silky Soft sheets 100% Viscose from Bamboo Sheet Set
★★★★★ 160 customer reviews | 33 answered questions

Price: **\$79.99** + \$59.98 shipping
Your cost could be \$74.99. Eligible customers get a \$5 bonus when reloading \$100.

Size: **California King**

Twin-Extra-Long Full Standard-Pillowcases Queen Olympic Queen King

King-Pillowcases **California King** Split-King (2 TXL) Split-CalKing (2 Fitted)

Color: **Sage**

Qty: 1

\$79.99 + \$59.98 shipping
Add to Cart

Turn on 1-Click ordering for this browser

Deliver to Mike - Tsim Sha Tsui 00000
Add to List

Have one to sell? **Sell on Amazon**

- 100 percent Viscose from Bamboo sheets. 300TC and the softest fabric in the world, noticeably softer than cotton
- Extremely comfortable in all temperatures. Perfect for people with allergies & chemical sensitivity
- Bamboo is highly resistant to dust mites and grown without pesticides. Amazingly soft similar to cashmere of silk
- Machine wash in cold water only. Delicate cycle. No Bleach. Tumble Dry on low heat. Remove immediately at end of cycle. Press with warm iron if needed
- California King set includes flat sheet 110X102", fitted sheet 72X84" and fits up to 18" mattress, and California King pillowcases 20X40"

New (1) from \$79.99 & FREE shipping.
[Report incorrect product information.](#)

[Add products](#)

Complete Your Drafts

...

Pending

0

Premium unshipped

0

Unshipped

0

Return requests

0

Seller Fulfilled

In last day

0

In last 7 days

0

Fulfilled by Amazon

In last day

1

In last 7 days

9

[View your orders](#)

Performance

...

[Buyer Messages](#)

0

News

...

Take the guesswork out of product pricing with the Net Proceeds widget

Jul 9, 2018

Estimating fees is a key factor when you're deciding how to price your products. The new Net Proceeds widget estimates your transactional fees so you get a better idea of expected charges - referral fees, closing fees, per item fees, FBA fees, referr... [Learn more](#)

Previous Headlines

[Keep your Late Shipment Rate low by confirming shipments](#)

Jul 6, 2018

[New policy for Buy Shipping packages safeguards your performance metrics](#)

Jul 4, 2018

Amazon Selling Coach

...

Inventory

Pricing

Growth

Adverti...

Last updated: 7/12/2018 7:49:30 AM

MATCH LOW PRICE

Sisitano Coffee Latte Art Set - Electronic Spi...



SKU: MP-ZDDW-TKJ1

Suggested

lower price
(Price + Shipping)

\$12.99

(12.99 + 0.00)

Offers

2

Your Price

\$ 18.99

Payments Summary

...

i There was a charge to your credit card \$562.90.

Balance

\$93.83

[View Payments Summary](#)

Manage Your Case Log

...

[View your case log](#)

Sales Summary

...

Last updated 7/11/18 4:27:38 PM PDT

Ordered product
sales

Units

Today

\$0.00

0

7 Days

\$163.90

10

Need GCID, UPC, or EAN

The screenshot shows the Amazon Seller Central interface for adding a new product. The breadcrumb trail is: All Product Categories > Home & Kitchen > Cocktail Muddlers. A red error message states: "Any valid GCID, UPC, or EAN." The "Product ID" field is empty, while the "Product Name" field contains "Ex: Olympus Camedia C-50 Digital Camera" and the "Brand Name" field contains "Ex: Sonny Brook Hams". The "Save and finish" button is highlighted in yellow.

amazon services
seller central

Vital Info Variations Offer Images Advanced View

All Product Categories > Home & Kitchen > Cocktail Muddlers

Any valid GCID, UPC, or EAN.

Product ID - Select -

Product ID : To list your products you require a unique identifier for your product such as UPC, EAN, or GCID. You can request exemptions to list products that do not have standard product IDs for certain categories. [Learn more](#)

* Product Name

* Brand Name

To list your products after your brand is enrolled, enter the brand name exactly as you submitted it for brand approval, and specify a unique value for the Key Attribute that you selected in the brand registry application. You can always edit the product details later in Manage Inventory.

Cancel Save and finish Advanced View

Rate this page Contact Seller Support 1996-2018, Amazon, Inc. or its affiliates

European Article Number (EAN)

Global Catalog Identifier (GCID)

Need a BarCode (UPC Code)

UPC = Universal Product Code

Maps to an ASIN:

Amazon

Seller

Identification

Number





1,000 BARCODES	REG \$230	SPECIAL \$180	USE CODE SAVE50
10,000 BARCODES	REG \$1,000	SPECIAL \$850	USE CODE SAVE150
25,000 BARCODES	REG \$2,400	SPECIAL \$1,900	USE CODE SAVE500
50,000 BARCODES	REG \$4,000	SPECIAL \$3,300	USE CODE SAVE700
100,000 BARCODES	REG \$5,500	SPECIAL \$3,800	USE CODE SAVE1700

↓ FOR SMALLER QUANTITIES, SEE COMPLETE PRICE LIST ON HOME PAGE ↓

BARCODE QUESTIONS? CALL THE EXPERTS
888-511-0266 307-200-4802

FOR BARCODE
LABEL PRICES

[CLICK HERE](#)

All barcodes were originally issued by the UCC, now known as GS1-US

GOOD TILL July 31st!
Independence Day Special

Purchase any of the 5 items above and use the coupon code at checkout to get special price.

**You must use the code to receive the special price. No refunds if you forget to use the code.

Photo Speaks a Thousand Words

Primary photo:

White background

Focus on the product

Secondary photos:

Use stock backgrounds

In Action shots

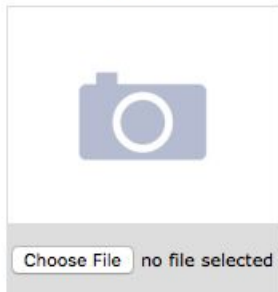
Envato.com

◀ Back to search results for "B0777MJNZQ moka pot"



All Product Categories > Home & Garden > Kitchen > Barware > Cocktail Muddlers

MAIN



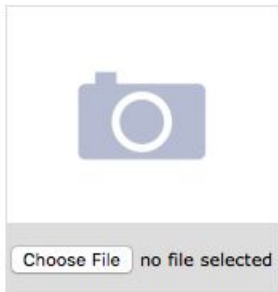
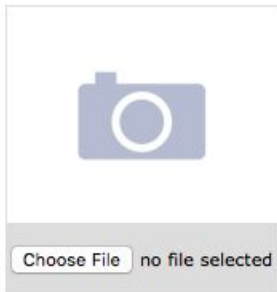
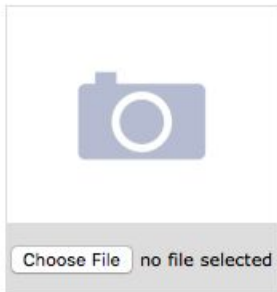
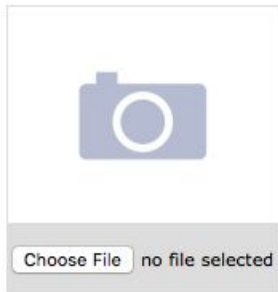
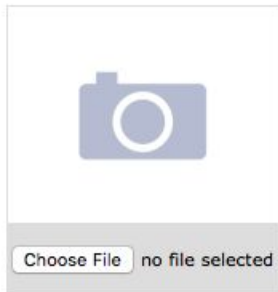
Product images style guideline

Listings that are missing a main image will not appear in search or browse until you fix the listing.

Choose images that are clear, information-rich, and attractive.

Images must meet the following requirements:

- Products must fill at least 85% of the image. Images must show only the product that is for sale, with few or no props and with no logos, watermarks, or inset images. Images may only contain text that is a part of the product.
- Main images must have a pure white background, must be a photo (not a drawing), and must not contain excluded accessories.
- Images must be at least 1000 pixels on the longest side and at least 500 pixels on the shortest side to be zoom-able.
- Images must not exceed 10000 pixels on the longest side.
- JPEG is the preferred image format, but you also may use TIFF and GIF files.



Common Mistakes

Listing features - not benefits

Feature = technical specification

Benefit = what it will DO for user!

Main keywords at front of title



Launching Your Amazon Listing

The Launch Day

Build Up To It

Bring your best

Have email list

Have social campaign



Landing Cube

Facebook Pixel

Easy Install

Coupon Tracking

Email Opt-in

Mobile Responsive

LandingCube.com

The screenshot displays the LandingCube website interface. At the top, there is a navigation bar with the LandingCube logo, links for Pricing, Features, Academy, and Demo, a Login button, and a prominent yellow 'Try it Free' button. The main headline reads 'Landing Pages That Grow Your Amazon Sales', followed by the sub-headline 'LandingCube gives you everything you need to convert external traffic into customers.' Below this, a laptop and a smartphone are shown displaying a landing page for a 'GUND Pusheen Happy Birthday Plush'. The landing page features a countdown timer for a sale ending in 00:11:32:36, a 'Claim Coupon' button, and a product image with a price tag of \$0.99 (94% off). The smartphone screen shows the same landing page adapted for a mobile view, featuring a 'WORLD'S OLDEST EMPLOYEE' mug image and a 'Claim My Coupon' button.

MOKA POT PROMOTION

SALE ENDS IN

00 DAYS
10 HOURS
41 MINS
24 SECS

Claim Coupon

An Exclusive Offer For You



Sisitano 6 Cup Stovetop
Coffee Maker Moka Pot
Moka Express With Latte Art
Set And Measuring Clipping
Spoon For Making Delicious
Italian Espresso

Was: \$34.99

\$20.99

40%
off

Claim My Coupon

Available at
amazon

41 Coupons
Used

9 Coupons
Left

Read More

Two Listings (Compete With Yourself)

amazon services
seller central

Sisitano Coffee Latte Art Set - Electronic Spice Decoration Pen and Stencils - Create Professional Designs Customized for Coffee, Cakes and Bakery - Barista Grade Accessories (View amazon detail page)



ASIN: B0791G4XQF

Product Name: Sisitano Coffee Latte Art Set - Electronic Spice Decoration Pen and Stencils - Create Professional Designs Customized for Coffee, Cakes and Bakery - Barista Grade Accessories

Brand Name: Sisitano

Product ID: 636836353722

Product ID Type: upc

Item Type Keyword: coffee-services

Marketplace: US




Competing Marketplace Offers

2 New from \$12.99 + \$0.00 shipping

Amazon Sales Rank: 80,078

Keeps Things Engaging

Shows “action” and comparison

<input type="checkbox"/>	Variations (6)	vitahero-parent	VitaHero Sprouting and Microgreens Growing Kit for your hydroponic gardening and organic seeds B07DCCZDN5	05/28/2018 12:25:39 05/28/2018 12:25:40	-					Edit
<input type="checkbox"/>	Active		N7-S4AJ-6735 New	Sisitano Coffee Latte Art Set - Electronic Spice Decoration Pen and Stencils - Create Professional Designs Customized for Coffee, Cakes and Bakery - Barista Grade A. B0791G4XQF	03/07/2018 08:18:15 03/07/2018 08:18:13	131	\$5.14 Includes \$3.19 FBA Fee	\$ 12.99 + \$0.00	✓ Lowest	Edit
<input type="checkbox"/>	Active		MP-ZDDW-TKJ1 New	Sisitano Coffee Latte Art Set - Electronic Spice Decoration Pen and Stencils - Create Professional Designs Customized for Coffee, Cakes and Bakery - Barista Grade A. B0791G4XQF	01/15/2018 07:14:37 02/06/2018 04:36:13	131	\$6.04 Includes \$3.19 FBA Fee	\$ 18.99 + \$0.00	\$ 12.99 + \$0.00 Match price	Edit
<input type="checkbox"/>	Active		PARA021 New	Moka Pot 6 Cup Sisitano Coffee Maker Stove Top Moka Express With Latte Art Set For Making Delicious Italian Espresso Free Coffee Accessories B0777MJNZQ	11/07/2017 04:35:04 11/07/2017 04:35:02	467	\$10.34 Includes \$5.09 FBA Fee	\$ 34.99 + \$0.00	\$ 29.99 + \$0.00 Match price	Edit



Find cool gifts for teens [Shop now](#)

Home & Kitchen > Kitchen & Dining > Dining & Entertaining > Serveware > Beverage Serveware > Teapots & Coffee Servers > Coffee Serving Sets



Roll over image to zoom in

Sisitano

Sisitano Coffee Latte Art Set - Electronic Spice Decoration Pen and Stencils - Create Professional Designs Customized for Coffee, Cakes and Bakery - Barista Grade Accessories

★★★★★ 3 customer reviews

Amazon's Choice for "coffee pen"

Price: **\$12.99**

Your cost could be \$7.99. Eligible customers get a \$5 bonus when reloading \$100.

- Unleash your creativity with our coffee latte art set! This bundle comes with 1 ELECTRONIC SPICE PEN, and a whole set of 12 DECORATION STENCILS!
- Electronic spice pen: Perfect for drawing SPICE DESIGNS ON YOUR COFFEE. Just fill up the pen with ground spices and press on the side button to start drawing. It's that easy and fun! Try different fillings like cinnamon, coffee grounds, cocoa powder, ground Sugar etc.
- Coffee stencils: Each set contains 12 DIFFERENT DESIGN PATTERNS - a quick and easy way to make sophisticated coffee designs!
- Be your own BARISTA and surprise your family and friends!
- Be creative! Use the art set anywhere else you like, when decorating CAKES AND BAKERIES.

New (2) from \$12.99 & FREE shipping on orders over \$25.00. [Details](#)

Report incorrect product information.

POWERLIX

Create delicate homemade foam in seconds

[Shop now](#)



PowerLix Milk Frother Handheld Battery Operated Electric Foam Maker For Coffee, Latte, Capp...

★★★★★ 2,455

\$14.99 **prime**

[Ad feedback](#)

Share

\$12.99

This item does not ship to Tsim Sha Tsui, Hong Kong. Please check other sellers who may ship internationally. [Learn more](#)

In Stock.

Sold by Para Living and Fulfilled by Amazon. Gift-wrap available.

Qty: 1



Add to Cart

Turn on 1-Click ordering for this browser

Deliver to Mike - Tsim Sha Tsui 00000

Add to List

Add to Wedding Registry

Other Sellers on Amazon

New (2) from \$12.99 & FREE shipping on orders over \$25.00. [Details](#)

Have one to sell?

[Sell on Amazon](#)

Shows Options & Activity



Membership (Warranty Card)



“Trick” Around Since Pre-Amazon

Register your order at:

sisitano.com/membership

1. Rate our product
2. Register your name & order
3. Receive special discounts and exclusive first access to new products!

Goal: Sales Velocity (+ Reviews)

Amazon can see your sales

(Google Can't)

Amazon ranks based on sales

Based on Returns

Based on Sales Velocity

Based on Quality (reviews)



Plus the “Standard”

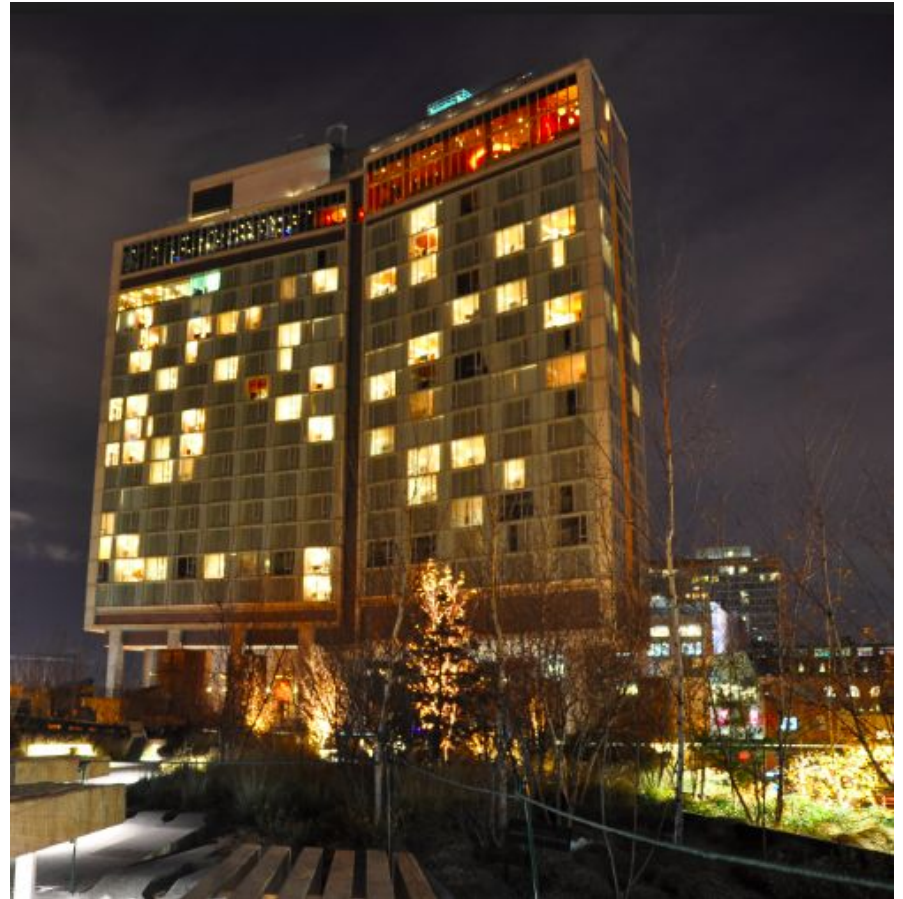
Build Email List

Build Social Following

Engage in Facebook Groups

Get Video reviews

Get PR / press



The FBA Flow

How The Amazon Business Flows

Buy from China

Quality Control

Amazon Prep

Ship from China direct to Amazon

Sell on Amazon

Get Paid every 14 days

Cross Border Payment

Repeat!

Wish You The Best In Your Empire

Take It Step By Step

Measure, KPI

Test, Test, Test.

Brick by Brick.



It Is An Adventure

So have a little fun!



