Amazon Sellers:

The #1 Way to Boost Your Rankings

James J. Jones

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Amazon Terms of Service changes explained…

Hi, this is James Jones. Welcome to this special presentation! Today, I'm going to be talking about the recent 'Terms of Service' changes with Amazon. They especially come into play if you are selling physical products. In this lesson, you are going to learn how these affect you and what you can do about them. You'll also find out about the #1 way that you can boost your rankings at Amazon.

The slide above is very verbose, I know, but it's incredibly important. It contains the part of the terms of service that Amazon changed which mostly pertains to you and me, specifically. There's a lot more information on this page, and you can access it by visiting: http://sellercentral.amazon.com/gp/help/help.html?itemID=200386250.

There are other parts of this 'terms of service' that may be relevant to you and your business. However, the terms of service information contained within the screenshot are what we'll be talking about in this discussion. The portion that is highlighted in yellow is what Amazon has recently added. What it says is:

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"You may not intentionally manipulate your products' rankings, including by offering an excessive number of free or discounted products, in exchange for a review."

This is what is most relative to us because this is a technique that many of us used to help boost our products up in the rankings. That technique involved the use of a coupon code with a keyword-embedded link. The point was to send a bunch of people through that link so that they would buy the product and it would be as if they used the main keyword to search for the product because of how the link was set up. This helped to increase people's rankings, and it worked incredibly well. Amazon specifies this rule by adding a paragraph at the bottom that says:

"The best seller rank feature allows buyers to evaluate the popularity of a product. You may not solicit or knowingly accept fake or fraudulent orders. This includes placing products or provide claim codes to buyers for the purpose of inflating sales rank. In addition, you may not make claims regarding a product's best seller rank in the product detail page information, including the title and description."

Again, this is saying that you cannot use coupon codes along with the keyword link that you have in order to increase the sales rank. That doesn't sound too great in a way, but the way that I see it, this is actually going to be a good thing for those of us who are following the rules. I've already seen the rankings on my products go up a little because Amazon have been penalizing the people that are doing this.

Bottom line -- what NOT to do

The bottom line is "Don't use a coupon code along with a keyword embedded link." That means you don't want to use the Golden Keyword Generator or the Golden Link Generator that I came up with three or four years ago. I first created that technique for working with Kindle. It also worked with physical products. But, that's no longer allowed, so you can't use it. I've already taken the golden link generator tool that's in our Azon PowerPack Suite out. There's no way of even accessing that anymore.

There are other ways of doing this, such as using the Super URL, but I highly recommend that you stay away from using coupon codes along with any keyword-related links at this point. That's the kind of thing that Amazon is telling you in their terms of service that they don't want

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you to do. The screenshot below contains an example of what they don't want you to do. As you can see, this example ad says that you can use a certain coupon code to get a certain product for 90% off, and then you are given a keyword-embedded link. The link in the example has the keyword 'lose weight' in it. Again, that's what Amazon doesn't want you to do.

Example

Use this coupon code: XYZ12345
To get this Product at 90% Off follow this link:

http://www.amazon.com/Belly-Blaster-PM-Weight-
Capsules/dp/B00FB2W6AY/ref=sr_1_2?
keywords=lose+weight

When someone clicks a link like this, it takes them to the product that you are promoting. Since it has the keyword embedded in it, then the sale would be picked up by Amazon as though the person actually searched for the keyword. This could help a product to rank higher for a specific keyword. This worked quite well for a lot of people for quite a while. Now you just can't do that anymore. Now, I'm not an attorney, and I'm not an expert in reading terms of service, but the way that I interpret it is that you can still use a keyword-embedded link as long as you don't use a coupon code too.

What you CAN still do

One thing that you can do is use a keyword embedded link without a coupon code, but with a sales price. An example of this is shown below. So, instead of giving a coupon code, you can simply reduce the price by whatever percentage you want. The only problem with this is that everyone who goes to your listing is going to get the discount. However, that's one way that you can stay within Amazon's terms of service and still be able to use that keyword link.

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ss Pill - Loss Weight While You Sleep - 30 Capsules from Belly Blaster
estions

NEW
BellyBlaster
PM
Nighttime Fat Loss Formula**
- Supports Metabolism**
- Promotes Natural Sleep Cycle**
30 Capsules
DIETARY SUPPLEMENT

Sale Price

List Price: $39.99
Price: **$19.95** ($6.23 / oz) & **FREE Shipping**
You Save: $20.04 (50%)
Note: Not eligible for Amazon Prime.
In Stock. Ships from and sold by Quality Health Supplies.

2 Sizes:

| 30 Capsules | ÷ |

Estimated Delivery Date:
Sept. 15 - 18 when you choose Expedited at checkout.

$19.95 + Free Shipping

Qty: 1 ▾   Turn on 1-click ordering

Add to Cart

Add to Wish List   ÷

Share

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The A9 Search Engine
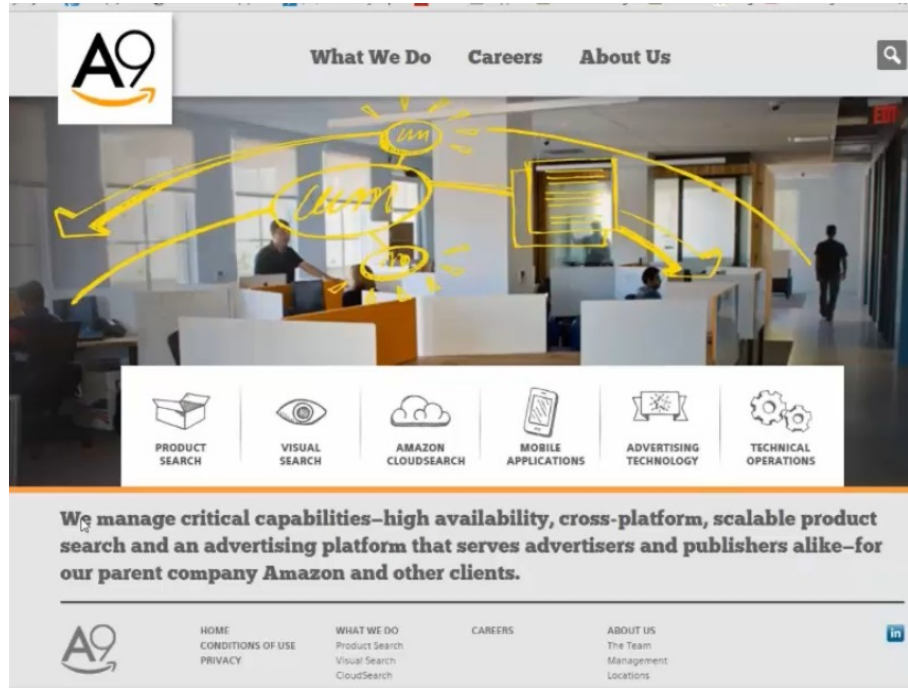
Have you heard about A9 Search yet? Very few people have, but this is what I'm concentrating on now. You see, I'm not even worried about using keyword links to rank on Amazon anymore. The A9 Search is all that I'm focusing on at the moment. Look at the screenshot above. This is a website for a company, and on it, the following statement is made:

> "We manage critical capabilities-high availability, cross-platform, scalable product search and an advertising platform that serves advertisers and publishers alike – for our parent company Amazon and other clients."

You know how Amazon spins off other services, such as their S3 video hosting service. Well, now it looks like they are spinning off their search functionality. So, they are going to allow other companies to use their search algorithms. This is the branch that's going to handle that, and it's called A9.

Now, I spent a lot of time diving into A9's website in order to figure out, sort of, what they are looking for when it comes to ranking products. If you go to their FAQ page, you'll find a long description of what they do with their A9 search engine algorithm. The page above states:

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"Our work starts long before a customer types a query. We've analyzed data, observing past traffic patters, and indexing the text describing every product in our catalog before the customer has even decided to search. And as soon as we see the first keystroke, we're ready with instant suggestions and a comprehensible set of search results."

That's very interesting, but the part that really affects us is shown below. As you can see, this portion of the page is titled 'Results and Ranking'. What it says down at the bottom is really key. The page states:

"One of A9's tenets is that relevance is in the eye of the customer and we strive to get the best results for our users. Once we determined which items are good matches to the customer's query, our ranking algorithms score the to the present the most relevant results to the user."

Results and Ranking
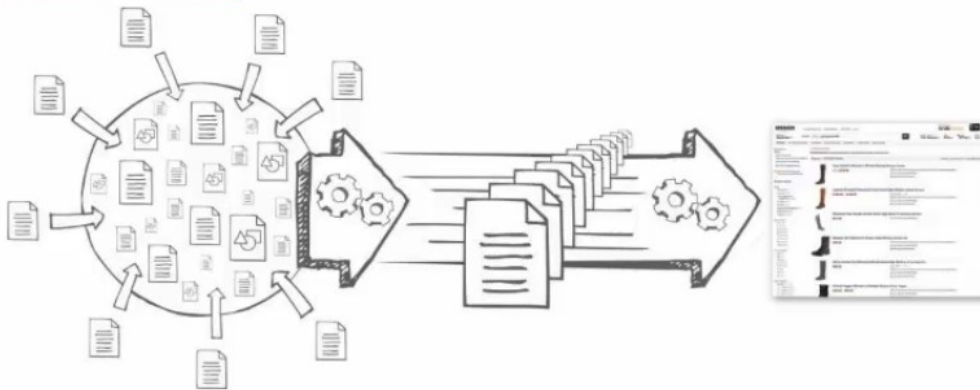
One of A9's tenets is that relevance is in the eye of the customer and we strive to get the best results for our users. Once we determine which items are good matches to the customer's query, our ranking algorithms score them to present the most relevant results to the user.

Our ranking algorithms automatically learn to combine multiple relevance features. Our catalog's structured data provides us with many such relevance features and we learn from past search patterns and adapt to what is important to our customers.

What they are saying here is that their search results are going to vary depending on who the user is. This is going to depend upon the demographics and past buying habits of that user. That means that one user could get different results than other users. The page goes on to say:

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"Our ranking algorithms automatically learn to combine multiple relevant features. Our catalogue's structured data provide us with many such relevant features and we learn from the past search patterns and adapt to what is important to our customers."

A9 Core Ranking Factors

Now, I'm going to break things down for you into the relevant core ranking factors, according to the A9 website. This is what I was interpreting just by reading what they have on their site and reading between the lines of what they are saying. Here are what I believe to be the most important factors:

1) Customer Satisfaction and Retention – Keep your customers happy! Customer Satisfaction factors include: feedback, seller rating, customer satisfaction (shoot for 100% seller rating)

You want to keep your customers happy, and I think that you should shoot for a 100% seller rating. When you log into your Seller Central account, you can click on 'Performance' and there you will find the different metrics. Mine is shown below. As you can see, my rating is at 100 out of 100, and I have a 4.9-star rating in 'Customer Feedback' in the last 12 months. That's what you want to shoot for. Actually, you want to start for a 5-star rating, but it's kind of hard to accomplish that feat. If you get just one person to give you a 4 out of 5, and that's going to drop this rank down at least a little bit. So, how do you keep your customers happy? I recommend that you implement the following system:

   a) Follow-up sequence

   b) Reply to comments and questions quickly

   c) Listen to customer problem and implement solutions

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Customer Satisfaction and Retention
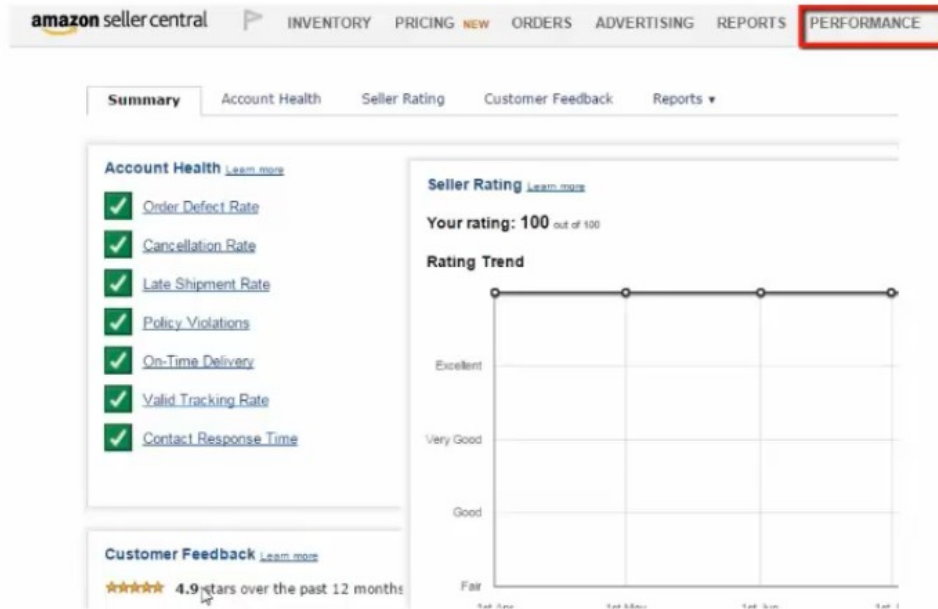
First and foremost, you are going to want to use a follow-up sequence that goes out as soon as they order the product. This follow-up sequence should tell them what they can expect from the product, how to use the product, and it should give them any FAQs that seem imperative. It should also let the person know how to contact you in case they have any problems.

Secondly, you need to reply to comments and questions quickly. So, if someone messages you through Amazon to ask you a question, you should respond immediately. Amazon gives you 24 hours, and if you let it go beyond that, they will ding you for that. They won't ding you a lot, but they will ding you for not responding within 24 hours. So, always respond quickly.

The third thing that you need to focus on is listening to your customer problems and then implementing solutions to cure those problems. So, if you are selling a supplement product, and a couple of your users say "Hey, this has a bitter taste to it," then figure out a solution for that problem. Listen to what your customers are telling you and address problems as they come about. Here's what I believe will be the second core ranking factor:

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2) Conversion – How well does your product page convert compared to your competitors? Conversion rate factors include: reviews, images, bullets, pricing, and branding. (Shoot for 20% conversion)

Do you know how to tell your conversion rate on Amazon? Amazon doesn't give you a whole lot of metrics, but that is one metric that they do provide because it is really important. To find it, you would begin by logging into your Seller Central account, and then click on 'Reports'. Then on the left-hand side of the page you'll see a section titled 'Business Reports'. There, you want to find and click on 'Detail Page Sales and Traffic'. When you do that, you're going to get a grid that's sort of like a spreadsheet. This is demonstrated below. There will be a line like this for every product that you sell.

Conversion:

Conversion : 45 / 223 = 20.18%

Your conversion rate is the 'Units Ordered' figure divided by the 'Sessions'. This will equal your conversion rate, which is actually shown in the field for your 'Unit Session Percentage'. As you can see in the screenshot, in this particular case, I had 45 orders and 223 sessions. Now what's a session? This is the number of users that have gone to your product page. It doesn't matter how they found your product. They might have found it through a search, they might have found it through browsing, or they might have found it through a link somewhere. Whatever the case may be, this is the number of users that landed on your product page.

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This is referred to by Amazon as a 'Session', but understand that this is different than 'Page Views'. 'Page views' represent the number of views your page has gotten, including people that came back multiple times. In other words, a 'Sessions' only refers to the amount of unique users that hit your page. Again, the number of units that were ordered divided by the number of sessions equals your conversion rate. You can see in the screenshot that mine is 20.18%.

I recommend that you work to get your conversion rate up to 20% or better. People are kind of freaking out about not having that ranking technique to use, but the truth is that this technique actually hurt most people more than it helped them. That's because people were using this technique to get a lot of traffic to their page, but then the conversion rate fell through the floor as soon as they took that coupon code off and started selling the product at the regular price.

Their rankings plummeted, and the reason why was because their conversion rate was too low, and that's because they weren't looking at the on-page factors. So, let's look at the key factors that will help your conversion rate. They are:

a) Bullet points: Feature + Benefit + Result

b) Branding – Create a unique position for your product that sets you apart from the competition.

c) Images – Create images that push the buyers emotional buttons (three most powerful emotions: fear, greed, vanity)

Bullet points are extremely important. You'll see an example of this in a moment, but this refers to the little features that are right below the title and the shipping information. You'll usually have five or six bullet points. These are what Amazon refers to as 'Features'. The best bullet points will contain a feature, a benefit, and then a result. The 'result' is what the user gets from that feature. So, you want to marry a feature, a benefit, and a result in your bullet point.

The second key way to increase your conversions is through branding. This is very important, and it's becoming increasingly important as the completion is heating up at Amazon. You need to create a brand for your product. Branding means to create a unique position for your product that sets you apart from the competition.

These are just the three things that you can do in order to get the biggest bang for your buck as far as helping your conversions. The third key factor in increasing your conversions is the

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images that you use. You should include images that push the buyers emotional buttons. The three most powerful emotions to target are people's fears, their greed, and their vanity.

What do you think? Do you think that I've given some good advice so far? You know what you have paid for this? Absolutely nothing. Let's move on to the third core ranking factor that I have identified. Although I don't really have these in any particular order, I do feel that this is the biggest one:

3) Relevancy – Relevany tells A9 when to consider your product page for a given search term FOR A GIVEN USER. Relevancy factors include your title, and product description, and keywords.

If you remember, one of A9's tenets is that relevance is in the eye of the customer. Then, they continue on saying "We strive to get the best results for our users. Once we determine which items are good matches to the customer's query, our ranking algorithms score them to present the most relevant results to the user." Again, that means that each customer search will be different. One customer search could come up with different results than another. Therefore, you are going to want your product to appear in the search results fro as many searches as possible.

The more times your product page appears in the search results, the more exposure your product gets to the customers. That makes sense, right? The more times customers and users type in keywords that match your keywords for your product page, and the more times your product page shows up in the search results, the more exposure your product is going to get.

The Infinite Keyword Theory

Here's a shocking, but very exciting, statistic. I personally hate statistics. They are very boring most of the time, but when I heard this one, I literally jumped for joy. Did you know that 20% of all Google searches have never been made before? Let that sink in for just a second. That means that 20% of the time, when someone types something into the Google search engine, that's the first time that anyone has ever typed that into the Google search engine. That's pretty amazing, isn't it?

Now, I didn't just make that up. If you go to Google and search for the keyword '2-% of Google searches', you'll be able to see that websites are reporting this. The reason why is because a couple of years ago Google released that information, and several websites

did news reports on it. You can see in the screenshot above that there are articles, listed by CNET and Business Insider. There are three or four pages of results that come up that contain articles about this statistic.

Now, why is this important? If you think about it, out of the 2.5 billion searches that are done per day on Google, 500 million are brand new! This happens every single day. The question is "Why?" Why do you think that there are 20% brand new searches, every single day? It's because users are becoming more savvy, more sophisticated, and smarter!

You know, you and I have known this stuff for years. We know how to search for something on Google, and we know the more keywords that we type in, the narrower your search results will be, and the closer you will be to getting the exact thing that you're searching for. You know that, but most people in the world have no clue that you can do that. Well, they had no clue about that until recently. Users are becoming smarter about the way that they search.

Now, users are beginning to realize that they more keywords that they use, the closer they will come to finding exactly what they are looking for. So, instead of typing in 'diet pill' like they used to, they are starting to type in phrases like 'diet pill for women who are over 40 and want to lose 30 pounds'.

This is true for Google, but what about Amazon? Well, who would you say is smarter? Google users or Amazon users? Many of the people who joined in on this training think that Amazon users are smarter, and I think they are right. Amazon users are much smarter, and they know exactly how to search to narrow down the results to find exactly what they are looking for.

I don't have any proof of this, but think that on Amazon there are actually more unique searches percentage-wise than there are on Google. That's because the buyers on Amazon are smart enough to know exactly what you are looking for. You know, "I'm a 40 year old woman, I want to lose 30 pounds, and I want to use a diet pill."

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Now, look at the screenshot above. Notice that if someone searches on Amazon for the term 'diet pill' there's 3,622 results. If you're in this diet pill market, congratulations. You have 3,622 competitors. Instead, when someone searches for 'diet pill for women over 40' only 346 results appear. This is $1/10^{th}$ of the number that came up for the previous keyword. That means you could eliminate 9/10 of the competition just by having a couple of additional keywords placed in your listing.

Keyword Real Estate Explained

You want your product page to appear in the search results for as many searches as possible. So, you need to utilize all of the keyword real estate that you have in your listing. Where is your keyword real estate. It's in your listing's:

a) Title

b) Benefits

c) Search Terms field

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The 3 Places in your Listing that are Keyword Indexed

1) Title
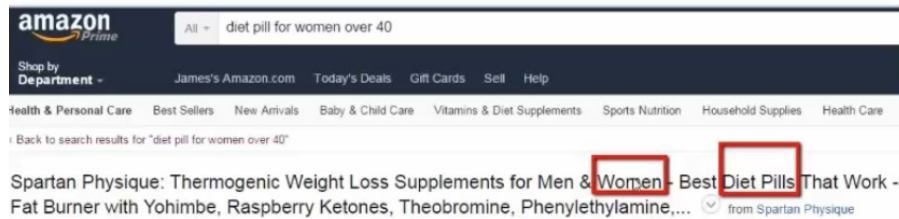
There are actually five search term fields, and I'll show you where they are at. First, let's talk abut the first portion listed, which is your title. You can see in the screenshot above that if you used the title "Spartan Physique: Themogenic Weight Loss Supplements for Men & Women – Best Diet Pills That Work – Fat Burner with Yohimbe, Rasberry Ketones, Theobromine, Phenylethylamine…" You would be hitting the keywords 'Women' and 'Diet Pills' if someone searched for 'diet pill for women over 40'. So, this title is encompassing that long-tail keyword phrase. It's not picking up on '40', but that number is somewhere in the listing.

The second place that you want to place essential keywords in in your bullets. Your bullets are indexed for searches. A lot of people say that they aren't, but I have tested this over and over again. Every time I've tested it, I have proven that bullets are indeed indexed for search. If you don't believe that, then I challenge you to show me some proof that it's not.

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The 3 Places in your Listing that are Keyword Indexed

3) Search Terms (in Listing Interface)

Search terms is the third part of your listing that you need to utilize for keywords. The screenshot above shows you exactly where these are in your listing interface. When you are listing your products on Amazon, click on the 'Keywords' tab, and you'll find that you have five different fields that you can enter your keywords into. You get 50 characters per line.

You may notice that there is another five fields below the search term fields. These fields are where you would type in your 'Platinum Keywords'. You can't use platinum keywords because you have to be invited by Amazon to be a 'Platinum Merchan' first. It's very hard to get that kind of status on Amazon. Even people who are making hundreds of thousands of dollars a month in sales are not platinum merchants yet. You have to have a long history of being a great seller on Amazon.

Someone asked if it was best to separate your keywords by comma, and the answer is 'no' because that's just wasting the characters that you're using for the commas. You don't want to do that. Anyway, if someone does a search for 'diet pill healthy for teenagers', all of those words are in my search terms, so my listings are going to show up in that person's search. Commas are irrelevant. Don't think about keyword phrases, think about individual keywords. Every single word that you have entered in is a keyword, and each one of them can be searched for together or apart and still come up in the search.

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SOAR Academy
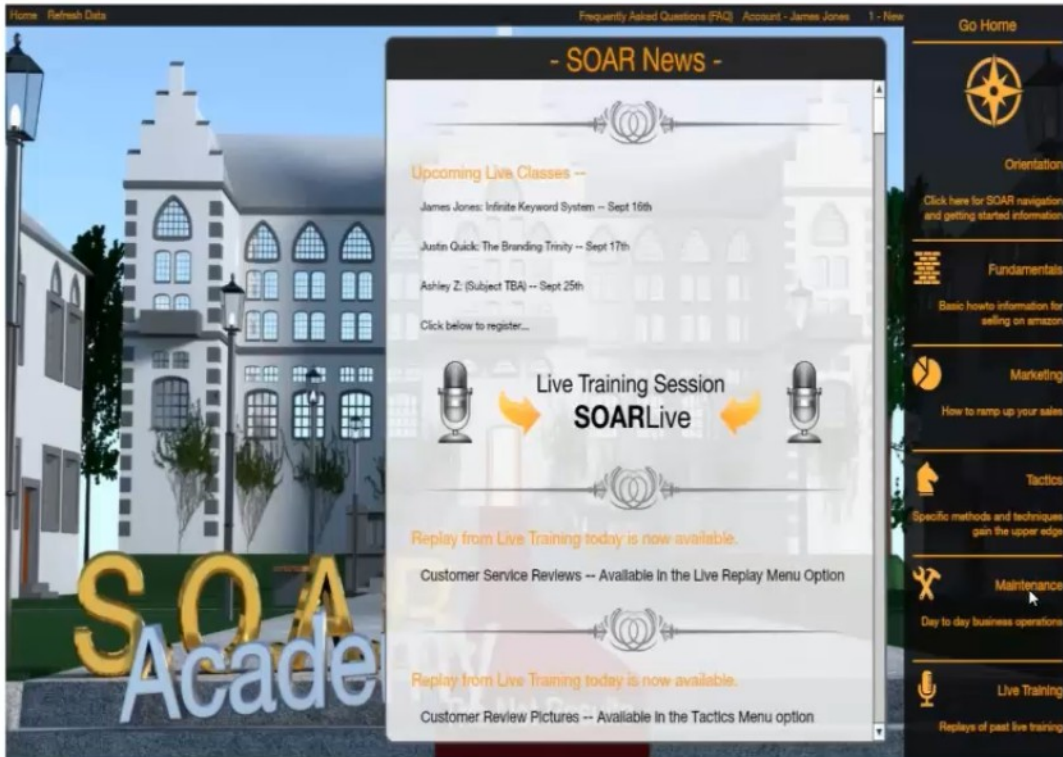
That's a lot of information, isn't it? Hopefully, you got a lot of new information out of this presentation and you understand now the key elements involved in ranking your products. I want to tell you about SOAR Academy. SOAR stands for "Selling on Amazon Roadmap". The interface for it is shown above. I'm really proud of it because we spent about 18 months developing it.

As you can see, the interface is laid out kind of like a college campus because that's essentially what this is. It's a college for people who want to sell on Amazon. There are several different types of "departments", if you will, listed over on the right-hand side. First, there's the 'Fundlementals' section is where you will find all of the orientation-type training that gets you acquainted with the academy as well as the ground level basics that you need to know before moving forward with the rest of the course.

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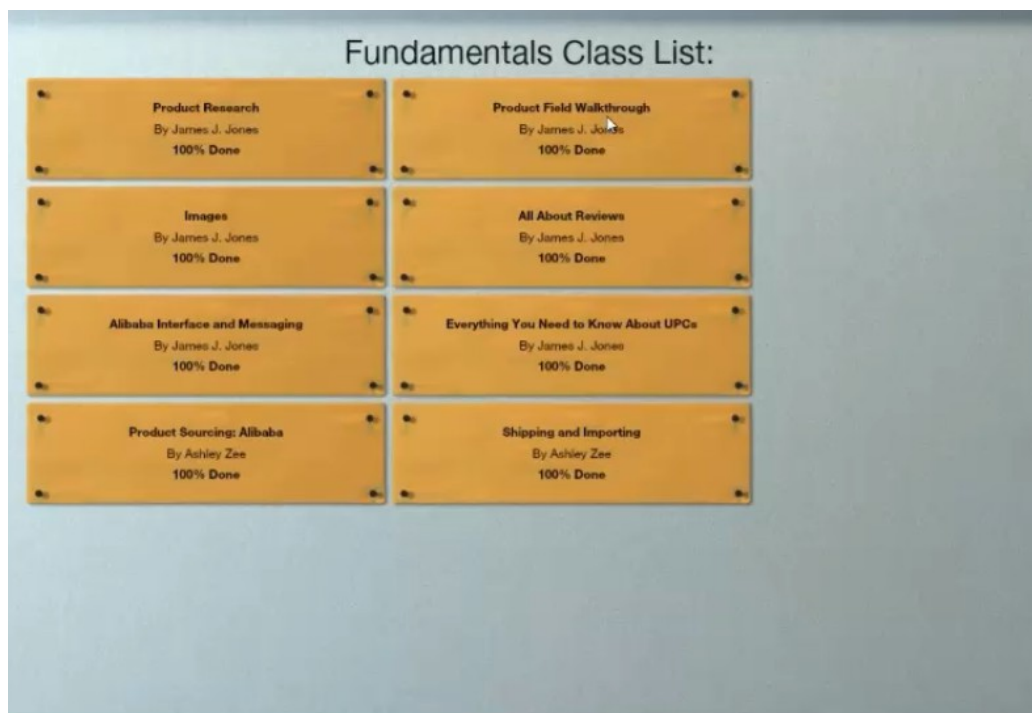Next, you will find that there is a 'Marketing' department, which contains courses related to that. Then, there's 'Tactics' and 'Maintenance'. The 'Maintenance' courses will teach you what you need to do after you get your listings up. Then, finally, there's a section for 'Live Training'. Within the middle of the screen, this is where you will find the 'Campus' news. This is where you can find information on all of the upcoming classes. For example, you can see in the screenshot above that there's a new class coming out September 16th, and in this class, I'll be providing more in depth information about the 'Infinite' keyword system you've learned about today.

You can see that I'm not the only instructor either. Justin Quick will soon be doing a course on The Branding Trinity, and Ashley Zee does a training about once a month on different subjects. We do at least one training a month, and then sometimes we do multiple trainings. I also personally put new videos in here on a consistent basis, as I see fit.

Fundamentals Class List:

Product Research	Product Field Walkthrough
By James J. Jones	By James J. Jones
100% Done	100% Done
Images	All About Reviews
By James J. Jones	By James J. Jones
100% Done	100% Done
Alibaba Interface and Messaging	Everything You Need to Know About UPCs
By James J. Jones	By James J. Jones
100% Done	100% Done
Product Sourcing: Alibaba	Shipping and Importing
By Ashley Zee	By Ashley Zee
100% Done	100% Done

When you click on the 'Fundamentals' section, you come to the class list shown above. Right now, this training includes a 'course' on product research, and one on creating images. There's also a class to familiarize you with using Alibaba, including detailed information on how to use the interface and the messaging system. There's also a course on sourcing on Alibaba as well as a 'Product Field Walk-through' class. This particular video is about two hours long, and you are

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given a tour of every single field in the product interface. Also, you are shown what each of these fields actually corresponds with on your product listing page.

The next class listed is 'All About Reviews' Then, there's a class titled 'Everything You Need to Know About UPCs'. I have found that a lot of people have had trouble in the past just knowing where to put their UPC in. Finally, there's training on 'Shipping and Importing' listed on the bottom of this page. This is a live training that Ashley did that got a lot of awesome feedback at the time.
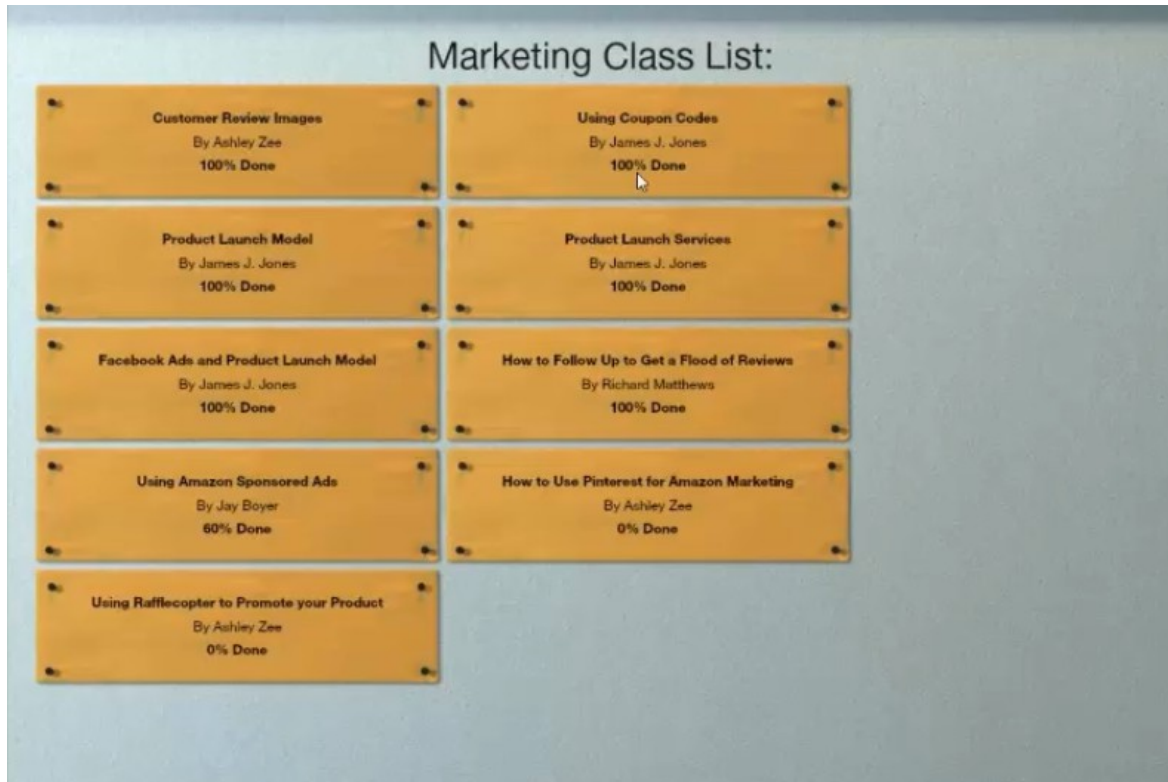
The page containing the marketing courses within SOAR academy is shown above. The first one, Customer Review Images, is another course that Ashley. Most people don't know this yet, but Amazon allows people to include images in their reviews. And, people love images, so you're going to want to get as many of your reviewers to leave the images in their reviews as you can. In this course, Ashley tells you how to do exactly that. As you can see in the picture above, there are nine different classes listed at the moment. They are:

- Customer Review Images

- Product Launch Model

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- Facebook Ads and Product Launch Model

- Using Amazon Sponsored Ads

- Using Rafflecopter to Promote Your Product

- Using Coupon Codes

- Product Launch Services

- How to Follow Up and Get a Flood of Reviews

- How to use Pinterest for Amazon Marketing

The next 'department' listed is 'Tactics'. Here you will find courses on:

- Selling on Amazon Generalist Training

- US Product Sources

- Getting Reviews

- Selling Internationally

- How to Differentiate Your product

- Small Changes, Big Profits

- Selling internationally – Introduction

- Selling Internationally- Japan

Generalist training is kind of like an FBA arbitrage type of training. So, we show you how to do that, and we show you how to differentiate your product. Small Changes, Big Profits is another good one. Then, Ashley did an entire series on selling internationally. She did an introduction, and then she did Japan, Canada, and Europe. The Maintenance Class list is now shown below. Currently, it contains classes about:

- Customer Service Reviews

- 10 Important Lessons

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- Q&A Sessions

- Amazon Reports

- Delivering Bonus Files to Customers
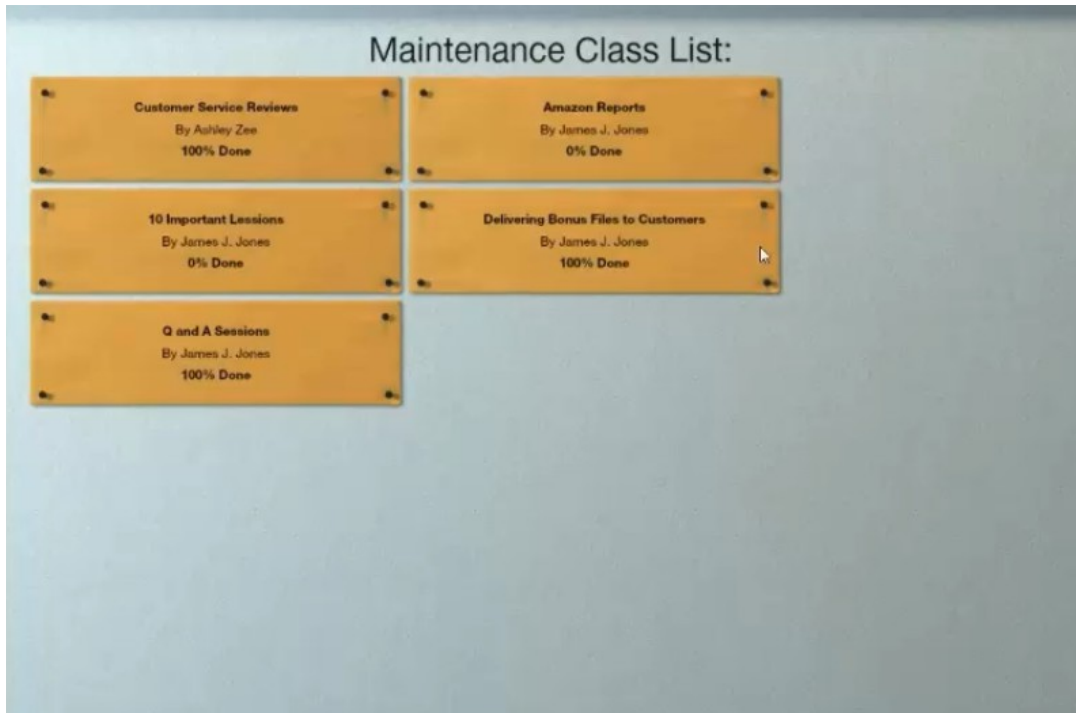
Under 'Live Training', right now there are two scheduled. Again, one is going to be held on Sept 16th, and then the other will be held on the 17th as well. The former will be held by Justin Quick. He is the very best instructor that I know who teaches physical product branding. He's agreed to come on and teach a session on how to brand your product. He calls this 'The Branding Trinity' and he will cover:

- Why your brand is your position, not your product

- How to take a position and the 3 sacrifices you must make to have a strong one

- How to find a focus

- Best practices for naming brands

- Why NEVER to name your brand by describing what it does or what you do

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- The 9 strongest kinds of visuals your brand can use to take a position in your prospect's mind

The screenshot above displays pictures of all of the instructors that have presented so far. New instructors will be added as new training comes about, but currently the people who have contributed to SOAR Academy as instructors are:

- James Jones (ME)

- Ashley Zee

- Justin Quick

- Richard Matthews

- Burt Richard

- Jay Boyer

Ashley is actually a professor UNC Charlotte. She does at least one training a month for SOAR. Justin Quick is doing the training on branding, as previously mentioned. Richard Matthews did some training on how to follow-up with customers. Burt Richard did the training on getting reviews, and my buddy Jay Boyer did a training session on using Amazon paid ads.

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The lowest I have ever sold SOAR for was when I sold it for $497, and that was for one year of access. If you act now, you can get one year of access for $297, and you can also get a renewal option of $97 per year. I want you to know that you're not going to automatically be enrolled for this to renew each year. At the end of the first year, you'll receive an email asking whether or not you want to renew your membership. At that point, you'll be able to lock in that special rate of $97 per year, and of course, this includes all of the future sessions that continue to be added.


You're also covered by my 30-Day "No Questions Asked" money-back guarantee. That means that you have absolutely nothing to lose and everything to gain. You can get in, you can kick the tires, and you can watch all of the training sessions that we have in there and make sure that it's right for you. As a special bonus, I'm also going to give you access to the SOAR Lab Facebook Group. A screenshot of this is shown above.

Notice that in the picture there are only 173 members. That's because SOAR has only been offered a couple of different times over the last 18 months. In fact, the last time that SOAR was offered was almost a year ago. So, we don't open this up very often. We like to keep the group very small and intimate.

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Once you get access to SOAR Lab, you'll be able to post in the group and read as well as the posts that I make and the other members of my team make. Since this is a closed group, you will need to request to join. After I have confirmed your payment you will have access. Another great bonus that you're going to receive is 100 free UPCs.
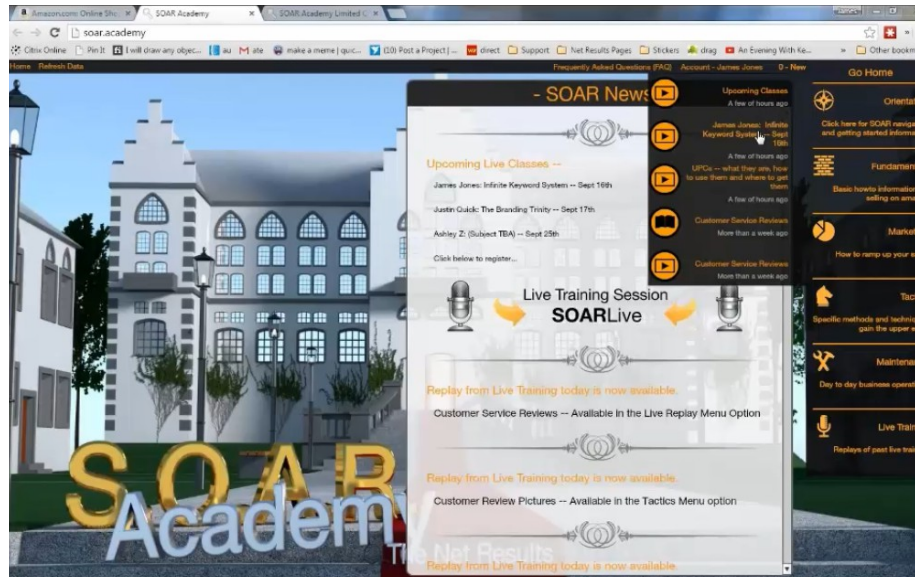
I'll be holding a training in a couple of weeks, and in It I'm going to show you the advantages of having lots of UPCs. When you put up a product on Amazon, you need to have a UPC. Usually, you have to go out and buy one, and they cost $5-$10 each. So, the value of this bonus alone is between $500 to $1,000 depending on where you buy them. I'm going to show you how you can leverage having multiple UPCs, and that's why I'm going to give you these extra UPCs.

Up at the top of the interface, there's a section marked 'New'. This is opened up in the screenshot above. This is where you will go to see if any new classes have been added. Of course, it's recommended that you go through the other classes first, especially the ones found under 'Fundamentals' so that you can at least have a good understanding at a basic level before moving on to more advanced stuff. When you click on a class under 'Live Training'. You'll find that there is a link to register for the live session to come.

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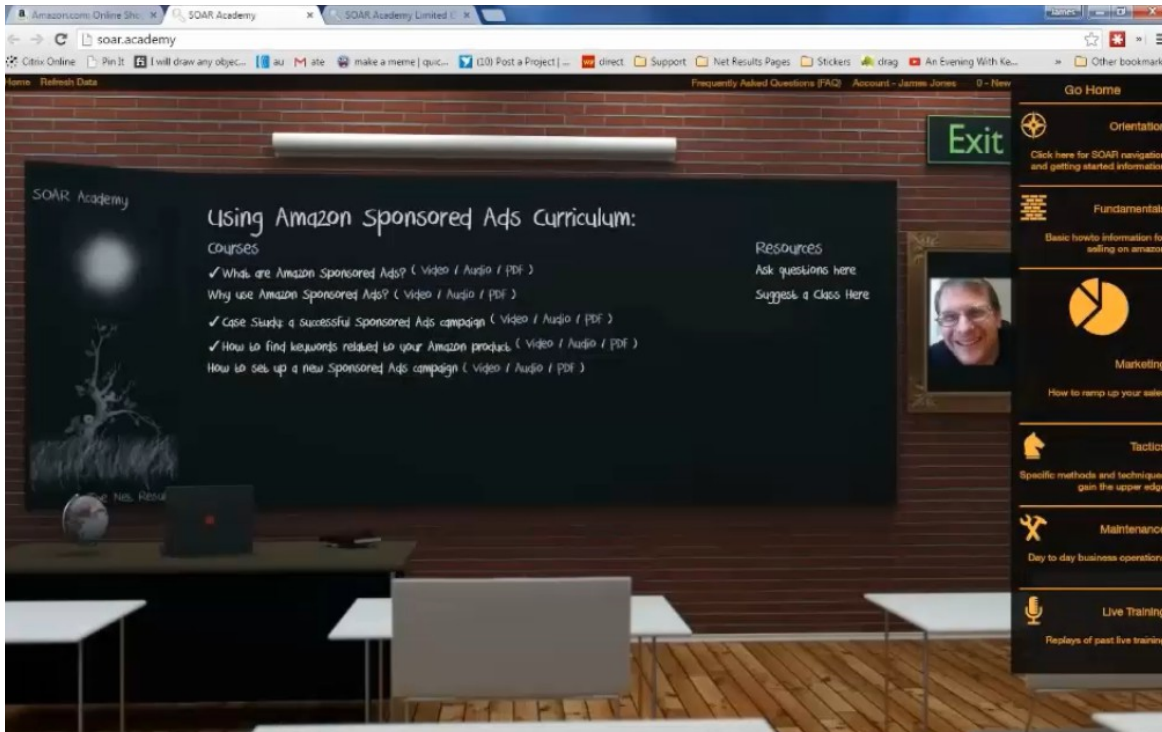
You can see one of SOAR's classrooms in the picture above. You can see that this class has been broken down into five different sessions. Most of the classes have video, audio, and PDFs. All you have to do is click on the link for each to access them. If you watch one of the videos, you do have the option to make it full screen. You'll even have the option to download the video if you wish. If you prefer audio, all of these videos have been converted to audio for your convenience as well. This will allow you to download the file and play it on your iPod. There are PDF versions of all this material as well.

On the blackboard, in the SOAR classroom, you'll find a listing of resources. The resources listed will depend upon what's being covered in the class. For example, in the Shipping and Importing class, Ashley is talking about using Alibaba for your shipping and importing. So, you have things like a broker link in this section.

Thank you for your time. I hope that you enjoyed this lesson. You can gain access to this valuable program by visiting http://www.snip5.com/soar. This offer will only be available through Monday, Sept 14th at midnight. Don't forget, this offer comes with a 30-day money back guarantee. So, there's no risk to you. Go ahead and click on the link to get started! I can't wait to see you on the inside!

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Questions & Answers

How does SOAR differ from ASM?

I have actually been through ASM a couple of times. It's a great program. For starters, it's a lot more intimate.   There are far less people in SOAR. I believe that it's more detailed too. We cover topics in much more depth than anyone else.

Do you cover how to drive traffic to our products?

Yes. That's another thing that we cover in depth. You'll learn how to get traffic from other sources instead of just relying on Amazon. For instance, I'm working on a technique for using Kindle to drive traffic to your products.

Did you say that I need a UPC code for each product that I launch?

Yeah, at least one. And if you have a product with multiple styles, sizes, and/or colors. You need a UPC code for every single iteration.

Can I go to folks who have bought similar products and ask them to review my product and give them a discount?

Yes, you can still do that. That's no problem at all. Just give them a direct link to your product, not a keyword-loaded link.

I'm struggling to select a product. So, is product selection is covered in the training?

Yes, it is. It is addressed in several different ways in SOAR.

How is a UPC different from an ISBN?

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An ISBN is specific to books. In other words, a book will have an ISBN whereas a product will have just UPC. Actually, a book will have an ISBN, plus it will also have a UPC. Any non-book product will have a UPC. Then, if it's international, it will have an EAN. I cover this in SOAR as well. You'll learn about what an EAN is, how you use it, how you get one. I cover how to get a UPC too.

Can I ship a product directly without them buying it on Amazon?

Yes, but it's a stronger review if they actually buy it through Amazon because Amazon actually verifies that they bought it and puts a flag over the review. However, a lot of people don't know that they can still review your product even if they didn't buy it through Amazon. They have it left open like that because someone might have bought a product from Best Buy or something like that and Amazon still wants them to review the product.

Will this information be relevant for other eCommerce platforms?

Currently, we are just covering Amazon. Although, some of the things that will be covered could be relevant for other things as well. For instance, we'll be talking about how to get traffic from other sources. That would be relevant to anything.

Will there be a program on Alibaba available from you?

We actually cover Alibaba in-depthly inside of SOAR. If there's something specific about Alibaba that you would like us to cover, just let us know.

As a beginner on Amazon, how long could it take me, realistically, to learn enough to start getting sales?

If you are brand new to Amazon, I recommend that you go through the training titled Selling on Amazon Generalist Training, which is under 'Tactics'. This training teaches you how to find stuff locally that you can resell. That is the absolute easiest and fastest way for you to get started. You can literally start making money next week this way. In other words, you can get started

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today and start getting in orders next week, just by utilizing this 'generalist' training. Again, this isn't setting up your own products. This involves selling other people's products via Amazon.

Get Instant Access to SOAR Academy now – and save $200 off the regular price:

- Access to all past live training sessions

- Access to all Classrooms (Fundamentals, Tactics, Marketing, Maintenance, Orientation)

- 1 year access to future live online training sessions (will be recorded and added to SOAR in case you can't attend live)

- **Bonus** – 100 UPCs for you to use on your products (SOAR Academy includes the training on how to use them)

- **Bonus** – Access to SOAR Facebook group

- **Bonus** – Access to Keyword Optimizer Software

- After one year you can lock in future years for only $97 a year

http://www.snip5.com/soar

**HURRY – SOAR Closes the Door for new student enrollment
at Midnight PT on 9/14/2015**

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