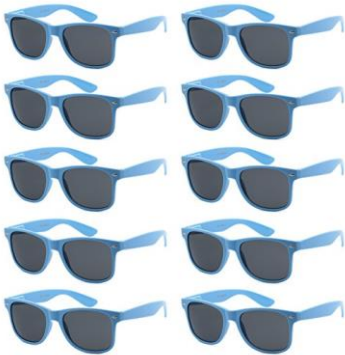


## What is a Bundle?

A bundle is two or more different, but complimentary or related, items in one package.



A bundle is not a multi-pack. Multi-packs consist of two or more of the exact same item in a pack



## Why it can be very profitable

- Unique
- No competition
- Appeals to customers
- 1000's of opportunities
- Can sell branded products

### What cannot be bundled?

- Books, DVD's, Video & Music
- FBA prohibited items
- Items with separate manufacturers warranties
- Items that you are not approved to sell
- Branded and generic items together

NOTE: You CAN add a book or a DVD to a bundle with other types of products.

For example a yoga mat & yoga DVD. But you cannot create a bundle with just DVD's or just books, or even DVD's and books together.

### Types of Bundles

The gift or themed bundle, for example this 'new puppy' bundle and 'new baby boy' bundle.



The convenience bundle, for example this back to school bundle or this cleaning bundle.



Name brand bundles, for example this TY Beanie Babies bundle and this Aveeno bundle.



Generic bundles, for example this scrapbooking kit and this painting set.



## Examples of Gift/Themed Bundles

*Events and Occasions. Anything that has a star is all year round.*

- Birthdays\*
- Valentines Day
- Holidays
- Halloween
- New baby\*
- New pet\*
- Anniversary\*
- Start school/college
- Mothers day
- Fathers day
- Grandparents day
- Congratulations\*
- Wedding\*
- Welcome home\*
- Graduation
- House warming\*
- Retirement\*
- Thank you\*
- Get Well\*
- Engagement\*

## Themes

- Boy's party
- Girl's party
- Toddler's party
- Teenager's party
- Chocolate lovers
- Vegan
- Coffee lovers
- Cat lovers
- Dog lovers
- Wine lovers
- Sports
- Teams
- Lifestyle
- DIY
- Gardening
- Hobby themes
- Science
- Different toy themes
- Place themes

## Examples of Convenience Bundles

### *All in one solution*

- Party decorations/stuff
- Sports starter kits
- Holiday décor bundles

- Camping kit
- Baby travel kit
- Travel kit for him
- Travel kit for her
- Back to school bundle
- Cleaning bundle
- Office basics bundle
- Family movie night bundle
- Bird feeding starter kit
- Wildlife watching starter kit
- Vegan starter kit
- Kids craft bundle/rainy day bundle
- Running kit
- Hiking kit
- Emergency breakdown (car) kit
- Pet travel kit
- Care bundle
- Picnic for two
- Family beach trip bundle
- Emergency power outage kit

## Demand

Establish a demand of minimum 4-7 a week (more is better and this is the minimum).

Use FBAtoolkit.com to get an estimate for number of units sold for the main component in your bundle. Or, if there is a very similar bundle already on Amazon, you can use that bundle BSR to get an estimate.

### **Examples of profit potential:**

10 bundles selling an average of 20 per month @ \$15 net profit = \$3000 per month net profit.

5 bundles selling an average of 30 per month @ \$20 net profit = \$3000 per month net profit

5 bundles selling an average of 100 per month @ \$10 net profit = \$5000 per month net profit

2 bundles selling an average of 20 per month @ \$20 net profit = \$800 per month net profit

## Understanding the Customer Benefits

### *Benefits of a Convenience Bundle:*

- All-in-one solution
- Save time
- Value (save money)
- Save on shipping
- Easy

### *Benefits of a Gift Bundle:*

- Save time
- Shipped direct to recipient
- Easy
- Unique/special/cool
- Solves a problem (what to buy?)

### Where to get components?



- Offline retail stores
- Online retail stores
- Wholesale
- Importing (AliExpress, Alibaba)
- Local stores
- Local markets
- Local fairs
- Deal Sites
- Even Amazon\* or Ebay!



*[Note: do not use a Prime customer account to order items for re-sale. It's not allowed and you may lose your customer account.]*

You can switch out components in a bundle if one or more of the components becomes unavailable. For example in the above example of gardening starter kit, you could substitute the gloves for a different pair of gloves, or the tote bag for a different tote bag etc.

**EXCEPT if somebody has copied you and listed on your listing!**

Sometimes name brand bundles get copied if they are selling well, but generic bundles are much harder to copy, so if you don't want anyone to copy your bundle, stick to generic bundles. You can also do something to make your packaging unique, which we will look at later.

### Packaging Your Bundle

Popular types of packaging:

- Tote bags
- Poly bags
- Plain cardboard boxes
- Gift baskets
- Gift boxes
- Mesh bags

The packaging can even be a part of the bundle, as in these two examples where the tote bag and the mesh bag are also the packaging (and then placed inside a poly bag for protection)



*Components should not be free to fall out or move around too much.*

*To keep them secure, use filling:*

- Shredded paper
- Scrunched up brown paper
- Bubble wrap (to protect fragile items)
- Air pillows
- Tissue paper
- Styrofoam packing peanuts
- Poly bag tied tightly
- Ribbon

## [Naming your Bundle/Creating Titles](#)

When you create a title for your bundle, it should be created with the whole bundle in mind as opposed to the individual components. Think about the purpose of the bundle. What is it for and what are the main benefits to the customer?

Make sure you get the important wording at the beginning of your title.

Good examples:

Healthy Snacks Care Package for College Students, Dorms, Campus, Military, Get well and Back to School (40 Count) [SnackBOX](#)

★★★★★ 74 customer reviews | 3 answered questions



Baby Book - First Year Baby Memory Book Set: Record Your Girls or Boys First 5 Years! Babies Keepsake Journal, Scrapbook & Photo Album w/ Ink Pad & Gift Box for Newborn Boy or Girl Shower, Unisex. [Tiny Gifts](#)

★★★★★ 129 customer reviews | 10 answered questions





Sun Via

**Powerful Black Light Flashlight 100 LED UV Light-Detects Pet Urine, Bedbugs, Mold, Scorpions, Insects, UV Leaks, Diamonds and More. Includes Free UV Optics X Safety Glasses and Camping Carry Bag**

★★★★★ 105 customer reviews | 35 answered questions

Price: **\$39.97** + \$17.53 Shipping & Import Fees Deposit to Ireland [Details](#)

Get \$10 off instantly: Pay \$29.97 upon approval for the Amazon Prime Store Card.

**Buy 2, get 15% off** 1 Applicable Promotion

**In Stock.**

This item ships to **Ballymote, Ireland. Want it Friday, Nov. 24?** Choose **AmazonGlobal Priority Shipping** at checkout. [Learn more](#)

Sold by SunVia and Fulfilled by Amazon. Gift-wrap available.

- **PROTECT YOUR HOME AND FAMILY** - Use as a bedbug detection light or for head lice inspections. Discover rodent or insects infestation. Use for traveling to hotel rooms.
- **SEE WHAT YOU'VE BEEN MISSING** - Useful black light for scorpions who lurk in the dark. Use as a cat urine uv light to find stains you can smell but can't find.
- **UV FLASHLIGHT HIGH POWER** - 100 UV LED flashlight 390 to 410 nm (nanometer) wavelength with rubber grip handle and convenient hands-free strap.
- **BLACK LIGHT FLASH LIGHT** - Fluoresce diamonds, gemstones, ore and other uv light fluorescent rocks and minerals.
- **100% CUSTOMER SATISFACTION GUARANTEE** - You mean a lot to us, and we'll prove it by providing you with the finest hand held uv light, and professional service available on Amazon.com, or your money back. Add to Cart, and experience the UV Optics X customer experience phenomenon!

[See more product details](#)

[Compare with similar items](#)

**New** (1) from \$39.97 & FREE shipping. [Details](#)

[Report incorrect product information.](#)

## Poor examples:

**Christmas Chocolate Gift Basket** [GourmetGiftBaskets.com](#)

Be the first to review this item



Barbega

**Camping Mess Kit 4 Person Dinnerware Set With Mesh Bag**

★★★★★ 23 customer reviews | 3 answered questions

Price: **\$29.99**

Get \$50 off instantly: Pay \$0.00 upon approval for the Amazon Rewards Visa Card.

**In Stock.**

This item does not ship to **Ballymote, Ireland**. Please check other sellers who may ship internationally. [Learn more](#)

Sold by Barbega and Fulfilled by Amazon. Gift-wrap available.

- **COMPLETE CAMPING KIT:** It includes 4 plates, 4 cups, 4 bowls and 4 sporks, making it a perfect kit for girl and boy scouts, camping, backpacking, hiking and family picnics.
- **UTENSILS COME IN FOUR DIFFERENT COLORS:** Red, orange, green and blue. Needless to say, this set for 4 person is not just functional but looks classy as well.
- **ECO-FRIENDLY BPA-FREE POLYPROPYLENE:** Apart from being durable, utensils are completely safe to use. Rest assured that the tableware will last for a very long time.
- **DISHWASHER SAFE AND EASY TO CLEAN:** As the utensils are stain and odor resistant, they are easy to clean and are also dishwasher safe to ensure complete convenience.
- **MESH BAG:** The bag makes storing and carrying of utensils simple and effortless. Simply wash the dinnerware in water, store them in the bag and you are good to go.

**New** (1) from \$29.99 & FREE shipping. [Details](#)

[Report incorrect product information.](#)

**This item's packaging may indicate what is inside.** To cover it, select **Ship in Amazon box** on the checkout page.



## Pricing Your Bundle

Take the cost of goods (excluding Amazon fees) and multiply by 2 for an approximate selling price and adjust down or up from there.

### **Example:**

Cost of items = \$15

Cost of packaging = \$2.5

Cost of shipping (to you and to FBA) = \$5

Total costs = \$22.50

Multiplied by 2 = \$45

*(Please refer to lectures for calculations, suggestions and tips on how to adjust prices to increase sales).*

Here is a direct link to the FBA fees calculator on Amazon.com. To find the calculator for other Amazon marketplaces, simply go to Google and type in "Amazon (country) FBA calculator"

[https://sellercentral.amazon.com/hz/fba/profitabilitycalculator/index?lang=en\\_US](https://sellercentral.amazon.com/hz/fba/profitabilitycalculator/index?lang=en_US)

## Creating a Great Bundle Listing

The main image should show all the bundle components clearly and without any props.

See these example of two very similar bundles. The image on the left is good, the one on the right not only breaks Amazon's rules, but it's also not nearly as clear in showing the customer what is in the bundle





Two more similar examples. Left good, right not so good!



*Gift bundles should also have an image that shows the bundle in the packaging*



**Bullet points** should tell the customer more benefits of the bundle and should 'paint pictures', like these bullet points here. This is a great example because the seller does a really job of getting across all the important info, while painting pictures in the viewer's mind. He does it without using too much text as well!

- Two Gift Sets, 12 Bath Bombs, for Christmas, Valentines Day, Mothers Day, Easter, Birthdays, or get for yourself
- Enhance, heal & enrich your skin with our lush bath bombs: natural collagen production – shea butter.
- SKIN SUPERFOOD = Shea butter! This rich butter from the Shea tree is naturally rich in vitamins A, E & F.
- Handmade with love. Pamper yourself with these wonderful smelling 1.9 oz bath bombs
- MADE IN THE US- Beautiful fizzy bath bombs are hand-made in the USA, make wonderful relaxation gifts.

Descriptions should be formatted and it's a good idea to list the bundle components in an easy to read format, like this:

**Product description**

Flavor: Healthy Snacks | Size: 30 Count

**Each All Natural Healthy Snacks Care Package (30 Count) Includes:**

- (1) 1.25 oz Olomomo Cinnamon Cayenne Kettle Roasted Almonds
- (1) 1.25 oz Olomomo Cherry Vanilla Kettle Roasted Almonds
- (1) 1.4 oz Halfpops Angry Kettle Corn
- (2) 1 oz Kar's Cashews
- (2) 2 oz Kar's Roasted Sunflower Kernels
- (2) 1 oz Darlington Farms Simply Wholesome Cookies (Cinnamon, Blueberry Lemon)
- (1) .875 oz Herr's Go Lite! Sweet Maui Onion Popped Chips
- (1) 1.1 oz Popcorners Kettle
- (1) 1.1 oz Popcorners Sweet Chili
- (1) 1.1 oz Popcorners Cheesy Jalapeno
- (1) 1.2 oz Beanitos Nacho Cheese
- (1) 1.5 oz The Better Chip Jalapeno
- (1) 1.5 oz The Better Chip Sweet Corn
- (2) 1 oz Sensible Portions Garden Veggie Straws
- (2) .65 oz SkinnyPop Popcorn
- (3) .39 oz Brothers All Natural Fruit Crisps
- (2) 1.2 oz Kind Bar Healthy Grains
- (3) 2 oz Nature's Bakery Fig Bar
- (1) 2 oz Nature's Bakery Double Chocolate Brownie
- (1) .8 oz Popchips

**Love in Every Box...**

Here at The Good Grocer we know you're sending more than snacks when you send a care package. You're sending your love. From our careful snack selection process to meticulous packing in our beautiful boxes, the love and care that we put into our Healthy Snacks Care Packages shows. That's why tens of thousands of customers have trusted The Good Grocer's Premium Care Packages to show their loved ones how much they care.

**Delivering happiness, one care package at a time...**

Since our founding in 2014, The Good Grocer has been delivering healthy snacks from leading better-for-you brands to happy customers all over the country and to military personnel serving all over the world.

Compare to this, which is for a very similar bundle to the one in the description above:

**Product description**

This appetizing gift is piled high with 57th Street Garlic and Chive Bagel Chips, Brown and Haley Almond Roca, Carousel Vanilla Sea Salt Caramels, Sonoma Jacks Garlic and Herb Cheese Spread, Daelman's Caramel Wafer, Gilliam Cinnamon Hard Candies, JM Original Cheese Straws, Lily O'Brien's Chocolate Chip Cookies, Mama Mellace's Fruit and Nut Mix, Monica's White Chocolate Macadamia Cookies, Napa Valley Honey Mustard Pretzel Nuggets, Nonnis Panetini, Pierrot Gourmand Lollipops in Fruit Flavors, Sconza Toffee Almonds, Walkers' NonSuch Chocolate Toffee, Green Olives and Red Pepper Tapenade. This refined gift, designed to impress, is available with free shipping

Which looks better and is more likely to be read? I think the answer is obvious!

## Getting Ideas for Bundles

There are many places where you can get ideas and the most obvious is Amazon itself. Take a look at the **‘frequently bought together’** section on listing pages. You can also look at the **‘customer also bought’** section.

*Other places you can look for ideas:*

- Other big online retail stores
- Offline stores
- Trends - media, social media, the high street, Google
- Your own knowledge



## Brands You Cannot Sell on Amazon

There is no official list, but there are unofficial lists compiled by sellers.

(See other download for an unofficial list)

Some categories, such as Health & Beauty, have large lists of name brands that you cannot sell on Amazon without special permission. Other categories have very small lists.

If you want to sell a name brand that is not on the list, it is better to contact Amazon and ask before you purchase any stock, because the list is an unofficial one and I cannot guarantee that every restricted name brand is on the list.

*Please do not ask me on the Q & A board because I am not Amazon ☺*

## Listing a Bundle

- A UPC is required to create the listing
- UPC or FNSKU must be on the outside of the bundle packaging
- Any barcodes on the components should be covered up\*

Component barcodes only need to be covered if there is a possibility of the barcodes being accidentally scanned through the bundle packaging. If your packaging is a box, then component barcodes would not need to be covered.

### **Category to list in?**

You can only list in one category, so choose one item from the bundle and list in the category for that item. Choose the main item. If there is no obvious main item, you simply need to use common sense to choose one of the items from your bundle in order to decide on a category to list in.

Before you create your listing, refer to the below list to remind yourself of the important points:

- **Images** - make them the best they can be - images can make up to 1000% of a difference in sales
- **Title** - include main keywords and be creative and even if it's a bundle of generic components, still give it a name! Include the word set, kit, pack, or whatever is relevant.

- **Bullet Points** - state the benefits as well as the features. Paint 'pictures'
- **Description** - List the components and make sure the text is formatted
- **Back-end Keywords** - include keywords for all the components, include any keywords that you have not used on the listing page
- **Packaging** - make the extra effort in order to raise the perceived value of your bundle, get more sales, and better reviews

### [Launching a Bundle](#)

As with any other listing, you might be lucky and start getting sales without doing a thing, but this doesn't often happen. Normally you need to do something to get things moving.

This is already covered in the course, but I've added a few suggestions for external traffic sources – these sources help, although most of your traffic always comes from Amazon.

- Sponsored Ads
- Coupons
- Pinterest
- YouTube
- Facebook (only if you have an existing page)

I cannot go into detail about external traffic in this course, but here's an outline of what you would do if you wanted to send traffic to your listing from Pinterest or YouTube:

## Pinterest



- Register an account
- Create a board for your niche
- Add content
- Pin your bundle directly from the listing page

### Where to get content?

- Others pins on Pinterest
- From around the Internet
- Infographics (Canva)

Here is the link to show you how to make free infographics on Canva

<https://www.canva.com/create/infographics/>

## YouTube

- Register an account
- Create a channel
- Make a simple video
- Upload along with title, link and description

The best videos are 'review' videos (use the word 'review' in the title) and videos showing unboxing/unpacking. These types of videos tend to get more views.