

## How to Maximize Sales Potential for \$1000 per Week Net Profit

Some products will do a lot more than \$1000 per week profit and some may do less. I'm going to show you how to **maximize the potential** of your first product by tweaking your listing. You can repeat this process with your second product, third product and beyond.

It's a fact that a lot of sellers give up on a product and write it off, thinking that they've picked the wrong product. However, if you followed the earlier module for product selection, there is no reason why you can't get a decent amount of sales. It's just a matter of doing the right things and being a bit patient. If others are making sales with similar products on Amazon, there is no reason that you can't too.

**Rarely does a product start making sales right away and it's important to know this. It takes time but when it does happen, it often ends up exceeding your expectations.**

Remember the snowball comparison I made earlier? You have to push the snowball up the hill but once you get it to the top and it starts to roll down the other side, it gets faster and faster and bigger and bigger.

You can do these things after your product has arrived at FBA and your listing has gone live, or you can do them before:

Bring up your list of top keywords. Copy and paste the top 5-6 of those keywords onto a new text file. These are your most important keywords. Make sure you keep them in order, because remember, they are already in order of popularity.

Go to your seller central account and click on 'Manage Inventory' under 'Inventory'

Then click on your listing image and your listing will open up for editing.

Click 'Vital Info' and then copy and paste your title (Product Name) onto a notepad.

What we are going to do now, is to re-write our title for maximum impact. Not just in relation to the rankings, but also for conversions.

Example:

The product is a rear bicycle light and the top keywords are:

- bicycle rear light
- bicycle tail light
- bicycle tail light led
- bicycle tail light rechargeable
- bicycle tail light waterproof

***SeeBright Bicycle Rear Light. Powerful Led Rechargeable, Waterproof Tail Light. High Intensity to Keep You Safe at Night or in Poor Visibility. Easy to Install. No Tools Required. 4-5 Hours of Full Power between Charges. Tough and Durable.***

You will see that I've managed to use all of the main search terms (keywords) near the beginning of the title. You won't always be able to do this, but as long as you get as many of them as possible in the title somewhere, that's okay. I've added the product name 'SeeBright' at the beginning, because this is now required if your product has a name.

I've included some benefits in the title: keeps you safe and easy to install. And I've added some additional features based on what my own common sense tells me. '4-5 hours of full power between charges'. I don't need to be a cyclist to know that no cyclist would want to suddenly find themselves without lights when out cycling at night.

I've created this title to 'sell' the product, while at the same time not sounding 'spammy' or 'salesy'. I've also created it for the Amazon search algorithm.

HOWEVER: Remember that titles cannot be over 200 characters in length, including spaces.

We can check the number of characters by going to <http://www.charactercountonline.com/> and pasting the title into the box. The above title is 38 characters over the limit, so I'm going to trim it down by removing any unnecessary words while still trying to keep the important keywords and benefits in the title. I end up with this, which is just below the 200 character count:

***SeeBright Bicycle Rear Light. Powerful Led Rechargeable Waterproof Tail Light. High Intensity to Keep You Safe. Easy Install without Tools. 4-5 Hours of Full Power between Charges. Tough and Durable.***

Now rewrite your own title using the same method.

**Still on your edit listing page, click on 'Description'**

Copy and paste the bullet points 'Key Product Features' onto a notepad and take a critical look at them.

Do they talk about the benefits of your product and are the main benefits listed first? Do you know what the main benefits are? If not think about why people would want your product. What problem does it solve for them?

**HINT:** Take a look at the reviews of similar products on Amazon. These comments come directly from customers can often reveal information that you would never have thought of yourself.

We will use the rear bicycle light again.

## **What problem does a rear light solve for a cyclist and why do they need one?**

**The problem is visibility.** If a cyclist cannot be seen by motorists, he risks being knocked off his bike and injured or worse. So cyclists want to make sure they can be seen by approaching vehicles. This is the problem they are looking to solve when they buy a rear bicycle light. So my first bullet point would talk about that.

*BE SEEN FROM 200 METERS AWAY even in complete darkness. Stay safe at night*

Obviously, if your light can only be seen from 50 meters away, you can't say that it can be seen from 200 meters away. Instead you could say something like: *'Advanced technology to get you seen even on the darkest of nights'*

Then for my next bullet point I would drive this home further by talking about bad weather conditions.

*SUPERIOR PENETRATION IN BAD WEATHER. Don't be invisible in poor weather conditions*

Also think about any concerns a cyclist might have about a rear bicycle light. What about the light falling off? I would imagine that's a big concern because if the rear light falls off, the cyclist would probably not know.

*'COMPLETELY SECURE. Will not fall off, even on the roughest terrain. Cycle with confidence*

Another concern the cyclist might have is the light running out of power.

*'LONG LASTING BATTERY. Gives you 4-5 hours of full power brightness between charges. No need to carry a back-up light.*

You beginning to get the picture? Go ahead now and critique your own bullet points. Change and improve where necessary and then paste back into your listing and save.

## **Still on the listing edit page, copy and paste the 'Product Description' onto a notepad.**

This is the least visible place on your listing. Most Amazon customers only read the title and the bullet points. They may read the first sentence of the Product Description, or skim through it.

Here you can put any other information about your product. Such as dimensions, colour, or anything that is applicable. If you plan to include an extended guarantee over and above Amazon's 30 day policy, you can do so in the description.

It's rare for a customer to take advantage of an extended guarantee, but if they do, you would need to take care of this yourself by either issuing a refund to the customer, or sending out a replacement (both of these things can be done from within seller central).

**Don't overdo it with your guarantee. People know and accept that all products have a certain lifespan.** It sounds silly if you offer a 10 year or a lifetime guarantee on a \$15 product that is clearly not intended to last anywhere near that long. There are sellers doing this but it does not increase sales. Customers know this sort of guarantee is just a gimmick and in fact it LOOKS gimmicky. To prove a point I tried it myself on two of my listings and sales actually decreased until I changed the listings back again.

Check your description for errors like typos, grammatical errors, formatting errors or anything else.

Once you have finished editing your Product Description, paste it back into your listing and save.

**Still on your listing edit page, click on 'Keywords'**

Take a look at the keywords that you currently have listed under 'Search Terms'

Bring up your full list of keywords and check that you have completed the fields correctly and that your keywords are in order of importance.

Now take a look at 'Intended Use', 'Target Audience', 'Subject Matter' and 'Other Attributes'. Make sure that you have filled out all possible fields. Once you have finished editing, save and finish.

Wait about 15 minutes and then go take a look at your listing on Amazon. Read through the title, bullet points and description to check for errors, typos etc. If there are any errors, simply go back into your listing in your seller account and fix them. Don't forget to 'Save' every time you make a change.

Almost done...

**Go back to your edit listing page and take a critical look at your product images.** Since images are the first thing an Amazon visitor looks at, it pays to go the extra mile with our images.

Are you entirely happy with your images? Do you need any extra images? If you think you need to improve on the images, go over to Fiverr and have some editing work done, more images created etc. Then go back into your listing and upload your improved and/or additional images.

## Congratulations!

You have now optimized your listing BOTH for ranking on Amazon AND for conversions to sales. You now have a huge advantage over the majority of sellers.

### A word about ranking and conversions:

Amazon is a search engine, like Google or Bing. The difference is that Amazon is a BUYERS search engine, so visitors who land on your listing are already planning to BUY that particular type of product, as opposed to just looking for information about it. It's just a question of which one. Yours or somebody else's!

If 100 people visit your listing and 15 of them buy your product, this means you have a 15% **conversion** rate. Conversion rates of anything up to 30%+ are achievable on Amazon because your visitors are on Amazon searching to BUY, not merely searching for information (as with Google, Bing etc.).

So a really good listing on Amazon will translate to a high conversion rate. Many (in fact most) sellers have much lower conversion rates than they COULD have because their listings are not optimized to turn a visitor into a sale.

Take a look at the screenshot below taken from my seller central account. These are daily conversion rates. The average is over 25%, which means that at least 1 in 4 visitors buy.

ge	Unit Session Percentage
	21.92%
	30.51%
	22.99%
	30.49%
	19.54%
	26.15%
	19.28%
	29.85%
	23.53%
	22.92%
	18.42%
	22.99%
	23.53%
	29.91%

**Rankings** determine where our listing displays in relation to other listings for the same type of product. The biggest ranking factor is the number of sales being made. That comes into play later. But another factor is the strategic use of keywords (search terms used by the Amazon visitors), both on the front end of the listing (Title) and on the back end (where you enter your 'Search Terms' on your listing edit page).

So you need BOTH rankings AND conversions because if you have a great converting listing but hardly anyone ever sees it because your ranking is terrible, then you won't get many sales. Conversely, if you get a boost in sales, which will lead to a boost in rankings (I will be showing you how to do this shortly), but your listing is not converting very well, your sales will drop off quickly and so will your rankings.

**In a nutshell, your listing needs to be optimized for both rankings AND conversions. Hope this makes sense!**