

Kick Starting your Sales, the Right Way – Part 1

Amazon sponsored ads can be a great way to start getting some sales and help you to move up the rankings.

But before we go into how that works, there's something else we can and should do. We can use a strategy to get some initial sales and reviews, before even touching sponsored ads.

There are two ways to do this:

1. Ask friends and family to purchase your product (at full price) and then write a review. You can send them the funds up front, or reimburse them afterwards. It's against Amazon's Terms & Conditions to solicit a positive review. However, we ARE allowed to ask for an unbiased review and in fact Amazon themselves email our customers and ask them to leave a review. **Important – do not have anyone who lives at your address leave a review. If there is anywhere else where you regularly log in to your account, such as your work place, do not have anyone there leave a review either.**

NOTE: Amazon will also filter out or remove reviews where they detect a connection between your seller account and the reviewer's customer account. Example of that would be using the same IP address to log in. Or, if reviewers share the same IP address, this is another reason why reviews may be flagged. An example of that would be asking your co-workers to help you out by purchasing and reviewing your product. If some of them do this from the same location (work), this would also be seen as suspicious.

2. Run a sale. Sales are set up from within your seller account and I'm going to show you how to promote your sale in Part 2 of this lecture. Many of these buyers will leave a review because they are happy to get a good product at such a great price.

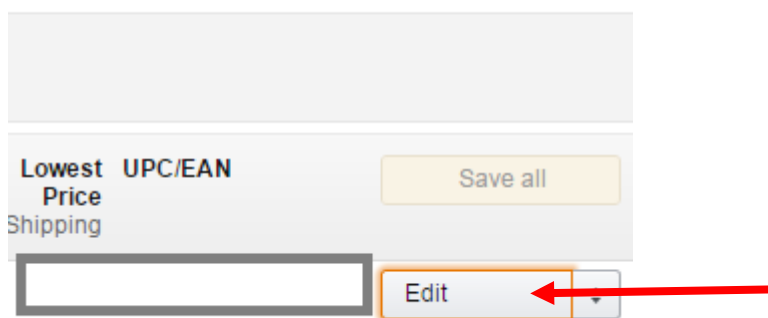
*NOTE: Amazon does not permit sellers to sell products at a discount, or give away products, **in exchange for a review**. This rule was put in place several months ago and in my opinion it was a welcome move on Amazon's part. It prevents 'heavy hitters' from gaming the system and giving themselves an advantage over others.*

This does NOT mean that you cannot offer products at a discount, or even give products away. You are perfectly entitled to do either or both of these things and if those customers wish to leave a review, great! That is not the same as 'in exchange for a review'. Make sense?

Aim for 5-10 reviews

Setting up a Sale

Log into Seller Central. Go up to 'Inventory' on the menu and select 'Manage Inventory'. To the far right of your listing, click on 'Edit'



Under 'Offer' enter a sale price, a start date and an end date. I recommend you run your sale for one week to start off with. You can always extend it if necessary. I also recommend that you make your sale price very attractive. At least 50% off. In the below example, I have reduced the price by 70%.

Seller SKU ⓘ

Condition

New

Condition Note ⓘ

Ex: Dust cover missing. Some scratches on the front.

Your price ⓘ

\$ 23.99

Sale Price ⓘ

\$ 6.99

Sale Start Date ⓘ

02/10/2017

Sale End Date ⓘ

02/17/2017

Click 'Save and Finish'