

Scaling Up

The Next Stage - Scaling up to \$5000+ per Week

When you're ready to scale up and take your Amazon business to the next level, it's simply case of adding more product listings until you reach your goals.

When is the best time to do this?

Usually when you're getting a steady stream of organic sales. Why? Because by that time you will have learned a LOT about selling successfully on Amazon. Adding more products will be much, MUCH easier.

Advantages of selling multiple products aside from the obvious one of increased earnings!

- Not having all your eggs in one basket. This is a biggie because if your supply is suddenly cut off, or delayed for whatever reason, you have just left yourself with no Amazon income until you launch another product or get more stock in. Whereas if you have, say, three products and something goes wrong with one of them, you still have the other two.
- Allows you to sell seasonal products (which can often sell like crazy while in season) and still have an income from other products when the seasonal products are out of season.

Wholesaling

Many sellers, once they have a product that's ranking well and selling well, will be approached by potential distributors with a request to purchase the product at wholesale. This can be a good thing because it gives you cash-flow which can help you place more orders for stock. The more products you have, the more wholesaling opportunities you will have.

However, there are a couple of pitfalls to be aware of...

The person who contacts you may not be genuine. An easy way to check this is to call the company they claim to represent and ask to speak with them. I've had many contacts from would be distributors asking to purchase wholesale from me, but not all of those have become my wholesale customers. First I would want to know their website address, where they intend to sell and what sort of quantity they are interested in buying.

It may be a competitor looking to purchase from you at wholesale, to resell on Amazon. Therefore you need to stipulate that your product cannot be resold on Amazon and have an agreement signed to this effect.

Wholesaler expectations

Some wholesalers will expect you to have stock on tap whenever they want to order. As a new seller, just getting established and maybe working with limited cash flow, it's not always possible to fulfil the demands of wholesale customers. It's better to be upfront about this. Tell your wholesalers from the offset that they may need to pre-order and that you cannot supply orders over a certain amount of units (you determine the amount based on your situation).

Once your product is consistently selling well, you may want to brand it properly by having your own logo printed on it and redesigning the packaging to include a website and company address etc.

By doing these extra things, you can begin to look for larger wholesalers who may be interested in buying your product/s. This is one of the great things about selling your own product as opposed to the 'me too' method of selling on Amazon. *You can make a serious income with only a small handful of products.*