

Azon Monster Sale: Introduction

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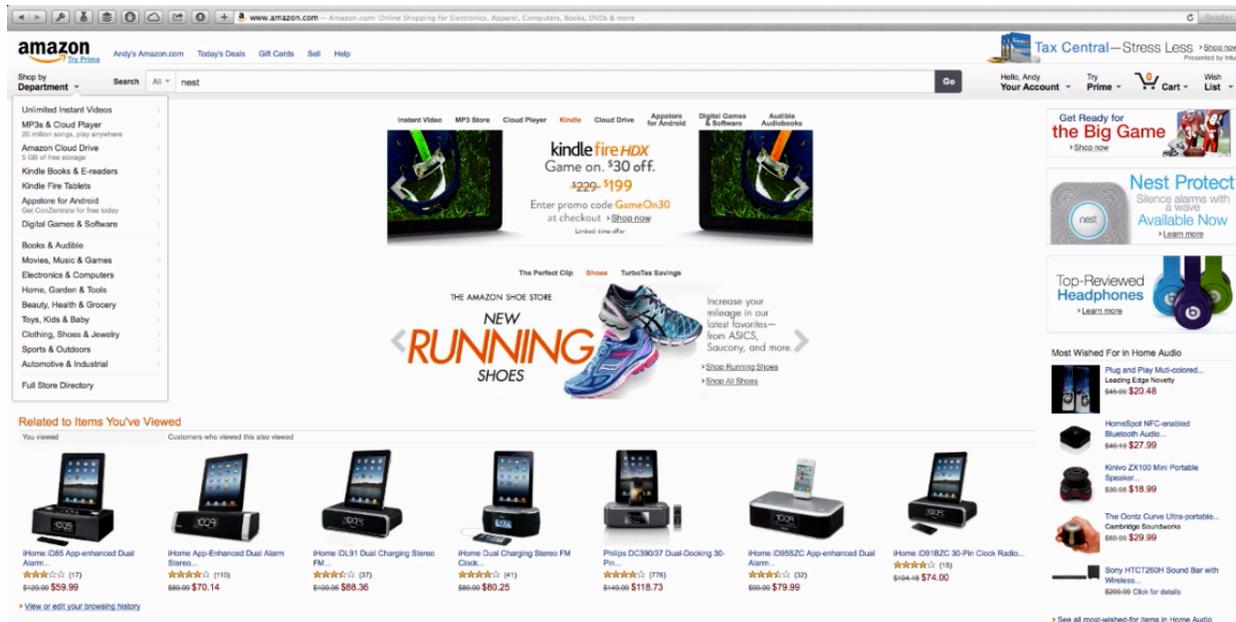
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Introduction



Welcome to The Amazon Associate's Program training. In this training you are going to learn how to become a part of Amazon's Associate's Program and what exactly that involves. Specifically, you are going to learn how to build a site, generate traffic, and increase your conversion rates. Lots of tips and secret tactics for doing this are included in this training, and by the end of this training you should have everything that you need to become a successful Amazon Associate.

If you've never been to Amazon.com, you can see a screenshot of the site above. This look is pretty consistent throughout the site. You can see all of its different categories listed on the left-hand side of the screen, and the site's search bar is located across the top of the page. The site's search engine works similarly to that of search engines like Google and Yahoo. Finally, over on the top right-hand side of the screen you will find menus for your account, your cart, and your wish list.

You can type the name of a product into the search bar to find listings for that product, just like you would on many other sites. For instance, you can type in 'Nest' to bring up Nest thermostats. You can see a screenshot of these results below. As you can see, next to each product's picture is its title, and underneath this title you'll find the price for that product. The product topping this list costs \$249.00. So, this is a medium to higher-ticket item, and therefore, it appears to be a good product for an affiliate to promote. In actuality it's not, however, and you will learn why later on in the lesson.

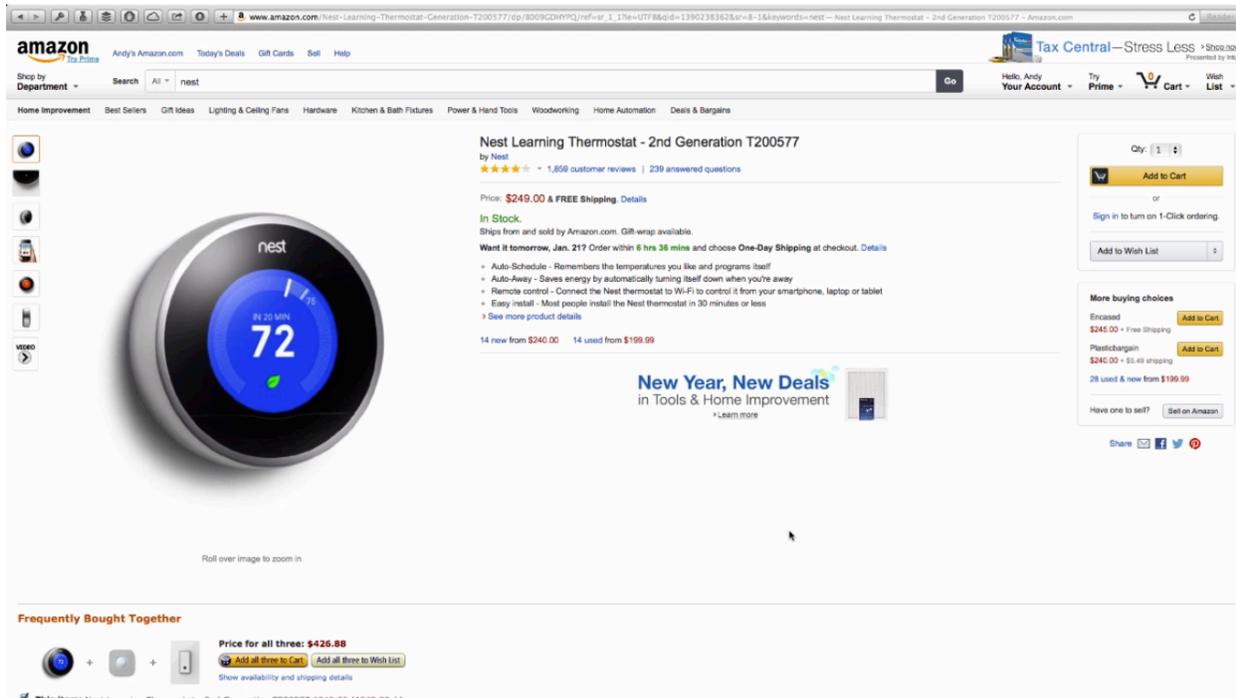
The screenshot shows an Amazon search results page for the keyword "nest". At the top, there is a navigation bar with the Amazon logo, "Andy's Amazon.com", and links for "Today's Deals", "Gift Cards", "Sell", and "Help". Below this is a search bar containing the text "nest" and a "Go" button. To the left of the search results is a sidebar with various departmental categories like "Tools & Home Improvement", "Electronics", "Home & Kitchen", etc. The main content area displays a list of search results. The top result is a "Nest Learning Thermostat - 2nd Generation T200577 by Nest" priced at \$249.00 with a Prime logo and a "Best Seller" badge. Below it are two "Nest Protect" smoke and carbon monoxide detectors, and a "Honeywell Wi-Fi Smart Thermostat". Each listing includes a product image, title, price, Prime status, and a "Best Seller" badge. The page also features a "Related Searches" section and a "Showing 1 - 16 of 118,372 Results" indicator.

You can probably tell from the screenshot that Amazon does a really good job of laying out basic information about a product within each listing so that consumers can make a good purchasing decision. As an affiliate, you can also use this information to find a product to promote on Amazon. Whether you are shopping or looking for a product to promote, your eye is most likely going to be drawn to the product's image first. The blue in the center of the first thermostat really catches the eye nicely, which is probably a huge factor as to why it is a bestseller.

What is included in the title of a product is going to vary. You may notice that some of these titles include the model number of the product and some of them don't, for example. Some people will search for the model number if they know exactly what they want to buy, so having a model number within the title can help it to come up first at times. Directly after the title, you will see the name of the company that manufactured the product.

Right next to the product's price, you'll often find the word 'Prime'. That means that the product is part of Amazon's Prime program. Consumers that are part of the Prime program receive a number of benefits including reduced shipping costs for any product marked with this 'Prime' logo. Any product on Amazon can be a 'Prime' product, even used items.

Underneath the top price within each listing, you will see that more buying choices are being offered. So, a person may choose to purchase the same product at a lower price from another seller. As you can see, you can often find these products new and used. Over to the right you'll see a 'Bestseller' tag and the categories that the item is in is listed beside this. You can use the categories on the right-hand side to do your product research.



If you were to click on one of these products, the product's sales page would open up. If you look at the screenshot above, you'll see that it is a very professional-looking sales page. These pages are specifically designed to bring about the best buying experience for customers and the highest conversions for sales. These pages contain some of the same information as the listing itself. If you hover over the picture, you'll be able to zoom in on it.

There are also several different thumbnail images on the far left that you can hover over to view. You may notice that this product's page contains a video that the customer can watch. A lot of higher-ticket Amazon products are going to have videos, especially when they are products that Amazon sells itself or that Amazon has the manufacturing rights to.

Under the product's title is a description that gives the customer more detailed information about the product. Within this particular description, there are bullet points that give the customer a quick overview on the product. Then beneath these bullet points there are links to view other similar products that are new and used.

Over on the right-hand side of the page there is a dropdown menu where a consumer can select how many of these items that they want to purchase and then there is a 'Add to Cart' button that a customer can use to add this product to their cart in order to purchase it. Underneath this there are some more buying choices listed for the consumer and some social media sharing options. As you can see, this is a very clean, nice-looking sales page which really makes you want to buy this product.

If you were to scroll down this page a bit, then you would see more products that someone looking at this product is likely to buy. Amazon does a very good job of promoting other things and trying to help a consumer decide exactly what they want. After all, the item you begin searching for may not be the thing that you end up buying.

You might actually be looking for something similar to the item that you began searching for. For example, you may have heard of a Nest, but you may not be willing to spend \$250 on one. So, you might begin looking at other types of thermostats. The Honeywell Wi-Fi Smart Thermostat, for example, may have many of the same features but cost much less. Upon discovering this item, you might decide to buy it instead. Do you see how that works?

As an Amazon associate, you'll want to keep the customer's mentality in mind. In this case that means that you will want to look for a category or niche section instead of just a singular product. Now you can promote singular products, and in fact that's what you're going to be promoting, but your site can't be about just one product. This is something else you will be learning more about later on in the lesson.



Again, Amazon does a good job of connecting each product with other products that a consumer may be interested in. If you look at the picture above, for example, you will see that Amazon has actually matched the thermostat with other products that people often buy with it. A person can simply click on the 'Add to Cart' button beside these two items to add them both

at the same time. You can even check the boxes listed underneath these pictures to select exactly what you would like to add.

If you were to look even further down on this page, you would come across a section that's titled "What Other Items Do Customers Buy After Viewing This Item?" As an associate this is a very valuable section because it allows you to see what other people buy. Sometimes there's even a table on the page that allows you to compare similar items like different thermostats. Then, at the bottom of the page you'll sometimes find more detailed product information than what is provided at the top of the page. This is usually only the case with more technical items, and at times you'll even find a downloadable user's guide pertaining to a product.

The screenshot shows an Amazon product page for a Nest Learning Thermostat. The browser address bar displays the URL: www.amazon.com/Nest-Learning-Thermostat-Generation-T200577/gp/B009GDHY7Q/ref=sp_1_1?ie=UTF8&qid=1390238362&sr=8-1&keywords=nest-Nest+Learning+Thermostat+-2nd+Generation+T200577+-Amazon.com. The page content includes:

- Product Description** (From the Manufacturer): A hand holding a smartphone displaying the Nest app interface with a temperature of 72 degrees.
- A Thermostat for the Smartphone Generation**: Text explaining that the thermostat learns preferences and can be controlled via Wi-Fi. Includes a "Check Compatibility" link and a note: "NOTE: This will take you away from Amazon.com".
- Let's Stop Wasting Energy**: Text explaining that the thermostat controls energy-wasting appliances. A graphic shows a 50% energy bill reduction compared to a traditional thermostat. Below the graphic are icons for a water drop (13%), a smartphone (8%), a lightbulb (11%), a laptop (5%), and a thermostat (9%).
- Control From Your Wi-Fi Connected Nest Account**: A laptop displaying the Nest web interface. Text describes connecting the thermostat to a home Wi-Fi network for remote control and energy history tracking.
- Programs Itself, Saves Energy**: Text explaining that the thermostat learns from user temperature adjustments and patterns to save energy.

The company that makes the Nest thermostat has most likely worked with Amazon in order to create such a detailed page. If you look at the product description above, you'll see that they have done a nice job of it. It looks clean because there is so much white space, the paragraphs are well formatted, and the images are all balanced on the page. The fact that there is just a little bit of text contributes to all of this. This is a good example of how it's best to keep it simple. Not only does it look better visually, but no one is going to want to read a big long paragraph anyway.

At the top of the page there is a star rating. A product's star rating is an average of all the star ratings that it has gotten through its customer reviews. The customer review section is arguably the most important part of a product's sales page because many people are going to check out a product's reviews before actually purchasing it. People are going to pay the most attention to

a product's overall star rating as well as how many reviews the product has received. Amazon automatically pulls out the most helpful review and posts them at the top of this section. They also post the most recent customer reviews over on the right-hand side of this section.

You have had a basic overview of the site, its listings, and its sales pages. Now let's take a look at some special pages on Amazon that are meant to improve a person's Amazon experience as a buyer. These also will help you, as an associate, to research different products.

The screenshot shows the Amazon website's 'Today's Deals' page. At the top, there's a navigation bar with the Amazon logo, search bar, and links for 'Today's Deals', 'Gift Cards', 'Sell', and 'Help'. Below the navigation bar, there's a 'Today's Deals' section with a 'Deal of the Day' for Logitech PC Accessories, offering up to 63% off. The deal includes a countdown timer showing 11h 07m 59s. Below the 'Deal of the Day', there's a 'Today's Lightning Deals' section with a grid of various products, including a massager, a Bluetooth speaker, and several pairs of shoes. Each product has a price, discount percentage, and a 'Select options' or 'Add to Cart' button. At the bottom of the page, there are promotional banners for 'New Year, New You' and 'Hello, Refund'.

Above you'll find a screenshot Amazon's 'Gold Box' section. Here you will find the Deal of the Day. In this case the customer can get up to 63% off Logitech PC Accessories. The deal changes daily of course. You can see that the countdown timer for this particular deal reads '11h 07m 59s'.

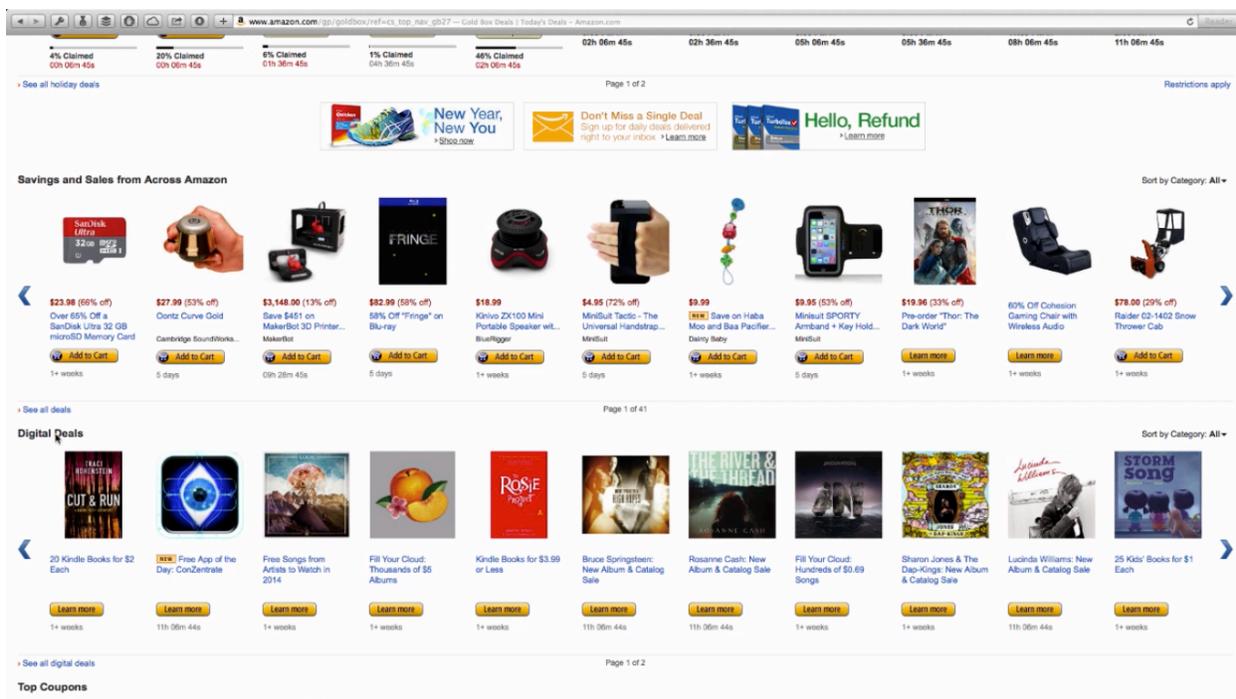
Occasionally multiple deals are shown, but most of the time only one is listed in this section. In this deal only one item is shown, but it actually pertains to multiple items. You can add these deals to your own website. Amazon provides plug-ins which allows you to pull these deals onto your site automatically.

The next section is titled 'Today's Lightning Deals'. There are two different ways that these deals expire; sometimes these deals expire over a certain length of time, and sometimes the deal ends when there are no more of the item in stock. This section usually contains a random selection of products. You can see that in the picture above this section contains different types of shoes, a massager, a Bluetooth speaker, a sweater, some video editing software, etc. There

were only five active deals on the page when this screenshot was taken. The rest are upcoming deals. In some cases an upcoming deal is not specified, it is just mentioned.

If you were to click the 'Never Miss Another Deal' link on the right-hand side of the page, you would see a number of different options are provided to help people take better advantage of these deals. For example, they are given the options to get a 'daily deals' email and/or subscribe to an RSS feed. This is a feature that can be very helpful to you as an associate because this means that you can opt-in to receive notifications of these deals yourself. In other words, you can begin receiving daily deal emails or even install the mobile app to keep on top of these deals.

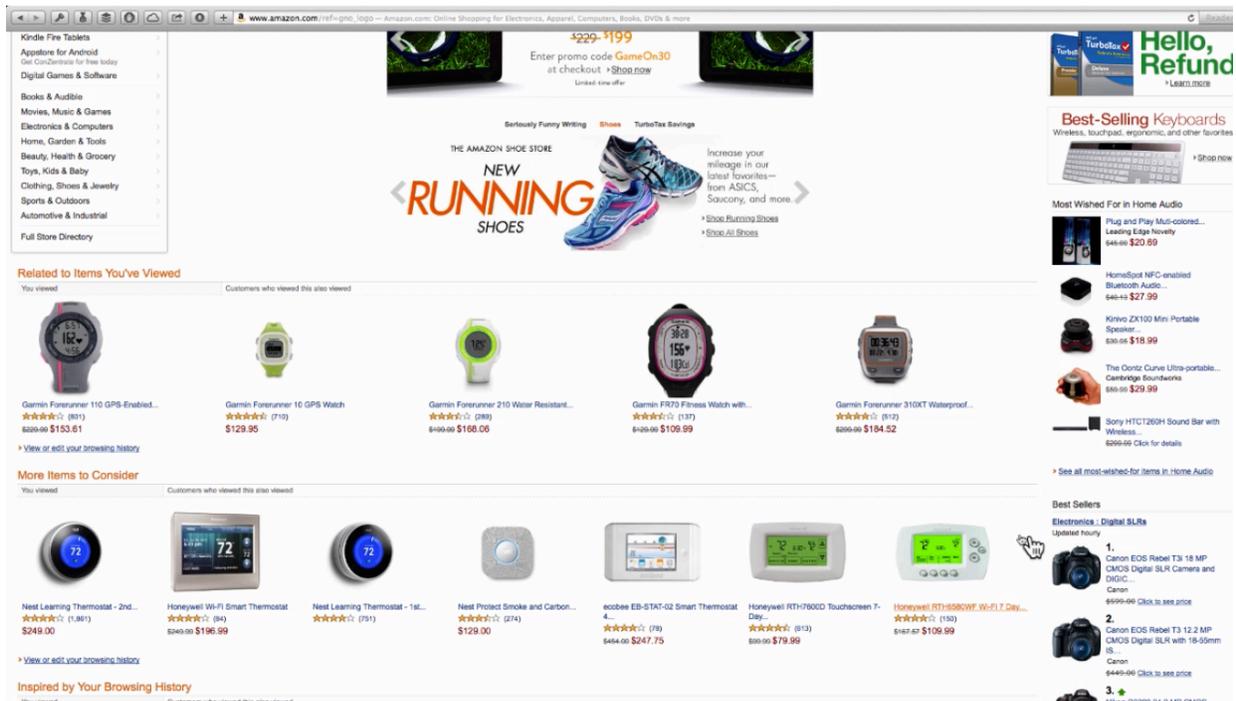
The RSS feed option is probably the best to use because you can actually place this feed on your website. This way your site is constantly updated with Amazon's products. You'll learn more about this further on in the lesson. For now, just know that you can use this feature to add value to your site.



Below the Lightning Deals section on this page there is a 'Savings and Sales from Across Amazon' section. This is really just a random collection of items that are on sale. There is also a 'Digital Deals' section, which includes a number of digital products such as MP3s, eBooks, and things like that. This section may even include movies and TV shows that are for sale on Amazon.

Beneath the digital deals you'll find a 'Top Coupons' section. Amazon automatically pulls in these coupons for you. These coupons are very similar to the ones that you would see in a newspaper. You can, for example, clip a Brita filter coupon and use it in the purchase of one. If you were to click on this coupon you would be taken to a page which lists a selection of Brita filters, each with their own 'Add to Cart' button underneath. Usually you can clip these coupons and use them elsewhere. Occasionally you will come across an Amazon-only coupon, however.

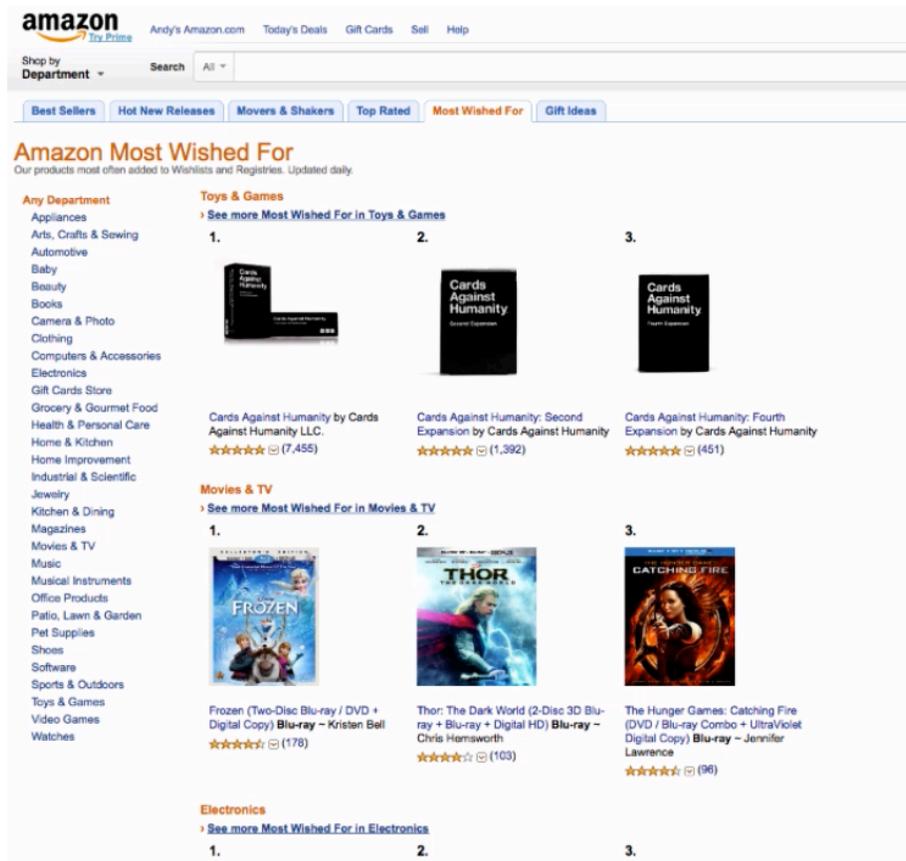
That pretty much sums up the Amazon Golden Box. You can go here to find the latest deals on Amazon. All you have to do to get to this page is click on the 'Today's Deals' link which is located at the top of any Amazon page. Another great section to check out is the Amazon Warehouse Deals section. This section usually contains refurbished items (and things like that) which are available at a discount. So, this is a great place for an affiliate to find deals as well. It is also another great page to promote on your site.



One of the best things about Amazon is how easy it is to check out its bestsellers. There are several different ways you can do this. Look at the screenshot above, for example. Over on the bottom-right of this page you'll find a list of bestsellers. You can find a 'Most Wished For' list on this side of the page as well. You might remember that you always have the option to add an item to your wish list when you visit a product's sales page. That just means that you have the ability to create a list so that you can save it and easily purchase it later.

When people wish for an item, Amazon takes record of that information in order to make useful pages that are populated with people's most wished-for items. You can see an example

of one of these pages below. You can get to a page like that simply by clicking on the ‘See all most-wished for items’ link, which is usually located at the bottom of one these ‘Most Wished For’ lists.



You may notice that the page above contains a number of different categories over on the left-hand side. You can click on one of these categories to visit a ‘Most Wished For’ page which pertains to that particular category. If you were to click on ‘Any Department’, you will be shown ‘Most Wished For’ items from the various departments on the site. Visiting the ‘Most Wished For’ sites is a great way to go about finding bestsellers. Usually these ‘Most Wished For’ pages are filled with trendy items that are selling very well.

Once you get on the ‘Any Department’ section of the ‘Most Wished For’ category, you will find tabs at the top of the screen that you can click on to view other areas of the site where popular items can be found. There is a ‘Best Sellers’ tab, a ‘Hot New Releases’ tab, a ‘Movers & Shakers’ tab, a ‘Top Rated’ tab, a ‘Most Wished For’ tab, and a ‘Gift Ideas’ tab. The ‘Best Sellers’ section would be the most beneficial to look at because it contains items that are not only popular but also often purchased.

The 'Hot New Releases' section is also a great place to go and find new items to promote. This page contains new items, and they are often items which sell very well. However, these items are a sure bet like the bestselling items are. The 'Movers & Shakers' tab is fairly new to the site. It can be quite beneficial to look at these items as well. This page lists items that weren't selling great before but then all the sudden started selling like crazy.

One thing that you can often find on this page is products which are seasonal. They hit this list because they become extremely popular when a particular holiday or season nears. For instance, one of the top items on the page below is a heart-shaped box of candy because this screenshot was taken close to Valentine's Day. Anyway, this is a great page to visit when you are looking for items that are on the upswing for whatever reason.

amazon
Try Prime
Andy's Amazon.com Today's Deals Gift Cards Sell Help

Shop by Department Search All

Best Sellers Hot New Releases **Movers & Shakers** Top Rated Most Wished For Gift Ideas

Amazon Movers & Shakers

Our biggest gainers in sales rank over the past 24 hours. Updated hourly.

Any Department

- Appliances
- Appstore for Android
- Arts, Crafts & Sewing
- Automotive
- Baby
- Beauty
- Books
- Camera & Photo
- Cell Phones & Accessories
- Clothing
- Computers & Accessories
- Electronics
- Gift Cards Store
- Grocery & Gourmet Food
- Health & Personal Care
- Home & Kitchen
- Home Improvement
- Industrial & Scientific

Toys & Games

See more Movers & Shakers in Toys & Games

1. 10,144% Sales rank: 185 (was 18,953)	2. 1,314% Sales rank: 34 (was 481)	3. 234% Sales rank: 293 (was 981)
Learning Resources Smart Snacks Hide n Peek Chocolates by Learning Resources ★★★★☆ (49)	LEGO Star Wars Millennium Falcon 7965 by LEGO ★★★★☆ (220)	JMT 2pcs Flat + 2pcs Curved Adhesive Sticky Mount for GoPro Hd Hero2 Hero3 Camera Sport Dv by JMT ★★★★☆ (4)

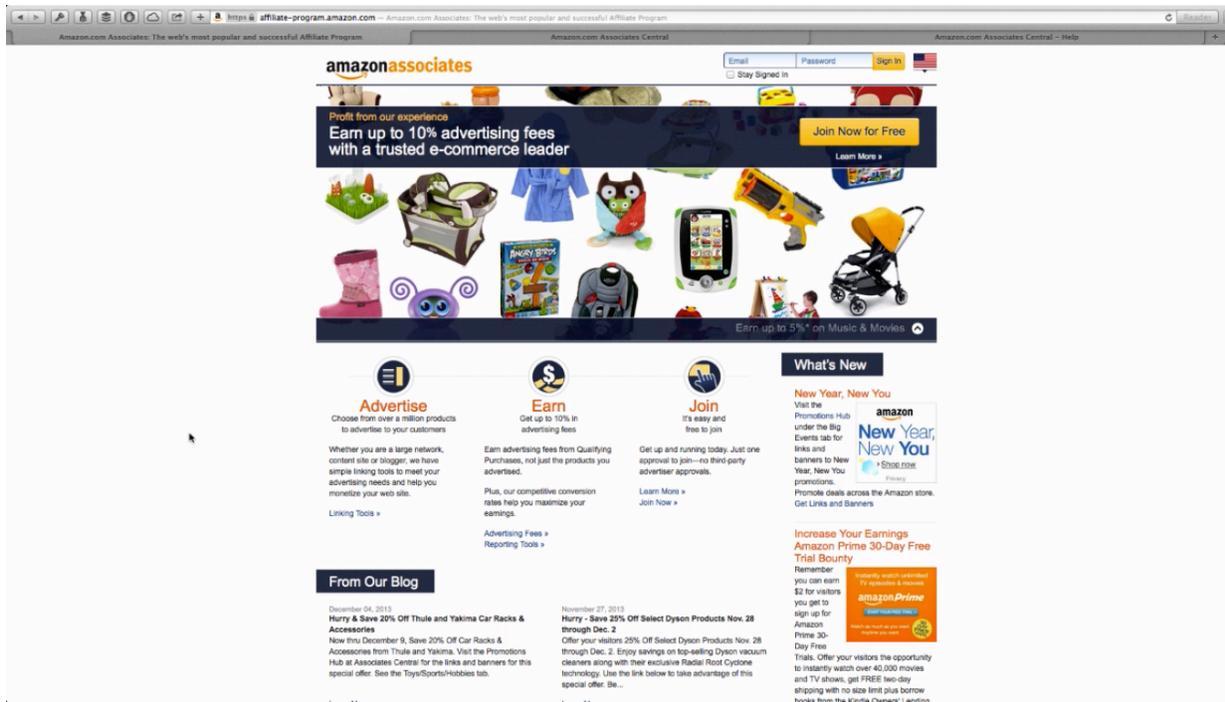
One of the coolest things about this is that right above each item there is a percentage that shows just how much the item's sales have increased in the past month or so. There is also information here about how much the item went up in rank. For instance, you can see that the sales ranking for the box of chocolates has changed from #18,953 to #185. What a jump, right? That's a 10,000% increase in ranking. As you can probably tell, this would be a very powerful page to use in your product research.

Next is the 'Top Rated' tab. Here you can find items that stay popular on a more consistent basis because, frankly, they are good items that continually get good reviews. For instance, if you look at the digital cameras on this page, you are often going to find a Canon because they

are often regarded as being a quality product. Under 'Televisions' you are going to find Panasonic TVs, Sony TVs, and things like that. Usually items like these are going to have unfailing sales throughout the year. Finally you'll come to the 'Gift Ideas' section. This is another section to look into when you are trying to decide on a niche.

As you can see, Amazon makes it very easy for you to check out its most popular and bestselling items. You can use these pages as tools to pick items that you can sell well too. On top of that, some of these pages even give you numbers as statistics that you can use to make even better decisions. In other words, these pages give you a peak behind the scenes so that you can tell what is happening with many of these different items. This has been a look at Amazon's special pages. Next, you'll get a chance to learn more about what Amazon's Associates program is and how it works.

What Is AAP?



You have learned a bit about Amazon advertising and what it has to offer. You have even been given a peak into some special pages where you can find great deals. Now that you understand the basics, let's take an in-depth look at Amazon's Associates Program.

It's very possible that you've never even heard of this program before. Basically, it's a program that allows you to become an advertiser for Amazon. Amazon Associates typically set up a website or multiple websites in order to promote products being sold on Amazon.com. In other words, by placing links within your website, you can direct traffic to Amazon products, and you can earn a commission to leading people to those products. So, you don't have to actually own any inventory and you don't have to handle the customer service, the purchasing, or the shipping. You simply get paid to get buyers to the products that they are already searching for.

The next section will go into a little deeper detail into what Amazon has to offer you for doing this. This is a means for you to capture potential customers. For now, just understand that the Amazon Associates program allows you to capture just about anything inside the site and promote it. This includes physical and digital products. Here are just a few examples:

- Digital cameras
- Roku

- Watches
- Shoes
- Razors
- eBooks
- Songs
- Movies

For the most part, you can promote anything that is in the Amazon Store. There are a few exceptions, which you will learn about later on. If this is something that you would like to do, the first thing you'll need to decide is what kind of products you want to promote. One of the cool things about using Amazon to do this is that it has a nearly limitless selection of products to choose from.

Again, you essentially earn a commission when you lead people to an item or items on the site. The rate that they pay depends on various factors such as traffic, the type of item being sold, etc. Most associates are paid at a rate of 6-8% of each sale. It is possible to make as much as 10% off of the sales that you make in certain cases, however. Another great thing about this program as opposed to many others is that Amazon will allow you to promote an entire category instead of just individual items.

Above you can see the homepage of the Amazon Associate's site (<https://affiliate-program.amazon.com/>). Later on in the lesson you will be walked through the process of creating an account, but for now, let's take a closer look at the Amazon Associates site. There are a couple of pages that you are going to want to visit before committing yourself to the program. First of all, there is a page that you can visit in order to find answers to questions which are made by other people like you. Also, you are going to want to read through Amazon's Associates Program Operating Agreement. This agreement lines out what you are legally bound to when you join the program and what Amazon promises you.

The Associates Program Operating Agreement is periodically updated. So even after you join the program you'll want to read through it from time to time. Usually the only reason why they update this is to either to add a new launch product or to add a new feature that they are implementing site-wide.

This agreement is pretty long; so it may take you a while to read through it. However, you are going to need to read through it before binding yourself legally to the program. Amazon can and will ban your account if you do not adhere to its operating policy. The site will email you

whenever there are updates to this policy, but you should be proactive and make an effort to keep up with these changes yourself. The best way to do that is to bookmark the page in your browser and just revisit it from time to time.

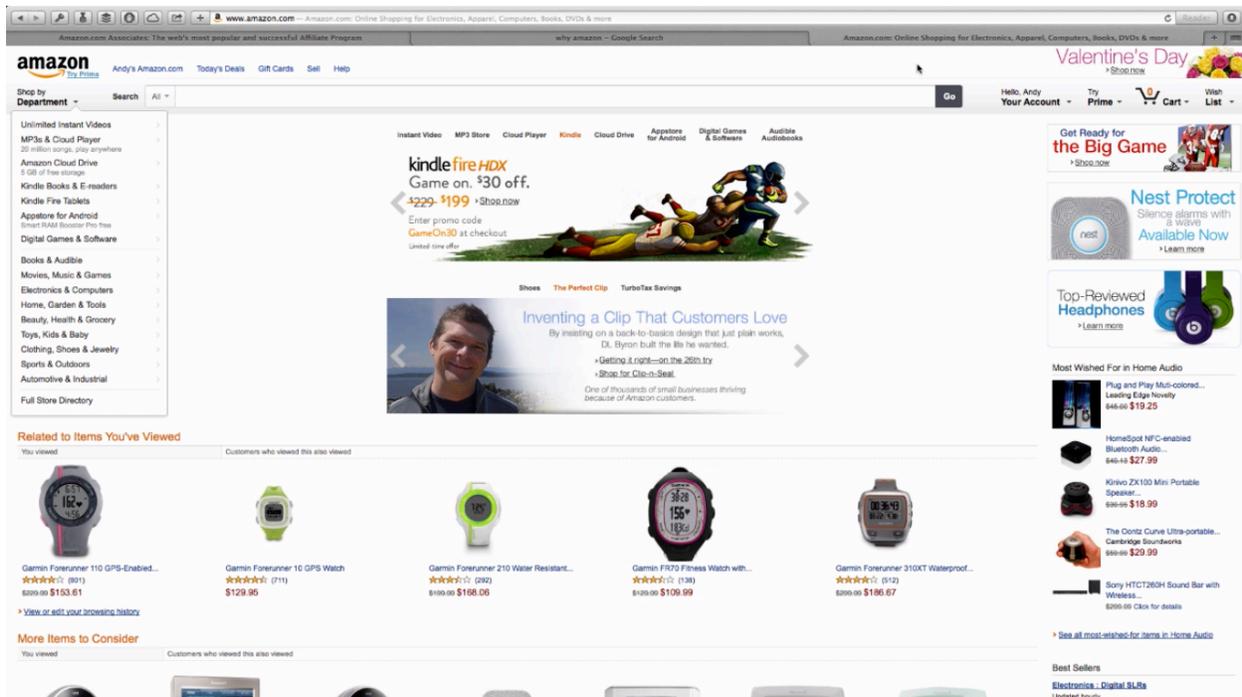
At the top of this page, you will find a 'what's changed' link. You can click on this to see what has changed since the last update took place. For the most part this page lists items that you formerly did not allow you to earn commission on but have now added. They also list changes in fee rates and things like that. Obviously, this is a good page to check from time to time as well.

Another page that you'll want to pay close attention to is the Associates Program Excluded Products page. This shows you everything that you will get advertising revenue from. There is a time limit on all sales that you should take note of. If a person purchases a product within 24 hours after someone clicks out of your website and onto Amazon, you will get commission for the sale. So, it doesn't matter what item the customer ends up purchasing, anything that they purchase within 24 hours will be linked to your affiliate account.

Amazon is very particular when it comes to 'running shop'. They have gotten incredibly particular over the past couple of years, in fact. When the site was first started, they would pretty much allow anyone to do anything that they want. Now they have disallowed various options such as buying traffic for your website or to cloak links on your website. For the most part this is because they are trying to cut down on spam. They want to be linked to information-based websites that happen to sell products as well.

Again, the percentage that you make depends on the product that you are selling and the traffic that comes in. You can get up to 8.5% for most items. It is possible to earn 10%, however. In the next section, you will learn a little more about the advantages of joining Amazon's Associates Program as well as what it offers potential customers and why that matters to you.

Why AAP?



There are a number of reasons why Amazon's Associate Program is so powerful. The biggest reason is because it is run by Amazon. Most people have heard of Amazon and know that they can buy just about anything they want to from the site.

Amazon is constantly changing and updating different aspects of their site to make everything as optimized as possible. They try to make each page convert to their maximum potential. Another thing that makes Amazon such a strong site is because it has built so much trust with its consumer base over the years. As a matter of fact, a lot of people will find items in other stores and then purchase them from Amazon. The corporation takes the trust that they have with their customers very, very seriously.

Many would argue that Amazon is the world's premier online shopping platform. Not only does the site contain just about anything you can think of, but you can also often find these items cheaper than you would anywhere else. The fact that it is a dependable site where you can find almost anything at a lower-than-normal price makes it a preferred site for a great amount of people.

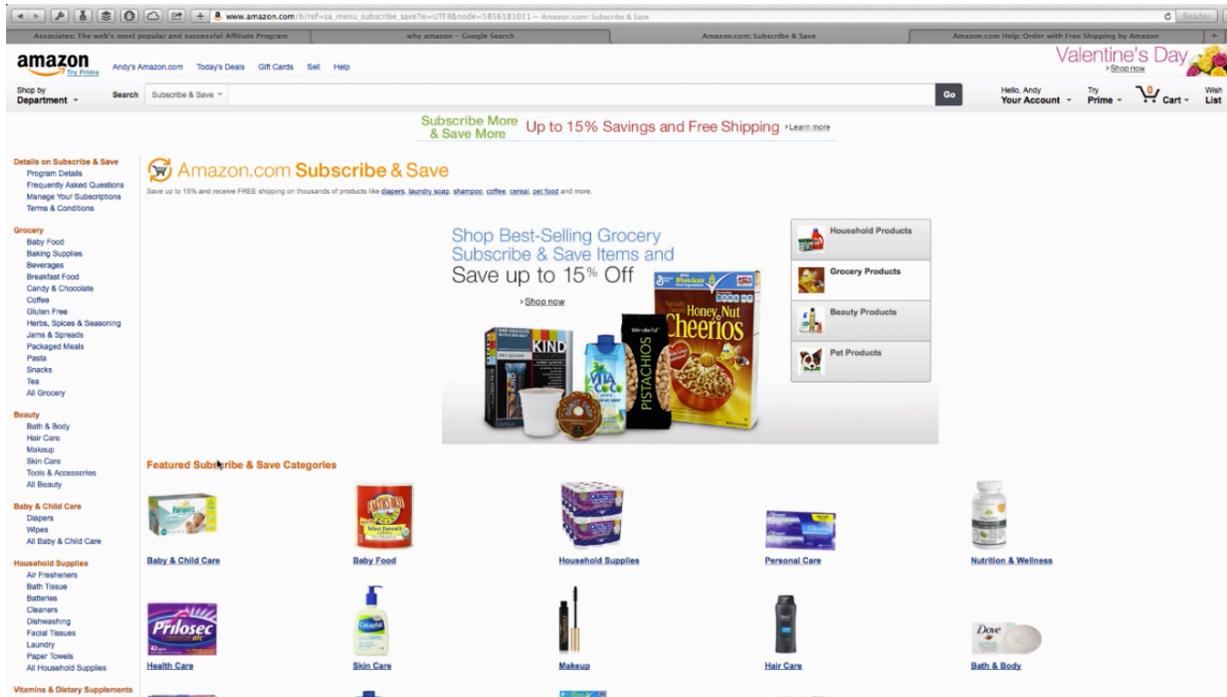
If you have been on Amazon, you know that it optimizes its site so that people don't just buy one thing. They are constantly trying to get you to buy add-ons. One of the tactics that they do this is by offering free shipping on orders costing \$35 or more. This works well because if a person came onto the site to purchase an item that costs less than \$35, they would likely purchase something else as well in order to receive free shipping on the order. In most cases there are things other than that the consumer wants to purchase anyway. If they can't think of anything on-hand, they can always check their wish list to decide what else they can buy to get that free shipping.

Amazon does an extremely good job of creating an environment that encourages people to purchase more and more. This is very valuable to you as an associate because you don't just earn commissions on the one item that you referred them to. In other words, you earn commissions on every item that's in their cart.

Additionally, Amazon makes it incredibly easy to implement their associates program. They provide plug-ins, ready-made banners, 'add to cart' buttons and things like that which help you to better encourage people to click through to Amazon. Once a customer does click through, Amazon takes it from there and encourages that customer to buy more and more.

As previously stated, Amazon takes its relationship with its customers very seriously. It takes great pride in its trustworthiness and they absolutely should since they have worked so hard to build and retain that trust. People perceive it as a site that they can't go wrong purchasing from, which is very important when you're an online retailer. The great thing about this is that by connecting your site to Amazon's, you become more trustworthy by association. In other words, when people see that you check out with Amazon they are going to feel more secure when it comes to buying from you.

Amazon gets a huge boom in sales at certain times of year, such as Black Friday, when people don't want to go through the hassle of fighting crowds and standing in line. After all, why should a person go through all of that when they can get free shipping on Amazon? Plus, Amazon will beat most of the deals that people can get elsewhere anyway.



The massive amount of selection that Amazon provides is another major advantage of working with the site. You could seriously do all of your shopping on Amazon. You can even get a discount and free shipping if you sign up to do so. The site offers a 'Subscribe & Save' feature that allows people to get general household items like toilet paper and trash bags. When you subscribe, your order automatically ships every month or whatever frequency you set it to. As a subscriber, you'll receive a discount of up to 15%, you often get your items shipped for free, and the best part is you don't have to worry about going to the store near as much.

Hopefully you now have a general understanding of why Amazon is such a sturdy site to work with. To its marketers, it provides tons of potential for success, and that's mostly because it can be tied into any possible niche you can think of. Now that you know that this could potentially be a good opportunity for you, let's take a look at some of the different things that you have to have to make money in Amazon's Associate Program.

10 Keys to Making Money with Amazon



In this portion of the lesson, 10 keys to making money with Amazon are outlined. As an associate, if you have each of these 10 elements in place, you will be well on their way to making money on Amazon. The 10 keys are:

1. **Traffic.** You are going to need to direct some sort of traffic to your site. Later on in the lesson you are going to learn how to use the content on your page to make it come up in the search engines and so on.
2. **Visitor's Intent to Buy.** This may seem rather obvious, but if all you're focusing on is traffic you are going to get people on your site who are not there to purchase anything. You don't just want traffic; you want targeted traffic. So, you want your site to contain information that people who are interested in buying would be interested in. Not everyone that visits your site is going to buy something, but it should be your goal to attract people that would.
3. **Relevant Product & Relevant Content.** This goes hand-in-hand with a visitor's intent to buy. If you don't have content that's relevant to what you're trying to sell, your site isn't going to convert. A product shouldn't stick out like a sour thumb on your site. It should flow naturally with the content that your site contains.

4. **Get out of Amazon's Way.** Once people click from your site to a product's page for you, let Amazon take over from there. They are very good at converting lookers into buyers. Your job is to give visitors information and get them to a specific product or bring them to a specific category on Amazon. When they go to look at a product on Amazon, it may or may not be what they end up buying. However, since your special link stays good for 24 hours, it doesn't really matter what they end up buying. That means you don't have to promote a specific product; you're really promoting an entire niche.
5. **Genuine Reviews.** You may not put your name on your site, but that doesn't mean posting information that isn't genuine isn't going to hurt you. People aren't going to trust your site if they see recommendations on there for products that are no good. So, you'll want to take the time to find good products and genuine reviews on those products.

The Amazon Associates Program is not a 'get rich quick scheme'. It is possible to make a lot of money with it, but you have to make it a true information site. In other words, if you provide people with solid information sales will follow. However, if you don't provide reliable information, your site(s) won't be successful for long.

6. **Promote Specials.** Earlier in this training, you learned which pages on Amazon contain specials, discounts, and coupons. Later you will learn how to implement these specials on your site. If you are promoting special deals for products in your niche, people are going to continue to visit your site. It's also good to create a mailing list out of people who visit your site, so that you can inform them of special deals that they might be interested in.

You never know, there might be people who visited your site looking for a product but held out on buying because the product was too expensive. So, an email offering discounts could really help your conversion rates. Sign up for the RSS feeds, stay on top of the discounts that are being offered, and let people on your email list know about them too. You should also post information on your site about these discounts.

7. **Multiple Links.** You will want to list multiple links on your posts. The reason is that you might have a long article that makes the customer want to buy, but if there is not a link there, they might not go ahead and do it. So, if you only have a link at the top of the article, you may lose a potential buyer. That is why it is recommended that you have several buy-links in place so that as a visitor scrolls down an article

there is always a link available for them to click on. Furthermore, you should always have buy-links placed at the top and bottom of any article.

At the same time, keep in mind that you don't want to overload your article with buy-links. That is going to make your site's ranking lower in Google. It's also going to discourage your readers from reading your content because you're content isn't going to seem reliable if it looks like all your trying to do is make a sale. However, having multiple links on your page will keep a customer from having to look for a link, which is something that you never want them to have to do.

8. **Image Links.** Another thing that you can do is create images that link to Amazon. In other words, if you put an image inside of your post, link that to a product on Amazon using your special link. Most people are visual beings by nature, and a lot of people on the Internet have gotten used to clicking on images to be led somewhere.

This is a special touch that you can add to your page to better direct consumers to Amazon. Just like before, this helps keep the user from having to search for a link. It helps to make your page seem more professional as well.

9. **Buy Buttons.** You also have the option of placing 'buy buttons' on your page. Using some sort of Amazon buy button works best, of course. Amazon actually provides its associates with buy buttons that they can use on their websites. You'll learn more about this later on in the course. For now, just know that this is an option for you.

It is recommended that you place these buttons at the top and at the bottom of your articles. These are especially effective when they are placed at the bottom of the page. Again, placing an Amazon button or two on the page leave no question in the user's mind as to what they need to do next to make their purchase. Also, when a user sees that the product can be purchased through Amazon, they will be much more likely to buy since Amazon is one of the most trusted sites to purchase from online.

10. **Track Campaigns.** This is something that is often overlooked, but you can track your links to see which 'buy now' links are working best. It is recommended that you format all your pages a little differently by including different elements on each page. For example, you can add photos to one page while omitting photos from others. Another thing that you can do is use more image links on one page than you do another.

Test these different elements out to see which layouts work best and which pages convert well. You can track all of this using Google Analytics. This is something else

that will be shown to you further on in this course. Tracking these campaigns will allow you to continuously improve your sites. It's worth the trouble because you could be able to improve your sites' conversion rates immensely just by making a few minor adjustments to them.

Again, this is something that can vastly improve your campaigns. All you have to do is track what links, images, and page layouts get you the highest conversions, and then tweak all of your pages so that they follow suit with what works. If you don't track these and make improvements like this, you may be missing out on potential sales. That would be like leaving money on the table; so it's worth the extra time and effort.

One more thing that you want to keep in mind is that small ticket items add up. You have already learned about the \$35 shipping threshold that Amazon has set. This strategy works well when it comes to getting people to add more things to their carts. So, don't think that you have to find a high-ticket item to promote in order to make any money at this.

There are a lot of different things that you can do to bring in plenty of sales. For instance, you can find a \$100 item to promote and then have accessories for that item listed on your page as well. You can get a pretty good idea of what accessories to choose by going to Amazon and adding your main product to your cart. After that, you can see what Amazon recommends you buy along with it. The products that Amazon recommends are based on data that the site has already gathered. So, you can be sure that these products are good ones to add to your site as well.

This portion of the lesson was meant to provide you with an overview of all the things that will be covered throughout the remainder of this course. The goal of this training is to bring you from '0' to '100' when it comes to preparing you to become an Amazon Associate. You are going to want to keep these '10 Keys to Making Money with Amazon' in mind as you move forward with the training and as you build your site(s). In the next section, you'll be able to learn more about the Amazon Associates Program and how to go about finding your niche.