

Marketplace Superheroes: The Game Plan

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Welcome To Marketplace Superheroes!



Welcome to the Marketplace Superheroes selling system! This information was originally presented by Stephen Summers and Robert Rickey. Robert has been selling online for over 15 years now, and in that time he has sold over \$10 million worth of physical products. He started mentoring Stephen only a few years ago. He's excited to have the opportunity to bring you through the system that he and Stephen have developed. It is responsible for their revenue of \$1.5 million in yearly sales.

You've probably heard of systems before that allow you to start with \$100 and build them up until you are making thousands upon thousands every month. That's just not realistic, and that not what you are going to be taught in this course. You are going to learn about a sustainable business model that you can build a long term business from.

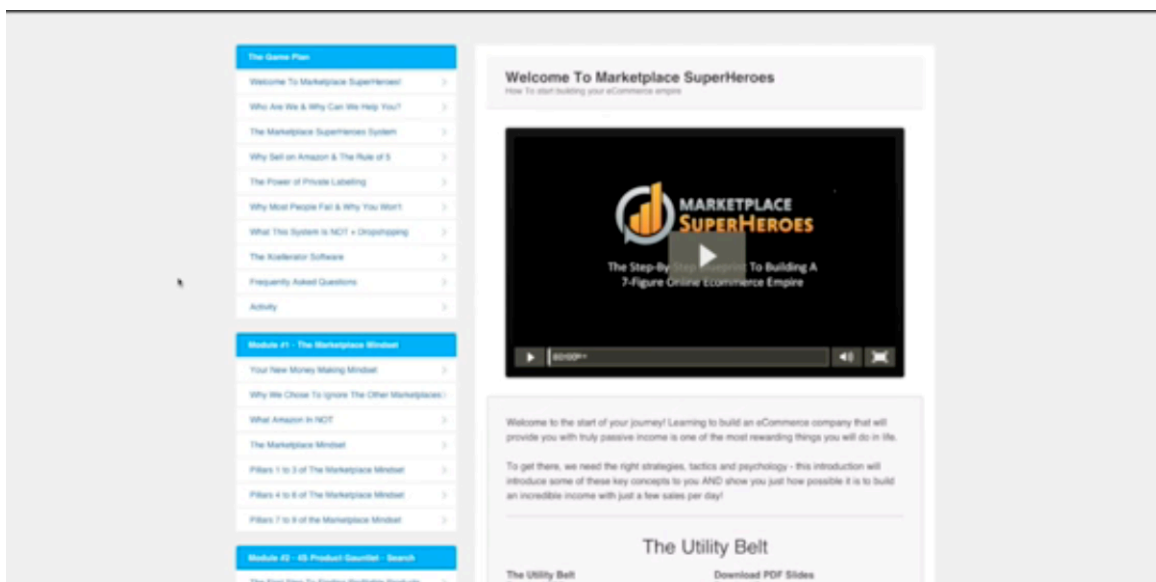
This is a step-by-step system. Stephen admits that when he started, he didn't know how to find products that were profitable, how to import stuff, how to deal with accountants, how to deal with import agents, and so on. A lot of people get worried about these things when they are first starting out, but this training makes it very easy to learn the ropes. You are going to learn how to speak to the people you'll be doing business with, and Stephen and Robert will be sharing the contacts that they are using in their own business. In fact, they are planning to be completely transparent about this whole system, and they will be holding your hands throughout this training.

Transparency is not something that you're going to get online from a lot of people. In this training, you are going to learn exactly how this system works from start to finish. Before getting started though, you're going to learn about what's to come and how to get the most out of this course. The first thing you're going to want to do is go through each video in order. If you want a quick summary of what's been covered as well as scripts, presentation slides, and the audio file of a particular video, you'll find those in the 'Utility Belt' sections underneath each video.

There are going to be certain activities that you'll be asked to complete when it comes to building your business. After all, things are only going to start moving along when you start taking action. You'll find a list of action steps in the 'Activity' sections at the end of each module. At certain points in the course, you might have a question about something that you are confused about. If you're stuck, just log onto the private Facebook group and post your question. It will be answered as soon as possible. You'll also get other insights from people inside the course who might be further along than you are.

This system will take time to learn. It won't happen overnight or even within a few weeks. Give yourself permission to take time with this. If you take consistent action then you will get the results that you want. Sometimes we underestimate how long it takes to actually achieve something worthwhile. So, give yourself enough time to succeed.

Always keep an open mind. Once you get fixed on an idea, you can no longer see any other more profitable or better courses of action to take. To learn exactly how Robert and Stephen think, be sure to check out Module 1 which is all about having a marketplace mindset. In the member's area, you'll be able to find whatever it is you need to get your business up and running.

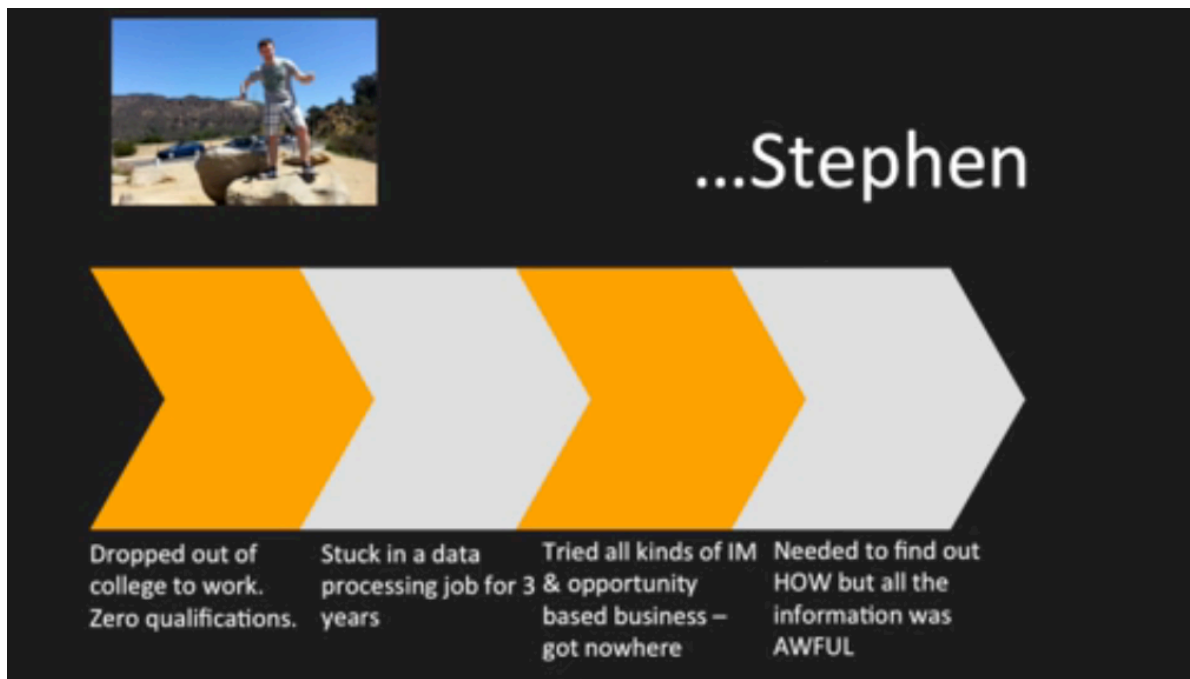


When you arrive at your dashboard for the Marketplace Superheroes course, you'll find yourself on a page like the one above. Over on the left-hand side, you'll find a menu of all the course modules. You are going to begin by going through the 'Game Plan' videos, and then you are going to move through modules 1 – 11 as well as the bonus sections that consist of modules 12 and 13. These contain information about going international and other resources.

Each module contains multiple training videos. By simply clicking on their title, you'll be able to bring up an individual video and view it within the center console. Below each video, you'll find a section titled 'The Utility Belt'. These sections contain resources such as PDFs you can download, class notes, presentation slides, and audio versions of the training. You may also find additional resources that Steven and Robert feel will help you to succeed. Within the 'Activity' section of each module, you'll be able to download entire audios and videos from each module. There are options on the top-right of the member's area for returning to your dashboard, contacting Support, or logging out.

You have been provided software that will guide you through the research parts of the course as well as through the later modules. This software was not available when Stephen and Robert started out, and they know it's going to be a huge benefit to you as you progress through. You'll want to go to Tools.MarketplaceSuperheroes.com to access these tools. When you get to this page, you'll be able to use your account's user name and password to log in and access the software. How to use the software is going to be covered within the first portion of the training, and the software is going to be demonstrated in great detail within Modules 2-5. Now that you know a bit more about Robert, Steven, the training, and the software, it's time to get started.

Who Are We & Why We Can Help You



Before you dive into the system, Robert and Stephen would like to tell you a little bit about who they are and how they have reached the success that they have had. Stephen Summers has been in this business for almost four years now. He dropped out of college in his early 20's with zero qualifications. At the time, he was trying to make it as a musician. "That was, until I realized that I actually wasn't good enough to make it," he jokingly explains. Stephen was also working in a government department as a data entry processor back then. He states that it was every bit as boring as it sounds.

Stephen knew that he wanted to start a business. He had been studying marketing in college, and he had become pretty obsessed with reading marketing books at that time. He had run a few small businesses when he was a teenager, but he had never started a real business before. He says "I had no money and no confidence, and to be honest, I didn't actually know what made a business work." So, he started to Google different topics, just like you may have. He was trying to figure out how to make money online, and he started coming across all of these shabby business opportunities. No one was making money off of these except for the people trying to sell them.

Stephen says that he felt pretty downhearted, and he didn't know where to go or what to do. There were just so many different websites, books, and blogs that all talked about different things. There was no 'one place' where he could go to learn how to build a real business, but

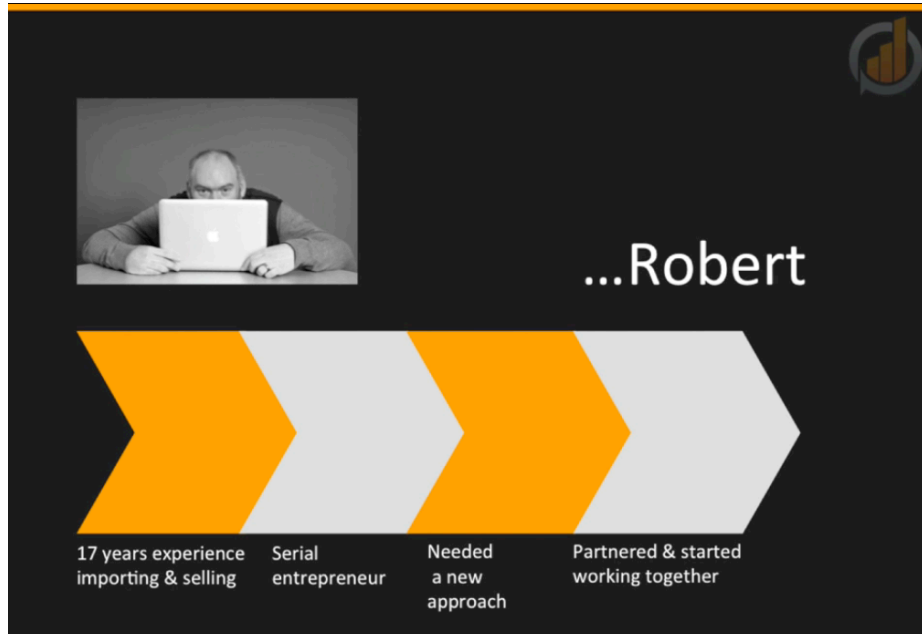
he didn't give up searching for ideas or ways to get started. He was committed to finding a way. He says that good fortune came his way when he met Robert. To cut a long story short, Stephen offered to work for Robert for free so that he could learn how to build a business from scratch. Stephen quit his job and got started.

Stephen didn't realize that he had so many limiting self beliefs before he got started in his business. He was afraid of losing money because, at the time, money was so scarce and rare to him that he couldn't afford to lose any of it. He also had very low confidence in himself back then. He believed that he didn't have any good ideas and that he'd be stuck forever. Of course, he's never run a business before, and he had read all of the statistics about how 95% of businesses fail in less than five years. You might have experienced these same sorts of feelings yourself.

Like so many other people, he didn't have any qualifications that would help him to get a job that was even remotely interesting. He did try to find something that would work for him, but he failed every time. Also like so many others, he complained that he didn't have any money to get started. So, he started searching online for any way to make extra money on the side. He looked into things like internet marketing and drop shipping. You have probably tried some of these things out yourself.

As previously mentioned, a lot of the opportunities Stephen found were pretty shabby in nature. He couldn't find anything that really seemed to work or that he could sink his teeth into. The biggest problem, he says, is that he didn't feel like there was anywhere to go where he could learn how to build a business from scratch. Everything that he read and looked at seemed to contradict what he had read and looked at before, and he got really confused and recalls feeling very down about it all.

Stephen thought that he would have to create a Facebook or a Google to even stand a chance at making any money online at all. He is now going to give you the chance that he got just four years ago. He learned how to start a business from scratch, and that's what you're going to be taught in this training, step-by-step.



Robert doesn't have any third-level or higher-education qualifications. He left school and went straight to work, ending up like so many people do in a traditional family business. In that family business, he launched his first ecommerce site, back in 1997. This was before the days where there was a big spike in marketplace platforms. The site was a commercial success and went on to do very well. Unfortunately, as many family businesses do, the business as a whole failed to progress. As there was no progression, Robert found that he had to leave and move on.

In 2006, Robert started his first company. At the time, he was selling on the UK marketplaces for eBay and Amazon as well as others. This company hit over \$1,000,000 in its second year, and everything looked very promising. However, the rapid growth and the absence of a systemized approach ultimately strangled his company. He learned a lot of hard lessons from the mistakes that he had made in the past. Robert and Stephen started a new company together, and they have developed a system that worked. They are now going to teach this system to you in detail.

Three years after starting this business together these men have found a huge amount of success. They essentially did this by taking complete advantage of everything that Amazon has to offer its sellers. They used their marketplace to gain access to customers as well as their fulfillment opportunities to send their products out to these customers. They also took advantage of Amazon's international presence, which has enabled these men to sell to over seven different countries with ease. The best part of all is that they can do all of this and only devote an hour a day to it; their income is extremely passive.

Over the years, they have found a lot of success internationally on Amazon. Not only have they built a business that takes hardly any time at all to run, but they have sold over \$4.5 million in physical products in the process. Before they started using Amazon, they had staff and warehousing. They were spending countless hours and countless dollars figuring out how to building their business without including anything that would hold their business back. Fortunately, you will be able to start your business without worrying about any of these things. Everything that you need is provided, and the training is presented in a step-by-step manner.

There's no doubt that Robert and Stephen have been successful, but they want you to know that they have made a lot of mistakes along the way. They want to see you benefit from the lessons that they have learned so that you can scale your business up. They promise to never teach anything that they haven't personally tested and profited from. The market you are getting into is huge right now, and it will continue to be into the future. There are over 244 million customers on Amazon right now. These men want to help you take advantage of this huge opportunity, and they hope that you will become a bigger and better seller than they are.

If you follow the advice in this system, these men are sure that you're going to get results. They aren't trying to brag about their accomplishments; they only want you to know that they have "been there and done that" because you should only accept advice from people who have. There are far too many people out there who are giving advice without actually testing what they are teaching. So, they wanted to share some of the proof of revenue that has come out of selling through the different platforms on Amazon. Look at the screenshots below. The first is what they have made from the UK and Germany, and then in the next screenshot, you'll find proof of their earnings from France and the USA. These are monthly figures of what these men are currently achieving on Amazon right now.

<input type="checkbox"/>	Date	Gross Product Sales	Units Ordered	Orders Placed
<input type="checkbox"/>	01/01/2014	€25,331.13	2,039	1,870
<input type="checkbox"/>	01/02/2014	€24,379.35	1,814	1,662
<input type="checkbox"/>	01/03/2014		1,855	1,703
<input type="checkbox"/>	01/04/2014			1,431
<input type="checkbox"/>	01/05/2014			

<input type="checkbox"/>	Date	Gross Product Sales	Units Ordered	Orders Placed
<input type="checkbox"/>	01/11/2013	€13,691.00	783	649
<input type="checkbox"/>	01/12/2013	€17,986.62	1,056	902
<input type="checkbox"/>	01/01/2014	€20,276.54	1,144	993
<input type="checkbox"/>	01/02/2014	€17,165.91	991	835
<input type="checkbox"/>	01/03/2014	€18,734.70	1,102	958

<input type="checkbox"/>	Date	Gross Product Sales	Units Ordered	Orders Placed
<input type="checkbox"/>	01/11/2013	€13,691.00	783	649
<input type="checkbox"/>	01/12/2013	€17,986.62	1,056	902
<input type="checkbox"/>	01/01/2014			993

<input type="checkbox"/>	Date	Gross Product Sales	Units Ordered	Orders Placed
<input type="checkbox"/>	03/01/2014	\$23,099.68	1,325	1,144
<input type="checkbox"/>	04/01/2014	\$25,762.20	1,414	1,139
<input type="checkbox"/>	05/01/2014	\$21,694.98	1,160	968

Different parts of this course might seem insubstantial, but everything included in this course is going to play a crucial part in your success. A lot of what's put into the training was included because these men do not want to see you make the same mistakes that they have in the past. To be honest, many of those mistakes were extremely painful. Here are some of the biggest mistakes that they have made:

1. Too many fixed costs – warehouses, staff, etc.
2. Selling locally sourced branded products

3. Trying to build a 'big business' vs. a profitable one
4. Not focusing on the bottom line
5. Bent the system to fit the incorrect products that they sold
6. Tried selling on other sites that didn't suit their system

Robert and Stephen assumed that they should get warehouses and staff when they started. After all, that's what everyone else was doing, and they thought that's just what online businesses do. They were wrong. Now they know that having far too many fixed costs like those that come along with having a warehouse and staff becomes a noose around your business' neck. They will hold you back, and you actually don't need them. Thanks to Amazon, you can skip this pain and focus on building your business.

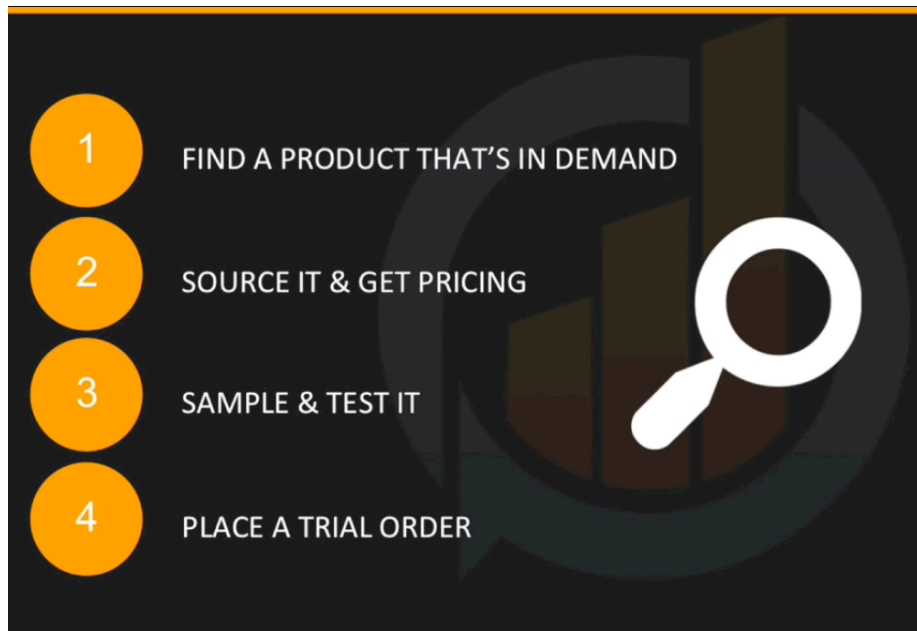
As well as paying for staff and warehouses, these men started by buying locally-sourced, branded products. This seemed like a really good idea at the time, but after going over the figures, they realized that selling branded products, other than the ones you're going to create in this system, will make you feel like you're making progress, when actually you're breaking even and may actually be losing money.

Robert and Stephen thought that their goal should be to build a big business with lots of staff and warehouses in multiple countries. If you think that this sounds appealing, they would like you to reconsider right now. Your goal should be to build an asset of profits with minimal effort. The duo was trying to sell branded products and some importer products, and they thought that they were killing it, but they were too focused on their sales figures instead of their profit figures. Every month, money would flow out of their bank accounts, and they would scratch their heads wondering why.

One of the biggest mistakes that they made was refusing to accept that they were wrong. They would blindly buy their products from wholesalers and break the rules of the system that they are about to teach you to fit those products. Instead, they should have just accepted that the sales of those types of products were actually detrimental to their success. Equally detrimental was trying to sell on other sites like eBay. These sites didn't fit our system, but they persisted there for far too long. They should have never tried to sell on these platforms in the first place.

As mentioned, your goal should be to build an asset that's as hands-off as possible. Passivity is what they aim for in their style of business, and you should too. Your focus should be on continually sourcing and selling in-demand probable products. You are going to learn to source all of your products in a way that you can focus on finding more products to sell.

The Marketplace Superheroes System



There is a one sentence definition that explains exactly how this system works. This system teaches the process of finding and improving products that are in demand, creating a simple brand for that product and then selling that product in multiple countries using Amazon as your vehicle. Now let's take a look at how this system works as a whole. Here are the steps you're going to take:

1. Find a product that's in demand
2. Source it and get pricing
3. Sample and test it
4. Place a trial order
5. Import product
6. Prepare Amazon FBA orders
7. Arrange delivery
8. Create listings on Amazon
9. Monitor sales

10. Ascertain 'run rates'

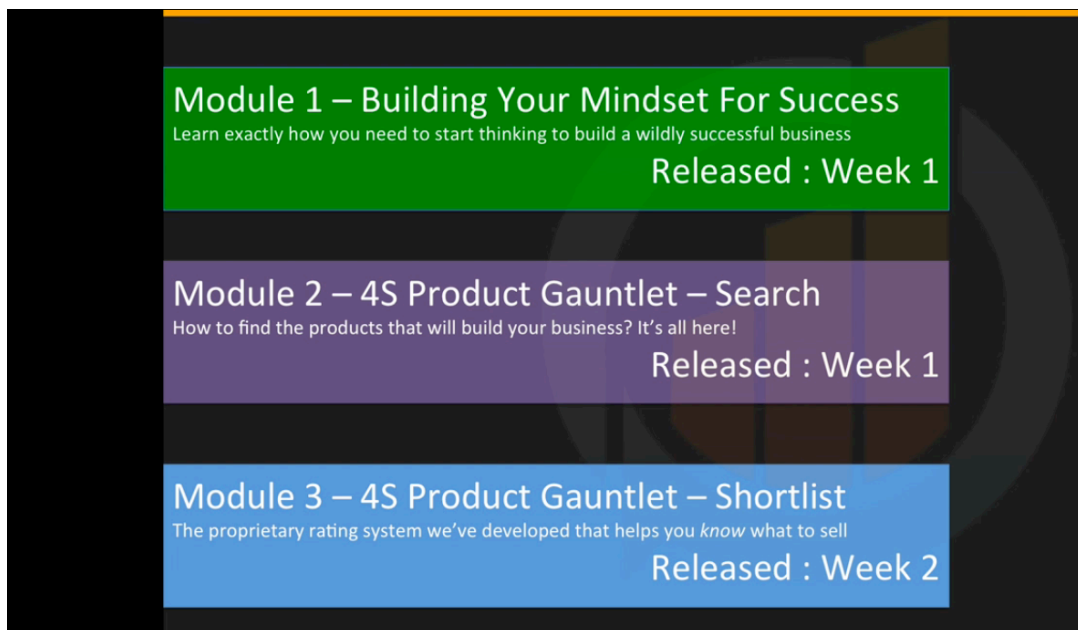
11. Reorder

12. Add new products

The first step in the process is to figure out what people already want to buy. Once you figure that out, you simply source an improved version of what people already want to buy. After that, you will ask your source to send you a sample so that you can test out the product. Then, you'll place a trial order with your supplier so that you can see how the product will perform in the market.

Next, you'll import the trial product using freight partners which you will be introduced to in Module 6. When that's done, you'll prepare your product to be sent to Amazon, again using an outsourced partner. Once they are prepared and ready to be sent to Amazon, you will arrange for your products to be collected and sent to FBA. Then you'll need to optimize your listing on Amazon so that you can convert more browsers into buyers when the stock arrives and is made available for sale.

Monitoring sales will be vital to your business. There are a few reasons why. Once you ascertain your run rates, which refers to how many sales you make within a certain period of time, you'll be able to gauge how much stock you need to reorder as well as when you'll need to reorder so that you don't run out of stock and lose sales. As a result, you should be able to use the profits that you make to add new products that can help you grow your business even more.



Module 1 – Building Your Mindset For Success
Learn exactly how you need to start thinking to build a wildly successful business
Released : Week 1

Module 2 – 4S Product Gauntlet – Search
How to find the products that will build your business? It's all here!
Released : Week 1

Module 3 – 4S Product Gauntlet – Shortlist
The proprietary rating system we've developed that helps you *know* what to sell
Released : Week 2

This whole process does take a little bit of time, but if you stay consistent, you will get results. Here's what you're going to learn in each of the following modules:

Module 1 – Building Your Mindset for Success

Module 2 – 4S Product Gauntlet – Search

Module 3 – 4S Product Gauntlet – Shortlist

In the first module, you're going to learn exactly how you need to start thinking to build a wildly successful business. Then, in Module 2, you're going to start learning about what is referred to as the '4S Product Gauntlet'. Specifically, you're going to learn about the search part of this 4S system. In other words, you're going to learn how to find the products that you will use to build your business.

In Module 3, you'll move on to the second part of this process, which is the shortlist section. This is where you will be introduced to the proprietary rating system that helps you know what to sell. Then, in Module 4, you'll enter into the 'Select' section where you will learn how to find and communicate with suppliers. Module 5 is the final stage in the 4S Product Gauntlet system, and it is all about ordering and testing your product sample.

Module 6 is about purchasing and importing your product. You will be ready to order at this point, and you will have everything you need to know with nothing being left out. In Module 7 you'll receive The FBA Roadmap. This is where you will be taking your first steps into Amazon itself. You'll learn how to set up your account, your products, and much more. Next, in Module 8, you're going to be getting into the purchasing and importing part of the course where you'll be getting your product ready for Amazon and sent to Fulfillment Centers.

After that you're going to go into Module 9, which covers Amazon optimization. During this module you'll learn everything that you need to know about creating listings that convert. Nearing the end, you'll go into Module 10. This is where you will be looking at managing, growing, and scaling your business. You'll learn how to manage your money as well as expand your business.

Next, in the bonus modules, you'll be learning about going international and you will be given various resources that you will need for your new international business. The module about going international is a step-by-step guide to expanding your business around the globe. That's it for the whole system. Once you complete all of these modules, you will have a business in place that you can grow internationally as well as continuously on Amazon selling your own brand of imported products.

Why Sell on Amazon & The Rule of 5



The Rule of 5 is very simple. Let's say that you had five products and five countries to sell to, and you were selling five of each of those products per day. That is, five sales per day in each country. With each product sold, you were making \$5 profit for each product. This would result in \$18,750 in profit per month. That is clear of every single cost you have within the system.

So, why Amazon? First, it's the fastest growing marketplace in the world. It has over 224 million customers. It's likely that you've heard of this as well as their Fulfillment by Amazon (FBA) program. You're going to hear a lot more about this platform and its fulfillment system as you go through this course. FBA is at the core of how this system runs, and primarily, it's what's going to allow you to have a business that's almost completely passive.

After items are completed, they are sent to Amazon in bulk. They store them in their fulfillment centers and ship them to customers once they are ordered in the various international Amazon sites. There are a ton of advantages to using FBA as opposed to some other type of fulfillment center. One of the major ones is that they take care of your customer service issues that are related to your orders. For example, Steven and Robert know that 75% of customer queries consist of people asking where their order is. Amazon actually takes care of all of this for you so that you can use your time more effectively.

What is FBA, and what will it do for you? The first thing that you're going to do is find a product and you're also going to find the supplier of that product. That supplier is going to be prepping that product for you, and you are going to be sending your items into the FBA system. You will then have your products available for sale on those Amazon platforms, and every single time that a customer buys a product for you, Amazon will send that product out to each individual customer. On top of this, they will handle any customer queries related to those sales. That's a game changer for you because it makes it possible for you to make money passively since you can have each and every order fulfilled by Amazon.

That being said, let's dig a little deeper into how FBA works and how it can help you. As previously mentioned, the international reach of FBA creates a great opportunity for you. Even better, you have to realize that as your orders grow within each country, your work won't. That's because Amazon takes care of all your fulfillment day to day. Once your products go into the FBA funnel, your work for the most part is complete.

WHY AMAZON?



- Fastest growing marketplace in the world
- Over 244million customers
- FBA = passivity
- International expansion is easy (10 countries now)
- Customer AND Seller focused

You also need to know about Amazon Prime. This is a membership service that the company created just a few years ago. This has been an absolute game changer online. The way this works is people pay Amazon a set fee each year, and when one of these customers buys a product, Amazon will ship that product out on a next-day delivery service. This is huge for sellers on Amazon that use FBA because just a few years ago, you would have had to build an entire team of people that could manage your customer service and fulfillment. Instead, you have been given the chance to grow a global business with a lot of extra man power, or even much work on your part, involved.

Everyone always ask how quickly they can start making money and how much can be made. The real question is “How much do you want your business to make every month?” According to this training, your goal should be to replicate The Rule of 5 and scale it. However, there really is no limit to the amount of money that you could essentially make with this type of business. Let’s take a look at just how possible this is.

What if you wanted to make \$10,000 in clear profit each and every month? The first thing that you would need to do is divide that number down by the amount of days in one month. On average it’s 30, so you when you divide that out, you find that you will have to make \$333 a day to make that much in a month. Then, you will divide this number down by the profit per piece. Let’s say that’s an average of \$5 per unit. If that were the case, you would need to sell 66 units a day to make that much in pure profit.

Then next thing you would want to do is divide the number of sales per day by the number of products you have. So, if you had three products, you would need each one of those 22 times in a day. Divide this by the number of countries; let’s say three. If you were selling to three different countries, you would need to sell seven items per country. That’s seven pieces per item in three countries at \$5 profit per day. Don’t you think that would be a reachable goal?

What if you only were in business part-time and you really only wanted to sell \$5,000 in clear profit per month, to pay a few bills off? In this case you would divide 5,000 by 30. When you do this, you find that all you would have to make is \$166 a day in clear profit. You would then divide that by your price of \$5 per unit. At this amount, you would only have to sell 33 units per day, and if you had three different products, you would only have to sell 11 of each. Then, divide that by three different countries, you would only have to sell four items per country. Now, do you thing that you could sell four pieces per item in three countries at \$5 profit per day? Hopefully you can see how achievable these figures really are.

The Power of Private Labeling



There are two main ways to buy and sell products online; they are private and white labeling. Stephen and Robert define these differently than most people. To begin, what is private labeling? This is what the training is going to primarily focus on. You are going to learn how to private label products that is already in demand, creating existing products, and sourcing it from a manufacturer who will then become your supplier. This training is going to be focused on Chinese suppliers, even though there are many other countries that you can source products from. Robert and Steven have vast amounts of experience with China, so they feel that it's best to teach about that.

When you choose a product that you know sells well already, you simply apply your own brand and packaging to it. So, just to confirm, you're not going to create a product. Instead, you're going to create a brand and then apply that to a product that already exists. Think about choosing a product from a catalogue and then asking about having it produced but with your own branding.

Once your product is produced, you are going to import it and make it available for sale. In your case, you'll be putting it on Amazon by creating a new product listing for it. Finally, like any other sales system, it's about selling your product and ordering more of it when required.

White labeling is very different. This is about finding an in-demand product and then sourcing it from a domestic supplier. You'll need the supplier to be near the country that you plan to sell

in. This supplier will label the product with your labels and then send them to Amazon on your behalf. You then reorder stock whenever it's required. There's no doubt that these two systems seem similar on the surface, but they are actually very different.

Private labeling is made to order. Basically, you pick the product, find a supplier, and then they produce the product that you have requested from their catalogue with your own branding. You can change certain things about this product, such as color, add-ons, and package sizes. Plus, you have total control over the product itself and the supply of that product. You also buy your product at raw cost, and no one else is making a percentage of your product by being a middle man. So, you're actually maximizing your profit potential.

Also, you aren't tied to one supplier. You have multiple options and you can change your supplier at any time. This is really important as your supplier could go out of business, or stop producing a product like yours, or maybe they stop doing what you need them to do. You might also have a disagreement with your supplier, or your product may become too expensive. If any of these things happen, you can just move on to another supplier who is making the same product as yours or a similar one.

Private labeling is slower, and there is a lower lead time. That's because it takes time to produce the product and get it from China to wherever it is you're selling from. That means you have to order more stock when placing orders. This is actually a good thing because it makes it easier to plan. Even though you have to order more, you have more items in stock. That gives you the opportunity to take advantage of all the sales that come your way.

White-labeling is ordering stock that has already been produced. The supplier already has the product stored in their warehouse, and in this case, you have no control because it's not made to order. There's no way to change or add anything to your item like there is when you order items that are produced from scratch. You have to sell exactly what the supplier has in stock in their warehouse. When you do this, you also buy at an inflated cost, which means you make less profit. On top of that, there are probably going to be others selling the exact same item as you. This drives the price of a product down because buyers can see no differences between your product and others.

White labeling allows you to get faster access to stock, and you can order less than if you were private labeling a product. However, it's a business that's easily replicated by others, and there's no 'one place' to find white labelers whereas there is a great 'one place' to find private label suppliers. On top of everything else, there's no control over the stock levels that you have when you are selling white label products. This is really important because if you're building your business that's based on a white label product and the supplier runs out of stock of that product then you have no way of getting access to that same product quickly. This is

particularly tricky if the white labeler you're working with was hard to find in the first place. Also, if the white label manufacturer you're working with goes out of business, so do you.

When it comes to white labeling, you are directly linked to your supplier. Do you really want to place your trust in someone else when it comes to the main elements of your business? Of course not. Steven and Robert don't want you to either. This business model is based on the amount of stock you can produce and move. Without having control over that stock, you have no business. That's why this training is going to focus on private labeling products.

Why Most People Fail and Why You Won't



Most people start small and local, and they begin by doing everything themselves. This means that they employ staff and buy warehousing, and they have tons of customer service queries. So, they have big overhead costs. You won't do any of that. You are going to be using a proven strategy that you can use to find products and sell them online.

The great thing is that you're going to learn to private label products that there's already a demand for. You're not going to selling products that are based on some sort of passion or good feeling. You'll be learning how to sell these products at outstanding profit margins without having to pay for staff, and warehouses, and a lot of other things that businesses still pay for to this day. These large fixed costs can have a huge effect on your margins. Furthermore, you're going to learn how to outsource a lot of time-consuming tasks in this step-by-step system.

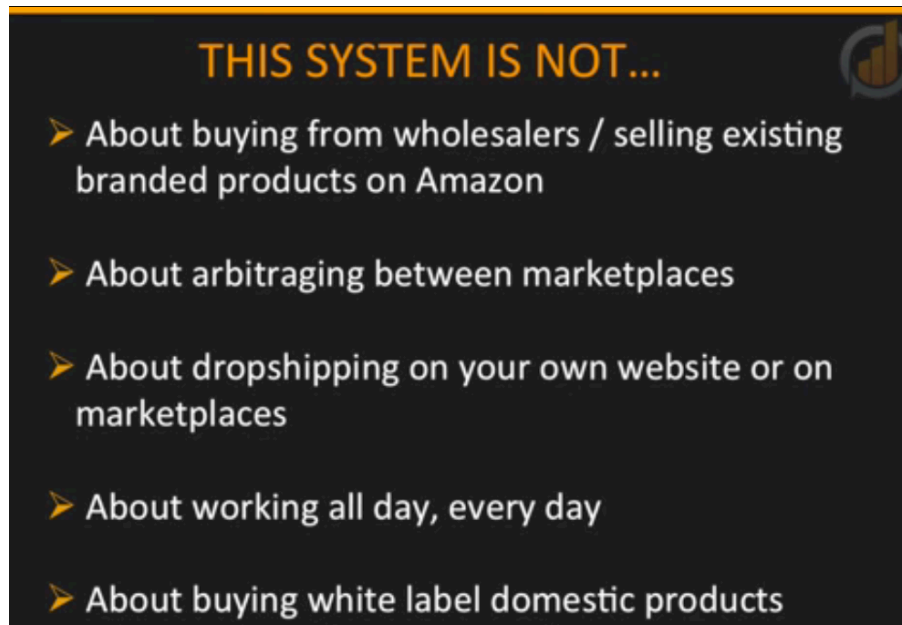
Many of similar systems don't teach you how to make your business an international one. This one will. Robert and Stephen know that this is one of the biggest opportunities online right now, so they are going to show you how to take advantage of this. They are also sharing their contacts with you, such as their freight forwarders, accountants, and advisers. This way, you'll have everything that you need to start your business right now. You won't have to spend money and time finding these resources because they are already provided to you.

This business is 100% location free. Robert and Steven can run it from anywhere they like, and soon so will you. Everybody always says that time is money, but in this case, time isn't so scarce because you are leveraging a huge marketplace. You are using all of Amazon's staff, customer base, and resources to make this happen, which means that you're not going to have to spend day after day plumbing away at the computer and trying to make some money.

You won't have to follow the traditional Monday – Friday, 9-5 work model. You'll be able to move around and work as you please, and once you get your business established, you'll be free to take multiple vacations during the year. You will also find that you have more time to spend with your kids, spouse or other family members and friends.

An important thing that needs to be restated is that this business isn't going to be based on a product that you 'think' will sell or you are passionate about. You are going to learn how to sell goods that are already selling so that it's almost guaranteed that they will sell for you to. This will free you up to spend time pursuing your own hobbies and the interests that you enjoy. This isn't a get-rich-quick scheme or anything like that. It will take time and effort, but if you invest that, you can absolutely create a successful business.

What this System is NOT & Drop Shipping



This system is not about buying from wholesalers or selling existing branded products on Amazon. It's also not about arbitraging between marketplaces or about drop shipping on your own website or other marketplaces. Additionally, it's not about working all day, every day, and it's not about buying white label domestic products.

This isn't about using Amazon as a lead generation tool. In other words, you aren't going to be trying to take people off of the Amazon platform to get them to sign up for an email list on your own website. This also isn't about having huge advertising budgets and controlling those costs all day. It's not about creating PPC campaigns and doing the work that Amazon is already doing, which you are already paying for when you sell there.

Robert assumed that drop shipping was where to start when he first began selling physical products online. The problem with this method is that the margins are far too small. You can't make any real money at it. You must have an outstanding service to even survive on marketplace, or even on your own website, doing this.

You must use Amazon FBA to get all of the advantages that have been discussed in this training, such as reduced shipping costs and access to Amazon Prime members. Now that being said, you need to know that succeeding on Amazon can only be achieved if you control your stock and delivery systems. Actually, you won't really need to control your delivery system because Amazon will when you use FBA.

Introducing the Xcellerator Software



The screenshot displays the Xcellerator software interface. At the top, there is a black header bar with the Xcellerator logo on the left and a 'User' profile icon on the right. Below the header, the main content area is divided into two sections: 'Search' and 'Shortlist'. The 'Search' section features a form with several input fields: 'Short Description', 'ASIN', 'Site' (with a dropdown menu showing 'US'), 'Price' (with a dropdown menu showing '\$'), 'Category' (with a dropdown menu showing 'Others'), and 'Rank'. A 'Create' button is located to the right of the 'Rank' field. Below the form, there is a table with columns for 'Short Description', 'ASIN', 'Site', 'Price', 'Category', and 'Rank'. The table currently shows 'No search items'. The 'Shortlist' section is partially visible on the right side of the screen, indicated by a right-pointing arrow.

To access your Xcellerator software, you'll want to visit Tools.MarketPlaceSuperheroes.com. Use the login credentials that you have already been given to log in. After you sign in, the page will redirect to the one shown above. On the left-hand side, you will see some menu options. The first will be a search bar for your \$\$ product research, and the second will be for your product's profile. As the course develops, more and more options, such as an ordering section and a management section, will be added.

Once items are entered into the 'Search' section, they will be added to the 'Shortlist' section, which is the next menu across. In here you'll be greeted with all the ingredients that you brought in through your searches. You can work with them further from within this section. The products you're working with will be moved to the top of this section and into the Select Phase.

When you reach the Select Phase, the items that come across will be down at the bottom, and then as they are worked through, they will move up to the top. Finally, they will be moved into the 'Source' section. Once items are completed in this section, they will technically be ordered, and they will go into the Product Profile area. As the training progresses, options will be added to the left-hand side of this screen pertaining to ordering, shipping, and phone management.