

Marketplace Superheroes:

Module #9 – Optimizing Your Listings

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Converting Browsers into Buyers



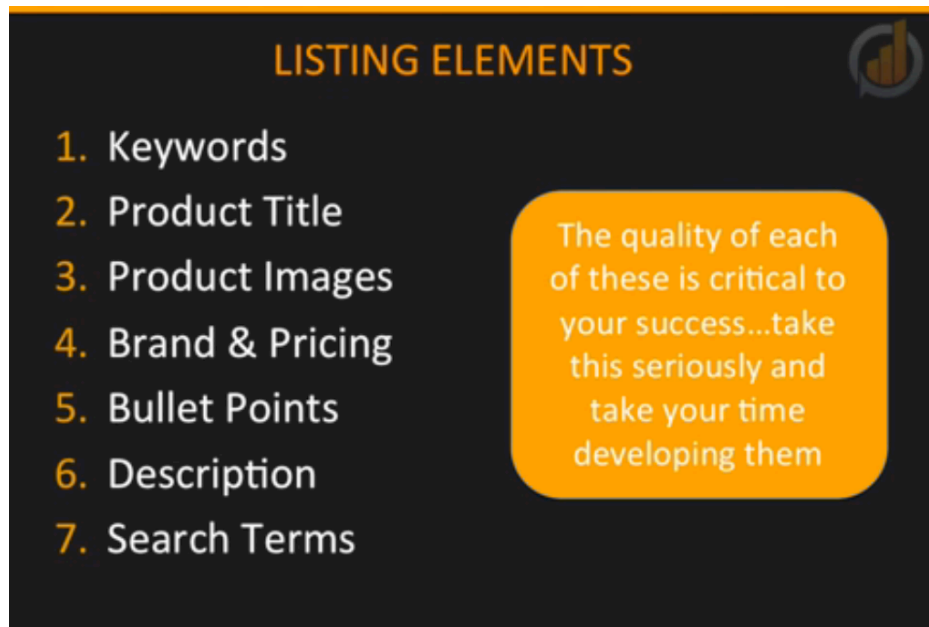
In this portion of the training, you'll be learning how to optimize your listing so that you have great conversions. This makes all the difference when it comes to being a successful seller as opposed to being just an average one. Your products have been ordered and they are on their way to Amazon's fulfillment centers by now. You have also created a preliminary listing that, and you are now ready to take it forward.

This lesson will cover how to take your preliminary listing and super-charge it with persuasive elements. For instance, you'll learn how to improve your listing's title dramatically, and you are going to learn how to optimize your keywords to make sure that your products are discovered on Amazon. Adding awesome bullet points, a great description, and amazing images to your listing are also going to help you to convert more and more browsers into buyers as they come across your listing.

Please remember that you don't have to be a professional copywriter to make the most of your listing. If you follow the step-by-step process being provided in this training, you are going to end up with an excellent product description, bullet points, and everything else. What you have to realize is that something like 85% of the sellers on Amazon don't even have most of these elements and your listing is going to have all of them. So, if you have the recommended characteristics of a listing in place, you'll be way ahead of the game.

There are some very simple formulas that you can use to create your bullet points, descriptions, and so on with ease. The big focus here should be to get good conversions. This is important because you want to make sales, of course, but the more sales you make the more prominently your product will be displayed on Amazon. Ultimately, Amazon wants you to sell more and more products, and as you show that your products are some that people want to buy, Amazon will start helping you to promote them more and more. This helps your products get discovered even more easily, and thus you will be able to make even more sales.

What Listing Elements Convert?



Let's take a look at the listing elements that you'll want to work on in order to convince more people to buy from you. There are seven main listing elements that will help you to accomplish this task. They are:

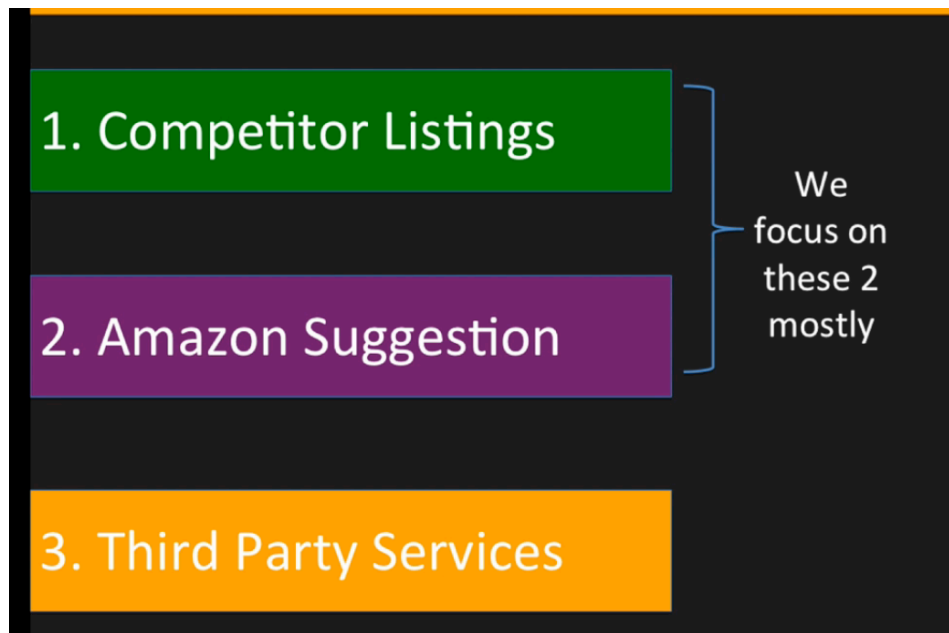
1. Keywords
2. Product Title
3. Product Images
4. Brand & Pricing
5. Bullet Points
6. Description
7. Search Terms

If you will pay special attention to all seven of these elements, you'll find yourself in the position to succeed. You've already spent a considerable amount of time researching your products and making sure that you've identified suitable gaps in the market before you purchased your items. Now you need to capitalize on the great work that you have completed.

The listing that you create will do two things. First, it needs to tell the customer about the product, and secondly, it needs to entice them to buy 'right now'. A couple of the elements listed above have already been implemented into your product. For instance, you have already established a brand for your product.

Your pricing is another element that has been completed because at this point you know what you need to sell your product for. Now you just need to add some tactical techniques that will add to the effectiveness of your pricing. Let's take a look at where you need to place these elements in the Xcellerator software, and of course, your Amazon Seller Central account.

Finding the Keywords that Power Your Listing



This section will cover exactly what keywords are and how to find the specific ones that will help power your Amazon listings. You have to understand that keywords are absolutely critical to your success on Amazon, or even on any other ecommerce marketplace. If you don't know much about keywords, they are just phrases or individual words that customers type into search engines such as on Google or Amazon in order to find specific products.

As a seller, it's up to you to figure out what keywords people are using to find products like your own. You've already performed research to know what people are currently buying a lot of. That was part of your research in the beginning of this training. Now it's time to figure out what words these buyers are using to find these products on Amazon. Also, you'll want to find lesser-used keywords that work so that you can pick up additional sales. In a moment, you'll learn how to do all of this.

The main problem with using keywords to bring traffic to your products is that many less-scrupulous sellers abuse them by stuffing their titles and descriptions with ridiculous amounts of keywords in the hope of picking up sales. This is not what you'll be learning to do. This is an extremely poor practice, and Amazon is currently cracking down on sellers that do this. It won't be long before all of these 'stuffed' listings have been completely removed, and you don't want to be a part of this crowd when it happens.

When it comes to choosing a keyword, you first need to question whether or not it would really help a customer to find what they want. If it does, then you'll be absolutely fine. After all, if you can help Amazon give their customers a great experience, they will help bring you the business that you require. With this all being said, you are probably asking yourself "How do I find the keywords that will help customers find my products?"

There are three main methods for finding the best keywords to pair with your listings. The screenshot above shows what these are, and it also shows that your main focus should be on the first two. The three places you'll look to find the best keywords for your listings are:

1. Competitor Listings
2. Amazon Suggestions
3. Third Party Services

The first method that's recommended is to search through your competitors listings and take note of the keywords that they are using. If you see that sellers are using the same keyword in their titles, you'll want to include it in your title as well. For example, if you were selling a pool rake and you noticed that several sellers were using the term 'pool rake' in your title then you'll want to use that in your title too. That's because this phrase is likely being used by multiple sellers because it has been found by these sellers to be a keyword that drives a lot of traffic on Amazon. Therefore, you'll want to mention it in your title.

If you only used one primary keyword in your title then it would wind up being pretty short. So, you'll want to find some secondary keywords that can fit in your title well and drive even more customers to your listing. To find secondary keywords, you can use the same method that you used for finding your primary keyword. It's essentially the second most used keywords used by competing sellers for products that are like your own.

Before using any primary or secondary keywords for your product(s), you'll want to make a list of every keyword that you can find using the competitor listing approach. You'll learn how to pare down this list later on. After you have exhausted this method, finding as many relevant keywords as possible, you'll then use the Amazon suggestion tool to find more.

If you've never heard of this tool before, it works similarly to Google's auto-suggest function. You've probably noticed it before. As you type keywords into the search bar, some suggestions pop up underneath. These suggestions are related keywords that users most often use on the site. You'll be shown a visual example of this soon. The Amazon suggestion tool is incredibly useful to you as a seller because it reveals what other customers are typing in to find products

like yours. You'll want to add the suggested keywords that pertain to your product to the overall list of keywords that you have been putting together.

The final method of searching for keywords is one that Robert and Stephen don't use very often because they generally find more than enough useful keywords using the first two methods. However, there are third party services that you can use, such as MerchantWords, which allow you to access lists of keywords that customers have actively searched for on Amazon to find specific products.

Again, MerchantWords (<http://www.merchantwords.com>) is a good place to start. You can also use tools such as Google's Keyword Planner to find even more keywords that customers are using, but remember that those keywords are what people are using on Google. So, it can give you some insight on what people are searching for, but may not necessarily apply to what terms people are using to search on Amazon. However, that being said, most of the time people use the same types of keywords on Google as they use on Amazon.

To begin finding the best relevant keywords for your listing, you'll want to go to Amazon.com. Just type in your best guess at what people would type in when searching for your product. Most of the time, you would simply type whatever it is that your product is called. For instance, a good keyword to start with when researching pool rake listings would be 'pool rake', right? This would bring up a number of pool rakes, which if you were selling this product, would be similar to yours.

The screenshot shows an Amazon search results page for the keyword "pool rake". The browser address bar displays the URL: www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=pool%20rake&srefix=pool+%2Caps. The search bar contains the text "pool rake". The page shows 1-16 of 635 results. On the left, there are navigation links for "Patio, Lawn & Garden", "Toys & Games", and "Refine by". The main content area displays three product listings:

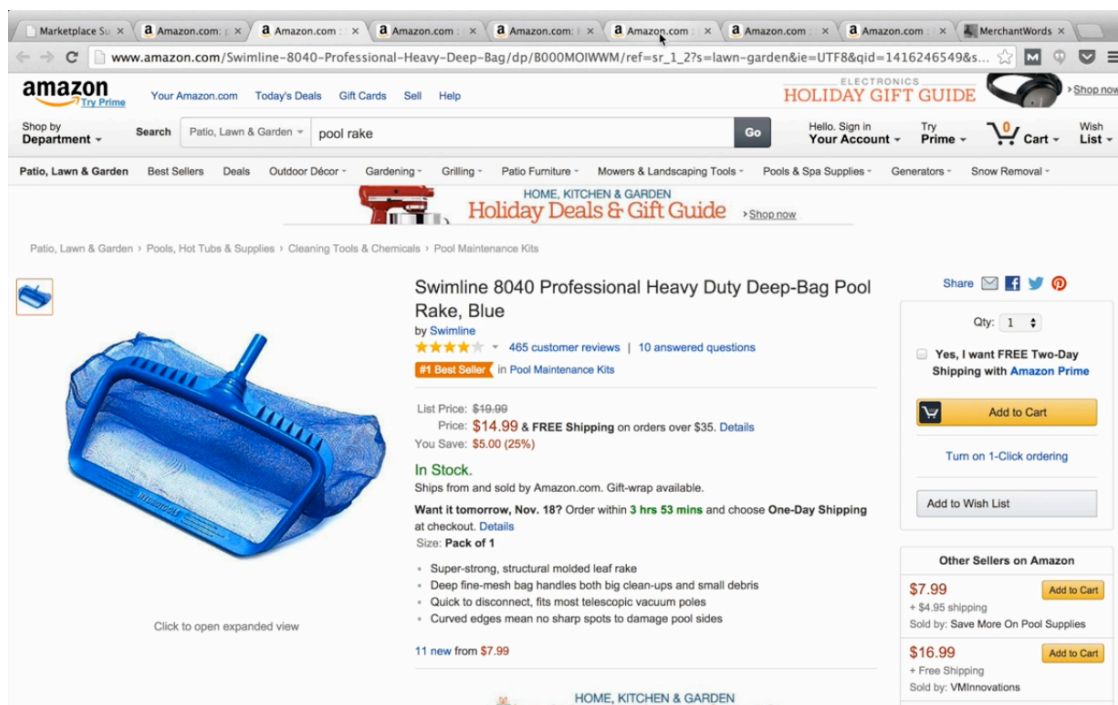
- Swimline 8040 Professional Heavy Duty Deep-Bag Pool Rake, Blue**: Price \$14.99 (was \$19.99), Prime, 4.5 stars (465 reviews). It is the #1 Best Seller in Pool Maintenance Kits. Product features include spots to damage pool sides and a structural molded leaf rake.
- Purity Pool ULTD Ultra-Lite 18-Inch Lightweight Professional Leaf Rake, Tuff Duty Model**: Price \$22.50 (was \$23.67), Prime, 4.5 stars (102 reviews). It is the #1 Best Seller in Pool Maintenance Kits. Product features include spots to damage pool sides and a structural molded leaf rake.
- Poolmaster 21182 Solid-Core Aluminum Leaf Rake - Premier Collection**: Price \$26.71 (was \$23.67), Prime, 4.5 stars (29 reviews). It is the #1 Best Seller in Pool Maintenance Kits. Product features include spots to damage pool sides and a structural molded leaf rake.

On the right side of the page, there is a "Choose a Department to sort" dropdown menu with the following options: Patio, Lawn & Garden; Toys & Games; Books; Tools & Home Improvement; Home & Kitchen; Industrial & Scientific; Health & Personal Care; Sports & Outdoors; Everything Else; Automotive; Baby; Office Products; Appliances; Beauty; Digital Music; Grocery & Gourmet Food; Pet Supplies.

Now the results that first come up wouldn't be what you would want to use. What you really want to look at is the current bestsellers because you want to model after what's working on Amazon right now. If you look closely at the screenshot above, you can see that there is an option over on the top right that says 'Choose a Department to sort'. If you were to click on this, a dropdown menu would open up providing you with some choices. You'll want to choose the category that your product is in to find out what the top items, related to your keyword, are in your category.

That's not enough though. At first, the products will be listed according to their relevance to the keyword that you have put in. Next, you'll want to change the 'sort by' option to 'New and Popular', which is going to give you the bestselling products related to that keyword. When you get these results up, Stephen recommends opening up the Xcellerator software in a new tab, going into the 'Products' section, and click on 'Listing'.

This will open up a window titled 'Listing' in which there is a 'Keywords' menu that you can type the relevant keywords that you find into. Of course, if you'd prefer, you can use your computer's Notepad program or even a physical notebook to take down these keywords in if you prefer, but eventually, you'll be entering your keywords into the software anyway. You'll be using this window to build out your title and some other things with your keywords later on.

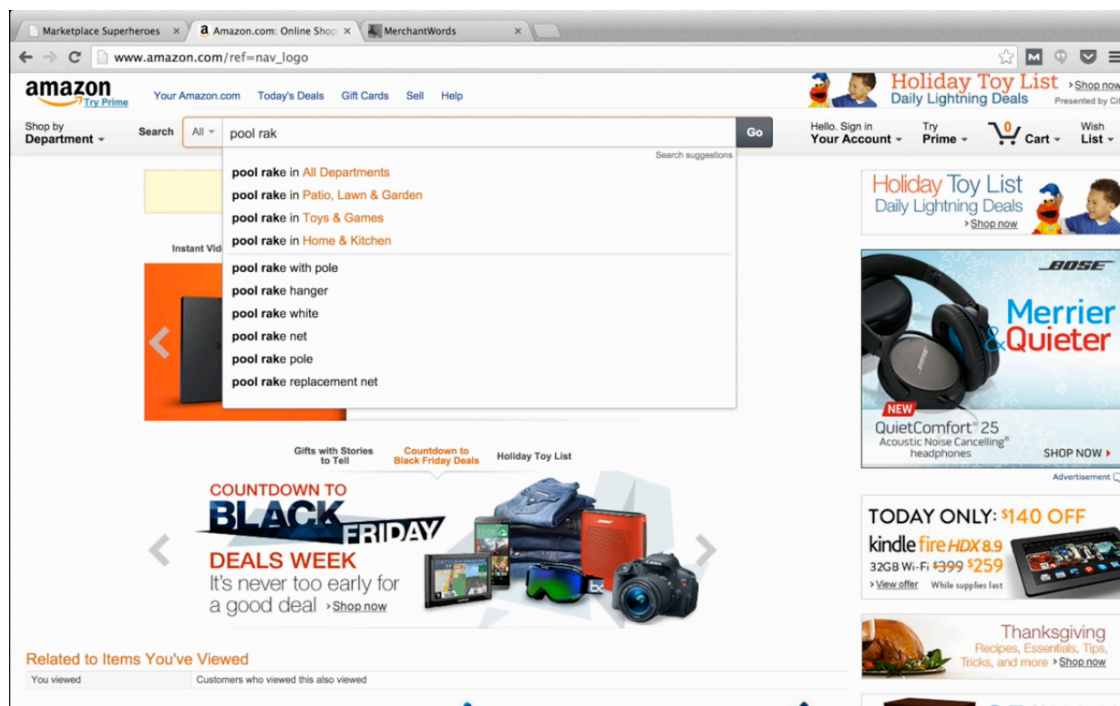


Above you'll find a screenshot of a listing for a pool rake. This is one of several listings that Stephen looked at in his case study example, and in these listings the terms 'pool rake' and

'pool skimmer' came up a lot. So, he copied these words one by one and pasted them into the 'Keyword' field in the Xcellerator software.

In actuality, Stephen typed in 'pool rake' and 'skimmer' because there's no sense in repeating any words in your title. In other words, if your title says "pool rake and skimmer", your listing will come up whether someone searches for 'pool rake' or 'pool skimmer' because the word 'pool' is there. Therefore, there's never any reason to repeat words when optimizing for keywords on Amazon.

Another keyword that kept popping up in people's titles was 'heavy-duty', so Stephen added this to his list as well. He also took note of the word 'aluminum' because that could potentially be a useful keyword. After looking over several different listings, Stephen had a good start to his list of keywords. You would want to keep going through listings to find more and more useful keywords until you feel like you've completely exhausted this method. Stephen continued on a little longer in the case study, adding other words that came up a lot like 'swimming' and 'durable'.

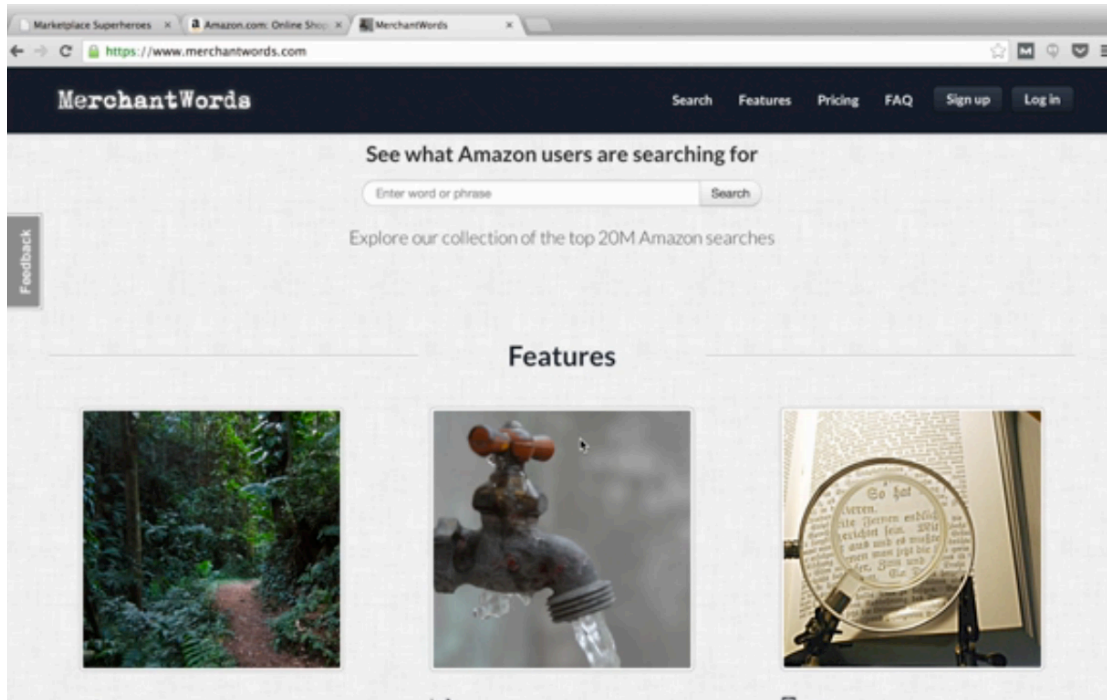


The next method of finding keywords to help optimize your listing is to look at Amazon's suggestion tool. To do so, you simply have to start typing a keyword that's relevant to your product into Amazon's search bar and different keyword suggestions will start popping up. This is demonstrated in the screenshot above. As you can see, when Stephen started to type in 'pool rake' some of the suggestions that came up included:

- Pool rake with pole
- Pool rake hanger
- Pool rake white
- Pool rake net
- Pool rake pole
- Pool rake replacement net

Stephen took note of these and typed the keywords 'pole', 'hanger', and 'replacement net'. Again, take note that Stephen did not type in the words 'pool' or 'rake' over and over again because there was no need to. Amazon indexes words individually, so there is no use in mentioning the same word more than once when it comes to keyword optimization. The reason why Stephen included the term 'replacement net' was because he thought that might make a good bonus item to send along with the primary product. If he did, then 'replacement net' would be a relevant, and popular, keyword that he could use to bring in more traffic.

You wouldn't want to search for just keywords that began with 'pool rake'. It's recommended that you use as many words as you can think of that one might use to find your product so that you can add more and more keyword suggestions to your list. For instance, the next thing that Stephen typed in during his case study example was 'pool skimmer'. This brought up a whole new list of suggestions. So, keep following this process until you have a substantial list of keywords, and you'll probably never have to use the third option for finding keywords. In spite of this, let's touch on this method just so that you understand it.



Pictured above is the homepage to a site called MerchantWords. This is a service that will help you to find lots of keywords for your listings, advertisements, etc. Stephen feels as though the site is worth having a look at as an option, but he thinks that it would really only be worth paying for if you had multiple items for sale. After all, if you are paying monthly for something, but don't use it all that often because you only have one product, you aren't going to get the most use out of the tool. It certainly wouldn't hurt to check out the site, however.

The final tool that has been recommended for finding keywords is Google's Keyword Planner. Stephen didn't cover this in much depth during his case study presentation because he believes that you'll find plenty using the first two methods, and using the Keyword Planner isn't really a requirement of this course. He just wanted you to know that this tool is free and available to you anytime you may want to use it. He suggests that this would be a final method that you might use if you aren't finding out very much through Amazon for some reason, or you might use it if you just wanted to cross-check the list that Google's Keyword Planner generates with the list of keywords that you have compiled.

You can try using the last two options, but it's highly-recommended that you look at what your competition is doing and that you try using the Amazon suggestion tool first. MerchantWords is a great service to use if you have several different products for sale. Of course, you can always sign up for a period of time and then just quit if you're not using it. That's up to you. In any case, the first two methods shared are the main ones recommended. Just keep building that list. You can make it as big as you want to, and then soon you're going to learn how to pare it down.

Building a World Class Product Title

WORLD CLASS PRODUCT TITLES



- First thing customer sees – builds impression
- Contains keywords that help customers find the product
- Used to entice customer to want more information
- Don't repeat keyword phrases – it doesn't help & is bad practice

Now that you have gathered a big list of keywords, it's time to create a world class product title. Learning to create the best titles for your products, or product, is extremely important because this is the first thing that your prospective customers are going to see. If a title doesn't interest them, or get their attention, they are going to scroll down past your offer and move down to another listing that does grab them. It's incredible that so few sellers spend adequate time on such an important exercise. Amazon itself is guilty of having so-so titles at times, but you're not going to be.

So, what should a significant product title consist of? On a basic level, your product's title should be a sentence that tells prospective customers what exactly a product is. The best titles will include the keywords that customers themselves use to describe the products they are looking for.

You can probably understand how a seller could "fool" a customer by using a keyword for a product that doesn't accurately describe that product. For example, a seller might notice that the word 'telescopic' is used in the titles for the bestselling pool rakes. That seller could, theoretically, use that particular keyword in their title to take advantage of the customers who are searching for that keyword. Doing this, however, is against Amazon's terms of service. So,

you'll want to make sure that the keywords that you use accurately describe your product. Don't include keywords that might confuse a customer.

Also, on this note, it's important to stress that you shouldn't repeat any keywords in your title. Many sellers think that the more times they include a keyword, the more their title will come up in the search results. This actually worked back in the day, but it doesn't work anymore. Plus, this will make your listing look absolutely awful. You'll want to create a title that uses popular keywords and accurately describes your product. If you can do this, it's almost certain that you will achieve excellent results.

Ignore the people that try to play games with the system and do things like including lifetime guarantees in their titles. Many of these types of "tricks" will get your account suspended. All that you have to do is follow the steps of this training and you'll be fine. That being said, let's move on to learning how to go about constructing your product title.

First of all, your title should be no longer than 250 characters in length. Your Xcellerator tool will help you to count this to help you make sure that you're on track. Also, make sure that your keywords are relevant to your product, and make sure that you mention any bonuses or extras that are included with your product. You should also include specific product information, such as your product's size, the pack size, and the quantity of each pack.

It's also great to mention the colors if they make your product unique as well as the materials that your product is made of. Furthermore, you'll want to mention the name of your brand. To reiterate, you'll want to construct your product title using the following elements:

- Maximum length – 250 characters
- Relevant keywords
- Bonuses/Extras included
- Sizes/Specific Information
- Pack size/Quantity
- Colors
- Product Materials e.g. Plastic
- Brand Name

The process of creating your title isn't very complicated at all. You simply need to create a list of possible keywords by looking at the ones that your competitors are using in their titles.

Then, use the Amazon suggestion tool to find even more. You might also try using third-party services to finalize this list, but this is optional.

After you have compiled a well-sized list of keywords, you'll want to use them to flesh out a title that makes grammatical sense. Be sure to use only relevant keywords and product-specific information, and don't forget to mention any bonuses or extras that are incorporated with your product. Again, the steps are:

1. Find and list competitor keywords
2. Use Amazon's suggestion tool to add more
3. Use third party services to finalize
4. Include product-specific information
5. Mention any product bonuses/extras

Product Title Formula:
+ Brand Name
+ Color
+ Pack Size
+ Primary Keyword
+ Secondary Keyword
+ Size / Materials







The screenshot above shows the simple formula that Robert and Stephen use for creating their titles. As you can see, they begin by mentioning the brand name, and then they include the color and pack size. After that, they'll include the primary keyword followed by a secondary keyword. Finally, they'll share details about the product's size and the materials that it's made out of, but prior to this, you might want to mention what the product is used for. An example might be "10 Pack of Barbeque Grill Mats, Baking Mat for Charcoal or Electric Grills. It is made

from Non-Stick Materials.” Notice that “Mat” and “Mats” are different and so are “Grill” and “Grills”.

Of course, if you feel like it’s important to mention what your product is made of, the end of the title is a good place to do that. Keep in mind, however, that you never want to mention any other brands such as Teflon. Keywords like that are dangerous because you can get in trouble legally as well as on Amazon for using them.

Always use generic non-branded keywords to avoid having any such trouble. As Stephen says “If you are going to mention a branded keyword, then don’t. It’s as simple as that.” Another thing to take note of is that you really shouldn’t mention color unless you think that it’s important for some reason. If it’s not important, you can leave this detail out completely or mention something about it at the end of your title.

There are some extra considerations that you’ll need to consider when you’re looking at a product title. First, you’ll want to put the most important or “attention-grabbing” information at the beginning of your title because people only see the first 60 characters of a title on smaller detail pages. To better understand, look at the picture below.

	BBQ Mat - Set of 2 BBQ Grill Mats - Baking Mat - BBQ Mats - Barbecue Mat - BBQ Mat Grill King - 2 Year Warranty... \$9.99 \$49.99  Get it by Friday, Nov 14	★★★★★ ~ 135 FREE Shipping on orders over \$35 Product Features BBQ Grill Mat Kings - We Have Made Grilling Even Easier Patio, Lawn & Garden: See all 2,610 items
	Drymate GMC3058 Extra-Large 30-by-58-Inch Gas-Grill Mat \$22.15  Get it by Friday, Nov 14 More Buying Choices \$18.93 new (6 offers)	★★★★☆ ~ 85 FREE Shipping on orders over \$35 Product Features Grill mat protects decks and patios from moisture and grease damage Home & Kitchen: See all 2,625 items
	Kona® BEST BBQ GRILL MAT - Set of 2 Mats - Up to 400% Thicker Than Miracle, Yoshi, Others Plus 2,000 Uses - Free... \$25.97 \$49.99  Get it by Friday, Nov 14 More Buying Choices \$25.97 new (4 offers)	★★★★★ ~ 166 #1 Best Seller in Barbecue Grills FREE Shipping on orders over \$35 Product Features ... 1,000 USES PER SIDE BBQ Grill Mats 2 Pack - Cut To Fit George Foreman ... Patio, Lawn & Garden: See all 2,610 items

You may have noticed that all of these titles are very short. Therefore, you must make sure that you give customers enough information within the first 60 characters to make them want to click into your listing. Getting the primary keyword close to the front of the listing is very important. On larger detail pages, customers only see the first 107 characters of your title. Remember, the main goal of your title is to entice more click-throughs. You can only make a sale when a customer clicks through to your listing page, so it’s critical that you get this right.\

Last but definitely not least, you never want to say that a bonus is free. Instead, say that your product “comes with” or is “complete with” and then mention your bonus. For instance, if your product is a grill mat, you might say “Comes complete with three flexible metal barbeque skewers.” This will shield you from legal issues, complaints by customers, and Amazon’s future crackdowns. Amazon may not be doing something about this now, but they are sure to in the near future, according to Stephen. That’s because of all the spammers operating on the site.

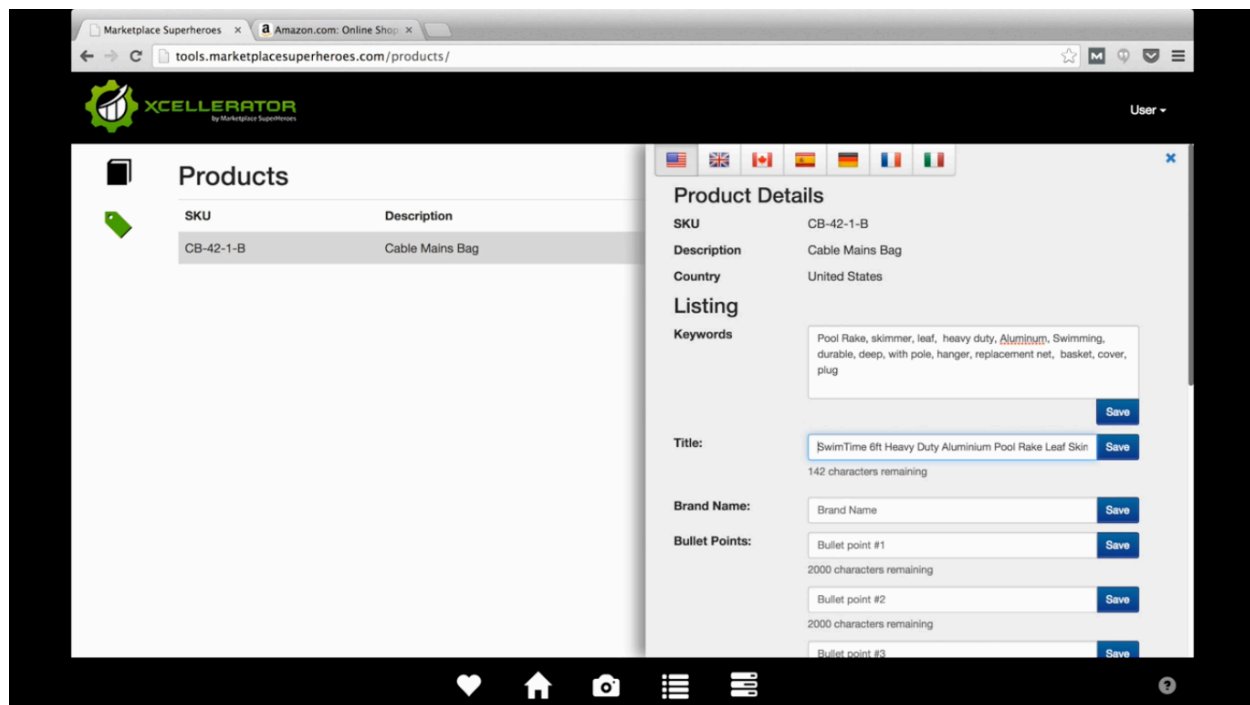
During his case study example, Stephen created a world-class title for a pool rake. He did this step-by-step, using the formula that was shared above. When you use the formula, remember that you don’t really have to use the parts of that formula that aren’t really relevant to your specific product. For instance, the color of a pool rake would be immaterial and so would the pack size if you were just selling one.

Anyway, the title that Stephen shared in the case study was “SwimTime 6ft Heavy Duty Aluminum Pool Rake Leaf Skimmer Durable, Deep Basket Complete with Replacement Net.” That’s not perfect, but it is pretty descent. Stephen actually came up with this example fairly quickly just so he could show you how the process basically worked.

Let’s break this down a little. In the case study, ‘SwimTime’ is the fictional brand that was created. So, that came first. He didn’t mention the color in the title because it wasn’t important to do so. A person that was searching for a pool rake wouldn’t really care about the color. They would, however, be interested in the size and that the product is heavy duty.

When Stephen first researched the reviews for this product, he noticed that a lot of people were saying that many of these types of products were very weak and just fell apart. Therefore, he felt that it was important to let people know that his was heavy duty and that this wasn’t going to happen with it. Again, the size of this product is also quite important, so he was sure to mention that as well.

The beginning of the title explains what the product is pretty well, and upon checking, this first part only consisted of about 50 characters. By the way, as you type out your title, a character count will show below the field you’re typing in. This is demonstrated in the picture below. Stephen goes on in the title to mention that it is a “Leaf Skimmer” because this was something that was often mentioned in his competitors’ listings. People also often used “Leaf Rake” and “Pool Skimmer”. When you reference these different words individually, they are still relevant when people mix and match these different phrases in their searches.



Another detail that Stephen made note of in his title was that his product had a deep basket. This is another feature that people seemed to be looking for when Stephen did the review mining for this product. Therefore, he thought this would be an important keyword someone might be using to find the kind of pool rake they were really wanting.

The phrase “complete with replacement net” is in the title as well because ‘replacement net’ was a search term that people often used on Amazon. He couldn’t use this if there weren’t one included in his package, of course. However, upon seeing this keyword, Stephen decided that a replacement net would make a great bonus for his product. Notice, he used the words ‘complete with’ instead of ‘Free’ because that would be against Amazon’s terms of service.

That’s basically all you have to do in order to put together a great title. There’s a formula to it, but it’s very interchangeable and flexible. You don’t have to put this together the exact same way every time. You just want to be sure and include all of the elements that you can without overstuffing the title with keywords to the point where it no longer makes grammatical sense.

You always want to include your brand name and at least a primary and secondary keyword, but you can leave out other elements that aren’t important to your product in particular, such as maybe the color. Also, you can add in features that you have found to be important to customers by reading the reviews. For instance, Stephen noticed that people were looking for pool rakes that were highly durable when he was looking through the reviews, so he made sure to include this detail in his title.

At the same time, mention as much as you can without taking too much space because things like pack sizes and color can be important to your customers in certain instances. Furthermore, remember that the most attractive and vital information should be put at the front of the title, and the less important should be closer to the end. That's because you want your title to peak interest and get attention. Although there are other elements that you may want to include, the less engaging ones should be placed at the end of your title.

Product Images that Convert

PRODUCT IMAGES



- Images + Title = first thing customers see
- Must be incredibly high quality – no phones
- One time investment...ROI is incredible
- Customer can't feel the product..3D image
- Should show product functionality
- Must use multiple images (3 – 7)

Let's move on to learning how to create product images that will help you to dramatically improve your selling results on Amazon. Excellent-quality product images can improve your sales by more than 33% according to some of the studies conducted by Amazon. Being able to improve your sales by that much is definitely worth a one-time investment. So, it's extremely important for you to make sure that you spend time and some capital initially to make sure that you have absolutely outstanding product images.

The mindset that you need to develop is that customers can't touch the product that you're selling. Therefore, you must provide images that are of such a high quality that customers can practically feel the product and create a 3D image in their mind. The more expensive the item, the more a customer will spend time on those images, weighing out the pros and cons of buying that particular product. If you can provide great images that show even the smallest details, such as the quality of the finish on a product, then you'll be in great shape.

When it comes to a product's functionality, you should try to show how the product works within your images so that people can understand that prior to purchasing it. So, you want to show the product in action in some of your product images. This is true even if the product itself doesn't do much at all. For example, if you were selling a barbeque grill mat, you might take a picture of it in the type of environment that it would be used in. If it was a pool rake, you might show a picture of it being dipped into the pool and picking something up.

It's recommended that you include as many images as you can. Three to seven is usually ideal. You'll want to show the product from different angles as well, and include pictures of any bonuses or add-ons that your product may include. Layout all of the relevant parts to your product so that customers can get a good idea of what to expect once the item arrives. Robert and Stephen will also take pictures of all the different components of their products if they have them. Now, it was recommended that your products not have too many different components, but if your product does, be sure to include images of them laid out nicely.

Again, it's highly recommended that you invest some capital because the return on investment for the sales of items with high-quality images is insane. You only have to do this once, and when you do, make sure that you own the rights to the images your photographer has taken. That way, you'll never have to pay for this again. Robert and Stephen aren't lawyers, but technically, if you don't get an agreement written out that you are the one who owns the rights to the images, the work could still belong to the photographer. If so, the photographer might decide to charge you a license for using his or her images.

Technical Requirements

Product images submitted to Amazon must meet the following technical specifications.

- TIFF (.tif/.tiff), JPEG (.jpeg/.jpg), GIF (.gif) and PNG (.png) format
- Image pixel dimensions of at least 1000 or larger in either height or width preferred
- sRGB or CMYK color mode
- File names must consist of the product identifier (Amazon ASIN, 13-digit ISBN, EAN, JAN, or UPC) followed by a period and the appropriate file extension (Example: B000123456.jpg or 0237425673485.tif)

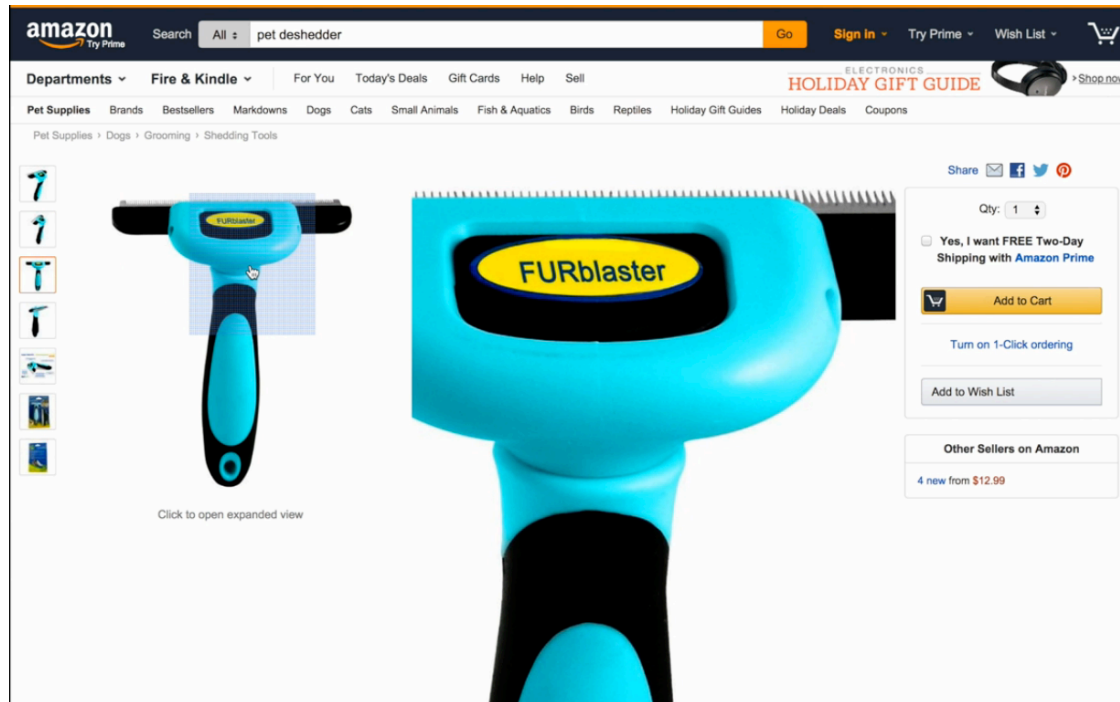
Note: Spaces, dashes or additional characters in the filename will prevent your image from going online.

Amazon does have some technical requirements for images that are used on the site. These are shown above, and they are also included in the Utility Belt for this lesson. Go ahead and review them at your own time and at your own pace. You'll want to hand these requirements to your photographer to, by the way, so that they understand how they need to go about photographing your products. This is especially true if you are working with the photographer online because they need to know what formats to upload the file in as well.

If you get your pictures back and they are not in a TIFF, JPEG, GIF, or PNG format, they won't be able to be used on the site, for example. There are other requirements listed as well, and most

photographers will know how to save the images according to these requirements as long as they know the criteria specified by Amazon.

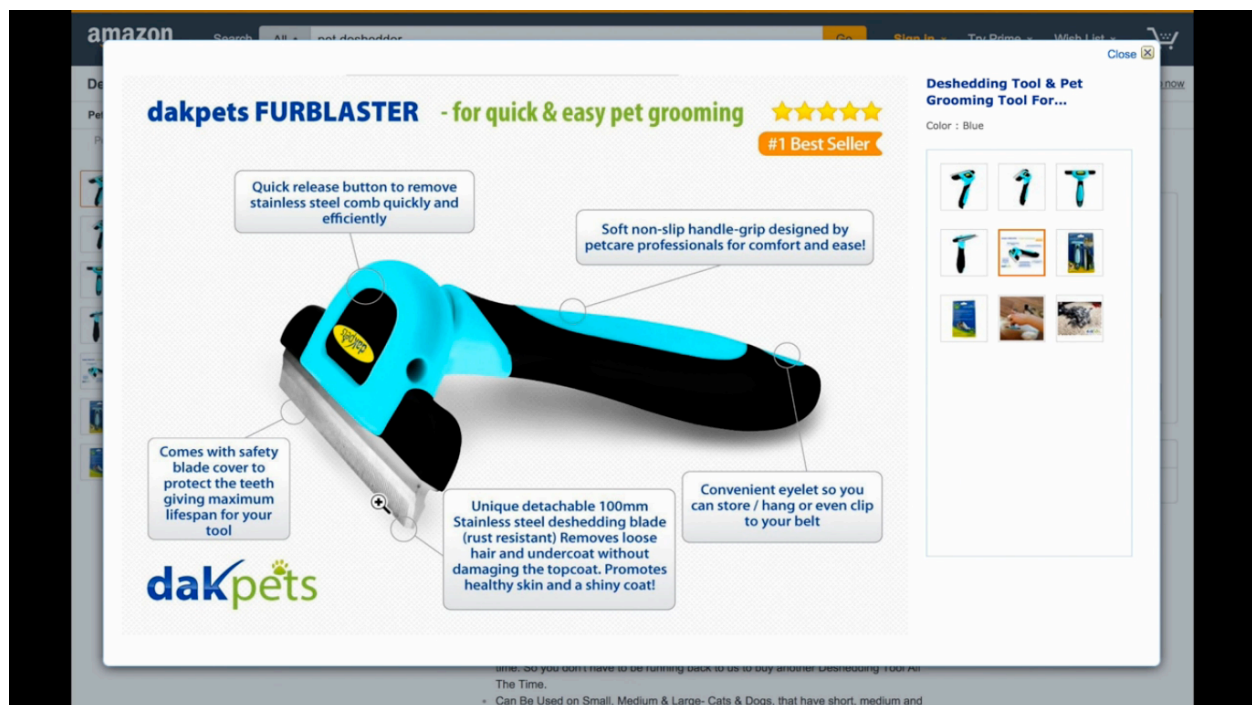
More requirements are also shared on Amazon's website. You can go to Google and type in 'Amazon Image Requirement'. Be sure that you and your photographer are very familiar with these as well. Violation of these terms could result in your images being taken down. These are simple guidelines and there is no excuse for doing this incorrectly. Read these guidelines and be sure not to violate them.

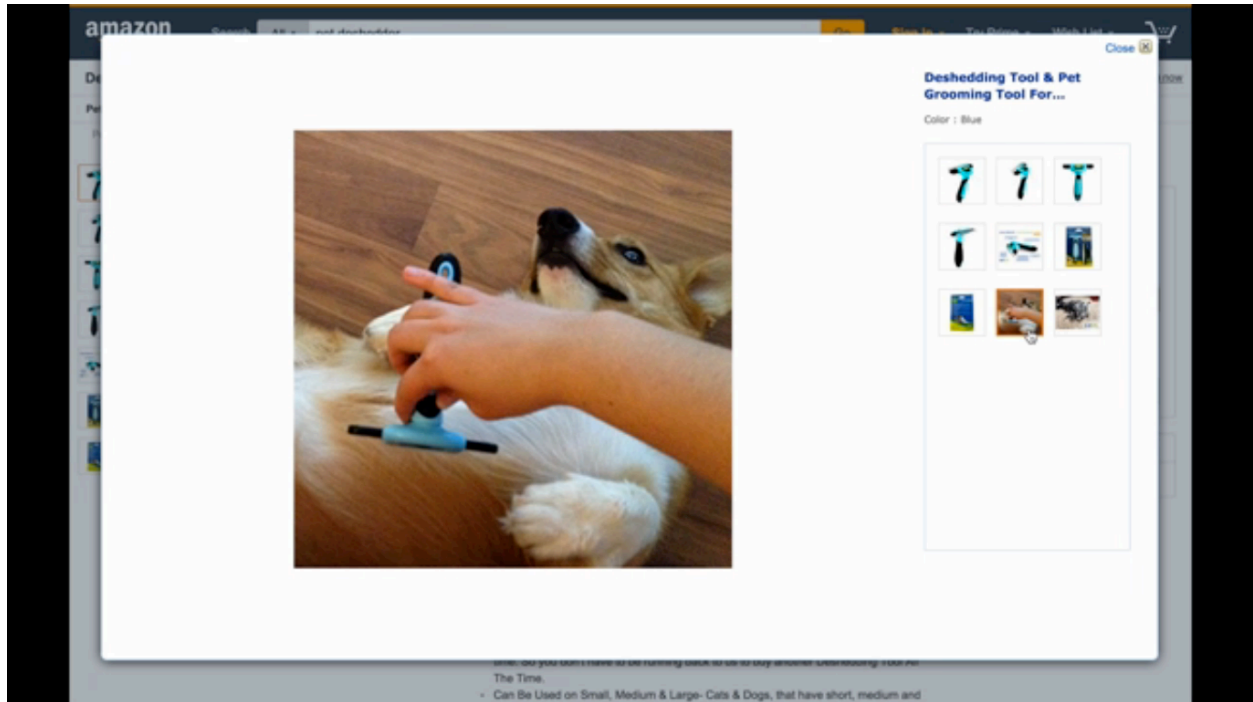


Above, you'll find a picture of a Deshedding Tool. This product has the type of images that you want your product to have, and as you can see in the picture, the seller of this product took advantage of the fact that he can include up to seven different images. The images included are rich media enabled which means that you can zoom in and look at different parts of the product.

This is really good for the customer because it puts a 3D image in their minds. The only problem that Stephen sees with this image is that the top blade looks kind of strange. He comments that it's probably just the lighting that makes it look this way, but you want to make sure and look out for certain details like this. The seller did do a really good job of showing the product from different angles, which is great because a customer would have an easier time imaging using it in all sorts of different ways.

If you were to click on one of these images, you would find that the seller has even more that you can view. One of them is shown below. As you can see, this one has text accompanying the picture which outlines the different features of the product. A picture like this gets a lot of points about the product across to the customer. So, it's recommended that you have a picture like this created for your product, but keep in mind that this can't be the first image. Your main image has to consist of just a white background and your product.

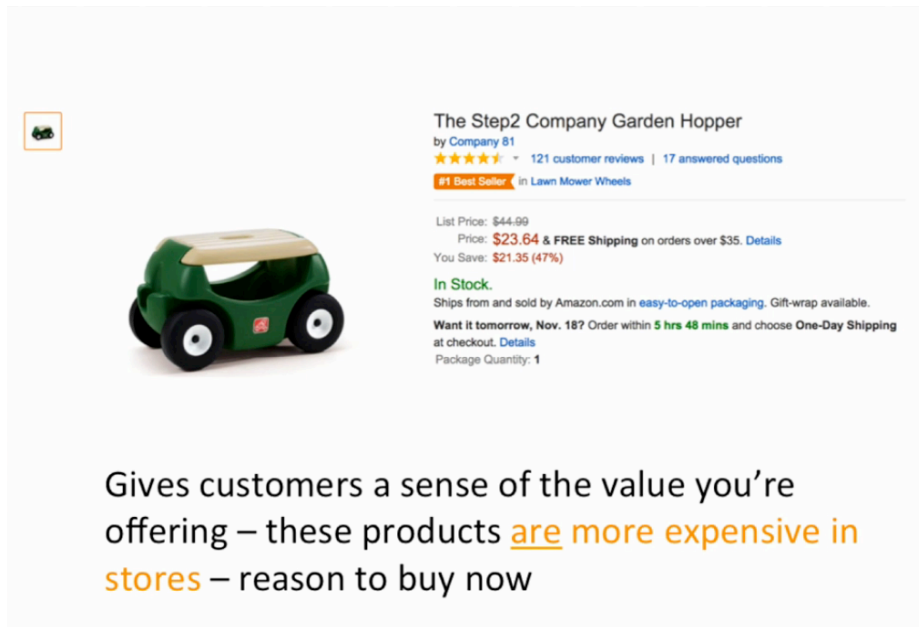




The seller also included an image of the product in its box. Inside of its packaging, the product comes in two parts. It's good that this is shown beforehand because this way it's no surprise to the customer when they receive the item. Now look at the picture above. This shows the tool actually being used on a dog. Not only does this give you an idea of the size of the product, but it also gives you a feel for how the product is to be used.

If you are going to be taking your own pictures, it's recommended that you at least go to a photographer for advice and follow the guidelines that Amazon has provided. Again, the image requirements are not hard to find on the site, but the best way to find them is probably just to search for them on Google. If you have any questions about these requirements, you can always request more help from Amazon's customer service. Hopefully, the pictures provided give you a feel for what types of picture you want to have. It is highly recommended that you work with a professional because you're going to get high-quality pictures back that will make your listing convert much higher.

Branding & Prices



The screenshot shows an Amazon product listing for 'The Step2 Company Garden Hopper' by Company 81. The product is a green and tan toy car. The listing includes a star rating of 4.5 stars from 121 customer reviews, a 'Best Seller' badge in the Lawn Mower Wheels category, and a price comparison showing a list price of \$44.99 and a current price of \$23.64 with free shipping. The text below the product image states: 'Gives customers a sense of the value you're offering – these products **are more expensive in stores** – reason to buy now'.

The Step2 Company Garden Hopper
by Company 81
★★★★★ 121 customer reviews | 17 answered questions
#1 Best Seller in Lawn Mower Wheels

List Price: \$44.99
Price: **\$23.64** & **FREE Shipping** on orders over \$35. [Details](#)
You Save: **\$21.35 (47%)**

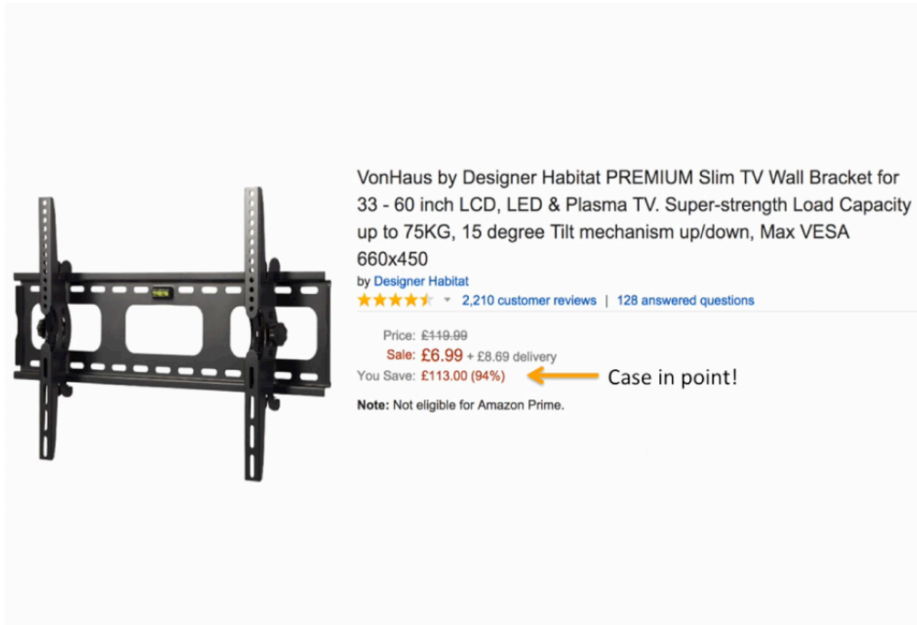
In Stock.
Ships from and sold by Amazon.com in [easy-to-open packaging](#). Gift-wrap available.
Want it tomorrow, Nov. 18? Order within **5 hrs 48 mins** and choose **One-Day Shipping** at checkout. [Details](#)
Package Quantity: 1

Gives customers a sense of the value you're offering – these products **are more expensive in stores** – reason to buy now

Let's take a look at your brand and try to come up with a smart pricing strategy. You'll already have created your brand earlier on in the system. Basically, you want to make sure that you've inputted your details so that your listing displays correctly. Then, you want to put in two prices. One will be the retail price and the other will be the sales price. The picture above shows the 'List Price' to be \$44.99 and it is marked out. Below this, the sales price is shown. It shows to be \$23.64. This functionality is actually provided by Amazon, and you can set this up within the settings in your Seller Central account.

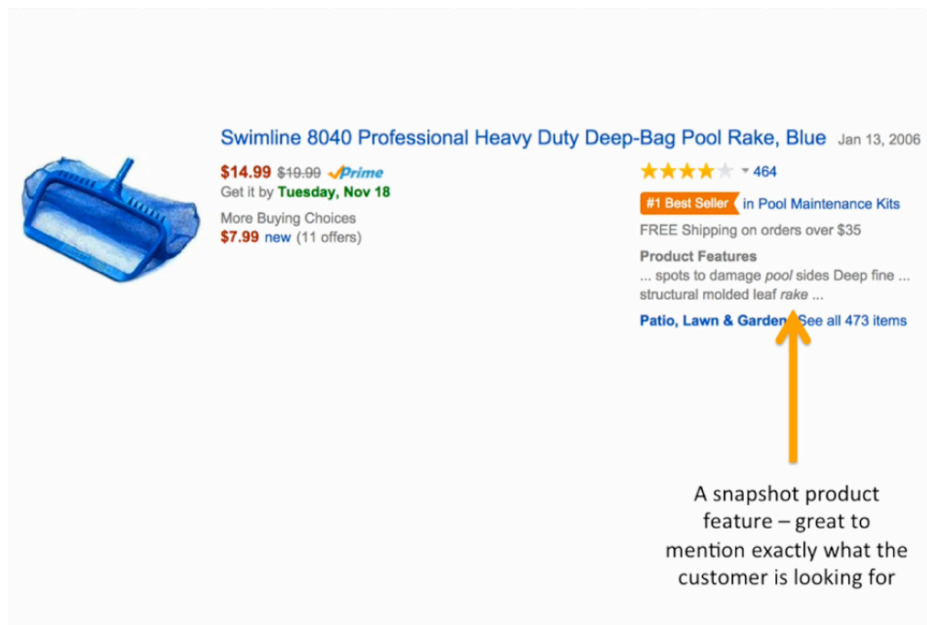
This works really well because you're actually showing the customer how much they are saving off the retail price that they would have paid if they bought the product in a store. In this case, they are saving 40%, which is very appealing. This tactic generally works with the kinds of products you are learning to sell in this training because they are often more expensive in stores. In fact, you can usually calculate the retail price to be six times the FOB cost.

You already know your sales price. That's the price that you estimated when you were ascertaining the price of your product. So, now that you have settled on a price to sell your item for, you need to find out what the list price will be. To get the retail price, you take your FOB and multiply it by six, then round it up to the next \$0.99. For example, if you found that your calculation gave you an answer of \$40.26, you would round that up to a retail price of \$40.99.



You'll want to remember not to overdo this because it can undermine the value of your product and the integrity of your offer. Look at the picture above. In this offer, it says that you can save £113 or 94% on this product. Now, this may be accurate, but it looks too good to be true from the customer's perspective. This might help certain sellers achieve results, but Robert and Stephen recommend that you avoid showing such a huge percentage of savings because it just doesn't look very convincing.

Building Bullet Points that Boost Sales



Bullet points can really help to sell a product. This is the first point in the training where you will be shown how to write longer pieces of content. It's best to just keep things simple by focusing on telling more than selling.

Once the customer clicks through to your listing, after looking at your title, a sponsored advertisement, or a smaller detail page, they will generally do one of two things. They will either view one of your images or they will scan your bullet points. Notice that the previous sentence says 'scan' not 'read'. It's for this reason that you must use your bullet points to quickly convey the main product points.

A lot of other systems will tell you to create long sales letter types of bullet points where you try to cram everything in just a few lines. What you really want to do is give the customer just enough information in the bullets to make them want to either checkout or scroll down to the description where they can get even more information as well as a more benefit-driven piece that describes the usefulness of the product in greater detail.

It's advisable to mention that you want to include a primary keyword in your first bullet point. The reason for this is because Amazon sometimes references this whenever a user inputs a search query. Amazon calls your bullet points 'Product Features' and they are prominently displayed on the search results page, as shown in the picture above. Therefore, having your

primary keyword in the first bullet point helps confirm to users that your product is exactly what they are looking for. Good bullet points should:

- Create interest
- Inform customer of product specifics
- Be easy to read and scan
- Differentiate the product
- Help people complete their '3D Image'
- Include keywords
- Make people want to read on and buy

Good product bullet points create interest and inform the customer of product specifics such as how big the product is. They might also reveal how much volume something can hold, how long something is, and those sorts of things. Bullet points should also be easy to read and to scan over. They should help to differentiate your product and help a person to create that '3D Image' in their mind. In other words, your bullet points should help a customer see the product in their mind as they can't actually touch or inspect your product whenever they are looking at it on Amazon.

You'll want to include keywords in your bullet points as well. You don't want to stuff them with keywords, but you'll want to mention the main primary and secondary keywords in sentences that made sense and inform the customers about what you're selling. Finally, your bullet points should encourage people to want to read more about your product and/or go ahead and buy it. You want to focus on giving people enough information to make an informed decision about your product at this point, and not necessarily try to make a sale.

- An easy-up, portable hammock lets you take comfort on the go
 - Durable powder-coated steel frame; outdoor fabric; chain suspension
 - Includes a removable pillow for head rest or lumbar support
 - Packs up easily and stores in its own included carrying case with handle; folded dimensions are 11"L x 7"W x 48"H
 - Measures 93 by 40 by 26 inches; weighs 24.86 pounds; weight capacity is 250 lbs
-
- Ideal for protecting and storing clothing within wardrobes.
 - Perfect for travel and transporting garments over long or short distances.
 - Superb 'built-to-last' Coffee & Cream finish. Durable , Soft touch breathable material.
 - Top quality stitching, reinforced hanger section and full frontal strong Zipper.
 - Multi Pack contains :- 4 * Medium (90cms * 60cms - 36" * 24") & 4 * Large (130cms * 60cms - 52" * 24")

If your product has what it needs they will buy it, and if it doesn't, they'll move on. Remember, you aren't trying to force demand, only fulfill it. Some good examples of bullet points that work are shown above. They say:

- An easy-up, portable hammock lets you take comfort on the go
 - Durable powder-coated steel frame, outdoor fabric, chain suspension
 - Includes a removable pillow for head rest or lumbar support
 - Packs up easily and stores in its own included carrying case with handle, folded dimensions are 11"L x 7"W x 48"H
 - Measures 93 by 40 by 20 inches; weights 24.86 pounds; weight capacity is 250 lbs
-
- Ideal for protecting and storing clothing within wardrobes
 - Perfect for travel and transporting garments over long or short distances
 - Superb 'built-to-last' Coffee & Cream finish. Durable. Soft touch breathable material
 - Top quality stitching, reinforced hanger section and full frontal strong Zipper

- Multi Pack contains: - 4* Medium (90cms x 60cms, 36" x 24") and 4* Large (130cms X 60cms, 52" x 24")

These bullet points do break one rule. They don't mention the primary keyword in the first bullet. Other than that, they are good examples of bullet points that say quite a lot about the products they describe without saying too much. They give specific information, such as the product's dimensions, and they do some very light selling by using phrases such as perfect for, ideal for, top quality, durable, and easy. They aren't stuffed with keywords and features like you'll see in the next examples:

- By using the same purity, potency, and serving size of a Garcinia Cambogia Extract formula that was used in the clinical trials, you can be certain you are receiving the highest quality Garcinia Cambogia Extract available.
- We guarantee this is the highest quality and purest grade garcinia made in the USA and back it with a Money-back Guarantee (no questions asked – Select Garcinia)
- Premium & potent garcinia cambogia extract w/ 75% HCA capsules along with chromium, calcium and potassium for added weight loss benefits as seen on Dr. Oz – Rapid dissolving vegetarian capsule helps the active ingredients metabolize in the body so very little product "is wasted" and passed through your system (no fillers).
- Contains optimal amounts/serving of key ingredients (recommended and approved by research verified experts) – HCA blocks fat by inhibiting a key enzyme that your body needs to make fat from carbohydrates. Citrate lyase. Usually carbohydrates or sugars that are not used immediately or stored in other forms are converted into fats. When HCA inhibits citrate lyase, the fat-making process is halted and the production of LDL (bad cholesterol) and triglycerides decrease. Our Plus Garcinia is fully reviewed.
- HCA also suppresses appetite by increasing serotonin levels. Serotonin is a neurotransmitter in your brain that makes you feel good. It's a target of many antidepressant medications. Having low levels of serotonin may make you feel depressed or anxious; it drives many people into emotional or reactive eating. By increasing serotonin levels, HCA improves mood and suppresses the drive to react to stressful situations

with food. As you eat less, your body senses this and it releases stored fat in your fat cells.

Look at how horrible these bullet points are. They aren't scan-able or easy to read. They don't give a product snapshot, but rather they railroad you with far too much information. You shouldn't ever do this with your listings. Stephen says that he imagines most of the listings like this will be delisted by Amazon at some point because they aren't exactly on par with the excellent consumer experience that Amazon tries very hard to promote.

Now that you know how not to write bullet points let's take a moment to learn how to create them the right way. The first thing that you want to do is get out the list of bullet points that you found previously. Again, this list should include the keywords that you have gathered from your competitors' listings as well as that which you got from Amazon's suggestion tool feature. Stephen recommends pasting them into a Word document or Google doc to make it easy for you to use them in creating your bullet points.

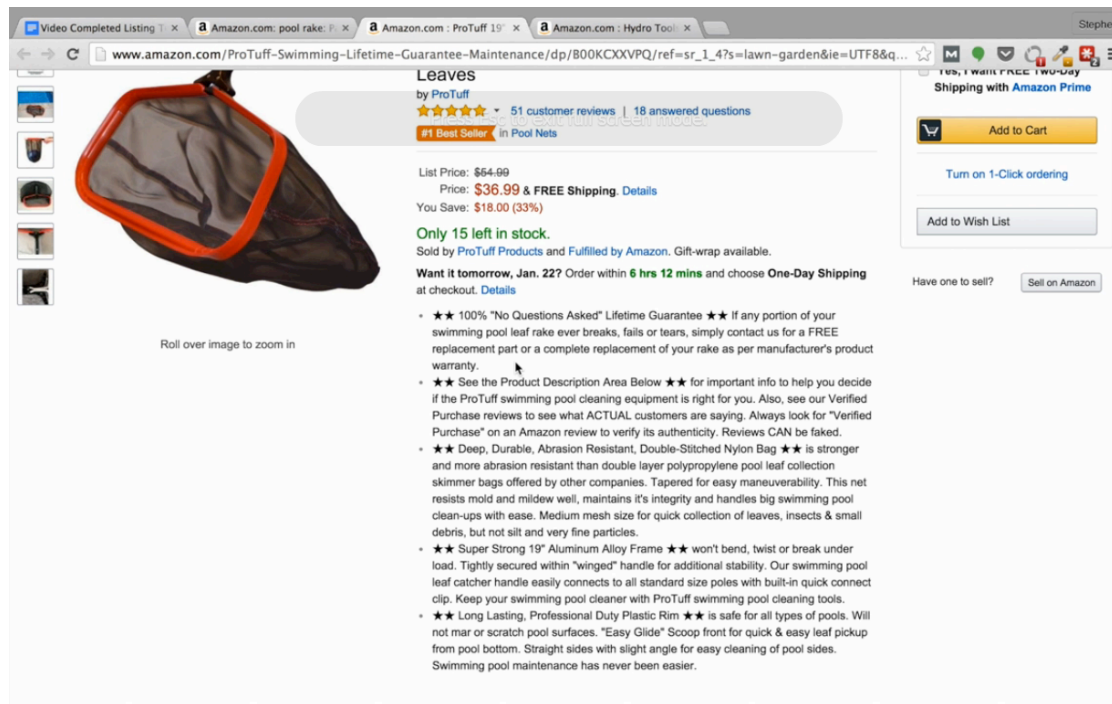
Once you have all of your keywords listed, it's recommended that you look at the first three to five similar competing listings on Amazon in order to copy and paste all of their bullet points into the document. Reviewing these will give you a feel for what your competitors are saying and how they are saying it.

This also gives you an indication as to what not to say. For example, if the competing listings have overly long bullet points, you shouldn't copy them. You should simply take note of what they have mentioned, such as the product features that might help or any selling points that might work. Remember, you aren't trying to create a description at this point. You are telling the customer about the product and its main features in a very short manner. Think about what specific information that they need to know about the product to make an informed purchasing decision.

In Stephen's case study example, he wanted to find the top selling pool rakes on Amazon and look at their bullet points to get some ideas and inspiration. So, he went to Amazon.com, typed in 'pool rake' and hit search, and then he sorted the results by 'New and Popular' in order to find the bestselling pool rakes available. Next, he opened each of the top listings in a new tab of their own so that he could look at them individually.

You don't really need to worry about reading them right now; just select them, copy them, and then paste them in your new document. It's also a good idea to paste in a product's ASIN number along with its bullet points in your document. That way, you can bring up the listing easily if you need to later on. As Stephen was copying bullet points, he decided not to copy them from the listing below. Can you tell why? These bullet points are horribly put together.

That doesn't mean that there's not good information within them, however, and so Stephen read through them to see if he could find anything of value.



One of the first things that Stephen noticed about the listing is it mentions a lifetime guarantee right up front. This is something that's not recommended by this training. He says that he can see how people would want to because then they will know if it breaks you'll replace it, but you really don't want to tell people that; you want to tell them that your product is a good product. He also noticed that this seller refers people to the product's description in his bullet points, and he says that this isn't a good idea. People read bullet points more than the descriptions and the reason for that is that they are short and easy to skim over.

The tactics this seller is using are not good. However, there are some good points made within these bullet points such as the phrase "Tapered for easy maneuverability". That's a good example of something you might want to grab. Stephen copied a couple of sentences from these bullet points and pasted them in his Word document during the case study.

After compiling a few of the well-made bullet points from your competitors' listing and a few details from the ones that weren't so good, you should have all the information necessary for creating your own.

The first bullet point should include the primary keyword and essentially tell the customer exactly what the product is. Unlike the title, you can be a lot more liberal with this bullet point, and you can put a lot more copy in all of your bullet points. You might also want to include

information on any pattern or designs that your product may have to help differentiate your product.

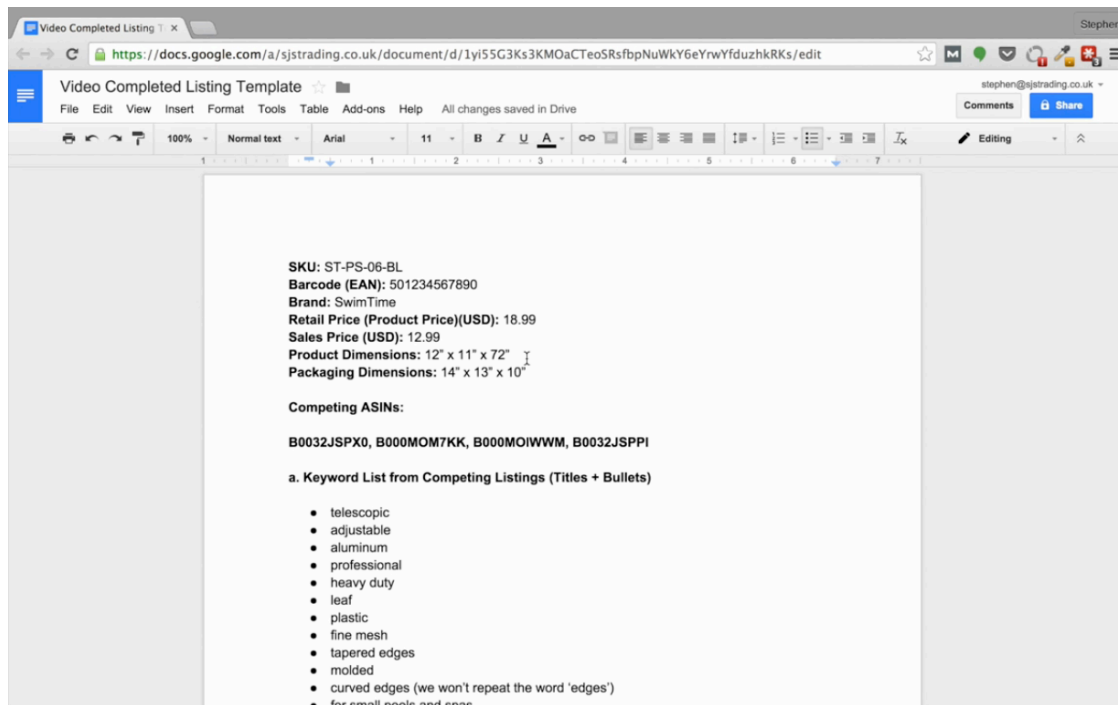
The second bullet point should point out the biggest benefit of your product. For example, how easy it is to set up the product and use it, or how it can make things easier for the user. You might say something like “Setting up this pool rake couldn’t be easier. Just click the rods together and you’re ready to start cleaning.” That’s a good example of a statement that you could use.

The third bullet should point out the materials and how the product is constructed. You can turn these into specific benefits as well, using keywords such as ‘durable’, ‘long-lasting’, and ‘rust free’. If you include any keywords, you’ll want to make sure that they do accurately reflect the product itself; don’t ever say that a product is what it isn’t.

Your fourth bullet point should mention what exactly is included in your packaging. Again, you can use benefit associating words, to make people realize that your product is one that they want to buy. Stephen provided an example by saying “2, 3-foot durable aluminum rods, rip-free mesh with plastic corners for safety.” Do see how this statement shows what’s in the box but also associates some benefits with those items? Be sure to include benefits whenever you can because that’s what’s going to make people want to buy your items.

Bullet #5, which is the final bullet, should give the dimensions of your product. You can provide the package dimensions if you feel like they are particularly important. You’ll definitely want to include the dimensions of the product itself though, and be sure to localize these for wherever site you’re selling out of. For instance, if you’re selling on the UK site, you’ll want to specify the dimensions using centimeters, and if you’re selling on the US site you’ll want to use inches.

Stephen says that this formula has worked extremely well for him over the last four years and has no doubt that it will work well for you too. If you look at Amazon’s guidelines on bullet points, you’ll notice that they are remarkably similar to what is being covered in this training. It’s important that you stick closely to the criteria as you will want to be selling your products on Amazon for years to come. You always want to conform to Amazon’s guidelines, and in fact, it’s recommended that you review those guidelines along with this training as you learn how to sell on Amazon.



To help form his bullet points, Stephen also included specifics about his product in his ‘notes’. This is demonstrated in the picture above. You can see that he has his SKU number, his product dimensions, and other information pertaining to his product in this document so that he has everything that he might need to create his bullet points. Below this, all of the keywords that he has gathered are listed.

Before applying the formula, you need to remember that each bullet point that you include should be less than 100 characters long. So, you’re going to need to be very concise when you write your sentences. You’ve seen that some listings have bullet points that are way longer, but you want to keep them under 100 characters because that’s what Amazon recommends. Anything that they recommend, you should do.

Also, try to include some of the keywords that you have found within each bullet point. This helps to keep your message targeted. Plus, it helps to ensure that you’re talking about things that customers have been searching for. This is especially true if you include keywords from the suggestion tool because that matches exactly what the customer is searching for with what you’re selling. The closer your offer matches what users are searching for, the higher the chance that you’ll be able to transform browsers into buyers.

Again, in the first bullet, you’ll want to focus on the primary keyword to begin with, and you want to tell the customer that they have found precisely what they are looking for. In his case study example, Stephen wrote “Heavy duty 6 foot telescopic leaf skimmer with deep mesh basket with bonus pool scrubber.” Most of this sentence consists of keywords that Stephen has

found, but as you can see he didn't just stuff them in. This bullet point is written in a very logical, grammatically-sound fashion.

In the second bullet point, you want to talk about just how easy the product is to set up and/or use. In the case study, Stephen wrote "Easy to set up – just click and play – the extension pole makes cleaning the pool floor easy & fast." After that, he moved on to creating the third bullet, which he says should focus on the materials your product is made of and how it is constructed. He wrote "Built from durable molded plastic with deep mesh basket – perfect for lifting even the finest debris."

The phrase "durable molded plastic" is one that he had found in multiple listings. Again, you can just grab what you have found in these different listings and in the suggestion box and combine these elements to make your bullet points your own. The end of the bullet point, which says "perfect for lifting the finest debris", is a benefit to the product that he wanted to point out. This was a problem he found that a lot of people were having when he researched the customer reviews.

In conclusion, you just go through what you have gathered through the different listings and what you have found mentioned over and over again and try to present the benefits of your product and details about it through your bullet points. Every product is very different, so there's no real one-size –fits-all solution for doing this. It is a subjective process, but it's not hard at all to do. Here are the bullet points that Stephen put together for his case study product:

- Heavy duty 6-foot telescopic leaf skimmer with deep mesh basket with bonus pool scrubber
- Easy to set up – just click and play – the extension pole makes cleaning the pool floor easy and fast!
- Built from durable molded plastic with deep mesh basket – perfect for lifting even the finest debris
- What you get: 2x3 foot extension poles. 1 x rip-free mesh basket with rounded edges with bonus...

At this point, Stephen would say that he would edit these bullet points, doing the best that he could to be as descriptive as possible. You don't have to have perfectly written sentences when you write your bullets. The fifth bullet should mention the dimensions of the product, and again, you want to localize these figures for the location that you're selling to. You should also mention the weight of the product, or the weight that the product can hold. You would want

to mention any measure of volume. For example, if your product had a four-liter container on it, you would want to say that within your fifth bullet.

Profit Pulling Product Descriptions

PRODUCT DESCRIPTIONS



- Supports the title, image & bullets
- Helps to 'sell' the product
- Focuses on emotion rather than function
- Expands upon the bullets, turning them into powerful benefit driven statements

Now it's time to sell your product, but you don't need to get hung up on writing a perfect product description. Most other sellers aren't very good at this, so as long as it is somewhat compelling and outlines the benefits of what you're trying to sell, you'll be good to go. If you can write a good product description, it is much more likely that your product will sell extremely well. A good product description should include:

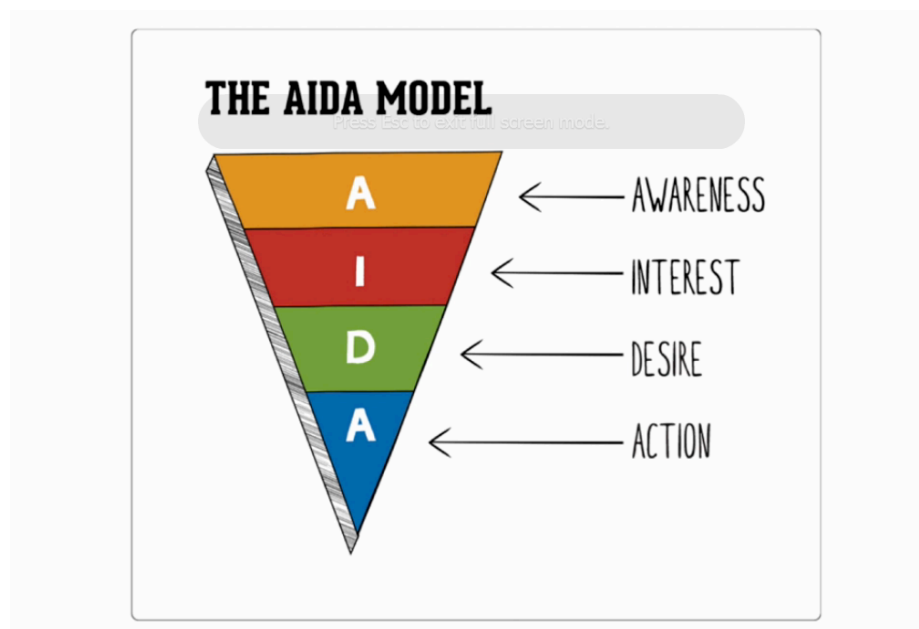
- Supports the title, image, and bullets
- Helps to 'sell' the product
- Focuses on emotion rather than function
- Expands upon the bullets, turning them into powerful benefit-driven statements

Stephen recommends that you use each of your bullet points as sections within your description. You'll want to flesh out these bullet points and tell people how your product will make their lives easier or more organized. A simple framework to remember, one that will help you with your bullet points and description, is that "Features or bullets tell. Benefits and descriptions sell". When you are told to focus on emotion, what this really means is to focus on the benefits of what you're selling rather than just the dry features.

Product descriptions will help you to sell more. There's no doubt about it. Once you start selling more of your product, you'll find that it's being discovered more easily. Of course, this leads to even more sales. Here are some basic points about descriptions that you need to know:

- Most sellers don't utilize them properly
- 2000 character limit – plenty of room
- Uses very simple HTML
- Doesn't have to 'ground breaking'
- Mini infomercial – AIDA formula

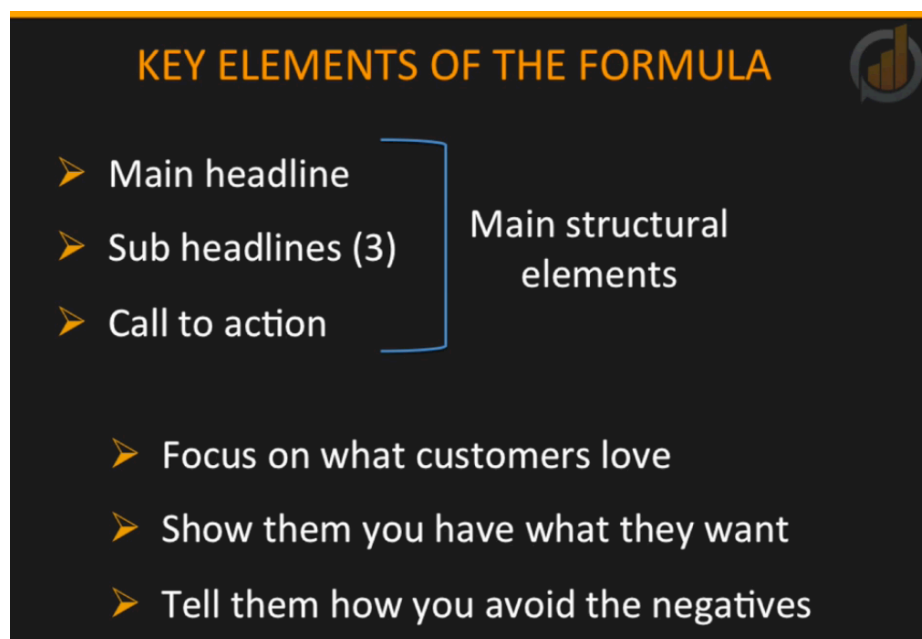
As stated above, most sellers don't utilize their descriptions properly and some don't use them at all. Amazon is even guilty of this. You have a 2,000-character limit. That gives you plenty of room to write quality descriptions. You will want to use some simple HTML formatting, which you will learn more about later on. You'll be given a template that you can use for your own listings so that you don't have to actually learn HTML.



Your descriptions should be written like sales copy, to a certain degree, but it doesn't have to be the greatest copy in the history of the Internet. It's recommended that you conform it to a simple formula that is about to be shared in this training. This is called the AIDA formula, and a visual description of it is shown above. As you can see, when using this model, you'll want to arouse people's awareness, interest, desire, and motivation to take action.

You have likely gotten people's attention with your title and your images. Your bullets help them to develop their interest. So, you are now going to use your benefit-driven description to build a desire to purchase, and then you'll close out your description with a call to action. Some systems are obsessed with using a lot of marketing language in this area. That's not what you are being advised to do in this training. Keep it simple and follow the framework shown above, and you will be fine.

Even if you've never used the AIDA model, think about what you could include that would make you want to buy the product. Furthermore, be sure to use the word "You" when you are writing your description. Don't write in third-person, and pretend that you are writing with a friend. This will make your descriptions far more compelling.



The formula for writing your descriptions is shown above. The main headline, the sub headline, and the call to action are the main structural elements to any good description. Customer will buy your product if it matches their needs and they have enough information to make their purchasing decision. You should use the information you have gathered during your research to help you write benefit-driven statements. Focus on writing about the elements of your product that people love and show them that it has what they want. Also, tell them how their product will help them to avoid negative experiences.

Let's take a look at how you're going to do this step by step. The first step is to use your earlier research and bullet points to form four different section headings that encourage customers to read on. You don't want to use your bullet points verbatim as headings. Instead, you'll want to rewrite them to make them into catchier statements. Focus on benefit statements using

phrases like ‘which means that’ to show how the features of your product will help them to achieve specific outcomes. Above all else, keep it simple.

It’s recommended that you use the ‘hate’ statements from competing listings and write the opposite of those statements. This is a great way to build really strong points. When people buy things, they inherently have objections of reasons why they don’t want to buy. So, when you use this tactic to proactively deal with those objections. They are going to be thinking about these objections as they are reading your description, and you are going to be countering them in your description at the same time. This makes it almost as though you are reading the minds of your prospect and calming their concerns as they read what you have written.

You can, of course, do this with ‘love’ statements as well. In this case, however, you focus on the benefit instead of creating an opposite statement. How do you do that? You would start by taking a statement directly from a customer review. Here’s an example of a ‘love’ statement that Stephen found in his research:

“The netting is wrapped over the frame and held firmly in place with the white rim, which is also screwed on with a couple of screws.”

You would use this type of statement to write a benefit statement like:

“This means that you can collect more leaves and debris without worrying about the skimmer breaking. It will save you lots of time and money because you won’t have to replace your skimmer every year.”

Because You Need A Strong Skimmer...

Our skimmer’s strong netting wraps around the durable white frame, secured by multiple reinforcing screws.

This means that you can collect more leaves & debris without worrying about the skimmer breaking. It will save you lots of time & money because you won’t have to replace your skimmer every year.

You are connecting a feature with a benefit when you do it, the feature being that the frame is held firmly in place with screws. You rewrite the original piece that you copied and pasted from the customer's review and put it in your own words. Look at the screenshot above. This is a statement that Stephen put together from the customer reviews that he has found. As you can see, he added a headline at the top; this is a great way to call a customer's attention to particular features. In this case, you're calling attention to the fact that the skimmer is strong.

After creating a great headline, you then follow up with paragraphs that communicate the benefits of your product to the customer, letting them know how the product will make their lives easier or more manageable. In order to prepare your description for the Xcellerator software and for your listing on Amazon is to use some sort of text editor like Notepad. The reason that you want to use a program like this and not Microsoft Word or a similar program is because you don't want any fancy formatting applied to your work. In other words, if you typed this up in Microsoft Word and then pasted it into Amazon, it could paste in some formatting that you don't want.

HTML is some very simple language that a browser will read and make decisions based on whatever you typed in. For instance, you can use tags like `` at the beginning and end of a sentence to make the text in between the two tags bold. There are many other tags that you can use too, like `<p>` to create a paragraph and `
` to create a line break.

Basically, you're going to create a description with four different sections. At the beginning of each section, you're going to put in a catchy headline that you created from one of your bullet points. There's no real exact science to this. It's just something that you will need to come up with on your own. Just use your creativity and focus on your product's benefits. Stephen recommends using alliteration whenever possible. That's where you have two words that start with the same letters together. An example would be "Perfectly Portable".

The way that you do this may seem a little strange, but it has worked well for Robert and Stephen. They have been getting conversions that are around 30%. They are very confident about the template that they have provided you. It contains four different paragraphs with some bullet points; it's not a full-out description.

To reiterate, you want to take the information that you put into your description from two places. First, you'll want to take your bullet points and turn them into catchy headlines. Then, you'll want to take some of the info from the review mining that you have done and transform some of those statements into positive points about your product, reversing the negative statements and reinforcing the positive ones in your description. That's really all you need to do in order to form your paragraphs. Of course, each of the paragraphs that you write need to back up the heading that is above them.

You are also going to want to include a multiple of bullet points. Customers like to skim over bullet points as they look through your listing. This works really well because it gives them a quick glance into the features and benefits. They may not even read your description unless the bullet points catch their attention and draw them in further. Again, Stephen and Robert have done really well with the format in the template, so they really encourage you to write your descriptions in the same fashion.

As a side note, be sure to back up any promises that you make when it comes to offering lifetime guarantees and things of that nature. If you offer a guarantee, you need to back it up inside your packaging because if the customer opens their package and doesn't see documentation about the guarantee and instructions on how to get their money back they become disturbed and will complain. This also goes against Amazon's own terms of service. All of this gets into some gray area that can get kind of tricky. So, it's really recommended that you stay away from using any kind of guarantees or warranties.

In conclusion, you are going to use the template as a model for writing your own description, and when you write your description, you're going to do so in Notepad or a similar program. That way, you can just copy and paste what you have written into your Xcellerator tool and eventually into Amazon. Take note that Amazon only allows you to include 2,000 characters in your descriptions. If you need to include more, one thing that you can do is delete some of the spaces within your description.

The Xcellerator software will tell you how many characters you have used. Again, don't use programs like MS Word or Google Docs because you'll bring in formatting that you don't want or need; this will take up part of your 2,000 character limit, which you could better utilize. After you paste your description into the Xcellerator software and save it, you can move on to add it to your Amazon listing.

Plugging-in Backend Search Terms

BACKEND KEYWORDS



- Useful for improving discoverability
- Compliments title keywords
- Don't repeat phrases
- 5 keywords per line, no commas required
- Use 3 methods of finding keywords to fill out this section

To complete your listing, you need to finish things off with some extra backend keywords. You used keywords when you created your listing title, but you couldn't include every single keyword that you found as it would have made your listing title unreadable. These backend keywords will give you the opportunity to plug-in extra keywords that will bring you even more traffic without compromising the quality of your product listing.

Backend keywords are great for improving the discoverability of your items. The more keywords you give Amazon, the more of a chance you stand of being found for more phrases. You see, Amazon references each keyword individually. So, let's say that your product title contained the keyword 'pool rake', but in your backend keywords you included the keyword 'skimmer'. Amazon recognizes this and matches up the keywords that are included to what the customer is looking for. In other words, let's say that you typed in 'pool skimmer' instead of 'pool rake'. Since you have plugged in the word 'skimmer' within your description, Amazon will display your product to the customer that typed in 'pool skimmer'.

What this also means is that there's no reason to repeat the same words over and over again. Since Amazon recognizes keywords individually, all kinds of word phrases can be recognized if you include lots of different keywords. It's recommended that you use five keywords per line with no commas used. Reference your listed keywords and use the keywords that you haven't put into your title. If you run out of keywords to use, just reuse the three methods given for

finding more. Again, you can get these by looking into the listings of your competitors and you can do so by using the Amazon suggestion tool. If still more are needed, you can always use third-party services such as Merchant Words and Google's Keyword Planner.

Putting It All Together In Amazon

The screenshot displays the Xcellerator software interface. On the left, a sidebar contains icons for a folder, a leaf, a shopping cart, a group of people, and a storefront. The main area is titled 'Products' and features a table with columns for 'SKU' and 'Description'. The table lists five products: CB-42-1-B (PRODUCT A), LT-GLS-100-2 (PRODUCT B), LT-PPL-100 (PRODUCT E), LT-SSS-35-B-1 (PRODUCT C), and LT-WTC-20-3 (PRODUCT D). Below the table is a '+ Add Product' button. On the right, a 'Vital Info' tab is active, showing a form for creating an Amazon listing. The form includes fields for Title, Brand Name, Bullet Points, Description, Listing Keywords, and Retail Price, each with a 'Save' button. The Title field contains 'SwimTime 8ft Heavy Duty Telescopic Pool Skimmer Rack' and has a character count of 250. The Brand Name field contains 'SwimTime' and has a character count of 250. The Bullet Points field contains five bullet points, each with a character count of 250. The Description field contains two paragraphs, each with a character count of 250. The Listing Keywords field contains five keywords, each with a character count of 250. The Retail Price field contains '\$19.99' and has a character count of 250.

SKU	Description
CB-42-1-B	PRODUCT A
LT-GLS-100-2	PRODUCT B
LT-PPL-100	PRODUCT E
LT-SSS-35-B-1	PRODUCT C
LT-WTC-20-3	PRODUCT D

+ Add Product

Vital Info

Title: SwimTime 8ft Heavy Duty Telescopic Pool Skimmer Rack 250 characters remaining [Save](#)

Brand Name: SwimTime 250 characters remaining [Save](#)

Bullet Points:

- Heavy duty 8 foot telescopic leaf skimmer - removes area 250 characters remaining [Save](#)
- Aluminum extension pole makes clearing the pool floor a 250 characters remaining [Save](#)
- Built from durable molded plastic with deep mesh basket 250 characters remaining [Save](#)
- Lightweight but extremely strong - you won't have to repl 250 characters remaining [Save](#)
- Ultra safe curved edges - no sharp corners - use the rap 250 characters remaining [Save](#)

Description:

Bugs, Leaves & Debris No More!

<p>Are you tired of trying to remove bugs & leaves floating along the top of your swimming pool as well as having to deal with the

250 characters remaining [Save](#)

Listing Keywords:

- hot tub tub 250 characters remaining [Save](#)
- deep bag fine 250 characters remaining [Save](#)
- professional 250 characters remaining [Save](#)
- basket 250 characters remaining [Save](#)
- durable 250 characters remaining [Save](#)

Retail Price: \$19.99 250 characters remaining [Save](#)

Now that you have put everything together for your listing inside of your Xcellerator software, it's now time to take all that you have built and put it into your listing on Amazon. You can get started by logging into your Amazon Seller Central account. Inside the 'Manage Inventory' section of your account dashboard, you'll find the option to relist within the 'Action' dropdown menu. After that, click on the 'Vital Info' tab. It is opened up in the screenshot above. After you have this tab opened up in your account, you can begin filling out the necessary fields. Since you have all of this information put into your Xcellerator software, you should be able to copy and paste most of it in.

There's information that you'll need to add on your own at this point as well, such as your sales price. You'll also want to enter in a start date and end date of your sale. These options are under the 'Offer' tab, and under the 'Image' tab you'll find options for uploading your images. All you have to do is click on the 'Choose File' button under each picture space to browse for the image that you want. Next, you'll want to click on the 'Description' tab where you'll be able to add in your bullet points and the description itself. Again, all of this information should have been entered into your Xcellerator software already, so now it should just be a matter of copying and it from the fields in Xcellerator and pasting it into those on Amazon.

There's also a 'keywords' tab that you can open up to enter in the main search terms that you are using for your product. After that, you can move into the 'More Details' tab to add in any

other needed information such as your product's dimensions. Take note that there are fields for your 'Product Dimensions', which calls for the dimensions of the product itself, and then there is also an option for your 'Package Dimensions' which is where you'll want to input the dimensions for your total package.

Fill out as many of these fields as possible even though some of them are required and some aren't. The more information you provide the better. Once you have completed this process, go ahead and click 'Save and Finish'. After you complete this process, your item will be available for sale.