

Marketplace Superheroes: A Step-By- Step Blueprint to Building a 7-Figure Online Business

Jay Boyer

© Copyright 2015 J.J. Fast Publishing. All Rights Reserved. This guide may not be reproduced or transmitted in any form without the written permission of the publisher. Every effort has been made to make this guide as complete and accurate as possible. Although the author and publisher have prepared this guide with the greatest of care, and have made every effort to ensure the accuracy, we assume no responsibility or liability for errors, inaccuracies or omissions. Before you begin, check with the appropriate authorities to insure compliance with all laws and regulations.

Every effort has been made to make this report as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this report contains information on online marketing and technology only up to the publishing date. Therefore, this report should be used as a guide – not as the ultimate source of Internet marketing information.

The purpose of this report is to educate. The author and publisher does not warrant that the information contained in this report is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this report, nor do we make any claims or promises of your ability to generate income by using any of this information.

Table of Contents

Introduction.....	4
What Have We Achieved?	7
The Power of the Marketplace	11
The Three BIG Secrets	14
The Power of this Strategy	22
7 Big Mistakes.....	27
Introducing Marketplace Superheroes.....	33
Jay's Exclusive Marketplace Superheroes Bonus	50
Questions & Answers	53

Introduction



The image shows two overlapping screenshots of an Amazon seller dashboard. The top screenshot displays data for January 2014, and the bottom screenshot displays data for January 2013. Both tables include columns for Date, Gross Product Sales, Units Ordered, and Orders Placed.

Date	Gross Product Sales	Units Ordered	Orders Placed
01/01/2014	£25,331.13	2,039	1,870
01/02/2014	£24,379.35	1,814	1,662
01/03/2014		1,855	1,703
01/04/2014			1,431
01/05/2014			

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

By reviewing this material, you're going to learn how to sell physical products on Amazon internationally. This information was originally presented by Stephen Summers and Robert Rickey, and they are going to be sharing the exact system that they have used to sell over \$4.5m physical products in just the last three years. They sell their own brand of physical products too, by the way. These men will also be sharing the three biggest secrets that they have learned about how to scale a 7-figure international ecommerce business.

If you are a US seller, there is a lot of information provided that you are going to want to learn about, and there is also going to be a lot here for people that are selling out of the UK or Europe. No matter where you are located, this system will work for you. You'll also discover some of the biggest, and most costly, new seller mistakes. These are mistakes that even the most experienced sellers are making as well. This part of the training is going to be vital for you because each one of these errors can cost quite a bit of money, and Robert and Stephen want to make sure that you avoid all of the pitfalls that they have experienced over the last 20 years, cumulatively, of selling physical products online.

The screenshot above shows Robert and Stephen's monthly sales on Amazon and it reveals that they do sell in multiple countries. They could have included more, but that would be extremely boring. They just wanted to show you that they know what they are talking about and that this training is going to be well-worth your time. People typically charge quite a lot of money to

teach the same strategies, tactics, and information that you are receiving today. Let's begin by learning a little bit more about the people presenting this information today.

The slide has a dark background with an orange header bar. The title 'A LITTLE ABOUT US...' is in orange. A small photo of a man (Stephen) is in the top left. A large white arrow points right, with four stages of his career below it. A small bar chart icon is in the top right.

A LITTLE ABOUT US...

...Stephen

Dropped out of college to work. Zero qualifications.	Stuck in a data processing job for 3 years	Tried all kinds of IM & opportunity based business – got nowhere	Needed to find out HOW but all the information was AWFUL
--	--	--	--

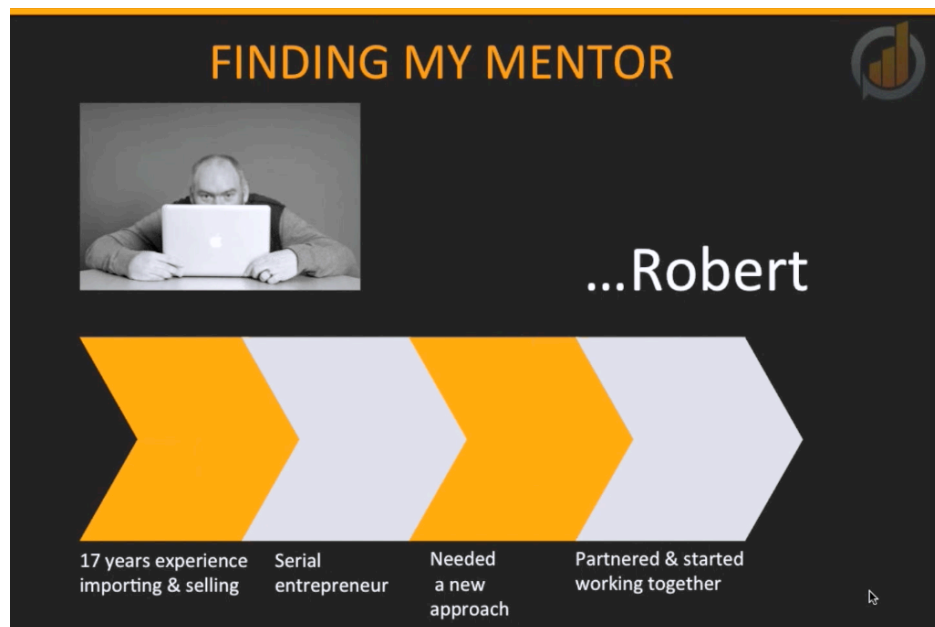
Stephen Summers has been selling on Amazon now for nearly five years. Before that, he was studying marketing at night in college and working during the day. He had a really boring government job, he says, where he just typed stuff into the computer all day. At the same time, he was trying to make it in the music industry as well. Unfortunately, he didn't really have the talent to see that through, he says. He always thought that if he didn't make it in music, he wanted to start a business. Stephen was very young at the time, but he was smart enough to know that if he jumped into it alone then he was going to fail.

When Robert got out of school, he went straight into his traditional family business. It was a bricks and mortar wholesale business which sold electrical accessories. It was a fairly successful business at the time, but it was very old school. He says that he knew, even back then, that he wanted to shake it up a little bit. At the time, ecommerce was pretty new in Europe. It had been taking off in the US for a little while before that, but not very long.

Robert talked to his mother and father about it, and they had to part with a good amount of money to do this starting out. Back then, there was no eBay or Amazon. So, they had to build this ecommerce business up from scratch. This did turn out to be a very successful venture. After about a year bigger marketplaces, such as eBay, started coming out. Robert quickly recognized that this was the direction that things were going to go. He realized, in other words, that people were going to start selling on these bigger platforms rather than putting a lot of time and money into building their own personal ecommerce sites.

Utilizing the contacts and merchandise that he already had access to, Robert began selling on Amazon and eBay. After doing that for a time, he started to realize that there was an even bigger picture to all of it. He began to see that if he started to import the same products that he could get locally, he could sell them at the same price or slightly less than what he was currently selling them for and make much more money. In other words, he decided to start his own label for these products. That's what they did, but they made a mistake. You see, the business wasn't scalable.

"Every time we got an increase in revenue or sales we had to, say, increase staff or increase their computer infrastructure," Robert says. "We had to increase the size of our warehousing, and on, and on, and on it went. This was when it started to get absolutely crazy. I was working every single hour, and we had two warehouses, and staff, at one stage...and it was just going completely out of control." Around this same time Robert and Stephen began working together, and they began working out a system by analyzing Robert's company. They analyzed what makes sense and what doesn't about the company. They decided what needed to be kept and what needed to be discarded.



Where Stephen had a lot of theoretical knowledge to contribute, Robert had experience. This combination worked well. Stephen brought forward some of what he learned from books like *The E-Myth Revisited*. You may have read that book before. If not, pick it up; it's a tremendously good book. Stephen was learning a lot about these turnkey systems at the time. Actually, he had been doing so for some time. He tried to figure out how to take what they were doing and systemize everything so that it all runs automatically. That's what they did.

What Have We Achieved?

WHAT HAVE WE ACHIEVED?



- Created a 100% system selling on Amazon
- Sold **over \$4.5m** of physical products (last 3 years)
- No warehouse or staff anymore
- Imported over 300,000 individual products
- Expanded our business internationally

Stephen actually worked in Robert's business for a period of time to learn how it all worked, and Robert had been mentoring him to a certain degree. Let's go over what they figured out together and what they have leveraged Amazon to create the business they now have. Now they have no staff and they have no warehouse. Well, they have a virtual assistant, but they really just use this person for Marketplace Superheroes. They have no permanent staff whatsoever.

These men have created a system that sells 100% on Amazon, and they are selling internationally across seven countries. They sell in the US, Canada, UK, Germany, France, Italy, and Spain. By the end of this presentation, you'll have a lot of information on how you can do this too. People often ask if they use Fulfillment by Amazon (FBA), and they do 100% of the time. You'll also learn about the European Fulfillment Network later on. This material is going to be presented step-by-step, however, for those who are not experienced with Amazon.

Stephen and Robert have sold over 4.5 million dollars worth of physical products over the last three years. Again, they have no warehouse and no staff. They have gotten logistical services all set up across the globe, and the great thing is, everyone that works with them gets access to the logistical networks that they have set up from scratch. They have accountants in multiple countries and everything else that you can possibly imagine. All of this is going to be covered in further detail later on.

These men have also imported over 300,000 products so far in their business, and they do import every single item that they sell. All of them are imported from China, and according to Stephen, this has been a vital part of their business because these margins are what allow them to scale up their business as explosively as they have. At this point, you might be asking yourself “What makes these guys different from everyone else who is selling on Amazon?” That’s a great question. There are a lot of people out there talking about using FBA and teaching how to get started with a system like this.

What makes Stephen and Robert different from the rest is that they have been able to build a seven-figure business without warehouses and staff, and yet their business runs in a hands-off manner. They have removed themselves from their business nearly completely. Also, they import and they brand every single item themselves. There aren’t many people out there that are 100% imported and 100% FBA.

Another big difference between these men and others out there is that Robert and Stephen are really what you would refer to as “marketers”. They are product guys. Robert has been selling products for 17 years, and Stephen has been selling them for nearly five now. Cumulatively, they have over 20 years experience selling products. So, they aren’t here to teach you marketing per se; they want to share how their tactics and strategies for building a 7-figure business from scratch. One of the greatest things about selling on Amazon is that it allows you to build real business assets, which if you wanted to, you could actually sell.

You know, if you wanted to learn how to become a professional boxer, you’d want to learn from someone that knows how to do it right. That’s what Stephen and Robert are trying to do for you. They want to show you exactly how this works, the right way from scratch. This, they feel, is what makes them stand out from the rest.

If you are reviewing this material, it’s likely that you have sold eBooks or digital products online before, but haven’t really ventured into selling physical products online yet. You may be someone with a limited amount of experience doing so but are at a point where you would like to know more. Even if you are selling on Amazon at the moment, learning to sell internationally on this platform can actually double your business. So, hopefully you are excited about learning all of this.

Imagine getting up on a Monday morning without an alarm. Then, you go down stairs and take your time eating breakfast and drinking coffee. After that, you get out your computer and check yesterday’s sales. You see that you made \$1,000 in sales yesterday. By Robert and Stephens margins, that would mean that you would have profited \$300, in your pocket, that day. You’ve done that in your sleep. You didn’t have to do anything for that money because Amazon took care of everything for you.

The 'traditional' way of selling products online is dead

When you are done checking out what you have made, you may decide that you want to go and have lunch with a friend. So, you go out and have fun, and then you come back after lunch and call up some of your suppliers. You want to talk about some new products you've been researching. You are excited about them because you know that you'll be able to make some great profit margins with them. You know that you'll be able to double your money, in fact.

Further on in the lesson, you are going to learn how you can double your money like this. You'll soon see that it's possible to make 30% net margins. So, if you sell something for \$20, you'll make around \$6 in profit, but actually, you'll be doubling your investment. Therefore, if you invest \$6, you're going to get \$12 back on your investment. That's going to make you a clear \$6 profit. Again, this will be explained in greater detail later on, but it will all be covered little by little in this training so that everything is made clear.

Now, let's say that you after you've done a little bit of research and you've talked to your suppliers you decide to call it a day. You're selling in seven different countries, life is great, and now you go and spend time with your family and your friends. That's the kind of life that Stephen and Robert lead, and they would like to see you doing the same thing. That's why they are giving you the foundations of how to get started today.

What you have to realize is that the traditional way of selling products online is dead. In other words, the way that people see, or used to see online sales, is to have a company that sells products, and they just saw sites like Amazon and eBay as places to throw their products onto in order to sell more. Nowadays, that model is failing because places like Amazon are growing so fast.

Amazon is growing at approximately nine times the speed of ecommerce itself, which means that it has become a goliath in the market. So, instead of having a website and relying on that, as well as looking at these types of platforms as places to throw your products onto, people are starting to realize that these platforms are where they need to center their business. This is particularly true for Amazon because it is now a place where you can reach hundreds of millions of customers, and pretty much for nothing.

People generally will go and get a product first, and they think that they can sell it in all of these different areas, completely without researching it first. An example of this is all of the yoga mats that people are selling. They have a passion for a market like this, and so they go out and just start selling a product in that market, but without really knowing whether or not that product is going to sell.

Robert and Stephen have a system for knowing that a product is going to sell before they even invest a dime into that product. There is an entire methodology that they are going to teach you, in fact, on how you should start thinking in order to run a successful business. This has totally changed the way they think about business, and this is a large part of the reason that they have achieved so much. In fact, they believe this is probably one of the most important things that they have done for their business.

The Power of the Marketplace

THE POWER OF THE MARKETPLACE



- Marketplaces are the new shopping malls
- Amazon have over 244million customers
- It's 100% possible to sell internationally *easily*!
- This is the time to get involved – still early
- You don't need tens of thousands to do it either

Marketplaces such as Amazon are the new shopping malls. It's as simple as that. However, these new shopping malls are international marketplaces with an essentially unlimited selection of products. Amazon alone has 244 million customers at the moment. It's actually well over that, actually, when you take in countries like Japan, China, and India. Amazon sells in all these countries as well, and you can sell there too. It's actually not that difficult to do this, once you know what you're doing.

Until just a few years ago, Robert and Stephen only sold in the UK. They didn't sell in other countries because it was really difficult to do that. Things were really prohibitive back then, mostly in terms of cost. Nowadays, in comparison, things are much, much simpler. Really, even for a beginner, you won't believe how simple it is.

Right now is the time to get involved with selling on Amazon because it is truly just in its infancy, and different platforms on the site, like the European market, are actually fairly new. There's not that much competition in these markets right now and the choice of products that buyers have is still limited. This leaves the door open for you to become very profitable. The best part is that you won't need to invest tens of thousands of dollars to get started, and you won't need to begin with hundreds of items either.

So, what's the modern approach for success in 2015 and beyond? To understand this, you have to realize that Amazon has done some things that have completely changed the face of selling

products online. One of the major things is that they have created FBA. This allows you, as a seller, to send physical products in bulk to Amazon warehouses, which are located all over the world. You can then list your items, or your item, on Amazon, and then when people buy your products, Amazon ships them out to customers on your behalf. Not only that, but they handle all of your customer service for you. This has allowed Stephen and Robert to build their business up quickly and easily, and they have been utilizing this for quite some time now.

To reiterate, the old method was to have a warehouse of your own to ship your products to. The major problem with doing things this way is that there are a lot of fixed costs involved. Whenever you sell on Amazon, however, you change these fixed costs to variable costs. This just means that you can connect the costs you have directly with the amount of sales that you make. If you sell a ton, your costs are higher, but if you sell very little, you hardly have to pay anything. This is a very profitable model because you always know that your costs are being covered since they are just a percentage of what you sell.

Going by the old 'fixed cost' model, you would have to pay no matter what happens in your business. If you have a bad month, you still have to pay your rent, you still have to pay your staff, and you still have to pay for your software, etc. The modern approach is much more reasonable, reliable, and scalable, and since you are using such a huge platform with such extensive services, you can scale across the globe with ease.

Robert points out that when you use the old model, if you do happen to sell more, you need a lot more staff, warehouses, and resources to get your products out to customers. This cuts into your profit margins and prevents you from really being able to scale up. With FBA, on the other hand, you can literally sit there and watch the sales roll in without ever having to worry about it costing you more money or causing you to do more work.

Amazon Prime is another aspect of selling on this platform to consider. This is something else that has really changed the whole face of selling online. If you don't know what this is, it's an annual membership that Amazon lets its customers join where they pay a flat fee once a year to become part of the program, which provides free or discounted shipping and benefits. In Europe, Amazon Prime is a next day delivery service. If you were an FBA seller using Amazon's fulfillment, you would get the exact same privileges, and you can use all of their marketing clout to your benefit. As a seller, that is huge.

The greatest part about getting access to these Amazon Prime customers is that they vastly outspend non-Prime customers. These are the people that you want to go for because Amazon is pushing their Prime program all over the globe right now. It is the one thing that keeps bringing people back to the website. People know that they can get the merchandise that they buy within a day if they are in Europe, and in the US they can get it within two days, shipped at

no extra charge. Amazon knows that this makes things so that their site is the first place that they are going to go to search for a product.

Robert said that he even saw a slide that said as people get older they do this more and more. So, it's almost like the longer they are involved with Amazon Prime, the longer they are going to be. This is a pattern that could work out really well for Amazon sellers. When you think about this and you consider that the population in the world is getting older all of the time, and it's getting to the point where there are going to be more people retiring than are working. Now, that's not good for the economy as a whole, but it's good from the perspective that people are going to have to use services like Amazon continually. So, this opportunity is only going to grow, and you also have to consider that more and more countries are getting added to Amazon all of the time.

Robert and Stephen are going to share a 12-step process that they use to run their business later on in this training. For now, one big thing that they want you to remember, which has made them more money than anything else, is to fulfill demand instead of create demand. In fact, if you never do anything else they want you to do this at least, and Robert and Stephen believe that this is the biggest error that most people make.


People will try to create a demand for their product, and they jump into using all kinds of different tactics to drive traffic outside of Amazon and things like that. They then have to buy all sorts of things to make their system work, and get reviews, and do all kinds of other things to push their product out into the marketplace. What you're going to learn to do, instead, is to look at and discover what's currently selling in the marketplace. Of these, you are going to find the offers that are poorly positioned and in which you can improve upon what is already there for sale.

If you can dramatically increase the value to the customer by adding in a bonus product or adding in different pack sizes and/or you can add value to the item as a whole. Since they are already people searching for the product, you can take advantage of that and bypass everyone by offering a better product. This is true for any type of business; you want to find what people are already looking for in a marketplace and provide it to the same thing, but in a better fashion.

Robert and Stephen look at the market this way and it works really well for them. They have a seven-figure business, and they make a profit of probably over half a million dollars a year in net profit. That's what goes in their pockets. These men believe that comes from having this mindset. He wanted to be sure that you understood that, and whether or not you continue learning from him, he wants you to remember that. It will change absolutely everything in your business; it doesn't matter if you're digital products or physical products.

The Three BIG Secrets

THE RULE OF 5



Most people think...

- You need to sell **HUNDREDS** of products
- You need products that are expensive
- You need to invest tens of thousands to get started
- You need to have 'special' skills & abilities

The first big secret that Robert and Stephen discussed during their presentation is The Rule of 5. You really don't need to sell hundreds of products to build your business. By the way, when products are being discussed in this training, it's physical products that are being referred to. A lot of people will tell you that you need to sell hundreds upon hundreds of products every day to make any money. That's not true at all. You also don't need to sell products that are expensive, and if you are a current Amazon seller, you don't need to necessarily sell products that are small and light. This is a big difference in Stephen and Robert's system as opposed to others.

Also, you don't need to invest thousands upon thousands to get started. There is going to be a bit of invested needed to get you started. It's probably going to cost you about \$3,000, but you won't have to spend like \$10,000 or \$20,000, as some systems require or that you would have to spend to get a physical store off the ground. Also, with a physical store, you can't really sell internationally. It really is unbelievable what you can do with such a little investment required.

You don't need to have special skills or abilities at all, and you don't need to have a crystal ball. You just need a system that works, and you're being given that system today. Forget what you already know, or you think that you already know when it comes to selling physical products on Amazon.com. All you really need is to have five products selling in five countries per day, and each of those products in each of those countries selling at a profit of five dollars per day. If you do that for 30 days, you'll end up with \$18,750 in net profits each month.

Think about that for a second. If you were making \$20,000 a month, how would that change your life? For most people, it would change it in a big way. For instance, Bills would no longer be an issue, a college education for your kids wouldn't be an issue, retirement would no longer be an issue, and all sorts of things like that. Again, this would come from five sales, of five different products, in five different countries, at five dollars profit each. So, you don't need tons and tons of products or money to invest.

Think about it this way, with over 300 million potential customers, could you make five sales a day to make five products? Of course you could. That's not difficult to do at all. Again, when you learn the system you're being presented and you start implementing it, you'll find that it is completely possible. The Rule of Five has changed a lot of people's lives, and it changed Robert and Stephen's lives when they figured out that they don't need tons of products.

You should also take into consideration that the amount of customers Amazon has is growing every single day because that means that making five sales each day actually becomes easier over time. Additionally, if you can achieve this goal of making \$18,750 per month, that's a net goal of \$225,000 in net profit over a year's time. That's a great amount of profit for a small business to be bringing in, and it is totally achievable with this system. Robert and Stephen are making more than that in their business at the moment.

Let's say that you only sold two products. You'd have two products sold by five countries. That would be 10 products sold. Then, you would multiply that again for your per-day value. That would bring it up to 50. After that, you would figure in your five dollars in profit. That would be \$250 a day in net profit. You would then multiply that by 30, which would come out to be \$7,500 per month income. In a year it would be \$90,000. That's well above average.

What you have to understand is that Robert and Stephen aren't trying to sell you a pie in the sky, but they are also not telling you that you have to sell 100 products per day. They are telling you that it is possible to make substantial and lasting margins with this system. That's why they would also like to show you what can happen with a product as it grows over time.

6 FIGURE CASE STUDY



Monthly Units Sold (November 2014) : 1,842

US: 310

UK: 192

DE: 1281

Others: 59

Average Sales Price: \$19.99

Average Profit Per Unit (USD): \$8

Average Monthly Sales: \$39,980

Average Monthly Net Profit: \$14,736

Minimum Order Quantity From Supplier: 1,000

Average Order Quantity We Place: 7,000

\$176,832 per year in net profit.

The product that you are going to be shown makes Robert and Stephen more than just \$5 per unit in profit. The data in the screenshot above pertains to one of their products and is from November, 2014. They didn't want to show you what the product was because, honestly, most people reviewing this would just go and buy the exact same product, private label it themselves, and try to sell it.

That's not a real problem for Robert and Stephen, but if you just took their product and sold it, you'll never really learn how to find these products for yourself. That's something that's really stress in the program because if you can't find your own products, you won't be able to grow your business. You know the old saying, don't you? "If you give a man a fish, he'll eat for a day, but if you teach a man to fish, he'll eat for a lifetime."

Anyway, Robert and Stephen were able to make 1,842 sales in the month of November, 2014. That consisted of 310 from the US, 192 from the UK, 1,281 from Germany, and 59 sales from other countries. Germany is the biggest market they have for this product. This shows that if they had never expanded, they would have never made these sales. You also have to consider that they made 59 individuals from the other marketplaces their product was in.

The average sales price for this product is \$19.99, or \$20, more or less. The average profit per unit is \$8. So, their average monthly sales for this product would be \$39,980. That would be with an average monthly net profit of \$14,736. The minimum order quantity that they have to order from the supplier is 1,000. The average order quantity that they place is 7,000. Finally, the net profit they make per year off of this one product is \$176,832 on average. To be honest, with this particular product, the majority of the sales come in within the holiday season. It's not really a seasonal product, but it does get a spike in sales at around this time.

The second big secret these men wanted to share was that successful sellers don't see risks, they see investments. This is big. Your mindset is going to be essential to your success. Right now, you may be thinking any one of the following:

- "But I have no experience."
- "I've never had a business before"
- "I'm afraid that I'll lose money – isn't this risky?"
- "I don't have enough money to start"
- "I'm no good at this...I'm not a 'numbers person'"

All of these thoughts are inessential. This is especially true when it comes to not being good with numbers. There is some software that Robert and Stephen use to help them with this, and you'll be shown how it works later. Mainly, people are concerned with are the risks associated with selling physical products. You've got to consider where these concerns are coming from. Often, people who say that selling physical products is risky haven't ever even sold physical products online or have never had a business before. Robert and Stephen advise that you not listen to this kind of stuff.

CONSIDER A BANK INVESTMENT

- Your return percentages are between 3-7% per year
- The return on investment in product is 100%+
- This return can be repeated twice a year at least

There's a difference between investing in a physical product and investing in a savings account or that sort of thing. This is really going to change how you think about these sorts of things. Consider a bank investment. Your return percentages are between 3-7% per year and the return on investment in this product is 100%+. Really, the percentages being shared are more

like 1.5% or 0.5%, so the numbers above are pretty generous. The return on these investments can be repeated twice a year at least, as you will soon come to find.

Let's imagine that you have \$5,000 to invest, and you were going to get a return of 3%. You save this money in the bank, and you don't touch it for three years. As a result, you wind up with \$5,463. That's a profit on your initial investment. Now, let's say that you invested \$5,000 at 7% in a mutual fund for over three years. The result of this investment is an amount of \$6,125, giving you a profit of \$1,125. That's not bad for something where there's very little risk, but there's also not much gain. It's going to take you a long time to become wealthy this way.

Hold onto your hat for a sec because that's not all. Let's look at the figures for a physical product investment. If you invest \$5,000 at 100% return in physical products over three years. That would result in a return of \$80,000 at \$75,000 in profit. This is, of course, assuming that you sell all of your inventory in a nine month period of time. Still, this means that you are 70% time better off investing in physical products. Also, take into consideration that Robert and Stephen are going to teach you to invest in products that are likely to bring in a 100% return on investment or more.

This is all based on a three year period of time, but Robert and Steven's products typically sell out in a four to six month period. That means that they can typically flip them money they invest in a product two to four times during the year. Robert explains "We are buying those first items on Day 1 with our \$5,000, we're flipping that money and doubling it inside of nine months, and selling other items, so our five then becomes 10. We then take our ten and do the exact same thing as with that product with our other products, and we go from 10 to 20. So now, inside of 18 months, we are at 20. Then the next nine months, we're at 27 months, we go from 20 to 40, and then the last nine months of the three-year period, or the 36 month period, we go from 40 to 80."

You also have to realize that sometimes the profits that they sell bring in more than 100% profit of investment. Plus, they will sometimes be able to flip them quicker than nine months. So, they are actually being very generous with these numbers. In any case, they want you to realize that you're really 70 times (or more) better off investing in physical product. This concept alone will reframe your idea of risk completely because you'll realize that you're not really taking a risk, your investing.

You can get started with an investment of as low as 1,000. Robert and Stephen recommend \$1,000 to \$3,000, but you can start at \$1,000. The big thing is that if you're really at it, you could raise \$1,000. There are people who have come through the program who did not have \$1,000 to invest right now, but they loved the program and had faith in it. To this people, they

said “Look, you come in, and we teach you how this works, and then you will see very clearly when you do your mathematics that you can make a very good profit on an item.”

If you can make a \$5 profit on an item and sell just 10 units of that product per day, for example, that would be \$50 a day in net profit. That’s \$1,500 net profit per month. That’s some nice earnings from one little product, and this is very achievable. Stephen and Robert love to hear comments that their students leave saying that they are out to lunch with their wife and/or their kids and all the while seeing sales rolling in. Some of these people did start small and scales up, and that’s really what these men advise that you do.

Let’s say that somehow you do sell 100 units of a product in one day and that this is a product you’re importing. By the way, you do need to import your product because that’s how you can squeeze every last dime of profit out of these sales and make decent money on each unit sold. To do that, you would have to hold at least three months stock of the item. Anyway, if you were selling 100 a day, that would come out to be 3,000 units a month. That means that over a three-month period, you would need 9,000 units in stock.

If you have 9,000 units of a product, and it’s costing you \$5 a unit, it would take you \$45,000 to get that much into stock. For most people, that’s a lot of money. Now, it won’t be once you get rocking, but starting out it is. You don’t want to aim for the homerun right at first. Instead, just try to get to first base. At first, you are trying to just get five or 10 units sold. That’s a great start, and you can just start scaling up from there.

Stephen says that he believes risk really comes from not knowing what you are doing. This is actually something that Warren Buffet has been quoted saying. If you don’t know what you’re doing, you’re going to make bad decisions, like buying products at the wrong price. You’re going to get into the wrong things. For instance, someone might tell you that you can get started with \$100. That’s not to say that this is impossible, but it’s really difficult to do this and have any success.

If you’re importing something from China, you can airfreight that if it’s small and light. However, let’s just say that on the first day you sell three units, and on the sixth day you sell two, and on day 14 you sell even more. The thing is, if you don’t have data that has compiled over time, you won’t actually know how many units you need to order so that you can stay in stock and grow your business. Also, if you do start at such a low number, you’re not going to be able to scale up. It just doesn’t work at that level. Robert says that he has seen this time and time again.

If you’re buying at the wrong price, and you put all of these inefficiencies in there in terms of the shipping process, you’re going to be charging too much. If you’re charging too much, you won’t be getting the right sales data, and you’ll get stuck in a vicious circle. People will stop

buying your product because you'll have to charge more and your product will become too expensive, and you won't make the kinds of sales that you need to reinvest.

The people that win in this game are the people who import and the people who buy in quantity. It doesn't have to be a massive quantity. You can do trial orders to minimize your risk, and this is also discussed in the training. That being said, let's move on to Secret #3.

The third secret is to "Go where the fish are..." This is a real contrary approach that Robert and Stephen take when selling on Amazon. A lot of the people who are reading this sell on Kindle, and if you do, you should be very familiar with this strategy. In any case, a lot of people try to overcomplicate the process. They'll go to a lot of different websites and build a research list from the data that they find. However, the data that they get from eBay or a similar site isn't actually going to give you the data that you need for making the right decisions.

A product could sell really well on another site, but if you don't know that it's selling on Amazon, you don't really know those sales are going to transfer to Amazon. You can't really assume that because you've got to remember the #1 rule in this business, which is that you've got to fulfill demand instead of trying to create the demand. Robert and Stephen teach their students to avoid all of the different tactics, hacks, and noise out there if they don't fit this rule. Instead, you want to focus in on where people are buying when they come to Amazon. You need to do your research on Amazon, and you are going to be taught how to do so when you take advantage of Robert and Stephen's training.

A screenshot of a table with a white background and a thin blue border, set against a dark background. The table lists Amazon sales data for various countries. It has four columns: the Amazon domain, the country, the total sales in millions, and a change in sales in millions. The data is as follows:

Amazon.com	USA	253 million	+21 million
Amazon.co.uk	UK	153 million	+21 million
Amazon.de	Germany	141 million	+23 million
Amazon.fr	France	119 million	+20 million
Amazon.co.jp	Japan	108 million	+13 million
Amazon.it	Italy	88 million	+18 million
Amazon.es	Spain	86 million	+19 million
Amazon.ca	Canada	56 million	+15 million
Amazon.in	India	24 million	+6 million
Amazon.cn	China	9 million	+8 million

Another question that Robert and Stephen often get is "If everyone is using the same strategy, won't we all sell the same stuff?" Absolutely not. Look at the screenshot above. These are

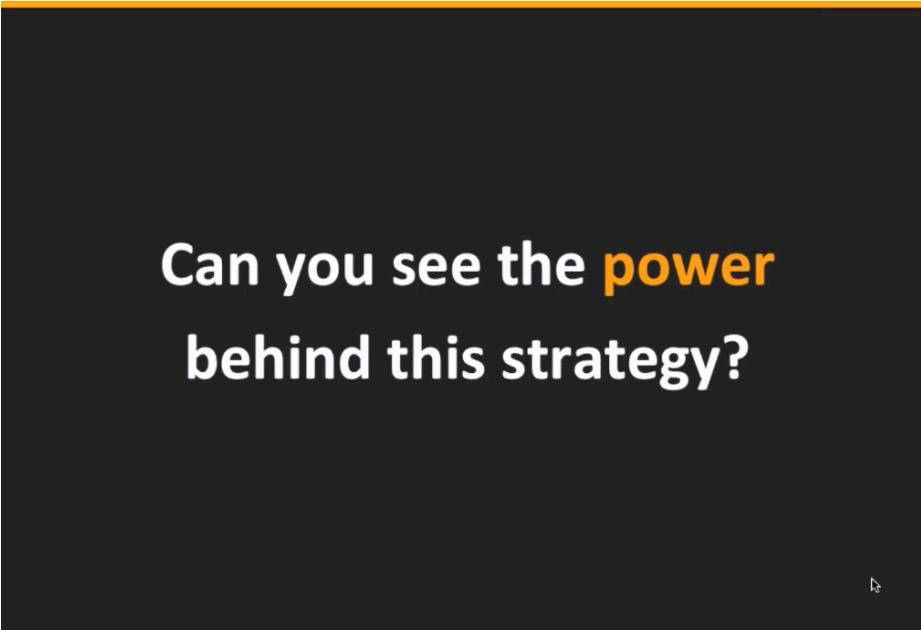
approximate figures that Robert and Stephen have pulled from Amazon. They are relatively accurate, and they give you an idea of how things are scaled. This shows that there are currently 253 million items listed on Amazon.com. The '+21 million' figure that's shown on the far right are the number of items that were listed this last year.

It doesn't end with the US platform either. On Amazon.co.uk, there are 153 million products being sold, and again, 21 million were added in the last year. When you learn how to research the way that Robert and Stephen do, you're going to learn not to sell the products that people are going crazy for. You don't get involved with those. What you do is you move down a bit and go after the products that aren't making quite as many sales as the others but still are selling quite well. You can scale a really profitable business this way. Over time, after you have developed a substantial bankroll, you can begin to get involved with some of the bigger products.

Stephen says that he and Robert know people who are selling really large numbers of units on Amazon.com internationally right now. They are making more than even Stephen and Robert are, and therefore, these men really take heed to their advice. According to Stephen, what all of these high sellers are saying is that if you want to sell in the really competitive markets on Amazon, you've got to have a lot of money to invest. That's because you have to not only purchase your inventory, but you have to be able to go out there and buy the traffic that these guys are buying.

At the top of the market, that's just what you have to do to build your business. That's not what Robert and Stephen want to teach you; they want to teach you a scalable way of building your business. They want you to build up a significant amount of income for yourself and your family from scratch. Nevertheless, if there's this many items selling on Amazon, and if you are researching deep into Amazon, you'll find that there are literally millions of items that are available for selling internationally on Amazon. That's a big advantage to selling on Amazon; you're not just limited to selling to one single country.

The Power of this Strategy



Can you see the **power**
behind this strategy?

Robert recommends selling one product in one country and then moving it into another country. That way, you don't have to do any more research to scale up and make more in profits. All you have to do is get it there, change up your currencies, and so on. That's a much more straightforward approach than to have to constantly be researching items that you may want to sell.

There's a lot of power behind the strategy that Robert, Stephen, and their students use. Surely you are starting to see the power behind what's being discussed by now. This works, and it's a great way to build your business. There's a fourth secret that these men want to share with you, and that is you have to have a defined strategy to make your business work. They want to share with you the exact process that they use, and have used, to grow their business from having very little to what it is now.

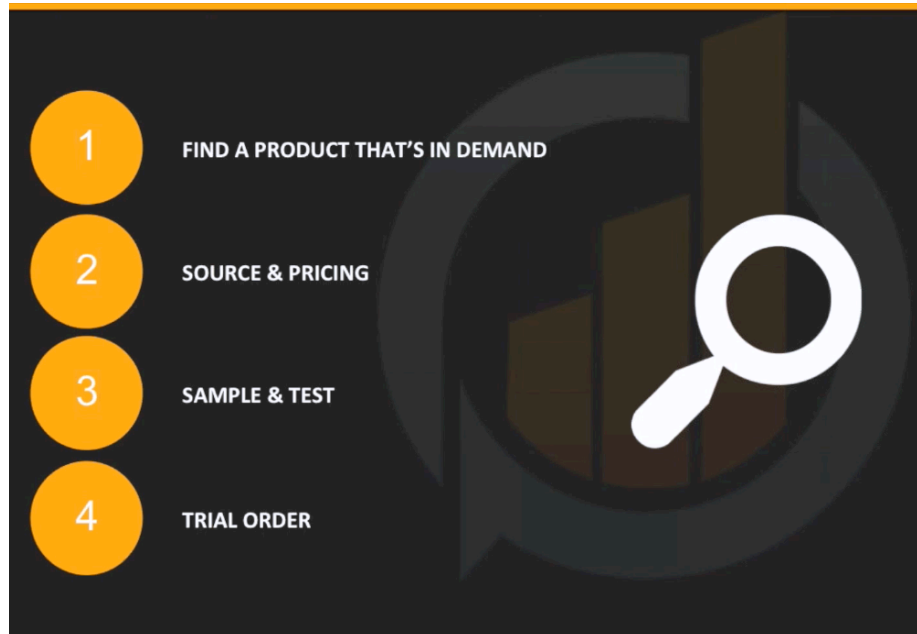
Before these men met, Robert had already sold his first \$10 million worth of products. At the time that he did, he used a very similar version of the blueprint that they use now. This is a very simple and lean process. Since this is a straightforward process, Robert and Stephen are going to try to explain things in as much detail as they can. There's obviously a lot that can't be covered within one training session, but they just want you to understand that this doesn't have to be crazy-difficult. You can build a successful business without using a bunch of complicated tactics and strategies. In addition, you don't have to have warehouse or staff to achieve the kind of success these men have.

Robert and Stephen have imported over 300,000 items and they have sold over a million dollars worth. As previously stated, Robert has done over \$10 million dollars worth on his own. This didn't involve anything too complex. To help you to better understand, let's take a look at the process that Robert and Stephen use for their own business. Specifically, they use a 12-step process. The first four steps are:

1. Find a product that's in demand
2. Source and price the product
3. Sample and test your product
4. Make a trial order of that product

You've already learned that you want to fulfill demand, not create it. So, the first thing they do is research potential products. They begin by looking at whether the product is already selling well on Amazon.com. As they go through the products on Amazon to see what's selling, they actually try to discard products rather than just adding them to their list. That's kind of a contrary way of looking at it, but what they are trying to do eliminate products that would be unviable for some reason.

Robert and Stephen try to avoid products that are made of glass or are somehow fragile. They also avoid electronics because those are difficult to sell internationally. They also look at certain characteristics, such as the size or weight of an item. That being said, they don't believe that you shouldn't consider an item just because it's not small. Some teachers say that you should only sell smaller items, and that's simply just not true. However, Stephen and Robert do recommend that you don't sell any products that are over a meter long or about 30 kgs (65 lbs), and that's just because Amazon can't fulfill those items.



Once they determine that an item has the characteristics which make it a good item to sell, they look at how they are going to compete with what's already there. Even if something is in demand it's seller may have offered it poorly or priced it incorrectly. A lot of times the photographs in a listing will have a huge effect on whether or not that item sells. There are specific things that need to be done for an item in order to maximize the sales that you can make from the general public.

Next, they look into the price of an item and what it would take to source that item. This gives them an idea of what the profitability of that item would be. So, they look at the viability of an item, the logic behind trying to sell that item, and then the profitability. They actually calculate all of this with software, which you will soon be shown. This software allows them to figure out, to the penny, what the profitability of an item would be. This step in the process comes long before the next step, which is to sample and test.

These men look to bring in a sample of the item and then test it vigorously so that they know that it's a good-quality product for the money that they are looking for. After that, they begin negotiating with their suppliers, and they try to negotiate and get a trial order of 300 or 400. You might have to pay a little bit more on a per item basis this way, but it makes a lot of sense to start out like this. You want to minimize your risk as much as you possibly can; that's really important. After you finish this negotiation, you are going to move onto the following steps:

5. Import the trial order

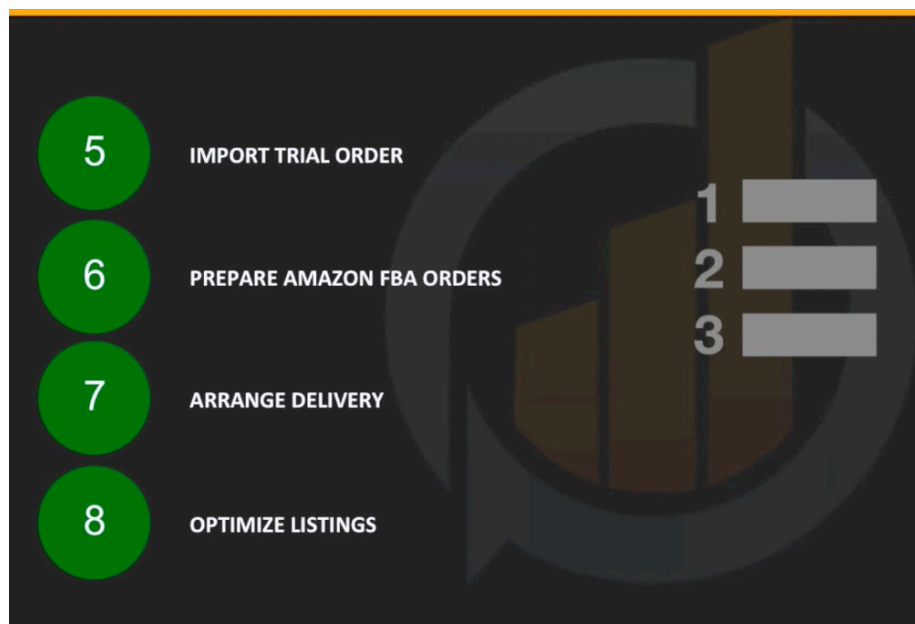
6. Prepare Amazon for FBA orders

7. Arrange for the delivery of your product

8. Optimize your listings

To many people importing sounds very difficult and very scary. Robert and Stephen provide their students with their own complete rolodex of contacts to help them with this. That allows them to go out and make contact right away when they are using this system. These are the same people that Robert and Stephen use on a day to day basis. These are contacts that you can use whether you are in the US or Europe.

Next, you'll be ready to start off your Amazon account. Some people start off with this step, but Robert and Stephen recommend that you hold off until you have a product. Now that you have gotten your products made, Amazon can start to receive them. This just involves going into your Seller Central account and creating a simple inward order to say "Hey Amazon, I'm sending you this quantity of this product." Amazon will then tell you where you need to send it, and you go ahead and move forward. The logistics people that you are coming into contact with will actually do all of that sending for you.



Step #7 is to arrange your delivery. You don't have to arrange that delivery. You can send an email to your new network experts and they can take care of all of this for you. Then, you'll go on to optimize your listings so that you can turn browsers into buyers by taking your listing and making it perfect on Amazon. After that, you can move on to the following steps:

9. Monitor your sales

10. Ascertain 'Run Rates'

11. Reorder

12. Add new products

Next, you'll start monitoring your sales and ascertaining your run rates. A 'run rate' is the number of sales you make inside a given period. Generally speaking, Robert and Stephen like to work on a biweekly basis because that's the way Amazon works as well. This works great. You see, if you run on a monthly basis, you'll have months with 31 days and one with 28 or 29. If you run on a biweekly basis, it's always 14 days. You can build up these run rates so that you can start projecting what's going to happen into the future.

Projecting into the future will help you with two different things. Actually, it helps with a lot more, but primarily two. First of all, it will tell you what you need to reorder, and it will also tell you how much money you need to bring in so that you can reorder your product. This all goes hand in hand, but this is all very important. The very last step is to add new products. You want to do this frequently and regularly. This completes the 12-step process that Robert and Stephen use and have lined out for you.

Most sellers get a lot of this stuff very, very wrong, and a lot of people don't have a process. They jump in and do all of these tactical things, but many times they try to go in at the top of the market and they can't compete. People often ask Robert and Stephen about promotions. They use Amazon Sponsored Products. They are big fans of this service and say that it works very well. However, they say that it's their research process that makes the real difference. They find products that people want to buy, and they jump into niches that aren't highly competitive.

Truthfully, they don't need to promote their products very much because there is a lot of inherent demand in these products. This works very well for them, and so using Amazon Sponsored Products is the only advertising that they ever do. There are a lot of really big sellers on Amazon that don't even do that.

7 Big Mistakes

STOP TRYING TO CREATE DEMAND



- **Very expensive to create demand**
- **Far better to find what's selling & do it better**
- **Add bonuses / bigger pack sizes to add value**
- **Products with a BSR of < 10,000 sell very well**

There are seven big mistakes that you need to avoid as you grow your Amazon business. The first is one that's already been covered. A lot of people try to create demand that's not their instead of trying to fulfill the existing demand. To begin with, you need to realize that it's actually very expensive to create demand in this kind of business. It's best just to look at what is already selling and simply do it better. This is how a lot of massive international companies run their business; this is a very effective strategy.

With so many millions of products available for sale, this is a very good strategy to use when you're starting out. As you get bigger, you might start getting involved with more competitive niches and competitive products. Adding these bonuses are bigger pot sizes to increase your value is a great way to differentiate your product on Amazon's platform. As you probably already know, 'BSR' stands for 'best seller rank' on Amazon. You see, Amazon assigns a BSR to each of its products in order to rank them by category. So, this number represents how well a product is selling inside of a particular category.

In the 'Kitchen & Home' category, there are probably millions of products. Well, let's say that you item is #3,427. That means that it is the 3,427th bestselling product at that time selling in this particular category. Well, a lot of other systems say that you should only look at products that have a BSR that's 500 or better. Robert and Stephen think that this would be insane for someone who is just starting out. Even if you found a product and it started selling well for you,

it would be impossible for most people to afford the sheer demand. You wouldn't be able to keep up with it because at this level of popularity you'd have hundreds of sales per day.

Robert and Stephen recommend choosing a product that has a BSR of 10,000 or less, at least in bigger categories such as 'Kitchen & Home'. Don't go with a product that's in the top 500 or top 100 when you're first starting out. It is fine to research products that have BSRs of 1,000 or 5,000 in these bigger categories. In addition, realize that any products within the top 500 will have fierce competition.

With products ranked within the thousands, you will have far less competition. Even a product with a BSR of 1,500 will be selling a good amount of items every single day. You'll be selling your units at a slower pace, but that's really what you want when you're first starting out. Remember, if you're going by The Rule of 5, all you're really looking to sell is five products in each country. So, you don't need to go after a product that sells insanely well.

A lot of inexperienced sellers will buy from local white-label manufacturers that have zero loyalty. You have a white label manufacturer and a private label one, and generally a white label manufacturer will be a domestic manufacturer, such as one that's in the US. Well, let's say that you wanted to use one of these manufacturers, and so you go to 'Google' and look up 'yoga mat white label' for instance. You find a white labeler in the US, and you say to that person "I want to buy this product from you, and I want you to put my logo on it, which is my brand." That will work for a period of time. However, these guys will have no loyalty to you.

A private label product is something that you would likely have manufactured in China, you brand with brand and/or label, and you are able to make sales internationally. This makes a very big difference for you as a seller. The reason why it's said that they have no loyalty is because a white label manufacturer will sell to anybody. You can argue that a private label Chinese supplier would do the same, but there is a lot more buyers to entry when you buy from a Chinese private label company than if you're buying from a local white labeler.

Here's the deal. If something is easy for you to get involved into, that means it is easy for anyone to get involved. So, you need to try and build some kind of network effect in your business where you are protecting yourself against the competition. That's really, really important. You also need to have listing protection. You see, on Amazon you can only have one product available for sale at one time on one listing. So, if there are multiple people with the same branded product, the same buyer codes, and all of that, you can only have one listing on Amazon. That's just the way that it is. With a white label product that everyone is getting access to, the issue is that everybody can jump on your product, even if they don't have the same brand or buyer code.

If you have a white label product, you're going to find yourself jumping on the site making sure that no one's getting on there. Then, if people get on there, they will be 'hijacking' your listing. A lot of Amazon sellers have gone through this, and they will all tell you that this isn't a situation that you will want to find yourself in.

A related point is you will find that people are selling identical products to yours. The problem with this is that there will be no way to differentiate your product from theirs. In a case like this, the only way to beat out the competition would be to lower your price. That's not a good strategy because it's going to clip your margin and dramatically cut your prices. Knowing this alone will save you a lot of hard work.

You want to use products that you can brand and that have something different about them. You need to have a different look, you need to be able to add in a different bonus, and you need to be able to add in different pack sizes. You've got to find a way to differentiate your product. You also need to brand your product with your own brand, use your own buyer code, and all of those sorts of things. This is all covered at length in Robert and Stephen's training course.

Another problem that a lot of new sellers have is that they will purchase branded products at a special price. This is also known as arbitrage. This can be a good thing in some ways. It makes a good business model for a lot of people when they are first starting out. All this means is that these sellers will go to a wholesaler or a store and find deals on branded products. Robert remembers doing this a few times himself.

Let's say that you got a deal from a wholesaler, and they say "Hey, we'll give you all of these for a lower-than-usual price." That might seem really enticing, but the problem is that your profits will become squeezed because if the wholesaler can sell it to you this way, they could sell it to anyone this way. If everybody who's anybody can buy it, then everyone is going to come in. As previously mentioned, you can only have one listing for one product at a time on Amazon. If you have a branded product that lots of people have access to, everyone is going to sell it on your listing, your prices are going to drop, and you're not going to make the money that you want to make.

There's no real scalability or sustainability in this model because every single month you'll be looking for the next deal. If you don't get that next deal, you'll be out of the game. You might buy 200 or 300 units of a product, and you feel good, thinking that you have a lot of stock. Then, you start making sales, and you're feeling great about that, but you realize that you're going to run out of stock. So, you have to go out and look for more and more. This becomes a real problem.

International expansion is simple on Amazon. Stephen and Robert recommend starting with the UK because if you bring your products into that country, you can take advantage of the European Fulfillment Network (EFN) and another thing called the European Unified Account. What that means is that you can actually sell to five different countries in Europe. These include the UK, Germany, France, Italy, and Spain with one Amazon account. This makes it easy to manage your inventory and to sell your product.

Your product is being displayed on all of these different platforms when you have this one type of account. Being part of the EFN can truly be a game changer for you. All you actually need to do is translate your listings, and you'll be given a resource for this. This is very, very easy to do. Amazon takes care of all the logistics for you, and they also take care of the inward customer services for you, which means you don't have to speak in Spanish or Italian to do this.

There are some things about Europe that you need to know involving taxation. When you join Robert and Stephen's program, you'll have a chance to learn more about this. They want you to know that this isn't a big deal; it's all very simple when you know what you are doing. However, they want you to know about this because it is important. You just need to have the right roadmap to get started.

The screenshot displays the Translated.net website interface. At the top, a blue banner reads "TRANSLATIONS ARE SO DAMN EASY!" in orange text, accompanied by a bar chart icon. Below this, a blue navigation bar contains the text "1. Head over to www.translated.net". The main header features the Translated.net logo, a "Sign in" link, and a language/currency selector set to "English" and "Euro (EUR)". A horizontal menu includes links for "Services", "About Us", "FAQ", "References", "Job Opportunities", and "Contact Us". The main content area is titled "Fast and Easy Professional Translation Service" and includes a testimonial: "97,071 professional translators and 46,733 customers have been translating the intelligent way since 1999". Below this is the "Instant quote" section, which contains three columns of form fields: "Source language" (set to "English (GB)"), "Subject field" (set to "General"), "Target language (4 languages)" (set to "French (France), German, Italian"), and "Word count" (set to "1000"). A "Delivery date" section offers "Standard delivery" and "Rush Projects" options. A green "Show prices" button is positioned to the right of the word count field. At the bottom left, a green badge says "100% Guarantee". The footer includes the text "Pay after delivery." and "Payment within 5 days of translation delivery, by credit card, bank transfer or PayPal. Further information." along with logos for Visa, Mastercard, and PayPal.

To get your listings translated, all you have to do is go to Translated.net. You can literally upload your listing to the site from a Word doc or whatever it is you have. Then, you type in the amount of words that are in your document, and after that, you select what languages you want it translated into. All of these options are shown in the screenshot above. When you are done making your selections, you simply click on the 'Show Prices' button and the site will show

you what your translations will cost. Once you pay, your listings will be translated, and you will have what you need going forward.

Whenever you have customer service queries, Amazon will generally take care of all of them for you because most of them will have to do with shipping. There are cases where someone will be looking for an invoice or something like that, and you can just use Google Translate for those types of questions. Amazon doesn't expect you to have knowledge of all these different languages. So, don't even worry about that. All you have to do is use EFN to fulfill your orders, and this gives you an instant expansion into five different countries. This is all very exciting once you get started.

YOU'VE GOT TO MANAGE SALES

- **Monitoring your sales & stock is critical**
- **You need to forecast sales to know how much stock is required ongoing**
- **This feeds into managing cashflow**
- **Cash & Stock is KING**

**REMEMBER
WITHOUT
STOCK YOU
HAVE NO
BUSINESS**

Another big problem that new and inexperienced people have is that they don't have a way to manage their stock or forecast their sales. That's because a lot of people come from a marketing background or a non product-based background. Stephen came from this type of background himself, so he wants you to know that he totally understands. He says that he had no idea how to forecast ahead when he first started. They have software that does all of this for them now. In any case, you have to monitor your stock and your sales. This is going to be a critical part of your business moving forward.

You need to forecast your sales so that you know how much stock you're going to need on an ongoing basis. That comes from looking at trends in your sales data. You'll begin to get a feel for how much your selling and how often you need to order. It's imperative that you learn to do this because you'll need to order your stock in advance. This feeds into managing your cash flow as well. If you know how much inventory you're going to need in the future, you'll be able

to estimate how much cash you'll need to restock. You have to realize that in a stock-based business, if you have no stock, you have no business. This is extremely important.

The seventh biggest mistake people make is not having a business structure in place. A lot of people will start out thinking "Well, I just want to get started, and if I see that I'm doing okay, then I'll get an LLC." This is a very dangerous strategy. These are real products that you're sending out to real people. You want to have a limited liability structure because this protects you. This limits the liability of what you are responsible for. Stephen says that he's not trying to scare you by saying this, but it would be in bad taste for him not to tell you that this is important. In the United Kingdom, or in EU, it's recommended that you have an LTD company.

This is more tax efficient as well. You don't want to be held responsible personally, as a sole trader, for all of your taxation. That's critical, and Stephen admits that he made this mistake himself once. He is very happy, he says, that he didn't continue to make this mistake. All of these details that Robert and Stephen are filling you in on will save you a lot of time and frustration in the long run. Hopefully, you realize that. Even if you don't continue to work with them, they hope that you at least take this stuff in so that you don't have any major pitfalls starting out.

Introducing Marketplace Superheroes

SO HERE'S THE DEAL...



You have a choice

- You **can do it slow**...using trial and error, taking some of what we've shared with you
- Or, **you can do it quickly** and use our complete system that will teach you everything you need to know (with nothing left out!) from start to finish

Marketplace Superheroes is a training course that Stephen and Robert are currently offering. It was built to help you create a passive income stream in a relatively short period of time. Robert and Stephen enjoy their business. Their income stream isn't 100% passive, but for the most part it's not very hands-on. They do have to reorder stock and do all of those sorts of things. These men aren't trying to say that you'll never have to do anything to run your business. That's simply not true. However, after you get your business built up, you will find yourself doing less and less, and that's because Amazon handles most of your business dealings for you.

A key part of Stephen and Robert's system is The Rule of 5. Remember, you only need to set up five products, in five counties, for five dollars profit on each unit to get an income of \$18,750 in net profits per month. That's \$220,000 a year. This can be achieved at minimal risk. As has been discussed, you're 70 times better off when you invest in physical products than you are trying to save your money or anything like that.

The 'Sub 500' lie has also been discussed. You don't have to source products that have a BSR of less than 500. In fact, Stephen and Robert recommend that you don't start out. There are millions of products available on Amazon that would be good to source. The opportunity here is humongous, and it's only getting bigger.

Hopefully, you have found this training helpful and useful, but this only scratches the surface of what's possible for you. They have given you the foundations of how this all works, but there is definitely a lot more for you to learn if you're interested in doing so. If you want to take this to the next level, Stephen and Robert have some training to offer you.

You can do this the slow way, using trial and error along with the information that has been presented here to build a business selling physical products on Amazon. Stephen and Robert started out this way, and although it's possible to do so, they would like to help you so that you don't make some of the same mistakes that they did along the way, or even worse mistakes for that matter. They definitely don't recommend this path to you, but it's your choice.

You have another choice, and that is to build your business quickly and easily by learning about their complete system. Robert and Stephen will show you how to do this from start to finish. They leave nothing out in this training. Everything that you need to know to start your business from scratch is covered. In their opinion, this is absolutely the best way to build a passive income with an international Amazon business. Let's take a look at what this training includes:

Module 1 – The Marketplace Mindset

Eighty percent of the success of your business is going to be based on how you think. You have to know how to think about your business in order to make the right decisions for it. In this portion of the training, you're going to learn the exact mindset that helped Robert and Stephen sell over 300,000 products in less than three years. By reviewing this material, you'll learn:

- Why you should avoid other online marketplaces and the *real* truth about where you should sell physical products
- The exact mental frameworks that form the backbone of their \$4.5 million business
- Why you must follow data at all times and the numbers that matter
- The #1 rule for succeeding online...you *must* get this right
- Why time shouldn't equal money...and what to do about it
- And so much more



Module 2 – The 4S Product Gauntlet – Search

This is the first part of the training covering the 4S Product Gauntlet, which is a massive part of this training. This is where you'll discover how to find thousands of potentially profitable product ideas. Specifically, you're going to learn:

- How to find streams and streams of potentially viable products...no magic tricks or new complicated software required
- The exact categories that you have *got* to avoid on Amazon
- 15 specific product elements that can destroy your business before you even start
- How to use our Xcellerator tools to find the very best product opportunities
- Why only researching 'hot items' is a great way to go out of business
- And so much more...

Module 3 – The 4S Product Gauntlet – Shortlist


In this part of the training, you're going to get the answer to one of the most commonly asked questions that comes up among physical product entrepreneurs, which is "how do I know which products to sell?" This module contains training on the following topics:

- The way to figure out what your 'best' product is

- A unique product scoring system that will help you to make consistently profitable product decisions
- The 6 criteria that will tell you without a doubt, the exact products that you *should* research further
- How to know when to stop researching a product (this alone could save you *thousands* of dollars)
- The optimum sales price for products sold on Amazon
- And so much more...

Module 4 - The 4S Product Gauntlet - Select (Week 3)

Now it's time to figure out **which products are the most viable, most logical and most profitable?**



- ✓ How to find & assess potential suppliers (the complete, step-by-step method we've been using for over 5 years)
- ✓ What you need to find out from your supplier to figure out your product's (to the penny) profitability
- ✓ Word-for-word scripts that you can use to increase supplier response rates & build longer term relationships
- ✓ How to differentiate your offer to make yourself stand out from other sellers (hardly anyone else is doing this)
- ✓ Use the Xcellerator software to make sure that your products help you to **at least double** your investment
- ✓ And so much more...

Module 4 – The 4S Product Gauntlet – Select

Now it's time to figure out which products are the most viable, the most logical, and the most profitable. You need to know this before you even put your product listing up on Amazon. This module includes training on:

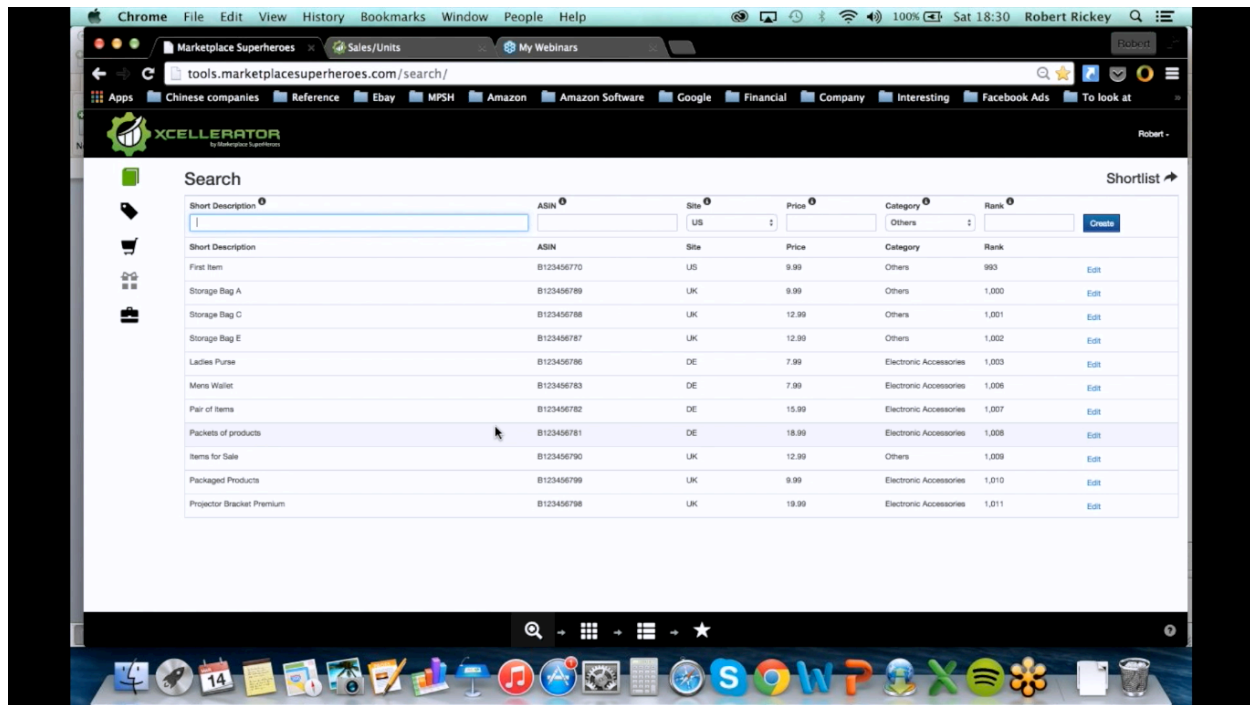
- How to find and assess potential suppliers (the complete, step-by-step method that Robert and Stephen have been using for over 5 years)
- What you need to find out from your supplier to figure out your product's profitability (to the penny)

- Word-for-word scripts that you can use to increase supplier response rates and build longer-term relationships
- How to differentiate your offer to make yourself stand out from other sellers (hardly anyone else is doing this)
- Use the Xcellerator software to make sure that your products help you to at least double your investment
- And so much more...

Module 5 – The 4S Product Gauntlet – Source

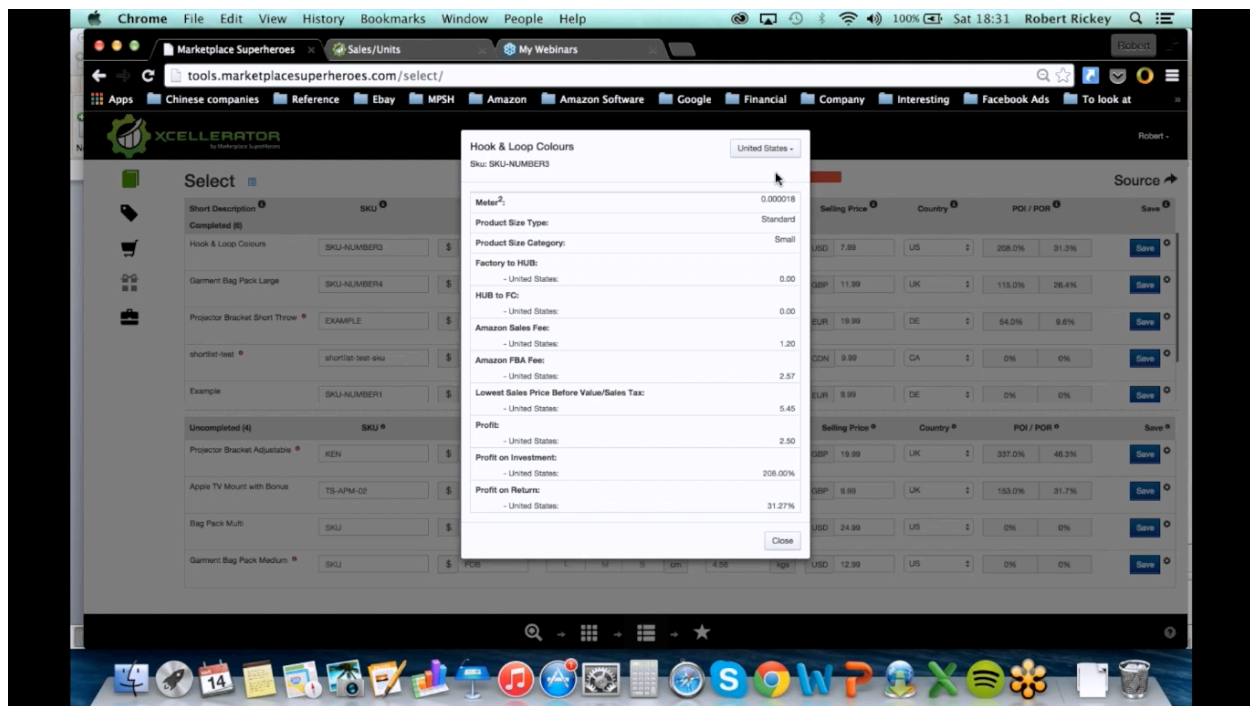
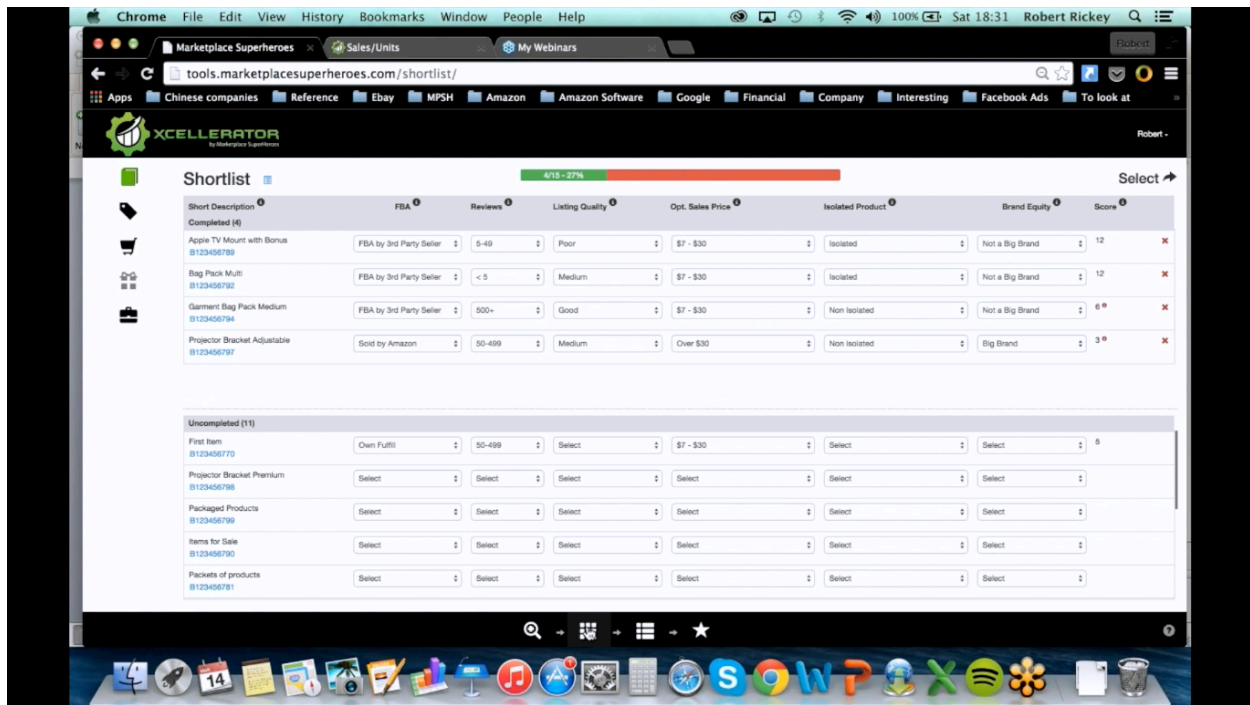
This is where you are going to learn how to test your product with samples and find out once and for all what product you are going to brand, import, and sell. This training covers each of the following:

- How to negotiate below MOQ orders with your supplier
- The little known way that we test products to make sure that they're the absolute best quality available
- How to keep your sample costs as low as possible
- How to use the Xcellerator software to make sure that you can easily afford your products and work with your budget by estimating every single cost of importing
- And so much more...



You are going to get lifetime access to the Marketplace Superheroes Xcellerator software. The interface for this software is shown above. Well, this is the first version of the software. Robert is about to reveal Version 2 of the software further on in the training, which he has never shown before. Robert and Stephen originally had this software built because they needed it for their business. It has helped them to scale up considerably as well as keep a close eye on their numbers.

Shown above is the software's search engine. This helps them to research products and markets. The way that this works is they begin by logging their entries here. After that, they move into the 'Shortlist' area, which is shown below. This is where they start to score the items they have found. Next, they move into the 'Select' area (also shown below). That's where they evaluate the profitability of their products. The great thing about this is they are able to calculate their profitability to the penny.

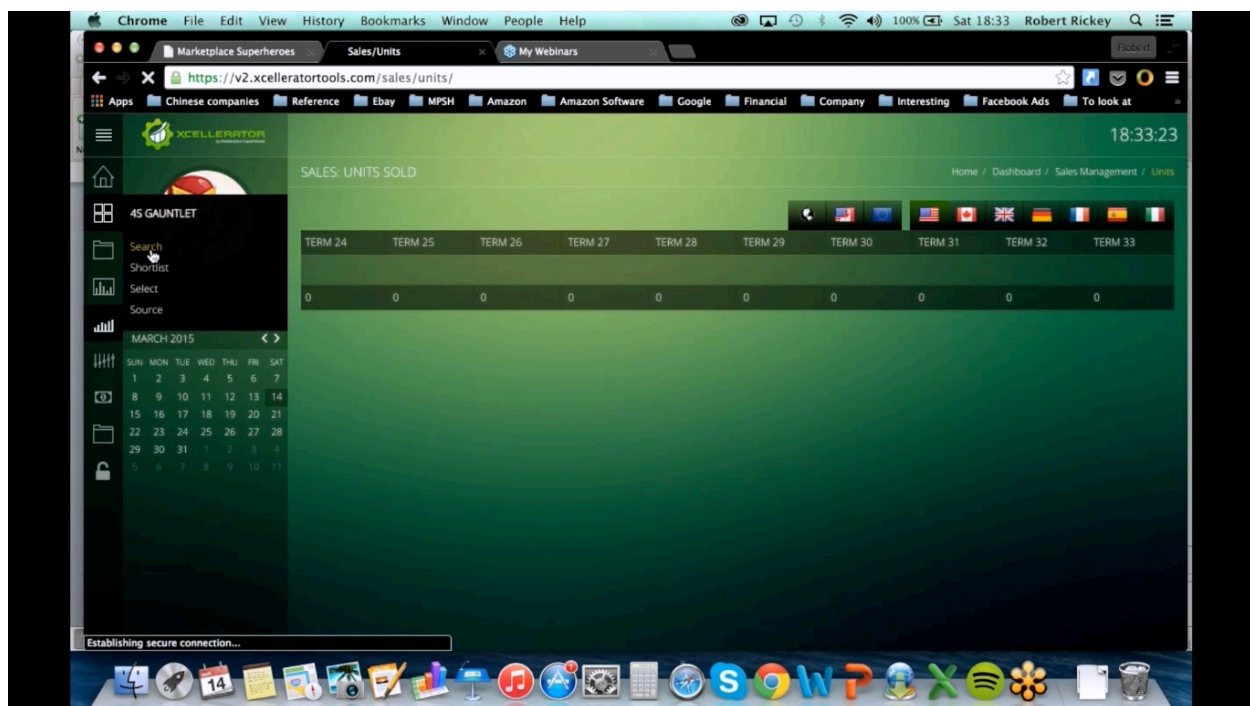


Once the dimensions of a product are entered into the software, they are able to use the software's calculator to determine the exact costs that would be involved in selling a particular product. This also will show the profit that they can make off of a product. The nice thing is that you can use the calculator to view the costs and profits involved with a number of different countries. When this is done, the software moves into the final stage, which is the 'Source'

area. On this screen you can view sourcing estimates and total order quantities for the products that you have selected.

You'll be able to go into the product profile interface next. This is where you'll be able to look into storing your items and other such data. You can then make your orders through the system so that the system knows what's going to be happening as time goes on. After that, you can look at a 'Management' screen, which contains information on your sales. Again, you can look at the data for all the different countries you're selling in. This helps you to forecast your sales and know when you're going to need to order more stock. There are a lot of useful applications in this software, and you really do need this to run a successful business that you can scale up.

There are some advanced features in this software, which you will learn more about in a moment. Again, this software shows you not only when you'll need to restock, but when you need to do so across multiple countries. Version 2 of the software does a little more than the first version does, and it's a lot more user-friendly. It is based on their 4S Gauntlet system as well. The interface for this software is shown below. Now that you have had the chance to learn a little bit about the software you'll be using, let's continue on by covering the remaining modules in the training.



Module 6 – Product Purchasing & Importing Part 1

In this module, you'll be learning the entire importing process from beginning to end. You can do this no matter where you are from, but take note that you'll be learning how to source from China in this course. Robert and Stephen are very knowledgeable when it comes to doing this. The training covers the following:

- Everything you need to know about buying products from overseas suppliers
- The exact importing process that Robert and Stephen use to import over 300,000 products
- How to create a brand name and packaging for your product(s)
- The best way to maximize profit by understanding cubic meter size, pallets, and boxes (this is critical to understand – no other courses teach this in detail)
- How to work with freight forwarders and organize your import order
- And so much more...

Module 7 – The Complete FBA Roadmap

This is where you are going to learn how to set up your Amazon account the right way. You don't need an Amazon account prior to this because you don't have a product yet. At this point, however, it will be time to create your initial listings. This training contains information on:

- How to set up a future proofed Amazon account that will stand the test of time
- Step-by-step instruction that you can follow to make the account creation process extremely easy
- The one thing you *must* get right or you may have to completely reorganize your business later
- How to add your products and create your inward FBA orders
- And so much more...

Module 8 – Organizing Your Amazon FBA Orders

This training is a step-by-step guide to getting your products into Amazon's worldwide fulfillment centers. In this training, you'll learn about:

- How to arrange box deliveries from your freight hub to Amazon (don't worry, freight hubs and lots more are going to be explained thoroughly in this training)
- When to scale up to pallet deliveries and how to organize these kinds of orders
- How your order gets received by Amazon
- Uploading your inventory information to Xcellerator tools
- And so much more...

Module 9 – Optimizing your Amazon Marketing

This is where you are going to learn how Robert and Stephen have been able to achieve conversions of more than 30% as well as how they market their products in over 7 countries. This training includes:

- The listing elements that convert browsers to buyers
- How to find the highest converting keywords for your products
- Why product images should never be a DIY project
- How to create outstanding profit pulling product descriptions...without getting your listing removed by Amazon
- Supercharge your product listings with extra, ultra-focused keywords (most people mess this up)
- And so much more...

Module 10 – Maintaining, Managing & Scaling Your Business for Growth

In this portion of the training, you'll discover how to maintain your Amazon account and continually boost sales. Plus, you'll learn when to add new products and how to manage your cash flow. This training contains information on each of the following topics:

- How to create a turnkey system that runs without you

- The best way to manage your company's cash flow. Cash is king...without it, you won't survive
- How to increase traffic to your listings
- Why you must maintain your Amazon account health and how to do it
- The specific reports that you need to focus your attention on and what to do with them
- When to take money out of your business...and when *not* to
- And so much more...

Module 11 – Growing Your Business Internationally

This is when you are going to learn how to sell your products internationally. You're going to find out how to go about mastering the logistics process, calculating your costs, and reaping the rewards of all of that. The training will include:

- How to plan your international expansion and where to start
- Everything you need to know about the EFN and MCI (this will make more sense when it's being gone over in the training)
- How to get your product listings translated so that people will *actually* find your products
- Dealing with different tax rates, customs, and logistic issues
- And so much more...



The screenshot above shows the numbers that Robert and Stephen were able to achieve with this system. The \$10 million dollars comes into play when you consider what Robert has been able to do with his system, which is very similar to this one. These men have done well in their partnership, and the system you are about to learn is what they use every single day. So, this isn't theoretical; it has worked for them, and therefore, it's possible that it can work for you too, that is, if you take action and follow their advice.

To help you get started even faster, Robert and Stephen have included a bonus for those who decide to join their program today. When you take advantage of today's special offer, you are going to receive access to Stephen and Robert's own vendor rolodex (Valued at \$5,000). They are literally sharing every contact that they have in this rolodex. This includes accountants and logistic people as well. They want you to get started on the right foot in this training. You won't have to go out and find these people by yourself; you'll pretty much have access to them from Day 1.

For their second bonus, Robert and Stephen are sharing their inner circle group (Valued at \$1,200 per year). You need to understand that their Facebook group is like a baby to them. They take care of it really well. They will be there to answer questions every single day. Sometimes it only takes them a couple of minutes to get back to people, and sometime it takes them about 10 minutes. At times, it might take them a little longer, but the point is that they try their best to answer every single question. They don't want to be the types of teachers that keep on sipping on their martinis instead of answering questions for their group. They will go the extra mile for you.

In addition to answering questions for this group, Robert and Stephen also make short videos for this group just about every week. Then, as an additional bonus to this training, Robert and Stephen are committed to holding monthly webinars. This, by itself, has been valued to be worth \$2,400. There is a flat fee for access to these webinars. These webinars are run in a Q&A type of fashion. So, you'll be able to ask your questions in this training, and they also will provide information to you that's not covered in the main part of the training. These webinar sessions are generally 1-2 hours long.

As the fourth bonus, you are going to receive access to the expert interviews that Robert and Stephen are providing (Valued at \$997). This will include interviews of accountants, marketers, logistic experts, copywriters, etc. Plus, as the fifth bonus, you are going to get twelve months access to Xcellerator+ and Fast Xcellerator. This is worth \$1,297 per year. You'll get immediate access to this so that you can start building your business right away. Finally, you are going to receive complete transcriptions for every single video for the sixth bonus.

In total, these bonuses have been estimated to be worth \$11,058. So, how much does the system cost? Well, the monthly coaching calls require a flat fee starting at \$250 per hour. The course, with webinars, contains over 20 hours of content. This is worth \$5,000. This is a giant opportunity, and there's plenty of room for people to get in and start building a business now. If you were to add up the bonuses, the extra FREE webinars, the videos, and the training, this would be worth at least \$15,000. However, you're not going to pay anything close to that today.

It takes money to make money, and similar courses to this are currently charging \$3,497. These are good courses, but they don't teach how to sell internationally. Also, often they don't include contacts that they actually work with. Marketplace Superheroes does, and you'll find a lot more monthly value in this course. Robert and Stephen do more webinars for their course than is provided in many others, and there is much more training in it than other courses usually provide. They really want to help you learn how to build up a business from scratch.

Upon seeking advice, these men were told that they should sell their system for \$1,997. They were told that by several different people as a matter of fact. They don't need to sell it for that much money. They enjoy teaching, and they really want to help people grow their businesses properly. If they were to charge \$1,997 that would mean that less people could get involved. So, they decided not to charge even that much. In fact, to ensure that people could get started regardless of where they were at in their lives, they decide to provide three different payment options. You have to act fast, but if you get started right now, you can receive access to this invaluable training for:

1 payment of \$997

Or

3 monthly payments of \$397

Or

6 monthly payments of \$197

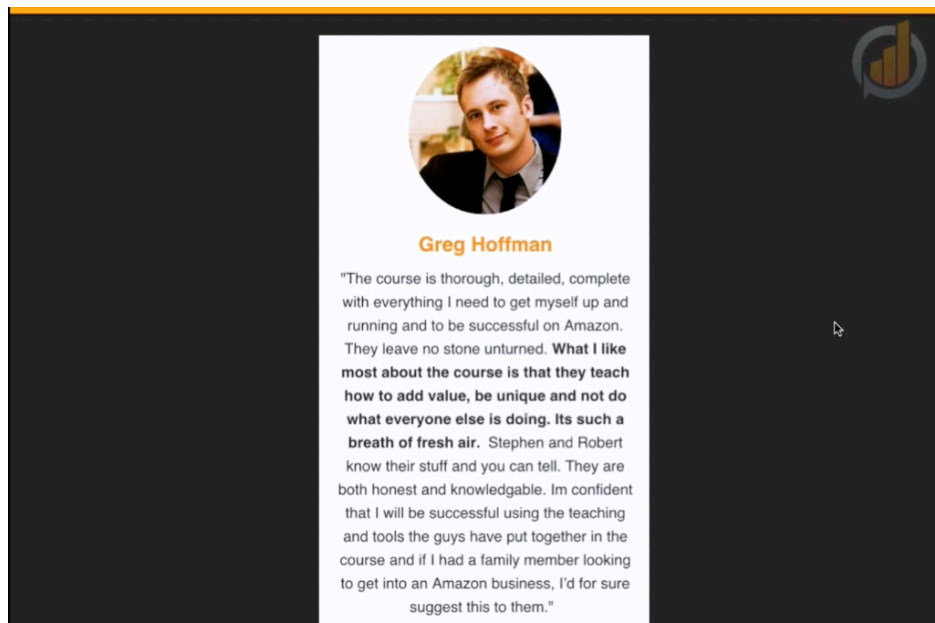
You'll get everything that has been discussed during this training within this package at no additional cost. That includes 12 months of access to the Xcellerator software. After the 12 months, you'll be given the option to continue receiving access for a low monthly fee. At that point, you should be making enough money that this fee probably won't even matter to you.

Not only is this an amazing offer, but it also comes with a 30-day, no-risk guarantee. If you decide on the 59th minute of the 23rd hour of day 29 that you want out, Robert and Stephen will refund your money right away with no questions asked. This is ultra-affordable. Again, you can get started right away with as little of an investment of \$197 a month. You'll get immediate access to the first five modules when you join, plus you will be able to start using the software.

After the initial 30-day period, you'll get access to the advanced modules. The reason it's done this way is because Robert and Stephen want to see people starting to research their products right away. It takes some time to build up your research list. These men have tested this all out, and they know that this is the best way to run their course for people to get results. You will get unrestricted access to the Facebook group though, and every month you'll be provided with new webinar content. Finally, you are going to receive email support as well. Again, when you join today, you'll receive:

- Over 100 HD Videos on the membership platform
- Over 25 hours of content (more every month)
- Unlimited email support and Facebook Group access
- Limited access to Robert and Stephen's own research tools
- Robert and Stephen's entire business rolodex, full of contacts and vendors

You can join right now by visiting www.MarketPlaceSuperHeroes.com/checkout-now. When you reach this page, you'll see some information on the left-hand side, and in the middle you'll find the different payment options. Just choose the payment options that you're going to go for, enter in your credit card information, and then simply click 'Place Order'. This is a completely secure. This is an SSL secret website that uses encryption.



In the screenshot above, you'll find some feedback from one of the member's of Marketplace Superheroes. His name is Greg Hoffman, and he is quoted saying:

"The course is thorough, detailed, complete with everything I need to get myself up and running and to be successful on Amazon. They leave no stone unturned. What I like most about the course is that they teach how to add value, be unique and not do what everyone else is doing. It's such a breath of fresh air. Stephen and Robert know their stuff and you can tell. They are both honest and knowledgeable. I'm confident that I will be successful using the teaching and tools the guys have put together in the course and if I had a family member looking to get into an Amazon business, I'd for sure suggest this to them."

Below, you'll also find some feedback from Tara McKee. She has commented on the training as well, and she says:

"I approached MPSH because I wanted to know more about building a *profitable* importing business, and I wanted a measurable and proven plan that would take me through from the beginning to the end. In a nutshell, I wanted hope, a light for my path. I chose to join with Stephen and Robert because they have actually built their business successfully by using the strategies that they share in their system. They know what they are doing, and they have the experience to back them up. I have been through other courses, but the value that I have received from this course is, well, invaluable. By far the best investment in my business that I have ever made."



Again, Roberts been doing this for 17 years and Stephen has for five. They've seen a lot of stuff, and they've tried a lot of different strategies. They have no doubt that they can help you succeed with their process. Another member is named Rosaline Callaghan, and she is the UK. This training contains members from all over the world, by the way. Here's what Rosaline has to say about the program:

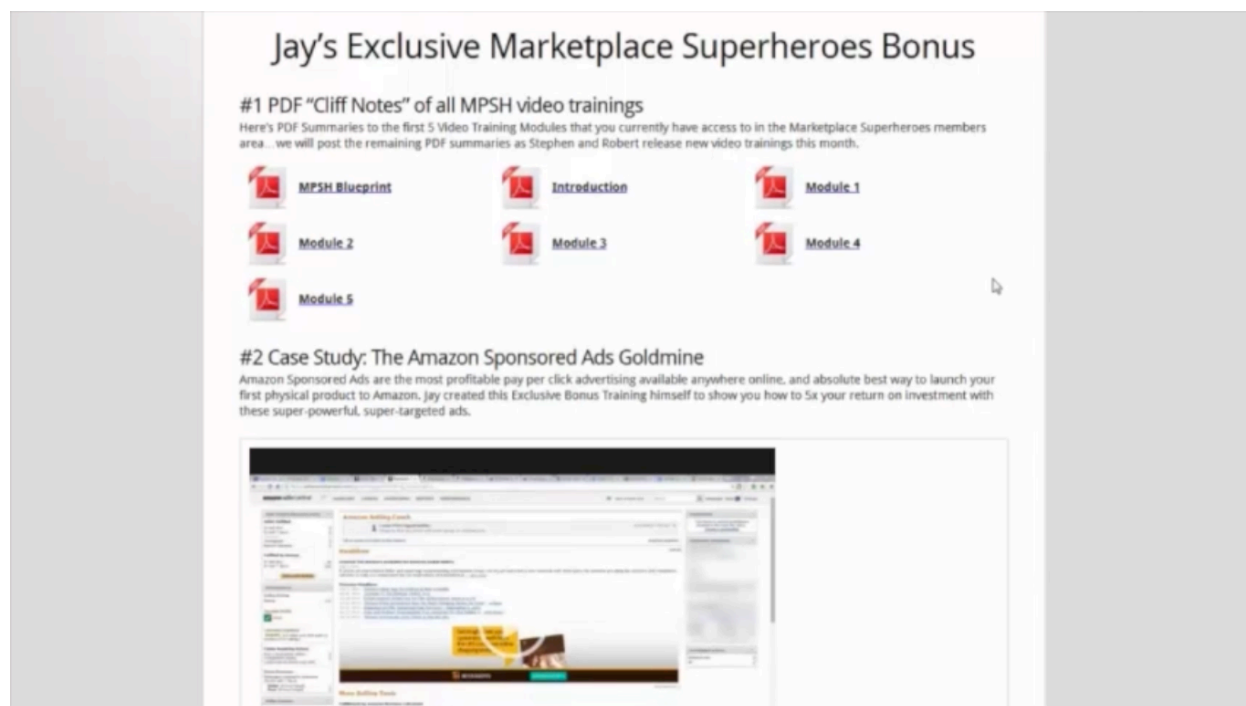
"The Marketplace Superheroes program does not contain any false promises of 'push the magic button' riches, but does provide a clearly defined business building roadmap to finding, branding, importing, and selling profitable products internationally using the leverage of Amazon. The training is invaluable for a pocket friendly investment. The Xcellerator software needs to be seen to be believed and is my new best friend. The mentorship is world class with an active support group of people bonded by the same goals. The training truly is step by step, and even includes templates for communicating with potential suppliers."

Stephen believes that the Facebook group is worth the price of admission by itself. People learn an immense amount from each other in this group. The rolodex is also worth it. This cost them thousands of dollars to set up these relationships, and you're getting access to this for free as part of your membership. This is a pretty big asset for you to be gaining.

Robert and Stephen want to call something to your attention, and that is the fact that their results aren't really that special. They made a lot of mistakes along the way. For example, they ran out of stock at a lot of critical moments in their business. Over the course of about three or four years, before building the Xcellerator tools, they believe that they missed out on about one and a half million dollars in potential sales. That should be considered criminal, but because

they have made their mistakes, they hope to help you avoid your own. You are going to have the chance to learn how to do this the right way from Day 1, which is going to be a critical element of your success. Again, you can sign up right now by visiting <https://www.MarketPlaceSuperHeroes.com/checkout-now>. This offer does come with a 30-day, no questions asked money-back guarantee.

Jay's Exclusive Marketplace Superheroes Bonus



Jay wanted to make sure that he provided something for the people who were just starting out. A lot of people were wondering if this would work for newbie's, and the answer is that you can absolutely make this work for you. On the other hand, this also includes advanced training for those of you with more experience. This will help you to move forward with your Amazon business much more quickly than you could otherwise.

As if you're not getting enough at such a great price, Jay has spent a lot of time putting together a bonus for those who join the membership today. A screenshot of his bonus page is shown above. As you can see, one of the bonuses you are going to receive are PDF guides to the training you're receiving. There are 13 modules of over-the-shoulder tutorial videos, and you are going to receive training guides for all of them.

Jay has been going through this training for the last couple of months. Robert and Stephen have been helping to branch his own FBA-based business out to serve customers in the UK. Anyway, Jay has been going through this content with a fine-toothed comb, and he has had his writer, Lisa, summarizing the training modules for this bonus. He's having this done for his own personal good as well. This allows him to review the training by written word, and therefore, at

his own pace. He can print these out when he wants too, highlight important points, or even pull these documents up and browse through them as he watches the training videos.

You are going to receive PDF training guides of each of the video modules. That's the first bonus. The second bonus that Jay is providing is a case study on how to take advantage of the sponsored ads on Amazon. If you don't know, Amazon sponsored ads are a pay-per-click service and these ads show up on the right-hand side of the search results for searches related to your product. This is how you're going to get your product to show up on Page 1 of the results, even if you're in a super-competitive category.

The return on these Amazon sponsored ads are really off the charts. Jay has had a lot of success with them, sometimes having a return on investment (ROI) that was eight or nine times higher than what he had spent on them. In other words, if he spends \$100 on sponsored ads, he sells about \$1,000 worth of products. Now, he goes about using sponsored ads in a little different of a way than most people do, and again, it has worked very well for him. So, he's going to walk you through the process, showing how he goes about making sure that he makes the best ROI off of them that he possibly can.

Jay says that when you start selling physical products, using Amazon's sponsored ads is going to be the best way for you to start seeing results. He kicks off a sponsored ad campaign every time he launches a new physical product, and in his case, he's seeing sales start rolling in right off the bat. This is a five-video training series that's going to show you exactly how this all works and Jay believes that this is going to allow you to get started with a BANG!

Jay is also going to reveal one of his best-selling products to you. This is a kitchen product, and he has created a case study about it. Jay's going to walk you through all of the processes that he went through for finding it, sourcing it, launching it, and choosing images for it. He's also going to share the secret behind how he found the very best keywords for his product and how he knows that they are the most excellent. Not very many people know what Jay's top product is, but you will soon when you receive access to this training.

The fourth bonus is something that Robert and Stephen helped Jay to put together without even knowing it. This training is titled "How to Prevent Your Amazon Product from Being Hijacked". If you have ever had your Amazon product listing hijacked, then you know that it can be a nightmare. This actually happened to Jay with his bestselling product last summer. It happens to be a seasonal product that sells best in the summer, so he was really down. For about four or five weeks he wasn't making any sales; that was, until he got the buy box back.

Well, the same thing happened to him a few weeks ago, and he hit up Stephen and Robert because they know 20 times more about how to take care of something like this on Amazon than Jay does, even though he's been doing this for about 2 ½ years now himself. Jay was

panicking a bit because it is almost summertime and that's when sales really start picking up. Robert walked him through the process of fixing this problem, and within 48 hours his product resumed its previous standing.

In this portion of the bonus, Jay explains exactly what he was able to do. This alone is of a tremendous value because not many people know how to do these sorts of things. This could save you thousands, or even tens of thousands, of dollars in sales. Also, with Robert and Stephen's help, Jay was able to add another great bonus to this package. He had to twist their arms for this, but he convinced them to include three additional Live Mastermind Trainings to help you get started.

You're already going to get live training and you are going to receive one-on-one contact with Stephen and Robert. However, in addition, you're going to get this exclusive mastermind training. You'll be able to login and ask them basically any question that you have. It doesn't matter if it's a beginner, intermediate, or advanced question. You'll be able to get your questions answered on these three bonus live trainings.

Questions & Answers

Do you cover India as well?

Robert and Stephen don't, or at least not right now. The reason for that is because you have to have a local business entity there to do so. It is possible to do this, but it's a little difficult to do that, so Robert and Stephen don't at the moment. They are waiting for those barriers to drop down a little bit in that country. This way, they can set up their business easily, which has always been a big deal to Robert and Stephen.

Can we have a summary of the 12 steps?

Yes, you'll be receiving slides to this presentation later on so that all of this is easy for you.

Is the training live?

It's all prerecorded, although Robert and Stephen do hold free monthly webinars for their students.

If I'm already selling in the US, do I need a different seller's account to sell in Europe?

Yes, but you only have to have a single seller account for selling all the way across Europe. The European site is quite a bit newer than the US site. The good thing about that is that they have been able to do some more modern things with their fulfillment and so on.

How does the training system work again?

Straight off the bat, you're going to get access to the first five modules, and after the first 30 days, you'll get access to the remaining modules and the bonuses. The reason for this is because this helps people to stay involved with their research longer, allowing more people to become successful with this system.

I know there are some restrictions on selling on Amazon in some states. Can I do this?

Yes. Those restrictions only apply to the Amazon Associates Program. That's the program that you join if you would like to be an affiliate. The Amazon FBA Program is what's being taught about in this training, and you can sell on Amazon this way no matter where you are located in the world.

How is this different from ASM?

Aside from being less expensive, Robert and Stephen have built this course around what's currently going on with Amazon, whereas the makers of ASM have been less responsive about some of the changes that are taking place. Plus, they really go into greater detail about some of the things that you need to know about FBA and sourcing products, and they teach you how to run your business internationally. Finally, Robert and Stephen are extremely eager to help you to get your business up and running, even if you have never done this before. This may be the biggest difference.

Just think, the money that you are saving with this program, you can use to give your business a better start. How much farther do you think you can get if you had an extra \$4,000 to invest? Robert suggests that you can buy two lines of products for \$2,000 apiece with the money that you're saving. He believes that it would take you somewhere around 80 days to flip those products with this system, and that would bring about a \$8,000 within that first six months. You could then redo that, although you might have to buy some different products or even more of them. However, if you could flip them again inside of six months, that would bring you up to \$16,000 inside of a year.

What about traffic?

Traffic tactics will be covered in the MPSH training, and this is what Jay's sponsored ads bonus is all about. In his experience, sponsored ads are selling at least 30% of the products that he sells. Also, when it comes to traffic, that's one of the primary advantages to selling on Amazon because there is a ton of organic traffic that you can leverage within the site. Not only are you going to be able to access Amazon buyers in the US, you are going to have access to their buyers on a global scale.