

The Azon Guys “Mr. X” Training: Selling Nutritional Products on Amazon

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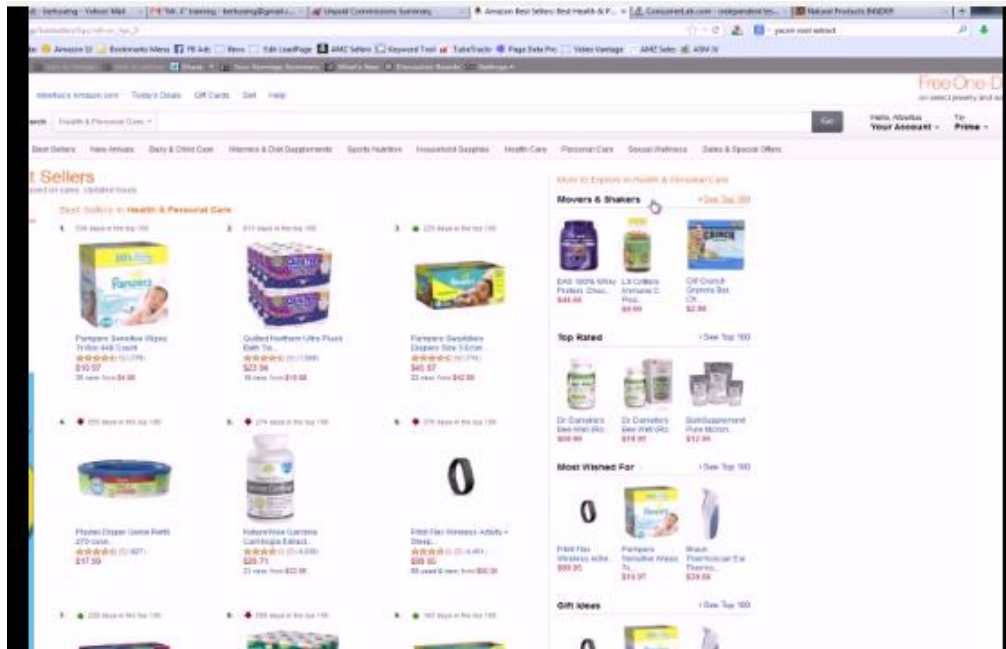
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Introduction



This training will cover how to sell products in the nutrient/supplement niche on Amazon. There is a huge demand for nutritional products online. People often go to Amazon and search for supplements, natural extracts, etc. Products like these sell extremely well, and people often turn to the Internet to find them rather than go to the store. People generally do this because they feel that they can get them cheaper online, and they know that they can get refunds through sites like Amazon if needed.

Researching Your Product

One of the great things about Amazon is that you can use the site to compare products are the best by reading the reviews. You can check out the different price points on the site as well. When you do, it won't take you long to see that the demand for these products is really high. The problem, however, is that the competition is fierce. If you're willing to face this amount of competition, then this niche is probably not for you.

These may lead you to wonder "Are nutritional products too saturated at Amazon to sell?" This is a very good question to ask. You could search for just about any supplement or nutritional product on Amazon and in just about every case there will be hundreds or even thousands of similar products selling there. However, this doesn't mean that the market is saturated necessarily. The answer to this question is not so black and white.

There are some supplements and nutritional products that are going to be extremely complicated to sell because of the competing products, but in many cases the demand is so good that if you can just make it into the top 100 then you can still make great sales. All that matters is that you can make steady sales per day. To do this, you'll want to look for products in this market that don't carry such high competition. It's especially important that you try to break into a low competition at first when you are just starting to build your brand. Over time you will start to establish yourself in the market, and at that point you will be able to start moving into these more competitive areas.

Another question people often ask is whether or not the nutritional products that Dr. Oz recommends too trendy to build a sustainable business around. Some of the hottest selling nutritional products on Amazon are the ones that Dr. Oz recommends, so this is another great question to ask. The truth is that you could probably find nutritional products that are popular and sell really well, yet aren't too competitive for you to sell yourself. The problem isn't really with the competition in this case, however; the problem is with the trend.

Trending products tend to sell quite well for a while, but once the hype is gone they don't move quite so well. Does that mean that you can't build a sustainable business around trending products? No, that's not true at all. You can go ahead and move into a market that's trending; you just have to be prepared to stay one step ahead. That means that you will need to continuously research new products and be ready to launch new products as soon as they become trendy. That way, you can ride the wave made by the hype of your chosen product.

You also need to make your product stand out from the countless comparatives out there. This way you can establish your brand as the authority. That is how you will be able to get a good market share.

Now, how do you research and identify nutritional product opportunities inside and outside of Amazon? The first thing that you need to do is follow the Amazing Selling Machine training because you are going to use many of these same techniques to find success in this specific market. The training states that you need to begin by researching products on Amazon. So, in this case you would go to Amazon and begin searching in the 'Health & Personal Care' category.

Once you reach this category, click on 'Best Sellers' and start researching the top products within it. This is where you will want to begin, anyway. In actuality, these products will likely be far too competitive, so you will likely need to drill down into the category a little more. The bestsellers in this category are shown in the screenshot at the beginning of this lesson. If you were to look over to the right hand side of this screenshot, you would see that there are also products listed under the titles of 'Movers & Shakers', 'Top Rated', 'Most Wished For', and 'Gift Ideas'. These are all products that you will want to look at as well in order to figure out a product that you can be successful with.

Another thing that you can do is drill down into the sub-niches. As you find products that you think may be a good fit, click on each page and look at the sales rank of that product and the number of reviews it has. You can be sure that any product with a bestseller's rank of 2,000 or less is selling at least 30 units per day, and that's probably something that you can break into. See if you can find a lesser-known product with a low amount of competition that's priced within the price range suggested by the Amazing selling machine training.

You will need to perform product research outside of Amazon as well. Specifically, you should find sites that review and research these natural supplements and products. A great site to begin your research is ConsumerLab.com. The site tests out different supplements and nutritional aids to assess their effectiveness. The site does clinical studies, and it has a ton of reviews that you can look into as well. So, go through this site, do some research, and take a look at their product lists. This isn't very hard at all; just take some time to search through the site and get a general understanding of the different products out there.

Another site you will want to check out is the Natural Product Insider. This site contains reviews and customer posts as well. You will also be able to find announcements about new products that are coming into the marketplace.

As you research these sites and find products that you think may be right for you, make note of them on your computer's notepad or even a physical notepad that you have devoted to this research. After you have compiled a good list, you can head over to Google Trends to see

which ones seem the most promising. Below you can see the Google Trends results for 'krill oil'. You probably have already noticed that the first graph shows that interests in this particular product is moving upward.

This data indicates that this may be a viable product to build a business around. Of course there are other factors that you may need to look into, but you can clearly see that the demand is rising for this product, which is a very good sign. When you look at the trends for your chosen product, you will want to narrow down your list to only those which have a steady or upward trend.

You will need to research the demand for your chosen items on Amazon as well. Once you get to the site, type the first item on your list into the search bar. When the results appear, look at the top three items that appear. The first thing you'll want to assess is how optimized their page is and what the products sales rank. The top result for 'krill oil' has a high sales rank, which means that there is a huge demand for this product. The second product to come up, however, has a low best seller's rank and a page that's not very well optimized. This means that you can probably break into this market fairly easily.

Finding a Manufacturer

Once you find a product that you think is a good fit, you'll need to find a good manufacturer for it. So, how do you go about finding the best manufacturers for this market? Well, the good thing about this particular market is that you can usually find manufacturers for these products right here in the U.S. The good thing about that is that they can often ship your product to Amazon's fulfillment centers for free. Plus, you don't have to deal with a language gap if you can find a U.S.-based manufacturer and they are more likely to work in the same time frames as you.

For this particular type of product, you don't really want to find a manufacturer outside of the U.S. unless you absolutely have to. Furthermore, you will want to make things as simple as possible for yourself whenever you are first starting out anyway. You shouldn't have any trouble finding a U.S. manufacturer; just follow the Amazing Selling Machine training on how to do so. In this scenario, you would likely find the manufacturer that you need simply by performing a Google search using the keyword 'Krill Oil Manufacturer'.

Look into some of the ones in the U.S. first, and then see if you can get your product manufactured cheaper in China and places like that. You'll want to weigh out the shipping costs as well when you do so. Before you place your first order you will want to vet these manufacturers to be sure that they provide a quality product as well. You'll want to do that by looking into the quality of the manufacturer itself. A good indication of whether or not a manufacturer is good to work with is to take a look at their website.

Does the website look good? Has work been put into it? Does it look professional? Has the manufacturer been in business for a decent period of time? Do they seem to have a good reputation? You may have to search for some of these answers by Googling the manufacturer's name and seeing what the rest of the world has to say about them. If everything seems promising, then you may consider contacting them and placing your order. It is wise to look into several manufacturers before making this decision, however.

Prior to placing an order with any manufacturer, there are some details that you will need to work out. For instance, in this particular market you'll want to make sure that their facility has been FDA approved and that it is GMP certified. You'll need them to send you documentation when it comes to these types of things. Also, see if you can order just one unit so that you can check out the product prior to purchasing more.

When you get this sample in, look at the capsules or whatever the product may include closely. Look at the label closely as well. If you can try it out yourself, it is best that you do so. Now,

you might not be able to import your product if you live outside of the U.S. If this is the case, you may consider sending it to a friend inside of the U.S. who can try the product out for you. Whether you live inside or outside of the U.S., you might consider having further test done as well. For instance, you might want to have a third-party lab test performed on your product, just to make sure that the ingredients are the same as those listed on the label.

As you look into these manufacturers you may begin to wonder what the advantages of stock formulations versus custom formulations are. A lot of these suppliers can create custom formulations for you. That means that you can make a custom order adding any ingredients that you would like. The advantage of doing so is that you can create your own 100% uniquely blended product. For instance, you may be able to find a few extract which research has shown to help with weight loss. Well, you can tell a manufacture to combine these ingredients to make a unique product yourself. This will allow you to have a unique product that stands out in your market.

The disadvantage of customizing your order in this way is that since your product is new and unique, there won't be a lot of people searching for your product on Amazon. As you know, the whole business model that you are using revolves around selling products that are selling really well already and then creating a private-label brand of that product that you can call your own. So, creating a custom formulation of your own may make things more difficult for you. That doesn't mean that you shouldn't do so per se, but sometimes it is much easier to just go with something that you already know will sell.

It would probably be best, in most cases, to just go with the stock formulation that a manufacturer offers. After you have established yourself as a seller, you may try creating some custom formulations just to make your product stand out more in the market. That is totally up to you, but it is advisable that you do so when you are first starting out.

Speaking of just starting out, you might be wondering what quantity you should order for your first order. What you decide will depend on what you are willing to invest and how much capital you have. You don't have to order a big quantity the first time, and it is recommended that you don't.

You can save a lot by order larger quantities because you generally can purchase different tiers. For instance, if you order 50 units it may cost you \$10 per unit whereas if you order 100 you may pay \$8 per unit. The more you buy at once the cheaper you will get your product. Again, it all comes down to what you can invest and what you can afford, but it's probably best to start out small and build up from there.

A lot of times you can order as little as 50 units at a time, and sometimes manufacturers will allow you to buy as little as 25 units at first. When you make really small orders like this, you

have to be ready to order more really quickly so that you have plenty of stock coming in. Therefore, it is recommended that you start with at least 100 units; that way when sales start coming in you won't run out of stock.

Your Product's Design

Another thing to consider is your product's label design. How would you go about finding out what product label design would be best for your nutritional product? The answer is simple: Look at what your competitors are doing on Amazon. Don't just look at the logo either; look at the way they list the ingredients and what benefits they illuminate to. Take a look at what the labels of existing products often include and how it is all laid out in their design.

Try to make your label just as good as your competitors', even if you have to hire a designer that's a little more expensive to do so. Try to make it better, in fact, if you can. A lot of manufacturers will have a designer in house that can design your label for you cheaply. Sometimes they will even do it for free. You'll need this designer to take high-quality photos of your product, and you may want to compile them into 3D renditions in Photoshop so that it looks more professional.

So, how much should you spend on a good label design, and where can you find an affordable designer? As previously stated, nowadays many manufacturers will have their own in-house design department, and this would be the most cost-effective way to go in most cases. Normally it costs around \$150 to get a design created. Sometimes these manufacturers will charge more, and sometimes they will charge less.

If you are not happy with the manufacturer's design, or if they don't have a designer, you can always get your labels designed by professional designers. You can find professional designers online at websites like 99Designs.com. On this particular site, you'll pay a lot more for a design, but it will likely end up looking a lot better.

All that matters at the end of the day is whether or not you are happy with the design; don't over-think this though. All that matters is that you get your product launched and start making sales. You can always redesign your label at some point in the future if you need to.

You may also be wondering "What are the best product images to use when you are marketing a nutritional supplement?" You would, of course want to have some great images of the product itself. In fact, you should have images taken of every angle of your product. You want your customers to be able view the dosage instructions, the warning portion of the label, and anything that lists its features. You might also create images that compare your product to other competing products. Obviously, you would want these to point out the features which make it better.

In addition, you may want to provide images and/or information about studies that have been done on the ingredients of your product. This will help you to prove to potential customers that the benefits that you are advertising are real. You may also want to provide testimonials from people that have used your product and found the results favorable.

You will also want to take a look at how other people are using images to market similar products to yours. As you look at other people's sales pages or websites, think about what you like and what attracts you. Try to see from a customer's perspective, and although you may model after other successful marketers, try to come up with ideas of your own or combine the ideas of others to make your own product stand out.

Promotion Tips & Tactics

When it comes to marketing a product, you'll also need some good copy written for your supplement product. It is recommended that you simply follow the copywriting advice in the Amazing Selling Machine training. If you follow the instruction given there, you really should be good to go. Always remember that the best copy uses bullet points to list the benefits of product. This makes it easy for the buyer to take this information in.

As you write out the copy you need for your product, try to get into the mind of your ideal customer. Try to get an idea of what their concerns would be and try to counter those concerns as best you can. Let potential customers know all of the different ways that your product can benefit them as well. Also, make sure that the title and description are richly optimized with your keyword phrases.

Once you have chosen your product, gotten it manufactured, gotten its label designed, and optimized its sales page, it's will be time to start selling your product. Before you can do that, you have to decide on a price though. So, how do you go about pricing your nutritional product in a way that you can optimize your profit margins?

A lot of people make the mistake of pricing their product too low. What they don't understand is that this can actually hurt a product's sales because people have the tendency to perceive low-priced items as cheap and worthless. Instead, price you product higher in order to establish it as a premium product that demands a higher price. This way, you will have a higher profit margin and you don't have to worry about the competition so much.

Now, that being said, in the beginning you may want to price your product a little lower just to help get your first few sales and to get your product's momentum started. You can always change the price later on if you need to. This will also help you to get the initial reviews that you need for your product because you can let people know that your product is available at a low price now, but that the price will be rising later on.

As previously stated, you need to find ways to add value to your product so that it stands out from the competition. Simply setting up your page right with an optimized title, a description that includes good copy, and great images is going to make your product stand out a lot. Another thing that will make a big difference is to make it clear that you stand by your product by backing it with a guarantee and/or letting people know that customer service is a priority for you.

Try to find ways to make your product better than similar products in your market and work to point the features that make it better out to visitors that view your listing. For instance, if you are selling krill oil, you may want to say something in your description to the effect of “My capsules contain 1000 mg of this extract while other similar products to mine only contain 500 mg.”

The best way to know how to improve your product is to look at the reviews of the other fields in your market. If someone complains, for example, that a similar product to yours is made of a cheap material, then this is an indication that you need to use a better material for your product, right? Do you see how you can turn people’s complaints into selling points for your own product? It might cost you a little more to create a product of better quality, but it would surely be worth it in the end.

Another thing that you can do to set your product apart from its competitors is to offer promotions. For instance, you might offer a 10% discount to people that buy two units of your product. People are always looking for ways to get the most out of the dollars that they spend, so an offer like this will often get people to choose your product over someone else’s.

You can also offer people a bonus. This strategy isn’t hard to implement, and it is often very effective. The sky is the limit on what you can offer; it just needs to be an offer that’s related to your product. For instance, with a nutrition product you may want to offer a free eBook on health and wellness. Many times you can find private label right material that is related to your niche which you can fix up and offer as a PDF bonus or something like that. You can offer some type of physical bonus instead, but honestly, electronic bonuses are easier to deliver and are often enough to convince someone into buying your product.

If your product is in a really competitive market, you may have to work a little harder to position it against the products of other Amazon sellers. In cases like this, you just want to make your product the best that it can be and to make sure your product provides people with the benefits they are looking for. You’ll also want to make sure that your listing is better-optimized than those of your competitors.

Furthermore, try to focus on your long-tail keywords. Try to rank for lower-competition keywords first to try to get those initial sales. After that you can try to optimize your description and title further in order to target higher-competition phrases later on. If you do these things and concentrate on establishing your product as a premium product and you will be able to compete in your category regardless of the opposition.

Your Product Launch

Just like with any other product, you will want to kick things off with a bang when you launch it. This means that you will need to start planning things out in advance. Utilize any social media that you can leverage. For instance, if you have a Facebook page, start talking about your product launch on there. Also, get some press releases done and try to organize them so that they go out at the same time as your product launch.

Another thing that you will want to do when you first launch your product is offer a huge discounted price for the first week or so, and make sure that people know that they are getting that discount. Inform people that this is a brand new product and make all of the benefits of this new product clear. Finally, point out any features that set your product out from the rest.

The point is to get all of the initial sales that you can so that your product can make its way up Amazon's internal ranking system as quickly as possible. If you can do that effectively, there will be a snowball effect that will really make your sales go through the roof. Therefore, it may be worth it to invest in paid traffic. You may want to run Facebook ads. You may also want to utilize Google Adwords and other forms of paid advertising.

In the beginning, when you first launch your product, don't worry about making a profit. Your main goal is get a momentum of sales going and get your product to go up in its ranking. Sometimes people even take a loss on their product at first, but that's okay because it doesn't mean that the product isn't going to start selling well soon. So, don't get upset if your product doesn't make a profit for the first month or so. Again, your initial goal is to get your product well ranked on Amazon so that it will start selling more and more.

After your product launch, you need to continue to use these promotional tactics to help your product continue to sell and rise in rank. Focus on the long-tail keywords that you are using, keep sending out press releases, and continue using social media sites such as YouTube. You can, for example, make videos for your product and use back-links to boost your videos in YouTube's rankings as well.

The more ways that you can drive traffic to your product, the more sales you are going to make. This is especially true if you have a well-optimized sales page that converts customers into buyers. Use Facebook ads, Adwords, press releases, and banner ads on related sites, and anything else you possibly can to get sales and reviews for your product. Also, a lot of people forget that you can use Amazon's advertising to boost the sales of a product.

Unfortunately, this niche is sometimes so competitive that you may have to pay a lot per click. However, a lot of times this will pay for itself if you can get a lot of sales to make your product

rank higher on Amazon. Just try to be wise about the way that you spend your money, and don't be afraid to take a bit of a loss at first while you are getting your product off the ground.

As you work to promote your product, you may want to consider building a Facebook page for it and finding other ways to build a following for your product. Take advantage of other media sites such as Twitter and Pinterest as well. Also, be sure to use all of the promotional tools in the Amazing Selling Machine membership. Each little thing that you do will have a long-term impact. The more you do, the better off you will be. So, get as many eyes on your product as possible. Keep faith that what you have done will work because if you have worked hard and follow the Amazing Selling Machine training, you will find success.