The Amazing Selling Machine

Webinar Training Summary

James J. Jones, John S. Rhodes, Jay Boyer & Matt Rhodes

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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.
Hi gang...we created this comprehensive summary of our webinar training with Matt Clark and Jason Katzenback last week to enhanced your understanding of this powerful Amazon business model. If you’d like to view the original webinar replay, click on this link: http://jjfast.com/replays/sales-machine/

All of us - James, John, Jay, and Matt - have over 22 years of combined experience in making money with Amazon, and we have never seen an opportunity like this one. In fact, we will all be incorporating this system into our own Amazon businesses moving forward in 2013. If you’re interested in joining our exclusive Amazing Selling Machine mastermind group, we’d love to have you! You’ll find details on how to do that in “The Amazon Guys Bonus” at the end of this pdf summary.

Enjoy this guide! And please know that this opportunity disappears forever Monday March 18th at midnight, so that Matt &Jason can turn their attention to training the small group of students that have invested in this special opportunity.

Cheers!

~ James, John, Jay, and Matt

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Welcome! Today is your lucky day. You are going to learn how You can create a real $100K profit per month business selling REAL products by leveraging the power of Amazon...while letting Amazon do all of the work for you! Seems too good to be true, doesn’t it? Well, just wait until you see all of the stats and data that prove it to be true. This is fun and exciting; you are absolutely going to love this.

Jason Katzenback is a true believer. He has only been working through this business model for the past 5 months, and he is already netting (not grossing) $100,000 a month. His goal is to double that in a couple of months. By the end of the year, he plans to be on track for a ten million dollar a year income. All of this profit is coming directly from his Amazon business. Although, he has a great amount of experience in generating vast amounts of money himself, he states that he has never seen a system like this and feels very blessed to have gotten the chance to be a part of it.

Jason is Matt Clark’s business partner. They work together, but they have totally different companies on Amazon, and they do not sell the same product. According to Jason, Matt is incredibly intelligent when it comes to working with Amazon. He has been able to build a business that is not only extremely profitable, but has a great deal of potential for longevity and explosive growth.

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Jason has been online since 2005. He has made millions of dollars doing everything from affiliate marketing, having e-products, and so on. He has retired from all of this. Everything is being switched over to his Amazon business model. Now, he is not going to do anything but focus on Amazon. That is how much of an impact this has had on Jason.

It has not only affected Jason, but his family too. For instance, his wife used to be a public health inspector. She has quit her job to join in. Everyone is jealous because she’s finally retired from it. It is not that she couldn’t afford to do this before, but she never had any interest in internet marketing before. Now, she loves running her business.

Anyone can do this, but if you have any experience at all with getting website traffic, in promoting affiliate products, or anything of the like, it is so easy to get into the Amazon model. It is almost like you are running an e-business from the perspective of never actually having to handle the physical product. But, the cool thing is that you are actually tapping into the physical product side of things which is exceptionally bigger and way more profitable. It is just huge from a consumer’s perspective. You’re using Amazon, which is the biggest search engine in the world for targeted buyers.

When Jason first met Matt, a year and a half ago, he knew there was something special about him. They were in a private mastermind group together, and he stuck out from the crowd. He was only 25 years old at the time, and he was already making millions online. His business has tripled since then. Pay attention to how this happened, and you are going to love what you find out.

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Let’s Get Started...

Your eyes are about to be opened to the biggest opportunity on the Internet today. How big? Take a look. The picture above gives you a glimpse of the results that Matt has had. This is what Matt has made since the beginning of 2013, which was only a couple of months ago. In fact, if you look closely, you will see that February hadn’t even ended when Matt documented this.

As you can probably tell from this paperwork, Matt actually runs two separate Amazon accounts. He uses these to sell two completely different product lines. In the first two months of this year, Matt sold $699,778.23 worth of products on Amazon. This was really only a handful of products. Matt has about a 50% profit margin, so this brought in about $350,000 in profit just in the first couple of months in this year.

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Now, if you look at the picture above, you can see Jason’s results. His business has done amazingly well, and all of this success has come about because of what Matt has taught him. Since the beginning of the year, Jason has made sales amounting to $354,467 and he also has a 50% profit margin. So, Jason made over 175,000 in profits in less than two month’s time, and he has only been on Amazon for 4 months altogether. Jason has never sold this type of product before and had never done anything on Amazon before. You have to admit, that is astonishing!

So, let’s get started. In this training, you are going to be able to:

Learn private information that has never before been revealed. In fact, even though the team at JJ Fast Publishing was hosting the webinar for this, they didn’t know what was to be said, so they sat, ready to take notes on this training as well.

Learn strategies working RIGHT NOW on Amazon. This isn’t stuff that worked a year ago or three years ago. These are things that Jason and Matt are currently using to grow their businesses on Amazon because it is working right now.

Receive a blue print so that YOU can build this business for yourself. This isn’t just information. This is going to provide you with the actionable steps that you need to be able to do this on your own.

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This is such an insanely big opportunity, that you really want to take on the right mindset before all of this information gets thrown at you. Ask yourself ‘Why am I doing this?’ Take a moment to answer this question and keep that answer in your mind as you review this information. Do you want to build a massive business? Do you want to have a very high income? Do you want to have an automated income? Do you want to have a lot of wealth? Think about your specific goals, that is going to help you laser-target how this business model can benefit you.

In this training, the following will be covered:

- MYTH of digital product profits
- Why Matt shut down his online store & why Jason quit affiliate marketing
- Never-before-seen opportunity with Amazon
- The ONLY lucrative Amazon business (NOT Kindle)
- The Amazon traffic loop-hole (3-years of testing revealed)
- Roadmap to becoming an Amazon millionaire

This is not stuff you’ll find in a blog post, in an eBook, or at a conference. This is not available anywhere else.

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Let’s Get Down to Brass Tacks

How did creating eBooks and digital products become so popular as a way to make money online? The main appeal was automation and high profit margins. The big problem with this is that you need traffic to sell these digital products. Traffic costs a lot of money, so there goes your high profit margins. It also takes a lot of time to drive this kind of traffic, so there goes your freedom. One of the main reasons why people want to get into this type of business is the automation, but if you have to spend a lot of time pumping out the content either for the digital products or to promote them, then you don’t exactly have a lot of time to do the things that you want to do.

Another existing problem is that there is no pre-existing demand for these types of products. There is nobody out there who is running a multi-million dollar advertising campaign, saying “you need to go buy this eBook”. That is just not the kind of opportunity that exists there.

By now you are probably thinking, “Okay, Matt, if not digital products, then what do I sell?” You sell what drives all of the world’s economies (to the tune of about $1.2 trillion a year): REAL PHYSICAL PRODUCTS.

If this is true, why don’t most people sell real physical products? There are several reasons for this. Mostly it is because people:

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• Don’t know what product to sell
• Don’t know how to quickly find suppliers
• Don’t know how to get ZERO-RISK traffic
• Don’t know how high profit margins can be
• Don’t know how to build one on auto-pilot
• Think it is too much work, which used to be true

In the past, there were a lot of things that you would have to deal with if you wanted to sell physical products online. First of all, you had to build your own online store, and you had to have your own website. On top of that, you had to have the following systems set up and forever working:

• A payment processor
• Customer service
• Merchant account
• Order processing
• Site maintenance
• Programming
• SSL (Secure Sockets Layer)
• PPC (Pay-Per-Click)
• SEO (Search Engine Optimization)
• Etc.
You also had to have a way to get the products to your customers, so you had to have your own warehouse. This means that you also had to manage the entire process of packaging the products, shipping them, and keeping inventory. So, you would probably be paying a staff to manage all of this for you as well as paying money to rent the warehouse. Could you imagine? The worst part about all of this is that you are in the middle of this whole giant mess. Just looking at the picture above is frightful; it’s no wonder people didn’t want to sell physical products online in the past.

Today there is a new model for selling physical products online. All you have to do now is market you products, take inventory, and make sure that everything stays in stock. All of the rest of the stuff, which you used to have to do all by yourself, can actually all be carried out by Amazon now. Amazon will take care of many of the needs that you have, including:

- Shipping
- Packaging
- Payment Processing
- Customer service
- Order processing

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• Security
• Fraud
• PPC
• SEO
• SSL
• And Much More!

You don’t have to know how to do any of that stuff, because they will do it all for you. Never before have entrepreneurs been able to start and run physical product selling businesses with such limited resources, yet such incredible scalability. Amazon received $61 billion in revenue last year, and a large part of this was from people just like Matt and Jason selling products on their site.

Amazon.com has a massive infrastructure and a huge amount of resources that they allow you to leverage for a very low cost. It is definitely cheaper than what you can do anywhere else. There are a lot of other ways that Amazon has an advantage over many similar websites as well.

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Why Matt Shut Down His Online Store

Matt started selling online about 4 years ago. He started off with his own e-commerce store, selling physical products. He was able to ramp up that business to $2 million in just 2 years. It was great to be able to throw around those kinds of numbers, especially at such a young age. The problem was that there really weren’t any profits coming out of it. Eventually, he was able to turn it around, but along the way he discovered there was a much bigger opportunity on Amazon.

There are some things that you should understand about Amazon. Amazon has over 200 million credit cards on file. Plus, they absolutely own online retail. Once you know what you are doing with Matt’s business model, you’ll be able to double an online business by selling on Amazon in just one day. You will potentially be making an extra $100 to $1,000 per day, literally overnight. Try that with your mom-and-pop ecommerce website and you will find it to be no easy feat.

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So, what type of product does Matt sell? This is the top question that Matt and Jason are asked, although it is not the right question to be asking. This question leads people to spend hours searching on websites like the wholesale website shown above. This website has over 1.5 million products that you would have to sift through to find the ones you want to sell. No wonder people get discouraged.

Then, what is the right question? According to Matt, the right question to be asking is ‘How do I find opportunities?’ A general business and marketing rule is: ‘if you want to make easy money, don’t go out there and try to create something or invent something in the hopes that people like it. Find out what is already working and do it a little bit better.’ This is how Matt built his business on Amazon, this is how Jason built his business, and you can do this too.
Learning how to leverage what Amazon has to offer has allowed him to build a $350K/month business. For Jason, asking the right question led him to be able to build a wildly successful business in only 4 months. So, how do you find opportunities? Amazon TELLS you the bestselling products for ALL of its categories.

To find good opportunities on Amazon, just start looking through the bestseller list and apply the 2 basic criteria of a KILLER Amazon opportunity:

1. Selling price (ideally $7-$40)
2. Private Label Potential

Price

Which price? If you go to a typical e-commerce store, Amazon or otherwise, a lot of times they will have 20 different prices listed. You want to look at the basic price the product is selling for. As you can see in the picture below, the red arrows are pointing to the price that these products are selling for.

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As you are scouring through the bestselling products, you want to pay attention to the ones which are priced between $7 and $40. For instance, the first product in the picture is $18.97, so it is within this price range. The second product is priced at $99.95, which is outside of your target price range.

So, why should you only choose products that are between $7 and $40? If the product is priced to high, and you are trying to use it in an opportunity for yourself, then it may be too expensive for you to buy inventory. On the other hand, if the product is priced too low, then your profits may be eaten up by shipping costs.

Private Label Potential

Does the product have private label potential? When you are asking this, what you are essentially asking is: Can a similar product easily and inexpensively be labeled or packaged to make it your own? Look at the products in the picture below. The one on the left is a sleeping mask and the product on the right is an electronic sleeping device that you would have to plug into the wall to use. Which one of these two products could more easily be labeled or packaged to make it your own?

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The answer is pretty obvious. It is the mask. Why? It is a better choice because it is smaller, it is lightweight, it is easier to package, and it is less expensive. The electronic device, on the other hand, is heavier, bulkier, electronic, and a little tougher to make your own.

Here is another example. Which one of the products below has more private label potential? The product on the left is an iPhone case, and the product on the right is an actual iPhone cell phone. Again, it is the product on the left. You can easily put your own logo and make your own packaging for this product. Plus, this product is lightweight and non-mechanical. The iPhone sell phone is not only an electronic device, but an electronic device that Apple has spent a ton of money developing. It is also more expensive, and it is not going to be an easy product to sell.
Hopefully these two examples have helped you to be able to pinpoint the kind of products that you are looking to use in this business model. To make sure, here is one more example. Which one of the two products below would have more private label potential? The product on the left is a silicone spatula set, and the product on the right is an electric blender. Again, the choice is easy to make. The spatulas are lightweight and non-mechanical. The product on the right is mechanical, it has a lot of moving parts, and it is bulky and harder to ship. So, of course, the spatulas are the best choice. The key too all of this is that you want to keep things as simple as possible.
The best way to find great products to sell is to look for products that meet these 2 criteria in Amazon’s bestseller lists. Once you find one, it is time to choose a supplier. How do you find suppliers? The quickest way to find suppliers is to perform 3 simple Google searches. You want to search for:

- [Product Name] private label
- [Product Name] wholesale
- [Product Name] supplier

In other words, you want to find out the private label information, wholesale information, and the supplier information for the product that you have chosen. By performing these three searches, you’ll be able to find plenty of suppliers. Say, for example, that you chose the silicone spatula set. Now, you aren’t really a great cook yourself, so you don’t really know why these are so popular. What you do know is that this product ranks 29 in Amazon’s ‘Kitchen & Dining’ category. Kitchen and dining is a massive category which contains thousands and thousands of products. The fact that this product is ranked as #29, means that this product is probably selling 500-1000 units a day. Now, just think, what if you could build a whole brand around this simple product?

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Finding Suppliers

If you type silicone spatula wholesale into the Google search bar, you get nearly 4.5 million results. You can narrow your search results down by putting quotes around your keywords, so in this case you would type “silicone spatula wholesale”. If you do this, only the pages that have this exact keyword phrase within them will come up. This keyword phrase, in quotations, now yields 307,000 results. There are plenty of suppliers out there for this product and just about any other product that you find.

You might be asking yourself, if this is so easy, why don’t suppliers (or Amazon) just sell these products themselves? First of all, it is not included in their business model. Most of these business owners have had their business set up for years or decades and are used to selling boxes of stuff at wholesale prices to people who will then sell them to retail customers. They are happy dealing with just a few clients and letting other people deal with the masses. Neither one of these business models is better nor worse than the other, they just work differently.

Secondly, selling retail is not their expertise. Most of them have no idea how to do it. They have always spent their time and effort figuring out how to source raw materials, turn them into finished products, and then selling them to people who want to re-sell them, like you. So, all you have to do is take it the rest of the way.

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Your Own Unique Product Brand

Creating a product brand is not as difficult as you might think. Many people don’t understand that when you make your own unique product brand:

- You don’t have to invent anything
- You don’t have to create a product
- You just give people what they ALREADY want
- You simply send supplier your label design

If you have never dealt with physical products before, this model is extremely easy and an excellent way to start out. All you do is go over to a website like Elance.com to find a freelance designer and have them create a little package design. This should only cost you $30 or $40. Just have the supplier send you information about what kind of format it needs to be in. For example, they can tell you if it needs to be a JPG file, if it needs to be created in Photoshop or another graphics program, what size they are going to make the labels, etc. Send this information to your designer, along with a description of what you want, and your brand will be created in no time. Many times the supplier will even do this for you.

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Another common question Matt and Jason are asked is “What if I don’t live in the USA?” This business model works no matter where you live in the world, including affiliate restricted USA states. Jason is actually not even from the United States, he is from Canada. One of their top students is from Australia. They have also helped other people from countries like France, Germany, UK, New Zealand, Brazil, etc. They have even helped people in South Africa, which is notorious for making it difficult to get this kind of thing set up. No matter where you are in the world, it’s no problem.

You can run this business from anywhere in the world. You never have to touch any inventory. Matt has actually been living in France for the last three months, running the same physical product business. How is it that he never has to touch any inventory? The product goes directly from the supplier to what is called a ‘Fulfillment Warehouse’.
Fulfillment by Amazon is a program that was created by Amazon. When you use this program, your products are sent to Amazon Fulfillment warehouses. These ‘Fulfillment Warehouses’ are located all over the United States and all over the world. They will actually hold your inventory and ship out individual orders to customers for you.

There are several reasons why you want to use this program. First of all, it allows your business to be automated. When you have all of your traffic and sales coming from Amazon, and you have these products all on fulfillment, this is all tied together so that the orders are automatically processed, and you literally don’t have to do anything. You could be sleeping and having orders processed and shipped out all day long. This automation is obviously a huge benefit.

Naturally, you are probably thinking “Well, this service must cost a lot”. This is not true. It is actually cheaper to handle things this way because Amazon does things on such a massive scale, and you get to leverage the existing systems that they already have set up. For example, you get to leverage their shipping rate, which is already lower than anyone else can get. So, all of this is actually cheaper than you would be able to get done by any other means.

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You may already own an e-commerce store, you may already be selling some products like this, and maybe you’re even selling on Amazon. If you already have something like this set up, or maybe you are already using a third-party company, you don’t have to use FBA. It is recommended that you do, but you don’t have to.

Again, if you are not in the United States, you don’t have to worry. You can tap into the FBA all day long. You never have to touch any inventory.

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The Amazon Traffic Loop-Hole

A lot of people wish that they knew the information that is about to be revealed. In fact, even Matt states that he wishes he knew this stuff a year ago. This is information that you cannot find anywhere else, so pay close attention.

Say, for example, that you wanted to find an electric kitchen knife. Maybe there is a holiday like Thanksgiving or Christmas coming up where you know you will need one to cut the turkey or roast. How would you find it on Amazon? Would you do it by looking through the categories? That isn’t likely. You would have to browse through a large number of categories before you were led to the electric knives. It would be much easier to go to Amazon’s search bar and type in the words ‘electric kitchen knife’, right? This will pull up all of the related results, and you can go ahead and pick out the one that you want in no time.

Right now Amazon is the largest online retailer, and it has been for years. It is bigger than its next five competitors combined. What would be an incredibly lucrative thing to know about this site? How about how to get ranked for any keyword that you want on Amazon?

Think about it. Could you think of anything better than to know how to get ranked for ANY keyword that you want on the world’s largest online retailer? This is what you are about to learn. Just pause for a second and take this in. What would you do if you went up to someone
and they told you that they could get you ranked for any keyword in Google, you will stay there forever, you won’t have any problems, and it will only take about three days to a week? That would be incredible right. Well this is pretty much the same thing, except the customers that are being led to your product all have credit cards on file and are already set up to buy.

It took Matt about 3 years to figure this out. He has been doing well on Amazon for some time now, and for a lot of reasons, such as following a lot of good business practices. This was the one thing that took him a while to figure out. This strategy is going to get you DIRECT buyers on Amazon. You are not indirectly targeting categories or anything like that. This strategy gets you directly in front of the people searching for the products you want to sell. This is easily worth millions of dollars in sales. This one strategy, which is about to be revealed, is really the reason why Jason quit affiliate marketing and the reason why Matt shut down his online store.

According to Matt, one of the questions that he hates to hear is “Hey Matt, if you’re really doing so well on Amazon, why are you so open and willing to share your strategies?” The reason he doesn’t like this question is because it implies either that he is not being honest about the opportunity or about his results. However, you can’t really blame people for thinking this kind of thing because the real question is “If this thing is working so well, why would you want to share it with people?” Well, there are a lot of reasons, so let’s discuss a few.

First, let it be known that there is literally no way that Jason and Matt can show you any of their results more than they already do without jeopardizing their businesses. However, they hope to show you enough to prove that this opportunity is very, very real and is ready for you right now. According to Matt, here is the reason why he and Jason don’t mind sharing:

“I started sharing this sort of information about how to do extremely well on Amazon about a year ago…and because I was putting myself out there…and you know giving to people…and sharing with people…I was able to meet tons and tons of successful people, including Jason himself. He, and myself, and our wives, have traveled all over the world together. Those relationships were only built because I put myself out there.”

He continues, stating:

“So then I also formed a private mastermind group. Jason and I both did, actually…and our learning on Amazon of how to really do this stuff absolutely skyrocketed in this past year because of that mastermind, which all came from sharing this information and being open and being giving to people. So, the biggest proof that sharing works…if you want to see the monetary results of why sharing works and why I am such a believer in it…and why James does it, why John does it, and why Jay does it…they are all in the same exact boat. Obviously, we love doing it; we love giving, but here is another big reason…my Amazon business TRIPLED this year.

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I don’t think it is a coincidence that I just started sharing last year, learning to skyrocket it because of that sharing, and my Amazon business tripled. So, here I am giving it everything I’ve got because it definitely works well.”

That being said, Matt was ready to move on and share more. So, how do you get ranked for any keyword on Amazon? Simply do the following:

1. Make your product convert REALLY well
2. Quickly build reviews and KEEP building them
3. Get sales through that keyword

1. The Highest Conversion Rate Wins

- Amazon wants to make money
- They make money when you make money, but...
- ONLY when your product’s visitors convert to BUYERS

Amazon wants to make money. They make money when you make money, but ONLY when your product’s visitors convert to BUYERS. You see, Amazon takes a percentage of your revenue, which is generally only about 15%. However, the only time they make any money at all, and the only time that you have to pay them any money, is when you actually get sales. So, they want you to get as many sales as possible.

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So, here is how you make your product convert better. First of all, you want to make sure that you use keywords in your product title. Don’t overdo this; you still want to make sure that it sounds good and that it converts well, like sales copy. Secondly, you want high-quality, eye catching images that draw more attention than any of the competing products.

Most products on Amazon are fed through people’s e-commerce stores. In other words, there is a way that you can tie the products from your e-commerce store into Amazon. For most e-commerce store owners, this is just a cool way to make extra sales. The process is automated, so once you tie them in to Amazon, you don’t really have to worry about it anymore. The mistake that people make is that they don’t pay enough attention to their products on Amazon. The cool thing about this, for people like Matt and Jason who treat their Amazon like a real business, is that it allows them to completely dominate over the other products because they pay attention to things like their products description, where store owners generally don’t.

Instead of using a bland description, write your description as though it were a piece of sales copy about your product. That is going to make your product convert better than your competitors, and Amazon is going to boost your product up in the rankings because of it. Remember, if you’re making more money, then so is Amazon. So, if you are making progress, the system at Amazon is set up to help you out even more. One of the most important things that you can do is work on your product detail page and make it as good as you can make it. Below is an example of a product detail page.

![Example Product Detail Page](image)

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This product is kind of goofy. It is a horse-head mask that you can wear around for Halloween or for entertainment. It is titled ‘Accoutrement Horse Head Mask’. In the title you want to make sure and include lots of keywords and that you write it like sales copy so that it converts. Do you think that this title was created in the most optimal way? No, they could have done a lot more with this title.

What about the images? They did do rather well with the images, actually. The main image, for example, looks cool and has a goofy face, which would draw people in. It is a big, nice, square image. The top image on the left side is of the mask is a funny image of a scuba-diver with the horse-head mask on, and the next one is of a guy in Las Vegas with a vest on. He is also wearing the horse-head mask. They tried to make this a little fun, which they should have. They really did do a good job with the images. They attract attention, they are fun, and they were well taken.

The description, however, is horrible. The description says:

‘Fits most adult heads. Bagged with illustrated tag.’

When you have a couple of thousand characters to play with, why wouldn’t you use them to make your description the best that it could be? Plus, there are some formatting options that you use inside of the product description to really make that product convert. They could have done a lot more and probably would be selling double what they are now.

So, is this just a ridiculous example? It is kind of funny, but in reality it is no joke. When Matt first pulled this example, it was number one in ‘Toys & Games’ on Amazon. Out of all the thousands and thousands of toy and games that are listed, this product was ahead of them all. It is likely that product was, and probably is, selling 1,000-3,000 units every single day at $25 each. That means that it is bringing in $25,000 - $75,000 in sales every day! It is also likely that half of that, if not 75% of that, is pure profit every single day.

That doesn’t mean that you should go out and start selling horse-head masks. This was shown to you in the hopes that it would open your eyes and realize the volume of sales possible on Amazon for all kinds of different products.

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2. Reviews Every Day (R.E.D.)

The next tool you should use to rank higher on Amazon is RED, or ‘Reviews Every Day’. Reviews are incredibly important. They provide you with:

- Social proof
- Higher conversion
- More affiliates promoting YOUR product

You may have done some affiliate marketing in the past. The thing is now, if you do well on Amazon like you are being taught to do, many of those people in Amazon’s affiliate program will be out there promoting your product. They will be doing all the SEO and social media stuff to move your product for you, saving you tons of time and energy.

The easiest and best ways to get your first three reviews is to give three of the products away to friends and family. You don’t have to hit up everyone you know on Facebook or anything. It’s really simple; all you really need is three reviews. If you give your product away to three friends or family member, and you ask them to write an honest review, they will probably write something good about your product. You are still completely within the Amazon guidelines, and you’ve gotten your three good reviews for social proof.

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As previously stated, one of the reasons why Amazon brings with it such a massive opportunity is because most people don’t realize what they can be and should be doing. People just post things to Amazon and keep working on their e-commerce store. Then, they try to figure out why their e-commerce sales keep going down while Amazon just kind of stagnates. They aren’t going a step further like they need to. If you post products on Amazon, treat it like a real business. Go a step further and follow up with customers. See how they are doing, and those people will write reviews for you. You’ll not only build reviews faster this way, but you will get better reviews. This will push you up in the ranking, ahead of your competitors.

Why do you want three good reviews initially? These are critical because exactly three show up on Amazon’s product’s detail page, all the rest are pushed to the sidebar. You want to make sure that these three spots are filled up at bare minimum.

3. Get Sales through the Keyword

Making sure your conversion rate is in place is what really starts boosting you up in the ranking. What keeps you there is getting the sales through your keyword. So, it is arguably the most important part. After you have a killer product detail page, make sure you are converting better than any other products on Amazon, and makes sure you have at least 3 reviews as well as an ongoing review system put into place (you do this by following up with customers). Then, you can start trying to get sales through your keyword.

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What would you do if you wanted to get ranked for “electric kitchen knife” on Amazon? You would get people to search for “electric kitchen knife” in the Amazon search bar, and then buy YOUR product. They may have to go four or five pages deep to find your product, so be sure to be clear that they have to search for “electric kitchen knife” first.

There are two ways that you can make this happen:

1. Give people a big coupon which allows them to receive the product for a dollar on a certain date. Ask them to search for keyword, rather than giving them a direct link. Matt knew a couple of guys who tried to do this. They created a Facebook event telling people about a week ahead that on a certain date they would be offering their product for a dollar. They got about 100 sales out of doing this, but not as well as they could have because they didn’t think to get people to search the keywords first. Matt told them to do it that way instead, and they ended up ranking high for that keyword almost instantly.

Now, you may be wondering, was this really worth giving away 100 of these for a dollar apiece? You can maneuver around this strategy however you like. There are a lot of different ways to do this. For example, these guys gave away their product away for only a dollar, but they charged $6 in shipping. They actually ended up breaking even on this, but they ended up getting the ranking that they were looking for and making a ton of other sales off of later promotions.

2. Another way to do this is by using some type of traffic source to drive people to your product link with the keyword ‘parameter’ in it. This may sound a little complicated, but it’s really not. All you do is search for the keyword on Amazon, like “electric kitchen knife” for example, find your product and click on it. Grab that URL and start driving traffic to it. Facebook, press releases, and your Kindle book are all examples of places where you can place you URL to drive traffic. If they go through that particular URL, it is the same as if they searched with your keyword, so you get the ‘credit’ that you need to rank higher.

Here is a quick summary for how to get ranked for ANY keyword you want on Amazon:

1. Make your product convert REALLY well
2. Quickly build reviews and KEEP building them
3. Get sales through that keyword

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There has never been such a lucrative and scalable opportunity to build a REAL business so quickly as there is right now with this business model. The best part is that ANYBODY can do this! Up until 4 months ago, Jason had NEVER sold his own physical products before. Now he is making $100,000 per month in PROFIT selling real products. This is a business that Google cannot take away with an algorithm update. You can get up and running with this business very fast, and Amazon pays you every 14 days starting only 14 days after you sign up.

You may be asking yourself “But, won’t all the opportunities be taken up?” Amazon rakes in $61 billion a year in revenue, has over a million different products, and has over 30,000 different markets (or niches). None of us are even beginning to saturate the MASSIVE opportunities on Amazon right now.

Now, you might be thinking “Can I really do this?” Absolutely. You don’t need a website, and you don’t need to know how to do SEO, PPC, affiliate marketing, or anything else. You don’t even need to have a Facebook profile. All your sales and traffic can come from Amazon itself. This is truly a self-contained business model, and it is the most insanely profitable business model that Jason and Matt have ever come across.

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How to Make $70,000 per Year with this Business on Auto-Pilot

As you may remember, Matt was able to make 350,000 a month at a 50% profit margin. Jason has only been doing this since October, and he is making $100,000 a month in profit just because this business model works so well.

So, how do you make $70,000 per year with this business on auto-pilot? The following is a breakdown of how to use this system to make $70,000 per year in profit (AKA Money in Your Pocket):

$70,000 per year = $192 per day in profit
= $384 per day in revenue @ 50% profit margin
= 16 units sold per day @ $25 each

So, if you wanted to make just a basic income of $70,000 per year, you would only have to make $192 dollars per day in profit. In order to make this much profit, you would only have to sell $384 worth of products per day. If the product that you sold was priced at $25 apiece, you would only have to sell 16 of them per day to make the profit you needed. It is likely that you will be selling a lot more than that. Remember, the horse-head mask. That was selling in the

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thousands every day. How hard do you really think it would be to sell 16 physical products a day in the biggest marketplace in the world?

Do you want to know the Bestseller Rank of a product selling 16 units per day? While it depends on the category, but a product selling 16 units per day is at around a 3,000 bestseller rank. Do you know how many products on Amazon rank at 3,000 or better in their category (and sell 16 units or more a day)? Well, there are roughly 28 product categories (excluding Books, Gift Card, Kindle, MP3’s, Magazines, and Software). This means that there are approximately 84,000 products on Amazon that can all make you an annual income of $70,000 a year on complete auto-pilot. Some products, however, can bring in a profit of $70,000 in a week! In fact, there are a lot of products on Amazon that do just that.

You can completely automate the entire business by letting Amazon do all the work for you and using Fulfillment by Amazon. Literally anyone with a computer, an internet connection, and the right training can be just as successful as Matt and Jason have been. Obviously, no one can promise you that you will achieve their results, or any results. However, there are opportunities that Jason and Matt run across every single day which are just lying in wait for someone like you to pick them up.

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The Amazing Selling Machine

Everybody needs a boost in the right direction once in a while, but if you’re like most people trying to get ahead, you are probably fed up with short-term online marketing gimmicks that fall to pieces after a couple of months. These types of gimmicks leave people completely empty handed and starting back over from scratch time and time again. This is why, if you’re serious about building a REAL business, Jason and Matt want to help you. Here is their offer:

We have put together a complete package of training, software, and more to assist you. This will save you hundreds of hours of your time and many thousands of dollars that you would spend trying to figure it all out on your own. We have put together what we call the Amazing Selling Machine Builder’s Kit. This is a complete A-to-Z training, software, and support system for you to build this lucrative business. This is the EXACT SAME STUFF we use to build our own businesses everyday!

The Amazing Selling Machine Builder’s Kit includes FOUR very powerful components that will help you start and build this business, including:

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1. An 8-Week Training Class which starts on March 21, 2013. This training class will cover 8 training modules. They are:

Module 1: Account Creation & Fundamentals. In Module 1, the following will be covered:

• The Only Amazon Account You Need for this Business
• How to Get Set up from anywhere in the World
• The Quick Start Method for Non-USA Members
• The Most Lucrative Amazon Business
• Top Amazon Market Analysis – The HOTTEST Niches on Amazon Right Now

Module 2: Picking Your Profit-Making Product. This module will cover:

• Amazon’s Most Profitable Opportunities – Private Labeling
• The 7 Foolproof Qualities of a KILLER Amazon Opportunity
• Top-Level Categories and What to Look for

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• The Most Lucrative Amazon Business
• Finding Gold – The Top 100 Bestseller List Analysis
• Selecting Your First Profit-Making Product

Module 3: How to Choose a Supplier. This module includes lessons on:
• Finding High Margin Suppliers
• Why NOT to Make an Inventory Investment
• How to Save 30-50% on Your Inventory
• Inexpensive Red Hot Product Design & Packaging
• Letting Amazon do all the Work – Your Automated Fulfillment System

Module 4: Creating a KILLER Product Page. Module 4 will cover:
• 4 Key Components of a Bestseller Amazon Product Page
• How to Create Top-Notch Product Titles
• The Secret Keyword Traffic Trick Nobody Knows About
• 3 Tricks of the Highest Converting Product Descriptions
• Quick & Easy Setup of Your Amazon Product Listing

Module 5: The Listing Launch Formula. This is where things really get kicked up in high-gear. The lessons in this module include:
• Understanding the “Formula” and How to Use It
• Launching a Product to the Top of the Charts in 1 Day
• The Social Proof Boost Trick
• The Listing Boost Method

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• 7 Powerful Buyer Traffic Strategies just for Amazon Products

Module 6: Product Promotion Secrets. This module builds on Module 5, the lessons within will include:

• Social Commerce Secrets
• Product Review Piggy-Backing
• Free Money: Amazon Sponsored Ads Program
• The Traffic Robot Software for Amazon Product Sales
• The Secret Tricks to Getting Your Amazon Product Loads of Buyers from Google

Module 7: Review Magnets & Scaling. This module will cover the following:

• Understanding Review Magnets
• The Big Trick to Maintaining a 100% Seller Rating
• When & How to Scale Your Amazon Business
• Maximum Profit Inventory Management Strategy
• Building Reviews on Auto-Pilot

Module 8: Revenue Diversification & Brand-Building. This module will teach you how to turn your business into one which can build massive wealth for you for the rest of your life. The lessons in this module include:

• How to Create Real Wealth with Your Product
• How to Build a Brand Presence
• How to Leverage Your Amazon Customer List Asset
• How to Boost Your Income by Going Beyond Amazon
• International Expansion

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2. The Software Tool Suite. This is the 2\textsuperscript{nd} component to the Amazing Selling Machine system. The Software Tool Suite contains 7 profit-getting tools which do the following:

- Increases Amazon Product Rankings by 200-600%
- Tracks Product Rankings to Help You Crush Competitors
- Automates Communication with Buyers to Boost Sales and Attract 5-Star Reviews
- Boosts Your Product Sales by Getting More People to See Your Product Pages
- Grows Your Average Sale Amount per Customer
- Automatically ‘Lifts’ Your Product Listings in Amazon’s Searches from Week-to-Week
- Sends Your Customers Great Post-Sale Follow-up Messages to Make Them Happy Buyers
- Automatically Scales Your Listing Traffic
- And Much, Much More!

We’ve invested over $175,000 to develop all of these software tools, and we host them and their databases for you. We also have live staff that review all content being published through

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our tools to ensure the highest level of quality and integrity. You will have complete UNLIMITED ACCESS to all of these software tools for 2 years.

3. The Amazing Selling Machine Lifetime Community Membership. This is an exclusive and private community, and it is the absolute best community to be a part of for building this business on Amazon and the entire world. The benefits of this lifetime community membership include:

- You are never alone in this business!
- Get any help and support you ever need
- Get encouragement & inspiration from other members
- Valuable networking with others building this business
- Deal-making: sharing inventory or doing joint projects
- Keep up with new tips, tricks, and strategies

We built something very cool into this component. Our whole goal is to get you to take action. We want you to build this business fast, and we want you to build it in a way which will make you extremely successful. The community was built to help you accomplish these goals. So, we have taken things a step further and designed a system of encouragement for you.

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You will actually be able to earn badges that will be displayed in your profile and in the forum for other people to see. This way you can let the whole community know that you are an action-taker. These badges represent the different milestones that you can achieve by using this system. There are badges for taking simple steps like setting up your account as well as badges for big milestones like getting your first sale, getting a top Amazon product ranking. We also have badges for when you start ramping up your business and making: $10K, $25K, $50K, $100K, and even $250K a month through your Amazon business.

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4. A 3-Day Live Hands-On Workshop. This will occur in May of 2013 in Austin, TX. This is for members only. Here are the reasons why this event can be life-changing for you:

- You will receive specific training tailored to your unique situation. This is a workshop, not a typical conference.
- You will get to meet, collaborate, and partner with other successful Amazon entrepreneurs. Potentially this is worth millions of dollars in deals.
- You will get live walkthroughs of special Amazon product traffic tricks
- You will get to hear from experienced product brand-building experts to help with building your Multi-Million Dollar Product Brand
- You will receive specific, on-the-spot action steps to grow your business which are built into the workshop

You are going to walk away from this event with a much bigger and more profitable business than when you came. The 3-day Hands-On Workshop will take place in late May. The exact dates and location will be revealed to all members later on because this is for MEMBERS ONLY. If you are unable to attend, we will be providing you with LIVE streaming and video recordings of the event. However, we really hope that you can make it!

At the workshop event we will be having a special “Awards Ceremony” to award those that have taken action and are getting results from the Web Class Training. Just as a side note, you should know that we were originally thinking about selling this workshop as a $10,000 stand-alone event. Instead, we decided to include it with the Builder’s Kit.

So, for a quick summary, the Amazing Selling Machine Builder’s Kit will include:

- Access to an 8-Week Training Web Class
- Software Tool Suite – 7 Unique Proprietary Tools
- Lifetime Membership in a Private and Exclusive Community
- Ticket to the 3-Day Hands-On Workshop Event
- Conservatively, this carries a value of over $40,000

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Is this Builder’s Kit Right for Me?

Who should get this builder’s kit? You should get this builder’s kit if:

• You are truly serious about building a long-term, life-changing, lucrative online business

• You no longer want to mess with short-term “hustles” like trying to setup sites for Google, writing blogs, creating eBooks, affiliate marketing, and other ‘models’ online that seem to last for only a few months

Why did ‘we’ get into this business? Probably just like you, we tried every possible online business model we could find, and they all left us very frustrated. It wasn’t until we stumbled upon selling on Amazon that we realized that we needed to completely stop messing with all those other concepts. We have shut down all of our other businesses (even some that were making a little bit of money) because we believe in this business so much and want to prove it to you.

There is one last thing to point out. You’ve seen the stats and reports of what we are each doing with our businesses. While those numbers may seem impressive, those results are from selling only a handful of products. Did you know that Amazon has 30,000 product categories

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and millions of products listed on their site? Hopefully you are starting to see why we are so excited about this business!

So, what does the Builder’s Kit cost? The cost of the Amazing Selling Machine Builder’s Kit is just 4 equal installments of $997 a month. Want a huge discount, saving you about $500? If you pay upfront your entire kit is just $3,497 with no additional payments.

Fair Warning: Due to the limited space at the Workshop Event, and other real constraints of how many people we can support, SPOTS FOR THIS KIT ARE VERY LIMITED. In addition, your window of opportunity to take advantage of this offer disappears at midnight Monday March 18th. So, it is critical that you take action now! Join us by visiting: http://jjasm.com.

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Get Started Now!

There is a limit to the number of members that we can possibly work with so when all of the spots are gone we will NOT be taking any additional members and this offer will no longer be available. The absolute LAST DAY the Amazing Selling Machine Builder’s Kit will be available is March 18th at 11:59 pm PST. However, we will likely run out of available spots LONG before that absolute last cut-off date. There is no guarantee that there are even any spots left as you are reading this. You have to believe in yourself; don’t put the future that you are meant to have off any longer. Again, you can join us by clicking on the following link: http://jjasm.com.

The entire Amazing Selling Machine Builder’s Kit is backed by a 30-day money-back guarantee. Within 30 days, you’ll know if this business is right for you. If there is any doubt in your mind, or if you ever have any reason to think that this is not working out for you, just send our support an email, and you’ll get a no-questions-asked 100% refund. So, there is no reason to hold back and no reason to worry.

Get started right now by clicking on the link below, and we’ll see you in the member’s forum. You’ll also immediately get access to some pre-class materials that you need to go through before we start the Web Class on March 21st. What happens if you wait too long? We’re only taking a select number of people with us on this journey. Once these spots are sold out and the

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registration period is over, that’s it. There will be ZERO additional people allowed. You can only secure your spot by clicking on the following link: http://jjasm.com.

We’ll be spending the next 8 weeks in the live web class and at the live members-only event helping ONLY our members, getting them insane results that they’ll be able to brag about for the rest of their lives. That is because they jumped on the biggest opportunity online in a decade – securing an early mover’s advantage on the world’s largest (and growing) online retailer. By signing up right now during you can secure your spot too, but by waiting, you’ll miss your spot in the private, elite community that’s going to create success stories you’ll be hearing about for years.

Visit the URL below and join us right now. Claim your spot in the private membership and never look back. Remember, there is extremely limited availability, and all applications will be denied that are submitted after midnight on Monday, March 18th. So click here rightnow: http://jjasm.com. Here is a recap of what you will be signing up for:

1. 8-Week Web Training Class
2. Private Lifetime Membership
3. 7 Profit-Making Tools (*cost $175,000 to build)
4. 3-Day Live, Members-Only Workshop Event in May 2-13 (*valued at $10,000 alone)

Claim Your Spot Right Now: http://jjasm.com

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“The Amazon Guys” Bonus

“To see them all with a detailed description click on this link: http://jjasm.com. This is an absolutely phenomenal bonus package. They have deemed it ‘The Ultimate Unfair Advantage’ because that best describes what you’re getting. It includes:

1. Azon Product Einstein – This will give you the ability to crush any competitor. You are going to find out exactly how to get additional free traffic and at-a-glance insight into the competition. In other words, this program will inform you of the right niche, the right category, and even the right products to go after.

2. Fast Action Downloads – These are going to save you time and help to reinforce the information as you are learning.

3. Q&A “Mind-Meld” Mastermind with the Amazon Guys – This is going to give you access to the Amazon experts at JJ Fast Publishing.

4. Live Event Virtual Assistant – This will save you time, and if you cannot attend, you will have access to all the benefits of being there. Plus, this virtual assistant will be there to represent you by asking all of your question for you.

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5. Azon Silver Platter Done for You Service (up to 5 products) – The grunt-work of getting started is going to be done for you.

This panel of experts is going to create up to 5 product pages for you. As was outlined above, the product page is a central part of the sales that you make. So, this is incredibly valuable. The title, product page, descriptions, and images are going to be of a professional quality because they are going to be done by professionals. In fact, even the product pictures will be taken by a PROFESSIONAL PHOTOGRAPHER. Remember, the image is what consumers are going to basing their decision on, so this will be incredibly helpful to the start of your business.

This is a real business, not a fly-by-night operation. These two people have created this business for themselves and are doing extremely well. They are willing to teach you how to do this. If you were to go out and buy a franchise or something like that, it would cost you $50,000 at minimum.

Remember, success does not come about by finding the best products to sell; it comes about when people grab the right opportunities. The first bonus is going to help you do this. It is the Azon Product Einstein. This is a system that has been developed which identifies the absolute best opportunities on Amazon with the biggest potential for the highest profits. Matt has given some criteria for identifying these opportunities. The first was the price and the other was private label opportunities. In addition to this, there are three criteria that the members of JJ Fast have identified. They are:

- Amazon’s Bestseller Rank
- Traffic
- Competitive Seller Rank

One of the big problems with the bestseller rank on Amazon is that all of the bestseller ranks are different. So, what might be a bestseller in one category may not be in another. JJ Fast has data on the bestseller ranks that spans the last two years, that is because the members of JJ Fast analyze Amazon data constantly. They have taken this data and created software which allows you to identify the best categories.

The second form of criteria that they use is traffic. How valuable would it be for you to know which items that Amazon is currently advertising in Google Adwords? Don’t you think it would give you a leg up to know which items that Amazon believes are the best items? It absolutely would. Amazon is spending $10,000-$20,000 a month advertising these items, and you could benefit from that if you knew what they are. JJ Fast has access to this data. In fact, they pay

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$1,700 per year to have access. The best part is that they have incorporated that data into this algorithm for your benefit.

The third bit of criteria is the competitive seller rank. In the web class, Matt is going to show you how to compete in any market, but JJ Fast is going to show you the products that have the least competition and the categories that can be easily dominated. Would you rather have a software tool that would help you find the best products to sell or would you rather have the opportunities identified and given to you on a silver platter? This is what the Azon Product Einstein will help you do.

Of course, the software can’t identify these opportunities for you. It will take a human eye to do that. However, the software is packed with current data about Amazon, and it will serve as a terrific cheat sheet for your business. It is going to identify the categories with the highest selling potential. James is going to be selling Azon Product Einstein later on for $199 per month. That is how valuable this information is. So, you really should take advantage of this opportunity while you have the chance.

Hopefully, you can see what an amazing opportunity this is. The member’s of JJ Fast are also going to be sharing the information that they have from day to day as well as devoting their time to helping you succeed. Along with Azon Product Einstein, you are also going to get the Fast Action Downloads. These are going to be notes that the staff is going to be taking throughout the web-class. You will be able to access these throughout your membership and review the information as needed. That is 8 weeks of step-by-step training that will be broken down for you.

The Q&A ‘Mind-Meld’ Mastermind is going to be something that JJ Fast Publishing will be working into their business. After all, they are the Amazon Guys. They do not just teach others about how to leverage Amazon, they do it themselves. So, the four members of this team are going to actively pursuing this business model themselves. In order to share this experience with you, there will be live sessions where you can ask the team any questions that you have about your own business, your own Amazon selling machine, the training, etc. This is a great opportunity because you are going to have access to four vastly-experienced Amazon marketers. You are going to benefit immensely from these live training sessions.

The live event will be very hands-on, and you do not want to miss it. It will be a life-changing event for you. However, if for some reason, you can’t make it, these guys have you covered. They are actually going to buy a ticket for a member of their staff and fly them to the workshop. That person’s job is going to be to take notes all weekend long. So, everything that you will be seeing on the live simulcast, will also be broken down for you and will be accessible to you in

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written form. In other words, you are going to have access to what are essentially ‘cliff notes’ of that entire workshop. This virtual assistant will also be asking questions on the behalf of those who could not attend.

The final bonus is ‘The Azon Silver Platter Done for You Service’. What is that exactly? The team at JJ Fast is going to write up to 5 product pages for you. They are even going to hire a professional photographer for the photos on these product pages. This is going to be of a great value to you because, as you probably already know, these photographs can either make or break a product’s sales potential. These will get you started and give you something to model your other product pages after later on.

One of the most important things to remember is that, on Amazon, the highest conversion rate wins. So, all of the elements on your product page, such as the title, your product description, your photographs, etc, has to be optimal for you to be able to move up the search engine rankings. The customers have to search through that keyword and buy them for you to get them ranked. What is going to convince them to go to your product’s page in the first place? The pictures, of course. Once there, if everything on the product page is created with care, they will be ready to buy.

In ‘The Azon Silver Platter Done for You Service’ these team members are going to be taking a close look at your product page in order to determine what the best the best title will be, what the best description will be, and a professional photographer will be taking the product photos for you. This is going to help you to really stand out in the Amazon search results and give your business the kick-start that it needs. Remember, these men are all marketers; this is what they do full-time. Therefore, you are going to have the chance, once again, to take advantage of their expertise.

This is an absolutely phenomenal bonus package. The ‘Ultimate Unfair Advantage’ will give you some amazing advantages over the competition. Not only are you getting free software that will lead you into making the right decisions, but you are going to have access to an entire team of experts that are going to work with you, advise you, and do the grunt-work for you. This will give your business the most optimal start possible.

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Questions & Answers

Can a couple attend the May workshop together if they are partners in this?

Right now it is for members only. Now, if this person’s partner is actually a partner in their business, then sure, we will grant a support ticket. However, it is really just for members only.

If I can’t make the live workshop, will there be another one?

We may have another one in the future. As a member, you’ll get access to that as well. There will be a live streaming of the event, however, which means that you can literally be on a computer anywhere in the world and watch the event happening. Even if that doesn’t work, we’ll also have a video recording for you. We very well may have another live event for members only in the future though. Once again, this is all strictly for members only, this is not a public viewing.

How can you get ranked for keywords at Amazon?

It really comes down to a couple of things. First of all, your product has to convert very well. This means that if someone is searching for a product on Amazon, and your product comes up along with a competitor’s, you want your product to convert better than your competitor’s. The reason is that when people are looking through those listings after they search for a keyword, they are going to click on both products, most likely. You will end up getting the sale if you convert better. Then, Amazon is going to start bumping you up in the ranking.

So, you want to have a better product title, a better description, and better images than your competitors. Once you get that working, then you can start doing different things to get people to buy your product. Remember, you want them to use the keyword you have chosen to find the product. That is really the trick to making this model work extremely fast. In the training, you are going to get taught how to get your product ranked high in four days or so. It is really hard to explain the value of this. It’s phenomenal. It took 3 years for Matt to figure this out, and most of the sellers at Amazon are continually seeking a secret such as this.

What are the typical startup costs for inventory once you get started?

A lot of people come from the background of selling digital products, so this is a great question. Many people who are used to selling digital products can’t handle the thought of selling physical ones because the first thing they do is start thinking about having to buy thousands of dollars worth of products just to get in the game. That is not the case at all. It is not

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recommended that you buy more than a couple of hundred dollars worth of inventory because you want to make sure that the product sells first.

Once you get this system up and running, you start running out of inventory extremely fast because the little bit of inventory that you bought is gone. You are obviously getting paid retail, so you are making profit. You will find yourself selling out very, very fast and you will have to replace the inventory a lot at first. In fact, the biggest problem you’re going to have is keeping it in stock.

This is not a system where you are throwing something up against a wall and hoping that it works. The only reason you’re selling these products in the first place is because they are already selling well. There is really no room for error. We can’t guarantee your success for obvious legal reasons, but honestly there are not many systems out there that you can be more ‘sure’ of.

Since these products are already selling well, you will be sold out before you know it. Then you purchase a little more, and it will happen again. Then you just continue slowly ramping up, and you will start getting more of a profit margin because you’re buying bigger quantities at once. That is really how this whole game works. Jason, for example, is starting to buy quite a bit at a time because of how much revenue he is pulling in. He is still able to stick $100,000 in his pocket every month. That is not something that you see in any other online business model anywhere.

How do you follow up with your customers on Amazon?

That is a great question. In your Amazon Seller’s Central Account, there is an option that you have to send people messages once they have purchased something from you. From here you would ask them about how their purchase went and if they received your product. After that, you can ask them if they mind leaving a product review for you. If you continually do this, you will build reviews faster than anybody else because most people don’t follow up like they should.

One of the 7 software tools that you are going to get actually does this for you automatically. There is literally nothing else out there like it. This is a proprietary tool; it is not going to be available for purchase later on. It is only going to be used for the businesses of the members of the Amazing Selling Machine Community. You can basically plug in auto-responders in there to make this process totally automated.

This software is very easy to use. You can set it up for certain dates and you can set it up to only send out messages for certain products. When you set up this automated process, you are

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generating reviews automatically at the same. This will also cause people to be happier with you than with any other seller, so they’ll keep buying from you.

Can you tell me a little more about the automation of this process?

Sure. It didn’t use to be like this. Matt remembers a time where his office was just filled with boxes and packages, and his fiancé (who is now his wife) would come over to help because they would have to send everything out themselves. It was a mess. Now, he is sitting around in France doing it all from home. You really should push for as much automation as you possibly can. Matt did, and he is able to enjoy more because of it.

Can you tell me more about the software?

The software was as created to be as automated as possible. Everyone is busy, and we all try to focus on the fun parts of our business, or at least we should. For example, some of the fun parts, to Matt at least, are choosing the products, coming up with new marketing ideas, and looking for new opportunities. So, most of the marketing aspects of these programs are automated, like the customer follow-ups.

No one else seems to be doing this stuff. Think of all the different ways that you would promote something, like through YouTube or Facebook. This software has tools that automate all of that. Plus, these are the only tools that exist which are built specifically for Amazon products. This is not stuff that we think will work in theory. This is stuff that is proven to work. Matt and Jason use these programs in their own businesses each day. That means that it has to work, it has to work fast, it has to be safe, and it has to be reliable. In fact, it has to be extremely effective before they will even consider using it. One of the tools Matt uses for his business generates hundreds of press releases. You should know that tools like this run for about $3,000 a year.

How do you get suppliers to properly prepare products for Amazon and to ensure that they ship to the right Amazon location?

If you’ve never done SEO or built your own blog before, it seems like magic that anyone can even do these kinds of things. But, once you’ve done it a couple of times, it’s like tying your shoes. Once you have learned the process of selling on Amazon it is extremely easy as well.

To handle your suppliers, all you do is log into your Amazon Seller’s Central Account, you click on your product, and you click ‘Send and Replenish Inventory’. This just means that you want to send more inventories to Amazon’s Fulfillment Warehouses. Two PDFs will be created automatically, one is a package slip that goes inside of the box, and the other one is a shipping label. Now, all you do is print those two things and send the PDFs to your supplier(s). In a few

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days, your inventory will be shown in you Seller’s Central Account and you can handle it from there.

If the training starts next week, and there is one training per week, how long will it take me (realistically) to start making money so I can start paying off my investment?

Of course, there are no guarantees, but around about the third week you will have everything set up and in place and you can really start kicking things into high-gear. By the time you get to Module 5 things will probably start getting really insane, as this is the time that you will probably be learning to juggle your inventory. Matt will be clearing off his schedule to assist members in this. You want to make sure that you have your foundation in place before this time. That should be a pretty good run-down of what you’re looking at.

What is the cost of your software tools after the two-year period?

It’s just going to be like a small maintenance fee, and this is just to cover the costs of providing it. It is not going to be a full-blown cost. These software tools are adapted from a lot of other things. They have been modified to work with Amazon specifically. Some of them have been sold in the past, but none that were made for working for Amazon in particular. So, if someone were to get all of these at once, it would cost about $1,500 a month. You’re going to get a full two years of access. Just think, $1,500 over 24 months is a very large amount of money. So, you are really getting quite a deal. We want you to have all the tools that you can so that you can get the best results though.

What happens if somebody returns something, or there is a refund, or some other kind of customer service issue? Is that something that you take care of, or something that Amazon takes care of?

This is another reason why you want to use Fulfillment by Amazon. If you do, they will take care of 99% of your customer services for you. Even if it is a return, Amazon will automatically take care of all of that stuff for you. You really don’t have to do anything. Once in a while a customer will send you a message, and it will show up in your Seller’s Central Account. However, these are very few compared to the number of buyers you actually sell to.

How does it work if you have suppliers from China?

This will be covered in the training. Matt actually imports from China himself. He has learned to get high quality products from there. “Don’t take a chance on the cheap stuff”, he advises. It is recommended that you begin domestically, unless you have a pretty good product that you want to sell. Once you understand the process, it’s not a big deal. There are a few things you’ll
have to learn at first about where you are getting your products from and that sort of thing though.

How do you get access to the bonus materials?

James has set up a Facebook Group for everyone that has signed up. Sign into there to learn more about the bonus materials. If you haven’t joined yet, go ahead and get access to that. Once everyone who purchased the course is identified, you will be able to learn more about the bonus. This will also be a good way to get in contact with everyone that signed up.

If a person has to miss a week of the training, will the training be available to watch later?

Yeah. That is part of your lifetime membership. Each module will be released once a week, and once it is, you will have lifetime access to it. You can go back to the training, you can download the PDF, and you can re-watch the videos. There will a lot of cool stuff made available to you that will help you review the material in different ways.
Discussion

There are a lot of people who have signed up for the training, and a lot of people that are signing up now. If you still haven’t decided, it is recommended that you go ahead and join. That is the only way that you are going to be able to secure your spot.

The people that have joined are very excited. For example, Ron says this is a ‘turn-key system’. It absolutely is a ‘turn-key’ system. It is an entire business in a box. Between the automated push-button tools, the one-on-one group coaching, the live event where you are going to be able to walk up to Matt and Jason and ask them specific questions that relate to your business, and all of the bonuses, you are going to have everything that you need to make this a success, and you are going to have a lot of fun with this. This is a turn-key system, and one that is proven. Look no further than Jason for proof; he was able to create a six-figure income in four months time.

If you think about it, the Amazing Selling Machine is an amazing opportunity. All of the support and programs that you are receiving are of a remarkable value. It is really an astounding that you can start a business this easily.

When someone said this was like a business in a box, it made John curious about franchises, so he looked something up. He found out that if you wanted to start a McDonald’s franchise, it would cost you a minimum of $250,000 of non-borrowed, personal income before they would even consider you. Subway is a little better. They only require that you have $15,000, which seems reasonable, until you read on. Subway franchisees pay 12.5% every week of their gross sales. This system has much more potential to bring in profits, and you only need a relatively small portion of money to get started. Plus, you don’t have to pay Matt any royalties. Obviously, he could probably do things this way, but he’s not going to.

Just think, if you were a franchisee, you would have to be there 70 or 80 hours a week. You would have to manage people that don’t want to be there in the first place. You have to deal with all kinds of crazy labor laws and weird taxes. That just seems very painful. That is what is required if you want to start a ‘turn-key’ business in the real physical world. It is proven that McDonald and Subway are some of the best to go into. So, you would be lucky to pay $15,000 to have the opportunity to do something like this, right?

Why do that? When you could be like Matt, sitting in France, with nearly his entire business automated. In comparison to what a lot of people have to go through day-by-day, running an Amazon business is going to be a piece of cake for you. On top of that, because of the JJ Fast

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bonuses, a lot of the startup effort is going to be done for you. They are the pack mules in this situation. That is okay though. They want to do everything in their power to bring success your way. The JJ Fast team is very successful in what they do, especially when it comes to getting their products out there, whether they are virtual or physical. They are all experts in using Amazon to generate money, and there is no team out there that can help you do this better.

Another thing to realize is that there is no real overhead. Anyone experienced in running a business knows that this is a great part of this business model. For example, Jay used to run a carpentry business. It was $3,000 every month just to rent the shop. It was $500 in gas for his truck and the depreciation on his truck was even more costly. There were other things to pay for too, like health insurance, liability, professional insurance, and the list goes on and on. Aren’t you glad that you are going into a business where you really don’t have to worry about any of that kind of stuff?

When this information was presented live, the audience was asked to point out some things that they like about the presentation or the opportunities that lay ahead. Some of the comments that were made included:

Jamie: “The one I liked the best is the ‘Done for You’ bonus. The best way to get started and learn.”

One of the best parts about the ‘Done for You’ bonus is the professional photographs that are to be taken. Think about when you are shopping online. Whatever product you are shopping for, it is almost always the image that is going to make you click. Of course the title, the product description, and the price really matter, but all in all, what really ends up making you choose a lot of times is the picture.

John even admits that sometimes there are two pictures of the exact same product. One picture looks slightly better than the other, and he ends up choosing the slightly better picture just about every time. Sometimes, he even chooses the picture that looks better, even if costs slightly more. He explains that somehow it makes him feel like he will get a better product, most likely because the person took the care to get their picture right. Having a better image just makes people feel more confident, even if it is the same exact product.

These images aren’t something that people think about, but it is extremely important when it comes to sales. Doing this on your own can be really difficult too, and you don’t realize it until you try. Some people enjoy doing this kind of thing, and others aren’t any good at it at all. It is really fairly difficult to do right unless you know how. You are extremely lucky that you are going to get some professional pictures made of your product. This will help you to get a good foothold on Amazon starting out.

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Holly: “I love the fact this is so scalable. Once you have mastered the system once, it should be easy to replicate over and over.”

In reply to this comment, Matt stated “You know in Module 8 we get into revenue diversification and how to really expand your product. You could literally go through this entire thing and, even though we can’t promise anything, literally make millions of dollars on one product once you get the systems in place and things up and running. Jason and I and a lot of other people that we know are getting contacted everyday by people wanting to retail our products. There are stores and places online that will want to carry your brand. You may even be contacted by somebody that does sourcing for bigger retailers. Once you have that product brand, and you’re at the top of Amazon, people see you as an authority product. It is just so easy to scale at that point.”

Sam: “I love the fact that you partner with a big brand, so you are automatically a true business partner of Amazon...Unlike a website that I would have to set up from ground-zero and then build traffic. Basically you’re piggybacking not only the traffic but the brand.”

This includes the customer service, fulfillment, and even taking payment as well. You don’t have to do any of that. Basically, you’re focusing on the ideas. You’re focusing on the concepts of the products. You pick out exactly the right product or products, and Amazon handles the rest.

Also, remember that we will be taking care of the title, and the photos, and the description at first. So, all of the marketing is being taken care of for you in addition to what Amazon is doing. So, you’re piggybacking on the Amazon brand and you are piggybacking on the backs of experts that are already well-practiced at this sort of thing.

T.W.: “I love the freedom that we can have it done hands free and we are not tied to any physical location.”

Just think about what Matt’s doing now. He got to retire to France with his new bride, and he’s operating his business from a laptop and probably overlooking the Mediterranean or something as he does so. Imagine having a business where you could work from anywhere in the world! You don’t have to get in your car and drive for 60 minutes every day. Your commute is from your bedroom, in your slippers and your pajamas, down to your office or your back porch. You could take this business as far as you wanted to, but what if you just wanted to do this part-time? Your options are really limitless.

Jay comments on this as well, saying “We’re doing this...this year! John and I; This is going to be a major part of our business moving forward in 2013. THANK YOU, Jason and Matt, for showing us this system! I can’t wait to get inside, and I can’t wait for the first training. I can’t

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wait to head down to Austin for the live event and to see for myself what is possible, how to do it step-by-step, and how to use these tools, etc...and I can’t wait to have a real business that I can handoff to my wife....that I can handoff to my kids someday.”

That’s right – John, Jay, James, and Matt (“The Amazon Guys”) will be actively working this business themselves this year, and they want to help you do the same. That’s why they are offering an incredible bonus package if you choose to invest in this training course. They will help you hit the ground running with this business, answer your most urgent questions, and give you the additional tools & coaching to help you create powerful income streams with this incredible business.

But you must take action NOW...because your window of opportunity is closing quickly. This is a time-sensitive offer that will disappear forever at midnight on Monday, March 18th. Matt and Jason will be closing the doors of the Amazon Selling Machine so that they can start coaching this select group of students. Do not wait one minute longer if this is right for you...click here to get started and take advantage of all of “The Amazon Guys” exclusive bonuses: http://jjasm.com.

David: “I like it because you’re not Google-dependant.”

It is always sad to hear stories about how much work someone poured in for something and then Google chopped them off at the knees. You see, Google is constantly changing its algorithms. This affects people’s businesses all the time. See, the difference between Google and Amazon, when it comes to working with their affiliates and their partners, is that Amazon doesn’t cut you off at the knees. That doesn’t make any sense for them. They want you to make money because then they make money.

Google doesn’t care though. A lot of people don’t know this, but about 90% of the money that Google makes comes from about 5-10% of their advertisers. So, they don’t care about the small guy. They only care about the big dogs. That is why they are constantly change things. They are trying to maximize things for the ‘Mitt Romney 1% ‘of their advertisers.

That is 180 degrees different from Amazon. Amazon says, with open arms, bring your products, bring your unwanted, and really, bring anything you want because we want to sell it. Amazon is a company which believes in the long-term and that is why they are one of the most trusted companies in the world today.

Amazon still plays nice with Google, because Amazon is one of the giant clients of Google. Amazon pays Google to push traffic to your products. Amazon is buying traffic to hot-selling products, the kind of products that you are going to have on Amazon. In fact, that is part of

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what you are going to be provided in the bonus. You are going to receive data concerning the keywords searched on Google and learn how this ties into your products on Amazon so that you can leverage these keywords.

Purchase the Amazing Selling Machine Builder’s Kit, and you will be proud you did. Like we talked about earlier, you only have to pay a small portion compared to what other people do to start their own business. You are only paying for the training, and that is a one-time charge. Plus, there are not very many business models out there where the business owner doesn’t put in 80+ a week. You may put that much into this business, but you surely don’t have to. We cannot guarantee your success, but the class itself is guaranteed. There aren’t many business models that are safer to try out and as promising as this one.

Remember, if you are still having trouble making up your mind, you do have that guarantee to fall back on. Within the first 30 days, you will know if this is right for you. If you have any reason to pull out of this at all, you only have to send an email in within that thirty-day period, and you will receive a full refund. If it does work for you, however, then you will be living the way you want to for the rest of your life. So, don’t hesitate any longer, jump into this amazing opportunity while you still have the chance. JOIN US BY CLICKING HERE NOW: http://jjasm.com .

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