

Amazon Selling Masterclass



LIVE SESSION



DAY 1

THE AMAZON OPPORTUNITY

Patrick Kinkade

PATRICK KINKADE

MASTER PRIVATE LABEL
AMAZON COACH







DAY 1
Coming Soon



DAY 2
Coming Soon



DAY 3
Coming Soon



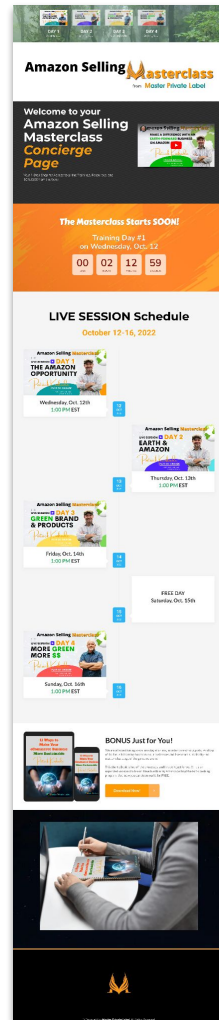
DAY 4
Coming Soon

Amazon Selling Masterclass

from **Master Private Label**

Welcome to your Amazon Selling Masterclass **Concierge Page**

Your 1-Stop Shop for Access to all the Trainings, Resources, and BONUSSES from the Week.



So What's My Story?







Sierra Nevadas
California



Rocky Mtn. Nat'l Park
Colorado

Fast forward 20 years and after going back to school to fulfill my childhood dream, i channeled my love of people and planet to earn highest honors and my degree in Environmental Anthropology from UC Davis. University of California, Davis.

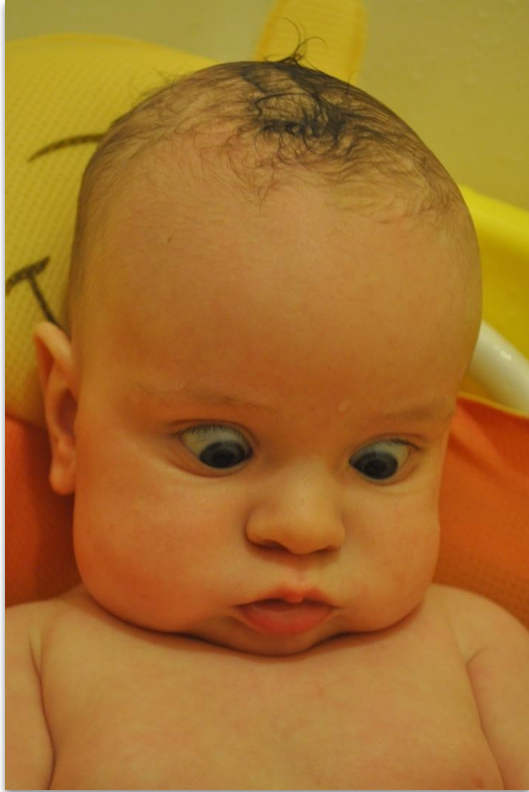
But with many years already as a struggling entrepreneur behind me, and with a growing new family I wanted to spend time with, working a day job was not in my cards.

UC DAVIS
UNIVERSITY OF CALIFORNIA



AND THEN - 9 months later, i had a baby.

no no no - **we had a baby**, growing our family even bigger.



Then one fine sunny California day In 2014, a friend introduced me to **Amazon FBA (Fulfillment by Amazon)**.

Amazon FBA has revolutionized eCommerce, making it SO EASY for entrepreneurs to succeed with their own brand and business.

- Send your stuff in to Amazon
- They store it
- They process orders
- They handle returns
- And then they pay you quickly
- NO employees necessary! {yet}
- Easy peasy

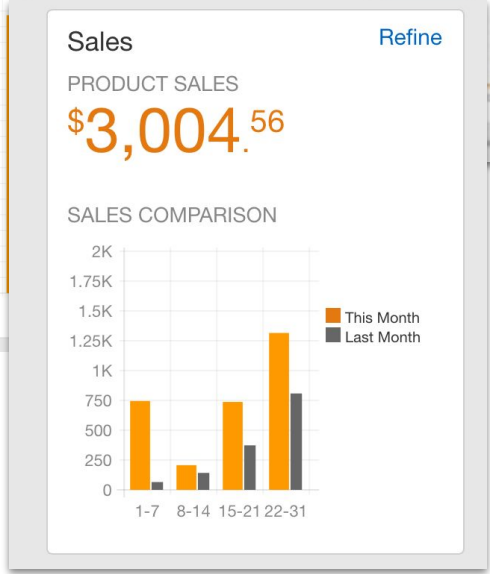
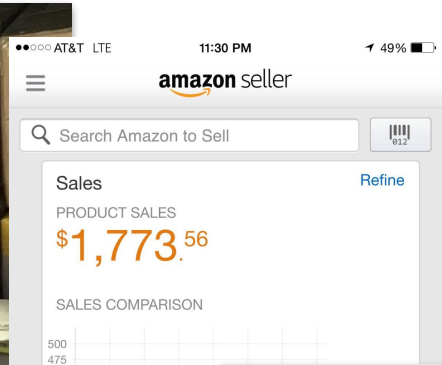


We formed an LLC and **started selling products on Amazon** out of a 20' nylon tent behind the RV...



Our Amazon business grew into a full-fledged eCommerce brand harnessing the Amazon FBA platform.

It took a few years, but we eventually were able to turn failures into successes.



And then my coaching business grew.

I was finally bringing together all of my core values:

- Showing respect for our planet and the people on it with my amazon brands
- My love for learning and teaching with my coaching business
- The lifestyle my family needed to grow and have fun together



Master Private Label



Master Private Label

academy



Now Climate Change is happening.



Its effects increase year-after-year at my home in California.

You've been experiencing it here in Denver.

I've sat through enough hot, smoky summers in recent years to know that crap is hitting the proverbial fan.

How can we help all our kids get to continue to enjoy life and our amazing planet?

So I asked myself -

how can I help?

Amazon Selling Masterclass

Day 1: NEW Opportunity Knocks

- **The Amazon Private Label Opportunity** and Why It May Be Right for You and Your Family, Now More Than Ever
- **Harnessing Climate-Forward Thinking** and How You Can Get Ahead of 99% of Sellers on Amazon to Dominate
- **Starting Your Successful Amazon Business** and What EXACT Steps to Follow to Launch Your Brand on Amazon Like a Pro

Amazon Selling Masterclass

Day 2: Value Earth AND Your Business

- **Selling Green on Amazon Will Bring You More Green Cash** in Coming Years, Especially if You Focus on Profits, People and the Planet
- **Stay in the Old Wasteful Product Model** and You Could Be Missing Out on the Most Lucrative eCommerce Market in History

Amazon Selling Masterclass

Day 3: Make a Difference AND Make \$\$\$

- **Build an Earth-Forward Brand** and You Can Crush Your Competition (no one is doing it)
- **Finding the Best Product Ideas Makes ALL the Difference** in the Private Label World. There's Many Ways to Find Profitable GREEN Products, but Why Not Learn Patrick's Best.
- **Talk Up the Outdoors** with Your Brand Story and Product Listings and Attract More Earth-Conscience Customers!

Amazon Selling Masterclass

Day 4: Tap Into Amazon & EARN BIG

- **AMAZON's Climate Forward** Programs Can Ensure That Your Products Blast Onto Page 1 Best Seller Status for Massive Profits
- **JOIN Amazon Selling Masters** and Make Your Climate-Forward Selling Goals Your Real Future



The trouble with the rat race is that
even if you win, you're still a rat.

— *Lily Tomlin* —

AZ QUOTES

Successful Entrepreneurs

Principle Driven (Core Values)

- **Core Values**
 - **Your Passion, Your Why (Elan)**
 - **Customers First (Jeff Bezos)**
- **Jeff Bezos**
 - *“If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.”*
 - *“If you’re competitor focused, you have to wait until there is a competitor doing something. Being customer-focused allows you to be more pioneering.”*

Do like Amazon, Win like Amazon

- ❖ In 1997, Jeff Bezos promised Amazon would focus relentlessly on its customers, and it has.



"The No. 1 thing that has made us successful by far is obsessive compulsive focus on the customer"

Jeff Bezos - Amazon Founder & CEO



amazon.com

The Amazon logo arrow is a curved orange line that starts under the 'a' and ends under the 'n', pointing to the right.

**accounts for 38% of the U.S.
eCommerce market.**

Walmart.com accounts for **6.3%**



holds **3.9%**

\$380 Billion
amazon.com

\$60 Billion
Walmart.com

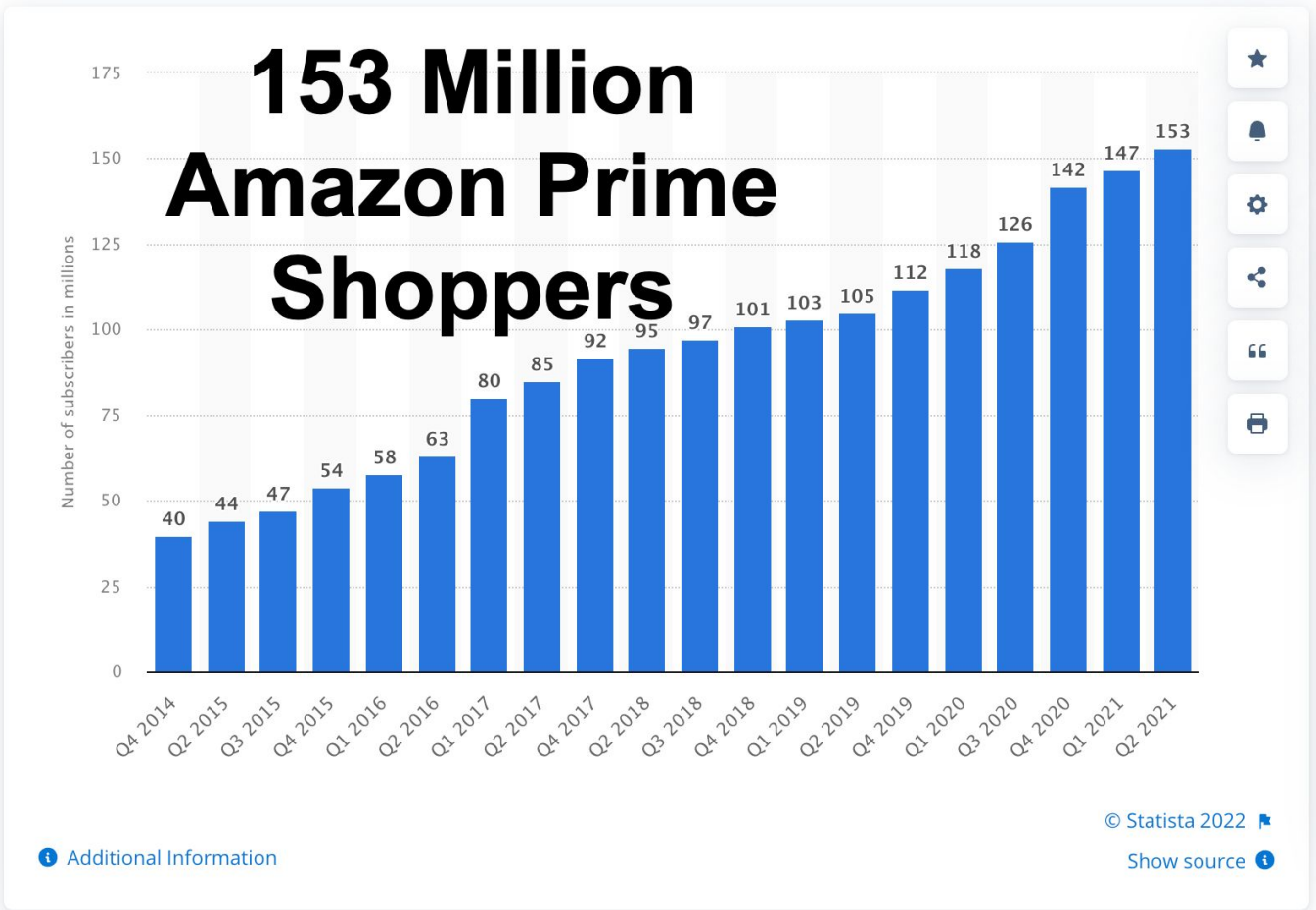
\$1 Trillion
Total eCommerce Sales

2022

\$39 Billion



Amazon.com
U.S.
2021



Jeff Bezos almost named his company "Cadabra" instead of Amazon.

Bezos and a few early employees began developing software for the site in Bezos' garage.

The garage space was so small that Bezos was forced to hold meetings at a local Barnes & Noble



Amazon



AmazonSeller

**So How do I build an Amazon business, AND
focus on the core value of being Earth-Forward?**

We are told as kids this old belief that we have to choose to

***EITHER BE SUCCESSFUL,
OR DO THE RIGHT THING***

When in fact, there is no difference between the 2.

It's a false choice.

Lisa Jackson

Vice President
Environment, Policy and Social
Initiatives



**Believe it or not,
Climate-Forward
Focus on Amazon
IS STILL IN ITS
INFANCY**

TOP SECRET



Still Very NEW
(opportunity for us!!!)



As of September
14, 2022:

A screenshot of the Amazon website showing search results for "Men's Shirts". The page features a dark navigation bar with the Amazon Prime logo, delivery location "Patrick Grass Valley 95945", and a search bar containing "Men's Shirts". Below the navigation bar are category links like "All", "Back to School", "Off to College", "Amazon Basics", and "Pet Supplies". The main content area is titled "Amazon Fashion" and includes sub-categories like "Women", "Men", "Kids", "Luggage", "Sales & Deals", "New Arrivals", and "Our Brand". A teal box highlights the "29 results" count, with a teal arrow pointing from it to the text "Only 29!?" overlaid on the page. The left sidebar contains filters for "Amazon Prime" (checked), "Prime Try Before You Buy", "Climate Pledge Friendly" (checked), and "Department" (Clothing, Shoes & Jewelry; Men). The main results area shows a "Best Seller" badge above two product images: a dark blue polo shirt and a plaid button-down shirt. The text "RESULTS" and "Price and other details may vary based on product size and color." is also visible.

Now that we know OPPORTUNITY AWAITS...

The questions you should be asking are:

***“do my customers wish I were more
earth-forward?”***

***“Do your pursuits reflect your passion; your
why?”***

We'll get to that, but 1st:

**What is an Amazon Business and
how do I get one?**

eCommerce as a Business Model

A REAL BUSINESS STARTUP...
Fast and Simple

- Low barrier to entry
- REAL fundamentals just like any other business
- Scalable
- Start with Amazon & expand
 - eBAy
 - ETSY
 - Shopify Store

The Amazon Opportunity

Own your own PRIVATE LABEL
Brand

- **Amazon = OPPORTUNITY**
 - 100s of millions of customers
 - Any individual or group
 - No storage or shipping
 - Get started for <\$100
- **Harness FBA**
 - **F**ulfillment **B**y **A**mazo
 - Amazon does the heavy lifting
 - Warehousing and order fulfillment
- **Private Label Selling on Amazon**
 - Your products, your brand
 - Own a real business
 - Utilize FBA
 - 1 good product can sell 6/7 figures MONTHLY!
 - Gross Profit margins are high, 30-80%
 - Scalable
 - You can be unique, more competitive

11:13



amazon



Sign up

FULFILLMENT BY AMAZON

Let Amazon pick,
pack, and ship
your orders

Already selling on Amazon?

Get started



city
convenient

prime

Success on Amazon

If you run it like a real business.

- **1 Product Can Sell 6-7 Figures PER MONTH**
- **Private Labelers Can Launch 3-20 Products PER YEAR**
- **Just Follow a Roadmap (i.e. Amazon Selling BLUEPRINT)**
- **Get the Right Mindset**
- **Avoid Certain Products**
- **Sell your brand in 3-5 years for 7-8 figures**



Follow SpaceAid for more latest products!

12" x 12" x 1.5" Organizer
 Organize your messy countertop better. Comes with 2 pieces of bamboo dividers.
 \$12.99
[Shop Now](#)

12" x 12" x 1.5" Organizer
 Organize your messy countertop better. Comes with 2 pieces of bamboo dividers.
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12" x 12" x 1.5" Organizer
 Organize your messy countertop better. Comes with 2 pieces of bamboo dividers.
 \$12.99
[Shop Now](#)



DRAWER DIVIDERS
 Customize your drawer with bamboo dividers.

[Shop Now](#)

BAGS ORGANIZER
 Hello to organized bags drawer.
 Goodbye to cardboard box.

[Shop Now](#)

12" x 12" x 1.5" Organizer
 Organize your messy countertop better. Comes with 2 pieces of bamboo dividers.
 \$12.99
[Shop Now](#)

12" x 12" x 1.5" Organizer
 Organize your messy countertop better. Comes with 2 pieces of bamboo dividers.
 \$12.99
[Shop Now](#)

WRAP ORGANIZER
 Organize plastic wraps and foils well.
 Cut wraps and foils clean and fast.

[Shop Now](#)

12" x 12" x 1.5" Organizer
 Organize your messy countertop better. Comes with 2 pieces of bamboo dividers.
 \$12.99
[Shop Now](#)

12" x 12" x 1.5" Organizer
 Organize your messy countertop better. Comes with 2 pieces of bamboo dividers.
 \$12.99
[Shop Now](#)

BOTTLE ORGANIZER
 Keep track of your water bottles better.
 Simplify water bottles instantly with the labels.

[Shop Now](#)

12" x 12" x 1.5" Organizer
 Organize your messy countertop better. Comes with 2 pieces of bamboo dividers.
 \$12.99
[Shop Now](#)

12" x 12" x 1.5" Organizer
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 \$12.99
[Shop Now](#)

PULL OUT RACK
 More spaces in less cabinet space.

[Shop Now](#)



PULL OUT RACK
 More spaces in less cabinet space.

[Shop Now](#)

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 \$12.99
[Shop Now](#)

SPICE RACK & JARS
 Complete spice tool set.
 Comes with rack, empty jars & labels.

[Shop Now](#)

12" x 12" x 1.5" Organizer
 Organize your messy countertop better. Comes with 2 pieces of bamboo dividers.
 \$12.99
[Shop Now](#)

12" x 12" x 1.5" Organizer
 Organize your messy countertop better. Comes with 2 pieces of bamboo dividers.
 \$12.99
[Shop Now](#)

SPICE JARS & LABELS
 Package includes spice jars and labels.
 The complete seasoning containers tool.

[Shop Now](#)

12" x 12" x 1.5" Organizer
 Organize your messy countertop better. Comes with 2 pieces of bamboo dividers.
 \$12.99
[Shop Now](#)

12" x 12" x 1.5" Organizer
 Organize your messy countertop better. Comes with 2 pieces of bamboo dividers.
 \$12.99
[Shop Now](#)

MOVING BAGS
 Heavy duty large storage totes with straps.




















[Shop Now](#)



Search volume: N/A

TOTAL REVENUE ⓘ
\$657,863AVERAGE REVENUE ⓘ
\$131,573AVERAGE PRICE ⓘ
\$30AVERAGE BSR ⓘ
4,289AVERAGE REVIEWS ⓘ
937**2021-22**

Rows Selected: 0 | Select 1-10 ASINs for additional options for analysis.

#	Product Details	ASIN	Brand	Price	Sales	Sales Graph	Revenue	BSR	Seller Country/Region	Creation Date
14	 SpaceAid 24 Pcs Spice Jars with ...	B09WVR3XVZH	SpaceAid	\$36.98	335		12,388.30	10,681	US	3/29/2022
9	 SpaceAid Bag Storage Organizer ...	B09F9KWSXJ	SpaceAid	\$37.98	1,208		45,879.84	8,494	US	9/2/2021
4	 SpaceAid Spice Rack Organizer ...	B095W7GGBX	SpaceAid	\$33.98	3,716		126,269.68	1,142	US	8/15/2021
3	 SpaceAid WrapNeat 3 in 1 Wrap ...	B09FPFTMVX	SpaceAid	\$42.98	4,640		199,427.20	1,000	US	11/12/2021
1	 SpaceAid Bag Storage Organizer ...	B09F9LHD91	SpaceAid	\$28.88	9,484		273,897.92	209	US	11/13/2021
2	 SpaceAid WrapNeat 2 in ...									11/12/2021
5	 SpaceAid Bamboo ...									5/5/2021
6	 SpaceAid Spice Dra ...									11/27/2021
7	 SpaceAid Heavy Duty Mc ...									9/19/2021
8	 SpaceAid Pull Out Spice ...									8/26/2021
10	 SpaceAid Pull Out Spice ...									5/6/2021
11	 SpaceAid Spice Rack Organizer f...	B095W5WZRS	SpaceAid	\$22.99	n/a	n/a	n/a	5,378	US	8/14/2021
12	 SpaceAid Bamboo Drawer Divide...	B0945WB4TC	SpaceAid	\$33.98	n/a	n/a	n/a	5,658	US	6/16/2021
13	 SpaceAid Bamboo Water Bottle ...	B0B3RM18K4	SpaceAid	\$22.98	n/a	n/a	n/a	15,871	US	6/10/2022

**MONTHLY Revenue from only
5 of many products !!!**

Student Case Study: Rebecca

Rebecca hit the ground running from day 1.

Most importantly, she went from brand new seller to being launched with her new brand, and 3 variations of her first product - in 2.5 months.

- She had a trademarked and registered brand
- She had a well-developed product her audience *loves*
- Her listing copy, images and video bring her maximum conversions day in, day out.
- Rebecca quit her job as an attorney and has worked from home while raising her 2 young children since month 4.

Rebecca's brand success has allowed her to work approximately 1 hour a week for much of the last year while she had her 2nd child and stayed focused on being a mom.

Rebecca's #'s Last Year

(Working 1 Hour Per Week March-Oct)

	Gross Revenue	Expenses	Net Profit	Margin	ROI	Refunds	Units	
ns, ... FBA	77,361.87 +41,662.87	51,472.00 +24,281.36	25,889.87 +17,381.51	33% +10	225% +85	106 +60	4,788 +2,256	explain 📊 📖
Di... FBA	43,418.70 +24,522.43	28,883.84 +13,752.71	14,534.86 +10,769.72	33% +14	269% +128	61 +27	2,809 +1,424	explain 📊 📖
fte... FBA	21,518.34 +5,537.36	15,599.28 +1,848.44	5,919.06 +3,688.92	28% +14	215% +116	41 -10	1,431 +257	explain 📊 📖
Na... FBA	13,082.58 +7,224.07	9,653.99 +4,619.35	3,428.59 +2,604.72	26% +12	198% +99	30 +22	900 +467	explain 📊 📖
C... FBA	5,720.19 +1,542.56	3,391.35 +19.48	2,328.84 +1,523.08	41% +21	394% +216	8 +6	356 +84	explain 📊 📖
ry ... FBA	5,319.00 +584.92	3,034.04 -427.55	2,284.96 +1,012.47	43% +16	423% +172	4 +1	327 +22	explain 📊 📖
ma... FBA	3,113.07 +185.76	1,953.84 -546.45	1,159.23 +732.21	37% +23	364% +230	5 -	193 +3	explain 📊 📖
le ... FBA	1,210.24 -6,266.35	1,056.36 -5,539.79	153.88 -726.56	13% +1	91% +8	4 -11	88 -462	explain 📊 📖
	170,743.99 +74,993.62	115,044.70 +38,007.55	55,699.29 +36,986.07	33% +13	242% +110	259 +95	10,892 +4,051	

See More

Custom
Jan 01, 2021 - Dec 31, 2021

GROSS REVENUE **170,743.99** COST **118,645.26**
+74,993.62

NET PROFIT **52,098.73** MARGIN **31%**
explain amount +33,432.18

ORDERS **8,188** UNITS **10,892** REFUNDS **259**

How To Build an Amazon Business

With your Private Label Brand

- **Proof is in the Profit**
 - 58% of Amazon.com products are from private sellers (like me...maybe you?)
- **How?**
 - You source the product and send to Amazon FBA (Fulfillment by Amazon)
 - Customers order product on .com,
 - Amazon FBA fulfills the order from your inventory they are stocking for you
 - Then you get paid (minus commission, advertising and FBA fees)
 - There's a LOT that goes into this

Amazon Selling BLUEPRINT

Plan	Research	Source	Manufacture	List	Launch	Scale
The Amazon Entrepreneur Takeoff Plan	Product and Brand Discovery System	Complete Product Sourcing Handbook	Branded Product Manufacturing Method	Create a Better Listing Than Any competitor (Pre-Flight)	Launch first, fast and on Page 1	Scale and Grow like a Pro
Foundations	Map	Pre Sourcing	Pre-Manufacturing	Keyword Research	PRE-Launch	Getting An Edge Over Time
Mindset	Search	Finding a Supplier	Design	Listing Copy	Launch 1 - Start Momentum	Beyond the Product
Business 101	Validate	Negotiating W/ Supply Partners	Order and Ship	Listing Imagery	Launch 2 - Grow Momentum	
Amazon Selling 101	Differentiate			PPC Sponsored Ads	Launch 3 - Keep Momentum	



“IT’S NOT AN **EXPERIMENT** IF
YOU KNOW IT’S GOING TO
WORK.”

- Jeff Bezos

WEALTHYGORILLA.COM

So Are you stalling with your Amazon business

because you wish it were more climate-friendly?

When I first started my Amazon business, I was struggling just to find products, and I did not think I had time to worry about making my entire Amazon business climate-friendly.

And then I figured out a simple solution that

I'LL TELL YOU ABOUT THIS WEEK that helped me:

- ❖ find an entire brand full of 4, then 8 and eventually 12 winning products
- ❖ that I could launch in a climate-friendly way, AND
- ❖ own a climate-friendly business that I could be proud of, and that my customers were more attracted to
- ❖ that my grandkids will be proud to tell their kids about

So that my competitors...
and my students' competitors,
are always chasing after us,
instead of us chasing them.

And how did we end up doing this?





**STAY
TUNED**

COMING SOON

**Day 2: Value Earth AND
Your Business**

**Day 3: Make a Difference
AND Make \$\$\$**

**Day 4: Tap Into Amazon
& EARN BIG**

Recap

Day 1: NEW Opportunity Knocks

- **The Amazon Private Label Opportunity** and Why It May Be Right for You and Your Family, Now More Than Ever
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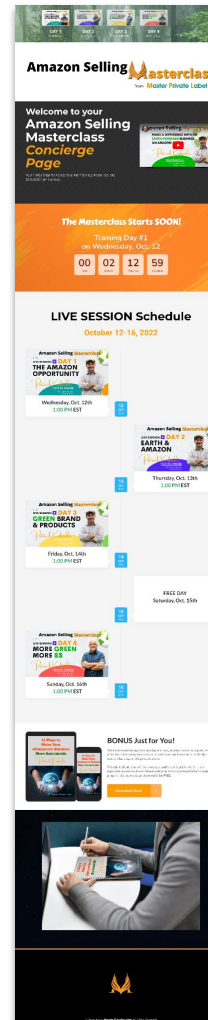
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from **Master Private Label**

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Your 1-Stop Shop for Access to all the Trainings, Resources, and BONUSSES from the Week.

Amazon Selling Masterclass
by Master Private Label

Welcome to your Amazon Selling Masterclass **Concierge Page**



The Masterclass Starts SOON!
Training Day #1 on Wednesday, Oct. 12

00 02 12 59

LIVE SESSION Schedule
October 12-16, 2022

- Amazon Selling Masterclass: **DAY 1 THE AMAZON OPPORTUNITY**
Wednesday, Oct. 12th, 1:00 PM EST
- Amazon Selling Masterclass: **DAY 2 EARTH & AMAZON**
Thursday, Oct. 13th, 1:00 PM EST
- Amazon Selling Masterclass: **DAY 3 GREEN BRAND & PRODUCTS**
Friday, Oct. 14th, 1:00 PM EST
- FREE DAY
Saturday, Oct. 15th
- Amazon Selling Masterclass: **DAY 4 MORE GREEN MORE \$\$**
Sunday, Oct. 16th, 1:00 PM EST

BONUS Just for You!



There is no greater thing you can do with your life and **your work** **than follow your passions** – in a way that serves the world and you.

-Richard Branson

Goalcast

