

# Maximize Sales with Amazon Marketing


## 10 Point Checklist

### Shaahin Cheyene

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



**“On Amazon, they don’t know you or your brand. You become a commodity, and as we know, commodities are very easily replaceable online. But if you become a brand and you have brand loyalty and you have engagement, now you’re in a position of power.”**

**SHAAHIN CHEYENE**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?  
Here are 10 steps that can move you closer to your goals – today.**

- Get started! Create an account on Amazon, and sell something-anything-to start learning the ropes.
- Create a list of 3-5 products that you would want to sell long-term, and begin researching their value and reviews.
- Sign up for Fulfillment by Amazon so you don't have to worry about anything related to the packaging and shipping.
- Start an email sales funnel or even a Facebook group based around your product so you have somewhere to send Amazon clients to capture their information.
- Begin looking into developing your own products and brand, so that you can sell outside of Amazon as well.
- Create different letters or notes to your customers and send with your products offering extended warranties and free samples in enhance for reviews.
- Optimize your listing by creating engaging titles, descriptions, and using clear photos.
- There are professionals who specialize in this if you need help.
- If you have the budget to work with a professional, reach out to Shaahin at [ai@xlr.net](mailto:ai@xlr.net) to get his help in building your Amazon empire.
- Look for steep discounts on products at local stores to find your first products to sell, then list them at an average Amazon price point.
- Don't violate Amazon's terms of service by asking for a good review, make sure that you offer samples for an honest review, and that your reviewers state this.