

CES III - Louisville

Brett Bartlett Using Amazon's Keywords To Find Incredible Opportunity

00:06 Speaker 1: Well, I've only got one thing left to do on my list and that is introduce our next speaker. I have so much respect for this guy. My mom calls him up and they'll just chat about Amazon because mom runs my Amazon business. I've completely outsourced all of that to her and her team. I trust them with it. I'm too busy. I'll check the stats occasionally. They're doing it all. When she needs something, they've learned a long time ago, they don't call me anymore, they call Brett. They give him a shout.

00:35 S1: And some of the other great coaches and people in our community, but he started off... And I don't want to steal too much of your story buddy, but I love this story. There's a video on YouTube, guys. How many of you have heard the... I'm only gonna take two minutes of your time. You weren't gonna tell the Chuck story were you? Okay, I'm gonna tell them the Chuck story. How many of you know the Chuck story with Brett? Raise your hand. Awesome. So that's only about like, maybe a fifth of you.

01:02 S1: So, I got an email. I'd never met Brett before, never heard of the dude. He says, "Hey, I used to be a youth pastor. I had about 400 bucks. I bought the proven Amazon course and I'm making \$1000 a day now on Amazon. Thanks, buddy." He posted it on my blog. I'm like, "This could be a stranger. It could be someone making it up. I have no idea. There's no picture. It's just a name 'Brett' and a post." And instantly, a few minutes later a guy comes along, his name's Chuck and says, "I think you're making it up. I think you're just hacking your own blog, posting garbage to make yourself look good. This Brett guy doesn't exist and if you can prove that this Brett guy exists and he's actually making \$1000 a day, I will give you... " what was it? \$10,000? \$5,000? "... I will give you \$5,000."

01:49 S1: I was like, "Oh wow, game on," because this is all posted. So, first thing you do, right? You contact Brett, like, "Are you real?" He's like, "Yeah, I'm real." I'm like, "Can you give me a screenshot, please?" I know that's asking. He's like, "Sure screenshot." I'm like, "Score." So, then I emailed Chuck. I emailed this guy Chuck who left his email on his blog post, and I said, "Hey Chuck, check this out." He didn't reply. So, I researched this Chuck who made the mistake of leaving his email address with his blog post and I hunted him down on social media, and coolest thing, he lives about half an hour from Brett.

02:28 S1: So, I contacted Brett. This is all going down in the course of about six hours. I contacted Brett and said, "Hey, if this guy is willing to come to meet you, would you open your laptop up and

show him?" and he's like, "Yeah, sure." So I'm like, "Alright, Chuck, I'm calling you out buddy. I made a YouTube video. It's gotten tens of thousands of hits at this point." And I said, "Hey Chuck, I want you to be the hero of this story. You called Brett out. He's a youth pastor. We're going to donate every penny to a charity of your choice and his agreement. Come on, step up buddy. Be the hero of this story, Chuck."

03:00 S1: I told this story. Said, "Get together. We'll open up a laptop and we'll show you." I haven't heard from Chuck in four years. But the story's still out there and the door's still open for Chuck and I have his last name but I won't tell it to you because I'm not looking to burn him but come to find out he's a Hollywood movie producer and he's got plenty of cash and he was just goofing around on the internet one day and called the wrong guy out.

03:24 S1: That's how Brett and I met. That was our first interaction and since then he's built an incredible team of, how many employees, how many people you have now working with you? 45. Dude, it was 30 last time we talked. He has 45 people doing this. Alright. So, you're about to learn some good stuff from this guy. He's a brother. I love him. Come on up Brett. Knock us out buddy.

04:05 Speaker 2: Yeah, the part that Jim doesn't know in that, I got really freaked out when Chuck called me out. I didn't know what was gonna happen when Jim started asking me to send emails and everything like that. It was a really crazy experience for sure. Hey, I just want to say, I'm so privileged and thankful to be able to come and share any stories with you guys. It always, when Jim asked me to come speak or share any story, it really trips me out because in my mind and Jim just shared it, it's only been about three and a half, four years from when I was reading different blog posts, listening to different stories and just wondering if I'd ever be able to make any money online.

04:50 S2: And so, I don't know if you guys are in that same position right now, but I just want to let you guys know, if you're those people kind of listening to a story, I'd always listen to stories about people who started from nothing and now are selling, in whatever capacity they are making money online, making over \$100,000 a month or even \$10,000. \$500. And here I was, I couldn't make a penny. It was devastating.

05:17 S2: I always thought, "Man these guys just must be so smart and I just can't do it." And so, if you guys are in the room right now and if that's processing through your head, 'cause I know a lot of these stories sound amazing and inspiring, but at the same time they could be a double edged sword sometimes because you're like, "How come I haven't been able to do that?" And so, I want you guys to know, I was sitting in that same spot and it would really sometimes inspire me, but then on the other side when I didn't do it correctly or I failed, it was a long fall down. A lot of you guys, I don't know if you guys know my story. I'm gonna share it real quick with you. I was really, really bad at trying things online.

06:00 S2: I had tried for about four or five years. You name it, I probably bought the course, I probably tried the process, and I literally never made money. I mean, I'm talking like zero dollars, everything negative. And I was down to my last \$400, and my wife Noel was pregnant with our first child, Cambria, and she talked to me and said, "Hey, look, this is the last round. I'm not gonna let you buy another course. I love you. You've done a great job of trying all these different things. But this is it."

06:40 S2: And we had some overstocked clothing from a friend of ours and I was like, "All right.

Well, I don't know how to sell any type of physical product online." I had never sold on eBay. I didn't have an eBay account or anything like that. And I actually bought Jim's PAC course, and like I shared yesterday, I thought it was a course on selling on eBay, and I bought it, I read it, I looked at everything, and then found out it was about selling on Amazon and I was like, "Oh my gosh, I just blew the money before I even started."

[chuckle]

07:11 S2: Like, I really am bad at this. And so, I went through the course, and I'll never forget the first thing that I sold after going through PAC, and PAC was such a cool course, Proven Amazon Course because it was one of the few courses that I bought that actually walked me through the process. And I think when you're ultra intimidated and you get something that walks you through some of the most confusing components, like how to set up a shipment, all those different things, it was a big sense of relief for me because I would have got hung up on those things and price spiraled down. And the first thing that I sold was a, it was a purple Zhu Zhu Pet. DO you guys know those little hamster things? And we sold them for like \$27 and I was like, "I sold something. I did it." and but really, it was because of the Proven Amazon Course and it was able to kind of get me through a lot of the hurdles, and that's what I love about Jim's courses and the people he partners with. They really help you get through some of those things that would be just so intimidating when you're going through it.

08:24 S2: So, after the purple Zhu Zhu Pet, things kind of just went in fast forward mode. And we started our business, at the time I was working at a Christian college. I always say I got to upgrade to a garage to do our business. So, we actually started our business in a college dorm room because my job was working inside the college. Literally, I had lived on campus and in the boys dorm room, kind of smelly. So, it was a really, really small area and everything happened so quickly. We started to have some success selling online, specifically on Amazon, and then I brought my family in, kind of what Jim's saying to share in the process that we're doing 'cause I had no time. I had the tough part of both worlds. I had no time and we really had no extra cash. So, always say, "We're super, super scrappy." and that's kind of what I'm gonna share with you guys today, is we've never really had like, oh man, we have just so much extra cash to work with. And so we built our process, everything we do has been in a really scrappy way where we try to milk every penny that we can out of our process.

09:37 S2: And so, fast forwarding what we did, I brought on family members, and it just seemed to grow so quickly. We went from me and my wife who was pregnant at the time, to me, my wife, and then some family members, and then all of a sudden, we had seven people meeting and we were working out of a garage, and then after that, we had 12 people on our team and we had to get a store, and then after that, we had 15 people on our team and we had to get another office, and then we had 20 people on our team and we had to get another office, and it just kept growing, and growing, and growing, and now it feels like 15 years later but it's only been about three and a half, like I shared with Jim, we have about 45 consistent people on our team. In reality, if I actually count it right now, it's our high season 'cause we're trying to get everything in for fourth quarter. We probably have closer to 55-60 people from a temporary work side. We have two warehouses, one in Illinois, one in Southern California, we have four offices. I'm hoping to far exceed about 10 million with all of our businesses combined over the next 12 months. And it's just crazy to me because in my head I'm still that guy who was like, "I sold a Zhu Zhu Pet I did it," you know?

[chuckle]

11:07 S2: And then there's Jim. Jim's like, "Hey, you gotta come share what you're doing." All these different things. And I'm like, "Man, I am just that guy." In my head, I'm still just that guy that is trying to find ways to make things work. And so, I wanted to share that story with you guys 'cause I think it's really important. There's no point in time when you're like, "I get it. I'm awesome and I know everything there is to know about selling online, and come to me and I will bless you with my information," right?

[chuckle]

11:35 S2: I think it's just all about kind of trying to figure it out as you're going and understanding it's gonna be hard and it's gonna be tough, and that's okay. That's part of the learning curve. And don't let those things, those bumps in the road stop you because really, we've gotten really good at our process because of our constraints, because of those really hard moments. We built around them. And so, I'm actually really blessed that our process was really hard because that's what's made us stronger.

12:03 S2: So I really just want you guys to embrace that and don't wait for that moment when everything is gonna be perfect. You're gonna have everything set up the way you want it. You're gonna have all the extra cash that you need. You're gonna have all the information that you ever need. You guys, really the best thing to do for yourselves is get going. Put this stuff into action and learn from it. So I really really wanna encourage you guys because really I'm a nobody. It's really just a process of, I started and I kept following through and I just wouldn't stop.

12:38 S2: And now I'm managing millions of dollars, and it's crazy to me. But I think the coolest thing is you have to ask yourself why. "Why is Brett able to fail so many times, but still find ways to have small success?" And for me, I attribute everything to AL. Okay? A-L. AL's not a person. AL's a process for me. And this is Brett's process. AL is Asking and Listening. I am not good at very many things, but I am dang good at asking questions and listening. If I'm sitting at a table, I am not gonna be the guy that stands up and goes, "Listen to what I have to say." I'm gonna be the guy that sits and listens for a long time and then asks very, very specific questions because I wanna understand how to best serve you or serve the situation or build the win-win.

13:42 S2: So my process has really been AL. And the cool thing about AL is you can actually put that process into all these business models that Jim talks about. It's not something that's specific for Amazon, eBay or anything like that. You have to get really good at asking great questions and listening. And it's not just asking questions to ask questions. You have to ask great questions. And when you ask great questions, you'll realize you can see the win-win situation starting to come together. And that sounds really broad, but this process, I'm actually gonna dial it in for you guys. I'm gonna show you how I can take that AL process, how AL can translate onto Amazon. But I didn't wanna skip the broader component of it because I think a lot of people will persevere on this process and go, "Okay, this is how I do it on Amazon."

14:34 S2: But the reality is you can take it across almost all platforms. You can take it across almost all businesses, and the people that are incredibly gifted at building business and building relationship and building win-wins, they are typically that person who is asking you great questions and makes you feel excited about moving forward with them. So how does AL translate to Amazon?

Amazon is a very, very tough platform to apply AL. Asking and Listening. It's a very, very tough platform to ask qualified questions and understand what the customers want on Amazon. And I just wanna point out, Amazon keeps a lot of its secrets locked up in a box. We have some great vendors over here, and they do an amazing job at trying to unlock Amazon's black box because just so you guys know, run away from vendors or any provider that says they know all the data on Amazon 'cause that's just not true. Amazon keeps that very, very protected. But these guys are awesome because they're doing their best to build theoretical analysis of the ways that Amazon collects data and the way its customers shop. And so Amazon is truly a terrible place to play a guessing game, and I learned that the hard way.

15:58 S2: A lot of people will say, "Brett, how have you gotten so good at Amazon?" I said, "By messing up a lot." Because I learned early, you don't wanna guess on Amazon. Don't guess. I'm gonna tell you, do not guess. Do not guess what product you should sell. Everything you should do should be based off of data. It's not gonna be comprehensive. It's not gonna be all-encompassing and point you on the exact right thing to do, but you should not guess. There's too much information and ways to draw out your data for you guys to be guessing. I guessed too many times and I lost tens of thousands of dollars on Amazon, so we put that to rest. I don't have the privilege of guessing anymore. Like I said, I have 45-60 people, depending on the season, currently, that depend on me to make the right decisions so that they can keep their job.

16:58 S2: Guessing isn't really a great strategy when you got five people who need to feed their families. And I want you guys to know this stuff as you're moving forward because if you wanna start to build, you have to learn. It doesn't mean you're gonna be right all the time. It just means that you're gonna alleviate a big portion of those pains of guessing wrong.

17:18 S2: And so, the question becomes: How can you draw out information on Amazon specifically so that you don't have to guess anymore? Like I said, Amazon keeps most of its information locked up. But there is one place that it allows you to look into its customer data. So if you compare Google and Amazon, two very, very different things. Google lets you see everything. Amazon lets you see very little. And the place on Amazon that it lets you see a lot, in my opinion, is sponsored ads. How many of you guys are doing sponsored ads on Amazon currently? Great. Awesome.

18:00 S2: Okay. So, I'm gonna give a brief overview of what sponsored ads are on Amazon very, very quickly 'cause I know for me, even though I had sold a decent amount on Amazon at the time, I had no idea what sponsored ads were, how they worked or even how to set up my first campaign. Okay? So, I'm gonna go very, very briefly over what sponsored ads are. Sponsored ads are your opportunity to take your product, okay? The product that has... That you... You have to have the buy box, okay? And basically put it in front of a customer on page one depending on what you're willing to bid for that placement, okay?

18:39 S2: So, it's really your only shot at getting on page one instantly. Okay? Now, that might sound very lucrative from the standpoint of "Yes. I can get on page one. I'm gonna make a ton of sales." Well, I found that sponsored ads aren't really beneficial in that way at first. I found out sponsored ads are actually better, I call it casting out our nets. Okay? What I do is on sponsored ads, I like to put my product up and available. And when you put your product up and available on sponsored ads. What ends up happening is, Amazon will actually tell you three very important things, okay? It will tell you impressions, it will tell you clicks, and it will tell you the average cost

of your click. Okay? Cost per click.

19:31 S2: I don't focus so much on sales right away. It's not as important to me. But those three things are the very, very little that Amazon will show you when it comes to selling a product on Amazon. That's what makes me laugh when we talk about private label. All those different things, right? A lot of people come up to me and this happens literally every day. They'll come up and go "Do you think this is a great product? It's got this bell and this whistle, and it spins like this. Right?" And I'll go "That seems awesome. What's your data? What shows you that people want this?" "I don't know." You don't understand. It... Here's the bell, here's the whistle and it spins like this. Right? And I'm like "I understand. I think it's cool. But what is showing you that people wanna buy this? Show me the data." And they are like "We don't have any." And I'm like "You know I don't feel comfortable unless there's some data. That's honestly my blanket response now. I don't feel comfortable moving forward unless we have some data that shows that someone wants to buy this." Okay? So, I actually wanted to take us through this exercise. And so, I'm gonna do it with you guys. If you guys will let me. And then we are actually going to... What I did, is I started a sponsored ad campaign for what we are gonna talk about, and in that process when I'm asking you guys some questions, we are gonna cross compare that against the sponsored ad that I'm running.

20:57 S2: And I think it's gonna show you guys the power of sponsored ads and how I don't... On the first stage, I don't use sponsored ads to sell my product. I use sponsored ads to find out what customers are looking for, okay? Because customers look for products in a million different ways. And the way that you might look for a product is different than the way another person will look for a product. And I try to understand what are people looking for because that's all I care about. I care about what they are looking for. I am not trying to tell them what to look for. And so, we're going to go through an exercise right now that I think, I hope is gonna open you guys eyes up a little bit that selling on Amazon is not a push. Okay? It's a pull. And so, you have to pull in the information so that you can be... You can successfully not push your product out, place it. Okay? You should be placing your products on what I like to think of as freeways. Okay? Very, very crowded freeways. And I don't place my products on just because I think it would be a good fit here. I place it everywhere I know customers have already shown interest.

22:11 S2: Okay. So, let's go through an exercise and I'm gonna... If you guys are comfortable, I'm gonna actually work that off stage and let you guys talk into the mic a little bit as far as answering some of my questions. Okay? So, Halloween is coming up. Right? Everybody confirm that? Okay. [chuckle] So, with Halloween coming up, it seems like a great time to start figuring out what people wanna buy, okay? You guys, if I went around and asked you guys, name a great Halloween product to sell? You guys will probably come up with a thousand, right? I don't really have any great ideas, but I'd like to know what people are buying, right? Or what they want to buy.

22:53 S2: And so, I'm just gonna let them tell me what I should go buy and place on Amazon. Does that make sense? I'm not gonna push a product out. I'm gonna understand what people are already looking for. I absolutely love, I love, love, love to be ahead of the curve. Okay? And I... A Halloween sponsored ad for me would start... Well, actually I pretty much started around that time. Around... Beginning of September. Okay? 'Cause that gives me about too much. You might say, "Bro, that's crazy. Who's searching for Halloween products at that time?" Well, a very small percentage, right? Halloween fanatics for sure, but that small percentage will tell you what the masses are gonna be looking for in less than four weeks. Okay?

23:42 S2: So, it gives you enough time to be ahead of the curve and be... Have all your products placed in the right spots when the masses come and rush, and try to out position you with their products. You guys are already there. You already knew what people wanted. Okay? And that's the power of this process. It's the pulling in of information and placing your product where customers are already looking, because Amazon will tell you what customers are looking at if you know where to look. Okay, so here's the exercise: I'm not gonna go into specifics of what type of Halloween product we're gonna be searching for. Let's just kind of... We're gonna broaden this, Okay. And imagine this. This is how you set up this process, it's very, very specific, okay.

24:23 S2: Let's imagine I want to find out what people want to buy for Halloween, Okay? I'm not gonna go to China and order 8,000 pumpkins on a container and send them over. I'm literally gonna drive in my car, go over to Big Lots, okay? Find something that's not listed on Amazon. Okay, that's very, very important, it can't be listed on Amazon currently, okay? I'm going to buy it at its retail price. I don't care if I'm gonna make money off of it on the first round, that's not my intention. I'm gonna cast my net. Okay, so I'm gonna go and I'm gonna buy my, I don't know, what's a Halloween decoration? I'm gonna buy my black cat, right, a stuffed black cat, okay?

25:09 S2: And I'm going to then create the listing on Amazon. I'm gonna make sure it's not currently listed on Amazon because you can't double list a product. I'm gonna place it on Amazon, and then I'm going to start my sponsored ads, Okay. And then what sponsored ads will do... And there's a couple of ways to go through sponsored ads. The easiest way to do it, that I like to do, when you're first starting out, is you can ask it to run... It'll automatically populate some keywords for you guys to put in. You can just say "Okay". You don't even have to think through it, even if the words totally suck, which they probably will at that point. And then in your head, this is what I like to do, I like to think through everything that I would be searching for if I was looking for a Halloween product. And there's no wrong answer at that point, Okay? I would type in "orange pumpkin", I would type in... You know, you just go through the different things you would type in if you were looking for a Halloween product. Then what I like to do, I like to go to my wife, Noelle, who does all of our shopping.

26:06 S2: She is like the perfect customer to poll, and I go "Hey, Noelle, what would you search for on Amazon if you're looking for a Halloween product?" And then she tells me 10 different things she would type in. So I go around and I poll different people, and I fill up the list of what people would type in if they were looking for a Halloween product on Amazon, Okay? I set my keywords in place on the sponsored ad, I tell the campaign to go, Okay? And it's really that simple. It's not overcomplicated. I set my budget at about \$10 per day, something around there. Remember your point is not to sell, your point is to pull in information, Okay? So about 10 bucks a day. I set my bids a little bit higher because I don't want to be outbid. I want to collect the information. So you guys can set it whatever you're comfortable with. I like about three dollars. It might sound very, very high, very... Actually never have I ever been billed a three dollar bid, but it's there so I'm not outbid because I really only let this thing run for about two days max.

27:08 S2: So let's go through this exercise and you'll see how this transfers over to sponsored ads, but that's kind of the setup. So imagine I've taken a product that I know nothing about, right? And a general concept I know nothing about: Selling Halloween products. Literally, this is true, I know nothing about selling Halloween products on Amazon, truly, Okay? So we're gonna learn together right now. And my product is up, my sponsored ads are running, and just imagine in your head what this has done now is cast a big net for me to pull in and catch the data, Okay? It's very, very

important to understand that. All this did was cast a net out and now every time someone comes and looks at my product, I can actually understand what they were looking for, even if they don't buy my product, but I'll understand what they looked for in the process. Okay, so here's the exercise. I am going to go around and ask you guys three questions: What would you type into Amazon? Would you possibly buy this item? And then how much would you pay? Does that make sense? Okay, so all we're talking about is what would you type into Amazon if you were looking for a Halloween product?

28:18 S2: Anybody willing to... I'll share my first one. If I was looking for a Halloween product, I'd probably type in "best Halloween product." That's the, you know, extent of my shopping experience. But if you guys have anything specific I want to go and ask you guys these questions. This is literally my process. I wish I could show you guys some ultra-technical, crazy, cool thing, but literally I walk around the office "Hey, so Leah, what would you type in if you were looking for a necklace?" "Silver necklace, cool."

28:48 S2: So, you know, that's what I do. It's not really ultra complicated, but I'll tell you what, it's really effective. I can't have 60 people on my staff unless our process is effective, and so, I don't want you guys to play this down. I write paychecks every two weeks, and I can tell you unless there's money coming back in from this process, it's not gonna go very far. So raise your hand if you guys are willing to share a little bit about what you would type in. If not, I will go and tap you on the shoulder, so alright, cool. Alright, so here's the process: What would you type into Amazon for a Halloween product?

29:28 Speaker 3: Halloween decorations.

29:30 S2: Halloween decorations? Great. And would you possibly buy this item?

29:34 S3: Yes.

29:35 S2: And how much would you pay?

29:38 S3: \$10.

29:39 S2: \$10. Okay, so here's the crazy thing. Let's take this, let's pause right there and let's analyze that data real quick. Halloween decorations... It's broader, right? That's a broad statement, but it's also a powerful statement. It's very different than different things that you would think of for Halloween, right? There's a Halloween mask, she said Halloween decorations, okay? And she gave you a price point, \$10. Okay? That means if your Halloween decoration is an \$85 projector, okay? She's not gonna buy it. I'm just saying this is true data. Data never lies. I'll sit down in meetings and people will be arguing against data on me. I'm like, "I didn't make the data up. This is just the data. I'm not here to argue with you about it. This is just here." Thank you. Anybody else? What would you buy for Halloween?

30:32 Speaker 4: Halloween costume.

30:33 S2: Halloween costume, and then would you possibly buy this item?

30:38 S4: Yes.

30:39 S2: And how much would you pay?

30:41 S4: \$25.

30:43 S2: \$25, okay. So decorations, \$10. Halloween costume, right? Halloween costume, \$25. That's data, okay. That's two-and-a-half times a price he's willing to pay versus over here for Halloween decorations. That means if you got Halloween decorations and you price it at \$30, you just messed up. You guessed wrong. Okay? Does that make sense? If you bought Halloween decorations super cheap and you're selling it for \$8.99, hey, maybe we got something. Or you're bundling five decorations together and selling it for a perceived price point below \$10 per item, you got something.

31:22 S2: On a costume, you have a higher price point. If this is going through my head right now, I'm thinking, "Hmm, which one do I want to get? Costume or decoration? \$25, \$10? Make sense? All I'm saying is this is just data. Okay? There is no other process. Just analyze the data. Anybody else? Cool, you guys love Halloween, huh?

[chuckle]

31:46 S2: All right, what would you buy for Halloween?

31:48 Speaker 5: Animated decorations?

31:50 S2: Animated decorations, very, very cool. What is that? Is that like a projector? Oh, something that moves, cool. Awesome. All right. And you'd buy this item?

32:01 S5: Yes.

32:02 S2: Cool. And then how much would you pay for it?

32:04 S5: Thirty dollars.

32:05 S2: Thirty dollars, very, very cool. Okay, so you're seeing these price points go up compared to perceived value in each shoppers head, okay? So if I can source, see, it always comes down to numbers for me. Okay? If I can source, if all these things are equal, a decoration for a dollar a costume for a dollar fifty and maybe an animated thing for two, right? All those price points matter to me. So you can actually take all this information and apply it and make the best decision. That's what I'm saying, no more guessing. It's just not a guessing game anymore and really you can get into really, really bad trouble if you take that process, thank you. Anybody else? Cool. All right, what would you buy for Halloween?

32:51 Speaker 6: Party supplies.

32:52 S2: Cool. Party supplies and I'm gonna stop asking the buying question because that makes sense. And how much would you pay?

33:00 S6: Twenty bucks.

33:00 S2: Twenty bucks, I like that. You'd be my customer. That is like my sweet spot right there. Yeah. Twenty bucks for a bundle, man, seriously, that is our sweet spot in our business and here's why. Party supplies you can typically get very cheap. Okay? She's saying for a bundle willing to pay \$20. I know in my head I can get a party supply bundle together, heck, you can go to the ninety-nine cent store and put a party supply bundle for Halloween together that has a perceived value of \$20, but you may have only spent five or six putting it together. Okay? And you know she will pay \$20 for it. Okay. But it's very specific, she said, "Halloween party supplies." Okay, so if you put, if you create your listing and call it a Halloween decorations, she's gonna be looking at it and she's wants to pay \$8.99. Your model is not gonna work. Make sense? Okay. All right. We'll do a couple more of these. Oh, go right here, sorry, I'm just lazy and don't want to squeeze between people. All right, what would you buy for Halloween?

34:05 Speaker 7: Halloween candies.

34:07 S2: Oh, Halloween candies and how much would you pay for these?

34:10 S7: Ten dollars.

34:11 S2: Ten dollars. Okay. Okay, so, look, again, you see this price point drop down, that's not a bad thing, there's goods and bads to all this. Okay? Higher price point items typically don't have the same sales velocity. That's not a blanket statement and applies to everything but, it is true that higher priced items typically don't have that instant buy mentality. Right? Items, this is just our data, items that drop below \$11.99, between \$9.99 and \$11.99, have impulse buyers. They have a much higher velocity, but obviously much smaller margins especially using a FBA. Okay? But it doesn't mean stay away from that stuff, there's lots of different ways to get around that. Some of our best items we sell for \$14.99 and below. But we need to turn a lot of volume so we can't guess wrong. Okay? I don't want you guys to think that lower price [35:00] are bad, I want you guys to know they're good, but you need to turn it in velocity. Okay? You got to sell a lot of units to make money on it. All right, couple more. All right, what would you buy for Halloween?

35:10 Speaker 8: Halloween props.

35:13 S2: Halloween props, great. Wow, that's a cool search term. I'm gonna steal that one okay. I just like that one because it's so specific, all right, how much would you pay?

35:23 S8: Ten bucks.

35:25 S2: Ten bucks. Okay. So, look, again, I really like that one because a search term like that one, I would never think of it. That's what I'm saying. I'm not that smart, I just ask questions. What would you pay? What would you write? How would you search for that? And Halloween props, I love that because I think, unless I mean you guys are tracking, "No, Brett, I would have totally thought of that." But if you wouldn't have 'em like Halloween props, not a lot of people... A lot of people are probably gonna be looking for Halloween or competing on Halloween costume, probably go for Halloween props, I'd probably just be on a island by myself and every five customers that come in there, you know, it's just me, so they're probably gonna buy my stuff, right?

36:02 S2: And so, my listing will literally say "Halloween props." Does that make sense? Like, I

want you to buy my Halloween props. You're like, "Yeah, these are Halloween props." It says it right there in the title, right? Okay, cool. One more. Alright, come to this side. What would you search for, searching for a Halloween product?

36:25 Speaker 9: I would probably do something like "hottest Halloween ideas 2015."

36:30 S2: Wow, okay. You can't make your listing like that, but it's showing... You're more like me; you're like, "Hey wait, Amazon, tell me what to look for. I have no idea what to look for." And I like those listing, those things too because you can draw out that information... Oh, and how much would you pay for your Halloween product?

36:49 S9: Say, 30.

36:51 S2: Thirty. Okay. So again, you see these... Okay, so, here's a good example, as I slowly walk back to the stage, did you hear anyone say that they'd pay \$200 for their Halloween product? No. Does that mean people won't? Not necessarily. It just means look, I'm gonna bet on the data that I have; I'm not gonna bet on the data that I don't have. And I went around and just polled those people, and their highest price point was \$30. So if I'm gonna go create my listing and create my product, I am not gonna go get a robotic Freddy Kruger, or whatever, that costs me \$1000 'cause I'm like, "Na look, I know, I can feel it in my gut this thing's good."

37:38 S2: That's what a lot of people will do: Like, "I got a good feeling." And I was that same guy; I'm like, "No, no, no, I know it," and try to sell it for \$3000. Okay? I'm gonna get the products that I just went around and polled, and everybody kinda said, "Does that make sense? Are you guys tracking on that?" I always say, "So like, we've been approached by Sony; we've been approached by different people in our process," and they're always like, "Alright, so, how do you market things," and I'm like, "Uhhh... Well, we're not very good at marketing actually. We're like the most unromantic marketing company. We just collect data," and they're like, "Uh, but it works?" And I'm like, "Yeah, it works." They're like, "Great, okay, let's move forward." So it's a process that's really, really boring but extremely effective. Does that make sense? I want you guys to take that away. It doesn't mean we're always right. It doesn't tell me whether I'm gonna sell 10,000 decorations or 3000. Does that make sense? But at least it gives me a general starting point.

38:46 S2: Now, that might seem... You guys aren't gonna have a room of 550 people to poll when you're looking through your product, but the cool thing is, I can actually get even more information from Amazon sponsored ads. So Amazon sponsored ads acts as the same process that we just did. Amazon sponsored ads are running, asking the exact same questions that I just asked you guys, but they tell you the data in a little bit different of a way. So I'm gonna speak Amazon to you guys and translate it actually into English that you can apply. Okay? So the first question was, "What would you type into Amazon if you were looking for a Halloween product." Now, Amazon will not tell you what someone typed in exactly, okay? But if you cast a possible net that has words similar to it... So let's use this as an example, "Halloween decorations." If you had "Halloween decorations" as one of your keywords, or one of your words in your sponsored ads, it will tell you that, boom, someone hit your fishing line basically. Okay? What's that?

40:03 Speaker 10: Based on what?

40:03 S2: Based on that keyword. Does that make sense? And it'll tell you similar words too, but if,

for example, if I went around friends and family and said, "What would you type in, what would you type in, what would you type in, what would you type in? And I got kind of a collection of... I usually don't do more than, on my first run, 10 or 20 very qualified... I like to call them search terms; you can call them keywords, and I get that set up in my sponsored ads. So for example, if I had Halloween decorations set up in my sponsored ad and someone typed it in, I would get a hit on my sponsored ad. And the way I would get a hit on my sponsored ad is it would show as an impression. Okay? Impressions really are what I call, like, drive-by traffic. Like, "Hey, I kinda like that," you know, and that's about it. It's not an all-inclusive piece of data information, but it gives you an idea whether people even care about what you're thinking about selling. Okay? Impressions are kind of the first glance into whether there is demand for the possible product you might sell. Okay?

41:12 S2: Next is clicks. So just to give you a perspective of what an impression versus a click is, an impression is if you went into Amazon and you typed in "Halloween decorations," but you didn't click anything, okay? It would populate all the Halloween decorations onto the page, and that would show an impression. Okay? If someone was so interested in your product that they went to the upper right corner where your sponsored ad shows up... So not organic, okay? Sponsored. You're paying to be there and every customer knows it. So if they choose to go to your paid, sponsored ad, I can tell you they're very, very interested. Okay? And so, upper right-hand corner, a click is where someone goes out of their way to click that listing and go, "Hey, tell me more about that." I like clicks. I don't think they're the all knowing way to determine whether you move forward with the product or not, but I like 'em because it's kinda like the next tier of showing that there's some level of interest.

42:21 S2: The next piece of information that I love, this is a big one for me, is the cost per click. What the cost per click will tell me is the level of competition that I'm up against. So, you know over here when you said, "I like Halloween props," I'm just gonna guess. My cost per click on that would be like four cents 'cause I don't think a lot of people were gonna compete against that one. Now, that's me guessing right now. I would run a sponsored ad to find that out, but I'm gonna guess that one's so specific that we've done enough of these for me to know that one would be lower.

43:00 S2: Now, Halloween costumes, that cost per click is gonna be up there. That thing is gonna be about \$1.65, maybe two bucks. So my kind of areas where I like to come in at, I don't always shy away from expensive cost per clicks, but I usually don't start there and I wouldn't recommend anyone to really start there because that's showing your level of competition, that's showing how aggressive people are for that type of traffic. Does that make sense? So again, look, all we're doing is asking questions and listening. We're still not even at a point where we've decided what we're gonna do. And I think this, I actually printed out my sponsored ad that I ran for you guys so that you guys could understand a little bit more into this process.

43:51 S2: And here's the cool thing that I love is a little bit was reflected in what we pulled, but the cool thing about this process is, it actually ends up showing you a little bit more of into Amazon than I would ever expect. So let's imagine I just set up my sponsored ad, now basically I'm asking Amazon, "Hey, Amazon what are people typing in?" and then "How much would they pay?" Does that make sense? Okay. So do you know the number one minus the word Halloween, obviously you'd say, "Yeah, that make sense. People would type in Halloween," right? I would not recommend going for that word because I gotta be very, very competitive. Do you know the number two thing that had the most impressions? That's why I'm saying like I'm not a good marketer, I just look at the

data. Any guesses?

44:44 Speaker 11: Gifts, makeup?

44:47 S2: No, I didn't hear any of them. Okay, so do you know the number two thing most searched? No, not candy. Halloween inflatables. Okay, so how many you guys was thinking... Yeah, I knew it, I knew it, but it was Halloween inflatables, right? Probably not. And so that doesn't mean like, oh, my gosh, that's the one you guys gotta focus on, but I really like that 'cause that's kinda like, no one would have been thinking that, right? I look at the data and I'm like, cool. So everyone else can do Halloween candy, Halloween costumes, everything like that. I'm gonna just kinda stroll over to big lots, grab some Halloween inflatables and then mark 'em up and sell 'em on Amazon for this high season. That's what I'm saying like, when we talk to private label, everything like that, our system's the same whether we found it at a garage sale, whether we found it in a retail store, whether it's wholesale or private label or unique product. We follow the same process every time now, we don't guess, or at least we try to eliminate as much guessing as possible.

45:49 S2: So to share some stats with you guys, in one day, this might even been less than a day, there was 1,915 impression on Halloween inflatables, it had 15 clicks which actually is a nice little click through for throwing that thing up and my cost per click was 44 cents. Now, most likely that's gonna crank up during Halloween but you could make your money now before the competition comes rolling in and even when the competition comes rolling in you know specifically that people look for Halloween inflatables. So maybe my listing said Halloween black cat, right? But I'm not gonna put that in my listing anymore, I'm gonna go find Halloween inflatables. Those are gonna be the first two words I put on my listing, Halloween inflatables. I'm really not gonna waste time on anything else. That's the one I want. Does that make sense? Everybody tracking on that? The guessing is done. My net's cast, I caught my fish, that's the one I'm going for.

46:51 S2: This is a road map that I just shared with you guys. It's a starting place. Selling online is extremely intimidating. I have fear of it every single day. These processes helped calm me down a little bit, and so, it's my way of coping. I really encourage you guys. I don't want you guys to go home and think, "I gotta follow Brett's process, it's the only way I'll ever be successful." All I'm saying is develop your own road maps. This is my roadmap, and so, that I can keep 45, 60 people on my team and continue growing. I can't do that if I lose a lot of money on buys. It's a great, great road map to get started. What I do from here is I optimize my listings, I crosscheck my information, so sponsored ads are just a starting point.

47:42 S2: I love MerchantWords and I love Seller Labs. I use them. I take my information then I say MerchantWords, what do you think? Seller Labs, what do you think? And all of a sudden I'm collecting all these data to confirm across the board that Halloween inflatables is the one to go for. Does that make sense? I'm just continuing to fine tune the diamond all the way through, 'cause I just don't have the privilege of guessing. We do this every day.

48:11 S2: My office is really boring. We have about seven full-time people that this is all they do, they churn the data, okay? This is going on all the time, and they're so trained they know that I will not look at anything unless it has the data to back it, okay? So every single day, these guys are so used to casting out the nets, pulling it in, finding the product, creating the listing specific for the net, and moving forward with it. Okay? So we have built our entire process around this. I kid you not, I pay people full time to do this every single day. Okay?

48:48 S2: The cool thing is, really we've honestly just touched on the tip of the iceberg on this thing, Jim would have had to give me about four weeks to talk to you guys straight, to go through our entire process of what we do from here, and all the different details that we put into making buying decisions. Guys, I don't mean this as a way to brag, I mean this as a way of imagine the sweat dripping down my forehead when I do this.

49:13 S2: I write checks when I do buys, typically \$50,000 now is a smaller check when I buy a product. We typically write checks in excess of \$150,000 to \$200,000, okay? If I was wrong, if I was just like, "Got a good feeling about this one," right? That's a big uh-oh. That means bye-bye business. Make sense? Okay? So when I say we really do follow this process I mean it. And it is the tip of the iceberg.

49:41 S2: The cool thing is Jim will call me and shoot me emails like, "Hey bro, what are you up to?" I'm not one to be like, "Hey Jim..." I'm not calling him going, "Jim, I got... Let me tell you about what I'm doing man." He'll ask me what's going on, Like, "Hey Jim, we're kind of doing this," he's like, "Dude, you gotta share that information," I'm like, "Alright, cool, yeah, I guess so." Jim and I are going to be launching a product that'll go over this whole process.

50:03 S2: I want you guys to understand it's... This is a long process, we really just talked about the beginning, okay? 'Cause I wanted you guys to be able to go home and stop guessing. Okay? But there's a whole process that I follow so that we could mitigate our risk and set our product up to be ultra successful. So Jim will be updating you guys on when that product's gonna be coming, but I'm really, really excited to share with you mainly because I know so many of you are guessing just like I did on what to do next, right? On what product to buy on, what wholesaler to get, on what to create a listing for and the easiest way for me to end this is always ask yourself, "What would AL do?" Okay? If you are not applying AL, if you are not doing that in every situation you're in, you are going to be guessing, okay? So ask and listen. Get really, really good at it. Get really, really good at networking events like this, okay? Learn how to ask great questions and intently listen, and you'll find yourself building huge win-win situations. Alright, thank you guys.

[applause]

51:22 S1: Stay right there buddy. Get a drink of water, I'm gonna talk for a minute and ask you a couple of questions. Okay. Cool stuff, right? And we've had some extended phone calls so I'm just gonna make sure... 'Cause you're such a laid back guy, you're kind of like Mike Brown, it's like, "Yeah man, we try this out, we're making like an extra \$15,000 a day, that's pretty cool," like, "What? 40 employees, are you kidding me? And you're writing checks for 50 grand as a small check for inventory, how do you get to that point where you're so confidence?" Let me just see if I'm gonna sum this up well because we're working on this course, it's coming, and let me just say from stage, on camera, if you buy the Proven Amazon Course guys, eventually you get everything we ever teach that has anything to do with Amazon and everything, okay? We're not trying to just launch after launch after launch. You buy the course one time, you're in, you get everything we ever teach. Now, we as we roll out new courses, you might have to wait for five months because we do launch that separately, that's how we pay the staff, okay? And that's how I'm gonna give Brett some money because I think his ideas are worth writing him a good check for his time. I'm not gonna ask for his time for free, wouldn't do that to him.

52:29 S1: But, let me just sum up this scenario here. So you're going to Amazon, signing up for sponsored ads, and I tweeted this out, I'm not going into sponsored ads to try to sell product, I'm going into sponsored ads so I can peek behind the curtain. It has nothing to do with selling product using the ads. If that's where your head is, you missed it. It's because once I say, "Hey Amazon, I'll spend some money advertising, they say, "Well, okay, here's a bunch of data for you to help you," 'cause they think you're gonna try to sell product with your ads, and they want you to spend as much money as possible. But you're not, you're gonna spend 10 bucks, maybe. And you're gonna get a list of keywords, instead of walking around with a microphone, getting your list of keywords, Amazon is gonna hand it to you on a platter, right? So far so good.

53:15 S2: Yep, totally, yep.

53:17 S1: And those keywords are gonna tell you, "Hey, by the way, you thought people were looking for Halloween costumes and Halloween candy, but they're not. People aren't looking for that as near as much as they're looking for Halloween inflatables" right? That was the word, right?

53:30 S2: Yep, yep.

53:32 S1: And you're like, "Wow, okay, that's cool." So now you're not guessing what the hot products are for Halloween, and here's even better data, and this is the stuff we're gonna dig into the course, but you're going to encounter these products where there's a bunch of people looking for this thing, I don't even know what it is. But there's a bunch of people looking for it and guess what, no one else on Amazon is selling it because no one has bought sponsored ads and tested the waters and looked at the data. Right? That's the magic. So, now you go, "I don't know what this product is, but we're getting on Google right now, we're finding a wholesaler that sells it because people are willing to pay a lot of money for this product and no one on Amazon is selling it." That's the big picture. Am I nailing it so far?

54:17 S2: Yep, totally. Yeah.

54:17 S1: Okay, and this one last observation I'm going to make and I'm gonna ask you a question specifically. When people get on Amazon and shop, they're going there looking for something specific. I'm wondering, based on your experience, what percentage of the time are people going in and finding, "Yeah, okay, good, someone sells that. I was looking for a red and white striped widget and someone sells it, good." Versus how often do they go looking for that red and white striped widget and go, "Oh man, no one's selling that. I guess I'll have to go find it somewhere else."

54:49 S2: You're familiar with conversion rates, right?

54:50 S1: Yes.

54:51 S2: Okay, so in your opinion what's a good conversion rate from what you've seen, percentage?

54:57 S1: Conversion rate on?

54:58 S2: A buy.

55:03 S1: It depends on the product. It varies widely, but I'm saying anything around, if you can get close to 10% you're in a fantastic territory. Typically, you're gonna be around two or three.

55:10 S2: Right. Yeah, right, typically around two or three. We... Our products, I really don't like them to drop as far as... Because we nailed down specifically what a person's looking for, I don't like the conversion rate to drop below 10%. Our best product sell at a 14% conversion rate and that's when all of Amazon is now on it, okay. Not just my sponsored ads because we've positioned it to draw all that traffic in, 14% of people are buying our product every single day.

55:42 S1: 14% means you're the only guy in the game, basically.

55:45 S2: Yep.

55:46 S1: Because not everyone's gonna buy your product when they see it obviously.

55:48 S2: Correct. Yep.

55:49 S1: 14% means you're the only red and white striped widget on Amazon and you got the whole thing to yourself and no one else even knows it's happening. You don't have to worry about competition 'cause they don't even know you're there. People are looking for it, but no one figured that out.

56:04 S2: Yep. Totally. And the cool thing I should've shared on the Halloween Inflatables if I was gonna dial this down, the sponsored ads actually tell me specifically the most specific searched for inflatable is Halloween Inflatable black cat. So, if I was gonna buy an inflatable, I'd buy the black cat one.

56:21 S1: So, all 450 units are going to 500 and so on.

56:25 S2: Right.

[laughter]

56:26 S1: But the process that he used to come up with that guys is what's important. It's not, "You know, I think this is gonna be hot for Halloween." That's not the process.

56:35 S2: No. I don't really know much...

56:36 S1: Your instincts are useless as are mine. I'm not a professional shopper. Fortunately, we're both married to them so very helpful data, right?

56:40 S2: Right. Exactly. Yeah.

56:42 S1: They're not in here or they were in trouble. Now, that was brilliant. So, what... I'm curious to throw that my question back at you though just to... The big picture [56:50] I just got 10,000 foot view here. What percentage of people who go on Amazon in search of widget x walk away disappointed because widget x just isn't there?

57:01 S2: A lot.

57:01 S1: What percent? Throw a percent at me.

57:04 S2: Man... It's hard for me to throw a percent as much as I look...

57:08 S1: Just guess.

57:12 S2: 50?

57:13 S1: 50%? Hold up, dude, I was thinking he was gonna say 5, okay.

57:16 S2: No. I'd say... 'Cause when I'm talking specific... So, your customer... Even though everyone's selling a Halloween costume, right? And it was like Halloween costume, that's the most searched for word. I liked Halloween props because if my listing said Halloween props, a person who landed on the listing that said Halloween costumes or something Halloween decorations, the consumer might bounce off, right, does that make sense? Versus when you write your listing very specific to that need, the person feels like they landed on the right spot where otherwise they're bouncing around trying to figure out if anyone understands that they're actually searching for a Halloween prop if that make sense.

57:56 S1: Yes. I do. Here's the magical thing. My favorite part of this whole presentation today is his answer, instinct, he's looked at a ton of data, half the people going to Amazon, shopping looking for something, a walking leg on, oh man, no one's selling it yet.

58:11 S2: Or I hope I bought the right thing.

58:13 S1: Or I hope I got the right thing or I'll just have to settle for this because no one's got exactly what I was looking for. Okay. So, you think Amazon is saturated? You have those thoughts sneak into your mind? No, no, no... The data says otherwise and using the tools or the partners we got over here and of course that we're putting together with Brett, you're going to learn how to go in and find out what no one is selling yet, but people are looking for. That's the magic data, right? 10,000 people a week are looking for this, no one is selling this. We're gonna teach you how to get that data and to my knowledge there's no one teaching this concept. I'm not seeing it anywhere else.

58:48 S2: Yeah. It's just... I think it's just not that sexy so...

58:51 S1: It's not. It's boring. It's incredibly boring stuff. It's numbers, it's data, it's looking at a spreadsheet, but we're gonna teach you how to do that and you can outsource it. You don't have to do it yourself. Brett, that was awesome dude.

59:02 S2: Cool. Thank you guys.

[applause]

59:12 S1: So, that was pretty good. That's coming. That's what's coming up, and I was so excited when I got on the phone with Brett and he started sharing some of this with me and every time I talk to him his team's growing. So, yeah, we're gonna stay real tight with him. He called me up and he

said, "Jim, I'm just... As we create content, as I have time to do it, I just wanna work with your community." I don't have time. He doesn't have time to launch his own course, so he just said, "I'm just gonna come into the umbrella and support your community. Be as helpful as I can." We're gonna keep his phone from ringing off his desk. You call us when you wanna connect with Brett. So we've kind of teamed up in a really strong way and I appreciate that, that trust that he has in our leadership and our community. So, you're gonna be hearing a lot more great stuff from him.