

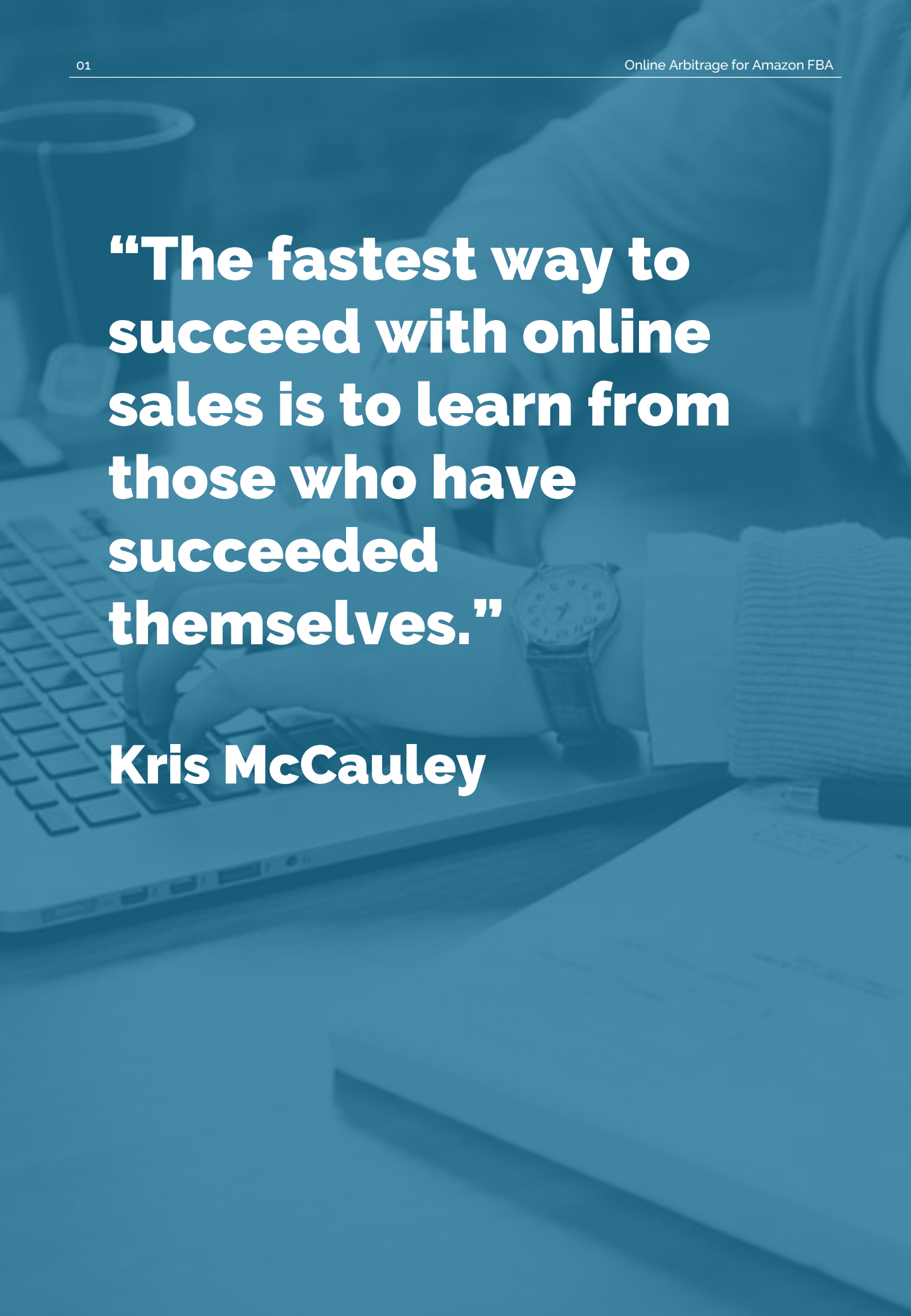
ONLINE ARBITRAGE FOR AMAZON FBA

FROM START TO SCALE

VERS. 2.0



Kris McCauley



**“The fastest way to
succeed with online
sales is to learn from
those who have
succeeded
themselves.”**

Kris McCauley

Founder's Statement

Hello, my name is Kris and this is an all encompassing guide for Amazon's online arbitrage business model. When I started, I did not know exactly what I was doing and learned by trial and error. This guide is to help you learn from my mistakes and in the process save time and money.

Online arbitrage is an excellent business model to start selling on Amazon because not only is a small amount of startup capital needed, but it can be done from anywhere in the world. The process is simply having the items sent in from retailers to an Amazon warehouse where Amazon will then fulfill the items to customers once it sells.

That being stated, there are many facets to this business to consider and understand before starting. This guide will cover everything from starting to scaling your online arbitrage business and will prove useful to beginning, US, and international sellers.



Kris McCauley

Author and Founder




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Below is a link to all of the tools needed with brief descriptions next to each one.

The tools are classified as Free, Paid, Mandatory, and not Mandatory. Many of the paid tools have free trials when used with the links below which is recommended with first starting, and we will be taking an in depth look at how to use each tool.

Free – Not Mandatory

Tool Name	Link	Description
Amazon FBA Calculator	https://chrome.google.com/webstore/detail/fba-calculator-for-amazon/dkgjopcolgcafhnicdahjemapkniikeh?hl=en	Another estimator for monthly sales and calculates fees so a seller can immediately check profit margins.
 Amz Seller Browser	https://chrome.google.com/webstore/detail/amz-seller-browser/klgpelgeohjghmccoogimcfhanlnngc?hl=en	Saves time with analyzing products by showing the sales rank and category without having to click on the item.
 Camelcamlecamel	https://camelcamelcamel.com/	Allows a seller to check past history of that particular amazon item.
 Junglescout Estimator	https://www.junglescout.com/estimate-sales/	This allows a seller to check the number of items selling per month in a specific category.

Paid – Mandatory

Tool Name	Cost	Link	Description
 FBA MULTI-TOOL FBA Multitool	24 Hour Free Trial Using this link. After that \$20 per month.	https://www.fbamultitool.com/?ref=7	Allows you to quickly tell whether you are gated in an item, if the item is hazardous, and calculate how many to buy
 Keepa	\$30 per month	https://chrome.google.com/webstore/detail/keepa-amazon-price-tracker/neeplgakaahbhdphmkckijcegoiijjo?hl=en	This allows a seller to measure supply and demand over the life time of the amazon listing. Allows you to measure the item's BSR (best seller's rank), number of competing offers, and how many sell per month.
 Kibly <small>Amazon Review Software</small> Kibly	2 Week Free Trial Using This Link after that it's \$40 a month. Can get prorated down if you ask.	https://kibly.com/storefrontnow?tap_a=24352-cdfd34&tap_s=340488-d5d4dd	Obtaining good store feedback is mandatory for succeeding in arbitrage or wholesale. Bad feedback on a store will insure you don't get sales.
Store front Stalker	\$200 1 time payment	https://gumroad.com/L/eGFSO	Will take amazon seller's storefronts and compare all of their items in that store against the over 800 stores in tactical arbitrage.
 tacticalarbitrage Tactical Arbitrage	\$99 per month (basic membership) USE CODE KRIS10 FOR A 10 DAY FREE TRIAL	https://tacticalarbitrage.com/?frnd=102	Extracts data from retail websites and compares them directly next to the amazon listing to quickly check profits/losses.

Paid – Not Mandatory

Tool Name	Cost	Link	Description
Dymo Thermal Label Printer	\$80 one time payment	http://amzn.to/2sz4pBt	Every item on amazon needs a sticker added to it. You can have amazon do it for you but it will be 20 cents per item. This will save you that 20 cents.
 Go Aura	\$90 Per Month	Free Trial https://app.informed.co/sign-up	This repricer is much more expensive but is mandatory for competitive markets. Live based repricer instead of time based.
 InventoryLab Inventory Labs	\$50 per month	Inventory labs.com	This is an accounting and listing software that makes both of these faster for a seller.
 Junglescout	\$200 1 Time payment	https://goo.gl/JQbHy2	This will quickly scan over a sellers storefront or category on amazon.
Ungating Service Right Way Gate	RWG20 For 20% off an entire order	www.rightwaygate.com	Designed to assist sellers in ungating in category and brand ungating.



Terms to Learn

FBA

Fulfilled by Amazon

Merchant Listing

Listings that do not have the prime box next to them indicating they are being shipped from the seller directly to the customer.

ASIN (Amazon Seller Item Number)

This is a string of numbers that looks like this, B00T03U620, and is the unique item for that item selling on Amazon.

BSR (Best Seller Rank)

This is the rank of the item in Amazon's catalog for a particular category. Every catalog is a different size so it has its own rank. For example, an item that has a BSR of #20,000 in baby is not the same as an item that has a BSR of #20,000 in books. The lower the sales rank the more an item sells per month and this fluctuates constantly. We will be using this to help us find out how many are selling each month on Amazon.

Gating

Amazon gates sellers on different brands, categories and sub categories. We will address different ways to get ungated.

ROI

Return on Investment is the money invested in compared to the profit received in return. For example if an item was purchased for \$5 with \$5 profit, that is 100% ROI.



Interpreting The Data

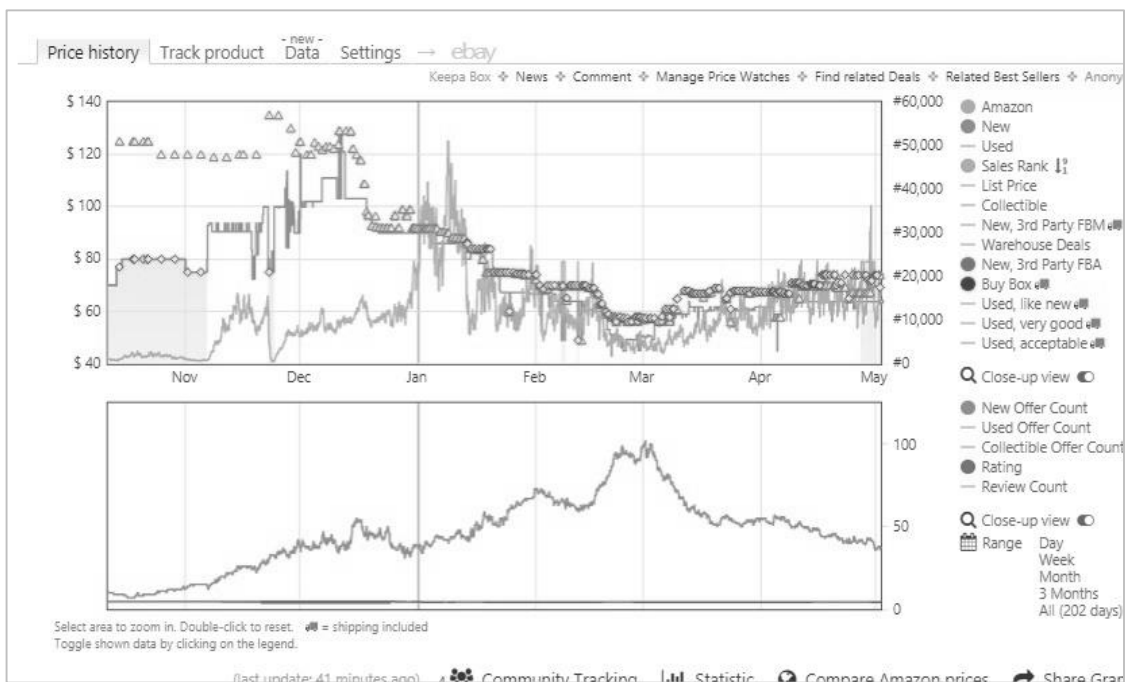
Interpreting The Data to determine the supply and demand of items on Amazon. In this section we will be going over the correct way to use the tools for purchasing items.

Interpreting The Data

Learning to read data to determine the supply and demand of items on Amazon
In this section we will be going over the correct way to use the tools for purchasing items.

The First thing that will need to be done is installing Keepa on your chrome browser. Once installed you will see a chart that looks like this underneath your amazon listing.

You will also need to click the “more historical data” that will pull up another graph as well. Here are the settings that we will need for each graph as seen below:



Here is an explanation of each chart setting that we have chosen and what it is telling us:

Amazon

This yellow line is showing when Amazon sells the listing. Not all listings will have this. If the yellow line is dashed that means Amazon has gone out of stock in the past. Usually you will want to be hesitant about competing against Amazon since they can undercut third party sellers; however there are exceptions to this rule.

New

3rd Party FBA This showcases what sellers such as ourselves are asking for the particular item. This is the main price we go buy to calculate profit and price consistency.

Sales Rank

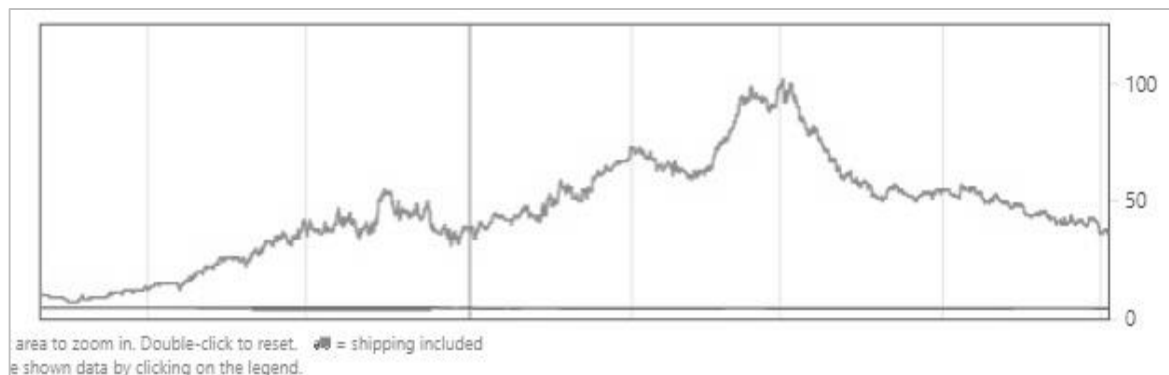
The green line shows the sales history of the particular item. Once again, the lower the sales rank the faster it is selling. Any time an item sells it will spike downward. This is a great tool to see the demand of a particular item at different prices. In the above keepa chart photo notice all of the green spikes meaning it has sold. Notice how the price (the purple new line) goes up in value causing the sales rank to spike upward. This is telling us that the price was too high and no one was buying this item.

New 3rd Party FBA

This showcases what sellers such as ourselves are asking for the particular item.

Buy Box

This is the price that the item is selling for and is the price that customers will be buying at. This price will be used for calculating return on investment.



This is showing number of offers available on the Amazon market place and is extremely important when sourcing or wholesaling.

Based on basic economic principals, the more supply of something, the less it is worth. When one sees a large spike in demand the price will usually go down. More importantly, a seller should be asking themselves, why is this item becoming so popular on Amazon. Usually items sold on popular retail sites such as Target and Walmart will become over saturated like this as well as items that are not gated.

Learning To Use The FBA Multitool

Once installed, you will be able to click on this extension over Amazon listings. Make sure the page is fully loaded. If it still does not load, odds are the rank is so high that it cannot calculate anything. Once clicked you can plug in the price of your item (after taxes, shipping fees(into amazon), and coupons). This shows the amazon referral fee which is 15 percent plus the fee that Amazon charges for fulfilling the orders.

Mattel Games UNO: Classic (Tin Box) [Amazon Exclusive]

PL Detector: ●●●

Sales Est:

Store URL

Variation Viewer

ROI Buy Price

20% 2.69 - 30% 2.48 - 40% 2.3 - 50% 2.15 - 60% 2.01

Score

0%

Ungate

by Mattel Games

★★★★★ 3,512 ratings | 91 answered questions

Amazon's Choice for "uno game"

Get the Best Deal

Price: \$9.99

FREE Shipping on orders over \$25.00 shipped by Amazon or get Fast, Free Shipping with Amazon Prime & FREE Returns

Arrives before Christmas.

Style: Uno Tin

Uno

Uno Tin

from 74 sellers

\$9.99

- Uno is the classic family card game that's easy to learn and so much fun to play
- In a race to deplete your hand, match one of your cards with the current card shown on top of the deck by either color or number
- Strategize to defeat your competition with special action cards like Skips, reverses, draw twos and color-changing wild cards
- When you're down to one card, don't forget to shout UNO
- This fun family card game is perfect for adults, teens and kids 7 years old and up
- Uno tin comes with 112 cards and instructions in a sturdy tin that's great for storage and travel

Compare with similar items

New & Used (12) from \$9.19 & FREE Shipping on orders over \$25.00

FBA MULTI-TOOL

Log in

to Sellers Central

Toys & Games

Sales Rank: 52

Weight: 1.85 pounds

ASIN: B07P6MZPK3

VA CHECK IN

Sales Data

TOP 1%

FBA Calculator

Settings

Voucher Disc:

Buy Price:

QTY:

\$

1

Sell Price:

9.99

FBA

Calculate Profit

FBA Fees Breakdown +

Total Fees: \$

Your profit is:

Your ROI:

Profit Margin: %

Breakeven Price: \$

GBP

EURO

Rank

£34.99

€41.19

0


Jungle Scout Estimator


When going to a listing you will want to scroll down until you find the items rank as shown below.


Best Sellers Rank	#17,058 in Toys & Games (See Top 100 in Toys & Games) #84 in Toys & Games > Dolls & Accessories > Playsets #8,019 in Toys & Games > Preschool > Pre-Kindergarten Toys
Customer Reviews	★★★★☆ 57 customer reviews 4.3 out of 5 stars


You will want to make sure it is the rank of the most broad category.


The next step is to go to the free Jungle Scout Estimator and plug that rank in the specific category. The above example would be Toys and Games and then plug in the rank. It will show the following number of sales per month. See the following example.



Patio, Lawn & Garden



Pet Supplies


Software


Sports & Outdoors


Toys & Games

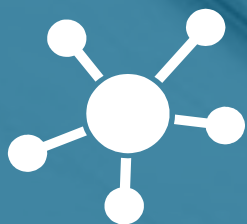

Video Games


Watches

ESTIMATED SALES PER MONTH: **216**

***Note**

The rank above is current rank, for more accurate results it is better to submit a 30 day rank. Also for the Junglescout estimator, health and beauty categories tend to be over exaggerated.



Product Research Finding Profitable Items

How to Find Profitable Items & Building Leads

Now that the tools have been stated that are needed to find profitable items, let's find some items that we can use these tools on.



Method 1

Free - Looking Over websites and comparing them to amazon's catalog.

Pros: This is free and is good for someone on a small budget

Cons: This is very labor intensive.

Summary: Going to each website and comparing to amazon's price. To save time, before using any of the above tools, just do a rough check of the prices. If it's less than half of the price it is listed for on Amazon, that is a good sign to make note of it to come back to.

Example: An example of this would be going to Walmart's toys and games section online. From here I would quickly be glancing over the listings in amazon to make sure the Amazon listings were at least 2 times the cost of the price on Walmart. The reason for at least two times the price is because Amazon and pick and pack centers take out fees. Once I found an item that met those criteria I would validate the item with certain criteria that can be found on page 28.

Tip: You can go to deal websites like slickdeals, ebates or fatwallet to see which websites are offering promotions.

Method 2

Free – Looking up Amazon products on Google.

Pros: This is free and is good for someone on a small budget

Cons: Extremely labor intensive and not a good use of managing time.

Summary: This is similar to method 1 but you are taking items from amazon and googling them to see what google shop results brings up. The items you want to look up on google need to be at least \$18 or higher on Amazon. Once again you are looking for items on Google that are roughly half the price of the amazon price.

Example: First let's go into Amazon's beauty category. In this example we will use ASIN B002MSN3QQ and at the time of this being written is \$33. From here we take the title of the Amazon listing, paste it into google and look for search results that are roughly half that of the amazon so around \$17. I wouldn't exclude anything close to \$20 since with coupon offers and rebate sites which are explained later on could lower the price. This process would be repeated to find more items.

Method 3

Paid – Tactical Arbitrage – Product Search – You will want the \$99 a month membership

Pros: Makes Online Arbitrage less time consuming and scalable

Cons: It is costly and the software can be complex to learn how to use.

Use Code Kris10 for a 10 day free trial.

Using the software called Tactical Arbitrage is the most efficient way to find items for Online Arbitrage for items to sell on Amazon. It is a complex software that has over 400 built in stores data to Amazon's catalog. A scan can be ran on a particular store or section of a store and then the items in that store's database can be directly compared to catalog. This ebook will not cover exactly how to use this software because that would take several pages, however we will cover extensive tips and tricks on how to maximize search results.

To learn how to use the software:

https://www.youtube.com/watch?v=6nZX8Ty2WJs&list=PLFpxo_YAFDMFtADYldYyyqZy5Z0-NAZxO

Also check out my course

<https://tactical-arbitrage-crash-course.teachable.com/p/tacticalarbitragecrashcourse>

To learn what filters to use for the software:

<https://www.youtube.com/watch?v=zKPxRyll8O8&t=715s>

Summary: This will allow you to scan a store for profitable items, turn off your computer, and then come back to items (warm leads) you can filter through.

Strategy #1 – Always have multiple scans running so the most possible products can be found.

Strategy #2 – Before you scan the store of your choice, go to the store to see if they are running any category or site wide offers. You can put this percentage into the “percentage off” filter which will catch profitable items that the scan may have missed. Don't forget to add the percent off from ebates or topcashback!

Strategy #3 – Once finding an item, google that item and see if it comes up cheaper elsewhere. Tactical Arbitrage does not have every retail store installed so this is a quick and thorough way to make sure you are actually getting the best price.

Strategy #4 – Use this fiverr gig to have them add stores not already in tactical arbitrage. This means less people scanning this store and more items to source with less competition.

https://www.fiverr.com/thinkingeureka/create-custom-site-for-tactical-arbitrage?context&context_type=auto&pckg_id=1&pos=4&ref_ctx_id=13cef5b7-5f92-41b5-b9eb-b646a4904196&source=top-bar&funnel=e4916fe6-79cf-4478-8f7b-5d9dd97d38f6



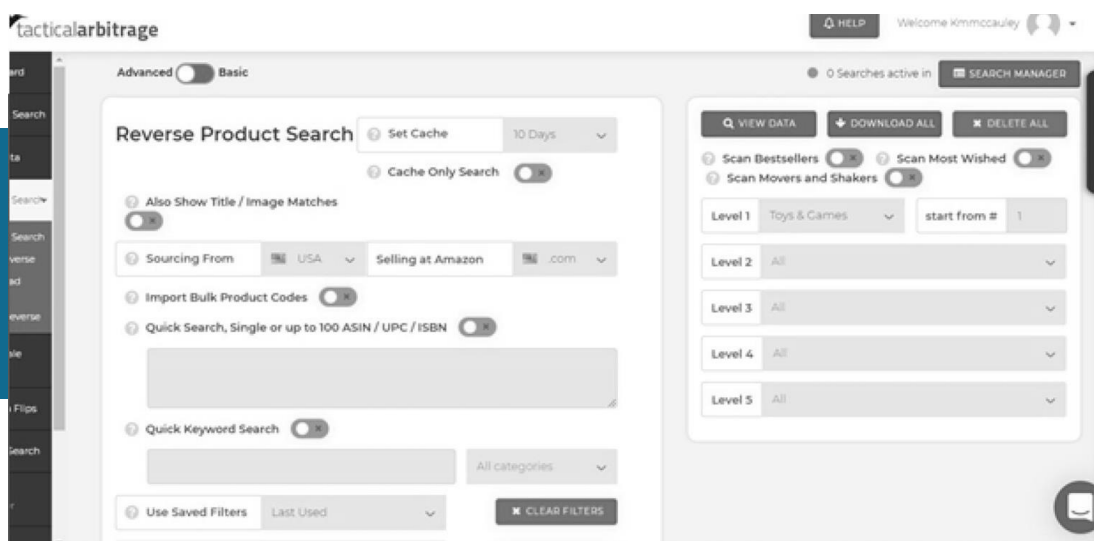
Method 4

Store Front Stalker Reverse ASIN or Category Search – Tactical Arbitrage

Pros: This is an extremely efficient way to build warm leads for your online arbitrage business

Cons: It is a one time payment and is a software that integrates into Tactical Arbitrage

Summary: Storefront Stalker will allow you to easily scan Amazon's popular categories, extract those items, and show which stores to buy those items at.
Strategy – Pick Categories in which you are ungated in.



Method 5

Storefront Stalker – Scanning Other Seller's Storefronts

Pros: This is an extremely efficient way to build warm leads for your online arbitrage business

Cons: It is a one time payment and is a software that integrates into Tactical Arbitrage

Summary: This will allow you to find sellers storefronts, extract all of the ASINS from that seller, plug it into Tactical arbitrage, and it will show all of the stores that have those items for a profit. This is useful if you have an ASIN in particular and you want to search it across multiple store fronts quickly.

Strategy – Find Amazon Sellers for online arbitrage at the best sellers link:

<https://www.amazon.com/Best-Sellers/zgbs>

From here you will want to click on an item and from there go to “other sellers”.

Once you go there you will want to find prime sellers that 1) are not the brand of the actual item you are looking at and 2) are not amazon. Below is an example of two sellers that meet these criteria.

Price + Shipping	Condition (Learn more)	Delivery	Seller information
\$59.99 + \$4.99 shipping + \$0.00 estimated tax	Collectible - Very Good Very Good Condition. NO retail box. No instructions. Tested and w... » Read more	<ul style="list-style-type: none"> Arrives between May 8-11. Want it delivered Wednesday, May 9? Choose Expedited Shipping at checkout. Shipping rates and return policy. 	superduper_books ★★★★★ 99% positive over the past 12 months. (5,967 total ratings)
\$75.99 ✓prime + \$0.00 estimated tax	New	FULFILLMENT BY AMAZON <ul style="list-style-type: none"> Free Two-Day Shipping: Get it Friday, May 4 (order within 2hr 39min). Shipping rates and return policy. 	Chewys Toy Chest ★★★★★ 99% positive over the past 12 months. (56,933 total ratings)
\$79.98 ✓prime + \$0.00 estimated tax	Collectible - Like New Brand new in original packaging	FULFILLMENT BY AMAZON <ul style="list-style-type: none"> Free Two-Day Shipping: Get it Friday, May 4 (order within 2hr 39min). Shipping rates and return policy. 	18th Street Emporium ★★★★★ 98% positive over the past 12 months. (149 total ratings)
\$73.99 + \$5.99 shipping + \$0.00 estimated tax	Collectible - Like New New, sealed. Box and front plastic slightly bent.	<ul style="list-style-type: none"> Arrives between May 9-24. Ships from MN, United States. Shipping rates and return policy. 	kathyskache ★★★★★ 97% positive . (821 total ratings)
\$89.90 + \$14.08 shipping + \$0.00 estimated tax	New	<ul style="list-style-type: none"> Arrives between May 10-17. Want it delivered Friday, May 11? Choose Expedited Shipping at checkout. Shipping rates and return policy. 	JadeCollectibles ★★★★★ 90% positive over the past 12 months. (465 total ratings)
\$143.48	New	<ul style="list-style-type: none"> Arrives between May 9-16. 	kamannka ★★★★★ 84% positive over

Link to Storefront Stalker Tutorial:

<https://www.youtube.com/watch?v=V03-z4SkUSA&t=2s>

List of Favorite Websites:

Websites for Ungated items: Walmart, Kmart, Barnes and Noble, Gamestop, Big Lots

Websites for Gated Items: Ulta, Beautyish, CVS, All Star Health, Lucky Vitamin, Walgreens, Heb

Building Leads

Building Leads is one of the most important parts of building and scaling an online arbitrage business. Below is a list of tools and tips for building leads.

Below are the four categories to break up your leads:

Online Stores – This is a list of stores that have yielded high search results in the past. The above stores are some of my favorites I have listed.

Out of stock – This is a list of items that you come across in tactical arbitrage that are listed as out of stock. You can either use this list to periodically check the stores that had it or use this ASIN to reverse search in Tactical Arbitrage to see if any other stores are carrying it.

Amazon Stores – This is a list of Amazon store fronts you will either manually stalk or use storefront stalker for. These amazon stores are online arbitrage sellers and you are simply just looking up items they have already listed.

Items Purchased – These are items that have been sold in your Amazon store. Even if an item is no longer worth selling, it is good to make note of to come back to in the future. Keepa charts are good indicators of this as well so you can even make notes – for example regarding seasonality.





Things To Do Before Purchasing

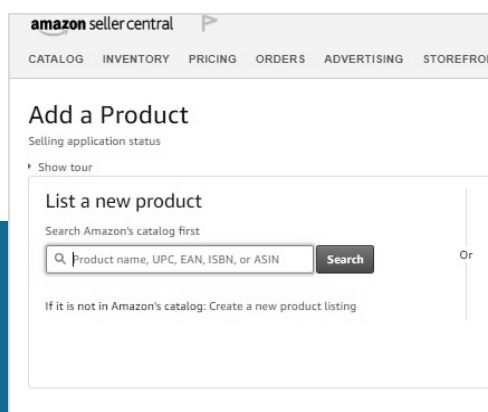
Things To Do Before Purchasing Hazmat, Ungating & Listing Items

In this section we will talk about the purchasing process, listing items and how to keep organized records of what was purchased.

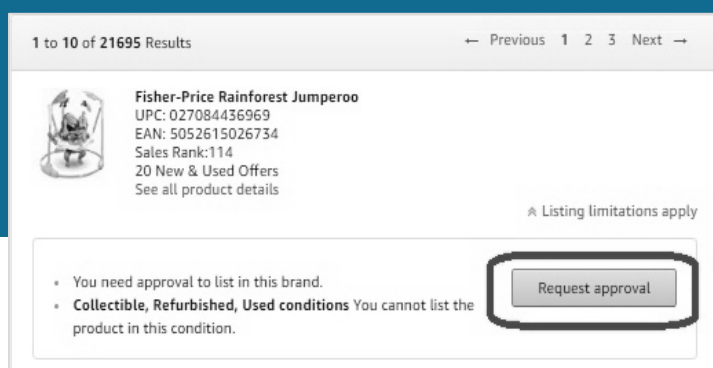
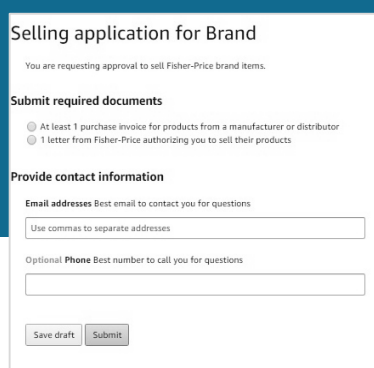
The main tool I use for the purchasing process is the FBA Multitool and here is a video tutorial on it: <https://www.youtube.com/watch?v=WxsoTUuOe6o&t>

Now is the time to create a professional seller account for selling on Amazon which is \$40 per month. A professional account is needed because without, the FBA service Amazon provides will be unable to be used.

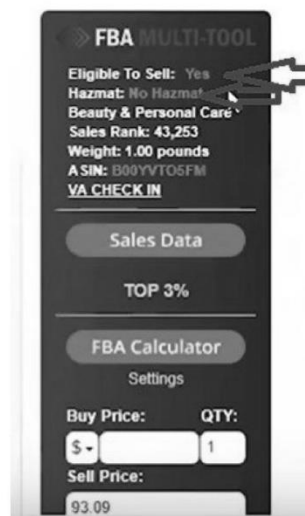
Before purchasing any item it is important to take the ASIN of the listing. This can be done by going to your inventory tab in seller central and clicking add product.



From here the ASIN needs to be checked to make sure that it can be listed since some asins are gated by brand and or category.

Checking if you can sell something or if it's hazardous can also be viewed on the FBA Multitool:



Getting Ungated

Getting ungated is a necessity for long term success for selling on Amazon. The gated items will provide fewer sellers which means lower competition and higher profit margins. Great success can still come from selling ungated products however here is a list of four ways to potentially get ungated from easiest to most difficult.

It is also important to realize that Amazon has gated brands and gated categories. For example, a seller account may be able to sell water bottles but is unable to sell Disney water bottles. Vice versa, an account may be able to sell purses but is unable to sell Michael Kors purses. To get ungated, invoices from authorized suppliers and sometimes more information such as certificates from the Food and Drug Administration is needed.

Checkout the ungating service – www.rightwaygate.com for category ungating and use code ebook30 for 20% off all categories and brands

Method 1 Automatically apply.

This is the easiest way. This involves just clicking the request approval button. Once this is done it will say "application approved".

Method 2 Getting Authorized Invoices and Documents from suppliers

Receipts from retailers will not work most of the time. One must approach the brands, distributors, and manufacturers that sell to the retail stores such as Walmart and Target. Make sure to have a sellers permit for the state in which you are selling in. Authorized sellers will want proof that you are a legal business. The Art of Amazon Wholesale Program is a mentorship program that helps people create profitable wholesale businesses that can be found here:

https://theartofamazon.teachable.com/p/the-art-of-amazon-wholesale/?preview=logged_out

Method 3 **Using paid services.**

Paid services like rightwaygate.com will provide all of the proper documentation needed to get in your gated category. This is mostly recommended to individuals who come across a profitable online arbitrage deal and they need to get ungated quickly.

Method 4 **Selling more on an account**

The more that is sold on an Amazon account, the more likely it will be ungated in different brands and categories.



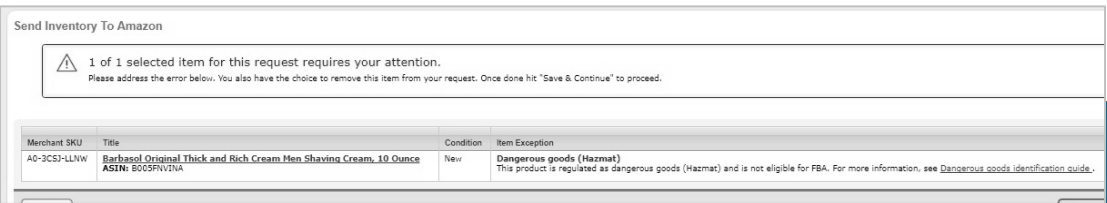
Listing Items on Amazon

In your seller central go to inventory, and in that cue go to "add product".

In this screen put the ASIN that needs to be listed and click "sell yours". For pricing see the next section.

To see if the item is hazardous, it is important to continue the process. Click save and continue on the next screen, add dangerous good information and click continue.

If your listing is hazardous the following screen will appear:



If your item isn't hazardous, the item can be sourced and sent into Amazon

*For Quicker reference you can use this Link to plug the ASIN into the query box:

https://sellercentral.amazon.com/gp/help/201003400?ref=ag_201003400_cont_200140860&language=en_US

Checking for Non Collectible Conditions

When listing an item, it is important to verify that the listing can be listed "as new". If it only says "collectible condition" that implies the item is gated.

Checking for Meltable Items

Between May 15 – October 15 Amazon prohibits all meltable items. This includes many foods and other similar items. To check if your item is meltable, try sending in the item into Amazon. If you receive a message that appears below then that means it is meltable.

Merchant SKU	Product name	Condition	Action required	Units	Remove
	<input type="checkbox"/> Show ASIN/FNSKU		Please enter the quantity of units you will be sending.	<input type="text"/>	
8-10-18-BM-12.00	Quest Nutrition Protein Bar, Mixed Berry Bliss, High Protein Bars, Low Carb Bars, Gluten Free, Soy Free, 2.1 oz Bar, 12 Count, Packaging May Vary Size: Standard-Size EAN: 088884800054	New	You are already at the maximum inventory allowed for this product, due to capacity or other restrictions. This product must be removed from this shipment.	<input type="text"/>	



What Is The Buy Box & How To Price Your Items

What Is The Buy Box & How To Price Your Items

The Buy Box is the price at which the amazon customer is offered the item and it is the price items need to be listed at.

Below is a picture of what the buy box price looks like on an amazon listing.



Multiple sellers can have the buy box and Amazon will rotate the sales.



In the above example you can see the different prices. The prices that don't have prime next to them mean they are merchant fulfilled and even though they are cheaper, the prime price will have the buy box.

It also needs to be noted that if the listing is on backorder the buy box will go to the next price up. Also notice how all of the sellers are putting their prices at 68. This is done to share the sales. If one seller lowers their price then everyone would have to lower their price and in the end it would hurt the sales of all sellers. Economically speaking this is what McDonalds did with the dollar menu so all other fast food restaurants had to do it and it ended up lowering revenues in some instances.

Here are general tips on pricing:

- Always match the lowest prime in stock price.
- If there are no prime offers mark up higher than the merchant fulfilled offers. Look on the keepa chart for past buy boxes to see where the high price had sold.
- Only recognize new offers. Any other condition does not matter when pricing.

What happens if too many new offers come in and drive the price down?

If this happens I suggest looking at the Keepa history to see the price trend. It may be beneficial to hold your price however you risk the price driving down even further. Sometimes it may be beneficial to cut your losses and get back your money for the sake of cash flow purposes.





Purchasing Process

Purchasing Process, Criteria & Recording Data

Once you know your account is able to list an item in new condition, the evaluation process begins.

We will use the tools listed above to help us make these decisions. - Here are some characteristics of good products:

*Note – Just because the tools are listed in this order does not mean you have to check them in this order. Also all criteria given are generalizations and just bench markers set to the more conservative side. All bench markers are set conservatively to give profit margins a cushion in case of an influx of supply or decrease in demand.



1 Amazon FBA Multitool: 15% ROI For each weeks worth of inventory. This means the item is a 30% ROI you should be 2 weeks worth of inventory on this.

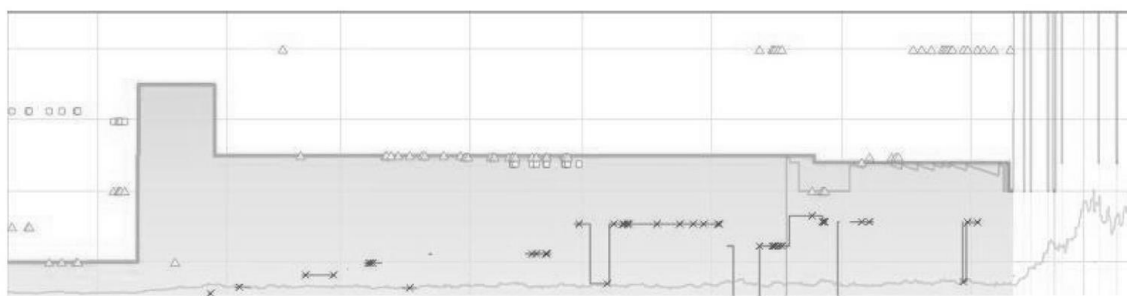
2 Gross ROI: This is the total profit and it should be at least a few dollars. An example of something would a good overall ROI that you would not want to source is something that has a 150% ROI but profit is only \$1. You will want a cushion for profit in case more competitors enter the same SKU.

3 Junglescout estimator: Selling 20 or more per month (If less than this it will need to have a higher ROI or a very few number of sellers.

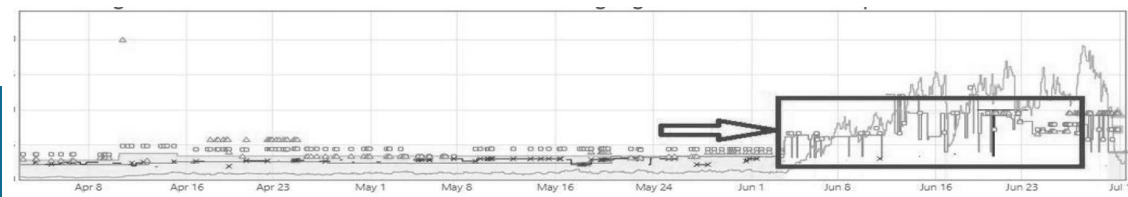
4 Number of sellers: this is difficult to give an exact number since each category varies in size and each item has a different demand but the fewer the sellers, the better. Usually hard spikes like this

5) Keepa: Checking the buy box price to make sure that the item is actually selling. Sometimes an item could have just increased in price and on the Amazon FBA calculator or Junglescout, it is still showing a large number per month that has sold. Going to Keepa to make sure that buy box price is showing sales the sales rank (green line) is not going upward on the chart indicating that sales rank is increasing and the item is selling fewer.

6) Amazon is not selling this item: The only time I list an item that Amazon is selling is if there is proof that a competitor can come in and Amazon will not price match. You can tell if this is the case because on the Keepa chart the yellow line will always be on top of the purple line as seen below:



7) At least 4 weeks of the same price history: Sometimes an item's Keepa chart will look like the below graph. It has an elevated price but as soon as more supply enters the market the price will drop back down. If you do want to capitalize on this, make sure you order expedited shipping to make sure it gets into Amazon quickly. This will usually mean it must be a higher ROI item. See below and notice how I highlighted the short term price increase.



(These are generalizations and each seller needs to formulate their own business strategy.)

How Many To Buy

Once you know an item meets your purchasing criteria, the next step is to determine how many to purchase.

First is to determine how many sales at the buy box your account will capture. The way to determine this is to run the amazon fba calculator and find the estimated number of sales. You can also average this in with the junglescout estimator. Once you have an average of how many sale per month, the next step is to see how many sellers are maintaining the buy box. See the example below. Although there are only three sellers at the exact same price, you will want to count everyone within a 5% markup from this due to the fact that their repricers probably have not repriced this particular item. Once you have that number, you want to add a few sellers that will enter the market.

Barbie Dreamtopia Brush 'n Sparkle Unicorn

PL Detector: ●●●

Sales Est: 3K-3.4K

Store URL: >

Variation Viewer

ROI Buy Price

20% 16.22 - 30% 14.97 - 40% 13.9 - 50% 12.98 - 60% 12.16

Score

82%

Ungate

by Barbie

★★★★☆ 122 ratings | 3 answered questions

Best Deal

Price: \$29.99 ✓prime & FREE Returns

Save \$10 when you buy \$50 of select items. Shop items

Get \$100 off instantly: Pay \$0.00 ~~\$29.99~~ upon approval for the Amazon Prime Rewards Visa Card. No annual fee.

Style: Standard

- The Barbie Dreamtopia Brush n' Sparkle Unicorn adds magic to playtime with four different lights and sounds to add surprise and delight!
- Easy activation means kids can repeat the action over and over again for storytelling surprises and magical effect!
- There are two ways to play -- brush the unicorn's long pink mane with the included brush or press the button on the unicorn's body; however, you do it, the effect is always magical.
- A shimmering white body with cut-out color-rimmed stars showcases the lights, while the pink mane and tail and blue hoofs add even more fantasy fun!
- With so many ways to play, the Barbie unicorn makes a great gift for kids, especially those who love unicorns, horses and all animals, fantasy or real!
- Ride into storytelling fun with Barbie Dreamtopia Brush 'n Sparkle Unicorn -- collect all the Barbie Dreamtopia dolls and toys to recreate favorite scenes or tell your own fairytales and sail away with Chelsea and her big sister Barbie (each sold separately, subject to availability).

New (76) from \$29.99 ✓prime FREE Shipping

Read more product information

FBA MULTI-TOOL

Log in

to Sellers Central

Toys & Games

Sales Rank: 427

Weight: 1.65 pounds

ASIN: B07DFBZVR

VA CHECK IN

Sales Data

TOP 1%

FBA Calculator

Settings

Voucher Disc:

Buy Price: \$ 10

QTY: 1

Sell Price: 29.99

FBA

Calculate Profit

FBA Fees Breakdown +

Total Fees: \$10.52

Your profit is: \$9.47

Your ROI: 94.71 %

Profit Margin: 31.58 %

Breakeven Price: \$18.85

Once you have this number, you divide that into the amount of sales per month. That is how many of this particular item your account will get assuming all of the above conditions. Below in this example you would take 3000 and divide it by 3. Two people are at \$29.99 per month and then you as the third seller would make three which would be approximately 1000 sales per month.



Now that you know how many will sell you can purchase the item the next step is to purchase the item.

Purchasing The Item

Make sure you are using rebate platforms to save on money. It is easy to find deals on the following three sites. Use the links below to receive actual cash back

- ✓\$10 Back - <https://goo.gl/TW2845>
- ✓ \$10 - <https://goo.gl/vNjj2a>
- ✓ \$5 Back - <https://goo.gl/bvtew8>

Make sure you are purchasing enough to meet minimum requirements such as site wide percent off deals and free shipping.

It is important to keep track of items for data keeping purposes.

Once an item is purchased it is good to track it for documentation purposes. Here is an example excel template that I personally use that helps me log and track items.

	A	B	C	D	E	F	G	H	I
1	Source	Item Description	Cost	Number Bought	Total Cost	Date	Plans to Reorder	Return - Y/N	ASIN
2	Lucky Vitamin	Jarrow Zinc 100	\$ 5.65	\$ 20.00	\$ 113.00		no		

Something similar will be done already if you are using a pick and pack center.



Sending Your Items Into Amazon

Sending Your Items Into Amazon

This section is for someone sending items into Amazon themselves. This means the seller will be ordering from the retail stores and sending directly to themselves to send into Amazon. You can not send directly from the retail store into Amazon. If the seller is using a prep and ship center, then either the prep center or the individual will be doing this part.

Before creating a shipping plan, you can have the option to have all of the items consolidated to one facility. Sometimes if this is not done it will break up shipments and even items under the same ASIN, sending the same items to different warehouses increasing shipping costs.

3 Things to note before doing this

There is an expense associated with doing this since Amazon will have to send the items to the correct facilities

This may mean that items will be uploaded in Amazon's system slower. Items can take 3 to 21 days to upload as active and because the items will need to be shipped to a different facility, this could delay the process.

Some items will still be sent to different facilities, there are no guarantees that every item will make it in the same shipment.

In order to consolidate shipments follow the below steps.

Go to settings and click on "fulfilment by amazon".

Under Inbound settings click edit and change the inventory placement options from distributed to inventory placement service.

Creating the **Actual Shipment**

Things that will be needed:

Proper packing supplies: Tape, Boxes, poly bags and packing paper

Now that the proper material is in place, a shipment can be created.

- After a listing is created go to manage inventory and check the boxes items that need the shipping plan.
- Click convert and send in inventory.
- Add dangerous good information if necessary and click continue.
- Next click "individual products" and click "continue to shipping plan".
- Enter the number of units for each ASIN and click continue.
- For who preps click merchant.
- For "who labels" check either amazon or merchant. If amazon labels this will be an additional 20 cents for each unit. If the seller prints out the label it will need to be placed over the upc code or over the bubble wrap.
- Approve Shipment and work on shipment
- Once inside the shipment choose either UPS or Fed ex
- If you have more than one box check more than one box. Note – Boxes can not weigh over 50 pounds
- Accept the charges, print the label and send in the shipment



To summarize, the more you send in, the lower cost per unit it will be. On average it is good to calculate an additional 50 cents per pound.

*If after an item your item was returned you can create a removal order. Here is the information regarding Amazon's policies on that.

<https://sellercentral.amazon.com/gp/help/200280650>

It is highly recommended if even the item isn't damaged to create a removal order for it. By not doing that, a seller account is at risk by selling either default product or sometimes not even the correct item was returned.

Once sent into Amazon, it can take a few days up to 14 days to populate in Amazon's system.

Video on this can be viewed here -

<https://www.youtube.com/watch?v=7FfwkBV7e20&t=22s>



Growing & Scaling Your Business

Growing & Scaling Your Business

This section is dedicated to providing tactics and business practices that will allow you to leverage time and money to better grow your amazon sales.

01

Feel free to reference this video for more information:

<https://www.youtube.com/watch?v=VTJ-UrJ12XE>

02

Tracking inventory

As a seller starts accumulating more inventory, it becomes more important to have an efficient inventory management system in place. Inventory Lab allows sellers to manage inventory levels without spending hours going through their seller's account to determine what to reorder.

03

Add Any Heading Here

Prep and ship facilities are the best way to maximize time and truly scale online arbitrage.

Here is a list of online prep facilities.

<http://selleressentials.com/amazon/services-amazon/prep-services/>

Things to consider when contacting a prepping facility

Do they work with your business model of online arbitrage?

Are they familiar with amazon's shipping policies?

What is their handling time?

What is their cost per unit?

Are there any startup fees or minimum units to send in?

Are they in a tax free state?

What is the nearest warehouse they usually ship to?

How fast do they communicate?

04

Repricer

Repricing items can be time consuming but with this tool, it can help keep prices competitive while saving time. Some markets and niches will need it more than others.

*Note – Amazon has a free repricer but it is restricted in what it can do.

05**Sales Tax**

Keep track of your sales tax in the inventory lab software. Go to the report tab > sales tax report > and from there it will break it down by state. Pay the state in which you live IF you are in a state where Amazon is not collecting the sales tax for you.

06**Refund Hunter**

Over time things will happen to inventory such as getting damaged in Amazon's warehouse or becoming stranded. This is a service that will do scheduled audits on your account and will get back money that Amazon owes you. They will only charge a percentage of funds they claim after the audit is ran.

07

Sellers are suspended for a number of different reasons, one being when brands flag other sellers on their items due to patent, trademark or intellectual property rights issues. To avoid this make sure you are authorized to list the specific brands using the processes listed above.

08**Keep Track of The Numbers**

Gauging your business by different metrics is important to make sure the business is growing on all fronts. Check total inventory worth by going into inventory lab and clicking on the following: inventory>FBA and it can be found in the bottom right hand corner. Check profit and loss for the year by going to reports and clicking on the profit and loss. Check Asin or supplier profitability by clicking on the asin or supplier report. These are my personal favorite reports.

Pro Tip

For any questions about Amazon policies, listings or issues it is best to either call Amazon seller support and ask for a US member from the captive team or reach out via chat support.

Chat support can be found in your seller support via the following bread crumb trail

In the top right hand corner of your seller central click HELP>Contact Us>Selling on Amazon (left hand side of the screen)>My issue isn't here contact customer support (right side of screen)>Fulfillment by Amazon (left side of screen)>FBA Issue>Something Else>Chat>Chat Now

To clarify you can get cash back making this ebook for free using these affiliate links below:

Paste these links in your browser below to receive actual cash back

✓\$10 Back - <https://goo.gl/TW2845>

✓ \$10 - <https://goo.gl/vNjj2a>

✓ \$5 Back - <https://goo.gl/bvtew8>

Conclusion

I hope this guide proves to be helpful to you. I believe mistakes are inevitable and failure is part of building a profitable business. However, learning from other's mistakes is the fastest way to expedite results. Good luck on your journey and I wish you the best in building your Amazon and e-commerce store.

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Supplementary Info can be found on youtube at [Youtube.com/Kris.mccauley](https://www.youtube.com/Kris.mccauley)

