

Build an Amazon Empire

10 Point Checklist

Dylan Frost

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

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



**"In the US, the #1 search engine is Google but
the number one result when people look
for something specific is Amazon."**

DYLAN FROST

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Get to know who my customers are, what they're looking for, and what their pain points are. Use this information to look for products that can help improve the quality of their lives.
- Look for great products to sell. Package or present them excellently on Amazon so it can get more attention. Use high-resolution photos, establish exceptional branding, and choose the right descriptive words.
- Consider selling digital products as well. They lower overhead costs, lessen barriers, and tend to last forever.
- Take advantage of the buyer's intent. Search for the right keywords these buyers tend to use when looking for products on Amazon.
- Only work with products I believe in. It's difficult to sell something I'm not 100% invested in.
- Implement ways to stand out from the competition. Amazon is an app for everyone and the market can sometimes be oversaturated. Setting myself apart from the rest is a huge advantage.
- Observe trends and leverage them to choose which products are hot right now. Export tangible data that can help drive the best business decisions and aren't just based on gut feelings.
- Pay close attention to my inventory and manage it properly. Monitor how sellable a product is in the market.
- Connect and engage with my audience. Their first buy is crucial, but what's more important than that is will they buy again and recommend my product to others.
- Check out Dylan Frost's company website, [Spotlight](#), for more information on how to profit big on Amazon.