

Amazon Money Machine Guide

Ways to Generate More
Money From Amazon



Amazon Money Machine

Introduction

Welcome to the Amazon Money Machine. This guide will give you an overview of the various ways you can make money through Amazon.

Even if you are still working a full-time job, there are many ways you can begin creating your own money machine. It takes some work to get started, but it's not rocket science.

In this report you will receive a good overview of Amazon's most popular money making options. Then, you can choose which route may work best for you based on the amount of time and budget you are working with.

Why Amazon

Amazon did start out as a bookseller. That was years ago. Many people still believe that Amazon is mostly focused on being a book marketplace. This is no longer true. Amazon is arguably the **internet's #1 internet retailer**.

There are literally millions of people going to Amazon everyday for purchasing products. Amazon has expanded beyond books and now sells all kinds of products. You find everything from groceries to modern electronic components. And many products get free shipping added for customers who are Prime members.

If that's not convincing enough, here are some stats:

- In 2014, over 2 billion products were sold on Amazon Marketplaces
 - As of 2015, there are over 300 million active accounts on Amazon
 - The average Amazon user spends about \$625 per year. Amazon Prime members tend to spend more.
 - About half of web shoppers go to amazon for their product search, according to a study done by BloomReach
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- Amazon brought in about \$135 billion dollars in revenue in 2016.

What if you could gain access to this growing pool of customers?

Imagine even having a small piece of the pie rolling to your bank account. It is a good time to get in and start making money with Amazon.

5 Reasons why using Amazon is a great thing to do

Amazon is much more than a place where you can buy books. Amazon has transformed into a platform that enables people like you and me to make a good steady source of income. However, there are many platforms available that you can

consider using. Here are some really compelling reasons why you should be considering using Amazon:

Reason #1 Amazon has a huge number of people visiting every month

Amazon helps solve the issue of trying to drive traffic to what you are offering. According to [Amazon.com](https://www.amazon.com), there are over 150 million unique visitors. Most of these visitors are everyday consumers looking for products to buy.

This means if you can have your product in front of potential buyers almost immediately. The time you save from building up traffic and waiting for conversions will make it worth it. Amazon's large volume of traffic is a HUGE consideration when thinking about where to start making money from.

Reason #2 Amazon is designed to help you sell.

In addition to getting your product listed on Amazon's marketplace, Amazon has the technology to help you sell more of your product.

Reason #3 You can start with little or no money.

You can start using amazon to generate revenue without any money to start. If you have a website and can write an email, you have the skills and tools needed to start generating income. Cool, right? If you do have some money to invest you'll be able to take advantage of more money making options.

Reason #4 Customers trust buying from Amazon

Amazon has been around for a long time now. Online customers trust giving their payment information to amazon. A customer that trusts the site they are buying from are more likely to complete the purchase.

With so much news buzz talking about hacking, security breaches and identity theft, customers will always opt for an option they trust over a new place to purchase if they have a choice. Using amazon takes the skepticism away from customers that are ready to purchase.

Reason #5 Amazon is the largest search engine in the world for products

When customers are ready to search for something they want to buy, they will usually go to Amazon first - over Google. Customers in the pre-buying stage might go to google for more information and to be educated about a product. However, when it comes time to purchase they will usually be on the marketplace of choice: Amazon. Catch buying customers where they want to buy.

There you have it

Five excellent reasons why Amazon is worth considering as your money-making machine. There are clearly many benefits of using this platform to generate more income. Of course, you'll never know how much you can make unless you try first.

We hope the following money making models will help inspire some ideas of what you can do and give you a head start when getting setup.

Amazon Money Machine Overview

Now that you understand why Amazon is a great platform to setup your money machine, we need to talk about your options. There are three primary options when it comes to making money on Amazon:

Publish a Book

Publishing a book on Amazon is one of the first ways you could make money. Amazon has taken this beyond the basic paperback with the creation of the Amazon Kindle Program.

Sell a physical product

If book writing is not your thing, you may want to consider creating your own brand of product. You can have the product shipped to Amazon's warehouse facilities and they will manage the fulfillment process.

This is called Fulfillment by Amazon.

Promote Someone's Product

There is also an option an option where you can make money from Amazon by promoting other people's products.

Helping drive customers to Amazon can make you money. This is called being an Amazon Affiliate.

Which one should you start with?

The process of creating your Amazon Money Machine follows the same initial steps. Which one is right for you will depend on the amount of money you are willing to spend initially and the kind of work you are prepared to do.

In the following sections, you find an overview of the money machine creation process and a description of each Money Machine. Use the information to help determine which option will be right for you to begin with.

6 Steps to start your Amazon Money Machine

If you could put any product on Amazon and rake in millions, everyone would be doing it. Successfully making money on Amazon does take some research and effort to get things setup for success.

Whether you are publishing books or selling other physical products, the overall steps are nearly the same. Follow these steps below to give yourself a good head start.

Step 1: Define why you want to make money with amazon

Before starting any new business venture it is a good idea to think about why you want to do business online. Starting an online business is not easy. You will want to remind yourself why you are taking on this venture. That will make the work worth it.

Step 2: Target a specific niche and audience

Targeting a specific audience and niche will help you focus on what you can sell or produce. Trying to make a product that is made for the general masses sells a lot less than a product that is made for a specific group of people.

For example, trying to create a baby powder milk product while writing an ebook on mountain biking is increases the amount of physical and mental effort you will have to do.

A good way to get started with targeting a niche is to look at amazon itself.

<https://www.amazon.com/gp/site-directory/>



All of the department categories on amazon are a potential niche for you to leverage. Take your pick.

Step 3: Define Targets and Budget

Each money making machine will require effort to get things going. Additionally, the working budget for each venture will vary.

Manufacturing a product will cost more than setting up a website with affiliate links. Be realistic about the money you plan to invest initially.

It is a good idea to focus on one thing at a time and then move on to another method.

Step 4: Register for the services accounts that you need.

Make sure that you get registered for the services account that you need.

For Publishing - <https://kdp.amazon.com/>

For Selling Products and Services - <https://services.amazon.com>

For Affiliate Marketing - <https://affiliate-program.amazon.com/>

Step 5: Get your product online

Depending on which money making option you choose, there will be steps to complete in between registering and getting your product on line.

Remember not to rush this process. It's important to stay productive. It is also important that you have a product with good quality to sell.

It might be a good idea to join a mastermind group or get coaching through this process.

Step 6: Leverage Amazon's tools.

After getting your product online, make sure you dive into learning about Amazon's tools. There are marketing and sales tools that you can use to become more successful.

Use your own marketing skills to drive more sales and get reviews. The more sales and reviews you get will determine how much Amazon helps promote your product.

Publish A Digital or Print Book

Amazon's original business model was the publishing business. Publishers were able to get their titles listed on Amazon for consumers to buy. This business model worked well years ago. Now Amazon has empowered everyday people to be able to publish their own work online and get it in front of millions of people. You can be one of them.

There are two popular ways you can get published on Amazon quickly: Digital Publishing and Print Publishing. Both of these methods can be found under the Kindle Direct Publishing Program.

What is Kindle Direct Publishing?



Kindle Direct Publishing (<https://kdp.amazon.com/>) is a platform for self-publishers to get their digital publication on the market quickly and easily. Authors are able to maintain rights to their own work and get in front of a massive audience of people. Anyone with kindle tablet, iPad, or any other smart device has the ability to access Kindle books.

Amazon has created their own format of reading files (called .mobi) that can be loaded and read on kindle apps. This format is different than the ones used by Apple's iBooks, ePub and PDF.

How does Kindle Publishing Work?

The process of using Kindle publishing is very simple.

Upload your book to KDP site.

Publish to the Amazon's Marketplace.

Customers purchase a copy of the book.

You get paid a royalty for each book sold.

What are the pros of publishing with Kindle

Upload once and have your book ready for print and digital download.

Your book can be on the market in as little as 48 hours. Fast!

You maintain rights to what you publish.

No upfront cost is needed to get started. Print books can be printed on demand.

Keep up to 70% in royalties per book sold.

Get your book distributed across the world. Kindle published books can be made available for purchase in Europe, Japan, US, and many other countries.

What are the cons of publishing with Kindle

Anything you publish on Kindle is limited to the Amazon Marketplace.

Just because you publish something doesn't mean that people will buy.

There are many books on the market already. You'll need marketing to stand out.

Formatting for Kindle takes a little bit of knowledge to get it done correctly.

Steps for getting started with Kindle Publishing

Step 1. Write a book and edit

You'll want to progress through these steps:

Splash Version. The version where you just write something down. Don't worry about grammar or correctness. Your goal is to get your ideas down on paper.

Review Version. The version where you go back and refine what you have written. You can build on ideas and add more details.

Copyedit Version. This is where you get a friend or a professional to help edit the document for you. A second pair of eyes can catch grammar and other mistakes you may have not seen.

Final Version. This is when your text is ready to be formatted for publishing.

Step 2. Format the book

In this step you want to make sure you convert your book into the proper format for Amazon Kindle. This is something that you can do yourself or hire out - from a place like fiverr - <http://tracking.fiverr.com/SH50P>

Kindle accepts the following formats:

- [Word](#) (DOC or DOCX)
- [HTML](#) (ZIP, HTM, or HTML)
- [MOBI](#) (MOBI)
- [ePub](#) (EPUB)
- [Rich Text Format](#)(RTF)
- [Plain Text](#)(TXT)
- [Adobe PDF](#)(PDF)

It's important to note that uploading in any other format other than HTML or MOBI could result in formatting issues. This is why I recommend that you hire someone to avoid the headaches of this.

There are tools you can use to help with the writing process.

Calibre - is a free authoring tool

Scrivener - used by many big names, like Michael Hyatt, to write.

Microsoft Word - Probably the most common form of writing tool found.

Step 3 Publish on Kindle

Visit <http://kdp.amazon.com> and sign in or sign up. If you have purchased on Amazon before, you will already have an account and only need to sign in.

Fill in your info for taxes and royalty payments. This will change depending on which country you are selling from. You are responsible for handling your own taxes and registration procedures for publishing.

Click "Bookshelf" and then "Add new title."

Complete the form with your book title, description, and keywords you want people to search to find your book.

Upload the cover file in JPEG or TIFF file format. You can get a book cover designed on fiverr or make your own. The ideal ratio for your cover dimensions are 1.6:1. The ideal size of your cover is 2560x1600 pixels.

Upload the book file. Make sure you preview your book to make sure everything is formatted correctly.

Click "Save and continue" and go to the "Rights and Pricing" page.

Choose "Worldwide Rights."

Select the 70% royalty rate and set your price. Let international prices adjust from the US price set. Most ebooks are between \$2.99 and 10.99. However, you can price your book between \$0.99 to \$200.

Click Save and Publish.

You will receive an email when the book is ready.

Step 4 Market your book

This is probably the most difficult part of the process. Getting the right marketing mix can take some time. Here are a few ideas to get you started.

- Sign up for the Kindle Select Program and let amazon help market your book exclusively.
- Ask people that you know and work with to buy a copy and leave a review if they like the book.

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- Schedule and promote a free download day to get more reviews on your book. You'll want to have a good launch plan.
- Post about your book on relevant forums and on your own blog.

Tips for success with Amazon Kindle

Getting started with Kindle books is not very difficult. There are a few things you will want to keep in mind in order set yourself up for success.

Target a specific audience

You will hear this advice with almost any product that you make. Focusing on one specific audience instead of a general mass will also produce better results. Most customers want a product that feels like it is made for them.

Write an original angle

Amazon is a marketplace and there are many books available. There is probably a book about the topic you want to write already. This is a good thing. If you can find an unique angle to your topic you will be able to identify with customers in a unique way. Use this to your advantage.

Find what is already selling well

If you try to sell a topic that has never been seen before, you'll be publishing into a blue ocean. Instead, find a niche topic that is already selling well and see what is making that book sell.

Look at other's table of contents

Looking at other author's table of contents can help you think about your own book and what you might want to include in it. Don't just copy, but use the table contents as an inspiration for how you can organize and structure your book. Do you have any special insight that other author's might be missing?

Read negative reviews

Look at the disappointments and gaps that people are writing about in their reviews. Maybe this is an area where you can fill in the gap with some unique information or research. This will make you stand out where other people. Fail.

Link your book to alternative add-ons

One of the best techniques of online marketing is to have a good upgrade option. If you offer additional training or bonus resources you can begin building a mailing list of paying customers.

Sell Physical Products on Amazon

This is one of the popular money making method on amazon right now. For those that are willing to put in the effort needed to get setup, the rewards can be extremely powerful. Most people will try to create their own products (private labeling) and sell them on Amazon's marketplace.

What is Fulfillment by Amazon?

Fulfillment by Amazon (FBA) is method for you to store your products in one of Amazon's warehouses and Amazon will handle shipping the products to customers for you. All you have to do is manage the sourcing, marketing and customer. The whole logistics part of shipping to your customer is handled by Amazon. This saves a lot of time and money in the long run by having this part of your business outsourced.

This is the way to sell your own brand of products on Amazon. Creating your own products to sell on Amazon eliminates the middle man fees of drop shipping or reselling. Almost anything can be created if you are familiar with sourcing. For example, a ton of money has been made with the banana slicer.

How does Amazon FBA work?

Understanding how the Amazon FBA process works will give you a broad overview of where you'll need to acquire more knowledge and where you may already have some expertise to sell.

You source a product

You send it to the amazon warehouse

You create a product page on the Amazon Marketplace

People visit your page and buy

Amazon get's their commission, you pay your fees and keep the rest.

When your product runs out of inventory, you do this again.

What are the pros of using Amazon FBA?

Viewable stock

Customers will know when you have items in stock immediately on Amazon. There are many non-FBA sellers that will cancel orders at the last second because they don't have enough stock available.

Eligible for Amazon Prime Specials

Prime members spend more than regular customers. Having the ability to be linked to prime member deals is an added advantage of using FBA.

Customer Service is Simplified

You won't need to set up an outside customer service management system. Your customer service is handled within Amazon. If a customer has a problem or complaint about an order, it goes through Amazon first, then relays to you.

What are the cons of using Amazon FBA

Need to source a product

You will be responsible for selecting and sourcing a product that you will sell. Most times you will want to create your own brand of product to maximize profits.

This also means it could take a while for your product to get to the amazon warehouse.

Need to establish a brand

It will take some time to establish your brand as you make sales. This won't be an instant achievement.

Need money to buy the first round of stock

You must invest in your own stock to get started. This can be a problem if you don't have a lot of money to invest. If you don't make any sales, you could spend more money to keep the product in Amazon's warehouse.

Steps to selling your first products on Amazon

Step 1. Identify a product that has good potential

This is probably one of the most challenging parts of the process. You want to find a product that you are interested, that other people are buying and has low enough competition for you to enter the market. A good way to start looking for possible products to sell is to check out the Amazon Best Seller list. <https://www.amazon.com/Best-Sellers/zgbs>

You'll know that these products are selling well. Find something that would be easy enough to create a generic brand for and still sell. Don't look for items that are probably popular because they are have a popular brand name.

Some things you'll want to look for in a potential product:

Size

You don't want anything too big. Big products will add extra shipping costs. Extra shipping costs may disqualify the product from Prime or the free shipping options on Amazon. A good best practice is to find a product that is less than one pound. You can find this info in the product information.

Product information	
Pattern Name: 10 Pack	
Technical Details	
Part Number	USA_SOLUNA1
Item Weight	1.6 ounces
Package Dimensions	16 x 1.8 x 0.2 inches
Finish	Scratch Resistant Black Polymer
Pattern	10 Pack
Item Package Quantity	1
Batteries Included?	No
Batteries Required?	No

Price


Find a product that doesn't need too much consideration in terms of price. People will usually buy something between \$5 and \$50 dollars without much hassle.

Step 2. Identify the keywords for your potential product

Once you identify the potential product you'll want to identify the right keywords that customers may use to buy. Amazon makes this easy with suggestion keywords. If you start typing in the search bar it will pop up with suggested words you might want.

Step 3. Validate that there is a good market for your product

Validating that your product will have a good chance of selling is a mix of art and science. There is no definite way to know that you'll be able to sell. In order to validate your product you want to look at Best Seller Ranking and Reviews. You can find this information under additional info for each product.

Additional Information	
ASIN	B01N9T9CZL
Customer Reviews	 414 customer reviews 4.6 out of 5 stars
Best Sellers Rank	#2 in Camera & Photo (See top 100) #1 in Tools & Home Improvement > Safety & Security > Personal Protective Equipment > Eye Protection > Safety Goggles & Glasses
Shipping Weight	1.6 ounces (View shipping rates and policies)
Date First Available	January 18, 2017

Best Seller Ranking

Best seller ranking tells you how well this product is doing. In addition to the top 100 product you want to find similar products that are also selling well. See if you can find similar products under different brands that have a BSR higher than 500 but less than 3000. If you can find 3 like this there might be some good potential. Also make sure there aren't too many of the same product in this range. If so, the market might be oversaturated.

Reviews

Reviews are a general way to estimate how competitive it would be to get your product ranked higher on Amazon's search pages. The higher the number of reviews, the more competitive it will be get ranked against a product. Look for something that is less than 100 reviews if possible. This will mean it has low competition.

Step 4. Find 3-5 possible sources that could manufacture your product.

This is where the fun of sourcing begins. You'll want to find a good manufacturer. A good source for this is Alibaba - <http://alibaba.com>. If you go to this website and type in the same keywords you used for step 1 you will be able to find potential products.

Try out different manufacturers and request samples of their products. It will be useful to learn a little about Chinese business etiquette as many of the factories are in China. Build a relationship with the seller that you want to buy from.

Step 5. Choose a manufacturer and get all the details for purchase.

After receiving your samples and testing them, it will be time to choose a manufacturer. Price is important, but responsiveness and relationship are also

important. Make sure you choose a source that you will comfortable doing business with again and again.

It is also a good idea at this point to think about ways you can make your product a little bit different from all the others. This will make you stand out as a brand.

Step 6. Make estimates for getting your product to Amazon's warehouse.

In addition to actually paying for the products themselves, you will also need to add in the cost of getting your product to the Amazon warehouse. This can cost almost the same as the price of your product. Make sure the numbers work out in the end. Ask about import and export taxes and fees you might not be aware of.

Step 7. Open an Amazon Seller account.

Once you've done all your calculations and order your product you are ready to get setup on Amazon.

Step 8. Setup your product listing for Amazon FBA.

This part takes time to get used to. Follow the steps to setup your product listing for fulfillment by Amazon. <https://services.amazon.com>

Step 9. Market like crazy

Tell everybody about your product. Consider running product sales and campaigns. Your main goal is to get your product sold and the number of reviews up in a short amount of time. This will make your product rank better. There are many strategies you could use for this.

Tips for making money with selling physical products on Amazon.

Start your seller account on Amazon after your product is one the way to the warehouse.

If you immediately sign up for a paid seller account on Amazon, you will be spending \$40 a month from the beginning. The process of researching, selecting and sourcing a product will normally take about 60-90 days. You can easily save some money by waiting until everything is in order and then jumping into a paid seller account.

Choose a niche that you have an interest in.

There is nothing worse than having a product that you have no interest in. It may sell well, but then you'll be spending a lot of your time promoting something you don't care about. That's boring. Having some interest in the products will at least give you some motivation to do the research about specs and benefits.

Remember to plan for taxes and fees to get your product from the manufacturer's warehouse to Amazon's facilities.

This is probably the most surprising part for a first timer. It will seem like fees will come out of nowhere. Do your research and avoid any surprises.

Check for patents.

One thing you should ask a manufacturer - are there any patents in place for the product they are making. Something as simple as the a curve of the corner on a product could get you in trouble with a patent. This is something you don't want to play ignorance with.

One case involved a woman that was selling a product similar to a popular brand's product. She changed around the design a little to avoid patent infringement. Then her product was featured on a television show randomly. This media coverage boosted her sales enormously. She got so excited that she ordered double the quantity in her next shipment.

However, something took a turn. The popular brand company filed a complaint against her product. The product was frozen from being sold on Amazon. Now she had a huge stockpile of products that were stuck in the Amazon warehouse. Additionally, she has to continue paying the sellers fees.

Don't get into this kind of situation.

Join a community or mastermind program.

There is nothing more valuable than being around other sellers that have gone through the path you're on. Someone that can make recommendations for vendors is

priceless. This type of community can also give you insights into things that you may not have even thought about yet.

I once thought about selling inverted umbrellas as a potential product. I ordered my samples and was ready to make a first order. One of my community members asked me a question about the length of the umbrellas.

After doing some digging I found out that the length of the product was going to change the shipping cost, thus eating my profits. I decided to go for a different product instead.

Promote products as an Amazon Affiliate

This money making model great for you if you have your own website and some decent traffic already visiting.

I have seen sites that are solely setup for Amazon affiliate marketing and generating decent traffic. I've also seen sites that use amazon affiliate links on the side.

What is Amazon Affiliates

Amazon Affiliates is a performance based referral system.

It allows amazon customers that own a website to promote products and receive commissions whenever a customer clicks through their link and makes a purchase.

How does Amazon Affiliates Work

The process of Amazon affiliates is similar to other affiliate marketing programs. If you are familiar with other affiliate programs, this will be relatively simple for you to jump in on.

You choose a product to promote or advertise

Grab an affiliate link so Amazon knows you sent the visitor

Place your link or advertisement on your website

A visitor clicks this link to buy the product

You get credit for the customers that complete their purchase

You get paid from Amazon

What are the pros of using amazon affiliates

Customer Confidence

Customers that are buying on amazon are confident when they are making a purchase. Most times they already have an Amazon account and can easily make a purchase after clicking through a link to view a product. Other affiliate sites will require that new users go through a sign up process. A product that is only listed on

an unknown site does not give the same amount of confidence. In other words, visitors are more likely to buy from sites like Amazon over others.

Sticky Affiliation

The people you send to Amazon for a purchase might buy more than what you recommended. For example, If someone is researching a lens cleaner. This might earn you a few cents in commissions. Here is where things get interesting. What if this visitor continues on to buy groceries, gifts and some clothing. You also get commissions for this as well. With Amazon affiliates, you are able to earn commissions on everything a visitor purchases after going through your affiliate link.

Almost no investment needed to start

If you have purchased a product listed on Amazon, you can begin writing reviews and sending customers their way. All you really need is a webpage, good content and your affiliate link.

What are the cons of using Amazon Affiliates

Low commissions

In comparison to other affiliate programs, Amazon affiliate commissions might turn you off. Amazon gives about 3-20% commissions on the products sold. This is not appealing if you are think about making a small commission on a 20 dollar product. You may be asking yourself why amazon affiliate links are worth considering.

Need traffic to the website or blog you are using

You'll need to have a good amount of traffic to your website in order to get enough visitors clicking and buying to make real money. This can take up to 6 months to establish.

Affiliate Link only lasts 24 hours

After customer clicks from your site and goes to Amazon's marketplace, they have to make a purchase within 24 hours for you to receive a commission. This means if your customer delays, you might lose the commission.

Steps to Getting Your First Dollars with Amazon Affiliates

Step 1. Register for an Amazon Associate Account

Go to <https://affiliate-program.amazon.com/>

If you already have an Amazon account, the registration process should be easy. You will simply need to sign in.

Step 2. Identify a good niche operate in

A good place to start looking for a niche is the Amazon Best Sellers and Product Categories. Look at eBay.com and Alibaba.com for more potential good niches. Try to find something that can be divided into at least three sub-niches under the same umbrella. For example:

Tea Accessories - Cups, Pots, Filters, Tea Sets, etc

Coffee - Beans, Pots, Filters, Capsules, etc

Biking - Full bikes, Chains, Pedals, Toolkits

You want to find a niche that is big enough that you'll be able to write 50-70 short articles about.

Step 3. Validate that your niche has a market

There are many ways to validate your market. There is no hard or exact science to perfectly validating a niche. However, there are some common factors to look for as an Amazon Affiliate. Keywords, Trends, Demand

- Keyword research is all about find keywords in your niche that have a good search volume and low competition. Google Keyword tool used to be a good tool for this. It's a little unreliable now. It will be worthwhile to purchase a keyword tool or get someone on fiverr to do some keyword research.
- Do a quick search on google trends to see if your niche market is steady or at least on an upward trend. A downward trend is usually not a market you will want to get into. A trend that has been steady for a few years might be a sign that this market is evergreen.
- Demand - Check if people are taking the time to leave reviews for a product. Lot's of reviews is a good sign that people are considerate about products in this niche.

Step 4. Make a content plan

You'll need to plan for your first 50 posts that will go on your site. You want google to know that this is valuable content. Add images and provide enough text that adds value. How much content? An average article should be between 800-1200 words.

You'll also want to plan for big articles that are 1800-2500 words. Almost like a report that you post on your site.

The types of posts you'll want to consider writing:

- Deep Review Posts - really detailed reviews that will give your reader a clear idea of the pros and cons of a product. Normal reviews can be found on Amazon. In depth reports need to go into more detail. You can combine information from reviews of other products and create a deep review.

- **Compare and Contrast** - This type of post puts several similar products against each other in a head to head comparison. You'll want to think about which criteria will be important for potential customers to consider.
- **How to Use** - A good post or video on how to use a product is a great way to showcase the product. You can include affiliate links so that people can go buy.
- **Roundup and List Posts** - Round up posts allow you to put together a bunch of products and links for visitors to consider. This can be linked to deep review posts or go to Amazon directly.

Step 5. Setup a website or blog for affiliate content

There are many solutions for setting up a website to promote Amazon products. As long as you stay within your website provider and Amazons terms of use policies, you will be okay.

Free website options

Weebly, Wordpress.com, Blogspot, Tumblr, and many others.

Website options that need investment

Self-hosted Wordpress, Squarespace, Strikingly, Plain HTML/CSS

Recommended Option

In my experience, setting up a self-hosted Wordpress website is the easiest and best long term option for getting setup. In order to get your Wordpress website setup you need a:

Domain Name

Most of the free options won't let you connect a custom domain name. This means they could cut off your content at anytime. They can also take advantage of all the traffic you bring to their web platform.

It's a good idea to get your own domain name.

Hosting

In addition to getting your own domain name you will also need hosting. Hosting will be the place you can install the Wordpress software on.

Content Management System = Wordpress

Wordpress is the content engine that allows you to manage your blog and website without writing code.

There is a free training on how to get your website up and running available at

<http://simplewp.teachable.com>

Step 6. Implement a variety of Online marketing tactics

A whole book could be written on marketing and search engine optimization techniques that you could try. The more skilled you become at digital marketing, the more things you'll be able to test and validate.

Tips for success with Amazon Affiliates

Good quality traffic will be your biggest asset.

Without people to click through to Amazon, commissions are not possible. You might want to look into a variety of traffic generation strategies. There are even courses that can teach you how to do this better.

Having a targeted niche brings quality traffic.

If your visitors are all very different people, this will reduce the likelihood that they will click through.

Not a get rich quick scheme.

Any endeavor with affiliate marketing is a longer term strategy. Expecting to make a ton of money in the first three months is not realistic. However, it is possible to start making a good chunk of change in the first six months.

Add a disclaimer to your website

Don't get yourself banned for not following Amazon's disclaimer policies. Some quick tips to follow:

Never send an affiliate link via email

This is a no-no for Amazon. It violates their terms of service.

Have your links direct people to deeper reviews of a product before buying.

This will help reduce your bounce rate. If visitors always land on your site and then immediately go to Amazon, this will increase your bounce rate. If a visitor is directed to another page within your site, they will stay on your site longer.

Going further

Here are some recommended resources for diving deeper into affiliate marketing with Amazon Associates. These sources can increase your knowledge and give you up-to-date strategies for being successful with Amazon Associates.

Wrap- Up

There you have it. Three Amazon Money Machines that you can start leveraging today. This report should have given you enough information to get going. Let's do a recap of what we've covered.

Amazon is a great channel for creating your money machine.

We explained several reasons why anyone would want to choose Amazon as a viable option for creating their money machine. It is a marketplaces with millions of visitors each month. Amazon creates a win-win situation because they provide tools that can help you sell. You don't need a lot of money to get started and make your first dollar. Amazon is a great place to meet buyers that are ready to buy

Steps to best leverage Amazon

1. In order to give yourself the best chance for success, I highly recommend that you take some time to define a niche you want to operate in.
2. After defining that niche, do some research and validate that there is a good market.
3. Also, it is a great idea to join a mastermind or coaching program that will help you connect with peers doing the same thing.

Money Machine Overview

We covered the basics of what, why, and how to make the most of the Amazon money machine options. You can:

Publish your own books

Sell your own products

Sell other people's products

The possibilities with these three models are endless. No matter what budget you are starting with, you have the potential to make some money with Amazon.

Do something now

You could read this guide and add it to a collection of information that you might use someday maybe. Alternatively, you could make a decision to try and do something now. You've got the information to get started.