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# Amazon Deep-ish Dive

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IAN LAMONT

FOUNDER, I30 MEDIA CORP.

AUTHOR: LEAN MEDIA: HOW TO FOCUS CREATIVITY, STREAMLINE PRODUCTION, AND CREATE MEDIA THAT AUDIENCES LOVE

LEAN  
MEDIA

# What is i30 Media?

Genealogy Basics in30minutes  
FIRST EDITION  
The quick guide to creating a family tree, building connections with relatives, and discovering the stories of your ancestors.  
SHANNON COMBS-BENN

Dropbox in30minutes  
SECOND EDITION  
The beginner's guide to Dropbox basics, syncing and sharing.  
IAN LAMONT

Google Drive & Docs in30minutes  
SECOND EDITION  
The unofficial guide to Google Drive, Docs, Sheets & Slides.  
IAN LAMONT

Twitter in30minutes  
THIRD EDITION  
How to connect with interesting people, write great tweets, and find info that's relevant to you.  
IAN LAMONT

Excel 2016 Reference & Cheat Sheet  
The essential user guide to Microsoft Excel 2016 with 1000+ shortcuts.  
IAN LAMONT

Excel 2016 vs. Excel Online  
The Excel in 2016 version and Excel Online are nearly identical. However, some of Excel 2016 features are not available in Excel Online. This guide will help you understand the differences between the two versions. It will also help you understand how to use the features that are available in both versions.

What the different ribbons do  
Excel 2016 has 16 ribbon tabs. Access the following by clicking on the ribbon tab:  
File: Save, Save As, Open, Recent, Print, Share, Send to Backstage, Home, Insert, References, Mailings, Review, and Help. The ribbon tabs are color-coded to help you find the ribbon you need.

The Home ribbon  
The Home ribbon contains the following features:  
Font: Change the font face, size, color, and style of the text.  
Paragraph: Change the alignment, bullet points, and numbering of the text.  
Styles: Change the background color and font color of the text.  
Editing: Undo, Redo, Cut, Copy, Paste, and other editing features.  
Cells: Insert, Delete, and other cell-related features.  
Tables: Create, Edit, and other table-related features.  
Charts: Create, Edit, and other chart-related features.  
Links: Insert, Edit, and other link-related features.  
Comments: Add, Edit, and other comment-related features.  
Screenhots: Take screenshots of the worksheet.

EasyGenie  
HOME LARGE PRINT TOP-RATED GENEALOGY FOR KIDS AFFORDABLE GIFTS

10 Blank Pedigree Charts (8 generations/256 Names per Sheet) by EasyGenie | Archival  
\$17.99 \$18.99 (5% off)  
✓prime ★★★★★ 28  
SEE BUYING OPTIONS

Blank Genealogy Forms Starter Kit (7 types/40 Sheets) by EasyGenie  
\$19.99  
✓prime ★★★★★ 74  
SEE BUYING OPTIONS

EASYGENIE Large Print Genealogy Charts and Forms Kit (30 Sheets) | Includes 10 Pedigree  
\$17.99 \$18.99 (5% off)  
✓prime ★★★★★ 8  
SEE BUYING OPTIONS

Blank Two-Sided Family Group Sheets for Genealogy (40)  
\$17.99 \$18.99 (5% off)  
✓prime ★★★★★ 18  
SEE BUYING OPTIONS

# Overview

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5 Things Every Publisher/Author Should Know About Amazon

Amazon Fundamentals

Developing Ancillary Products

Amazon Advertising

Amazon Seller

## DISCLAIMER

- I don't work for Amazon
- It's up to you to make your own decisions & follow Amazon's terms
- Policies may change at any time
- Some programs may work differently for you
- It's possible to lose a lot of money

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# 5 Things Every Publisher & Author Should Know About Amazon

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# 1. Books are a small part of its business.



“I sell books”

“I sell whatever I want”

Amazon revenue (2018)

AWS: \$25.6B

3PS: \$42.8B

All publisher revenue  
(inc. non-Amazon)

\$26.2B (2017)

Sources: Forbes, Motley  
Fool, AAP

# 2. Some Amazon programs are great

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## **Amazon Advertising**

- Lets small publishers get their books at the top of search results.

## **Amazon Kindle Direct Publishing (KDP)**

- Publish ebooks to the Kindle platform, get paid a high royalty rate

## **Amazon KDP print (formerly Createspace)**

- Publish print-on-demand (POD) books without holding inventory
- Distribute books to Amazon.com and international sales channels

## **Amazon Seller Central**

- Publishers can sell excess inventory or second-hand books on Amazon.com
- Publishers can also create and sell non-book products on Amazon.com
- Fulfilment by Amazon (FBA) option allows goods to be shipped by Amazon

# 3. Some Amazon programs are not so great

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## **Audible**

- Audiobook platform purchased by Amazon >10 years ago
- 13-hour book = 75 royalty (excluding narrator cut)

## **KDP Select**

- Locked in to Amazon – can't sell ebooks elsewhere
- Fraction of a cent per page read
- Relentlessly scammed and exploited, honest authors lose money

# 4. Publishers come last on the food chain

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1. Its own growth comes first

2. Customers come second

3. Publishers/authors/sellers/partners last

Takes a cut of all sales

If there's a problem, wants you to pay for it

If there's a "feature," wants you to pay for it

- KDP ebook content delivery fee
- Amazon Advertising
- Early Reviewer Program
- Amazon Seller/FBA
- Warehouse fees



# 5. But you have a big opportunity!

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1. Some truly powerful programs to build your business
2. What you learn from Amazon can be transferred elsewhere
3. Excellent way for indie publishers to test stuff & build brands!

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# Fundamentals

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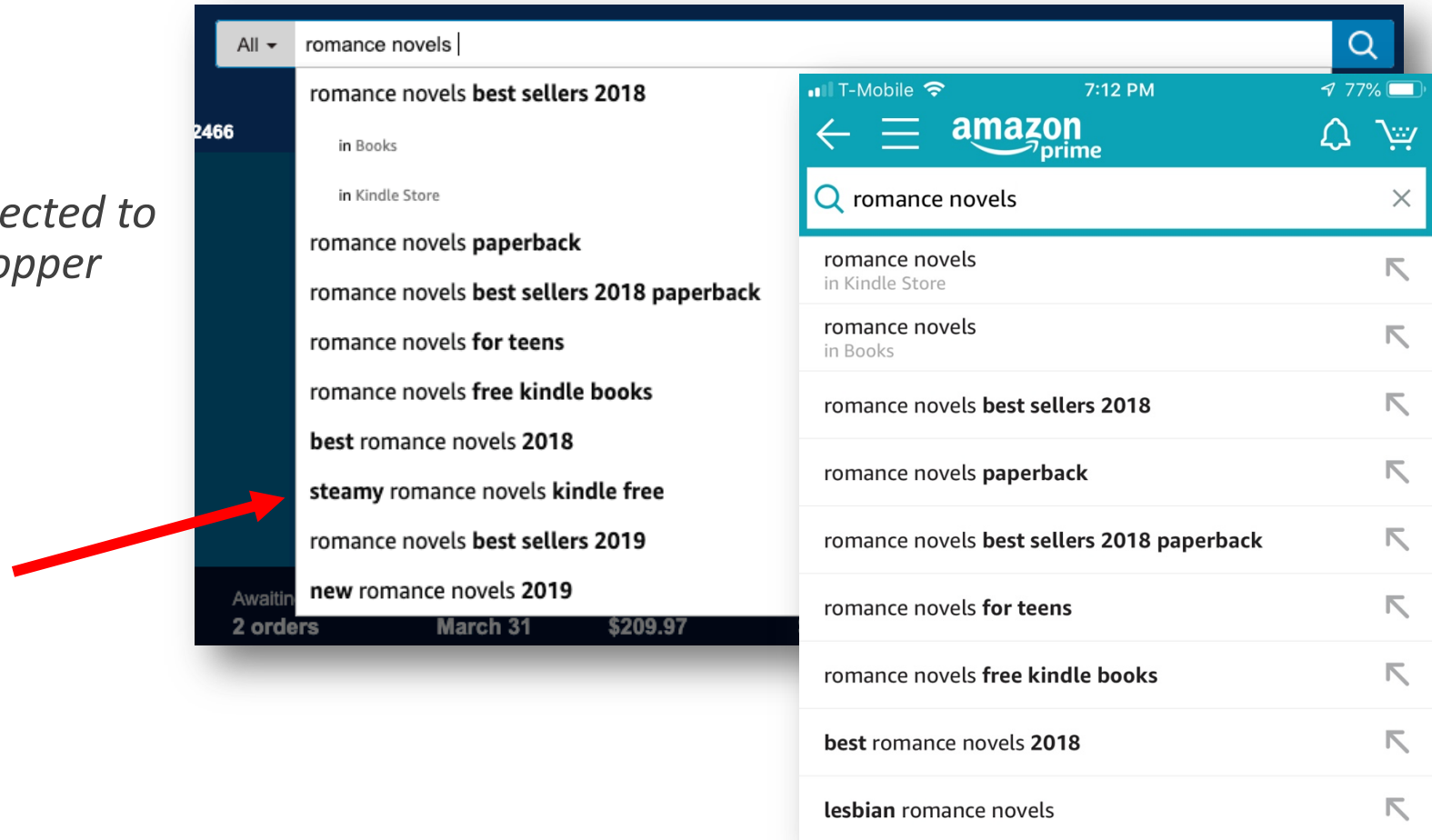
DISCOVERY, PAID SEARCH, CONVERSION

# Amazon's search engine

Web

Don't forget mobile!

*"Smartphones are expected to drive nearly half of shopper traffic on the web"*

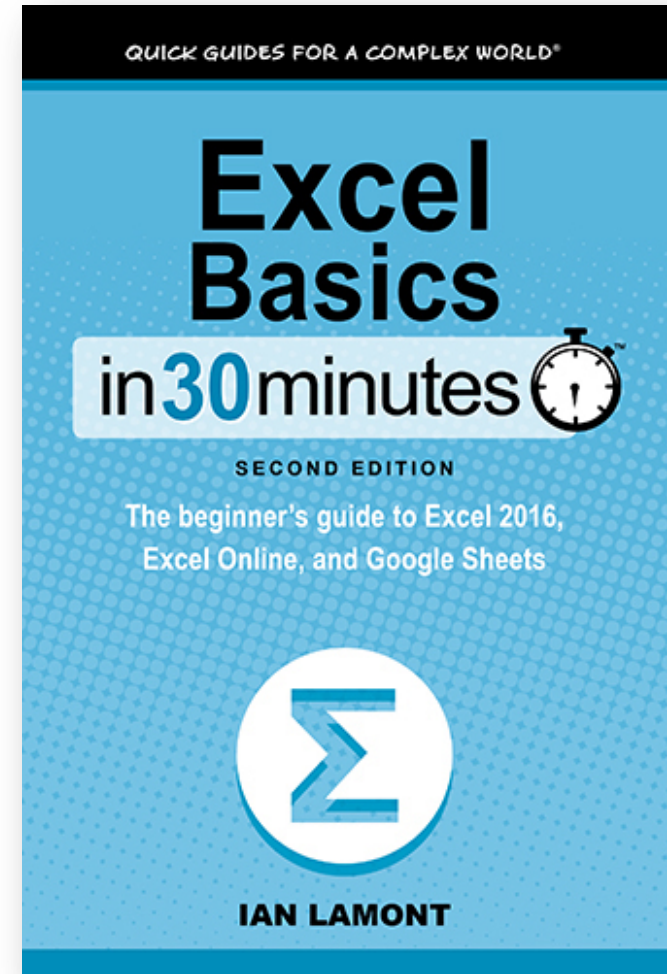


# So what?

This data has value!

Intent to buy

Testing new keywords



# Amazon detail page view (DPV) optimization

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## Why it's important

- More revenue for you
- Better organic search ranking

## Target rates

- Click through rate (CTR) - search results or ad encourages people to click to learn more
- Conversion rate (the page itself converts browsers to buyers)

# What goes into a DPV that converts well?

Image

Title

Price/availability

Prime

User/reader reviews

Clear description

Expert reviews

The screenshot shows an Amazon product page for the 'Blank Genealogy Forms Starter Kit (7 types/40 sheets) by EasyGenie'. The product is priced at \$19.99 (9% off the list price of \$21.99) and is marked as 'Amazon's Choice'. It has 63 customer reviews with a 4.5-star rating. The product features include: 7 types of genealogy forms (40 sheets total) on high-quality, acid-free paper; pre-punched for 3-ring binders; a clean design with lots of space for annotations; inclusion of a five-generation pedigree chart (14 sheets) and a two-sided family group sheet (12 double-sided sheets, 24 children max); and being a perfect genealogy gift for family history buffs and professional genealogists. The page also shows a coupon for an extra \$1.00 off, 'Add to Cart' and 'Buy Now' buttons, and delivery information to Ian in Auburndale, FL.

*Detail page meets expectations!*

# Descriptions

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## DO'S

10 second rule

Summarize, tease, but don't give away

Highlight awards, qualifications of author

Comparison/why your product is better

**HTML** formatting

Bullets and emojis

## DON'TS

Long paragraphs

Play-by-play plot synopsis

Obvious keyword stuffing

Ask your authors to write descriptions

- (Unless they are skilled marketers)

# HTML example

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## Top-selling guide to Google Docs, Drive, Sheets, and Slides!

**UPDATED!** Do you have 30 minutes to spare? It's all you'll need to get up to speed with Google Drive, Google Docs, Google Sheets, and Google Slides, Google's free online productivity suite and Microsoft Office alternative. The software is at the core of Google Apps and G Suite. **Millions of people use Google's apps every day on their Chromebooks, PCs, and mobile devices.** You, too, can use Drive, Docs, Sheets, and Slides to perform all kinds of tasks:



# Same product, 2 different conversions

Detail Page Sales and Traffic [Learn more](#) From: 02/15/2019 To: 03/15/2019

Download

|                          | (Parent) ASIN              | (Child) ASIN               | Title  | SKU                    | Sessions | Session Percentage | Page Views | Page Views Percentage | Buy Box Percentage | Units Ordered | Units Ordered - B2B | Unit Session Percentage |
|--------------------------|----------------------------|----------------------------|--|------------------------|----------|--------------------|------------|-----------------------|--------------------|---------------|---------------------|-------------------------|
| <input type="checkbox"/> | <a href="#">B01M5J3GLF</a> | <a href="#">B01M5J3GLF</a> | Blank Genealogy Forms Starter Kit (7 types/40 sheets) by EasyGenie   | <a href="#">163091</a> | 1,257    | 33.94%             | 1,845      | 33.63%                | 100%               | 172           | 1                   | 13.68%                  |
| <input type="checkbox"/> | <a href="#">B071NL7Q23</a> | <a href="#">B071NL7Q23</a> | 10 Blank Pedigree Charts (8 generations/256 Names per Sheet) by EasyGenie   Archival Quality Genealogy Charts for Ancestry | <a href="#">173231</a> | 663      | 17.90%             | 998        | 18.19%                | 98%                | 102           | 0                   | 15.38%                  |
| <input type="checkbox"/> | <a href="#">B072LWTGX3</a> | <a href="#">B072LWTGX3</a> | Pedigree Chart (8 generations/256 names) by EasyGenie, single sheet  | <a href="#">173302</a> | 359      | 9.69%              | 505        | 9.21%                 | 97%                | 23            | 0                   | 6.41%                   |
| <input type="checkbox"/> | <a href="#">B07C7N57P8</a> | <a href="#">B07C7N57P8</a> | 10 Blank Fan Charts with Family Members (9 Generations/267 Names) EASYGENIE Fan Chart with                                 | <a href="#">183611</a> | 157      | 4.24%              | 207        | 3.77%                 | 100%               | 15            | 0                   | 9.55%                   |

# Side by side

6.41%

amazon prime

EasyGenie ★★★★☆ 6

Pedigree Chart (8 generations/256 names) by EasyGenie, single sheet

\$9<sup>99</sup>

& Free Shipping

**Note:** Not eligible for Amazon Prime.

**FREE Delivery Friday, April 5 - Friday, April 12**  
Get it **Thursday** if you choose paid **Expedited Shipping** at checkout

**In Stock.**

Qty: 1 ▾

Add to Cart

Buy Now

15.38%

amazon prime

EasyGenie ★★★★★ 18

10 Blank Pedigree Charts (8 generations/256 Names per Sheet) by EasyGenie | Archival Quality Genealogy Charts for Ancestry

\$18<sup>99</sup>

prime

**FREE Delivery Tuesday**  
if you order within 1 hr 13 mins. [Details](#)

**In Stock.**

Qty: 1 ▾

Add to Cart

Buy Now

Sold by **i30 Media** and Fulfilled by Amazon. Gift-wrap available

# Reviews

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Obviously important

Vital for driving sales

Impacts advertising costs

Why else are reviews important?

How to get legitimate reviews

- Book frontmatter or backmatter
- Goodreads Giveaway
- ARC programs
- Amazon Seller - Early Reviewer Program
- Amazon Seller – Ask customers
- Product review insert or “note from the author”

# A review you never want to see

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★★★★☆ **Three Stars**

By [Martin A. Dawson](#) on March 6, 2017

Format: Kindle Edition | **Verified Purchase**

Never received it.

▶ [Comment](#) | Was this review helpful to you?   [Report abuse](#)

★☆☆☆☆ **Don't buy!!!**

By [Raymond E. Jenkins](#) on April 28, 2017

Format: Paperback | **Verified Purchase**

For some reason the paperback version is actually printed backwards.

This is extremely hard to read.. don't buy this version!!!!

▶ [1 comment](#) | Was this review helpful to you?   [Report abuse](#)



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# Ancillary Products


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# What do these have in common?

Sponsored ⓘ


**Vermont Teddy Bear - 15" Mother of Dragons Bear**  
by Vermont Teddy Bear

\$99<sup>99</sup>  
FREE Shipping on eligible orders




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**NuffSaid Mother Of Dragons Sweatshirt Got Pullover - Unisex**  
by NuffSaid

\$19<sup>99</sup> - \$33<sup>59</sup>   
Some sizes/colors are Prime eligible


★★★★☆ 26

**Product Features**  
Perfect for all Game of Thrones Fans - *Mother of Dragons* - Kalesi




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**Mother of Dragons, Stemless Wine Glass 15 oz. Hand Etched, Sandblasted, Permanently Engraved, Made in the USA, Gifts for Her Girlfriend Mom, Novelty Wine Glasses**  
by Fole Novelty Glass

\$18<sup>50</sup>   
Only 11 left in stock - order soon.

**Product Description**  
... perfect gift for fantasy or dragon lovers. This novelty stemless ...



# Themed educational products



Roll over image to zoom in

## The Magic School Bus: The World of Germs

by [The Young Scientists Club](#)

★★★★☆ [64 customer reviews](#) | [4 answered questions](#)

Price: **\$14.85** ✓prime

FREE Delivery **Thursday**

if you order within 4 hrs 8 mins. [Details](#)

**Buy \$35.00, get a discount on selected products** [1 Applicable Promotion](#) ✓

**Only 12 left in stock - order soon.**

Ships from and sold by Amazon.com. Gift-wrap available.

- Educational and fun for kids
  - Great hands on learning kit
  - Encourages creative learning Kit has everything you need
  - Ms. Frizzle from The Magic School Bus makes science an exhilarating experience
  - Young Scientists will grow bacteria and fungi, test antibiotics, use yeast to inflate a balloon, and much, much more
  - Multiple award-winning science kits that make science fun, educational, and hands-on
  - All kits are put on the market after it has passed the ultimate test-approval by multiple teams of Young Scientists
- ✓ [Show more](#)

[Compare with similar items](#)

### Specifications for this item

|                       |                           |
|-----------------------|---------------------------|
| Assembly Instructions | FALSE                     |
| Brand Name            | The Young Scientists Club |

# Why do this?

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## OPPORTUNITY

Book market is slow-growth arena

Many merch categories strong and/or growing

Sales of non-book merchandise to supplement book publishing income

Indies move fast and try new ideas!

## BECAUSE WE CAN! (ESPECIALLY NOW)

Access to low-cost platforms

- Amazon Seller
- eBay
- Website

Not starting from zero – we already have IP!



# “Frequently bought together” & “Also boughts”

## Frequently bought together



Total price: **\$19.77**

Add all three to Cart

- ✓ **This item:** Excel Basics In 30 Minutes (2nd Edition): The quick guide to Microsoft Excel Lamont Paperback **\$11.99**
- ✓ [Microsoft Excel 2016 Introduction Quick Reference Guide - Windows Version \(Cheat Sheet\)](#) Pamphlet **\$2.97**
- ✓ [Microsoft Excel 2016 Functions & Formulas Quick Reference Card - Windows Version \(Cheat Sheet\)](#) Pamphlet **\$4.81**

## Customers who bought this item also bought

Page 1 of 34

Three book covers are shown side-by-side. The first is a pink cover titled 'Microsoft Word in 30 minutes'. The second is a white cover titled 'Excel 2016 Introduction'. The third is a green cover titled 'PowerPoint Basics in 30 minutes'. A red arrow points from the top towards the second cover. Navigation arrows are visible on the left and right sides of the product list.

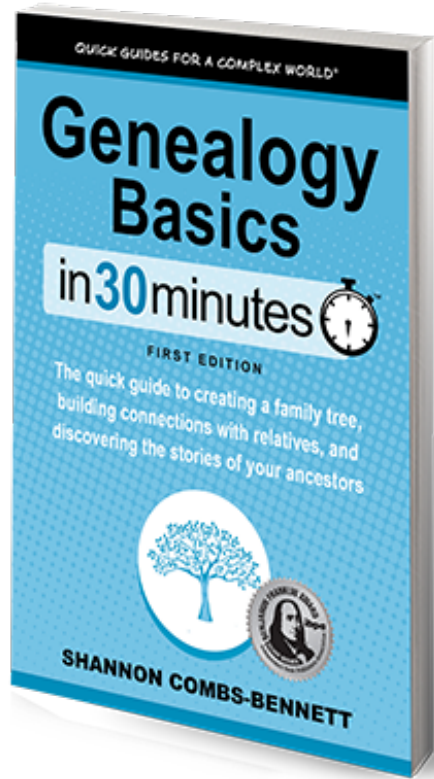
**Microsoft Word In 30 Minutes: How to make a bigger impact with your...**  
> Angela Rose  
★★★★☆ 19  
Paperback  
**\$10.19** ✓prime

**Microsoft Excel 2016 Introduction Quick Reference Guide...**  
> Beezix Inc  
★★★★☆ 121  
**#1 Best Seller** in Software  
Suite Books  
Pamphlet  
**\$2.97** ✓prime

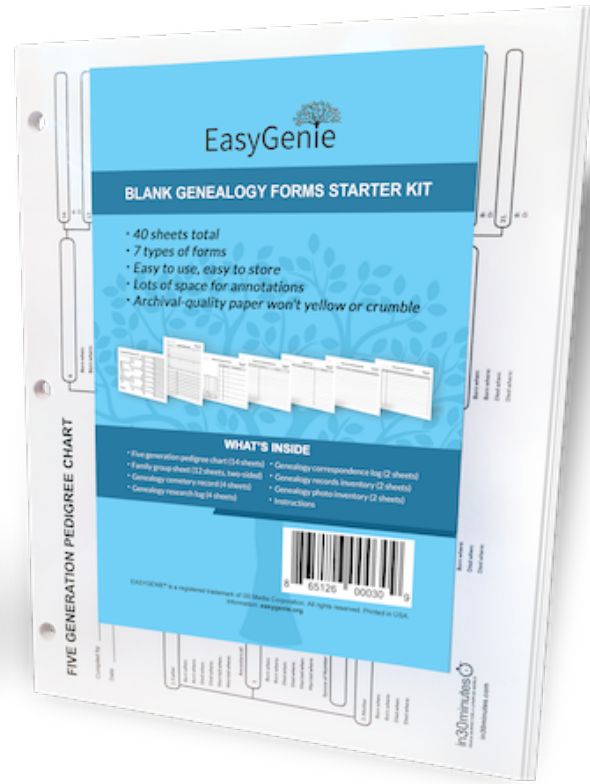
**PowerPoint Basics In 30 Minutes: How to make effective PowerPoint...**  
> Angela Rose  
★★★★☆ 4  
Paperback  
**\$11.99** ✓prime



# Complementary products based on books



2015



2016



2019

# Evaluating market for ancillary products

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## WHAT PEOPLE WANT

What do your existing readers want?

Is there sufficient demand?

Possible to develop new customers?

## HOW TO FIND OUT

Checking out competition

Also-boughts/Frequently bought together

Reviews of those products

Reviews of your products

Surveys to mailing list

Discussions with readers

Preorder page on website

# Production considerations

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What products can you develop?

How can you differentiate them?

Product types

- Branded merchandise
- Complementary products
- Paid digital products

What skills does your team have?

What skills do partners have?

What do your authors bring to the table?

What do you need to outsource?

What assets do you need to purchase?

How long will it take?

# Product brainstorming exercise

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*(courtesy Stone Bridge Press)*

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# Amazon Advertising

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# Organic vs. Paid

The screenshot shows Amazon search results for 'genealogy'. The left sidebar contains filters for Department, Avg. Customer Review, Book Series, New Releases, Book Format, Book Language, Author, Kindle Unlimited, Computer User Books, and Historical Time Period. The main content area displays several book listings. A red box highlights a 'Sponsored' section at the top right, featuring 'Genealogists are like detectives' and 'Genealogy Basics In 30 Minutes'. A blue box highlights a section below, featuring 'Colonial Records of Virginia', 'Professional Genealogy: Preparation, Practice & Standards', 'Genealogy Standards Second Edition', and 'Genealogy: a novel'. A pink box highlights the search results count at the top left. Two 'PAID' labels are placed next to the sponsored section, and one 'ORGANIC' label is placed next to the blue-bordered section.

1-16 of over 50,000 results for Books: "genealogy"

Amazon Prime

Department

Books

Genealogy

Reference

History

Internet, Groupware, & Telecommunications

European History

Computers & Technology

Genetics

Biographies & Memoirs

German History

Avg. Customer Review

Book Series

New Releases

Book Format

Book Language

Author

Kindle Unlimited

Computer User Books

Historical Time Period

PAID

PAID

ORGANIC

Genealogists are like detectives

Genealogy Basics In 30 Minutes: The quick guide to creating a family tree, building connections

Colonial Records of Virginia

Professional Genealogy: Preparation, Practice & Standards

Genealogy Standards Second Edition

Genealogy: a novel




# “Sponsored Brand” vs. “Sponsored Product”

1-12 of over 100,000 results for Books : "genealogy" Sort by Relevance

Show results for


- Any Category
- Books
  - Genealogy
  - History
  - Reference
  - European History



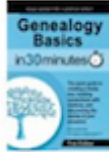
SPONSORED BY IN 30 MINUTES GUIDES

**Good genealogy takes more than online searches**


[Shop now >](#)



Genealogy Basics In 30 Minutes  
✓prime ★★★★★ 20



Genealogy Basics In 30 Minutes...  
★★★★★ 20



Blank Genealogy Forms Bundle...  
✓prime ★★★★★ 31

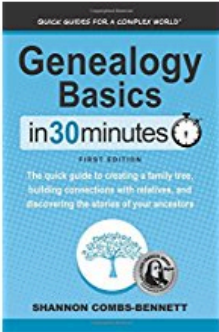
[Ad feedback](#)

1-12 of over 10,000 results for Books : "family tree" Sort by Relevance

Show results for

- Any Category
- Books
  - Genealogy
  - Women's Domestic Life Fiction
  - Contemporary Women Fiction
  - Romance
  - Family Life
  - Contemporary Romance
  - Literature & Fiction
  - Holidays
  - Holiday Romance
  - Parenting & Relationships

Book Format: Hardcover | Paperback | Audio CD | Kindle Edition | Audible Audiobook | See more ▾



Sponsored ⓘ

**Genealogy Basics In 30 Minutes: The quick guide to creating a family tree, building connections with relatives, and discovering the stories of your ancestors** Sep 7, 2016

by Shannon Combs-Bennett

Paperback  
**\$11.99** ✓prime

Get it by **Sunday, May 20**

Other Formats: Kindle Edition, Hardcover

★★★★★ 21

# Detail page carousels

Customers who bought this item also bought Page 1 of 9

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Unofficial Ancestry.com  
Workbook: A How-To  
Workbook  
Nancy Hendrickson  
**ORGANIC**  
Paperback  
\$14.95 ✓prime



Unofficial Guide to  
FamilySearch.org: How to  
Find Your Family History...  
Dawn McCullough  
Paperback  
\$20.49 ✓prime



Organize Your Genealogy:  
Strategies and Solutions  
for Every Researcher  
Drew Smith  
Paperback  
\$17.67 ✓prime



Research Like A Pro: A  
Genealogist's Guide  
Diana Elder  
Paperback  
\$18.99 ✓prime



Genealogy Standards  
Second Edition  
Board for...  
Paperback  
\$18.99 ✓prime



Unofficial Guide to  
Ancestry.com: How to Find  
Your Family History on...  
Nancy Hendrickson  
Paperback  
\$18.35 ✓prime



Unofficial Guide to  
Ancestry.com: How to Find  
Your Family History on...  
Nancy Hendrickson  
Paperback  
55 offers from \$2.62



The Family Tree Toolkit: A  
Comprehensive Guide to  
Uncovering Your...  
Kenyatta D. Berry  
Paperback  
\$13.38 ✓prime



Genealogy For Dummies  
(For Dummies [Computer/Tech])  
Matthew L. Helm  
Paperback  
\$18.35 ✓prime




The Family Tree Problem  
Solver: Tried-and-True  
Tactics for Tracing...  
Marsha Hoffman Rising  
Paperback  
\$23.50 ✓prime


>

Sponsored products related to this item Page 1 of 5


<




The Family Tree Toolkit: A  
Comprehensive Guide to  
Uncovering Your Ancestry  
and Rese...  
Kenyatta D. Berry  
Paperback  
\$13.38 ✓prime




250 Laws of Love: A  
relationship is like a tandem  
bike. It is not possible for one ...  
Petr Casanova  
Paperback  
\$9.99




Our Family Tree  
Peter Pauper Press  
Paperback  
\$13.49 ✓prime




The Ultimate Toddler  
Activity Guide: Fun &  
educational activities to do  
with your t...  
Mrs. Autumn McKay  
Paperback  
\$17.99 ✓prime




Official Guide to  
Ancestry.com, 2nd edition  
George G. Morgan  
Paperback  
\$21.12 ✓prime




Secret Genealogy IV:  
Native Americans Hidden  
in Our Family Trees (Secret  
Genealogy ...  
Suellen Ocean  
Kindle Edition  
\$4.98




Finding Your German  
Ancestors: A Beginner's  
Guide (Finding Your  
Ancestors)  
Kevan M. Hansen  
Paperback  
\$8.36 ✓prime



Red Book: American State,  
County & Town Sources,  
Third Edition  
Paperback  
\$40.49 ✓prime



U.S. Catholic Sources: A  
Diocesan Research Guide  
Paperback  
\$14.95 ✓prime



Family Genealogy Queries  
3-Book Bundle: 'G' 'H' 'I'  
Surnames (Southern  
Genealogical Research)  
R. Stephen Smith  
Kindle Edition  
\$3.99

>

# What is Amazon Advertising?

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Self-serve ad platform for paid placement on Amazon

Ads may show up on Amazon.com or Amazon app (and maybe other places, too)

CPC model (cost-per-click)

- Not CPM (cost per 1,000 impressions)
- You set your maximum bids and budgets

# Why use Amazon Advertising?

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Go to the head of the line, above organic search/also-boughts!

Target people who have *intent to buy*

DIY – don't need to hire anyone!

Measure the results of campaigns

Spend a lot, or a little (still some bargains!)

Fine-tune campaigns, do split-testing, etc.

Directly compete with other titles

Use other authors' names and titles as keywords

# How Amazon Advertising works

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Publishers & other vendors sign up OR access through other Amazon creator account

Use the website to select ad type

Choose the book/product you want to advertise

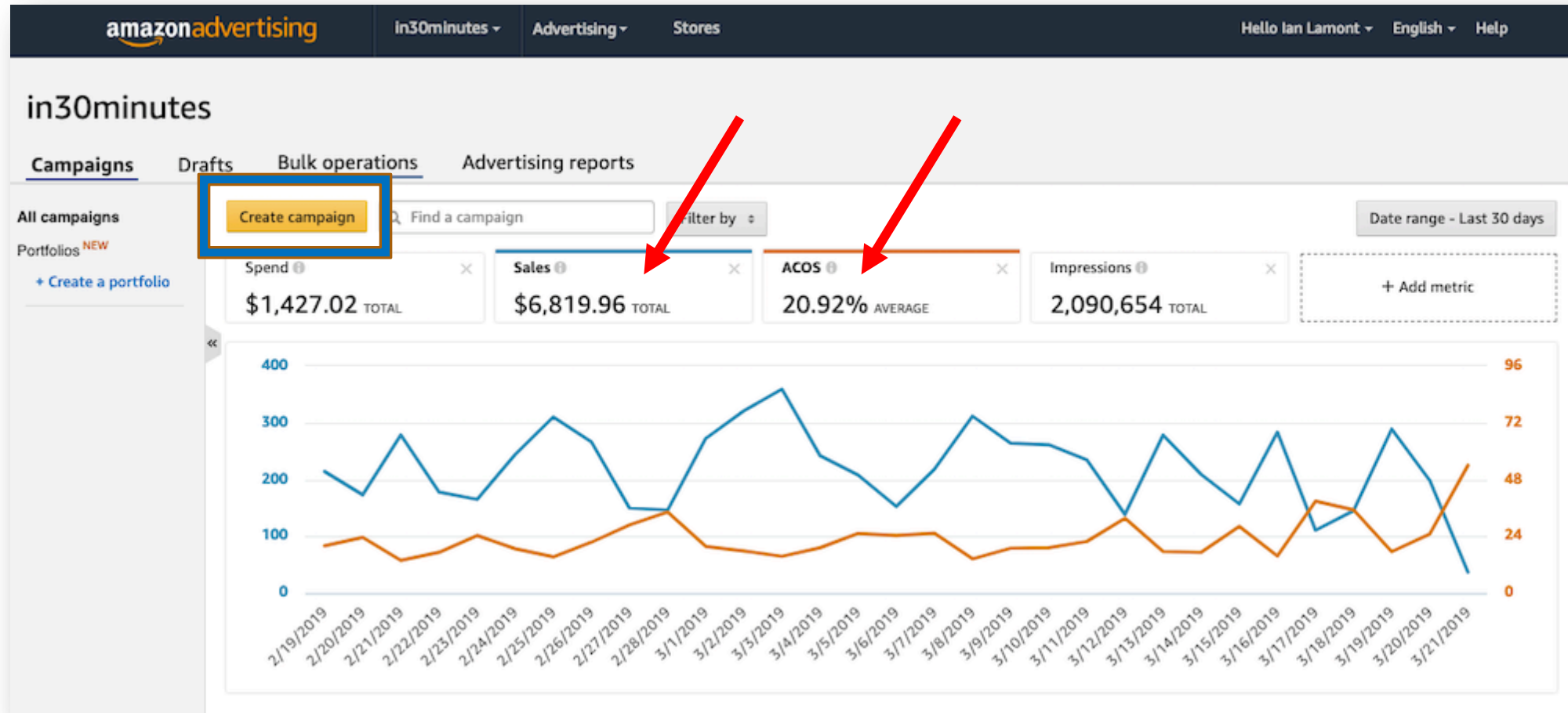
Select how ads are targeted (e.g., keywords, competing products)

Upload/enter additional assets (taglines, etc.)

Enter bids and budget

Enter timing details

# Evaluating campaigns via the dashboard



# Campaign/keyword metrics

| <input type="checkbox"/> | Active                              | Keyword                  | Match type ⓘ | Status     | Suggested bid ⓘ  | Bid ⓘ   | Clicks ⓘ | CTR ⓘ | ▼ Spend ⓘ | CPC ⓘ  | Orders ⓘ | Sales ⓘ  | ACOS ⓘ |
|--------------------------|-------------------------------------|--------------------------|--------------|------------|--|---------|----------|-------|-----------|--------|----------|----------|--------|
|                          |                                     | Total: 85                |              |            |  |         | 81       | 0.32% | \$42.02   | \$0.52 | 15       | \$162.25 | 25.90% |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | powerpoint for dummies   | Phrase       | Delivering | ⓘ \$0.75<br>\$0.25-\$0.94 <input type="button" value="Apply"/> | \$ 0.95 | 50       | 3.97% | \$26.17   | \$0.52 | 12       | \$123.28 | 21.23% |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | office 365               | Exact        | Delivering | ⓘ \$0.46<br>\$0.29-\$0.94 <input type="button" value="Apply"/> | \$ 0.95 | 6        | 0.07% | \$4.46    | \$0.74 | 1        | \$7.99   | 55.82% |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | office 365               | Phrase       | Delivering | ⓘ \$0.75<br>\$0.29-\$0.94 <input type="button" value="Apply"/> | \$ 0.75 | 3        | 0.05% | \$1.98    | \$0.66 | -        | -        | -      |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | powerpoint for macs      | Phrase       | Delivering | ⓘ \$0.75<br>\$0.75-\$0.75 <input type="button" value="Apply"/> | \$ 0.75 | 3        | 3.66% | \$1.67    | \$0.56 | -        | -        | -      |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | microsoft powerpoint     | Phrase       | Delivering | ⓘ \$0.53<br>\$0.25-\$0.75 <input type="button" value="Apply"/> | \$ 0.75 | 2        | 0.51% | \$1.30    | \$0.65 | -        | -        | -      |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | powerpoint presentations | Exact        | Delivering | ⓘ \$0.53<br>\$0.53-\$0.75 <input type="button" value="Apply"/> | \$ 0.75 | 3        | 0.41% | \$1.26    | \$0.42 | -        | -        | -      |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | powerpoint for dummies   | Exact        | Delivering | ⓘ \$0.25<br>\$0.14-\$0.25 <input type="button" value="Apply"/> | \$ 0.75 | 2        | 1.08% | \$1.20    | \$0.60 | 1        | \$18.99  | 6.32%  |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | administrative assistant | Phrase       | Delivering | ⓘ \$0.34<br>\$0.20-\$0.51 <input type="button" value="Apply"/> | \$ 0.51 | 3        | 0.08% | \$1.00    | \$0.33 | -        | -        | -      |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | how to give a speech     | Phrase       | Delivering | ⓘ \$0.31<br>\$0.31-\$0.46 <input type="button" value="Apply"/> | \$ 0.31 | 2        | 1.04% | \$0.62    | \$0.31 | -        | -        | -      |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | microsoft powerpoint     | Exact        | Delivering | ⓘ \$0.25<br>\$0.14-\$0.53 <input type="button" value="Apply"/> | \$ 0.75 | 1        | 0.78% | \$0.58    | \$0.58 | -        | -        | -      |
| <input type="checkbox"/> | <input checked="" type="checkbox"/> | powerpoint presentations | Phrase       | Delivering | ⓘ \$0.75<br>\$0.53-\$0.75 <input type="button" value="Apply"/> | \$ 0.75 | 1        | 0.17% | \$0.46    | \$0.46 | 1        | \$11.99  | 3.84%  |

Columns ⌵ Export

# Understanding dashboard metrics

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Budget: Maximum spend per day

Impressions: How many times your ad appears

Clicks: How many times someone clicked the ad

CTR: Click-through rate. The rate of people clicking the ad (clicks/impressions)

Spend: How much you spent in a specific time period

Orders: Successful orders

Sales: Amazon's gross sales

ACoS: "Average cost of sales" (your cost of Amazon's sales, not just your own!)



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# Amazon Seller & Amazon FBA/FBM

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# What is Amazon Seller Central?

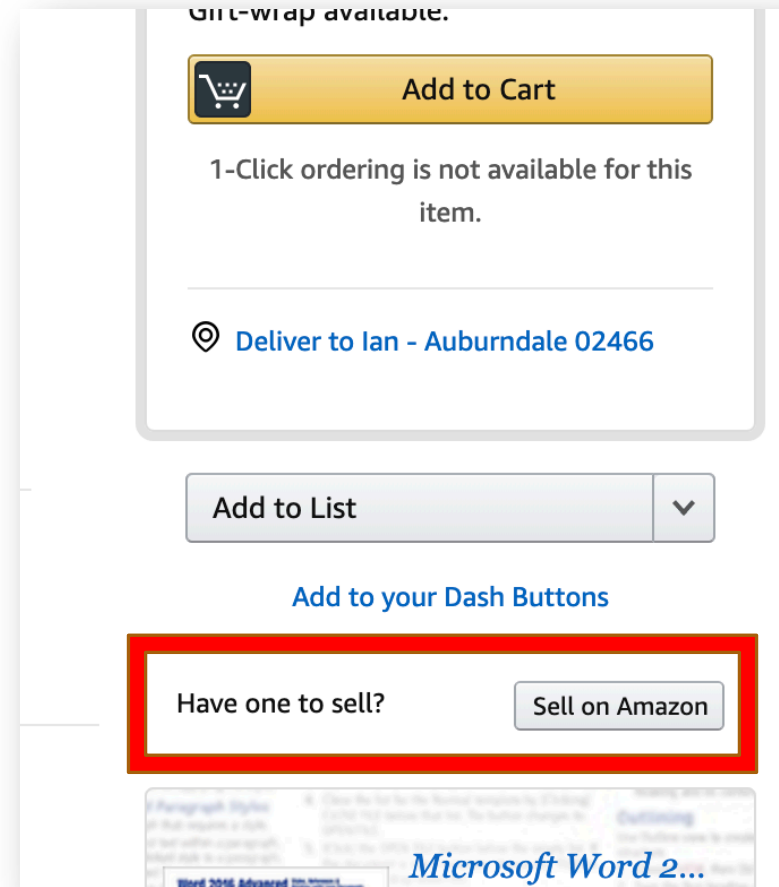
Program to sell stuff through Amazon

Overlaps with Advantage, Vendor Central

Many types of new goods

Branded goods you create

New and used books



# FBM vs. FBA

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## FULFILLMENT BY MERCHANT (FBM)

Sell all kinds of products

Non-book merchandise & used books

You handle shipping (Amazon has discount)

Items are not Amazon Prime

Fee based on size and weight

Free account FBM sales cost extra

## FULFILLMENT BY AMAZON (FBA)

Requires pro account - \$40/month

Ship goods to Amazon warehouses

Amazon ships to customers

Items are Amazon Prime

Special marketing programs

FBA fee depends on size, weight

Shipping, warehouse, account fees extra

# FBM vs. FBA fees

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## FBM FEE EXAMPLE (PRO TIER)

\$1.50 for a \$10 non-book product (15%)

- Shipping: ~\$3.50

\$3.75 for a \$12 book (31%)

- Shipping : ~\$4.25

Free tier: Add 20%

## FBA EXAMPLES

\$10 non-book product

- \$2.41 FBA fee, \$1.50 shipping (total \$3.91)

\$24.99 product (> 1 pound)

- \$4.76 FBA fee, \$3.75 shipping (total \$8.51)

# Amazon Early Reviewer Program

Currently \$60

Up to 5 reviews for new products

Can also use for products with <5 reviews

Try it for books

|  |   |   |         |     |                                    |                   |
|--|---|---|---------|-----|------------------------------------|-------------------|
|    | <b>Acid Reflux &amp; Heartburn In 30 Minutes: A guide to acid reflux, heartburn, and GERD for patients and families</b><br>Parent SKU PP-003B-VEY9<br>ASIN 1641880074             | 0 | 10/7/18 | 1 ▾ | Successful<br>Running              | Billed<br>\$60.00 |
|    | <b>Personal Finance For Beginners In 30 Minutes, Volume 2: How to build savings and investments to secure your financial future</b><br>Parent SKU G7-AHQ0-DR0U<br>ASIN 1939924413 | 0 | 10/7/18 | 0 ▾ | Enrolled<br>Running                | -                 |
|    | <b>Pedigree Chart (8 generations/256 names) by EasyGenie, single sheet</b><br>Parent SKU 173302<br>ASIN B072LWTGX3  | 0 | 10/7/18 | 0 ▾ | Enrolled<br>Running                | -                 |
|    | <b>Google Drive Reference and Cheat Sheet: The unofficial cheat sheet reference for Google Drive</b><br>Parent SKU J8-D23B-7WH1<br>ASIN 193992443X                                | 0 | 10/7/18 | 0 ▾ | Enrolled<br>Running                | -                 |
|    | <b>EASYGENIE Fan Chart with Family Members (9 Generations, 267 Names), Single Sheet</b><br>Parent SKU 183782<br>ASIN B07CGDN7VC   | 0 | 10/7/18 | 0 ▾ | Enrolled<br>Running                | -                 |
|   | <b>10 Blank Fan Charts with Family Members (9 Generations/267 Names)</b><br>Parent SKU 183611<br>ASIN B07C7N57P8  | 0 | 10/7/18 | 3 ▾ | Successful<br>Running              | Billed<br>\$60.00 |
|  | <b>Blank Two-Sided Family Group Sheets for Genealogy (40)</b><br>Parent SKU 183473<br>ASIN B07CZP3XSG   | 0 | 10/7/18 | 5 ▾ | Successful<br>Completed on 3/22/19 | Billed<br>\$60.00 |
|  | <b>EASYGENIE Genealogy Kit for Kids (31 Sheets)   Screen-Free Activity Pack for Boys and Girls</b><br>Parent SKU 183853<br>ASIN B07F2KY2KT  | 0 | 10/7/18 | 1 ▾ | Successful<br>Running              | Billed<br>\$60.00 |

# Amazon Seller Account: Coupons



## Blank Genealogy Forms Bundle (50) by EasyGenie

by EasyGenie

**\$19.99** ✓prime

Get it by **Monday, Feb 5**

More Buying Choices

**\$19.99** (2 new offers)

★★★★☆ 29



## 10 Blank Pedigree Charts for Genealogists (8 generations/256 names per form) by EasyGenie

by EasyGenie

**\$18.99** ✓prime

Get it by **Tuesday, Feb 6**

More Buying Choices

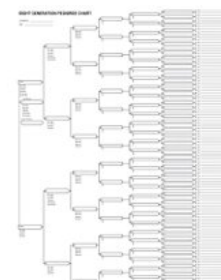
**\$18.99** (2 new offers)

★★★★☆ 1

Save 15% with coupon

Product Description

... family research! *EasyGenie's* custom genealogy forms were ...



## Pedigree Chart (8 generations/256 names) by EasyGenie, single sheet

by EasyGenie

**\$8.99**

FREE Shipping on eligible orders

Only 3 left in stock - order soon.

Product Features

... See the *EASYGENIE* Pedigree Chart Bundle for more savings! ...



# Amazon Seller: Pros for publishers

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Sell used books or overstock

Sell book-related merchandise

Great way to showcase your brand (if you have one!)

Coupons, lightning deals, and other special marketing programs

Special options for brands

Contact buyers to resolve problems, ask for honest feedback, etc.

# Amazon Seller: Cons for publishers

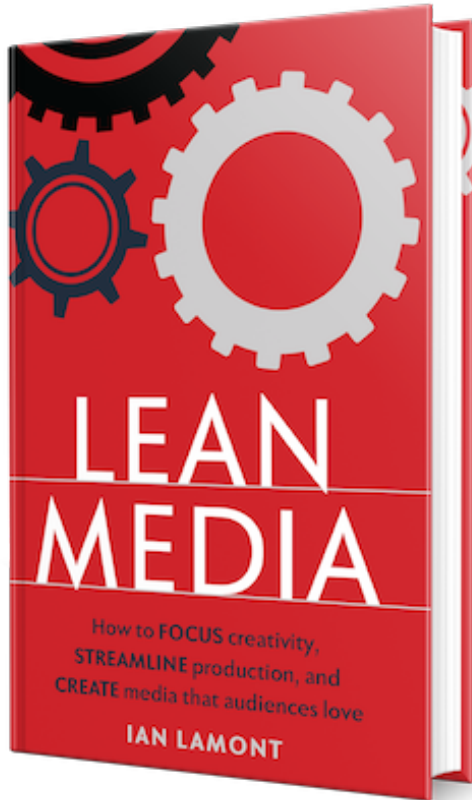
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- Account, warehouse, other fees
- You can't create a book page (you have to piggyback onto other listings)
- You may be competing with people with no scruples about quality/piracy
- Merch detail pages limitations
- Product restrictions
- People can review you
- In the event of a dispute, you lose
- UPC numbers and codes for non-book merchandise: \$250/ten via GS1, \$50 annual "maintenance fee"



# More information

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[leanmedia.org](http://leanmedia.org)

[Facebook.com/leanmediaorg](https://www.facebook.com/leanmediaorg)

Twitter: [@ilamont](https://twitter.com/ilamont) or  
[@leanmediaorg](https://twitter.com/leanmediaorg)