

Starting FBA on a Budget

“Shoestrings R Us”

What's Up Here?

This session will only be about 45 minutes with 25 min for Q & A.

Who Am I?

- Selling online since 1997 on eBay and 2004 on Amazon.
- Total sales on eBay over **\$200,000**
- eBay feedback over 13,000 TRS
- Amazon sold units 5,600
- Total Amazon sales over **\$150,000**
- Amazon Avg. Sale **\$28**
- Sold over **\$30K in Q4** on Amazon



That Kat
Simpson

Keys To Understanding

- Everything I teach, I want you to understand the HOW and the WHY.
- This session is intended to be interactive. I will break frequently for Questions.
- I am always available at www.ThatKat.com for more questions.

Agenda

- **What is FBA?**
- **Why FBA?**
- **Bottom Line Expenses**
- **Tools – When & How to Add Them**
- **Sourcing on a Budget**

What is FBA?

Fulfillment By Amazon

FULLFILLMENT
by **amazon**

REQUEST INFO

How It Works...



**You Send
Products
to Amazon**



**Amazon
Stores Your
Products**



**Customers
Purchase Your
Products**



**Amazon
Picks & Packs
Products**



**Amazon
Ships Products
to Customers**



Why FBA?

Why FBA?

- Amazon sales are at an all time high!
- Amazon has 121 Million customers!
- Q4 sales: \$17.43 Billion (Up 35% YOY)
- Third party sellers now make up over 38% of Amazon's total revenue.
- We are the 38%!

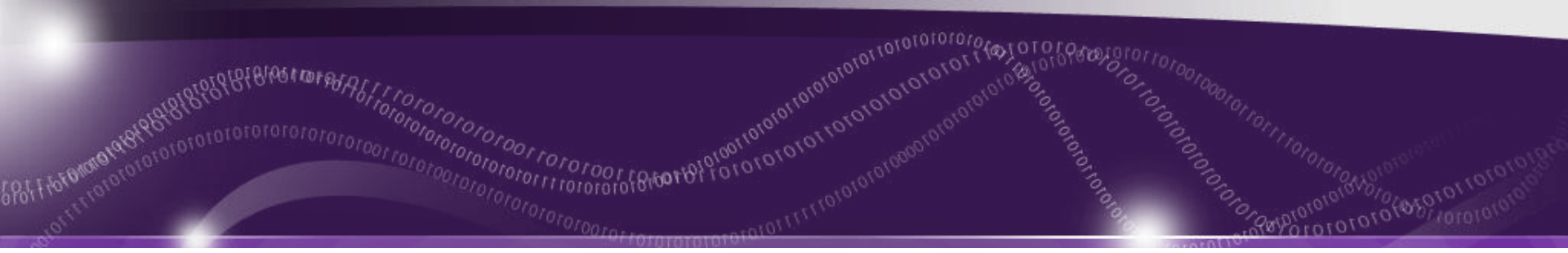


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Why FBA?

- 1. Lower your costs:** Reduce your shipping costs
- 2. Premium seller positioning:** Charge a higher price
- 3. Work smarter, not harder:** Outsource storage, picking, packing, shipping, customer service & returns
- 4. Keep customers happy:** Deliver items 2-3 times faster
- 5. Scalability:** Overcome time/space limitations



Bottom Line Expense

What do you REALLY have to have?

What do I HAVE to Have?

- Computer –
- It Depends



What do I HAVE to Have?

- Internet Service
- It Depends



What do I HAVE to Have?

- Printer
- It Depends



What do I HAVE to Have?

- Smart Phone
- It Depends

What do I HAVE to Have?

- Bank Account – For Amazon
- Mailing Address – For Amazon
- Boxes – Free?
- Tape
- Inventory – Should be biggest expense!

What Tools Should I Buy?

- Computer
- Printer
- Internet Access
- Smart Phone

What Tools Should I Buy?

- FBA Scout
- FBA Power
- Dymo Printer
- ScanFob
- Bar Code Scanner for PC/Mac
- Buy Your Boxes & Supplies

How Do I Know WHEN to Add Tools?

When

They Make

You
Money!

Time VS Money

- FBA Scout – Information is Power
- FBA Power – Time is Money
- Dymo Printer – Time is Money
- ScanFob – Time is Money
- Bar Code Scanner for PC/Mac - Time
- Buy Your Boxes & Supplies - Time



Sourcing On a Budget

Where and How

Finding Inventory

We call it
Sourcing!



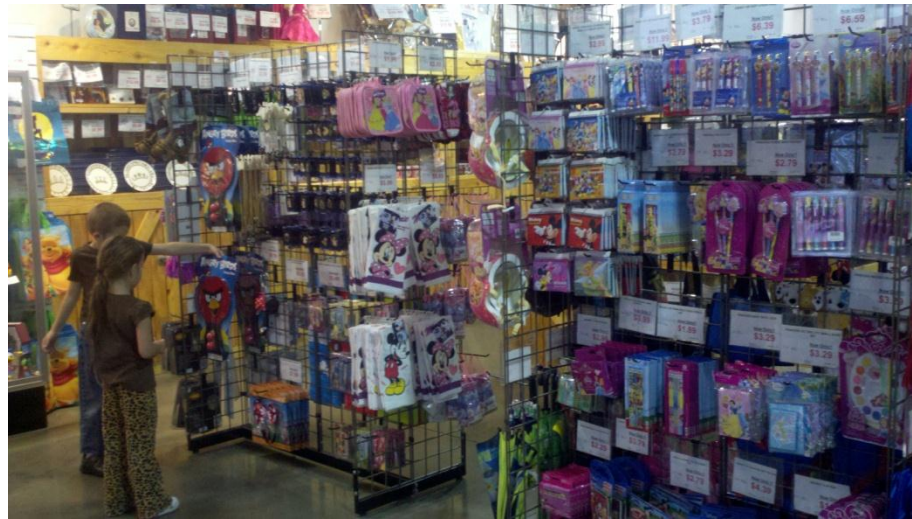
Sourcing Inventory?



You could
call it
Shopping!

Is Sourcing Really So Hard?

Sourcing is critical to the health of your business but it is not as hard as you think.



Inventory is EVERYWHERE!

Sourcing Products for FBA

- Inventory is everywhere
- If it has a barcode; scan it!
- Long Tail VS Fast Sellers
- Think outside your comfort zone
- Go with your gut
- Build up inventory first and when you are ready to sell signup for an Amazon seller account (try to fill up one small box first)

Finding Inventory with a Cell Phone



- Amazon has a “Price Check by Amazon” App that you can download for both the Android & iOS platforms



- Move to FBA Scout ASAP for more information – Information is Money

Inventory is Easy

- Yard Sales
- Estate Sales
- Thrift Stores
- Retail Arbitrage
- Online Arbitrage
- Wholesale

Finding at Yard Sales

- It's All Junk.
- There Aren't Any in My (neighborhood, state, city, country, whatever).



Finding at Yard Sales

- Who?
- What?
- Where?
- Why?
- When?



Finding At Yard Sales

Yard Sale Examples



Finding at Estate Sales

- Everything Will be High Priced
- There Will be Too Many Dealers
- I Have to Get Up Too Early
- I See Dead People

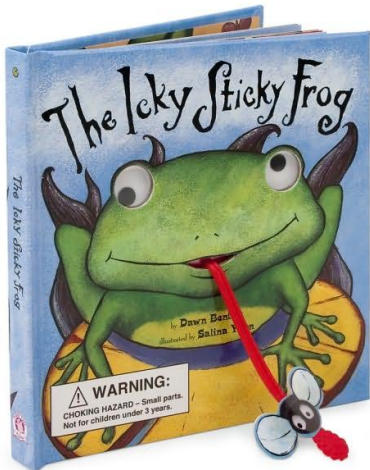


Finding at Estate Sales

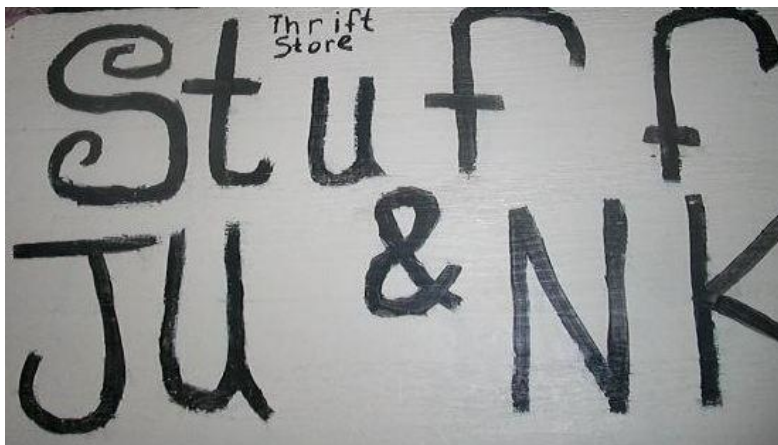
- How To Find Estate Sales in Your Area
- How To Be Prepared to Shop Them



Finding at Thrift Stores



Thrift Stores are 'Icky!'



It's Just Junk!



Finding at Thrift Stores

Thrift Store Strategy!

1. Know Your Niche
2. Shop Your Niche
3. Browse Other Departments



Finding at Retail Stores

- Why would someone pay me for something they can buy at Wal-mart?
- Can't everyone find the same thing?
- Do Stores Allow This?

- www.SavingsByStore.com



Finding at Retail Stores

NEVER Pay Retail!



- RetailMeNot.com
- GiftCardGranny.com
- ThriftyCouponCouple.com



Finding Online

- Are There Bargains Online?
- Clearance
- Deals
- Coupons
- Bargains



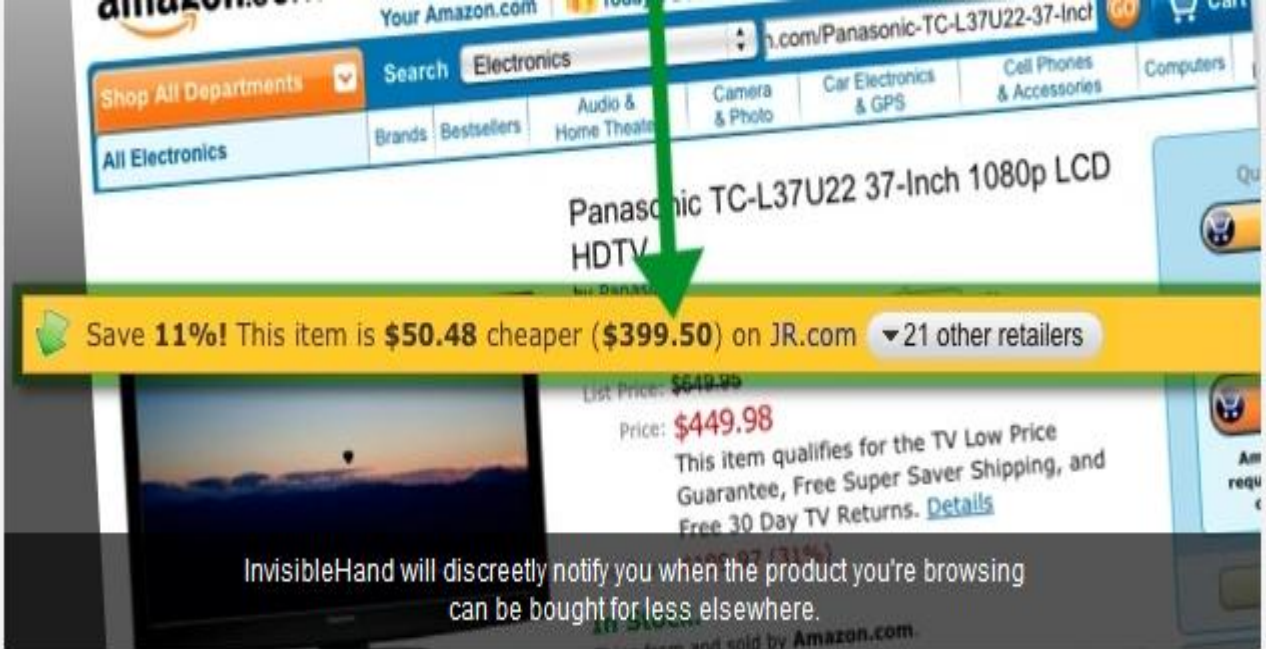
Finding Online

Amazon Browser Bar
www.abb.fbarocks.com



Finding Online

Invisible Hand – www.getinvisiblehand.com



The image shows a screenshot of an Amazon product page for a Panasonic TC-L37U22 37-Inch 1080p LCD HDTV. A green arrow points from the product title to a yellow price comparison banner. The banner states: "Save 11%! This item is \$50.48 cheaper (~~\$399.50~~) on JR.com ▾ 21 other retailers". Below the banner, the list price is shown as \$649.99 and the current price is \$449.98. The text below the price reads: "This item qualifies for the TV Low Price Guarantee, Free Super Saver Shipping, and Free 30 Day TV Returns. [Details](#)". At the bottom of the screenshot, a semi-transparent dark box contains the text: "InvisibleHand will discreetly notify you when the product you're browsing can be bought for less elsewhere."

Bonus Finding Tips

- 1.Dropship:** Think outside the box.
- 2.Auctions:** Higher quality = higher profits
- 3.Tradeshows:** Wholesale!

Summary & Next Steps

- Just Do It!
- Reach Beyond Your Comfort Zone
- Where Will YOU Shop This Week?!

Find Kat!

- My New Blog & Newsletter www.ThatKat.com
- Facebook - Kathy Simpson
- Facebook Group – ThatKat
- Twitter @ThatKatSimpson
- Pinterest @ThatKatPins
- FBA Tax Book www.e-comsalestax.com

