

Daniel Hall Presents



## Episode 35

# Sell on Demand Products on Amazon for Passive Income

## With Rachel Rofe

Today, we are going to show people How you can make sales on some of the biggest eCommerce sites, like Amazon, without having to spend any upfront money with very, very minimal effort, and start to build up some cool passive income.

One of the main benefits is the passive income, and also, it's just super-easy, super-fun. As I explain it, you'll see that it can be so simple to get lots of designs up and make sales. We have kids doing this system that I've been teaching, and it's really fun. It's just easy, and there's no need to learn a bunch of different things. This method seems to be working for people.

**The big idea here is that you can come up with [different designs](#) and things to put on different products, like mugs, T-shirts, and necklaces.** You come up with the designs, and then you overlay them. You can take your designs and put them on top of the products, and then you get finished pictures. You can take the pictures of products and put them on sites like Amazon, Ebay, and different places.

## Using Print On Demand Sites

There are companies that will do physical print on demand products. Just create a simple design. You can upload to one of these sites and create the product. Then, you would take that designed product and sell it on other marketplaces like Amazon and

Ebay. **The key is that there is little to no inventory costs, no upfront costs to using this system of selling.** Pretty much, as soon as you make the sale, you can have the companies ship for you, on your behalf, and you only have to pay once you make a sale.

This gives you the ability to sell a log of products at once. On my Amazon, I have 500+ products, and I've put in like, I don't know, really not that much time. Less than four hours, I would say -- total. Because it's fun. It's really simple. I have an app that I do a lot of stuff with. **You'll see, once we get into it, how simple it is and how easy it is to come up with lots of different things.**

## 7 Steps for Selling on Demand Products

The big picture system is seven steps:

1. Identify niches that you want to make products in
2. Create your design
3. Launch your product on the drop-shipping site ([Gearbubble](#))
4. Find keywords to use, so that you can be found once you launch your products
5. Launch on Amazon
6. Launch on other sites like [Ebay](#), [Bonanza](#), and [Etsy](#)
7. Process orders

**From there, you can scale up if you want, but those are the seven main steps to getting this done.**

### Step 1 - Choosing a Niche

So, choosing a niche... The cool thing about this system, is because it's such a minimal time effort to really do anything, it's not a big deal to go find niches and stuff. **You can just come up with a bunch of ideas really quickly and just try out a lot of things.** You don't need to get the right thing going or you're wasting hours of your time. But, let's say for example, that you want to make something in the knitting market. The way that I like to find design ideas is I will do a search for something like, "Funny Knitting Shirt," or "Fun Knitting Mug," and I'll look for it on Google Images. I will look to see what's there, what's funny, and maybe what I can make a variation of.

I'll just do that right now. I found one that says, "I'd Rather Be Knitting," and one that says, "I Like Big Skeins and I Cannot Lie," and "I Knit So I Don't Hurt People". **There are all kinds of different things, which give me ideas for different things that I could make for my different designs.** For example, the first one I saw, "I'd Rather Be Knitting," I could do one that says that with a different kind of picture.

A lot of times, I'll just do something like that, here's one..."I Knit Because Punching People is Frowned Upon". So, it could be something like, maybe I could just change around the words, or it could be something where I change it to, say, crochet. Like, "I Crochet Because Punching People is Frowned Upon". **I'll just make very simple variations.** It's really not reinventing the wheel at all. It's just making sayings that do well, and putting them on shirts, but maybe not on mugs, and variations such as that. **In other words, you can use things that are already selling, and use them as templates, essentially, to apply to other marketplaces, other products, etc.**

Google Images is one way to find a niche. **I'll also go on Pinterest, and I'll sort through images.** If I find something that I think is great, I like to just change it around. For example, I looked for, "Funny Shirts for a Boyfriend," or something, and it said something like, "You're the luckiest Guy in the World... I'd Love to Have Me as a Girlfriend". Something like that, right? And, it had so many likes. People loved it. So, what I did was, I had that one, but then I also changed it.

So, for instance, for Father's Day, I had one that said, "You're the luckiest Dad in the World... I'd Love to Have Me as a Son," and then, "I'd Love to Have Me as a Daughter," and the same thing for Mother's Day. That kind of thing people love, and that didn't exist at all, but I just kind of change it around, and it works.

Some people might be thinking, "Aren't you ripping off somebody else's work?" When I change it around, like the father/son thing, that's not really ripping off someone's work. It's changing around completely. **I'll usually change around the phrases a little bit, and a lot of times it's not on the same kind of product.** Usually, I'll sell a lot of mugs. Mugs are my main thing, that and pillow cases. Then, it's never really like a direct copy.

Sometimes, I know people do. You can, but I don't usually. **I just take inspiration from the ideas in the marketplace that are already selling, and essentially, making them my own.** I'm taking the concept, which by the way, cannot be trademarked or copyrighted, but I'm shifting it into something completely new and different.

## Step 2 - Creating Designs

**To create my designs, I have an app that I love, on my phone. It's called Word Swag.** How it works is you just type in words like, "Knitting Makes Me Happy," or something. You just plug it in. You can make a transparent background, and there are all kinds of different text, fonts, and stuff on there. So, you can pick and choose between different fonts.

Then, once you pick a font you like, there are dice, and you can hit the dice over and over, and it will change a little bit within that font. And then, you'll find something that looks really good. I mean, this takes like 20-30 seconds, where you have a new look for

the text. Then, you save it, and that's it. You have your design ready to go. It's really that simple. **I like to use the transparent backgrounds because I think they overlay nicely.**

## Step 3 - Launching Your Product on Gearbubble

So, then the next step is, I go to [GearBubble.com](http://GearBubble.com). I'll take the design, and I will put it on top of different products. For example, you know, you hit "Launch a Campaign". I'll select the little mug icon, usually. I'll upload the design that I made on [Word Swag](#), and I'll put it right over the mug, and then, I'll just launch it.

I mean, that's really it. You build your picture, you set your price, and then put in a couple of details, if you want. **You set up a URL in less than 30 seconds, and you hit launch, and it's good to go.** And, it's hosted within the site. It's really that simple, and then I just download the picture so that I can launch it on Amazon.

Gearbubble.com is a site where they sell items on your behalf. It's a drop-shipping site. So, you can custom create all kinds of things like mugs, necklaces, T-shirts, and once you make a sale, they'll ship it for you. And, it's always people who are based in the USA who are doing it. Oh, and they are also doing Europe as well. They ship the orders for you. So, it's not like China, where things take forever. People can make orders and then get their stuff within a couple of days. Essentially, [Gearbubble](#) manufactures and drop-ships for you.

[Gearbubble](#) has Amazon integration now. It's going to be released to the public within the next week or so. Until that happens I've been creating manual orders. **So, Amazon will email you the second you get the sale, and then you just get that customer's address, you put it into [Gearbubble](#), and then the order goes to the fulfillment center.** Once the fulfillment center ships it, then it updates you with a tracking number, and you just print that on Amazon.

So, you get the customer's address from Amazon and put it into [Gearbubble](#). **The manufacturing and shipping process generates a tracking number and provides you with it, and then you put the tracking number into Amazon.** That's the process as of the time of this interview, but probably by the time this airs the integration between Amazon and Gearbubble should be in place.

## Step 4 - Keywords

The next thing I like to do is find sales-getting keywords, basically, before I go to launch it on Amazon, so that I don't have to go in and edit anything. You can do it in all kinds of ways. You know how, when you're typing on Amazon, you can start to type in, let's

say, "pit bull mug," or something. **As soon as you type the word, "pit," it will auto-populate all of these keyword suggestions.**

So, I can see what other people are already typing in that has to do with the type of mug that I'm selling. So, for example, on the knitting one, maybe I'll type in, "Knitting," and then it comes up, "Knitting gifts," "Knitting mugs," and "Knitting mugs cheap". So, I'll use those keywords that Amazon is giving me, and I include those in the title later on, for when I'm launching on Amazon. That's kind of the easiest way, without any tools, that people can do it to get started.

## Step 5 - Launch on Amazon

The next step is to launch on Amazon. **So, now we have the keywords, we have the design, and we're good to go.** After that, you create an account on [SellerCentral.Amazon.com](https://sellercentral.amazon.com). It's actually free to list products on Amazon. There is a "Pro" account that you can get if you want, for \$40 a month, which gives you extra benefits. But, I usually tell people that they don't need it until they are making a profit from what they are already doing.

Regardless, you just go in and add a new product. It's just going to ask you for details about the mug, so you're going to put in the picture, the title, and if you want to put in a description, but the description you actually don't need to do. You don't need to do, really, anything outside of title. I'm thinking, really, only title and picture, but if you want to do extra to get some search engine optimization benefits, you can. But, that's the bare minimum. Oh, and brand name, I think, you need to put in too. Then, you launch it on Amazon. Within 15 minutes, it propagates onto the site.

**When you are using [Gearbubble](#), you'll want to download the picture that it creates for you.** Like, you're going to have a picture over a mug with your design curved over the mug. It's going to look like a real mug, and it will also have a white background, which is what you'll need on Amazon. You'll need to have the background completely white in that main picture. So it's completely Amazon compliant and ready to go.

## Step 6 - Launch on Other Sites

The next step is really optional, but I like to do it. **I'll take the same product that I've already worked on creating, and I'll post it on other sites like [Ebay](#), or [Bonanza](#).** Or different sites to just get it in as many places as are available to showcase the mug. I do [Etsy](#) and [Shopify](#) as well. On if you're not manufacturing the product, you're supposed to file an application, just saying that you'll be using an outside manufacturer to create the mugs for you. But, as long as you can show that you are going through the design process yourself, which you are, you should be good to go.

## API Integrations

There's the one between Gearbubble and Amazon. I use a tool called [Sellbrite](#), and what that does is it takes products from Amazon and auto-places them onto [Ebay](#), [Etsy](#), and different places. Well, not auto. You have to go in and hit a button, but then it will automatically do it. **Now, that particular tool is pricy, so I don't necessarily recommend that people get it until they are making money.** I think it's like \$279 a month or something, but I have a bunch of different stores, and I know that they do it based on how many stores you have.

It might be significantly cheaper if they have less, and there's a 14-day trial as well. Yeah, I checked and [Sellbrite](#)'s \$179 a month for the cheapest one. So, it is pretty pricy. If you have [Shopify](#), for example, I know there are apps that will do some of the same things. There's another one called [inkFrog](#), which I haven't used. Somebody from [Ebay](#) just wrote me, and they are giving me a free year to use it. So, I'm excited. Maybe I'll save on a big expense.

## Step 7 - Process Orders

So, how do you process the orders? We talked about that, with putting in the customer address. I mean, I don't know if the Amazon integration will completely do it or if you'll still have to type in the address of the customer. I know, for sure, one part of the integration is going to be to launch the product on [Gearbubble](#) and it will automatically launch on Amazon. So, you don't even need to make that next step.

## Connecting With Rachel

This particular product can be found on [RealFastResults.com/fruits](http://RealFastResults.com/fruits), and then I also have my personal blog over at [RachelRofe.com](http://RachelRofe.com). I also have a crash course on how to do all of this that you should totally check out.

## Resources

### Designing Tools:

[Word Swag](#)

### Drop Shipping Site:

[GearBubble.com](http://GearBubble.com)

### Sites to Launch Your Product:

[Ebay](#)

[Bonanza](#)

[Etsy](#)

[Shopify](#)

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