

**Daniel Hall Presents**



**Episode 92**

## **How To Sell Physical Info-Products Through Amazon FBA**

**with Greg Cesar**

Welcome to this episode of the Real Fast Results podcast! Today's special guest is someone who is very creative and extremely accomplished. His name is Greg Cesar, and he has a fantastic opportunity to present to you that hardly anyone else is harnessing right now. Greg is an international expert in creative internet marketing strategies. Over 100,000 people have purchased Greg's products online, so obviously, he knows how to sell products.

Greg has been invited to speak on stages as far away as Singapore and Malaysia, and he has helped thousands of students to drive more laser-targeted traffic to their websites. Again, he is a creative thinker, and therefore, he often uses out-of-the-box strategies to dominate niche markets. Through his courses and trainings, Greg teaches people how to utilize mindset marketing, how to find hidden entry points in niche markets, and more specifically, how to use emotional triggers that help to get people to click on ads and buy more.

With these strategies in place, you can even go into larger, more competitive markets, and get more clicks for pennies on the dollar, rather than spending dollars at a time on clicks, like your competitors will be doing within these markets. Greg is an excellent marketer, and an all-around great guy who carries a reputation of having a lot of integrity, which is another reason why it's an honor to have him as a guest today. Greg, welcome to the show...

### **Promise: A New Way to Sell Information**

First of all, thank you for having me on the show. The promise is that by the end of the show I will have shown you a new way to be able to sell information. It's not just about creating the information, it's about distribution and getting people to buy it. When you kind of understand what we've done, you'll know why this is one of the easiest things that I've ever done, and also, one of the most profitable. If you get it, this could literally change your life. Hopefully, this will make sense to you today.

**We are in the information business. We all got into this business to sell information because it's easier and faster than trying to run a traditional brick and mortar business.** A couple of years ago, people started getting into the Amazon craze. Right? Everyone wanted to sell on Amazon, and what I was seeing was a great opportunity, but one that was becoming very saturated. Everyone was trying to sell the blenders, the gadgets, and the gizmos. And, we're talking smaller margins. So, for you to make a good living, you would have to sell huge numbers of these smaller margins, and on top of that, there was this huge outlay of cash up front.

**I mean, if you are selling blenders, you've got to bring in 2,000 blenders, and you're paying \$50, well that's \$100,000 in expense before you even make \$1 back.** For the average person, that just doesn't make sense. So, I wanted to see if I could take what I was doing already, which is selling information, and combine it with what everyone else was doing, which was Amazon, but not on the digital side of Amazon. I wanted to see if I could get on the physical side of Amazon.

**So, I took a lot of the content that we were selling digitally, and I went old school and made them physical.** And, people would say, "You're crazy. You made them physical?" Here's the thing. There's no one there on the physical side of Amazon. So, we would take our content and re-purpose it, and make them into maybe a DVD or a CD, but we would make it a physical product, and we would go in and control the market because no one was there. It's like taking candy from a baby. You know, I pinch myself every day, when I get my money from Amazon and think about the fact that I absolutely did no work for it, or very little work for it. It's amazing.

I'll give you an example. I have a box that's going to be mailed to Amazon today. Inside it there is a PLR product that I have bought resell rights to. I took it, I turned it into CDs, and made a little guide to go with it. I saved it, put it in a box, and that box is going to Amazon. It costs me about \$4 to ship it to Amazon. I only have about five units in there. Right? Because if I were going to sell a physical product, like a blender, you have to buy 1,000 units, but because I'm making CDs, I only have to send about five units to test that market.

So, my cost in this box is, I'd say about \$15 or \$20. But, if that thing sells, you're looking at a 6-figure business. That's exciting to me. I can take this box and potentially turn it into a 6-figure business. I may have invested 20 minutes of work in this. **That's why I absolutely love this business model.**

# Why It's Better to Sell Physical Products This Way

**It's the margins.** This is, again, just CDs. There are three CDs in each package, so you're talking about \$2 or \$3 for each package. We are starting our test at \$67. So, after Amazon fees, we're talking about \$50-\$55 in my pocket. That puts a lot of money in my pocket for each unit that we sell.

**The margins are also great, compared to physical products where you are typically looking at (after all expenses) 10-25% margins.** Here we are looking at 75% margins. That changes your business, when you can get those kinds of margins. Now I can afford to advertise. I can afford to drive traffic, if that's something that I wanted to do. So, it completely opens the door when it comes to what possibilities there are.

I love Kindle. I sell on the Kindle, but this product, on the Kindle side, would be about \$5.99 to \$7.99. That's the exact same product without any words changed. But, since I can sell it on the physical side, where Amazon is selling the higher-priced products, such as the blenders and TVs, those people expect to pay more money. So, this exact product, on two different Amazon companies, will give you two different price points. One is very, very cheap, and the other is very, very high. That's why I also like being on that physical side.

**If it sells well on the physical side, I'm also going to put it on the Kindle side because I'll be selling to different people.** I'm not going to ignore that sale just because it's a cheaper sale. I still want it because those are two different people. I will put it under a different name because I don't want to compete against myself in the same market. After all, the consumer will choose the cheaper one, but it's going to be two different names.

## Pick a Market or Subject

It's actually very simple. We are looking to sell information. We are teachers. **If you are sitting there and asking, "What should I sell," then ask yourself, "What can I teach someone, or what can I hire someone to create that would teach someone else?"** In my case, this one is a PLR product. One of my other products, which is there already, I wrote myself. We've got another product in which I am partnering with someone who has the subject matter expertise because I didn't have it, but I saw that it was a great market.

**The first step is to pick a market or some subject that you want to teach.** Maybe in high school you were great at algebra. There are millions of people who aren't good at algebra that may want to learn algebra. That's something that you can sell on Amazon. So, one of the first steps that I like to take is doing some keyword research. I just go to Google. Go to the Google Keyword Planner. You type in what I call "power words". An example would be going into Google and typing in "how to" and let Google fill in the blanks.

Google may say, “How to make money,” or “How to lose weight,” or “How to fall in love”. We don’t know, but Google will tell us what consumers are looking for. I’m going to tell you a secret. One of the reasons why I have been very, very successful in life, for many, many years, is I sell what they want. That’s the key. I could have the best idea in the world, but if no one wants it, who cares? I’m not going to make any money. I go in, and I find what they want. In this case, I’m letting Google tell me what they want.

Google’s going to give you a list of hundreds. You know, there’s a funny one that I saw recently. It was, “How to belly dance.” Yeah, people want to learn how to belly dance. Now, I may have a belly, and I can dance, but I don’t know how to belly dance. So that’s not my next product. Anyway, that’s your first step. Do some market research and find out what people are searching for.

## **Can You Still Use Google’s Keyword Tool for Free?**

Yeah, absolutely. All you have to do is have a Google Adwords account. If you have a Gmail account, you’ve got a Google Adwords account. When you log in, the Keyword Planner is located on the top right under “Tools”. You just type in “how to,” or type in your keywords, and Google will give you a list of keywords that you can look at for ideas.

## **What Should I Look For, Exactly?**

**Again, this is what people are searching for, but what you’re really looking for are problems.** It’s really that simple. When they are typing those in, they are telling you what problems they have. There’s only one thing that people spend money on, and that’s solutions to problems. I don’t care what niche you are in. It’s a solution to a problem. Now, I will tell you this, “The bigger the problem, the more money you’re going to make.” If a person is looking for a Band-Aid, how many people are going to pay \$1,000 for that, but if they are looking for a gauze, they have a much bigger cut, right? They are going to be willing to spend more money for a gauze than they are for a Band-Aid.

**We are looking for bigger problems because that means we can make more money, and you’re also going to be closer to the sale.** Think about someone who is suffering with diabetes. That person would be willing to pay a lot more money for a solution that they need than someone who is searching for how to get rid of a hangnail, right? So look for problems, and once you find that problem, then your question is, “Do I have that expertise, or do I need to find someone to provide the content?”

## **Creating Content**

**The next step in the process is creating your content, and to me, that is one of the easiest pieces of the puzzle because content is everywhere.** I read somewhere that everything that needs to be said has already been said. So, you don’t have to come up with new content. I mean, how many different ways can you say “Lose weight by eating right and

exercising.” Every book on the planet that’s about weight loss essentially says the same thing, and that’s “Stop eating and exercise”. So, the content already out there, you just have to re-purpose it and put your own spin on it.

Think about Learn QuickBooks. How many different ways can you say, “Click here to enter the company name”? I mean there aren’t that many different ways to say it. That, believe it or not, is where a lot of people get hung up. They say, “Oh, I don’t know this,” or “I don’t know that.” That’s the smallest thing that you have to worry about. It’s not what you know. It’s what they are willing to spend money on and whether or not you can get someone to create that for you. I’m a news reporter. That’s all I am. A news reporter is not a subject expert. They know how to research and write it. That’s all they know how to do.

What do news reporters do? They interview other people who have the expertise, right? That’s all they do. That’s exactly what you need to do if you want to do this. Put on that news reporter hat, or that publisher hat, and you’re going out to find the content that people need or are looking for. Now, if you have a Kindle product already, that’s where I would start. Take your Kindle product and make it physical. Right? That’s the lowest hanging fruit, especially if it’s already selling on Kindle. That’s the first place that I would go.

At this point, you have done your research, got a couple of ideas, and picked one. Now you’re going to create your content. **Before you can create that content, you’re going to want to go to Amazon and see if it’s even selling. Here’s the trick. If no one on Amazon is selling any solution to the audience you’re targeting, you don’t want to be the first one because that would mean you would have to test the market.** So, I’m looking for products that are selling that are relevant to what I want to sell. Now, they may not be selling it the way you’re selling it. For example, they may not be selling a CD.

Maybe they are selling a blender or some type of widget. Maybe they are selling a Kindle book. But, you are looking for something that shows that other people are already providing some kind of solution for the problem that your product solves. There is a caveat to this, however. They need to be selling it successfully. If you see that there are three guys who have two reviews, that’s not what you want. That doesn’t impress me. I want 10 guys who have a minimum of 30, 40, or 50 reviews each. That tells me that everyone is making money, and if everyone is making money, that means there’s room for me to come in. As long as I rank on that page somewhere, I’m guaranteed to make money. There’s no way that I can lose.

Now I know that I’m in a market that’s going to be profitable. Here’s the other thing that I tell people about that. Once you’ve discovered that, you’ve just found a guaranteed winner. So, who cares if you have to pay someone to create the content? Not creating that content is a loss of money, right? The mistake that people make is they go out and create the content first, and then they say, “Let me see where I can sell it.” You’ve got no proof that anyone wants it. I do it in reverse. I find the proof first, and then I create the content. There’s no way that I can lose. It’s guaranteed to win every single time when you do it this way.

You’re going to laugh at this. I had a customer who ordered \$4,000 worth of Shea butter, and then she says to me, “Hey, I need some help selling it. Where would I sell it?” I said, “Who are

you going to sell it to,” and she said, “I don’t know,” to which I replied, “Well, that’s your problem.” I told her that I would have gotten \$4,000 in orders and then I would have ordered the Shea butter.

## **After I Know That There is a Market, What Do I Do?**

The next piece is to create your content, and again, right now I have a PLR piece of content. You can buy the rights to something like this, or you can hire someone, or you can do it yourself. Don’t be afraid of looking at a couple of products in the marketplace and seeing what they are talking about and what makes their product a great product. Again, you create your content, and this is one of the easiest parts of the process. Once you have that done, then you need to get it on Amazon.

**Your product needs to be found on Amazon, and there’s something that I call “The Void”.** Amazon is all based around keywords. The traditional way that people rank on Amazon is by going out and trying to make tons of sales. So, they discount their product, and what should be a \$50 item, gets sold for a dollar or two. That’s in order to get more sales, and then Amazon says, “Now, that’s a good product. Let’s rank it higher.” Then, as that happens, the seller will increase their price.

That model works, but do you really want to buy \$10,000 worth of blenders and sell them for \$1? That sounds pretty expensive. My model is this. Let’s take the keyword research that we did and then go into Amazon to find the keywords that other competitors are not using. So, we get keywords that Google tells us people are using in their searches, but then you go to Amazon and find out which ones are being used the least. That way, when you use those keywords, you rank instantly.

**By the way, you’re using keywords that people are using to search for things that they want on Amazon. That’s the key point.** You don’t want to rank for a keyword that’s only going to get you two visitors a month. That doesn’t make you any money. You want one that thousands of people are using in their searches, but it just so happens that your competitors aren’t optimizing it. Once you’ve identified these, you’ll need to use these keywords to optimize your titles and descriptions. You’ll also want to put them in the keyword sections of your listings on Amazon because that’s what tells Amazon what your listing is about.

**You’re looking for keywords that your competitors do not have in their titles, and I cannot tell you how important it is to have your main keyword in your title.** That’s the #1 place that Amazon is going to search for, to decide whether or not you really are about whatever that keyword pertains to. That’s the key to getting ranked and getting found on Amazon, and that’s the process of creating your descriptions, your titles, and all of that.

What will happen then is when people search for your keyword, in the exact match on Amazon, the other listings don’t have the items. Amazon determines that you are the one that has it, and you rank to the top, so you start to get more sales. Once you do that, the next step of the process is to scale. Scaling involves a couple of things. Number one is, “How do I get more people to

buy my existing product?” Maybe you’re making one or two sales a day. How do you get to where you can make 10, 15, or even 20 sales a day?

There are a couple of different ways that you can do this. **First, you can use more keywords.** Find more keywords for your product. So, if you are ranking on six or seven keywords, maybe you can start ranking for 10 or 12. The next thing, which I’ve recently discovered, is using Amazon ads. Boy, are these things powerful! Let me give you an example. I turned on a new ad, and in seven days we split \$208 on that ad. Now, some people may say that’s a lot of money, and some may say that it’s not, but it brought in almost \$1,400 in sales, and it took me five minutes to set that up. That’s the first week. What would happen over the next 52 weeks?

That’s a \$70,000 business made off of that 5 minutes that I invested. So, the next step to scaling your business is getting more keywords. Whether you do that organically, or whether you use Amazon’s sponsored ads, scale that business. It only takes you a few minutes to do that.

**The second way that you can scale your business is to go into other markets.** This CD product that I have right here is in a brand new market, meaning that I have never been in that market before. What if you can make \$5,000 a month in one market, like maybe you’re in the carpet cleaning market. Tomorrow, you may be in the car cleaning market, and the week after that, you’re in the airplane cleaning market. There are three different people and three different markets, so come up with new products and new problems that you can solve for people.

That right there... I can’t think of anyone I’ve seen that is using Amazon as a content distribution channel, and that’s really what Amazon is. It’s one of the largest content distribution channels that exist. So, why not come up with tons and tons of ideas? The next thing after that is what I call a kit. This is another way that you can scale your business.

A kit is nothing more than a bundle. I like to use the example of selling an apple versus selling a fruit basket. An apple is an apple, and a fruit basket is a fruit basket. So, an example of a kit might be... Let’s say that you’re selling a CD. Why not create a package with 5, 6, or 7 CDs? Think about products like P90X. That sells for \$200. If it came in the mail with one CD, who would pay \$200 for that one CD? But, it comes in the mail with 6 or 7 CDs, a couple of books, a recipe guide, and a couple of other things in there, and they’ve sold millions of these packages.

What does it cost you to put 8 CDs in a package that only cost \$0.80 each? You’re talking maybe \$8 or \$9 in costs, but that significantly increases the price of the product. So what was a \$30 item is now a \$200 item. That’s probably one of the fastest and easiest ways for you to increase your profitability on Amazon. That’s for several reasons. Number one, very few people are thinking “bundles”. I mean, I’ve probably found that less than 1% of the searches I’ve done turned up bundles that people have created.

Here’s what happens when you create that bundle. You’ve got someone that’s selling a CD, or let’s say a book. Then, you’ve got the next product below it has 6 or 7 CDs in the image. So, when you’re searching, which one jumps off of that page? It’s going to be the one with the

multiple. And, the other thing is, most of the people are just thinking books, right? So, you've got a book next to a package listed which contains multiple CDs. The one with multiple CDs is going to get the most clicks.

What's happening is you're getting more clicks for a product that you're selling at twice the price of everyone else. So, not only do you have a higher click-through rate, but you're going to get a higher value when you make that sale. I mean, it's like taking candy from a baby.

So, that's the process that we use. You find your market, you do your research, you create your content, you create your listing, you send it to Amazon, and then you create a kit. That's what these are. These are actually... We've got five sets of kits here. There are three CDs in each, and the price point is going to start around \$67. That's the whole process that we go through.

## What Actually Makes Up One of These Products?

It could be a couple of different things. CDs are probably the first thing that most people are going to gravitate to, and on a CD, typically, it's going to be audio. It can be a PowerPoint, and you save it as a DVD. It can be a Hangout, and you can just record the screen. Don't think that just because you don't have a million dollar camera and all kinds of expensive things that I can't create this. If you have an iPhone, you can create a face video that you can sell on Amazon.

It could also be things like cheat sheets or flash cards. So, the content could come in many different formats. **When creating a kit, for example, the one that I have here contains two CDs and four small books that we have created.** By the way, we are using CreateSpace to create those books. We aren't using CreateSpace to sell on Amazon, just to create the books and ship them to us, and we use them as part of the kit that we create. So, we've got a couple of books and a couple of CDs. We also have a little cheat sheet that we put in there, which creates the product.

The product is going to start at about \$97. My cost in that product is going to be around \$12 each because you have four or five books, two CDs, and a cheat sheet. But, we're going to make about \$70 profit on that particular product. So, it's really that simple.

## Who Uses CDs Anymore?

I love it when people say that. The reality is this. Some do, and some don't, so what? I don't care about the people who don't use CDs. I care about the people who do. **But, I will also tell you about what you are doing now. We are actually including the digital version of each new product that we create.** So, how we are doing this is on Amazon, we tell them, "Hey, you are going to get a shipment in the mail, but when you get that shipment, we're also going to give you a link where you can go and download everything." We're going to have them register, and then they will be able to download.



We also tell them, “That way, you can either read it, you can listen to it, or you can download it to your computer, or iPad, or however you want to go through the content.” We think that’s going to double our sales. That’s another example of scaling the business. So, that’s going to get us more sales because now we are going after the people who don’t have the CD players, which we didn’t go after those people before. There are a lot of different ways to create content and put it in physical form. You just need to have some sort of physical component to send in to Amazon FBA so that they can fulfill the order.

## **How Difficult is it to Make These Products?**

Do you want to know what the real difficulty is? Doing nothing. This is probably the absolute easiest thing that I’ve done throughout the 20 years I’ve been on the Internet, and I’ve sold a lot of things, including over 100,000 eBooks online, and there have probably been about 15,000-20,000 courses that we’ve sold. So, I’ve sold a lot of stuff. You know, you’ve got to create your sales funnel, and your pages, and your website. Then, you’re working with web designers who don’t show up for work, and they do it wrong, and I mean, it’s a nightmare sometimes. With this, I can’t even think of what the hard part is. I really can’t.

I really think that it’s probably harder to do nothing than to absolutely do something. Like I said, putting together the kit that I have, right here, only took about 15 or 20 minutes. These five units, when we sell those at \$67 each, that would be about \$300. That means 20 minutes of work is going to yield me about \$300. How hard can that be? I’ll take that all day long. You know? In our training, we even teach people that if you are too lazy to put in that 20 minutes, then we’ll show you how to outsource it.

## **How Can I Learn More?**

A webinar has been created, and in it, I break down the process of using this system a lot further. If you are interested in learning more, you can view the webinar replay at [RealFastResults.com/92](http://RealFastResults.com/92). I’ve also got a new site being put up. It’s [GregCesar.com](http://GregCesar.com). Feel free to stop over there and say “hi”. I would love to chat with you guys!

## **Resources**

[RealFastResults.com/92](http://RealFastResults.com/92)

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

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