



to

of FBA Suppliers

A FBA.CAFE Publication

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Preface

Thank you for getting the FBA.CAFE eBook on finding and dealing with Amazon Wholesale Suppliers. This is an eBook for the beginner but also the more advanced seller on Amazon who just wants to get more data on how to get more suppliers and how to deal with suppliers: How to contact them properly and how to keep track of all interactions with the suppliers.

We give you a *secret* way of finding suppliers that we have never seen anywhere online, and with this eBook in your hands, this secret method is now yours.

We also take you through a review of Wholesale Inspector, revolutionary software that will change the way you find your profitable products in the future. A link to a video of 22 minutes taking you through the software is included in this eBook.

Also included in this eBook are 4 podcasts on various subjects which will give you an idea of how we deal with suppliers ourselves and how we keep track of things.

We also give you the opportunity to check into our lists with suppliers that we have put together over time and that you will be able to check into and purchase on the Jungle Scout Market.

Last but not least, you will find an extensive glossary of terminology that we use in this eBook and in the podcasts. If there is any word you do not understand, you will probably find it in our glossary in the back.

To your success!

The FBA.CAFE Team



HOW TO FIND WHOLESALE DISTRIBUTORS FOR YOUR AMAZON FBA BUSINESS

There are a lot of ways to find wholesale distributors for your Amazon FBA wholesale business. In this eBook I want to go over a few of those, so you can choose which way is best for you, or maybe you want to use them all to get as many suppliers as possible to find profitable products to sell on Amazon. Needless to say, this part of the eBook is about finding wholesale suppliers for your wholesale business, not for Private Label. Just to make that clear.

And first, let's go over some of our general thoughts about finding these wholesalers. In the back of the eBook I show you the options to buy supplier lists with all the work done for you. But first, we'll go over the free version where you do all the work yourself.

What are You Really Looking for (and What Not)?

You always need to know what you are looking for when you are trying to find wholesale distributors. We've seen a lot of people starting with FBA wholesale and finding great deals from SKU lists, to only discover after the fact that they were losing money on refunds. And if you do not know what I mean, just ask several people in your environment what they do when they buy their clothes online, or their shoes.

Zalando, one of the biggest European retailers is having a serious problem with returns of clothing, which really kills their margins. You can read about that **here**. More and more, people start misusing the return and refund policies of Amazon and other retailers online and buy three pair of shoes to keep the one that fits best and sending back the other two pairs. Amazon keeps all their FBA fees, refunds two pairs of shoes and you as the wholesaler are the only one here that doesn't win. You have to ship them back to your home or warehouse (you pay the shipping) and then see if they can be still sold as new, and if so, ship them back (and again you pay the shipping), etc. So if you start out, stay away from anything that has a size. You do not have to find wholesale distributors that sell shoes, apparel, etc., despite the fact that for some people this is working (mainly with t-shirts that have standard sizes like small, medium and large).

Another thing to be very careful about is variations (like, plastic cups being sold in 25 colors under one single listing or similar products with different sizes or colors), but since that is more of a purchasing problem, that doesn't have to stop you from finding suppliers that sell plastic cups wholesale. So figure out for yourself first if the things we mention above make sense, and

then act accordingly. Define what you are willing to purchase and what not. An example of variations on the next page, with marked in the yellow box the three variations.



The point? Anything that has a size (apparel, shoes, but literally anything that sells at various sizes) you better avoid purchasing for your business when you start with the wholesale model. Also we learned that the hard way. Especially women buy three sizes of a dress or shoes and send the rest back, leaving you with a loss. But recently I ran into a forum moderator that confessed that he always buys three pairs of the same shoes, keeps the one fitting, and sends back the other two pairs. So it is not only the girls that use this trick.

Other things to stay away from when you are starting out on FBA wholesale are Hazmat products (see the glossary in the back of this booklet for the definition of hazmat), products with an expiration date and stuff that melts easily in summer. When you are more experienced, you can look into the possibilities to sell such products, but when you start out, keep it simple,

just stay away from the above products. Amazon has over **half a billion products** on their website, so don't worry that you'll run out of possibilities to sell stuff. And as an additional word on hazmat, when you want to ship hazmat with FEDex, you **should finish an approval process first**. So when you start with the FBA wholesale model, keep it simple.

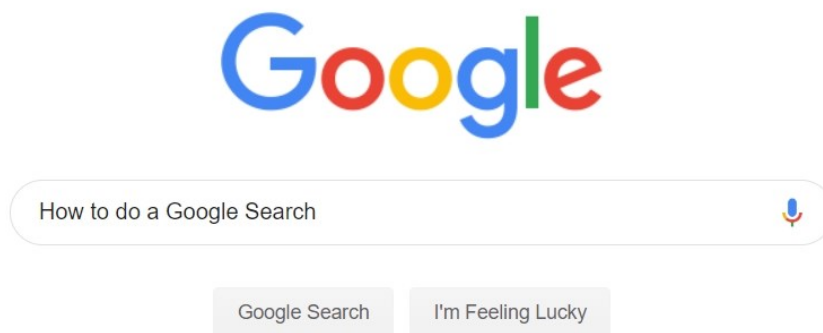
6 Ways to Find Wholesale Distributors that Make You Money

There are numerous ways to find wholesale products from suppliers but we want to point out 6 ways we have used (and still use) to find companies that have SKU lists with wholesale items for you to purchase for your Amazon store:

1. Google Search
2. YouTube search
3. Working back from the Amazon product (see below)
4. Trade Shows
5. Branche Directories, Industry Federations, Associations, etc.
6. A secret way you will only find here in this eBook.

In the next pages we will go into more detail how you can use these ways to your benefit and find tons of good wholesale suppliers for your Amazon FBA business. So let's check them out!

1. How to Find Wholesale Distributors Using Google Search



The most obvious method to find wholesalers is a simple Google search. And I bet you know how to do a proper search if you have been around. But just in case you are not really familiar with all the options you can use when you do a Google search, this is a very good read on the time.com website. But if you want to dive right in, let's look at some search queries you can use to find some really good suppliers to purchases wholesale items from.

When you use the quotation marks in Google (basically the old +-sign, [see here why](#)) you basically tell Google that you want to search for an initial search query that must have certain words or phrases on the page of the query. So for instance, you can try the following (where csv is the Excel extension that is usually used by suppliers for their SKU lists):

wholesale "inventory" "download" "csv"

wholesale "inventory" "csv"

wholesale "inventory" "csv" "Michigan"

wholesale "inventory" "csv" "Queens"

wholesale "inventory" "csv" "New York"

wholesale "data" "feed" "csv"
Etc.


Now, you can get really creative on searches like this and I recommend you play around with it in Google itself. Believe me, you will get some great ideas when you start playing around with this. You can also use "xlsx" (another Excel extension that is also used) or play around with certain keywords of products that you are looking for. Although in the wholesale model, you are just searching for any product (with the exceptions mentioned earlier in this eBook).

The Minus Symbol and Asterisk symbol in your Google Search

Now, let's say you don't want suppliers for apparel, as we mentioned earlier. Then Google gives you the possibility to use the minus symbol and you could do something like this:

wholesale "inventory" "download" -apparel

If you play around with this, you will notice that you want to exclude more and more. For instance, we always use exclusions like -co.uk -china -india and -alibaba because we only want to find wholesale companies and products in the USA. By using the minus symbol, your search is really zooming in on what you are really looking for, so that is a way of searching you will find yourself using a lot. Other exclusions we regularly use are -salehoo -woocommerce -bigcommerce -shopify, etc., for the simple reason that we are looking for wholesalers, not websites that are built with woocommerce, bigcommerce or shopify (those are usually used by retailers) or wholesalers from Salehoo (that sells a list with wholesalers



that everybody can afford, which means you are always dealing with a lot of competition).

Similarly, if you use a wildcard (the asterisk * symbol) you can have random text added to your search query, for instance:

wholesale "inventory" "download" pet*

So I hope by now you understand that you can go really advanced with this, for instance: -salehoo -woocommerce -shopify -bigcommerce "dropship*" supplier "wholesale*" "usa" "csv", etc.


You can really go wild on these terms. Try it out and find a ton of wholesale companies. The only disadvantage of this method is that it takes a lot of time to find your companies like this.

2. YouTube Search

Searching on YouTube is similar to searching on Google (they are, after all, pretty much the same company), so we mention the possibility but the rules for Google as described above, pretty much also apply to YouTube. However, this is a slower way of searching and the quality is not always as good as through doing a proper Google Search. But if you play around with your search queries, you can find some wholesalers here that offer quality products.


3. Finding Your Wholesale Distributors by Working Back from the Product

There are a ton of products on Amazon that all have a certain Best Sellers Rank. The lower the number of this rank, the more the product sells. So a



Best Sellers Rank with number 10,109 is better than a rank of 500,000. If you search Amazon and you find products that are somewhere between Best Sellers Rank 1,000 and 100,000 for the main categories, you can try to find out where these products are coming from. So let's look at an example. (You can find the image we are using for this example on the next page.)

Sports & Outdoors › Outdoor Recreation › Cycling › Bike Tools & Maintenance › Shop Tools



19664 Remington Accessories, Bolt Disassembly Tool
by Remington
★★★★★ 45 customer reviews

Available from these sellers.

- Allows the user to dismantle the bolt in seconds
- For: Remington 700, 40x, 600, 660, 721, 722, XP100 and other Military models such as M24
- Color: matte black

Average 90 Day Price:	\$17.18last 90 days
Average 90 Day Sales Rank:	36,671last 90 days
Category:	aps

☐ Report incorrect product information.

[prime student](#) College student? Get FREE shipping and exclusive deals [LEARN MORE](#)

Product details
Product Dimensions: 5 x 4 x 2 inches
Shipping Weight: 3 ounces (View shipping rates and policies)
ASIN: B00ZN50W6O
California residents: Click here for Proposition 65 warning.
Item model number: 19664
Average Customer Review: ★★★★★ 45 customer reviews
Amazon Best Sellers Rank: #41,559 in Sports & Outdoors (See Top 100 in Sports & Outdoors)
#60 in Bike Shop Tools
Product Warranty: For warranty information about this product, please click here

We just grabbed a random product from Amazon as you can see in the picture above. The red boxes around the text indicate the brand name (Remington), the ASIN (**B00ZN50W6O**) and the Best Sellers Rank, which is 41,559 at the moment of I took the screenshot. (Best Sellers Ranks change all the time during the day, I guess you understand that.) The yellow box is probably not visible to you if you go to that page, because that is data I am getting because I use a Chrome extension called AZ 90 day. It shows me the 90-day average sales price and thus I can see if the product at the moment is being sold below or above the average sales price. If you want to use AZ tools as well, [you can go here](#) and add it to your Chrome browser. Another tool I use is Camel Camel Camel. You can add that extension by clicking [here](#).

So, now I want to know who is distributing this product, right? I think this might be profitable and thus I want to check out who is selling this wholesale. So now there are several things I can do. Let's start with just searching for "Remington" in Google. The first website that comes up is the remington.com website, a website that sells Remington firearms and firearm accessories. So what I can do now is see if they sell wholesale and if they have a catalog. Usually, you find such data in the footer of a website. You can go to the contact page and simply contact them. If you want to know what is the best way to do that, you can find out [here](#). Get your account set up and get your SKU list and get going!

But this doesn't end here. Now do a search for "Remington Wholesale" in Google. You will now get a whole bunch of wholesale suppliers that sell Remington, including the same brand name that is selling hair clippers and the like. Just add them to your list and contact these wholesale distributors and get your SKU list and run these lists through programs like [AMZAnalyzer](#) or [Wholesale Inspector](#) to find your winners. You will be surprised how many extra distributors you will find in the process!

4. Trade Shows

The concept of trade shows exists probably since the ancient bazaars in the Old Middle East. It is the place for business to meet with potential clients and to showcase their goods. And if you want to find wholesale distributors, trade shows are an incredible resource to find them. Not only through the booths of the distributors itself, but also through talking to manufacturers and finding out what are their distribution channels. But now we are talking about actually visiting a trade show, but what if you are living









on the other side of the planet? How do you benefit then from trade shows and how do you find your potential suppliers then?

There are tons of trade show websites. And one way to find all of these is to go to a website called ExpoDatabase.Com. See the pic of this website on the next page.

The screenshot shows the m+a expodatabase website. The top navigation bar includes links for Home, From m+a editorial desk, Know-how, Shop, Education/Training, Partner, Service, and Help. Below this is a search bar with tabs for For Exhibitors, For Organiser/s, For Visitors, and For Service providers. The search bar has three main sections: SEARCH SECTOR, SEARCH TERM, and WHERE. The WHERE section has a text input field containing "USA" and a GO button. Below the search bar, there are filters for Business sectors (149) and Cities (156). The main results section is titled "Tradeshows:" and shows 1343 Hits. The results are listed in a table with columns for Date, Location, and Business sectors. The first three results are:

Date	Location	Business sectors
08Mar-17Mar2019	Buffalo, USA Buffalo Home Show	Gardening, Ideal Home
09Mar-17Mar2019	Indianapolis, USA Indiana Flower and Patio Show	Gardening
12Mar-16Mar2019	Las Vegas, USA AAOS-Exposition of the American Academy of Orthopaedic Surgeons	Medicine

You see that in the “WHERE” box we typed “USA” and if you search with just that, you are getting 1343 hits. So you can now start drilling down and find all the websites that are associated with these trade shows and then you want to look for an exhibitor list on their website. We give you an example here in the next picture, where you can see part of a typical exhibitors list with Exhibitor Name, Booth #, a link with additional info and more for your convenience:

Exhibitor Name	Booth(s)	Additional Info	Legend ?	Add to Show Plan ?
AerNos	42349		Computer Technology Association Booth	☆
Aetna, Inc.	44143			☆
AEV	9126			☆
Aisin Seiki Co., Ltd.	3102			☆
Alfred	41567		Computer Technology Association Booth	☆
Aloha 21st Century Boomboxes	53551			☆
Altia Systems Inc.	MP25677		Computer Technology Association Booth	☆
Altro Smart Inc.	42753			☆
Amazon HS3C	25400		Computer Technology Association Booth	☆
Amber Connect Ltd.	5919			☆
American Specialty Toy Retailing Association	43967			☆

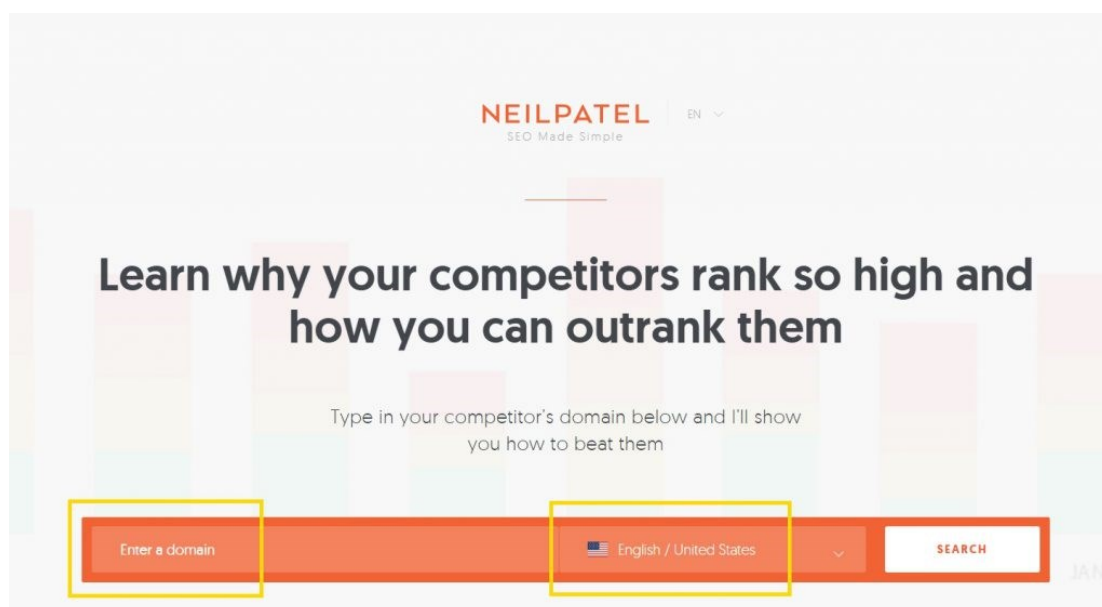
While this is a very laborious process, it will give you a lot of manufacturers and distributors (and for some trade shows a lot of closeouts and liquidator suppliers) that you can work with. And remember, you build a relationship with these guys so if you spend some time on finding them, it might all pay off in the future. And if you have a Virtual Assistant, you can get him or his to do this for you. Define which companies you want to add to your list of wholesale distributors (for instance, all within the USA so you do not add any supplier from abroad) and get going!

5. Branche Directories, Industry Federations, Associations, etc.

Another very interesting option to find wholesale distributors is to do a search for Branche Directories, Industry Federations, Associations, etc., on Google. For instance, you could find all kinds of wholesalers of pet supplies by doing a search for pet industry associations, etc. While this will take you some work to find the really good lists of companies, when you find them you will have put your hands on really good and legit wholesale companies.

6. Our Secret Way of Finding Wholesale Suppliers Online

This way of finding suppliers online is a way that will make you dig deep into Google to find suppliers not many people find. Usually, people stay on the surface with their search efforts and use the common search queries that they “just know you should use to find wholesale companies.” But for this way, we take a totally different approach and we will give you an actual example here that you can use for your own Amazon business. For this method to work, you need to visit the website of a guy called Neil Patel at neilpatel.com (see *next page*).



What you are going to do now is to enter a supplier name that you already know of into the “Enter a domain” box (yellow box below) and you keep the settings per the above screenshot at English/United States if you want to sell FBA on Amazon.com with only US suppliers. For the wholesale model, we only use US-based suppliers to keep the shipping cost to an absolute minimum and to keep the turnover time as low as possible as well (meaning, we purchase the products and have them a few days later in a FBA Warehouse).

For this example, we took a well-known US supplier called Green Supply *[as a note, GreenSupply closed after delivering goods for over 50 years and the company will not open again so when you do your search, you will use a company that is still existing]*. For now, we'll use them as an example of how you can use the website of Neil Patel to find more wholesale distributors when you have only one single good supplier. So let's see how that works and let's click the Search button as shown in the screenshot above (right bottom corner). When you do that, you'll end up with something like the graphic you can see on the next page:



< Menu

UBERSUGGEST

- Overview
- Keyword Ideas
- Content Ideas

TRAFFIC ANALYZER

- Overview **NEW!**
- Top Pages **NEW!**
- Keywords **NEW!**

Domain Overview: greensupply.com

ORGANIC KEYWORDS

641 **BAD**

ORGANIC TRAFFIC

698 **BAD**

PAID KEYWORDS

0 **BAD**

PAID AD COST

\$0

TRAFFIC 698 organic visitors per month



DOMAIN SCORE

24

BACKLINKS

2,822

NoFollow: 141

REFERRING DOMAINS

757

.gov & .edu: 0

ORGANIC TRAFFIC VALUE

\$7,170

SEO KEYWORDS RANKING 641 Keywords



TOP SEO PAGES

TOP PAGES BY COUNTRY 699 26 14 1 MORE					
SEO TITLE	URL	EST. VISITS	BACKLINKS		
Green Supply Wholesale Sporting Goods Distributor	greensupply.com/	592 View All	Coming Soon	386	0
Green Supply Wholesale Sporting Goods Distributor	greensupply.com/aboutus.asp	92 View All	Coming Soon	1	1
Green Supply Wholesale Sporting Goods Distributor	greensupply.com/contact_us.asp	4 View All	Coming Soon	2	0
Green Supply -- Sales & Promotions	greensupply.com/faq.asp	4 View All	Coming Soon	0	0
Sign up -- Green Supply Wholesale Sporting Goods Distributor	greensupply.com/signup.asp	3 View All	Coming Soon	1	0

VIEW THE PAGES THAT DRIVE TRAFFIC TO THIS DOMAIN

SEO KEYWORDS

TOP KEYWORDS BY COUNTRY 699 26 14 1 MORE			
SEO KEYWORDS	VOLUME	POSITION	EST. VISITS
green supply	2,900	1	881
green supply inc	140	1	42
sports goods wholesalers	480	5	22
wholesale sporting goods distributors	170	3	16
wholesale sporting good	480	6	16
green wholesale	50	1	15
green supply products	50	1	15
sporting goods wholesale distributors	140	3	13
green supply company	40	1	12

VIEW ALL SEO KEYWORDS THIS DOMAIN RANKS FOR

You'll see an overview of the domain and see that in this case, almost 700 people arrive on this domain through organic search (in other words, after a Google search). There is a lot of other data also, but what we want to use in this method to find wholesale distributors is the button that we marked with a yellow box and that says VIEW ALL SEO KEYWORDS THIS DOMAIN RANKS FOR. When you click that button, you should see something like this:

Keywords

TOP KEYWORDS BY COUNTRY 🇺🇸 699 🇬🇧 26 🇨🇦 14 🇳🇱 1 MORE						
<input type="checkbox"/> KEYWORDS	VOLUME	POSITION	EST. VISITS	URL	SEO DIFFICULTY	
<input type="checkbox"/> green supply	2,900	1	881	greensupply.com/	20	
<input type="checkbox"/> green supply inc	140	1	42	greensupply.com/	14	
<input type="checkbox"/> sporting goods wholesalers	480	4	31	greensupply.com/aboutus.asp	31	
<input type="checkbox"/> wholesale sporting goods distributors	170	3	16	greensupply.com/aboutus.asp	19	
<input type="checkbox"/> wholesale sporting good	480	6	16	greensupply.com/aboutus.asp	28	
<input type="checkbox"/> green supply products	50	1	15	greensupply.com/	19	
<input type="checkbox"/> green wholesale	50	1	15	greensupply.com/	27	
<input type="checkbox"/> sporting goods wholesale distributors	140	3	13	greensupply.com/aboutus.asp	20	
<input type="checkbox"/> green supply company	40	1	12	greensupply.com/	16	
<input type="checkbox"/> greens sporting goods	30	1	9	greensupply.com/	22	
<input type="checkbox"/> green supply dealer login	30	1	9	greensupply.com/	6	
<input type="checkbox"/> green supply products	50	2	8	greensupply.com/faq.asp	19	
<input type="checkbox"/> green wholesale	50	2	8	greensupply.com/contact_us.asp	27	
<input type="checkbox"/> sports goods distributors	210	6	7	greensupply.com/aboutus.asp	23	
<input type="checkbox"/> outdoor products distributors	70	3	6	greensupply.com/aboutus.asp	22	

1 2 3 4 ... 22

EXPORT COPY

And what you do now is click the export button and then you will be able to download an Excel file with all the keywords and keyword phrases that this supplier is ranking for in Google and now the fun starts. Because when you open the file, you will see a lot of useless keywords with the name of the distributor in it (Green Supply in this case) but also a LOT of keyword phrases that you didn't know even existed. Keywords like "us wholesale suppliers" "fishing distributor" and "outdoor suppliers."

But those are by far not the best ones. In some cases, you will also see the names of competitors that you can add to your list to contact for an

account! Or long tail keywords with special niches that you can now use to do an additional Google search, etc. Just find one distributor that you know is decent in size and start adding new wholesale distributors to your list of potential suppliers.

These were 6 ways of finding new distributors. Again, there are many other ways, but if you master these 6 and really work on them, you will get yourself quite some distributors that you can contact to get their product list that you can research for profitable wholesale items. So, time to get active and DO THIS!





HOW TO CONTACT WHOLESALE SUPPLIERS AND BUILD YOUR AMAZON BUSINESS

To sell wholesale goods in your shop on the Amazon platform, you need wholesale suppliers to purchase these goods. Below you'll find a summary of a successful pattern which we use in contacting wholesale distributors to utilize the list of these wholesale companies you work with to the fullest.

Your List of Wholesale Suppliers

First of all, the list of companies you have is of huge value. You either bought that list (you can do so at the Jungle Scout Market [here](#)), or took a lot of time to compile this list looking for these companies and if you did the latter, you know by now it does take hours and hours of work for several months to create a decent list of wholesale companies to contact. Hence, every company name on that list represents a certain value and it should not be wasted. Keep that in mind while reading this and exploit that potential value as much as possible.

So, what are you looking for to sell? Small products? Medium size products? What price range? \$20 to \$50? \$100? \$500? An even higher price range? Name that precisely for yourself, so you spend your time and/or money properly. In a nutshell, get a list of wholesale suppliers that you can work with! (And just as an advice, when you just start with the FBA Wholesale model, don't sell products above \$100 but get your feet wet with products that cost between \$25 and \$75.)

How to Keep Track of Things

Keep track of your contacts from day one. This is vital when you work with your list of suppliers. We have attached an example of a grid here which you should take a look at, so you understand what is referred to from now on as your "tracking grid". This is just an example, so make your own, as long as you keep track of things, that's the whole point here. Preferably, you create it in Excel and put your list of wholesalers on that grid.

A	B	C	D	E	F	G	H	I	J	K
Company Name	Website name Green colored = SKU list Received! Red colored = does not have a fitting SKU list, does not want to give it or not selling on AMZ.	Email Address	A.K.A.	EMAIL #1	Answer	EMAIL #2	Answer	EMAIL #3	Answer	EMAIL #4
DNC Wholesale	dncwholesale.com	info@dncwholesale.com		25/10/2017	25/10/2017	25/10/2017	xxx	xxx	xxx	xxx
Dog is Good, LLC	dogisgood.com	customer.service@dogisgood.com		26/10/2018	16/11/2018	16/11/2018	xxx	xxx	xxx	xxx
dogcertified.com	dogcertified.com	info@dogcertified.com		05/12/2018	22/01/2019	22/01/2019	xxx	xxx	xxx	xxx
dogcollarworld.com	wholesale.dogcollarworld.com	https://wholesale.dogcollarworld.com/contact/		20/12/2018	resent	22/01/2019	30/01/2019	31/01/2019	04/02/2019	04/02/2019
DoggieNation	doggenation.com	info@doggenation.com		03/12/2018	05/12/2018	05/12/2018	06/12/2018	06/12/2018	07/12/2018	07/12/2018
Doggies	weird.doggies.com	info@doggies.com		25/10/2018	25/10/2018	25/10/2018	26/10/2018	xxx	xxx	xxx
DogSupplies	dogsupplies.com	info@dogsupplies.com		26/10/2018	resent	19/11/2018	resent	19/12/2018		
DPJ Wholesale	dpjwholesale.com	sales@dpjwholesale.com		27/10/2018	resent	19/11/2018	resent	19/12/2018		
Dreamwireless Inc.	dreamwireless.com			07/12/2018	07/12/2018	07/12/2018	xxx	xxx	xxx	xxx
Earnest Eats	earnesteats.com	support@earnesteats.com		05/12/2018	10/12/2018	10/12/2018	11/12/2018	11/12/2018		

Now it is time to start contacting companies and while doing so, you log every action in your tracking grid. (You'll notice we don't call when we start contacting, it is time consuming and we contact 100 suppliers per day by email, which would be impossible to do on the phone.) Every time a wholesale company answers you, you log it as well, so there is a record of companies you contacted by email that is immediately visible to you and also shows if they answered you or not. Like this, you are able to

select all the companies from your tracking grid that did not answer, and you can address that issue with the proper action: contact them again! Don't waste your list but use it for blood! Not all companies will answer you the first time you contact them by email (our conversion rate on our first email is 25%, which is actually really good by the way).

Many do answer, but don't forget, many suppliers are part of a wholesale directory and get a flood of emails every single day from Amazon sellers and the like! And a lot of people that contact them are simply not very professional in their approach. So, stand out and keep contacting them until they answer! Besides that, Amazon.com alone has 2 million+ resellers that are all looking for great wholesale products, so wholesalers are flooded with emails every single day. *(If you want to know more about standing out in your emails, listen to the podcast about "How to Write a Professional Email" in the podcast section later on in this eBook.)*

The Sequence When Using Your Tracking Grid

If you found all companies on your grid by hand through Google and scraping wholesale directories, your grid will have companies *with* email addresses and *without* email addresses. Separate/select all companies with an email address, which is easy to do when you have your grid in an Excel format. You contact the wholesale distributors with an email address as the first thing. Now, why is that?

You can communicate your message properly presenting yourself *(listen to one of our podcasts on the matter of sending and tracking proper emails in de the podcast section of this eBook)* and ask the distributor/supplier what is needed and wanted from you to become a reseller, while at the

same time you also bring up what *you* need: their SKU list, so you can decide what is profitable enough to purchase by using services like [AMZanalyzer](#) or [Wholesale Inspector](#).

Once you have worked out the text of your email, get that sent out to all email addresses on your grid. (NOTE: Do *not* do huge mailings such as 200 and above in one go, because, remember, you need to deal with the answers you will receive within 24 hours! So do not send more than 100 emails a day to begin with, or you will end up overwhelmed by the influx of answers! Keep an eye on your response rate, so you have an idea of how many answers you get from these wholesale suppliers and answer these with no delay [that is very important]. Then send the next batch of emails, etc. If your email text is appealing to them, the answers will come in quite fast. And ALWAYS send one email at a time. Do not automate this. You are not spamming!)

Keep Logging All the Time...

Remember to log all your emails that were sent in your tracking grid. You log them with a date of sending. And as you get answers you log these as well with the date of the answer. It is taking some getting used to, but not that much if every time you answer a reply from a company, you log it in your tracking grid: received and answered, it's no big deal, but extremely worthwhile in the long run. After a month you can find the companies that did not answer and do a second mailing. We always waited 3 weeks or more before we were sending them the next email. You can take the same email you sent before and simply send it again.

They Didn't Answer, So What Now?


After having sent the same letter twice, create another email. It is up to you on how you phrase that next email. You might want to simplify it a bit. Or even say that you have previously written and have not gotten an answer yet. Just pay attention to how you phrase it because you do not want them to think you accuse them of being unresponsive of course! Just be smart about that. And remember to log those emails as well.

Once a wholesaler sends you their SKU list with wholesale products/items, you do not have to keep track anymore of any communication with them on your tracking grid. After all, you now got what you needed: they answered your email and, most importantly, they have sent you their SKU list so you can now purchase from them! From now on, you keep track of any communication with them in a CRM system (Client Relationship Management system) like Hubspot (free).

If there are still empty cells in the row with the name of a company in your tracking grid to put dates for outgoing and incoming mail and you have received a SKU list, you fill them up with "XXX"-s or something of your choosing. This is important when you want to see immediately on your grid who has not yet answered your email (these will have empty cells). The empty/blank cells in your Excel grid are the sign of no answer and in this way, they are very easy to see.

Log All Known Data in Colors

It is also useful to log the wholesale suppliers that send you their SKU list, as well as logging the companies that have no SKU list. Last but not least,




it is also important to log the wholesale distributors that do not want you to sell on Amazon. A proven method is to mark the rows in your spreadsheet of the companies with a SKU list received, in green. You mark the ones that have no SKU list or are not approving you to sell on Amazon in red. That marks a closed account (closed for now, but to pick up again later, in a year or so. Things change: a company is a “no go” today and 6 months later has created their SKU list or the company has changed its Amazon policy.)


You can see this coloring system in the example of the spreadsheet 3 pages earlier in this eBook and you can see immediately which accounts still need to be addressed and which don't. The whole point of this tracking grid is to reach these wholesale companies and do business with them and with as many as possible that qualify for your Amazon store. But remember, and I can't stress this enough, it takes persistence in some cases!

What if You Don't Have the Email Address of a Wholesale Distributor?

If your research done online (or the list with wholesalers) did not reveal an email address for a company, you at least should find their contact page on their website. You also put those on your Excel grid and since you haven't worked on these yet, you will have empty cells because you haven't contacted them yet. So, your next step is to contact these wholesalers through their website.

Most websites have a contact page and you can leave a little message behind for their sales department. Say you want to contact them to see if you can purchase goods from them in the near future. Tell them you would





like to get a written answer back as to what forms they need you to fill out to become a reseller, so you can send them these things.


The contact page on websites usually have a field where you need to leave your phone number. You really have no choice but to leave your number and this will generate phone calls back to you. However, speaking to them on the phone before you have even checked the products on their SKU list for profitability, is useless when you do this model. You will get a salesman on the phone trying to sell you products they want to sell to you, but until your own verification of the products on their SKU list is complete, you will not be able to give them a definitive answer on what you want to purchase.


So, avoid long phone calls. They are a waste of your time. But, usually, you will get more response when you are approaching a company through the Contact Page on their website. And don't forget to mark your grid after sending them a message.

What to Do When They Reply

When wholesalers write back to you after receiving the message you left on their Contact Page, you let them know that you are interested to purchase goods from their company, that you want to become a reseller for them and you ask them what forms you need to fill out for them. And, again, log the fact that they replied in your grid and keep going until you have received their SKU list.

Worth mentioning also is that not all SKU lists will have profitable products. So, verifying if the products of a wholesaler are profitable for you is vital. And, needless to say, BEFORE you even purchase something, you should check if you can even add it to your Seller Central account. Are you





gated? Don't purchase! And another thing to keep in mind is the reviews on profitable products. If they are below 2.5 stars, expect a lot of returned products that will cut into your profit margin.

Nobody's Home... What Now?


When companies do not respond to your emails and/or messages, the next step is to check if you can open an account on their website. If you found that option and you set up a wholesale account, write to them you have done so and follow up from there and follow the steps as mentioned above. If even that doesn't work or they do not have the possibility for you to open an account, you could give them a call.

But before you do that, check who they are on their website, so you have some idea of who they are and what they do and present yourself as a professional and tell them you want to become a reseller of their products, ask them for their SKU list, etc. But usually, we do not call wholesale distributors to get an account. It is just too time-consuming. Stick with email and you will get enough of them to call you.

Once you have done all the above, put that list aside for 3 to 6 months or even for a year. Pick it up later and contact the companies marked in red and the ones that did not answer despite all your efforts. Things might have changed!

A Final Word on Suppliers...

What it boils down to is this: Utilize your list for blood! Log the emails that you have send (the date) in your tracking grid so you can then do all the



steps mentioned above. And keep this in mind: Many companies do not have a SKU list. Many do not want you to sell online or on Amazon (sometimes because they do that themselves and do not want any competition from you or anybody else and to tell you the truth, that makes sense from their viewpoint). And the fact that you got your hands on a list of 750 wholesale suppliers does not mean that you will get SKU list from every single company. Unfortunately, this is not the case. If you get 75 SKU lists out of 750 contacts, you are doing more than fine.

Last but not least, to get one *really good* SKU list with profitable products on it, you might need to get 10 or 20 SKU lists that are less interesting for you because there is not enough profitable products on it or products are gated, etc. Understand that you *do* need to do the work to get profitable SKU lists. This is why keeping track of every single wholesale distributor on your list is of the utmost importance because maybe a supplier with a good profitable list is not answering your first email! In fact, in our own Amazon business, we have seen this over and over again. When you know that and act accordingly, you will get the hang of this game and eventually become successful.






WHOLESALE INSPECTOR REVIEWED

When you are selling on Amazon FBA and you are selling wholesale, you are dealing with quite a lot of SKU lists from distributors and suppliers. You need to analyze these and there is nothing more frustrating than analyzing the software that takes hours and hours to run your lists. If you are using such software, you know what I am talking about. Finally, we found a great piece of analyzing software and use it every day to analyze products. Here is our review of a great new player in town: Wholesale Inspector, created by partners Chris Keef and Todd Snively from Ecomm Elite and Expert University.



[CLICK HERE TO GO TO WHOLESALE INSPECTOR](#)




SKU lists come in all sorts and sizes. We are dealing with a lot of distributors and suppliers and they all have their own ideas about putting a SKU list together. Some are smarter than others and know what FBA sellers need to analyze a product list. Others have no clue and make a dog's breakfast out of their SKU list. We have seen it all, from multiple tabs in Excel files (useless to analyzers like us) and totally mixed up columns with UPC codes and supplier SKUs all mixed up.

Now, when suppliers really mess up a SKU list, even Wholesale Inspector has a problem running these lists, but anything that looks vaguely decent, will pass the test and will run in this awesome piece of software. It blows any similar software out of the water when it comes to speed. In the beginning, we tested a file that took over 4 hours in a competitive piece of software and which took Wholesale Inspector 1 minute and 5 seconds to analyze. *Oohrah!*

The people behind Wholesale Inspector are long term business partners Chris Keef and Todd Snively who run an Amazon business themselves (and are pretty successful I might add). Todd is actually the one that coined the term Buy Box and was the first to use it as such. So they know what they are doing and they know what is needed and wanted when it comes to FBA and selling on Amazon. They run their business from a warehouse in Wixom, Michigan. We are clients of that warehouse company and are with them for quite some time already.

What does Wholesale Inspector do?

Wholesale Inspector takes a SKU list from a supplier and runs it against the Amazon web store. That is the short version. We don't have to go into



it a lot deeper, other than to say that it will analyze a whole list of SKUs, even if there are 100,000 on the list, and after analyzing it gives you the following data:

Identifier: this is the UPC code of the product. For anybody who runs Excel spreadsheets through analyzing software, you know that the UPC is always a pain in the you know what, and shows up looking something like 7.39E+11 (which is called a scientific notation in Excel). You'll be happy to know that the UPC codes in Wholesale Inspector actually show up as UPCs. Again, *Oohrah!*

Cost: the cost of goods that you have to pay your supplier.

Supplier SKU: the notation that the supplier uses to identify a specific product in their inventory system, usually something like a number or a combination of numbers and letters. For instance, AM127693 or B-587.

Supplier Title: the description of the supplier of the product. Usually a few words, but some suppliers really go overboard here and tell you the whole history of a product as well! 😊

Supplier Discount (percentage): the percentage of the discount from your supplier, if you had defined that before you started running the file. This is a parameter you have to enter when you upload the file in Wholesale Inspector.

Supplier Pack Quantity: the actual amount of products in one packaging from the supplier or manufacturer. If this is higher than 1, we speak of a multipack.

Amazon Pack Quantity: the actual amount of products in one packaging from Amazon. If this is higher than 1, we speak of a multipack.

Image (link): the link to the main image of the product used on Amazon.
(See pic on the next page, in the orange box.)

Amazon Title: the headline as seen on the product listing on the Amazon website. **(See pic on the next page, in the yellow box.)**



Gerber Diesel Multi-Plier, Black [22-01545N]

by Gerber

★★★★☆ 1,177 customer reviews | 73 answered questions

Amazon's Choice for "gerber diesel"

Price: **\$72.49** & **FREE Shipping**

Style: **Black**

Black
\$72.49

Stainless Steel
\$62.87

- True one-handed deployment
 - Industrial strength components are larger and stronger
 - 15 total tools
 - Weight: 8.6 oz
 - Big. Tough. Capable. Versatile.
- See more product details

[Compare with similar items](#)

3 new from **\$72.49** 1 used from **\$60.79**

[Report incorrect product information.](#)

prime student

College student? Get **FREE** shipping and exclusive deals

[LEARN MORE](#)

ASIN: Amazon **S**tandard **I**dentification Number, unique blocks of 10 letters and/or numbers that identify items on Amazon.

Total Cost: the total cost for you to purchase a single product is the cost of goods minus any discount of the supplier.

Buy Box Price: the price that a customer is charged for his purchase on the Amazon website.

Profit (amount in \$): the amount that is left over after all costs are deducted.

ROI (percentage): Return on Investment, [here is a good article](#) about how to calculate your ROI (on the website of Investopedia).

Margin (percentage): the percentage of revenue remaining after all costs, depreciation, interest, taxes, and other expenses have been deducted. The formula is: $(\text{Total Sales} - \text{Total Expenses}) / \text{Total Sales} = \text{Profit Margin}$.

BSR: short for *Best Sellers Rank*. The lower the BSR, the better a product sells on Amazon.


Category: the product category of the product that is analyzed, for instance *Home Improvement* or *Toys*, etc.

Is Top Level Category: (True or False) this is an indication if a BSR is for a top level category or not. If it is not, the BSR is not valid for the top-level category and will sell less than expected from a top-level category.

Number of Sellers: the total amount of sellers, FBA (Fulfilled by Amazon) and FBM (Fulfilled by Merchant).

Estimated Sales per Month: the number of sales for the product that a program like Jungle Scout predicts by using several parameters in their software.

Competitive Sellers: usually, the amount of FBA sellers.



Share of Units per Month: the number of products that a program like Jungle Scout predicts you will sell, which is the total amount of predicted sales divided by the number of Competitive Sellers.

Share of Sales per Month: the amount of products in dollars that a program like Jungle Scout predicts you will sell, which is the total amount of predicted revenue divided by the number of Competitive Sellers.

Share of Profit per Month: your share of the amount of revenue a product make a month.

Weight (pounds): the total weight of the product.

Length (inches): the total length of the product.


Height (inches): the total height of the product.


Width (inches): the total width of the product.

Size Tier: a special category for products. [Read more about it here.](#)

Inbound Shipping: a setting in the “options” of Wholesale Inspector that can be set. You define the Inbound Shipping Rate (\$ / lb). You define this yourself before you run the software. If you do not set it, it will show as 0 automatically.

Prep Cost: a setting in the “options” of Wholesale Inspector that can be set by yourself and reflects the average costs you make for a single product in a prep facility.





Storage Fees: the storage fee is calculated based on the daily average volume (in cubic feet) of storage space your inventory occupies in Amazon's fulfillment centers. Amazon alone owns the calculation used to determine the fee you will pay, and they even specify this in Seller Central.

FBA Fees: this is your entire pick-through-shipment fee and includes order picking and packing, shipping cost, packing boxes, and inner packaging. It even covers returns processing, though not for items in categories with free customer returns.

Referral Fees: the referral fee is a fee Amazon charges you every time you sell a product. It is a percentage of the total sales price and is usually 15%.

Net Revenue: the Buy Box price minus FBA fees and referral fees.

Keepa (link): a program that shows (among other things) price and Buy Box history of a product. Keepa used to be fully free. It has a paid version since 2019.

CCC: (link) refers to Camel Camel Camel, a program that shows (among other things) price history of a product.

Add to Seller Central (link to directly add to your account): a clickable link that takes you directly to your Seller Central account if you are allowed to sell this product and add it to your inventory.

Flags: any things that you need to be aware of.

Yes, it is definitely an impressive amount of data. If the original SKU list you received from your supplier would just have UPC codes, price and supplier SKU, you would still get all this data back online or in a downloadable spreadsheet (Excel). See the picture below for an impression of what you get when you use Wholesale Inspector ([click this link](#) to see the video about Wholesale Inspector).

File

Home

Insert

Page Layout

Formulas

Data

Review

View

Help

Search

Cut

Copy

Paste

Format Painter

Calibri

10

A

A

Wrap Text

Custom

B

I

U

Text Color

Background Color

Align Center

Number

Conditional Formatting

Table Styles

Insert

Delete Format

Autosum

Sort & Find

Clear

Filter

Clipboard

Font

Alignment

Styles

Cells

Editing

Ideas

Share

Comments


AI2

Wholesale Inspector

CLICK HERE

The Advantages of Wholesale Inspector

Besides the fact we already mentioned that Wholesale Inspector is lightning fast, it is also very easy to work with the data. The software can be used as an online-only solution, but you can also download an Excel



spreadsheet with the data and personally we prefer that option. If you are used to Excel and the possibilities of using filters in Excel, it becomes a breeze to work with and find profitable products.

But there is more. One of the features we really love is that you can upload a SKU list and have it rerun every day, so you always have the most updated data at your disposal. Of course, a SKU list might get outdated and then you would have to upload a new one, but uploading a new file is a piece of cake.

In the options of the program, there are several cool features as well. You can define a product that is marked as out of stock on the SKU list and exclude it from the results. Very handy. If you have ever tried to purchase products that were out of stock before, you know what I mean. It is just a waste of time. Wholesale Inspector gives the option to not run those products through the software.

There are several features still in beta, but they look promising and include pulling historical data, using an average BSR, using average price, among other features. You can also receive an e-mail whenever your lists run in the background and are done. And knowing the two owners of this piece of software, we can expect more features in the future.

Wholesale Inspector compares to its competition as an F-35 fighter jet to a T-Ford. The difference is that big. It is about 3 times the price of their “competition” but what you get for that money can not be described in dollars. It is just a league of its own.

We took Wholesale Inspector for a spin and made an extensive video of the program. Below is a video we made to show you many if not all of the possibilities you have when you use Wholesale Inspector. We refer you to the website of Wholesale Inspector for any future updates that are not taken into account in the video on the next page.

Watch the Video - Click Here



Watch the Video - Click Here

[Click this link \(Ctrl + Mouse click\)](#)





DO YOU NEED A WEBSITE FOR YOUR FBA WHOLESALE BUSINESS?

I see it all the time in the numerous FaceBook groups about selling wholesale on Amazon: The question if you need a website. I will always reply to this question with another question: Do you want to be professional or just dabble a little (and fail) in this business? Because let's face it, who doesn't have a website these days in their business? Right, the ones that do not want to grow or are simply not being professional.

The Role of Your Website in the Amazon FBA Wholesale Game

If you play a game, play it by the rules and get the most out of it as possible. If you start contacting wholesale distributors to buy wholesale items to sell through your professional Seller Central account, you simply need a website. And the reason is pretty simply. Let me explain.

The wholesale suppliers out there that are successful get contacted by a gazillion people out there that decided they want to be rich and they decided they will do that by selling on Amazon. Because how difficult can that be? In other words, they get a ton of people sending them emails or calling them who have no real clue what they are doing. And guess what,

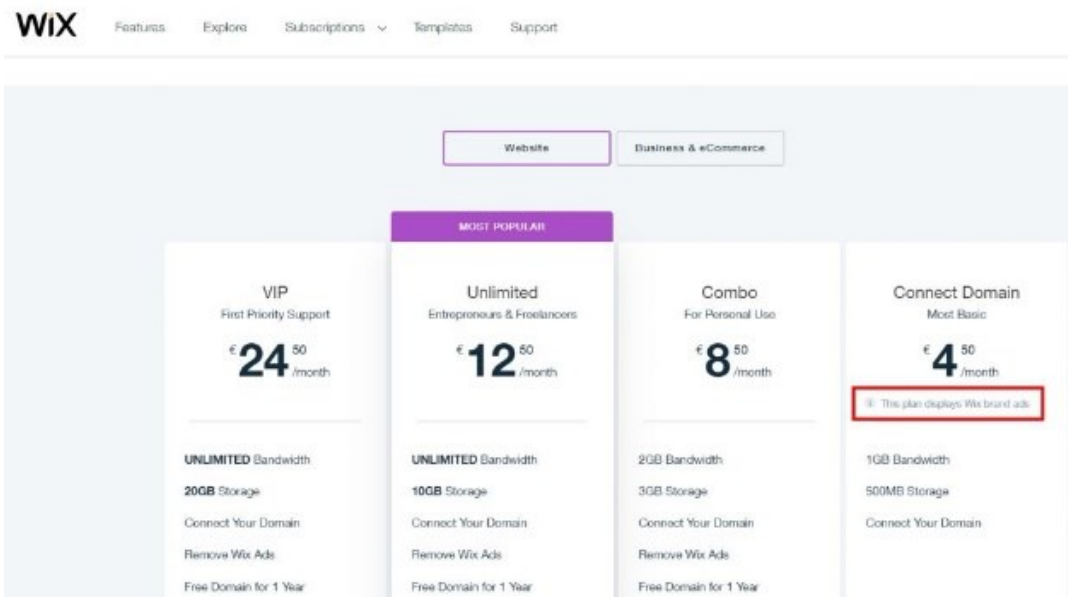
all of these people that behave like an amateur have no website. Needless to say, the wholesaler out there who gets contacted by these people, doesn't take anybody serious anymore who has no website. It really isn't more complicated than that.

When we started out playing this FBA wholesale game, we made sure we had a few things in place: a professional company set up in the USA by a professional agent (including an EIN, a tax identification number and a resale permit or business license), the ability to receive phone calls from US wholesale companies on our phones outside the USA without them noticing they are calling abroad, some finances to start buying wholesale items with, and a simple but professional looking website that these suppliers can check so they immediately understand you mean business and are not just wasting their time.

How to Get a Professional Website Fast

There are a lot of services out there that pretend to give you a free website. I have been working with websites online for 10 years and there is not such a thing as a free website with your own domain name. There really isn't. If you've been told these services exist, they have been misleading you. Services like Weebly and Wix are promoted as free services, but they are not. A simple screenshot of the Wix website on the next page proves my point exactly.





Yes, You Need to Pay for Your Website

So, how DO you get a simple but professional website and keep all the control over your website without paying too much money in the long run? And how do you make sure that your website doesn't take so much attention from you, that you don't get to do the things that you need to do: finding wholesale suppliers to purchase from?

The thing here that is really important is support. A lot of things can happen with a website these days and you want support immediately when needed. As you can see above in the Wix example, to get that support will costs you 294 euros a year. And then you don't have your website yet! You will have to build it from scratch, etc., and that will take some time.

Now, we are not saying services like Wix and Weebly are bad services. But I think there is a better way to set up your website and getting premium support almost for free. And I can tell you exactly what to do below.

How to Get the Best Help Setting Up Your Website

First things first: I want you to be aware of the fact that we will be recommending some services that will give us a commission. We just want to be very open about that. We will help you with setting up your website and will guide you through the whole process. And my recommendations aren't the most expensive services on the web, but the services that I think are the best for your buck and the best options around if you need a simple but professional website as the right presentation of your company. Remember, the more professional you look, the more wholesale distributors will want to do business with you.

In order for you to get a decent website that can easily maintain yourself, you will need several things:

A domain name

Web Hosting

Website Template

The right set up instructions

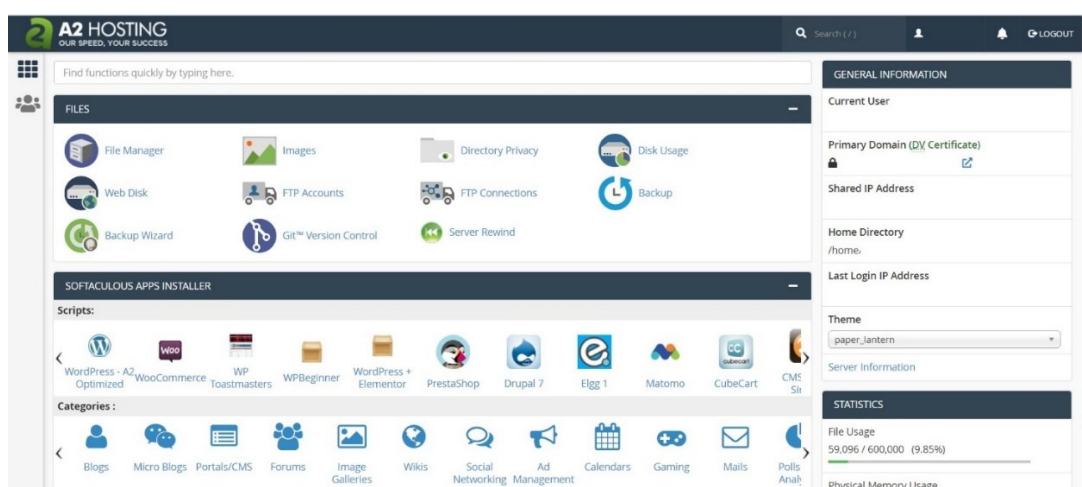
Getting a Domain Name

There are a lot of companies out there where you can buy a domain name. Even Google sells domain names these days. Below is a list of companies where you can buy and check the availability of the domain name:

- [**A2 Hosting Domains**](#)
- [**Name Cheap**](#)
- GoDaddy
- [**Google Domains**](#) *(at this moment still in beta)*

Now, where you are going to purchase your domain name is not a life-changing decision and also depends a little on where you are going to get your website hosted (see below). But we can give you some guidance here. While GoDaddy and NameCheap are the biggest and most widely known domain registrars, we have noticed ourselves that “biggest” is not always “best.” We had some issues with GoDaddy recently and they seem to be slipping on service. You will hear a lot of “can not be done” from GoDaddy and we are right now taking away our business from GoDaddy. In our opinion they are not what they used to be. NameCheap we have no relationship with, but we hear OK stories about them, so you could go with them.

However, the domain registrar we like best is **A2 Hosting**. They are not dedicated domain registrars but you can buy your domain names with them. So if you want your hosting and a domain name, we suggest you go with A2 and have the whole package with one company. A2 has excellent customer service. A2 Hosting has a more than fine speed and customer care and has, on top of that, a very good security system for WordPress websites. We advise you to choose this company because you need a simple solution. A2 is that solution.



cPanel A2 Hosting account

There are many more hosts out there that we could talk about. There are many more hosts out there that we could promote and we could even get bigger commissions for recommending them to you. We have worked with many hosting companies but we simply like A2 here the best. When you choose for A2, we do get a small commission.

Getting the right website template

When you start selling on Amazon as a wholesaler you need a simple but professional website. We have seen a lot of post and comments in Amazon related FaceBook groups that mention that you do not really need a website to start, but we really disagree (and we know from experience). You simply can't approach suppliers and not have a simple but professional looking website. Besides that, if you have a professional web appearance, suppliers will be more willing to do business with you.

When you do the wholesale model, you need a very simple but to-the-point website, preferably WordPress. WordPress is a system that is easy to maintain for someone who is not necessarily tech-savvy. Besides that, it is the most popular platform to use to build a website and the search engines love it. But as an FBA wholesaler you simply need a web presence and you don't really care about SEO. You just need to look good for the distributors and wholesale companies in the USA that you approach or they will not accept you as a client.

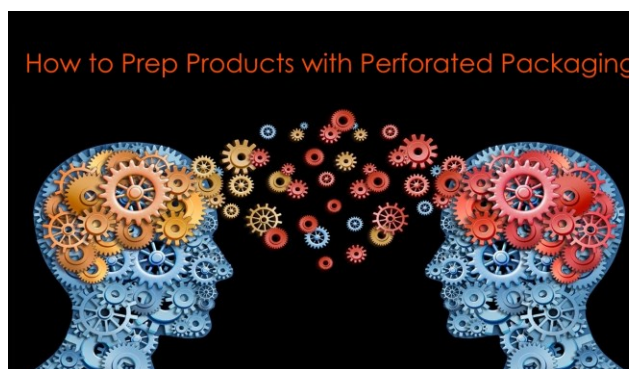
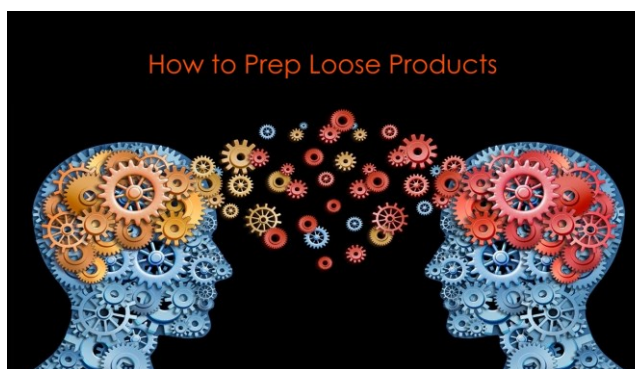
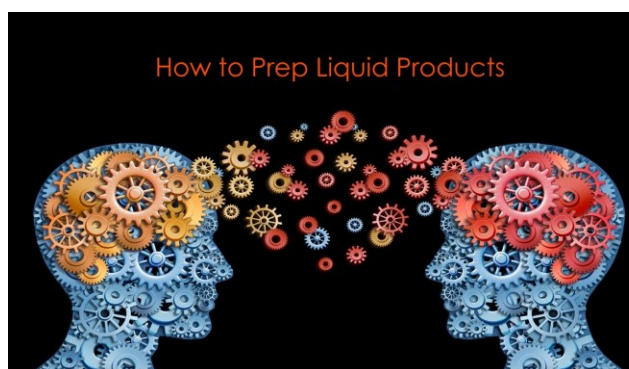
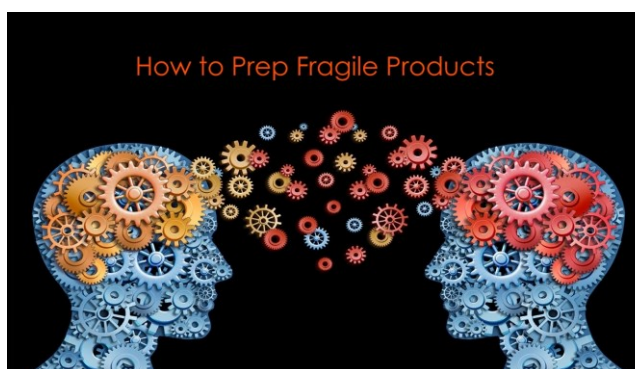
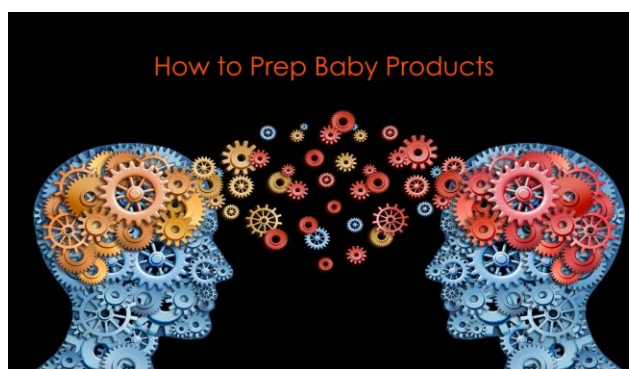
We build websites ourselves and have it done in India and the simple websites start at around \$150 (that is USD). You can contact us on contact@fba.cafe and ask for more information. Mention in the subject "Website Offer India" and we will get back to you as soon as possible. For

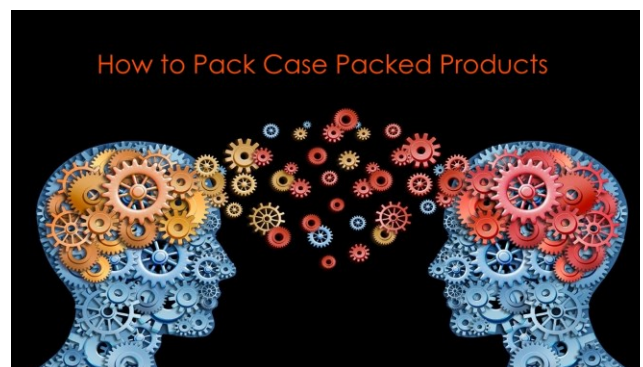
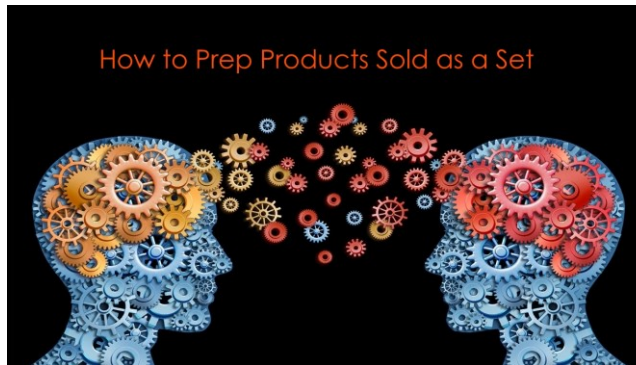
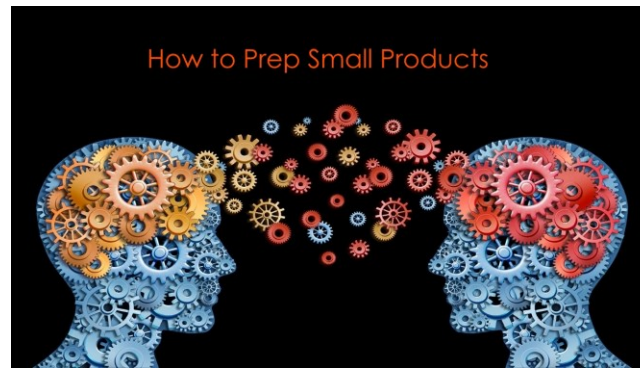
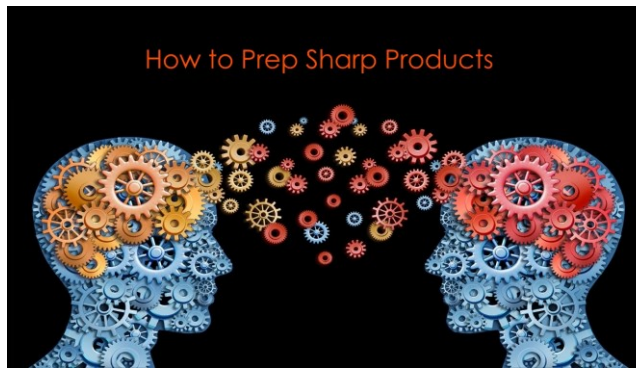
a live example what you can expect, see our website at jalavo.com. That gives you an idea of what you need and gives you an idea of what you can expect that we can build fast for you. So contact us on the email address that we just gave you and we'll get to work for you!



DIY FBA PREP—VIDEOS

Below you'll find 14 videos for if want to prep your goods yourself. Your supplier sends the goods to you and you prep them for FBA. But how do you prep the different goods? Scout through the titles of the videos to see what prep actions you need to do to get your goods ready. These videos are courtesy of the YouTube channel *Fullfilment by Amazon* and we grouped them so you can see what you need to do with these types of goods that need preps. Click on the picture to open the video.





Picture credit: Anson Lobo

FBA.CAFE—PODCASTS

There are several podcasts you can listen to on our website. You will find a selection below. Enjoy!

How to Organize Your FBA Activities

How to Organize Your Amazon FBA Activities Podcast



How to Get a Virtual Assistant Producing

How to Get a Virtual Assistant Producing Podcast



How to Write a Professional Email to Your Suppliers

How to Write a Professional Email to Your Suppliers



How to Use Excel to Keep Track of Your Traffic to Suppliers

How to Use Excel to Keep Track of Your Traffic to Suppliers



SHORTCUT TO FIND SUPPLIERS: THE JUNGLE SCOUT MARKET

So you know now how to find suppliers yourself and how to contact them and what to do. It is always good to do the work yourself for a while. But what if you do not want to spend the long hours for months to find suppliers? You can go to the Jungle Scout Market and purchase really good suppliers lists. We deliver a few high-quality lists of suppliers to people like you, who want to sell on Amazon or their eCommerce website(s) and like to get USA suppliers.

If you want to get suppliers on a platter and you don't want to do all the work of finding those suppliers, we've got you covered. We currently have 5 packages on the Jungle Scout Market that are for sale. If you want to know more about these packages, you can ***click the image below or [this link](#)***, which will take you to our profile page on the Jungle Scout Market. Check out the packages. Read the description very well before you purchase. Also, because of the nature of this product, we can not refund the product once the list is sent to you in the Jungle Scout system.



★★★★★ 97 Reviews (100% positive)

FBA.CAFE—GLOSSARY

This is a glossary of terminology that are used in this eBook, our podcasts and on our website FBA.CAFE. Words have often more than one meaning. The definitions of the words in this glossary are only giving the meaning of how these terms and phrases are used on this website. Needless to say, you use this glossary at your own discretion and we are not responsible for any mistakes you make in your business or life because of your use of this glossary. 😊

2-PK, 3-PK, etc: 2 packs of an item, 3 packs, etc., offered at the same time.

3rd parties: a 3rd party is someone who is not one of the main people involved in a business, but who is involved in it in a minor role.

3rd party sellers: sellers that sell products on Amazon and do all fulfillment themselves from home or their business, or through the FBA (Fulfillment by Amazon) system.

ACoS: Average Cost of Sale, a term used by Amazon in the dashboard of sponsored ads campaigns.

affiliate: a person who sells products for another organization for a commission.

algorithmic: reference to *algorithm*, a series of mathematical steps, especially in a computer program, which will give you the answer to a particular kind of problem or question.

Amazon AWS: reference to *Amazon Web Services (AWS)*, the part of Amazon that delivers cloud services to website owners for their websites, video and other storage needed for a business online. The *cloud* refers to

software and services that run on the Internet, instead of locally on your computer.

AmazonBasics: a private label for a product line of Amazon.com. More info on *AmazonBasics* can be found on [Wikipedia](#).

Amazon Prime (participant): a paid service (\$119 per year currently, plus a free 30-day trial or \$12.99 per month) that gives Amazon shoppers a few advantages. Members of *Amazon Prime* are eligible for free one- or two-day shipping on most items, among several other perks. To become an *Amazon prime participant* (seller), all you have to do is sign up for FBA. There are no joining fees or forms to fill. All your FBA selection automatically becomes *Prime* selection once you have stocked up on your products in one of the Amazon Fulfillment centers.

API: **A**pplication **P**rogramming **I**nterface, a set of functions and procedures that allow the creation of applications which access the data of an operating system, other application, or other service. An *application* is computer software designed to perform a group of coordinated functions, tasks, or activities for the benefit of the user. An *interface* is a device or program enabling a user to communicate with a computer. A good explanation of *what an API exactly is*, can be found in the video link. <https://www.youtube.com/watch?v=s7wmiS2mSXY>

apparel: clothes, especially formal clothes worn on an important occasion.

appliances: an *appliance* is a device or machine in your home that you use to do a job such as cleaning or cooking. Appliances are often electrical.

ASIN: Amazon Standard Identification Number, a unique block of 10 letters and/or numbers that identify items on Amazon. *ASINs* can be used to search for items online.

B2B: short for Business to Business.

batch: a *batch* of things is a group of things of the same kind, especially a group that is dealt with at the same time or is sent to a particular place at the same time.

beta: a phase of operating in the beginning stages of something. During the *beta phase*, the product is opened up to a limited number of users.

blind CC-ed: reference to bcc, short for *blind carbon copy*. When you send someone a message and you add a person as *blind carbon copy*, you send a copy to a third person without the person that you send the original message to knowing.

Black Friday: the day after the US holiday of Thanksgiving, regarded as the first day of the Christmas shopping season, on which retailers make many special offers. It was originally called *Black Friday* because so many people went out to shop that it caused traffic accidents and sometimes even violence. The Philadelphia Police Department were the first to use the phrase in 1966 to describe the problems caused by the many pedestrians and car traffic in the city center. If you describe a situation as *black*, you are emphasizing that it is very bad indeed.

blogging: write about (an event, situation, topic, etc.) in a blog. A blog is a regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.

blurb: information about something that is written in order to attract people's interest.

brick and mortar store: a store that has a physical location somewhere other than online. Brick and mortar refers literally to buildings built with stones (bricks) and a mixture of sand, water, and cement (mortar).

BSR: Best Seller Rank, Amazon's ranking system for products and a metric in deciding what products to sell and/or not sell.

business entity: a *business entity* is an organization created by one or more natural persons to carry on a trade or business. In the USA business entities are created or formed at the state level. An *LLC* is a business entity for instance.

Buy Box: reference to the *add to cart button* on an Amazon website. The term is believed to be coined by Todd Snively, a third-party Amazon seller himself.

Buy Box Percentage: reference to how many times you win the Buy Box out of 100 sales made in Amazon for a certain product. If you win it 25 out of 100 times a purchase is made for a certain product, your Buy Box percentage is 25.

CC: short for *carbon copy*. When you CC someone, you send him a copy of your message.

CEO: abbreviation for *Chief Executive Officer*. It is the position of the most senior corporate officer, executive, administrator, or other leader in charge of managing an organization.

claim code: a code that is used to enable a customer to claim an offer on a website. The code can be just number, just text or a combination of the two.

closeout: a *closeout* at a store is a sale at which goods are sold at reduced prices.

COGS: Cost Of Goods Sold, in other words, what you are paying for inventory.

Competitive FBA seller(s): specific FBA seller(s) who you will be sharing the Buy Box with. When you find a good product, you might find that there are already 5 other FBA sellers who are selling this product. See *also* **Buy Box, FBA** and **FBA seller** in this glossary.

conversion: reference to *conversion rate*, the percentage of people who completed a desired action on a single web page, such as filling out a form. Pages with high conversion rates are performing well, while pages with low conversion rates are performing poorly.

cPanel: a web-based hosting *control panel* provided by many hosting providers to website owners allowing them to manage their websites.

counterfeit: reference to goods that have been made to look exactly like genuine ones (but are not the real deal) in order to deceive people. CPA(s): Certified Public Accountant.

credit check: a *check* performed by a company selling goods on *credit* to establish if a potential customer is creditworthy.

csv (file): a file with the .csv extension (for instance *inventoryfile20-12-208.csv*); a spreadsheet file. Csv stands for **c**omma **s**eparated **v**alues which basically means that each comma in the file represents a cell, so Excel or any other spreadsheet program will divide the data properly.

database: a collection of data that is stored in a computer and that can easily be used and added to.

DBA: Doing Business As. A *DBA* is simply the name of the business as registered by the county in the USA.

directories: a *directory* is an online list of the names, addresses, etc. of a specific group of persons.

disclaimer: a statement in which a person or company says that they did not know about something or that they are not responsible for something.

DS: short for Drop Shipping. You offer a product for sale, and a drop shipping company or manufacturer ships it out without you seeing or touching the product. This is not advised as a model on Amazon.

EAN: European **A**rticle **N**umbering, the European version of UPC. See *also* **UPC** in this glossary. For an in-depth explanation about bar codes, [click here](#).

eCommerce: a reference to commercial transactions conducted electronically on the Internet.

EIN: Employer **I**dentification **N**umber, a social security number for your business.

entrepreneur: a person who sets up businesses and business deals.

escrow: money or property which is given to someone, but which is kept by another person until the first person has done a particular thing or met particular requirements.

ET: short for **E**astern **T**ime.

ETIN: **E**lectronic **T**ransmitter **I**dentification **N**umber (ETIN) A 5-digit identification number assigned by the IRS.

exhibitor: a person, company, etc. that enters an exhibit as in a fair, trade show, to show his product(s).

FBA: **F**ulfillment **B**y **A**mazons. The seller has sent the product to Amazon and Amazon stores and ships the product to the customer (and takes care of customer service).

FBA seller: a seller (company, individual, etc.) who sends product(s) to one or more Amazon warehouses to sell.

FBA wholesale: see **wholesale model** in this glossary.

FBM: Fulfilled By Merchant. See **Third Party sellers (FBM)** in this glossary.

Fiverr: an online marketplace for freelance services like the designing of logos, etc.

FNSKU: Fulfillment Network Stock Keeping Unit, Amazon's internal number system. Using this system, they are able to identify you as the seller for an identical item sold through the same listing. You place the label with *your* FNSKU over the UPC bar code of the product (or have a prep warehouse or the supplier do it for you) so Amazon can identify the product as yours. See *also* **UPC** in this glossary.

FTC: short for **Federal Trade Commission**, the commission that is all about consumer protection and the elimination and prevention of anti-competitive business practices. This website has to abide by the rules of the Federal Trade Commission that protects your rights as a visitor of this website.

ftp: file transfer protocol, the standard protocol used to transfer files across the internet, or a similar network, between computer systems.

gated: as a way of figurative speech, restricted and by a gate, security guards, etc. A gated (or restricted) category is simply a category or product that needs approval before you can start selling. It doesn't mean you can't sell that product on Amazon; it simply means you'll have to do a bit more paperwork to receive approval.

GoDaddy: an American Internet domain registrar and web hosting company. The company is known for its advertising on TV and in the newspapers.

Google Analytics: a complete web analytics tool owned by Google that lets you see just about everything you could ever want about your website traffic.

Google Docs: a free web-based application in which documents and spreadsheets can be created, edited and stored online.

GPS: **G**lobal **P**ositioning **S**ystem, a system widely used worldwide to get from A to B without a physical map.

GS1 UPC Code: a **G**lobal **S**tandards **1** UPC Code is a reference to a unique identification number that is issued just to *one* separate company – and it's part of every bar code, UPC code and identification number you create. It's the internationally accepted way to uniquely identify your brand. For more about GS1, [click here](#).

hazmat: short for **h**azardous **m**aterials.

hijacking: the act of illegally taking over something. Used as a reference to using an Amazon listing that was made by someone else for your own purposes and whether that is illegal or not. In many cases it is legal.

html: short for **H**ypertext **M**arkup **L**anguage, a standardized system for tagging text files to achieve font, color, graphic, and hyperlink effects on web pages. A *hyperlink* is a link from within a document to another location, activated by clicking on a highlighted word or image.

inventory file: the spreadsheet file (usually) sent to you by a wholesaler that contains all the products he has in stock to sell to you. Also called a SKU list.

ITIN: Individual Taxpayer Identification Number. For more info, [click here](#).

Jeff Bezos: the CEO of Amazon.com.

joint venture: a commercial activity undertaken together by two or more parties which otherwise retain their distinct identities.

Keepa: a modern Amazon Price Tracker, a tool to help sellers make better buying decisions. It is used as an extension in the Chrome web browser (or Opera, Firefox or Microsoft Edge) and shows the pricing history of a product on Amazon in a graph.

listing: the overall page on Amazon where a product is described and introduced to the customer. Also referred to as *product page*.

liquidate: if you *liquidate* a product, you sell it (usually below the value of the product) to retrieve some money for it.

LLC: Limited Liability Company, a form of company that limits the amount of liability undertaken by the company's shareholders.

MAP: Minimum Advertised Price, a minimum price you can not sell below and set by the wholesaler or manufacturer.

margin: the amount of money you make between buying and selling the product.

MF: Merchant Fulfilled, where the seller stores and ships the product himself (also known as **FBM**, Fulfilled By Merchant).

M-F, 8-4: short for "from Monday to Friday, from 8 a.m. till 4 pm."

MOQ: Minimum Order Quantity.

MSDS: Material Safety Data Sheet, a sheet that is produced by companies that manufacture hazardous substances. It provides workers and emergency personnel with procedures for handling a particular substance.

MSRP: Manufacturer's Suggested Retail Price. Prices are usually always below this.

nameservers: a *nameserver* is a specialized server on the Internet that handles queries or questions from your local computer when you are online using the Net.

niche: a *niche* in the market is a specific area of marketing which has its own particular requirements, customers, and products. Niche marketing is the practice of dividing the market into specialized areas for which particular products are made. A niche market is one of these specialized areas. Also, your niche is the job or activity which is exactly suitable for you.

ninja tactic: *ninja* refers to any of a class of Japanese warriors highly trained in stealth and employed as spies and assassins. Therefore, figuratively, a *ninja tactic* is a tactic with which you might beat the competition.

offshore: engaged in something outside the USA.

outsource: obtain (goods or, usually, a service) by contract from an outside supplier.

P&L(s): Profit & Loss Statement(s). For more info, [click here](#).

PayPal: a service that enables you to pay, send money, and accept payments.

PL: Private Label is all about creating your own product and brand it as your own.

plugin(s): a piece of software containing a group of functions that can be added to a WordPress website. See *also* **WordPress** in this glossary.

PM: Profit Margin.

PO: Purchase Order.

PPC: Pay Per Click, Amazon's internal advertising system to show your item to customers (where you will get the Buy Box). Not really used in our method.

Q1, Q2, Q3, Q4: the quarters of the year (Jan – March, April – June, etc).

QA: Quality Assurance.

Quickbooks: this is an accounting software for small and medium-sized businesses.

R&D: Research & Development. It refers to innovative activities undertaken by corporations or governments in developing new services or products, or improving existing services or products.

RA and OA: Retail Arbitrage and Online Arbitrage, where you buy something at a store (i.e. on sale), or buy something online (i.e. Ebay) and sell it on Amazon for a profit.

reseller permit: also called *resale certificate*. Reseller permits identify a business as having the right to make certain nontaxable purchases. These include wholesale items for resale and items that are purchased for use in the manufacture of products for resale. Reseller permits prevent the double collection of sales tax on products. Sales tax is collected further down the road when the item is purchased by the final customer. The seller of the original items will require the purchaser to provide a copy of a reseller permit to keep on file for tax purposes.

revolving (lines of) credit: *revolving credit* is referring to a letter of credit for a fixed sum, specifying that the person receiving it may make repeated use of the credit provided that the fixed sum (maximum) is never exceeded. A line of credit is an arrangement between a financial institution, usually a bank, and a customer, that established the maximum amount of a loan that the customer can borrow. *Line* in this context literally means amount.

rinse and repeat: do things over and over and over.

RMA: Return Merchandise Authorization, a number used for returns by customers so these can be identified by Amazon as physically returned.

robust: someone or something that is *robust* is very strong or healthy.

ROI: Return On Investment, in other words, how much money you make after all costs, such as *Cost Of Goods Sold* (COGS) and Amazon's take (the amount they charge for their services of fulfillment). See also **COGS** in this glossary.

sanity check: a check done to see if it is a good idea to sell a product or if the product has any peculiarities to it you don't want to run into later.

SC: Seller Central, your Amazon seller dashboard. This is where you will control everything, such as inventory, restocking, sales, seller feedback, etc.

scale, scaling: to increase or reduce proportionately in size, etc.

SDS: Safety Data Sheet, a sheet that is produced by companies that manufacture hazardous substances. It provides workers and emergency personnel with procedures for handling a particular substance.

seller feedback: the buyer's way of letting future buyers know what their experience has been with the seller of the product they bought. *High seller feedback* refers to a high percentage of buyers giving positive feedback.

shipping plan: when you're ready to send inventory to Amazon, you begin by creating a *shipping plan*. A *shipping plan* specifies: The products you want to send to Amazon, the quantity of each product, the shipping method and carrier details and whether or not you want to prep and label your inventory yourself or have Amazon do it.

Shopify: an effective eCommerce website builder that allows merchants to design, develop, market, and sell any type of goods to consumers around the world. See also **eCommerce** in this glossary.

SKU: a standard inventory management acronym and meaning **S**tock **K**eeping **U**nit.

SoS fee: Secretary of State fee, a fee charged by a state when you set up your corporation.

split tested: from *split testing* (also called *A/B testing*), the process of comparing two variations of a single variable to determine which performs best in order to help improve marketing efforts. This is often done in email marketing (with variations in the subject line or copy), calls-to-action (variations in colors or different wording), and landing pages (variations in content).

sole proprietor: (USA) a person who is the exclusive owner of a business, entitled to keep all profits after tax has been paid but liable for all losses. In the UK the person is called a *sole trader*.

sole trader: (UK) a person who is the exclusive owner of a business, entitled to keep all profits after tax has been paid but liable for all losses. In the USA the person is called a *sole proprietor*.

SSN: Social Security Number, a nine-digit number issued to U.S. citizens, permanent residents, and temporary (working) residents.

Stripe: a technology company that has software to accept (credit card) payments and that you can use for your business online.

tax ID#: short for Tax Identification Number (TIN), an identifying number used for tax purposes in the United States. It is also known as a *Taxpayer Identification Number* or *Federal Taxpayer Identification Number*. A TIN may be assigned by the Social Security Administration or by the Internal Revenue Service (IRS).

tax treaty: an agreement made by two countries to resolve issues involving double taxation of passive and active income. *Tax treaties* generally determine the amount of tax that a country can apply to a taxpayer's income, capital, estate, and wealth.

terms: reference to the agreement between supplier and you when a bill needs to be paid. Usually we don't need terms and pay with a credit card immediately when we order. You might buy so frequently from a supplier though, that he offers you *terms* (for instance, payment 14 days after your order).

Third Party sellers (FBM): sellers who do not use Amazon's warehousing services. They stock the item themselves, ship it themselves, and deal with all the shipping and customer service issues. They only use Amazon as a sales channel. They can often sell at a lower price because they won't be paying Amazon warehouse or fulfillment fees. However, they usually have shipping cost which, when added to the total price, make them more expensive than FBA sellers and thus FBA sellers usually get the Buy Box anyway.

TOS: **T**erms **o**f **S**ervice (also known as terms of use and terms and conditions) are rules by which one must agree to abide in order to use a service. Terms of Service can also be merely a disclaimer, especially regarding the use of websites.

tracking ID: a unique link that is provided that allows you to track all the clicks, registrations, impressions, and conversions that originate from a site or web page.

trade associations: a *trade association*, also known as an industry trade group, business association, sector association or industry body, is an organization founded and funded by businesses that operate in a specific industry. An industry trade association participates in public relations activities such as advertising, education, political donations, lobbying and publishing, but its focus is collaboration between companies. Associations may offer other services, such as networking or offering classes or educational materials.

"turn": a common name used in retail, and measures how efficient a business is. The more *turns*, the more sales, and the higher profit. Think of it this way: If you invest \$1000 in inventory, and you have 17 turns, that means you will leverage that \$1000 17 times per year, or \$17,000. So, you have \$17,000 a year to make a profit on (if your profit on that item is 20%, that means you will earn \$3,400 on it).

un-gated: see **gated** in this glossary.

UPC: **U**niversal **P**roduct **C**ode, a *bar code* symbology that is widely used in the USA, Canada, United Kingdom, Australia, New Zealand, in Europe and other countries for tracking trade items in stores. See *also* **EAN** in this glossary. For an in-depth explanation about bar codes, [click here](#).

VA: Virtual Assistant, a person you can hire online to help you with your business.

W7: short for *W-7 form*, a form used to apply for an individual taxpayer identification number (ITIN), for non-citizens who aren't eligible to receive a Social Security number but need to file a federal tax return with the IRS for income from US sources. See *also* **ITIN** in this glossary.

W-8ECI: abbreviation for *W-8 Effectively Connected Income*. See **W8 form** in this glossary. For more information about W-8ECI, [click here](#).

W8 form: a W-8 form is an Internal Revenue Service (IRS) form that provides foreigners with an exemption from specified U.S. information return reporting and backup withholding regulations. There are a variety of W-8 forms.

Wholesale Inspector: an online software program that analyzes SKU lists for profitable products. It is a very fast way to find products to buy and sell from a list that is provided by a distributor.

wholesale model: a business model where you sell simple, unsexy products on Amazon. You purchase these products from qualified distributors and send them to an Amazon FBA warehouse. See *also* **FBA** in this glossary.

WL: **W**hite **L**abel, similar to PL, you brand an existing product made in (usually Chinese factories) as your own and sell it with the agreement of the manufacturer. See *also* **PL** in this glossary.

WordPress: a very popular online website creation tool.

WS: **W**holesale **D**istribution; this is what we are doing. We are buying products from a wholesaler and selling it for a profit on Amazon.