



What Is Amazon FBA & Why I Should Start In Q4

1. FBA

- Fulfillment By Amazon
- Buy products, ship them to Amazon fulfillment centers, sell them and have Amazon ship them to the customer
- Sold by X and Fulfilled By Amazon
- Amazon handles the shipping of the product as well as the customer service
- Amazon Prime

2. Retail Arbitrage - Go to stores and find products that are selling low enough that you can make a profit by selling them on Amazon

3. Online Arbitrage - Similar to Retail Arbitrage except you are shopping online instead of physically going to stores

4. Wholesale - Buy in bulk

5. Private Label – Manufacture your own product

6. Liquidation - Buy lots or pallets of products from liquidators

7. 4th Quarter officially started on October 1st

8. Why You Should Start In 4th Quarter

- Many sellers make 50% of their sales during November and December
- It is easier to find profitable products
- You can potentially experience some quick wins

9. Resources

- 2016 Toy Guide - <http://theonlinenewbieloves.me/ToyGuide>
- Q4 Preparation Blog Post - <http://theonlinenewbieloves.me/Q4Preparation>