ŽANNEKREP
CONSULTING



Žan Nekrep, MSc

STEP-BY-STEP GUIDE:

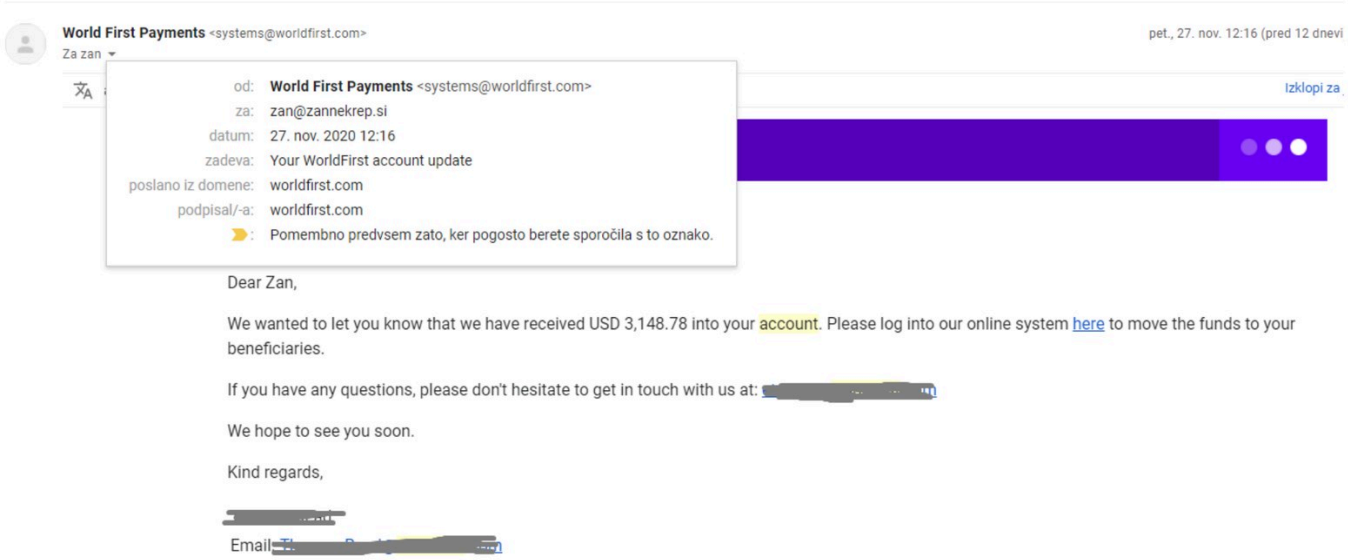
How to earn up to $300 a day selling products on Amazon with just one hour of work a week

About the author



Žan Nekrep is an internationally recognized digital marketing expert who has written several books in multiple languages. Everything he writes about in his books has been tested in practice and is based on his own experience.

Example of a payout from Amazon – $3,148 (payouts arrive every 14 days):



World First Payments <systems@worldfirst.com>
Za zan

pet., 27. nov. 12:16 (pred 12 dnevi

od: **World First Payments** <systems@worldfirst.com>
za: zan@zannekrep.si
datum: 27. nov. 2020 12:16
zadeva: Your WorldFirst account update
poslano iz domene: worldfirst.com
podpisal/-a: worldfirst.com
: Pomembno predvsem zato, ker pogosto berete sporočila s to oznako.

Izklopi za

Dear Zan,

We wanted to let you know that we have received USD 3,148.78 into your account. Please log into our online system here to move the funds to your beneficiaries.

If you have any questions, please don't hesitate to get in touch with us at: [redacted]

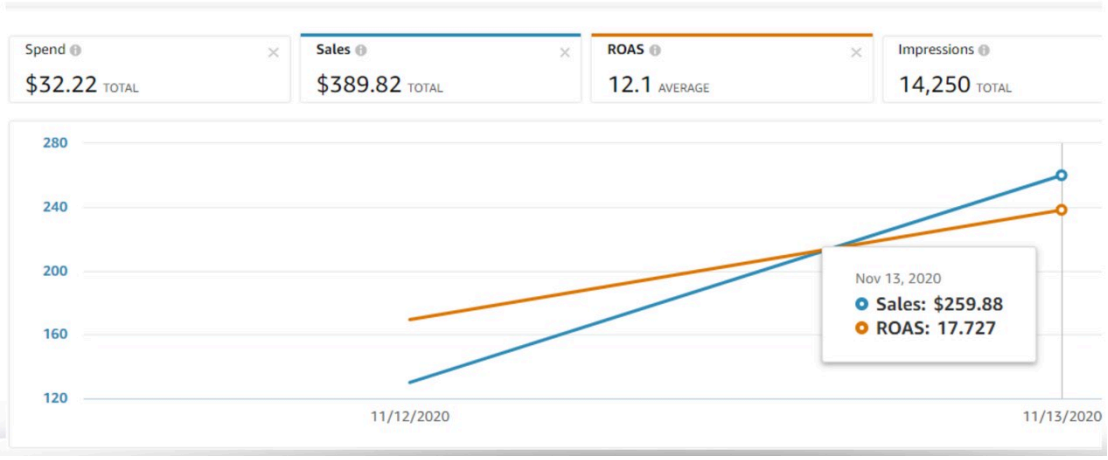
We hope to see you soon.

Kind regards,

[redacted]

Email [redacted]

Example of $389 in sales per day with only $32 spent on advertising at the start of selling:



OPEN AN AMAZON SELLER ACCOUNT
(Amazon Seller Central)

- **Costs $40 per month**
  https://sellercentral.amazon.com/
  - Make sure you upload both sides of your ID card in a single document.
  - Your bank statement must also show your bank's logo.
  - If your application is rejected, use the TextPlus app to call Amazon for free from a US number.
  - Double-check that all the details have been entered correctly.



FINDING A PRODUCT TO SELL ON AMAZON

- You can find product ideas on Pinterest (https://www.pinterest.com/), Etsy (https://www.etsy.com/) or other sites by searching for a fairly general term such as "Home Decor", "Garden" or something similar. You can also start by entering a general keyword into a keyword research tool, which will then suggest products related to that keyword. We then review these suggestions.



- When we spot a potential product, we check it on Amazon against the criteria described in our paid Amazon video course. We use the Chrome extensions and websites covered in the course, such as Helium 10 and Keepa (https://keepa.com/). Instead of Helium 10, you can also use the Jungle Scout Chrome extension (https://www.junglescout.com/), AMZScout PRO (https://amzscout.net/) or another tool, but we recommend Helium 10 because it includes many other useful tools.



Want to see the whole process in action? Join our free live Amazon webinar!



Join Žan Nekrep's free live Amazon webinar and discover:

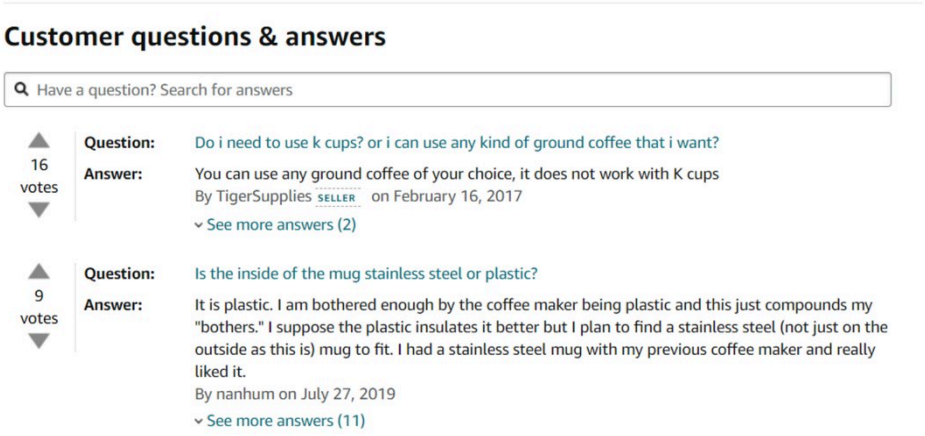
- The exact step-by-step system for reaching at least **$100,000 in revenue per year**
- How to find a product that will earn you **at least $100 a day** using a simple tool
- How to earn multiple paychecks a month with **less than two hours of work per week**

Reserve your free seat (limited to 100 seats):

https://join.zannekrep.com/amazon-us/

Live and online – join from anywhere. Seats are limited, so register today.

- We enter promising products, together with their criteria, into an Excel spreadsheet or a similar program.
- For each product, we check the keywords and their search volume. If a specific product feature is the most searched for (has the highest search volume) – e.g., "box 20 x 20" → size – we take this into account for our own product so that we are relevant to the largest possible market.
- We also take these features, along with customer reviews of existing products on Amazon and the Questions & Answers section, into account when improving our own product. Only improve the product if customer feedback on competing products convinces you to – not simply because you think it is a good idea.

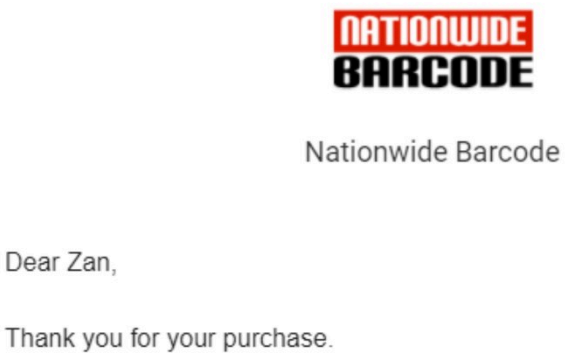


- Even before we start choosing a manufacturer, we check whether the product is allowed to be sold and what the restrictions are – restricted categories, approval required, certificates, patents, copyright, liability, batteries, electrical products, hazmat (hazardous materials), etc. For this reason, we create the product listing in advance, before we start talking to manufacturers.

- We also check whether we have a sufficient budget for the product – for at least 3–4 months, taking into account the product's landed cost (manufacturing cost + shipping + import duties). This depends on how long it takes from the start of production until the products are available on Amazon: the longer it takes, the more months of stock your budget needs to cover.
- We arrange barcodes for the products, or we register for the Amazon GTIN exemption so that GTIN barcodes are not required.



Example of payment for a UPC code:



CHOOSING A MANUFACTURER
(who will produce the product for us)

- Once we have decided on a product, we start looking for a manufacturer. All the websites where you can find manufacturers are listed in our Amazon course.
- We apply the criteria listed in our Amazon course.
- Most often, the manufacturer comes from Alibaba (https://www.alibaba.com/). Once we have found a few potential manufacturers, we order samples.

- We can also order competitors' products on Amazon so that we can compare the samples with them.
- We have the samples shipped to our address and evaluate them. Based on the manufacturer selection criteria listed in the Amazon course, we choose the most suitable manufacturer.

An example of two manufacturers we contacted on Alibaba:



An example of our message to a manufacturer on Alibaba:

Hello, my name is xxx and I am the Purchasing Manager at xxx. We are looking for another product to add to our product line and are interested in the artificial paper flowers listed above. I have reviewed your product listing and company profile and would like to introduce ourselves and outline our product requirements to see if your company can meet our needs.

But first, could you please provide us with:

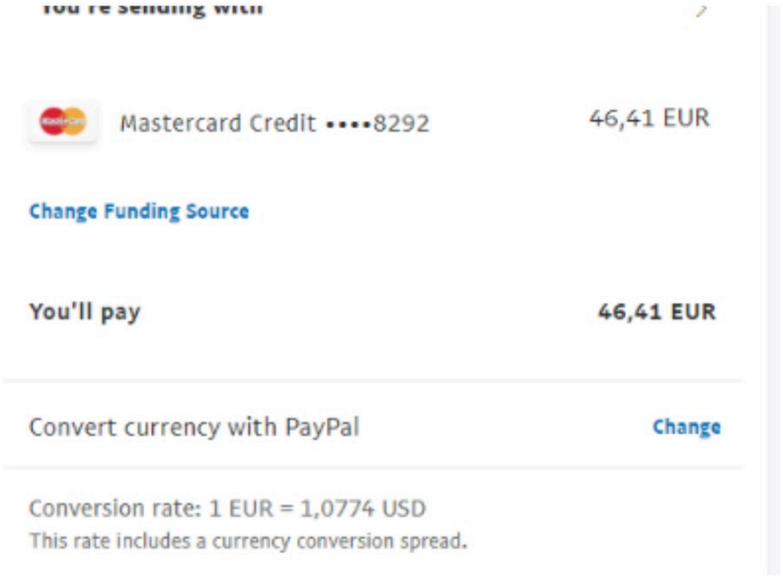
1. The HTS code for this product.
2. A catalog of available paper flower sets, or a catalog of individual flowers. Please note that we are looking for smaller sets – for example, sets of 5–10 flowers, each around 5–20 cm in size. We will discuss detailed product requirements once we have seen your catalog. Please be aware that quality is the most important aspect of the product for us. We plan to select our supplier and place our initial order within the next 4 weeks.

We are currently in talks with you and three other factories. After our initial order, we will place repeat orders and hope to source additional products from you in the future as we continue to expand our brand. Thank you – we look forward to working with you.

Sincerely,
[your name], Purchasing Manager, [your company]

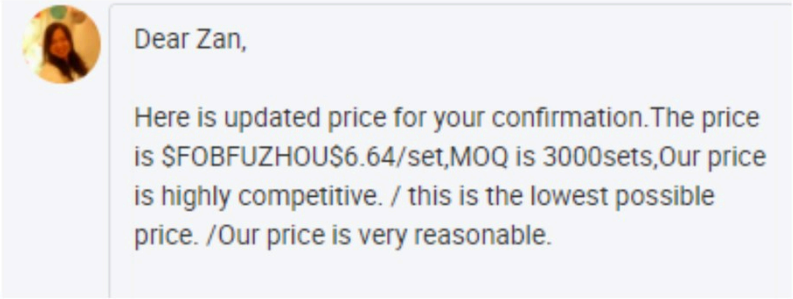
We then pay for the samples from the selected manufacturers, which are shipped to our address.

An example of paying for a sample of the product we later sold on Amazon:



Once we have received and reviewed samples from various manufacturers, we choose one manufacturer based on the highest product quality and negotiate the price:

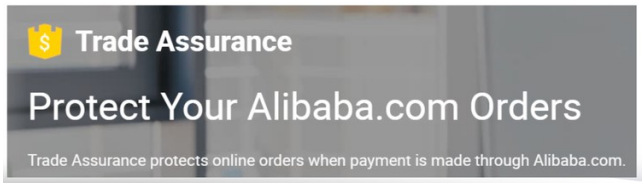
Example:



NEGOTIATING WITH THE SELECTED MANUFACTURER

- When negotiating with the manufacturer, it is important to specify exactly what the product must be like. All of these specifications must also be written in detail into the contract, which is signed by both you and the manufacturer. This protects you if the products do not meet the agreed specifications. The contract can be drawn up either by the manufacturer or by you.

- For the first order at least, we pay the manufacturer through a platform such as Alibaba Trade Assurance, so that we are protected if something goes wrong with the order.



- We pay 30% upfront and the remaining 70% after the final inspection. Some manufacturers will also deduct the cost of the samples they sent you.

In our case, it looked like this:

Product picture	Product name	Product Description
	Paper flower set	2PCS 18CM FLOWER 2PCS 13CM FLOWER 6PCS LEAF(about 23*14cm) 6pcs 5cm small flower Quality same as sample ,need add double-sided tape for each piece of flower and leaf,totol 16pcs
		SAMPLE FEE REFUND

- We agree on who is responsible for the shipment (shipping Incoterms – terms that define from which point you, as the owner of the goods, are responsible and up to which point the manufacturer is). **We recommend FOB – Free on Board.** In this case, the manufacturer is no longer responsible for the products once they have been dispatched from the port or airport.

Free on Board (FOB)

- We obtain the necessary specifications from the manufacturer so that we can design the product packaging ourselves if we wish. If possible, we get the dielines and a packaging template (the layout of the packaging sides); if that is not possible, the dimensions alone are enough.
- We hire a graphic designer to create the packaging design based on these specifications – an .ai file – which we send to the manufacturer, who takes care of the rest.

We send the packaging design and the business cards that will accompany the product into production. Here is what we wrote to the designer about the packaging, together with our specifications:

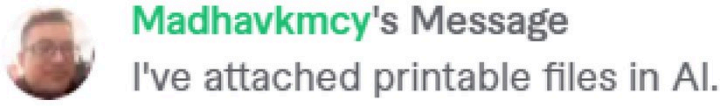
1. Brand name – picture attached
2. Your dimensions in cm
3. Color scheme
4. Text: “brand name”, “your slogan”, “add title”; “Made in China” → least visible, somewhere in the corner; “website”, “your email” → Contact
5. “What is included”

Example of payment to a designer for the paper flowers packaging:

YOUR ORDER *Jun 4, 07:17 PM* — Paid with Credit Card

ITEM	QTY.	DURATION	PRICE
PREMIUM Product label or packaging design with professional and exclusive design. ✔ Include Source File ✔ 4 Revisions ✔ Commercial Use ✔ Include front, back & sides of package ✔ Files Ready for Print ✔ Include 3D cover image ✔ The template that shows how to print and assemble a package.	1	3 days	€70.01
SUBTOTAL			€70.01
SERVICE FEE			€3.50
TOTAL			€73.51

The designer then delivers the finished packaging design to you:



Once the packaging and business cards have been designed, we send everything to our chosen manufacturer as .ai and .jpg files.

In our case:

Hi Abby,

please check attachments for final packaging .ai and .jpg

Best regards,

- We provide the manufacturer with the required "shipping marks" to be printed on the box. These are details printed on the outer carton, not on the product packaging itself. In addition to information about the product and the company, they also indicate how the product should be handled (fragile, this way up – which side is the top, etc.). We also take into account the requirements of specific countries (the "Made in China" label, etc.).



- We send the manufacturer all the necessary labels – the product label (on the product packaging), the shipment label (on the outer carton) and the pallet label (on each pallet). The pallet must have these labels attached on each of its four sides. We specify how they should be attached and take Amazon's restrictions (weight, size) into account. We receive all of these labels when creating the shipment on Amazon under Inventory → Manage FBA Shipments. Keep in mind that one pallet consists of several outer cartons, and one outer carton contains one or more product packages (for large items, the outer carton may also serve as the product packaging).
- We make sure the product is properly packaged.
- We make sure we have the appropriate certificates and labels for the product, if required, depending on the country where we want to sell it.
- If we wish, we can also include a business card in the packaging, where we can politely ask the customer for a review, provide a link to the warranty, etc. You can find a business card template in your Amazon course.
- If necessary, we also prepare detailed instructions for use and include them in the product packaging.
- We adjust the order quantity in line with Amazon's limits on total inventory for specific categories in its warehouses (Standard-Size, Oversize, Apparel, Footwear). These limits apply both to volume and to the number of units.

INSPECTING THE PRODUCTS BEFORE SHIPMENT

- At the very least, we have a "pre-shipment inspection" carried out once production is complete. This is an inspection performed in China before the products are shipped to Amazon.
- The price is calculated per inspector per day. Depending on the inspector and the quantity of products, you will pay between $100 and $400 per inspector per day.
- If the products are not up to standard, you must arrange with the manufacturer to replace the defective items and then have the products re-inspected. You pay for the re-inspection yourself.

We order an inspection of our chosen product at the manufacturer's premises, providing the inspector with all of the manufacturer's contact details and a list of what will be in the package, and asking them to check the UPC code as well:

Our example:

> Hi Tim,
>
> we would need another inspection for next product.
>
> Contact is: +8613799833744 (Ms Abbyzhuang)
>
> It would be next week, 8th or 9th of July.

SHIPPING THE PRODUCTS from China to the USA, for example

- We choose a freight forwarder to handle our shipment to Amazon's warehouses. We use Freightos (https://www.freightos.com/).



- For larger and heavier products we choose sea freight; for small and light items, air freight. Sea freight is cheaper but takes much longer, and there are more fixed costs. We pay attention to volumetric (dimensional) weight – a weight calculated based on the size of the product rather than its actual weight – especially for products that are both light and large.
- We need to provide the freight forwarder with: the weight and dimensions of the shipment (pallets, cartons), which we get from the manufacturer, and how many of them there are; the production value of the shipment; the HS code of the products (the international tariff code used to determine import duties); the origin (port, airport) and destination (Amazon warehouses); a product description; the date when the products will be ready; shipment details (hazardous materials, whether you are a foreign importer, etc.); insurance (shipment insurance); the Amazon reference and Shipment ID (found on Amazon under Inventory → Manage FBA Shipments → select the shipment → Shipment summary); details of the consignor (your manufacturer) and the consignee (you); the power of attorney (arranged by the freight forwarder); the commercial invoice; and the packing list.
- It depends on what you have agreed with the manufacturer – up to which point they are responsible for the goods as the owner. With DDP or DDU (Delivered Duty Paid/Unpaid), all the way to Amazon's warehouses; with FOB (Free on Board), to the port; with EXW (Ex Works), only to the factory. We recommend FOB.
- When importing into the country, you will pay import duties. These are determined by the HS tariff code (you can check it yourself online or ask the manufacturer); for the US, see https://hts.usitc.gov/



RESEARCHING RELEVANT KEYWORDS FOR THE SELECTED PRODUCT

- We need this to prepare the listing and to advertise the product.
- It is important to find as many relevant keywords as possible with a reasonably high search volume – i.e., at least 1,000 monthly searches.
- Use keyword research tools – Helium 10 is the best choice, specifically its Cerebro and Magnet tools. Similar tools are also offered by Seller.tools (https://seller.tools/), Jungle Scout (https://www.junglescout.com/), Viral Launch (https://viral-launch.com) and others. These tools let you research keywords based on a keyword you enter (e.g., Helium 10 Magnet) or based on the ASINs of competing products (e.g., Helium 10 Cerebro).

Free webinar: How to easily earn at least $100 a day on Amazon with products you never see – reserve your seat!



Join Žan Nekrep's free live Amazon webinar and discover:

- The exact step-by-step system for reaching at least **$100,000 in revenue per year**
- How to find a product that will earn you **at least $100 a day** using a simple tool
- How to earn multiple paychecks a month with **less than two hours of work per week**

Reserve your free seat (limited to 100 seats):
https://join.zannekrep.com/amazon-us/
Live and online – join from anywhere. Seats are limited, so register today.

- We use Excel again to record all the relevant keywords. You can simply use one of the files you get when exporting data from one of the tools, and then add the keywords from the other exported files to it.
- For keyword research, follow the instructions in our Amazon course.

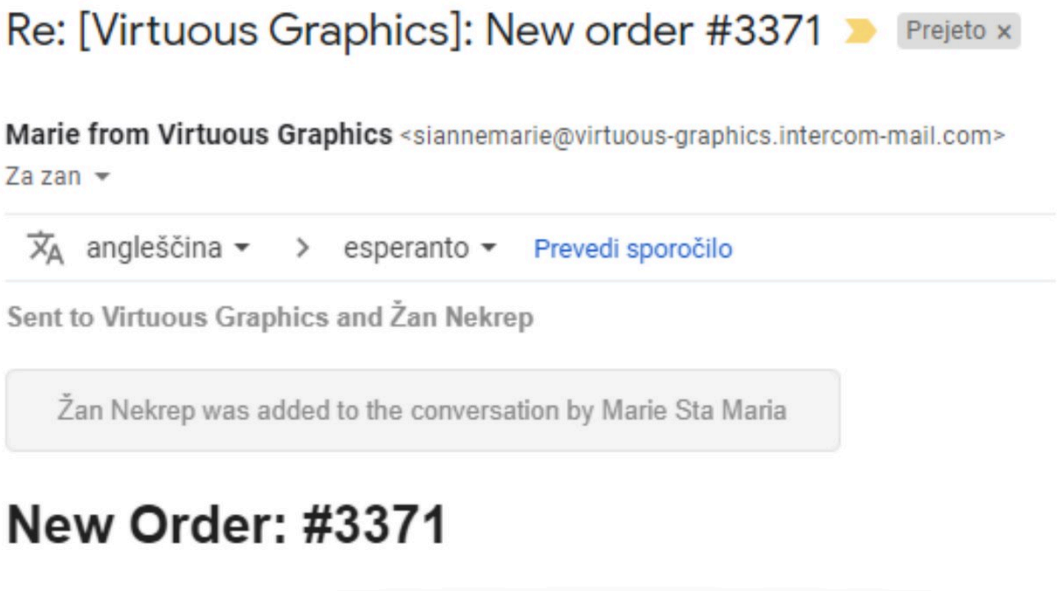
PREPARING THE LISTING (YOUR PRODUCT'S SALES PAGE ON AMAZON)

- Images are the most important element, especially the main image.



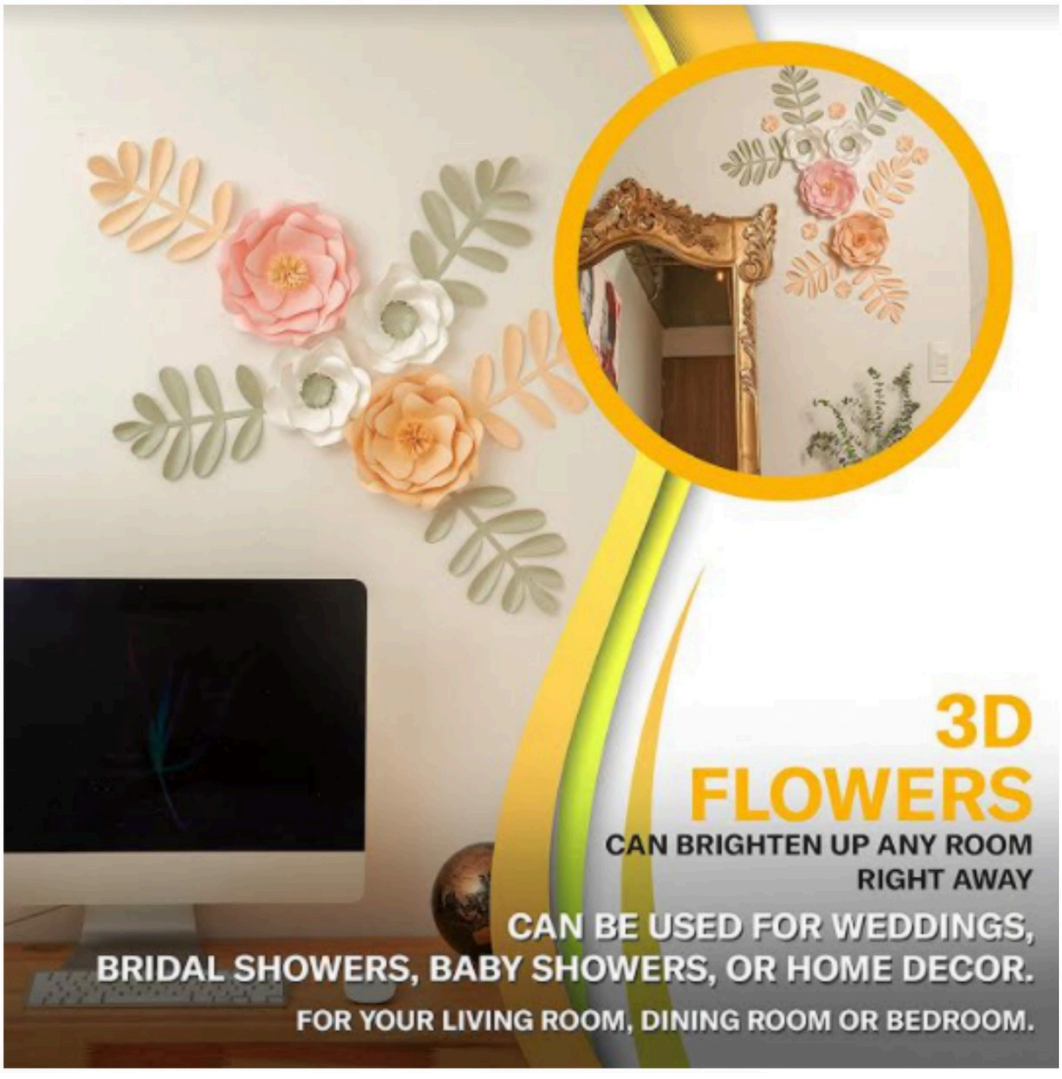
We commission nine photographs of the product – our manufacturer, for example, sends the product directly to the photographer.

An example of our order to the photographer:



Examples of the finished product images:





- We focus on **the benefits for the customer.**
- The most important fields, in order, are the title, search terms, bullet points and description. Some other fields are also indexed, depending on the product category – for example, the "Subject Matter" field, which is not available in all categories.
- **Title** – include the most important keywords from your keyword research, as well as key information about the product (e.g., compatibility). The first 88 characters are the most important for mobile devices. It must be readable. The limit is 200 characters.

Hair Shampoo Brush, HEETA Scalp Care Hair Brush with Soft Silicone Scalp Massager (Black)

- **Bullet points** – describe the product's benefits, working in as many relevant keywords as possible in the form of phrases. There are usually 5 bullet points, though there may be more depending on the category. The limit is 250 characters per bullet point, but only the first 1,000 characters across all bullet points are taken into account.

About this item

- Manual operation. Waterproof. Perfect for various hairstyles from thick to thin, short or long, and no matter wet or dry, even to groom hair of your pets
- Taking shower with this soft shampoo brush makes your hair and scalp cleaner than before. A soft and high-quality hair brush provides you an enjoyable washing experience
- Massaging your scalp in the shower to ease itchiness and promote blood circulation. Getting a relaxing massage at home and every time you wash your hair
- Ergonomic design perfectly fits in your palm and is easy to hold. Lightweight and stores easily
- Excellent shampoo brush is suitable for who has long and manicured nails, you won't damage your manicure during washing hair anymore

- **Description** – more details about the product. Here you can use HTML tags for better formatting, such as <b> for bold text.

Product description

The 4MM is Goody's most popular type of elastic!

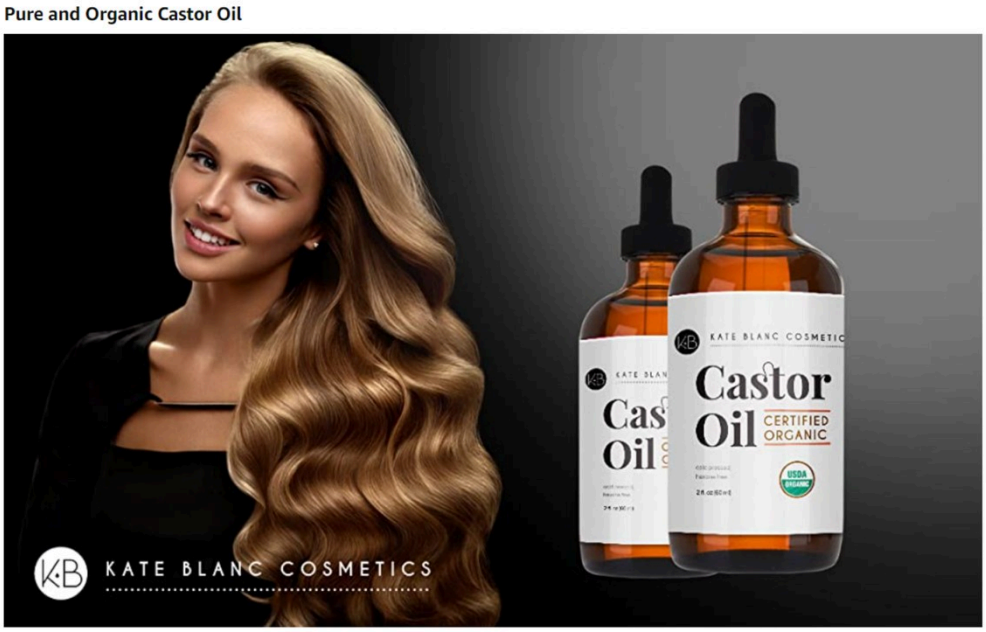
- **Search terms** – 250 characters for additional keywords, not counting spaces.
- Enter the remaining details that Amazon allows, such as size, weight, compatibility, etc.
- Follow Amazon's rules and guidelines, such as the ban on using other brands' names (exceptions include phrases like "compatible with" or "works with" a brand) and the ban on words such as "Best", "On Sale", "Limited Time", etc.
- Images are very important – much more so than text. **You sell the product through images.**
- **The most important image is the main image, which the customer sees first.** It is what draws them to the product in the first place, and it has a major impact on the CTR (click-through rate – the percentage of customers who click on the product to view the listing out of everyone who sees it).
- The other images can be infographics (showing the product's features), lifestyle images (showing the product in use), comparison images (comparing it with competing products) or additional images on a white background.



- Follow Amazon's guidelines and recommendations, such as image size, a white background for the main image, etc.
- You can also use a video in place of the seventh image.



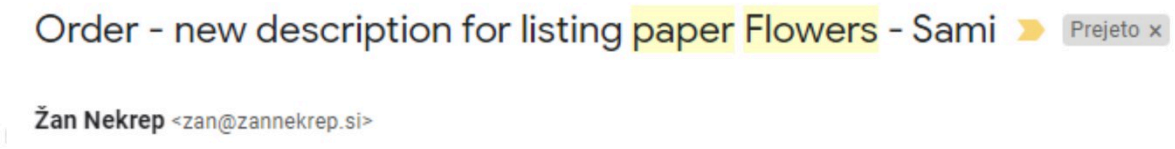
- Instead of a description, you can use A+ Content (additional graphics on the product listing), but this requires a registered trademark and enrollment in the Amazon Brand Registry (Amazon's platform for registered brands). Even if you have A+ Content, you should still write a description, because A+ Content is not indexed, whereas the product description is. (Indexed → if a product is indexed for a keyword, it means the product is shown to customers when they enter that search term.)



- We can also add documents such as product usage instructions through the Product Documents program.

- If the product is suitable, we enroll it in the Subscribe & Save program so that customers can subscribe to the product and receive it automatically on a regular basis at a set discount.
- For customizable products, we use Amazon Custom – though this is only available if you fulfill the orders yourself. We therefore use it for made-to-order products such as T-shirts, glasses, etc.
- For small and lightweight products, we enroll the product in the Small and Light program.

An example of our order for the paper flowers product description:


Order - new description for listing paper Flowers - Sami Prejeto ×

Žan Nekrep <zan@zannekrep.si>

We send the person writing the description links to competitors on Amazon, a list of what the customer gets in the package, what the product is used for, and everything else relevant to the description.

In our case, we wrote:

What is included:
- (1) 7" Yellow Flower with Adhesive foam dot
- (1) 7" Pink Flower with Adhesive foam dot
- (2) 5" White Flowers with Adhesive foam dot
- (6) 2" Yellow Flowers with Adhesive foam dot
- (3) 9" x 5.5" Black Leaves without Adhesive foam dot (additional (20) are used)
- (3) 9" x 5.5" Yellow Leaves without Adhesive foam dot (additional (20) are used)
- (20) Adhesive Foam Dots
- An envelope
- An insert card
- Color box

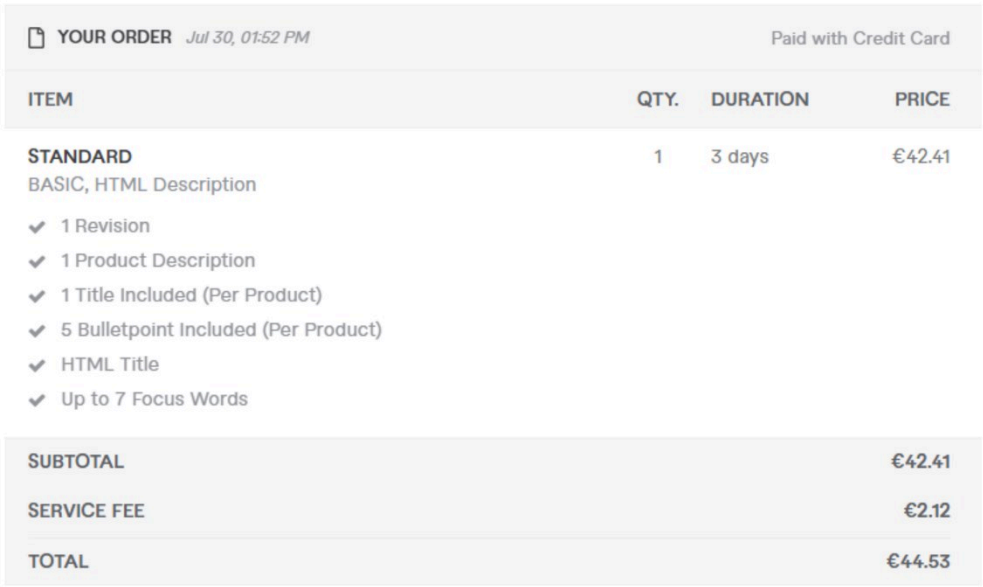
- Made of high quality cardboard paper.
- Put on wall by using Adhesive foam dost - tape is on both sides.
- Handmade.

Flowers are **already assembled.**

Used for Wedding, wall decorations, Birthday decorations, nursery decorations, Bridal shower, shop window, itd.

Links to competitors:
- https://www.amazon.com/dp/B07RD7P5WQ/
- https://www.amazon.com/dp/B07K9SGLS9/
-https://www.amazon.com/Fonder-Mols-Decorations-Centerpieces-Photobooth/dp/B07D3DM7Z7/

Example of payment for a product description:



YOUR ORDER *Jul 30, 01:52 PM* — Paid with Credit Card

ITEM	QTY.	DURATION	PRICE
STANDARD BASIC, HTML Description	1	3 days	€42.41

- 1 Revision
- 1 Product Description
- 1 Title Included (Per Product)
- 5 Bulletpoint Included (Per Product)
- HTML Title
- Up to 7 Focus Words

SUBTOTAL	€42.41
SERVICE FEE	€2.12
TOTAL	€44.53

LAUNCHING THE PRODUCT ON AMAZON

- Make sure your product listing is fully optimized before you launch the product.
- We recommend using Amazon Advertising for the launch – more on this below.

ADVERTISING YOUR PRODUCT ON AMAZON

- There are roughly 30 different ad placements on Amazon. We test as many as possible to see what works best.
- There are 3 sections – Sponsored Products, Sponsored Brands and Display Ads (plus the separate Demand-Side Platform). The first is available to all sellers with a Professional plan, while Sponsored Brands and Display Ads are only available to sellers whose brand is in the Brand Registry.
- Keyword targeting can be Broad, Phrase or Exact. Exact means precisely the word we are targeting, including its plural form (black shoes → black shoes, black shoe). Phrase means that word plus additional words before or after it (black shoe, black shoes, black shoe small, big black shoes, etc.). Broad simply means that the targeted words appear in any form within the search string the customer enters into the Amazon search bar for the ad to be shown (black woman big shoes, black gloves with shoes, etc.).
- To begin with, we focus on campaigns where we decide for ourselves what to advertise – these are called Manual campaigns.
- Later, once the product has established itself, we add an Automatic campaign. In an automatic campaign, we can specify what we target and how high the bids are (Loose match, Close match → keywords; Complements, Substitutes → products).

- We divide manual campaigns into Research and Protected. In the Research campaign, we look for new relevant keywords and products, which we then target in the Protected campaign.
- We also use display ads with our own creative (a logo and a short caption of up to 50 characters), which is currently performing very well. Product targeting (on Amazon) works particularly well, whereas audience targeting (off Amazon) does not work as well. Your brand must be registered in the Amazon Brand Registry.
- We use Sponsored Brands, where video works very well for advertising. A 15–20-second video showcasing the product's benefits works best. There are other advertising methods you can test as well.
- At the start, during the launch, we check the advertising daily – above all, we check whether we are advertising on any irrelevant high-volume keywords, which we remove or lower the bid on. We also check all the other keywords we are targeting.
- Later on, we review the advertising for each individual product once a week.
- We optimize the ads using Advertising Reports – Amazon's reports on advertising performance. For optimization, we follow the precise instructions in our Amazon course.
- We optimize by increasing or decreasing the cost per click (CPC) by a percentage, and we can also adjust the different placements – i.e., where the ad appears: top of search, rest of search, product pages.
- Find out more about advertising in our Amazon course.

GETTING RATINGS AND REVIEWS ON AMAZON

- Since it has become easier for customers to leave a rating, the percentage of ratings/reviews has risen significantly.
- Roughly 10% of customers will rate a product; most of these will be ratings only, without text. Previously, the average was 1–3%.
- We recommend installing one of the Chrome extensions that lets you send customers a weekly request to leave a rating – Jungle Scout, Sellerise, Seller.tools.
- To start with, you can get 1 or 2 reviews by asking someone in the US (if you are selling there) to buy the product and leave a review, and then refunding them. Make sure you are not connected to them in any way (Facebook friends, etc.).
- When it comes to ratings, the thresholds matter most – for example, between 4.2 and 4.3 stars, or between 4.7 and 4.8 stars. This makes a difference because Amazon displays ratings rounded to the nearest 0.5 stars: a 4.3-star rating is still displayed as 4.5 stars, whereas 4.2 stars is displayed as just 4 stars. This is where the biggest differences in conversion rate are seen when it comes to ratings.

MONITORING THE PRODUCT ON AMAZON

- We make sure we are out of stock for as little time as possible.
- We take advantage of special days such as Prime Day, Black Friday and Cyber Monday to offer special coupons, so that we sell many more products on those days.



- We also use other promotions, such as coupons, Lightning Deals, discounts on multiple purchases, etc.
- We regularly monitor the conversion rate (the percentage of customers who decide to buy) for the product in the market where we sell – especially if there is a significant change – and adjust our strategy accordingly. For example, if we notice that demand has risen sharply, we can raise the price of our product.
- We work with manufacturers to secure better terms for new orders.
- We create promotions, coupons and Lightning Deals (short-term paid promotions that drive a lot of traffic to a listing) to stabilize or further improve the product's organic rankings.
- We regularly check for any issues with the product or the listing – return comments, ratings/reviews, Voice of the Customer, seller feedback, Questions & Answers, Improve Listing Quality, etc. – and try to resolve them.
- We optimize the listing further if we haven't already – adding more keywords as we gain a better understanding of the markets, new and improved images, A+ Content (additional graphics in place of a product description), video, product documents, etc.

TRADEMARK REGISTRATION AND BRAND REGISTRY

- It isn't necessary at the start, since it is a significant expense.
- It takes 6–9 months if you use providers outside Amazon (Trademarkia, for example). If you use providers within Amazon (IP Accelerator), it takes only a few weeks.
- Once you are selling successfully, we recommend doing this as soon as possible, because you gain many benefits once your brand is in the Brand Registry.

amazon brand registry

Benefits of Brand Registry:

- More advertising options – Display Ads and Sponsored Brands
- More analytics data from Amazon – Brand Analytics, Amazon Attribution (off Amazon)
- More organic ways to attract customers – Amazon Live, Amazon Posts
- Better listing optimization – A+ Content; also check out Product Documents and Virtual Bundles
- Split testing (testing different options) within Amazon – A+ Content, title. Amazon itself makes this possible if your brand is registered in the Amazon Brand Registry, though currently only for the title and A+ Content. This simply means you set up different versions of your A+ Content or title and, after testing, see which one performs better.
- Better brand protection – for example, against hijackers (sellers who appear on your listing with a counterfeit product). These sellers are less likely to target products where it is obvious that the brand is registered in the Brand Registry, and at the same time they are much easier to remove if your brand is registered. Check out the Transparency and Project Zero programs.
- Your online store can also be on Amazon – the Amazon Storefront