

2020

 **OPTIMIZE
YOUR AMAZON**

FBA



WORKBOOK

**ALEX WONG
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Optimize Your Amazon FBA 2020

A Seller's Guide to Rank Higher, Sell More, and Grow your E-Commerce
Business

Publication Details

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Optimize Your Amazon FBA Worksheet:

What's your motivation?

Spend a few minutes and write down why you want to start your Amazon business. Think of at least 3 compelling reasons why you want to start your business. Try to be as specific and descriptive as possible. This will help stay your motivated when things get difficult.

- 1.
- 2.
- 3.

Ranking Factors

Aim to have a good understanding of the various factors that Amazon uses to rank your product, such as conversion rate, relevancy, and customer satisfaction. Review this section in the book again if you have to.

What are some areas you can optimize to improve the conversion rates, relevancy, and customer satisfaction? Can you improve the images? Can you reduce the price? Can you improve the bullet points or product description?

Think of at least 5 areas you can improve and optimize for your listing:

- 1.
- 2.
- 3.
- 4.
- 5.

Product Launch Strategy:

Spend some time to outline your product launch strategy. Try to be as detailed as possible since this is a critical step. Questions to answer include:

How will you get these reviews for your product? Think of at least 3 different ways you can encourage customers to leave reviews:

- 1.
- 2.
- 3.

Which keywords will you be targeting? Think of at least 3 different keywords you can be targeting for your product.

- 1.
- 2.
- 3.

What is your giveaway and rebate strategy?

How much can you offer for your coupon?

You can write your product launch strategy in the text box below:

Optimize your product listing

Optimize the various sections of your listing to maximize conversions. This includes:

Optimize your title:

- Be sure to follow your product's style guide when writing your title.
- include your main keywords.
- Limit it to 200 characters; however, depending on your product category, it may be less.
- Contains the product-identifying information
- Capitalize the first letter of every word, except "and".
- Use numerals (5), not words (five) for numbers

Write down 3 titles you could use for your product:

- 1.
- 2.
- 3.

Create irresistible product features:

Aim to keep each bullet consistent

Focus on the benefits, not just the features.

Start with your most important features and benefits first.

Write your product features:

- 1.
- 2.
- 3.
- 4.
- 5.

Write a compelling product description:

Expand on your product features and focus on the specific benefits that your product offers shoppers.

Consider adding HTML formatting to your product description to make it easier to read.

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Search Terms:

Put your remaining relevant keywords in the search term field. Limit it to 250 bytes:

Search Term Field	
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Sending Traffic to your listing:

Think of at least 3 different ways you can send traffic to your listing and start taking steps to make it happen. This includes using PPC ads, building an email list, Facebook ads, Google, Manychat, etc.

- 1.
- 2.
- 3.

About the Authors

Alex Wong Bio

Alex Wong is an expert copywriter, marketer, and bestselling author with an eye for what makes products sell. He's spent years working with dozens of high-profile clients to take their Amazon business to the next level, providing them with cutting-edge insights to optimize their product listings and increase their sales.

Alex has trained with the best copywriters and internet marketers around, honing his skills and mastering the best methods, tricks and strategies for capturing people's interest and persuading them to take action. Whether you need ad copy, web copy, email copy or more, Alex has you covered.

Darwin Lam Bio

Darwin Lam is a seasoned Amazon marketer and the go-to guy for all your product optimization needs. Having ranked over 100 products to page one, spoken at top-notch private events, and consulted with dozens of 6 and 7-figure Amazon sellers, Darwin is passionate about helping aspiring entrepreneurs optimize their Amazon businesses and drastically increase their sales.

He's dedicated to always keeping up-to-date on the latest market trends, and his knowledge of keywords and rankings is sure to help your products stand out from the crowd and beat the competition.

Darwin founded his first company in 2016, and he's worked in multiple industries including landscape design, running a restaurant, and even working in trading companies, factories, and tradeshow. He knows from personal experience that selling on Amazon, like his careers offline, is always evolving.

Would you like to get in touch? Email us: suport@theamzboss.com

Amazon Listing and Marketing Services

Need help growing your Amazon business or getting sales? We are here to help. Our professional listing and marketing services include:

[Amazon Customer Reviews](#)

Transform your business by helping you to achieve real, honest reviews that will inspire consumer confidence in your brand and products

[A+/EBC Listings](#)

Enhance your customers' overall experience by providing an aesthetically pleasing product page and captivating copy.

[Standard Product Listings](#)

Engaging copy is the key to converting casual browsers into customers. As an expert e-commerce copywriter, the AMZ Boss will transform your product descriptions.

[Product Review Request Emails](#)

Product reviews instill customer confidence, boosts product visibility and increases sales; The AMZ Boss will help you secure those all-important reviews

[Video Uploading](#)

Let us help you get your video online ASAP to give interested buyers the gentle (yet firm) push they need invest in your product!

[Ungating Restricted Categories](#)

Don't be held back from selling your dream products, let The AMZ Boss help you unlock Amazon restricted products with his powerful step-by-step guide.

[Amazon Giveaways](#)

Are you struggling to get sales? Unlock more customers and boost sales with proven Amazon Giveaway strategies.

[Customer Questions](#)

Don't wait around for questions to be asked organically, The AMZ Boss will help you to post the questions your customers want to know