

# Amazon 90-Day Experiment



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**A business plan for 1 person to build an Amazon book  
business in 3 months generating \$400 a week profit**

## What is the Experiment About?

I have been a casual seller on Amazon for almost a year selling my own items including books, DVDs, CDs, and a few toys I found at clearance sales. My selling experience on Amazon was really only an informal venture to understand how Amazon works so that I could teach others the basics of Amazon selling.

As I worked with my eBay coaching clients, they began sharing their Amazon success stories with me. I was inspired by their success and the money they were generating with the Amazon business. Out of curiosity, I decided to take the plunge and try selling on Amazon using their techniques and selling strategies. I gave myself three months (90 days) to fine-tune the process just to see what one person could do with an Amazon business only devoting a few hours a week.

This experiment is based on what one person can do with the proper equipment, information, devoting about 5 hours a week to the business. My Amazon business model takes into account that some eBay sellers want to expand into other online selling arenas and leverage the power of Amazon without having to set up or maintain their own website. The profit from this business model can be multiplied exponentially fairly easily by adding more time, more equipment, and more people (employees or compensated helpers) to the plan.

Having the proper tools and information to succeed with an Amazon book business is crucial. You may want to put this idea in your 3-6 month plan until you can afford to invest in the proper tools. Most Amazon sellers who fail do not succeed because they are not using the proper tools and they are not using the correct information to make decisions about what to purchase for resale and how to price their items.

No business is an exact science. This business takes physical work, dedication, and consistency to build and maintain. That being said, here are the results of my experiment.

## Getting Started on Amazon

If you have never sold on Amazon before, you must understand the ground rules. Amazon is quite different than eBay . You will find most of the differences delightfully refreshing! A few differences:

1. There is no charge list on Amazon. You pay nothing until your item sells.
2. Listing on Amazon is much faster because Amazon is set up like a catalog. Enter the ISBN number or UPC code on your item and the picture and description pops up.
3. Amazon has its own payment system which does not include Paypal, which means no Paypal fees and no unpaid items. If a customer doesn't pay, the sale doesn't happen.
4. [You will need this eBook](#) that explains the basics of Amazon selling. It is written by an eBay seller who explains how Amazon works in comparison to eBay selling. I used this eBook as my bible when getting started. If you are a member of Jim Cockrum's "[My Silent Team](#)," the eBook is a free download in the bonus pool. This is the easiest and fastest way to get the basic information and most newbie questions are answered.

When listing your item, pay attention to these factors that will affect the sale of your item, and the length of time it will take for your item to sell. When listing your item (or checking an item's value), go through the first screen where you enter the ISBN or UPC code and advance to the next screen. You will see a box like this on the right:



The image shows a screenshot of a pricing details box on Amazon. The box has a blue header with the text "Pricing Details for Your Product". Below the header, the following information is displayed: "Title: Culinary Artistry", "List Price: \$29.95", "Competing Marketplace Offers: 46 New from \$15.16, 27 Used from \$12.99", and "Amazon sales rank: 15,274".

Pricing Details for Your Product	
<b>Title</b>	Culinary Artistry
<b>List Price</b>	<b>\$29.95</b>
<b>Competing Marketplace Offers</b>	<b>46 New</b> from <b>\$15.16</b> <b>27 Used</b> from <b>\$12.99</b>
<b>Amazon sales rank</b>	15,274

**Note the number available.** The lower the number available, the quicker your item will sell as you don't have much competition. Don't try to sell something if there are thousands of them available. Amazon sellers have different opinions on the threshold for the number available and when the market is too saturated for a particular book.

**Look at the starting price.** Does it make sense to try to sell your book based on what you can buy it for? Click on the # used (in this case, 27) and look at the listings. You will get a screen like this:

Used 1-25 of 27 offers

Price + Shipping	Condition	Seller Information
<p><b>\$15.99</b> &amp; eligible for  <b>FREE Super Saver</b>  <b>Shipping</b> on orders over            \$25.00. <a href="#">Details</a></p> <p>Eligible for  <b>Prime</b>  <a href="#">Learn more</a></p>	<p><b>Used - Very Good</b></p>	<p>Seller: <b>Warehouse Deals</b></p> <p><b>FULFILLMENT BY AMAZON</b></p> <p>Rating: ★★★★★ (546223 ratings) <b>95% positive</b> over the past 12 months.</p> <p>In Stock. Want it delivered Saturday, June 5? Order it in the next <b>21 hours and 25 minutes</b>, and choose <b>One-Day Shipping</b> at checkout. <a href="#">See details</a>, <a href="#">Domestic shipping rates</a> and <a href="#">return policy</a>.</p> <p>Never read copy. Small mark on back. Small mark on front. Small mark on pages. Small wrinkle or bend on back. Small wrinkle o... <a href="#">» Read more</a></p>
<p><b>\$12.99</b>            + \$3.99 shipping</p>	<p><b>Used - Good</b></p>	<p>Seller: <b>spike706</b></p> <p>Rating: ★★★★★ (11165 ratings) <b>100% positive</b> over the past 12 months.</p> <p>In Stock. Ships from NY, United States. Expedited shipping available. <a href="#">International &amp; domestic shipping rates</a> and <a href="#">return policy</a>.</p> <p>Minor read/shelf wear and some turned down page corners. G+ Ships Daily!</p>
<p><b>\$14.88</b>            + \$3.99 shipping</p>	<p><b>Used - Like New</b></p>	<p>Seller: <b>Wildcat Media</b></p> <p>Rating: ★★★★★ (75 ratings) <b>97% positive</b> over the past 12 months.</p> <p>In Stock. Ships from CA, United States. Expedited shipping available. <a href="#">International &amp; domestic shipping rates</a> and <a href="#">return policy</a>.</p> <p>Book never used, like new condition - Same day shipping!</p>

If your book is used, look for a book in the same condition as yours. Can you price yours the same or lower? If the book is new, do the same.

**Amazon Tip: Do not try to be the lowest priced item in the search results. Many large Amazon sellers use repricing software and reprice their items daily, jockeying for position as the low price leader. You may be kicked into the second position anyway. Repricers cause a "race to the bottom" and everyone suffers, so don't play their game. Price your item in the second or third position for a quicker sale and to avoid excessive price cutting by repricers.**

**Look at the sales rank.** The sales rank applies to the category you are listing your item in. So in the example above, the book is ranked 15,274 in the book category. Amazon has over 20 million items in the

book category alone. ([Click here](#) to see those results.) A sales rank of 1 is the very best seller on Amazon. Here are my stats on sales rank during my experiment:

1. Best sales rank – 4 ([Women, Food, and God](#)) \*\*
2. Worst sales rank –1,466,084 ([Dollhouse Lighting for Miniatures](#))

\*\* Interesting story on selling this book. On, Monday August 9, the author of this book was on [Oprah](#). On Thursday August 12, I found this book in brand new condition at a thrift store for \$2. My scanner showed the sales rank as #10. I listed it on Amazon at 2:58 PM Pacific Time and it sold at 3:37 PM Pacific Time for \$16.97. This is evidence that there is a direct correlation between sales rank and how fast the item sells. This is also evidence that the right publicity can catapult a book into a best seller position, making it more valuable and a faster seller.

Orders 1 to 1			
<a href="#">Order Date</a>	Sales Channel	Fulfillment Channel	Order ID/Product Details
Aug 12, 2010 3:27:19 PM PDT	Amazon.com	Merchant	<a href="#">102-6798747-8303434</a> <b>Women Food and God: An Unexpected Path to Almost Everything [Hardcover] by...</b> QTY: 1 ASIN: 1416543074 SKU: 8D-6N42-R5E3

You can also find the sales rank of an item in the product description section about 1/3 of the way down the product page. It looks like this:

### Product Details

**Mass Market Paperback:** 208 pages  
**Publisher:** Bantam (March 4, 2003)  
**Language:** English  
**ISBN-10:** 0553586386  
**ISBN-13:** 978-0553586381  
**Product Dimensions:** 6.7 x 4.1 x 0.7 inches  
**Shipping Weight:** 6.4 ounces ([View shipping rates and policies](#))  
**Average Customer Review:** ★★★★★ (23 customer reviews)  
**Amazon Bestsellers Rank:** #325,023 in Books ([See Top 100 in Books](#))  
 #26 in [Books](#) > [Biographies & Memoirs](#) > [People, A-Z](#) > [\( F \)](#) > [Frank, Anne](#)

There is a direct correlation between sales rank and how quickly your items will sell. (This is going to be important later as we discuss the Fulfillment by Amazon program.) The goal is a quick turnover to generate cash from the business. The sales rank is a crucial part of the equation for success when selling an item on Amazon. Keep in mind that the sales rank will fluctuate slightly as consumer and sales trends change. The key point to remember is to pay attention to the sales rank more so than the selling price. A book with a sales rank of 4 million and a selling price of \$30 isn't going to do you much good if no one is buying it. Experienced sellers have different opinions on the optimal sales rank level for quick and consistent sales.

### **Condition Guidelines**

Another piece of the puzzle on Amazon is the condition of your book, DVD, or other product. You must grade your item based on its condition according to Amazon's condition guidelines. [Click here](#) for Amazon's condition guidelines. The process is relatively easy. The objective is to be honest since the buyer is going to have the book in his hands eventually and he can file a claim if he receives the item in a condition different than the seller described it.

When choosing a book to sell on Amazon, consider the number available, competitor's price, sales rank, and condition. This will be a learning process as your business grows. Give yourself some time to become comfortable working with books, especially if you have never sold books before.

In a nutshell, here are the advantages of selling on Amazon:

1. No upfront listing fees - you pay nothing if your item doesn't sell
2. No Paypal fees
3. No such thing as an unpaid item on Amazon
4. Listing an item takes only seconds
5. No work with photos - taking them, editing them, uploading them
6. No templates
7. Huge time savings - no tracking down deadbeat buyers, much faster listing, nothing to upload, no writing listings

## Amazon Fees

The fee structure on Amazon is quite different than on eBay. Sellers are charged 15% for each book sale, plus \$1.35 closing fee. If you have the individual account, you will also be charged a 99 cent referral fee per book. Once you move up to the professional account, you pay a flat \$39.99 monthly fee and the 99 cent per-item fee disappears. If these fees seem high, remember that there are no upfront listing fees, no Paypal per-transaction fees, no Paypal percentage fees, and the time you save when listing items and dealing with non-paying bidders is valuable. You can spend your time sourcing, listing, and shipping books rather than taking photos, writing listings, dealing with non-paying bidders, and wondering if you will get paid. When looking at the big picture, most sellers agree that Amazon fees are comparable to eBay. [Click here](#) to see the Amazon fee schedule.

This section has been a general introduction to selling on Amazon. I encourage you to get this [instructional eBook](#), and read it completely through one time before attempting to list anything on Amazon as it will answer most of your questions and give you all the basics of selling on Amazon.

## The Book Scanner – Your New Best Friend

Successful sellers making thousands of dollars a month say that the only way to get serious about your Amazon business is to use a scanner. You absolutely must have a scanner to be successful selling books on Amazon. There are many types of book scanners you can use when you are out scouting books. Some function as a PDA and you must download the information into them before you go out scouting. Others are apps on cell phones.

### Advantages of Cell Phone Book Scouting Apps

1. Lower cost – some apps only cost \$10 a month.
2. Convenience – just pull out your cell phone and scan any time you need to.
3. Live data – cell phone apps work on live data directly from the internet.
4. Not Noticeable – if you are self-conscious about using a scanner in public, a cell phone is less obvious.

### Disadvantages of Cell Phone Book Scouting Apps

1. Availability of service – you may not have service when you arrive at a location to scout books.
2. Slow internet connection – the data may be returned slower than using a PDA.
3. Smaller screen.
4. Less data returned than on a PDA (in some cases).

### Advantages of PDA Books Scouting Tools

1. Availability of data – the entire Amazon database is loaded into your PDA so you don't have to worry about internet access.
2. Speed – results are returned more quickly than on a cell phone making scanning a large number of books much faster.
3. More specific data – PDAs provide competitor pricing, Amazon sales rank, number of books available, condition of books available, and more.
4. Sellable – if you purchase a PDA, and the book business doesn't work for you, it can be sold on eBay.

## **Disadvantages of PDA Books Scouting Tools**

1. Cost – purchasing or renting a PDA may cost several hundred dollars up front.
2. Inconvenience – you must do a data download to refresh the information in the PDA before you go out scouting.
3. Portability – a PDA is something extra you have to keep up with.
4. More obvious – some PDAs are larger than cell phones and may attract more attention in public when scanning books.

A common misconception about book scanners is that they do all the thinking for you. This is absolutely not the case. The scanner doesn't know how much you are paying for something. The scanner doesn't know the condition of the book. The scanner doesn't know what color tags are discounted or if the thrift store is having a discount day. You still have to figure out what you are paying for the book to and look at the selling prices to determine if you will make a profit and sell the book quickly. I use my scanner as more of a tool for gathering information about the book and then I make the decision about whether to buy it or not based on the price, condition, sales rank, and number available. I see my scanner as more of a crystal ball than a decision maker.

Here are a few different types of scanners. They all work differently and provide different information. You will need to research these options and find out what will work best for you.

### **A Seller Tool**

This PDA stores the pricing database for all ISBNs for books, and UPC codes for VHS, DVD, Music CD, software and games. When you type in the ISBN/UPC, or scan a barcode with a scanner, the pricing result is returned to you instantly on the PDA screen, or through sound notification. [Learn more about A Seller Tool.](#) (If you decide to go with A Seller Tool, you can give them my referral ID and get a free month. My referral ID is srentalc21.)

### **FBA Scout**

[Find out more about FBA Scout here.](#)

### **Scout Pal**

Enter (or scan, if you have a scanner attached) ISBNs or UPCs, and ScoutPal returns the information you need, and quickly presents it to you in a concise form: the lowest prices in used/new/collectible, Amazon price and sales rank. Live results include a summary of market prices and quantities, sales rank, editions and availability, and used/new/collectible details. [Learn more about Scout Pal.](#)

### **NeatoScan**

The Neatoscan service utilizes a barcode scanner, PDA (Portable Data Assistant) and earpiece to allow you to quickly and easily determine the value of books and other merchandise while disconnected from the internet. [Learn more about NeatoScan.](#)

### **Red Laser – iPhone App**

Red Laser is the ultimate iPhone barcode scanner, which works just like one of those red-laser scanners at the checkout (hence the name.) Scan an item, and instantly have access to online prices and information. [Learn more about Red Laser.](#)

### **Shop Savvy**

This application works with the Droid. It utilizes the camera feature as a scanner. It costs about \$10 a month. Read more about Shop Savvy. [Learn more about Shop Savvy.](#)

You can visit the [Amazon Seller Discussion boards](#) where sellers discuss their scanners and other issues regarding selling on Amazon.

## Where to Find Books to Sell

First, check around your home. Look in those old boxes in the basement, garage, and attic. You may stumble across something that looks worthless but has value. Also ask your relatives. You may be able to earn a commission selling books for others, and this allows you to learn more about the business. The more you list, the more you learn.

Check in thrift stores. You can often find popular books in great condition that have value on Amazon. Also look on eBay for wholesale lots of books.

Most public library systems have an annual book sale as a fundraiser. Find out when your library holds their book sale. Some libraries have used books for sale in the branch all the time. Use this site – [Booksalefinder](#) to locate book sales in your area.

Visit garage sales, yard sales, and estate sales. Go on Craigslist to find garage sales advertising books for sale. Look for large church rummage sales or big community yard sales. You can often negotiate to buy a large number of books for one price. Then you can take them home, determine their value, choose the ones you want to sell, and donate the rest to a charity or your library.

Check Craigslist and Freecycle for people giving away books. You will be amazed at how many people just want to get rid of them and are too lazy to haul them away. If you join Freecycle, don't announce that you are going to resell the items. People are weird about that. The site was originally created to keep things out of the landfills, but some people have the idea that items should be going to financially needy people. Most of the people giving the items away really don't care what you do with them; they just want them gone from their home. The moderators and groupies (with nothing better to do) can get all righteous on you and kick you out if they think you are reselling the free items. Just be aware of that.

Place an ad on Craigslist or in the newspaper. I have had success with this. I put an ad listing very specific items I am looking for that I know are good sellers and probably in people's homes. They send me the ISBN numbers and I do the research and determine how much the items will sell for. Then I email the person back with an offer for what I want to buy.

I have not had much luck with used book stores. These types of stores are in business to make money, so their prices are higher than in a thrift store where the inventory is donated. If the used book store has

a trade-in policy, you can get books at a minimal cost by trading in books from your home, or that you got free on FreeCycle or Craigslist.

Before you start this business, make sure your community can support your need for inventory. You will need to do some scouting to see where books are available, the amount of books available, and the prices.

## How to Respond to Questions about Your Scanner

When you are out scouting, people will be naturally curious about what you are doing and why. Don't let this get under your skin – don't take it personally and don't be intimidated. It is human curiosity. I have developed a few responses that work well.

Q: What are you doing?

A: Scanning books. I am in the used book business.

Q: Is your bookstore online or do you have a store?

A: Both.

Q: Why, what does that machine tell you?

A: It gives me more information on the book.

Q: What kind of information?

A: I am sorry to be rude, but I am working. This is how I earn my living. I will be glad to talk to you outside the store in a few hours when I am finished here. (Jump to this answer when you are ready for the person to go away.) This response is usually enough to make them walk away and leave you alone.

Q: How does that thing work?

A: Well, it is pretty complicated. It will take about 30 minutes to explain it. (Refer to the answer about this is how you make your living.)

Q: Where do I get one of those? How much money do you make doing this?

A: If you go on Google and search "book scouting" you will find a lot of information.

You may also get this one:

Q: Oh, it tells you how much it is worth? What you can sell it for?

**NEVER SAY YES TO THIS QUESTION!** People will want you to scan all the books in their cart and they will not leave you alone. They will keep bringing things to you to scan.

A: No, it tells me if I need it for my inventory.

Then, if you are purchasing a lot of books, you will get questions at the checkout from the cashier and other customers. Here is how I handle that.

Q: Wow, you are buying a lot of books.

A: Yes, I am.

Q: Are you a teacher?

A: Something like that.

Q: You must home school.

A: Yeah, my kids learn a lot from me at home.

Q: You must be starting a library.

A: Yeah, sort of.

Q: What are you going to do with all those books?

A: I've got a few things in mind.

Just be vague. You are not obligated to answer their questions. Just mind your own business and be polite. If you broadcast what you are doing you may create local competitors for yourself.

You may also run into other people using scanners. Do not be intimidated. I have found that most people doing this don't even know how to interpret the data from their scanner and leave a lot of good sellers behind. Most people are lazy\* and want to find a few books that sell for a high price. This doesn't usually happen. There will be plenty left if you just take the time to look through and scan them yourself.

\*Most people are lazy. As a coach, this is one of the major and most frequent problems I have to address with clients. Most people want the fast track, short cuts, and easy way to make money and don't want to do the work. I am saying this from experience.

## Move Your Business to the Next Level with FBA



FBA, or Fulfillment by Amazon is a program where sellers send their products to Amazon to be stored in a fulfillment center, and Amazon ships them when they sell. I began FBA on July 15, half way through this experiment, and my sales have quadrupled using this system. FBA allows you to outsource shipping, customer service, and storage of your items. [Click here for a video](#) that shows how the fulfillment system works.

Here are the advantages of using FBA:

1. Access to customers who choose Free SuperSaver Shipping and Amazon Prime customers. You cannot access these customers without FBA because the items must be in house at a fulfillment center to qualify. 80% of the items I sell through FBA are SSS and Prime. My sales quadrupled after starting FBA because I gained access to these two groups of buyers.
2. Time savings. I wanted to grow my business and time is a very valuable resource. Shipping is a process I personally don't like and can be time consuming and labor intensive. Shipping is not an income-generating activity. It is a post-transactional activity. My time is better spent finding product (which will generate income) than shipping items that have already sold. By using FBA, sellers can outsource shipping, customer service, and packaging to the most efficient shipping operation in the world. Amazon FBA works 24 hours a day, 7 days a week. I can't do that. If you are spending an hour a day 6 days a week shipping, and turn that over to Amazon, you have just found 6 hours for yourself to do something else, like find more inventory, or engage in other

income-producing activities. (That's almost a whole workday!) FBA lets you leverage the power and efficiency of their operation. (Amazon announced in July 2010 they will be building 13 more fulfillment centers in the USA. So this business model will continue to grow.)

3. Lower shipping costs. Because of its enormity, Amazon has negotiated shipping contracts with UPS. They can ship a package for 40 cents that costs me almost \$3 to ship. Amazon also buys shipping supplies like boxes and padded mailers at a fraction of the cost of what I can buy them for. So again, I can take advantage of Amazon's operation. I can also take advantage of Amazon's UPS rates to ship my books into the FBA program. The cost to ship items into FBA using Amazon's account is about 20 cents per pound. You can't touch that with USPS Media Mail or any other shipping method.
4. Customer service support. Because Amazon is shipping my items, they will deal with customer issues, returns, lost packages, etc. FBA takes customer service hassles off my plate so I can focus on income-producing activities. I have noticed a few returns on my account, but so far they have all been due to incorrect addresses. Amazon refunds the customer's money, credits my account, and puts the book back in my inventory to sell to sell again. I am not out any time or money during this process.
5. Freedom. Amazon FBA offers 24/7/365 service. If I want to take a vacation or just take a break from working, my items continue to sell and ship to customers. The deposits will show up in my account, customers will receive what they need, and I can be anywhere doing anything I want. My retired clients love FBA. They can build their inventory for a few months, and then take a few months off to take a cruise, visit family, or stay inside during the harsh winter weather without worrying about money coming in.

If you are interested in trying FBA, I highly recommend [this comprehensive course](#) which explains how FBA works, the fees, how to convert your current inventory, how to ship your inventory to a fulfillment center – the entire process. I have collaborated with several other leading Amazon experts to create a course that shows you how so many of us are taking advantage of the tens of millions of customers that are swarming Amazon.com every day.

## Now for the Good Stuff – The Numbers

Here are the numbers you have been waiting for. I started this experiment on June 1, 2010, and the data was compiled from 6/1/10 through 8/29/10.



The screenshot shows the Amazon.com interface for a seller account. At the top left is the Amazon logo. To the right, it says "Hello, Suzanne Wells. We have [recommendations](#) for you. (Not Suzanne?)". Below this are links for "Suzanne's Amazon.com", "Today's Deals", "Gifts & Wish Lists", and "Gift Cards". A navigation bar contains a "Shop All Departments" button and a search box with "All Departments" selected. At the bottom of the navigation bar, it says "Seller Account: SW Enterprises > View your performance summary".

Date	Ordered Product Sales		
	Total Sales Value	Units Ordered	Orders Placed
Last 30 Days	\$3,602.66	239	239
8/1/10	\$3,602.66	239	239
7/1/10	\$2,351.09	166	166
6/1/10	\$735.39	69	69
5/1/10	\$102.72	11	11
4/1/10	\$15.97	2	2
3/1/10	\$21.96	2	2
2/1/10	\$16.48	2	2
1/1/10	\$0.00	0	0

I received the scanner on June 4 and as you can see, the month of June was spent learning how to use the scanner and what kinds of books to buy for resale.

During the duration of this project, I added between 50 and 100 books a week to my inventory. At the end of the 90 days, I have sold a total of 474 items. My current inventory contains 423 books. I have \$698.44 tied up in inventory which averages \$1.65 per book.

I switched over to the FBA program on July 15. You can see the dramatic difference in both sales dollars and units ordered during July and August. My sales tripled from June to July. From June 1 to August 29, my sales increased just shy of five times over. ( $\$3,602.66 / \$735.39 = 4.90$ )

In the last 30 days, I my sales volume was \$3,602.66 with 239 units. My profit is 48% of sales. ( $\$1,729.28$ ). My average profit per item is \$7.26.

$$\$1,729.28 / 239 = \$7.26$$

Most weeks I only spent 5 hours on this business which consisted of 1 trip to a thrift store or book sale where I spent 2 hours shopping. The remaining 3 hours per week was spent cleaning books, listing books, labeling and packing for shipment to FBA.


Again, my profit for the last 30 days was \$1,729.28 which translates to \$57.64 per day. Based on working 5 hours a week, this daily rate translates into an \$80.69 hourly rate.

$$(\$57.64 \times 7 = \$403.48) / 5 = \$80.69$$

After 90 days, I have fine-tuned this business to create over \$400 a week with only a 5 hour per week time investment. Plus, I don't have to ship anything to customers, provide customer service, and my business runs 24/7.

### Payments

Payments are made electronically to my checking account every 2 weeks. Here are the payments initiated throughout this process.

**Account Summary for** Jun 4, 2010 - Jun 18, 2010 

<b>Closing balance:</b>	\$216.76
<b>Previous settlement:</b>	Jun 4, 2010
<b>Settlement date:</b>	Jun 18, 2010

Account Summary for Jun 18, 2010 - Jul 2, 2010

**Closing balance:** \$310.60  
**Previous settlement:** Jun 18, 2010  
**Settlement date:** Jul 2, 2010

Account Summary for Jul 2, 2010 - Jul 16, 2010

**Closing balance:** \$238.42  
**Previous settlement:** Jul 2, 2010  
**Settlement date:** Jul 16, 2010

Account Summary for Jul 16, 2010 - Jul 30, 2010

**Closing balance:** \$689.27  
**Previous settlement:** Jul 16, 2010  
**Settlement date:** Jul 30, 2010

Account Summary for Jul 30, 2010 - Aug 13, 2010

**Closing balance:** \$882.70  
**Previous settlement:** Jul 30, 2010  
**Settlement date:** Aug 13, 2010

Account Summary for Aug 13, 2010 - Aug 27, 2010

**Closing balance:** \$1,029.40  
**Previous settlement:** Aug 13, 2010  
**Settlement date:** Aug 27, 2010

## Summary

The book business is one of the best business models I have found yet for making money from home using the computer and internet. The process is time efficient and profitable. This report proves that one person spending 5 hours a week can generate \$400+ a week doing this business. Imagine what you can accomplish with 10 or 20 hours a week, or with multiple people working on this business together.

Here is a summary of the tools you will need to start an Amazon book business:

1. A book scouting tool (scanner)
2. [eBook about how to sell an item on Amazon](#) (if you have never sold on Amazon before)
3. [eBook about using the Fulfillment by Amazon program](#)

If you are ready to start a successful used book business online, the proven Amazon course is your next step.

We'll show you:

- Where to find virtually unlimited sources of inventory
- How to easily ship your inventory in bulk at dirt cheap prices directly to Amazon's warehouse
- How to price your inventory higher than your competition while still outselling them easily
- How to automate the entire process so that you only check your sales reports
- How to run your business from anywhere

[Click here](#) to get the Proven Amazon Course now and start your own highly profitable business!



## About the Author



I am a Silver Level Power Seller on eBay and have been a full time seller working out of my home since 2003. Since that time, I have sold over 25,000 items to buyers all over the world, as a one-person operation. During my eBay journey, I have gained expertise on what products to sell, where to find them, and how to successfully market items to make a profit on eBay. Selling on eBay is more than a hobby for me; it is a passion and my full-time job.

The challenge of operating an eBay business has been exciting and has evolved into a new mission: helping other entrepreneurs find success on eBay and enjoy the freedom of working from home. If you are new to eBay, or are not getting the desired results from your business, I am here to help you.

I am available for consulting, seminars, workshops, and speaking engagements. Training can also be conducted online regardless of your location. Please [visit my contact page](#) and send me a message to find out more about customized eBay training.

I have a BA in Business Administration from Queens College in Charlotte, NC where I graduated Summa Cum Laude. My professional background is in banking and credit marketing, and prior to starting my eBay business, I spent 10 years working for national companies including Wachovia Bank and Equifax. I have been a stay-at-home mom since 1994 and have 2 children. We live in a suburb of Atlanta, GA.

For more information on eBay selling, I offer the following free resources:

[eBay Coach Blog](#)

[eBay Coach Podcasts](#)

[eBay Coach Videos](#)

[SAHM's eBay Facebook Group](#)

[eBay Coach Reference Guide](#)