

Gaz Coopers

Gaz Coopers  
**Beginners Guide  
To Making**



**FREE!**  
Take One

Your First Dollar Online  
With **amazon.com**

With **amazon.com**  
Your First Dollar Online

# **A Beginners Guide To Making Your First Dollar Online With Amazon.com**

From Beginner To Pro in the World of Physical Product Marketing



By  
Gaz Cooper

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## Introduction

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In these hard economic times more and more people are turning to the Internet to try and earn a living. The problem is there are so many scams out there that it can be like weaving your way through a minefield, trying to avoid all the 'Get Rich Quick' schemes and other scams out there.

Having downloaded this e-book, you have a legitimate way for you to learn how to start making money online, by partnering with Amazon.com, the largest online retailer in the world.

Amazon.com sold over 32 BILLION dollars in 2010 and paid out over a BILLION dollars in Commissions to Affiliates that helped them, by simply building small mini websites promoting Amazon products.

**amazon.com.**



My name is Gaz Cooper and I make a full time living online building mini websites which promote products that are sold on Amazon.com, the world's largest online retailer.

Amazon Affiliates can make you anywhere from a few hundred dollars a month to over \$30,000 a month for the top Amazon Affiliates.

The best part about Amazon sites is once you have built these mini websites (very easy to do) they provide you with a residual income month after month. Even when you're sleeping, your stores will be open for business.

You can do this part time or full time and literally ANYONE can do this.

In this E-Book, I am going to teach you step by step how to build a simple money making Amazon site, that can start making you money month after month. The income potential is UNLIMITED depending on how hard you work, just like anything.

If you think you can't build a website you are going to be pleasantly surprised because if you can use a mouse and click it 5 times you will have a basic website online in less than 5 minutes.

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Gone are the days when building websites was difficult since these days literally ANYONE can build a website and start making money online using Amazon.com.

If you follow the simple formula in this book, I can promise you at the end of it you will have a money-making Amazon site up online ready to make you your first ever dollar online. This will then provide you with a residual income each and every month.

Then you can just rinse and repeat until you are earning what you want each month. It really is that simple.

Each Amazon Cash King website consists of just 5-10 pages and can be built in just a few hours. This build time gets shorter the more familiar you become with the process.

Each Amazon Cash King website is designed and built to make you a smaller profit each month and each site will make you between \$50-\$250 a month. Now, that might not seem a lot at first but imagine if you have 10 sites each making you \$200 a month, or even 20 sites doing the same! Then, the money really starts adding up, and again these sites are easy to build in just a few hours and then it's hands off! Don't forget, these sites consistently provide you with income month after month, with no additional work involved.

The Amz Training Academy is my training and support site and among the many other courses at the Academy, we also have an Advanced course that will teach you how to build larger Authority sites. These sites will make you several thousand each month, but that is something you will be able to move onto once you have learned how to build your first Amazon Cash King Website mini site.

Once you have purchased your hosting (Free Hosting is offered to all [.....](#)), each website will cost you just \$10 for purchasing your domain name and that is pretty much it.

## Why Amazon?

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I believe Amazon.com is the absolute best way for a complete beginner to be able to start making money online and by following this Amazon Formula I believe you can make your first dollar online in the shortest time possible.

The biggest problem that beginners face when looking for a way to make money online is all the new shiny objects and the shysters out there that are intent on relieving you of your money by selling you a dream that you can become successful and make a million bucks overnight. When these false promises fail to deliver you go off looking for the next dream seller until eventually you realize you are going round in circles and losing money hand over fist.

If that is you, then it's time to STOP and start learning the real process of making money online.

You can make a lot of money online once you learn how, but at the beginning you need to learn the process and build a solid foundation for a real business that you can build up that will make you money month after month and I believe Amazon and the Amz Training Academy can teach you this and set you on the path to a successful online business.

You can visit several online forums where beginners are posting that after months being online, some even years, they still have not made their first dollar online. This, to me, is shocking and I promise you if you follow the instructions in this FREE e-book you WILL make your first dollar in no time.

At the Amz Training Academy we have students that have made their first money online within the first 14 days after completing their first Amazon Cash King website and go on to building monthly businesses that bring in thousands each month.

The great thing about Amazon compared to other online money making systems is that Amazon is a very well-known brand and people trust Amazon. As soon as they see you are working with Amazon they will immediately feel comfortable ordering through your link.

Amazon offers millions of physical products from Flat Screen Televisions to Baby Formula and everything in between.

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People buy products on Amazon every single day and whether they buy through your website or through someone else's, Amazon pays a commission. This is where you can step in and quickly start making a lucrative residual income that will come in month after month even if you are sitting on the beach.

Amazon pays commissions based on your performance and commissions vary depending on what is purchased - see the fee schedule listed below

Product Category	Fixed Advertising Fee Rates
Electronics Products	4.00%
Amazon MP3 Products	10.00%
Amazon Video On Demand Products	10.00%
Game Downloads Products	10.00%
Endless.com and smallparts.com Products	15.00%
Gift Cards Redeemable on the Amazon Site	6.00%

The commission goes all the way up to 15% and is based on how many sales you make each month. As you hit targets, your commission rate goes up so the more you sell the more the commission rate increases.

Number of Products Shipped/Downloaded in a Given Month**	Volume-Based Advertising Fee Rates for General Products
1-6	4.00%
7-30	6.00%
31-110	6.50%
111-320	7.00%
321-630	7.50%
631-1570	8.00%
1571-3130	8.25%
3131+	8.50%

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An exception to the above is Computers which are capped at \$25 maximum commission.

Now you may be thinking, “hmmm those commissions seem low”, but let me tell you that it’s easy to sell stuff when people see that they are buying through Amazon.com and those commissions quickly add up over the space of a month.

The other great thing is when you direct people to Amazon’s website via your mini-sites many times those people may not buy what your site is promoting but instead they may purchase a more expensive item. You still get paid no matter what they buy as long as they go through your link.

Just follow this Amazon Formula step by step and you will be making money in no time. If you would like you can also come over and visit the Amz Training Academy which is my Amazon training and support site where I have hundreds of members all following the same step by step process. We have a complete support system in place where you can ask questions on any part that you may not understand.

Please feel free to come on over and take a look at the [AMZ Training Academy](#)

## Choosing Your First Amazon Product

So, we are ready to get started and the first thing we need to get you started is to choose a product to choose your first ever Amazon Cash King Website.

It's not so important to get the product right the first time around, but it's way more important to follow the process to the end and get your first site up online so you have gone through the process and realize that you CAN do this. After that, you will be able to put these sites up very quickly and each one will be making you money online in no time.

So what product should you choose? Well, I always say choose something you have an interest in, for example maybe you have a hobby or a pastime of which equipment is needed in order to participate.

I have been a scuba diver for more than 20 years so I have sites that promote Scuba equipment. You may be involved in the Little League or play Pool or Snooker, or you may keep Llamas, or love cooking with Pressure Cookers. The opportunities are endless and you can pretty much guarantee that Amazon will have it available on their website.

So, initially start thinking about what you want to promote based on your interests. Of course you can promote any product but by choosing a subject you have a real interest in it will make it more fun and interesting.

If you are not involved in a pass time or hobby then we can just head over to Amazon.com and start having a look at what's available.



As you can see along the left hand side you have many categories to choose from. What

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you need to do is start looking for products that fit in with the following guidelines:

## Price

You are looking for products priced at \$150.00 and up as this will provide a reasonable commission when one is purchased from your site.

Don't be afraid of promoting products that sell for thousands. You may not sell as many but when you do the commission will be high, but for starters let's focus on products in the \$150 range or higher.

## Reviews

Once you have found a potential product you will see customer reviews on the product page.

Each product on Amazon will have reviews submitted by customers who have purchased the item and posted it on Amazon for potential customers to read it and decide if it is a good product that performs as advertised. They can rate the product between 1 to 5 stars with 5 stars being the top score.

It is common sense that if the reviews are bad then when a potential new customer reads the negative review it is very unlikely they will purchase that product, so it is very important that we only choose products that have at least 5 or more positive reviews preferably rated 4 to 5 stars.

We also want to check that the last 3 reviews are all positive and again min 4-5 stars. The reason for this is when a potential customer comes to purchase they will rarely read past the top 3 reviews so if the last 3 reviews posted are positive that will be a big help in making that customer make a positive purchase decision.

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OK so let's just recap on where we are at:

- 1.) You have found a product that sells for \$150.00 or more
- 2.) The product has at least 5, preferably more, positive reviews with at least a score of 4-5 stars.
- 3.) The last 3 reviews are all positive with a min of 4 star reviews. 3 ½ is acceptable as long as they are all positive.

So you now have a product that meets all the above criteria and we are ready to move on to the next step.

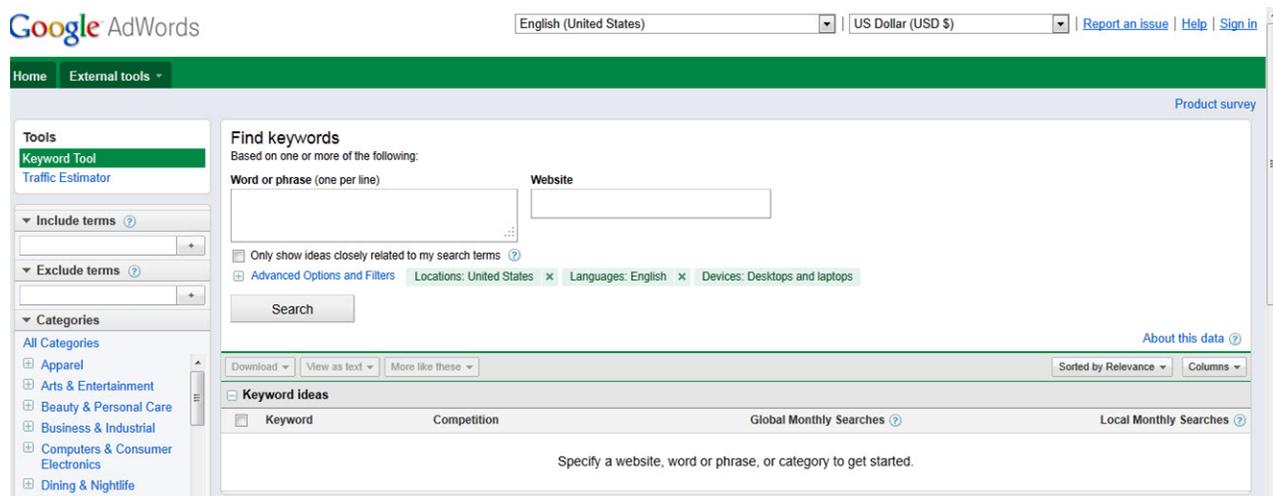
## Keyword Research

We have chosen a product and now we need to see if it is worth promoting by checking to see if enough people are searching for it on Google and if it will be a profitable product to promote. With this in mind, we're going to do some basic keyword research.

The good thing is Google provides us with a tool that will tell us how many times someone searched for keywords based on the product you have chosen. The Keyword Tool can be located by visiting Google and then typing into the search:

### Google Keyword Tool

Click on the link and go to the tool. The page looks like this:



This tool is very easy to use!

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## Step 1

Enter the name of your product in the box at the top just under where it says

*“Word or Phrase (one per line)”*

For demonstration purposes I am going to use the example site I built, for the specific reason of teaching students. The site is [www.M221nv.com](http://www.M221nv.com).

M221nv is the product number of a television and by using the product number it is considered what we call a ‘buy keyword’, meaning that when someone searches on Google for the keyword “M221NV”, you can assume that the person is ready to buy.

Normally a person would not be familiar with the actual product number of this television so this indicates that they have already completed their research and are ready to buy.

So product numbers are always a good indication someone is ready to make a purchase and we will be discussing these more in depth later in this e-book.

So using the name of the product you have chosen, enter it into the box. At this point you may be asked to enter the Spam Captcha, which is the 2 words shown just below the box that you need to enter. This shows Google that you are a real person.

Once you have entered those words, click “Search”.

You will now receive the initial results showing you how many people search on Google for your product each month.

Initially the Google keyword tool will give you results based on a BROAD search which means if you Searched for “M221NV Television” the results would show you how many times someone searched for “M221NV” and also how many times they searched for the word “television”. The keyword tool would then add all those together to give you the result.

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The screenshot shows the Keyword Tool interface. On the left, the 'Match Types' section has 'Broad' checked and highlighted in yellow, with a red arrow pointing to it. The main search area shows 'm221nv' entered in the 'Word or phrase' field. The search results table shows 6,600 global monthly searches for 'm221nv'.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
m221nv		6,600	6,600

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
vizio razor led		27,100	27,100
vizio led tv		40,500	40,500
vizio tv		301,000	301,000

This result is not what we are looking for as the numbers will be much higher than the real exact search results and will be misleading.

We are only interested in the exact search results as this will give you accurate results for exactly what you have entered in the box and will tell you exactly how many people searched for that exact search term or word each month.

So what you need to do here is uncheck the “Broad” check box as indicated in the above example and then check the “Exact” box as indicated in the below example.

At this point the tool will recalculate and give you accurate results based on how many exact searches are made on Google for that exact phrase or keyword you have entered.

This is the number we are looking for.

The screenshot shows the Keyword Tool interface with 'Exact' selected in the 'Match Types' section, highlighted in yellow and pointed to by a red arrow. The search results table shows 1,300 global monthly searches for 'm221nv'.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
m221nv		1,300	1,300

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
vizio razor led		1,300	1,300
vizio led tv		2,900	2,400
vizio tv		33,100	33,100

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The magic number we are looking for is as HIGH as possible, around 3000 - 4000 is good, although for a buying keyword 1000 EXACT searches is an acceptable result.

I also take into account the EXACT search results depending on the price of the product. The higher the price of the product, the less monthly searches I will accept especially if it's a good buying keyword, but of course the higher search result the better.

So as you can see from the above M221NV gets 1300 exact searches each month for that keyword which would be acceptable, if your product has over 1000 then it is OK to move onto the next step.

If not then you need to go back and pick another product until you get the correct monthly search volume to continue.

**WARNING: Do not use TRADEMARKED NAMES** when searching as you will not be able to register those in a domain name which is the next step.

For example the M221NV is made by Vizio, which is the brand name, and I would not be able to register a domain name such as **www.VizioM221NV.com** since this could attract a lawsuit by the brand owner due to you having registered their trademark.

## Choosing Your Domain Name

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Now it's time to choose your domain name and the first thing you want to try is to get the exact match domain that you received your search results for. If you can get the exact match domain then go ahead and register it.

If the exact product name is not available, nor the exact product number with the .com extension, then check to see if the .net is available. If that is also taken, then check for the .org. If that has also been registered already, then we have some other options.

The main thing here is to ensure your keywords are in the domain and if all the main 3 extensions are taken then you can just add a word on the end of the domain, for example **www.M221NVReview.com**. If you're focusing on a specific product you could just add a number or letter on the end for example **www.breadmachines9.com**

Google will discount the last letter and will read the domain as an exact match although it will not be as good as the domain without the letter on the end, so be sure to try and get that one first in either .com .net or .org

OK, once you have found a domain where you have your exact product name in the domain we are ready to register that domain.

Registering a domain means control of that domain and they are rented for 12 months at a time and as long as you pay your rental every year then you own the domain. If you decide not to pay your yearly rental of your domain name, you will lose it.

A domain name costs around \$10.00 a year so less than a \$1 a month and without it you cannot have a website.

Of course I understand you may have questions as you read through this e-book and I encourage you to visit the [Amz Training Academy](#) and sign up for a 7 day trial. We have a full support forum and coaching forum where you can get all your questions answered by our very active great support and community forum 24/7, plus I spend a lot of time on the support forum also.

So to register domain names, I recommend [NameCheap](#) where you can register your domain name for under \$10 a year.

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