

ASD 7-Day Email Email Sequence

Email One

Subject: The #1 Mistake Made by ASD Attendees

If you are attending the upcoming ASD trade show, you are about to enter the land of opportunity.

You really are!

That's because ASD will present you with an incredible opportunity to create a steady stream of fast-turning, profitable products for your Amazon store.

And... when you source products successfully at ASD, it can mean tens of thousands of dollars coming into your Amazon FBA business over the next year.

Yet... while attending ASD, you are also going to face a really big challenge...

You are going to have to *choose* how to best spend your dollars among the literally hundreds of thousands of products you will see...

So you can stock your Amazon store with winners that make you money, over and over again... rather than duds that waste away in an Amazon storage facility.

Now, as one who wants to make profitable buying decisions yourself, that means you're going to have to do a little bit of planning before your time at ASD arrives.

I need to mention this because the #1 mistake made by those attending is... ***they do not plan how they will approach ASD when they get there.***

And as a result, they squander the chance to create a 'pipeline of profits' with the ASD vendors that are right for them.

And it's so sad to see...

These folks have high hopes... they're full of enthusiasm... and they know "there's gold in them thar hills"...

But they fail to capitalize on the opportunity right before them because they're not prepared.

I know how painful this can be from an experience
I had a some years back...

We were about to launch a brand new product online and
we called in the services of a consultant to help us.

Looking back, I wish we had met with him sooner...
because he pointed out that one oversight on our part
caused us to miss out on an additional \$100K in income.

Ouch, that hurt!

And I don't want you to have to experience that same
kind of pain by missing out on essential information
you need to plan for ASD.

So to help you, I've arranged for our Master Trainer
Brian Cummings to provide a short instructional video
on preparation for ASD.

LINK TO VIDEO

In this video Brian will share...

- The common newbie mistake you must avoid
at ASD
- 3 vital questions to answer before you start shopping
ASD's massive 15 acre show room floor
- Why understanding your sourcing model is so
important
- The 5 factors for assessing product profitability
- And a smart way to increase the value of your
product offerings... while minimizing competition

The insights that Brian has about these – and other crucial
topics – are waiting for you in the video we've prepared...

Just click this link to get started...

LINK TO VIDEO

This is the first part of the *ASD Trade Show Sourcing Formula
for Amazon Sellers* we promised to send you.

Be sure and watch it, because it provides you essential info to help you prepare for ASD...

Info that can make all the difference... as to whether you attend ASD and just wander the show room floor... or whether you purposefully work a plan that can bring you huge profits in the months to come.

For your success,

Ann Sieg

P.S. I know, the thought of doing preparation for ASD might seem a little intimidating. But it doesn't have to when you know what you're doing... This first video will get you started, so be sure and watch it.

LINK TO VIDEO

Email Two

Subject: The Crucial Question to Ask ASD Vendors

When you attend ASD, there will be over 2,700 vendors waiting for you.

That means over 2,700 people eager to talk with you about providing an ongoing supply of profitable products for your Amazon business.

And... please, keep in mind... *they do want to talk with you!*

But the question is...

... Are you ready to talk with them?

.... And specifically, do you know the kind of questions you should ask them?

Knowing how to engage wholesalers is crucial when it comes to making smart buying decisions at ASD.

In fact, simply knowing one question to ask can make all the difference as to whether you should even consider a given product... or at least buy as much as you originally intended.

Our Master Trainer Brian Cummings makes this clear in the next segment of our *ASD Trade Show Sourcing Formula for Amazon Sellers*.

LINK TO VIDEO

In this video, Brian shares how he had the opportunity to buy a mass quantity of a product he was already selling at a significant profit on Amazon.

Since he knew this item was already bringing him a handsome profit, it seemed like a 'no brainer' to get as much of this product he could get his hands on...

Until he realized that he failed to ask the supplier one-simple-question.

I'll let Brian tell the rest of the story...

You'll definitely want to hear it...

Because knowing the one question he didn't know enough to ask ahead of time could save you a lot of grief and money in the future.

LINK TO VIDEO

In this video, Brian will also touch on some other issues as well...

Like...

- The types of liquidation sales at ASD you'll want to stay away from as an Amazon seller
- “Opportunity Buys” and how you can profit from them
- And the value of creating “partnerships” with suppliers

... But at a minimum, please watch the video so you can discover the one “must ask” question for suppliers you just have to know as an Amazon FBA seller.

LINK TO VIDEO

For Your Success,

Ann Sieg

P.S. Knowing how to talk with wholesalers is not hard once you know how... in fact, it can be a lot of fun.

And we'll be going over this subject in detail during our 2 day *Trade Show Sourcing Workshop for Amazon Sellers*.

The video provided here will give you a foretaste of what we'll cover.

LINK TO VIDEO

Email Three

Subject: How to Evaluate Products for Success with Amazon

Psst...

I've got a secret for you...

ASD is quickly becoming "thee" trade show for those wanting to build a successful Amazon FBA business.

That's because ASD is where serious Amazon sellers are going to efficiently supply their stores with quality and profitable products.

In fact, 'sourcing for Amazon' is one of the big reasons many of the over 45,000 buyers will be attending the next ASD trade show.

And, in the months to come, we'll be hearing a whole lot of success stories about those who have seen a huge jump in profits for their Amazon business... because of their visit to ASD.

But... as a matter of full disclosure, that will not be true of everyone.

Yes, there will be many who will reap huge rewards

by making smart buying choices at ASD...
and I always enjoy hearing about these folks.

But... there will also be those who make some costly mistakes... and end up stuck with slow moving products that tie up their capital while sitting in a warehouse somewhere.

Now, I share this with you not because I want to scare you... no, not at all.

I share it because I want to make sure you understand... you can't come to ASD with just hope and enthusiasm and expect to succeed.

You need something more...

You need to know how to properly evaluate products among the hundreds of thousands you'll have to choose from.

Because if you don't, things can go horribly wrong...

... As explained by our Master Trainer Brian Cummings in the next video of our *ASD Trade Show Sourcing Formula for Amazon Sellers*.

LINK TO VIDEO

In this video, Brian shares what happened to some friends of his who failed to properly evaluate a high volume of products they purchased at ASD...

And then he goes on to explain how they could have avoided the costly losses they experienced... by working through the *Five Prime Factors of Successful Products* we introduced in the first video.

You won't want to miss this... as Brian demonstrates how each one of these factors **MUST** be looked at when considering a product purchase.

Once you get these factors down yourself, you'll feel a whole lot more confident about making purchases at ASD...

So be sure and check out the video.

LINK to VIDEO

For your success,

Ann Sieg

P.S. There certainly are many success stories coming out of ASD, and there's no reason you can't be one of them... *if you get yourself equipped and apply what you learn.*

LINK TO VIDEO

Email Four

Subject: What sets the ASD winners apart

Something a lot of people don't know about me is that back in a previous life I used to be a gymnastics coach.

I loved it!

And in that environment I learned a lot of lessons that apply to business too.

One of the biggest lessons has to do with preparation.

Whether or not my girls would win their meets depended almost entirely on one thing:

Preparation.

If we were prepared, we'd have great scores.
If we weren't prepared... well, things wouldn't go so hot.

And the same thing is true in business.

Preparation matters.

I've seen it over and over again during my two decades as a small business owner.

And I've especially seen it recently when it comes to sourcing trade shows like ASD.

Those who 'wing it' – or just act on feelings or hunches – make costly errors.

But the ones who put in some time and effort to prepare end up being big winners at ASD... and their Amazon FBA businesses.

And that's why we make such a big deal about preparation here at the Ecommerce Business School.

You might even say our whole *Trade Show Sourcing Workshop for Amazon Sellers* is about preparation...

Because we are absolutely certain... the better prepared you are, the better buying choices you are going to make at ASD... leading you, of course, to more profits.

In fact, we believe so much in preparation that we show our workshop attendees how to 'prepare to get prepared!'

We do this by hosting a pre-event webinar for all who purchase our workshop... to help them get ready before they even leave home... so they can hit the ground running once they arrive at ASD.

In this 'Pre-event webinar' we'll address:

- Any and all questions you have about the ASD registration process
- Tips on how to use the ASD Smartphone app and show planner... so you can make the most efficient use of your time at Market Week
- How to set ASD trade show goals... that are right for you
- And a whole lot more... so you'll be as ready as can be for ASD

To learn more about the preparation available through our pre-event webinar – and the entire

workshop – visit our workshop web page:

LINK to pre-event webinar section of web page

For Your Success,

Ann Sieg

P.S. It's been said, "There's no secret to success. It's the result of preparation..." I believe that's true, and through our *Trade Show Sourcing Workshop for Amazon Sellers* we'll supply all the preparation you'll need to succeed at ASD.

LINK to ASD sales page

Email Five

Subject: How to Interact with Wholesalers

As I look back over my business career, there are a number of factors that have contributed to my success.

Hard work, perseverance, patience... these have obviously played a huge part...

But there is another factor that I never want to forget either...

And that's the ability to create good working relationships with others.

Without the ability to have good, ongoing relations with those I do business with, there's absolutely no way I'd be in the place I'm at today...

... And I think knowing how to develop solid, lasting relationships with others is actually a major ingredient of success for *any business*.

But this is something Amazon sellers can tend to overlook.

After all, the emphasis in an Amazon business is on products, right?

And... isn't one of the benefits of an Amazon FBA business that you don't have to deal directly with customers?

Well... yes, these things are true... but there's something you have to keep in mind...

If you want to scale your Amazon business so you'll make a consistently high income, developing long-term relationships with wholesalers is key...

Because these are the relationships that keep a steady flow of profitable products coming your way and into your store.

Now... the first thing for building ongoing, profitable relationships with wholesalers is pretty straightforward...

... It involves stuff your parents probably taught you... like being courteous and keeping your word.

But there's more...

There's also a vocabulary to know... and protocol to follow... and agreements to work through...

... Which involves knowing the right information to gather and questions to ask...

Being adept at the ins and outs of these types of things may seem like minor issues...

But it's critical if you're going to establish the kind vendor relationships it takes to build your Amazon FBA business.

Now, I realize... if you're fairly new to interacting with wholesale sellers, you're probably feeling a little unsure of yourself... which is perfectly normal.

But you don't want to stay in that position... because it will make you hesitant to deal with wholesalers like you should... causing you to miss out on a lot of profits.

Now, the good news is... we're going to be covering this stuff in detail at the upcoming *Trade Show Sourcing Workshop for Amazon Sellers*... So you'll know how

to interact with wholesalers confidently.

[LINK to Wholesalers Section of Sales Page](#)

During the workshop we'll give you:

- 5 questions to get you conversing with wholesalers
- 8 simple things you can do to present yourself as legitimate to wholesalers
- “Must know” vocabulary
- Ways to make wholesalers want to do business specifically with you
- And a whole lot more

You can get the specifics at our web page for the workshop...

([LINK to Wholesalers section of Sales Page](#))

With the know-how you'll acquire from this portion of the workshop, you'll be equipped to deal with wholesalers like a pro!

For your success,

Ann Sieg

P.S. Don't let lack of experience deter you. I was able to make exclusive deals with wholesalers in just the third week of my own Amazon business. And we'll show you how to do the same at this workshop we're doing in partnership with ASD.

[LINK to sales page](#)

Email Six

Subject: How to Find Gold at ASD

*Wouldn't you like it if someone showed you how to find 'gold' at ASD? Well that's exactly what's going to happen for those who attend our **Trade Show Sourcing Workshop for Amazon Sellers...***

I've got to tell you...

When I think of ASD, I can't help but think of the California Gold Rush that took place in the middle of the 19th century...

(Yes, I enjoy history.)

Both of these events share the reality of thousands of people traveling a distance – with most heading west – in search of financial freedom, in one form or another.

Those Gold Rush days must have been exciting ones... as word spread fast of all those who had discovered gold nuggets and made it big.

But it must have been an anxious time, too.

Think about it...

Here you have all these people who knew they were surrounded by the opportunity to strike it rich... but they didn't know exactly where they should go to find the gold.

Well, that's the same kind of dilemma faced by those who come to ASD...

As you arrive at ASD, you look at the hundreds of thousands of products around you and you know that in them lies the opportunity to make a killing...

But which products should you choose?

Well, it's that very question *our Trade Show Sourcing Workshop for Amazon Sellers* can help you answer.

Because at this workshop we'll give you just the right prospecting tools you need to select profitable products for your Amazon FBA business.

(LINK to How to Select Profitable Products section of the web page.)

Here's just a sample of some of the tools you'll get by attending the workshop:

- A simple formula for figuring if a product will make you a profit
- The 2 indispensable things you must know to determine if a product is worth buying
- Our proprietary *Amazon Product Profit Worksheet...* that you can use to help you evaluate every product you consider
- Instruction on how to estimate how much of any given product you will sell in a month
- 'Profit Metrics' that will reveal things like... how many times you need to sell a given product to double your money
- And a whole lot more

Let these tools be your shovel, pick, and pan at ASD!

And to learn of the additional ways we can equip you to find top selling products at the trade show, be sure and see the workshop's web page.

(LINK to How to Select Profitable Products section of the web page.)

As you make these tools your own, you'll know how to go prospecting at ASD... and be in the best position possible to find the 'gold' you're looking for.

For your success,

Ann Sieg

P.S. Once you know *how* to select profitable products, the whole process of product selection goes from being stressful to fun and exciting... as you confidently supply your Amazon store with in-demand items.

(LINK to How to Select Profitable Products section of the web page.)

Email Seven

Subject: Who else wants to see the ASD Trade Show Sourcing Formula in action? (video)

When it comes to learning how to do something,
I assume you're a lot like me...

You don't want someone to *tell* you how it's done...
you want them to *show* you.

Why?

Because we just tend to catch on better and faster
when we actually see a demonstration of how
something works.

Well... it's with this idea in mind we created our
*ASD Trade Show Sourcing Workshop for Amazon
FBA Sellers...*

And we're convinced that when we *show you* how
to use all the different sourcing tools we have ready
for you, you're going to be real pleased about how
confident and well-prepared you'll feel when it's
your turn to select products at ASD.

But I don't want you to just take my word for it...

I want to show you what I mean...

By having you take a look at the latest video from
our Master Trainer Brian Cummings!

LINK to video 4 from Brian

In this video, Brian gives a real life example of
how he selected a product at a past ASD trade show...
using the *Trade Show Sourcing Formula* we've been
talking about in these emails.

This is your chance to look over Brian's shoulder
and see how successful product selection works
in the real world.

Through the video you'll see:

1. How to do basic research in a specific product niche... prior to arriving at ASD
2. How to interact with wholesalers at their booth... to assess a potential product
3. How to evaluate a product's likelihood of success on Amazon... using the 5 prime factors that are part of the formula

This video does a great job showing successful product selection in action...

Because it reveals the kind of details you need to pay attention to in your own sourcing efforts... with a product Brian actually purchased at ASD.

And you'll want to pay close attention, too...

Because by using the formula to select this product, Brian netted over \$2,000 in profit in just one month.

LINK to video 4 from Brian

For your success,

Ann Sieg

P.S. This video is a good example of the kind of training we'll provide at our upcoming *ASD Trade Show Sourcing Workshop for Amazon FBA Sellers...*

So if you've been undecided about attending the workshop, you'll definitely want to see what Brian has to share with you.

LINK to video 4 from Brian