



# Why You May Be Struggling as an Amazon Seller And How To Fix It With Kristin Ostrander

Getting your brand out there requires a lot of time, energy, and effort. It's not just putting up your listings on Amazon or any other online shop — it's constantly refreshing your listings, promoting your products and services, coming up with the right keywords, and so much more. However, most people overlook these things, so they end up struggling on Amazon when they could thrive.

Kristin Ostrander, a serial entrepreneur and podcaster, discusses the strategies you can use to elevate your brand on Amazon. This activity allows you to apply her tips and strategies, leading to increased visibility, customer satisfaction, and profitability.

## QUOTE TO REMEMBER:

*“Always leverage your opportunity to introduce your audience to new products or new services or reintroduce.”*

## Activity: Setting Up for Amazon Success

If you're planning to expand or sell on Amazon, what products would you sell?

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Why is it beneficial to have a presence on Amazon?

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Influencers can help bring more visibility to your brand by promoting your products and leading their audience to your Amazon links. Find five influencers, whether big or micro, that are aligned with your brand.

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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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4. \_\_\_\_\_  
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5. \_\_\_\_\_  
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Simply setting up your listings isn't enough; you must also keep them fresh and updated. Accomplish this checklist regularly to maintain your Amazon listings:

- Revisit your listings.
- Update your keywords.
- Update your images annually.

How do these methods help your listings and brand?

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Enumerate and explain six ways you can either introduce or reintroduce your audience to your products and services, whether new or old.

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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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- 4. \_\_\_\_\_  
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- 5. \_\_\_\_\_  
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- 6. \_\_\_\_\_  
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How do you choose your keywords and product descriptions?

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Do you ask for feedback and reviews from your customers? In the table below, write the common themes that you find in customer feedback and how you can apply them to further improve your products and services.

<b>Customer Feedback &amp; Reviews</b>	<b>Application</b>
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What are the benefits of using wholesale bundles? Would you use this strategy — why or why not?

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If you were to use wholesale bundles to sell your products, what would you sell together? Think of three primary customer needs. Then, come up with bundle combinations for each.

<b>Customer Needs</b>	<b>Bundle Ideas</b>
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How would a prep facility benefit your business?

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## What You Will Learn from the Activity

Selling on Amazon takes a lot of work and creativity. Such an endeavour might seem daunting since there are so many factors to consider. However, it's only difficult if you don't know how to go about it. With the right strategies and tactics in place, you'll be more than capable of building a successful brand on Amazon.

In the first part, you'll be reflecting upon the benefits of having a presence on Amazon and the products you could sell there. Before anything else, you always need a concrete plan for selling on any platform.

Then, you'll explore the many ways you can increase brand visibility. Choosing the right keywords, considering customer feedback, getting influencers to promote your brand, using wholesale bundles — there are so many things you can do to lead people to your Amazon links. It's not even a matter of choosing one over the other; you can do most, if not all, of these things together as long as it works for your brand.

Finally, prep facilities help you not touch inventory and ensure your store can run no matter where you are. It's vital to know if using these facilities will further optimise your Amazon brand.

You don't always need to reinvent the wheel. You can learn from other people and apply their strategies in combination with your own touch and branding. The important thing is finding the approach that fits your business and being consistent with it. This way, you can hit your goals with visibility, customer satisfaction, and profitability.