Amazing.com Releases Listing Optimization Training Video Just as Amazon Announces 20,000 Small Businesses Surpassed $1M in Sales in 2017

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Amazing.com recently released an Amazon listing optimization training video featuring Mike McClary and Jason Katzenback. Mike and Jason reviewed products selling over $300K a month and shared how sellers can improve Amazon sales and beat big brands with listing optimization. While big brands rely on their name to make sales, they revealed small businesses can beat those brands by optimizing their product listings. Mike and Jason?s training video aimed at helping new and small business owners succeed comes just as Amazon announces 20,000 small businesses surpassed $1 million in sales in their 2017 Small Business Impact Report.

Amazon recently released its 2017 Small Business Impact Report. The report stated that millions of small and medium-sized businesses worldwide are selling on Amazon and half of the items purchased in 2017 came from small and medium-sized businesses. Of those small and medium-sized businesses, over 20,000 surpassed $1 million in sales in 2017. Amazon reported helping small businesses reach customers around the world, having businesses from all 50 states and more than 130 countries serving customers in 89 countries.

During their live training video, Mike McClary and Jason Katzenback revealed their insider tips for creating the best title, images, bullet points, and descriptions, as they reviewed real products selling on Amazon. Mike and Jason shared that big brands rely on their name, but smaller businesses can spend the time to optimize keywords and product images to pull ahead of the competition. The two reveal the first step to an optimized product listing is selecting a product. During the video, Mike and Jason share Amazing Selling Machine?s formula for finding the best products to sell on Amazon, including ideal product weight, number of reviews, best sellers rank ranges, and price point range.

Amazon was founded in 1994 by Jeff Bezos. Amazon?s four guiding principles include customer obsession rather than competitor focus, commitment to operational excellence, long-term thinking, and passion for invention. Amazon has pioneered services like Prime, Amazon Go, Fulfillment by Amazon, Alexa, and Amazon Echo, Amazon Now, and Fire TV. Amazon Prime is a subscription service that gives members access to benefits such as free one and two-day shipping, free music, free streaming movies and programs, free grocery delivery, and more.

Amazing Selling Machine (ASM) is a training course provided by Amazing.com. Amazing Selling Machine 9 (ASM9), the latest version of training, is an 8-week web course is designed to help sellers launch their own Amazon business, selling physical products. Amazing Selling Machine members have access to live weekly group coaching calls, the exclusive Amazing Selling Machine private community and mentor program, the private resource vault, and other added bonuses.

Amazing.com was founded by Jason Katzenberg and Matt Clark in Texas. Through internet-based courses and live instruction, the company teaches entrepreneurs how to build their own successful private label Amazon business. The company?s mission is to help people find financial freedom through the success of their own Amazon business. Matt and Jason both own and operate their own successful Amazon businesses.
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Amazing.com, Inc.

Amazing.com helps people build successful businesses and achieve the financial freedom to do what they want, when they want, wherever in the world they want.

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