Complete Amazon Handmade Startup Guide (Part 2)

Creative Strategies with Ashley Raetz
Listen, I want you guys to learn from my mistakes. I am going to tell you exactly what those are so you can avoid them and see quick success on Amazon Handmade.

-Ashley Raetz

Welcome! Welcome!
Congratulations! You are now on Amazon Handmade! You've got your store set up and now you are ready to list your first product! But how do you do it? How do you know what SEO will work? How do you know if you are being found in search? How do you know what pictures to post?
Whenever I first got started on Amazon, I had no idea what I was doing. I was used to selling on Etsy, so I just threw up some pictures and put in my titles. I didn't understand the difference between the two very different platforms. And the stuff I was used to doing on Etsy didn't get results on Amazon. So I started doing research and testing out strategies.
That is why I am so excited to have you here, so that you can learn from my mistakes and have all the tools you need to be successful on Amazon Handmade.

Cheers! From my cup of coffee to yours!

-Ashley

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Amazon Handmade Photo Requirements

This is a summary of image requirements from the Style Guide for Amazon Handmade Sellers.

• Make sure that all of your pictures have the camera facing straight on to your product. Your camera needs to be level with the lowest point of your product.

• Make sure all of your main images are free of any distractions in the background. These should be photographed on neutral backgrounds. You don’t want anything to interfere with the product. Do NOT include a watermark on your photos.

• Make sure your pictures are sharply focused on the product. You will want a larger depth of field for the main image, which means you want the entire image in focus.

• For any alternate images that you choose to add, a shallower depth of field can be used to focus in on a specific feature or aspect of your product.

• Make sure all of your product images are saved as either a .JPG, .PNG, or .GIF file.

• Make sure all product images are be at least 500 pixels on the shortest side (height or width).

• To allow for zooming in on product images, images must be at least 500 pixels on the shortest side and 1000 pixels on the longest side. This will make sure that customers still have a good quality of the image as they zoom in.
Ashley’s Photo Quick Tips

Just a few quick tips for taking photos of your products for Amazon Handmade

Good lighting, or a window for inside photos, or take them outside.

Neutral barnwood background

Simple greenery for staging

Create a simple indoor setup for photos.

On an iPhone you can adjust the lighting by holding down on the screen until the yellow box blinks and adds a yellow sun to the side. Then slide the sun up and down the vertical line to darken or lighten the image before you take it.

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Use this page to write down any keyword terms that might be associated with the products you sell. There are no wrong answers. Don’t use the internet, yet. Just use your brain. Think of descriptions of what you sell and categories of the items you sell. Fill the page with the words you think other people might use to search for your items. Then move on to the next page.

If you are struggling to brainstorm, ask yourself the following questions about your products...

- What is the name of the product?
- Who is it for?
- What is it made out of?
- Are there any unique materials?
- Where is it used?
- What is the color, print, pattern?
- What is the style?
- What techniques or skills were used to make it?
Using Amazon Search to Find Keywords

One of the most simple and free ways to find the terms that Amazon users are searching for, is to use the Amazon search bar. Type in one or more of the words that you brainstormed on the previous page and Amazon will provide a drop down list of the most common search terms related to that word or phrase. It will show them in order of the most searched. Looking through these lists of search terms that you created and what Amazon suggests as search terms can give you a much better idea of keywords that fit your product and how people are most likely to search for them. These words and phrases are the ones that you want to use as keywords. On the next page, you will start with a specific product of yours in mind. You will type in some of the keywords you think are associated with that product and write down the suggested keywords that Amazon recommends based on the Amazon search. You can repeat this process for all of the products as you go to list them on Amazon. Keep your brainstorming and keyword suggestions because you can go back to them to change and try new keywords if your product isn't performing well, without having to research all over again.
# Amazon Keyword Brainstorming

Use this space to research top keyword suggestions from Amazon Search.

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Date Researched</th>
<th>Amazon's Top Keyword Suggestions</th>
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<tbody>
<tr>
<td>Your Keyword Term Ideas</td>
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Choosing a Category for Your Product

I highly encourage you to play around and look through all of the categories and subcategories that Amazon offers to help keep your product visible to their customers.

1. On your dashboard, go to inventory and then to add a product.

2. Clicking on a category will open additional subcategories to choose from.

3. Continue drilling down in subcategories until you find the one you want.

4. Click "Select" when you have chosen the final category for your product.
We've already talked about image tips and keyword tips. Now you get to upload your images and create a title based on your researched keyword tips.

**Do**

- upload your image from where it is stored on your computer and click open.
- Use the full 100 characters (or as close as you can get) in your title
- choose the most relevant keyword phrases in your titles
- separate keyword phrases with commas
- repeat single words in distinct and different keyword phrases
- use a word count tool to see your character count for your titles

**Don't**

- get stressed if you make a mistake. Amazon will give you a caution button
- overstuff your keywords in your titles
- go over 100 character for your titles
- repeat the exact keyword phrases in your title
- forget that characters counts spaces and punctuation, not just words.
- forget to think about "who" your product is for (in the video I use "coffee lover gift")
Now it's time to fill out your product description, price, choose a shipping template and add more photos.

**Do**

- use keywords from your title as much as you can without stuffing or being spammy
- use a writing format or a list format depending on what you prefer. You can experiment with these different ways.
- include information about what makes your product unique or different from your competitors.
- Set your production time around 10-14 days. I highly recommend a 1-2 week processing.
- choose the shipping template or shipping band that corresponds.

**Don't**

- forget to give a description that your buyer wants to see with color, size, materials, etc.
- overstuff your keywords in your description
- forget to add your price
- put your quantity over 20 when you first get started. You can up the quantity after you start selling more items.
- forget that your shipping method will be MFN (fulfilled by merchant or you).
- forget to add up to 9 total images from different angles and details.
After you add all of your additional images, it's time to add some additional information about your product. Always fill out as much of this as you can so that your customer has all the info they need to decide to purchase. Some of these will apply to your product and some won't. So you will really need to go through and figure out which additional information you need to fill out to make it more likely that your product will be found and purchased by an Amazon User. This includes:

- how your item is made
- private listing or not
- occasion (up to 4 relevant)
- style name
- shape
- size and size map
- pattern
- color and color map
- material
- needlework
- scent name
- paint type
- finish type
- number of sets
- number of pieces
- printing method and type
- width
- height
- length
- dimensions
- shipping weight and unit
- adult product
- number of items
- additional features
- style keywords ***
- search terms***
- package height, length, width
- package dimension unit
- sale price***
- gift packaging

*** More info next page.
In the video training I show you two ways to set up your style keywords and search terms. One is the way I've always done it and the other is a new way I am testing that has seen success from some other sellers. Please watch the videos for detailed instructions and a specific product example of how I used both methods. The following 2 pages have space to work through both methods using my example or your own.

**Old Way:**
No repetition of style keywords or stacking of search terms

**New Way:**
Stacking style keywords with no repetition of search terms

**Putting an Item on Sale:**
You have the option to add a sale on an item by filling out the start and end date along with the sales price. I haven't utilized this option but it is there. You can also choose to add a gift wrap option.
<table>
<thead>
<tr>
<th>Product Name</th>
<th>Amazon Keyword Rich Title</th>
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**Style Keywords**
(no repetition)

|              |              |              |

**Search Terms**
(no repetition)

|              |              |              |

**Date Updated**

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Product Title and Keywords
Record Tool Method 2

<table>
<thead>
<tr>
<th>Stack 1</th>
<th>Stack 2</th>
<th>Stack 3</th>
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Search Terms
(no repetition)

Date Updated
Amazon allows you to have different customization and personalization options on your listing. You just have to set them up so that the customer can provide all the info you need to customize the item. You can add different pricing for customizations, add color, size, and word options.

On the customization tab, you have the option to add customization in several different ways including a list of options, text entry, and number entry.

The customization option I use most often is to add an optional color scheme. You can customize the price on your options and add additional info. You should not add an option if you haven't uploaded and added a photo of that option. When you are happy with your entry, hit save.

That's it for listing a new product. Make sure you hit save and publish to send your listing live.