

Brand Messaging Toolkit

Who exactly are we talking to? **Sellers not selling in Japan (yet)**

Problem/Desire-aware, not solution aware

The target avatar is most likely at a point where they think long-term and have long-term goals. We can take advantage of this as a 2-way close.

What kind of people are we talking to?

- **Men or Women?** Mostly men
 - **Approximate Age range?** 20-50
 - **Occupation?** Successful Amazon sellers
 - **Income level?** 10-500k/month
 - **Geographical location?** Global
-

Painful Current State

- What are they afraid of?

Market Saturation, Competition, losing all of the money they have invested

"I'm afraid of not being able to find the right talent to help me scale my business. I don't want to hire someone who is incompetent or who won't be a good fit for my company culture."

"I'm afraid of making a costly mistake that could set my business back significantly. I've worked hard to build what I have, and I don't want to lose it all because of a single mistake."

"I'm afraid of losing sight of my original vision for my business. As I scale, it's important to stay focused on my core values and not let the pursuit of growth overshadow my original goals."

"I'm afraid of spreading myself too thin and not being able to give my all to all aspects of my business. It's important to find a balance between scaling and maintaining control over the day-to-day operations."

"I'm afraid of making my customers unhappy as I grow. It's crucial to maintain the same level of customer service and product quality as I scale, even if it means sacrificing some efficiency."

"I'm afraid of the potential for fraud and scams. As my business grows, it becomes a more attractive target for unscrupulous individuals. It's essential to have robust security measures in place to protect my business from financial losses."

"I'm afraid of regulatory changes that could impact my business model. Amazon and other e-commerce platforms are constantly evolving their policies and regulations. It's important to stay informed and adapt to these changes to remain compliant and competitive."

"I'm afraid of the potential for market saturation. As more and more people enter the Amazon marketplace, it becomes more challenging to stand out and attract customers. It's important to differentiate my products and services to stay competitive."

"I'm afraid of burnout. Running a business, especially one that is scaling rapidly, can be demanding and stressful. It's important to prioritize self-care and manage my workload effectively to avoid burnout and maintain my long-term health and well-being."

"I'm afraid of the unknown. Scaling a business is full of uncertainties and surprises. It's important to be adaptable and willing to pivot as needed to navigate the challenges and opportunities that arise along the way."

- What are they angry about? Who are they angry at?

1. "I'm sick of Amazon's arbitrary fees and charges. It feels like they're constantly nickel-and-diming us."

2. "I'm constantly fighting with Amazon over issues with my account or my listings. It's like I'm always having to prove that I'm not doing anything wrong."

3. "I'm tired of losing sales to sellers who are using shady tactics, like undercutting prices or using fake reviews. Amazon needs to do more to crack down on this kind of behavior."

4. "I feel like I'm putting in all the work, but Amazon is reaping all the rewards. They're taking a huge cut of our profits, and it's not fair."

5. "I'm feeling overwhelmed by the constant changes in Amazon's policies and algorithms. It's hard to keep up, and it's making it difficult to plan for the future."

6. "I'm frustrated with the lack of support from Amazon customer service. When I need help, it's often difficult to get a hold of someone who can actually help me."

7. "I'm concerned about the long-term viability of Amazon as a platform for small businesses. They're making it increasingly difficult for us to compete, and I'm worried that they will eventually squeeze us out."

8. "I'm tired of feeling like Amazon is holding all the cards. I want to have more control over my business, but I feel like I'm always at their mercy."

- What are their top daily frustrations?

"I'm constantly having to deal with customer service issues, and it's always a nightmare. It's like talking to a brick wall. They never seem to understand my problem, and they take forever to resolve anything. I'm starting to think that it's not worth the hassle of selling on Amazon anymore."

"Keeping track of my inventory is a nightmare. I'm constantly having to re-stock, and it's expensive to store everything in Amazon's warehouses. I wish there was a more efficient way to do things."

- Source: Podcast interview on AMZN Ninja

They are not happy about Amazon's lack of transparency

They are frustrated with the lack of time they have.

Low profit margins.

Returned items because of bad quality from the supplier

Finding trustworthy suppliers

Buying a lot of product that loses them money

High FBA fees

Product quality issues

Negative reviews

- They want to scale and take their already successful business to the next level but don't know the best way to do it.

- What are they embarrassed about?

"I wish I could build more brand recognition for my products. I feel like my products are not valuable or unique because they are competing against so many larger, more established brands on Amazon." (Social media post on Twitter)

"I feel like I'm not able to scale my business beyond a certain point. I wish I could figure out how to take my business to the next level, but I'm not sure what I need to do." (Podcast interview on AMZN Ninja)

- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?

"If I could wave a magic wand, I would want to be recognized and respected for my hard work and dedication as an Amazon FBA seller" (Twitter post) - This might be a bit too cheesy

They want to automate it. (completely passive) Ideally, but not possible in reality

- *"If I could wave a magic wand, I would want to be able to completely automate my Amazon FBA business. I would want my products to sell themselves, and I would never have to worry about inventory, orders, or customer service again. I would be able to spend my time doing the things I love, like spending time with my family and friends, pursuing my hobbies, and traveling the world." (Blog post on Ecommerce Fuel)*

Keeping up with the ever-changing market trends and identifying profitable opportunities

They want to have a successful, growing business and be respected by people around them.

"200% growth in overall sales and 300% in PPC Sales with an enviable 1.8% TACoS"

average ACOS of 13.55%

Cheap cost per click of paid ads

Getting your product listing to the top of page rankings which leads to more sales

Good reviews which leads to more sales

They want to decrease their TACoS

- Who do they want to impress?

They want to impress their family and friends with their success. But they aren't very emotional about it. They already have done it pretty much

- How would they feel about themselves if they were living in their dream state?

They would feel proud and strong.

"I would feel like I had made a difference in the world." (Forum post on Reddit) - **Some people surely want to make a difference and a big impact in the world.**

- What do they secretly desire most?

Alex Hormozi has said, "Champions are broken". They lack something everyone else has. They are overcompensating with success. They desire to succeed to prove everyone wrong. And prove themselves right.

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?

"Scaling my business to new heights will require me to invest in automation and hire additional staff." (Social media post on LinkedIn)

"I'm not afraid to fail. I know that setbacks are just part of the learning process." (Blog post on Ecommerce Fuel)

- Who do they blame for their current problems and frustrations?

Amazon, for taking high fees.

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

- How do they evaluate and decide if a solution is going to work or not?

They need to "know" that it'll work. They need to have proof that it has worked before.

It must be as small of a risk as possible.

They don't want to risk all they have.

"Clearly defining the problem is the first and most important step in finding a viable solution." - Article on an

Amazon FBA website

"Data-driven decision-making is crucial for success in the Amazon marketplace." - Podcast interview on AMZN Ninja

"I'm always cautious about implementing new solutions without testing them first." - Social media post on LinkedIn

"I don't just focus on short-term gains; I consider the long-term impact of any solution." - Forum post on Reddit

"Continuous improvement is essential for long-term success in the Amazon marketplace." - Article on an Amazon FBA website

- What figures or brands in the space do they respect and why?

- What character traits do they value in themselves and others?

They value hard work, dedication, and perseverance in themselves and others.

They value truth and transparency.

Value	Examples
Action-oriented ness	"I'm always taking action and making a difference in my business."
Drive and ambition	"I have a burning ambition to succeed in the Amazon marketplace."
Resourcefulness and problem-solving	"I'm always looking for creative solutions to challenges."
Tenacity and perseverance	"I never give up on my goals, no matter how difficult they may seem."
Learning agility	"I'm always learning and growing."
Integrity and honesty	"I keep my promises and always deliver on my commitments."
Teamwork and collaboration	"I'm a team player who values the results working with others can get them."
Adaptability and flexibility	"I'm able to change my plans when necessary to meet the changing demands of the market."
Humility and willingness to learn	"I'm always willing to learn from others."
Passion	"I'm passionate about my businesses and my products and services."

- What character traits do they despise in themselves and others?

Characteristic	Example
Procrastination	"I hate procrastination. I'm constantly pushing myself to take action and get things done."
Complacency	"I'm always striving to improve and never content with the status quo."

Inefficiency	"I'm a big believer in efficiency and streamlining my operations."
Poor communication	"I'm a clear and concise communicator, and I always strive to convey my ideas effectively."
Lack of accountability	"I'm always accountable for my actions and decisions, and I'm not afraid to admit my mistakes."
Giving up easily	"I'm persistent and never give up on my goals, no matter how difficult they may seem."
Fear of failure	"I understand that failure is a natural part of the learning process."
Not following through on commitments	"I'm a trustworthy person who always follows through on my commitments."
Not being a team player	"I'm a collaborative person who works well with others to achieve common goals."
Not willing to adapt	"I'm a flexible and adaptable person who is always willing to change my strategies when necessary."

- What trends in the market are they aware of? What do they think about these trends?

They want to gain a competitive advantage by being ahead of the curve.

Places To Look For Answers:

1. Existing customers and testimonials
 2. Competitors customers and testimonials
 3. Talking with anyone you personally know who matches the target market
 4. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. Comments
 - ii. "My journey" type videos
 - b. Twitter
 - c. Facebook
 - d. Reddit
 - e. Other Forums
 - f. Amazon.com Reviews
 - g. Yelp and Google Business/Maps Reviews
-

Customer language

"We did about 14K in sales our first 4 months. We are scaling and seeing progress. Thank you."

"Video marketing is definitely the most effective way to market your product and gain new followers, which you eventually want to turn into customers."

"How much cash on Hand do I need to scale from 50K a Month to 200k a Month? I have about \$120,000 invested right now and now I need a bigger investment stack if I want to scale, the question is how much did

you need?”

“Because you want to continue to grow your business? Also if your supplier starts to not be good, if you only have 1, then what?”

Good and bad things about Amazon Japan

There's less competition in Japan.

Furthermore, Japan is known for its high GDP per capita and its strong economy, which means that consumers in Japan have more disposable income to spend on products.

We could play on this angle: Do you want to have a “one-market FBA business” or a global one? One that leaves an impact on the world and will create a legacy for your future generations to come.

2. Growing e-commerce landscape

Amazon Japan has become a prominent player in the e-commerce landscape offering a platform for businesses to sell their products to a vast customer base in Japan. The growing popularity of Amazon Japan as an e-commerce marketplace has created a significant opportunity for businesses looking to expand their customer base and increase their sales.

One of the primary advantages of selling on Amazon Japan is the platform's vast reach. With over 100 million registered users, Amazon Japan provides access to an extensive customer base that is actively looking for products to purchase. Additionally, Amazon Japan has invested heavily in its logistics infrastructure, providing sellers with access to its world-class fulfillment network, which enables businesses to store and ship their products quickly and efficiently across Japan.

WHETHER YOU DESIRE TO...

- ✓ Build an influential brand that acquires more than just customers, but “invested fans” that are loyal and continue to buy from you...
- ✓ Implement proven systems and strategies for scaling to 9-figures that take all of the guesswork out for you...
- ✓ Position your brand as a dominant competitor in your industry making you one of the top “go-to”s in your niche...
- ✓ Build a scalable business primed for an 8 or 9-figure exit with investors and buyers consistently knocking on your door...
- ✓ Grow to the point of working “on” your business (high level strategy) rather “in” your business (pushing the buttons)...
- ✓ Or to simply build financial success that affords you the opportunities to take care of your family, travel the world, and live the life of your dreams...

- ✓ **Massive ROI** - First and foremost, if you implement even just a few things we teach you you will more than 10x your investment.
- ✓ **Clarity** - You'll discover how to diagnose and solve problems that are causing you to bleed out revenue.
- ✓ **Profitability** - Everything you'll learn in the accelerator is designed to maximize profits, because that's what REALLY matters.



Here is an example of what a day in the life of an Amazon FBA seller might look like:

6:00 AM: Wake up and check emails and messages from customers and suppliers.

7:00 AM: Start working on product research and development. This includes sourcing products, negotiating with suppliers, and creating product descriptions and listings.

9:00 AM: Manage inventory and order fulfillment. This includes receiving shipments from suppliers, storing inventory, packing orders for shipment, and shipping orders to customers.

10:00 AM: Respond to customer inquiries and resolve any issues. This includes handling customer complaints, answering questions about products, and processing returns.

11:00 AM: Perform marketing and advertising tasks. This includes promoting products on social media, running PPC campaigns, and optimizing listings for search engines.

12:00 PM: Take a lunch break to refuel and recharge.

1:00 PM: Analyze sales data and performance metrics. This includes tracking sales trends, identifying areas for improvement, and making data-driven decisions to grow the business.

3:00 PM: Work on content creation and marketing materials. This includes writing blog posts, creating social media graphics, and producing videos to promote products and generate leads.

4:00 PM: Network with other Amazon sellers and industry professionals. This can be done through attending industry events, joining online forums and groups, and connecting with other sellers on social media.

5:00 PM: Wrap up work for the day and prepare for the next day.

6:00 PM: Spend time with family and friends.

7:00 PM: Cook dinner and relax.

8:00 PM: Wind down for the night and get ready for bed.

9:00 PM: Sleep and recharge for the next day.