



# **The Amazon Formula For Drop Shipping**

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### **How To Make An Amazon Drop Shipping Site The Easy Way**

This is a low cost, low effort way to make money with Amazon.

Products are easy to get high in the search engines. And that makes it easier for you to make money.

Your approach with this method is to pick a product line and then write reviews that you post in your site.

And writing and posting is easy because you use a Wordpress blog. You can set a blog up with a couple clicks of a mouse. You don't have to be a tech to do this. More about that is below.

#### **How You Will Make Money**

You will make money in at least two ways.

The first is by adding Google AdSense advertising to your blog. You get paid for each time someone clicks on and advertisement in your blog.

You will also get paid by Amazon for any products that you sell as an affiliate.

#### **What Are Your Chances Of Making Money**

Amazon sites are very successful and many people make a lot of money with them. Your success depends on you. At the end of the day it is all about how well you construct your blog and market it.

This tutorial uses the concept of the mini-business. That is described at the [Drop Ship Mini-Business](#)

Be sure to read that information. What you read there will best answer this question and help you set your goals and expectations realistically.

I set my expectations at \$5 per day and use a mini-business network of sites to create multiple sources of income that add up to a comfortable monthly income. I set my expectations at \$5 per day and make sure that I make more.

### **How Much It Will Cost You**

You will need a web site host and a domain name. If you already have a website host that allows for hosting unlimited domains, you will have to buy another domain and that should cost you about \$10.

If you do not have a web site host, you will need one and a domain. If you choose well, you can get a web site host that will give you your one free domain. If you choose well you will pass less than \$10 per month for the hosting service. In this tutorial we use LUNAR and recommend them highly. And here is a list of others. I recommend you take a look at [Lunar](#) Now.

Everything else you need to make an Amazon store like the one at [About Elliptical Trainer Machines](#) and to get on line and start making money is free.

So again. The cost will be somewhat less than \$10 per month for a web hosting service and about \$10 for extra domains if you set up more than one mini-business.

### **You Do Not Have To Hire Consultants And You Do Not Know How To Use HTML**

You will use the WordPress blog system and use their templates and systems. It is pretty much a fill in the blanks process.

Look at my site at [About Elliptical Trainer Machines](#). I used a template for the site design. I filled in blanks to make the site work. I used the free visual editor that is inside WordPress for the posts and made them look nice just using that editor.

WordPress has easy picture addition and linking features. And a lot more.

You will, however, have to know how to use an ftp program. It is easy. There is a video in the series on how to set up a blog.

And in this tutorial, there are links to a complete set of step by step instructional videos that will show you exactly what to do. More about that later.

***Now let's start gathering resources and get ourselves ready to go on-line.***

## ***Step One Join The Amazon Affiliate Program***

Since you are going to use Amazon as your drop ship supplier and sell products listed in their site, you must be an Amazon Affiliate. If you are not, go to this link and join now. It is free. Here is a link.

Amazon Affiliate Program <https://affiliate-program.amazon.com/> .

## ***Step Two Set Up A Google AdSense Account***

Though you only have to make about \$10 per month to be profitable, make every penny you can. Get a [Google AdSense account](#) so that you can put AdSense into your blog.

In fact, you can make money without selling anything listed in Amazon. Some people make money just off AdSense advertisements. And they make a lot of money. Blogs that make money this way are known as “made for AdSense” blogs.

Once again the approach is to target \$5 per day and build multiple sources of income.

## ***Step Three Pick a product.***

Do that by going to amazon and find something that you know a bit about. For example you might go into the music category and find folk music.

You will note that in my video tutorials on how to set up a blog, I chose elliptical trainer machines because I know something about them.

In the beginning, you will be writing short reviews of the products you are selling. So it is best to pick something you know about. Later, as you start bringing in money, you can outsource the writing and spend your time making more sites and more money.

## ***Step Four Pick a domain name.***

Having decided on your product, you will have to fix your place on the web with your domain name.

Pick a domain name that is related to your product. Make it filled, as much as possible with key words (words people use to search for that product) as possible.

An easy way to start is to look at [Google Suggest](#) and see what they suggest when you type in key words related to your product.

You can also do a free keyword search at <https://adwords.google.com/select/KeywordToolExternal>  
Note that there are two tools to use in that page.

As you work, you will have to check if the domain name that you want is available. The easiest way to check is to use the tool at <http://instantdomainsearch.com/> **Use that just to check availability. Do not register it yet.**

Don't waste time and money by registering there. Register it with your web host. And your web host might give it to you free anyway.

In my example for this series, I chose the domain name [about-elliptical-trainer-machines.com](http://about-elliptical-trainer-machines.com)

[aboutellipticaltrainermachines.com](http://aboutellipticaltrainermachines.com) [about-ellipticaltraners.com](http://about-ellipticaltraners.com) [all-about-elliptical-trainers.com](http://all-about-elliptical-trainers.com) were some of the other choices for me. There are many more even today.

## ***Step Five Install Your Blog***

We recommend Wordpress. In fact, this tutorial is based on wordpress.

And we recommend that you do it with a web host so that you are not subject to the restrictions that are placed on the same system setup at WordPress itself.

If you already have a web host, register your domain name with your host and install the blog.

If you do not, we recommend a host like [Lunar](#). With them you get the domain name free and you can install the blog with a couple mouse clicks.

For your best results, get your host now so you can step through the process with this tutorial. Go to [Lunar](#) If you wish, other hosts are listed at [Web Host Reviews](#)

If you are not familiar with setting one up, or setting one up PROPERLY SO THAT IT WILL MAKE YOU THE MOST MONEY, review the tutorial series at [Make Money With Blogs](#)

## ***Step Six Install Your Template And Clean It Up***

To get better position in the search engines and to make it more money making efficient, you will want to remove some of the default widgets that are on your blog – such as the archives link. You will also want to make some settings changes to your pages are liked better by the search engines. That is all discussed at [Make Money With Blogs](#)

I used the free [Prosense template](#).

After looking at that, if you look at [About Elliptical Trainer Machines](#) you will see how I have left little more than the adsense advertising, pages, categories (renamed – for the search engines that like the keyword - Elliptical Trainer Reviews) and blog roll (renamed recommended sites.)

## ***Step Seven Make Some Categories***

Make some categories to help organize your posts. You might consider by price range, or just use the categories that you see in Amazon.

However you do it, make them to help visitors narrow their search and keep them in the blog by giving them what they want as fast as you can.

Example [About Elliptical Trainer Machines](#) - Categories was renamed Elliptical Trainer Reviews for the search engines. It is a keyword I am targeting so I want it used wherever I can.

Consider adding categories for news, articles, and commentary about your topic.

### ***Step Eight Add Some Pages***

Add 5 to 10 pages using keywords from Google suggest or other keywords you are targeting. You add these using the page function in your WordPress Admin.

You can write them yourself, an [Article Spinner](#) or outsource. See Profits In Outsourcing.

### ***Step Nine Add Some Products Posts In Draft***

Now add products to you blog. Look at [About Elliptical Trainer Machines](#) to see our format.

Just pick the products and images and save the post in draft.

Pick at least 10 products. Be sure you have 2 or 3 per category.

You will add the reviews later. By making the drafts you stay in a groove and it is faster for you to pick, copy and paste.

To make it easy for you, there is text with a video that shows how we do it. You can do it as we do it or you can use it for developing your own way of doing things. It is in the section [Make Money With Blogs](#)

#### **Tip**

Here is a tip to make your job easier. Sign into the Amazon Affiliate page and then go to the Product Links page. Add that page to your favorites (or, in other words, bookmark it). When you click on that link you will be automatically signed in if you are not already, and it makes it so much easier to find products.

Also, add to you favorites the link to the New Post page

We recommend that when working with your Amazon Blogs, you use Internet Explorer 8 and add these two links to the favorites bar. Doing that will save you a lot of time.

### ***Step 10 Review The Products***

Now search the web for the exact products that you picked. If they are amazon products you are likely to find reviews in many places.

Read the reviews and make your own review summary.

On the other hand, you might know a lot about your topic and be able to write your own review. Suppose you know a particular book author's works. You can write your own reviews of his books.

Each product listing along with the review should be no less than 250 words. Try not to exceed 500.

When the review is complete, publish the review using the publish button.

As you make a review, wordpress automatically sends the review to the search engines. The more focused your blog keywords and the reviews, and the more content you add regularly, the higher you will get in the search engines.

As you start making money, outsource the review process. You can get them done very cheap. Here is a link to information [Profits In Outsourcing](#).

### ***Step Nine Get Links And Promote Your Blog***

Make at least 10 reviews before you start promoting your site.

Look for other blogs related to your topic. Participate in communities where your topic is discussed.

Use article marketing. There are all sorts of free tutorials on article marketing on the web. When you read them you will find that many of them point to the book [Article Marketing Domination](#). If you are going to sell on the web, it is best that you get a copy.

## **Tips**

### ***Outsource Product Reviews***

In the beginning you will probably do the product review yourself. But as your business grows, and with it your income, you will probably run out of time as you build your web ring. Just outsource the reviews. You can get them done very cheap by going to one of the freelance sites. Once again here is information. [Profits In Outsourcing](#).

### ***If You Are Afraid Of Outsourcing, Use An Article Spinner For Your Pages And Posts***

Use your time to make sites. Automate as much as you can. An article spinner is, in reality, a cheap outsourcing service. Here is an [Article Spinner](#)

### ***Set Up A Web Ring And Self Promote***

An easy way to get links to your site is to set up a series of 10 blogs that sell or review products that are related. Crosslink all of them.

If you pick other products to sell, set up web rings and crosslink all the webrings.

### ***Use Article Marketing***

This is cheap and free. And it works. Once again here is a link to the Book [Article Marketing Domination](#).

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