

Revealed: My first Amazon Product...

And how my second one got
me raided by the FBI!



Revealed: My first Amazon Product...

And how my second one got me raided by the FBI! (True story)



One of the most-asked questions about me has always been, “What does Adam sell on Amazon?”

For those who don’t know me, I’ve been selling on Amazon since 2011.

In that time I’ve sold products into more than 30 countries using Amazon’s fulfilment network called “FBA” - Fulfilled By Amazon.

I wrote a best selling book on the subject, and I’ve taught thousands of people around the world how to do it too.

For years, I never revealed what I sold because (to put it bluntly) a lot of people will take shortcuts if they think there’s one to be had, and what greater shortcut is there than copying what someone else is doing if you know that they’re successful?

So why am I sharing it now?

The simple answer is this.

I haven’t sold this product in years for many reasons that I’ll explain in this post.

The main reason that I no longer sell it though is that the opportunity that was there when I launched this product back in 2012, is no longer there today on Amazon.

Amazon has changed a lot in that time.

Back then, there were far less competitors and Chinese sellers were only beginning to sell directly to American and European consumers via Amazon.

That’s not the case now.

Today, that same product that I sold for \$169 with only one competitor can be routinely bought from dozens of sellers for as little as \$17.

I’m not kidding.

I could see that coming down the pipe long before it got to that point, which is why I stopped selling that particular product.

That being said, if you know what you’re doing, and you’re prepared to put in the work, there are still plenty of great products that you can launch profitably on Amazon.

It is my hope that by the end of this post you not only understand the hallmarks of a great Amazon product for today’s competitive environment, but that you have fun hearing of my crazy ride along the way - including the FBI raid!

So, let’s dive in...

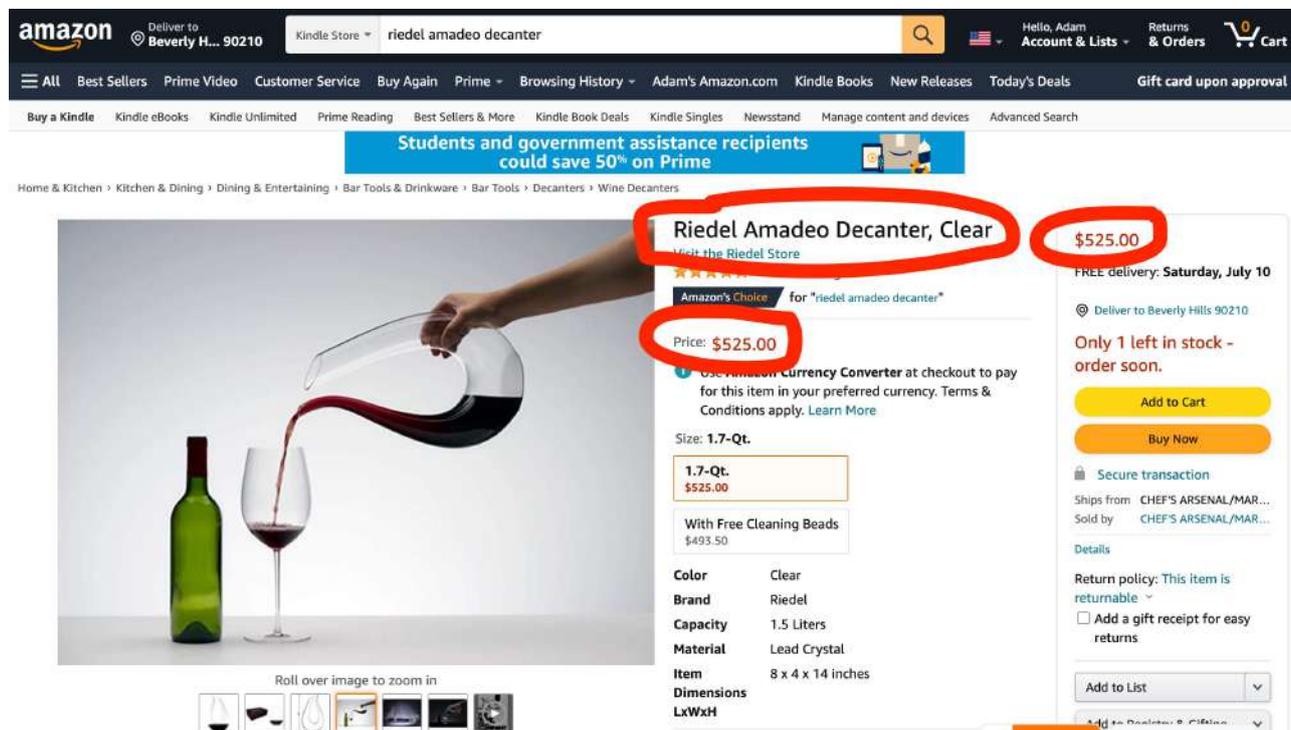
To begin a career selling on Amazon, you have to first choose a product.

For me, I just looked around the house and thought about things that I already liked and used.

That can be a great place to start because you already have an affinity for those things and you are already user of the product that has gone through the buying process yourself.

I love red wine so that was one place that I started my “click & scroll” research on Amazon.

Late at night after a full day at my my primary business, I found this listing on Amazon and it stopped me dead in my tracks:



This ticked a lot of boxes for me.

It was not too cheap

I didn't want to sell a \$10 item because you have to sell a lot of them to be successful and there's always going to be way more competition on products where people don't have to spend a lot of money to “give it go.”

You also don't have as much money to play with to advertise your product via ads if your retail price is only \$10.

Let me explain...

No matter if an item is selling for \$10 or \$100, the cost of buying clicks (advertising) on Amazon is roughly the same at about 71c/click across the platform (at time of writing).

So if clicks are an average of 71c and you have 30% margin on a \$10 item (\$3 profit), you can only buy about 4.2 clicks at 71c before you are out of profit.

Whereas if you have a \$100 item with the same variables, you have \$30 to spend on advertising which is 42 clicks before you run out of profit.

That means that you can buy 10X the advertising to sell your product at breakeven or better.

That's a big and important difference!

It stood out visually

Amazon is like a dating app for products.

People first choose by what they SEE, not by what they READ.

The shape of this decanter made it jump off the page and drew my attention immediately.

That's free advertising really because that is exactly why people pay to advertise things right?

There wasn't too many competitors

When I looked through all the wine decanters on Amazon at that time, Riedel was the only one that sold this shape.

There were literally no other sellers of it.

At first I thought it must have been patented but it wasn't.

Apparently you cannot patent a shape if the utility of the item is unchanged.

It had high margins

As soon as I clapped eyes on that decanter I knew it must have *enormous* margins.

How on earth could it cost anywhere near \$525 to make?

A quick search on Chinese sourcing site alibaba.com revealed that I could buy this item straight of China for as little as \$6 at that time, and it's the same now.

The screenshot shows a search for 'u shaped wine decanter' on Alibaba.com. The search bar at the top contains the text 'u shaped wine decanter' and a search icon. To the right of the search bar is a 'Trade Assurance' icon. Below the search bar, three product listings are visible, each with a red circle highlighting the price range and minimum order quantity.

- Product 1:** U Shape Crystal Glass Wine Decanter Wine Carafe Accessories. Price range: \$4.50-\$5.00 / Piece. Minimum order: 60 Pieces. Price with duty: \$8.73/Piece (Duty Incl.). Supplier: Shanghai Linkand Co., Ltd. (CN, 9 YRS, verified, 5.0 star rating, 7 reviews).
- Product 2:** Custom Novelty Handmade High Quality lead-free crystal U Shape hand made Wine Decanter glass. Price range: \$3.50-\$7.40 / Piece. Minimum order: 8 Pieces. Price with duty: \$11.66/Piece (Duty Incl.). Supplier: Chongqing Yinyuan Glass Co., Ltd. (CN, 2 YRS, 4.4 star rating, 19 reviews).
- Product 3:** 1400ml 47oz U Shape Wine Glasses Decanter Amazon Top Seller Lead Free Wholesale Clear Crystal Wi... Price range: \$4.00-\$8.00 / Piece. Minimum order: 100.0 Pieces. Supplier: Wunan Xinhuaang Household Goods Co., Ltd. (CN, 1 YRS, verified, 4.9 star rating, 18 reviews).

So here I was with a product that ticked all my boxes at that time, and I could buy it for \$6 and sell it for anywhere up to \$535!

Bingo!

This of course is not the whole story when it comes to costs.

Because the item was highly giftable and because Riedel's packaging sucked (in my view), I wanted to spend big on creating an awesome brand, a beautiful box and taking amazing photos to make it look like my brand was not only less expensive but more luxurious as well.

It worked.

In fact, soon after launching my product, it was featured in the social media of the then very popular TV show "The Real Housewives Of Beverly Hills"



By the time it was all said and done, each product would cost me about \$30, including packaging, freight, duties and all the rest - all the way into an Amazon Fulfilment Centre in the United States.

I launched it at \$99 and I quickly moved the price up to \$169 where it stayed for some time, giving me a gross margin of about 83% before Amazon commissions (15% or \$25.35c) and I spent another 5% of my turnover on Amazon ads (about \$8.45/sale).

All told, my net profit was about \$105 per sale or 62% after paying for everything.

These days, those kinds of margins are extremely difficult (if not impossible) to achieve on Amazon.

Today we tell our students that between 20% and 30% net profit is much more realistic, and you have to be creative and thorough to get there.

I'll get to how these decanters went in regard to overall volumes in a moment ("very well" is the short answer), but I want to share with you that it wasn't a straight line at all back then.

The first thing I learned about buying products from China, is that Murphy hasn't got shit on the Chinese when it comes to things going wrong.

Murphy's law says,

"What can go wrong, will go wrong."

The Chinese equivalent is,

“In China, what can go wrong, will go wrong, and in a such a Kaleidoscope of ways, and at such epic scale, that your head will spin.”

In short, it can be a proper shit show if you don't have some solid advice going in!

Here is just one example...

This is the first attempt by a Chinese manufacturer to *replicate* the Riedel decanter which I sent them to model from.

Keep in mind, on Alibaba they showed a photo of a perfect replica that they swear they made.

Of course, when they say “we made this” they mean,

“We made this...*in photoshop*”

or

“We made off with this photo of one that someone else made that we're passing off as work we did but didn't *actually* do - and we didn't make the photo either.”



Most western business people wouldn't dream of sending off something that is so obviously not even close, but in China, that's just how they roll.

The size is way off.

It weighed half as much.

It looked like Shrek ears rather than the beautifully refined lines of the Riedel example.

It was horrible and it took a month and a half to arrive!

But herein lies the opportunity as well.

This is the kind of drama that thins the herd.

The weak give up.

They stop trying at the first sign of difficulty.

Not me!

I persisted and invested night after night working with them until they started producing something that was actually sellable. As it turns out, these are actually handmade by glassblowers.

Glassblowing is a beautiful thing to watch and seeing the dude below actually make them in front of me gave me a much greater respect for what they do and how privileged I was to be the guy *selling* thousands of them via Amazon (and getting over \$100 *per decanter*) knowing this guy probably only got \$300 - \$400 *a month* for making them.

This experience, and many others that occurred as a direct result of my Amazon business, later led me to getting involved in charity work in a much larger way than I ever had before.

Here are two photos of the guy who ended up being the principle glass blower responsible for manufacturing thousands of these for my first Amazon brand.



I took these myself in the Hebei province of China in a factory that also made some pretty spectacular glass bongos!

Hmmmmm - my line extension ideas were already forming!
The trick to this particular product was patience.

Because these guys actually hadn't made any of these before, it took them a few goes before they dialed it in.

Once they did, we were flying and sales quickly grew.

Within a few months, sales were passing USD \$50,000/month and over Christmas, they surpassed \$100,000/month.

All of this was happening *while* I was running my main business, an animation studio in Hollywood (yes I am Australian but I lived in LA for 5-years and owned an animation studio in Hollywood. That's a story for another post :-)

So here I was with my first successful Amazon product in full swing and my mind was turning to product #2.



Before I jump into that, I need to give you another tangential fact that I clearly did not consider when ordering my next Amazon product.

As stated above, I was running my own animation company in LA at this time, but I also had a secondary business that was attached to the studio which was a Flight Simulator.

I know that's totally random but a mate of mine own Australia worked for the guy who had started a company where members of the public could come in and fly a switch-perfect Boeing 747 flight simulator.

It was about \$150 per flight and they were a good profitable businesses back in Australia.



I had some spare cash so I thought I'd buy one and stick it in some spare office space I had within my animation studio.

My company was one block from the Hollywood Walk Of Fame and roughly 80 million tourists came there each year and were looking to be entertained so I thought it might be a good little money-spinner.

It turned out to be a total failure, but not before creating one of the most memorable stories of my life!

So back to my second Amazon product...

Now I've got this weird looking wine decanter and my mind turns to what else I can sell that makes sense with that.

One thing that my customers were always asking is, "How do you clean this thing?"

After some research, I discovered that the answer is "cleaning beads".

What are cleaning beads?

They're stainless steel balls that you put inside and then you swish them around with a small amount of water.

So that became my second product.

Decanter cleaning beads!



FFS!

What was I thinking?

Setting aside that I broke all of my previous rules on this one and it failed miserably (low price, not visually differentiated, low margin etc), this was the product that caused the ensuing mayhem!

So what went down?

One day I am quietly sitting in the flight simulator office, weighing stainless steel ball bearings into little jars (that are usually used for hair products), preparing to send them off as cleaning beads to Amazon.

Next thing I know, there's a very loud knock at the door and behind it, is the FBI, all decked out in the FBI flash jackets.

WTF?

The head investigator shoved his badge in my face and asked,

"Are you Adam Hudson?"

"Yes."

"Is this your flight simulator?"

"Yes."

"Did you also recently important 50 kilograms of stainless steel ball bearings into Los Angeles?"

"Oh shit."

Yes indeed.

I was *that* guy.

I quickly discovered what the term “optics” means.

This was very bad optics indeed.

There I was, sitting in the corner measuring out stainless steel ball bearings, right next to a fucking 747 flight simulator, IN AMERICA, as an immigrant, and in walks the FBI.



When they figured out that I was in fact just a blissfully unaware Aussie trying to help people solve their wine decanter cleaning issues, they chilled out and even laughed at me.

“Well Steve Irwin - you are one strange son of a bitch. You’re an animator, a flight simulator owner, a wine decanter salesman, and an importer of steel bearings that you sell on Amazon. Here’s our card. If anyone suspicious comes in here wanting to fly this thing, give us a call. And maybe stop importing ball bearings to the same address as a registered flight simulator.”

So that’s the story.

So where did those wine decanters end up and why did I stop selling them?

In the end, a few really interesting challenges presented themselves as a result of me selling that very first product (aside from the FBI raid).

As I scaled, getting supply became harder and harder because each one was handmade and there was a genuine skill required to make them.

The factory couldn’t just get 20 new glassblowers and get them up to the standard required because you are literally working with human breathe and quite unique dexterity.

It’s an art form.

I was already thinking about moving my capital into other products because of the time it took to get new stock when I got a cease & desist letter from the New York offices of Riedel’s lawyers.

I had already checked that I would not be infringing anyone's patent before I started, but they were super pissed off that I had started to outsell them on Amazon with a product modelled directly on theirs.

They threatened all kinds of things but in the end, the fight wasn't worth it.

I'd made plenty of money and I now knew how to sell the platform.

I also had several other machine-made products in development and I could use the capital to fund those.

We settled without legal action, and they agreed to let me sell my remaining inventory on the condition that I would not order more.

Ultimately they lost the war because today there are dozens of sellers selling replica products on Amazon and there's nothing they can do because they don't have a patent.

From that point, I developed several brands in different product niches and the business grew to becoming a nice little earner for me all-be-it with much more sustainable margins (around 30% net).

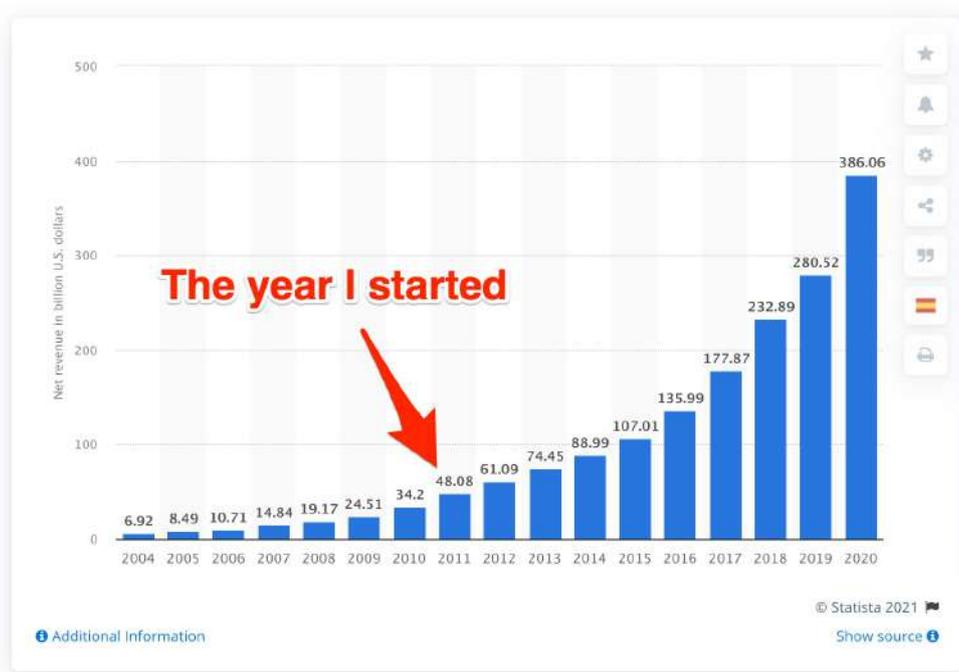
So what would I do differently today if launching an Amazon FBA business?

Since I started on Amazon, a lot has changed.

Back in 2011, Amazon was doing \$48B a year in sales.

By 2020, they had reached \$386B. In other words, they grew 600% in that time!

Annual net revenue of Amazon from 2004 to 2020
(in billion U.S. dollars)



Yes there was less competition in 2011, but there was *much* less market too (less than 1/6th of the size it is today).

I will close this article with what I would do differently today, but before I get to that, it's important that you get some real context of where Amazon is *now* as well as the current success rates of Amazon sellers.

As I write this article in July 2021, there are around 6.5M Amazon seller accounts but only 1.5M of those accounts are active (meaning they have products listed for sale in them).

So why are there so many that aren't active?

Well, to me it's simple.

People watch a YouTube video or get excited after watching a webinar about people making money on Amazon, and then they rush off and open a seller account because they think (or they've been told) it's easy.

Opening an Amazon seller account is *free* and it's relatively *easy*.

Two things that everybody loves!

The truth is, if you want to learn to sell on Amazon, it is *not* easy!

In fact, here are the stats...

About 1,900 new Amazon seller accounts are being opened per day BUT...

1,900 new accounts per day does sound staggering and it can be quite off putting.

But when you cut through to the bottom line of these numbers, a very different picture emerges.

Those 1,902 new accounts per day amount to about 370,000 per year.

But of those, only about 2% will actually go on to list even one product.

Most give up before they even do step 1.

So out of roughly 370,000 potential new competitors each year that open accounts, the actual real number is 7,400 (2%).

You must also keep in mind that these 7,400 new sellers are spread across all Amazon marketplaces globally.

In other words, some are Indian sellers that will only sell on Amazon in India.

Some are European sellers that will only sell on Amazon in Europe selling in Europe.

If half of them are into the United States (which I think is about right), that's only around 3,500 new seller accounts that will actually get as far as listing one product on the marketplace there.

Give Amazon massive growth, that seems pretty reasonable to me.

So how many of the people that do list a product, go on to build successful businesses?

Of those 7,400 people who list a product for the first time, only about 10% will do over \$100,000 in gross sales annually.

Assuming a profit margin of 25%, that's only 740 new sellers a year who will generate around \$25,000 in annual profit.

90% will do less or even nothing at all.

So how many people make the big money?

Well here's the numbers on people who reach \$1M or more in annual sales...

Of the 7,400 new Amazon sellers that list a product for the first time each year, only about 1% of them will go on to generate over \$1M a year in sales.

At 25% profit, let's call that \$250,000 a year in income.

1% of the 7,400 new accounts each year equals just 74 people each year that will make about \$250,000/year or more in profit.

This is where it gets interesting...

At Reliable Education (with around 13,000 students at the time of writing), our students have done USD \$1.36 Billion in sales...this is a very important metric.

Ok - so let's break this down...

First of all, this number is not bullshit.

Almost all of our students use a piece of software that we developed which gives us up to the second insight into all kinds of real numbers around their businesses.

When I say, "real numbers", I mean that this software is connected to their real, live, Amazon seller accounts.

We can see:

- How many products they have
- How much they're selling them for
- How many units they have in stock
- Which markets they're selling them into
- How many sales they're making over any time period

And a lot more.

This \$1.36B is the real number as at July 2021.

Just like all of the numbers above, not everyone who buys our course goes on to launch a product.

We don't know the actual number but we do know that our success rate in regard to people launching a product is way higher than the general public (98% who don't and 2% that do).

It stands to reason that if you're prepared to invest a few thousand dollars up front into your education, this alone means that you're probably more committed to the journey than someone who just tries to go it alone.

Further, when you join Reliable Education, you have access to a structured process, personal coaching, and importantly, a globally community of other educated people who are there helping you along the way.

But setting all of that aside, if you take the \$1.3B and you divide it by the 13,000 students, *including* those who *don't* launch a product, the average is still staggering.

So here's that number...

\$1.36B in revenue divided by about 13,000 students (as of July 2021) equals about USD \$100,000 per student in total sales on average.

Those last two words are key.

On average (across all students).

If it turns out that only 50% of our students launched a product (which is still 25X higher than the global numbers outside of our community), then the *average* revenue generated by a Reliable Education student that goes live with even one product is roughly USD \$200,000.

That is simply mind blowing to me and it demonstrated the power of a commitment to quality education up front, access to coaching, and access to a community of like minded people to support you in your journey.

Knowing all these numbers, hopefully you now also understand why we get so excited about giving awards to our students when they reach certain milestones like:

- \$10,000 in a month in sales
- \$25,000 in a month in sales
- \$50,000 in a month in sales
- \$100,000 in a month in sales (this is called our Rhino award)
- \$1M in a year in sales (this is called our White Rhino award)



It's a big deal!!!

4 things that define what I would do differently today to sell products on Amazon?

There are 4 very important things that I always keep in mind when talking to people about how to sell products on Amazon today.

#1 - Price matters

#2 - There's loads of competition

#3 - Sell more expensive stuff

#4 - China is your real competition

Let's start with price and competition.

According to Statista, of the things that you can control as a seller, price is the #1 thing that drives an Amazon customer's buying decision.

So that being the case and knowing that as a westerner buying from China (or other low cost manufacturing centres), and knowing those manufacturers can (and often will) sell directly against you with their own brand on Amazon, how do you protect yourself from being undercut on this extremely critical factor?

The plain truth is, you have to get it right on almost every front to compete profitably.

Here are the 3 things that I think non-Chinese sellers (who have a price advantage over you almost every time) can do protect against price-dropping:

1. Create a very strong brand
2. Get a design or utility patent
3. Be very disciplined in choosing your product in the first place - especially as it relates to buy and potential sell prices. If you spend an extra day, month or even three months waiting to find the right product and niche where the margins are better and the competition is thinner to start with, it can save you a massive amount of heartache in the long run. Too many people fall in love with a product rather than making their decisions based on real-world factors that exist before they begin.

In our course, we go fairly deep on brand issues because it's not something that a lot of sellers are truly outstanding at and it is something that you can control to safeguard your all important profit margin.

Gone are the days of just putting a new name on the same item that everyone else sells and trying to convince the consumer through sales copy and fancy photos that you're better.

Everyone is doing good photos and writing their listings well now!

You need to do more now.

You need to learn *real* branding skills which includes:

- Careful brand and product name selection
- Knowing who your buyer is within the niche that you will compete and have every aspect of your brand appeal to that particular slice of the market

- Thinking about every aspect of your packaging and unboxing experience but know if this is truly something that makes a difference with the product you're selling. Sometimes it really matters. Other times you are wasting money on an area of your product that nobody cares about and you're pricing yourself out of the market as a result. It is not a "one-size-fits-all" approach here.
- Create outstanding sales copy that speaks to your audience.
- Have outstanding photographs taken by a professional photographer, and try to be different! Photos are very important when selling anything online, not just on Amazon.

In addition to branding, in time you should look to tweak your products enough that you can be awarded some kind of patent on them - at least a design patent which is only a few hundred dollars and is fairly simple to get.

Had Riedel been awarded a design patent on their decanter (which I suspect they could have gotten early on), they would be the only one selling that exact shape of decanter to this day and nobody could have copied them.

All the sales would have been concentrated to them alone, with their massive margins, rather than them being destroyed by dozens of sellers willing to sell a similar product at margins I estimate today to be as low as 10%.

Honestly, I think the online world caught this 13 generation family business off guard and they got hammered.

Patenting is a whole blog post in itself and I don't want to get de-railed here.

What I will say is that I do not recommend that you hold off on getting a patentable product before you begin.

That is too big a hurdle when you first begin and it will stop most people from starting at all.

That's a later phase consideration.

I also know that a utility patent is very difficult to secure and it's overkill for selling on Amazon.

That being said, just know that branding, patenting and taking your time to make wise product and niche choices up front, based on what's already for sale on Amazon, are key to long term profit preservation.

If you find yourself in a market where you have:

- Lots of competition
- No real difference in your brand
- No real difference in your product

You're going to get copied (or be one of the copy cats like I was) and prices and margins will drop until the person who is prepared to accept the least profit, wins.

You do not want to be that person!

Sell more expensive stuff and know that China is your real competition!

The last points are about selling more expensive stuff and China.

I mentioned at the start of the article that I believe that selling higher ticket items is really critical these days.

Here's just one reason why.

In the example of my decanter, I disclosed that I spent about 5% of my top line revenue on Amazon advertising.

5% of that \$169 decanter was \$8.45 per sale.

This is where selling high ticket items give you a major advantage.

As I stated earlier, I had a gross margin of 83% before taking out Amazon commissions of 15% and advertising costs of about 5%.

Even if I more than halved my gross margin down to 40% that would have been 40% on \$169 which equals \$67.60.

Take out my 15% commission to Amazon (\$25.35) and my advertising cost (\$8.45/sale) and I still make \$33.80 profit per sale or 20% true net margin.

That's the power of starting with a higher price item!

I can spend the \$8.40 on advertising and I still make money.

Here's another way to demonstrated this point...

Remember how I said that clicks on Amazon cost about the same across the platform, regardless of the price of the item?

And remember that I said that the average click cost is 71c/click?

At \$8.45/sale (which is what I was spending on advertising over all), I was buying 11.9 clicks to get a sale.

That's a conversion rate of 8.4%.

I didn't know it at the time but the average conversion rate across all products on Amazon is 9.55%.

So my conversion rate was slightly worse than the average conversion rate across Amazon.

If I was selling a product for \$16.90 (1/10th of the price of my \$169 product) and I had to buy 11.9 clicks at 71c/click to make a sale (\$8.45), then exactly 50% of my top line revenue would be going to Amazon advertising alone and there's no way I would make money!!!

The fact that my product was simply more expensive gave me advertising budget to sell it profitably because the cost of the clicks and the conversion rates remain fairly similar irrespective of price on Amazon.

Hopefully I've made my point?

I know that's a lot of math, but trust me, re-reading this a few times until you fully get the math will be far less work, and far less painful, than spending months of your life launching an unprofitable product on Amazon!

But let me give you one last highly logical reason that I like to sell more expensive things on Amazon....

Here it is.

Less people want to do it.

You see, in most people's minds, selling higher priced items means more risk because they have to invest more money into inventory to get started...

But in my mind, I know that high-competition is the real risk to price (and margin).

Think about this, in China, about 9M people a year graduate from University meaning that tens of millions more are studying at various stages of their degrees.

I don't know the number but I'm guessing that millions of these young people are involved in side-hustles to help fund their schooling and get ahead in life.



- Crypto investing.
- Trading products on Baidu and Alibaba.
- Setting up websites and apps.
- Many are selling on Amazon!

In fact, as I write this, the fastest growing Amazon marketplace in the world is Amazon Australia where they reached \$1B in sales in just 4 years.

Already, almost 50% of the sellers on Amazon Australia are Chinese.

So what's my point?

My point is that these people (mostly) are looking to start as cheaply and as quickly as possible.

They want to buy something for \$1- \$5, that's small and light and easy, and then sell it for a multiple.

Everyone wants that therefore there's loads of people competing in niches that have those features.

Not many people are looking at buying things for \$30 - \$40 a unit and then selling them for \$150+ because they just don't have those funds available or they're not prepared to back themselves at that level.

Product Name	Price	Features
Feath-R-Lite Stand Up Paddle Board 10'x30"x6" Ultra-Light (16.7lbs) ISUP with Inflatable Paddleboard Accessories, Three Fins, Adjustable...	\$309.95 (Save \$30.00)	+4 colours/patterns
SereneLife Premium Inflatable Stand Up Paddle Board (6 Inches Thick) with SUP Accessories & Carry Bag Wide Stance, Bottom Fin for...	\$384.86	+6 colours/patterns
FAYEAN Stand Up Paddle Board 10'x28' x6" Round Board Include Hand Pump, Paddle, Backpack, Coil Leash, Carry Bag, Repair Kit and...	\$169.88	+1 colours/patterns
FAYEAN Inflatable Stand Up Paddle Board 10.5' x 33"x 6" Thick Round SUP ISUP Board Includes Pump, Paddle, Backpack, Coil Leash...	\$271.15 (Save \$20.00)	+1 colours/patterns

The niches with higher priced products is not only far less crowded from a seller point of view, but if you enter those niches, you have the budget to advertise which is the only way to get to page 1 on Amazon right away, where a Lion's share of the sales are.

Our most successful student, who does over USD \$20M a year in sales on Amazon, sells big, bulky, higher priced products that almost everyone else is afraid to sell.

Again, this is a whole blog post unto itself and there's more you need to know before you make this kind of decision, but hopefully this post has added some value and got you thinking.

I hope you enjoy it and thanks so much for reading this!

Adam Hudson
Co-Founder
Reliable Education

PS: This is what I bought with one month's profit from that very first product. Yes, it's a Bentley convertible and yes, I paid cash. This was a terrible investment but you have to treat yourself when you work hard and win. This was in 2014 while I was living in Los Angeles.

Here's to your dreams!!!

