

ASM Welcome Module: The Best Opportunity to Build a Real Business Today

This Lesson Covers:

1. Why This Is the Perfect Business Model
2. How the Business Works
3. Why Start with Amazon
4. What You Are *Really* Building Here

1. Why This Is the Perfect Business Model

- It can be started and operated from almost anywhere in the world—all you need is an Internet connection.
- It's a real business that focuses on time-proven business principles and strategies.
- Little to no technical experience is necessary
- It is easy to find affordable help for the parts of the business that you find challenging.
- It provides great cash flow, while simultaneously building a business asset that can eventually be sold for huge profits.
- It is perfectly situated to benefit from some of today's existing business trends (Amazon, ecommerce, fulfillment, etc.).

2. How This Business Works

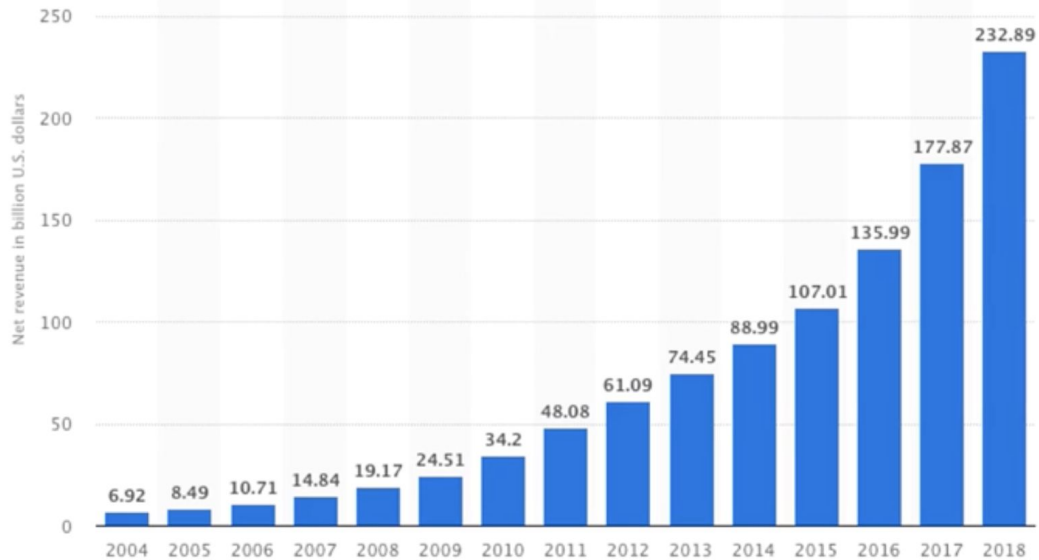
There are four basic components to the business:



1. You: Product selection and brand-building
2. Your supplier: Manufacturing and shipping to Amazon
3. Customer: Ordering the product
4. Amazon: Storing your products, collecting payments from customers, customer fulfillment, handling returns and customer service, sending payments to you, marketing via paid advertising, retargeting, and SEO

3. Why Amazon?

Annual net revenue of Amazon from 2004 to 2018 (in billion U.S. dollars)



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[About this statistic](#)

Source: Amazon

There are a number of reasons to work through Amazon, such as:

- Even though Amazon did \$232 billion in sales in 2018, ecommerce sales did approximately \$3 **trillion**, and is still growing 23% year over year.
- Amazon accounts for less than 5% of the overall market, and has lots of room to grow.
- Amazon has the largest fulfillment network in the world, with an estimated 200 fulfillment centers worldwide, and growing.

4. Are You Just Building an “Amazon” Business?

Amazon happens to be the easiest place to start a business, and scale up relatively quickly. However, what you are really building is a **brand**, which is so much more than just the product that you sell.

Your brand will become a valuable **asset** that produces revenue, profits, and the ability for a huge cash windfall, should you ever decide to sell it.

5. Building an Asset

Turning your business into an asset is a factor of three things:

1. Time
2. Money
3. Execution

These three things together determine how valuable your business asset becomes, and how quickly you get there. If you are lacking in one area, you can compensate through one of the other areas. How is that possible?

If, for example, you are starting with less money, you can compensate and still achieve the same results by working more hours, or executing better/more efficiently.

If you don't have the extra time, you could compensate by spending more money (on inventory, outsourcing, etc.), or executing better/more efficiently.

What does that mean for you? **It means that there is no excuse for not being able to succeed in this business!**

