



\$120k Amazon Launch From Scratch Case Study With Jeff Lieber Transcript

Ryan Moran [00:00:02]

This is the Road to \$1 Million. I'm Ryan Daniel Moran. Hey, friends and neighbors. Welcome back to the show. As some of you know, I reacquired my old business. It's called Sheer Strength Labs. It's the company that I started with \$600, sold for \$15 million, and then bought back for pennies on the dollar because the private equity group that bought it ran it into the ground.

Ryan Moran [00:00:24]

I'm really excited about this, but I'm also nervous because I've been out of the nuts and bolts game of what's working on Amazon and what works over here, and I'm really a big picture guy at this point. I cast visions, I raise capital, I create partnerships, which is the formula that we teach our students in the Capitalism Incubator.

Ryan Moran [00:00:43]

It's called the owner's model. It's how to keep you out of the weeds of the business. But since I'm getting my old company back, I also got to freshen up on some old skills. And so, I talked to my buddy Jeff Lieber, who is an Amazon guy through and through, and I was like, what's working right now? Give me a case study of something that's doing really well right now.

Ryan Moran [00:01:08]

Tell me about a brand you turned around, tell me about a brand that you got your hands dirty in, because he does this all day. His agency, Turnkey, works with Amazon brands and also Shopify brands and brings them onto Amazon and optimizes them there. And I was like, just show me what's working. Just give me a crash course.

Ryan Moran [00:01:27]

And so, Jeff was kind enough to record a podcast for those of you who are on Amazon or who are considering making that an emphasis, just like I'm doing with Sheer Strength Labs. And he went through some case studies and some things that are working right now, specifically on the Amazon platform, because it's changed since I was really active in the game.

Ryan Moran [00:01:48]

So, if you find value in this, there's a lot more that you can dive into, either at Turnkey, TurnkeyProductManagement.com, which is Jeff's company. They do a ton of free content over



there. Or inside of The One Percent, where we talk about building your audience and launching, which is going to give you a really strong advantage when you're on Amazon.

Ryan Moran [00:02:11]

Either one of those or both would be very helpful for you. But this episode is Jeff going through a case study and some things that are working right now specifically for Amazon. So, I hope you find value in this, and this is the guy that I call when I need advice. And if you want to work with him, you can go to his website, TurnkeyProductManagement.com and they do really good work over there. All right, let's go learn from Jeff.

Jeff Lieber [00:02:39]

Hey, my name is Jeff Lieber, and today I'm going to be sharing the story of an amazing female entrepreneur. She was listening to Ryan Moran's podcast, and Ryan was talking about Amazon and recommended that ... He recommended Turnkey for helping companies to grow on Amazon, and so she actually reached out to us, and we were fortunate enough to work with her and help her launch on Amazon for the first time ever.

Jeff Lieber [00:02:59]

She'd never sold her brand on Amazon before, and in the first 30 days of launching, we did over \$120,000 in that first launch month, and then here we are a year later, and she's still a client of ours, and we're doing over \$300,000 per month. One of our best case studies that we've had in a while.

Jeff Lieber [00:03:17]

When I told Ryan about this, when I was just having a phone chat with him, he said, you got to record a podcast on this and just highlight, what are the strategies and the tips that helped you guys get that success, so that hopefully you guys can walk away from this with some notes and some strategies to apply to your own business, and hopefully you guys can have your own growth in your business.

Jeff Lieber [00:03:38]

So, let's jump in. Right now, I know it's a crazy market. I'm recording this, it's June 29, 2022, and I'm sure you guys are all meeting it, right? It's a crazy market right now. We got inflation. We got rising interest rates. Stocks and crypto are tanking. We got all the supply chain issues, china delays, COVID, and there's just so much fear in the marketplace right now.

Jeff Lieber [00:04:01]



And so ... And it happens to our clients, too. A few of our clients literally, in the last four months, have completely run out of stock. Their suppliers are unable to get them new inventory, and they've had to pause their business or just temporarily cease operations, and so a lot of our clients are feeling that.

Jeff Lieber [00:04:21]

But I want to really highlight that the majority of our clients are still seeing a ton of success on Amazon, and so it's still possible and I strongly believe that Amazon, Shopify, they'll still be amazing channels to sell in the coming years if you do it the right way, and there's just so many success stories.

Jeff Lieber [00:04:38]

So, we've got another client that they launched onto Shark Tank and got aired on a Shark Tank episode. They didn't actually get a deal with one of the Sharks, but the publicity really helped propel them on Amazon, on their website, and we've seen a ton of success after that. A different brand has had a great success on TikTok. One video went viral, right? You never know when it might happen.

Jeff Lieber [00:05:01]

It went viral, and that opened the door, and now we're helping them work with lots of influencers on TikTok. And so, there's just so much opportunity out there if you go and hustle and find it, and I just want to try to encourage you guys that there's still so much opportunity out there. But today, I really want to focus on this case study.

Jeff Lieber [00:05:22]

It's a company in the pet products industry, and I'm going to share some of the tips of what's been working. So, let's jump in. So, a little bit of background. So, this client, they had already started their pet brand, so they had some products up and selling on Shopify, and that was their main channel and they had built an audience just like Ryan Moran teaches, and they just have never had the time or the resources or the team or the bandwidth to launch onto Amazon.

Jeff Lieber [00:05:52]

They knew that they would probably do pretty well if they could put the focus and time into it, but they just neglected it and neglected it. And so finally, Ryan was talking about the owner's model that he teaches, and that helped convince her to schedule a call with us, and we like to see if it's a good fit or not.



Jeff Lieber [00:06:12]

And she ended up signing up with our performance based pricing model, where it's more of a largely performance-based pricing. So, we jumped in there, and I'm going to share what we did for our launch plan in order to grow it to that next level. Now, most of the brands that come to us, they happen to already be on Amazon, and they've been selling for a little while or a long while, and they want to grow to that next level faster.

Jeff Lieber [00:06:38]

They need a team to help implement. But this client was in the rare case where they hadn't launched on Amazon. So, we're going to talk about what do we do for that launch? And if you're listening and you're already up and selling on Amazon, you can apply most or all these strategies to future products that you're going to launch, right? The same principles apply even if you're up and selling.

Jeff Lieber [00:06:59]

Okay, so let's jump in. So, step one was we got all of the image assets, all of the product assets from the client and the objective is we need to build the most well-optimized product listing and Amazon storefront that you've ever seen before we ever launch the listing for sale. Some people throw up product listings that are kind of half assed, right?

Jeff Lieber [00:07:25]

Because they're just like, oh, let's just throw it up and get some sales going, but it's not well done, and I highly recommend that you do not do that because that first month or two on Amazon is so critical for a new product, and it's kind of a honeymoon grace period with Amazon. So, you want to have a high converting listing from day one, and so we had to build all of that completely from scratch for our clients.

Jeff Lieber [00:07:48]

So, infographics from the images, right? With text overlay. Video, A+ content. Our copywriters wrote amazing sales copies for the products. Just everything needed to be polished. Keyword research, all that good stuff. Needed to be dialed in. And then also, before I forget, for people listening here to Ryan's podcast, what we wanted to do is we're going to randomly choose one person who's listening and actually takes action on this podcast, and we're going to give them, completely for free, we're going to completely overhaul and rebuild one of their Amazon product listings for them.

Jeff Lieber [00:08:26]



So, everything I just mentioned, right? Infographics, keyword research, sales copy, we're going to completely rebuild a product listing for you and it will be fun to see how much we can boost your conversion rate in sales just from doing that alone. And so, all you got to do is take action and go over to TurnkeyProductManagement.com/Ryan and we're going to give you, at that page, everyone that registers there, our free Amazon product listing checklist and a bunch of other really cool, awesome free resources that will help you to grow your business.

Jeff Lieber [00:08:56]

And so, we'll choose one of the people who entered in onto there on that link. So, go take action right now. Okay, so once we had a polished product listing fully built out and we knew that was good to go, the next phase, we were really planning out what's going to be roughly our 30 to 45 day launch plan, okay?

Jeff Lieber [00:09:17]

Step one is we look at the client and say, what are all your current assets that you have? What is your audience you have? So, this client, they already had pretty good sized email list, they had a pretty good social media following, and audience on different channels. And so, we customized the plan to that.

Jeff Lieber [00:09:37]

And so, we basically ... We started with email. We drafted multiple emails both before the launch ... This is very important. You want to spread this out and do it before the launch, maybe one to two weeks minimum before launch date when it's ... You're actually taking sales. That's when you want to start building up awareness of the product and whatever special promotions that you're going to be running for the launch, and then all the way through the first few weeks post launch.

Jeff Lieber [00:10:05]

But we're also sending additional emails and letting them know about the time sensitive launch sale and promotion that we're running. That's number one. Two, I kind of already mentioned it, was time sensitive coupons and discounts for those initial people to get that ... Give them a reason to buy in the first 30 days.

Jeff Lieber [00:10:26]

And then, we did a similar thing where we drafted out similar social media posts for all of our channels, and we scheduled all that out and got those posted. And again, it's just important to spread it out. A lot of people, they try to just launch everything on launch day and they announce it to the world the best that they can and they just kind of go big that one day, and



then they get a bunch of traffic, maybe get some sales, but then nothing on day two or day three.

Jeff Lieber [00:10:52]

But it's really important to spread it out over at least three to four weeks post launch because Amazon likes to see a consistent flow of incoming traffic, especially external traffic, with their algorithm. So, highly, highly recommend that. And then, the other big thing that I'll touch on later more in detail is we launched Amazon Pay Per Click and Amazon DSP advertising campaigns as soon as possible from the jump and had really, really good success there, which we'll give you some insights and tips there later.

Jeff Lieber [00:11:27]

So, anyways, that was largely what we did to launch for \$120,000 in the first 30 days of sales, and needless to say, the client was super, super stoked about that. So, now, here we are one year later and we still have her as a client and we're up over \$300,000 last month in sales just in that one month alone.

Jeff Lieber [00:11:49]

And so, I want to talk to you about what have we been doing over the last year that you can apply just to keep ... How do you get from \$120K and not just dip back down after the big launch, right? So, I'm going to talk about that. All right, so, number one is ranking strategy. So, we've been able to accomplish the goal of ranking for some of the top keyword research phrases.

Jeff Lieber [00:12:14]

We started more with long term ... Longer term keyword phrases and then we gradually got into the bigger keyword phrases using multiple ranking strategies like Search, Find, Buy and a few others in order to get successful rank on the organic search results. That was number one. Also, we've consistently launched additional products and we spread them out over time.

Jeff Lieber [00:12:37]

So, we really try to focus on one product at a time, do a proper launch, and then move onto what's the next one in the catalog. I think we've got four or five products right now in the queue of we're planning out to launch them in the coming months. So, always be trying to launch more products to your audience, ideally that serves the same customer, just as Ryan Moran always preaches.

Jeff Lieber [00:13:00]



Next are ... We actually were able to achieve ... So, the first product listing was zero reviews, obviously, from scratch. We were able to get them over 3000 product reviews in just one year. So, I know reviews are very hard to come by. They're harder today than they were three years ago, but I just want to show you what's possible if you do it the right way.

Jeff Lieber [00:13:24]

So, we installed multiple review generation strategies for the client. One of them was a product insert card with a warranty, get a whole email sign-up sequence from the customer. So, she's been able to build a huge list for the Amazon customers off of Amazon and get their emails, which has been really effective.

Jeff Lieber [00:13:48]

So, we recommend using at least four or five review generation strategies per product at a minimum in order to build reviews at a fast rate over time. And also, I didn't mention earlier, but at that same page we're going to give some of our top Amazon review generation strategies and just give them to you exactly how to do them at that same page.

Jeff Lieber [00:14:14]

So, if you go over to TurnkeyProductManagement.com/Ryan, we will give you those as part of the free resources that we're giving in that giveaway. Okay, so next, over the last year, we've run basically almost any holiday that we can think of that we think is remotely applicable, we run a sale, right?

Jeff Lieber [00:14:34]

We run holiday specific promotions, whether it's Mother's Day or Father's Day or National Pet Day, National Dog Day, anything we can think of. We always like to try to run promotions and coupon discounts around those holidays, giving people a time sensitive reason to buy. And then just continually tapping into her external assets that we talked about earlier.

Jeff Lieber [00:15:01]

It's not just a one time, hit it and be done. You got to keep pointing the fire hose occasionally back at Amazon from time to time to keep feeding the algorithm and feeding the ranking. So, we try to tap into that about once a month minimum, but sometimes it's even more in certain months. Next, we actually launched her into Canada as well.

Jeff Lieber [00:15:26]

So, once the US was pretty dialed in, then we moved onto Canada. We started just by using remote fulfillment with Canada, and then we launched PPC ads in Canada and DSP ads in



Canada, and so that's been really successful, and we're actually starting to look at additional countries for her as well.

Jeff Lieber [00:15:46]

Okay, so I told you I would cover some strategies related to the Amazon PPC and DSP ads, so let's jump into that. So, in the very first launch month where we launched ads, we did \$11,000 in ad spend and brought in about \$89,000 in advertising sales, just ad sales alone, directly tied to the ads. So, that was really, really good.

Jeff Lieber [00:16:14]

One of the things that we had to do was brand defense keyword campaigns, because quickly competitors were trying to jump on her brand name and when people would search for the brand, they would try to get the real estate near the top. And so, we had to do some brand defense campaigns and that was really successful to keep the competitors out and get a really, really low ACOs, which was awesome.

Jeff Lieber [00:16:40]

And then, so now ... So, that was the first month, and then now just looking back at last month, we did \$72,000 in ad spend and over \$250,000 in advertising sales, and that's just ad sales in that one month. So, we've been able to achieve really, really successful growth, consistent growth, while maintaining the clients profitability and ACOs targets, which obviously, at the end of the day is critical.

Jeff Lieber [00:17:08]

So, some of the campaigns that we ran were different types of targeting and campaign types. So, we did ... Always expanding what types of keywords that we're going after. We're always expanding, what are the competitors that we're advertising on their pages? And then also category targeting as well.

Jeff Lieber [00:17:27]

We've gotten into video ads, which are, again, I think, very, very underutilized and underused on Amazon. So, if you haven't tested video ads yet, make sure to do that, absolutely. Sponsored brand and sponsored display ads have been very successful for her brand. And then once you see what works, just scale what's working and scale back what's not.

Jeff Lieber [00:17:50]

It's pretty simple at the end of the day, and Amazon is always launching different types of new ad types, right? And so, it's really important to stay on top of that and test those new ad types



before everybody jumps in and does it. So, we did a ton of keyword research and keyword and ASIN harvesting campaigns, and then once we got all that great keyword research, we actually gave it to the client because they do website SEO and Google SEO, and Google Ads, and they were able to use our keyword research that we did and that's helped grow them off of Amazon as well.

Jeff Lieber [00:18:24]

So, a nice little perk there. The next critical piece of this client's success over the last year has been Amazon DSP advertising. For those that don't know, that stands for Demand Side Platform ads, and it's actually a completely different platform than Amazon seller central PPC ads. Amazon still owns it, but DSP is its own portal, it's its own separate thing, and it allows you to advertise across the web, both on and off of Amazon.

Jeff Lieber [00:18:55]

You can use all of Amazon's data for what people are searching for. There are so many different types of retargeting and windows and different ad types. So, it's a really powerful ad system and we actually do it for the majority of our clients. So, most brands that come to Turnkey, they've never ever had access to DSP or they've just never gotten around to testing DSP and it's a huge missed opportunity that I highly recommend.

Jeff Lieber [00:19:19]

And for most brands, it makes sense to at least try. So, if you want to try DSP on your own, you can go directly to Amazon and try to sign up for a DSP campaign test, but they have crazy, crazy high test ad budgets. Last I checked, it was \$35,000 over two months. But if you go to an agency like Turnkey, where we've gone through the whole Amazon vetting process and we've been trained on the DSP platform and we're now authorized to offer DSP for all of our clients, and so they don't give us a minimum budget because we do it for multiple clients.

Jeff Lieber [00:19:57]

And so, we're able to do a DSP ad test for as little as \$500 is all that we need to see if it's successful and worth pursuing further or scratch it in the rare case where it doesn't work out, and we just scratch it and cross DSP off the list. So, DSP is definitely worth testing for most brands. And we also offer DSP ... This is a carve out service here at Turnkey because it has become so popular and so successful.

Jeff Lieber [00:20:25]

So, for anyone who hasn't tried it, you can sign up for a call with us to see if it's a good fit for your brand at that page that I mentioned earlier on our website. Okay, so when we launched



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DSP ads last year, once we were eligible for audience retargeting, we just saw a ton of quick success. DSP has really helped increase the lifetime value of the customers.

Jeff Lieber [00:20:52]

It has increased subscribe and save rates a whole lot for the products that were eligible for that, and in the last year, we've increased DSP sales by 87% and had a 24% increase in ROAS. So, in the last month, we achieved a three X ROAS on our DSP ads alone. And yeah, I mean, three X is a really, really good rate of return, and our clients have been super happy with that.

Jeff Lieber [00:21:21]

All right, so, I know that was a lot of information. I just want to do a quick recap. You're probably a little bit overwhelmed because I listed a ton of different strategies, but I mean, we did all this stuff over the course of a year, so just take a breath and just realize that you don't need to do every last thing that I said today.

Jeff Lieber [00:21:40]

It depends on your bandwidth. It depends on the team that you have. And some of you, it's like, it's 80/20 where it's like, pick which one would make the biggest impact for your business and go take action on that and then table the rest for later. Put them on the to-dos for later. But if you have a good team and ... A good qualified team, then you can give them this podcast and they should be able to go implement the majority of this stuff.

Jeff Lieber [00:22:08]

So, if you have that, I highly recommend that and I hope that you let me know how it helps your business. But if you don't have the team or the time to maximize Amazon, then you may want to hire an expert company and just hand off either the whole thing or maybe just the ad side to a company like ours, or I'm sure there's other great companies out there as well, and that frees up your time, which, at the end of the day, if you're a business owner, that's your goal is to work above the business, right?

Jeff Lieber [00:22:36]

So, anyway, that was my last two cents, so I want to make sure that we add as much value as possible for Ryan's amazing podcast listeners, and so if you head over to TurnkeyProductManagement.com/Ryan, there you can book a free Amazon call with one of our experts and that's where you can get all the best resources that we can give you for free that I talked about earlier.

Jeff Lieber [00:22:59]



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You can get our training on how to grow to over seven figures on Amazon, get our Amazon Listing Optimization Checklist completely for free, a revenue analysis, and many other strategies and cool resources that will help you grow. And then again, we're going to randomly choose one person who registered for that and signed up for those benefits.

Jeff Lieber [00:23:21]

We're going to randomly choose one person and completely overhaul one of their Amazon product listings and rebuild it from scratch for them and try to see how much we can boost their conversion rate and sales. So, just another little reason to go take action for you. So, go over to TurnkeyProductManagement.com/Ryan. And I want to say thank you so much for taking the time to listen until the end of this episode. I hope you got a ton of value, and I'm wishing you all the best. Thanks.

Chris Van Loan [00:23:47]

And now a quick word from Jared, one of our members in The One Percent.

Jared Springer [00:23:51]

I was bankrupt and crippled to making a million dollars in a year, and then I grew that business and kept growing it, so my whole world changed financially very quickly. It was amazing how fast it was able to transition and turn once things got rolling. Ryan and Capitalism.com pretty much taught me everything I knew about ecommerce, and specifically branding was the biggest thing that I think Capitalism really does well.

Jared Springer [00:24:22]

And they focus on teaching their students about building a brand and just teaching business to people. Everything he teaches is stuff that he's done. It's not from theory that you're going to learn, it's all stuff that he's done. So, I think the biggest thing that Capitalism.com helps you with is that you're getting to learn from somebody who's done the exact thing that you want to do, which is the most important thing in the world.

Jared Springer [00:24:45]

That's how you fast track your results. So, if you want the fast lane and to get your results really quickly, you go to Capitalism.com and you have them show you what to do so you don't make all the mistakes and you get there really quickly. And it was the best money I ever spent because I went from bankrupt and crippled and all this other stuff to a million dollars a year business in one year, which is exactly what he teaches.

Jared Springer [00:25:06]



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And I was like, holy crap, this stuff works. So, it was a very healthy exit and was able to let me focus on many other things in my life and not have to worry about that stuff anymore.

Ryan Moran [00:25:19]

If you found value in this podcast and you're ready to go deeper, here are three resources where we can help you. One, you can grab my book, 12 Months to \$1 Million on Audible or Amazon. It has over 1000 reviews and it's the playbook to building a seven figure business. Second, you can join our community of entrepreneurs who are following a plan to build a 1% net worth by building businesses and investing the profits.

Ryan Moran [00:25:43]

You can get plugged in at Capitalism.com/1. And third, if you're looking to go deeper and build a seven figure business that you can sell, you can work closely with us inside the Capitalism Incubator. You can get on the waiting list and find out what we do over at Capitalism.com/inc. That's Capitalism.com/inc.