

# PRODUCT BUNDLING FOR AMAZON SELLERS

**Bundling** is the best way to go around the already tiresome competition with too many sellers on Amazon, to try and offer something more unique, and simply, to increase your margins and create more profit by selling more products. Sounds so simple, right?

**So, let's break it down.** Let me tell you what bundling isn't first. Bundling isn't the same as selling multipacks. In other words, if you have 5 vanilla candles or 5 candles of different fragrances you don't have a [product bundle](#), what you have here is a multipack but both are excellent options.

**There are a few types you might consider, such as:**

1. Mixed bundling - here, you offer products that can be sold both in a bundle or as a standalone items. Used well if you have a specific product line.
2. Cross industry bundling - you are offering products from more than one company, but these products still have to complement each other
3. New or lesser product bundling - you are offering a combination of newer or less successful products with other, more popular products, to boost sales

**It's a great tactic** to increase sales and also, if done properly, gets you the Buy Box. Say no more, right? One of the best reasons to bundle is to eliminate competition. How?

You create your own unique listing. Bundles are tricky to copy, and because of this, you have less competition. You can re-use your own inventory, creating more product options, giving you a 10 to 1, offering opportunity over your competition, dominating your category.

If you are a newbie, [bundles](#) are a great way to build equity and to see which items get sold the fastest. This, of course, leads to increased payoffs, especially if you private label and before you know it, your business will be blossoming.

# YOU HAVE 2 OPTIONS FOR CREATING BUNDLES



## STEPS TO CREATING BUNDLES

1. Product must be highly complementary
2. No media bundles; books, DVD's, video games, etc.
3. Include the word BUNDLE & number of items in product title
4. First bullet & description must state the product is a bundle, X number of items & item names.
5. Main product image (Hero) must have all items in the bundle only via Amazon's TOS
6. GET ORGANIZED by placing your bundled items into a spread sheet. Each column should identify the following.
  1. Identify the items you want in each of your bundles. Are they stand alone listings or child variations?
  2. Add a personalized SKU and your new UPC code for each bundle
  3. Create the bundle title, bullets and description
  4. Create your HERO image of bundled items for each new listing
  5. Now copy and paste your prepared info into seller central ADD PRODUCT or in your category specific FLAT FILE to create your new listings & UPLOAD.
7. Now you have more hooks to catch more customers & dominate your category with 2x, 4x, 100x product listings

## What is the fastest way to creating bundles with out having to BUY MORE inventory?

**Sell bundles without any need to buy more products by re-using what you already have in FBA or with out having to physically bundle products – saving you time, money, and risk (especially for products that expire)!**

- Use your FBA products to boost your Amazon store's search-ability so **more customers find you & your offers**
- Use our fulfilment tool to automatically send the items purchased in the bundle from, your FBA inventory
- **Increase brand recognition** within your product categories with **2x, 4x, 10x the listings of bundled items**

If you're selling only a few products a day, you definitely should look at this strategy – especially if you have stale inventory. Our inside training and support will help guide you.

If you're selling hundreds of products, you're sitting on a gold mine of untapped revenue potential!

The [Virtual Bundler](#) allows you to **create every possible combination of product bundles** using your existing inventory. You can make bundles with multiples of one product or a combination of different products.

## 4 STEP SET-UP

### 1. ADD NEW BUNDLED PRODUCTS

(like any other new product, enter new UPC etc... by form or Amazon Flat-file)

### 2. MAKE NEW PRODUCT A VARIATION OR STAND-ALONE

(you have no limits now on Parent/Child variations, Multi-Packs, Mix & Match Packs)

### 3. AFTER YOU SET-UP YOUR BUNDLES AT AMAZON...

**YOU SET-UP FULFILLMENT USING "VIRTUAL BUNDLER" SOFTWARE.**

(platform includes video set-up instructions -OR- your agent/consultant can assist)

### 4. AS ORDERS COME IN, "VIRTUAL BUNDLER" WILL REDIRECT FULFILLMENT PROMPTLY SO THAT AMAZON SHIPS ALL ITEMS IN YOUR BUNDLES.

(NOTE: Amazon typically ships same day, but they do not enter TRACKING NUMBER until day 2 or 3)

# WHAT YOUR BUNDLING OPPORTUNITIES CAN LOOK LIKE WHEN DONE RIGHT!

## EXAMPLE 1

10 BUNDLES  
2 Products

1 PER WEEK

40 BUNDLES MO.

\$20 PER PRODUCT

Make \$ 1,600 month (2 units per bundle)

Make \$ 2,400 month (3 units per bundle)

Make \$ 3,200 month (4 units per bundle)

• Bundles typically contain 2 to 4 units (sometimes 2 to 10+)

## EXAMPLE 2

30 BUNDLES  
2 or 3 Products

1 PER WEEK

120 BUNDLES MO.

\$10 PER PRODUCT

Make \$ 2,400 month (2 units per bundle)

Make \$ 3,600 month (3 units per bundle)

Make \$ 4,800 month (4 units per bundle)

• Bundles typically contain 2 to 4 units (sometimes 2 to 10+)

## EXAMPLE 3

100 BUNDLES  
4 to 6 Products

1 PER MONTH

100 BUNDLES MO.

\$20 PER PRODUCT

Make \$ 4,000 month (2 units per bundle)

Make \$ 6,000 month (3 units per bundle)

Make \$ 8,000 month (4 units per bundle)

• Bundles typically contain 2 to 4 units (sometimes 2 to 10+)

## EXAMPLE 4

30 BUNDLES  
3 to 4 Products

1 PER DAY

900 BUNDLES MO.

\$5 PER PRODUCT

Make \$ 9,000 month (2 units per bundle)

Make \$13,500 month (3 units per bundle)

Make \$18,000 month (4 units per bundle)

• Bundles typically contain 2 to 4 units (sometimes 2 to 10+)

## EXAMPLE 5

30 BUNDLES  
3 to 4 Products

1 PER DAY

900 BUNDLES MO.

\$20 PER PRODUCT

Make \$36,000 month (2 units per bundle)

Make \$54,500 month (3 units per bundle)

Make \$72,000 month (4 units per bundle)

• Bundles typically contain 2 to 4 units (sometimes 2 to 10+)

EarningsDisclaimer

## WANT TO SEE THE TOOL WE USE WITH ALL OUR CLIENTS?

Sell bundles with out any need to physically bundle products in house - saving you time, money and risk

- Scale your product offerings with out buying more inventory.
- Boost your Amazon store's search ability so more customers find your products.
- Revitalize your product listings & turn your stale inventory into cash cows.
- Increase brand recognition within your product categories.
- Get hands on custom created strategies, for your business with the support team

[Click here NOW:  
Virtual Bundler](#)

Questions? [Call Me](#), Send an email to: [info@amazauthority.com](mailto:info@amazauthority.com) Or reach out to us at [www.facebook.com/AmazonWithAshley](https://www.facebook.com/AmazonWithAshley)