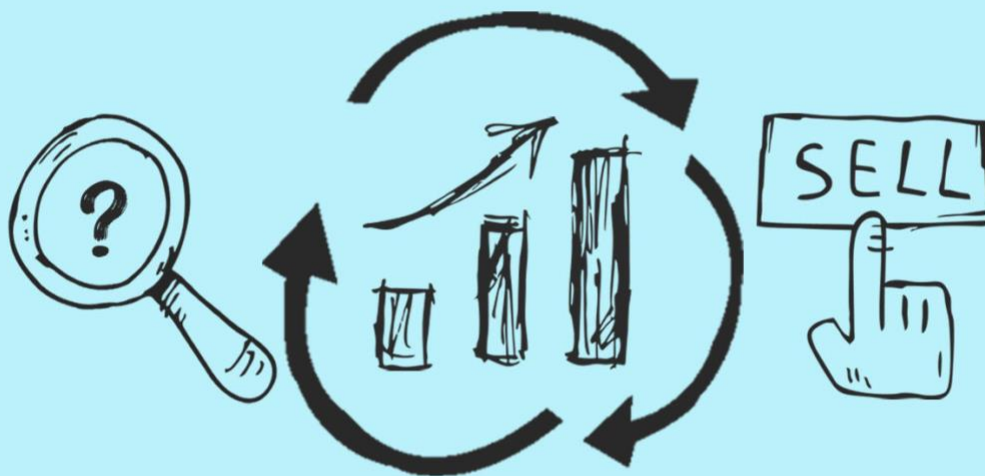


THE RESELLER'S GUIDE TO **REPLENISHABLES**



**FIND PROFITABLE
AMAZON INVENTORY
TO SELL AGAIN AND AGAIN**

**STEPHEN & REBECCA
SMOTHERMAN**

The Reseller's Guide to Replenishables: Find Profitable Amazon Inventory to Sell Again and Again

Stephen and Rebecca Smotherman

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Chapter 1 – Introduction to Replens

Welcome to *The Reseller's Guide to Replenishables*! We're so glad you are here and ready to learn. Selling replenishable items on Amazon can be a goldmine — finding items that you can buy again and again so that you can sell them again and again, think of all the profits!

In this course you will learn the **power of buying and selling replenishable items** (or replens) via Amazon FBA and how you can add them to your current business model to take your FBA profits up a notch or two.

How We Discovered the Power of Replens

Before we get much further, let me (Stephen) introduce you to my story of selling replens on Amazon. In 2011 I was a newly divorced, newly unemployed single dad of four young boys. You can see how small they were at the time in this picture, although now they are huge. At that time I was struggling to make ends meet and find a way to support my family without having to put my boys in daycare. I tried selling full-time on eBay, but it was a ton of work for not enough profit.



As I was researching how to improve my eBay business, I learned about Amazon FBA and was quickly hooked on this selling platform. **I began selling full-time via Amazon and was soon able to make a full-time living at it.**

In those early days I was primarily sourcing at garage sales, thrift stores, and retail clearance sales. The items I was buying to resell would be considered “low hanging fruit.” Almost anyone can walk into one of these locations with a smart phone, scan the barcode, and find items to resell. This is how a lot of people get started reselling on Amazon — maybe this is even how you got started reselling. It can be a good, low risk way to break into the reselling business and learn how the Amazon FBA platform works. **The problem with focusing on selling low hanging fruit on Amazon is that it's not sustainable for the long term.**

Fast forward to 2013, I met and married Rebecca, and she soon became interested in joining me in the Amazon business. By 2014, she and I both realized the current state of our FBA business was just not sustainable. Constantly driving to garage sales, thrift stores, and retail clearance sales was taking a tremendous amount of time and effort for us to keep up on a weekly basis. Sure, we could find great products to source at a low buy cost and then sell for a high return on investment (ROI), but the amount of effort to continually find new products to source was too high for us to be able to sustain or scale our business to a comfortable level of growth.



We came to a realization. **We needed to find inventory items we could buy again and again to resell on Amazon.**

Finding replenishable items would save us time, effort, mental energy, and money. Now, at the time we didn't really know they were called "replens." We just knew that the concept sounded great, and we had conversations with each other where we discussed, *"Wouldn't it be nice to just send in the same items to FBA over and over again, so we don't have to keep driving around looking for more inventory to sell?"*

And then in 2015, I accidentally discovered my first replen.

Discovering My First Big Replen

One day I was out at WalMart, sourcing on the clearance aisles as I was known to do regularly at that time. The entire aisle stretched out before me, and one by one I scanned the barcodes of items to see which ones might be good to resell. **Along the way I came across this Clubhouse Fun Mickey Mouse plush toy, seen pictured here.** I scanned the barcode on my phone and saw that the Amazon selling price was high — but when I scanned the barcode on the price checker at WalMart, I noticed it was regular price, not on clearance. Bummer. Someone had moved the item from the regular toy aisle at WalMart and randomly left it on the shelf of the clearance aisle.



But wait! A second glance showed the regular price at WalMart was still low enough for me to make a good profit selling it on Amazon. Score!

I headed away from the clearance aisle and found the Mickey Mouse plush on the regular toy aisle. In total that day at that store I found 7 or 8 more of the item and was able to clear them all off the shelf into my shopping cart. **From that day forward, I would look for that Mickey Mouse plush anytime I was in WalMart, and I would buy as many at a time as were available.** We bought and resold that toy for years and made particularly great profits off it when Q4 would roll around.

As a funny side note, this particular toy talks, so I would have to test every single one of them in the toy aisle, to make sure they worked before I loaded them into my shopping cart. I got used to the weird looks I would get from other WalMart shoppers when my basket full of talking Mickeys all were chattering at the same time! Each time I got to the last toy to test, I would let Mickey finish singing the song all the way through, *"Hot dog, hot dog, hot diggity dog!"* That song summed up how I felt about finding that replen. **Hot diggity dog, I found a great item to sell over and over again for great profits on Amazon!**

You can see in this picture, in those days my family even stopped at WalMarts on the road home from our Thanksgiving trip so that we could buy this Mickey Mouse toy and others. We loaded up the back of our minivan with inventory as much as our kids could stand it. You can see my son Drew smiling and happy in the backseat, and you can see Rebecca glaring at me like, "Stop taking pictures, we still have two hours to drive to get home."



In the next picture you can see Drew with all the Mickey plushes after we got home, before he helped me poly bag them. This picture was obviously taken years ago because this kid is now as tall as I am! **All told, we sold hundreds and hundreds of this toy after I found that first one by accident.** Years later we still have one of those Clubhouse Fun Mickey toys at our house. Our youngest son really loved it and wanted one, so we let him keep it. Now it's a great memory every time we see it around the house, the toy that accidentally became our first big replen item to sell on Amazon FBA.



How Replens Transformed My Success

That Mickey plush was the first of countless replens we added to our FBA business. **After we began adding a steady stream of replens, we were able to stop sourcing at garage sales and thrift stores.** Even though we enjoyed the high ROI from inventory found at garage sales and thrift stores, we couldn't go back to them to restock on those same items. It was no longer the best way to focus our time and energy in order to scale our business.

We also stopped sourcing clearance items as a regular part of our FBA sourcing. I (Stephen) still shop the clearance aisles when I have extra time or in the lead up to Q4, but in general it's just not the best use of our time to shop for clearance items that will be one-offs or limited in number.

Instead, we focus our time, energy, and money on sourcing for inventory we know we can buy and sell again and again. This is how we make a full-time income selling via Amazon FBA. We can find these replens through a number of different methods:



- Retail arbitrage (RA)
- Online arbitrage (OA)
- Wholesale

Throughout this course we will focus on these three methods of sourcing, and we will show you how you can use each of them to find replens for your Amazon FBA business.

What You Need Right Now

You're going to need a few things to get started sourcing for replens to resell via Amazon FBA:

- An Amazon seller account
- A smartphone and/or access to a computer and internet
- A commitment to focusing on learning replens
- Basic knowledge of how to sell on Amazon

We will cover sourcing for replens in detail, and we will cover some of the general aspects of running an FBA business as it pertains to selling replens. But if you don't have a foundational knowledge of selling on Amazon via FBA, you should check out this resource:

[JumpStart Amazon: Build a Successful Amazon FBA Business](#) by Stephen Smotherman – *JumpStart Amazon*, the definitive course about selling via Amazon FBA, is a combination ebook (200+ pages) and video course (10+ hours) that walks you through, step-by-step, how to set up and run a successful Amazon business. The content in the ebook and videos are the same, so you can choose how you would most like to consume the content (read or watch). From creating your Amazon account and structuring your home-based business to finding profitable products and maximizing your profits, this course will show you how to not just start your Amazon business but also set yourself up for long-term success. Use the coupon code **SUCCESS** for \$50 off [JumpStart Amazon](#) today.



Disclaimer

While the purpose of this book is to teach you how to find replenishable inventory for your Amazon FBA business, we know that each person reading this book will have results that are their own. The contents of this book are based on our opinions and experiences and are not a guarantee that the reader will be able to replicate the results from the formulas contained in this book. Amazon's rules and procedures are often updated, so be sure to familiarize yourself with the Amazon guidelines for the most recent information.

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Get Started Now!

We want to encourage you not to just watch the course videos or read this ebook and think you can just absorb it and somehow see the results. It's going to take more than that from you. It's going to take a commitment to focus on this material and then put it into practice in your own business.

Let's learn how to find replens!

Chapter 2 – What is a Replen?

In this chapter we're going to answer the big question: What is a replen? We're going to start off with a 40,000 foot overview of what a replen is, so that later on in the course we can zoom in and look in more detail at the specifics of replens and how to find them.

Replen Definition

By now you probably realize that the word "replen" is short for "replenishable." Here's a good dictionary definition of the word "replenish":

To make full or complete again by supplying what has been used up or is lacking.

So for instance, if you have a glass of water and you get thirsty and drink it all, you would then need to replenish the water in your glass by pouring more from a pitcher or the refrigerator or the tap.

Another good dictionary definition is this:

To nourish or make full again.

An example here would be if you get hungry, you need to nourish your body and fill up your stomach with food so that you have what you need to be full again.

One last dictionary definition of "replenish":

To fill or make complete again; add a new stock or supply to.

This last definition leads directly into the concept of replens in the Amazon FBA reselling world. In the FBA world, a replen is an inventory item you can easily restock before your item's stock level is depleted. Once you find a replen to sell, you can keep buying it over and over and never run out of stock on Amazon to sell.

A Replen Can Be Anything

These items can be anything within the Amazon catalog — a popular brand of lotion, a toy, a box of cereal. It could even be an item of clothing or footwear.

For our Amazon FBA business last year, each of our topselling items was a replenishable item, and two of those top items were shoes. Rebecca found a great source where she could buy these two styles of shoes over and over again and sell them fast enough that it was sometimes hard to even keep them in stock.

Literally any item in any category on Amazon can be a replen. You can find replens that are any shape, size, or weight of item — they can be small and light or they can be oversized. A few years back we even had a replen in the Books category; we sold dozens of units for that one ASIN.

Replens are only limited by the ability to find the right source for them to keep them in stock. That's the key right there, finding the right source. But the good news is that you can use multiple sourcing methods to find replens: RA, OA, or wholesale sourcing.

Don't get stuck in imagining only certain types of items as replens. A replen doesn't have to be in a certain category or fit within a certain size and weight limit. Truly the only limits to which items can become your next big replen seller on Amazon are the limits of your imagination and your work and creativity at sourcing those items.

Why Focus on Replens?

In case you aren't sold yet on the idea of buying and selling replens on Amazon, let's talk for a moment about why we think focusing on replens can transform your FBA business.

The first big reason is that you **no longer have to depend on finding one-off items** over and over to resell. Some one-offs can have great ROI and be fairly easy to source. You might find a plush Disney Pluto toy on clearance and make a quick \$5, or you might find a box of Rice Krispies Treats on sale to make \$10 profit, or you might even make \$20-40 on a pair of clearance shoes. But what happens after the clearance shelf is cleared off? That's the point of clearance, to clear out the inventory. What happens when those Rice Krispies Treats go back to regular price at your source location? You can't continue to buy these items to resell on a regular basis.



The gold in this business is when you find a way to buy that Disney Pluto plush on a regular basis, so that \$5 is coming into your disbursements over and over. If you can find a source for a popular snack that doesn't require you finding it on sale in order to make profits off the resale value, you can earn that \$10 times 10 or 20 every month or every week. **You can go deep on buying multiples of items** and earn the same amount of profits off one or two ASINs as you previously were earning off 10 or 20 ASINs in your Amazon inventory. In this way, you can spend less of your time and mental energy (and sometimes even money) to **earn even more profits** than when you were depending on one-offs. In fact, one of the best ways you can conserve your time and energy through replens is by **how easy it is to outsource** when your FBA business model is set up this way (don't worry, we'll get into the details of how to make all this happen later in the course).

Another great reason to focus on replens is that it builds a **more predictable cash flow** into your business. You have the power of reordering on a regular basis working for you now, rather than the unpredictability of having to go out and hunt for treasure in order to generate revenue. Over time this predictability in cash flow and increased profits will **grow the stability of your business**. In the long term you want a business that churns out profits on a regular basis without the question of where the next round of inventory will come from in order to generate that profit. We truly believe the **long term success** of an FBA business increases exponentially when you can shift your mindset and your business model towards depending on replens for your inventory.

Conclusion

For the past several years our FBA business has increasingly seen replens generate our biggest sales. All of our top-selling items come from replen items and from suppliers we can dependably source at over and over again.

This increase in replens came when we made this mindset shift about selling via Amazon FBA: **Almost every item you can sell on Amazon has the potential to be a replen, as long as you can restock it. It's that simple.**

But one aspect of making that mindset shift towards replens is understanding which items from which sourcing methods are **not replens**, and we'll get into that topic in the next chapter.

Chapter 3 – What is Not a Replen?

Now that we've covered the basics of what can be considered a replen, let's take a look at another question that will guide you in expanding your Amazon FBA business into a full-time income generating machine:

What is *not* a replen?

Knowing the answer to this question helps you eliminate certain sources and suppliers when you are scouting for Amazon FBA inventory, and it helps you know which items to pass up because they won't bring you consistent profits over and over again. If you can narrow down your scouting so that you're not focusing on unproductive sources, suppliers, and types of inventory items, you will be able to save money and time — as well as make more profits at your FBA business!

Definitely Not a Replen

Some items and sources are pretty clear. There's no debate. They **do not** fit in the replen category and you shouldn't spend your time looking at them if you're wanting to scout for Amazon FBA inventory that you can buy again and again to resell.

Garage sale items — You can't source the same items from garage sales over and over, so the inventory from garage sales is never considered replenishable. You can't go back to someone's house a month after their garage sale, knock on the door, and say, "Hey, do you have any more units of that video game for me to buy?"

Thrift store items — Thrift stores don't restock the same items over and over from reliable sources, so you're not going to be able to go back to a thrift store and find the same item to resell that you found last week.

Estate sale items — Same concept here. Once an estate sale is over, it's over. You can't go back and find more units of an item to resell.

Closeout inventory — The definition of a "closeout" is that a store is closing an item out of their books. They are removing the item from stock, and they won't be offering it for sale in the future. If you can't find it again in the future, that item is not a replen.

Liquidation sales/pallets — Liquidation sales or pallets become available for sale at a steep discount for various reasons, but they typically aren't consistent in any way. They aren't available on a consistent basis, and the items available in the sales or on the pallets



aren't consistent in quality or in the types of items. Aside from the fact that these items aren't replenishable, we generally don't recommend sourcing from liquidation pallets because of the risk involved in buying inventory sight-unseen and without a line-item invoice. These items are often store returns or damaged items, and you don't want to waste your money buying it or put your Amazon selling account at risk by trying to resell it.

You'll probably notice something each of these sources have in common. They are one-time opportunities. You have one chance to buy up that inventory and sell it on Amazon. Don't get me wrong — in the right circumstances, this type of inventory can make you a lot of ROI. But if it's not something you can buy over and over again to resell, it's not a replen. If you can't restock it in the future, it's definitely not a replen.

If you want long-term success at Amazon FBA, your time, money, and efforts are better spent sourcing at locations other than the ones listed above. **You want to invest in opportunities to restock inventory on a consistent basis.**

Usually Not a Replen

Now that you know items and sources that are definitely not replens, let's take a look at some items that may or may not give you an opportunity for restocking as a replen. These are locations and types of items that typically aren't replenishable, but we've been known to find a rare gem of a replen at them from time to time.

Retail clearance aisles — Clearance sales are similar to closeouts in that stores are usually clearancing the items with the plan to not restock them again in the future, or at least not at that same low clearance price that will give you great profits for resale on Amazon. But it's not always 100% the case that you won't find an item on the clearance aisle that you can buy to restock your FBA inventory, at least for a short period of time. If you live in a location where you have multiple branches of a brick-and-mortar retail chain available to you, you might find an item on clearance at one location and then drive to other locations to restock your inventory. Typically this process will only last for a short period of time until you've exhausted all of the stock available in your area, so this wouldn't be considered a true long-term replen item.

Online clearance section — The same principles apply to online retailers as apply to brick-and-mortar retail stores. You might find an item on clearance for a period of time that you can place multiple orders of and go deep in stock on Amazon. But that online clearance sale isn't going to last forever, and eventually your source will dry up and no longer allow you to replenish your Amazon stock.

Items from second chance stores — Stores like TJ Maxx, Marshalls, and Tuesday Morning can have great inventory to buy and resell on Amazon. The catch with their inventory, however,



is that they typically aren't buying directly from a supplier that will restock their inventory when it sells out. These second chance stores are buying in bulk from other retail stores that are clearing their shelves and making room for new inventory. Customers then get a "second chance" at buying that inventory at a reduced price from stores like Tuesday Morning. If you come across a great find at one of these stores, you might have a similar situation like we discussed for retail clearance aisles, where you can buy up that inventory from multiple branches of the chain in your area. But once that inventory is gone, it's gone. It can be a good short-term opportunity to go deep on an item, but you won't be able to buy that item as a replen in the long-term.

Items that are new on Amazon — If an item has only recently had a product page created on Amazon and has a short history of sales, you should be wary of considering that item a replen. It could turn out to be a great item to replenish over the long term, but until there's more sales history on Amazon, there's just no way to know. We're going to talk more later in this course about how to analyze the sales rank and pricing history of an item to make sure it will be a good replen, but for now just know that if there isn't a solid history to analyze, you just can't make a solid decision on the replen value of an item.

Conclusion

The main takeaway from this chapter is simple: **Anything you won't be able to easily restock again will likely not be a replen for you.**

If you want to experience the power of replenishing items in your Amazon inventory and seeing the profits come rolling in on a regular basis, you will want to avoid sources and items that fall under the categories above. We're not saying there isn't money to be made from those sources. But if you want to streamline your buying process and scale your FBA business, your time, money, and efforts will be much more productive for you if you focus on sources other than the ones discussed in this chapter.

Chapter 4 – The Tools of a Replen Buyer

Every type of work requires special tools to do the best job possible. A chef needs their favorite wok, a writer needs the perfect pen and notebook, and a carpenter needs a hammer and tape measure.

The same goes for an online reseller. **In your Amazon FBA business, if you want to sell replens, you need the right tools.** In this chapter we're going to discuss the tools you will need for finding and selling replens on Amazon, tools that will help you with everything from finding replens to knowing how deep to go in your purchases to tracking the replens for repeat purchases.

We'll break down this chapter into two main sections: tools for retail arbitrage (RA) and tools for online arbitrage (OA) and wholesale. Both sections will include suggestions for tools that are free to use and tools that require a paid subscription or purchase.

Retail Arbitrage Replen Tools

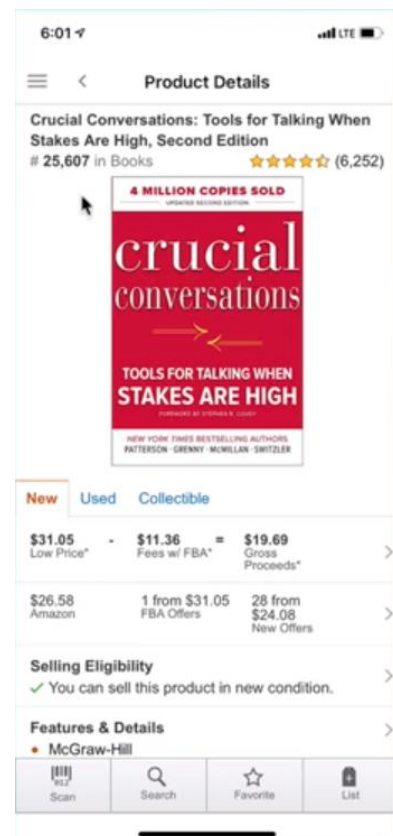
1. Amazon Seller app (free)

The Amazon Seller app is available and free to use by anyone with an Amazon selling account, and it can be very useful in finding out information about an item within the Amazon catalog. You use the camera of your phone to scan an item's barcode, and it pulls up the item within the Seller app. Check out this photo of a book listing within the Seller app.

You can see the following types of information on the Amazon Seller app:

- the item's title
- the sales rank
- the number of reviews
- the current low price
- the FBA fees
- the gross proceeds if the item sells at that low price
- your selling eligibility

Beyond this basic information, the Seller app doesn't tell us a whole lot of info about whether this item might be a good replen. You can see the sales rank, and if you have an idea of how sales rank works for that particular Amazon category, you can sort of estimate how well that item might be selling at the current moment — but that sales rank is just one



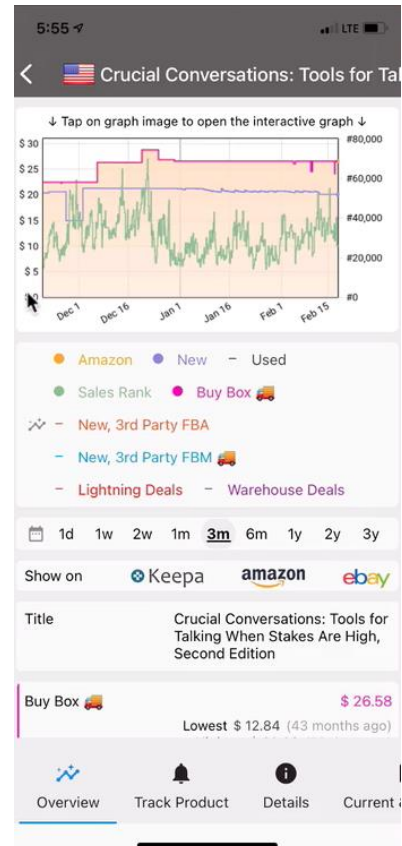
snapshot in time, and it's hard to tell from just that one number how consistently the item might be selling. For more robust information on how an item might sell on Amazon over time, you really need a program called Keepa.

2. Keepa app (free and paid)

The [Keepa program](#) is indispensable for sourcing, whether you're sourcing via RA, OA, or wholesale methods. When you're out doing RA in retail stores, you can use the Keepa app to access info to help you make smart sourcing decisions. The app itself is free to download, and it provides some free information to use in your FBA sourcing, while a paid subscription gives you even more useful info that is well worth the price of the subscription. **In fact, we believe the paid portion of the info from Keepa is what will allow you to consistently source replens for your FBA business.**

We'll go into more details in a future chapter about how to read Keepa graphs and discover replens, but for now check out this photo of a Keepa graph for the same item we were looking at earlier on the Seller app.

At the top of the photo is the Keepa graph, with the **pricing history and sales rank history** on one axis and the date on another axis. In this way, you can see lines that indicate changes in pricing history and sales rank history over time, as well as whether or not Amazon has been in stock on that item during the time period. Note that just below the graph is a key to show you what each of the colors and lines in the graph means.



Now, you need to be aware that **the free info you get from Keepa is the pricing data, while the paid info involves the sales rank data.** Both pieces of information are important in making buying decisions. You need to make sure the pricing history is consistent so that you don't buy something expecting a high selling price, only to see the price "tank" shortly afterwards. But that sales rank history is even more crucial when it comes to finding a replen to sell on Amazon. **You need to know that an item gets consistent sales at a consistent price over a period time.** If it doesn't sell consistently, it's not going to make a good replen.

Another thing to keep in mind about the Keepa app for Android and Apple phones is that the app is a lot newer than the program itself. Keepa has been around in its desktop version and Chrome extension for much longer, and those versions tend to function more consistently than the app version, which can sometimes be glitchy. It's a problem the creators are working to fix, and the info from Keepa is well worth the subscription — just know that the app isn't always the most efficient way to access that information.

If you're interested in finding out more about the Keepa program, be sure to visit fulltimefba.com/keepa and learn how to get signed up.

3. Scoutify sourcing app (paid)

While the Keepa app might not work seamlessly at times and the Amazon Seller app might not provide all the info you need to make a smart RA sourcing decision, **the Scoutify app combines the best of all the info you're looking for in your RA sourcing.** Scoutify is a paid tool; the app comes bundled with a monthly subscription to the InventoryLab program.

[InventoryLab](#) is an inventory management program that allows you to set up shipments to Amazon, track your inventory, calculate profit and loss, and so much more. It's an awesome solution for both inventory management and accounting — and even better, it comes bundled with Scoutify to offer you a great sourcing solution as well.

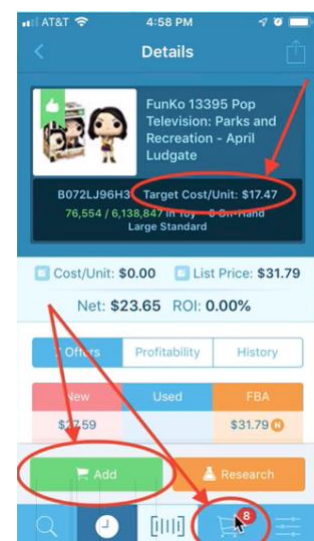
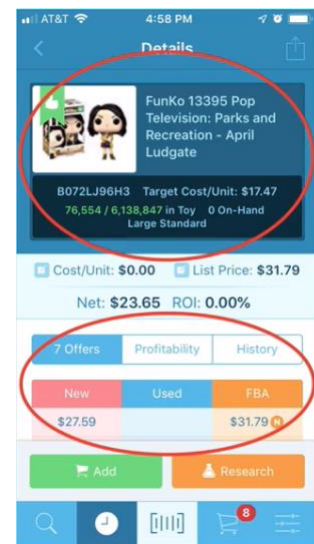
Let's check out some screenshots of what the Scoutify app looks like when you're out doing your RA sourcing.

You'll see here that Scoutify will give you the same basic info as the Amazon Seller app, with the title, sales rank, etc — but it also gives you the **sales rank in comparison to the entire category.** That extra piece of info will give you a boost in knowing how good of a sales rank the item actually has.

You can also see that **Scoutify shows the prices of the item in different conditions**, not just the lowest new price on the Amazon Seller app. You can also quickly see the **target cost per unit** in order for the item to make you a profit, as well as any possible restrictions you have for selling this item on Amazon. Another cool feature is that you can use Scoutify to **add items to a buy list**, including store info, cost of the item, expiration date, etc, in order to easily list the items on Amazon via InventoryLab once you get your purchases back to your place of business.

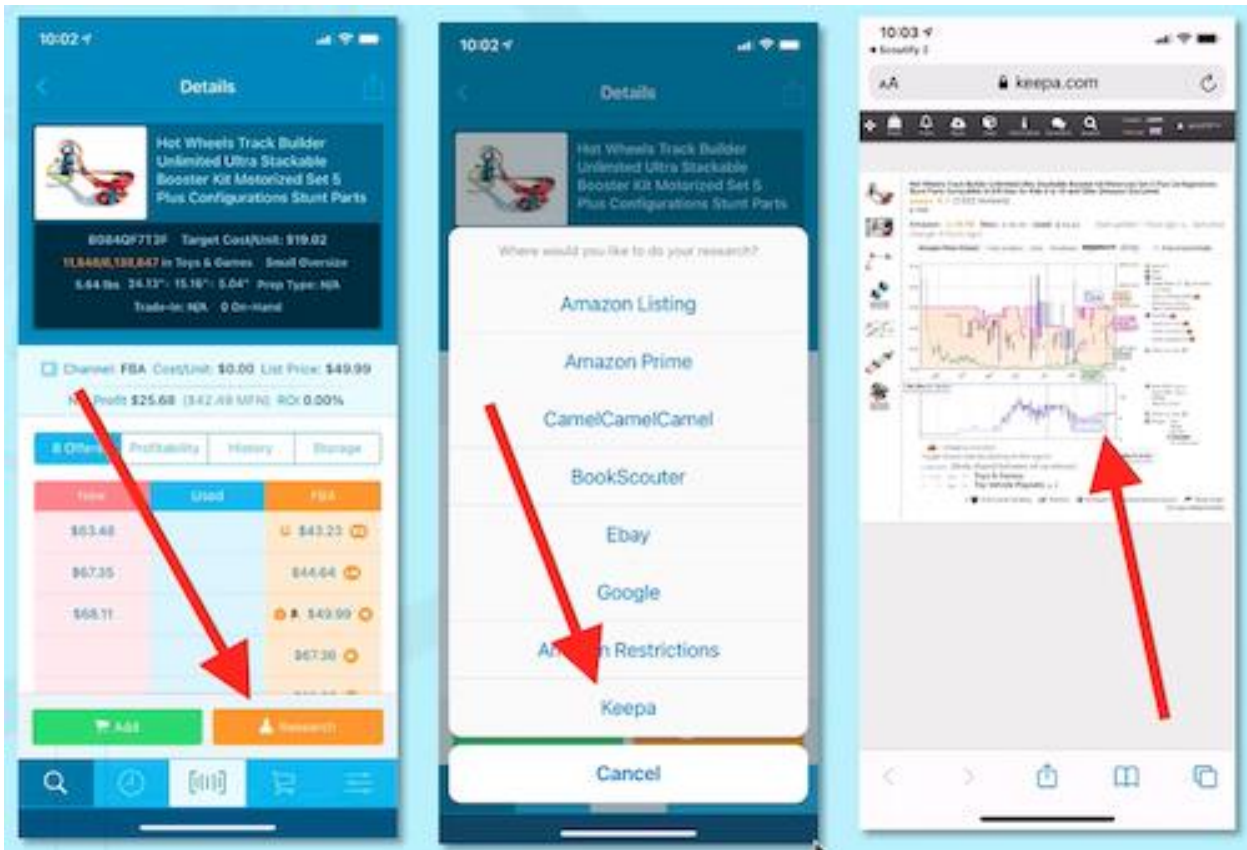
Now we get to the part where the real gold is to be found when it comes to sourcing replens.

When you use Scoutify combined with Keepa, you have achieved replen sourcing perfection. You have all the ease of use of the Scoutify app, combined with the incredible data from Keepa graphs, and you can make highly informed decisions about what inventory to buy that could turn into a replen for months or even years to come.



The Keepa data doesn't show up automatically on your Scoutify app while you're sourcing, so you will need to add that Keepa info to your Scoutify app. If you go to the blog post at fulltimefba.com/addkeepa you will find an article and walk-through video showing you exactly how to add Keepa graphs to your Scoutify sourcing app. We won't go into all those details here, but we'll show you briefly what happens when you add that Keepa data to Scoutify.

Notice the "Research" button in this Scoutify screenshot. If you tap that "Research" button, it will pull up a list of links for more research on your item, including one for Keepa. Tap that button, and it will open up an interactive Keepa graph with all the info you're used to seeing from Keepa. Now, the graph is going to be more difficult to read than on the desktop version, but you can turn your phone's orientation and zoom in to see the graph in closer detail. Then when you're finished looking at the data, just tap at the top corner to go right back into the same place you left off in Scoutify.

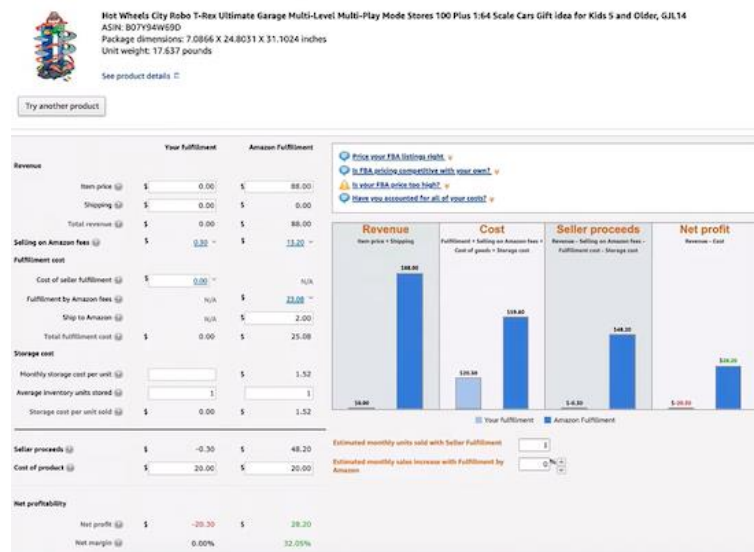


Again, check out the instructions at fulltimefba.com/addkeepa for step-by-step details on how to add Keepa graphs to your Scoutify sourcing app.

Online Arbitrage and Wholesale Replen Tools

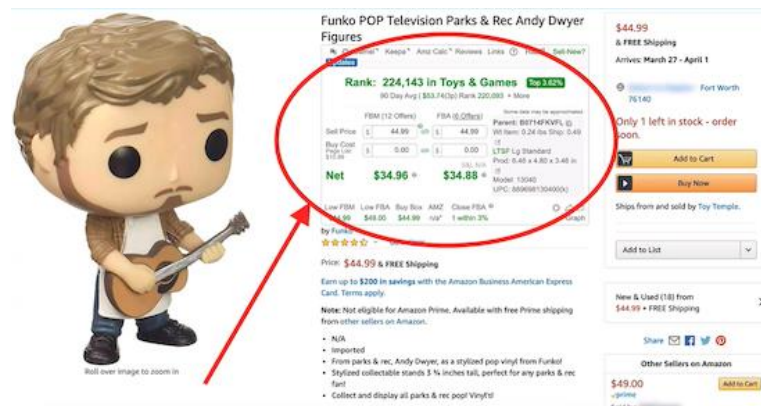
1. Amazon FBA Calculator (free)

You can find the free Amazon FBA calculator at the quick link fulltimefba.com/calculator. When you're at your desktop computer doing research for OA or wholesale sourcing, you can use this website to search for an item by title, UPC, or ASIN. You can then enter info such as the item's price, the estimated cost to ship to Amazon, and your cost for the item to calculate whether the item will be profitable and, therefore, a good potential replen item.



2. RevSeller (paid)

[RevSeller](#) is a Google Chrome extension that adds a box of information under the item title on every Amazon product's sales page.



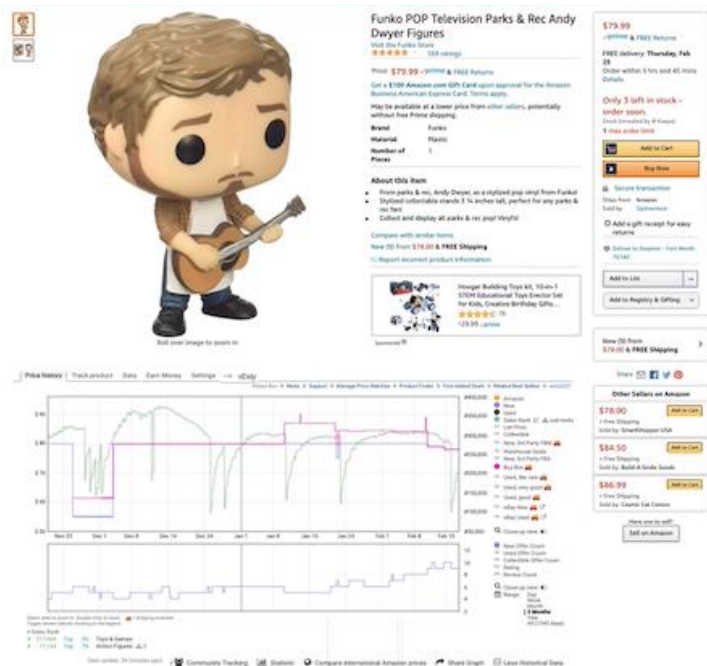
You can see from this screenshot that RevSeller adds a ton of valuable information in a prominent spot that makes your product research run more quickly and efficiently. RevSeller will prominently show you info on the sales rank and history, a profit calculator,

parent and child ASINs for the product page, and many other points of info that are helpful for analyzing a product. Having that profit calculator right there on the product page so that you don't have to navigate to a separate website is definitely a time saver, along with the many other features of RevSeller that make it a worthwhile Chrome extension when you're searching for replens via OA or wholesale sourcing.

If you use the code **FULLTIME** and sign up through the link fulltimefba.com/revseller you can get \$20 off your first year of using the extension.

3. Keepa (free and paid)

Here we are again, back to Keepa! We just can't stress enough how frequently we use Keepa in our business when analyzing products and searching for Amazon replens. You can find the Google Chrome extension for Keepa at fulltimefba.com/keepaextension, and once downloaded and installed, this extension will add the Keepa data directly to the product page of every item in the Amazon catalog.



You can see from the screenshot here that the Keepa extension puts the Keepa graph on the product page below the title and product photo, making it easy to access all of the great information from Keepa without having to navigate to another website.

Just a reminder from the previous section, the pricing history from Keepa is free, but you need a paid subscription to access more info, like the sales rank history and buy box history. We'll get into more details on how to use this data from Keepa to find replens in a future chapter.

Here's the link where you can sign up for Keepa: fulltimefba.com/keepa. They occasionally offer coupons for their subscriptions, so be sure to check out fulltimefba.com/coupon to see if there's a current coupon code before you sign up.

Replen Tools for Any Sourcing Strategy

The tools in this section all come from one paid program we use regardless of our sourcing method: InventoryLab. **We find these tools to be indispensable in our FBA business for sourcing, pricing, and tracking our replens.**

We mentioned [InventoryLab](#) in a previous section because it is bundled with the Scoutify retail arbitrage sourcing app. We use the InventoryLab online program for all of our listing, tracking, and accounting needs in our FBA business. They have numerous reports you can run to check various aspects of your inventory management and accounting, and they make the listing process exponentially easier than listing through Seller Central by allowing you to either scan barcodes or upload a buy list via spreadsheet or directly from the Scoutify app.

We also love using the Research > Scout feature on InventoryLab when doing product research from the desktop. InventoryLab gives thorough and easy-to-read info on all the child variations on a parent listing, and they provide pricing information for current offers and quick links for further research on websites such as Keepa.

One great feature of InventoryLab related to replens is their **Inventory Velocity report**. You can assign lead times to individual MSKUs and track your projected replenishment date of items in your Amazon inventory. The further you get into sourcing replens for your FBA business, the more you are going to need to use an inventory management system to track your velocity and project when to send more units into Amazon so you never go out of stock and miss out on profits.

If you use the link fulltimefba.com/inventorylab you will get a free month of the InventoryLab program along with the Scoutify sourcing app.

Conclusion

Hopefully this chapter has equipped you with a few helpful tools to make sourcing, listing, pricing, and tracking replens easier for you in your FBA business. The right tools will help you find better, longer lasting replens much faster and much more efficiently than without those tools.

Benjamin Franklin is credited with saying, "The best investment is in the tools of one's own trade." We've given you free options for many of the operations we've discussed in this chapter, but keep in mind that they can be very limiting and not provide the robust data and functionality of paid subscriptions. As in so many things in life and business, you get what you pay for when it comes to tools for an Amazon FBA replen buyer.

We personally use the paid subscriptions in this chapter multiple times throughout each day we work on our FBA business and find them to be more than worth what we pay for them. They help us find replens faster and more easily, and they help us manage those replens within our inventory so that we don't miss out on any profits related to pricing or restocking that inventory.

Chapter 5 – The Anatomy of a Replen

Now it's time to get into specific details about what exactly you should be looking for in an Amazon FBA replen. When you're doing scouting research of any kind (RA, OA, or wholesale), **you should be looking for certain characteristics that will tell you an item will be a confirmed replen before you even buy it to test out.** Be sure and bookmark this chapter because it contains information you will want to refer to again and again as you're learning the process of finding inventory to buy as replens.

What Makes a Good Replen?

When you're looking for items to source, we want you to remember several factors that contribute to any product on Amazon having the potential to be a good replen. We're going to introduce those factors here, and we will review them numerous times throughout the rest of this course. That's how important we think these factors are – learn them, review them, and commit them to memory so that you're always on the lookout for these characteristics when you're sourcing.

Here's what you're looking for:

Price/profit consistency — The very first data point you need to check when you're searching for replens is the price history. In order for an item to be a good replen that will give you consistent profits over a sustained period of time, the price on Amazon needs to remain stable. If an item is going up and down in price on a regular basis, you won't be able to depend on consistent profits from that item, and it doesn't qualify as a solid replen. Now, if the price is going up and down and that means you sometimes make **awesome profits** but other times make **good profits**, that's not a problem. The problem is when the change in price means the difference between making profits and breaking even — or even taking a loss.



Sales velocity consistency — The sales velocity for an item is how quickly the item generates sales over a period of time. It doesn't matter how amazing the price and profit consistency of an item is if that item only sells one or two units per month. In order to be a solid replen, an item must be making consistent sales throughout the month. You need to be looking for items with a stable sales velocity so that you can sell enough units per month of those items to increase your overall revenue.

Competition consistency (less important) — The amount of competition selling an item is also a factor in whether that item would qualify as a solid replen. The consistency of competition is less important than price or sales velocity for one main reason: buy box

rotation. As long as an item gets consistent sales on Amazon and you are priced competitively, you should be getting time in the buy box and making sales. The difference here is that when you have a periodic influx of sellers on a particular item it tends to lead to an increase in supply that might not be met by an increase in demand, which will drive the price of the item down. If an item tends to have a consistent number of competitors, the price will remain consistent and the item will qualify as a good replen candidate.

The Replen Rule of 12

We like to remember the “replen rule of 12” when we’re sourcing for Amazon FBA inventory. Keep in mind, this is a general rule, not one set in stone. In some instances you will need to move the line around and not stick to the number 12. But as a starting off point, let’s look at the replen rule of 12.



Minimum Amazon selling price of \$12 — Unless you’re getting an item for free or close to it, you aren’t going to make profits on items priced at less than about \$12. If you can source items with a selling price of \$12 or more, you will have a bit of wiggle room in your pricing to make sure that your profits and ROI don’t decrease to nothing if the price needs to drop a bit in the future. Higher than \$12 minimum price is even better, but anything lower than \$12 is not going to be a good replen item.

Minimum average of 12 sales per month — You need to make sure you have a sales velocity of at least 12 sales per month in order for an item to be a solid replen. If the sales per month are any lower than 12, you aren’t going to experience enough sales velocity consistency for the item to make a big impact on your overall revenue.

Again, there are exceptions to the replen rule of 12. For just one example, if an item has a fantastic ROI and you can source it consistently, 8 sales per month might not be too low a sales velocity for your business. We’re going to talk more (and we’ll show you in detail) about how to find replens that consistently fit this criteria, but if you can apply the principles of looking for that sales price and sales velocity, you will also be able to start analyzing whether a particular exception is worth your while. We’ll cover those exceptions as we go throughout the rest of this course.

Searching for Good Replens

In addition to looking at data points about the particular items in question while you’re scouting for inventory, you also want to keep in mind a few points of necessity for the sources of that inventory.

Product availability — Before you get excited about an item becoming your next big replen, you want to make sure that item has a dependable source where you can reorder or rebuy on a regular basis. This is why garage sales and thrift stores are not sources for

replens. But even in RA, OA, and wholesale sourcing situations, you want to make sure that an item will be available for repurchase in order for it to be replenishable.

Profit availability — Along with that consistent source for the item, you want to make sure you will have consistently available profits from the item. If your buy cost of the item isn't consistent or if the sales price isn't consistent (as we covered above), you won't be able to make sustainable profits on the item. Remember, you can calculate that profit using the RevSeller extension on your desktop or through the Scoutify app on your phone. An example of an item that wouldn't have consistently available profits is one that you buy at a retail store with a coupon or online at a retailer or wholesale supplier with a coupon code. You can still make great profits from items purchased with coupon codes, but if the profits disappear when that coupon code disappears, it won't be a consistent replen.

Sales history availability — If there is no record of a consistent sales rank history for an item, you have no guarantee it will be a solid replen. This is where Keepa will come in for you again. You will want to check the Keepa graph for an item to make sure it has consistent sales over time in order for it to be a good replen. If an item hasn't been selling long enough on Amazon for you to get a long-term Keepa graph, your sales history will be limited and not give you a complete picture of what the course of a year on Amazon might look like for that item.

The Most Important Replen Skill

Are you tired of us talking about Keepa yet? We don't think we'll ever get tired of it! Keepa is truly the most important tool in our toolbox when it comes to finding great replens that will sell over and over again in our FBA business. Stephen loves it so much he even wears a Keepa t-shirt for some of his instructional videos!

Prices change all the time on Amazon, so you need to know what that price history looks like over time in order to get a good idea if an item will consistently have a price to make a good replen for your business. Third party sellers continually update their prices, and so does Amazon as a seller. In fact, Amazon updates their own prices a million times a day, compared to WalMart who changes their prices 200,000 times a month. The information in a Keepa graph will show you those price changes over time on Amazon.

Sales rank also changes regularly throughout any given day on Amazon. The sales rank numbers on Amazon are typically updated about once an hour. If the sales rank of an item right now is different than it was an hour ago, you can imagine how different it might be from last week or last month. Again, this is where the Keepa graphs enter the picture and show you the sales rank history, as opposed to just the sales rank at one given point in time.

You will also get important buy box history and competition history from a complete Keepa graph, which will allow you to make even more informed decisions as you're searching for replens to sell on Amazon. The buy box history is crucial for knowing

whether an FBM or FBA offer has had the buy box in the past and what the buy box price has been. You also want to know the competition history so you can see whether the number of sellers is consistent over time.

Keepa offers a ton more information, but those are the four main pieces of data from Keepa we will focus on in this replens course:

- Price history
- Sales rank history
- Buy box history
- Competition history

Conclusion

The next section of the course is vitally important to your ability to source replens. We'll be analyzing a few Keepa-confirmed replens, and we'll show you how exactly Keepa confirms their replen status. We're excited to get into it!

Chapter 6 – Finding Confirmed Replens

In this section of the course we are going to walk through the process of analyzing an item on Amazon to see if it fits the requirements to become a potential replen item for your FBA business. Once you know how to do this type of analysis, you should be able to know ahead of time — **before** you buy the item for resale — whether it will likely function as a replen for your business. This is an exciting step in our search for replens! After you have mastered this analysis process, you can repeat it again and again to find abundant items to add to your FBA inventory and keep those profits rolling in.

As we've discussed in previous chapters, [Keepa](#) is the number one tool for analyzing potential replens. If you haven't signed up for Keepa already and downloaded the Chrome extension, you will want to stop right now and take care of that task.



To sign up for the free version or the paid subscription of Keepa, visit fulltimefba.com/keepa.

To download the free Chrome extension to add Keepa graphs to Amazon product pages, visit fulltimefba.com/keepaextension.

The bulk of this chapter will be best accessed by watching the Module 1 Video 6 of the video version of *The Reseller's Guide to Replens*. The content for this section involves a screen capture walk-through where Stephen shows you on his computer how he analyzes individual products in the Amazon catalog, and that content just doesn't translate very well to the written form of this ebook. Be sure to go to the video portion of this course and check out **Module 1 Video 6** for the walk-through replen analysis.

To help you know where to follow along for the walk-through portion of the video module, here are the time stamps for the topics and demonstrations covered in the video:

1:18 Example item in Amazon catalog with RevSeller and Keepa extension data

1:53 Intro to Keepa graph, including price history graph

3:51 Intro to Keepa's sales rank history graph, buy box graph, and competition graph

4:58 Intro to the Keepa statistic chart to see number of monthly sales

6:30 How to see if Amazon is in or out of stock on the Keepa graph

7:10 How to analyze a potential replen item: Reese's Puffs cereal

9:13 Examples of Keepa Confirmed Replens

9:39 Keepa Confirmed Replen #1: Speed Sensor Baseball

11:15 Keepa Confirmed Replen #2: New Mexico Piñon Coffee

12:51 Keepa Confirmed Replen #3: Rio Grande Roasters Coffee

13:51 Keepa Confirmed Replen #4: McCafe Breakfast Blend Coffee Pods

16:00 Keepa Confirmed Replen #5: Ligtte Plastic Cutting Board

16:45 Keepa Confirmed Replen #6: Qaba Ride-on Plush Horse

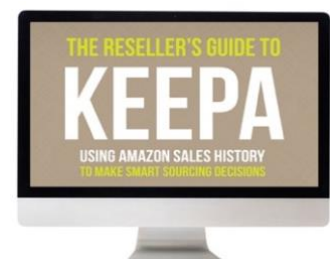
17:54 Keepa Confirmed Replen #7: WowWee Baby Shark Sorter

19:37 Keepa Confirmed Replen #8: Fisher-Price Team Umizoomi Car

20:56 Links for the best replen tools

Don't forget, you will find even more examples of Keepa Confirmed Replens in the bonus section of your course materials for *The Reseller's Guide to Replens*. The bonus video includes more screen capture walk-throughs (like the ones featured above) of Keepa Confirmed Replens, as well as examples of items we decided were *not* Keepa Confirmed Replens. The thought process of deciding whether or not an item is a replen is something that takes practice over time, so we wanted to share even more examples with you to get you headed in the right direction.

We've spent a lot of time in this section of the course going over how to use Keepa, but we're really only just scratching the surface here. **If you want more in-depth knowledge on how to make smart sourcing decisions in your Amazon FBA business, check out *The Reseller's Guide to Keepa*.** The course includes 30+ videos with 5 hours of laser-focused training on how to use Keepa. The course comes with 4 bonuses, lifetime free updates, and a 60-day money back guarantee. Check out the course at fulltimefba.com/keepacourse and be sure to use the coupon code **25KEEPA** to get \$25 off the course, as an owner of *The Reseller's Guide to Replens*.



Conclusion

When you've found an item that you can easily restock, has consistent profits, and has consistent sales velocity, then you've found a good replen! Buy that item as soon as you can, send it to Amazon FBA, and when it starts selling, buy some more to restock your inventory and keep the profits flowing. If you go through this process over and over, you will continually increase your profits and grow your FBA business for long-term success.

Chapter 7 – Retail Arbitrage Replens

In this chapter we're going to cover finding replens through the **retail arbitrage (RA)** sourcing strategy. RA is a sourcing method where you shop at retail stores for items you can buy at a low price and resell at a higher price on Amazon.

Many resellers are first attracted to RA because they see other resellers posting pics online of full shopping carts at retail stores. Those carts are full of items they plan to resell on Amazon for great profits. Often those items come from clearing off a clearance shelf in a retail store. But in this chapter we'll discuss how you can fill up your retail cart with lots of great replens — not from the clearance aisle where you'll never find those items again, but from the regular priced aisle where you can source those items over and over again at the same price or even lower!



Regular Price Aisles

When we say you can find RA replens on the aisles of retail stores, which aisles are we talking about specifically? **Every aisle of the store!**

Seriously, if you scan every item of a retail store with the Scoutify app, you are likely to find at least one item per aisle that would potentially make a great replen on Amazon. Some aisles might have more than just the one item. The point we're trying to make is that you should have your mind and eyes open to seeing that the potential for replens is all around when you're shopping in a retail store.

Now, we want to make sure you understand finding these replens will take work.

Actual work that takes you actual time to accomplish. You will need to put in the work to scan items. Lots of items. Then you will need to put in the work of tracking down more of that item after you've bought all the units available at that first store. But that's the cool thing about RA replens — depending on your location, you may be able to visit multiple branches of the same retail store within a radius of where you live and purchase that same item over and over again from each branch. And then when those retail stores restock the item, you can go back out and restock your own FBA inventory. Profits and more profits!

Another thing we want to point out when you're scanning and looking for replens at retail stores is that many resellers flock to the most popular brand names. It's our natural tendency to pick up an item whose brand name we recognize and scan it to see if it will become gold for our FBA business. Sometimes it works. But more often than not, you're just picking up low hanging fruit that many other resellers have also tried. The key, instead, is to look for lesser known brand names or even the generic store brand items. The only way

you will know if an item has replen potential is if you pick it up, scan that barcode, and go through the checklist of what we've learned earlier in this course makes a great replen: consistency in price/profit, sales velocity, and competition (less important).

Regional Stores

In addition to checking out the regular price aisles at big box stores for great RA replens, be sure you are looking into sourcing at regional stores in your area. Regional stores might carry hard-to-find regional items or generic store brand items that people across the country might be looking for online. Maybe someone is having a theme party and needs items from your region. Maybe someone used to live in your area but moved to another state. For whatever reason, they are now shopping on Amazon to find items they need from your regional stores, particularly grocery stores.

A great example here in Texas is the regional grocery store chain HEB. Once someone shops at HEB, they tend to become fiercely loyal to the HEB brand and to the regional items they carry. If they later have to move across the country, they might be interested in buying those regional items online, from the convenience of their Amazon Prime account.



Think about similar regional stores in your area, and start to scan items at those stores to look for potential replens.

RA Replen Tools in Action

Now we're going to get into a walk-through of how to use a couple of RA replen tools out in retail stores. We're going to give you examples of a couple of options for RA sourcing on your smart phone, one that's more low-cost and one that's more efficient and streamlined.

The bulk of this section will be best accessed by watching the Module 2 Video 7 of the video version of *The Reseller's Guide to Replens*. The content for this section involves a screen capture walk-through where Stephen shows you on his smart phone how he analyzes individual products during RA sourcing, and that content just doesn't translate very well to the written form of this ebook. Be sure to go to the video portion of this course and check out **Module 2 Video 7** for the walk-through of RA replen tools.

To help you know where to follow along for the walk-through portion of the video module, here are the time stamps for the topics and demonstrations covered in the video:

3:10 Intro to two RA replen tools

3:30 Low-cost option for RA replen tools: Amazon Seller app + Keepa app (free version and paid version) (fulltimefba.com/keepa)

The Reseller's Guide to Replenishables

4:25 Walk-through of Amazon Seller app + Keepa app

5:10 Scanning with the Amazon Seller app

6:08 Checking Keepa graphs in the Keepa app

7:49 More efficient option for RA replen tools: InventoryLab/Scoutify
(fulltimefba.com/inventorylab for 30 day free trial)

8:35 Walk-through of Scoutify app + Keepa graphs

8:52 Scanning with Scoutify app

9:44 Checking Keepa graphs in the Scoutify app

10:48 "Ideal Buys" in the Scoutify app

11:20 Adding items to a Buy List in the Scoutify app

For instructions on how to add the Keepa graphs to your Scoutify app, check out fulltimefba.com/addkeepa.

For how to create an "Ideal Buy," check out fulltimefba.com/idealbuy.

For how to use the Scoutify Buy List, check out fulltimefba.com/buylist.

As soon as your business is at a place where you can afford to add the paid options of the InventoryLab/Scoutify and Keepa programs, we highly recommend you do just that. The quicker you can add these types of programs to streamline your sourcing and listing, while at the same time providing you with more data to make better sourcing and pricing decisions, the sooner your business will see the type of growth that will lead to long-term scalability and success. We're giving you information on the free options of the Amazon Seller app and the limited version of Keepa if you need it to get started, but if you're going to see long-term growth and success, you will want to pay for programs to help your business.

Finding RA Replens

Now that we've seen the RA replen tools in action, let's summarize the steps you take to find great RA replens:

- Scan the barcode of items. Each barcode for a UPC should bring up the corresponding item with that UPC if it's in the Amazon catalog.

- If the barcode doesn't produce a result in the Amazon catalog, do a keyword search for the item. Here's an example: you're out sourcing at a grocery store and see Goldfish crackers. Instead of just scanning the barcode for a pack of the rainbow Goldfish Colors crackers, you could enter "rainbow Goldfish" into the search bar. Now instead of just seeing that one UPC result, you might see that there's a bundle of regular Goldfish, Goldfish Colors, and Goldfish Flavor Blasted that you could put together for a great replen. Be sure to think like a customer when you're doing keyword searches — customers enter in keywords differently than you as a seller might. For instance, a customer would type "rainbow Goldfish," even though you as a seller know that the actual brand name is Goldfish Colors.



- Start with general searches and move to more specific searches.
- Search main keywords plus words like *bundle*, *pack*, *multi-pack*, *variety*, or *set*.
- Image searches can also produce different results than a barcode scan. If you use the Amazon Seller app to scan a picture of a product, you might find more results that could lead to possible replen. Check out the smart phone walk-through of how to do an image search at the 16:55 mark of the video module 07 of the video version of *The Reseller's Guide to Replen*.

Replen Review

When you're searching for RA replen, you need to ask yourself a set of questions for every item you're considering buying to resell:

- Is it profitable?
- Is the sales rank good?
- Check Keepa for:
 - Consistent price
 - Consistent sales
 - Consistent competition (less important)

If you're answering these questions for each item, you should be able to know whether an RA item will potentially make a great replen to add to your FBA business.

Quality replens can be found via retail arbitrage almost anywhere. If you follow the steps we've gone over above and if you show patience, you'll soon have RA replens in your FBA inventory that you can restock again and again.

Chapter 8 – Online Arbitrage Replens

Now let's dive into online arbitrage replens in this chapter. We're going to discuss how to find replens via **OA sourcing**, which is shopping at online retail stores to find items you can buy for a low price and then sell for a higher price on Amazon. If you're sourcing via OA, you can have the items sent directly to yourself to prep and ship to Amazon, or you can have them sent to a prep center to handle the processing for you.

Online Arbitrage Replens

One of the reasons many resellers are first attracted to OA is that you can often find awesome deals (either from coupon codes or clearance prices) on items that you can then buy in larger quantities than you might be able to find at your local retail store. You might be able to spend several hundred dollars to buy out the clearance section of an online store in one fell swoop, rather than having to drive around to multiple retail locations in your area to clear off the clearance shelves. Or you might be able to use a time sensitive coupon code to buy up a bunch of units of a great item to resell and make a ton of great profits off that find for the next few weeks.

Both of these methods (clearance prices and coupon codes) are great OA strategies, but both of them are limited-time deals. **Neither of them have the power of finding a great replen that you can purchase again and again for months' or even years' worth of reselling!**

Regular Price Pages

Most of the principles of sourcing for retail arbitrage replens apply in a similar way to sourcing for OA replens. **You can find OA replens on just about any page or category of an online retail website** — you just have to search through all of the listings in every page or category to find the hidden treasure.



Seriously, if you search through every item of an online store, you are likely to find at least one item per category that would potentially make a great replen on Amazon. Some retail categories or pages might have more than just the one item. **The point we're trying to make is that you should have your mind and eyes open to seeing that the potential for replens is everywhere when you're doing OA sourcing.**

Now, we want to make sure you understand finding these replens will take work. Actual work that takes you actual time to accomplish. **You will need to put in the work to search through these items.** Lots of items. Both popular brand name items and also generic store brand items. Remember, just as with RA sourcing, if you only look for popular

brand names, you're just picking up low-hanging fruit that many other resellers have also tried. **The key, instead, is to look for lesser known brand names or even the generic store brand items.** The only way you will know if an item has replen potential is if you search for the item in the Amazon catalog and go through the checklist of what we've learned earlier in this course makes a great replen: **consistency in price/profit, sales velocity, and competition (less important).**

Regional Store Websites

In the RA chapter we discussed sourcing at regional stores to purchase hard-to-find regional items or generic store brand items that people across the country might be looking for online. Maybe someone used to live in your area but moved to another state, and they're craving items that remind them of your area. Those customers might head to Amazon to look for those items, not knowing they could also buy them online from a regional retail store.

You can fill in that gap by OA sourcing from the regional store and reselling the items on Amazon. **This type of sourcing gives you a great opportunity to capitalize on sourcing for regional products without having to live in the region you are sourcing from.**

Finding Less Common OA Sources

If the problem of low-hanging fruit makes RA sourcing at big box stores like WalMart or Target difficult for resellers, **the problem is compounded even more through OA sourcing.** If a reseller doesn't have to physically go to a store to purchase Amazon inventory, they can source from literally anywhere in the world with an internet connection — which means the numbers of competitors becomes too high for certain stores to be profitable OA sources.

The key in this situation is to find the road less traveled. **You want to find online stores that other resellers might not be aware of.** One method we recommend is searching for new stores using our trusty friend Google search:

1. Pick a category you want to source for inventory in; for example, camping supplies. I recommend picking a category you are already familiar with when getting started with this method.
2. In the Google search bar, type in "camping supplies" to see which stores pop up in the results.
3. Sort through the results and make a list of the store names. Some of them might be familiar to you already, but you're bound to find some store names you've never heard of.



4. Don't forget to go beyond the first page of results. Google will front load the results with ads, so be sure to keep looking far enough in the results to find the real goldmine of lesser known stores that sell camping supplies.
5. Be aware that some of the stores might be focused completely on camping supplies, but others might have a more general focus and sell camping supplies as a niche within their store.
6. Enjoy the fruit of your success at Amazon FBA when you find some great replens outside the normal low-hanging fruit of big box retail websites that most other FBA sellers are sourcing!

As always with your Amazon FBA business, make sure you have the right mindset when it comes to the patience required to find great OA replens. You likely won't find an awesomely profitable replen on your first attempt at OA replen sourcing, but if you keep at it and sort through all the available options, your hard work and efforts will pay off in consistent profits for your FBA business. Keep your eyes focused on the fact that finding just one OA replen can give you an item to source over and over for months and even years. The work it requires is worth it in the long run.

OA Replen Tools in Action

Now we're going to get into a walk-through of how to use a few OA replen tools on your computer. We're going to give you examples of a couple of options for OA sourcing, one that's more low-cost and one that's more efficient and streamlined.

The bulk of this section will be best accessed by watching the Module 2 Video 8 of the video version of *The Reseller's Guide to Replens*. The content for this section involves a screen capture walk-through where Stephen shows you on his computer how he analyzes individual products during OA sourcing, and that content just doesn't translate very well to the written form of this ebook. Be sure to go to the video portion of this course and check out **Module 2 Video 8** for the walk-through of OA replen tools.

To help you know where to follow along for the walk-through portion of the video module, here are the time stamps for the topics and demonstrations covered in the video:

3:41 Intro to OA replen tools

3:46 Low-cost option for OA replen tools: Amazon FBA calculator (fulltimefba.com/calculator) + Keepa (free version and paid version) (fulltimefba.com/keepa)

4:16 Walk-through of Amazon FBA calculator + Keepa graphs to find potential replens

4:58 Using the Amazon FBA calculator

6:19 Reading Keepa graphs for OA

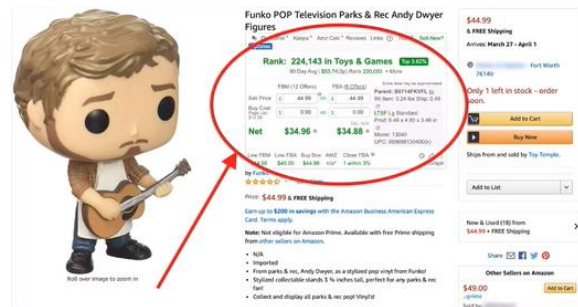
7:54 More efficient option for OA replen tools: RevSeller (fulltimefba.com/revseller, use the code **FULLTIME** for discount on a year's subscription)

8:24 Add the Keepa graphs to Amazon product pages (fulltimefba.com/keepaextension)

8:37 Walk-through of RevSeller + Keepa extension to find potential replens

It's essential to understand that using apps and extensions to streamline your OA sourcing process is not only a time saver for your FBA business; **it's also a money maker**. When you can save time on certain processes, you will make more money by speeding up the process of finding great inventory and allowing yourself to move on to more and more profitable tasks.

Investing in tools like RevSeller and Keepa will create a domino effect in your business by increasing your sales and your Amazon disbursements. In a later chapter we will cover more advanced strategies and tools for OA replen sourcing that will take your FBA business to an even higher level.



Expand Your RA and OA Replen Possibilities

In the past two chapters we have covered strategies for how to use RA and OA sourcing to find great replens. But we don't want to stop at just using one sourcing strategy in isolation! RA and OA have even greater power as sourcing strategies when you use them in conjunction with one another.

If you find a great RA replen in a local store, don't forget to check for that item on the store's online website too. You might be able to increase the number of units you can send into FBA by buying locally *and* buying online.

The opposite is true if you start off with OA sourcing. **If you find a great replen idea online, you might run into the problem of purchasing limits or limited stock available for shipping.** But don't stop there — check online to see if the store might have units available for purchase in-store in a local brick-and-mortar branch that you could purchase for pickup. You may even have luck going in-person to look for the item on the store shelf rather than depending on the website to give you the correct information on store availability.

Replen Review

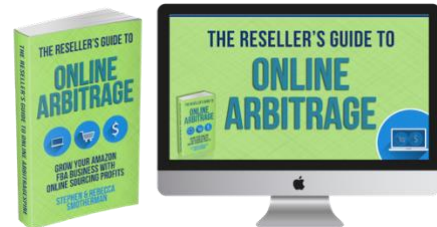
When you're searching for OA replens, you need to ask yourself a set of questions for every item you're considering buying to resell:

- Is it profitable?
- Is the sales rank good?
- Check Keepa for:
 - Consistent price
 - Consistent sales
 - Consistent competition (less important)

Answering these questions for each item should give you the information you need to know whether an OA item will potentially make a great replen to add to your FBA business.

If you want more training on how to take your OA sourcing to the next level, be sure to check out our course *The Reseller's Guide to Online Arbitrage: Grow Your Amazon FBA Business with Online Sourcing Profits*.

It's a combination ebook and video course that will outline for you the steps to build up a successful OA sourcing strategy for your FBA business. You can use the coupon code **OAREPLEN** at fulltimefba.com/oacourse to save \$20 off the course today.



Quality replens can be found via online arbitrage almost anywhere. If you follow the steps we've gone over above and if you show patience, you'll soon have OA replens in your FBA inventory that you can restock again and again.

Chapter 9 – Wholesale Replens

We're about to get into talking about perhaps the best sourcing method of all for finding great FBA replens: sourcing from wholesale suppliers. Buying your FBA inventory from a wholesale supplier directly gives you a **great buy cost and a better guarantee of consistent availability**, making wholesale items an awesome way to find inventory you can purchase from the same source over and over again to sell on Amazon.

Wholesale Replen Tools

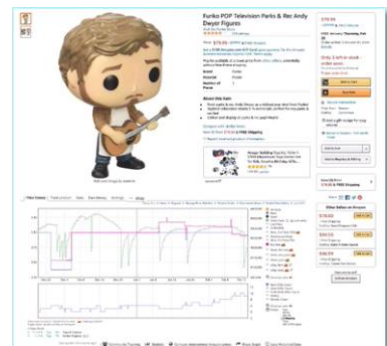
In previous chapters on RA and OA replens, we've focused mainly on the tools you would use to find those replens. When it comes to wholesale sourcing, the tools you use are very similar to the tools you use for those other sourcing methods. **Here are the top wholesale sourcing replen tools we recommend for use on your desktop or laptop computer:**

Amazon FBA calculator (free) — fulltimefba.com/calculator

RevSeller (paid) — fulltimefba.com/revseller (use code FULLTIME)

Keepa (free and paid) — fulltimefba.com/keepa to sign up and fulltimefba.com/keepaextension to add the Chrome extension

Patience — This is the most important tool of all when you're sourcing for replens. We all have this tool, but we can all work to grow it — and we'll see the results pay off in our FBA business as our patience grows over time!



If you happened to skip Chapter 8 about OA replens, **we recommend going back and checking out that chapter and the accompanying time stamps of the walk-through Module 2 Video 8 for the video component of this course.** That chapter includes a walk-through of the tools used for OA, which are the same tools you will use for wholesale sourcing. Be sure not to miss out on that important content if you skipped that chapter and came straight to the chapter on wholesale sourcing.

Where to Find Wholesale Replens

The first step in being able to purchase wholesale replen items is **opening wholesale accounts**. Without an account, you won't be able to make wholesale purchases. You can go about opening wholesale accounts in a variety of ways. Here are a few to get you started:

Tradeshows — If you live near a city with a tradeshow or can travel to one, tradeshows are a great way to meet lots of potential wholesale suppliers at one time and find out about

opening a wholesale account. Some tradeshow are pretty general in what they have for sale, while others might be for a certain niche, like toys or weddings. One of the great benefits of attending tradeshow is the ability to see items firsthand and make buying decisions after talking with a representative. You can pick up product catalogs at tradeshow and sign up for newsletters or product line spreadsheets with price lists.

Tradeshow websites — If you don't have the opportunity to visit a tradeshow (or if you don't want to go to one in person), you can also check out tradeshow websites for a lot of the same information you would find at the show itself. You can search online for tradeshow websites and sign up for the show, even if you're not planning to attend. Signing up should be free, and it will give you access to contact information for the brands that will be present at the show. One



great website to check out is asdonline.com for the big ASD tradeshow held twice a year in Las Vegas. Once you have the contact info for a brand, you can get in touch with them about opening a wholesale account.

Product packaging — If you have a product on hand that you want to find at wholesale prices, check the product packaging for the contact information of the brand or manufacturer. Companies often include their contact information or website right there on the product package or label, and we have landed wholesale accounts with profitable items by contacting companies this way.

Wholesale directory — A paid wholesale directory such as Worldwide Brands can be a great place to start with finding information for wholesale companies to contact about opening accounts. Worldwide Brands even has a feature where you can sort the listed brands by those who approve Amazon sellers. You can check them out at fulltimefba.com/worldwidebrands. Just be aware when you use a wholesale directory such as this one that it will require the same amount of patience you will need for any other type of sourcing for inventory. You will have to sort through a lot of duds before you find a really great source, but if you're willing to put in the hard work, there is replen gold to be found in these wholesale companies.

Amazon bestsellers — This is one of our favorite ways to source for great companies that could lead to wholesale replen items. If you go to fulltimefba.com/bestsellers you will find the page for all the Amazon bestsellers broken down by category. Pick your favorite category, or pick an obscure category — just start somewhere. Many of the brands on these pages will be very well known, but you might be surprised to see some names you don't recognize. Just jump in there and start following rabbit trails, and you can start finding great brands to contact about potential replen items that you know have great sales on Amazon.

No matter the method you use, once you start landing wholesale accounts, you will gain access to their catalogs and pricing lists. With that catalog information, you can start methodically going through their products to see if there's anything available that would qualify as a great replen on Amazon.

Wholesale Myths

If you've heard of wholesale sourcing for Amazon FBA but haven't tried it yet, you may be aware of a few myths floating around out there on this topic. We want to spend a little time going over those myths and showing you the reality about wholesale sourcing for replens.

Myth #1: I need a big warehouse to do wholesale.

Truth: You don't need your own warehouse.

We can tell you from personal experience that it just is not true that you need a warehouse to buy from wholesale sources or to store your wholesale purchases. We've worked with many wholesale companies over the past several years, and all but the tiniest fraction of them allowed us to make purchases without the use of our own warehouse. When we first started making wholesale purchases, we were working solely out of our house, and we received shipments at the house without problems. We simply made sure the freight company knew they would need to make the delivery at a home, and the companies were able to make the necessary arrangements to make the deliveries. If you use a prep center to receive your wholesale deliveries, they should be able to make the necessary arrangements at their facilities. On top of that, there are even some wholesale brands that will actually ship your inventory directly to Amazon for you.

Myth #2: I need a forklift to do wholesale sourcing.

Truth: No forklift needed.

Again, many folks think you need a warehouse with a forklift, lift gate, or pallet jack and so on if you are going to be making wholesale purchases. While those items can sure come in handy if you're at that stage of your Amazon journey, they certainly aren't necessary. Just make sure your freight company knows what to expect when they're making the delivery, if you don't have a lift gate or pallet jack available. Another option is to use a prep center to receive your inventory, and they should have all of the necessary equipment to use for deliveries.



Myth #3: I need a lot of money to make wholesale orders.

Truth: Minimum opening orders can be as low as \$350.

The truth is that most wholesale companies are going to require a minimum opening order and minimum reorders. Based off of that fact, many people assume that the minimums must be relatively high – in the thousands or tens of thousands. But those figures are assumptions, not necessarily the truth.

Some wholesale companies might require huge investments in order to make purchases, but there are plenty of places where you can make opening orders of just a few hundred dollars. It may take a bit of leg work to do the research and find them, but it's more than possible! As a side note, we encourage you to find these companies and make smaller purchases as you are getting started in wholesale, so that you can avoid some of the mistakes we made when we first got started and not go too deep on an untested item. The highest minimum order we've even been asked to make was around \$500, and overall, we have found that the average minimum opening order for a wholesale account is only around \$350.

Myth #4: Wholesale companies won't sell to Amazon sellers.

Truth: Some companies won't work with Amazon sellers, but others will.

This myth turns out to be only partially true. Yes, some companies will shut you out for being an Amazon seller, but not all of them will! There are plenty of companies out there who are open to Amazon resellers, if you're willing to do the work to look for them and develop relationships with them. Searching for wholesale companies who will work with Amazon sellers can take some time, but the payoff can be huge. Once you find a company who has products you can turn into Amazon profits and order from again and again, you will be so glad you did the upfront hard work of searching for them.



One reason some brands say they will not sell to Amazon sellers is because that brand might have experienced too many bad situations in the past where the previous Amazon sellers have been horrible business partners. If you can find out why a brand does not want to work with Amazon sellers, then you can show them that you are not like those previous Amazon sellers but are actually an Amazon seller who would be a good fit to sell their product.

Myth #5: Wholesale sourcing is too hard (maybe even impossible!).

Truth: Wholesale sourcing requires patience.

Sourcing for replens via wholesale sourcing is just like anything else worthwhile in life and business. It requires patience. You need to put in the time and effort to see the results.

Some folks think it's next to impossible to find anything worth selling on Amazon, like finding a needle in a haystack. But if you use the right tools and put in the effort, your patience will pay off in the form of great profits from replens coming into your FBA business on a regular basis.

Wholesale Sourcing Necessities

Before you start contacting companies about opening wholesale accounts, you will need a few things set up and in order:

An official business with an EIN (employer identification number) — you can set up your business and get an EIN through the help of a legal or accounting professional, through a service like Legal Zoom, or through your local bank. In addition to the EIN, you will need to have a business bank account, if you don't have one for your FBA business already.

A resale certificate — this certificate will show wholesale companies that you are legally registered with your state as a business for the purpose of reselling items. The certificate allows you to make purchases without having to pay sales tax on the items you will be reselling; your customers on Amazon are the ones who will be eventually paying that sales tax. In order to get a resale certificate, you must first have your business established with your EIN. In order to apply for your resale certificate, Google the name of your state plus "resale certificate" to find the name of the entity where you need to apply.

Wholesale Training

We are only scratching the surface on wholesale sourcing in this chapter, but if you're interested in finding great replens at wholesale prices with reliable availability directly from wholesale suppliers, we have several options for you to receive further training.

The Beginner's Guide to Wholesale — We have a very affordable ebook available on Amazon with more details on how to get started in wholesale sourcing. Check it out at fulltimefba.com/wholesaleguide.

Free wholesale workshop — Once or twice a year we have a free wholesale workshop available through our friends at The Wholesale Formula. You can sign up for it and be notified when it's available at fulltimefba.com/wholesaleworkshop. This workshop will

help you go deeper into wholesale sourcing and how to build a sustainable FBA business with wholesale replens.

Replen Review

To wrap things up here in this chapter, once you start opening wholesale accounts with different companies, you can use the wholesale replen tools we discussed earlier in the chapter to start going through the companies' product catalogs and price lists to find items that should make great replens via Amazon FBA. Those replen tools include the following:

Amazon FBA calculator (free) — fulltimefba.com/calculator

RevSeller (paid) — fulltimefba.com/revseller (use code FULLTIME)

Keepa (free and paid) — fulltimefba.com/keepa to sign up and fulltimefba.com/keepaextension to add the Chrome extension

Patience

As you're going through these wholesale items and analyzing them, you'll ask yourself the same set of questions for every item you're considering buying to resell:

- Is it profitable?
- Is the sales rank good?
- Check Keepa for:
 - Consistent price
 - Consistent sales
 - Consistent competition (less important)

If you're answering these questions for each item, you should be able to know whether a wholesale item will potentially make a great replen to add to your FBA business.

Quality replens can be found via wholesale sourcing almost anywhere. If you follow the steps we've gone over above and if you show plenty of patience, you'll soon have wholesale replens in your FBA inventory that you can restock again and again.

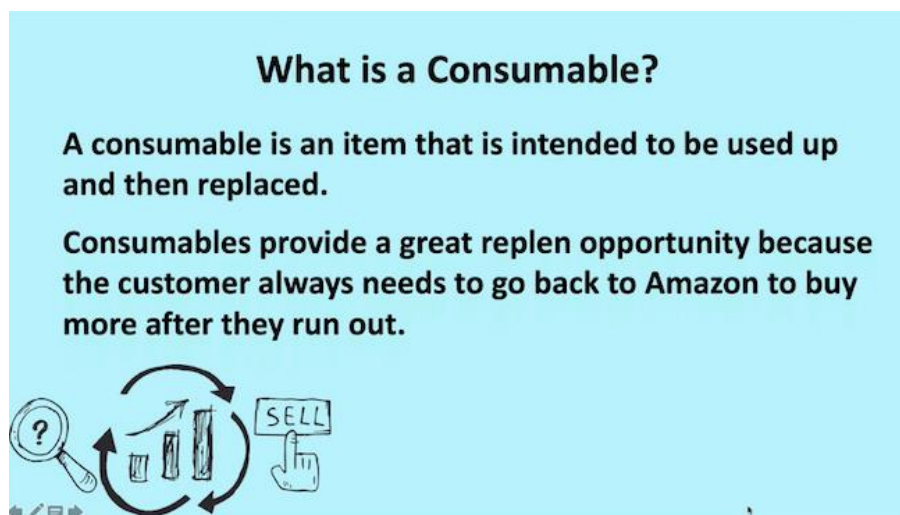
For the past few chapters we've been looking at different sourcing methods when it comes to finding replens for your Amazon FBA business. In the next chapter we'll start looking into **specific types of products** that make great replens.

Chapter 10 – Consumables

In the next few chapters we are going to transition into strategies for finding quality replens by the type of product. First up: consumable products.

What is a Consumable?

Well, we're glad you asked! **A consumable is an item that is intended to be used up and then replaced.** Consumables provide a great replenishment opportunity because the customer always needs to go back to Amazon to buy more after they run out. These types of items provide consistent sales on Amazon from return customers.



Types of Consumables

Ingestibles — items you eat or drink. Obviously, once an ingestible item has been consumed by the customer, they no longer have the item and will need to replace it with more of that item. These can be items people ingest every day or on occasion.

Topicals — items applied directly to a part of the body. For topicals, think of everything from sunscreen to shampoo to cosmetics to lotions. These are items that are meant to be applied to the body, used up, and then need to be replaced.

There are many other types of items that are considered consumable. Think about light bulbs or trash bags or laundry detergent. You use these items up and need to replace them. Ingestibles and topicals are the only types of consumables on Amazon that have specific names, and everything else just falls under the general category of consumables.

When you're sourcing for replens to sell on Amazon, start thinking about whether items would be considered consumables. **An item doesn't have to be a consumable to be a replen on Amazon, but consumables certainly can make great replens.**

Grocery Replens

Of course, when you start talking about consumables, I'm sure your mind immediately goes to the Grocery category on Amazon. **Food and drink are ingestibles by definition.**

Now, in this section we're going to be talking through some ideas of potential grocery replens. We're not actually telling you specific items here that you should go out and find to resell. **These are brainstorming ideas to get the wheels of your brain turning:**

- Multi-packs of different flavors of chips
- Variety packs of coffee flavors
- Individual packs of applesauce
- Goldfish cracker snack-size bags
- A bulk size protein powder
- Pack of loose tea leaves



Notice that many of these items above are multi-packs or bundles. **Grocery replens make great multi-packs and bundles**, so that people can get multiple servings of an item or multiple flavors.

Grocery Best Practices

If you aren't used to selling in the Grocery category on Amazon, you will want to make sure you read up on the best practices for this category before you jump in.

- Multi-packs often sell better than single items. Make sure you follow the Replen Rule of 12 to check that items will be profitable if you put them in multi-packs as replens.
- Don't assume all single items are not profitable as replens. Always do your due diligence to go through the steps of checking for replens on every item you are analyzing. You might miss out on a great replen by making assumptions about a single item and not checking the historical data.
- Be sure you're not looking at the Amazon Fresh product page for an item you're considering as a replen. If the product page has the "Fresh" logo on it, you won't be

- Toothbrushes (this is an example of a consumable that is neither ingestible nor topical)

Again, same as in the Grocery section above, this isn't meant to be a BOLO list or all-encompassing. It's just a few ideas to get you started. Always make sure you scan every item before making a purchase, and go through your Replen Rule of 12 and analyze the sales history of an item before trying to resell it.

Health and Beauty Best Practices

If you aren't used to selling in the Health and Beauty category on Amazon, you will want to make sure you read up on the best practices for this category before you jump in.

- Multi-packs often sell better than single items. Make sure you follow the Replen Rule of 12 to check that items will be profitable if you put them in multi-packs as replens.
- Don't assume all single items are not profitable as replens. Always do your due diligence to go through the steps of checking for replens on every item you are analyzing. You might miss out on a great replen by making assumptions about a single item and not checking the historical data.
- Be sure you're not looking at the Amazon Fresh product page for an item you're considering as a replen. If the product page has the "Fresh" logo on it, you won't be able to sell on that product page. You can even filter out Fresh items when you're browsing through Health and Beauty items on Amazon, to help prevent this problem.
- Before you get started with Healthy and Beauty, make sure you're familiar with Amazon's guidelines for this category. You can use this quick link to go directly to the Seller Central page with these guidelines: [fulltimefba.com/healthguidelines](https://www.fulltimefba.com/healthguidelines).
- In addition to Health and Beauty guidelines, you need to be familiar with Amazon's expiration date guidelines for the FBA program. You can find those guidelines at this quick link: [fulltimefba.com/expiration](https://www.fulltimefba.com/expiration).
- As always, before you purchase an item to resell, make sure you're approved to sell that item on Amazon. Some brands might be restricted for you as a seller, and you want to find out those selling limitations before you've invested money in a product.

Cleaning Supply Replens

Next let's look at a few ideas for replens in cleaning supplies. Things around your house need to be cleaned again and again — even more so if you have young kids, it seems!

Cleaning supplies are another type of item that falls under the heading of consumables.

- Dish soap
- Scrubbing sponges
- Dishwasher pods
- Laundry detergent pods (these are definitely not ingestible!)
- Toilet cleaner



- Disposable gloves to wear while cleaning that toilet
- Trash bag
- Bar soap
- Paper towels
- Multi-surface cleaner
- Dust cloths
- Magic Erasers (We love these! We use them in our FBA business all the time.)

Cleaning Supply Best Practices

If you aren't used to selling cleaning supplies on Amazon, you will want to make sure you read up on the best practices for this category before you jump in.

- Multi-packs often sell better than single items. Make sure you follow the Replen Rule of 12 to check that items will be profitable if you put them in multi-packs as replens.
- Don't assume all single items are not profitable as replens. Always do your due diligence to go through the steps of checking for replens on every item you are analyzing. You might miss out on a great replen by making assumptions about a single item and not checking the historical data.
- Be sure you're not looking at the Amazon Fresh product page for an item you're considering as a replen. If the product page has the "Fresh" logo on it, you won't be able to sell on that product page. You can even filter out Fresh items when you're browsing through cleaning supply items on Amazon, to help prevent this problem.

- Be aware of Amazon's fair price guidelines. Cleaning supplies are an essential item under COVID protocols that Amazon watches closely to make sure they aren't experiencing price gouging. Be sure to check the pricing history on Keepa to avoid any potential price gouging on essential items.
- If you're selling via FBA, make sure to check whether items are considered hazmat or aerosol before you make your purchase to resell. If you aren't approved for hazmat or aerosol, you won't be able to send these types of items to the FBA warehouses. You can use the Amazon Seller app or the Scoutify app to show whether the item falls under hazmat or aerosol restrictions.
- As always, before you purchase an item to resell, make sure you're approved to sell that item on Amazon. Some brands might be restricted for you as a seller, and you want to find out those selling limitations before you've invested money in a product.

Grocery, Topical, and Toy Approval

If you are a newer seller on Amazon, you might find that **some items in the categories of Grocery, Topical, and Toys might be restricted for you as a seller.** The entire Grocery category, and the Topical sub-category might be restricted for you. When it comes to Toys, there are some sub-categories that might be restricted. These are restrictions that tend to open up to sellers when they've gained more experience on Amazon, but there are also ways to gain approval without having to wait as long to see what happens over time.

We recommend the training from The Seller Family called *Category Ungating Training*. It will help you learn how to get approval to sell Grocery, Topical, and the gated sub-categories of Toys. You can find out more info about the training at fulltimefba.com/categoryapproval. Be sure to use the code **FT20** to get 20% off the training.



Not every new seller needs to jump right into these gated categories and sub-categories. There are plenty of ungated items to resell on Amazon, so don't feel like you need to run out and get a training so that you can get ungated right away if you don't have much experience on Amazon. You can always bookmark this training and come back at a later date if you're still gated and wish to begin selling in these categories.

Other Consumable Categories

In any category on Amazon, ask yourself, "Would someone need to reorder these more than once?" If the answer is "yes," then you have a potential consumable replen! Here are a few more ideas of categories that might include consumables:

- Arts & Crafts — Paints, yarn, paper, canvas, other art supplies
- Home & Garden — Seeds, plant food, garden bags
- Office Supplies — Paper, pens, staples, envelopes, printer ink
- Toy accessories
- Pet food and supplies — Chew toys that get destroyed and need to be replaced

Consumable Replen Review

As you're sourcing for consumable items and analyzing them, you'll ask yourself the same set of questions for every item you're considering buying to resell as a replen:

- Is it profitable?
- Is the sales rank good?
- Check Keepa for:
 - Consistent price
 - Consistent sales
 - Consistent competition (less important)

If you're answering these questions for each item, you should be able to know whether a consumable item will potentially make a great replen to add to your FBA business.

Remember, consumable items make great replen opportunities because customers buy them, use them up, and then order them again and again. If you follow the steps we've gone over above and if you show plenty of patience, you'll soon have consumable replens in your FBA inventory that you can restock again and again.

Chapter 11 – Seasonal Replens

Next up in our specific replen product strategies: **finding seasonal replens to sell over and over via Amazon FBA**. This type of replen is somewhat different from others that we've been discussing in this course. Typically when you're looking for a replen, you're looking for an item that you can purchase consistently for the long term to resell on Amazon.

With seasonal replens, however, there's a catch. **A seasonal replen only sells consistently enough to keep it in stock on Amazon for a few months out of the year.** The amount of time it sells well may vary according to the type of product or the type of season it belongs to. Some items only sell well for a couple of months of the year because they are holiday related. Some items only sell well for 6-9 months of the year because they depend on the weather for their good sales. Whatever the time frame may be, seasonal replens are a great opportunity for you to buy and resell items year after year and make awesome seasonal profits for your FBA business.

Weather Related Replens

The first type of seasonal replen we will look at is **weather related replens**. These replen items will change throughout the year depending on the weather in the US (or whichever marketplace you are selling on). As the weather changes, so will the types of weather related replens you will want to have in stock.



Now, in this section we're going to be talking through some ideas of potential weather related replens. We're not actually telling you specific items here that you should go out and find to resell. **These are brainstorming ideas to get the wheels of your brain turning:**

- **Spring replens:** gardening tools, sandals, rainboots, bird feeders, bird seed (this one is also a consumable replen)
- **Summer replens:** flip-flops, swimwear, beach toys, sunscreen (this one is also a topical replen), lawn sprinklers
- **Fall replens:** autumn decor, lawn rake, lawn and leaf bags (this one is also a consumable replen), long-sleeve clothing, and lightweight outerwear
- **Winter replens:** gloves, ice scraper, snow boots, scarves

Each of these items has the potential to sell occasionally when they're out of season, but in general their sales see a real uptick when they're in season. If you find a good source for a weather related seasonal item, it's best to be well stocked on Amazon according to the associated season.

You can also plan to stock up on certain items according to school breaks around this seasonal weather: spring break, summer vacation, fall break, and winter holidays.

School Related Replens

Speaking of the school schedule, school related replens can be a lucrative way to make great profits at certain times of each year on Amazon. **Here are a few ideas of items that could make great back-to-school replens:**

- School supplies of all kinds for various grade levels (this is also a great opportunity for multi-packs and bundles)
- Solid colored kids' and youth clothing items for uniforms
- Backpacks
- Kids' sizes of shoes
- Adult sizes of shoes (middle school and high school students will need larger sizes)



Aside from back-to-school replens, you can also check out ideas for graduation gift replens or college dorm replens.

For more information on back-to-school seasonal sourcing, we recommend The Selling Family's *Back to School Profits* course. You can find info on the course at fulltimefba.com/backtoschool. Don't forget to use the code **FT20** to save 20% off that course.

Sports Related Replens

Certain sports have certain seasons, sometimes related to the school calendar and sometimes not. These seasons may vary from one part of the country to another, so be sure to use our friend the Google search bar to do some research on sports seasons to come up with possible replen ideas. Professional sports (both major and minor leagues) and college level sports are other sports seasons you can brainstorm and research for related replen ideas. Keep in mind that different sports will be popular among different age groups or in different regions of the country.

Let's look at just a few possible brainstorming ideas to get you started:

- Tee ball, softball, or baseball equipment or clothing in the spring
- Basketball in fall or spring
- Soccer, rugby, or American football for various age levels
- Ice hockey (when is hockey season? Who knows, we live in Texas!)
- Cycling accessories for bikers of all ages
- Pickleball equipment
- Cornhole boards and accessories

If you look into selling any type of professional or collegiate branded equipment or clothing, make sure you have permission on Amazon to sell items before you source them. You don't want to run into any type of licensing or intellectual property issues on items you are selling on Amazon. For instance, NFL licensed items have become highly restricted on Amazon, and other major sports leagues may follow suit.



Holiday Related Replens

From New Year's Day on January 1 to New Year's Eve on December 31, you have an entire year's worth of possibilities when it comes to potential holiday related replen ideas. **Here's a non-exhaustive list of potential holidays that could provide you with replen ideas to sell on Amazon:**

- New Year's Day
- Lunar New Year
- Valentine's Day
- St. Patrick's Day
- Easter
- Numerous religious holidays from around the globe

- Mother's Day (different date in different countries)
- Father's Day
- Independence Day (July 4 in the US, different for other countries)
- Halloween
- Thanksgiving
- Hannukah
- Christmas

Don't just limit yourself to major holidays.

Pop culture is increasingly creating new holidays in different niches, like Pi Day on March 14 for math teachers and students, Galentine's Day on February 13 from the TV show *Parks and Recreation*, or May the Fourth for Star Wars fans.

WHAT IS GALENTINE'S DAY?



Seasonal Sourcing with Keepa

When it comes to sourcing for seasonal items to sell as replens on Amazon, Keepa is your best friend, now more than ever before. You will need to analyze the long-term pricing and sales rank history of items to make smart decisions about whether an item will be a good seasonal replen or not. You will need to look at the pricing and sales rank trends throughout a year of time to see how that item responds during different seasons, to make sure you know when to expect the price and sales rank to go up or down with customers' seasonal buying habits.

Just as you do with non-seasonal replens, you will need to use Keepa to check for certain criteria for potential seasonal replens:

- Consistent price
- Consistent sales
- Consistent competition (less important)

Now we're going to get into a walk-through of how to use Keepa to analyze potential seasonal replens to sell on Amazon. **This section will be best accessed by watching the Module 2 Video 11 of the video version of *The Reseller's Guide to Replens*.** The content

for this section involves a screen capture walk-through where Stephen shows you on his computer how he analyzes individual products using Keepa, and that content just doesn't translate very well to the written form of this ebook.

Be sure to go to the video portion of this course and check out **Module 2 Video 11** for the walk-through of Keepa with seasonal replens. If you want to follow along and use Keepa for yourself, you can sign up for an account at fulltimefba.com/keepa or add the Keepa extension to your Google Chrome browser at fulltimefba.com/keepaextension.

To help you know where to follow along for the walk-through portion of the video module, here are the time stamps for the topics and demonstrations covered in the video:

11:00 Analyzing potential seasonal replen #1 using the Keepa extension

12:12 Analyzing potential seasonal replen #2 using the Keepa extension

By using Keepa, you can plan how you send your inventory to the FBA warehouses according to the seasons. You might find an item to source now, but after you look at the Keepa graphs you see that it sells much faster and for better prices three months from now. You can use this information to plan your sourcing and buy the item at the appropriate time to send it in and be well stocked for the right season.

Seasonal Replens Success

My biggest piece of advice for you to be successful at selling seasonal replens on Amazon is to **put a system in place to compile all the information you're gathering as you analyze seasonal replens.**

Take good notes throughout the year as you're sourcing. Don't trust your memory to still remember which items you want to come back and look at three months from now to source in the appropriate season.

And don't trust your memory to know next year that it's time once again to stock up on that great seasonal replen you found last year. **Set reminders for when to stock up on each seasonal item.** You will miss out on profits if you don't keep good notes and a calendar of your seasonal Amazon replens. Keep notes on your suppliers, on specific ASINs, on the time frame with the best sales velocity, on how many units you sold last year and how many you want to try next year.

Give yourself some lead time. You will need to allow plenty of time to make your seasonal purchases, for shipping (if you purchase via OA or wholesale), for prep time by yourself or a prep center, for shipping to FBA, and then for the warehouse workers to check in the items and make them live on the Amazon website. You don't want to miss out on seasonal profits because you started the stocking up process too late.

Make sure there is enough time for customers to buy the items. When you're calculating your lead time, make sure you're thinking about when customers will actually buy the items for the season. Christmas is on December 25, but customers don't buy their holiday decorations for delivery on that day. You need to have your inventory at the FBA warehouse at the appropriate time for customers to buy and be prepared for the season in question. One way to know if you're too late to the game is to look around at retail stores to see what is for sale on the seasonal aisles. If you're at the store and see Valentine's Day items for sale, you're probably too late to start sourcing for your Valentine's Day replens to send to Amazon.

Replen Review

When you're searching for great seasonal replens, you need to ask yourself a set of questions for every item you're considering buying to resell:

- Is it profitable within the season?
- Is the sales rank good within the season?
- Check Keepa for:
 - Consistent price within the season
 - Consistent sales within the season
 - Consistent competition within the season (less important)

Answering these questions for each item should give you the information you need to know whether an item will potentially make a great seasonal replen to add to your FBA business.

Finding multiple seasonal replens can help you balance out the year with great replen opportunities all year long.

Chapter 12 – Quality Replens – Anything!

This chapter will be the shortest in this section, but it will put a bow on everything we have been discussing about quality replens. We want to make sure you understand the concept thoroughly, so we're going to sum it all up here in one brief chapter.

We hope this is a powerful message that you absorb and allow to transform your Amazon FBA business:

Any item has the possibility of being a quality replen.

We've given you some ideas about using seasonal items as replens, weather related items, items you eat, and on and on. Bottom line, those are just ideas and suggestions that have worked well for many sellers in the past. In order to be successful at sourcing FBA replens, though, you need to fully understand that anything can be a replen if it sells well over time and if you have a consistent place to source it at a consistent price. All you need to do is have a plan in place for carrying out thorough product research, know how to analyze the factors that make a great replen, and get to work.

One more review of what we're asking in our research process:

- Is it profitable?
- Is the sales rank good?
- Check Keepa for:
 - Consistent price
 - Consistent sales
 - Consistent competition (less important)

Quality replens can be found almost anywhere (in RA, OA, and wholesale sources) and in almost every category. **If you follow the steps we have been studying here and show plenty of patience, you'll soon have multiple replens you can restock again and again.** This process will be a game-changer when it comes to scaling and leveling up your Amazon FBA revenue and profits.

Chapter 13 – Replen Pricing Strategies

In the next few chapters, we're going to be talking about a few game-changing strategies you can implement as you start finding and selling replens via Amazon FBA. First up, let's talk about replen pricing strategies — once you put in the hard work of finding a great replen, **you want to make sure you have a solid pricing strategy in place to get the most profits from your FBA business.**

Replen Pricing Strategies

When it comes to pricing your replens to sell via FBA, you might notice a few pricing nuances as compared to pricing your non-replen items. Several factors come into play here, including the following:

You will have multiple items in stock — The whole point of replens is to have multiples of that item at the FBA warehouses at a given time. Well, your pricing decisions for multiples will likely vary from your pricing decisions for having only one unit of an item in stock.

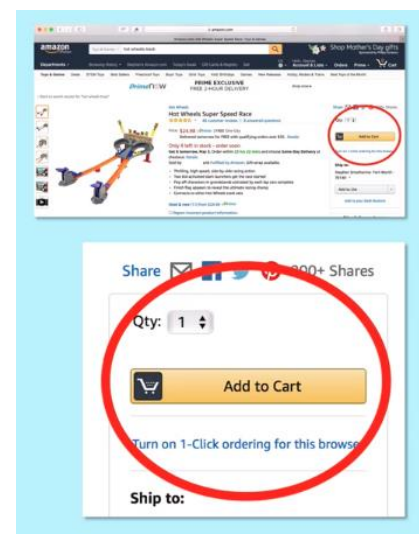
You will want to get sales before your competition — In the best case scenario, you won't have much competition, and this factor won't take priority all the time. But the reality is that unless you have a private label item or a wholesale exclusive, chances are you will need to price your item alongside your competitor.

You will want to get sales before the price tanks — Now, if you've done your research up front with Keepa, you aren't going to be buying many items that will tank in price. You should know ahead of time that the price is likely to remain stable. If, though, you find that the price is steadily lowering after you've sent your replen in to FBA, you will need to price accordingly, so that you get as much profits from the item before the price is too low for any ROI.

Your main goal is to be in the buy box as often as possible — The best way to handle the factors listed above is to make sure you're getting as much time in the buy box as possible. If you're in the buy box regularly, you will get more sales, making it easier to compete with other sellers, even if the price is lowering.

Understanding the Buy Box

Before we go much further on this topic, we want to check in and make sure you're familiar with what we're talking about when we say the "buy box." If you look on an



Amazon product page, you will see that there's a buy box for each item where you can click/tap to "Add to Cart" or buy with one click.

That buy box is crucial when it comes to getting sales on Amazon. An estimated 70-80% of sales on Amazon are made by customers clicking the buy box. Can you see why getting as much time as possible in the buy box is so important? Customers love to click the buy box!

Here are a few more things you need to understand about the Amazon buy box:

- **The buy box rotates.** Within Amazon's algorithm, all of the sellers priced competitively for an item will share a percentage of time in the buy box.
- **The buy box is not always the lowest price.** Other factors come into play to give a seller the buy box, including the number of items they have in stock and their feedback score, to name just a couple.
- **The buy box is only for items in new condition.** The exception to this rule is for some Media items that will have a used condition buy box.
- **The buy box has a geographical component.** If you look at an item on the Amazon website, you might see a different buy box in California than we see in Texas, due to the availability of the item in the nearby warehouses. This is one way higher priced items might show up in the buy box, if they are located nearby the interested customer.
- **Amazon as a seller usually does not share the buy box.** It's their algorithm and their platform, so they like to hog that buy box. Sometimes you can price your item significantly lower than Amazon to get a share of the buy box, but it's not a guarantee. For this reason, competing with Amazon is not a good strategy for selling replens.

How to Win the Buy Box

By now we're sure you're convinced how important it is for you as a seller to get as much time in the buy box as possible — but how do you win the buy box? **Here are a few factors involved in winning the buy box:**

- **You need to have a Professional Seller account,** as opposed to an Individual Seller account. Only Pro Sellers are eligible for the buy box.
- **You need to have good seller metrics.** You will want to stay on top of your seller feedback score and your performance metrics within Seller Central in order to get more time in the buy box.



- **Sellers with multiples in stock get more time in the buy box.** This is one of the big reasons we love to sell replens, right? If you only sell one-offs, it's harder to get the buy box to get even that one sale. But if you can find and keep multiples in stock of a particular item, you will have more opportunity to win the buy box. One big reason sellers will get the buy box more often if they have multiples in stock is that Amazon wants to make sure customers have the opportunity to buy multiples. In case a customer wants to buy two or more of an item, Amazon will point them towards a seller with multiples in stock, rather than putting a seller with only one unit in stock in the buy box.
- **FBA sellers get priority over merchant fulfilled sellers in the buy box.** Amazon wants to prioritize FBA sellers in order to keep their Prime customers happy. They are going to prioritize an FBA seller in the buy box in order to ensure the customer gets all of the shipping benefits that come with their Prime membership.
- **Only items that are priced competitively can win the buy box.** Now, again, keep in mind that "priced competitively" doesn't necessarily mean "lowest price." You need to make sure your price is within a close percentage range of the other sellers who are getting time in the buy box. The trick here is that prices change all the time as your competition changes, either because more competition comes in on an item or because they sell out of the item. This is where **repricing** comes into play. You need to set up your original price when you first list the item on Amazon, but you also need to make sure you check on that price over time to make sure it's still competitive.
- **Manual repricing will not get you more sales.** Many Amazon sellers depend on manual repricing on a regular basis to make sure their inventory is still competitive. Honestly, this was me for the longest time. But manual repricing is not a great strategy for getting more time in the buy box on a regular basis, and it's not a great strategy for making more profits. Not only will you miss out on potential sales if you're priced too high, you will miss out on profits if you're priced too low compared to the other competitive sellers.
- **An automatic repricer is a necessity for pricing replens on Amazon.** Having an automatic repricer takes care of the issues related to getting more time in the buy box by staying priced competitively.

Automatic Repricers

When it comes to automatic repricers, we want to give you couple of options, one free and one paid.

Amazon Automate — Amazon provides a free automatic repricer through Amazon Automate. This repricer is free for Pro Sellers to use, if you are already paying the monthly fee for your Pro Seller account. It allows you to set up some simple rules to reprice your items, but the options for types of repricing rules you can include are rather limited, especially when compared to paid repricer services. One major con to using Amazon Automate is that it does not reprice items upward very often.



Being able to automatically raise your prices according to your rules is one of the biggest reasons to use a repricer, but Amazon Automate does not do this task well, if at all.

BQool automatic repricer — BQool is a paid tool we recommend using instead of a free repricer. BQool gives you the ability to set up very specific personal repricing rules for your inventory in a way that is much more robust than Amazon's free repricer. Having more detailed rules gives you the ability to control your repricing strategy and get more profits out of your sales. BQool will give you potentially thousands of combinations of rules that you can fine tune to perfectly fit your Amazon FBA business model (don't let that fact overwhelm you, though, and we'll show you why in a moment).

Because of these fine-tuned rules, **BQool does a great job of increasing your price when your rules call for it.** In the first month after setting up BQool on our Amazon Seller account, our sales literally doubled, due in huge part to the fact that BQool was raising our prices at times to increase our profits compared to our competitors.

Another pro of BQool is that **it can lower my prices without triggering a "race to the bottom" among my competitors.** We can set up the rules so that we maximize our profits and stay competitive, without having to always be the lowest price (which can cause other sellers to constantly try to reprice one penny lower than the lowest price in an endless battle). The only one who wins the race to the bottom is the customer who buys those items at rock bottom prices; the sellers don't win. Using a robust repricer like BQool helps you avoid that race to the bottom.

As we mentioned above, one of the cons of using a tool like BQool is that the rules can seem overwhelming when you're first trying to set them up. There is a lot involved in making sure you have your rules set up correctly — but we can help you overcome that by giving you our own personal BQool rules to get you started, if you sign up for BQool through our link at fulltimefba.com/bqool. You can get a 14-day free trial to check out BQool, and we've found that their lowest priced option works for most sellers. Once you've signed up for BQool, you can get instructions for setting up our own personal repricing rules at fulltimefba.com/bqoolbonus.



These rules work perfectly for automatically repricing your replens on Amazon FBA because we set them up to avoid the race to the bottom. We want to get the most profits out of our replens, so we make sure our rules don't allow us to be the lowest offer, while still staying competitive and getting plenty of time in the buy box. As you get more experience

at using a repricer, you will likely want to tweak your own rules to fit better with your own criteria, but these rules will be great for getting you started.

Notice in this screenshot of sales for one of our replens how the price goes up and down over the course of one day. Only because of BQool!

The screenshot shows the 'Manage Orders' interface for 'www.fulltimefba.com/bqool'. It displays a list of orders with columns for 'Order date', 'Order details', 'Image', 'Product name', and 'Customer option'. The orders are sorted by date, showing a price fluctuation over time. A large yellow smiling emoji is overlaid on the right side of the screenshot, with red arrows pointing to the 'Item subtotal' values in the 'Product name' column. The text next to the emoji reads: 'This is why I love using the BQool automatic repricer. My prices are always competitive, I'm in the buy box more often, and I get more sales.'

Order date	Order details	Image	Product name	Customer option
36 minutes ago 4/1/2021 11:58 AM PDT	Fulfillment method: Amazon Sales channel: Amazon.com	[Image]	ASIN: [Redacted] Quantity: 1 Item subtotal: \$59.97	
11 hours ago 4/1/2021 1:11 AM PDT	Fulfillment method: Amazon Sales channel: Amazon.com	[Image]	ASIN: [Redacted] Quantity: 1 Item subtotal: \$54.40	
1 day ago 3/31/2021 11:54 AM PDT	Fulfillment method: Amazon Sales channel: Amazon.com	[Image]	ASIN: [Redacted] Quantity: 1 Item subtotal: \$51.99	
22 hours ago 3/31/2021 2:26 PM PDT	Buyer name: [Redacted] Fulfillment method: Amazon Sales channel: Amazon.com	[Image]	ASIN: [Redacted] Quantity: 1 Item subtotal: \$54.52	Expedited
1 day ago 3/31/2021	Fulfillment method: Amazon	[Image]	ASIN: [Redacted]	Standard

Conclusion

When it comes to selling replens on Amazon, you need the help of an automatic repricer to keep your prices both competitive and profitable. The more competitive a price is, the more sales you will get. **Having a serious repricing strategy is a key way to get the most bang for your buck in selling replens on Amazon.** If you are able to sell your items relatively quickly (as compared to your competition) at competitive prices, you will sell out of your items and need to restock them again and again. And that, friends, is how to find success at having a great repricing strategy for your Amazon replens!

Chapter 14 – The Mindset of a Successful Replen Buyer

We know what you're thinking right now. "Mindset? What does that have to do with making profits from replens on Amazon? Skip. Next."

Don't do that. Don't skip this chapter, pretty please. We promise you that your mindset will make or break your success at selling replens on Amazon, and you don't want to miss out on this chapter.

Effects of Mindset

Your mindset in business is not about the power of positive thinking. It's about so much more than that! Your mindset impacts many areas of your life and business:

Work ethic — The type of work you put into finding replens to resell on Amazon is a direct result of your work ethic, which many times is a direct result of your mindset.

Motivation — There are going to be times when you just don't feel like going out and sourcing for the day. Having the right mindset will help you stay motivated to keep at it every day while you build up a successful inventory of replens.



Levels of patience — How many times have you read the word "patience" in this course? A lot! That's because patience is a huge component of putting in the work and sticking with it until you're successful at finding replens.

Reaction to setbacks and challenges — When things go wrong in your FBA business — and they will, sooner or later — you need to be able to respond appropriately. Your mindset about these difficulties can be the difference between rising to the challenge and overcoming it versus throwing in the towel and just quitting.

Levels of learning — Another impact of mindset when you face challenges in your FBA business is how much you learn from your mistakes versus how much you keep making those same mistakes again and again.

Perspective — Your mindset has a definite impact on how you view the progress you're making in FBA replens. You have to be able to maintain a healthy perspective on what is going on in your business if you want to achieve long-term success.

Success — Speaking of success, your overall ability to not just find success, but really enjoy that success at finding and selling replens, comes from having the right kind of mindset.

Let's take a look at several different types of mindset you should cultivate as you get into building up a solid replenishable inventory on Amazon FBA.

The Marathon Mindset

A marathon is 26.2 miles and requires a great amount of endurance to complete. You don't just wake up one day and decide, "Hey, I think I'll go run a marathon today," if you haven't been training for it for months ahead of time. If you do try to go 26.2 miles without training, you will likely either quit before you get to the finish line, or you'll end up in the hospital.



You could wake up one morning and decide to go run a sprint — it's a shorter distance, completed at the fastest pace possible. You could sprint 200 yards without training for it — it doesn't mean you'll be super fast, but you will most likely be able to finish that distance.

Marathons require endurance, and endurance does not develop overnight. A few years back I (Stephen) wanted to train to run a 5k, and I had to start with an app called Couch to 5k. It starts you off running one minute at a time, and then two minutes at a time, and then three minutes, and so forth, until eventually you're able to run for 30 minutes or more to finish a 5k. Since I started running with that app, I've run a few 5ks, and I've run a 10k — but I'm definitely not ready for a marathon. I don't have the endurance built up for that distance.

Running a marathon requires breaking down larger goals into smaller ones. Like I said above, I needed to run a 5k before I could run a 10k. A marathon runner will typically set smaller goals for their training each week and each month as they prepare for a race 6 to 12 months in the future.

Working towards these goals over this period of time requires patience. You won't complete your goal a week from now, or maybe even a few months from now. Many times when it comes to our FBA business and finding great replens, we romanticize many aspects of the final results (how wonderful it will be to have consistent cash flow, how great it will be to have greater financial freedom in our Amazon disbursements, etc), but we don't focus on how long it takes to get to those results. **It takes time, energy, and preparation over a period of time to get a steady flow of income from replens, which means we will need to exercise our patience along the way.**

The good news is that by taking this course you are already preparing ahead of time for how you will approach adding replens to your business, and that's an awesome first step in your replen marathon.

The CEO Mindset

Are you the CEO of your Amazon FBA business or are you an employee? When you're building up your replen inventory, keep in mind what the regular tasks of a CEO are.

A CEO isn't involved in the tiny details of mundane tasks that could be done by any employee, tasks like taking off stickers or poly bagging items every day. Those are tasks that can be outsourced so that the CEO can focus on higher level aspects of the business. Now, we understand that when you're first getting started it makes sense to do many of these tasks yourself, but eventually you will need to transition to outsourcing these tasks if you want to scale your business. (We'll get into more of this topic of outsourcing in the next chapter.)

A CEO sees the big picture of the overall business they are running. A CEO does not get frustrated when there's one day in the week with lower sales than others — they know there is ebb and flow, and one off day will not ruin the entire year's sales. A CEO does not get frustrated when one store doesn't have any replens to source today as they had hoped — they see the big picture that there are more stores available for sourcing, not just this one.



Also, a CEO knows the numbers of their business. We don't know about you, but we love the TV show Shark Tank. We find it cringe-worthy when a business owner comes in with a pretty decent idea for a product, and the sharks start asking questions like, "What can you tell me about your customer acquisition costs?" — but the business owner stumbles over the answer because they have no idea what those numbers look like for their business. Or the sharks will ask, "How were your profits last year?" And the business owner will say, "We had \$100,000 in sales." But sales numbers don't matter to the sharks. They need to know the profits. Yet time and again these folks will come on the TV show and not have a clue what their profits were.

The same holds true for a successful Amazon FBA business CEO — you need to know all your numbers, not just fluffy numbers like overall sales. Luckily our customer acquisition numbers aren't generally something we need to focus on, since it is Amazon's job to bring the customers to their platform. We could get into the details of Amazon pay-per-click ads and the costs involved with that program, but that's not really the point we're trying to make here. We just want to bring to your attention the different kinds of details a CEO should be focused on when it comes to running a successful business.

One more attribute of a CEO mindset: **the CEO creates the path and direction of the business.** The CEO of an FBA business isn't always running around trying to put out fires, reacting to the latest email from Amazon, freaking out that the sky is falling because of a blog post they read. A CEO just can't have that kind of mentality — they have to be the one casting a vision for the team (even if it's a team of one or two people), and that includes staying on course when other folks are getting distracted.

The Growth Mindset

Have you ever heard someone say (maybe even yourself), *"I'm never going to learn. I'm never going to change. I'm always going to see the same results"*? That kind of fixed mindset can really drag you down in your FBA business. The opposite of a fixed mindset is a growth mindset. **The type of language you will hear from someone with a growth mindset sounds more like this:**

- I made a mistake, but I can learn from it.
- I always have the potential to grow and change.
- If other people can learn this and do this, so can I.
- I can't do this now, but I can learn how.

The growth mindset is found in someone who sees failure as an opportunity to grow. They are able to take the lessons they learn along the way and apply them directly to their life and business so that they don't repeat the same mistakes over and over again.

A person with a growth mindset is inspired by the success of others. Rather than comparing themselves to others and feeling disappointed that they haven't found success at the same rate, they see others building a successful business and get excited about being able to accomplish similar successes in the future.

A person with a growth mindset knows that their effort and attitude determine their success. Someone with a fixed mindset might think, *"I'll only ever reach a limited level of success. It's just not possible to do anything more than this."* But a growth mindset leads to saying, *"You know what, this is hard. It's not going as fast as I wanted. But if I continue putting in effort and have the right perspective, I know I will find success eventually."*

Above all, having a growth mindset requires patience. There's that word again! If you want to have a mindset that leads to abundant growth throughout the duration of your FBA business, you need to exercise your patience. Please trust us that patience will pay off when it comes to finding replens and building up your FBA business.



The Abundance Mindset

The abundance mindset is another essential component of having the right frame of mind to find FBA replens. The opposite of an abundance mindset is a scarcity mindset, and these two mindsets can apply to many aspects of doing business.

For someone with a scarcity mindset, there isn't enough of [fill in the blank] to go around, and you're afraid you'll probably miss out. **But if you want to make it long-term as an FBA seller, you have to function with an abundance mindset the majority of the time.** For some folks, this type of mindset comes naturally, but for others it takes work. In our family FBA business, I (Stephen) am naturally optimistic and have an abundance mindset, but my wife Rebecca tends to go down the road of scarcity if she isn't careful with her thoughts (don't worry, she gave me permission to say this here). It has taken a lot of effort, but she can now look at a sourcing situation and have an abundance mindset, rather than a scarcity mindset that makes her want to quit sourcing altogether.

The abundance mindset includes thoughts like these:

- There are so many great replens out there to find.
- Other sellers can't find everything — there will be plenty of replens left for me to find.
- Even I can't find everything there is to find, and that's ok.
- Sometimes it takes a little longer to find a new replen, and that's ok.

Having a scarcity mindset can be dangerous when it comes to sourcing. If you go out and source at three different stores and don't find anything to buy, what are you going to do? Someone with a scarcity mindset would consider just packing it in and going home for the day. But someone with an abundance mindset will keep at it and will go to just one more store until they find inventory to buy. The person with the abundance mindset knows that opportunity is everywhere, you just have to find it.

Selling on Amazon is not a zero sum game. If someone else is winning, that doesn't mean you are losing. There is abundant profit available for us all. **Here are a few types of thoughts you can work on developing if you want an abundance mindset as a replen seller:**

- How did that seller make that system work?
- How did they find that inventory at that store?
- How did they get those sales numbers in that period of time?
- How can I learn from what they have done so that I can see similar results?
- If they can do it, I can do it too.

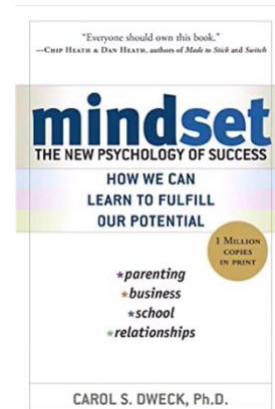
Mindset Mastery

Our inspiration for this chapter comes from the book [Mindset](#) by Carol Dweck, which we highly recommend. For both of us, it was a life-changing book that deeply impacted how we view our business and how we work on it. Now, this isn't some weird psychological "just think positive thoughts" type of book. Dweck bases the book on solid scientific research, and she discusses practical ways that we can influence our business through our mindset.

According to Dweck, it is possible to move from a fixed mindset to a growth mindset. It is possible to change from a scarcity mindset to an abundance mindset. **We firmly believe that if you struggle with your mindset, there are ways you can work on improving it and finding more ease in your FBA business.**

Improving your mindset can have a direct impact on your ability to stick with it for the long haul and find great replens to resell on Amazon.

You can understand all of the "how to" teachings when it comes to finding replens, but the most important key to your replen success is your mindset. **Your mindset can make or break your replen success.**



Chapter 15 – Outsourcing Replen Sourcing

In the previous chapter we discussed how the mindset of an Amazon seller needs to eventually become the mindset of the CEO, where the CEO is focused on the big picture aspects of the business and the more mundane, repetitive aspects of the business are outsourced to other workers. **In this chapter we're going to get into the details of how you can outsource many aspects of sourcing, prepping, and shipping replens for your Amazon FBA business.**

For some of you reading this, you will want to outsource *everything* we mention in this chapter. For others, you will want to pick and choose which ones to outsource. You may start with one or two and then change to outsource all of these aspects. The beauty of this type of business is that you can adapt it to fit your needs.

Outsourcing Replen Sourcing — Retail Arbitrage

Some aspects of retail arbitrage sourcing for replens can be outsourced to a sourcing helper. In fact, sourcing for replens is one of the most easily outsourced types of RA sourcing. The key to making it work for your business is training the helper properly.

You can train a sourcing helper to do several different aspects of sourcing, depending on what level of involvement you want to have. You could go all in on outsourcing this part of your business by training someone how to scan products and what you're looking for in a good replen; you could even show them some of the videos in this course as a part of your training. If you're able to successfully train people to do this part of sourcing for you, an RA replen business can experience great growth.

If you're not interested in training people to do the work of scanning and analyzing products, you could outsource RA replen sourcing by finding your replens yourself and then hiring someone to help with the physical work of driving to pick up items for you. One way would be to purchase items online and then hire someone to drive the retail store to do in-store pickup on your behalf. Another option would be to send a helper to various stores in your area to check the shelves for a list of your replen items, with instructions on the number of each item to purchase, whether it's a specific number or "as many as you can find."



The big question that comes up when you have someone helping you make RA purchases is "how are they supposed to pay for these items?" The answer depends on several factors, including your level of trust with the person and the locations where they will be making their purchases. Here are a few suggestions:

- **You reimburse the helper.** They will present you with the receipts and receive a reimbursement for their purchases. This only works if the person has enough money themselves to pay for inventory up front, which is most often not very likely.
- **Use prepaid refillable VISA gift cards.** This is a way to give a helper a limited amount of money on a gift card that can be swiped like a credit card at most stores. They would still need to give you all the receipts and account for all purchases made with the card.
- **Use store-specific gift cards.** If you predominantly shop at certain stores for your replens, you could give the helper gift cards for those stores. Again, they will need to be responsible for all receipts and give an account of their purchases. If you use store gift cards, be sure to check out websites like [Raise](#) to see if you can purchase discounted gift cards and increase your ROI on purchases from that store. (Note: before purchasing discounted gift cards, read the fine print for each card; some cards can only be used online and won't work for in-store RA sourcing.)

Outsourcing Replen Sourcing — Online Arbitrage

Certain aspects of OA are also able to be outsourced to a sourcing helper. Buying items online and then having a sourcing helper drive to the store and do a curbside pickup for you is a type of hybrid model of RA and OA that works well for outsourcing. Once the inventory has been picked up, they could deliver it to you to prep and send to Amazon — or better yet, you could outsource that aspect of your replen sourcing, too, and teach the helper how to prep and ship for you.



You could also spend the time it takes to train someone locally to do OA sourcing the same way you do and have the items shipped to your place for prepping and packing. **It's typically more efficient, however, to train a virtual assistant (VA) to source OA or wholesale replens for you to buy.** Some VAs will already know how to do these types of Amazon sourcing tasks, but others will need you to train them. Here are a few ideas of websites where you can hire a VA to help with your online replen sourcing:

Upwork — We hired our Amazon VA and other freelance workers through Upwork, and we like their hiring and payment processes.

[Onlinejobs.ph](#) — This is a great website for finding VAs based out of the Philippines.

[Freeeup](#) — If you're looking for a VA who is fully trained for Amazon related tasks, we recommend Freeeup. The VAs at Freeeup will cost more than other websites because

they're already trained for certain tasks, but that extra money is worth it for the help you will receive.

Outsourcing Prep/Pack/Ship for Replens

Almost anybody can be trained to prep, pack, and ship your replens to Amazon FBA, so these are great tasks to consider for outsourcing in your business. You have a few options when it comes to outsourcing your prepping, packing, and shipping tasks:



Hire a local helper. You can find someone in your local area who can come to your home or place of business to do the prepping and shipping for your replens, or you can set them up with supplies to work at their own place. You can hire a family member, friend, or trusted friend of a friend. Outsourcing these tasks will free up your time greatly and give you the freedom to focus on other aspects of sourcing and selling replens.

Use a quality prep center. You can find prep centers all across the country that offer services to FBA sellers for receiving, prepping, and shipping their inventory to Amazon warehouses. These prep centers should be familiar with Amazon's guidelines and able to process your inventory in a professional and timely manner. If you find a prep center near your home, you can use them to process your RA replen purchases that you drop off at their center. If you do OA or wholesale buying, you can use either a nearby prep center or one in another state to receive your inventory and process it to send to Amazon.

It's up to you as the business owner to decide which method of outsourcing works best for your prepping and shipping needs. When we first started outsourcing this part of our FBA business, we hired a friend to come to our house multiple times a week to work on shipments for us. Eventually we transitioned to using a prep center, so that the bulk of our FBA inventory didn't have to come through our house. **Both methods worked really well for us at the times that we used them.** You might need to experiment to find what works best for you and your replen business.

If you want to read more on the Full-Time FBA blog about using a prep center, check out fulltimefba.com/prepcenter. We also have a list on our website of the questions you should ask to make sure you're signing up with a high quality prep center; find it at fulltimefba.com/prepcenterquestions.

Compensating Your Helpers

If you're outsourcing to a prep center, they will have an established fee structure, so that's not really a question you will need to work out. But what if you hire an individual locally for various tasks?

First, you need to understand the difference between contract labor and an employee. The word “employee” doesn’t just mean “someone you hire for a job.” It means something specific when it comes to tax laws in the US. Be sure to look up the latest information on the IRS website to make sure you’re following any applicable rules, or talk to a CPA or tax professional in your state.

For RA shopping from a list or OA pickup of your sourced replen inventory, we pay the worker hourly for their time.

For prepping, packing, and shipping, we also pay hourly for their time spent at our home, their home, or place of business. Again, this needs to be someone you can trust to make sure they’re spending their time getting the work done at a good pace so that hourly wages makes sense for this scenario.



For help with RA sourcing, you have a couple of options. One is to pay hourly for their time. Paying hourly works well when you’re training someone to source, but once they know what they’re doing we’ve found that a better payment method is to pay them a percentage of the profits on items they source for you, minus any returns. Using this method incentivizes the helper to find quality replens for you, since they can make more money if they find better items — and with replens, it can be an ongoing source of income.

Side note: [InventoryLab](#) makes it easy to track what to pay your helper through their **Supplier Profitability reports**. You can read more about it and get instructions for how to set it up at fulltimefba.com/supplierprofitability.

At this point in a discussion about training folks locally to outsource your FBA tasks (particularly sourcing), we usually get questions like this: *“If I train someone to do these things, won’t they just leave and start their own FBA business? Aren’t I just training my competition?”* And yes, we will acknowledge that’s a risk you are taking by training someone to help you source and process replens. But in reality most people don’t want to start their own business. **Running your own FBA business requires an investment of money and time that most people don’t have or don’t want to spend.** Plenty of people are looking to make money to support themselves or to have extra cash by working for someone else, not starting their own business from scratch.

Overall, we’ve found this issue isn’t a big concern for outsourcing in our FBA business. Even if your helper does leave to start their own business, an abundance mindset tells you that there’s plenty of inventory for you both to source!

Conclusion

When it comes to replens, your number one job needs to be sourcing inventory — you need to constantly be focused on searching for and buying those replens, if you want to grow your business and achieve long-term success. **You need to find ways to outsource as much of your business as possible to give you the time and energy to focus on building up your replen inventory.**

Chapter 16 – Finding Zombie Replens

In the next three chapters we're going to be talking about **zombie replens** and strategies for how to make good profits off them. We love to find a great zombie replen, and we can't wait to share with you these strategies.

What is a Zombie Replen?

A zombie replen is a previously profitable item that you sold out of inventory and has now become profitable again. It's an inventory item that died off in your business for some reason, whether you couldn't source it for a while or the selling price lowered too much for it to be profitable. But what if that item has come back to life and become profitable again without your knowing it?

This has happened for us in the past, and we love to discover ideas for profitable replens right there in our own selling history! **All you need to do is analyze that item's sales and pricing data, search for a current source, and start buying it again to resell.** Many resellers find a great item to sell, buy multiples of it, sell out, and then move on to another item if it's not worthwhile or possible to buy again. But you could be missing out on opportunities — and profits! — if you aren't on the lookout for zombie replens in your own inventory history. If a dead item's price recovers and becomes profitable again, you have the ability to turn that dead item into a zombie replen.



Finding Zombie Replens in Amazon Seller Central

One great place to look for zombie replens is right there in your own Amazon Seller Central account. **You can use reports generated within Seller Central to look for ideas of potential zombie replens that can be brought back to life.**

Here are the steps to start looking for zombie replens in Seller Central:

- Go to your account in sellercentral.amazon.com (login required).
- Hover over the Reports tab, then click on Business Reports.
- On the left of the screen choose By ASIN > Detail Page Sales and Traffic.
- Update the date range according to a time period you want to look at. Some suggestions are the most recent Q4 (10/1 - 12/31 of the previous year), the last year (1/1 - 12/31), or any seasonal date range that you're interested in analyzing.

Because you're looking by date ranges, this is a great strategy for identifying potential seasonal replens.

- Next you want to look at Units Ordered > Sort Descending. This will arrange the ASINs with the highest number of units ordered at the top of your list. Now you know which items sold the most units during the date range you chose.

Now we're going to get into a walk-through of how to run this report and look for zombie replens in Seller Central. Stephen is going to show you what to do on his computer in our Seller Central account. This section will be best accessed by watching **Module 4 Video 16** of the video version of *The Reseller's Guide to Replens*. The content for this section involves a screen capture walk-through, and that content just doesn't translate very well to the written form of this ebook. Be sure to go to the video portion of this course and check out **Module 4 Video 16** for the walk-through of finding zombie replens in Seller Central.

To help you know where to follow along for the walk-through portion of the video module, here are the time stamps for the topics and demonstrations covered in the video:

3:25 Intro to finding zombie replens in Seller Central

3:55 How to generate the report to look at your past units sold during a date range

4:35 Looking at the report with ASINs in descending order



Detail Page Sales and Traffic [Learn more](#) From: 10/01/2020 To: 12/31/2020

(Parent) ASIN	(Child) ASIN	Title	SKU	Sessions	Session Percentage	Page Views	Page Views Percentage	Buy Box Percentage	Units Ordered	Units Ordered - B2B	Unit Session Percentage	Unit Session Percentage - B2B	Ordered Product Sales
									237				
									191				
									147				
									111				
									105				
									102				

Once you've looked at the report with the ASINs in descending order, you should start to get some ideas of inventory items that would make potential replens. You will need to check the current data for each of these items and look at the Keepa graphs to see how they're selling and are priced in recent months. Once you find items that are selling well and you're interested in repurchasing, you will need to source them. You can check back at your original source to see if they're still available for a good price that will give you a good ROI. If you use InventoryLab and entered the supplier information when you originally listed the item, you should be able to easily identify your original source. If not,

you can try looking back at old receipts or anything else you have that would jog your memory.

If you're able to purchase the item again from your original source (or maybe try searching for another source), then congratulations — **you've found a zombie replen!** Get out there and buy those zombie replens quickly and send them to Amazon to start bringing in some great profits for your FBA business. Don't forget to use this strategy if you're looking for seasonal replens or if you're wanting to stock up on your best selling items for Q4.

(Note: If you're interested in buying your own Amazombie shirt like Stephen is wearing in the video module for this chapter, you can get it at fulltimefba.com/amazombie.)



Chapter 17 – Finding Zombie Replen Notifications

Let's take zombie replens a step further in this chapter by learning how to set up notifications to let you know when an old inventory item is ready to come back to life. Yes, that's right...you can set it up so that you get an email or text message telling you that an item is ready for you to start sourcing and selling it again, and all you have to do is go find it and get it listed.

Zombie Replen Notifications

A few different types of items lend themselves well to setting up notifications to alert you when an item can be profitable for you again:

- **Old replens you used to sell but are no longer profitable now.** We covered in the previous chapter how you can search Seller Central for these types of items. We recommend going through that search process and then setting up notifications for each item like we're about to show you in this chapter.
- **Current replens that are becoming unprofitable for the future.** Replens can come and go in waves. As resellers we get used to riding that wave, taking advantage of the ebb and flow of inventory that goes up and down in price and availability. We recommend setting up notifications as you notice the waves changing so that you aren't relying on your memory to come back to an item in the future.
- **Seasonal replens you don't want to miss out on each year.** Again, you don't want to have to count on your memory to know which items to order for each season. Zombie replen notifications are a great way to be prepared for your seasonal replens.

Steps for Setting Up Notifications

How do we get these zombie replen notifications? **From our trusty friend Keepa!** We know, it's such a great program, right? Keepa has a tool that allows you to set up notifications for when an item on Amazon regains profitability. This process works from both the Keepa website or the Keepa extension on the Chrome browser on an Amazon product page.



Here are the steps for setting up zombie replen notifications on Keepa:

- Find the Keepa graph for the "dead" replen you want to track.

- Click on the “Track Product” tab on the Keepa graph.
- Click on the Pro tracking options (available with a paid subscription to Keepa).
- Put the desired price in the pink Buy Box box. This is the minimum price you need for this item to be profitable for you to resell.
- Change the “or less” option to “or more.”
- Set tracking time and click “Start Tracking.” We always choose 10 years for our tracking time.
- Choose how you want to be notified of the price increase. We always choose to be notified by email, but there are other great options.

Now we're going to get into a walk-through of how to use Keepa to set up zombie replen notifications. Stephen is going to show you what to do on his computer on the Keepa website. **This section will be best accessed by watching Module 4 Video 17 of the video version of *The Reseller's Guide to Replens*.** The content for this section involves a screen capture walk-through, and that content just doesn't translate very well to the written form of this ebook. Be sure to go to the video portion of this course and check out **Module 4 Video 17** for the walk-through of setting up zombie replen notifications.

To help you know where to follow along for the walk-through portion of the video module, here are the time stamps for the topics and demonstrations covered in the video:

2:15 Zombie replen notifications

2:30 Example of a board game replen

3:00 Setting up notification using “Track Product”

4:00 Options for how to receive your notification

Receiving Your Zombie Replen Notification

Once your product goes back up in price, you'll receive a notification from Keepa saying, “Good news!” Here's an example of what the email notification looks like:



One thing to be aware of: Once you receive your notification from Keepa, you will need to set up another notification to alert you if the price dips below your threshold in the future. You only receive the notification once. **To receive it on an ongoing basis, you need to “activate the rearm timer.”**

If you're using the Keepa app on your phone, you can also get a push notification from Keepa when the price recovers to your minimum setting.

Once you start receiving alerts for items, **take action quickly!** Don't waste any time in going to double check the price on Amazon and other info on the Keepa graph. Then you can start looking for where to source the item at a great price to make profits on your new zombie replen.

Conclusion

Keepa is a great tool that can automatically notify you when a previously “dead” replen experiences a price recovery and becomes profitable again. If you use Keepa on a regular basis to set up notifications for potential zombie replens, you should start to see results in an increase of replens for your Amazon FBA business.

Chapter 18 – Zombie Replen Deal Lists

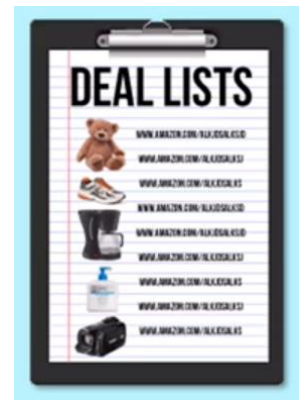
In this chapter we're going to look at another strategy for zombie replens on Amazon FBA: using deal lists to find great zombie replens. We, along with many FBA resellers, use deal subscription lists to find current deals to buy for our FBA business, but we also like to use our copies of past deal lists to look for potential zombie replens. If the item was profitable once and then lost value for our FBA business over time, we want to make sure we're staying on top of whether it has come back in the profit range after time has passed.

Deal List Basics

First, let's lay the groundwork of what a deal list is and why they are useful for Amazon FBA resellers.

A deal list is a subscription based resource that provides you with multiple profitable arbitrage deals. A deal list can be focused on a type of sourcing method, such as RA, OA, or wholesale deal lists. It can be focused on a particular category, likes Shoes & Clothing or ungated toys. It might also be focused on a particular retail store, like current TJ Maxx deals.

The list is a set of leads that should get you started heading in the right direction of finding profitable inventory. Deal lists aren't just for beginner sellers; even after selling on Amazon for a decade, we use deal lists in our business all the time because they help us stay on top of current sales and coupon codes, as well as ideas for the current popular best sellers.



Not all deal lists are created equally. If you're in the market for a quality deal list, there are a few factors to be looking for:

- **Good deal lists give you leads on a consistent basis**, whether it's daily, weekly, or monthly.
- **Good deal lists have limited availability**, in order to prevent saturation or flooding the market.
- **Good deal lists have ROI minimums**, so that you know you're looking at potentially *profitable* leads.
- **Good deal lists have sales rank maximums**, so that you know you're looking at leads that will sell fairly quickly.

Most deal lists contain short-term profitable items. These are going to be items that are currently on sale or have a limited-time coupon code that will reduce the price low enough to make the item profitable for resale on Amazon. Some deal lists, though, will point you in the direction of leads for items at regular price, not on clearance, that are profitable to sell on Amazon. This is exactly the type of item you're looking for to make a great potential replen on Amazon! If you're able to replenish that item at that price on a consistent basis, you've scored a winner. **Don't make the assumption that all deal lists provide only short-term deals, or you'll be missing out on potential replen profits.** We sell one particular ASIN that we found from a deal list over two years ago, and we've been replenishing that item consistently since that time.

Here's a screenshot example of what a deal list might look like:



The info is blurred out on this list because, well, deal lists cost money, and we don't want to give away for free something that a deal list creator put time and effort into producing to sell. **But this picture should give you an example of the types of information included in a good deal list:**

- Title
- ASIN
- Links to retail store and Amazon product page
- Pricing
- Potential profit and ROI

- Many different data points for how to price the item on Amazon
- Sales rank information and link to Keepa
- More info depending on the type of deal list

If you're using a deal list, be sure you're getting even more than your money's worth by going back and looking at these deals from time to time, to see if there are any regular priced items that could become a zombie replen for you. **Be sure to combine your strategies from the chapter on Keepa notifications with this chapter on deal lists for an even more targeted approach at finding zombie replens.**

Most Recommended Deal Lists

For our most recent recommendations of our favorite deal lists, check out fulltimefba.com/deallists. We update this page regularly with any changes to the deal lists we recommend as worthwhile for you to try out. Not every lead on every list is going to be a potential replen lead, but *some of them* are — if you put in the work to research and analyze each lead on the lists.

Conclusion

A great way to find new reselling leads is to subscribe to a deal list. **While most of the leads are probably a limited time opportunity, there just might be some replens on that list that you can buy to resell over and over again.** Even better, use your archives of those deal lists to check for past replen leads that might have become a zombie replen over time.

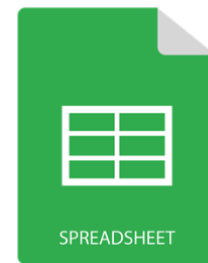
Chapter 19 – Replen Management

Our goal for this course is to equip you with the information and tools you need to find great replens to consistently bring profits into your Amazon FBA business. **As your replen inventory grows, you will need ways to manage all of the associated info for staying on top of organizing, reordering, and tracking your replens.** We don't want you to miss out on any profits because you forget to reorder or because you don't know how much stock you have available.

Note: In Seller Central, Amazon makes suggestions for restocking your inventory, but we typically don't follow those suggestions. We have found that conducting our own replen management outside Seller Central works better for keeping our replens in stock.

Replen Management Spreadsheet

The first tool we want to talk about in this chapter is one of the bonuses for this *Reseller's Guide to Replens* course, the Replen Management Spreadsheet. You can log in to your account with Full-Time FBA and go to the bonuses section of this course to download your spreadsheet. This spreadsheet is a great option for anyone who is just beginning with sourcing and restocking replens. It will require you to manually enter in each replen to the spreadsheet, which works best when you only have a limited number of replens in stock.



Now we're going to get into a walk-through of how to use the Replen Management Spreadsheet. Stephen is going to show you what to do on his computer directly in the spreadsheet. This section will be best accessed by watching **Module 5 Video 19** of the video version of *The Reseller's Guide to Replens*. The content for this section involves a screen capture walk-through, and that content just doesn't translate very well to the written form of this ebook. Be sure to go to the video portion of this course and check out **Module 5 Video 19** for the walk-through of how to use the Replen Management Spreadsheet.

To help you know where to follow along for the walk-through portion of the video module, here are the time stamps for the topics and demonstrations covered in the video:

1:05 The Replen Management Spreadsheet

1:30 Intro to the columns on the spreadsheet

2:08 Lead time for reordering replens

2:59 Minimum selling price for item to be profitable

3:28 Restock number versus buy number

4:10 Importance of lead time and restock number so you don't miss out on profits

5:07 Using the spreadsheet as a buy list for sourcing

Once this spreadsheet becomes a chore for you to keep up with and you find that it's too overwhelming for your number of replens, it's time for you to start looking into a paid option for your replen management. We'll give you a couple of options below for paid programs for managing your replens.

InventoryLab

You might already be using InventoryLab for other purposes in your FBA business, and if so you have the capability of using it for tracking your replens too. (Don't forget, you can get 30 days free of InventoryLab when you sign up at fulltimefba.com/inventorylab).



We want to show you how to use InventoryLab's Inventory Velocity Report to manage your replens, so once again you'll need to watch Module 5 Video 19 of the video version of *The Reseller's Guide to Replens*. To help you know where to follow along for the walk-through portion of the video module, here are the time stamps for the topics and demonstrations covered in the video:

6:30 Using InventoryLab to manage your replens

6:40 Replenish Lead Time column

7:28 Accessing the Velocity Report

If you want step-by-step instructions on how to set up your lead times and best use the Velocity Report, check out fulltimefba.com/velocity for more info directly from InventoryLab.

Replen Dashboard

If you don't already use InventoryLab and you're looking for another option for a replen management program, you could look into using Replen Dashboard. As you can tell from the name, this service is focused 100% on helping you with replen management. Their website has instructional videos for how to use the program, set up alerts, and get the most out of your replens on FBA. You can find out more at fulltimefba.com/replendashboard. Don't forget to use the code **FULLTIME10** to get 10% off for life.

Conclusion

While finding a profitable replen can be great, selling out of a replen can turn it into a wasted opportunity. **Using a replen management spreadsheet or software can help remind you when it's the right time to restock your low inventory to avoid going out of stock.**

Chapter 20 – Wrapping Up Replens

Well, how does it feel? **You've made it to the end of the course and should be ready to start finding some great replens to add to your Amazon FBA inventory.** We appreciate you sticking with the course all the way to the end and learning everything you can to be successful at adding replens to your business. Many people buy courses and never even start them, much less finish them. But not you — you're a finisher!

Replen Wisdom to Remember

As we're wrapping up the course, we want to leave you with some encouragement and some reminders:



- **Finding replens makes it easier** to sell more inventory on Amazon in less time.
- **Finding a good replen can take a long time**, but the time invested is worth it.
- **Replens can be anything** — any type of inventory, any genre of item you can sell on Amazon.
- **Keepa is the key to finding good replens.** We cannot stress enough the importance of learning [Keepa](#) and using it daily in your Amazon business. It's the easiest way to stay on top of whether an item has a consistent price and gets consistent sales, which are crucial to an item becoming your next great replen.
- **Use Keepa to notify you of zombie replens.** Take advantage of all the hard work you've put into finding great inventory items in the past, and turn those "dead" inventory items into zombie replens at just the perfect time.
- **Tracking your replens will help you get consistent sales.** You don't want to miss out on any sales or any profits because you failed to stay on top of when to restock your replens.
- **Patience, patience, patience.** Just in case you didn't think we've talked about patience enough in this course, we want to give you one last reminder. If you put in the work and exercise your patience, you should be able to see the fruits of your labor in a great stock of replens in your Amazon FBA inventory. This won't happen overnight, but with patience you will see long-term success.

Replen Review

Now let's take one last go 'round on our replen review, for old time's sake:

- Is it profitable?

- Is the sales rank good?
- Check Keepa for:
 - Consistent price
 - Consistent sales
 - Consistent competition (less important)
- Minimum selling price of \$12
- Minimum average of 12 sales per month

Conclusion

While it may take time to gain some momentum, once you have a large number of replens you're selling over and over again, you'll be that much closer to finding success on Amazon.

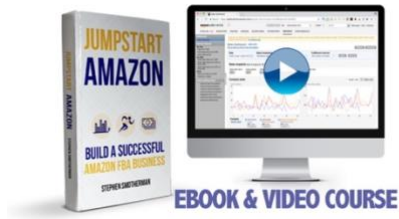
Focusing on replens is one of the best ways to have long-term success selling on Amazon, with consistent sales and consistent profits.

Don't forget to check out all the bonus training and resources that come with your copy of *The Reseller's Guide to Replens* in your Full-Time FBA account. Be sure to contact us at fulltimefba.com/contact with your stories of how you're finding great replens — we always love to hear how the course has helped you and how you are making great things happen in your FBA business. And keep reading to the end of this PDF to find coupon codes for our other courses and resources for helping you grow your Amazon FBA business.

All right, that's enough from us. **It's time to stop studying and start putting into action what you've been learning.** Take action now! We wish you every success in finding your next great replen to resell on Amazon...and then the next one...and then the next one!



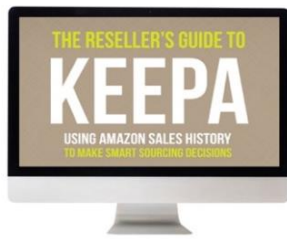
More by Stephen and Rebecca Smotherman



[JumpStart Amazon: Build a Successful Amazon FBA Business](#)

Since 2012, we've been able to make a full-time income by only spending part-time hours selling quality merchandise on Amazon... and you can too! Instead of you needing to spend thousands of dollars for me to coach you into an Amazon business, we've instead created an affordable course that will teach you everything you need to know.

[JumpStart Amazon](#) is a combination video course (10+ hours) and ebook (200+ pages). The content in both the book and videos is almost identical, so you can decide which way you would like to learn best – watching or reading. The ebook and video course are both filled with the content and strategies you need to start a successful Amazon business from scratch. This course is set up to help you build a solid foundation and then know how to find growth and success on top of the basics. This course is the best place to start building a profitable Amazon FBA business. Use the coupon code **SUCCESS** to get \$50 off [JumpStart Amazon](#) today.

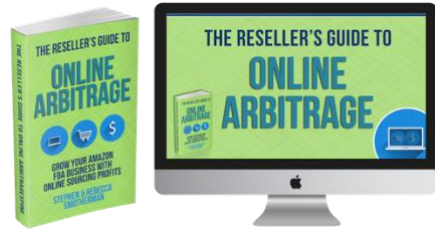


[The Reseller's Guide to Keepa: Using Amazon Sales History to Make Smart Sourcing Decisions](#)

Have you ever wondered what it would be like to buy inventory that almost always sells quickly? Do you ever get frustrated because it seems like by the time your inventory arrives at Amazon, your competition has “tanked” the price and you're not able to sell your inventory at the prices you wanted? If it seems like your Amazon sourcing is more of a gamble than a sure thing, then this course is for you.

[The Reseller's Guide to Keepa](#) is a full course featuring over 5 hours of video content that will walk you through how to use the valuable online resource Keepa to make smart sourcing decisions. Keepa records vital pricing and sales rank history for almost every item sold on Amazon. When you can properly read a Keepa graph, then you can use the data to make well-informed predictions about the future of prices and sales on Amazon. With this knowledge you can make the best sourcing decisions possible. Use the coupon code **25KEEPA** to save \$25 off the cost of [The Reseller's Guide to Keepa](#).

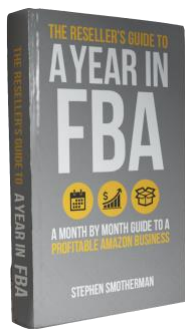
[*The Reseller's Guide to Online Arbitrage: Grow Your Amazon FBA Business with Online Sourcing Profits*](#)



For many Amazon FBA sellers, staying home to source for inventory is an important aspect of the flexibility of running your own business. Online arbitrage (OA) allows you to source for Amazon FBA inventory from the comfort of your own home – or from anywhere in the world!

If you want to add or improve your existing OA sourcing skills, then check out our course: [*The Reseller's Guide to Online Arbitrage: Grow Your Amazon FBA Business With Online Sourcing Profits*](#).

The course is a combination video course (5+ hours of OA training) and a 100+ page ebook. The videos and book both share the exact same content (so you can pick the format you most like to learn from). The course also comes with six time-saving and money-making bonuses all at no additional charge. For \$20 off *The Reseller's Guide to Online Arbitrage*, use code **OAREPLEN** today!



[*The Reseller's Guide to a Year in FBA: A Month by Month Guide to a Profitable Amazon Business*](#)

This book is over 220 pages jam-packed with tips, resources, and strategies that will help you have your best Amazon FBA year ever.

The book covers, month by month, exactly what to expect and what you need to prepare for when it comes to maximizing your profits for selling via Amazon FBA. Don't get left behind on the countless opportunities to grow your Amazon business to the next level. From January to December, [*The Reseller's Guide to a Year in FBA*](#) will help you stay ahead of the game! Use the code **HAPPY25** to save \$25 off the cost of the book.

[The Reseller's Guide to Pricing for Profits: Price Your Amazon Inventory for Bigger Profits & Faster Sales](#)

Do you have a strategic pricing strategy for the items you're selling on Amazon? Your pricing game plan can determine whether your Amazon FBA business succeeds or fails.



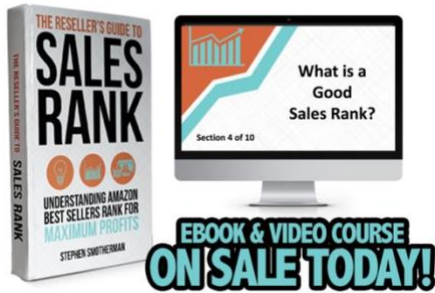
In [The Reseller's Guide to Pricing for Profits](#), we'll help you craft and execute the perfect pricing strategy that will help you increase your profits while still consistently selling your inventory. With this course (3+ hours of video training with 70+ page ebook) you'll be able to squeeze more ROI out of every single item in your inventory. With increased profits you'll be able to grow your Amazon business faster and set yourself up for long-term success. Use coupon code **20PRICE20** and save \$20 when you enroll in [The Reseller's Guide to Pricing for Profits](#) today.



[The Reseller's Guide to Board Games: How to Turn Play Money into Real Money](#)

We want to show you just how easy it is to make hundreds of dollars a week selling new and used board games. Selling board games is a great niche to add to your online selling business. Whether you sell on eBay or Amazon, board games can be very profitable, but only if you know what you're doing. We find so many board games to sell that we don't mind sharing with you all of our secrets.

Board games are everywhere. You just need to know where to look to find them. In [The Reseller's Guide to Board Games](#), we'll walk you through the complete process of finding, buying, preparing, and selling board games for maximum profits. You'll learn all the tips and tricks we use to find board games that don't just double or triple our money, but actually can take our initial investment and multiply it exponentially. You can use the coupon code **BOARD15** to save \$15 on your purchase of [The Reseller's Guide to Board Games](#).

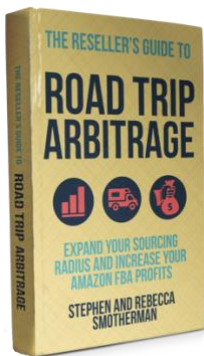


[The Reseller's Guide to Sales Rank: Understanding Amazon Best Sellers Rank for Maximum Profits](#)

Amazon sales rank is easily one of the most complicated and misunderstood aspects of selling online. Too many Amazon sellers assume if an item on Amazon has a certain “good” sales rank, it will automatically sell quickly. This assumption falls apart when the seller realizes most of their inventory is not

selling at all, and to make things worse the prices of their inventory items have tanked.

The Reseller's Guide to Sales Rank mini-course is a combination ebook and video course that will walk you through how to best understand and interpret sales rank numbers on Amazon. The book is over 30 pages filled with teachings and illustrations that will help you understand not only how sales rank works, but also how to best use sales rank info to dramatically improve your inventory sourcing buys. The video course contains about 2 hours of content where you can see every aspect of sales rank explained in detail. [Find out more here](#) and use the code **TWENTYOFF** for 20% off the *Sales Rank* mini-course today.

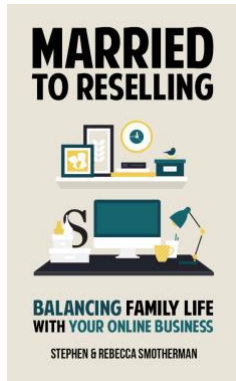


[The Reseller's Guide to Road Trip Arbitrage: Expand Your Sourcing Radius and Increase Your Amazon FBA Profits](#)

Retail arbitrage can be a lot of fun, but it's even more fun when you get outside of your normal sourcing radius and take an arbitrage road trip! In fact, some of our most profitable sourcing times were day-long trips where we sourced all day in a new location. The results were awesome with more inventory and more profits than usual.

We would love to help you plan your first arbitrage road trip with *The Reseller's Guide to Road Trip Arbitrage: Expand Your Sourcing Radius and Increase Your Amazon FBA Profits*. The course is a 60-page ebook, plus 4 time-saving, money-making bonuses.

Now, don't assume that all you need to do is travel a bit to find success with road trip arbitrage. There is so much more than that. There are ways to make an arbitrage road trip more successful, and there are ways you can ruin an arbitrage road trip. We're here to help you have the most success and make the most of your time and money doing road trip arbitrage. Plus, we'll show you how to have some fun doing it too. For \$10 off *Road Trip Arbitrage* today, be sure to use the coupon code **10MILES**.



[Married to Reselling: Balancing Family Life With Your Online Business](#)

Working from home sounds easy, but if you've done it for any amount of time, you know that it can be difficult. There are times at home when you need to be working, but your spouse or kids are demanding your attention. You don't want to ignore them, but sometimes it could really interfere with the work that needs to get done. And the opposite is true as well. Sometimes we can get so caught up in the life of a reseller that we begin to neglect the people we love most, who are often in the next room wondering when we're going to take a break and spend some

time with them.

In [Married to Reselling](#), we will walk with you through ways we can all find success in balancing our time with family while working from home. We'll tackle both the business and personal sides of life as a reseller, and we'll help you explore a system that works best for you and your family. This package includes the book plus some great bonuses (including videos).

If you're looking for ways to balance your family life with your online business and find success with both, then this book is for you. You can use the coupon code **LOVE10** to save \$10 on your purchase of [Married to Reselling](#).



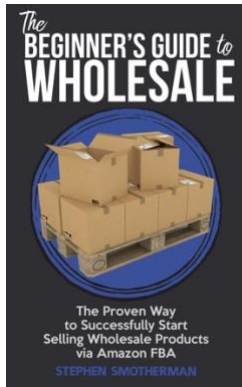
[The Reseller's Guide to Black Friday: The Fool-proof Guide to Rock Black Friday Sales Every Year](#)

I'd love to share with you about making big money on Black Friday. In fact, there is so much I want to tell you, it fills up a whole book on the topic! I decided to ask the Queen of Black Friday herself, Kristin Ostrander, to add in her own strategies, and together we published the definitive guide on Black Friday. It's called [The Reseller's Guide to Black Friday: The Fool-proof Guide to Rock Black Friday Sales Every Year](#).

The Reseller's Guide to Black Friday is a combination ebook and online master class that will help you be properly prepared for all you need to do (and avoid doing) in order to help you save time and maximize your profits on Black Friday. From the "leaked" pre-Black Friday ads to the big shopping day and beyond, we'll walk you through everything you need to know. Covering important deadlines, multiple sourcing strategies, and how to make the absolute best use of your time and capital, this ebook will help you know how to rock Black Friday sales year in and year out. The ebook also comes with replays of previous years webinars, a Black Friday checklist, and other special bonuses that will help you make Black Friday your best Friday ever.

Notice: This book is only available for a few weeks in November. To access the book, all you need to do is [click here](#). If the book is not available for sale right now, you can sign up for a

mailing list to be notified when the book goes on sale again. Those on the Black Friday guide notification mailing list may get an exclusive coupon code to save money when the next version is released.



[The Beginner's Guide to Wholesale: The Proven Way to Successfully Start Selling Wholesale Products via FBA](#)

Selling on Amazon isn't a get-rich-quick scheme; it's a lot of hard work. But with a little guidance, the right mindset, and a good work ethic, you can build an Amazon business to the level where it can provide great profits for the long run. In this Kindle book, I want to share with you how I believe wholesale sourcing is a key component of that long term success, as well as how you can get started finding Amazon inventory through wholesale sources.



[Overcoming Your FBA Fears](#)

Too many times in our FBA businesses, we let our fears hold us back from achieving our fullest potential. In this book we address ten of the most common fears in running an FBA business. The goal of this book is to replace your fears with truths and challenge you to take actions that will propel you further down the road of success. You no longer have to let these fears hold you back as a reseller! Available now for Kindle.



[Overcoming Your FBA Fears, Volume 2](#)

We are back with more on how to overcome your FBA fears! In volume 2, we cover ten more fears that could potentially stall your Amazon FBA business from achieving maximum profits and maximum success. Available now for Kindle.