

# THE WHOLESALE FORMULA



## Module 1 – The Wholesale Business Model

Welcome back. In this video, I'm going to briefly cover the wholesale business model.

Now, more than likely you have just recently watched our free workshop series, but I'm going to briefly go back over how this business model works and its many benefits because I want to build a solid foundation for you to work from. It's very important that you understand this business model entirely and its many benefits to truly make the most of it. Let's get started.

At the very heart of this business, you will learn that it's all about relationships. Yes, you'll be working with companies and software selling physical products, but to succeed, you'll have to build meaningful relationships with people. Because at the end of the day, companies are just people. I just wanted to make sure you understand that before we go any further.

Ok, now that we got that covered, let's talk about how you'll be spending your time building a real business with a sustainable income stream. You'll learn the exact methods we used to build our business, and it breaks down to those 3 steps you're already familiar with: scouting, sourcing, and selling.

So, first, let's talk about scouting. We're going to show you how to find awesome products on Amazon that already have a loyal customer base. These are products with reliable and consistent sales. With our formula, all of the guesswork is taken out. You'll learn exactly how to quickly find and evaluate products in no time flat. You will know roughly how many times a month you can sell a given product and be able to estimate how much profit you'll generate from it. Sweet, right?

Ok, we move on to step two: sourcing. Now that you have scouted a bunch of products, it's time to approach the brand owner to establish a mutually beneficial relationship where you are able to purchase products from them at wholesale prices to then resell on Amazon at retail prices.

Notice I said mutually beneficial? Like I said earlier, this step is all about building relationships. You're going to learn a plethora of ways you can help these brand owners to improve their brand. You'll be able to show them you're a professional who can help them drive more traffic to their Amazon product listings, increase their sales, and improve the overall quality of their product listings.

By showing these brand owners that you are a professional who cares about improving their brand, you separate yourself from the competition. That will provide you with a huge advantage in the approval process.

Once, you're approved by a brand owner and have landed the account, it's time for the fun part: selling. It's also the easy part. Once you've sourced your product, all you have to do now is ship that product to Amazon and list it for sale. After that, you just have to make sure your inventory doesn't run out and the sales will roll in.

It really is a simple business model. There are so many things you don't have to worry about such as marketing campaigns, large initial investments, time restrictions, and the list goes on and on. Trust me when I say you're going to fall in love with this business.

I hope this has given you a firm grasp on The Wholesale Formula and the business model we've used to grow a multimillion-dollar business. That is going to wrap it up for this video. I want to thank you for watching, and I'll see you soon.

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