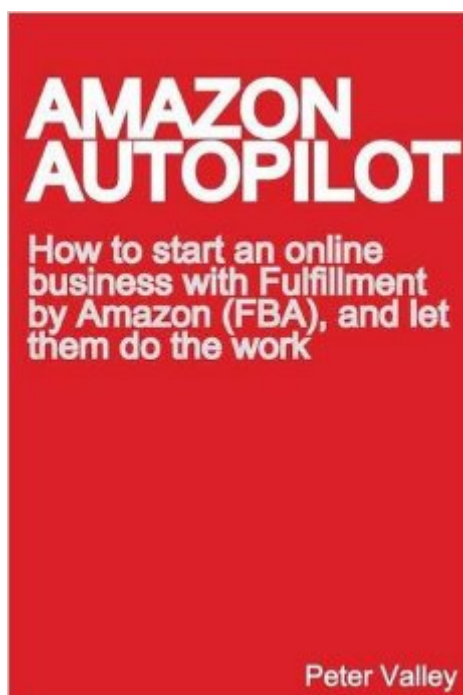


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# Autopilot: How To Start An Online Bookselling Business With Fulfillment By (Fba), And Let Them Do The Work



## Synopsis

NEW: Updated for 2016! Autopilot is the most comprehensive book to date on selling books and media through Amazon's FBA program, letting them store and ship your inventory while you make money in your sleep. Peter Valley did over \$130,000 in sales his first year with Fulfillment by Amazon (FBA). In this book, he details the system that put \$85,000 into his bank account selling used books and media. Valley describes his online selling secrets for giving Amazon a larger cut of the sale, while doubling your income. In step-by-step detail, Autopilot explains in simple terms how to build your online empire, and let Amazon do the heavy work. For the beginner, Autopilot reveals these FBA secrets: The most overlooked sources for used books and media. How to charge more per-item without losing sales. Sophisticated tools that allow you to see profit in nearly any retail store. The tried and tested buying formula that guarantees you'll never lose money. The FBA "triple win": The three overlooked FBA advantages that are invisible to outsiders. Sourcing checklist: a full 30 pages on sourcing inventory. How to cut your book shopping time down by 90% while increasing profits. And experienced sellers learn these advanced FBA strategies: Using FBA to fund nationwide travel. Charts showing sales-rank "safety zones" for every Amazon category. The counterintuitive pricing strategy that doubled Valley's income his first year with Fulfillment by Amazon. FBA "hacks" for increasing the value of your inventory. The buying-psychology of the Amazon customer. Why everything you've been told about Amazon sales rank is wrong. Optimizing your inventory through automated repricing software. Where the money is: the top six untapped media-hunter blindspots. Post-media: breaking through to the big-time. This is the book non-FBA sellers have been waiting for (and one existing FBA sellers hoped would never be written) - the first book to reveal all the secrets for making big money selling books through Fulfillment by Amazon.

## Book Information

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## Customer Reviews

I was a little hesitant to buy this book because of the price, but I'm glad I did. Just one tip about religious book buying, something I had never considered, repaid the price of the book three times over within a week. The book also goes into more detail about media sourcing and grading than anything else I've seen. There are extensive sections describing where and what to buy and good information about "long tail" theory and how to use it. If you get morally outraged very easily then you may not like some of his black hat tricks, but you can always choose to ignore them. In fact, that section is only a couple of pages out of a total of 180 pages. Overall, a great book with a lot of valuable information for anyone selling on .

Ok, first to all the complainers of this book's price - we (FBA Sellers) don't want you anyway, so go away. It's less competition for the little-known strategies Peter reveals in the book. If you're chafing your undies over \$44 versus the \$1.99 you're expecting, you have no business selling products on . Throw a tantrum at a \$4,000 course, not a \$44 book. Now, for the book itself. (I got the PDF version, which is why my review does not say ' Verified Purchase'). The retail business has its first Ernest Hemingway, and his name is Peter Valley. I suspect that's his ghost writer name but he is truly one of the best writers I've seen. Brother has flow. Okay, enough about Peter's writing style. I learned a WHOLE lot from this book. Peter dissects and reconstructs misconceptions (and presents the facts) over EVERY nuance of your selling business that you can imagine: repricing, long-tail, sales rank, sourcing products, negative buyer feedback, etc. It's like he got inside every seller's head and said, "Oh, so that's bothering you? Well here's your answer". Because of Peter, I'm changing a few of my strategies, including my repricing. And I'm stubborn as a mule, so his ability to sway me (effortlessly) deserves props. My only critique? You can probably find the first 1/3 of the book's content (other seller 'basics') in books you already have. It's the other 2/3rds that take up the lion's share of the value. Thank you, Peter.

I'm always interested in reading a new book on selling, but this one didn't do too much for me. I expected more information on sourcing media products, but this book didn't give me any new ideas. If anything, I realize that I need more efficient on consistently pursuing various sources, but this

book doesn't offer much on techniques to manage this process. The single biggest problem for most successful media sellers is the constant feeling of hustling because it's all too easy to let this business run your life. The author does live a bit on the edge. For example, he's very willing to list books as "New" that are not exactly new according to condition guidelines. He'll get a lot of backlash about this...honestly, it doesn't bother me a ton. However, if he's creating dissatisfied customers, he's really hurting the reputation of the whole marketplace, which hurts us all. Overall, I think the author is smart. He probably would have a lot more to offer after a couple more years of running his FBA business because he's the type that will keep developing his processes and sourcing model. While secrecy can be important, you do sacrifice a bit of that right when you decide to write a business guide. I was left with the feeling that the author was purposely holding back potentially helpful detail and information. If there's a follow-up with more advanced techniques, I'd be an enthusiastic buyer. If you're looking for a better introduction to FBA, I'd recommend Chris Green's "Retail Arbitrage."

This one is the FBA bible. Peter Valley holds nothing back here. This book is so candid and detailed, I'm surprised the author isn't more concerned about giving away all his secrets - and hurting his own business in the process. This book stands out from other Fulfillment by titles in a few key ways. Primarily, its focus on covering subjects that aren't covered in the other books. Among them, an awesome chart of sales rank "safety zones" for each category, dozens of small ways to give yourself an edge over your competition, and how to streamline your inventory sourcing and reduce a 6-hour shopping trip to 30 minutes. The author covers selling in a very analytical and detailed way. I found some standout material here, including a very detailed analysis on buying strategy, and how to interpret sales rank. Above all of that, the biggest asset of this book is the material on sourcing. Most books skirt this subject for fear of "giving too much away." Peter Valley gives 30 whole pages to the subject and leaves no stone unturned. Admittedly this book does not cover the more advanced FBA tactics of wholesale sourcing and private label manufacturing. The author's business model is considerably more raw and "beginner", but he has his system down to a well-oiled machine. And that's what this book is about. Like *The Four Hour Work Week*, this book leaves you feeling charged to launch your own automated income business. And like Timothy Ferris, the author has a great ability to leave you with the feeling of "I could do that..." Highly recommended.

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