



# Bootstrapping E-Commerce: Advanced Amazon Tactics (Volume 2)

*Anthony Lee*

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## **Bootstrapping E-Commerce: Advanced Amazon Tactics (Volume 2)** Anthony Lee

Are you an entrepreneur who just set up a listing on Amazon and wants to know what's ahead? From expanding your business and managing inventory to learning from the competition and fending off hijackers, Anthony Lee gives step-by-step advice on how to overcome obstacles and plan for the future. How to optimize your listing, how to communicate with seller central, how to manage your global business so you don't miss out on the rest of your life.

Want to know how your selling strategy measures up next to other successful products? Take a look at the case studies to see how Lee's strategies were used to turn one very high-end, already profitable product into a \$250,000/month holiday seller! A second case study gives a close look at a brand new business just starting off with a few products. Read about how Lee's promotion strategy boost the product into solid five-figure monthly sales.

Now that your e-commerce business is a reality, *Bootstrapping E-Commerce: Advanced Amazon Tactics* will give you the steps that will ensure growth and continued success as a bootstrapping entrepreneur.

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