

Show My PROFITS

fast result profit calculation for your eCommerce business



QUICK START HELP

<http://www.showmyprofits.com>

Hi, I'm Erik Repich and welcome to the Quick Start Video for ShowMyProfits.com. This video shows you how to quickly and easily start using the ShowMyProfits technology system for YOUR specific business within a few minutes.

I'd like to congratulate you for making a wise choice. By getting ShowMyProfits, you've already put yourself way ahead of the game. You are setting yourself up to do your high-payoff activities quickly. That way you can boost your profits and save yourself valuable time and effort. To make things simple, I'm going to say SMP for short whenever I'm talking about ShowMyProfits throughout this video.

As you may already know, I'm the Director and Technology and resident technology guru for Worldwide Brands.com. In that business I've worked daily with Chris Malta and Robin Cowie the past six years to build products that have created millions of dollars of wealth in the online marketplace.

In my work I've found that one of the main challenges new business owners and old pros alike encounter is filtering through the millions of drop ship products available to sell to find the ones that will make you money. Another challenge is to keep up with market changes in real time – LIVE because what your competition is doing, pricing, and online auction sites change so quickly. SMP will help you overcome both of those challenges successfully with a few clicks of the mouse. And don't worry about complicated software. SMP is very easy to use.

WHY IT WORKS

The proprietary SmartProfit technology SMP uses quickly filters through millions of eBay and Amazon.com products with a few clicks of the mouse. It automatically focused specifically on those results that mean the most to you. SMP is quick and easy to use. By providing real time results, you can get your high-payoff competitive and market research tasks done fast, saving you time, money, effort, and frustration.

Let's get started and you'll quickly see how easy SMP is to use! You're going to love it!

HOW TO PERFORM A SEARCH

Here's how to do a search. By the way, the Quick Start Help link at the top of the screen gives you these 6 simple steps.

- 1** First, select a "**Category**" to narrow your search or select "**All**" to view all categories.
- 2** Now enter in the "**Product**" you are searching for.
- 3** Next, enter in the "**Wholesale Price.**" This is the price the wholesaler charges **YOU** for the product.
- 4** Enter in "**MSRP**" (Manufacturer's Suggested Retail Price). This is the price the manufacturer/ wholesaler says you should be able to sell the product for.
- 5** Enter in your shipping cost.
- 6** Click the "**Show Profit**" button to get your results! It's that easy!

After you click the Show Profit button, you'll see something called eBay results on the bottom left and something that says: Profit Calculation \$\$ on the right. The eBay Results screen shows you the results of your search. The SmartProfit technology system helps you wade through the 1000s of products on eBay and Amazon.com to focus specifically those within a certain percentage of the MSRP in the Category you choose.

If you want to see the product on eBay or Amazon.com simply click on the "Show Listing" button. This will open up another window and show the actual listing as it appears on eBay or Amazon.com.

SHIPPING

SMP also automatically takes into account shipping because often sellers will use shipping costs to their advantage in two ways. One way is that a seller will sell the item at a very low price to make it their listing look like the lowest price auction and then inflate the shipping cost to make up the cost difference so that they make a profit. Another tactic auction sellers often use is to inflate the price of the item higher than usual and then give "free" shipping. SMP takes these tactics into account. In the eBay results area, you'll see the price and shipping costs that are average for similar products.

RESULTS SECTION

In addition, you'll see a lot of valuable information in the Results section like listing type, other seller auctions, a link to their store, and their feedback score. Clicking a Seller Items link or the seller store items will instantly show you the other items the seller is offering so that you can analyze your competition at a glance. If you don't see a link, it means that the seller does not have an eBay store. Feedback scores show you how long a seller has been in the game. The higher the feedback number, the more products they have sold.

The Amazon.com tab has some special features of Amazon, including Average Rating, Show Listing and Product Review. The Average Rating link gives you an overall rating for the product based on the product reviews.

If there are reviews on the product, a Product Review button will appear in SMP. You can click on it to instantly see what others who bought that product had to say about it. This section is valuable because it can be a good indicator as to whether or not you want to even sell the product! It can help you separate high quality products you'll want to sell from poor products that might result in a high level of returns and result in lost profits.

The Amazon Results tab also shows links to the listings that you can click on, just like you can do in the eBay Results tab.

OK, now you know what all of the sections mean and how they can help you.

Calculating Your Profit

Now here is the really fun part! The Profit Calculation! Let's take a look at the bottom line – total profit – and then show you how we got there. The Total Profit will show as either a red number or a green number. A green number means a profit. You make money. A red number means a loss. You lose money. Based on the wholesale price and MSRP you entered for your product, the Average Costs section shows you the average price of the results shown at the left and the average shipping costs for those results. Remember, these are focused results that the SmartProfit technology has filtered for you from all of the millions of products on eBay! The eBay Fees section automatically shows the average eBay fees based on the average costs of the eBay.

The Total Profit number is the result of all of these calculations. At a glance it instantly shows you whether you would make a profit or a lose money based on the criteria you entered.

To see your results for Amazon.com, simply click on the Amazon.com Results.

If the number shows green, congratulations! If the number shows red, a loss, then you'll want to either choose a new product or adjust the numbers to see what wholesale price you'd need to get the item for from another manufacturer in order to make a profit.

Results Analysis

For easier viewing, you can also quickly look at the Results Analysis box to let you know if you are going to make a profit or not.

Congratulations, you know how to quickly and easily perform a search!

How to Refine Your Search

Let's say that you did a search and now you want to get fewer seller results. You can refine your search even further by clicking on the product to remove any unrelated or undesired product from the research results. You can also enter a more specific Product name or select the product description link to perform a search using that product description only, to get more specific results. Many sellers use the exact same product descriptions so this works well in filtering results.

Using Related Products and Related Keyword Links to Refine Your Search

Another way to refine your search is to use the Related Products and Related Keywords links on the right. Clicking a Related Product link will automatically perform a search on the related product term inside the link. Related products can help you to define a more exact search. For example, let's say you originally entered in a general term like "Nike" in the Product field. To get more specific results, you could look at the Related Product terms that are shown and use one of them. For example, instead of entering in "Nike," you might enter in "Nike running shoes" in the Product field if that is what you are selling and perform a new search.

The Related Keywords links work the same way as the Related Products links. After you perform a search, you will often see links to other Related Keywords on the right. Related keywords can help in defining a more exact search for what you are looking for. Clicking a related keyword link will automatically perform a search on the suggested text inside the link.

Why Don't I Get More Listing in the Results Area?

SMP's Profit Smart technology is designed to bring back the results that match those in your MSRP price range, product, and product category. It deliberately gives you a limited number of results because it gives you only the results that are the closest match. That way you save yourself the time and effort of wading through hundreds or thousands of less relevant results that don't tell you what you need to know. This extensive filtering process does the work for you and saves you enormous amounts of time and frustration. If you've tried doing manual research on EBay and Amazon.com before, you'll know what I mean. You can literally spend hundreds of hours researching products and still not get the information you need if you're not automating your research using SMP. SMP

is designed so that you don't need to manually look through a HUGE number of less relevant or irrelevant listings. SMP does the work for you, saving you invaluable time, effort, and frustration!

OK, back to your results!

In case you want to get back more seller results because you were too specific when you entered your Product description, you can broaden your search. You can select category ALL, or enter in a more general Product name. For example, instead of entering in X-UFO flying toy, just enter in X-UFO. However, be careful about broadening your search too much and making it too general or else your results become less useful to you.

Saving and Downloading Your Search Results

Saving your search is a good idea once you have decided that the search is a product you wish to search for again at a later point in time because it allows you to track and compare past and present results with a few clicks of the mouse. This helps you to see trends in the market and take action quickly. Saving your search saves all information except the actual eBay and Amazon.com data that comes back LIVE each time you perform a search. You can view the Saved Search information later on or even download the information to Excel if you wish.

To download, click the "Download Excel File" image. This will download your saved search results to Microsoft Excel. Downloading to Excel gives you a written record that allows you to track and compare past and present results.

What Marketing/Research Tasks SMP Can Help You With

Now you know how to perform a search. Congratulations! That was quick and easy, wasn't it! Once you do a few searches on SMP, it becomes a breeze!

Now let's briefly cover a few of the many ways that SMP can help you with your marketing research. You can use SMP to harnessing the power of Competitive Leverage and Research Leverage – the tips I shared in the 1st and 2nd free preview videos. Remember, these examples are just a FEW of the many ways you can use the tool. The more you use this SMP the more new ways you'll discover!

SMP can help you:

Know What to Sell

- Knowing what to sell is critical to your success. As you saw from learning how to do a search a few minutes ago, SMP helps to filter down thousands or even millions of results down to a few targeted results that matter most to your business.

Example: Let's say that you just purchased a list of drop shippers with millions of products to sell. How do you choose which ones will make you money and which ones won't? If you're imagining staying up late night after night plugging in item after item into eBay or Amazon.com and trying to analyze hundreds or thousands of results, think again. SMP has a better way. Simply choose a few products from your wholesale list that you might be interested in selling. Then plug in the category, product name, wholesale price, MSRP, and shipping into SMP and it will automatically do the research for you!

It will tell you if based on what's currently selling on eBay and Amazon.com, you could make money on that product or not based on what's currently out there.

This is important information, as many products on these auction sites are selling for less than the wholesale price. When you combine lowball prices with auction fees, you could lose a lot of money if you don't do your market research beforehand with SMP. SMP can help you avoid products that don't make a profit and that could suck your business dry. SMP is so quick and simple to use that you won't give up mid-way through your research. When people try to do all of their research manually WITHOUT using SMP I've found that they often give up. Why? Because of the hundreds of hours of time and effort it takes.

SMP, on the other hand, can help you make informed decisions on what to sell BEFOREHAND so that you can come out ahead rather than you kicking yourself later on by choosing products blindly or without adequate research.

I've done the manual research on EBay and Amazon.com so I know from experience how time consuming and frustrating it can be! This one benefit of SMP alone – automating your initial research to decide what to sell -- can save you HUNDREDS of hours of your time and effort. More than that, it helps you make an informed decision using market research so that you can select profitable products to sell from the get-go. It helps you to avoid dumping your money into purchasing wholesale products that will lose you money.

What do you do if after performing a SMP search you find that the wholesale product you want to sell will NOT make money? It's simple. Quickly move on. Do a search on the next wholesale product you're interested in selling on your drop shipper list. You can perform many searches quickly in SMP so that you can decide on what to sell quickly and you can start making money!

Select Quality Products

- A great feature of SMP is that when you click on the Amazon.com tab, you can see the overall rating for the product based on the product reviews. This feature allows you to quickly distinguish between high quality products and duds. The way to check this is to click on the Amazon.com tab in the Results section. If there are reviews on the product, a Product Review button will appear in SMP. You can click on it to instantly see what others who bought that product had to say about it. This section is valuable because it can be a good indicator as to whether or not you want to even sell the product! It can help you separate high quality products you'll want to sell from poor products and help you select ones that will bring you the highest rate of profit with the least customer refunds.

Know Your Pricing to Allow Healthy Profit

- Knowing your pricing to allow a healthy profit goes hand in hand in knowing what to sell. It is very important to know the pricing competitors are offering on the products you are interested in selling. However, you don't want this information for the purposes of price matching. Researching costs and pricing is especially critical when you are first searching for the right product to market from wholesale lists of thousands of different products to choose from. Doing an SMP search gives you a simple and quick way to analyze pricing. That way you select products to sell that make business sense and allows room for a healthy and hefty profit.

Even if you're a seasoned pro, it's very important to know when pricing changes in your market so that you can stay ahead of the competition. Once you know what your competitors are charging and what their marketing strategies are, you can use that information to your advantage, by stressing how you stand out in customer service, quality, speed of delivery, and other factors, especially if your price is much higher than your competitors.

Know Your Competition

- You can use SMP to learn about your competition. In addition to finding out what the competition is selling the product you wish to sell for, you can find out who the relevant sellers are, their auction titles and descriptions, shipping, whether they are selling fixed price or other types of auctions, their store names, and their feedback, all with a few clicks of the mouse. This process, when done **WITHOUT** SMP, takes countless hours of grueling time and effort because you are trying to sort through auctions and listing to find out **WHO** the competition is. There are so many listings on eBay and Amazon.com that it's difficult to find out pricing and products specifically related to YOUR business from the hundreds, thousands, or even millions of results. It's even harder to find out in **REAL TIME** as things change because without SMP you have to start from scratch and do the research on your own. SMP makes finding out these things a snap because you can track saved searches and do new searches with a few clicks of the mouse.

Another way to use SMP to get ahead of your competition is to stay in touch with what they are offering and when they are moving on their pricing. SMP gives you REAL TIME, live results, so you can perform a given search whenever you want – several times a day, daily, weekly, or whatever time frame works best for your business. You'll be able to know quickly when change occur and use that information to your advantage.

Leverage Top Strategies from Other Niches

- Leveraging top strategies from OTHER niches besides your own is another way you can benefit from the SMP technology. For example, let's say that you sell collector's plates and you want to see what the top sellers of other types of collector's items of a similar price to yours are doing. You want to know this information as a way of researching what strategies might be worth trying in YOUR business. It's simple. Simply run a search in SMP!

Stay Current with Changes in Your Market

- SMP is a valuable market research tool because it helps you to stay current with changes in your market. The competitive and research leverage you gain by getting live, real time data with a few clicks of the mouse, can keep you a step ahead without you investing hundreds or even thousands of hours per year of your valuable time and effort. With the Saved Search feature of SMP, you can compare today's results with past ones to spot trends and take action quickly to boost your profits!

Leverage Targeted Auctions to Build Traffic

- One way that the really big players are using Competitive Leverage is by advertising a few targeted auctions on EBay as a way of leading you to their other items and pages on EBay. This is how they are raking in big online profits. The auction is essentially a lead-in to cross-promotions and other items present in their store that they pay EBay a much smaller fee to list.

How do you do this using SMP? Let's say you have several items in your store, but aren't sure which few to promote in auctions and which ones to promote only through your store. Use SMP's search tool to help you choose which of your products has a high profit margin or have little competition to market in your auctions.

CONCLUSION

So there you have it. In a few short minutes, you've learned how to master ShowMyProfits to save you enormous amounts of time, money, and frustration. If you have additional questions, you can click on the Help links. If it's not covered there, email us at support@showmyprofits.com and we'd be glad to help! Happy selling, and I wish you enormous profit in your online business!