

ASM Brand Expansion Road Map

Scaling is all about building your brand so that you can ramp up and build a business as fast and efficiently as possible. Use this guide, along with lesson 6 of the Brand Builder Blueprint, in order to scale your new physical products business.

This Document Covers:

1. Growing Your Brand by Adding More Products
2. Growing Your Audience to Increase Your Brand's Reach

1. Growing Your Brand by Adding More Products

Adding more products is the first method for expanding your brand. Take a look at the following two simple yet incredibly powerful ways to find additional products to sell under your brand:

1. Frequently Bought Together

Below each product on Amazon is a section called "Frequently Bought Together." Using Amazon's incredible amount of sales data, you can find the

exact product that the majority of your existing customers are buying when purchasing your product.

Frequently bought together



i These items are shipped from and sold by different sellers. [Show details](#)


- This item:** Dish Drying Rack Bamboo Dish Rack Collapsible Dish Drainer, Foldable dish drying rack Wooden Plate... \$19.99
- Totally Bamboo Flatware, Cutlery Utensil Drying Caddy fits Dish Drying Racks (20-6703) \$16.42

2. Customers Who Bought This Item Also Bought

Scroll down just a little further to find another section that expands even further on the other products frequently bought with your product.

Customers who bought this item also bought

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- S&T Microfiber Dish Drying Mat, 16" x 18", White Trellis**
★★★★★ 1,158
#1 Best Seller in Dish Drying Mats
\$6.99 ✓prime
- S&T Microfiber Dish Drying Mat, 16" x 18", Cream**
★★★★★ 1,158
#1 Best Seller in Dish Drying Mats
\$4.33
- S&T Microfiber Dish Drying Mat, 16" x 18", Gray**
★★★★★ 1,158
#1 Best Seller in Dish Drying Mats
\$6.49 ✓prime
- S&T Microfiber Dish Drying Mat, 16" x 18", Teal Trellis**
★★★★★ 1,158
#1 Best Seller in Countertop & Wall Organization
\$6.99 ✓prime
- S&T Microfiber Dish Drying Mat, 16" x 18", Slate Trellis**
★★★★★ 1,158
#1 Best Seller in Dish Drying Mats
\$6.99 ✓prime
- Envision Home 18-Inch by 24-Inch Microfiber Dish Drying Mat, X-Large, Black**
★★★★★ 409
\$7.99 ✓prime

After you've identified these products, use the sourcing methods taught by Mike McClary in lesson 3 of *Brand Builder Blueprint* to find suppliers for the products. From there, you can much more easily scale your business and grow your brand.

2. Growing Your Audience to Increase Your Brand's Reach

Another way to scale your brand is to launch your existing products into other marketplaces. This is an easy way to quickly increase the number of customers and sales without adding any additional products.

There are three main ways to increase your audience:

1. Launch in Additional Amazon Marketplaces

No matter which marketplace you start with, there's almost always another Amazon marketplace that you can expand to in order to immediately reach millions more customers.

- If you start of selling in the US, then expanding into the EU marketplace can almost double the number of customers that you can reach
- If you start in the EU, then you can more than double your number of customers by moving into the US market
- Japan and India are some of Amazon's fastest growing marketplaces
- Amazon continues to expand with the opening of the Australian marketplace

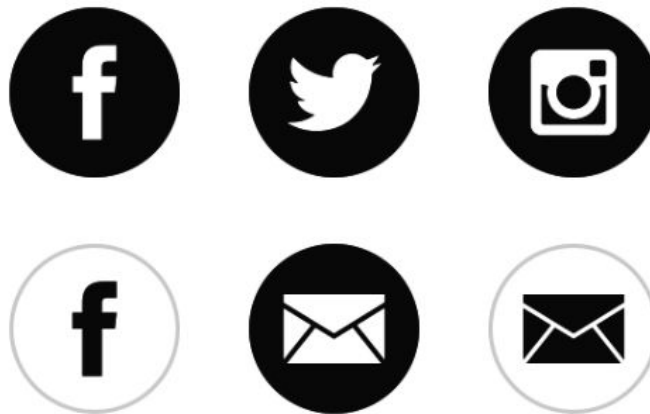
2. Launch Your Own Website

Launch your own website once your have an established brand. Keep in mind that the goal is not to outdo your sales on Amazon, but to supplement them.

In addition, having your own brand website helps increase brand awareness and provide another channel for you to connect with your customers.

3. Expand Your Social Media Reach

Another great way to grow your audience is to simply use all of the amazing social media sites available to us today, including Facebook, Pinterest, YouTube, Instagram, and Twitter.



These social media sites give you another way to reach and interact with your customers, and can create other avenues to provide customer support and discounts for raving fans!

AMAZING

SELLING MACHINE

Once you have built your own brand of physical products, using this roadmap to expand it can be an incredibly powerful way to *scale* a real life-changing business.

Want to build your brand and launch your business as fast and profitably as possible?

Then be sure to check out ASMX: The all new Amazing Selling Machine program that has taught thousands of people around the world how to build a real business selling their own brand of physical products on Amazon!

