



# JOHN Lawson

**John Lawson/CEO**

ColderIce Media

phone: 678.438.7691

[www.johnlawson.com](http://www.johnlawson.com)

**@ColderICE**



eBay





# Why Amazon?

# Why Amazon?



- \* There are more than 100 Prime users in the United States



# Why Amazon?



\* 64% of US households have Amazon Prime

# Why Amazon?



- \* More than 5 Billion products were shipping via FBA (Fulfillment by Amazon)



# Why Amazon Prime?



\* non-Prime  
customers  
spend  
\$544.00 avg.  
annually

\* Prime  
customers  
spend  
\$2500.00  
avg. annually  
(4.6x more)

# Why Amazon?



- \* 100 Million products purchased on Amazon Prime Day



# How to Get Started



# Reach hundreds of millions of Amazon customers worldwide - fast

Register now

"I'm proud of being an entrepreneur." - Asha Kangralkar, Avacraft

## Find the right Amazon Solution to grow your business

### Selling on Amazon

Put your products in front of tens of millions of Amazon shoppers. With no per-item listing fees Amazon can help you grow your business.

### Fulfillment by Amazon

Enable your listings on Amazon to qualify for Amazon Prime and Free Shipping on eligible orders with world-class fulfillment.

### Amazon Pay

With Amazon Pay, millions of Amazon customers can pay on your site with the information already stored in their Amazon accounts.

<https://sellercentral.amazon.com/amazon-products/learn-more?product=soa&Id=SCSOAlogin>

### Amazon Advertising

Promote your products and brand to millions of customers. Pay only when your ads are clicked. Your first \$50 in clicks are free. Terms and conditions apply.

### EXCLUSIVE OFFER

Up to 1 year free subscription to G Suite Basic & ZipRecruiter Standard.

Learn More

Terms apply.

AMERICAN EXPRESS



FEEDBACK ✕



# "Over 40% of our profits come from selling on Amazon."

Fernando Aguererevere  
CEO & Partner, Hot Chocolate Design

Start selling

\$39.99 a month + additional selling fees

# Choose your selling plan

When choosing a Selling Plan, consider the products you want to list. Both Individual and Professional Sellers can list products in more than 20 categories. Another 10 categories are available only to Professional Sellers who apply for permission and meet requirements.

[Learn more about product categories ›](#)

SELLING PLAN FEATURES	INDIVIDUAL	Recommended plan PROFESSIONAL
	Best for Sellers who	Plan on selling more than 40 items a month
Monthly subscription fee	N/A	\$39.99
Selling fees	\$0.99 per item + referral fees and variable closing fees <sup>1</sup>	Referral fees and variable closing fees <sup>1</sup>
Sell as an individual		Sell as a professional



	Referral fee percentages
Amazon Device Accessories	45%
Baby Products (excluding Baby Apparel)	15%
Books <sup>4</sup>	15%
Camera and Photo <sup>1</sup>	8%
Cell Phone Devices*	8%
Consumer Electronics	8%
DVD <sup>4</sup>	15%
Electronics Accessories	<ul style="list-style-type: none"> <li>• 15% for the portion of the total sales price up to \$100; and</li> <li>• 8% for any portion of the total sales price greater than \$100</li> </ul>
Furniture & Decor	15%
Home & Garden (including Pet Supplies)	15%
Kitchen	15%
Major Appliances	<ul style="list-style-type: none"> <li>• 15% for the portion of the total sales price up to \$300; and</li> <li>• 8% for any portion of the total sales price greater than \$300</li> </ul>
Music <sup>4</sup>	15%
Musical Instruments	15%

Personal Computers	6%
Software & Computer/Video Games <sup>4</sup>	15%
Sports (excluding Sports Collectibles)	15%
Tools & Home Improvement	15%, except 12% for base equipment power tools
Toys & Games <sup>2</sup>	15%
Unlocked Cell Phones	8%
Video & DVD <sup>4</sup>	15%
Video Game Consoles <sup>4</sup>	8%
Everything Else <sup>3</sup>	15%
<b>Categories Requiring Approval</b>	<b>Referral fee percentages</b>
3D Printed Products	12%
Automotive & Powersports	12%, except 10% for tires and wheels products
Beauty	15%
Clothing & Accessories	17%
Collectible Books	15%
Collectible Coins	See <a href="#">Category Requirements</a> for referral fees.
Entertainment Collectibles	See <a href="#">Category Requirements</a> for referral fees.
Fine Art	See <a href="#">Category Requirements</a> for referral fees.
Gift Cards	20%





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5

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History

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JR Rivera - Perso...

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SUBSCRIPTIONS

JR Rivas6

Breakfast Club ...31

Derek Halpern

Jason T Smith6

GaryVee10

Russell Brunson...3

MorningCoach

Amazon Seller Education

26,081 subscribers

SUBSCRIBE 26K

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Managing Your Inventory wi...

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Random Assortment of Tool...

Amazon Seller Education

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Amazon Product Ads

SUBSCRIBE

Amazon Sponsored Pr...

SUBSCRIBE

@ColderICE



YouTube

Home

Trending

Subscriptions

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History

Watch later

Purchases1

JR Rivera - Perso...

Show more

SUBSCRIPTIONS

JR Rivas

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Breakfast Club ...

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Derek Halpern

Jason T Smith

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GaryVee

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Russell Brunson...

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MorojiraCoach

Russell Brunson...

3

GaryVee

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Jason T Smith

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ABOUT

1.3K views • 4 years ago


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1K views • 4 years ago


19K views • 4 years ago




The Basics of Selling on Amazon  
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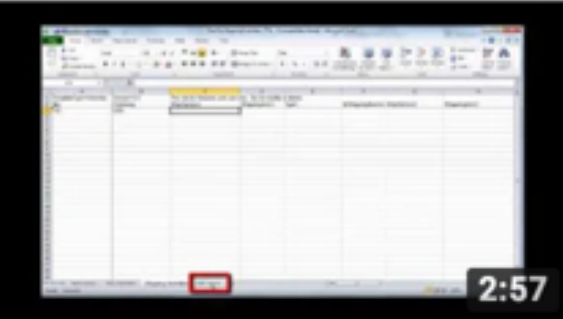
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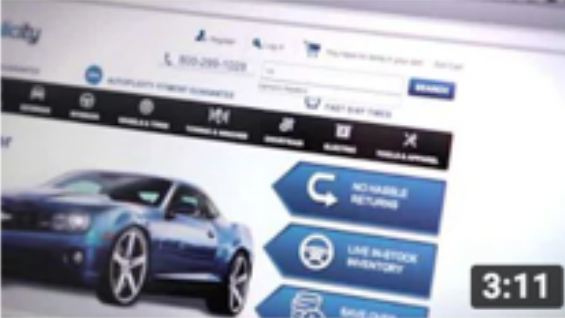
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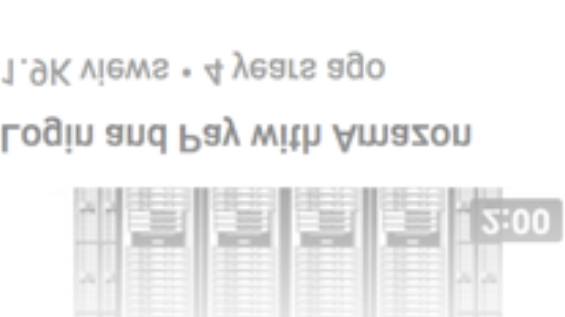
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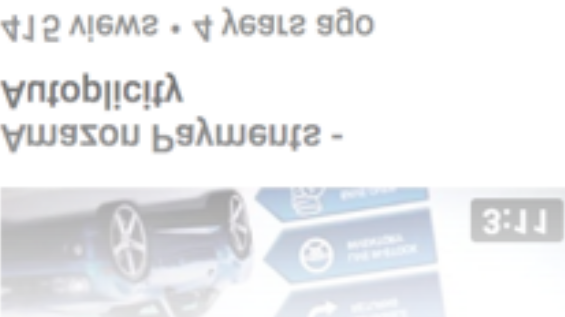
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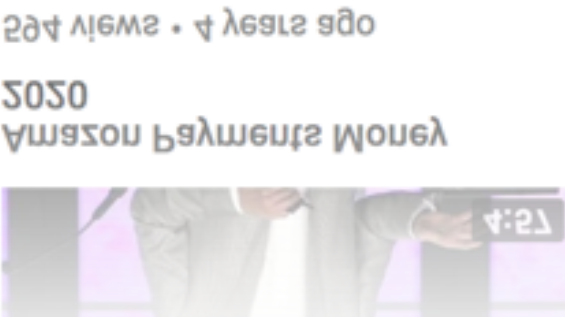
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1.9K views • 4 years ago



Amazon Payments - Autoplicity  
415 views • 4 years ago



Amazon Payments Money 2020  
594 views • 4 years ago

@ColderICE





- \* ***Best Selling*** Author
- \* **International** keynote speaker
- \* **2x Small Business Influencer** of the year
- \* Ebay ***Platinum*** PowerSeller
- \* I help people start **making money** selling online.



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## Feedback profile



**shoestringking** ( 91677 ★ ) **me**   Top 5,000 Reviewer

**Positive Feedback (last 12 months): 100%**  
[\[How is Feedback percentage calculated?\]](#)

Member since: Mar-05-99 in United States



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Slide Show

America's best home businesses

What recession? Times are tough, but the businesses honored in StartupNation's third annual Home-Based 100 : wise and just plain wacky. Here are the winners in 10 categories, with links to the rest.

By StartupNation

Twitter your way to success



See StartupNation's full list of the 10 Savviest in Social Media home businesses.

John Lawson, the winner in the social-media category, learned his chops in this very competition last year. His effort to drum up votes led him to Twitter in a big way, and from that an opportunity was born. He started providing news tidbits, and people followed him in droves. One year later, he's created the e-commerce blog ColderIce, amassed more than 11,500 followers on Twitter and 800 fans on Facebook.

@ColderICE







# MY SKYMILES



John Lawson

DIAMOND MEDALLION

SKYMILES #:

[VIEW MY PROFILE](#)

TOTAL AVAILABLE MILES

Miles never expire


[BOOK A TRIP](#)

## RELATED LINKS

[Choice Benefits](#)
[Explore SkyMiles](#)
[Account Activity](#)
[Book Award Travel](#)
[Buy, Gift Or Transfer Miles](#)
[Request Mileage Credit](#)
[Merge Duplicate Accounts](#)

## MY SKYMILES SUMMARY

[MY MEDALLION STATUS](#)
[MY RECENT ACTIVITY](#)
[MY ACCOUNT ACTIVITY](#)

Current Status: FEB 01 2018 — JAN 31 2019

**DIAMOND MEDALLION**
[View Benefits](#)

Million Miler Qualification

633,640

2019 Status: FEB 01 2019 — JAN 31 2020

**PLATINUM MEDALLION**
[View Prior Year Details](#)

Complete one from and one from by December 31 to reach Diamond Medallion Status.\* View full [Program Details](#).


1. Includes 10,954 Rollover MQMs 2. U.S. Members Only 3. Delta SkyMiles Credit Card Spend as of OCT 18 2018. Platinum, Gold & Silver MQD Waiver = \$25K. Diamond MQD Waiver = \$250K. \* You have from January 1 to December 31 every year to qualify for Medallion Status.







# Thinking of a Master Plan









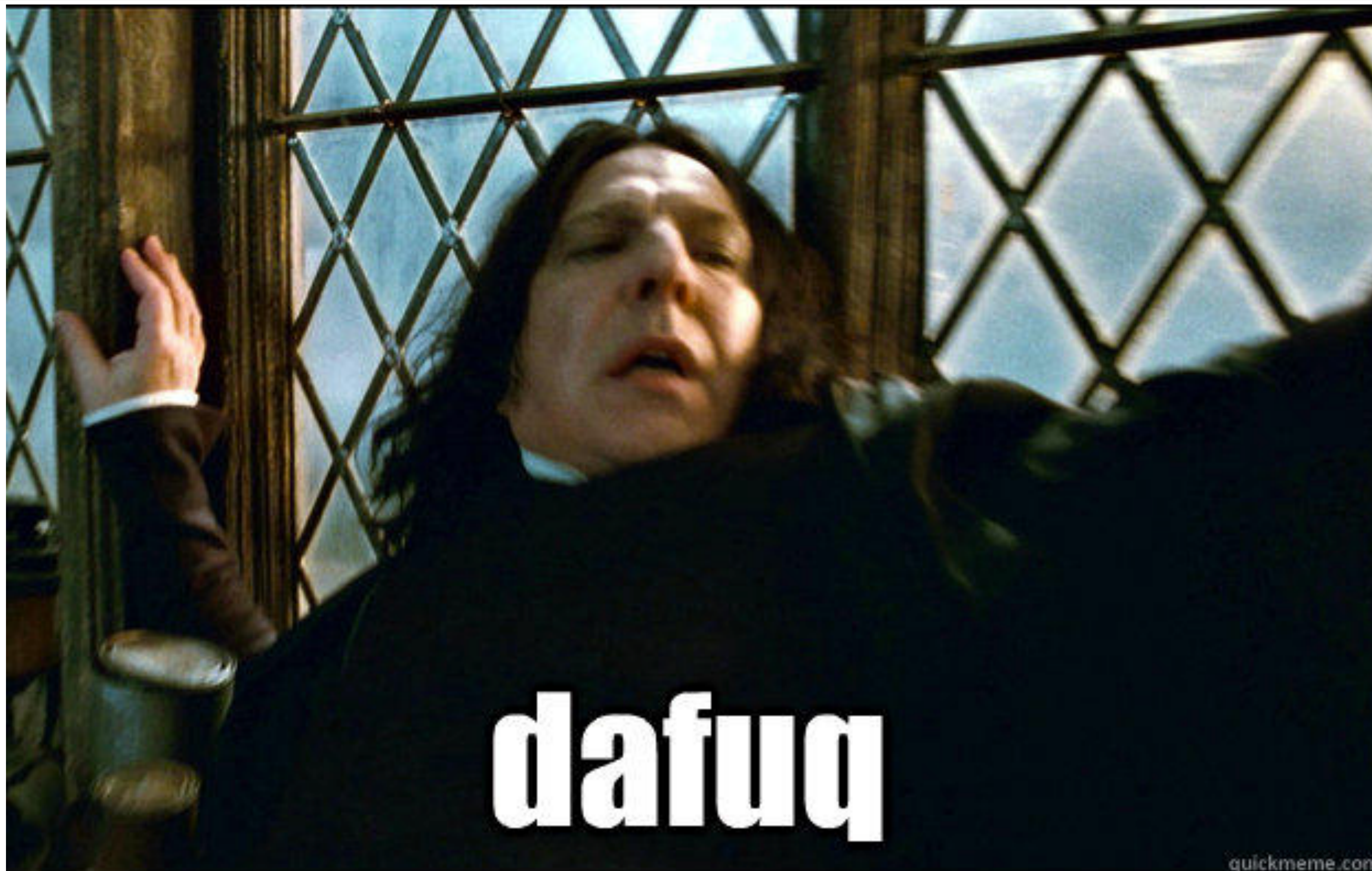


























# **W A F F L E H O U S E<sup>®</sup>**

**It's 2am and you're drunk.**





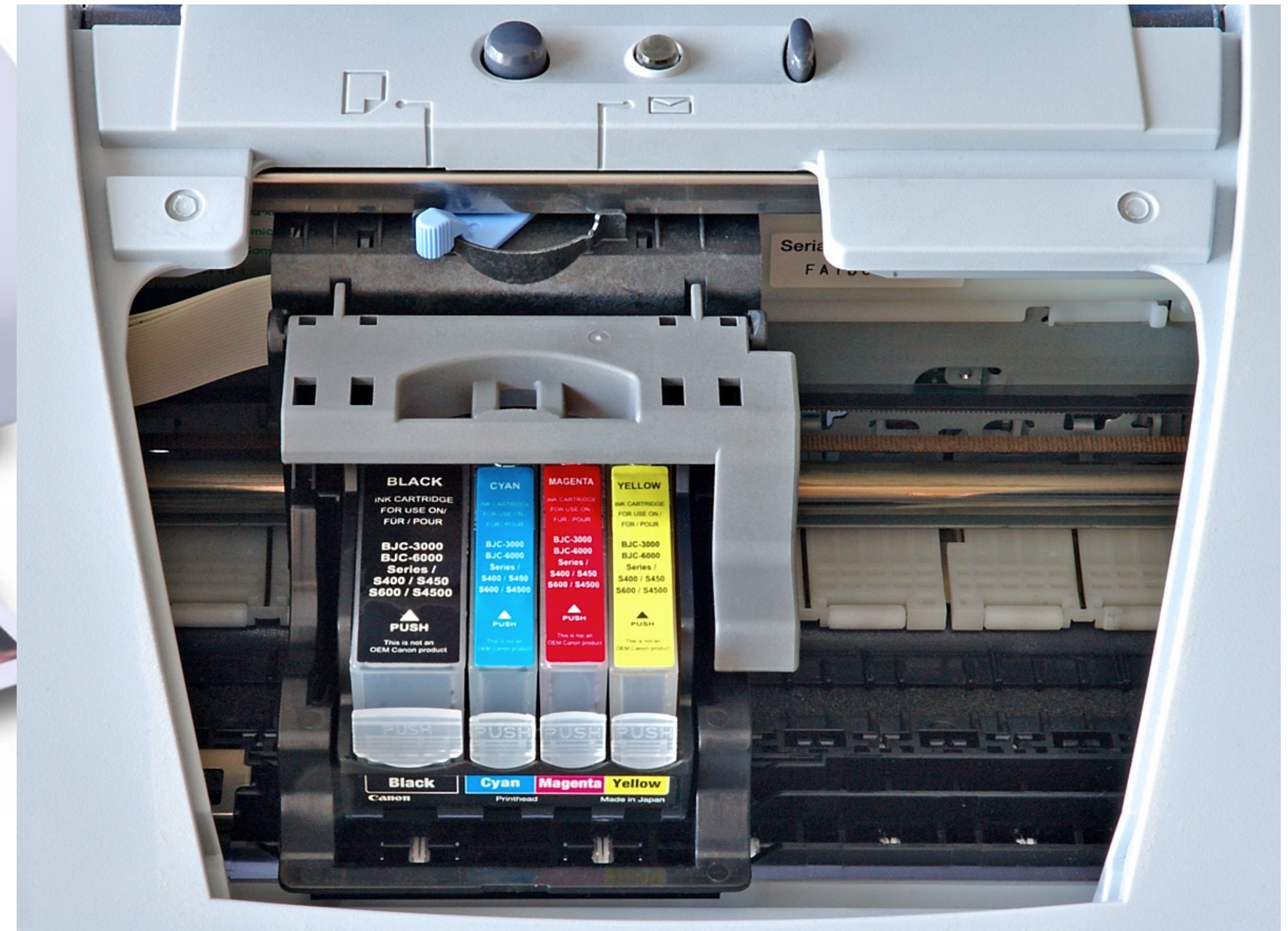
















  
**PRINT PHOTO**  
**IMPRESIÓN DE FOTOGRAFÍAS**



View and edit photos with display  
Visualice y edite las fotografías en pantalla



Print long lasting 4" x 6" photos  
Imprima fotografías duraderas de 4" x 6" (10 x 15 cm)

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**Impresora de  
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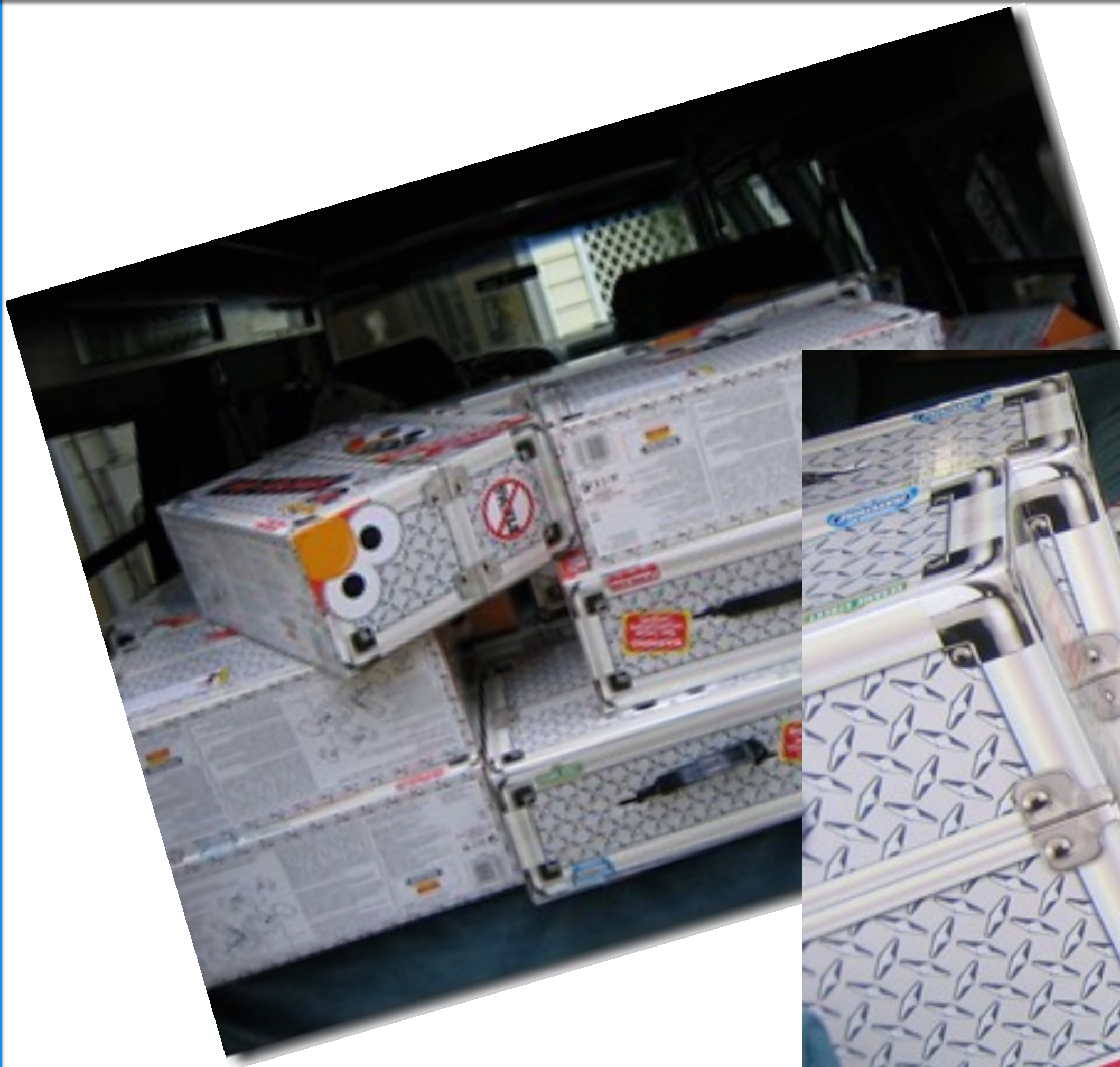


123

SESAME STREET











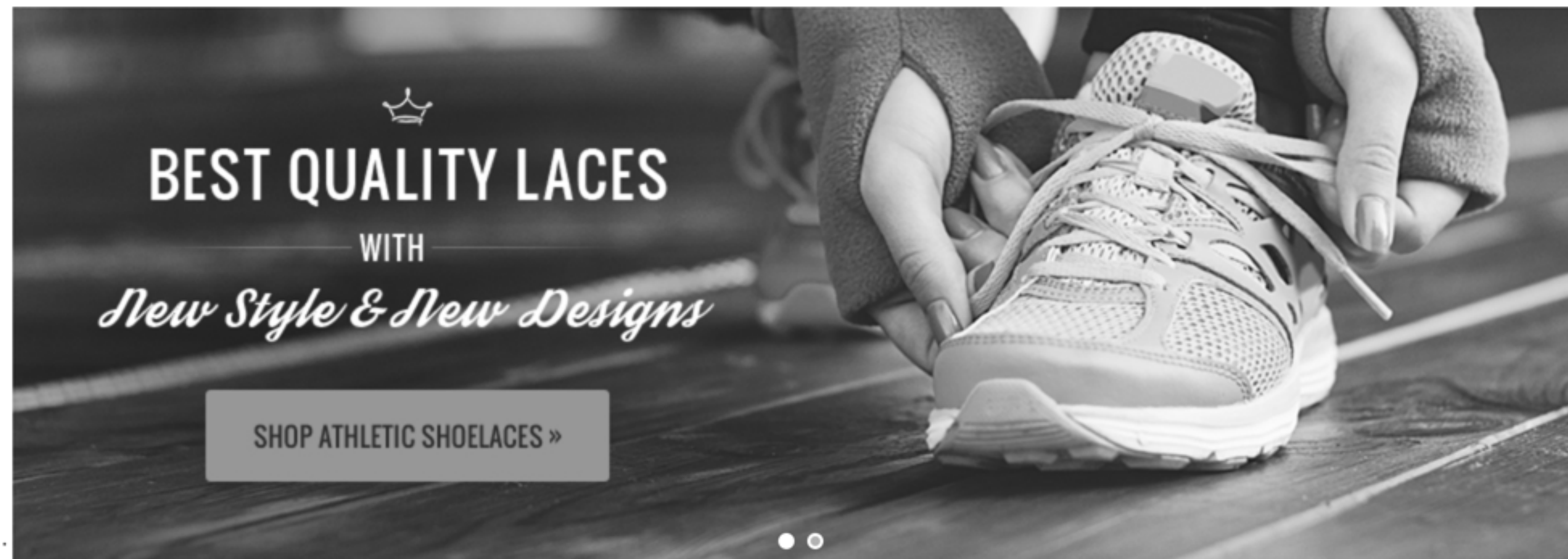


ATHLETIC SHOELACES

FATTY SHOELACES

FUN SHOELACES

DRESS SHOELACES



This is my  
“7 figure”  
business





Available at  
**amazon**

# How To Build Your Freedom Business on Amazon Without a Lot of Money or Technical Skills



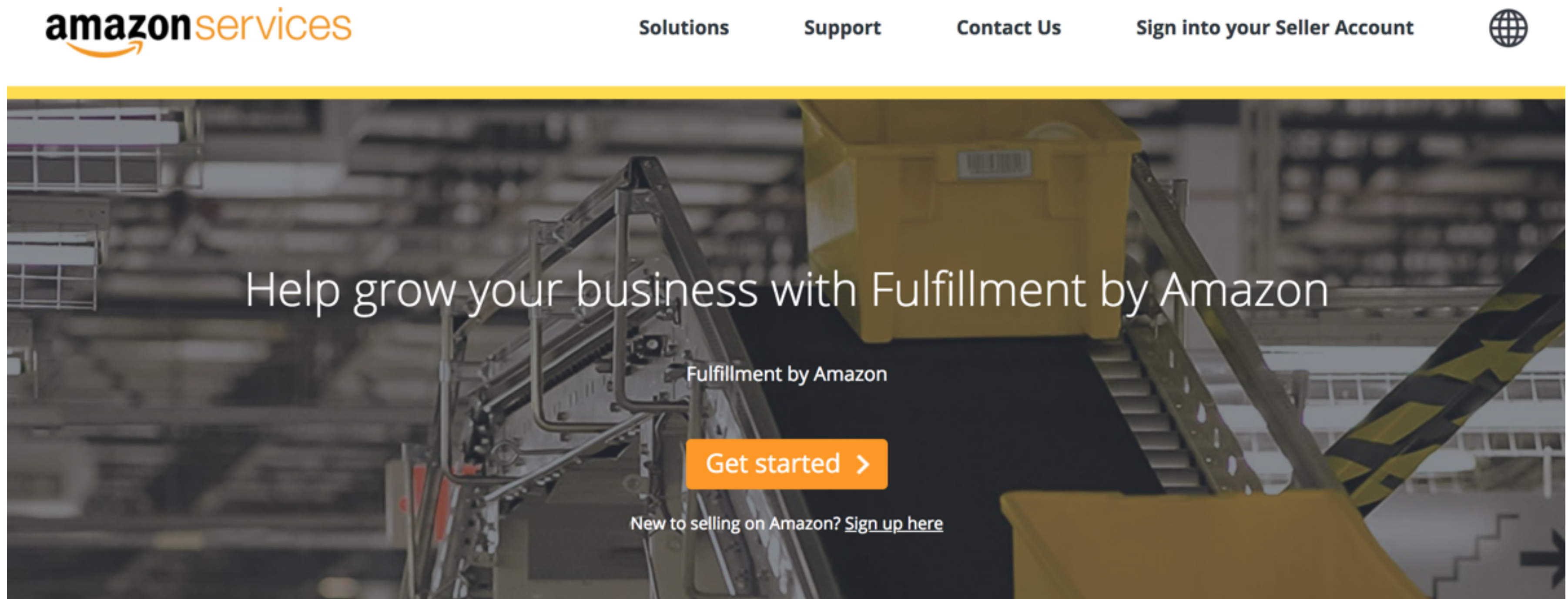
Available at  
**amazon**

- \* Growing business at scale without physical overhead.
- \* All inclusive platforms.
- \* Start with little money.
- \* Amazon is where the customers are.



# \* Amazon FBA Let Amazon pick, pack, and ship your orders

You sell it, they ship it. Amazon has one of the most advanced fulfillment networks in the world. With Fulfillment by Amazon (FBA), you store your products in Amazon's fulfillment centers, and the pick, pack, ship, and provide customer service for these products.





# \* Amazon FBA



## 1. Set up FBA.

If you already have a Selling on Amazon account, [add FBA to your account](#). If you don't have a Selling on Amazon account, [get started](#) today.



## 2. Create your product listings.

Add your products to the Amazon catalog one at a time, in bulk, or by integrating your inventory-management software with [Amazon's API](#).



## 3. Prepare your products.

Make sure your products are "e-commerce ready," so they can be safely and securely transported all the way into a customer's hands. Need supplies? Get [Amazon preferred prep and shipping supplies](#) delivered to your door.



## 4. Ship your products to Amazon.

Create your shipping plans, engage [discounted partner carriers](#), and ship and track your shipments to Amazon fulfillment centers. Amazon's online seller tools can help you through the process.



## 5. Customers order your products, and Amazon picks, packs, and ships them.

Prime customers get fast, free shipping on your products, and all customers can qualify for FREE shipping on eligible orders. Amazon fills those orders quickly and efficiently using our advanced, web-to-warehouse, high-speed picking and sorting system. Customers receive tracking information from Amazon.



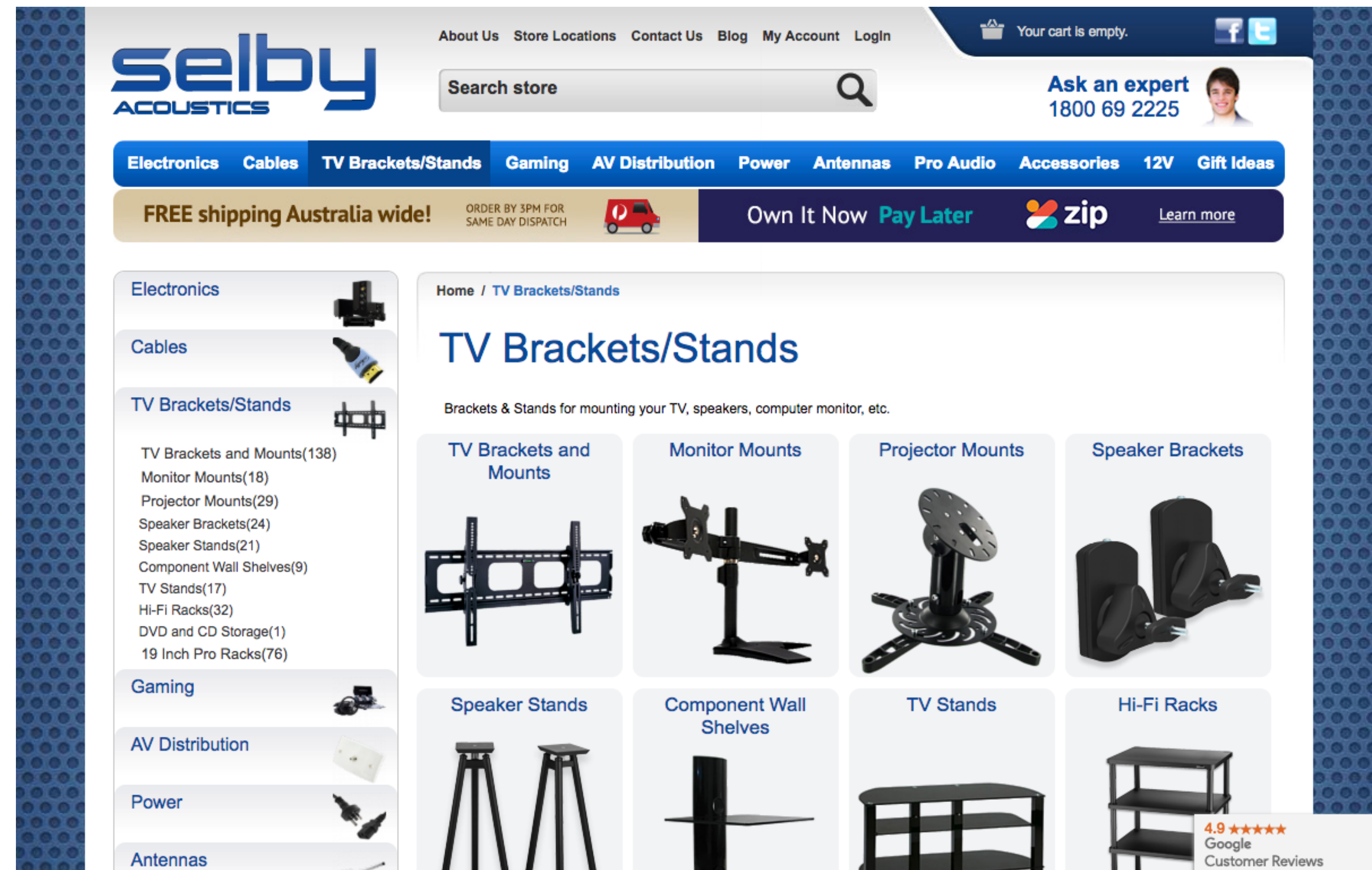
## 6. Amazon provides customer support on products you sell.

Our world-class customer-service team manages customer inquiries, refunds, and returns for orders on Amazon marketplaces, 24 hours a day, seven days a week.



# \* Private Label Products

Private label has emerged as a viable way for online sellers to start off their business. When you own a brand or label it creates an identity of its own which can drive large volumes of sales. Private labels are helpful to sell products that are generic in nature.





# \* Merch by Amazon

**Merch by Amazon** helps you increase revenue through the sale of branded t-shirts designed by you and produced, sold, and shipped by **Amazon**.

**Merch by Amazon** is a simple way for you to get started selling branded merchandise from a product page on **Amazon.com**.



[Resources](#) | [Sign in](#)

## Merch by Amazon

We sell your designs as Amazon products, reaching millions of customers worldwide with no upfront investment or costs to you.

### Standard T-Shirt Examples - US

Purchase price	\$15.99	\$17.99	\$19.99	\$21.99	\$23.99	\$25.99
Royalty	\$2.36	\$3.87	\$5.38	\$6.89	\$8.40	\$9.92



# \* Kindle Publishing

**Kindle Direct Publishing** is [Amazon.com](https://www.amazon.com)'s e-book publishing unit launched in November 2007, concurrently with the first [Amazon Kindle](https://www.amazon.com) device. Amazon launched Kindle Direct Publishing (KDP), to be used by authors and publishers to independently publish their books directly to Kindle and Kindle Apps worldwide.

Authors can upload documents in several formats for delivery via [Whispernet](https://www.whispernet.com) and charge between \$0.99 and \$200.00 for their works (**70% royalty**)

kindle direct  
publishing



Self-publish eBooks and paperbacks for free with Kindle Direct Publishing, and reach millions of readers on Amazon.

Sign in with your Amazon account

Sign in

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Click [here](#) to sign in as different user.

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# \* Amazon Custom

Amazon Custom supports the three customization types - text, image, and product configuration. If you are able to fulfill orders these customization types, apply and start selling custom products with Amazon.

Text Customization



Image Customization



Product Configuration



## How Amazon Custom Works

1

### Apply to join

Apply to join using the link above or by clicking [here](#). You will then be sent to our online application within Seller Central.

2

### Enable your listings

Once your account is approved for Amazon Custom, you'll be given access to enable your product listings for customization.

3

### Set up your experience

Using our listing tool within Seller Central, start configuring your customization experiences either one-by-one or in bulk.

4

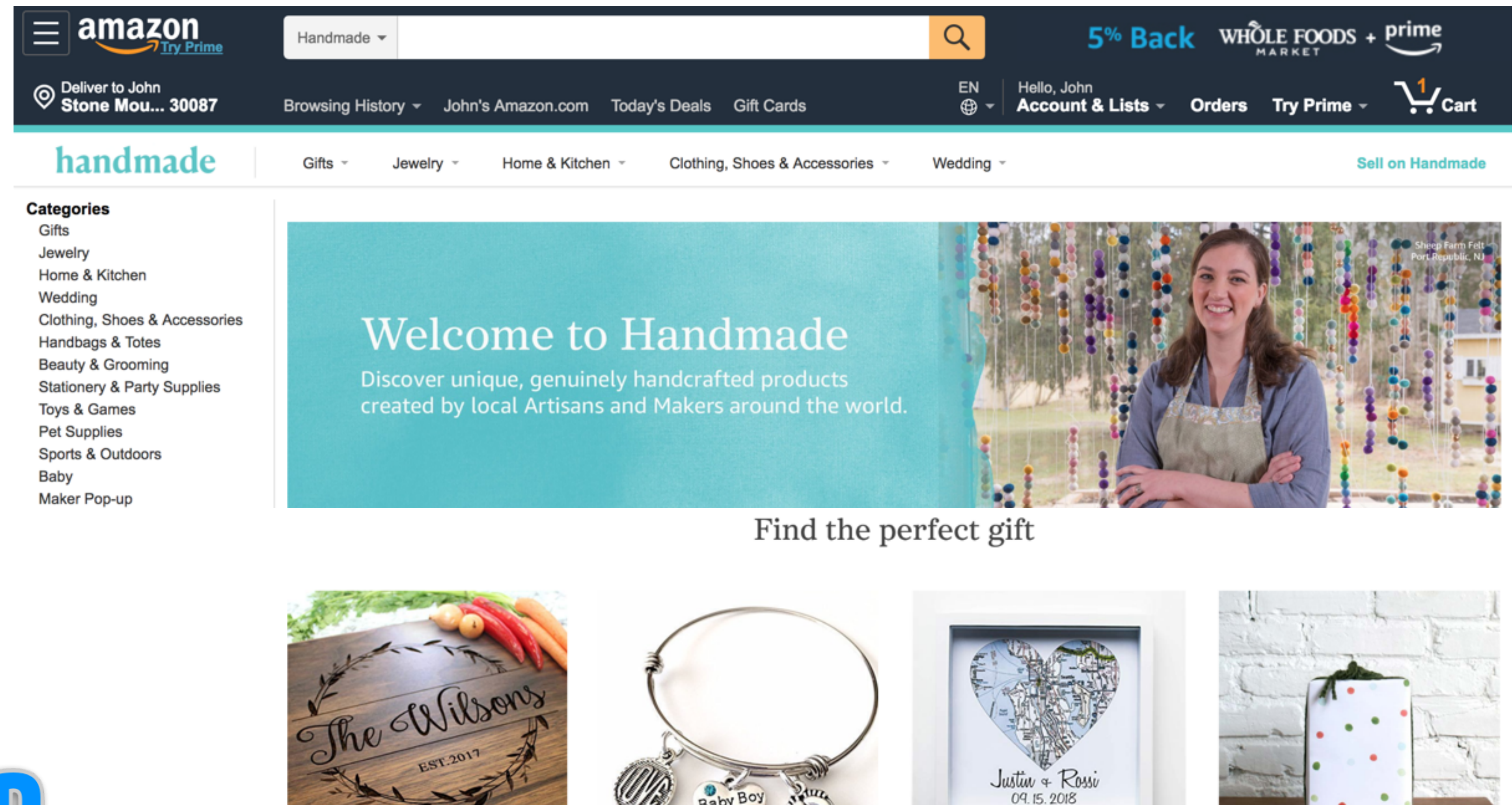
### Start selling

With your custom products now live, reach hundreds of millions of Amazon customers.



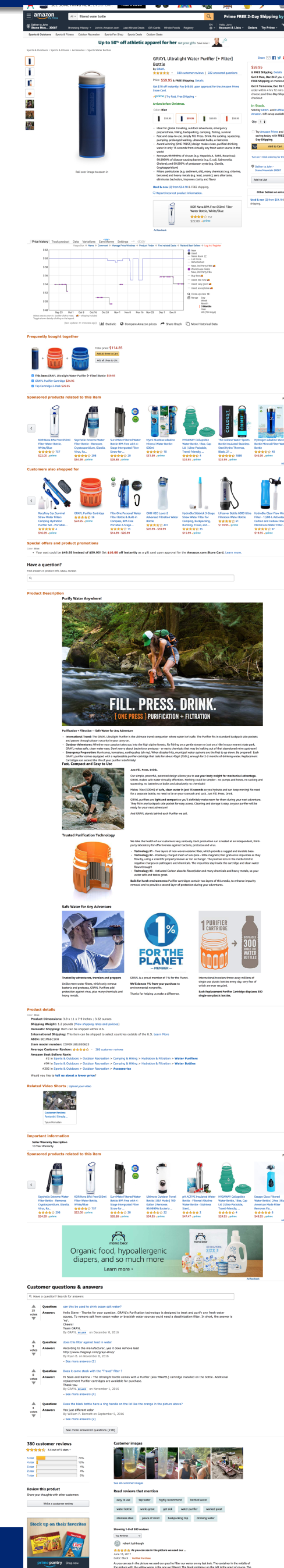
# \* Amazon Handmade

Handmade is a store on Amazon for Artisans to sell their unique, handcrafted goods reaching hundreds of millions of customers worldwide.





# The Anatomy of a Listing



**@ColderICE**





SEE SOMETHING NEW, EVERY DAY.

TAKE A LOOK



amazon  
Try Prime

Sports & Outdoors ▾



**Last-Minute Deals** all week long



Deliver to John  
Stone Mou... 30087

Browsing History ▾

John's Amazon.com

Last-Minute Deals

Gift Cards

Whole Foods

Registry



EN

Hello, John

Account & Lists ▾

Orders

Try Prime ▾



1

Cart

Sports & Outdoors

Sports & Fitness

Outdoor Recreation

Sports Fan Shop

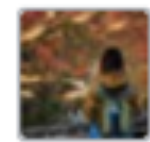
Sports Deals

Outdoor Deals

**Up to 50% off athletic apparel for her** Get your gifts Save now ▸



Sports & Outdoors › Sports & Fitness › Accessories › Sports Water Bottles



## GRAYL Ultralight Water Purifier [+ Filter] Bottle

by GRAYL



380 customer reviews | 222 answered questions

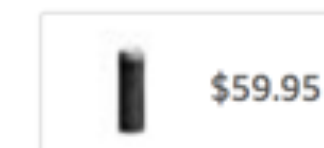
Price: **\$59.95** & **FREE Shipping**. [Details](#)

Pay \$59.95 \$39.81 after using available Amazon Rewards Visa Card Points.

✓prime | Try Fast, Free Shipping ▾

Arrives before Christmas.

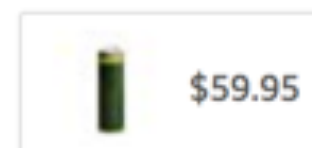
Color: Blue



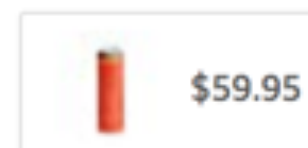
\$59.95



**\$59.95**



\$59.95



\$59.95

- Ideal for global traveling, outdoor adventures, emergency preparedness, hiking, backpacking, camping, fishing, survival
- Fast and easy-to-use, simply Fill. Press. Drink. No sucking, squeezing, pumping, prolonged waiting, ultraviolet bulbs, or batteries
- Award winning [ONE PRESS] design makes clean, purified drinking water in only 15 seconds from virtually any fresh water source in the world

Share

**\$59.95**

& **FREE Shipping**. [Details](#)

Get it Thu, Dec 20 - Fri, Dec 21 if you choose **FREE Shipping** at checkout, or

Get it Sun, Dec 16 if you order within 12 hrs 26 mins and choose paid **One-Day Shipping** at checkout

**In Stock.**

Sold by GRAYL and Fulfilled by Amazon. Gift-wrap available.

Qty: 1 ▴ ▾

☐ Try Amazon Prime and start saving today with **Fast, FREE Delivery**



Add to Cart

**John Lawson**  
.com

@ColderICE



Up to 50% off athletic apparel for her Get your gifts Save now

Sports & Outdoors > Sports & Fitness > Accessories > Sports Water Bottles



## GRAYL Ultralight Water Purifier [+ Filter] Bottle

by GRAYL

★★★★★ 380 customer reviews | 222 answered questions

Price: \$59.95 & FREE Shipping. Details

Pay \$59.95 \$39.81 after using available Amazon Rewards Visa Card Points.

prime | Try Fast, Free Shipping

Share

\$59.95

& FREE Shipping. Details

Get it Thu, Dec 20 - Fri, Dec 21 if you choose FREE Shipping at checkout, or

Get it Sun, Dec 16 if you order within 12 hrs 26 mins and choose paid One-Day Shipping at checkout

### 1. Product Title

The title you choose for your every product must be relevant, and enriched with the targeted keywords. It should also make use of the 50-word or 250-character limit to the optimum level.

- pumping, prolonged waiting, ultraviolet bulbs, or batteries
- Award winning [ONE PRESS] design makes clean, purified drinking water in only 15 seconds from virtually any fresh water source in the world

Delivery

Add to Cart



**Up to 50% off athletic apparel for her** Get your gifts Save now

Sports & Outdoors > Sports & Fitness > Accessories > Sports Water Bottles

## GRAYL Ultralight Water Purifier [+ Filter]

Share

**\$59.95**

& **FREE Shipping**. [Details](#)

**Get it Thu, Dec 20 - Fri, Dec 21** if you choose **FREE Shipping** at checkout, or

**Get it Sun, Dec 16** if you order within 12 hrs 26 mins and choose paid **One-Day Shipping** at checkout

**In Stock.**

Sold by **GRAYL** and **Fulfilled by Amazon**. Gift-wrap available.

Qty: 1

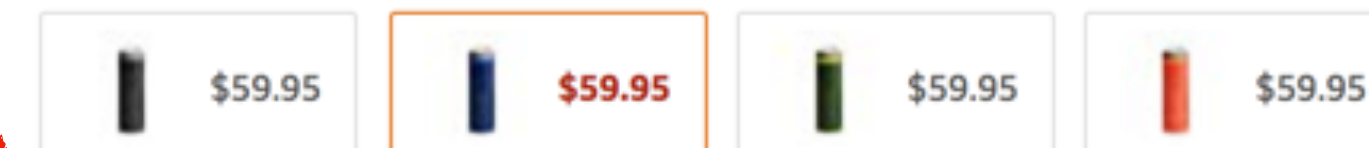
☐ Try **Amazon Prime** and start saving today with **Fast, FREE Delivery**

**Add to Cart**

## 2. Key Product Features and Benefits (Bullet Points)

These are limited to 1000 characters (250 words). Incorporating all the key characteristics and benefits of a product will fuel better visibility, and lead to relevant search results. Add value by giving your prospects the information they want to know.

Color: **Blue**



- Ideal for global traveling, outdoor adventures, emergency preparedness, hiking, backpacking, camping, fishing, survival
- Fast and easy-to-use, simply Fill. Press. Drink. No sucking, squeezing, pumping, prolonged waiting, ultraviolet bulbs, or batteries
- Award winning [ONE PRESS] design makes clean, purified drinking water in only 15 seconds from virtually any fresh water source in the world



**Up to 50% off athletic apparel for her** Get your gifts Save now

Sports & Outdoors > Sports & Fitness > Accessories > Sports Water Bottles



## GRAYL Ultralight Water Purifier [+ Filter] Bottle

by GRAYL

★★★★☆ 380 customer reviews | 222 answered questions

Price: **\$59.95** & **FREE Shipping**. [Details](#)

Share

**\$59.95**

& **FREE Shipping**. [Details](#)

Get it Thu, Dec 20 - Fri, Dec 21 if you choose **FREE Shipping** at

### 3. Product Images

Product image is the first thing a customer sees on the product page. When you have the opportunity to add up to 9 images including a lead image, use it up! After all, high-end visual content increases a product's visibility and gives better conversions. By connecting with the experts offering **Amazon Image Processing** services, you can make every product worthy of your customer's attention.

- Ideal for global traveling, outdoor adventures, emergency preparedness, hiking, backpacking, camping, fishing, survival
- Fast and easy-to-use, simply Fill. Press. Drink. No sucking, squeezing, pumping, prolonged waiting, ultraviolet bulbs, or batteries
- Award winning [ONE PRESS] design makes clean, purified drinking water in only 15 seconds from virtually any fresh water source in the world

☐ Try **Amazon Prime** and start saving today with **Fast, FREE Delivery**

**Add to Cart**



## Have a question?

Find answers in product info, Q&As, reviews

### Product description

Easy to use and very effective Ever got stuck with a slow or clogged drain in your home? The PermiYago drain cleaning tool is the most simple solution to unclogging any drain in your house or business. First, remove the drain cover if needed. Next, simply lower the tool into the drain as far as possible. Last, slowly remove the drain tool and be amazed at what comes pulls out. Because of Tools SPECIALLY designed barbs, the hair and debris get hooked and as you remove the tool, also taking care of the clog. Repeat as needed and be amazed at how your drains work like new! This drain tool is perfect for any home, light commercial use and non-toxic. It works, We promise!

## 4. Product Description

Approaching product descriptions is a five-finger exercise. With a limit of 2000 characters (300 words), all you need to do is dive into the relevant details about the product – its type, functions and key benefits. This description will assure your prospects that your product is the perfect solution to their problem. A storytelling approach must be followed, along with insertion of the targeted keywords.

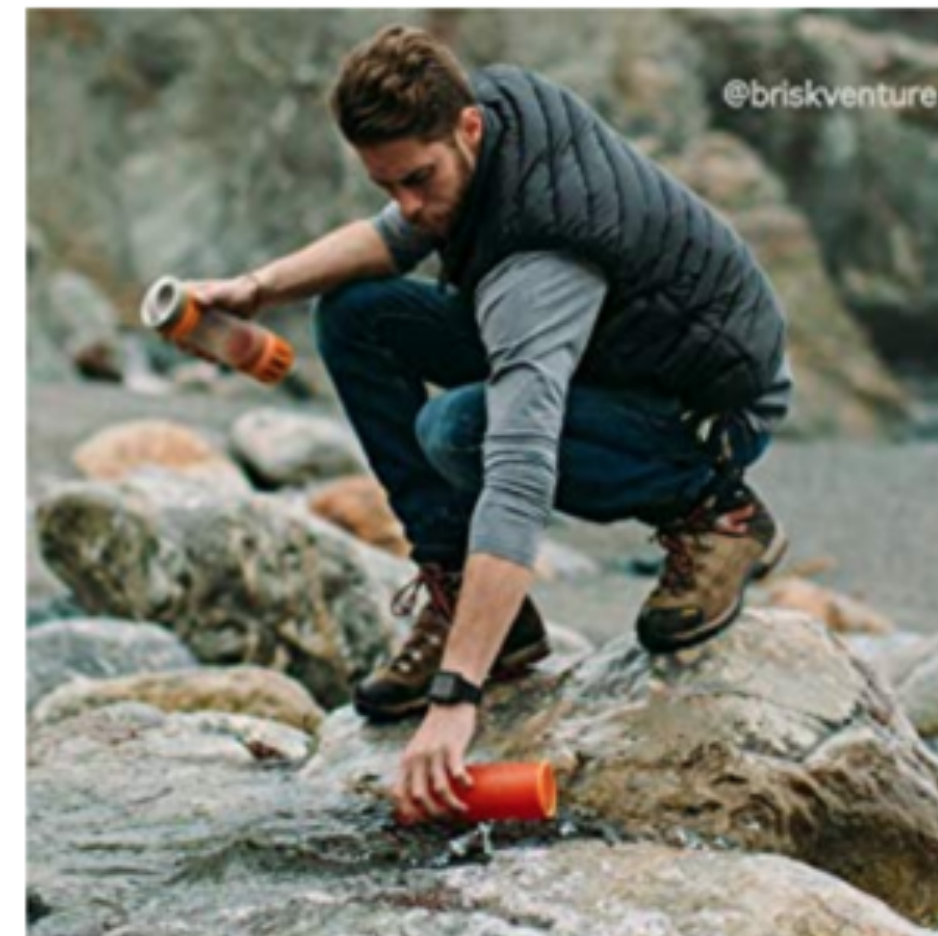


# Enhanced Product Description

## Purification + Filtration -- Safe Water for Any Adventure

- **International Travel:** The GRAYL Ultralight Purifier is the ultimate travel companion where water isn't safe. The Purifier fits in standard backpack side pockets and passes through airport security in your carry-on.
- **Outdoor Adventures:** Whether your passion takes you into the high alpine forests, fly fishing on a gentle stream or just on a hike in your nearest state park, GRAYL makes safe, clean water easy. Don't worry about bacteria or protozoa - or nasty chemicals that may be leaking out of that abandoned mine upstream!
- **Emergency Preparation:** Hurricanes, tornadoes, earthquakes (oh my). When disaster hits, municipal water systems are the first to go down. Be prepared! Each GRAYL purifier comes equipped with a replaceable purifier cartridge that lasts for about 40gal (150L), enough for 2-3 months of drinking water. Replacement Cartridges can extend the life of your purifier indefinitely!

## Fast, Compact and Easy to Use



### Just Fill. Press. Drink.

Our simple, powerful, patented design allows you to **use your body weight for mechanical advantage**. GRAYL makes safe water virtually effortless. Nothing could be simpler - no pumps and hoses, no sucking and squeezing, no batteries or bulbs and absolutely no chemicals!

Makes 16oz (500ml) of **safe, clean water in just 15 seconds** so you hydrate and can keep moving! No need for a separate bottle, no need to lie on your stomach and suck. Just Fill. Press. Drink.

GRAYL purifiers are **light and compact** so you'll definitely make room for them during your next adventure. They fit in any backpack side pocket for easy access. Cleaning and storage is easy, so your purifier will be ready for your next adventure!

And GRAYL stands behind each Purifier we sell.

## Trusted Purification Technology



We take the health of our customers very seriously. Each production run is tested at an independent, third-party laboratory for effectiveness against bacteria, protozoa and virus.

- **Technology #1** - Two layers of non-woven ceramic fiber, which provide a rugged and durable base.
- **Technology #2** - Positively charged mesh of ions (aka - little magnets) that grab onto impurities as they flow by, using a scientific property known as 'ion exchange'. The positive ions in the media bind to negative charges on pathogens and chemicals. The impurities stay inside the cartridge and clean water flows through!
- **Technology #3** - Activated Carbon absorbs flavor/odor and many chemicals and heavy metals, so your



Up to 50% off athletic apparel for her Get your gifts Save now

Sports & Outdoors > Sports & Fitness > Accessories > Sports Water Bottles



## GRAYL Ultralight Water Purifier [+ Filter] Bottle

by GRAYL



380 customer reviews | 222 answered questions

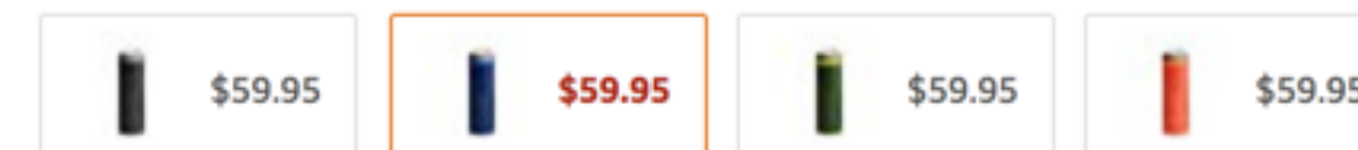
Price: \$59.95 & FREE Shipping. Details

Pay \$59.95 \$39.81 after using available Amazon Rewards Visa Card Points.

prime | Try Fast, Free Shipping

Arrives before Christmas.

Color: Blue



- Ideal for global traveling, outdoor adventures, emergency preparedness, hiking, backpacking, camping, fishing, survival
- Fast and easy-to-use, simply Fill. Press. Drink. No sucking, squeezing, pumping, prolonged waiting, ultraviolet bulbs, or batteries
- Award winning [ONE PRESS] design makes clean, purified drinking water in only 15 seconds from virtually any fresh water source in the world

Share

\$59.95

& FREE Shipping. Details

Get it Thu, Dec 20 - Fri, Dec 21 if you choose FREE Shipping at checkout, or

Get it Sun, Dec 16 if you order within 12 hrs 26 mins and choose paid One-Day Shipping at checkout

In Stock.

Sold by GRAYL and Fulfilled by Amazon. Gift-wrap available.

Qty: 1

☐ Try Amazon Prime and start saving today with Fast, FREE Delivery

Add to Cart

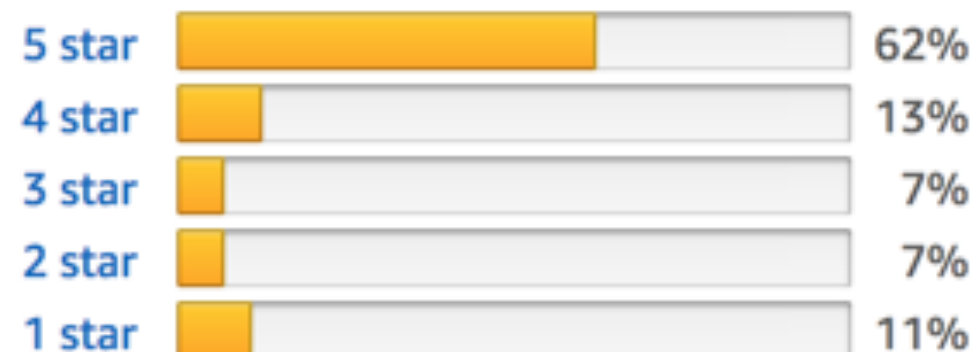
### 5. Reviews of Products

The feedback you receive from the existing customers in the form of product reviews helps your prospective customers in making a purchase decision. If a product has a positive review, it will surely build a bridge of trust and confidence in not only the product, but also in you, as an Amazon seller.



## 1,898 customer reviews

★★★★☆ 4.0 out of 5 stars ▾



### Review this product

Share your thoughts with other customers

Write a customer review

## 6. Customer Ratings and Feedback

Buyers generally rate the products higher, when their needs are met and they are offered a relatively great experience. Customer ratings are vital and help determine the customer satisfaction levels.

With several products being sold online on Amazon, it becomes all the more important to work on these elements. It will not only add value to your products, but also help you stand out above the rest. So, all in all, a holistic approach should be followed to improve and optimize the aforesaid core elements of a product listing.

### Customer images



[See all customer images](#)

### Read reviews that mention

water bottle

tap water

bottled water

works great

lifestraw

chemical taste

drinking water

got sick

get sick

highly recommend

clean water

plastic taste

worked great

peace of mind

hard to suck

Showing 1-4 of 1,898 reviews

Top Reviews ▾



Alison E.

★★★★★ **Easy to sip - here's the trick!**

March 14, 2018

Color: Blue | Style: 2-stage Filter | **Verified Purchase**

Felt compelled to write this review because of previous reviews I saw. There are several that state it is extremely difficult to suck water out of the straw, and I think I figured out why. If you look at my pic, you'll see that there is a small piece of cellophane wrapping the tip, and it fits very tightly. If you don't really look at it, you would not notice it. I didn't notice at first and when I tried to sip I got a tiny amount of water. Upon further inspection, I figured out that it was actually wrapped. It's tight so it will take you some effort to remove it, but then it's no problem. In my pictures you'll see how it looks different when it's on, half off, and fully removed. Hope this helps. Also, I have not noticed any leaking problem, although I just got the bottle today.





Robert Reed



**Water Tastes Disgusting, Like Plastic**

November 24, 2017

Color: Green | Style: 2-stage Filter | **Verified Purchase**

Water tasted like plastic with a bitter aftertaste that did not leave my mouth for several minutes. Their website was of NO help wit several times and even used filtered water from my refrigerator - the water was still disgusting. Huge disappointment. I wanted to each of my children.

10 people found this helpful

Helpful

1 comment

Report abuse



Kindle Customer



**Bad tasting water!**

November 2, 2016

Color: Blue | Style: 1-stage Filter | **Verified Purchase**

I got this water bottle in the hopes that it would make the water in my office building taste better. Oh no no! The water tasted hor this to be like a bottle version of a sawyer (which I love for hiking). Just for kicks I even tried filling up the Life Straw bottle and fill. good clean tasting water and made it all chemically. This is in an instant return for me.

2 people found this helpful



Erin H.



**Nope.**

January 20, 2017

Color: Blue | Style: 1-stage Filter | **Verified Purchase**

The chemical taste was too much for me. I bought this to go to Turks and Caicos to ensure the water I drank was filtered. The chemical smell/taste was so bad that I actually bought vinegar there and tried soaking it for over a day. It made it better but not enough for me to drink any of the water out of it. I suppose if it was drink this or die of thirst it would be worth it but when you just want to ensure you don't have a tummy bug from nasty water, it's not worth it.

3 people found this helpful

Helpful

Comment

Report abuse



avidreader



**Leaks**

January 29, 2018

Color: Blue | Style: 2-stage Filter | **Verified Purchase**

I have purchased 2 of these. Both leak. We use them for vacations, not daily use. One of them stopped working after only the 3rd trip. I will have to replace with something else that works and doesn't lead. Great concept. Still needs work.

One person found this helpful

Helpful

1 comment

Report abuse



## Customer questions & answers

🔍 Have a question? Search for answers

▲  
15  
votes  
▼

**Question:** [can this be used to drink ocean salt water?](#)

**Answer:** Hello Steve - Thanks for your question. GRAYL's Purification technology is designed to treat and purify any fresh water source. To remove salt from ocean water or brackish water sources you'd need a desalinization filter. In short, the answer is 'no'.  
Cheers!  
Team GRAYL  
By GRAYL [SELLER](#) on December 8, 2016

▲  
9  
votes  
▼

**Question:** [does this filter against lead in water](#)

**Answer:** According to the manufacturer, yes it does remove lead  
<http://www.thegrayl.com/grayl-shop/>  
By Ryan B. on November 8, 2016  
▼ [See more answers \(1\)](#)

▲  
8  
votes  
▼

**Question:** [Does it come stock with the "Travel" filter ?](#)

**Answer:** Hi Sean and Karlina - The Ultralight bottle comes with a Purifier (aka TRAVEL) cartridge installed on the bottle. Additional replacement Purifier cartridges are available for purchase.  
Thank you  
By GRAYL [SELLER](#) on November 1, 2016  
▼ [See more answers \(4\)](#)


▲  
4  
votes  
▼

**Question:** [Does the black bottle have a ring handle on the lid like the orange in the picture above?](#)


**Answer:** Yes just different color  
By William P. Bennett on September 5, 2016  
▼ [See more answers \(2\)](#)




### Customers also shopped for




RoryTory 5pc Survival  
Straw Water Filters  
Camping Hydration  
Purifier Set - Portable...  
★★★★★ 4  
\$16.99 ✓prime




GRAYL Purifier Cartridge  
★★★★★ 56  
\$24.95 ✓prime




FilterOne Personal Water  
Filter Bottle & Built-in  
Compass, BPA Free  
Portable 2-Stage...  
★★★★★ 13  
\$14.99 - \$26.99




OKO H2O Level-2  
Advanced Filtration Water  
Bottle  
★★★★★ 401  
\$26.99 - \$39.99



HydroBlu Sidekick 3-Stage  
Straw Water Filter for  
Camping, Backpacking,  
Running, Travel, and...  
★★★★★ 33  
\$15.99 ✓prime



Lifesaver Bottle 6000 Ultra  
Filtration Water Bottle  
★★★★★ 61  
\$119.95 ✓prime



HydroBlu Clear Flow Water  
Filter - 1,500-L Activated  
Carbon and Hollow Fiber  
Membrane Water Filter...  
★★★★★ 97  
\$19.95 ✓prime





fba calculator



1

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About 1,490,000 results (0.43 seconds)

## FBA Revenue Calculator - Amazon Seller Central

[https://sellercentral.amazon.com/hz/fba/profitabilitycalculator/index?lang=en\\_US](https://sellercentral.amazon.com/hz/fba/profitabilitycalculator/index?lang=en_US) ▼

No information is available for this page.

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2

## Fulfillment by Amazon Revenue Calculator

Provide your fulfillment costs and see real-time cost comparisons between your fulfillment and our c

**Disclaimer** This Fulfillment by Amazon Revenue Calculator should be used as a guide in evaluating FBA only. Amazon does not warrant the accuracy of the output of this Fulfillment by Amazon Revenue Calculator should be conducted to verify the results. Please note that the Amazon Fulfillment option reflects your current Selling on Amazon fees and FBA fulfillment fees.

Find your product on Amazon.com

Enter your product name, UPC, EAN, ISBN, or ASIN

Search



https://www.amazon.com/gp/product/B01M66C1KH?pf\_r



## Fulfillment by Amazon Revenue Calculator

Provide your fulfillment costs and see real-time cost comparisons between your fulfillment and our c

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### Find your product on Amazon.com

Enter your product name, UPC, EAN, ISBN, or ASIN

Search

Your Fulfillment

Amazon Fulfillment

Revenue

FBA can help make you





https://www.amazon.com/gp/product/B01M66C1KH?pf\_r



### GRAYL Ultralight Water Purifier [+ Filter] Bottle (Blue)

ASIN: B01M66C1KH

Product Dimensions: 4.0945 X 7.9528 X 11.1811 inches

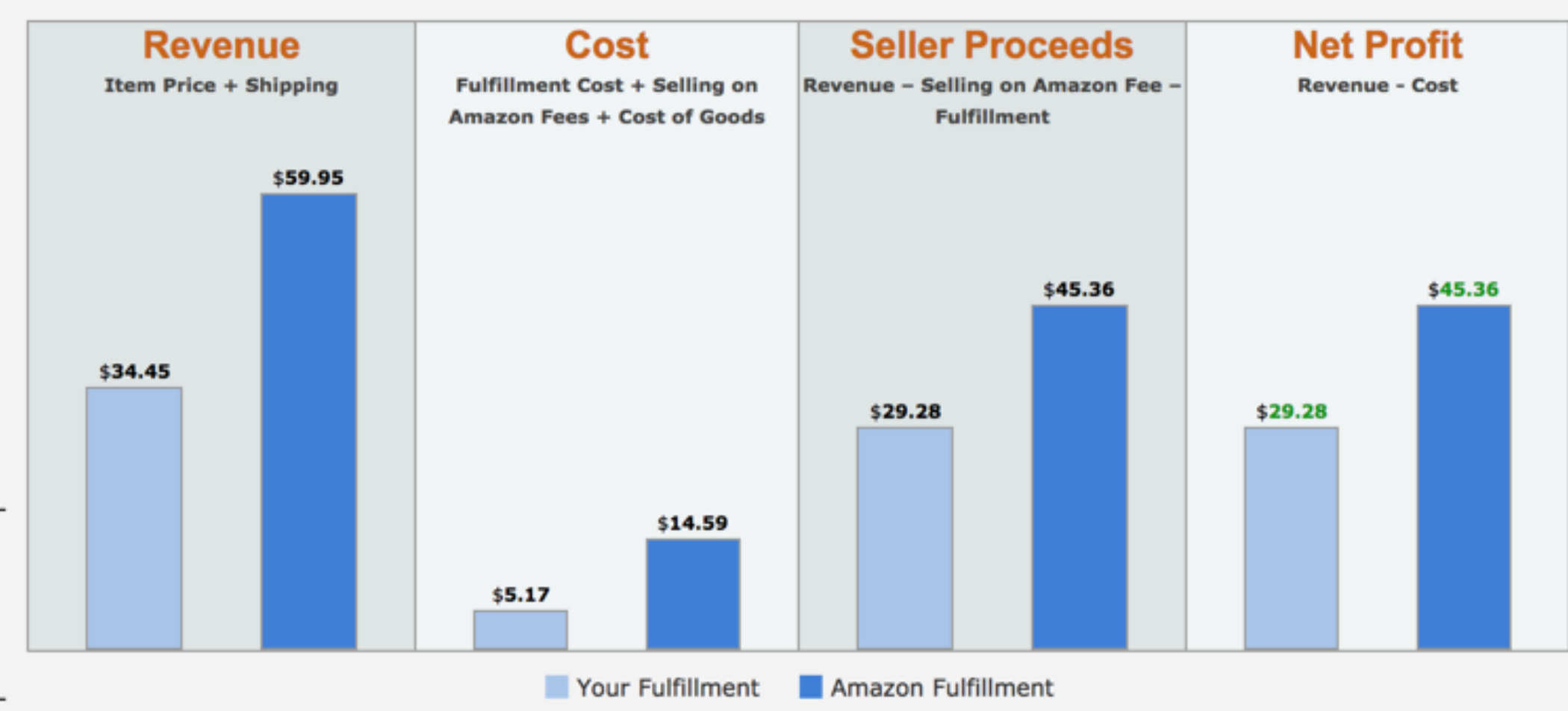
Unit Weight: 1.1464 pounds

[See Product Details](#)

Try another product

	Your Fulfillment	Amazon Fulfillment
<b>Revenue</b>		
Item Price	\$ 29.95	\$ 59.95
Shipping	\$ 4.50	\$ 0.00
Total Revenue	\$ 34.45	\$ 59.95
Selling on Amazon fees	\$ 5.17	\$ 8.99
<b>Fulfillment Cost</b>		
Cost of Seller Fulfillment	\$ 0.00	N/A
Fulfillment by Amazon Fees	N/A	\$ 5.60
Ship to Amazon	N/A	\$ 0.00
Total Fulfillment Cost	\$ 0.00	\$ 5.60
<b>Seller Proceeds</b>		
Seller Proceeds	\$ 29.28	\$ 45.36
<b>Cost of Product</b>		
Cost of Product	\$ 0.00	\$ 0.00
<b>Net Profitability</b>		
Net Profit	\$ 29.28	\$ 45.36
Net Margin	84.99%	75.66%

- [Price your FBA listings right...](#)
- [Is your FBA price too high?](#)
- [Have you accounted for all of your costs?](#)



Estimated Monthly Units Sold with Seller Fulfillment: 1

Estimated Monthly Sales Increase with Fulfillment by Amazon: 0%





	Your Fulfillment	Amazon Fulfillment
<b>Revenue</b>		
Item Price	\$ 29.95	\$ 29.95
Shipping	\$ 4.50	\$ 0.00
<b>Total Revenue</b>	\$ 34.45	\$ 29.95
<b>Selling on Amazon fees</b>	\$ 5.17	\$ 4.49
<b>Fulfillment Cost</b>		
Cost of Seller Fulfillment	\$ 0.00	N/A
Fulfillment by Amazon Fees	N/A	\$ 5.60
Ship to Amazon	N/A	\$ 0.00
<b>Total Fulfillment Cost</b>	\$ 0.00	\$ 5.60
<b>Seller Proceeds</b>		
	\$ 29.28	\$ 19.86
<b>Cost of Product</b>		
	\$ 3.00	\$ 3.00
<b>Net Profitability</b>		
<b>Net Profit</b>	\$ 26.28	\$ 16.86
<b>Net Margin</b>	76.28%	56.29%

**Calculate**

[Price your FBA listings right...](#)  
 These prices compete equally on Amazon.  
[Have you accounted for all of your costs?](#)



Estimated Monthly Units Sold with Seller Fulfillment:   
 Estimated Monthly Sales Increase with Fulfillment by Amazon: %



	Your Fulfillment	Amazon Fulfillment
<b>Revenue</b>		
Item Price ⓘ	\$ 29.95	\$ 29.95
Shipping ⓘ	\$ 4.50	\$ 0.00
<b>Total Revenue</b> ⓘ	\$ 34.45	\$ 29.95
<b>Selling on Amazon fees</b> ⓘ	\$ <a href="#">5.17</a> ▼	\$ <a href="#">4.49</a> ▼
<b>Fulfillment Cost</b>		
Cost of Seller Fulfillment ⓘ	\$ <a href="#">0.00</a> ▼	N/A
Fulfillment by Amazon Fees ⓘ	N/A	\$ <a href="#">5.60</a> ▼
Ship to Amazon ⓘ	N/A	\$ 0.00
<b>Total Fulfillment Cost</b> ⓘ	\$ 0.00	\$ 5.60
<hr/>		
<b>Seller Proceeds</b> ⓘ	\$ 29.28	\$ 19.86
<b>Cost of Product</b> ⓘ	\$ 3.00	\$ 3.00
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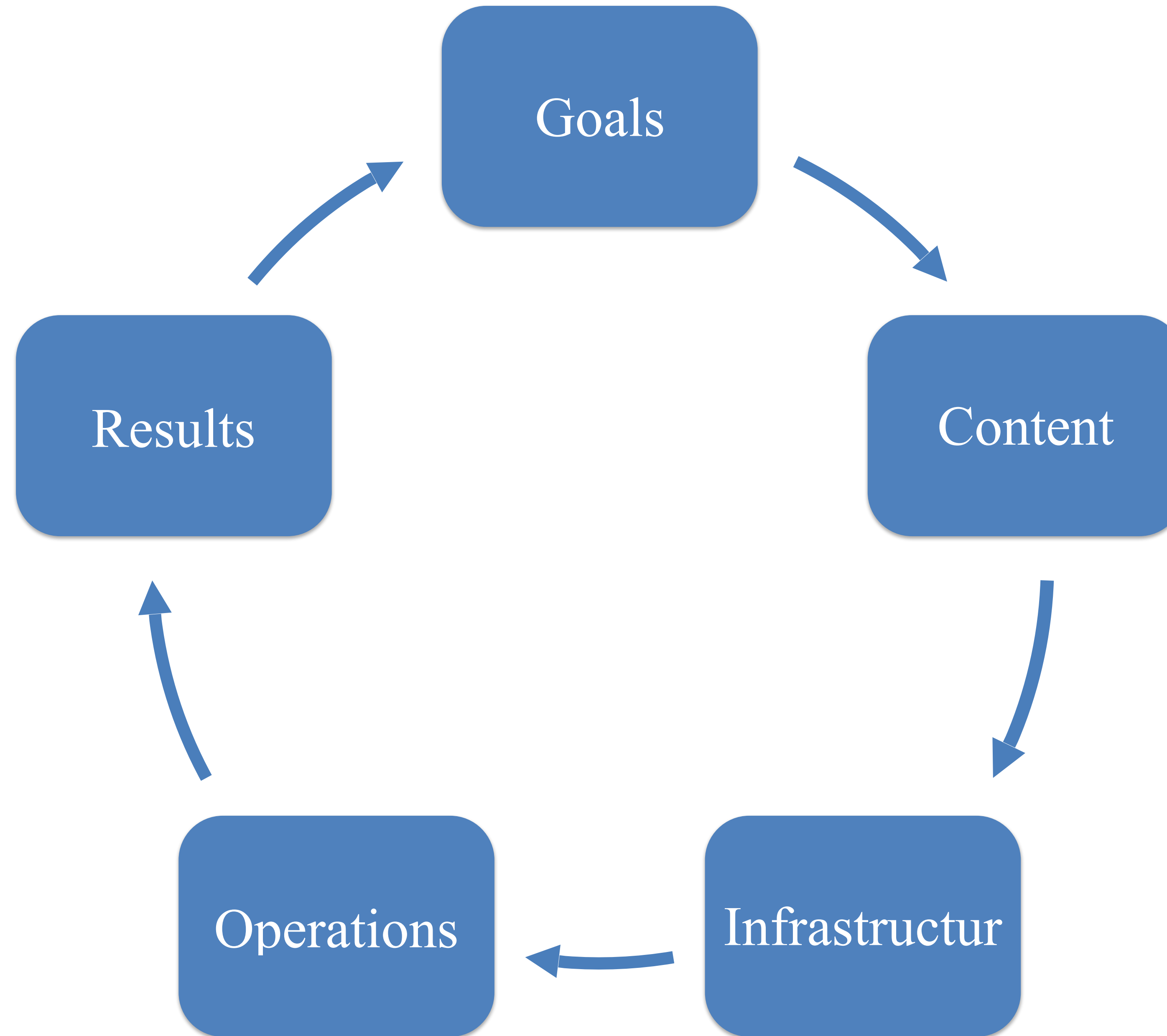


	Your Fulfillment	Amazon Fulfillment
<b>Revenue</b>		
Item Price ⓘ	\$ 29.95	\$ 39.95
Shipping ⓘ	\$ 4.50	\$ 0.00
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Selling on Amazon fees ⓘ	\$ <u>5.17</u> ▼	\$ <u>5.99</u> ▼
<b>Fulfillment Cost</b>		
Cost of Seller Fulfillment ⓘ	\$ <u>0.00</u> ▼	N/A
Fulfillment by Amazon Fees ⓘ	N/A	\$ <u>5.60</u> ▼
Ship to Amazon ⓘ	N/A	\$ 0.00
Total Fulfillment Cost ⓘ	\$ 0.00	\$ 5.60
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Seller Proceeds ⓘ	\$ 29.28	\$ 28.36
Cost of Product ⓘ	\$ 3.00	\$ 3.00
<hr/>		
<b>Net Profitability</b>		
Net Profit ⓘ	\$ 26.28	\$ 25.36
Net Margin ⓘ	76.28%	63.48%

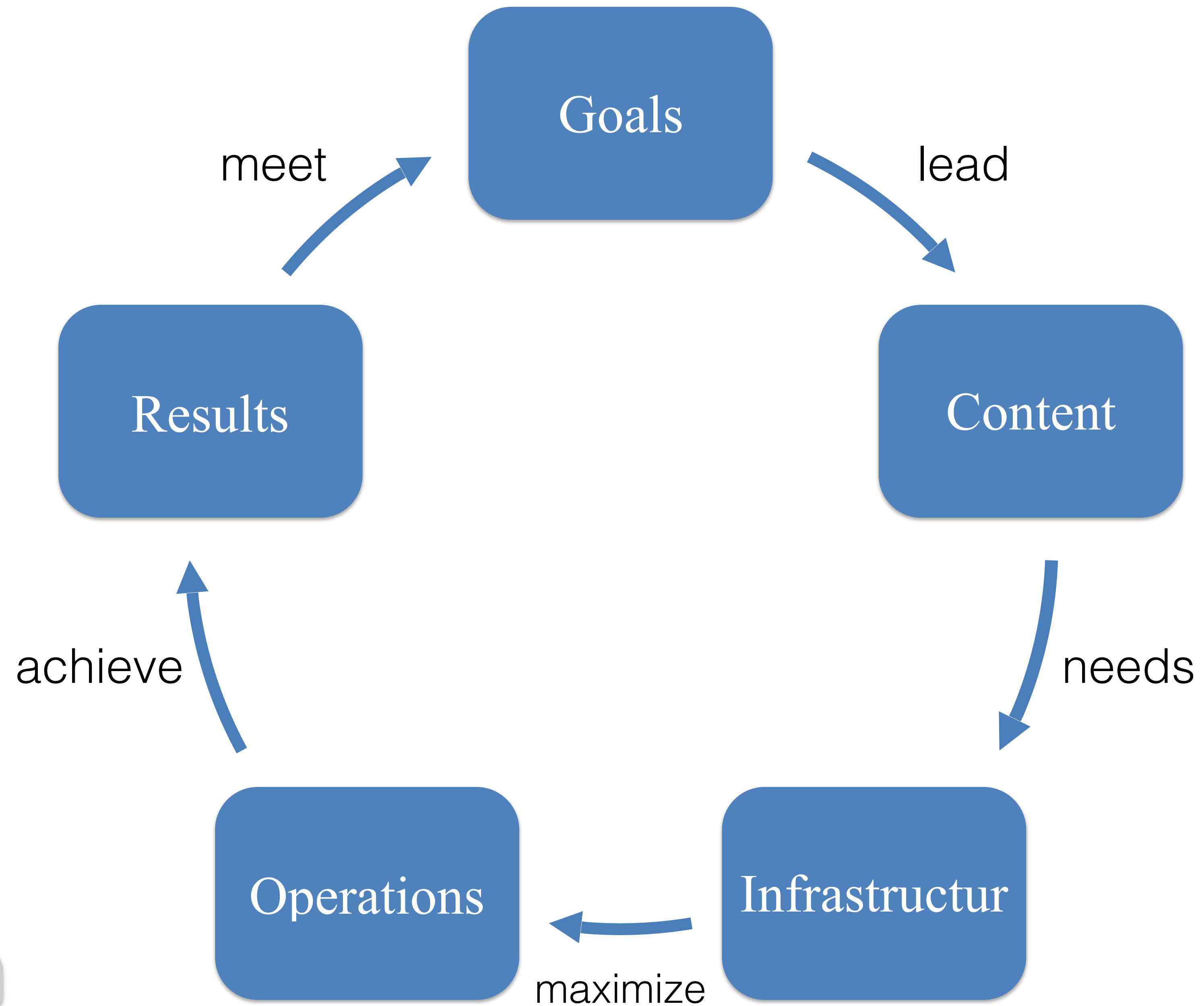


	Your Fulfillment	Amazon Fulfillment
<b>Revenue</b>		
Item Price ?	\$ 29.95	\$ 59.95
Shipping ?	\$ 4.50	\$ 0.00
Total Revenue ?	\$ 34.45	\$ 59.95
Selling on Amazon fees ?	\$ <u>5.17</u> ▼	\$ <u>8.99</u> ▼
<b>Fulfillment Cost</b>		
Cost of Seller Fulfillment ?	\$ <u>0.00</u> ▼	N/A
Fulfillment by Amazon Fees ?	N/A	\$ <u>5.60</u> ▼
Ship to Amazon ?	N/A	\$ 0.00
Total Fulfillment Cost ?	\$ 0.00	\$ 5.60
<hr/>		
Seller Proceeds ?	\$ 29.28	\$ 45.36
Cost of Product ?	\$ 0.00	\$ 0.00
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<b>Net Profitability</b>		
Net Profit ?	\$ 29.28	\$ 45.36
Net Margin ?	84.99%	75.66%





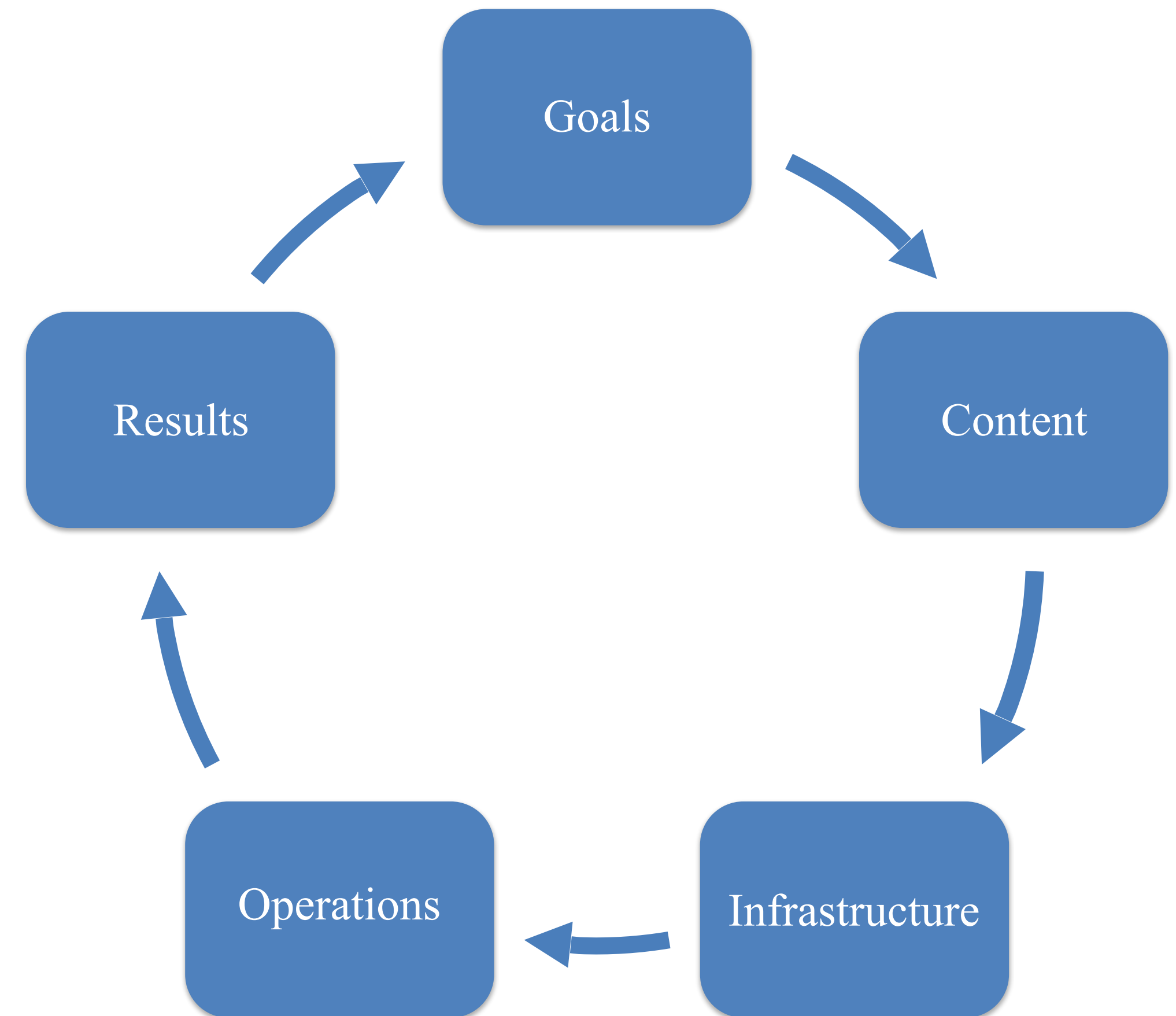






# Goals

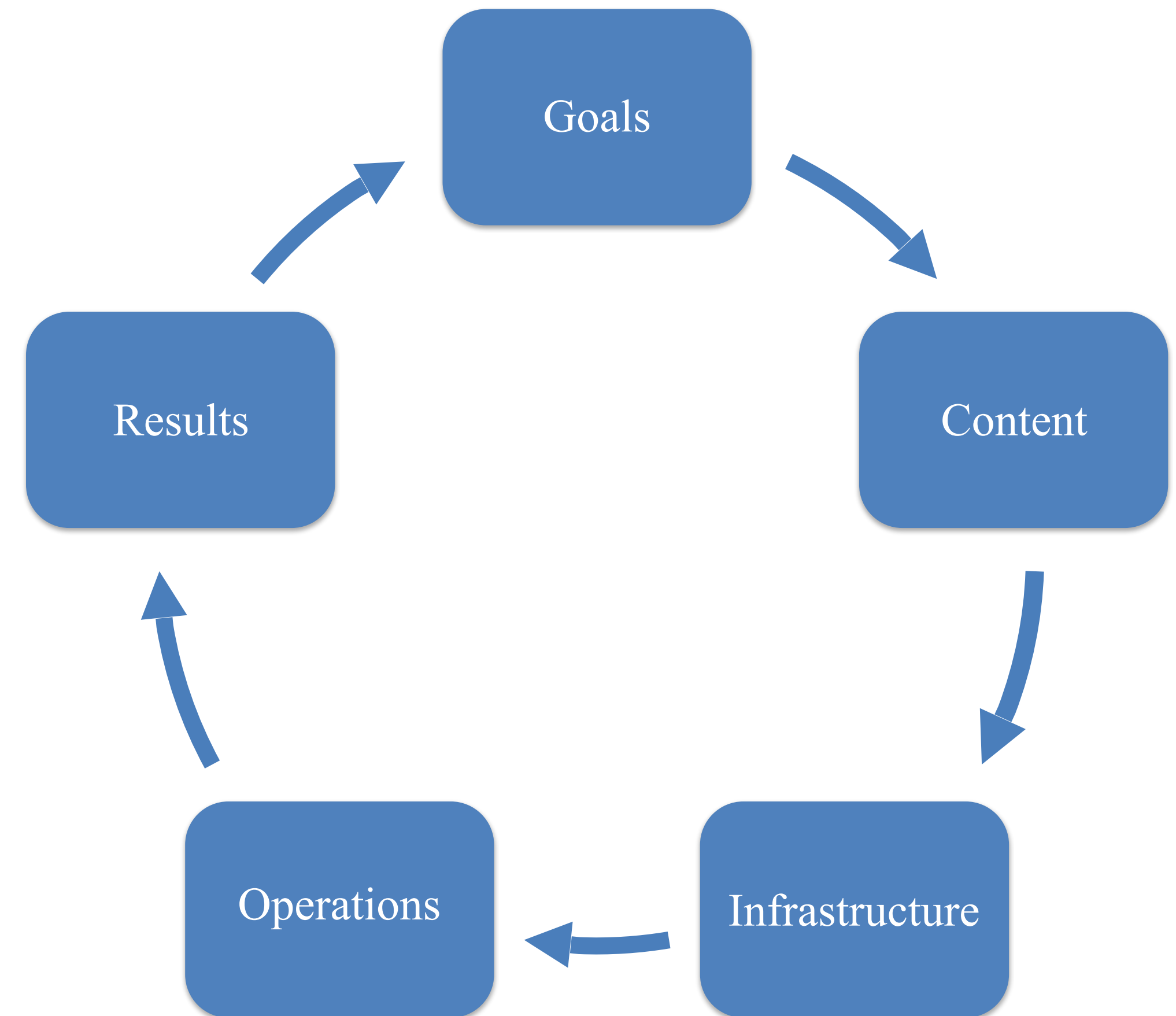
- Conversion
- Order size
- SEO (Buy Box)
- Efficiencies
- Branding





# Content

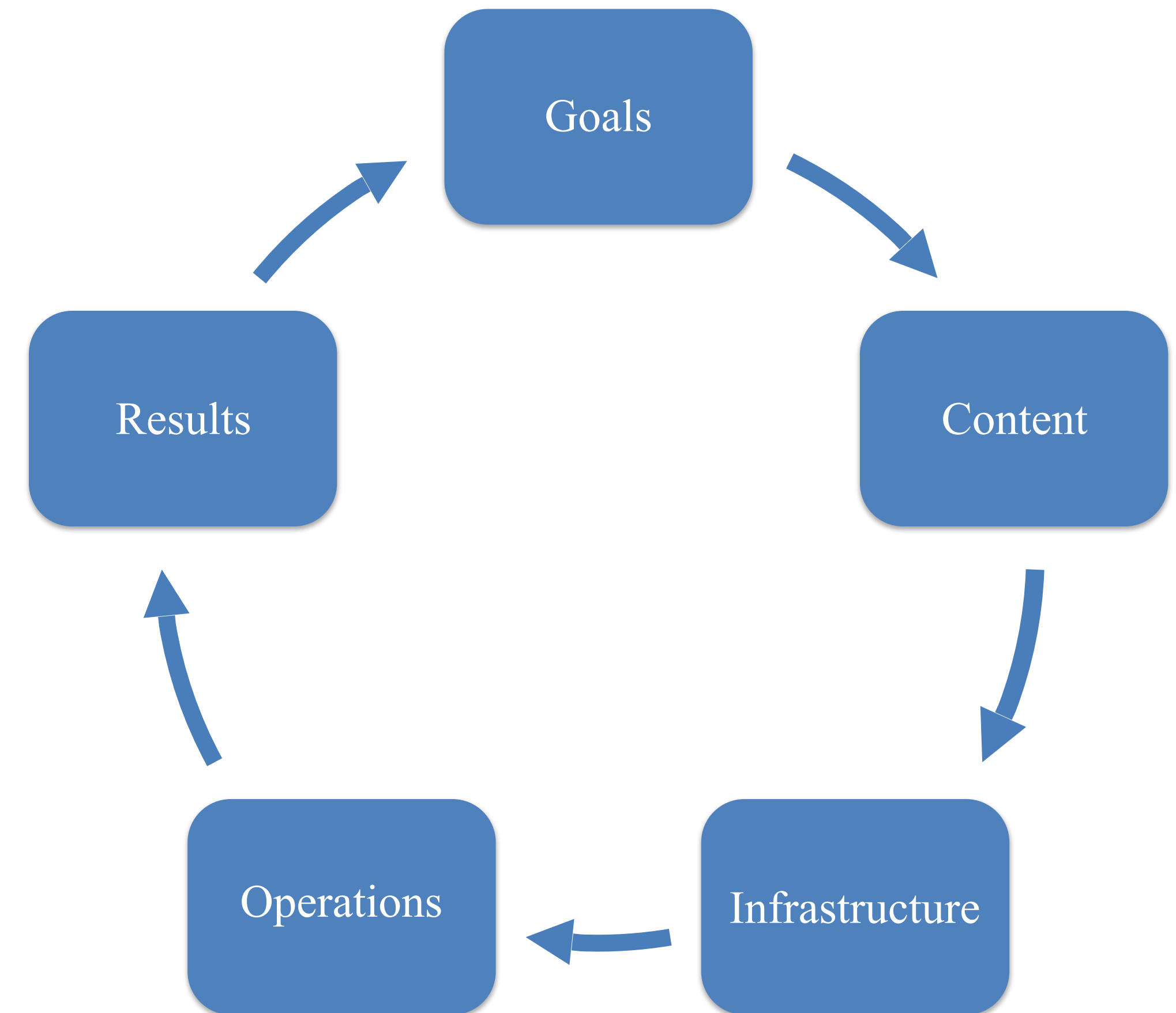
- Editorial (Descriptions)
- UGC (user generated)
- Product data
- Sourcing





# Infrastructure

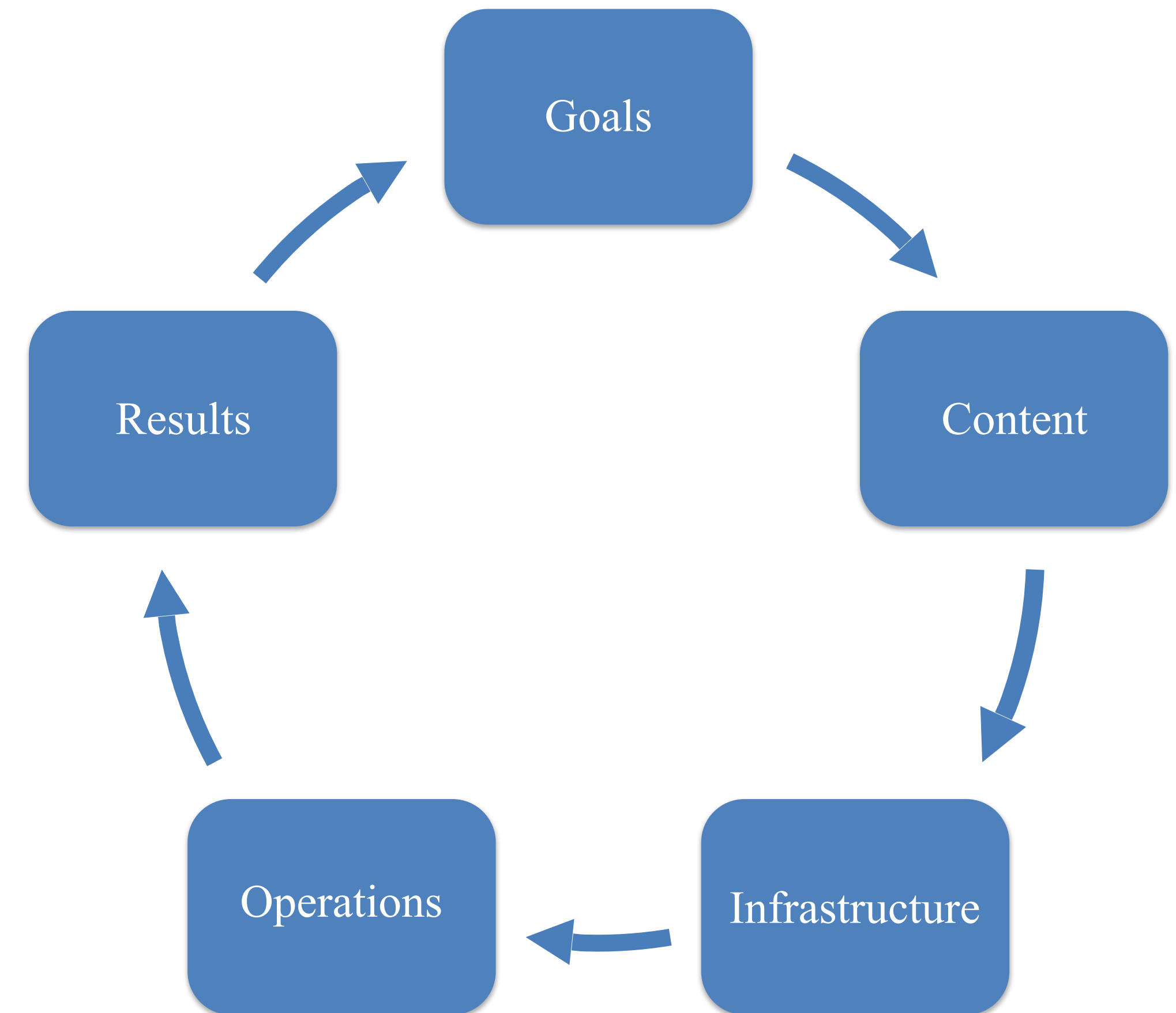
- Logistics (fulfillment)
- Management
- Collaboration
- Syndication
- Localization





# Operations

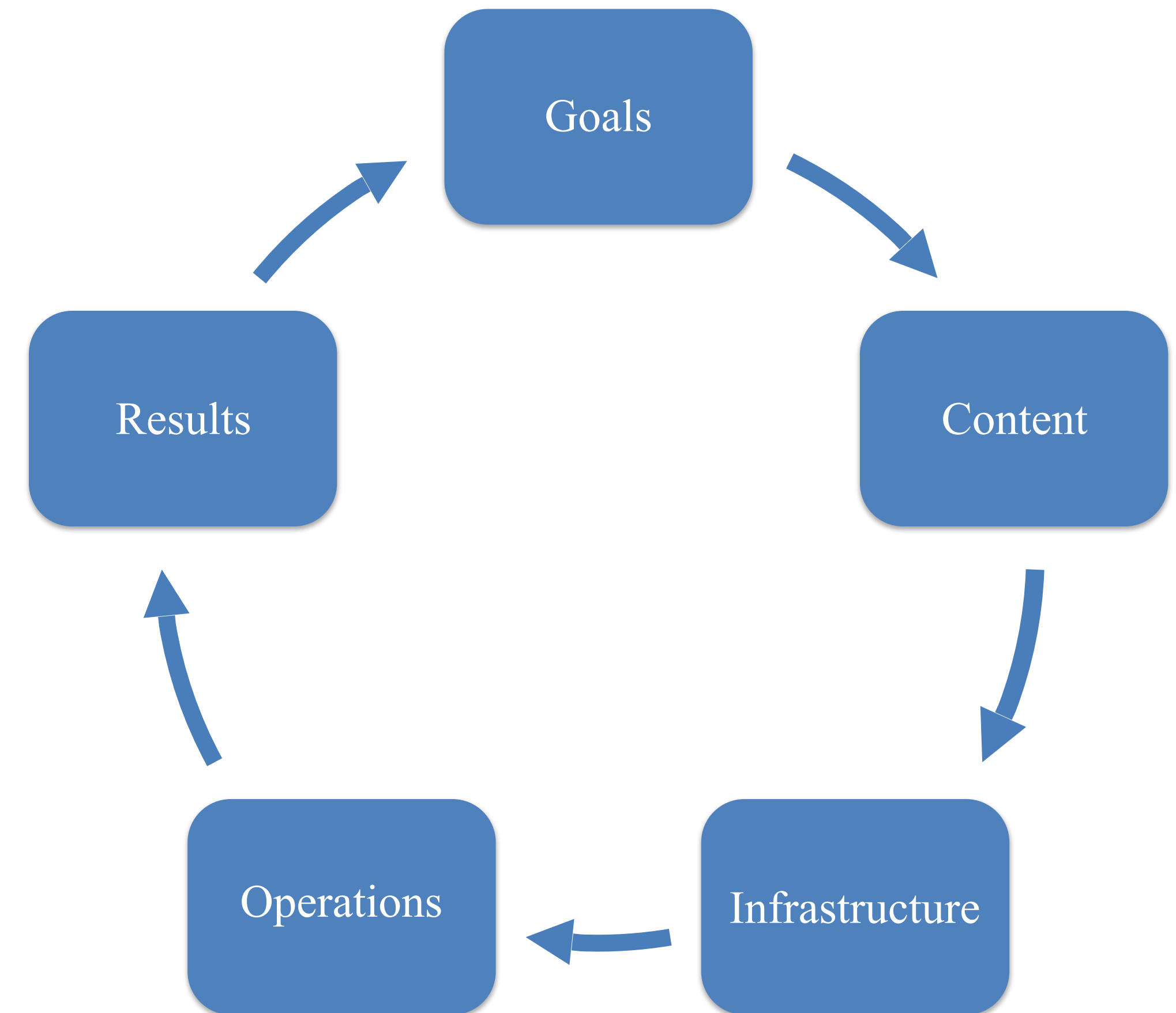
- Scalability
- Flexibility
- Extensibility





# Results

- Revenue (ROI)
- Globalization
- Cost Efficiency
- Big Data
- Leverage





# My Offer For You Today



I Don't Have One 🤯





# JOHN Lawson

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