

Stand Out In 2024!

Build a Brand That Stands the Test of Time

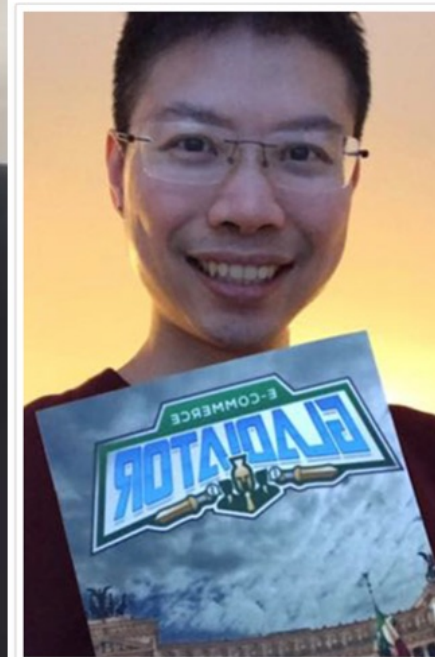
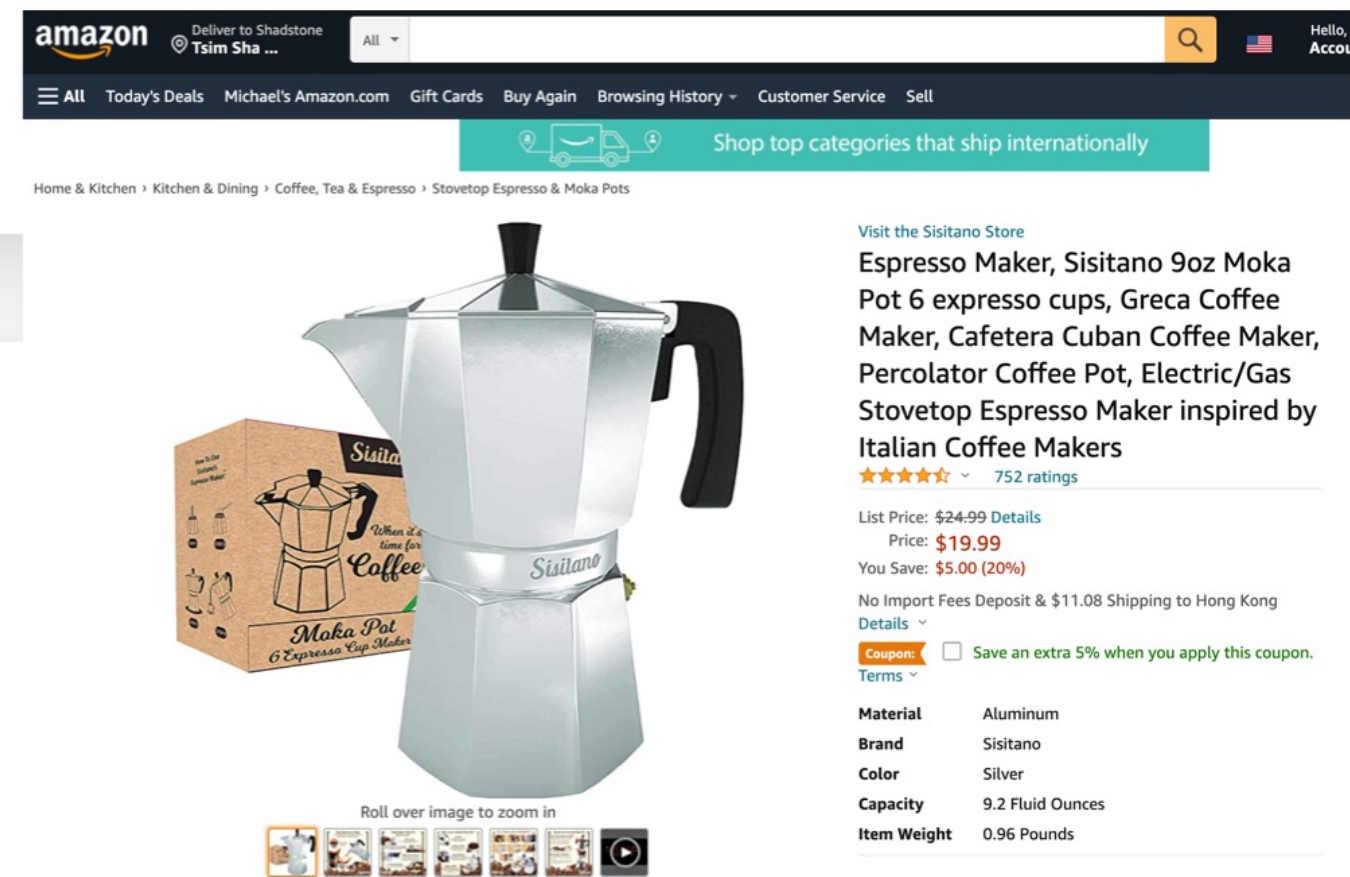
Michael Michelini





**“YOUR BRAND IS WHAT
OTHER PEOPLE SAY ABOUT
YOU WHEN YOU'RE NOT IN
THE ROOM.”**





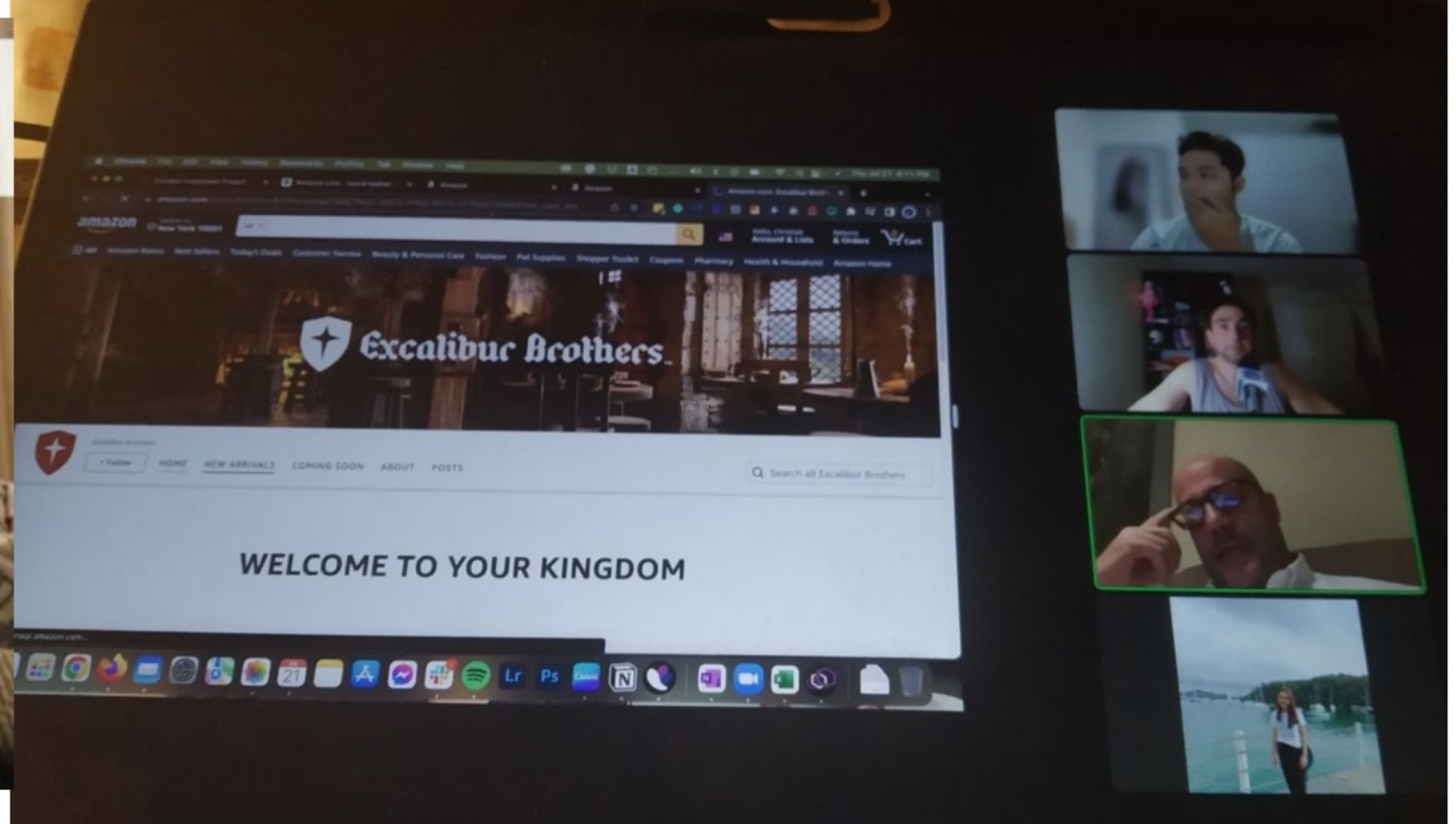
I want to give a big thanks to Mike for having me here and also for doing the e-commerce project together. It was an awesome, really great experience, I of course I learned a lot about doing e-commerce business. This is my first e-commerce or FBA business in fact and also doing business in China in general.

I learned a lot on how to being organized or working with people 24/7 all through the internet. We had Freelancers and VA's and yeah, it requires a totally new set of skills. So it was, sometimes, it's overwhelming to be honest, but we got through a lot of the obstacles and I was very happy when we had our first product on Amazon selling and yeah, I just think it was amazing.

Cadrian Chan
★★★★★

HUSTLING AND LAUNCHING

NEW PRODUCTS COMING TO AMAZON (A STORY)



**Mens Leather Flask (Brown)
with 2 Cups and Funnel**



Shot Glass Sets (Set of 6)

amazon Deliver to Shadstone Tsim Sha ... All

Home & Kitchen › Kitchen & Dining › Dining & Entertaining › Glassware & Drinkware › Wine & Champagne Glasses › Wine Glasses

Glass Polishing Cloth 23.5" x 20" (2 Pack) - Streak and Lint Free Wine Cloths , Large Polishing Cloth for Glassware , Wineglass Cleaner Best Gifts for Men by Excalibur Brothers (Mixed)

Visit the Excalibur Brothers Store
★★★★★ 1 rating

Currently unavailable.
We don't know when or if this item will be back in stock.

Item Dimensions LxWxH	20 x 0.2 x 23.5 inches
Size	Large
Color	Multicolor
Material	Polyester
Brand	Excalibur Brothers

Starting Point: Project Raft



We are here in our **Roadmap**:



What We'll Cover

- Mindset
- Idea Generation
- Funnel Mapping
- Attribution
- Affiliate Strategy
- Paid Ad Strategy
- Examples & Case Studies
- Opportunity For You (IST Only)
- Q & A



Mindset



A Brand Is . . .



Food For A Community

A photograph of a large pig and several piglets. The large pig is at the top, and the piglets are below it, all looking upwards. The image is dark and serves as a background for the text.

To Feed An Audience

A photograph of a seagull standing on a sidewalk in front of a seafood stall. The stall has several signs: 'PRAWNS' vertically on the left, 'HEROES WELCOME IN SCARBOROUGH' on a yellow sign, 'ONLY 50p' on a red sign, 'FRESH CRABS AND LOBSTERS', 'JERKED EELS', 'SMOKED LOCAL KIPPERS', and 'FRESH SEAFOOD PRAWN TUNA'. The text 'No Food? No Brand!' is overlaid in large white letters.

No Food? No Brand!

Past

Brands "Outsourced" to Media & Agencies

Pay to have creatives made and paid to have placement on third party websites.



Old Attitude

- Just pay someone else
- We only make product
- Others make content and media

Present

Brands realize they need audience

Brands waking up, realize if they don't have own media and traffic, they will be replaced.



Current Attitude

- Creating media accounts
- Investing in content
- Find influencers, encourage sharing

Future

Brands & Media will be 1 in the same.

Brands will have in-house media and content production.



Future Attitude

- Foster community directly
- Content part of their product lifecycle
- Media assets is strategic advantage

We Are All Media Companies





Accept You Are In Media

- Content
- Influencers
- Paid Media
- Community Building
- Affiliates
- CTA

Create Stories



Tactics



Who Are Your Customers?







Follow Customer Not Competitor


Following Competitor...Always #2

A person in a light blue patterned shirt is counting a stack of US dollar bills over a desk. On the desk, there is a large black calculator, a smartphone, and two white iPhone boxes. The background is dark and out of focus.

Idea Generation

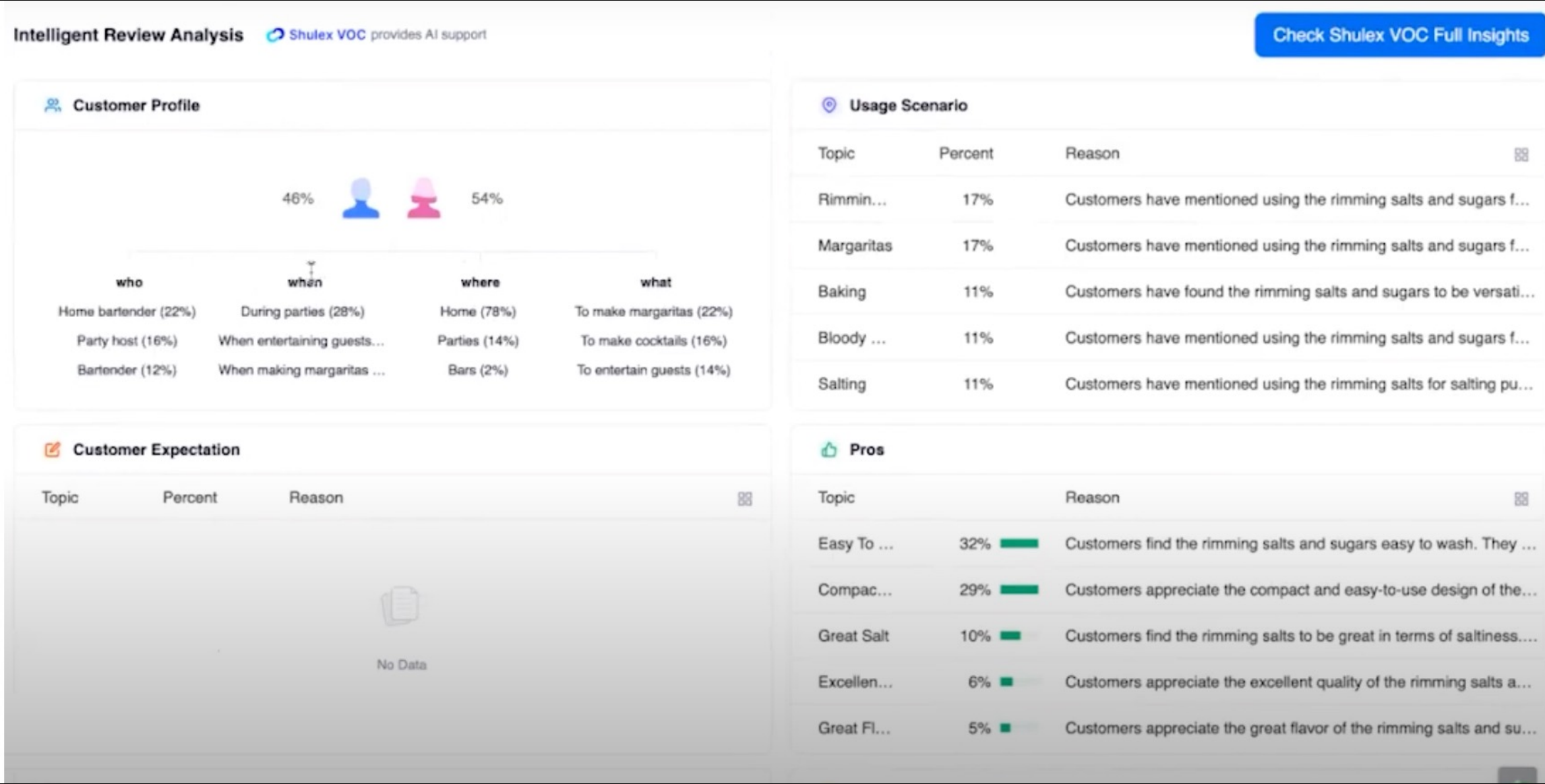


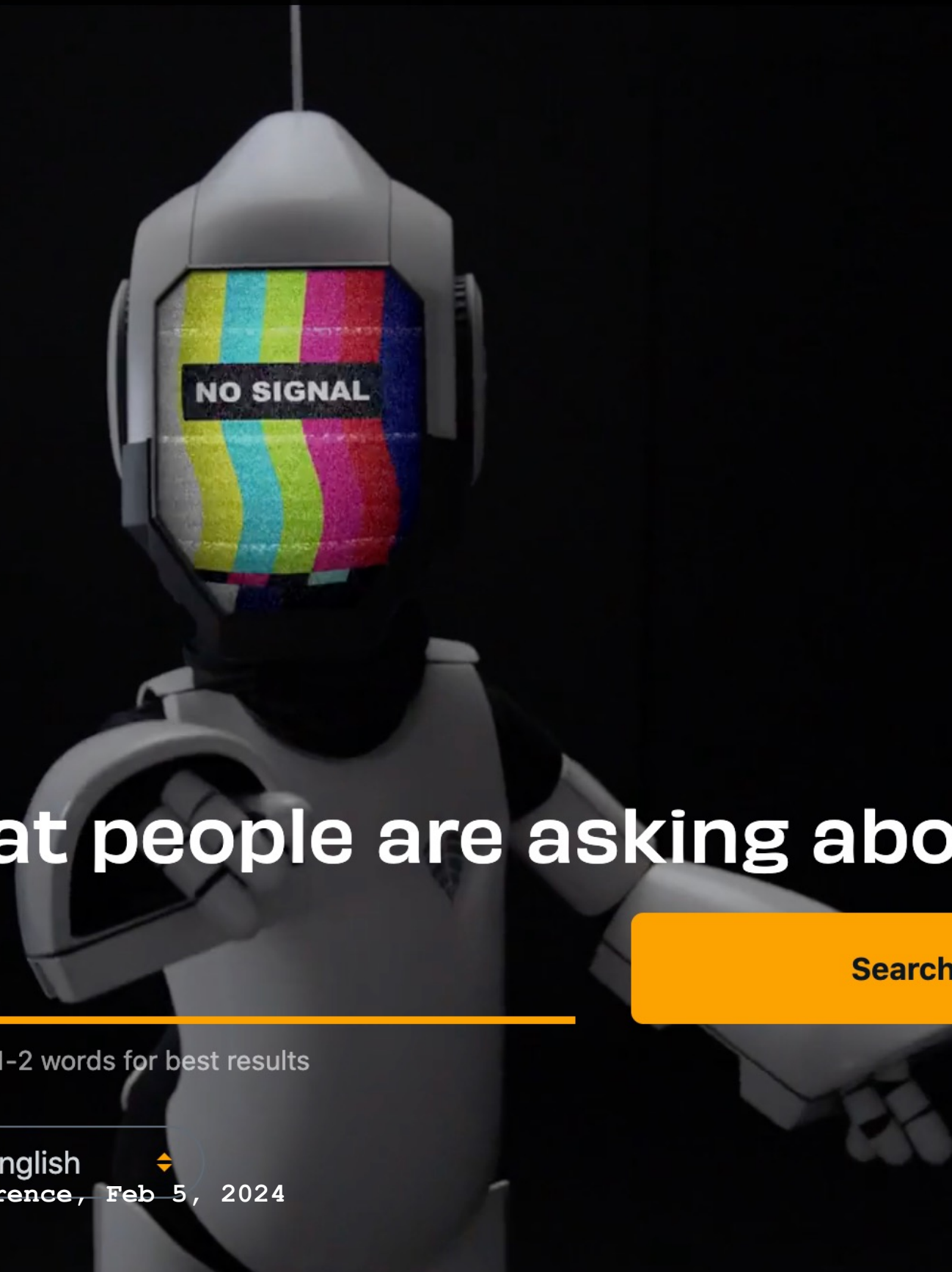
Reading Competitor Reviews



Boring!

Boost With AI






Discover what people are asking about...

e.g. chocolate

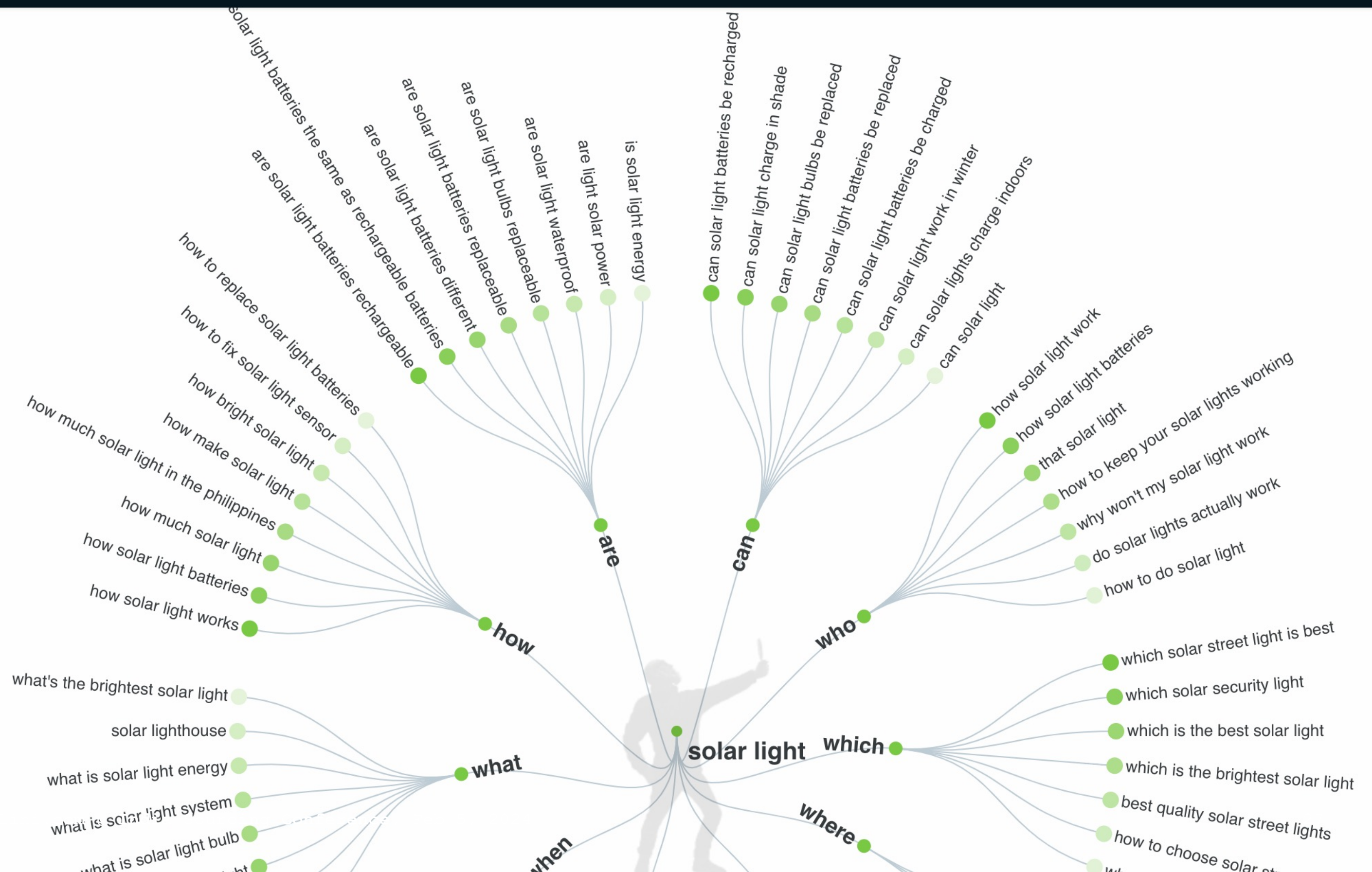
Search

Enter a topic, brand or product

Use 1-2 words for best results

 United Kingdom ▾

English ▾



Values & Differentiators





WHO WE ARE



ESATTO: OUR STORY

HOW WE GOT STARTED

Mike enjoyed the excitement of the nightlife and bartending lifestyle.

In 2003 on a visit to his family in Italy he was inspired by his ancestor roots: the quality of life and attention to details.

He returned to America with a new appreciation for quality of life and products and in 2004 got started selling bar products online.

WHAT MAKES OUR PRODUCTS UNIQUE

Esatto in Italian means exact perfection and precision.

Esatto is about perfection, for bartenders by bartenders. Precision design, high attention to detail, and hand reviewed for each product we make.

Esatto is making products to the Italian quality standard and putting the *PRECISION* in the products we produce.

WHY WE LOVE WHAT WE DO

Fusing together our love for bartending and celebrating with friends and family like the Italians do, we put our heart into the business.

From new products to current best sellers, we are living the Esatto standard: quality (of life and product), perfection, and precision.

The name **Esatto** in Italian has many meanings, all of them positive. Perfect and exact are meanings we want to impress upon you when receiving and using your Esatto products. We have designed them, from raw materials, to final assembly, to packaging and wrapping - with this in mind.

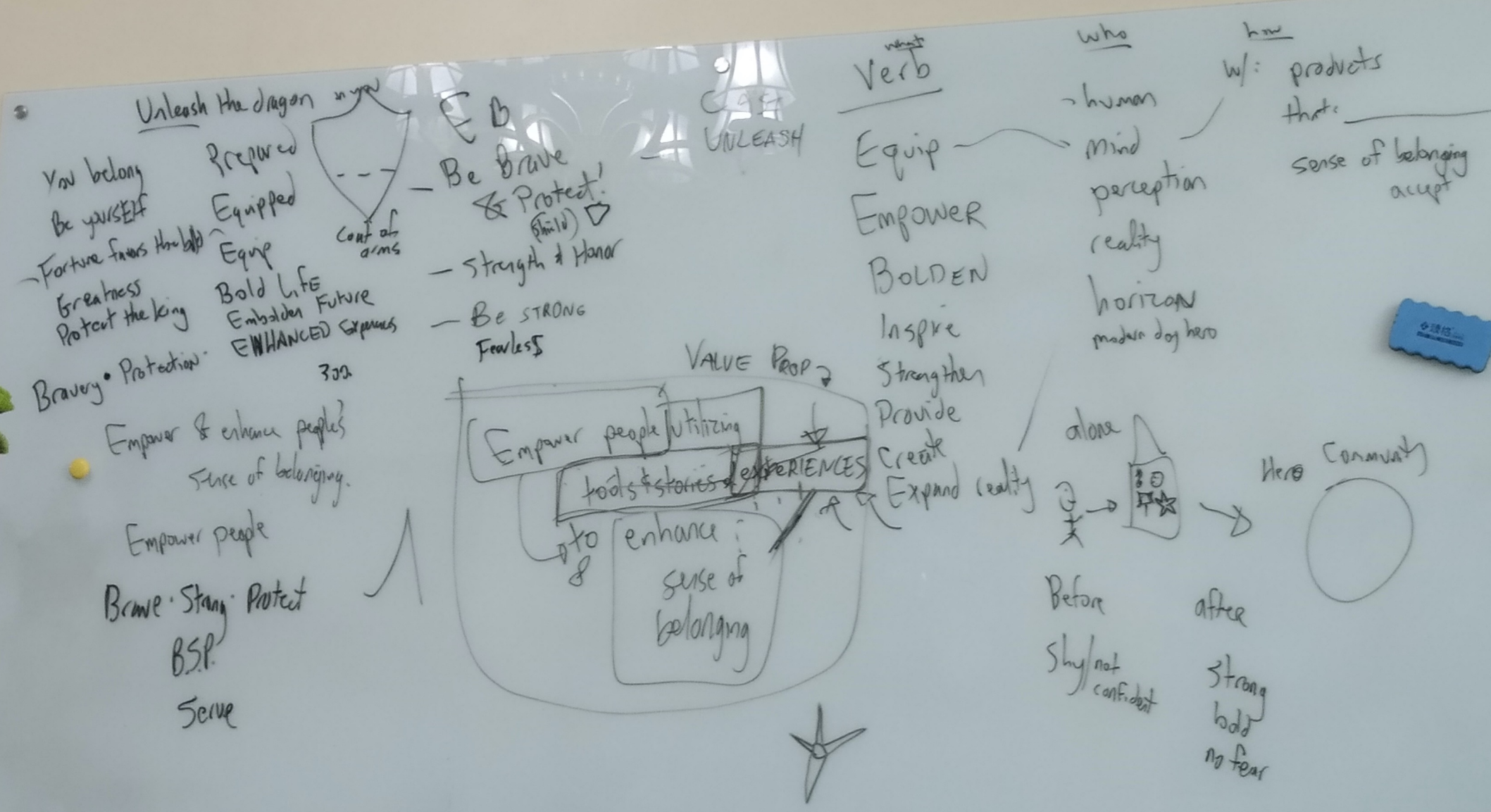
Our partner **Michael Michelini** is an Italian American entrepreneur. Like his grandfather, Gelindo, who left Italy to start a new life in America, Michael aims to continue the family tradition. Upon returning to his home country's region of Trentino Alto Adige in the Italian Alps, he was inspired by the clean and unique design of the Northern Italian castle and mountain culture. He visited his grandfather's home village Poia, Italy (population of 300 people), he saw the ice cream shop his grandfather sent money to from New York City to pay for ice cream of the children in the village.

This trip in 2003 inspired Michael to build a business on quality and dependability upon returning to America.

Starting in 2004, Michael has been working with bartenders and home bar enthusiasts to get quality bar products online.

Over the decades, quality products has become the most important part of the business - and Esatto brand - even in the name itself - is about perfection, quality, and being EXACT.

When you use an **Esatto** product, you will get **perfection!**





Resources

✂✂ Logo ZIP

✂✂ X Banner PDF

✂✂ Brand Book PDF

✂✂ Brand Voice PDF

✂✂ Licensee Book PDF

✂✂ Packaging Instructions PDF

✂✂ Packaging Instructions Video

✂✂ Polishing Cloth Packaging Video

✂✂ Envelope Packaging Video

✂✂ QC Process PDF



Excalibur Brothers

Content – Be Real

Talk about stuff people **afraid** to talk about.

Other people don't want to share (**secret**)

Document don't create

Make it a **journey**, an adventure.

Boost with AI

write a 300 word email reply to an angry customer about his broken product with our no questions guarantee in the tone of a medival king of england



ChatGPT

Subject: Regarding Your Displeasure, Noble Customer

My Esteemed [Customer's Name],

Hail and well met! I, [Your Name], the Sovereign of [Your Company], have received thine missive expressing great dismay over the unfortunate state of thy purchased product. Verily, I extend my deepest apologies for the vexation thou hast endured, as it pains me greatly to learn of such distress within my kingdom.

I assure thee that thy dissatisfaction resonates in the halls of [Your Company] and echoes through the ramparts. I have summoned my most trusted craftsmen and artisans to address the matter forthwith. Such grievances shall not be suffered within the realm under my watch, for I hold dear the honor and contentment of my loyal subjects.

In adherence to our solemn oath of the "No Questions Guarantee," I declare that thy product shall be promptly replaced or mended to thine utmost satisfaction. A new exemplar, of the highest quality, shall be dispatched posthaste, ensuring that thou shalt once again revel in the glory of a fully functional acquisition from our esteemed emporium.

Should thou require any assistance in facilitating this resolution, my courtiers stand ready to attend to thy every need. Please, communicate with them at [Customer Support Email] or [Customer Support Phone Number], and they shall serve thee with the utmost diligence.

May the winds of swift restitution carry this message to thee, and may the shadows of discontent be banished from thy countenance. It is my fervent desire that our future dealings shall be bathed in the radiance of satisfaction and goodwill.



With sincerest apologies and unwavering fealty,

[Your Name]

Sovereign of [Your Company]

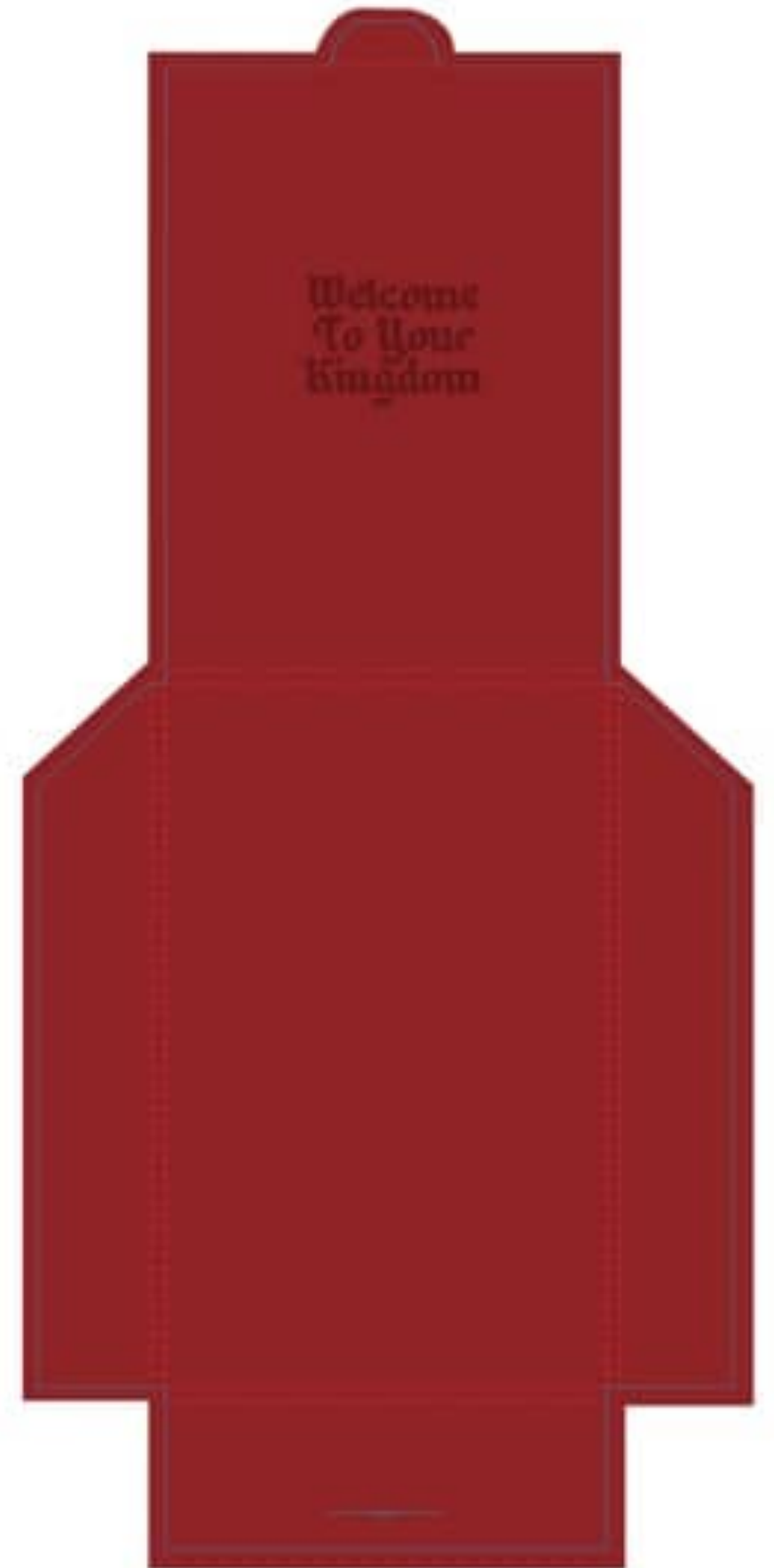


Comparison (us vs. them)

PLUMEPAS		vs	competitors	
				
FLUFFY		vs	DENSE	
				
VARIETY OF PAMPAS		vs	SMALL VARIETY	
				
MADE IN THAILAND		vs	MADE IN CHINA	



Packaging



A person wearing a white shirt with small dark dots is sitting at a desk, counting a stack of US dollar bills. On the desk, there is a large black calculator with a numeric keypad, a smartphone, and several white boxes for iPhones. The background is dark and out of focus.

Packaging Best For Main Image



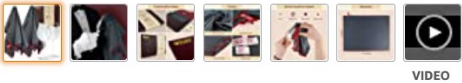
BLUE GINKGO TPU Cutting Boards (3 Piece Set) Scratch Resistant Flexible Cutting Boards for Kitchen, Thin Cutting...

★★★★★ 30
\$29.99 ✓prime

Health & Household › Household Supplies › Cleaning Tools › Cleaning Cloths



Roll over image to zoom in



Glass Polishing Cloth 23.5" x 20" (2 Pack) - Streak and Lint Free Wine Cloths , Large Polishing Cloth for Glassware , Wineglass Cleaner Best Gifts for Men by Excalibur Brothers (Gray)

[Visit the Excalibur Brothers Store](#)

★★★★★ 2 ratings


\$24⁹⁰ (\$353.19 / Ounce)


No Import Fees Deposit & \$9.30 Shipping to Hong Kong [Details](#)

Use **Amazon Currency Converter** at checkout to pay for this item in your preferred currency. Terms & Conditions apply. [Learn More](#)

Color: **Grey**

 \$24.90 (\$353.19 / Ounce)

 \$24.90 (\$353.19 / Ounce)

 \$24.90 (\$353.19 / Ounce)

Item Dimensions 20 x 0.2 x 23.5 inches
LxWxH

Size Large

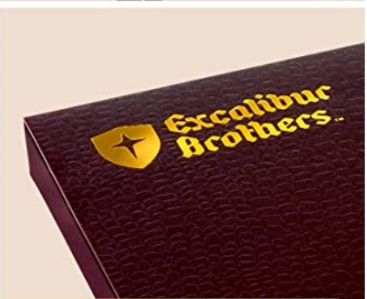
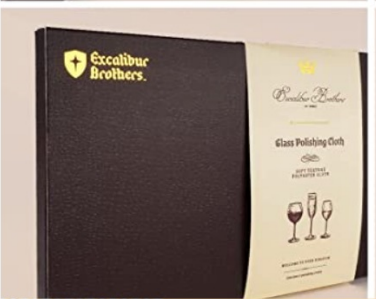
Color Grey

Material Polyester

Brand Excalibur Brothers



Exclusive gift packaging



Features



+ Classic gray color +



+ Silky lint-free fabric +



+ Tight sewn edges +



+ Hanging loops +

Lint-free streak-free removal



Dust



Fingerprints



Oil smudges



Water stains



Dimensions





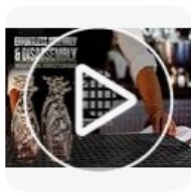
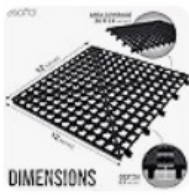
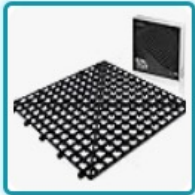
Q Similar

Roll over image to zoom in





Roll over image to zoom in



VIDEO



Esatto 6 Pack Interlocking Shelf Mats 12", Black – for Spills, Clean Bars, Stain Protection, and an Anti-Slip Surface

[Visit the Esatto Store](#)

4.9 ★★★★★ 10 ratings

100+ bought in past month

\$44⁹⁵ (\$7.49 / Sq Ft)

FREE Returns

Get a \$10 Amazon Gift Card instantly upon approval for the Amazon Store Card. No annual fee.

Color: **Black 12" X 12"**

 \$44.95 (\$7.49 / Sq Ft)	 \$14.95 (\$1.50 / Item)
--	--

Color	Black 12" X 12"
Brand	Esatto
Special Feature	Slip Resistant, Washable
Pattern	Solid
Product Care Instructions	Dishwasher Safe

Material
Plastic

Shape
Rectangular

About this item

- **KEEPS BARS CLEAN** - Esatto's interlocking shelf bar mats helps build safe

PLUMEPAS BOUQUET

PLUMEPAS 52 PCS Dried Pampas Grass Decor, White Pampas Grass, Pompas Floral Grass, Bouquet for Wedding Boho Flowers Table Decor, Rustic Farmhouse Decor, Modern Home Decor, Bridal Shower Decor

The visual appeal of these lush, feathery plumes can instantly elevate any interior style. Proudly made and intricately crafted in Thailand, these fluffy blooms are plump, textured, and sparkling in their natural color.

Your dried pampas grass won't fade and will never wither. Each bundle is meticulously placed within a premium decorative packaging, transforms any space with its serene and pure hue effortlessly complementing both modern and traditional decor styles.



AI Images

- Before
- After









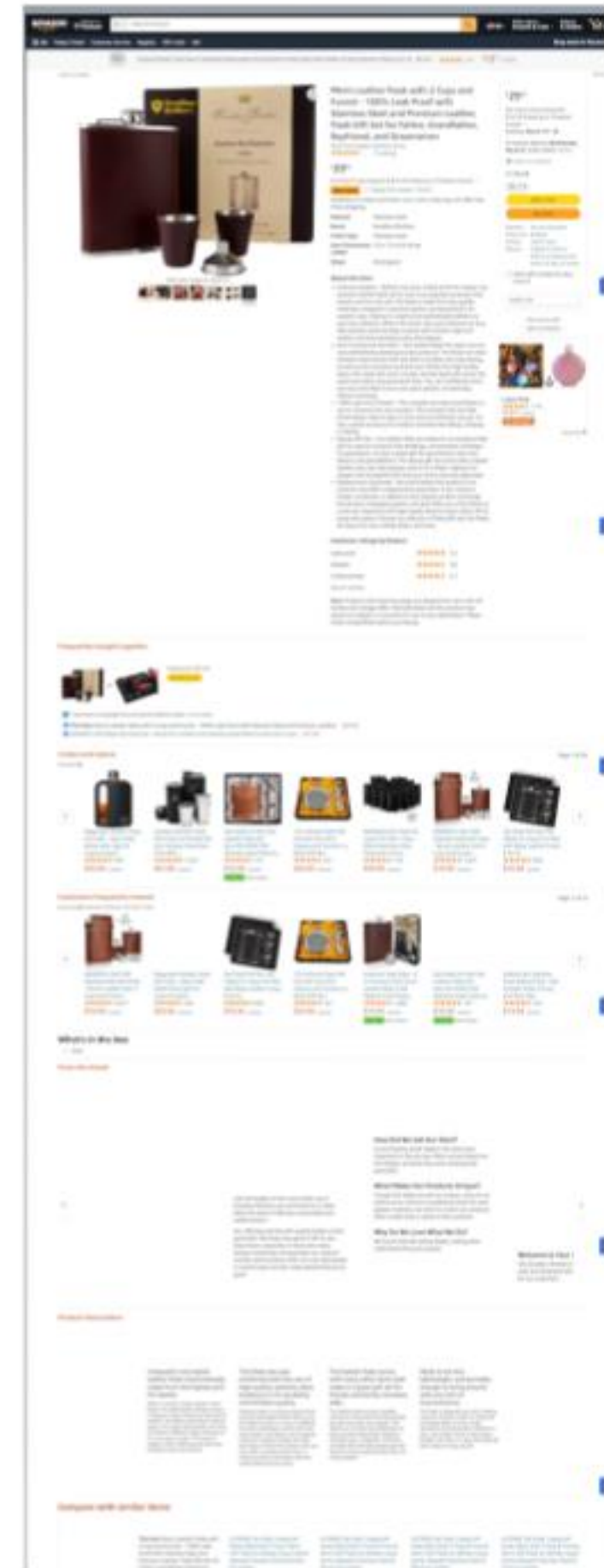
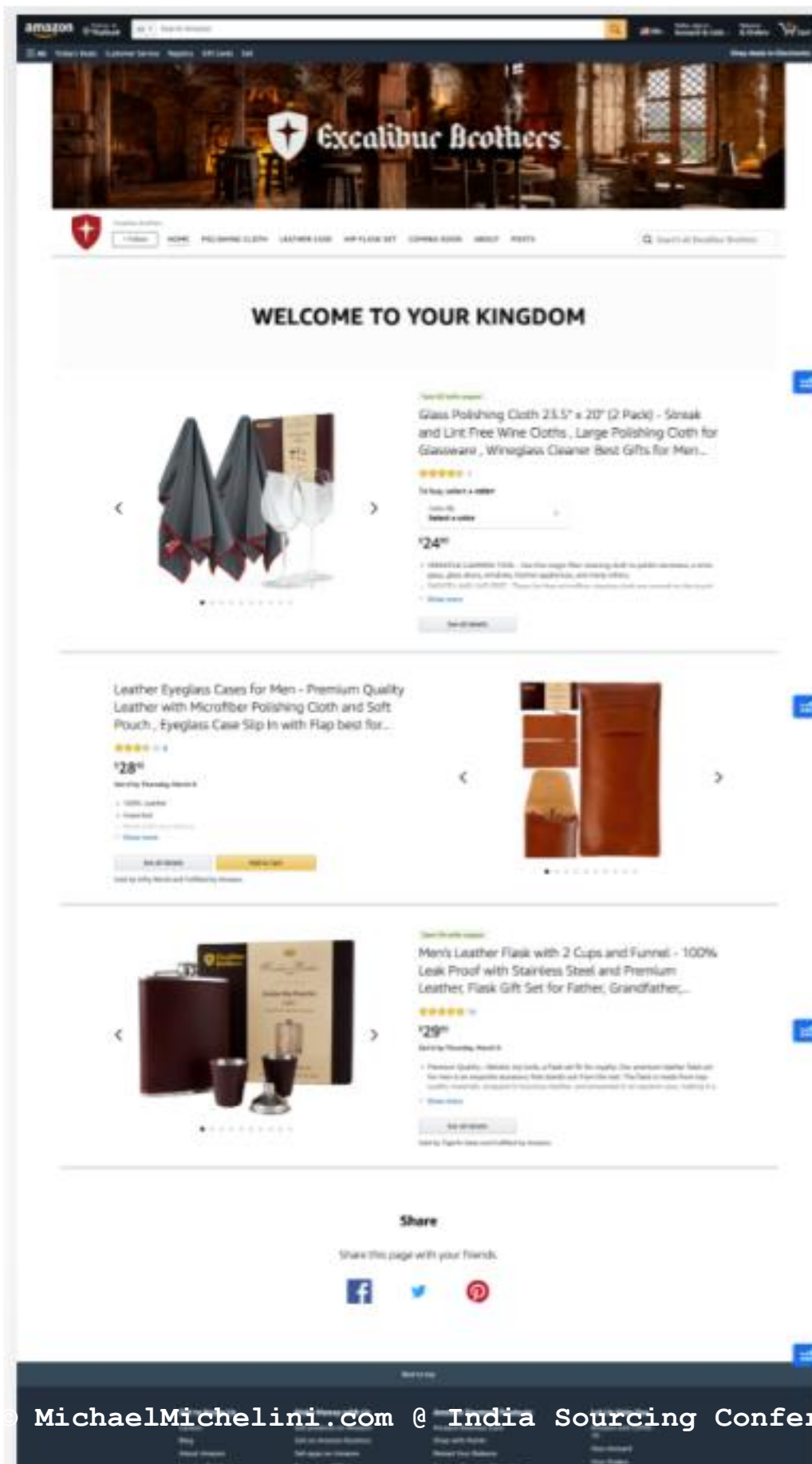


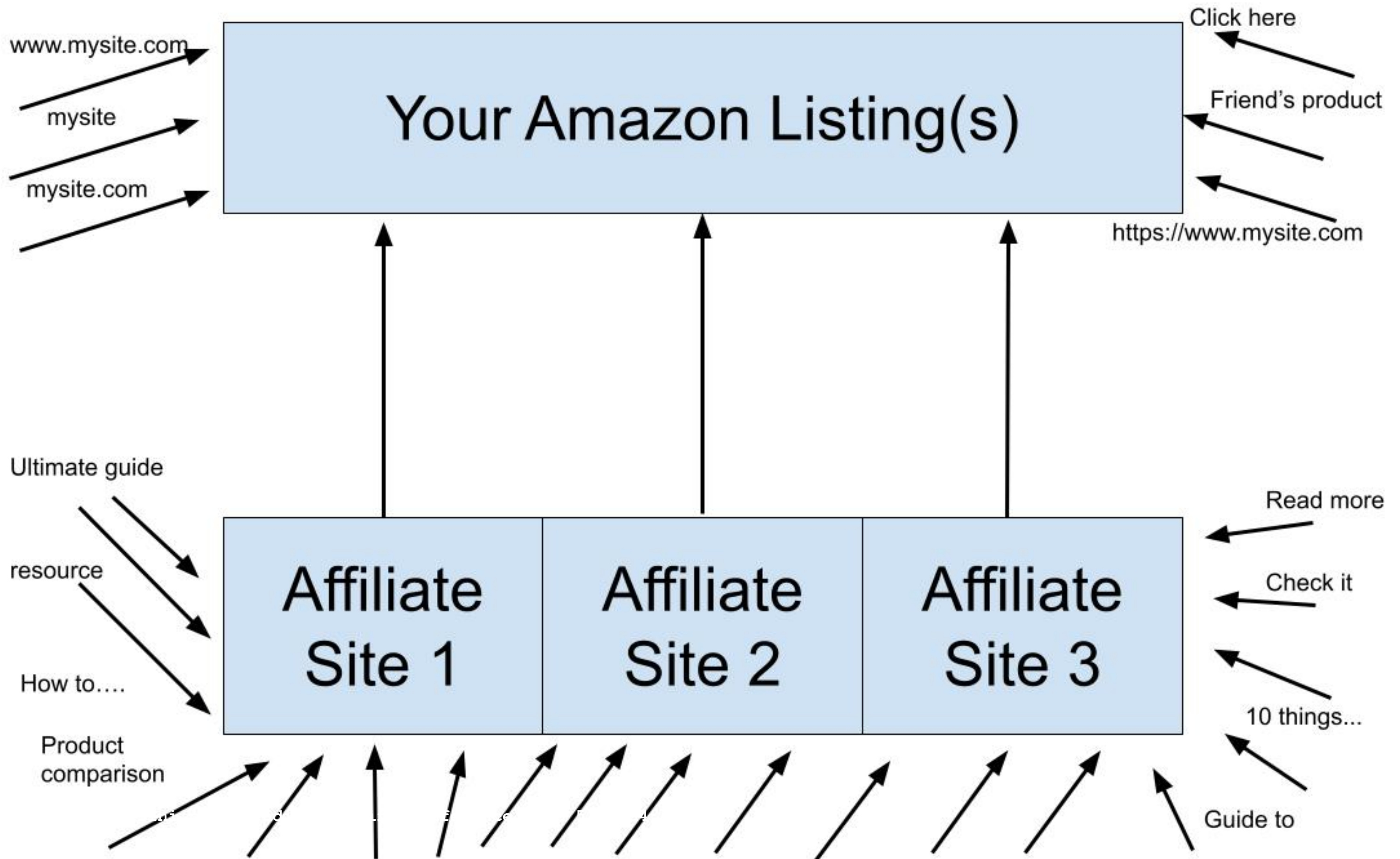
Laying Foundation

A vintage-style map of Asia and India is visible in the background, with a dark green vertical bar on the right side. The map shows countries like China, India, Nepal, and Bangladesh, with cities like Yumen, Chengdu, Delhi, and Kolkata labeled. The title 'Map Your Funnel' is overlaid in large white letters.

Map Your Funnel

Your Marketing





Your Amazon Storefront

Your
Social
Media

Your
Product
Pages

Your
Website

Ultimate guide

resource

How to....

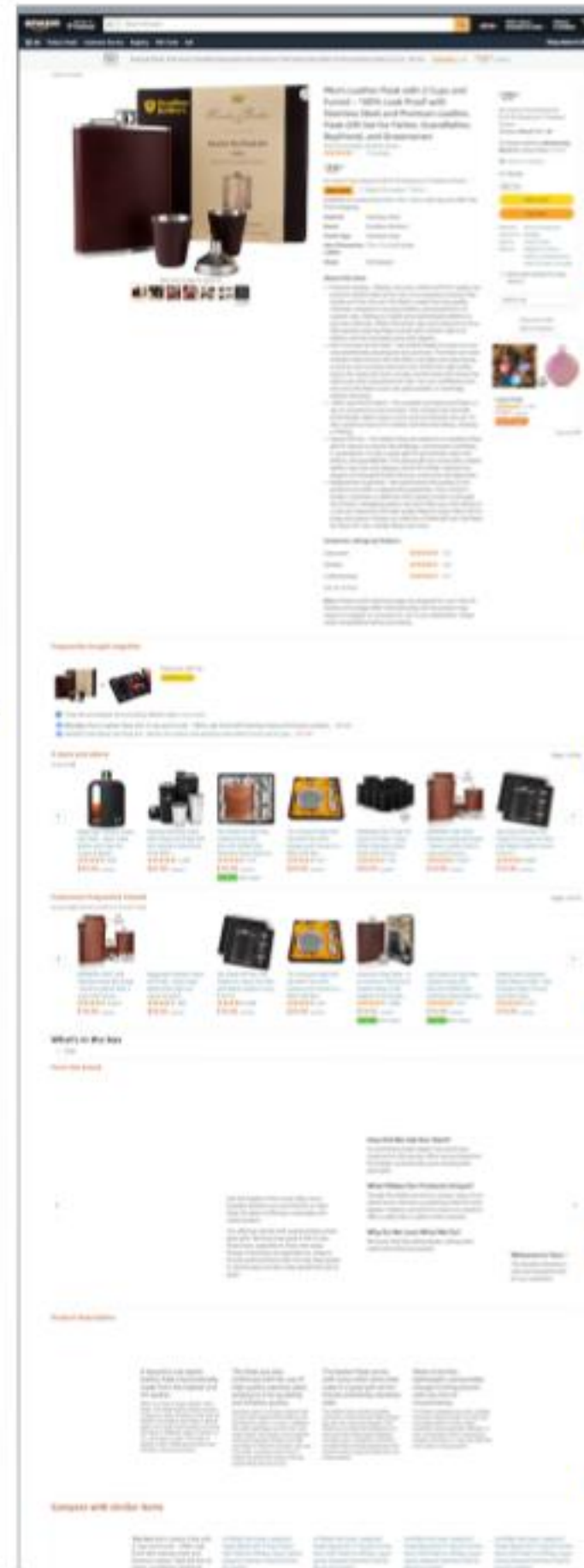
Product
comparison

Read more

Check it

10 things...

Guide to



External Traffic Funnel

Content + Awareness

Blogs, Social Media, Amazon Posts

1

Amazon Listing

They are SOLD. They are simply adding to cart + buying

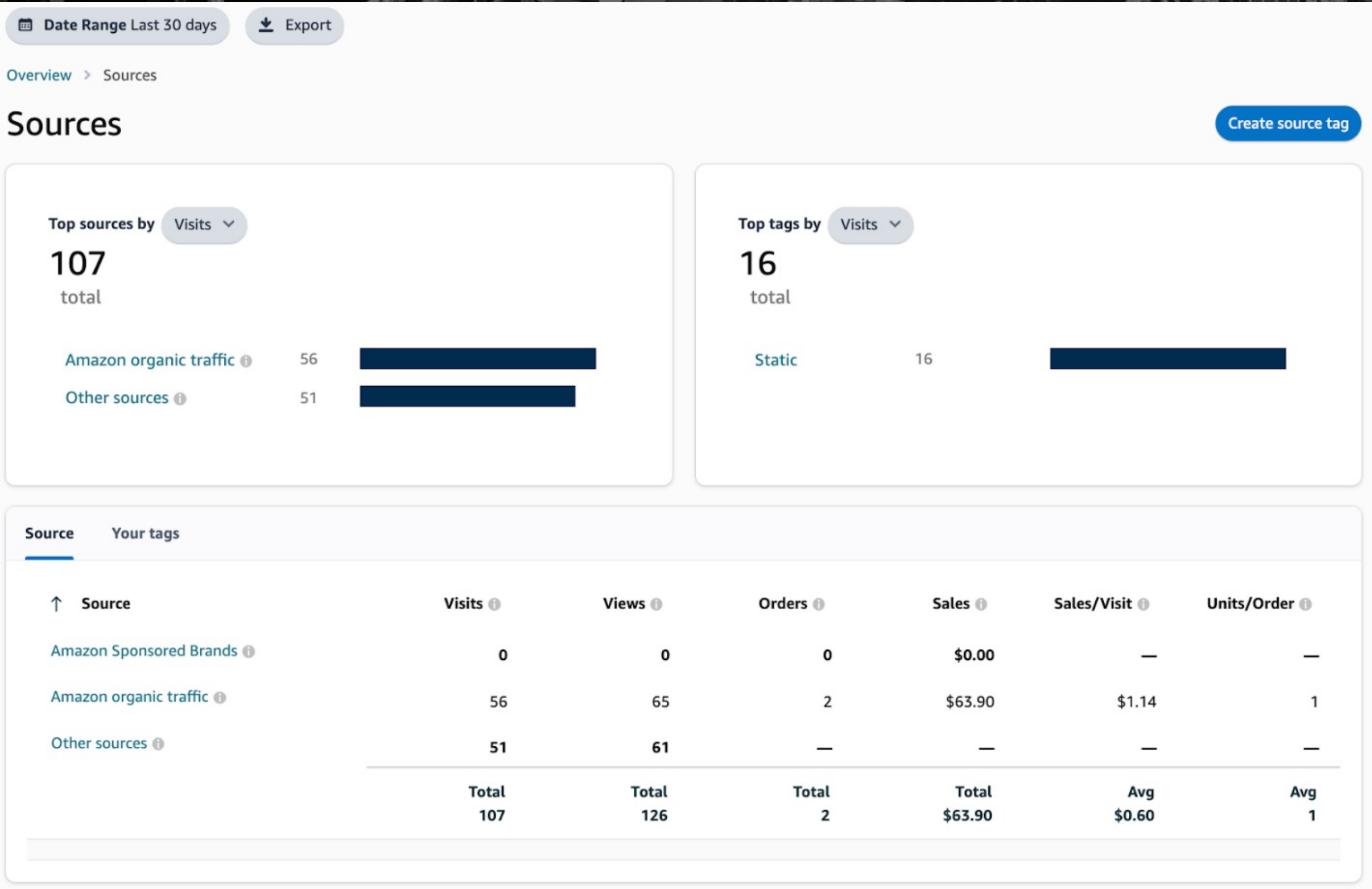
3

Product Page, Storefront

2

Visitor is interested to learn about product, details, brand story





Amazon Attribution

Country: United States

Campaign: Frida Kahlo Inspired Bags SF LP Beta

Ad groups

Products

Settings

Attribution tags

Download Attribution tags in CSV file

er ⓘ	Attribution tags ⓘ	Click-through URL ⓘ
it	https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?maas=maas_adg_7E305F8A4BCE663C1D49A0B2FE43F45F_afap_abs&ref_aa_maas&tag=maas&channel=Pinterest	https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?channel=f
im	https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?maas=maas_adg_277DD49967F94DD6DBDD2EC5651FC253_afap_abs&ref_aa_maas&tag=maas&channel=Instagram	https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?channel=I
sk	https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?maas=maas_adg_BBFE4B8F9698E8B77C8138A685C6ABE_afap_abs&ref_aa_maas&tag=maas&channel=Facebook	https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?channel=F
	https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?maas=maas_adg_FEB641F983127D1CB7644DF5D4EAF62_afap_abs&ref_aa_maas&tag=maas&channel=Tiktok	https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?channel=T
ite	https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?maas=maas_adg_83295DFE25FFC2D023BDB7E107EB2771_afap_abs&ref_aa_maas&tag=maas&channel=Static	https://www.amazon.com/stores/page/D8A4B900-2E49-4449-BA8B-595870376CCD?channel=S



Engaging Affiliates

94
0

PROMOTIONS

Promotions [Learn more](#)

[Create a Promotion](#)[Manage Your Promotions](#)[Manage Product Selection](#)

Create a Promotion

Social Media Promo Code

Create a custom promo code and receive a unique marketing page to share with customers through social media, emails, or influencer marketing. You

[Create](#)

Buy One Get One

Set up a limited-time, "buy one (or many) get one free" offer to spotlight a new product or to get your current customers to buy differently.

[Create](#)

Free Shipping

Set up a limited-time, free shipping offer for a selection of your catalog (no Buy Box impact). To set up a free shipping order on your entire catalog, consider

[Create](#)

Giveaway

Run promotional giveaways to drive sales and introduce your products to new customers.

[Create](#)

Percentage Off



Percentage Off

Use Advanced options, to set up a promotion with a tiered discount structure to encourage the customer to buy more because they get a better discount (no

[Create](#)

Create a promotion: Percentage Off

[Tell us what you think of this new feature](#)

[Manage Promotions](#)

[Review](#)

Step 1: Conditions

Buyer purchases	At least this quantity of items	1
Purchased Items	Sisitano Moka Pot	Create a new product selection
Buyer gets	Percent off	15
Applies to	Purchased Items	
Advanced Options		

Step 2: Scheduling

Start Date	02/01/2019	8:00 AM	PST
End Date	04/02/2019	11:59 PM	PST
Internal Description	Example: Mother's Day Free Shipping		
Tracking ID	Percentage Off 2019/02/01 10-8-35-404		

Step 3: Additional Options

Claim Code	<input type="radio"/> Single-use <input type="radio"/> Group <input checked="" type="radio"/> None
	<small>Group claim codes have no quantity limits; you cannot control how many customers can redeem before promotion ends.Learn more</small>
Customize messaging	

[FEEDBACK](#)

Step 3: Additional Options

Claim Code	<input type="radio"/> Single-use <input checked="" type="radio"/> Group <input type="radio"/> None
	<small>i Group claim codes have no quantity limits; you cannot control how many customers can redeem before p</small>
One redemption per customer	<input checked="" type="checkbox"/>
Claim Code	<input type="text" value="3OPQ78KT"/> <input type="button" value="Suggest a code"/>
Claim Code Combinability	<input checked="" type="radio"/> Preferential <input type="radio"/> Unrestricted
Customize messaging	
Checkout display text	<input type="text" value="Promotion Applied"/>
Short display text	<input type="text"/>
Detail page display text	<input checked="" type="checkbox"/>
Purchased Items display text	<input type="text" value="Qualifying items"/>
Detail page display text	<input checked="" type="radio"/> Standard text
	<input type="text" value="Save 1% each on Qualifying items offered by Para Living when you purchase 1 or more. Enter cod"/>
	<input type="radio"/> Customized text
	<input type="text"/>

**Turn Off
Detail Page
Display**

Promo code: best15 – 15% off discount, one redemption per customer on all of series. It will be valid until March 31 2019

Promo code: blogname15: 15% off discount, one redemption per customer on all moka pot series. Valid until March 31 2024



Paid External Traffic

Adding More Blocks

Website Do You Need It?

Sisitano, For An Authentic Coffee Experience

Experience Coffee As It Should Be

[VIEW OUR CATALOG](#)



Is It Espresso or Expresso?

Let's end this discussion once and for all – is it espresso or expresso!?



Common Coffee Expert Terms

What terms coffee experts use to show off their expertise



What Is The History Of The Moka Pot?

How can we learn when moka pot started and how it grew to be so popular



Landing Pages Are Money

Hidden Landing Pages

Only for Social Media / Email

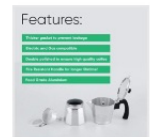
Claim Coupon

Logged in as
paraliving@shadstone.com
(only you can see this)

Campaign Status: Ended
Unique Visitors: 344
Promos Claimed: 39 of 250
Conversion Rate: 11.34%

[Edit Campaign](#)

An Exclusive Offer For You



80%
off

Moka Pot 6 C
Coffee Maker
Moka Express With Latte Art
Set For Making Delicious
Italian Espresso Free Coffee
Accessories

Was: \$34.99

\$6.99

Claim Coupon

available at
amazon

A nighttime photograph of the Shanghai skyline, featuring the Oriental Pearl Tower and various skyscrapers illuminated against a dark sky. The text "Boosting Ads" is overlaid in the center.

Boosting Ads

☕☕ ATTENTION COFFEE LOVERS! ☕☕
Have you seen this awesome Moka Pot? 😍
Italian style coffee in less than 5 minutes! 😊
😎
Grab yours TODAY while supplies last! 😎
🔥 SUMMER Special Promo 20% OFF! 🔥
Comment YES if you want ONE! 😎
P.S. Have a friend who is a coffee lover? Tag them! 😎



vip.sisitano.com

Sisitano 6 Cup Moka Pot

SHOP NOW

👍❤️😮 Crisian Joy Omnes Ballesteros and
145 others

3 comments 4 shares

👍 Like

💬 Comment

➦ Share



Search

Filters

+

Add filters to narrow the data you are seeing.

Jun 21, 2019 – Jul 19, 2019

Account Overview

Campaigns

Ad Sets

Ads

+ Create

Duplicate

Edit

Preview






Rules

View Setup

Columns: Performance

Breakdown

Reports

<input type="checkbox"/>		Ad Name		Bid Strategy Ad Set	Budget Ad Set	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends	Relevanc Sco	Frequen	Unique Link Clicks	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Sisitano - Video views		Lowest cost ThruPlay	\$100.00 Daily		288 ThruPlays	6,818	7,870	\$0.60 Cost per ...	\$172.12	Ongoing	3	1.15	11	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Traffic Sisitano Offer 1 US 21-...	prof...	Bid cap (\$20.... Link Clicks	\$100.00 Daily	Jun 28, 2019, 2:06 AM 21 days ago	21 Link Clicks	1,279	1,371	\$7.55 Per Link C...	\$158.64	Ongoing	5	1.07	21	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Traffic Sisitano Offer1		Bid cap (\$15.... Link Clicks	\$100.00 Daily	Jun 27, 2019, 1:29 AM 22 days ago	15 Link Clicks	634	657	\$7.57 Per Link C...	\$113.51	Ongoing	5	1.04	14	
<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Post: "" - Engagement	Is l...	Lowest cost Post Engagem...	\$100.00 Daily		3,273 Post Eng...	15,033	19,250	\$0.03 Per Post E...	\$104.57	Ongoing	2	1.28	91	
<input type="checkbox"/>	<input type="checkbox"/>	 Sisitano Engagement Phils1	Is1	Lowest cost Post Engagem...	\$100.00 Daily	Jun 23, 2019, 11:22 AM 26 days ago	1,883 Post Eng...	9,602	9,791	\$0.02 Per Post E...	\$46.49	Jul 21, 2019	3	1.02	14	
		Results from 5 ads				—	—	32,881 People	38,939 Total	—	\$595.33 Total Spent			1.18 Per Per...	151 Total	



What's the Goal of this Content – CTA

CTA = call to action.

Some examples:

- Subscribe to email list
- Get Pixel (retargeting)
- Buy my product

Hack: Do All 3!


Claim Coupon

Logged in as
paraliving@shadstone.com
(only you can see this)


Campaign Status: Ended
Unique Visitors: 344
Promos Claimed: 39 of 250
Conversion Rate: 11.34%

Edit Campaign


An Exclusive Offer For You




Features:




How To Use
Sisilano's
Espresso Maker




How to make coffee with the Moka Pot




Take some time to enjoy your coffee




Let help you and your guests coffee bag



How to use the Moka Pot



How to use the Moka Pot



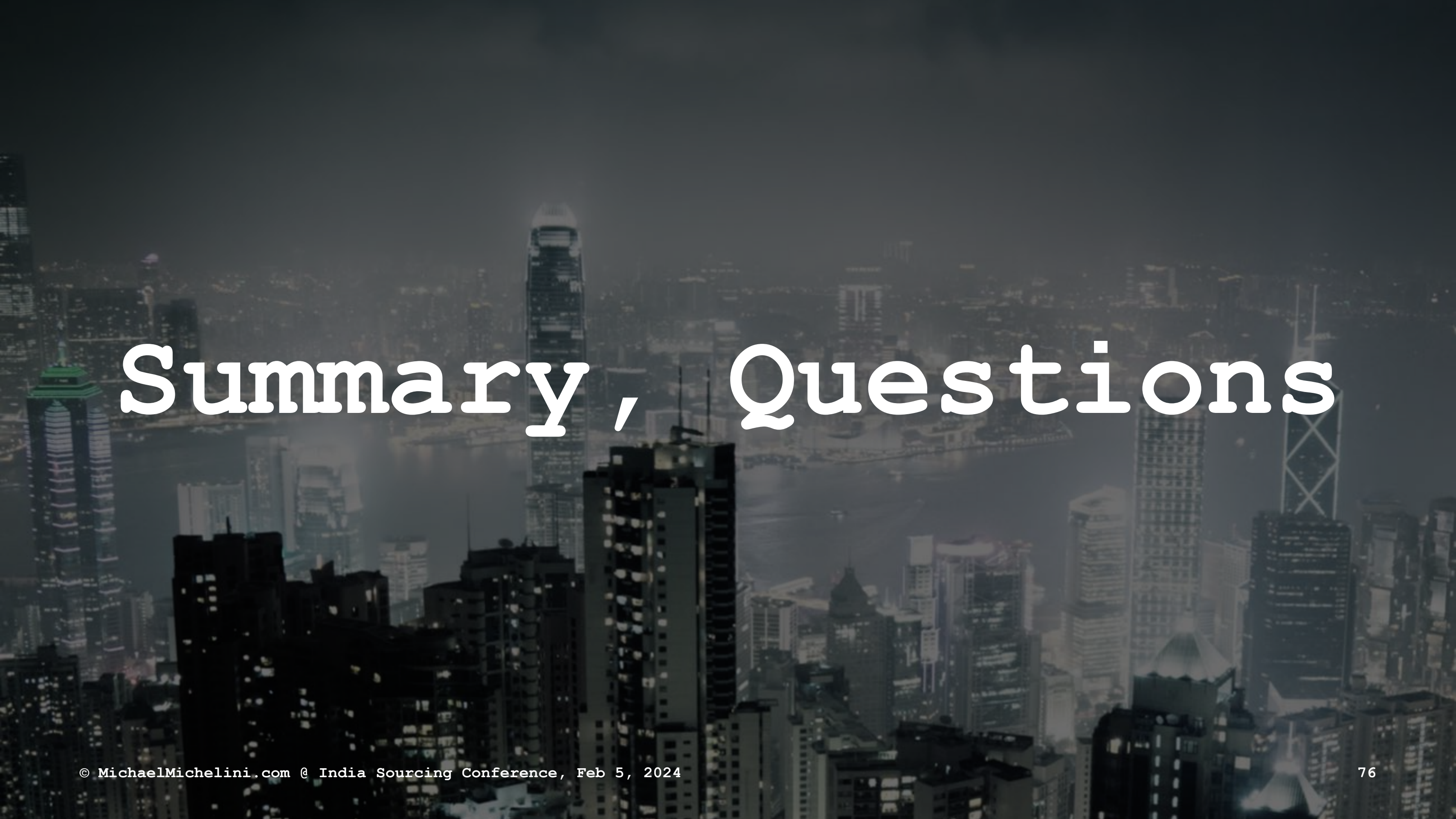
Sisilano
When it's
time for
Coffee

Moka Pot 6 Cup
Coffee Maker
Moka Express With Latte Art
Set For Making Delicious
Italian Espresso Free Coffee
Accessories
Was: \$34.99
\$6.99
80% off
Claim Coupon
available at
amazon

© MichaelMichelini.com @ India Sourcing Conference, Feb 5, 2024

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Summary, Questions



Audience Examples?



Opportunity For IST 2024

We're Looking For Investor, Partner in a Brand



Akitai Boho Teardrop Earrings



Akitai Shoulder Bags



Akitai Charm Bracelets

SAFE TO WEAR

Your health, trust, and satisfaction are our top priority. Akitai Boho jewelry is absolutely



LEAD-FREE



NICKEL-FREE



HYPOALLERGENIC

*With that, you can
slay and dress up
with no worries
ladies!*

Show appreciation to your mom, and make your girlfriend or wife feel extra special for these earrings also comes up with a delicate, ornamented, corrugated recyclable gift box; making this fancy hoops the cutest gift EVER!!!





FEEL BEAUTIFUL, EMPOWERED & LOVED



Akitai

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FROM WOMEN FOR WOMEN



AKITAI AIMS AT SHARING HANDMADE WOMEN'S ACCESSORIES. OUR NEVER-ENDING CURIOSITY HAS TAKEN US TO DISCOVER AND LEARN FROM ARTISANS AND DESIGNERS FROM HIDDEN MAGICAL PLACES IN THE WORLD.

*WE ARE SUPPORTING WOMEN TO DREAM OF
BEING WHOMEVER THEY WANT TO BE.*

🔍 Search

📅 Period

🏠 All marketplaces

🔼 Filter

Today 3 February 2024	Yesterday 2 February 2024	Month to date 1-3 February 2024	This month (forecast) 1-29 February 2024	Last month 1-31 January 2024
<div>Sales</div> <div>\$0.00</div> <div><div>Orders / Units</div><div>0 / 0</div></div> <div><div>Refunds</div><div>0</div></div> <div><div>Adv. cost</div><div>\$0.00</div></div> <div><div>Est. payout</div><div>\$0.00</div></div> <div><div>Net profit</div><div>\$0.00</div></div> <div>More</div>	<div>Sales</div> <div>\$304.04</div> <div><div>Orders / Units</div><div>20 / 20</div></div> <div><div>Refunds</div><div>2</div></div> <div><div>Adv. cost</div><div>\$-77.27</div></div> <div><div>Est. payout</div><div>\$46.42</div></div> <div><div>Net profit</div><div>\$4.70</div></div> <div>More</div>	<div>Sales <div>-33.5%</div></div> <div>\$555.29</div> <div><div>Orders / Units</div><div>35 / 35</div></div> <div><div>Refunds</div><div>3</div></div> <div><div>Adv. cost</div><div>\$-160.63</div></div> <div><div>Est. payout</div><div>\$115.56</div></div> <div><div>Net profit <div>-77.2%</div></div></div> <div>\$31.33</div> <div>More</div>	<div>Sales <div>-6.6%</div></div> <div>\$8,282.96</div> <div><div>Orders / Units</div><div>510 / 516</div></div> <div><div>Refunds</div><div>20</div></div> <div><div>Adv. cost</div><div>\$-2,182.93</div></div> <div><div>Est. payout</div><div>\$2,673.81</div></div> <div><div>Net profit <div>-13.8%</div></div></div> <div>\$1,372.42</div> <div>More</div>	<div>Sales <div>-31.4%</div></div> <div>\$8,865.83</div> <div><div>Orders / Units</div><div>544 / 551</div></div> <div><div>Refunds</div><div>18</div></div> <div><div>Adv. cost</div><div>\$-2,291.47</div></div> <div><div>Est. payout</div><div>\$2,984.94</div></div> <div><div>Net profit <div>-45.7%</div></div></div> <div>\$1,592.00</div> <div>More</div>

Starting Point: Project Raft



We are here in our **Roadmap**:





MEDIA

Free Podcast, Videos, Vlog,
Blog, Newsletter



GFAVIP

Expert courses, workshops,
round tables



ECOMMERCE GLADIATOR

Program taking members and
converting them to gladiators



BLOG JV

Investment program for growing
external traffic websites



CROSS BORDER MATCHMAKER

Online & Offline Speed business dating,
round tables, and expert sharing sessions



CROSS BORDER SUMMIT

Annual conference to put it all
together

Free Content

- Podcast on B2B Trade
- Blogs, Videos, Webinars
- Training & Workshops



Wechat ID = mailini



Scan Me

Or on itunes



GlobalFromAsia.com/itunes85

Thanks!



social.Mikesblog.com/ist2024