

Business Lessons From Serial Entrepreneur Neil Asher

By: Ilana Wechsler

- One of Neil's business succeed into growing \$8 million in revenue in 23 months that involves AdSense but mismanaged the business and it went bankrupt.
- He was able to sold \$49 million worth of businesses with direct mail strategy, where he sends sales letter to 5000 potential businesses and a one pound coin is attached to it.
- He's also sold things in Amazon and was doing Affiliate Marketing Before
- When starting out on selling stuff on Amazon it's important to ask these questions: What are you going to sell? Who are you going to sell it to? And will people part with their money to give it to you?
- Demographics and Psychographics is also to be a considered factor to look into in marketing a product in Amazon
- If you wanted to know the next big thing in Amazon, you've got to keep your eye a little bit more on the pulse and see what's happening out there in the marketplace.
- The game of marketing, the game of selling on Amazon, the game of e-commerce in general, is to put the most appropriate product in front of your customer, the most appropriate product for them in front of your customer.
- Neil's business advice is to avoid Regrets, the regret of not taking action. It permeates all different aspects of your life. Run your life, if you could be part of anything then do it.
- You can catch more of Neil at www.aussieonlineentrepreneurs.com.au and you can also watch his YouTube videos at his channel at <https://www.youtube.com/user/neilkasher>