

Tools to Use When Working as a Consultant

Purpose: This document provides resources you can use when working as an Amazon consultant. Some of the tools are free to use, while others require a subscription or membership.

Establishing Your Business

Legal & Setting Up a Corporation

These resources will guide you in the process of registering your consultation business as a legal business entity. Use these tools to incorporate or register as an LLC (allowing you to create a business bank account, and entitling you to tax breaks), and to seek legal advice for business related matters.

- LegalZoom.com
- RocketLawyer.com

Creating a Website

Whether you want to set up a website yourself or hire someone to do it for you, use these resources to do just that - simple, easy to use resources for website creation and design.

- **Do It Yourself**
 - Wordpress
 - Weebly.com
- **Hire Someone**
 - Freelancer.com
 - Fiverr.com
 - Elance.com
 - oDesk.com

Press Releases & Email Marketing

Use these resources to generate publicity and buzz for your business.

- PRNewswire.com
- MuckRack.com
- GoogleNewsSubmit.com
- BuzzBuilderPro.com

Working With Clients

User Feedback for Graphics, Logos, Product Copy, and More

This tool allows you to test ideas, designs, brands/logos, product images, labels, product titles, bullet points, product descriptions, etc. in front of real people. After users vote on your item, you'll then be able to decide which items to use and which items to tweak.

- UsabilityHub.com

Analyze Amazon Product Listing Pages

This analytical tool can be used to see what optimization techniques a product listing page is doing well, which keywords the listing is using correctly, and which techniques are missing or can be improved on.

- AMZ.One

Keyword Research

Use keyword research tools to find the keywords customers are using to search for products on Amazon. You'll be able to take this information and see the most relevant search terms and let your consultation clients know which keywords and phrases you'll help their product rank with.

- MerchantWords.com

Accessing Multiple Seller Central Accounts

It is against Amazon's Terms Of Service for one person to log into multiple Seller Central accounts. One way to access several Seller Central accounts without breaking Amazon's TOS is to use a VPS for each of your clients. The costs can be passed onto your clients.

Note: Clients can still access Seller Central from their work or home computer, but logging into Seller Central from travel locations (coffee shops, hotels, etc.) is discouraged without the use of a VPS.

Virtual Private Server (VPS)

A VPS is used to create a single IP address that will access your client's Seller Central account. You can use a VPS to access a Seller Central account from any location. You will need one VPS per client.

Remote Desktop Manager

A remote desktop will be used to manage multiple VPS logins.

- Devolutions (Remote Desktop Software Free)
 - Mac: <http://mac.remotedesktopmanager.com/Home/Download>
 - Windows: <http://remotedesktopmanager.com/Home/DownloadFree>

Project Management

This tool helps you to keep track of client communications, emails, attachments, etc.

- Trello.com