

10 TOOLS NECESSARY FOR AMAZON STARTUPS



ALL THE BEST TOOLS REQUIRED TO START SELLING ON AMAZON – FROM CRM
MANAGEMENT TO EMAIL MARKETING TO AMAZON RESEARCH

Introduction

So you've decided you aren't cut out for the usual 9-to-5 routine and are ready to throw in the towel at work. Selling via Amazon seems to be the best, and most popular, option for people looking to go solo with their careers – and rightfully so.

“There has never been a better time to start a company. Mobile proliferation has led to a world that is always connected. Moore’s Law is in full effect with computing faster and cheaper than ever before. There are endless free and useful products online that can help you launch and build your startup.”

-[Andrew Medal](#) for Entrepreneur.

However, as an early startup, you may not have the finances to hire people in different departments but as Medal mentions, there's a tool for practically everything online.

If you're just getting started, here are 10 tools and/or websites you're definitely going to need as a seller.

10 Beginner's Tools for Startups

1. STARTUP STASH FOR TOOL RESEARCH

The [website](#) describes itself as a “curated directory” of tools, resources and research-related websites to help you begin your own business. This is probably the best place to start your online career.

- **Look for the Right Tool for You:** With Startup Stash, you begin by selecting the department in which you need help. Deployment, Development, Market Research, Wire Framing and CRM are just a few examples.
- **Check Options and Make a Selection:** The website will open a score of tools you can choose from. Click on any option to read more about the tool. If you'd like to read more, a link to the tool's own website is also given.

You can browse through hundreds of tools and what's more, if what you're offering is service, you can also make a suggestion and feature on the website.

2. SKYWARE FOR AMAZON INVENTORY MANAGEMENT

Skyware Inventory is particularly targeted towards small and medium-sized businesses, so it's perfect for your Amazon business.

- **Simple Usage:** [Skyware](#) is very easy-to-use; it issues 'tickets' for outgoing stuff, 'receipts' for inventory coming in, 'transfers' for when you move your inventory and 'adjustments' for when you lose it.
- **Perfect Prices for Beginners:** If you're the sole owner-employee of a business, you get to use one account for free. You can buy one more account for an extra fee of just \$10.

The tool also claims to be 'crazy flexible' for new sellers who're still trying to figure out online retail. It also provides services like SaaS services, discovery and development, product life-cycle support and a high availability data complex.

3. UPWORK FOR THIRD-PARTY HIRING

Formerly known as Elance-oDesk, [Upwork](#) is a platform for independent professionals and freelancers to come together and meet businesspersons from all over the globe

- **All Kinds of Talent:** On Upwork, you can find all kinds of professionals in hundreds of different categories from all over the world, ranging from web development, to writing, to accountants, to virtual assistants and CS agents. There are over 12 million freelancers registered on Upwork.
- **Free for Beginners:** The website is free for new sellers; you just have to sign up, post a job opening and wait for the freelancers to send you their work profiles. The payment and collaboration features are built-in the website.

Upwork allows you to hire anyone – form a single person to an entire team of developers. You are basically running an office without paying the rent.

4. AMZINSIGHT FOR AMAZON MARKET RESEARCH

New sellers perhaps need a software for research and development more than any other tool. This is where AMZInsight – an [amazon software for startup market research](#) – comes in.

- **Big Data Services:** AMZInsight covers a lot of stats – price tracking, BSR tracking, amazon keyword and product research, sales and revenue estimation, review tracking, organic rank tracking and the like.
- **It's Simple:** Despite the wide variety of research data it covers, AMZInsight is extremely easy for first-time amazon sellers. It stores all your data in one place and makes it painless for the user to navigate through it all.

AMZInsight looks to empower their clients to make data-driven decisions, based on [real-time amazon data](#), which will determine the future of their firm on the marketplace.



5. SHAKE FOR LEGAL DOCUMENTATION

New Amazon sellers find all the legal requirements that come with entrepreneurship the most off-putting. [Shake](#) comes in to simplify the law.

- **Get Legal Documents Quickly:** Shake requires you to simply answer a few questions and put in a few details about the kind of document you need and it'll produce an official, legally-binding document.

- **Sign and Send:** You can mobile-sign the letter and send it to the other party, who'll simply get an invite and a call to sign the letter, as well. It's extremely simple, quick and perfect for beginners.

It also contains templates for common legal documents like Non-Disclosure Agreements, Bill-of-Sale Agreements and Work-for-Hire Agreements, amongst others.

6. MAILCHIMP FOR EMAIL MARKETING

Quite a popular tool around the world, [MailChimp](#) has over 12 million users and offers a free package for startups.

- **Email Management:** MailChimp offers a wide array of email designs and templates, along with custom forms and user segmentation. Email delivery is possible with geolocation. There are also options for mobile marketing and social media shares, along with an analytics report that lets you track your performance.
- **Build a Campaign:** MailChimp lets you develop an email template using their tool's Campaign Builder. You can also enable automation, product recommendation, social profiling and time zone-based delivery for a meager \$10 per month.

MailChimp is also flexible and lets you 'pay as you go' if you've not yet laid out a specific plan for email marketing.

7. SURVEY MONKEY FOR FEEDBACK

Collecting customer feedback and modifying your business accordingly is never more important than during your startup days. [Survey Monkey](#) lets you design questionnaires and surveys.

- **Collect Reviews for Free:** Survey Monkey's free basic plans lets you design 10 basic questions that can get 100 responses from the millions of users, mostly based in the US, the application has. The basic plan also offers standard email support.
- **Expert Advice:** The templates available on Survey Monkey have been designed and/or approved by market research experts. These experts also answer other survey organization and design questions over the phone and on email. They also offer tips and tutorials for their customers.

Using AMZInsight's review tracker, you can also contact your Amazon customers and ask them to fill out surveys and questionnaires on Survey Monkey.

8. DROPBOX FOR BACKUP

Starting an Amazon business means keeping a record of *a lot* of paperwork. From your shipping receipts to AMZInsight's Excel extracts – you need to track numerous files. [Dropbox](#) can help you out.

- **Managing your Backup:** With Dropbox your documents are saved on the cloud, which means they go wherever you do. You can also share co-edit documents, making collaborative work a lot easier. The best part? You'll never lose a file ever again.
- **Free 2GB:** The first 2 GB of storage is free so it's perfect for a startup. Once you've grown a bit, you can sign up for their Pro plan for only a little over \$8 per month. With that package, you get better support and 1 TB of storage space.

Dropbox is extremely easy-to-use, with the company touting privacy and security as their very first priority. No wonder it's being used by startups and enterprises, alike.

9. Zoho FOR AMAZON CUSTOMER RELATIONSHIP MANAGEMENT

When you're selling on Amazon, stellar customer support is essential. Amazon is very serious about how their customers are treated. To make CRM easier, sign up with [Zoho CRM](#).

- **Multi-channel Engagement:** The best thing about Zoho CRM is that it brings all your conversations to one place. You can then contact your customers through whichever medium they want – chat, email, over the phone, on social media and even in person – but respond from the same place.
- **Adaptability:** You can also customize the CRM software to make sure it works the way you want it to work. It changes the way you arrange key data across your business and how it is shared with any co-workers or employees. Zoho is both dynamic and flexible – perfect for SMBs.

For startups, the platform is available for free for the first 10 users. You don't have to pay until you've expanded enough to afford it.

10. SQUARESPACE TO CREATE A LOGO

Once you've got everything else in order, you can start creating your company's logo – your identity on Amazon. [SquareSpace](#) lets you create the logo of your choice through simple selection.

- **Logo in Mere Minutes:** When you visit the website, it'll ask you to enter the name of your company, it'll then generate a random, black and white logo which you can edit

and customize to your satisfaction. You can also add a tagline underneath your company's name.

- **Free and Simple:** The tool is surprisingly uncomplicated and creates modern, sleek, minimalist designs that are, nevertheless, memorable. It's also free for use and lets you see how your logo would look on a business card, a t-shirt and a computer screen.

Making a logo might not, at first, appear very significant but once you [start selling on Amazon](#), it becomes vital for you to have an identity of your own.



Conclusion

These are just a few of the vital Amazon startup tools – there are thousands similar to these all over the internet and you can. Also find numerous guides and [tips to increase your profits](#) at the very beginning of your career.

In the end, let me leave you with this startup advice from the man himself.

“One of the things we don’t do very well at Amazon is a me-too product offering. So when I look at physical retail stores, it’s very well served, the people who operate physical retail stores are very good at it...the question we would always have before we would embark on such a thing is: What’s the idea? What would we do that would be different? How would it be better? We don’t want to just do things because we can do them...we don’t want to be redundant.”

-[Jeff Bezos](#), CEO Amazon Inc.