



2022

Small Business Empowerment Report

Published May 2023

HEALTHIER HAIR AWAITS

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Featured on front cover:
RANAY ORTON
Founder & CEO of Glow by Daye
Los Angeles, CA

Introduction

Over 23 years ago, we made the decision to open our store to independent sellers and to help them sell directly to customers. Today, more than 60% of sales in Amazon's store come from independent sellers—most of which are small and medium-sized businesses. The small businesses selling and thriving in Amazon's store are at the heart of their local communities, and they include many women, Black, and military family-owned businesses as well as artisans who create handcrafted goods. They are neighborhood shop owners, local restaurants selling spices and cookbooks, innovators who have created entirely new brands and types of products, rural business owners that are now able to reach customers around the world, employers providing great jobs in their local communities, builders of economic opportunity, non-profit organizations, and so much more.

Matt Slykhuis, resident of San Antonio, TX, and owner of Boldly Growing said, "For small business owners, it used to be you could have a great idea and work hour after hour, but you still had to hope you catch a lucky break... however, Amazon has really leveled that playing field and made success possible for just about anyone who is willing to put in the effort to learn and bring their product to market."

While small businesses continue to thrive by selling in Amazon's store, running a small business has never been straightforward, and this past year brought new challenges that businesses of all sizes had to navigate. The economy saw rising interest rates and inflation not seen in nearly 40 years, and many businesses continued to face supply chain issues as a result of the global pandemic and its after effects. Despite these challenges, sellers in Amazon's store continued to provide a vast selection of amazing products, low prices, and great convenience for customers, and we continued to invent on their behalf, helped them navigate challenges, and supported their business growth.

As a result, in 2022, independent sellers in our U.S. store sold more than 4.1 billion products—an average of 7,800 every minute—and averaged more than \$230,000 in sales in Amazon's store. Selling in Amazon's store has enabled independent sellers to employ an estimated 1.5 million people in the U.S., and during the 2022 holiday season alone, Amazon customers purchased nearly half a billion products from small businesses in the U.S., leveraging Amazon's significant investments in customer traffic, a trusted shopping experience and fulfillment and logistics capabilities that enable fast and convenient delivery.

We are excited to share Amazon's 2022 Small Business Empowerment Report, which further highlights the success of independent sellers in Amazon's store and the innovations and partnerships helping drive their growth. We have been investing in the success of small businesses for the past 23 years, and together, we are building the most successful partnership in retail history. However, it is still Day 1 as we continue to challenge ourselves to invent and support even greater success for small businesses in the future.

Thank you,



Dharmesh M. Mehta
Vice President
Worldwide Selling Partner Services
Amazon



Small and medium-sized businesses provide amazing selection and competitive prices for customers

More than
60%
of sales in Amazon's store
come from independent sellers—most of which are small
and medium-sized businesses

Amazon is the preferred partner for millions of sellers worldwide because we provide the most effective set of services for creating thriving, successful businesses that are also an engine for giving back to and furthering economic opportunities in local communities around the world. Together, Amazon and small businesses are building one of the most successful partnerships in the history of the retail industry—one that delights hundreds of millions of customers with vast selection, low prices, and convenient delivery.

WE DO THIS BY FOCUSING ON FIVE PILLARS:

- An amazing place to launch and build a successful brand
- Innovative capabilities to empower small business success
- Trusted partner at every stage of an entrepreneur's journey
- A thriving community of sellers
- A force for good in local communities

“The seller community is vitally important for what we do here at Amazon—especially when we’re talking about our broad selection. Amazon wouldn’t be the Amazon that customers love without the hard work sellers do to make our store better.”

DOUG HERRINGTON
CEO, Worldwide Amazon Stores



Brewing success with Amazon

KRIS CHRISTIAN

Founder & CEO of Chicago French Press
Chicago, IL

Meet Kris Christian, former Wall Street analyst turned founder and CEO, who started Chicago French Press to make flavorful, made-to-order coffee more accessible. Founded in 2017, Chicago French Press is a nationally recognized women-powered coffee roaster and retailer. Their products can be found at their brick-and-mortar shop in the Windy City, big-box stores, and in Amazon's store.

What made you want to start selling in Amazon's store?

From the beginning, I wanted my business to have national and global reach. And what better way to do that than Amazon? It's the go-to, even for myself as a customer. Since then, Amazon has definitely affected our growth in a major way. We've been able to grow about 50% from 2021 to 2022.

While scaling your business, you partnered with Amazon's Black Business Accelerator. Can you tell us more about that experience?

Black Business Accelerator assigned us a rep, who is an integral part of our success in Amazon's store. The ability to strategize with him and receive his guidance month over month has been invaluable as we scale. Amazon has embedded tools for success, and having a one-on-one expert has been a game-changer. It's an efficient way to grow rather than having to figure it all out on our own. It's about working smarter, not harder.



"It's an efficient way to grow rather than having to figure it all out on our own. It's about working smarter, not harder."

How has your success impacted your local community?

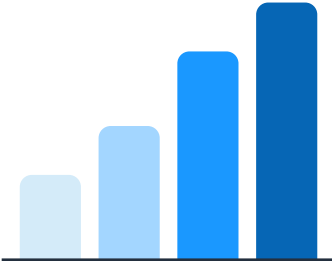
We've been using our success to give back—a portion of our proceeds are donated to charitable programs annually, including SocialWorks, which aims to empower the youth through the arts, education, and civic engagement.

What's next for Chicago French Press and for you in your entrepreneurial journey?

Our brand continues to grow in various categories in the beverage industry. We've expanded to premium loose-leaf wellness teas. We also want to reach people internationally. I'm a multi-passionate entrepreneur. I see my journey incorporating all of the things I love into my business: art, travel, and lifestyle. I see myself creating products that meet customers' needs and excite me at the same time.

At a glance: Selling in Amazon's store

GROWING BRANDS



Brand owners grew sales **more than 20% year-over-year**

260 MILLION PRODUCTS

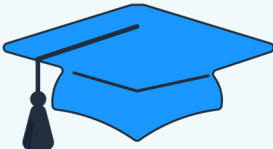


Over **260 million products** exported globally by U.S.-based sellers

TOP 5 CATEGORIES FOR SELLERS

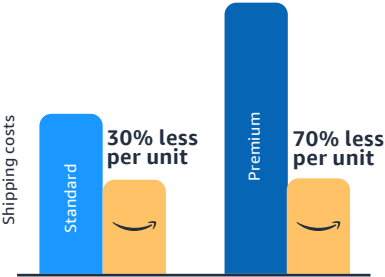


FREE EDUCATIONAL CONTENT FOR SELLERS



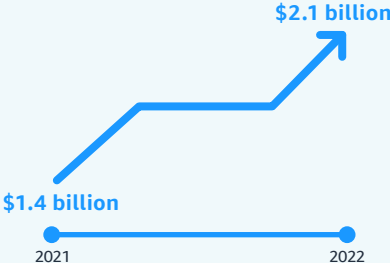
Amazon Seller University offers **hundreds of thousands of hours** of free educational content for sellers at all stages of their journey

FULFILLMENT BY AMAZON (FBA)



Shipping with FBA costs **30% less per unit** than standard shipping options offered by major U.S. carriers and **70% less per unit** than their premium options comparable to FBA.

BILLIONS LOANED TO SUPPORT SELLERS



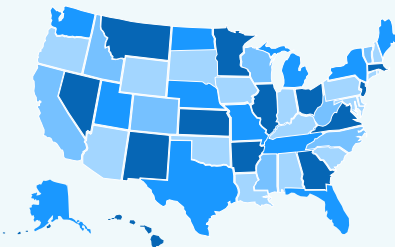
In 2022, Amazon and our third-party lending partners **lent \$2.1 billion to independent sellers**

1.5 MILLION U.S.-BASED JOBS



In 2022, Amazon sellers created **1.5 million U.S.-based jobs**

ALL 50 STATES AND WASHINGTON, D.C.



There are Amazon independent sellers in **all 50 states and Washington, D.C.**

100 MILLION PRODUCTS DONATED



Independent sellers donated nearly **100 million products** through the **FBA Donations** program

A national brand rooted in family

EDGAR DIAZ

Head of Business Development at Lucy's Inc.
City of Industry, CA

In 2003, entrepreneur Miguel Diaz started Lucy's Inc. with just one other employee. Today, the team known for their fresh lemon and lime juices, vinegars, syrups, and more has grown to about 20 employees. We spoke with Edgar Diaz, Miguel's son and Head of Business Development at Lucy's, who shared how Amazon has helped launch their business as a national brand.

Why did you decide to start selling in Amazon's store?

We began expanding our product line. Our customer base grew significantly, but we struggled to break into physical retail stores. We realized that the fastest way to get our products to our customers is through FBA.

In addition to FBA, what other Amazon resources or tips have you found most helpful for the growth of your business?

Amazon customers have a certain expectation. They expect a seamless shopping experience and quality product. Amazon and FBA provide the experience, we provide the amazing product. What Amazon has taught us is how to listen to the customer. We use the Voice of the Customer tool, and we receive messages from customers. We are in contact with customers almost daily listening to and responding to that feedback. It helps us improve.



Edgar Diaz (right), pictured with Steven Diaz (left), Miguel Diaz, and Kathleen Diaz at the Lucy's Inc. warehouse in City of Industry, CA.

"Amazon has doubled the size of our company and helped generate a tremendous growth in sales. We've been able to reinvest in the company—hire more amazing employees and invest in marketing."

How has selling with Amazon impacted your business?

Amazon has doubled the size of our company and helped generate a tremendous growth in sales. We've been able to reinvest in the company—hire more amazing employees and invest in marketing. The greatest benefit our company receives is brand exposure, meaning we're able to reach customers across the country. The additional brand exposure we get from Amazon has allowed us to share our products with friends and family on the East Coast. Amazon can seamlessly deliver our products to out-of-state customers, which would be challenging for us to do from our location in Southern California.

What's next for Lucy's Inc.?

We fell in love with the idea of hearing the customer, and they want the absolute best that's offered. This year, we are launching our organic line! Our plan is to begin fresh-squeezing some of the organic juices, and our goal is to source ingredients from our family ranch in Mexico. That way, we'll have full control, from seed to juice to finished product.

An amazing place to launch and build a successful brand

From entrepreneurs starting a new brand to well-established brands known in households around the world, Amazon is creating an amazing place for businesses of all sizes to launch and build a successful brand. This starts with creating and showcasing a brand's unique story, includes attracting customers and driving discovery, and extends to developing customer relationships and long-term loyalty. Amazon offers a range of new and improved tools, programs, and services that help brands across these capabilities ensuring that Amazon helps brands scale and grow.

Showcase brands with A+ Content

Brands can add "A+ content" to product detail pages, letting them bring their brand story to life through rich text, image carousels, and video. Sellers can also run experiments to test different versions of their product content through our Manage Your Experiments tool, letting them analytically determine which versions best attract customers and drive conversion. So far, we see that sellers using these tools increase customer interest and sales by an average of 25%.

Leverage powerful brand analytics

Brand Analytics dashboards provide sellers with insights on how their product listings are performing as well as information on how customers are finding their products. This tool now features more search performance insights to provide sellers with anonymized data to better understand customers' interests and shopping choices while also providing directly actionable insights. These are shown to sellers visually and they can also download this data for further analysis.

Build dedicated brand Stores

Amazon Stores allows brand owners to showcase their brand and products in a multi-page, immersive shopping experience all built around their brand's products. Stores are easy for customers to discover through integration in Amazon's shopping experience and also have unique branded URLs to navigate to directly. Sellers can leverage pre-designed templates and use simple drag-and-drop tools to customize their Store without ever having to write a line of code.

Get product reviews with Amazon Vine

Amazon Vine is a program that helps independent sellers get product reviews from Vine Voices, a community of unbiased and insightful reviewers. Reviews can give customers insight into the quality and reliability of a product, help them make more informed purchase decisions, and drive greater visibility for sellers—especially for new products.

"Amazon is the foundation of what we've done. We started the brand in Amazon's store. I chose very early on to pour myself into this channel because I thought it was the best place to build a sustainable business."

JASON PRATT
Founder of JoySpring
Waxhaw, NC





“When we started selling in Amazon’s store, it wasn’t really about the sales for me. I wanted people to get Dumpling Daughter in their hands and at their dinner tables. I love the interaction that we get, and it pushes us to be more creative. Maybe down the road, there will be cookware or clothing or red lipstick or red nail polish, even things that people want that are Dumpling Daughter-esque: the sky’s the limit.”

NADIA LIU SPELLMAN
Founder of Dumpling Daughter
Boston, MA

Advertise and promote products

Amazon has a wide range of powerful advertising and promotions capabilities that provide brands with great value when trying to get their products discovered.

Sponsored Brands helps customers discover brands with creative, multi-product ads that appear in relevant Amazon search results.

Sponsored Products are cost-per-click (CPC) ads that promote individual product listings in Amazon’s store. In just a few minutes, sellers can create a custom campaign tailored to their objectives.

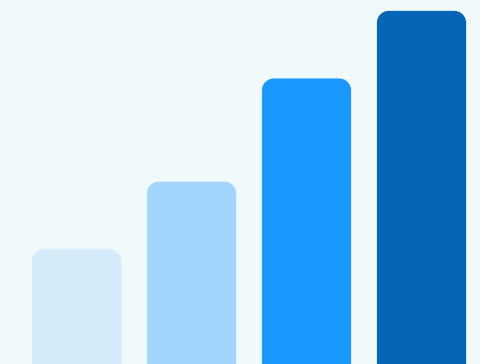
Amazon Live is a shopping experience that leverages real-time brand interaction, offering live product demonstrations, an ability to educate audiences on product features, benefits, and helping customers make more informed buying decisions.

Deals and Coupons provide sellers with a wide range of discount options to attract new customers and drive conversion.

Drive loyalty and repeat purchases

Tailored Audiences is an Amazon customer engagement tool that provides sellers with the ability to run personalized email campaigns and target customers based on attributes, such as product interest and brand loyalty. They can even re-target customers that have previously bought their products to drive repeat purchases. Sellers can also drive repeat purchases through programs like Subscribe and Save, which allows them to provide customers with discounted pricing if they sign up for regularly scheduled deliveries.

GROWING BRANDS



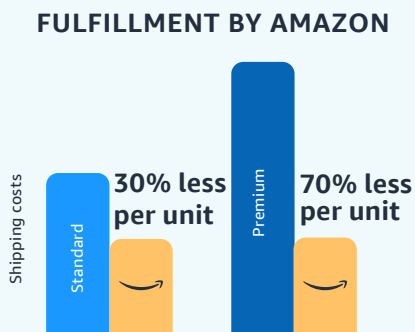
Brand owners grew sales **more than 20% year-over-year**

Innovative capabilities to empower small and medium-sized businesses for success

It takes a lot to run a small business. Partnering with Amazon allows sellers to benefit from powerful, cost-effective capabilities that leverage Amazon's scale and technological innovation. As a result, sellers can spend more time focused on inventing amazing products and driving customer delight and less time dealing with complex logistics, warehousing, fulfillment, customer service, or other more challenging aspects of running a business.

Fulfillment by Amazon

Fulfillment by Amazon (FBA) allows independent sellers to have Amazon take on providing the storage, picking, packing, fulfillment, and customer service for their orders. Leveraging the tens of billions of dollars that Amazon has invested in its logistics and fulfillment capabilities, small businesses can provide customers with fast, premium shipping with FBA and do so at a cost that is 70% less than similar premium shipping options from other carriers.



Shipping with **FBA costs 30% less per unit** than standard shipping options offered by major U.S. carriers and **70% less per unit** than their premium options comparable to FBA.

Customer Service by Amazon (CSBA)

Customer Service by Amazon is a program for sellers where Amazon takes care of customer service for orders that the seller fulfills on their own. Customer contacts are directed to Amazon Customer Service, providing 24/7 support over phone, chat, and email in many different languages.

Global selling

Amazon provides independent sellers with a variety of tools and services that simplify critical aspects of selling to customers around the world. With Amazon Global Selling, sellers can use Amazon's trusted global brand to reach customers across countries. Amazon's state-of-the-art international logistic capabilities help sellers more easily and cost-effectively move products across borders. Selling tools also help simplify listing products across countries with automated translation and currency conversion capabilities for managing pricing and receiving disbursements. Altogether, Amazon makes it dramatically easier for small businesses to list once and sell globally.

260 MILLION PRODUCTS



Over **260 million products** exported globally by U.S.-based sellers

Buy with Prime

This new service enables small businesses to offer a Prime checkout, delivery, and returns experience to millions of Prime members when they shop directly on an independent seller's website. With shoppers purchasing directly from their online stores, Buy with Prime enables sellers to build customer relationships and brand loyalty while driving higher conversion through customer benefits like fast, free shipping.

“It’s amazing because prior to using FBA, we weren’t doing any forecasting. And here, you have a partner, Amazon, that’s telling us that for the next 30 days you’re going to sell 5,000 of these. We’re no longer being reactive, now we’re being proactive.”

CHARMAINE JAMES
Founder of Locsanity
Coral Springs, FL



Promoting small businesses

“Support Small” is a curated storefront available at amazon.com/SupportSmall that provides an experience where customers can discover unique, high-quality products from small businesses and meet the business owners behind the brands. During Small Business Month and other major shopping events, Amazon highlights and celebrates small business owners through prominent merchandising, deals, and more to help customers discover and enjoy the amazing products sold by small businesses in Amazon’s store.

Distinguishing small businesses

With the Small Business badge, customers can easily discover a unique selection of incredible products from small business brands and artisans. The badge helps customers shop with confidence and know they’re making a real impact on supporting small businesses and their local communities—including Black-owned, women-owned, and military family-owned small businesses.



TOP 5 PRODUCT CATEGORIES BY SALES FOR INDEPENDENT SELLERS IN AMAZON’S STORE

#1
Health and personal care



#3
Beauty



#2
Home



#4
Grocery



#5
Apparel



Trusted partner at every stage of an entrepreneur's journey

Amazon invests billions of dollars in people, resources, and services that support entrepreneurs at every stage of their journey. This includes assisting sellers when they are just getting started, helping them scale and expand globally, and supporting them as they continue to grow and thrive.

Amazon Small Business Academy (ASBA)

ASBA provides free access to foundational business education, industry experts, and more, enabling early-stage entrepreneurs to start, build, and launch their businesses. Resources include live and on-demand webinars based on learning tracks, expert-led events through Founders Table, and Amazon's podcast "This is Small Business".

Helpful advice and support

Tens of thousands of Amazonians including software developers, machine learning scientists, product managers, account managers, support associates, and more are dedicated to helping sellers succeed. They invent on their behalf to create new opportunities, carefully understand and eliminate defects that impact the seller experience, and help sellers day-to-day in running and growing their business. Every day, our global teams work to provide sellers with the strategies, answers, guidance, programs, and solutions they need to succeed in our store, and if sellers ever have an issue, our seller support teams are available 24/7 to help them over phone, chat, or email.

Seller University

Amazon Seller University offers educational resource to help sellers learn how to succeed in Amazon's store. Content includes hundreds of thousands of hours of articles, videos, webinars, and case studies. Amazon uses powerful analytics to understand the critical success factors for driving seller success and the areas that sellers can benefit the most from additional educational resources to build Seller University content and to surface it throughout the selling experience.

FREE EDUCATIONAL CONTENT FOR SELLERS



Amazon Seller University offers **hundreds of thousands of hours of free educational content** for sellers at all stages of their journey



"Seller University is a great place to start, and I love Seller Forums—it has been a really nice resource to have. The community is pretty awesome. I usually spend an hour a day just seeing what challenges other sellers are facing."

SCOTT FLEMING
Owner & Inventor of StoveShelf
Milwaukee, WI

“As a small business who started selling in Amazon’s store seven years ago, I’m thrilled to see Amazon providing this level of dedicated support to sellers. Amazon is a very important part of our overall ecommerce business. This shows Amazon is on our side and supporting sellers through the things we worry about!”

RACHEL GUTIERREZ-AGUIRRE

Founder of Bom Dia Brands

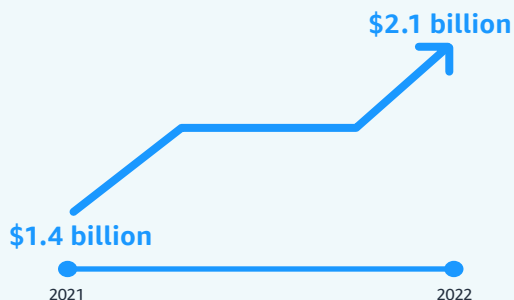
Miami, FL



Providing access to capital

When entrepreneurs are getting started, having sufficient cash is critical to growing their business but often difficult to obtain given their limited track record. Amazon Lending provides financing solutions to help eligible businesses free up cashflow and reach their goals. These solutions include first- and third-party term loans, third-party lines of credit, and a merchant cash advance program. In 2022, Amazon and our financing partners provided sellers with access to \$2.1 billion, an increase of 50% from the previous year.

BILLIONS LOANED TO SUPPORT SELLERS



In 2022, Amazon and our third-party lending partners lent **\$2.1 billion to independent sellers**, an increase of 50% from the previous year.

Account Health Assurance

Running a small business can be difficult, and sellers may occasionally run into operational issues. Account Health Assurance is a new, free benefit for sellers with great account health, which formalizes Amazon’s commitment to not deactivate a seller’s account as long as they work to resolve any issues. A member of the Amazon team proactively reaches out to the seller and works with them one-on-one to help them get back on track. Account Health Assurance provides sellers with added peace of mind so they can focus on growing and building their business in Amazon’s store.

Global expansion

When sellers are ready to expand globally, Amazon’s Marketplace Product Guidance dashboard provides insight, guidance, and support to help sellers understand what products are most likely to succeed in other countries. Sellers can then use built-in features to recreate and tailor their existing listings to Amazon’s other stores around the world. Amazon Currency Converter for Sellers (ACCS) also provides sellers with the seamless capability to convert currency and receive payments for global sales into their local bank account and currency.

A thriving community of sellers

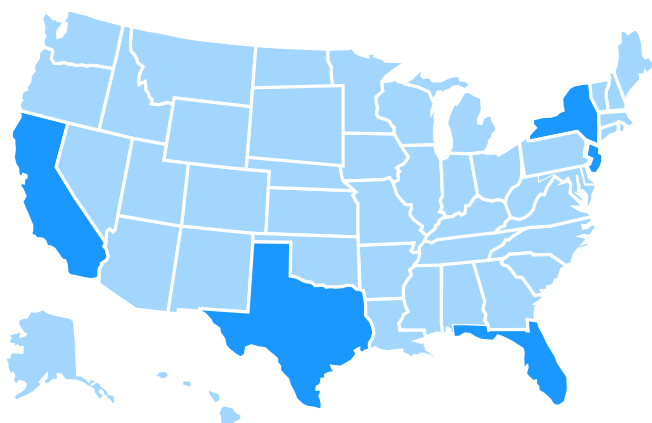
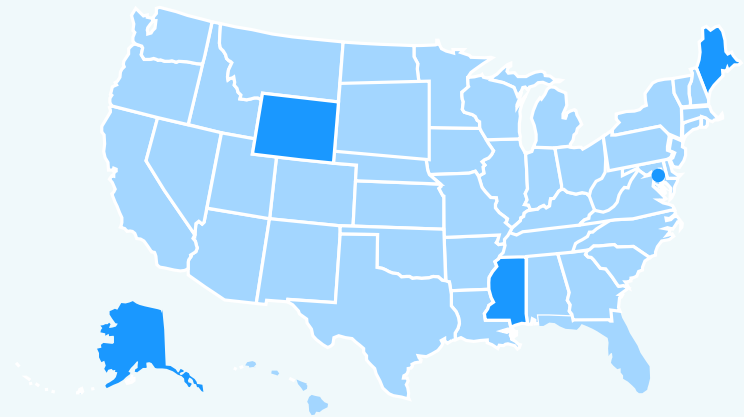
Amazon supports independent sellers worldwide and builds a strong community through educational resources, interactive tools for sellers to engage with each other and with Amazon, and a premier annual seller conference.

Seller Forums

Seller Forums is the home base for the Amazon seller community providing an opportunity to share ideas, provide advice, and find answers to help sellers as they launch and build a successful business in Amazon's store. This community also provides a wealth of valuable feedback that helps Amazon continue to innovate upon the tools and programs provided to small businesses—including feedback on Seller Forums. In 2022, Amazon developed a number of new Seller Forums features based on seller feedback including simpler navigation and search, improved voting features, clearer highlighting of responses from Amazon, more personalized experiences, and profile pages.

STATES AND DISTRICT WITH THE FASTEST-GROWING INDEPENDENT SELLERS

Alaska, Washington, D.C., Mississippi, Maine, Wyoming



STATES WITH THE MOST INDEPENDENT SELLERS

California, Florida, New York, Texas, New Jersey



Amazon Accelerate

Amazon Accelerate is the premier annual conference for Amazon sellers. Amazon Accelerate 2022 was held virtually and in-person in Seattle and is dedicated to accelerating independent sellers' success—whether they are already selling in Amazon's store or are aspiring entrepreneurs. The event is designed to inspire, engage, educate, and connect sellers with each other and with the Amazon teams dedicated to their success.

Black Business Accelerator (BBA)

In 2021, Amazon launched the Black Business Accelerator with a \$150 million commitment over four years to help empower and drive the success of Black-owned businesses. Amazon's BBA provides access to financial assistance through credits and sponsorship of certifications, strategic business education and coaching through account management support and educational content, and marketing and advertising support to help Black-owned businesses grow and maximize their selling success in Amazon's store.

"You need cheerleaders. Amazon has created a wonderful environment for small businesses, giving us all the tools we need to succeed. As a small business, you're always looking for advice, and so the BBA set up a wonderful environment with mentors and also with monthly calls on different topics around growing your business."

ADRIENNE WALKER
Founder & CEO of Blue Henry
Capitol Heights, MD



A force for good in local communities

When independent sellers succeed in creating successful businesses in Amazon’s store, they also create great jobs and drive a number of other benefits in their local communities and economies. As a result, the amazing partnership between independent sellers and Amazon not only benefits consumers, small businesses, and Amazon—it is also a force multiplier that benefits people across America.

Job creation

Selling in Amazon’s store unlocks growth and scale that creates new U.S. jobs. In 2022, Amazon independent sellers created 1.5 million U.S.-based jobs directly tied to operating their businesses. In addition, sellers choosing to use FBA and CSBA support hundreds of thousands of jobs in Amazon fulfillment centers, at delivery service partners that work with Amazon, and within our Amazon Customer Service teams.

1.5 MILLION U.S.-BASED JOBS



In 2022, Amazon sellers **created 1.5 million U.S.-based jobs**

FBA Donations

The FBA Donations program allows independent sellers that use FBA to donate unwanted product (including returns) directly to charities. In 2022, sellers donated nearly 100 million products through the FBA Donations program, and Amazon recently launched new features that make it easier for sellers to get the information they need to potentially claim additional tax benefits for making these donations.

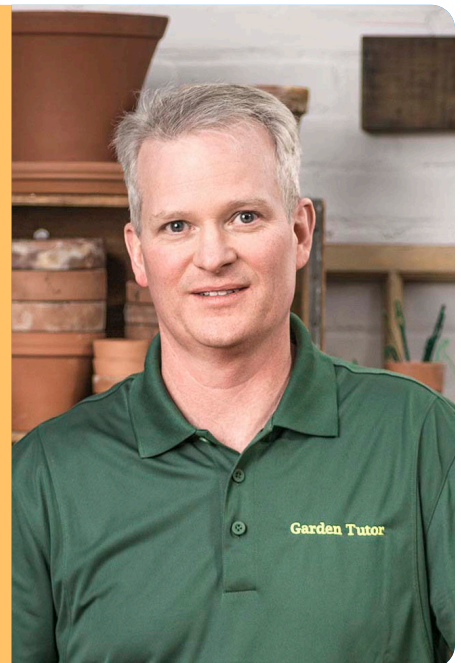
100 MILLION PRODUCTS DONATED



Independent sellers donated nearly **100 million products through the FBA Donations** program

“Our goals with Amazon, our community, and business are all interconnected. For example, we work with a local non-profit organization called PRIDE that offers jobs for individuals with cognitive, developmental, and/or intellectual disabilities. PRIDE’s philosophy is that everyone who wants to work can work. The PRIDE team helps pack kits and fulfills orders for us. It’s a wonderful thing to be able to support them. Our community is a big part of this equation, because our community helped us get to where we are.”

ANGUS JUNKIN
Founder of Garden Tutor
Boston, MA





“People assume it’s impossible to efficiently manufacture in the U.S. and still have a profit margin. I think Miami really gives us an enormous advantage, and Amazon has helped make this possible, too. Amazon is a way for small businesses to change, evolve, and adapt to a new world, one that is more digital and, in some cases, much more efficient. Today, we actually sell worldwide with Amazon’s store, so I see the opportunities as almost unlimited.”

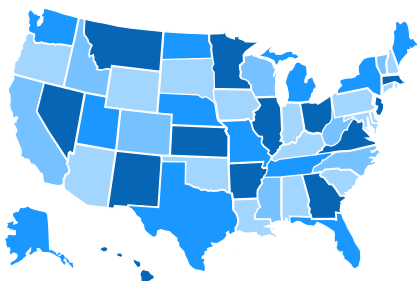
ALEXANDER FEDOROWICZ
 Founder & CEO of QRxLabs
 Miami, FL

Climate Pledge

The Climate Pledge is a commitment to reach net-zero carbon emissions by 2040—10 years ahead of the Paris Agreement. Amazon co-founded the Climate Pledge in 2019 to build a cross-sector community of companies, organizations, individuals, and partners working together to address the climate crisis and solve the challenges of decarbonizing the economy. In addition, Amazon has added Climate Pledge Friendly badging within its shopping experience to help customers discover and shop for more sustainable products in Amazon’s store. These badges help highlight products that meet sustainability standards. Sellers are encouraged to create more sustainable products both because it’s the right thing to do and to benefit from this additional visibility in Amazon’s store.

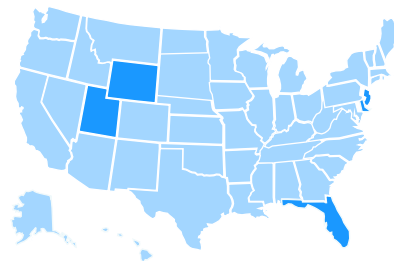
DID YOU KNOW?

There are Amazon independent sellers in **all 50 states and Washington, D.C.**



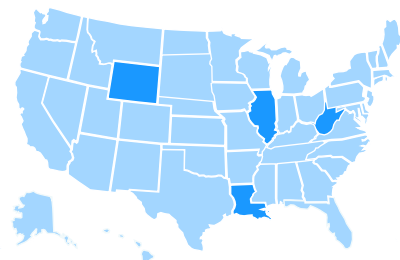
MOST INDEPENDENT SELLERS PER CAPITA

Wyoming, Florida, Utah, Delaware, New Jersey



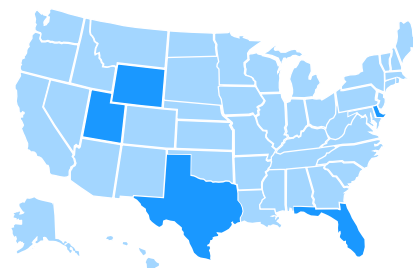
TOP 5 STATES WITH LARGEST % GROWTH IN SALES BY RURAL SELLERS

Rhode Island, West Virginia, Illinois, Wyoming, Louisiana



TOP 5 STATES WITH LARGEST % GROWTH OF INDEPENDENT SELLERS

Wyoming, Delaware, Florida, Utah, Texas



Growing a successful business from anywhere

MATT SLYKHUIS

Owner of Boldly Growing
San Antonio, TX

Father of six and military service member, Matt Slykhuis, shares his journey as the owner and designer of Boldly Growing, a small business offering high-quality wood planters for outdoor spaces.

What's the story behind Boldly Growing?

We started Boldly Growing in 2017 when we were stationed in Alaska. We were looking for a sturdy, reliable solution to do an easy gardening project outside with our kids during the short summer. When we couldn't find anything that looked great and was built to last, we designed our own!

As you grew, what Amazon tools did you lean into?

FBA was the original thing that allowed us to start this business. The rates for FBA on large items were more competitive than anything else we could find. It was the key that unlocked the entire business for us.

Another one that's worth mentioning is Amazon's pay-per-click advertising solutions. When you introduce a new product, advertising allows you to get in front of the customer.



"For small business owners, it used to be you could have a great idea and work hour after hour, but you still had to hope you catch a lucky break... however, Amazon has really leveled that playing field and made success possible for just about anyone who is willing to put in the effort to learn and bring their product to market."

What's your favorite thing about selling in Amazon's store?

For small business owners, it used to be you have a great idea, work hour after hour, hope you catch a lucky break... however, Amazon has really leveled that playing field and made that available to just about anyone who is willing to put in the effort to learn and bring that product to market. For us, that has translated to growth that we could not see anywhere else other than Amazon.

It's not just selling the products, it's hearing that feedback—getting to see the customer reaction to what we think is a great product and having them agree.

DAVID PRICE
Founder of The Safety Pouch
New Orleans, LA



amazon

The Amazon logo is centered at the bottom of the image. It consists of the word "amazon" in a white, lowercase, sans-serif font. Below the text is a curved orange arrow that starts under the letter 'a' and ends under the letter 'n', pointing to the right.