



**SPI Podcast Session #99 -  
Buying Stuff and Selling it on Amazon (For 6-Figures a Year!)  
with Jessica and Cliff Larrew**

show notes at: <http://www.smartpassiveincome.com/session99>

**Pat:** This is The Smart Passive Income Podcast with Pat Flynn Session #99.

**Intro:** Welcome to The Smart Passive Income Podcast where it's all about working hard now so you can sit back and reap the benefits later. And now your host, who hopes this is the year of the hoverboard, Pat Flynn!

**Pat:** Hey, what's up everybody! This is Pat Flynn and welcome to session 99 of the Smart Passive Income Podcast, 99. We are just one away from a huge milestone 100 and I have something great planned for you next. However, that doesn't mean this episode is not going to be awesome because it totally is going to be awesome.

And the way I know that is because when I conducted this interview a few days ago and when I hung up on Skype, I was just sitting there for a couple of minutes just blown away from the value that was provided and not only that, just from how much I really wanted to give this a shot, to try it because this is something that anybody can do or test. This isn't a business model that's going to suit everybody but it made me very curious. And just how much information was provided in this episode that you're about to hear, I mean it's a ton of information about something that I know nothing about.

So you're going to hear a lot of questions from me that are hopefully on your mind if you haven't heard of this business strategy before. And Jessica Larrew and her husband, Cliff, are actually both on with us. So not only did we talk about their business model and what they do and I'll talk about that in just a moment, but we talked about the dynamic between a husband and wife duo both working at home or self-employed type business.

And that is a question I had because my wife, April, she is starting to get interested in potentially doing something online and she has been taking care of the kids and has the hardest job in the world by doing so but the kids are growing older, they're going to go to school soon, and we're going to have some time or she's going to have a lot more time and she's exploring her options.

And so, I wanted to get an idea from Jessica and Cliff how that dynamic was and some tips for how to work well together and things like that. So we talked about that. But we also talked about their business. And this may sound crazy and something I've only heard of briefly in the past before but they spilled the beans here. And what they do is



a couple of times a week, they drive out to places like Walgreens or Target and they visit the clearance aisle and they buy items that they know are going to be profitable when sold online. But they don't use eBay which is sort of what most people might think of when doing something like this. They're using a program that Amazon offers called the FBA Program or [Fulfilled by Amazon](#) which means they will do all the shipping for you.

So you buy all the stuff, you ship it to Amazon, they sort of have it there under your name, and people who purchased these items online, they ship it to them for you. And Amazon takes a cut of course, and we talked about all those numbers and just the process and how all this works but I mean Jessica and Cliff, they gross over \$300,000 last year. I mean that's incredible.

And so you could see why I got kind of excited. And you'll hear here in the episode a lot of questions that I have which are very just – I don't know what's going on. So please help me understand. And I hope those questions help you understand the business model that Jessica and Cliff share with us and they're very gracious in sharing all of the information for us. You could check out Jessica at [JessicaLarrew.com](#). Amazing person, very supportive of Smart Passive Income and I was more than happy to share her story and have Cliff on as well.

So let's just get right to the interview and talk to Jessica and Cliff about how they're able to leverage Amazon and build an online business in this way and also have a flexible schedule which allows them to live a lifestyle that they like to live in a somewhat passive way. So let's hear it. Here is Jessica and Cliff. Check it out.

Everybody what's up? I'm here with Jessica and Cliff, a husband and wife duo who is just doing amazing things online. Jessica and Cliff, thank you so much for coming on the Passive Income Podcast.

**Jessica:** Thanks for having us, Pat.

**Cliff:** Good to be here.

**Pat:** This is so cool because Jessica, you reached out to me and you told me a little bit about what you did and the fact that you are generating passive income in the way that I have never talked about before here on the show and then talked about also that you're doing this alongside your with your husband. I'm really, really interested in the story. A lot of people out there are going to be inspired by this.

So Jessica, if you wouldn't mind starting out, just kind of tell us before you started doing all this stuff online, sort of what was life like, what were you guys doing beforehand?



**Jessica:** Well, I had a regular job, a 9 to 5 job and I was working in the housing market selling tile and stone. And when the housing market fell, of course, a lot of people lost their jobs and I eventually did get let go. And so, it was really heartbreaking for me and I thought that my job was really secure. And so, I decided that I didn't ever want to go back to that. I didn't want to be dependent on a company.

And so, I really started researching things that I could do online. And so, I started with like eBay and selling things like that. And I found out about Amazon and that [FBA Program](#) and that's Fulfilled by Amazon. And so, I really started researching that in 2010 and it just kind of really surpassed my expectations and it's kind of all history from there.

**Pat:** What is FBA? You said Fulfilled by Amazon. What does that mean exactly?

**Jessica:** Well, when you talk about selling online, what most people think is that you have a whole bunch of stuff at your house and that you are sending a whole bunch of stuff through the Post Office every day. But what Fulfilled by Amazon does is we send them all of our inventory. They have Fulfillment Centers and we put stickers on our items that show it's our product. And when the items sell on the Amazon website, they actually pack and ship all of those items and send them to the customers.

**Pat:** Wow! That is – I mean the obvious question here is what items are you selling? Like where are you getting these items?

**Jessica:** Well, when we first started, it was basically we were selling items we were getting on clearance from like drugstores. So we would go in and go to Walgreens and just kind of see what they have like 75% off because if we could sell it for retail then we were going to more than double our money in profit. And so, I would just go from drugstore to drugstore and buy as much as I could that was profitable and then put it up for Amazon. And we have expanded from that point now in over the years. So now we sell health and beauty products, we sell toys, we sell groceries, pretty much anything that you can buy online, we could supply it if we found it cheap enough.

**Pat:** Wow! That is so cool. And just so everybody knows out there, would you mind sharing a little bit of numbers as far as maybe your most recent year on what your sales were like or maybe profit from this?

**Jessica:** Well, our sales for 2013 were just under \$300,000 and what we end up with profit at the end of the year is about a third of that. One third usually goes to Amazon. That's their processing and fulfillment fees and commission of course. And then we spend about a third of that money on buying our inventory and then we keep about a third of it.

**Pat:** That's awesome. I mean first of all, just congratulations on that. I mean where did you get the idea to sort of – I mean where did you first hear about this FBA thing?



**Jessica:** I heard about it in a Facebook group that I was in that was for eBay sellers. And it was kind of new at that point and people were selling books on Amazon. That's kind of what people knew Amazon for was for books. And so, I had originally kind of dabbled in that and thought, "Well, I'm just selling one book at a time and then I have to go find a whole bunch more." And so when I realized that you could sell the same thing over and over again, it was at Christmas time in 2010 and I would go to a discount store and just pick up as many as I could fit into my car of these R/C cars and then we just kind of went from there.

**Pat:** That's so cool. And we'll get into more of the strategies and things later. But Cliff, I want to ask you a couple of questions and kind of rewind back to when Jessica got laid off. When Jessica was sort of let go and that story is very similar to mine actually as far as even in the same industry almost. Cliff, were you working at that time as well?

**Cliff:** Yes. The funny thing is, is I guess not funny but I was actually part of the management team at the company that let her go.

**Jessica:** That's right.

**Pat:** Yeah, that's kind of crazy.

**Cliff:** It was very tough at the time. And it was just something that was done and I didn't agree with it but that industry was hurting at that time in the year and there were a lot of people that we were letting go and it was some other managers that were with me, it was their decision as a whole. And so, I was kind of a little bit forced to go along with it, if you'd say because obviously, I didn't want to let my wife go. I needed the income.

**Pat:** Right.

**Cliff:** So it was something that was decided.

**Pat:** Right. And you didn't want to risk your own job as well at the same time. So what was that – you had dual incomes and all of a sudden, one of them got shut off. What was kind of going through both of your heads at that point, Cliff, if you would expand on that?

**Cliff:** Yeah. So we weren't really sure how we were going to supplement that income that we lost. And I knew Jessica had started in eBay, selling things that she would find at yard sales and thrift stores. And I had seen that and I was impressed. It was a hobby of hers is what I seen it as. And I'll never forget the first time that I knew the Amazon FBA was a legitimate business that she was growing and I come home from work and she is buried in these Clorox Toilet Wands in the office in our house. And she has about 40 of these things stocked up and she's like, "I need help." And I'm like, "OK,



sure I can help you out." And I've seen the price. She had bought them for around like \$3.50 and I said, "Well OK. Well, this is awesome. How much are you selling these for?" And she's like, "They're going for \$22.50 online." And I said, "Oh well, that's amazing. How fast can you sell these?" And she's like, "I believe I can sell them within a couple of weeks."

And then I thought to myself, I started doing the math in my head and I'm like, "Wait a minute. This is what I earn in a week and you got this in an hour and a half shopping?" And she's like, "Yes." And so I was blown away once she stated down the Amazon FBA route.

**Pat:** That's pretty cool. Jessica, did you know – like when did you know that this was something that you should put more time and effort into?

**Jessica:** I pretty much knew right away because my first real experience at that Christmas time, I could pretty much sell anything that I could get in and my only limitation at the time was the amount of money that I could invest. And like with anybody, if you're selling stuff, you have to be able to buy inventory. And so, I only had a very limited fund that I could use. And so from that point on, it was really just about growing. And since Cliff still had his job and I had enough just to supplement a little, I would reinvest as much as I could because I knew I just wanted to see how big I could make this business become.

**Pat:** Yeah. What were some of the challenges for you though? Was it all sort of just all start working and falling into place or what were some of the struggles you had when you started this?

**Jessica:** Well actually, I had a new baby.

**Pat:** Oh wow!

**Jessica:** And so, I was trying to grow the business as well as take care of him. And that was the other big thing where I knew that I didn't want to go back to work because that was always the goal was that if we decided to have kids that I wanted to stay home. And so I thought, "Well, if I can just replace my income, that's all that I need to do." And so when I did that, it was, "Well, how about I replace Cliff's income too?" And so for me, it was just trying to find enough time where I wasn't taking away from the baby.

So I would go out at night time after Cliff got home from work then I would go and shop at night and I would leave the baby with him. And I would work on the weekends just trying to do that. And then eventually, it was just trying to find enough inventory and have enough money to reinvest. And so, those are the biggest ones.



And then of course, nobody understands what we do so that was always kind of a big deal. People are like, "Well, are you going back to work or are you still doing that eBay thing?" Like people don't really understand and so it was like, "Well, it's just kind of what we do." So like you don't really understand the Amazon thing, that's kind of how everybody is. And so when we talk about it, they're like, "OK. Well, you sell to minor. That's great. Talk to you later."

**Pat:** Oh, that's why I have you guys here. I mean it's funny because I had the same question asked me for a couple of years after I got laid off and started my business, "When are you going to get back into architecture or when are you going to find a real job?" People would ask me that question, I'm like, "I'm doing so much better. I'm working far less hours than I was before."

And speaking of that – well actually, before we get to sort of how much effort and time is put into this, Cliff, are you still working your managerial position or what is it that you're doing now?

**Cliff:** Actually, me and Jessica are both now full time into our FBA Amazon business. So we are full time doing that. And you know what, Pat? That was a tough decision to make at that time. I remember Jessica was doing very well finding products and every month, we started to see her putting – bringing in more and more income. And at the place I was at, I wasn't very happy, 40 to 60 hours a week and dealing with customer, upset customers. And when you're in a managerial position like that, you get all the problems and all the stuff that's not fun to deal with. So it was taking a toll on me.

And so, I'll never forget the day that Jessica said, "I can replace your income and I've done it." And that was a big thing. And for me, it wasn't an easy decision to leave my comfortable salary. You know what I mean? It was comfortable. I was secure in my job and I was making good money and good health insurance and had things set up. And it was a tough decision to walk away from all of that. And now looking back a couple of years, it was the best thing that I've ever done was make that decision and join Jessica full time.

**Pat:** That's great. Jessica, would you mind describing what it has been like now that Cliff has sort of come on full time and you guys are working together? How has that strengthen the relationship? How was it working – doing business with your partner? I mean I have that legitimate question too because I have my wife, April, and right now she's not doing anything in the business but when the kids start going to school, that's a potential opportunity for us. I mean how has that been working for you guys?

**Jessica:** Well, we're a couple of years in and so we've got quite a system. And just a little side note is that we say we both work full time but the reality is, is that we're actually working less than part time but that's how we make our full time income. So that's what we say we work full time. But it's actually that we definitely do not work full time because we are both at home and we have our son. And so, he doesn't



understand, "Well, what do you mean that you're working?" He's only three and a half. So it's like we can only allocate so many hours at a time to work.

But to your original question of how the adjustment, it's like at first, it was a pretty tough adjustment because I went from doing this by myself and I was in charge. And the position that Cliff was in, he was in charge. And so, we have like these two managers coming in and we're both going to try and run this business together. And as a wife, I want to be like – I don't want to be like bossing him around. And so, it took a little bit of time for us to be able to where we could find a good balance and we found strengths that each of us were good at.

**Pat:** Right.

**Jessica:** So I do a lot of the computer work and he does a lot of the labor part of it. And a main thing that we have to do is we have to find inventory. That's an on-going thing that we have to do. And so, it's really cool because when we go shopping together, we see completely different things. And so I'll find something and he'll be like, "I can't believe that you even picked that up. Do you even check it?" And he'll pick things up and I'm like, "There's no way that that's going to be profitable." And we're always surprised by what each other finds. And so we've just become so much stronger. And now the things that we can accomplish in less time are so much more because we both bring different things to the table.

If I was trying to pack shipments by myself, it would take me a long time because I'm not good at that manual labor and trying to fit things exactly into boxes and get it to be just perfect. His strength wouldn't be like to try and re-price all the time or get shipments together in the computer side of it. And so with us each just working on our strength, now that cuts a lot of time out that the other one would struggle doing. So it's really neat the way that it has worked out working together. And then there are things that we can each do on our own. So one of us could be working with the business while the other one is spending time with our son and we get to see him grow up. So that's kind of like the biggest thing for us.

**Pat:** Yeah, that's huge for me too. I do what I do so I can be here with my kids at home. And I love that I'm hearing a lot of other people like yourself do it for that reason as well. Now, I want to get into the inventory and like how that works. Like how do you know? Like I go to the store, "OK, well like this is profitable." Like how would I know that?

But before that because I know that's a dying question that everybody has, I just want to hear what a typical day is like because this is obviously not a regular or "regular job," what is your day like? Like Cliff, can you describe a typical day for you guys?

**Cliff:** Sure. We wake up. I'm going to be brutally honest here, we kind of wake up whenever we want to. Our little boy usually gets us up before eight but we wake up



and have our coffee and watch some cartoons with our son. And a lot of times, we'll plan out what we're going to do for the day and we'll say, "OK. We got this inventory yesterday and we need to get this, this, and this in." And Jessica – and I tag team the shipments a lot. Like she said she does the computer side and I do the packing up the inventory and getting it ready.

And so, that's one of the awesome things about being in this FBA Amazon business is we kind of get to have the flexible schedule that we want. There is no one telling us that we have to be doing a certain thing or what I really appreciate because coming from a job that I came from, getting sick was terrible because my managers above me would be like, "Oh come on, we need you here. We need you here." And now, it's like I don't have to worry about letting somebody down or if I'm sick for a couple of days. So that has been a huge awesome thing for us.

And so really, we just get up and we just say, "You know what? This is what we have to do." And you know what? Sometimes there are days where we say, "We're not doing anything and we're just going to have a nice family day or take a trip to the coast." And that's one of the awesome things that we love about this business.

**Pat:** Yeah, I love that. I mean the flexibility is really what it's all about. But you still have to put an hour yourself to work but you're not tied down to a strict schedule. I mean I can totally resonate with what you just said Cliff about being sick because I was out sick at the beginning of this year for like three and a half weeks. I picked up something at this conference I went to and I was out. I couldn't think. I couldn't even talk hardly. And the income was still coming and it was an awesome thing and it's something that happens when you create businesses that work for you instead of the other way around where you would only make money if you were there.

**Cliff:** Exactly.

**Pat:** So going back to – I mean you started talking about shipping and stuff. Like are you – so I'm guessing the beauty of this, this FBA Program, Fulfilled by Amazon, is the fact that Amazon will process the orders and they'll package those things and ship them to those specific customers, right?

**Cliff:** That's correct.

**Pat:** But you'd still have to ship stuff, right? You're buying stuff at places. You store them in your house and you still have to ship. But you're just not shipping to individual customers. You just have like one address you ship to all the time, right?

**Jessica:** Right. And back to the schedule thing a little bit, one thing that we do consistently is we shop every Monday. And that's kind of our big work day because we do have to go out and find the inventory. And so, we have my mom gets to spend grandma time with her grandson every Monday. And so, we spend about five hours





together and we buy as much inventory as we can. And then the rest of the week is when we have to find time to process that inventory. And so, we'll spend about two to three hours a couple of days a week doing that.

**Pat:** OK.

**Jessica:** And so, processing that inventory means that we have to make sure that the products don't have any stickers because a lot of what we buy will have like a clearance sticker on it. And so, we'll have to take that off and clean it up because we want it to look brand new to the end buyer. They don't need to know that we paid a fifth of the price that they just paid for it. And so, we clean up the items and make sure that they look brand new. And then we process them into the Amazon system and they tell us where we're going to send them. And we end up sending to about three warehouses at a time when we do shipments.

And so, we separate the items according to where they tell us to do it and once our boxes get full and we've processed as much as we can because for us it is different because we really try to do this as a lifestyle business. We don't want the business to dictate how much time we spend. And so, once we've met our limit for the day which is usually determined by when Aiden says that's enough.

**Pat:** Right, right.

**Jessica:** Then we'll just kind of end the shipment there and we'll close it off in the system and we put packing slips into it and all the items have our stickers on them so that Amazon knows that it's our inventory. So when it sells, they know exactly which ones to pick. And then we print UPS labels and put them on the box and then UPS picks up at our house every day and then it takes it to the Fulfillment Centers. And when they receive that, it has a packing slip inside of it that tells them exactly what's supposed to be in the shipment and that it's ours and then they just treat it as our inventory. And when it sells then they pull it from our inventory.

And so, that's kind of what we do, At least twice a week usually, we'll get shipments out. And if it doesn't get done the first day after we bought it then we just put it in the garage so that it's not like all in your face. But of course, we don't want to have a whole bunch of inventory sitting around our house because then it's not selling. So does that make sense like how you process it?

**Pat:** No, thank you for that. I mean that makes complete sense. And I want to go to something you mentioned, Jessica, which was about this is a lifestyle business. And I believe it was in an email you sent me or I think even in one of your income reports which I'll link to on your site because you show people how to do this which is really awesome and I'm going to be really interested in this because this is something that April might be potentially interested in.



But anyway, you talked about this is a lifestyle business. I mean you could make much more money by putting a lot more work in but you're doing the work you need to do to live the life that you want to live.

**Jessica:** Right.

**Pat:** And I think it's really important because you know what your goals are and what would make you happy and you make a business or you create something that allows you to do that. And once you're there, boom! You're good. And a lot of people work not realizing where they want to go or what that goal is and they just continue to work or they don't even know what to work on because they don't know what that end goal even looks like. So I'm really, really appreciative that you said that.

Now, a couple of questions came up when you just spoke about that whole process. One, you were saying you could buy products at five times less than you can sell them for. I don't understand how that's even possible. I mean if something is being marked off so much at the store, why would people on Amazon buy it for so much more?

**Jessica:** That is like the number one thing that people don't get. It doesn't make sense because you live in San Diego, right? And so, you probably have a Walgreens on every single corner.

**Pat:** Yes, CVS and Walgreens.

**Jessica:** And you could just easily. And well for us, we live in a small town and we're in California but we only have one Rite Aid in our town and we have one grocery store or two grocery stores but they're small town grocery stores. So we don't get like the deals that you would get if we went to the next towns over. So the big thing is that not everybody has access to things that we do.

And so, if I want to get a good deal, I have to drive at least 30 minutes to get that good deal. And it's the same with people that live even in more rural areas than we do is they – some people have to drive an hour, an hour and a half each way just to get to a store. So they would rather pay a premium price on Amazon and get it shipped to their house in two days and they don't have to worry about it.

And the other thing is, it's not everybody knows where to buy things. So when we buy stuff for a fifth or a fourth of the price, well, it may be on clearance but just because it's on clearance at my store, it may be full price at your store. So I could sell a lot of things for the retail price but because of the price that I paid, there's enough of a margin that I make a profit on it.

**Pat:** That's so cool.

**Jessica:** So it's a lot harder ...



**Pat:** I mean that makes sense. It does explain it a bit. And obviously, it's working for you.

**Cliff:** If I could add something to that, Pat.

**Pat:** Please.

**Cliff:** A lot of people that buy products at a higher price because there are some products, believe it or not, that we go and we buy at retail prices and we sell them for two or three times what we paid for them. And with our society nowadays, people are busy and people value their time so much. And for someone that maybe say, lives in a big city because a lot of the orders and stuff that we sell is sold to people in like New York and LA and big metropolitan cities. And it's hard for those people to just walk down to the grocery store or get to the other side of the city, to the store that they want to buy something.

So sometimes it's really convenience that we're selling. It's like a service almost that, "You know what? Instead of you spending an hour going back and forth and looking for the item, it's going to come right to your doorstep." And it's something that we're finding that people are willing to pay two or three times what it goes for in the store for that convenience of sitting at home and just having the convenience of it coming right to your doorstep.

**Pat:** Yeah. I love that. That makes absolute perfect sense. Now, let's say I want to give this a shot. Now, I know everybody listening to this is actually going to go to the store and go to the clearance section and just look at everything and just wonder, right?

**Jessica:** Right.

**Pat:** Any tips like as far – OK. How do you know – I mean there are tons of products on clearance and there are sales going on and like I wouldn't even know where to start. How do you know or is there – like do you like scan these items into an iPhone app and it's like, "Yes! This is going to be profitable."

**Jessica:** Yes, exactly.

**Pat:** Whoa! Really? Are you serious?

**Jessica:** Of course. Because there is an app for everything, right?

**Pat:** Yeah, right. Oh, that's funny.

**Jessica:** Pretty much really, Pat, is we have apps on our phone that are linked to our Amazon accounts and we can scan the barcode of any product that's in the Amazon



marketplace linked with that UPC code and it will tell us what the current sales price is and how many other people are selling that item. And if we sold it at the lowest price, what would we get back because of course Amazon has a bunch of fees. And so if we scan something and say it's on clearance for \$5 and we scan it and they're saying, "OK. Well, it's selling on Amazon for \$21." So they would say, "Your profit will be like \$13 after your Amazon fees and everything."

**Pat:** Is that an Amazon specific app for sellers?

**Jessica:** Yeah. It's called [Profit Bandit](#). It's one that we use.

**Pat:** Cool.

**Jessica:** And there are other ones out there. And we just use it because it's a one-time fee. And so, it's a really low cost inventory. Anybody can just download it one-time for 15 bucks and try it out. And if they don't like it, they're only out 15 bucks.

**Pat:** Yeah, yeah.

**Jessica:** So it will tell you exactly what you would get back and then you say, "OK. Well, my cost is \$5 so I'm going to make \$7 or \$8," depending on what they tell you that the profit is going to be. And it's hard to just say it off the top of my head like that but that's how it works.

**Pat:** Right.

**Jessica:** It's right there in front of you. And of course, not every item that you scan that's on clearance is going to be profitable. I usually find that about 1 in 10 to 15 items that I scan are actually profitable. So to come home with ten items then I'd probably scanned 100 items.

**Pat:** That's pretty crazy. So that's why sometimes you – like Cliff, you told that story about when Jessica came home with like 40 of one thing because that one thing happened to be profitable and you just get all of them.

**Jessica:** Right. And that's kind of how I've built my business model. I mean there are so many sellers and from people that I talked to, it's like the way we do it is when we find one profitable item, we buy as many as we can now because it takes – it doesn't take much longer to process 40 of something as it does to process one. And so – you know what I mean? Like I would rather process 40 of the same thing than process 40 different things.

And so, if I find something and it's a great margin and I can see that it's going to sell really quickly then I'll go like if it's at Target then I'll go to every Target in the town that I'm in plus I'll go two towns over and just get as much as I can because it doesn't take



me long to run into the store. I know exactly where it's going to be in the store and then pick it up. And then if I see something that I haven't seen there on clearance before then I can scan that but I'm not wasting my time at every single store scanning every single clearance item. I'm going and looking for three or four items from every Target or every Walgreens or every CVS.

**Pat:** Yeah. Do you ever have any inventory that's in Amazon that just doesn't sell?

**Jessica:** Oh absolutely. And sometimes you buy something and you think that it's going to be really good. You're going to double your money on it and then by the time it gets there because it takes about 5 to 7 days for our items to get from our house to Amazon. And all of a sudden, Amazon is actually in on the product as a seller. And we know that Amazon is the biggest retailer in the world so they get like crazy good prices and so they can sell things usually for cheaper than we can buy them. And so it's like at first, they weren't selling it and then now all of a sudden, they are.

**Pat:** Interesting.

**Jessica:** And what I do at that point is I just all take a loss on it and reinvest the money on something else. It's kind of like a gamble.

**Pat:** Yeah. I mean would you call this push button easy?

**Jessica:** Push button easy is that what you said?

**Pat:** Yes.

**Jessica:** There is a learning curve to it but it's definitely something that anybody can do.

**Pat:** So once you find the systems and sort of go through the process, it's just a matter of doing it.

**Jessica:** Right.

**Cliff:** Yeah. And you know what, Pat? With this business too, one of the awesome things about is that it could just be a hobby that you do on the weekend. It doesn't have to be something that you jump all the way into. It's something that if you want to try it out just to see if you could add a couple of hundred dollars to your income every month, you could just do it as a weekend hobby. And that's kind of how it started for Jessica and once you start learning the ins and outs of it, it could turn into something more.

So I always encourage people because obviously we talk to a lot of people about what we do and they're asking the same things and I always say, "You know what? I did



decide to jump all the way in and let go of my 9 to 5 job but sometimes this isn't for everybody." And so, we always encourage people, "You know what? Try it as a hobby first." Start scanning stuff around your house. Your old board games and you'll be surprised at what actually sells or just check the clearance areas at stores and go from there. And then as you send in items and you see if you like it or not then you could grow it to whatever you want.

**Pat:** Yeah. No. Thank you for that. I really want to make sure everybody listening because this just sounds almost too good to be true. It's like, "Well, I could just go to the store and then resell it online and Amazon ships it for me and it's awesome." But I wanted to really make sure people knew sort of the realities behind. And it does seem like one of those things that once you start to get going, it could really become quite lucrative depending on how much work you put into it.

And I'm really glad you said that. You can start off small. It's one of those things you don't have to put all your chips in that first so you can give it a shot. And I would imagine for some people listening, this is what they were looking for. And for other people, this is just not attractive at all.

**Jessica:** Right.

**Pat:** So this is just another one of those several thousand different ways that an income can start to be generated. Of course, it just has to – you got to give it a shot in order for it to see what happens.

**Jessica:** And I found that for some people, it's a lot easier than it is for other people. And I think it has to do with where people live. I may have more opportunity where I live than other people. And I don't know that because I don't live where other people are. And so, it wasn't until I started helping people to sell that I realized there are challenges in other areas that I don't have here.

**Pat:** Right.

**Jessica:** And even like where you are, you would have more opportunity because of being able to go to multiple – more stores than I do. Like the town that I usually shop in, it only has two Targets. So if I want to go to five Targets, I have to go to four towns.

**Pat:** Yeah. We have like ten here.

**Jessica:** Right. And I found too is that not everybody does want to be full time like Cliff said. And there are people though that are just not making it with what they are making and it's a really good way to supplement your income because it's just another stream. And if you only have say, five hours a week to devote to it, if you could turn that into \$500 extra a month, that's a big deal to people.



**Pat:** It's huge.

**Jessica:** Not everybody is looking to make \$5,000 or \$10,000 a month. They just need to be able to make a car payment or something like that. I have a friend that I helped locally to start selling and she just needed extra money to pay for her daughter for college. And so, she would, just like me, work one day a week and she would just process everything and that pays for her daughter's college. And that's all she needs it for. And so, that's what Amazon is for her is just a college fund because you think you're going to save up and have enough money when the time comes then it's like all of a sudden, you don't have it.

**Pat:** Yeah, yeah. This is fantastic. Thank you both so much for sharing all this information. I mean this opens up a whole new world to me. I mean it's even something I wouldn't mind just experimenting with too or telling April about. I'm definitely going to have her listen to the show. I'm going to put all the links up on the show notes, links to you latest income report which is incredibly inspiring especially right around the Christmas time which I would imagine for anybody on Amazon is huge, and just a ton of free resources on there.

If somebody was like, "OK, I'm interested. Where can I learn more?" Where should they go?

**Jessica:** Well, I created a guide just for your listeners that's like 10 Quick Start Tips to Getting Started. And it has the name of the app that I use, some tips on places to go, what type of things to look for, how to figure out your profit margin, and stuff like that. So that is at [www.JessicaLarrew.com/SPI](http://www.JessicaLarrew.com/SPI).

**Pat:** Cool. So [JessicaLarrew.com/SPI](http://www.JessicaLarrew.com/SPI).

**Jessica:** And that's totally free. I don't need their email address for that or anything. It's just kind of gives them a starting point on, "OK, if I think this might be interesting, what do I need to do?"

**Pat:** Yeah, thank you for that. And now, you have courses of course that help other people do this too because you've just seen how much it has changed your life like you were telling me in your email and you're helping other people too. That's awesome. So there is other stuff beyond this free eBook. But if you want to dabble in it, I mean this eBook is great. Thank you so much for not putting it behind an email address and just sharing it with all of us. I think a lot of people are going to go pick that up. So that's [JessicaLarrew.com/SPI](http://www.JessicaLarrew.com/SPI). Of course, this will be in the show notes as well.

Gosh, this is amazing. I would love to follow up with you on this and perhaps in another podcast episode or even offline just to kind of see how you guys are doing. And thank you for all the value you've provided for us, Jessica and Cliff too. Thank you both.



**Jessica:** Absolutely. Thank you so much for having me on. I listen to your podcast and it was kind of one of my dreams like, "Oh one day, what if I could talk to Pat Flynn." Here we are.

**Pat:** You rock! I mean I'm learning from you now. So this is awesome. So thank you so much again, both of you.

**Cliff:** Thanks, Pat.

**Pat:** Thanks. Wow! I hope you enjoyed that interview with Jessica and Cliff Larrew. I mean just so much incredible information about something I knew nothing about before. Now, I'm at a point where I'm like, "I'm interested. I want to give it a shot and see what it's like and see what this process entails." And if you're interested in more about the Amazon [FBA program](#) and learning from Jessica, she actually put together a lot of information for us specifically knowing that she was going to be on the show.

So if you go to [SmartPassiveIncome.com/FBA](http://SmartPassiveIncome.com/FBA), that's Frank, Boy, Alpha so [SmartPassiveIncome.com/FBA](http://SmartPassiveIncome.com/FBA). She created a page for us there which has links to a lot more information about this process and also a link to a quick start guide. If you want to get started, that probably would be the best place to go and it's completely free, no emails required or anything. You can just go and download it directly from that page. Jessica just gave us a ton of value even more beyond this episode. So again, that link is [SmartPassiveIncome.com/FBA](http://SmartPassiveIncome.com/FBA).

And I love this because if I get some extra time or I might even share this with April to sort of explore this opportunity. I like the idea that you could just start small. You don't have to invest too much money. You can just explore the waters. And this is a business model that's not for everybody. I mean it's definitely not selling only digital products and it's not completely scalable but in a sense, it sort of is and it's somewhat passive. And obviously, Jessica and Cliff are doing really well as far as being able to create a flexible lifestyle using this as the business model. So congratulations to you two.

You can get all the show notes and all the links, Jessica's income reports and all that stuff at [SmartPassiveIncome.com/session99](http://SmartPassiveIncome.com/session99). Again, that's [SmartPassiveIncome.com/session99](http://SmartPassiveIncome.com/session99).

And of course, I want to mention our sponsor here for the show which is [Audiobooks.com](http://Audiobooks.com). Actually, I'm in the middle of training for a half marathon right now, the San Diego Rock 'n' Roll Marathon. And during my runs every day which is just a few miles, usually, 20 to 30 minutes a day, it will probably go up more as the race gets closer. But during my runs, I actually listen to books from [Audiobooks.com](http://Audiobooks.com) to sort of fill in that time and be able to educate myself while I'm doing other things.





So if you are running or walking or you're at the gym or perhaps on a commute, there's nothing better to do than to listen to podcast like you're doing right now or listen to your favorite books. So I use Audiobooks.com. If you go through my link, [Audiobooks.com/SPI](https://www.audiobooks.com/SPI), you'll get the 30-day trial. You will also get a one free credit to download any book that you want and listen to it in full length. And also, you get a free copy of my bestselling book, an audio version of it, *Let Go*. So check that out. That's only available on Audiobooks.com. Again, Audiobooks.com/SPI.

Thank you so much for listening in. I hope to see you in the next episode, episode 100. So crazy! And I have two special guests on who I've wanted to have on show for so long. But I think it's very fitting that we sort of waited until episode 100 because they mean the world to me. So check that out in episode 100. I'll see you then. Thank you so much.

Again, the show notes are at [SmartPassiveIncome.com/session99](https://www.SmartPassiveIncome.com/session99). Take care and I hope to hear from you on the blog comments there on Smart Passive Income. Cheers and all the best.

**Outro:** Thanks for listening to The Smart Passive Income Podcast at [www.SmartPassiveIncome.com](https://www.SmartPassiveIncome.com).