

Amazon Launch Blueprint For Toy Makers

WELCOME MODULE

[00:00:00] **Jason Hsieh:** In this course, we'll be talking about Amazon launch blueprint for toy brands.

[00:00:04] Hi everyone. So let me, before we start on today's course, let me tell you a little bit about myself. So I have been being a toy entrepreneur myself since 2016, currently running multiple different businesses. I have an in house toys brand, which we design toys for kids with special needs. We design sensory toys.

[00:00:21] Fidget toys and weighted toys for kids with autism, ADHD, and sensory processing disorder. And I also own a digital marketing agency called Toy Launch, which we specialize in helping other toys and game brands like us to be successful online. And I also run a non profit foundation called Sensory Inclusive Classroom which we donate sensory toys to low income school district.

[00:00:43] And I also run a local meetup group called Phoenix Online Seller, which we get together and talk about the latest strategy to be successful online. And where it started for me, this is actually a very personal story. Back in 2013, my son was diagnosed with autism [00:01:00] and ADHD while we used to live in Japan.

[00:01:03] However, we couldn't find the help and the support in Japan. So we decided to move to the United States in 2015, try to seek better resources and therapy opportunity for our son. autistic son. However, because of the health insurance system in the United States, we struggle on finding ways to pay for all the different therapies.

[00:01:22] And that's where I started dabbling in e commerce and created my own toy brand, all on top of my day job back in 2017. So currently we as a company, we are partners with several different partners, including Clavios, Shopify, Amazon, and we are also members of many different toy associations, including Astra, Women in Toys and also United Inventors Association.