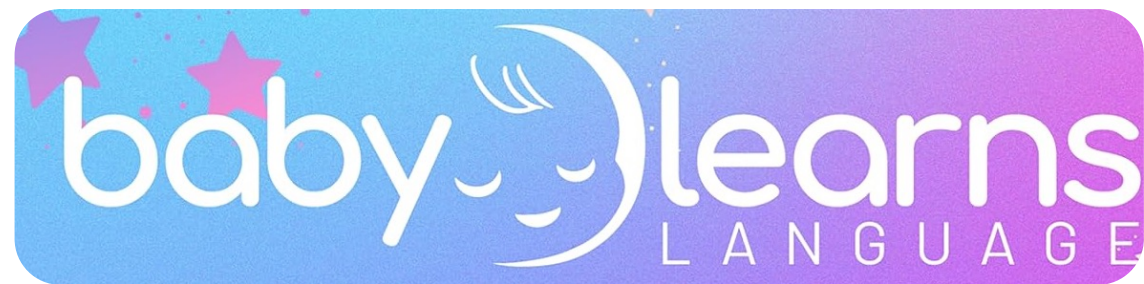


New York



Meet the seller



Scan to visit the seller's storefront

Peipei Zhou

Baby Learns Language
Brooklyn, NY

Three years ago, Peipei Zhou was looking down at the first edition of her new sound book, *Bao Bao Learns Chinese*. This was the solution to teaching her young son, Miles, her first language of Mandarin in an engaging way. More than a year of research, testing, and development was now beautifully bound and battery-operated.

Zhou knew what it would take to see her book on the shelf of a traditional retailer. Before she started working in corporate social media, that's all she did. She worked for one of the "big guys," securing shelf space for hundreds of products at stores across America.

"You need to have a big name and big marketing budget—millions," said Zhou. "The buyers of a national retailer won't take meetings with a mom and pop shop. So, getting any kind of mass placement is practically zero."

With her social media background, Zhou looked into building her own website and selling directly to customers, but the acquisition cost would have been \$20 per customer, for a book that's only \$25. "I would either have to increase the price drastically, or I just wouldn't have any customers," she said.

The lowest risk option, she said, was Amazon. "Amazon is sort of a one-stop shop for solopreneurs," she said. "They take care of getting people into the funnel, and everything logistically. I don't have to own a warehouse. I don't have to have a team that ships or handles the extraneous logistical tasks," said Zhou.

This strategic partnership has allowed Zhou to scale her business rapidly.

Since launching *Bao Bao Learns Chinese* in 2019, she has expanded her Baby Learns Language brand to include *Coco Learns Spanish* and *Astro Learns English*, selling in multiple countries through Amazon. Just three years later, Zhou was able to quit her corporate job and pursue her book business full-time.

"Amazon has done an extremely good job of providing an avenue of entrepreneurship to people who want it and making it as easy as possible," she said. "The pursuit of running my own business has been the most gratifying decision I've made."

Independent Sellers

37,000

There are more than 37,000 independent sellers in selling New York in Amazon's store.

Average Annual Sales

\$495,000

In New York, average annual sales per independent seller was more than \$495,000.

Items Sold

721 million

Independent sellers in New York sold more than 721 million items in 2023.

