



Interview ▶ Success on a platform like Amazon



Jaime Harrys is a young entrepreneur from Asturias (Spain) who came to live in Andorra three years ago. From an early age he showed interest in the world of business and began to work and strive to achieve his goals. He defines himself as an entrepreneur by nature, very obsessive with his work and a lover of sport and life. He loves going to good restaurants, especially if they have good meat, going on bike trips and skiing on the slopes of the Principality. The three words, said by him, that best define him are: enterprising, obsessive and 'enjoy'.

–You talk a lot about entrepreneurship, what were your beginnings in this world?

–I started doing business since I have the use of reason. There are people who say that an entrepreneur is born or made, I am in contact with a lot of people who set things up, because that is who I really get along with and feel that feeling and connect with them even if I don't know them. I have seen entrepreneurs who were made and others who were born. I am one of those who are born there and have been from the beginning. From a very young age I sold chewing gum at school, then when AliExpress appeared I started buying caps from China and sold them to my friends for three times the price, I had a skateboard brand when I was only 14, more later I dedicated myself to buying and selling bicycles and then to the trading sector. I see entrepreneurship not as a job or a way to make money, but as a way of life. I transfer it to all areas of my life. I always think about how things are and how they can be made better. And I don't do it for the money, because when you do your job well, have a good vision and are well educated in this aspect, the earnings come by themselves. I am entrepreneurial as a feature of my character and not just as a businessman.

–The fact that you don't do things for money, but do them for you as a person, is very important. What is the difference between doing it for one thing or the other?

–I'm reading a lot of interesting books about this and it's that when you focus on the end result things don't get done so well, in the end you have to focus on your principles, your values, on doing things in the best way. When you do that, the end goal becomes irrelevant. If you think "I'll be happy when I have so much money" that's when frustration comes, because you don't enjoy the journey but you're focused on this end without realizing that you'll reach this goal, this amount of money and you'll see that you're the same as before. For this reason, the most



Jaime Harrys

Entrepreneur

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important thing is to know who you are and how you want to act and never lose the values you have as a person for money. The purpose in life is to be happy, money is a tool to be able to help other people and to be able to live your life the way you want to live it.

–You started in the offline world, moved to the online world, but then Amazon arrived. How did you get hooked on this platform?

–The story is very funny. I was dedicated to the traditional e-commerce model; I had my website, I was promoting it on the networks, but I saw that advertising on the networks was getting more and more expensive and it was getting harder and harder to attract customers. I didn't know how to do it for climbing and one day I was with my father and he was very happy, because he had just received a drill from Amazon, I didn't understand how my father had bought on the internet with the ignorance of people of a certain age who thought they were being scammed by buying online.

I stared at the scene and thought that if my 60-year-old father who had never shopped online was able to do it on Amazon, by signing up and comparing products, anyone could do it and I believed that that was the revolution. I saw how traditional e-commerce by independent websites was moving to a company that was becoming the largest shopping mall in the world. On external websites I observed that only those that were more of an experience or more luxurious products would survive, as these do not work on Amazon. I realized that the business was going in that direction and that there was a trend that could go up, with all the warehouses that were being set up in Spain, the customer experience that was wonderful because of the speed of the shipments, etc.

–And how did you enter this world?

–When I started looking, I discovered that more than 60% of the products that are sold on Amazon are not sold by them, but by ordinary sellers. Amazon really is a marke-

ting and logistics company. For sellers, it's having a store window in the world's largest shopping center for 39 euros a month, which is what the fee costs. Then they take 15% of each sale, but they take you to the customer and take care of all the shipping and with much cheaper rates than you could get on your own.

–What was the first thing you sold on Amazon?

–They were DIY organizer boxes. DIY is a very interesting category and I saw a good way to differentiate my product from the competition. If you sell black cell phone cases you have too much competition. Instead of a black case you have to sell a case with something that sets it apart from the rest. There are endless articles and also tools that help you see the products that bill the most and with which keywords they are positioned.

–There is a lot of ignorance about the world of info products. What are they and how are they sold?

–The word comes from information

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ing people's interest, I set up Vezzos Academy. We wanted to teach and learn how to sell on the platform in the fastest, easiest and least risky way. Right now we have a business school focused on Amazon and also an agency where we help companies sell on the platform. We teach end customers, and more and more companies are selling that want us to do consulting for them. A few years have passed since my father's drill and I have been able to set up a company with 25 people, and we are hiring talent that comes from other companies.

-What do the people who finish the course and start applying the knowledge tell you?

-There are two types of people. Those who say they are committed and then you see they are not and those who really are and put in the desire and hours. We have people who have invoiced more than 400,000 euros in the last year and who are buying their first house thanks to Amazon. This is not everyone, as it is a business and you have to work.

-What is the future of Amazon?

-Amazon covers online consumption. Right now my boss sees nothing beyond internet commerce, nothing that can replace it. Of course, those who sell exclusivity and experience have no place on Amazon, but if you're looking for good value for money, there's nothing that can beat it.

-How do you see Andorra in terms of entrepreneurship?

-Andorra is a paradise. I come from Asturias where I have everything and good food, but there I lacked things that I have found here. Nature already had it, but here, in addition, I have many ski slopes and they are three minutes from the house. And the best thing is that of people who are congregating in the country. Not in my wildest dreams could I have expected to be living in a place like Pal, watching people ski down the slopes from my window, living without noise, only the dogs, and above all being able to ski down the slopes with three friends who have succeeded with their businesses and to be able to talk with them about possible things to do. Afterwards, go to lunch and finish at the

and product and is a training tool. Right now there is knowledge that you can't get in college. For certain jobs, yes, but selling on Amazon successfully is not something you learn at university. In this business, what counts is what is done now and the people who can teach you about it are people who are doing this at the moment. My first step was to achieve success on Amazon and then, se-



►► Jaime Harrys with his quad bike.

Hermitage spa.

There is no place in the world where you can do all this. In addition, here we must add the good conditions of the Principality for people who open businesses.

-Do you think there is an ecosystem of young people eager to do things?

- It is indisputable. I came three years ago and there is a calling effect. People attract people and in the end there is a virtuous circle. The country has a duty to retain all the talent that is coming by making thi-

ngs easy for them. Here in Andorra there is the best of every home and being surrounded by people like that motivates you to do more. I've always thought that negative feedback only attracts negative things, and when it's positive things, it makes you want to do more.

-What is your secret to success?

-The secret is persistence and thinking that when things go wrong it's not all my fault and when things go well it's not that I'm the best either. There must be balance and cons-



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«The four most important pillars of my life are personal development, sport, work and relationships»

tancy. Cycling and long-distance sports have helped me with the issue of consistency, as the business world is a much more difficult sport than cycling. Emotionally, it is very hard, because one day you are the best and another day you are in misery. This makes you work hard on yourself and your mind. If you don't do this internal work it is impossible to succeed.

-How is your day to day?

-A few months ago I changed my routines. I have four pillars in life: personal development, sport, work and relationships.

Every day I have to put a little of each ingredient, so that my life is complete and I can be happy. When I wake up I read while I make coffee, then I do sports for two hours, either cycling, skiing or going out on the quad bike. At 12:00 I start working from home and schedule meetings with a view of the mountains and the sun coming in through the window, in the afternoon I continue working and studying and later I take the opportunity to meet friends. I've identified that if I didn't do one of these things, my day wasn't as good and it affected my work. When you reach money goals, you realize that money doesn't make you happier, it can even make you unhappy. ≡

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