



5 Critical Elements of a Red Hot Product Opportunity

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These 5 elements provide the perfect blueprint for selecting viable, profitable products.

This Guide Covers:

1. Best Seller Rank (BSR)
2. Number of Reviews
3. Price
4. Private Label Potential
5. Profit Margin

1. Best Seller Rank

Best Seller Rank (BSR) is Amazon's way of ranking their products. Think about it this way: It is the demand for the product on Amazon. An item's BSR calculation is based on Amazon sales, and is updated hourly to reflect recent and historical sales of every item sold on Amazon.. BSR gives buyers and sellers an idea of how many people are buying a particular item.

BSR is ranked by number, with #1 being the highest number of sales (or, highest demand). **Each top-level category has its own BSR**, and these are the numbers that you will primarily be concerned with.

You will see the phrase "Primary Product" used in this ebook, and it is

one we use while searching. Basically, it is the **first opportunity of a specific product**.

2. Number of Reviews

Amazon product reviews are built over time, and products with lots of reviews are much harder to compete with.

So, try to find a product with good BSR and a low number of reviews.

3. Price

Find a product that sells for Rs.500 to Rs.1500. This ensures that your profit margin is high enough. Selling a lower-priced product can make your profit margin too low to allow for your advertising and promotions.

4. Private Label Potential

Make sure that the product you are looking at can be sold **by you, as your product, under your own brand**. This allows for much greater expansion and scaling as your business grows.

5. Profit Margin

Do not plan to sell at the lowest price on Amazon—make sure you are aiming to sell at a **premium** price. Rather than engaging in a “race to the bottom,” take every step in this ebook, and you will be able to compete with a better product, at a higher price, and increase your own profit margin. We recommend aiming for a minimum of 25% when it comes to your profit margin.

You will have a better idea of your exact profit margins once you start talking with your suppliers, but it is still possible to estimate those margins.

Take the time to go back through this guide, and make sure you have a good understanding of what makes for a profitable product.

