

**PROFITABLE**

**PRODUCTS**



**amazon**



**FIND AND EVALUATE  
BEST PRIVATE LABEL PRODUCTS  
TO SELL ON AMAZON FBA**



**AMAN A S**

# **Profitable Products**

**How to find and evaluate best private label products to sell on  
Amazon FBA**

**By  
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## **Inside of this Book, You'll learn...**

- ✓ *Three times as many buyers search for products to buy on Amazon than Google. What if you knew how to rank on Amazon? [Intro]*
- ✓ *How I got out of \$100K debt and built a business on AUTOPILOT that brings in over \$10K every single month. [My Story]*
- ✓ *You will understand how Amazon Product Search A9 Algorithm works. [Fundamentals]*
- ✓ *Learn how you can optimize your products for these top Seven Customer satisfaction and retention Factors.*
- ✓ *Learn how you can optimize your products for these top Eight Conversation Rate Factors.*
- ✓ *Learn how you can optimize your products for these top Eight Relevancy factors.*
- ✓ *Few more Ideas to rank your products on Amazon*

**A Quick Note:**

Before you begin, let me offer you some insight.

I purposely made this book is really short. Don't let the size of the book discourage you. Trust me, you are about to receive such knowledge in product research methodology, that most of the expensive \$300 teaching programs don't even deliver. If you have followed any of these programs, you must have noticed they recycle the same technique over and over. The only thing all these self-proclaimed experts advocate for is to visit Amazon and research the top 100 in every category. By doing that, most people get screwed because all they get is the same product, which eventually saturates the market. On the contrary, my book will teach you 7 research methods that can make your private label products business flourish.

Next, besides concentrating on product research, I will make sure you get the best available checklists to use when doing your product evaluation, to save you your valuable time and resources.

Finally, you should be open-minded and employ logical sense when you selecting your products. I will be equipping you with all the guidance and assure you that 9 out of 10 times, my guidance will help you emerge unharmed.

## **Introduction**

Thank you for downloading my book. I will teach you my 7 research methods that most e-commerce professional don't even knows how to use.

I will also provide you with a set of guidelines to follow when you select products to include in your private label empire.

Researching your products is the most essential aspect of your online business. Good products with substantial demand in the market will let your business develop from making up to 2.5 lakhs or even 5 lakhs every month!

You should invest time in researching your products. Following next, is a summary of the features that make an excellent product and the reasons behind them.

In the end, you will get the detailed appraisal procedure for maximizing your success with product selection.

## **The features that makes an excellent product –lineup**

First thing first. Doing product research is essential, but to search for something, you have to know what it is exactly that you are looking for. In other words, discovering what features must a product have to be awesome?

These are the characteristics I hunt for, while researching my products:

### **1. Can you sell it on Amazon?**

A check I usually do first – is this product allowed to sell on Amazon? Amazon is a great platform to start, so searching for something you can sell there is a good idea. Some of the great products are in restricted category, so please check before going further.

### **2. The 4-5x rule**

Your product should be priced four to five times its cost per unit, either from manufacturing or from outsourcing.

For example, a product which is listed on Amazon for \$25 must have a maximum cost per unit of \$6.25. You have to account for the hidden costs, such as Amazon commission, private labeling, packaging and shipping, marketing and so forth, which can add up to \$13 per unit. By selling at \$25, you make a \$5.75 profit per sale.

### **3. Don't sell too low: Choose a selling price between ₹500 and ₹1500 if you want to make money**

Most of the times I won't go for product that sell cheaper than ₹500 because there is little chance to make a good profit at that price point. I prefer to invest my resources in discovering products that will return my investment with higher margins. And if you go for higher priced item, your initial investment will be higher in terms of purchasing inventory and implementing marketing strategies. The ideal price point to start with is between ₹500 and ₹1500.

### **4. Choose light-weight, modestly-sized, easy-to-ship products**

This is an essential rule and it's particularly important for beginners in the field. You can't imagine how much of your profits will end up spent on shipping charges; even more for large and bulky items. Believe me when I say that, leave those for later and focus on the small and light stuff.

That doesn't mean that you should dismiss all potential opportunities based solely on size and weight. Just ensure that the math adds up,

profit-wise. As far as I am concerned, you shouldn't bother with a net margin anything below 30 percent.

## 5. Does it have private labeling potential?

This does have to do with how you want to run your business, of course, but using private labelling is a pretty good way to boost your business and build your brand. Aside from securing higher sale profits, having a brand allows you the option to sell your business in the future for millions. I strongly recommend private labeling as your business model; this is how I made all the money in my business.

## 6. Choose a product which has lower than 1000 Amazon Best Seller Rank in their main category and don't consider the sub-category ranking (BSR is on the product listing page).

If, for example, you wish to sell a product like this on the "kitchen & dining" category you do the following:

4 Bend Stainless Steel Straws fits 20 oz & 30 oz Yeti Tumbler Rambler Cups - CocoStraw Brand Drinking Straw  
by CocoStraw  
★★★★★ 110 customer reviews | 9 answered questions

List Price: \$19.99  
Price: **\$9.69 & FREE Shipping**  
You Save: \$10.30 (52%)

**In Stock.**  
**Estimated Delivery Date:** Wednesday, March 9 when you choose Two-Day Shipping at checkout.  
Ships from and sold by RawNori.

- CUPS NOT INCLUDED! Straws ONLY - 4 pack of "bend" straws + 1 Cleaning Brush
- Fits 20 oz & 30oz Yeti Lid, 4qty Premium "Bend" Stainless Steel Drinking straws that fit in the lid of the Yeti Rambler Tumblers
- Other Stainless Straws will NOT fit in the Yeti cup top, they are too wide!
- Dishwasher Safe, Elegant Brushed Stainless Steel Drinking Straw fits both 20 oz and 30 oz Rambler To Go Vacuum Mugs
- 9.5" length is for both the 20oz and 30oz Tumblers as shown in photos, CocoStraw Brand, the #1 brand of S/S Straws - Premium Quality

- First you search your product by name on Amazon.
- Pick the top products and look at their product pages.
- Their BSRs should be, for the first one up to 1000 and the second up to 3000.

### Product Details

**Product Dimensions:** 9.5 x 0.2 x 0.2 inches

**Shipping Weight:** 2.4 ounces ([View shipping rates and policies](#))

**ASIN:** B018K38ZWI

**Item model number:** ONX-4

**Average Customer Review:** ★★★★★ (110 customer reviews)

**Amazon Best Sellers Rank:** #296 in Kitchen & Dining (See [Top 100 in Kitchen & Dining](#))

✗ #4 in Home & Kitchen > Kitchen & Dining > Travel & To-Go Drinkware > [Travel Insulated Tumblers](#)

✗ #13 in Kitchen & Dining > [Glassware & Drinkware](#)

## 7. Avoid "me-too" products

For instance, take the product from our previous example, the “Yeti Tumbler”. Based on BSR alone, it looks like a leading seller. But, wait, it’s a me-too item: There are thousands of virtually identical products!

It still is possible to make money on such a product. However, it will require exceptional marketing skills to pass all the competition and rank ahead of them on the search results. If you have what it takes, then there is no harm in trying. Combine it with an impressive USP (Unique Selling Proposition), you must think how you can make it LITTLE DIFFERENT than your competition and you may even have a winner.

One more thing to have in mind, Remember what I wrote in my intro? Most people doing e-commerce are only taught to search Amazon’s top 100. All these people really believe that this is all it takes for a product to start selling. Think about it: The ARMIES of people considering to add this product to their portfolio because of this. Do you want to be one of them? I don’t think so.

### **8. Prefer Evergreen**

Most of the times I prefer going with items that sells steadily all through the year, rather than hunting for season opportunities.

### **9. Consumables\***

Not a strict requirement, although it is rational thinking to sell products that are “consumed”; you’ll get more repeat buyers that order periodically rather than one-time customers.

### **10. Product that you really like\***

This isn’t a strict requirement as well. However, it’s more future-proof to start selling goods that you actually like and find useful. Also, selling products you believe in makes work more fun.

### **11. Beware of the review count on Amazon—should not exceed 300 for first and 200 for second and third products**

Positioning against products that have more than 300 reviews is something I usually avoid. However, if you are confident in your product and you believe you can outrank them, then by all means, go for it.

Things change if marketing is your field. If you intend to invest time and effort in marketing, then the review count shouldn’t worry you

much. After all, it is an indication that this particular market is large, with lots of potential customers, which is a good thing.

## **12. Merchant Words (Merchantwords.com)**

Merchantwords is a meta-crawler, a search engine that summarizes data from Amazon.com and other search engines and gives you an estimate of the popularity of various keywords. The result is not spot on, regarding accuracy, but it's a pretty good projection. I personally select my basic keyword so as it gets 10 thousand searches minimum on merchantwords.com.

The drawback is that it's not free; it charges \$30 a month, but if you google around, you are very likely to get \$9 coupons. Try it out and see.

## **13. Does this product it can be improved.**

Perhaps the products already present in your chosen category are awful; that's magnificent news for you! Bring a superior product to the niche and automatically gain better market placement and all else come along. You should always check for improvement potential in the market you are interested in.

This feature is probably the most difficult to master. For starters, focus on what consumer want and need and pay particular attention to the reviews, especially the bad ones. The most useful information comes from them.

That's about it with the product checklist. Let's move to the next segment, which is how to organize your research.

## Organizing Your Product Research.

In this job, being organized is the secret to success. Let's start with a little exercise; create an excel file with the following column headings:

- Product page link on Amazon
- Selling price
- Basic keyword
- BSR
- Review count

While compiling your catalogue of products, please put everything in that excel file. Don't stop until you gather at least 30 items to be evaluated. Take my word for it. Don't get lazy and please invest some time into your research.

Our working hypothesis is, if my niche is Kitchen & Dining and I've discovered a product that corresponds to my features list (you'll learn how to get ideas for new products in the following chapter).

**Now, this is important: All items that you'll list in this Excel fit your "excellent product" criteria that we have talked about in the previous chapter. Remember, be rational and include all the goods that come close to our standards, no need to be too strict!**

Let's return to our example. Take note, this is not a perfect product; I am just using it for educational purposes so that you can learn how to organize your research information. Try to follow my instructions carefully.

The product we are using for example is "Lemon Squeezer" and is actually a tool used to juice out lemon.

I begin with Amazon search and browse the results.

I click the first three search results and search for their BSR on their pages. Provided it meets my criteria, I enter it in the excel.

Item #1

### Product Details

**Shipping Weight:** 1 pounds ([View shipping rates and policies](#))

**ASIN:** B00L5G2074

**Average Customer Review:** ★★★★★  (1,439 customer reviews)

**Amazon Best Sellers Rank:** #561 in Kitchen & Dining ([See Top 100 in Kitchen & Dining](#))

#3 in [Kitchen & Dining](#) > [Kitchen Utensils & Gadgets](#) > [Fruit & Vegetable Tools](#) > [Manual Juicers](#)

**Product Warranty:** For warranty information about this product, please [click here](#)

Item #2

### Product Details

**Shipping Weight:** 15.2 ounces ([View shipping rates and policies](#))

**ASIN:** B017R0FFE6

**Average Customer Review:** ★★★★★ (289 customer reviews)

**Amazon Best Sellers Rank:** #1,048 in Kitchen & Dining ([See Top 100 in Kitchen & Dining](#))

#1 in Home & Kitchen > Kitchen & Dining > Small Appliance Parts & Accessories > **Juicer Parts & Accessories**

#1 in Kitchen & Dining > Cookware > **Sauciers**

#4 in Kitchen & Dining > Kitchen Utensils & Gadgets > Fruit & Vegetable Tools > **Manual Juicers**

### Item #3

#### Product Details

Color: Silver

**Product Dimensions:** 7 x 2.4 x 1.6 inches ; 10.9 ounces

**Shipping Weight:** 14.1 ounces ([View shipping rates and policies](#))

**ASIN:** B011TWNB62

**Item model number:** LEMON SQUEEZER 0624 SLIVER

**Average Customer Review:** ★★★★★ (216 customer reviews)

**Amazon Best Sellers Rank:** #1,651 in Kitchen & Dining ([See Top 100 in Kitchen & Dining](#))

#1 in Home & Kitchen > Cleaning Supplies > Household Cleaning > Cleaning Tools > **Caddies**

#1 in Kitchen & Dining > Kitchen Utensils & Gadgets > Fruit & Vegetable Tools > Potato Mashers & Ricers > **Potato Mashers**

#5 in Kitchen & Dining > Kitchen Utensils & Gadgets > Fruit & Vegetable Tools > **Manual Juicers**

This is how the excel file would look like:

	A	B	C	D	E	F	G	H	I	J
1					Best Seller Rank			No of Reviews		
2	No.	Product Page link	Price	Keyword	Product #1	Product #2	Product #3	Product #1	Product #2	Product #3
3	1	<a href="http://www.amazon.com/BelleM">http://www.amazon.com/BelleM</a>	19.95	Lemon Squeezer	561	1048	1651	1439	289	216

Notice that the review count fails to meet my “>300” criteria that I advise beginners to follow. However, this item passes all the rest criteria. This is a good example of what I meant earlier about not being too strict. Nobody can guarantee that this item will sell big, but I do think it has a pretty good chance.

I suggest you browse back to the previous chapter and read the feature list again if you don’t feel confident enough. Then, resume your research.

Repeat the cycle until you gather at least thirty items. When we talk about evaluation further down the book, you will learn how to narrow your list down to three products.

In the next chapter, you’ll learn the 7 ways to come up with great ideas for your next product.

## 7 Ways to research your product efficiently

In this chapter, I am going to teach you the seven ways of doing efficient research for your products and come up with cool ideas for your item list.

Out of all the ways, none is better than the others. In the end, it all comes down to how well you know your market and how good are your marketing skills. This is a point I can't stress enough; you must become a good salesperson. Don't get me wrong, I am not implying that you should become a sales guru. You should, however, need to know the essential rules of marketing and, in particular, those that can boost YOUR product's sales to the sky. This is a technique termed "direct response marketing", which I will not go through here, but you should learn nonetheless. Trust me when I say, it's the most valuable skill you can master.

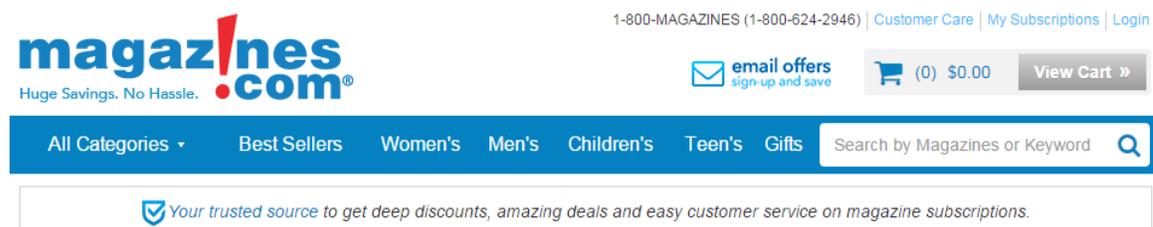
Alright then, let's get on with our idea generating tutorial:

### 1. Magazines

Contrary to popular belief, I don't rush myself to Amazon's search bar to discover the top one hundred products. Instead, I fancy hunting for ideas in books and magazines.

The first and easiest way is to go to a newsstand or a bookstore and learn from the employees which books and magazines sell the most.

Alternatively, by visiting [magazines.com](http://magazines.com), you can check out which markets correspond to the highest magazine sales. Then, you can do research in depth and discover what is hot in sales at that given time.



The screenshot shows the top portion of the [magazines.com](http://magazines.com) website. The logo features the word "magazines" in blue with a red exclamation point, and ".com" in red below it. To the right of the logo is the tagline "Huge Savings. No Hassle." and a navigation menu with links for "1-800-MAGAZINES (1-800-624-2946)", "Customer Care", "My Subscriptions", and "Login". Below the logo is a blue navigation bar with categories: "All Categories", "Best Sellers", "Women's", "Men's", "Children's", "Teen's", and "Gifts". To the right of these categories is a search bar with the placeholder text "Search by Magazines or Keyword" and a magnifying glass icon. Above the search bar, there is a promotional banner for "email offers" with a checkmark icon and the text "sign-up and save". To the right of the banner is a shopping cart icon showing "(0) \$0.00" and a "View Cart" button with a right-pointing arrow. Below the navigation bar is a white box containing a blue checkmark icon and the text: "Your trusted source to get deep discounts, amazing deals and easy customer service on magazine subscriptions."

At the same time, you can make notes on the items that have advertisements in the magazines themselves. What I do is check if it is possible to do private label?

The secret of success with this method is to cover the biggest variety of topics possible. If for example, you are looking a basketball magazine, you should be thinking "hey, since I am reading this, either

I love watching basketball or I play basketball. So, what would I buy? Would it be a headband, clothes, flags, maybe recovery tape?"

There is no limit to where this can go. All you have to do is ask the right questions and try to visualize yourself in the reader's place.

## 2. Niche Retail Market

Building on the previous method, you can carry on with the one I am about to teach you now.

Supposedly you selected the category "Kitchen & Dining" that we also covered in an earlier chapter. The next step would be to go to Google and do a search for retailers that are already selling their items in that particular niche. Then, browse the results and visit their websites to check out the sub-categories and which brands they prefer to sell. Always have private labelling in mind! If they can do it, then so can you.

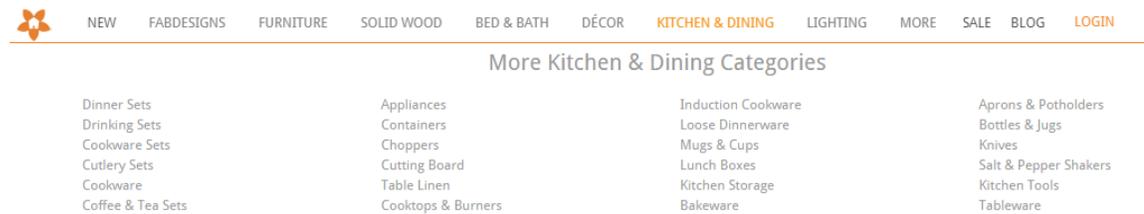
The screenshot shows a Google search interface with the query "kitchen and dining online shopping". Below the search bar, there are navigation tabs for "All", "Images", "News", "Maps", "More", and "Search tools". The search results indicate "About 10,80,00,000 results (0.64 seconds)". A sponsored section titled "Shop for kitchen and dining online... on Google" features five product listings:

Product Name	Price	Retailer	Special Offer
IndianHub Six Seater Dining	Rs. 32,500.00	Amazon India	
Attractive Melamine ...	Rs. 155.00	ShopClues.c...	
Olenna Dining Kit   kitchen ...	Rs. 34,545.00	At Home	Special offer
24 Pcs Melamine ...	Rs. 349.00	ShopClues.c...	
Dine Time Taj Dining Set Of ...	Rs. 999.00	Infibeam.com	

► [Kitchenware Online – Buy Kitchen & Dining Accessories ...](http://www.fabfurnish.com/kitchen-dining/)  
[www.fabfurnish.com/kitchen-dining/](http://www.fabfurnish.com/kitchen-dining/) ▼  
Buy kitchenware, kitchen & dining accessories, kitchen utensils and items online from ... So, enjoy your online shopping experience at FabFurnish.com.

[Kitchen & Dining - Overstock Shopping - The Best Prices ...](http://www.overstock.com)  
[www.overstock.com](http://www.overstock.com) › [Online Shopping](#) › [Home & Garden](#) ▼  
Kitchen & Dining: Free Shipping on orders over \$50 at Overstock - Your Online Kitchen & Dining Store! 6 or 12 month special financing available. Get 5% in ...

Pick any category or the #1 in sales for all that matters, and note which items are top in sales.



The purpose of all this is to discover products that you can private label. If you find one, then you can go on Amazon and research it to see if it fits your “excellent product” criteria.

This is a process that you have to do again and again, with the purpose to fill your excel sheet with the right candidate products in your portfolio. It doesn't even have to be about a single niche, you can mix all available niches. Exploit Google and it will serve you well. But ultimately when you are rolling out your products it should be in one single niche, so that you will have big brand image in your customers mind.

### 3. Various Retail Stores

One other great approach is to hit all big retailers and note their top selling products. Go to Walmart, for example, and browse through their offerings. Talk to the employees and find out what sells best. Apart from retail giants like Walmart, independent local retail stores can be a valuable ally as well; for example, fitness gear and related products. A good strategy to get more information would be to make a purchase, instead of just looking around.

### 4. Google Keywords

<https://adwords.google.com/KeywordPlanner>

Google Keyword Planner (GKP) is probably the best way to do keyword research. I like to put relevant words into the search bar (e.g., buy online, review, where can I buy, for sale, etc.) and GKP suggests related keywords. Not everything that comes out of GKP can be used immediately, so you need to work a bit harder and search deeper. However, you will most probably fish for some great niche suggestions by looking at the bigger picture. Take a look at the example below.

Home Campaigns Opportunities Reports **Tools**

Your product or service

kitchen and dining Get ideas Modify search

Keyword (by relevance)	Avg. monthly searches	Competition	Suggest
dining room tables	60,500 High	95.36	- >>
dining room chairs	60,500 High	119.87	- >>
kitchen tables	40,500 High	90.36	- >>
dining room furniture	22,200 High	124.37	- >>
dining table sets	33,100 High	117.61	- >>
dining sets	27,100 High	106.40	- >>
kitchen table	33,100 High	74.68	- >>
kitchen furniture	18,100 High	87.19	- >>

## 5. Reverse engineer the supplier

That's a real secret weapon! Less than 1% of your e-commerce competitors know how to use this method. I may not have substantial proof of that claim but, trust me on this, most of them are clueless.

Here is how it works: First, go to Alibaba.com, which is the biggest online supplier directory for all kinds of products, and then browse through the categories to find items that can be manufactured and privately labelled.



This is an enormous amount of work, you can literally dig here for hours.

After you find a product that clings, you do the process I taught you earlier: go to Amazon, research it and see if it meets the right criteria to earn a spot in your excel sheet.

## **6. Amazon Top 100**

See how I waited till number six for this one? Don't get me wrong, I think it is an awesome method but you are wrong to believe it's the only one you need for your research.

To get to the top hundred bestsellers in Amazon.com, in Google's search bar type in "Amazon best sellers" and you will get this in the first place

<http://www.amazon.com/Best-Sellers/zgbs>

It is best if you looked the top 100 on several categories and note which items appear multiple times. For example, if you discover a "Lemon Squeezer" that appears twice on the best sellers listing, it is probably worth it to research it further.

Do the same in as many categories as you can. Check their Best Sellers Rank, review count and every other feature I taught you that makes an awesome product.

## **7. Amazon Top 100-1000**

This is somewhat confusing part since Amazon doesn't even have such a listing. Don't worry, I'll explain what I mean right away.

When you get to Amazon's top 100 list, then you can go to their respective subcategories, pick a few items and check their Best Seller Rank manually.

For example, Once you click this link <http://www.amazon.com/Best-Sellers/zgbs>. Now you will be on this page, this will list all the departments or top level categories on Amazon and by clicking any one of the category you will get the top sellers in that particular category.

## Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

### Any Department

- Appliances
- Appstore for Android
- Arts, Crafts & Sewing
- Automotive
- Baby
- Beauty
- Books
- Camera & Photo
- Cell Phones & Accessories
- Clothing
- Collectible Coins
- Computers & Accessories
- Electronics
- Entertainment Collectibles
- Gift Cards
- Grocery & Gourmet Food
- Health & Personal Care
- Home & Kitchen
- Home Improvement
- Industrial & Scientific
- Jewelry
- Kindle Store
- Kitchen & Dining
- MP3 Downloads
- Magazines
- Movies & TV
- Music
- Musical Instruments

### Toys & Games

> [See more Best Sellers in Toys & Games](#)

1.



Cards Against Humanity by Cards Against Humanity LLC.  
★★★★★ (29,999)

2.



Green Toys Ferry Boat with Mini Cars Bath tub Toy, Blue/White by Green Toys  
★★★★★ (661)

3. ↑



Hide N Squeak Eggs by TOMY  
★★★★★ (1,024)

### Electronics

> [See more Best Sellers in Electronics](#)

1.



2.



3.



On this page however Amazon will only display the top 100 best sellers of each category but you are looking for products in the top 1000. To show you this for example, you click on “home and kitchen”.

## Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

### Any Department

- Home & Kitchen**
- Kids' Home Store
- Kitchen & Dining
- Bedding
- Bath
- Furniture
- Home Décor
- Wall Décor
- Seasonal Décor
- Heating, Cooling & Air Quality
- Irons & Steamers
- Vacuums & Floor Care
- Storage & Organization
- Cleaning Supplies

### Best Sellers in Home & Kitchen

1.



Brita Water Filter Pitcher Advanced R...  
★★★★★ (3,910)  
\$13.99  
107 used & new from \$7.05

2.



Ozeri Pronto Digital Multifunction Ki...  
★★★★★ (6,772)  
\$12.14  
106 used & new from \$8.99

3.



Kis Oil'S Top 6 Therapeutic Grade Ess...  
★★★★★ (3,678)  
\$12.95  
9 new from \$12.95

And then we'll go down another level to “Kitchen & Dining”,

## Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

Any Department

Home & Kitchen

**Kitchen & Dining**

Bakeware

Coffee, Tea & Espresso

Cookware

Dining & Entertaining

Food Service Equipment  
& Supplies

Home Brewing & Wine  
Making

Kitchen & Table Linens

Cutlery & Knife

Accessories

Kitchen Utensils &

Gadgets

### Best Sellers in Kitchen & Dining

1.



Sparkle Paper Towels, 24  
Giant Rolls...

★★★★★ (3,572)

\$25.99

3 used & new from \$23.97

2.



Bounty Select-a-Size Paper  
Towels, Wh...

★★★★★ (1,276)

\$28.82

9 new from \$28.82

3.



Brita Water Filter Pitcher  
Advanced R...

★★★★★ (3,910)

\$13.99

107 used & new from \$7.05

And you can see you can keep going down lower and lower and this shows you the best sellers rank on Amazon in their top departments and sub-categories.

**Notice, however, that the particular product we picked for this example is a “me too”—the category is packed with similar products and matching market positioning.** You could still go with it, provided that you can pull through a better USP and marketing. Again, let me point out that you don’t have to choose an item just because I told you so. Rely on your own research, after you make good use of all the skills I taught you.

Never forget the drill: use the guidance to check for required features before you add a product to your top product candidate list.

## **How to evaluate and appraise your Top-30 list**

After compiling your excel sheet with at least 30 items, the next step is to appraise them and cut it down to a bare minimum of 3 products.

To help you through this process, I will give you a YES/NO checklist through which you can quickly weed out all the items that aren't the best fit to our preferences, so you can pick the most profitable product.

This will be a 2-part evaluation. We will do an initial one and a final one.

The initial appraisal, just mark each question with a YES or an NO:

1. Can it be sold on Amazon? (looking for a YES)
2. Can it be private labeled? (looking for a YES)
3. Can its price be above \$10 minimum? (looking for a YES)
4. Would the shipping cost be too much? (looking for a YES)
5. Can it handle a rough time during shipping? Is it hard to break? (looking for a YES)
6. Is there room for more items like this in its niche? (looking for a YES)
7. Can it be sold four to five times its cost price? (looking for a YES)
8. Does the top product in the category have a Best Seller Rank of 2,000 or less? (looking for a YES)

Keep products that get all the answers correctly or miss 1 at most. Disqualify the rest, or keep them for future reference.

After completing this part, your list should be reduced to fewer than 10 items or perhaps fewer than 5, depending on how strict you were during product research. In this case, you can even skip the 2<sup>nd</sup> part of the evaluation process.

Well then, we've reached the moment you've all been waiting for. This is why you bought this book. This is when you get to find out how good these products that can sell like hot cakes.

Read carefully, First write down the 5 most used keywords that your competition uses to draw Amazon customers to their product pages.

For instance, a lemon squeezer would have these as most used keywords:

Lemon squeezer  
Lemon Juicer

Lemon press  
Lemon lime squeezer  
Lemon reamer

How does one discover those? We already talked about it! Merchantwords.com and GKP (Google Keyword Planner) can work it out for you.

When appraising your best 3 items, you should make sure that:

- The 5 keywords you selected must have a minimum of thirty to fifty thousand searches on merchantwords.com
- They have a good best seller rank (less than 1,000)
- They are priced at various price points
- The best items in each category have a very small review count (this means that better products can dominate the market)
- There are maximum two items with a review count higher than 300 (which also depends on your marketing skills)
- Most items have a consistent average review (this shows that there's ample room for improvement)

A good idea is to also check "Google Trends" to find out how the selected niche is trending; is it hot right now or its time has already passed?

You have to do your homework regarding your selected niche category. Once you have a good insight of the market, follow the checklist. If you have done all that, it means you are already with your top three products at hand. Time to move on.

### **Final Step & Conclusion**

You are now at the point where you have your product ideas available. What remains now, is find a way to physically get these products, either by manufacturing them or by outsourcing them; in other words, GET SUPPLIERS.

Why only three products? I strongly recommend you start with only 3 private labeled products, because you can concentrate more these products in terms of quality product listings, implementing marketing strategies and also to reduce your upfront investment. When I roll out a new product; I usually giveaway 100 units for free to reviewers to gain momentum and spike amazon's search algorithm. This cost me upfront investment.

The next segment in the series is a course about finding and effectively negotiating with suppliers. This has been about product research and it is the task you should concentrate on at the moment. Practice the methods and apply the advice I've given you, as you can only gain from it. If you invest the required time and effort and do your best, the result will pay off.

I wish you the best of luck in your endeavors!

Cheers,

Aman A S

## **Thanks You**

Before you go, I'd like to say "thank you" for purchasing my guide.

I know you could have picked up from dozens of books on ranking products, but you took a chance with my system.

So a big thanks for downloading this book and reading all the way to the end.

Now I'd like ask for a "small" favor. [Could you please take a minute or two and leave a review for this book on Amazon. \(Click Here to Leave Review\)](#)

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