



WEEK ONE

PRODUCT RESEARCH

Week One

Product Research



This week you will learn how to:



Learn the process to come up with endless private label product ideas



Do keyword research like a pro



Analyze the competition



Vet your new product idea



Narrow down your list of PL product ideas to a few potential products

Course Outline



Private Label
Product
Research



Contacting
Suppliers &
Getting Samples



Validating
Your Product
with Samples



Negotiating
Your First
Order



Creating &
Optimizing Your
Amazon Listing



Launch Strategies
and Ranking
Organically



Making Sales
with Sponsored
Ads



Getting Traffic
Outside of
Amazon



Products

vs



Niches



What's the difference?



What approach should I take?



Passions vs. Boredom



Sub-cultures

Product Research Checklist



Step 1:
Brainstorming



Step 2:
Restrictions



Step 3:
Market
Analysis



Step 4:
Keyword
Velocity



Step 5:
Market
Intelligence



Step 6:
Stress Test
Recap



Step 7:
Sourcing on
Alibaba



Step 8:
Product Research
Workbook



STEP 1

Brainstorming

STEP 1:

Brainstorming



Sub-Reddits



Look around
your house hold



Sponsored
Ads



Other seller's
private label
products



Hobbies and
interests



Tradeshows

Amazon's Best Seller's List -

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

Amazon's Movers & Shakers List -

<https://www.amazon.com/gp/movers-and-shakers>

STEP 1:

Brainstorming



Cont.

Expand keywords using the following tools:



Keyword.io



Amazon Auto Complete



Google Keyword Planner



Google Trends

Product Research Checklist



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STEP 2

Restrictions

Restrictions



Expand keywords using the following tools:



Ensure you are able to sell the product

- Find similar ASIN to the product you want to source and check restrictions within your Amazon dashboard



Patent Check

<https://www.uspto.gov>



Compliance Check

- Product regulations
- Product & testing certifications

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A close-up photograph of a business meeting. In the foreground, a person's hand holds a silver pen over a tablet computer. Another person's hand, also holding a silver pen, points at a document on the table. The document features various charts, including a pie chart and a bar chart, along with text. The scene is set in a professional office environment.

STEP 3

Market Analysis

STEP 3:

Market Analysis



- Amazon search results
 - No more than 4 competitors with over 100 reviews
 - No less than 2 listings for competing product
 - Are competitors also private label sellers?



Use Jungle Scout chrome extension to estimate sales data of competitors

- Minimum of \$5k in revenue per month average of top listings

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STEP 4

Keyword Velocity

Keyword Velocity



Expand keywords using the following tools:



KEYWORD

Use Merchant Words to uncover additional related keywords

- Minimum of 3 main keywords to target



Estimate the total sum of searches for your product

- (Look for products with >30,000 search volume)



Cross-check search volume estimates with Google Keyword Planner

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Analysis



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Process

Management

Marketing

STEP 5

Market Intelligence

VISION

Market Intelligence



Extract additional data on your potential product

- Top Sellers
- Market Trends
- Viral Launch Analysis
- Cost Estimates (later)



• Product Idea Score, 4 stars or better?

- If no, go back to Step 1
- If yes, proceed to next step

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STEP 6

Stress Test Recap

STEP 6:

Stress Test Recap



Can I sell this product / category?



Are there any patents or special certifications required?



Are there more than 4 competitors with over 100 reviews?

- Is it too saturated?



Are there more than 2 sellers selling this item?

- Is there demand for this product?
- Are the top sellers generating a minimum of \$5k in revenue per month?



Are the sum of related keywords searched more than 10,000 times per month?



How many star ratings does MI data show?

Product Research Checklist



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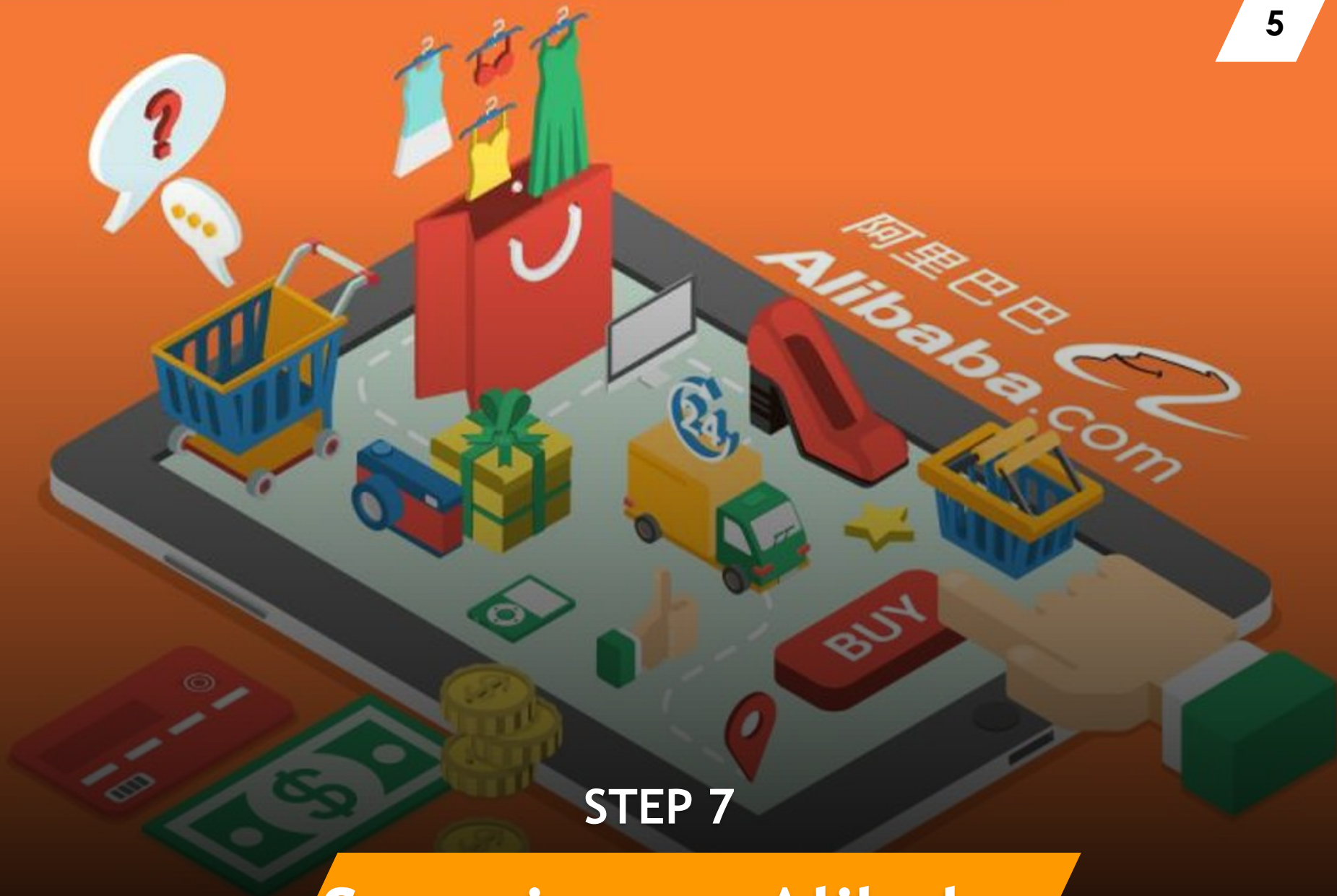
Step 6:
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STEP 7

Sourcing on Alibaba

Sourcing on Alibaba



Expand keywords using the following tools:



- Industrial zones
 - Actual manufacturer or sourcing agent?



- Trade Assurance
 - Extra layer of security for overseas buyers (US!)
 - Buyer can get refund if serious delay in shipping or product specifications are vastly different than what contract states



Estimate cost & MOQs

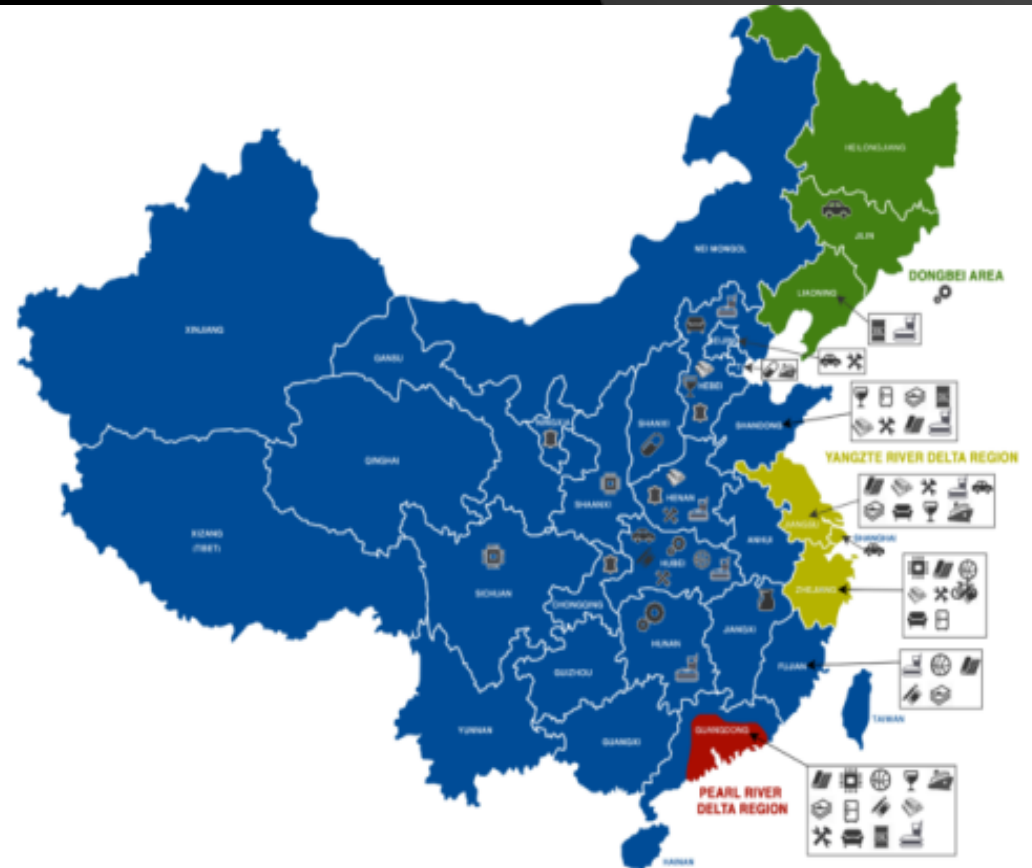


Industrial Zones



Industrial Zones

Map Key	
	= Electronics
	= Textiles
	= Leather & Fur
	= Metals
	= Glass
	= Ceramics
	= Furniture
	= Construction
	= Household Appliance
	= Stationary & Artware
	= Sporting Equipment
	= Papermaking & Printing
	= Machinery Manufacturing
	= Petrochemicals
	= Pharmaceuticals
	= Food & Beverage
	= Motor & Bicycles
	= Automobiles
	= Shipping/Vessel



Industrial Zones

Alibaba.com
Global trade starts here.

Sourcing Solutions Services & Membership Help & Community

One Request, Multiple Quotes | Get the App

Categories

Products mini basketball game

Related Searches: mini basketball hoop mini game console mini basketball adult mini games basketball game set wholesale mini basketball hoop

My Alibaba Orders Favorites

Related Category

Sports & Entertainment
Basketball
Board Game

Toys & Hobbies
Other Toys & Hobbies

Product Features

Sample Order **NEW**

Free samples
Paid samples

Min Order: Less Than
OK

Supplier Features

Supplier by Area

Asia

Supplier by Country/Region

China (Mainland) ^

Guangdong
Zhejiang
Jiangsu
Henan
Fujian
Shanghai

Supplier Types

Trade Assurance
Gold Supplier
Onsite Checked
Assessed Supplier
Transactions via

Products Suppliers

Supplier Types: Trade Assurance Gold Supplier Assessed Supplier

Supplier Location: 2 Regions Selected Past Export Countries: All Countries & Re...

View 1,153 Product(s) Min Order: Less Than Price: - Online Sort By: Best Match

Try the all new Gallery View!

Mini Basketball Shooting Game, Transer Board Game Mini Handheld Basketball Game Toys

US \$1.33-\$1.98 / Piece

50 Pieces (Min. Order)

Size: 11x11cm
Color: Yellow
Material: ABS Plastic
Type: Other Classic Toys
Style: Funny Educational Toy
Packing: Gift box

Shenzhen Ressan Technology Co., Ltd.
China (Mainland) Trade Assurance
Transaction Level:
67 Transactions(6 months) Response Rate
\$ 100,000+

Contact Supplier Leave Messages

Add to Compare Similar Products

2018 Q1 Fidget Basketball Creative Electronic Shooting Basketball Mini Sports Basketball Game with Music and LED Light

US \$1.49-\$1.99 / Set

1 Set (Min. Order)

Size: 13.2*11*11 cm
Material: ABS
Type: Other Classic Toys
Style: Innovative
Packing: Gift Box Packing
Function: Stress Release

Shenzhen Wxhbest Electronic Technol...
China (Mainland) Trade Assurance
Transaction Level:
196 Transactions(6 months) Response Rate
\$ 60,000+

Contact Supplier Leave Messages

Add to Compare Similar Products

Kids plastic music educational toy mini handheld basketball game with music/flash/

Yiwu Shincoo Art & Crafts Co., Ltd.
China (Mainland) Trade Assurance
Transaction Level:

Premium Related Products

Wholesale Kids Mini Capsule Toys Toy Basketball Play Game With Light

sports movable indoor game mini basketball hoop for sale

Basketball Game mini basketball nets

Industrial Zones

Alibaba.com Global trade starts here. Sourcing Solutions Services & Membership Help & Community One Request, Multiple Quotes | Get the App

Categories Products mini basketball game Search

Related Searches: mini basketball hoop mini game console mini basketball adult mini games basketball game set wholesale mini basketball hoop

Related Category Sports & Entertainment Board Game Toys & Hobbies Other Toys & Hobbies Product Features Sample Order NEW Free samples Paid samples Min Order: Less Than OK Supplier Features Supplier by Area Asia Suppliers by Country/Region China (Mainland) Guangdong Zhejiang Jiangsu Henan Fujian Shanghai Supplier Types Trade Assurance Gold Supplier Onsite Checked

Products Suppliers

Supplier Types: Trade Assurance Gold Supplier Assessed Supplier

Supplier Location: 2 Regions Selected Past Export Countries: All Countries & Re...

View: 1,153 Product(s) Min Order: Less Than Price: - Online Sort By: Best Match

Mini Basketball Shooting Game, Transer Board Game Mini Handheld Basketball Game Toys

US \$1.38-\$1.98 / Piece Size: 11x11cm Color: Yellow Material: ABS Plastic Type: Other Classic Toys Style: Funny Educational Toy Packing: Gift box

Shenzhen Rissan Technology Co., Ltd. China (Mainland) Trade Assurance Transaction Level: Transaction Level: 67 Transactions(6 months) Response Rate: \$100,000+ 94.3%

Contact Supplier Leave Messages

2018 Q1 Fidget Basketball Creative Electronic Shooting Basketball Mini Sports Basketball Game with Music and LED Light

US \$1.49-\$1.99 / Set Size: 13.2*11*1cm Material: ABS Type: Other Classic Toys Style: Innovative Packing: Gift Box Packing Function: Stress Release

Shenzhen Wxhbest Electronic Technol... China (Mainland) Trade Assurance Transaction Level: Transaction Level: 196 Transactions(6 months) Response Rate: \$60,000+ 95.1%

Contact Supplier Leave Messages

Premium Related Products Wholesale Kids Mini Capsule Toys Toy Basketball Play Game With Light sports movable indoor game mini basketball hoop for sale

Trade Assurance

Product Research Checklist



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A stack of books is shown on a wooden surface. The top book is black with a red arrow sticker on the cover. A red pen is resting on the books. An open book is visible on the left side of the stack, showing text on its pages.

STEP 8

Product Research Workbook

Product Research Workbook



Two parts to Product Research Workbook:



Phase 1

- Preliminary research and general estimates



Phase 2

- Get more accurate data by completing Amazon's fees, shipping costs & duties
- Narrow down list to 5 products you want to source that have Profit Margin >33%

Weekly Action Items



Find a minimum of 30 products to add to the Excel spreadsheet



Narrow down results and input estimated costs and profit potential



Have 5 products with at least 33% margin **after** Amazon's fees, shipping & duties

Questions?

