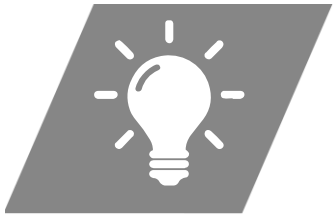
WEEK ONE

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

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STEP 2

Restrictions

STEP 2:

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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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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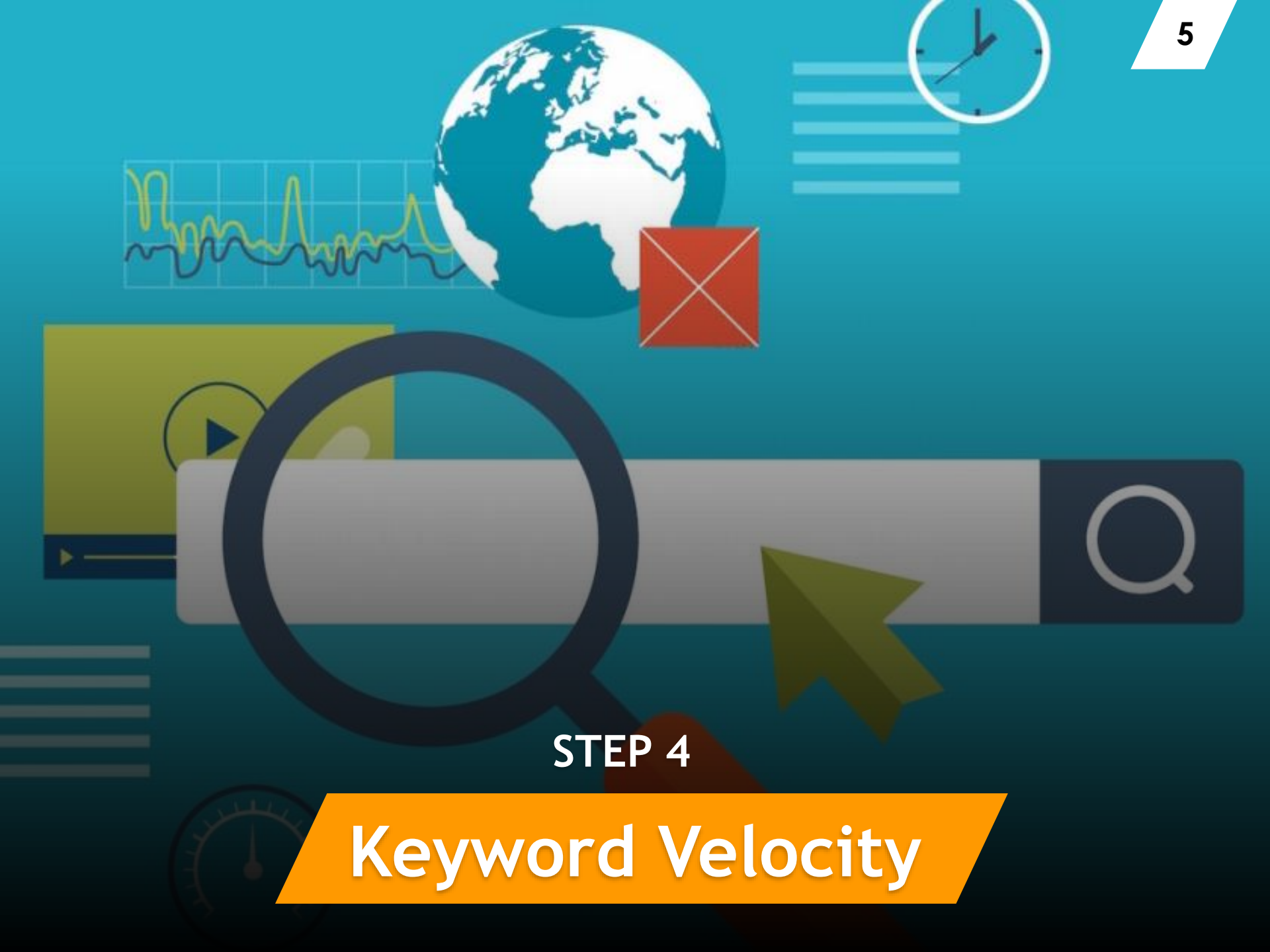

STEP 4

Keyword Velocity

STEP 4:

Keyword Velocity

Expand keywords using the following tools:

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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STEP 5

Market Intelligence

STEP 5:

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?

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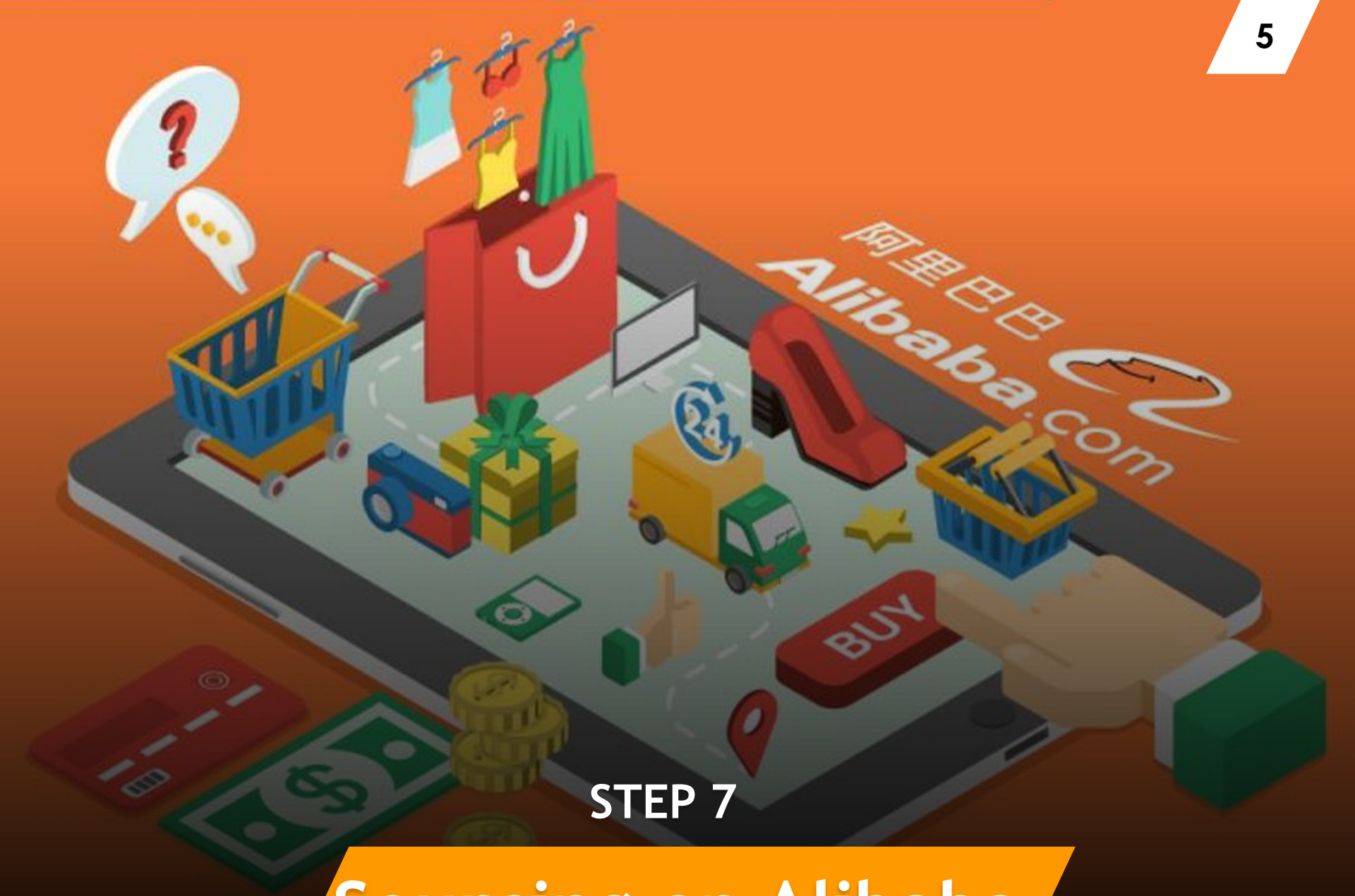


STEP 7

Sourcing on Alibaba

STEP 7:

Sourcing on Alibaba

Expand keywords using the following tools:

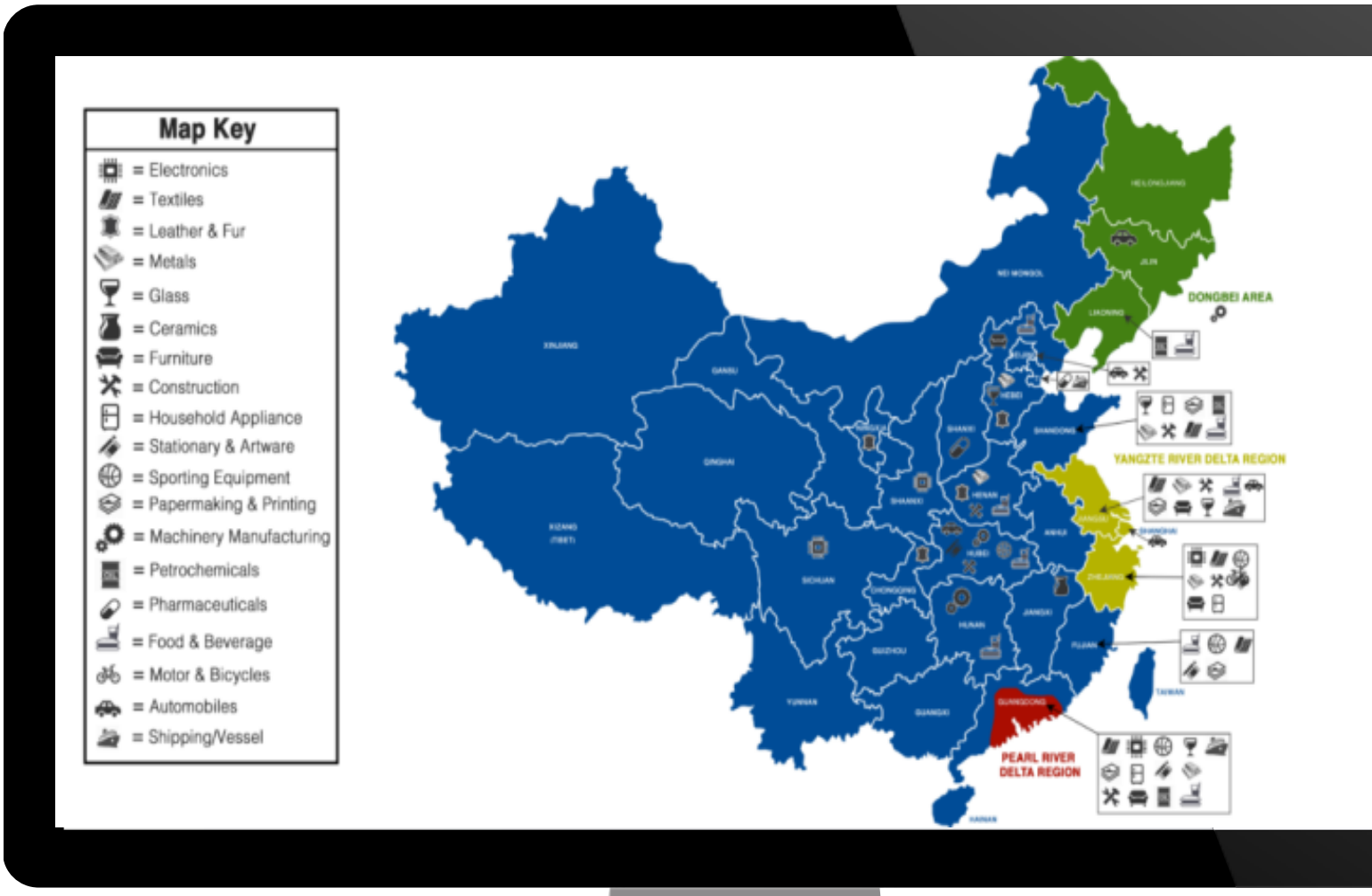
- Industrial zones
  - Actual manufacturer or sourcing agent?

- 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

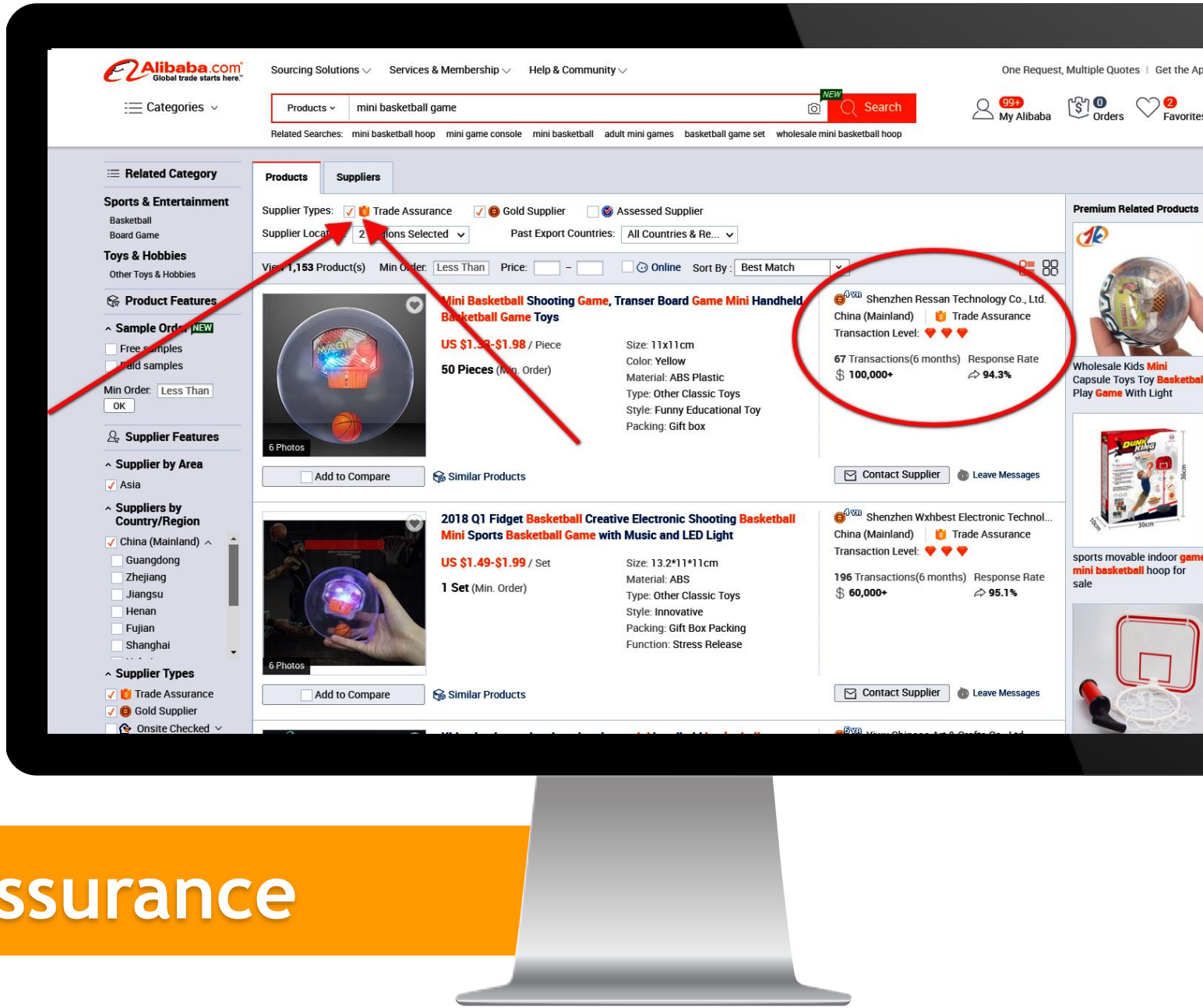
Industrial Zones

Industrial Zones



Industrial Zones

Industrial Zones



Trade Assurance

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Step 8: Product Research Workbook

STEP 8

Product Research Workbook

STEP 8:

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?