**Tools & Tips to Launch an E-Commerce Product**
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**Tools to Validate Existing Product Demand:**
- **Junglescout** - look at sales volume for any search on Amazon
- **Import Genius** - look at import records for everything coming into the country; shipping big weight = selling big volumes
- **Facebook Ad Library** - look up ads that are running on facebook or ig for any brand
- **KWFinder** - look up how much search volume is happening
- **Google Trends** - look up macro trends around a specific topic
- **Shopify Receipts** - buy a product and look at the # on the receipt...all shopify stores start at 1,000, so you can see how many orders have been placed
- **Shopify Traffic** - look up how much daily traffic a specific shopify store has

**Tools to Source A Manufacturer:**
- **Alibaba** - search for suppliers instead of products (look for factories, not trading companies or wholesalers)
- **Verification** - Check for third-party verification from Intertek or SGS group
- **WeChat** - Use WeChat to contact the factories faster than any other medium
- **Build a List** - Create a list of 12 potential factories that have good ratings, have a way to contact them, look legitimate, and are verified
- **Panjiva** – use this to search for the factory and find out what they've exported out
- **Trademark and patent search** – use this to make sure you're not infringing on anyone else's IP before you buy inventory
- **1688.com** – translate the name of your product and then drop it into the search to benchmark the pricing for it
- **Run the picture trick** - Have the factory's sales rep write down your name on a piece of paper and then take a picture with it in the factory
- **Payment terms -** Make sure you negotiate 30% upon production and 70% upon delivery (don't pay until you have a 3rd quality control expert approve of the product)