

All Access Pass Day 8 - what do vacuums, gummies, & chalkboards all have in common?

Week 1 - [Recap](#)

Day 6 - [How 1 Tweet Turned Into \\$1.5M](#)

Day 7 - [Sometimes You Need To Be A Worker Ant](#)

Venture 1 of 3: Raise a \$1m+ fund in 30 days from people I've never met before.

Status: Raised \$1.7M in 8 days, within striking range of our \$2.4M "f*ck yes!" target

Today - we decided to divide & conquer.

Ben is chasing down all the people who were "interested" but didn't close yet. We should be able to get to \$2M just by doing a round of follow-ups. We'll come back to this in our updates in a few days...for now, it's just rinse and repeat on follow up.

Me? I'm switching gears.

The all access pass promised launching 3 different \$1M+ ventures. One was the fund, The second is a digital or information product (coming next), and the third is ecommerce.

I'm a little worried about ecommerce.

Why? I helped my wife start an ecom biz last year - and it took us 6 months to get to market. Finding a product, finding a supplier, getting samples, going back and forth with design iterations etc... this shit takes time.

So I need to start planting seeds for the ecommerce project now, so that it is ready to roll in a couple months.

So today's mission is to plant the seeds for our ecommerce project.

The key things are:

- **Brainstorm a list of potential products (Today's OBT)**
- **Then, once we know the potential products, find a partner to help with sourcing/getting quotes**

My goal for the day is to finish with a list of 10-20 products, with at least 2-3 that I'm excited about.

OK let's start generating ideas. I'm looking for **quantity** not **quality** when brainstorming. I'm also not looking for "complete ideas" - I really just want to brainstorm product categories at this point. Later I'll drill down deeper and think of differentiated products within each category/product I like.

My first brainstorming tactic: THE HOUSE

What do I see around the house? What products did we buy recently? What do I notice friends using? What's my mom using?

House Stuff

- **Dyson vacuum** - the cordless/handheld one. Super slick, love this product
- **Gorilla Tape** - super strong tape for fixing stuff up around the house
- **Tupperware** - nice containers for leftovers

Kids Stuff

- **Furniture corner** protectors for the kid
- **Stuffed animals** for the baby
- **School supplies** for young kids now at home

Tech Gadgets

- **Iphone holder** attachment for tripod for vlogging
- **Crazy USB port** so I can plug like 10 things into 1 macbook port

- **Camlink** so I can use a DLSR camera instead of webcam when on zoom
- **Airpod replacement case** - I have my airpods but lost the case
- **Remarkable Tablet** - e-ink notepad for writing

Personal Care:

- **Men's headbands** - growing my hair out during covid
- **Hair oil** - related to growing my hair out. It's super dry so I bought some oil

Fitness:

- **Adjustable Dumbbells** - sold out everywhere, bought these marked up on craigslist
- **Jump rope**
- **Various Resistance bands** for home workouts

Nutrition

- Wife bought "**apple cider vinegar gummies**" - supposed to be good for you
- **Branch Chain Amino Acids (BCAAs)**
- **Plant based protein powder**
- **Hot sauce** - very loosely nutrition, but I put hot sauce on everything, which makes it way easier to eat healthy

OK, running out of steam. Gotta switch it up to keep the ideas flowing.

BTW, hopefully you now understand the subject line.....

My Second Brainstorming Tactic: What's TRENDY, that I can also find on Aliexpress?

If you don't know - Alibaba is a giant company based in China that lets you find factories that make pretty much anything. Crazy tents. Jetpacks. Hair Curlers. Whatever you can think of - they have it.

Aliexpress is their lightweight version. On Alibaba you have to order big quantities (eg. ordering 1000 hair bows), but on Aliexpress you can buy a single unit for a little higher price (but still way cheaper than anything in the US). Only downside is that you have to wait a month for it to arrive and the quality is a complete hit or miss haha.

Anytime I see an ad for a product on instagram, I go search it on Aliexpress. Theragun? You can either pay \$200 or you can go on aliexpress and find one for \$60 if you're willing to wait 3 weeks.

Anyways - to get idea inspiration - I have a secret weapon.

There's a TikTok account called [Wonderlife_Aliexpress](#) that showcases the best random products. **Warning - clicking that will mean that your entire tiktok feed will be random products...their algorithm is sooo good.**

Anyways, I like this way better than browsing aliexpress - and because it's on tiktok, it's already formatted like an "ad" I would create to sell this product. It makes it really easy to imagine - would this sell? Would this pop?

I liked these 3:

- This [lightweight chalkboard](#) thing (great for covid times)
- This [iPhone mouse thing](#) (maybe for teens who want to destroy their friends at fortnite)
- This [crazy space saving foldout couch/stool thing](#) (again, great for covid times. And looks like a big thing that could ship in a small package). This tiktok vid has 10M views - that tells me that this content stands out and would perform well as an ad.

Pausing here before I spend 9 hours down the tiktok/aliexpress rabbit hole. I got about 15 ideas on the table, and the wheels in my head are turning. I don't want to decide today, I want to let that marinate overnight in my head.

Tomorrow I have a few more tactics & methods to try for finding winning ecom products - then I'll start to narrow things down & kickoff the quotes/sourcing process.

See ya tomorrow,

Shaan

P.S. I'm hosting an AMA tomorrow (exclusive to AAP members) at 12pm PST/3pm EST. [sign](#)

[up here to attend!](#)

P.P.S. got any ecomm ideas you think we should look at? Reply to this email with them!

How'd you like Day 8? We read every single piece of feedback and working the comments into the coming days :)

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