Day 10 - <u>The Power Box</u>

Day 11 - Today

Yesterday was all about phoning some friends and getting feedback & it ended with a few ideas that looked good on paper

Blushie,

Remember that every day we need to set our OBT….

Today's OBT:

I just did a call with Ben and decided that today's OBT (<u>you can listen in here</u>) is getting our product list narrowed down by looking at demand

So today is all about going through a methodical process into seeing what demand exists and if it's clearly strong enough for us to go after.

When it comes to testing this - a lot of people jump to creating facebook ads and seeing if people buy. That's a mistake imho, i'd rather figure out what's already happening out there vs. wasting time making a landing page and running ads

I made a Loom (**yeah, multimedia again!**) to show you the step-by-step process that I'm using to do this (**it's ~15 minutes start to finish**):

WATCH THE LOOM HERE

Here are the links to the tools i talk about in the video:

- 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

Now you have my playbook to looking at ecom product demand - use it next time you're cooking something up

until tomorrow,

shaan

P.S. my friend [Justin wrote this great post today on Substack](#) about side hustles and how he thinks about em. Highly recommend

How'd you like Day 11? We read every single piece of feedback and working the comments into the coming days :)

[Excellent](#) | [Good](#) | [Meh](#) | [Do Better](#)

Missed a post? Get 'em here:

Week 1 - [Recap](#)

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

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

Day 8 - [What do vacuums, gummies, and chalkboards all have in common?](#)

Week 2 - [AMAs, Audio Experiments, & Sunday Mailbag](#)

Day 9 - [Impulse vs. Repeat vs. Splurge Products](#)