

### Day 12

If you missed yesterday's update - stop right here. Don't take another step until you watch the video ([click here to watch it](#)) I posted yesterday of using a set of spy-tools to figure out if there's any demand for the product I'm thinking about.

Btw - At the bottom of every email, I ask you to rate the email - yesterday was the first time we ever got 100% "excellent" ratings! \*\*live cut to my rxn when I saw that\*\*



Ok back to today's update.

The day started off with a phone call with Leland, a buddy I met thru the podcast who runs Bumpboxes (awesome subscription box company for moms)

**I asked him what ecom products/categories have caught his eye. Here's my notes:**

- **Likes sunglasses** as a product. High margin, cheap to ship, 70% of the market controlled by Luxottica.
- **Instrument rentals** - his daughter does band in school, so he had to go rent a violin locally. Why can't this be done easily online? Current companies doing this seem shitty.
- **Crazy story** - there's a site called DI D-vip.com that sells webinar seats (\$25 a pop)

**Crazy story:** there's a site called DED vip.com that sells webinar seats (\$20 a pop) and you get a chance to win a high priced gun at the end... and by the end of the webinar, some people just buy bc they like the sales pitch. Hilarious & genius model.

- **Good tip on shipping** - you can partner with people who already have big fedex accounts and piggyback on their account to get favorable rates
- **Fun kids product idea:** [Happy Nappers](#)

[Here's an audio snippet of our conversation](#) where he talks about how he would thinking about launching that sunglasses brand...

**OK now for getting quotes/sources for my product. I can't start selling until I've felt/seen the product and know I'm selling something good.**

When i launched my last ecommerce business, I really had no idea how to go about an idea to sourcing it. It took months of trial and error to get it right.

I made all of the mistakes - not knowing how to find a factory, how to figure out what materials to use, colors, etc. Not knowing how international shipping works. Not knowing what a trading company is.. it was all way over my head.

Even though I figured a lot of that out - I've learned it's much easier to work with a sourcing company. Thank jesus I have [Nathan](#) at Sourcingify to make this part easy.

**Now, you get more multimedia!**

**Nathan recorded a 20-minute video to show the step-by-step process of sourcing a manufacturer:** [Click here to watch it](#)

**If you want us to lay out all the tools we used to generate demand from yesterday and what we used today to find a manufacturer in a pdf, send us a reply here and let us know!**

**From Sourcing --> Quote**

To get a quote from a few factories for both a high-quality sample and a potential big order, we've gotta specify what we want.

**What exactly does that mean? It means we need to know all this stuff:**


- Material composition
- Height x width x length measurements
- Weight
- Colors
- Example photos etc..

One way to come up with these answers is just by digging around and using competitive products. You can check their labels, their FAQs, buy their product and measure it yourself, etc. Another way is just to do some good ole' guessing

Time to follow that advice myself and build our spec sheet and get it off to Nathan...

**Cue 6 hours later on the movie screen w one of those James Bond songs**

Nathan hits us already with a full quote on one of our ideas - the car bed...

|   |   |   |   |                                       |  |           |
|---|---|---|---|---------------------------------------|--|-----------|
| SUV Air Mattress, Car Bed Inflatable Home Air Mattress Camping Outdoor Mattress |  | <ul style="list-style-type: none"> <li>- Flocking Surface, Fast Inflation</li> <li>- It has 3 separate air bags, fold the last bag, it becomes a rear seat air bed. Also it is 25 Below Zero cold-resistant outdoor mattress</li> <li>- Car Charger and Home Charger both included in Berocia brand packaging box, for your home use and car travel outdoor use. Pure copper core 2 meters long line air pump.</li> </ul> | Full size:<br>70.86*50.4*4.7 inch. Folded size:<br>11.8*9.84*4.7 inch | \$20.20<br><br>\$19.11<br><br>\$18.27 | 1) 1000 units<br><br>2) 5000 units<br><br>3) 10000 units | 25-35days |
|---|---|---|---|---------------------------------------|--|-----------|

**Based on my past experience with ecomm stores, a few big things pop out at me to look for here:**

- How long it takes to get a sample - in this case, 25 - 35 days (that means if version 1 is a 6/10, we won't have a shot at getting a 10/10 until atleast the end of November)

- Identifying the things we can do to ensure a higher quality sample
- Being as specific as possible with the direction (especially with language barriers)

Going back and forth with Nathan now, we should be able to get 3 different product samples all ordered by eod tomorrow...and hit our A+ week 3 weeks in a row!

Have a good friday,

Shaan

P.S. [this is a must-read story on twitter](#)

**How'd you like Day 12? 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](#)**

**Day 10 - [The Power Box](#)**

**Day 11 - [Validating Product Ideas](#)**

