***Product Research***

-write down all the niches I am very knowledgeable about and then find a niche to start in

- surf through facebook ads

- amazon's movers and shakers technique plus web extensions to see potential profitability

-get ideas from looking at the product i want to sell on amazon and then clicking through and examining similar products and see what makes the winners standout and mimic that

- populate jungle scout app with products after searching in certain niches through specific keywords then filter through them by price, reviews, rank, category, patents

-can get ideas from comparing products straight from jungle scout

-read reviews about what ppl dont like about a product and change that flaw specifically

- higher selling price >$20 is best; $13 is probably the absolute lowest

-Ideal products to improve/sell have high revenue as per junglescout coupled with low/critical ratings

-Another sign of an ideal product is a high revenue product that can be sourced very similarly from alibaba but the pictures/branding used in their photos is suboptimal. Such as a Xiamong brand photoshopped on the vacuum. this is manufacturers trying to sell direct to consumer

-super easy to see them fast with jungles scout app

-too many reviews means its too competitive and too established; >1000 reviews

-make sure there is more than one seller

-find similar products on alibaba to see how mimicable it is/ where improvement can be made

-must have wow power/ provide actual value with quality design/material

-cant compete with super generic products or strong brands with name recognition like bic pens or whatever

-typing in random shit to the search bar in amazon with a minus sign in it populates the page with top results in the category or something like that. it's supposed to be great for idea generation

-if researching a specific product to mimic and they have different variations of the product. simply look at the top reviews and this will fairly accurately determine which variations are being sold

-for estimating monthly revenue, average the top 3 sellers revenues

-if top 3 sellers have over a 1000 reviews, it's almost certainly not worth pursuing

-easy variations are changing the size, color or branding, but also better material or adding a new feature

-key words are key to finding good products to sell and also key to selling your products, this is keyword/marketing game not a product game

some things are amazon restricted

drugs, derma roller->fda, trademarked products, patented products, adult themed products

still need to learn before starting to source product

-calculating selling costs FBA

after product(s) are decided on

\*Better to buy in bulk and sell through amazon rather than any aliexpress shenanigans\*

-contact supplier generally through whats app or wechat if in china

-when doing this you can ask for your own logo/design change

-if hiring upwork/fiverr make sure you are paying project based not hourly

-buy photographer, graeme or jared

-early reviewer program, get friends and family to do reviews

-advertising such as pay per click on amazon/ facebook ads

-final margin 20% profit minimum (cushion for unexpected costs/making sure its worth your time

Profitable alexas sales rank:

Anything under 200k is profitable

Example Products to get idea of what kind of products succeed: