



INFINITY CODE

# The Profit Oracle Blueprint - The 5 Step Formula We Used To Launch 102 “Best Selling” Amazon Products.

Just before you read one more line of this report, register and JOIN us for one of our LIVE training workshops that we are running on **Monday 3<sup>rd</sup> April**

On these calls, we’re going to reveal how we generate up to 7-figures in product sales EACH MONTH on Amazon, by doing things **COMPLETELY differently** to anyone else.

There are 4 times to choose from. **12pm, 3pm, 7pm or 9pm** (Eastern Time)

There are **VERY LIMITED SPACES** on each call.



[Click Here to Register For One Of The Workshops](#)

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But more importantly, we are going to reveal **how YOU can take advantage a new "blue ocean" of opportunity** that has made building a highly profitable Amazon business easier than it had EVER been before.

**The way Amazon “works” has changed dramatically.** There has been a HUGE shift in the way it functions.

Methodologies and strategies that were effective a year or two ago (even 6 months ago), simply do not work anymore. The loopholes and shortcuts have been closed-off...and those who are still using them, and doing things the “old way”, are simply getting nowhere.

On this call, we’re going to show you how it is possible to get results like you can see on the right (12,695 products sold in one day!) **by doing things the NEW way** (and like no one else is doing them)



**Secure Your Seat On One Of The Calls**

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*Now let's get started...*

## Introduction

You want to be a success on Amazon. **But there's a problem.** Amazon has changed.

There has been a HUGE shift in the way it functions. Methodologies and strategies that were effective a year or two ago (even 6 months ago), simply do not work anymore. All the loopholes and shortcuts have been closed-off and those who are still using them, and doing things the “old way”, are simply getting nowhere.

However, these changes have created a “Blue Ocean” of opportunity.

But it is no longer enough to apply the same methodologies and techniques as everyone else. It is no longer enough to learn what everyone else is learning.

You need to utilize the best methods in existence to successfully sell a lot of products. Knowledge and methodologies that have been built through testing and experimenting as well as working with many products and a vast amount of data.

Old methods of researching Amazon and using popular tools to find products to sell simply aren't good enough anymore because they involve looking at the same inaccurate, surface level data that everyone else is seeing.

Not only that, this data is vague and inaccurate and won't make you into a market leader. It simply doesn't cut it anymore if you want to be successful selling on Amazon.

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In other words, *you must NOT do what everyone else does and teaches.*

Remember, selling on Amazon, and selling private label products on Amazon through their Fulfilled By Amazon program (FBA) in particular, is a fantastic, brilliant business model that is more powerful than ever.

In fact, **there is more opportunity now to build a 6 or 7 figure Amazon business than there has ever been.**

But the one thing you need to master is “Product”.

## **The Secret is in the product**

You probably already know that choosing the right product is the key to success on Amazon and you're 100% right.

When you choose the right product, the rest is simple.

If you can choose the right products correctly and consistently you WILL make a lot of money.

We guarantee that once you learn how to choose the right products, finding success selling on Amazon will become easy and you will pick winners time and time again - even if you have tried and failed before.

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## What we do differently

We have a system to not only survive, but thrive.

We have sold hundreds of products (and hundreds of thousands of individual units) on Amazon with a large team behind us, so have been able to test, experiment and analyze what works and what doesn't.

This has led to innovation and the development of a powerful and accurate system for finding and picking products that are guaranteed winners on Amazon.

**We choose products with pinpoint accuracy that are more than 95% likely to be a success.**

Products which have the potential to generate sales like you can see on the right -

----->>

It's basically a science. **With our system, we eliminate ALL guess work.**

We use real live data that Amazon gives us to compare different opportunities and choose which products to sell.



Sales Summary		
	Ordered product sales	Units
7 Days	\$16,734.70	570
15 Days	\$44,760.16	1,528
30 Days	\$74,539.58	2,588
<a href="#">View more of your sales statistics</a>		

Sales Summary		
	Ordered product sales	Units
7 Days	\$52,792.09	2,014
15 Days	\$103,082.32	3,885
30 Days	\$210,365.67	8,142
<a href="#">View more of your sales statistics</a>		

Sales Summary		
	Ordered product sales	Units
7 Days	\$125,782.87	2,083
15 Days	\$256,194.21	4,298
30 Days	\$468,031.36	7,841
<a href="#">View more of your sales statistics</a>		

Sales Summary		
	Ordered product sales	Units
7 Days	\$106,927.44	2,436
15 Days	\$190,482.32	4,337
30 Days	\$384,883.12	8,930
<a href="#">View more of your sales statistics</a>		

Sales Summary		
	Ordered product sales	Units
7 Days	\$43,264.31	537
15 Days	\$77,488.78	962
30 Days	\$135,452.39	1,687
<a href="#">View more of your sales statistics</a>		

Sales Summary		
	Ordered product sales	Units
7 Days	\$14,031.76	215
15 Days	\$30,292.04	469
30 Days	\$56,208.65	875
<a href="#">View more of your sales statistics</a>		

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In fact, this data is so accurate that we know in advance exactly how successful a product will be before we even source it. This is because we can project sales and profit potential right off the bat.

Again, before we ever decide to spend the money, time and energy on sourcing and then launching a new product on Amazon, we know exactly what we need to do to get it to be successful.

## The science behind great product research

*What is the true purpose of great product research?*

Choosing the right product can make or break your success. The product choice you make now, impacts everything thereafter. The data we gather throughout this process will determine exactly what type of product we choose to source and even how we will market it. This process will give us the information we need to define exactly who to target and how to target them.

We will make the decision on what product to source totally based on the product research data. In fact, **we will use the data to source a product, instead of sourcing the product and then trying to make the data work around it**, which is what many other methods suggest.

Sourcing the product first leads to you invest heavily in that product then you're left having to work out how to sell it and whether you can be successful with it.

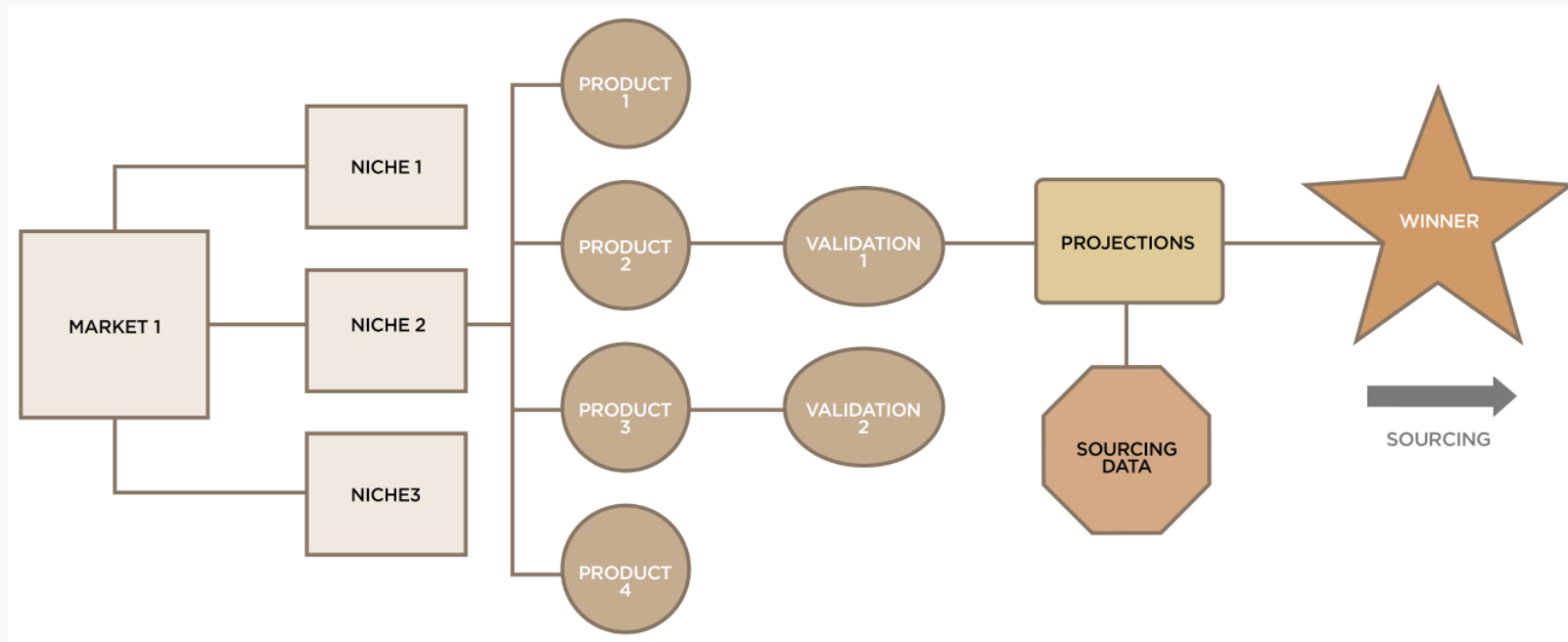
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So, for us, proper product research is not optional. Without it, we are entering the sourcing and selling phase blind, which dramatically reduces our odds of success.

*So, what makes our method so special?*

Most other approaches just end with a guess. We end with validation and knowing the conditions and opportunity we are working with intimately. We are increasing our odds of success tremendously.

We know exactly who to target, how to target them and we will source exactly what they want to buy.



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# The 5 Phases - An Overview

**Phase One** is called Market and Niche Selection.

**Phase Two** is called Data Mining.

**Phase Three** is called Product Validation.

**Phase Four** is called Sourcing Data Research

**Phase Five** is called Product Projections.

*Let's take a look at an overview of each phase.*

## PHASE 1: Market and Niche Selection

This is where you find inspiration and choose a market to analyze.

It's important that you first identify and choose a solid market to dig deeper into as this will affect your odds of finding good product opportunities. You will create what we call a **Market Research Report**.

Another step in Phase One is Niche Research. You will learn how to identify a niche within your target market. This niche needs to meet certain criteria that identify it as being potentially profitable. It will

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contain good product opportunities and have great potential to build a brand through e-commerce. Here you'll create what we call a **Niche Research Report**.

## PHASE 2: Data Mining

This will show you how to hone in on certain products on Amazon within your target niche and how to do broader, data driven research to compare multiple products quickly and efficiently.

The end goal of this phase is to have five to ten products that have all the signs of being good product opportunities from the information and data we can gather just from looking at Amazon. You'll create what we call a **Product Research Report**.

## PHASE 3: Product Validation

Here you will learn how to take the five to ten best product opportunities you have identified in the previous two phases and test them for validation on Amazon before moving into product projections and sourcing. This is where you can eliminate all guesswork and know exactly which of these five to ten product opportunities are the best and meet your final criteria, by having Amazon tell you which ones are going to make money.

From this final data driven research and product idea validation, you will identify the best product opportunities. You will then create a **Product Validation Report**.

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## PHASE 4: Sourcing Data Research

This will allow us to calculate product projections to accurately estimate the profitability of our now validated product opportunity. Sourcing data refers to collecting information on the reality of sourcing this particular product. For example, the price per unit that the product is available at, the minimum order quantity available and the lead time.

Even if you still haven't fully decided whether or not to pursue the particular product opportunity you're looking at, if you do decide to source this product, the data collected here will be used as part of sourcing. So, while this is still a part of our research, this is also the first part of sourcing. This will save time later on. You will create a **Sourcing Data Report** here.

## PHASE 5: Product Projections

This is the most powerful part of our product research and sourcing methods. It is another unique phase and by combining all the data we have collected so far, as well as applying some baseline average numbers that we know from experience, we are able to make very accurate product projections.

Product projections refer to calculating the numbers behind the product if you do decide to source and sell it. For example, the number of sales and profits from Amazon ads, the number of sales and profits from organic rankings of specific search terms and total weekly estimated sales and profits.

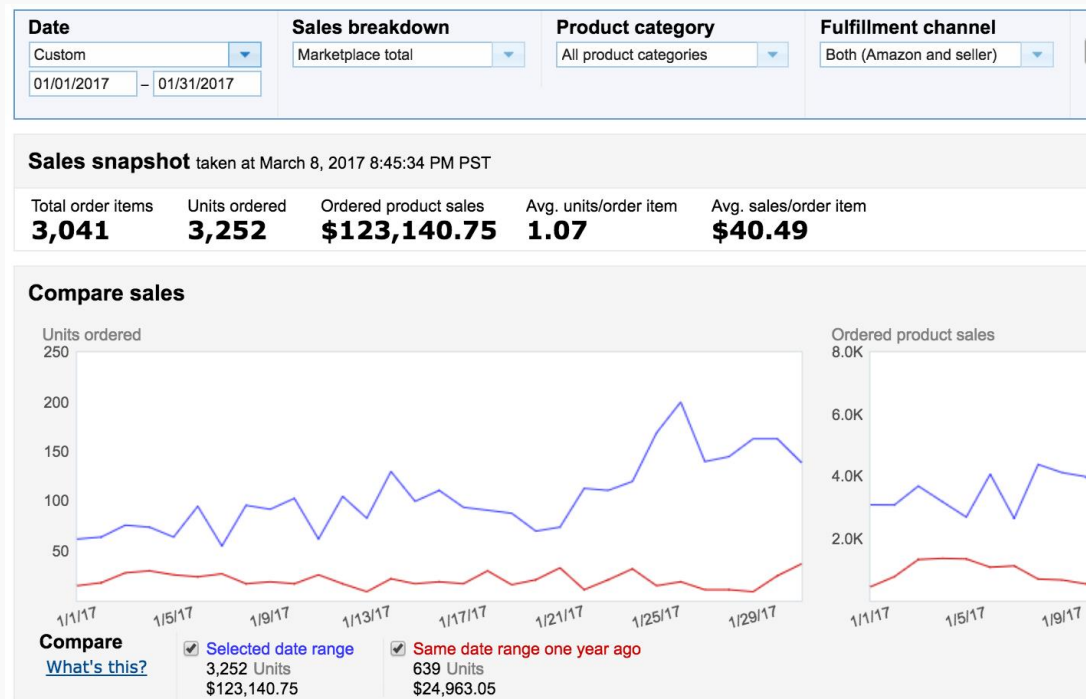
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By merging the Amazon ad data we have collected from our product validation phase with the product sourcing data **we are able to accurately predict the results of each product.**

*Now just before I show you the process, I just want to be clear that these strategies can literally work for ANYONE. Here is what Dan and Monika said, and you can also see a sample of their results...*

*“Following their training we quickly scaled our Amazon business to \$50,000 per month within about 6 months. Over the past two years we’ve grown to over \$150,000 per month, we couldn’t be happier! I’m blown away by the content in this course! Daniel shares every single step of his methodology, so all you need to do is implement it. Most impressive is Daniel has simplified and streamlined what most make complicated. We are confident we’ll double our revenue & PROFIT within 12 months using this methodology. Thanks Daniel & Ryan.”*

Dan & Monika



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*Let's now go through each of the steps in detail...*

## Phase One - Market and Niche Selection.

This step is very straightforward. You must choose a market and at least one niche within that market to conduct data mining.

It's important that you first identify and choose a solid market, as this will affect your odds of finding good product opportunities.

### Selecting a Market

Firstly, it's a big benefit if you know a market yourself, have experience with it or a special interest in it. If you're familiar with a market or niche, start there, then use what is outlined here to explore it further and ensure that the market conditions look favorable.

Understand that your starting point is Amazon, so the easiest way of choosing a market is simply to go to Amazon and choose a market to look at.

By way of an example, go to amazon.com and navigate to the site directory, or use this link:

<https://www.amazon.com/gp/site-directory>

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In here you can find many different categories to explore. Each one of the broad categories is a market, for example Home, Garden and Tools, Handmade, and Sport and Outdoors.

## Selecting a Niche

Now, within one of these markets we need to choose at least one niche to look at. Ultimately you should aim for at least three niches to take into the next step of the product research process (data mining). They can each be in separate markets, or all in the same market, either is fine.

We have 5 criteria to select the niche.

1. **Products on Amazon with good main category best seller rankings**, or as we call them for short, BSR's. We want to find at least three products with BSR's of 2500 or below. The lower this number, the higher the sales that this product is receiving on Amazon. This is simply a number to rank a product within the category that it's in. In other words, it's the sales rank of the product. The lower this number is, the more it's selling since it is ranked higher amongst the other products in the category.
2. **Products being sold for \$30 dollars plus**. We need to find products that are selling for \$30 dollars or more to be sure that the profit margins will be high enough. I suggest as a general rule, you never sell any product that you do not stand to make at least a 30% profit margin on and at least \$7 dollars or more per sale in profit.
3. **Repeat Buyers**. If the niche has repeat buyers, it's a plus.

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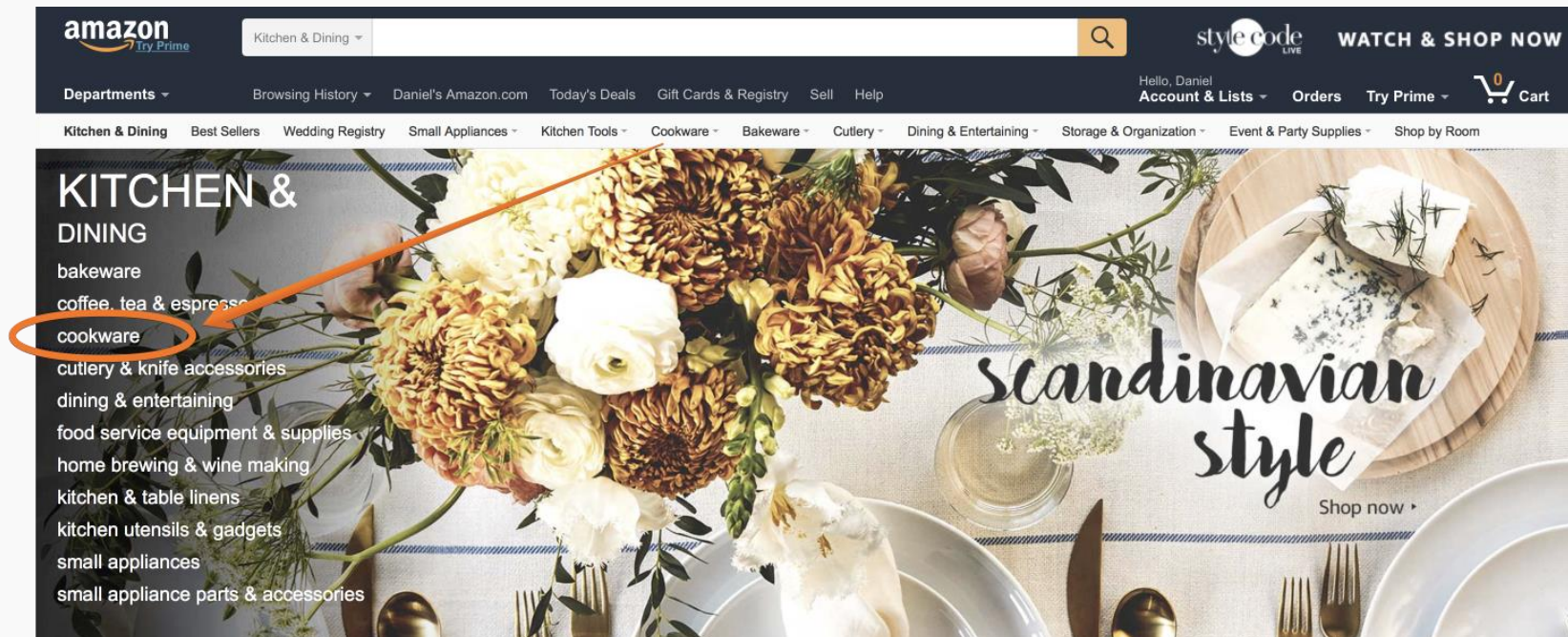


4. **Raving Fans.** If the niche has raving fans, it's also a plus.
5. **Niche growth or stability.** Finally, we check Google Trends for niche growth or stability. You want to avoid a declining trend as you may be getting into a niche that is slowly dying. We want trends that are stable or growing.

## An example of how this is done.

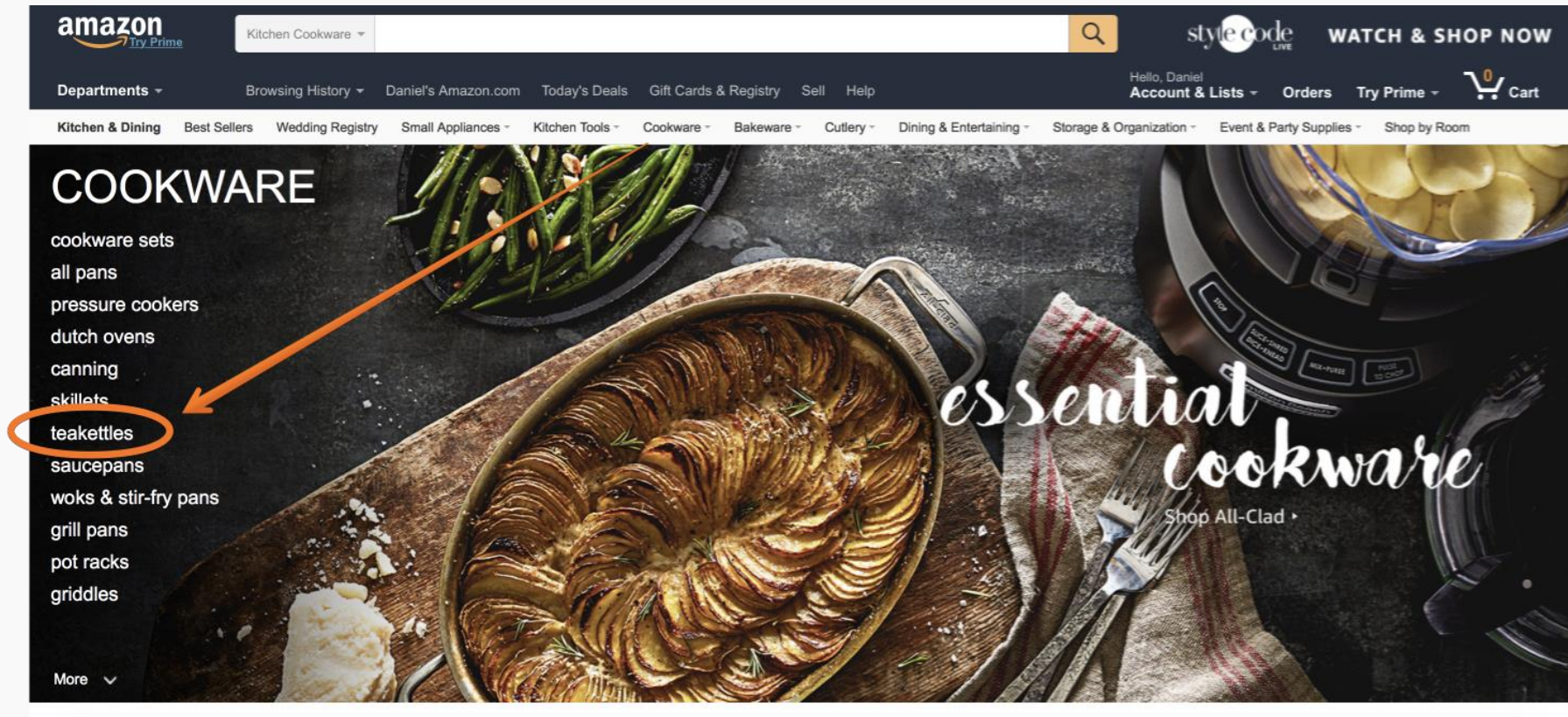
Let's say we look at *Kitchen and Dining* within 'Home, Garden and Tools'.

Now look for a niche. Let's select Cookware, for example, to look into that in more depth.



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Within the Cookware niche there are a couple of different sub niches listed. Have a look at tea kettles, which is a very specific sub niche.









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Right away, we can see that this niche meets our pricing criteria, because there are multiple products that are selling for more than \$30 dollars.

## Teakettles

### Best sellers

					
Medelco 12-Cup Glass Stovetop... ★★★★☆ 4,515 \$24.99 \$9.88	Cuisinart CTK-SS17 Aura Stainless... ★★★★☆ 340 \$79.00 \$19.94 ✓Prime	Pour Over Coffee Kettle w/Thermometer... Chef's Medal ★★★★☆ 60 \$47.97 \$27.97 ✓Prime	Best Small 4-Cup Stainless Steel... FreshTek ★★★★☆ 71 \$59.99 \$24.99 ✓Prime	Steel Coffee Small 4 Cup Pour Over... ★★★★☆ 88 \$69.99 \$27.99 ✓Prime	Pour Over Coffee and Tea Drip Kettle... ovalware ★★★★☆ 349 \$4.00 \$33.99 ✓Prime

### Most wished for

					
Calphalon 2-Quart Stainless Steel Tea... ★★★★☆ 185 \$6.00 \$34.61 ✓Prime	Le Creuset Enamel-on-Steel Whistling... ★★★★☆ 183 \$13.99 \$99.95 ✓Prime	Brentwood KT-1780 Appliances 1.5 L... ★★★★☆ 2,346 \$24.99 ✓Prime	All-Clad E86199 Stainless Steel... ★★★★☆ 328 \$14.99 \$78.95 ✓Prime	Update International 0.75 Qt. Tea Pot... ★★★★☆ 43 \$7.98	Alessi Michael Graves Kettle with... ★★★★☆ 194 \$49.99 \$124.00 ✓Prime

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Next, we select a product to look at further. So we select one of the above.

First, scroll down through the listing until you get to the product information section. then look for the **best sellers rank**.

### Product Information

Package Quantity:1

Product Dimensions	7.7 x 7.7 x 9.1 inches
Item Weight	1 pounds
Shipping Weight	1.9 pounds ( <a href="#">View shipping rates and policies</a> )
Manufacturer	Cuisinart
ASIN	B008OLKVEW
Domestic Shipping	Item can be shipped within U.S.
International Shipping	This item can be shipped to select countries outside of the U.S. <a href="#">Learn More</a>
Origin	China
California residents	<a href="#">Click here</a> for Proposition 65 warning
Item model number	CTK-SS17
Customer Reviews	★★★★☆ 340 customer reviews 4.1 out of 5 stars
Best Sellers Rank	#1,339 in Home & Kitchen (See <a href="#">Top 100 in Home &amp; Kitchen</a> ) #3 in <a href="#">Kitchen &amp; Dining</a> > <a href="#">Cookware</a> > <a href="#">Teakettles</a>

Our example is listed at number 1,339 in Home and Kitchen, below 3,000 in the main category. Make sure you look at the *first* category listed here, which is the biggest one.

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There may be other sub categories listed, but for this exercise use the main category. It needs to be below 3,000 in the main category displayed for the product, which in this case is Home and Kitchen.

We then looked at more tea kettles in exactly same way and find three products within the sub niche of tea kettles, that meet the criteria of having BSR's below 3,000 in the main category.

### **Next, we need to look at criteria #3 and #4**

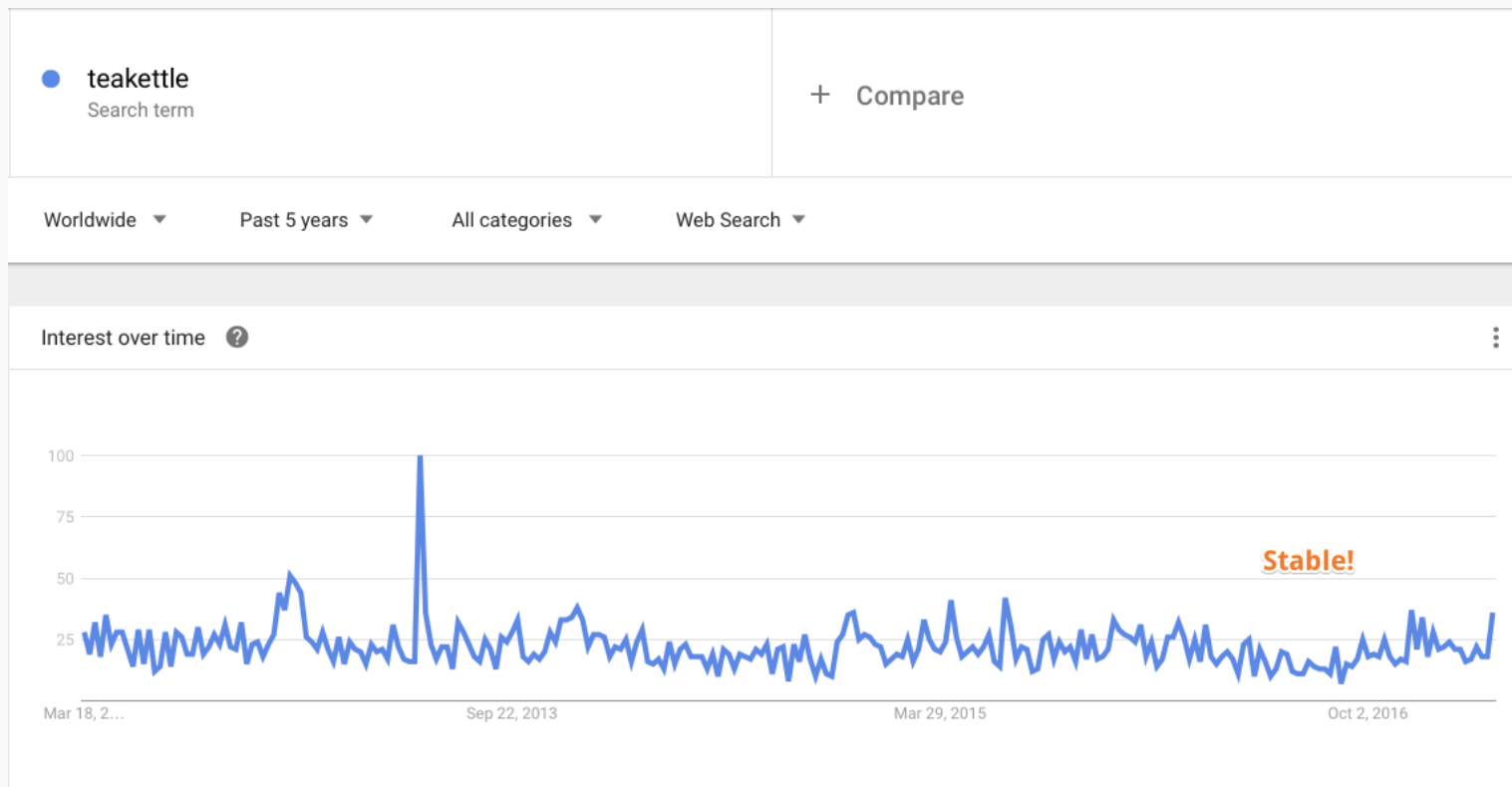
*Does this niche have repeat buyers?* The answer is yes. A lot of people buy tea equipment over and over again, especially the tea itself, so that meets our criteria of this sub niche having repeat buyers.

*Does this niche have raving fans?* Yes, there are plenty of people who love tea. They're fanatical about tea, favour certain brands of tea and spend money indulging their passion. That's called a raving fan niche.

### **Next, Google Trends.**

Using your search engine go to <https://trends.google.com/trends> . Looking at the screenshot on the next page, we can see that this niche is stable because the trend has been roughly the same for the last couple of years.

We will simply search for the name of the sub niche we are in to look at the trend and here you can see that tea kettles is a stable sub niche.



So using this example, all five criteria have been met as follows:

1. Products on Amazon with good main category best seller ranks or BSR's. Find at least three products with BSRs of 2500 or below. [Check](#)
2. Products being sold for \$30 dollars or more. [Check](#)

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3. Does the niche have repeat buyers? [Check](#)
4. Does the niche have raving fans? [Check](#)
5. Finally we check Google Trends. Does the niche have stability or growth? [Check](#)

So, all of the five criteria were met in the sub niche of tea kettles, so now we can move forward with this niche and select it as one of our niches to take into the next phase, phase two, which is data mining.

**QUICK NOTE:** Remember, Product Research Is Just The First Part Of Building A Successful Amazon Business - [Join Us On One Of Our Live Training Calls On Monday April 3<sup>rd</sup>](#), And We'll Reveal Everything else you need to know.

On these calls, we're going to reveal how we generate up to 7-figures in product sales EACH MONTH on Amazon, by doing things **COMPLETELY differently** to anyone else.

But more importantly, we are going to reveal **how YOU can take advantage a new "blue ocean" of opportunity** that has made building a highly profitable Amazon business easier than it had EVER been before.

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## Phase Two - Data Mining

The next stage is to hone in on certain products on Amazon within your target niche and carry out broader data driven research to compare multiple products quickly and efficiently.

The end goal of this phase is to have five to ten products that all have the signs of being good product opportunities from the surface level information and data that we can gather from analysing the information available on Amazon.

These five to ten products are the ones we will move with into the next phase.

At this point, you'll create what we call a **Product Research Report**.

The purpose of this phase is that now that we have identified one or more niches that look promising, we need to now find specific products within that niche that also look promising.

This phase is designed to quickly identify multiple products within our target niche and estimate the quality of those opportunities at a glance.

Then from this larger pool of product opportunities, we can take forward the handful of ideas that are most likely to be a good opportunity into the Product Validation phase.

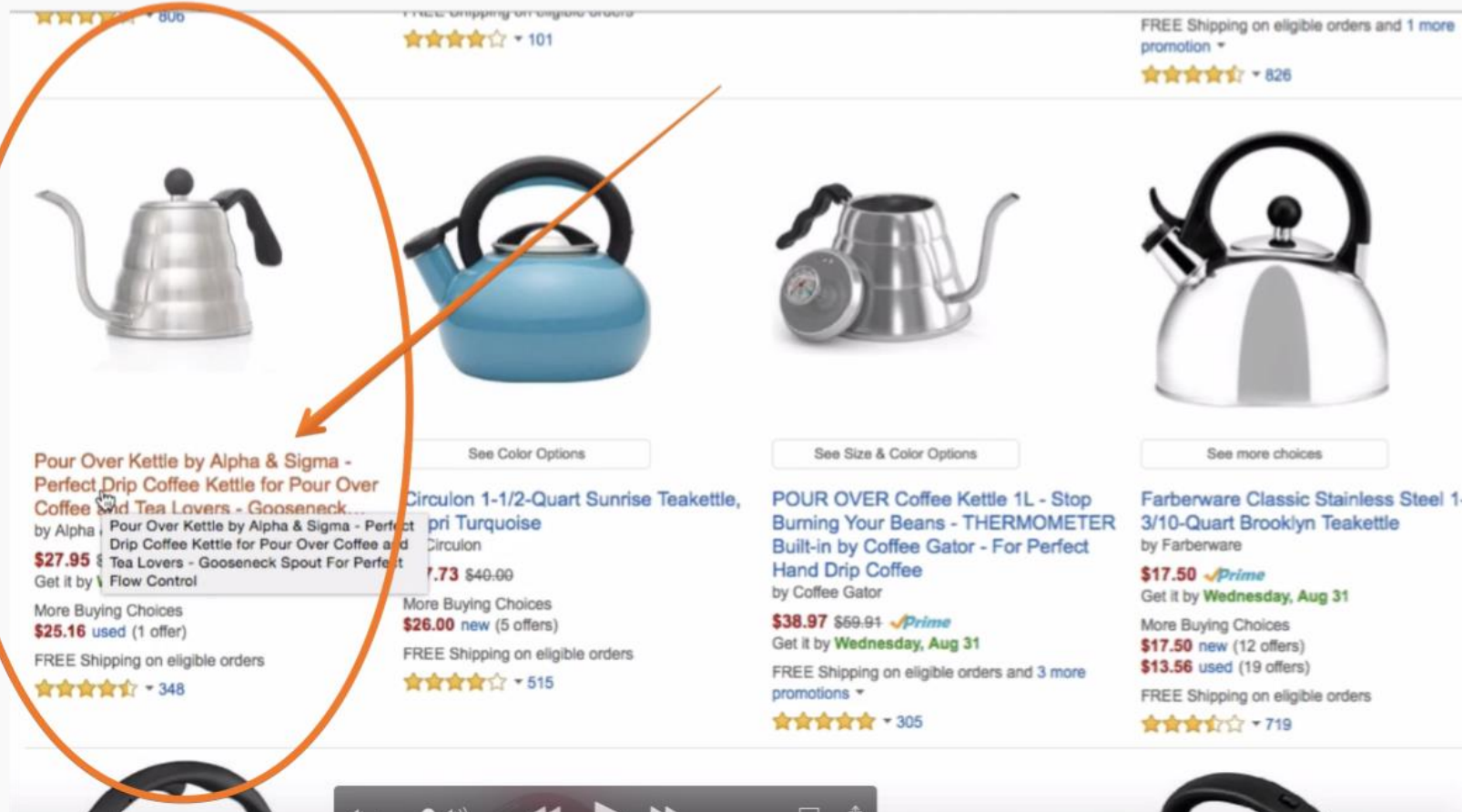
This is where we will discover for certain, with scientific accuracy, which ideas are the best.

This phase, the data mining phase, is where most Amazon product research stops. However, if you stop here and you pick your product at this point, before going into phases three, four and five your odds of success will become vastly lower and you are potentially setting yourself up for failure and frustration. You also risk wasting a lot of time, money, and energy.

*Set out below are the steps of data mining:*

1. Go to Amazon, browse inside target niche / category (<https://www.amazon.com/gp/site-directory>).
2. Click the sub category, in this example tea kettles.
3. Scroll through best-sellers list.
4. Identify product ideas
5. Gather the product data for the top three items, the BSR and the number of reviews and quality score. (NB. Do not include Sponsored Ad placements).
6. Analyse spreadsheet data and identify top ideas

By way of an example of the above, look at the best sellers list in the screenshot below. We identify one idea here, which is a pour over kettle. You can choose anything you feel might have some potential.



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Click on the chosen product to go to the relevant page.



Now we need to explore the listing in detail to collect the data that we need. We take note of the quality of the most important elements of the listing such as the **images, title, bullet points and price.**

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 Pour Over Kettle by Alpha & Sigma - Perfect Drip Coffee Kettle for Pour Over Coffee and Tea Lovers - Gooseneck Spout For Perfect Flow Control  
\$27.95 & **FREE Shipping** on orders over \$49. [Details](#) | [In Stock](#). Sold by Alpha & Sigma and Fulfilled by Amazon. [Add to Cart](#)

### Product Description

**Start Off Your Days with a Touch of Supreme Elegance with the Perfect Drip Coffee Kettle for Pour Over Coffee and Tea Lovers**

Don't you just love waking up to that rich, earthy smell of freshly ground coffee? And isn't it nicer when you prepare it in that classic, vintage coffee drip pot that has an **incomparable air of elegance**?

This vintage, pour over kettle will transform your dull morning routine into a flavorful oasis of elegance and comfort.

**Tea and Coffee Lover's Dream Kettle**

With its **traditional gooseneck design**, this classic, English pour over kettle will prove to be just the right teapot to complete your lovely tea time accessories.

**Prepare rich, aromatic tea blends** with the help of this convenient tea and coffee kettle and amaze all your guests.

Made from **top quality stainless steel** that won't rust or corrode and with a **smooth matte finish**, this unique tea drip pot is **the best gift for tea and coffee enthusiasts**.

**Finally, Perfect Pour Control**

Don't waste your money on unreliable kettles that always end up leaking water or messing up your kitchen.

Now you can **have superior control of the water flow** as it travels through the kettle's carefully designed gooseneck style spout.

The **thin and long spout** ensures that the water ends up in your cup and on your aromatic tea leaves or coffee grounds with a steady, gentle, smooth flow that reaches perfection.

Make Your Life Easier and Save Money

Use this unique vintage, gooseneck pour over tea and coffee pot **on literally any stove type safely and hassle-free**.

Featuring an **ergonomically designed, easy grip handle**, that will protect your fingers from burns, this classic English style kettle **will prove money saving in the long run**.

This will add up to what we call our listing quality score.

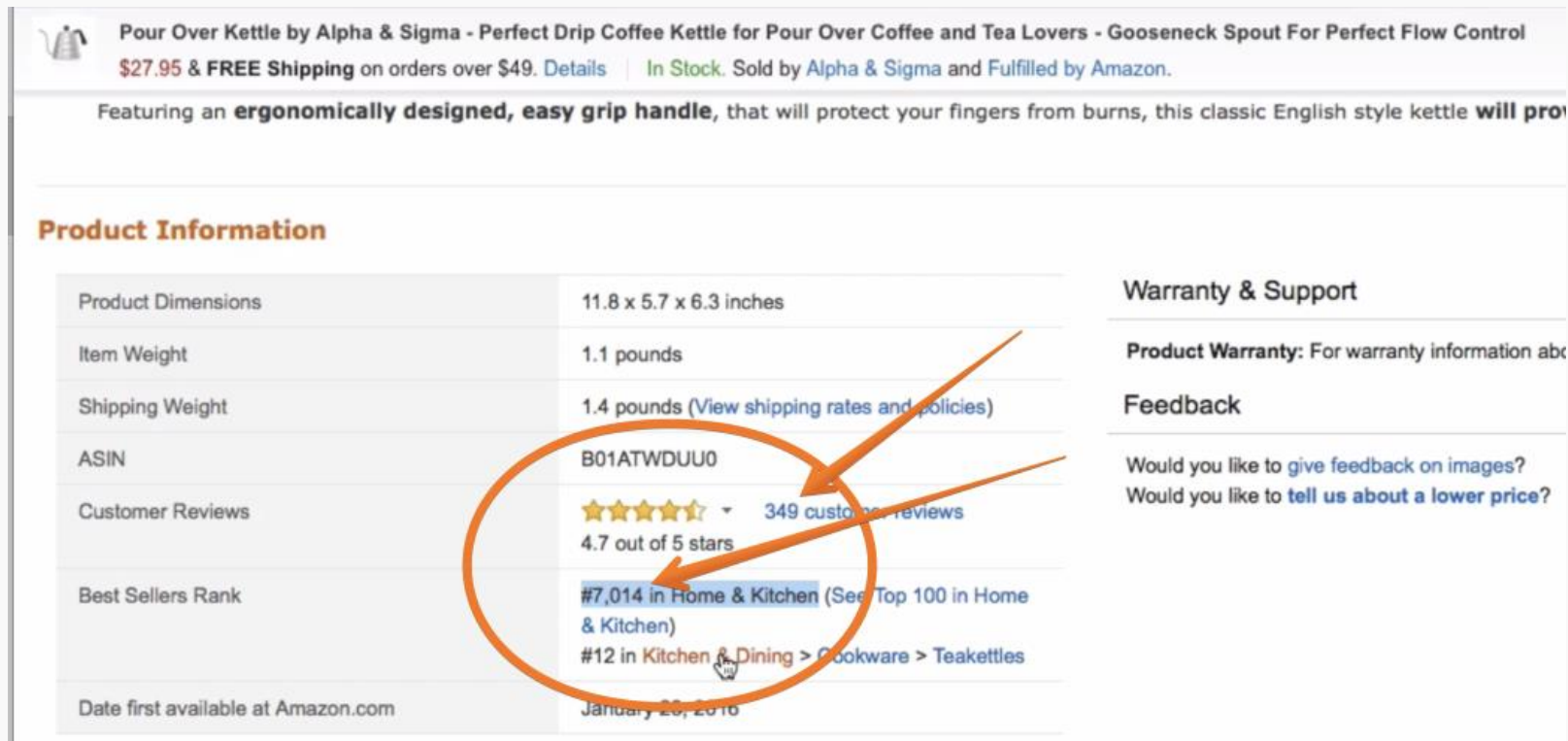
Then scroll further down the page and take note of the quality of the product description. Is this product description formatted? Or is it just one, messy paragraph?


In this case, it's a nice description that's broken up into different sentences as well as being spaced out, with bolded elements. It's well done.

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Finally, scroll even further down the product listing to collect the **best seller rating (BSR)** and **number of customer reviews** from the product information section.

Make a note of how many customer reviews the product has received and what the BSR in the main category is. In this case the product is number 7,014 in Home and Kitchen and it has 349 customer reviews.




 **Pour Over Kettle by Alpha & Sigma - Perfect Drip Coffee Kettle for Pour Over Coffee and Tea Lovers - Gooseneck Spout For Perfect Flow Control**  
**\$27.95 & FREE Shipping** on orders over \$49. [Details](#) | **In Stock.** Sold by [Alpha & Sigma](#) and Fulfilled by Amazon.

Featuring an **ergonomically designed, easy grip handle**, that will protect your fingers from burns, this classic English style kettle **will pro**

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### Product Information

Product Dimensions	11.8 x 5.7 x 6.3 inches
Item Weight	1.1 pounds
Shipping Weight	1.4 pounds ( <a href="#">View shipping rates and policies</a> )
ASIN	B01ATWDUU0
Customer Reviews	 4.7 out of 5 stars <a href="#">349 customer reviews</a>
Best Sellers Rank	<a href="#">#7,014 in Home &amp; Kitchen</a> (See <a href="#">Top 100 in Home &amp; Kitchen</a> ) <a href="#">#12 in Kitchen &amp; Dining</a> > <a href="#">Cookware</a> > <a href="#">Teakettles</a>
Date first available at Amazon.com	January 28, 2016

### Warranty & Support

**Product Warranty:** For warranty information about this product, click [here](#)

### Feedback

Would you like to [give feedback on images](#)?

Would you like to [tell us about a lower price](#)?

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**Now we need to create a spreadsheet to include all the information you have collected.**

As you can see in the example sheet below, we have the product name, what we believe at this point to be the main search term of the product, the BSR, the number of reviews and the quality score.

[illegible]

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Once you have entered the figures for your first product, enter similar data for the next two products that are ranking right below it on Amazon.

The spreadsheet auto calculates the average BSR and the average reviews for the top three products.

Once you have this information, you will rank the listings using the ratings of A, B, C, D, E etc.

**The worst quality listing out of the three is where a potential untapped opportunity may lie.**

An important note - do not include the sponsored listings as shown below - they are not necessarily best selling products. These are paid ad placements. Anyone can get a product to be shown as a sponsored product, as they are simply paying for it.

1-24 of 226 results for Home & Kitchen : Kitchen & Dining : "gooseneck kettle"

S

Show results for

< Any Category

< Home & Kitchen

**Kitchen & Dining**

Electric Kettles (37)

Teakettles (61)

Coffee Servers (23)

Coffee Machine

Accessories (31)

Teapots (19)

Coffee Serving Sets (2)

Cookware (66)

Timers (1)

Coffee, Tea & Espresso (58)

Coffeemaker Pots (10)

+ See more

Refine by

**International Shipping**

☐ Ship to Iceland

**Amazon Prime**

☐ Prime

**Eligible for Free Shipping**

☐ Free Shipping by Amazon



Sponsored ⓘ

**Summer Select\*\* Premium**  
Quality Pour Over Kettle with  
Built In Thermometer – 1L  
Stainless Steel Gooseneck  
Kettle for Hand Drip Coffee...  
by Brulux

**\$38.99** \$49.95 Prime

Get it by **Wednesday, Aug 31**

FREE Shipping on eligible orders

★★★★☆ 102

Sponsored ⓘ

**Floutrol™ Pour Over Coffee**  
& Tea Kettle – Gooseneck  
Spout For Perfect Flow  
Control – Lightweight  
Stainless Steel Drip Coffee...  
by Coffee Plz

**\$24.99** \$34.99 Prime

Get it by **Wednesday, Aug 31**

FREE Shipping on eligible orders

★★★★☆ 55

Sponsored ⓘ

**Pour Over Drip Kettle - High**  
Quality Stainless Steel With  
Precision Gooseneck spout  
for amazing water flow  
control. Ideal for pour over...  
by Olive Kube

**\$25.95** \$37.95 Prime

Get it by **Wednesday, Aug 31**

FREE Shipping on eligible orders

★★★★☆ 60

See Size Options

**Hario VKB-120HSVV60**  
Buono Pouring Kettle, 1.2 litre  
by Hario

**\$39.74** \$66.67 Prime

Get it by **Wednesday, Aug 31**

More Buying Choices

**\$31.19** new (227 offers)

**\$34.77** used (1 offer)

FREE Shipping on eligible orders

★★★★☆ 931

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## How To Analyze Product Data

**If a product is priced BELOW \$100**, you need to look for BSRs of 2,500 or lower.

An average of 200 review or under is generally good, so that gets highlighted in green if the average is below 200, and the BSR gets highlighted in green if it's below 2,500.

For the quality score, we ideally have at least one listing with B or lower.

**If it's a product that is priced ABOVE \$100**, you may have really good profit margins, 40-50% per sale or more, so the BSR doesn't have to be as low because you don't have to sell as many units to make a lot of money.

In this case, the BSRs should be 10,000 or under.

The number of reviews needs to be 500 to 750 or under.

If the product opportunity doesn't meet these criteria it means there's a lot of competition or not enough volume for this product on Amazon to make it worth your while to explore further.

Just so you know, the benchmarks above are for a beginner. You can start to take on more competition once you have more experience.

It is worth noting however that sellers often greatly underestimate the volume on Amazon. Even if a product has a high average BSR, it may still have substantial volume. For example, a BSR that's close to 10,000 could still represent a lot of sales.

## Other important considerations:

**Price.** As explained earlier, there should be a selection of \$30+ products within the niche. For any given product, you should be seeing an average price of \$20 dollars or above in most cases because if the product is priced for less than \$20 dollars on average, it means that you most likely won't be able to sell this product at a high enough profit per sale.

**Weight and size.** Also, look at the weight and the size of the product. If the product is very large or very heavy, it will cost more to ship and thus your profit margins may be lower, but also factor in the actual average price of this product when you look at this, because a product that's priced for a lot more on average, could still have great profit per sale, even if it's heavy, large and expensive to ship.

**Complexity.** Make sure this is a product that's not too complicated for you to sell. You don't want to have to provide full support for a product. Also, the more complex a product, the harder it tends to be to source.

**Durability.** Take a look at durability because a product that breaks very easily could represent a problem for you when you ship and sell it. You may have to give out frequent refunds and replacements which will become expensive and bothersome.



**Special permits.** Does the product require a special permit to sell? This is an important consideration, because if it does require a special permit you need to first make sure you can actually get that permit. Some products can only be sold by licensed medical professionals and if you are not one, you may not be able to sell the product.

**Is the product dangerous?** You are likely to run into considerable difficulties trying to sell a product that could be dangerous. If it is dangerous or could potentially harm someone, you need to at least have liability insurance in place for your brand, which can be very expensive and is not ideal especially when you are just starting out.

## How many products do you need to mine the data for?

You want to compare at the minimum of 25 product ideas.

From this, you should find at least five product ideas that look promising from this surface level analysis, with which to move into the deeper product validation phase.

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On these calls, we're going to reveal how we generate up to 7-figures in product sales EACH MONTH on Amazon, by doing things **COMPLETELY differently** to anyone else.

But more importantly, we are going to reveal **how YOU can take advantage a new "blue ocean" of opportunity** that has made building a highly profitable Amazon business easier than it's EVER been before.

Register now:

**<http://TheInfinityCode.net/training>**



*"I was introduced to Ryan and Daniel via a youtube video. I've been thankful for that day ever since - I ended up quadrupling my 7 figure business in a matter of 1.5 years and am well on my way to the 8 figure mark"*

*Adi Gullia*

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## Phase Three - Product Validation.

Now it's time to pick the most promising opportunities from our Data Mining (Phase Two) and move them into Product Validation, which is Phase Three.

The end goal of this phase is to identify the winner from the first 3 phases. You will then collect sourcing data for this product.

**This phase will provide us invaluable data identifying what people WANT, so we can design our actual product offering to match that.** Later on we will be looking at both the actual product we source and how we present and promote it.

So, let's examine the next step of the process.

The main principle is to use search terms.

Search term data actually tells us exactly what people want and the current market conditions on Amazon behind specific terms. This is the most important piece of information we base sourcing decisions on and it comes from Amazon sponsored ad data.

Here's what we do:

1. We find search terms that we know will work via Amazon ads
2. We source a product to match those terms (just a handful of units)

3. We sell and market those units via Amazon Ads using those search terms.

*Here is how the process works...*

## STEP 1: How To Find Potential Search Terms

**Use common sense and logic** - simply think of what people will be typing in when they're searching for this type of product on Amazon.

**Use friends or family** - have them sit in front of a computer and type in the search terms they naturally would type in if they were searching for this product.

**You can also use the search bar on Amazon** for an insight into what the most popular search terms are, as once you start typing something in, it will give you suggestions and those will likely be ranked as the most searched for search terms.

**Lastly, you can use a tool like the Google Keyword Planner.** If you type in one search term there, it will give you numerous related search terms, which you can explore as well.

The above will give you a good idea of what search phrases people will most likely to use when searching for your chosen item.

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## STEP 2: Create a Basic Product Listing

Go to your seller central account and do the following:

- 1. Create a new listing in the correct category.** If you need category approval, you can put it in a different category for this test.
- 2. Get a UPC.** You need a unique Unique Product Code (UPC) which you can buy cheaply online (just Google it for multiple options).
- 3. Choose Fulfilled By Amazon (FBA)** as the method of fulfilment and just invent a brand name for this test listing.
- 4. Craft a basic title** that contains the five main search terms that you're going to test.
- 5. Create the five bullet points** that highlight five benefits of the product.
- 6. Write a short, simple description.** Just keep it really simple.
- 7. Add images.** Use three to four images for this test. They should be medium or high quality, and can be something you receive from the supplier or find online (as long as it's an accurate representation of the product).
- 8. Input the five search terms** into the backend search term section, one search term per line

**9. Calculate the average pricing in the market place.** Use the average price as the “on sale price” and set the actual price 20% higher. Having a sale price affects the click through rate and the conversion rate - it looks like a discount and pretty much all products on Amazon are sold like this.

So in summary, write a simple listing using facts and figures you have created for the purpose. You need something basic but clear explaining what the product is.

### **STEP 3: Buy The Initial Inventory To Test With**

This can be any unbranded inventory. You can buy it from Amazon, ship it to your house and then ship it back into FBA.

You could buy it from Alibaba.com, or AliExpress.com -(you can find anything on AliExpress at a reasonable price and unbranded.)

You can also buy from other online stores. You could even make your purchase in a local store.

It doesn't actually matter where you get this inventory - its main purpose is not really to sell it.

You just need to buy this product, whichever way you choose, wherever you live in the world and then follow the simple steps within your Amazon Seller Central account to generate shipping labels, attach the UPC stickers to the products and ship them into FBA.

**Three to five units, that's it. Super simple.**

Its principle purpose is to be able to get an FBA listing live with a few units of inventory on it, which is required for the listing to go live for sale on Amazon.

Once this listing is live we can run Amazon ads to it.

## **STEP 4: Set-up Sponsored Ads**

Once your product is live in the marketplace, you can set up sponsored ads. Sponsored Amazon ads need to be set up in a very specific manner to run the product validation.

1. Firstly set up a single campaign.
2. Choose an average daily budget of \$10 to \$20 dollars and set the duration to be one week (7 days).
3. Choose manual targeting and a bid of \$2 dollars per click. You need to opt to provide your own keywords (your search terms) and choose a match type of “exact” for each.

It is critically important that you set it up exactly like this in order to receive accurate data.

Data from Broad Match, Phrase Match or automatic campaigns isn't 100% accurate.

Once you have set this up, activate the ads.

## STEP 5: How To Read Your Data

Take a look at the amount of clicks you've received and the click through rate.

**Evaluate the cost per click.** Cost per click is an indication of competition. Sales don't really matter at this point because you haven't designed the product listing (and product itself) to convert people into buyers to properly sell the product.

**Look at the ACoS.** Look at the number of sales and the price of the product versus the price of the clicks. This is the average cost of sale (ACoS). If you have made sales and the average cost of sale is lower than say 50%, then great! If not, then that doesn't necessarily disqualify the product.

**Look what search terms have led to clicks.** The most lucrative search terms are ones with low numbers of clicks which have a high click through rate.

**Look at search volume.** There needs to be sufficient volume, so ask yourself if you have a chance to sell enough through the search term for it to be viable.

**Determine The CTR's.** There also needs to be a high enough click through rate, because that shows you what the buyer interest is like for the search term. Are people looking to buy something when they search for this term? And are they eager to buy it? Is it easy to advertise and get them to click and show interest in your product? That's what the click through rate shows you. It is simply the number of clicks divided by the number of impressions.



Keywords	Match type ?	Status ?	Est page 1 bid ?	Keyword bid ?	Impr ?	Clicks ?	CPC ?	Spend ?	Sales ?	ACoS ?
■ ■ ■	Exact	Paused	\$0.45	\$1.22 match bid	7,935	10	\$1.15	\$11.45	\$0.00	No sales
■ ■ ■	Exact	Running	\$0.56	\$1.77 match bid	8,357	28	\$1.27	\$35.56	\$131.85	27%
■ ■ ■	Exact	Running	\$0.83	\$2.00 match bid	139	1	\$1.07	\$1.07	\$0.00	No sales
■ ■ ■	Exact	Running	\$0.54	\$2.00 match bid	759	4	\$1.13	\$4.50	\$87.90	5.1%
■ ■ ■	Exact	Running	\$0.77	\$2.00 match bid	554	3	\$0.86	\$2.59	\$0.00	No sales
■ ■ ■	Exact	Running	\$0.57	\$2.00 match bid	302	1	\$0.70	\$0.70	\$0.00	No sales

Take a look at the screenshot ...

Note whether the keyword bid has gone down. We chose to make it \$2 dollars initially, but for two of these search terms it has come down automatically, as Amazon will adjust it.

We don't need to be paying \$2 dollars per click, but we still place it at \$2 initially, regardless.

Then look at the six search terms.

**The first search term** has a large number of impressions. This is just a week's worth of data, so almost 8,000 impressions, in seven days, but only 10 clicks, which gives us a pretty low click through rate.

That's why you can see that this search term is now paused because the buyer intent for this particular search term isn't high enough.

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**Now we look at search term number two.** This one looks a lot more promising which is why it's still running, because we have 28 clicks and 8,357 impressions, so we have a much better click through rate than for the search term above as well as a lot of impressions.

Cost per click is higher, which means there's a little bit more competition for this product. \$1.27 per click is the cost here and we spent \$35.56 dollars, but we made \$131.85 dollars in sales and our average cost of sale is only 27%, so this looks extremely promising, especially as we have not even optimized the listing.

**Search term number three** is not of particular interest as it doesn't have enough impressions.

**Search terms four and five** could be promising. They have a decent click through rate and a decent amount of impressions. Not overly high, but still enough, for example the average cost of sale for the fourth search term here is 5.1%. This is positive, and this search term looks like low hanging fruit. Less volume, but still valuable, because we can make a decent return on investment, just by spending a little bit of money.

## Amazon Ad Analysis - Benchmarks For Amazon Ads

There are a number of benchmarks we can use to analyse the data we received from product validation.

**Impressions.** First, we want impressions for any seven day period of testing to be at least 250. Anything below that you can write that search term off, because it doesn't have enough impressions to potentially be valuable, unless you're selling a very highly priced product, with a lot of profit per sale.

**Click through rate**, which is clicks divided by impressions, should be 0.25% at a minimum. Anything above 1% is very good.

**Cost per click** should be \$1.50 or lower. Anything above this and it's very competitive.

**Sales.** There are none needed at the product validation phase. But note that if a search term is positive in terms of return on investment. If during the product validation test you make sales, and the average cost of sale is showing for example a 30% profit margin it's a truly valuable search term.

## How To Optimize Amazon Ads

To optimize Amazon ads, we run the same campaign we started with.

Removing low performing search terms and replace them with a new round of search terms. **This is how you start to build product validation.**

You may want to continue this test in product validation until you find at least one or two really valuable search terms.

Maybe you haven't had any luck on the first round of search terms tested, but it doesn't necessarily mean you should give up on the product just yet.

You may want to test more search terms with this process. Keep removing low and bad performers, retain the good ones and then add in new ones.

Your goal is to continually find golden nuggets of search terms to target.

Remember, only run five to ten maximum at any given time inside of one campaign, because if you run more than ten search terms at any given time inside a campaign, Amazon may start rotating between the search terms, so the sponsored ad is not displayed a hundred percent of the time for the search term. This will result in inaccurate data for product validation.

## The Real Secret

The whole idea here is to base your product around your proven golden nugget keywords, so **the entire approach for optimizing the listing and sourcing the product is determined by these exact search terms that we've identified to be the most valuable.**

**We source a product INTO those search terms**, so it fits perfectly. **It's going to be exactly what these people are looking for because by now we know exactly what they're typing in.**

That's how you can create a product with edge and that's how you will have a winning conversion rate for those exact search terms that you're looking to target. Conversions are king on Amazon

There's no more guessing. You have a good idea of revenue and profit for a product, before ever sourcing it.

You know where the money is at and where exactly to focus your efforts, ie. on those money making search terms that you have identified.

It allows you to penetrate and carve out and own your own space even in very competitive markets. In any given market, a product may have hundreds of search terms and despite stiff competition, there will always be some search terms that are still very valuable, but almost completely overlooked by the competition.

If you focus your listing a hundred percent on those few search terms, yours can become the most sought after, popular, targeted, focused product on Amazon for those search terms. Thus you can penetrate and carve out your own space and completely own it in even competitive markets. This opens up more opportunity on Amazon, even where there is a lot of competition.

## Picking The Winner

There are two ways to pick the product to source. One is based on Amazon ad data alone and the other is based on Amazon ad data plus sourcing data, which gives us product projections. Let's look at each way of picking the winner in turn.

### **1. Amazon Ad Data.**

Here we simply compare the search term data from the different product opportunities we have tested and choose the product to source based on this.

This data alone will give us a pretty solid understanding and basis on which to choose from. The different data points, ie. the cost per click, the click-through rate and the impressions, tell us a lot about the viability of the search terms we have discovered for any given product.

## 2. Amazon Ad + Sourcing Data = Product Projections.

It is also possible to add to the data available now to make a sourcing decision from, and this is something we recommend. This is what we refer to as sourcing data.

The most important figures are the cost of goods sold and profit margins we can expect for the product. When we couple that with the Amazon ad data, we can accurately project our revenue and profits over time if we went ahead and sourced this product. Other important factors which may also affect our decision making are lead time and minimum order quantity.

Note that adding this data into our decision making is not absolutely necessary.

We will know after we make the decision with the first method that we need to be able to acquire a cost of goods sold below a certain level for the product to be profitable. However we strongly suggest you do this as part of product research and complete the entire Profit Oracle Blueprint process, as your decisions will be stronger and more successful. You will know more accurately what to expect from each product and how powerful it is to create the product projections and build a library of opportunities on Amazon to pick and source products from. It is the most valuable collection of data someone could ever create as a seller on Amazon.

## Creating Your Product Validation Report

Collect all the data on a spreadsheet. This is a seven day data Product Validation Report.

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In this example we have put in the first product and then the top five search terms or however many search terms we test. The top five are the first five we chose. Put in the impressions, the clicks, the click through rate, the cost per click, ad spend, number of sales and the average cost of sale. Then you can compare the different search terms to find the most valuable ones, which is the goal of the product validation process. If you do you not find them, don't move ahead at this stage. **It is vital to find GREAT search terms first and then source the perfect product to sell through the search terms.**

Product Validation Report (7 Day Data)										
	Product Name	Top 5 Search Terms	Impr.	Clicks	CTR	CPC	Spend	Sales	ACoS	
	Pour Over Kettle by Alpha and Sigma	Gooseneck Kettle	7095	32	0.45%	\$1.22	\$39.04	\$18.95	206%	
	-	Pour Over Tea Kettle	1098	4	0.36%	\$1.11	\$4.44	\$18.95	23%	
	-	Flow Control Spout Kettle	1120	5	0.45%	\$0.81	\$4.05	\$18.95	21%	
	-	SEARCH TERM 4	10	1	10.00%	\$1.00	\$1.00	\$1.00	100%	
	-	SEARCH TERM 5	10	1	10.00%	\$1.00	\$1.00	\$1.00	100%	
	PRODUCT 2	SEARCH TERM 1			⚠		\$0.00		⚠	
	-	SEARCH TERM 2			⚠		\$0.00		⚠	
	-	SEARCH TERM 3			⚠		\$0.00		⚠	
	-	SEARCH TERM 4			⚠		\$0.00		⚠	
	-	SEARCH TERM 5			⚠		\$0.00		⚠	
	PRODUCT 3	SEARCH TERM 1			⚠		\$0.00		⚠	
	-	SEARCH TERM 2			⚠		\$0.00		⚠	
	-	SEARCH TERM 3			⚠		\$0.00		⚠	
	-	SEARCH TERM 4			⚠		\$0.00		⚠	
	-	SEARCH TERM 5			⚠		\$0.00		⚠	
	PRODUCT 4	SEARCH TERM 1			⚠		\$0.00		⚠	
	-	SEARCH TERM 2			⚠		\$0.00		⚠	
	-	SEARCH TERM 3			⚠		\$0.00		⚠	
	-	SEARCH TERM 4			⚠		\$0.00		⚠	
	-	SEARCH TERM 5			⚠		\$0.00		⚠	

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## Phase Four: Sourcing Data Research.

To be able to make full product projections, including accurate profitability figures for the product, we need to address sourcing data research.

This is the first step of the sourcing process, but it's also an integral part of our research methodology. We'll talk about how to do this quickly and easily for both domestic and international suppliers. This is also a required step before we can complete our product research with actual product projections.

In this step we will reach out to and collect some important initial information from multiple different potential suppliers for our product. This will allow us to compare different options and give us a general idea of the most important numbers behind the product we're looking to source.

The main purpose of this data is to enable us to calculate the cost of goods sold which is a critical number to know. It will also allow us to understand how long the product will take to source. It lets us know how much we would have to spend on our initial order as well.

It enables us to do two things, firstly, to do accurate product projections and secondly, to choose between different suppliers for samples and sourcing. This data is critical for decision making.

### The information we want to collect

**Do they private label?**

**What is the cost per unit?**

## **What is the minimum order quantity and what is the lead time?**

Then we will look at the data we collect to find the average numbers which we will use to estimate what these numbers will end up being if we actually source the product.

We will also take into consideration the quality of the product as much as possible during this stage.

Pricing may be much lower for cheaper versions than what you want to source, which is the highest quality product possible. So, don't use numbers for cheap versions of this product in your math.

The questions about private labeling and lead time are going to be used to eliminate certain suppliers that don't do a private label or have a very long lead time.

Then we want to calculate the average cost per unit, and minimum order quantity from the rest of the suppliers. This will enable us to work out an estimate for the cost of goods sold, which is the most important number to consider.

## **Calculating Cost Of Goods Sold**

The most important number for us to understand is cost of goods sold. The first step to knowing the cost of goods sold is the cost of the first order, which is cost per unit x minimum order quantity.

For example \$5 dollars times 500 equals \$2,500 dollars. Remember, use the averages we collected so far. Then we need to add shipping.

If you start with express air freight, you could assume it will be 50% of the cost of goods sold, so in this case, \$2,500 US dollars x 0.50, or \$1,250. Then we need to also add the selling on Amazon fee.

We can assume a 15% fee which is average, so multiply the selling price by 1.15 to include the Amazon fee. Note, the shipping and selling fees are just estimates based on averages at this point. Use different numbers if you know them to be accurate.

We will calculate out the average selling price in the next step, but if for example it's \$30 dollars our selling on Amazon fee per unit is \$30 dollars x 0.15, ie. \$4.5 dollars.

We can therefore calculate our estimated cost of goods sold.

**Cost of first order:** \$2,500 dollars,

**Estimated cost of shipping:** \$1,250 dollars

**Estimated Amazon selling fees for all units:** 500 x \$4.5 dollars equals \$2,250 dollars

**So our cost of good sold is:** \$2,500 + \$1,250 + \$2,250 divided by 500 units equals \$12 dollars.

Note, these numbers will improve as we sell and source more of this product because we can get better pricing from the supplier. We may then be able to increase our pricing on Amazon and get better shipping rates etc. We will show you how to use the cost of goods sold figure in the next phase which is product projections.

## How to collect the data

This can be done via phone, email or instant message. If domestic, we recommend you use the phone. It can be much quicker and more efficient. However, if you are sourcing internationally, this may not be a realistic option, especially if you're sourcing from China.

In fact, when we carry out this step now we delegate the work in China to our sourcing agents, which is a great idea for anyone, even those just starting out and with the way we do it, it is very inexpensive. More on that in just a moment.

*The questions we need to ask:*

Firstly, we will ask for the information that relates to sourcing data collection only. Then we will ask a set of further questions once we get into the actual sourcing part.

At this stage, we simply ask:

*Do you private label?*

*What is the minimum order quantity?*

*What is the price per unit for the minimum order quantity?*

*And what is your lead time?*

## How To Find Products Domestically

*When and why to source domestically?*

For locally made products (for example “Made in USA”), customer demand is usually high, and so is the price, so domestic products can actually in some ways be better than foreign sourced products.

For example, you could place the “Made in USA” symbol on products sourced domestically and sold in the USA and because of higher customer demand, at least for some products, you can also demand a higher price. But bear in mind that you may well have to pay more for it as it would be considered a premium product.

In addition, some products should only be sourced domestically due to safety reasons, to meet local rules and regulations and for liability reasons.

Examples include, ingestibles, topicals, foods and pet products. Generally speaking anything that is placed on or inside the body which could potentially be harmful. It's better to make sure that is produced to meet all the regulations or rules in the country you're selling in.

### 1. Google search.

Just use the term “private label” and then add in the product type and you will have a list of suppliers for most products. So, “private label tea kettle”, for example. Very simple, but this is easily the best method to

find domestic suppliers. Tip: Copy-paste the text from the competitor's product listing into Google, to look for their domestic supplier. A lot of the time, someone selling a product may have used that original wording. So if you copy-paste parts of the text into Google, you may be able to find their actual supplier's website.

## **2. Local supplier sites**

Use sites such as [www.thomasnet.com](http://www.thomasnet.com) (it's like Alibaba but just for USA suppliers). There are usually sites and supplier directories like that for domestic suppliers in any country.

## **3. Trade shows**

There are many different trade shows like ADS, CES and MAGIC, (these are USA shows), that happen every year. They will have plenty of suppliers and countless different products, so you could find the manufacturers or the suppliers plus collect all the sourcing data at the same time.

## **How To Find Products Internationally**

International sourcing would generally be from Asia, Africa or Central / South America, so you're sourcing from a different country than the country that you're selling in.

Currently in around 95% of cases these products will be sourced from China. Some products are better found elsewhere however. For example clothing and textiles, wood products, precious stones and metals,



cars and car parts, are usually not made in China so also consider other countries when you're sourcing internationally.

Chinese manufacturing is number one by volume in the world. They manufacture almost every product known to man, and private labeling practices in China are ideal for online sellers like us, so in some instances there are good reasons to be looking to China to source your products.

Be aware, however, that in some countries, especially in the United States, products that are made in China tend to have a poor reputation. This is largely due to some companies sourcing low quality cheap goods from China.

But there are also plenty of high end quality products from China, because almost everything, including high end products, are made in China.

There are four main methods to find products internationally

1. **Alibaba.**
2. **Sourcing agents.**
3. **Sourcing companies.**
4. **Trade shows** - but note that this one is not wholly applicable to our methodology, because it's more useful for finding new product ideas. And at this stage you've already done this, so now you're just looking to collect the sourcing data for a particular product. But regardless, let's look at all four options in more detail now.

## 1. Alibaba

This is the biggest sourcing website on the planet and it mainly consists of Chinese manufacturers. This company had the largest initial public evaluation in history at \$25 billion US dollars and it's free to use, so it's a massive resource .

One thing you need to be aware of is the difference between trading companies and manufacturers.

A lot of companies on Alibaba are trading companies. They don't actually manufacture the product themselves, they buy them from a manufacturer and then mark the price of the product up a bit and resell it.

They may do a part of the product creation process themselves, such as branding the product (private labeling), assembling the packaging, or they may even assemble the product itself. This can make it a bit more expensive for you to buy the product, but you may be able to buy a lower minimum order quantity and the trading companies sometimes are better to communicate with.

But generally speaking, we recommend you go straight to the manufacturers, who are also on Alibaba. Just make sure you verify that they are an actual manufacturer if that's what you're looking for.

It's easy to search on Alibaba. It's like a search engine or catalog of suppliers and there are quick response times and efficient communication most of the time. The suppliers on Alibaba are there to acquire new customers and they want to be very responsive and helpful to win your business, as they are competing with other companies to do so - thus they do their best with English and helpful communication.

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## 2. Sourcing Agents

If you want to delegate this process then you can use sourcing agents. We use this set-up in our business. We have a team of sourcing agents in China. It started with just one person. They can be very inexpensive and will take you to the next level of efficiency and quality. They're quicker, they can use the phone and they can visit factories and suppliers who will in turn take you more seriously. This will put you in a better position for negotiations. This applies especially when sourcing in China.

The role of a sourcing agent is to find products, and, for example, do the sourcing data research for you. They negotiate pricing, they speak Chinese, they understand the culture and are often therefore able to get you a better deal. They can do quality control, they can do inspections of the products and the facilities and quality assurance before you pay the final payment for a new order, so it can prove to be extremely valuable.

The great news for someone new is that you can have a sourcing agent part-time, who can handle sourcing one, two or three products at any given time. You can get a really great part-time sourcing agent in China for around \$300 dollars per month, a very economical price which can definitely pay off.

Here's a picture of us in China on a sourcing trip with oursourcing agents.

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### 3. Sourcing Companies

They can get you great results and are efficient, but they're also more expensive. It's less work for you as it's all done for you. They're very organized and they can do everything for you, but you may not have the

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sourcing process done the way you want it to, if you have a specific process you'd like to follow. They have vast experience and large networks.

Often they have decades of experience, which you can really benefit from. Your profit margins are likely to be smaller, at least at the beginning, because you have to pay more for sourcing. But the speed of implementation and quality may be the highest you can get, so this can be a great option, especially if you're going to source a product fully and you intend to invest seriously into it by sourcing quite a lot of units right away. Then sourcing companies are a really good route to take.

#### **4. Trade Shows**

These are conventions of manufacturers showcasing their products. You can view many different products and meet numerous suppliers and there's the benefit of the in-person relationship building as well. In China there is the Canton Fair, which is the biggest in the world.

It is held twice a year for three weeks and it's huge, a great experience to go to at least once in your life. Hong Kong has the Global Sourcing Fair and the Hong Kong or HKTDC, both of which are twice a year. In the USA there are CES and ADS among many others. They're once per year and twice per year respectively and have Chinese private label suppliers there.

Overall they are a great place to visit, even just for inspiration and ideas to test with product validation and things like that, but remember to source into the data. You should always be sourcing based on the product validation, never go into a trade show and just buy something on a whim.

If you already know what you're looking for, meaning you've already done the product validation phase, you may be able to go to a trade show to find the supplier for a particular product.

If you know they have that category at the trade show, you can go and find a great supplier for this particular product. But again, since we source into the data, this is usually not the most direct approach for us. Attending trade shows is more for inspiration and finding ideas, as it's usually quicker and more direct to just use the other methods described to find suppliers for specific products, such as doing it online.

So, there are plenty of ways to collect the data.

To sum up, ask the supplier:

*Do you private label?*

*What's the cost per unit?*

*What's the minimum order quantity and*

*What's the lead time?*

Now go ahead and collect the following data from at least five suppliers for any given product and find the average for each number. We recommend you reach out to at least ten suppliers if using email or message, as some of them may not respond or not be able to offer what you're looking for.

## The Sourcing Data Research Report

Once you have all the information, collect all the sourcing data for each product inside a spreadsheet.

You've got the data for the top five suppliers, the minimum order quantity, and the lead time. What is the average price you think you will be selling at on Amazon?

Then the spreadsheet auto-calculates the averages for each thing and you can see the math.

For example it calculates the total cost of the first order and the cost of the shipping.

It also calculates the FBA (fulfilment by Amazon) fees, total FBA fees and the cost of goods sold, and you can easily calculate all the most important numbers.

**Then find your profit margin based on these averages from five suppliers**, so you can see what these numbers will look like for you. Now we take this into the next phase and couple this with the sponsored Amazon ad data we got from the product validation phase, to do the powerful and valuable Product Projections.

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Product Research Report

Product Validation Report

Sourcing Data Research Report

Product Projections

A

B

C

D

E

F

G


H

I

J

K

1



Sourcing Data Research Report

	Product Name	Top 5 Suppliers	Private Label?	MOQ	PPU at MOQ	Lead Time	Averages	Math 1	Math 2	COGS
2										
3	Pour Over Kettle by Alpha and Sigma	SUPPLIER 1	Yes	1000	\$2.50	30	MOQ	Cost Of 1st Order	Average Price	Total FBA Fees
4	-	SUPPLIER 2	Yes	2000	\$2.60	40	1167	\$3150	20	\$3500.00
5	-	SUPPLIER 3	Yes	500	\$3.00	15	PPU	Shipping (50%)	FBA Fees (15%)	COGS
6	-	SUPPLIER 4					\$2.70	\$1575	\$3.00	\$7.05
7	-	SUPPLIER 5								
8	PRODUCT 2	SUPPLIER 1					MOQ	Cost Of 1st Order	Average Price	Total FBA Fees
9	-	SUPPLIER 2					⚠	⚠		⚠
10	-	SUPPLIER 3					PPU	Shipping (50%)	FBA Fees (15%)	COGS
11	-	SUPPLIER 4					⚠	⚠	\$0.00	⚠
12	-	SUPPLIER 5								
13	PRODUCT 3	SUPPLIER 1					MOQ	Cost Of 1st Order	Average Price	Total FBA Fees
14	-	SUPPLIER 2					⚠	⚠		⚠
15	-	SUPPLIER 3					PPU	Shipping (50%)	FBA Fees (15%)	COGS
16	-	SUPPLIER 4					⚠	⚠	\$0.00	⚠
17	-	SUPPLIER 5								
18	PRODUCT 4	SUPPLIER 1					MOQ	Cost Of 1st Order	Average Price	Total FBA Fees
19	-	SUPPLIER 2					⚠	⚠		⚠
20	-	SUPPLIER 3					PPU	Shipping (50%)	FBA Fees (15%)	COGS
21	-	SUPPLIER 4					⚠	⚠	\$0.00	⚠

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## Phase Five - Product Projections

Now we are at the final phase of the research process.

**What are Product Projections?** Let us show you how to tie the product validation data to the sourcing data to accurately project the potential success of a product.

More specifically, we're going to show you how to tie sourcing data into the work you've done so far, to take your product research a step further and make actual product projections before you ever source the product.

*Understanding this will be incredibly valuable for you, and ensure you make the best sourcing decisions possible.*

Let us use an example that will demonstrate this process the best using math from Amazon ads.

For each search term, we can now do some calculations.

- *We can estimate average impressions per week.*
- *We can estimate true click through rate.*
- *We can estimate the level of competition via the cost per click.*

As a rule we can assume more than a 10% conversion rate for a good listing from Amazon ad clicks. Sometimes this is a lot higher, but now we can do some very valuable math.

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Note: the actual sales are not important at this point. We know we will get them once we optimize our listing properly.

Let's say we have 1,000 impressions per week (7 days) for a search term and our click through rate is 1%. This means we will have 10 clicks per week and can estimate that our conversion rate from the Amazon ads will be 20%.

It can be higher than this on Amazon, but that would be a decent conversion rate. This means we will have two sales per week for this product. Of course, we can also improve our click through rate, so this is a very fair estimate.

Will this be profitable?

That obviously depends on the level of competition, so the cost per click. If our cost per click is \$1 dollar, then to get those ten clicks, we have to pay \$10 dollars.

**If our profit margin is over \$5 dollars per sale, we will make money from running exact match sponsored ads for this search term.** We know this already.

But to know our projected profit margin, we have to add in the sourcing data.

We must know our cost of goods sold, which consists of cost per unit, cost of shipping per unit and Amazon FBA fees per unit sold.

This is something you can always bring down as you sell in higher volumes, because you can order larger quantities which will bring down the cost per unit, cost of shipping, etc, but we can estimate this initially by collecting sourcing data.

Remember the cost of goods sold? This is the number we need.

Of course when choosing your supplier, you will want to take more things into account such as the minimum order quantity, the lead time, quality of product, communication of the supplier, etc.

**But once we have an estimated cost of goods sold, we can estimate profit margins, *because average price, minus cost of goods sold equals profit margin.***

We may be able to sell for a higher price than average, but that is a great place to start.

To make realistic projections and for comparing different opportunities, because remember; we may do this for multiple winners, we need to compare them all in the same way. Then using the averages is the most accurate and is also a conservative estimate.

However you're likely to do a bit better than we actually project which is good to know.

*To continue on with our example:*

- Let's say we're expecting two sales per week from a given search term, with a cost from sponsored Amazon ads of \$10 dollars to get those two sales.
- So \$5 per sale and the average price of this product is \$29.97 and our projected cost of goods sold, including Amazon FBA fees is \$12.

- Then our cost to sell those two units is  $2 \times \$12$ , which is  $\$24 + \$10$  for the Amazon ad cost, so  $\$34$  to sell those two units. In turn we receive  $2 \times \$29.97$ , which is  $\$59.94$  in revenue
- So our profit per week from this search term is  $\$59.94 - \$34$ , which is  $\$25.95$  profit per week from this search term.

*Note that we are still just in the research phase and we haven't spent money or time or energy to actually source anything serious, but this is all totally reliable and based on real data. It's all a part of our unique product research methodology.*

*To continue on...*

If our projected profit per week from this search term is  $\$25.94$ , our projected profit per month is  $4 \times \$25.94$ . This is  $\$103.76$  and our projected profit per year from this one search term, if the conditions don't change, is  $12 \times \$103.76 = \mathbf{\$1,245.13 \text{ profit}}$ .

And keep in mind, this is just one search term and only from exact match sponsored Amazon ads.

There are more ways to run Amazon ads and **by far most of our revenue and profit potential comes from ranking organically for search terms**.

Say we find five more search terms of similar quality, then per week we would have...

- $5 \times \$25.94$  in profit,
- Which is  $\$129.70$  in profit per week.
- Per month,  $4 \times \$129.70$ , so  $\$518.80$  per month in profit.

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- Per year we would have 12 x \$518.80 profit
- Which equals **\$6,225.60 profit per year** and again, that is just from exact match sponsored Amazon ads.

*If you get ranked organically....*

....which is where most of the sales will come from, within the top three of the search term, we can expect at least a 10% click through rate from that, possibly substantially more because those are averages based on being ranked in the top three.

So, that would mean instead of 10 clicks per week, we would get 100 clicks per week. That may convert a bit lower than from the ads, but we can assume a 10% conversion rate from organic clicks.

This means we will have 10 organic sales per week from that search term in addition to the two sales per week from the Amazon ads and we only pay the cost of goods sold for the 10 organic sales, there's no Amazon ad cost to them

- So our profit margin selling at \$29.97 is \$29.97 - \$12 which equals \$17.97.
- Now we have a profit per week of \$179.70 from organic sale for this one search term
- Plus a profit per week of \$25.94 from the two Amazon ad sales.
- A weekly profit of \$179.70 + \$25.94 = \$205.64,
- So we're making \$205.64 profit from that one valuable search term per week.

Let's again do the math for five search terms, so assuming we are ranking top three for our top five search terms, which if you choose them wisely is going to be easy to do.

- You will have a weekly profit of  $5 \times \$205.64$ , which equals \$1,028.2.
- Our monthly profit is  $4 \times \$1,028.2$ ,
- so now we've got \$4,112.8 per month in profit.
- Yearly profit,  $12 \times \$4,112.8 =$  **\$49,353.60 profit per year from one product and five search terms.**

**That's the power of choosing your search terms wisely and doing the product research correctly.**

If you identify the right search terms and spend the time and money and energy on that, you will get fantastic, reliable results and it will be easy and quick and extremely powerful to then scale up with this methodology. From something that may have seemed small initially, just looking at the initial sponsored Amazon ad data, look at these results!

**Do not underestimate the power of this approach.**

Furthermore, if search terms work out profitably via Amazon ads, you can almost certainly make them work out similarly well with organic search traffic too. You will just need to implement the right strategies to market them and get them ranking organically, but that's very easy. And sometimes doing the proper research, setting the product up correctly based



on that plus dialing Amazon ads in like this is enough. And even if you may have to do a little bit more, it's still very simple and easy.

Simply do the research side of things diligently and dial in Amazon ads. Also if you only ever sold via Amazon ads, you can still feel confident, because you know you will be making at least X profit.

That's the profit that's projected from exact match Amazon ads, which you already confirmed that you're going to be making, by running the product validation test.

**As the above example shows, you can project the success or profit of each search term with considerable accuracy based on real hard data.** This is NOT guesswork.

This is making projections based on reality and it beats other methods by a long shot.

The beauty is that you can do this as much as you want and build a database of different search terms for different products with estimated profitability, then choose to do the products that have the highest estimated profitability based on the top five search terms or so.

*Get good and systematize...*

Once you get some experience and get really good at this research process, for you, Amazon becomes not a catalog of products to buy, but **a catalog of opportunities waiting for you to make money from.**

You can build an empire from this, just by dialing in Amazon ads. Dial in marketing to get ranked organically as well and you are KING

## Here's a pro tip for you that may blow your mind:

*How to 10 X your revenue.*

*Who says you only have to launch one product for each set of profitable search terms you discover?*

**You can launch 10 products based on that if you want and then your numbers may look like**

$10 \times \$49,353.60 = \$490,353.60.$

We can divide that by two to make it a more conservative estimate, because of course not all 10 products will be in the top three, so not all of them are going to get the same amount of sales.

But a good estimate would be that you could still profit half of that with the subsequent 10 products on average, so **\$245,176.80 per year.**

It's very easy to multiply your revenues from the same research, the same work. Especially when you have already successfully launched one product as you know exactly how to do it again.

You just have to create different variations of the product which is the easiest thing in the world to do.

*You can even use the same supplier.*

**Once you've discovered something really valuable, and you already have good results from it, just do it multiple times over and multiply your revenue.**

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This is a pro Amazon seller tip that almost no one is actually doing. But those who do, get rewarded massively.

So how do we do the actual Product Projections?


This is the good news. By using the Product Projections Spreadsheet ([sign up for the free training to discover how to get all these spreadsheets by the way](#)), you actually do not have to do any work to calculate the product projections.

A spreadsheet can auto calculate the entire product projections for you if you have filled in the numbers for product validation and sourcing data research.

So make sure you complete the figures and let the spreadsheet do the work.

Here's an example of the Product Projections Report.

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	Product Research Report		Product Validation Report		Sourcing Data Research Report		Product Projections						
	A	B	C	D	E	F	G	H	I	J	K	L	M
1	<div>Product Projections</div>												
2		Product Name	Top 5 Search Terms	Weekly Ad Sales 20%	Cost of Ad Sales	Cost of Acquisition	Profit Margin	Profit Per Ad Sale	Weekly Profit From Ads	Monthly Profit From Ads	Yearly Profit From Ads	Total Profits From Ads	-
3		Pour Over Kettle by Alpha and Sigma	Gooseneck Kettle	6.4	\$7.81	\$1.22	\$12.95	\$11.73	\$75.07	\$300.29	\$3603.46	Total Weekly:	\$101.46
4		-	Pour Over Tea Kettle	0.8	\$0.89	\$1.11	\$12.95	\$11.84	\$9.47	\$37.89	\$454.66	Total Monthly:	\$405.86
5		-	Flow Control Spout Kettle	1.0	\$0.81	\$0.81	\$12.95	\$12.14	\$12.14	\$48.56	\$582.72	Total Yearly:	\$4870.27
6		-	SEARCH TERM 4	0.2	\$0.20	\$1.00	\$12.95	\$11.95	\$2.39	\$9.56	\$114.72		
7		-	SEARCH TERM 5	0.2	\$0.20	\$1.00	\$12.95	\$11.95	\$2.39	\$9.56	\$114.72		
8		PRODUCT 2	SEARCH TERM 1	0.0	0	⚠	⚠	⚠	⚠	⚠	⚠	Total Weekly:	⚠
9		-	SEARCH TERM 2	0.0	0	⚠	⚠	⚠	⚠	⚠	⚠	Total Monthly:	⚠
10		-	SEARCH TERM 3	0.0	0	⚠	⚠	⚠	⚠	⚠	⚠	Total Yearly:	⚠
11		-	SEARCH TERM 4	0.0	0	⚠	⚠	⚠	⚠	⚠	⚠		
12		-	SEARCH TERM 5	0.0	0	⚠	⚠	⚠	⚠	⚠	⚠		
13		PRODUCT 3	SEARCH TERM 1	0.0	0	⚠	⚠	⚠	⚠	⚠	⚠	Total Weekly:	⚠
14		-	SEARCH TERM 2	0.0	0	⚠	⚠	⚠	⚠	⚠	⚠	Total Monthly:	⚠
15		-	SEARCH TERM 3	0.0	0	⚠	⚠	⚠	⚠	⚠	⚠	Total Yearly:	⚠
16		-	SEARCH TERM 4	0.0	0	⚠	⚠	⚠	⚠	⚠	⚠		
17		-	SEARCH TERM 5	0.0	0	⚠	⚠	⚠	⚠	⚠	⚠		
18		PRODUCT 4	SEARCH TERM 1	0.0	0	⚠	⚠	⚠	⚠	⚠	⚠	Total Weekly:	⚠
19		-	SEARCH TERM 2	0.0	0	⚠	⚠	⚠	⚠	⚠	⚠	Total Monthly:	⚠
20		-	SEARCH TERM 3	0.0	0	⚠	⚠	⚠	⚠	⚠	⚠	Total Yearly:	⚠
21		-	SEARCH TERM 4	0.0	0	⚠	⚠	⚠	⚠	⚠	⚠		
22		-	SEARCH TERM 5	0.0	0	⚠	⚠	⚠	⚠	⚠	⚠		

That's it! Congratulations, you now know how to pick products that are not only successful every single time, but you can start selling quickly and with very little work. You will also know exactly how profitable they will be before you ever spend any time, money or energy sourcing the product.

**Welcome to the mastery level of selling on Amazon!**

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Remember we are running a series of LIVE training calls on **Monday 3<sup>rd</sup> April** where we're going to reveal how we have done over 8-figures in product sales on Amazon by doing things **COMPLETELY differently** to anyone else.

... and how YOU can take advantage the "blue ocean" of opportunity that has made building a highly profitable Amazon business easier than it had EVER been before. We only have **VERY limited places** so...

**[Click here to Secure Your Seat Now](#)**



**Ryan Coisson & Daniel Audunsson**

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