

WHAT'S WORKING NOW?

TOP 3 MOST EFFECTIVE PRODUCT DISCOVERY TACTICS OF 2018



INTRODUCTION

In this guide, I'm going to walk you through the most effective strategies for sourcing private label products in 2018.

Amazon, Private Label, & E-Commerce have been growing faster than anyone predicted. With rapid-growth comes rapid-change - and most of what's being taught out there is just not effective any more (such as dropshipping).

In this strategy guide, I'm going to show you what's working for us right now. You'll learn 3 cutting-edge product research & selection tactics that my clients and I have been using successfully to grow our e-commerce business in 2018.

Using these 3 methods, we've been able to eliminate the stress of product research & selection - focusing in on the hottest private label product opportunities currently set to explode onto the Amazon-scene.

In an industry growing & changing quickly as this one, your #1 task is to focus in on what's working NOW - because 6-months from now, these strategies will become stale.

When you're just starting out as an entrepreneur, it's easy to fall into the trap of trying to learn everything you can (rather than learning through taking action).

What every successful entrepreneur eventually discovers - business is surprisingly simple. All you need is ONE strategy that works, and that will snowball into greater & greater success.

Same goes for building an Amazon business or an E-Commerce brand. You need to be hyper-focused on only doing what's most effective, and accept that everything else is a waste of your time. And in this guide, you'll learn exactly what's working now.

So your job is scroll down, see what's working now, and then get out there and do something about it.

I challenge you to put these product research strategies to the test. I'm confident they'll help you transform your life & your business.

After you've put these strategies to good use, send me a personal note to let me know how it went. I'd love to hear how they worked for you, and share your story with the StartupBros community.

Let's get to it,
Will

THE RIGHT WAY TO RESEARCH

Most people find product research overwhelming - and what a shame...

Discovering your first product should be exhilarating, not frustrating. It should be one of the most memorable moments of your entire life!

Your first successful product will be the foundation of a new, successful business. One that makes money through improving the lives of its customers.

Your first successful product quickly leads to a successful product line. And that quickly leads to a successful brand...

Unlike many 'solopreneur' businesses that you could build today - you're building a sellable asset. Not just making a quick buck.

You're building a company that you could easily sell in the future, as many do. You're building a real business.

And all it takes - is one successful product. Everything snowballs from there.

Here's what you need to have an exhilarating experience with product research -

I. KNOW GOOD PRODUCTS VS. BAD PRODUCTS

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| GOOD:  Small, Light, and Cheap to Ship | BAD:  Patented or Trademarked Goods |
|  Sells in the Startup Sweetspot Range of \$15-100 |  Heavy, Bulky, Expensive to Ship |
|  Profit Margin of 67%+ (3x Cost) |  Over-Saturation/Too Much Competition |
|  Low Best Seller Ranking (BSR) |  Electronics/Technically Complex or Moving Parts |
|  40%+ Sell-Through Ratio (STR) |  Perishable Goods (food products) |
|  Branding Potential |  Commodity Products (sold at Walmart, dishsoap etc) |

Avoid researching anything with bad product characteristics to speed up your discovery.

2. FORCE EXTREME FOCUS

The main reason people find product research so challenging is because they don't know what to focus on.

When you're just starting out, it's tough to know what matters and what doesn't. Because of this, many people fall into an endless abyss - constantly spinning their wheels with no end in sight. No wonder most people are frustrated!

The solution is to force yourself to stay extremely focused on the metrics that matter. I recommend using this [Product Research Workbook](#) to stay organized. If it's not in that workbook, it probably doesn't matter.

It's incredibly easy to let your product research blow up into an endless task - don't let it happen to you!

If you have any product research questions, be sure to join me live on one of my upcoming [online training workshops](#)



PASSIONS, INTERESTS, HOBBIES & PROBLEMS



DIFFICULTY

2/5



EFFECTIVENESS

4/5



TIME REQUIRED

45-MINUTES

1 | PASSIONS, INTERESTS, HOBBIES & PROBLEMS

One of easiest ways to get started with product research is observing your own day-to-day life.

THERE ARE FOUR MAIN AREAS TO THINK ABOUT -

- **PASSIONS:** Things that you love & live for (Exotic foods, travel, productivity)
- **INTERESTS:** Things you are interested in & drawn towards (NBA/NFL, Artisan Coffee, Beer Brewing, Politics)
- **HOBBIES:** Activities you do for fun/leisure (Crossfit, Cooking, Painting, Running)
- **PROBLEMS:** Pain points you (or others) have throughout the day
 - “My knee always hurts after sports - I wonder what I can do?”
 - “I need to improve my posture - I wish my computer screens were raised up higher”
 - I wish I was a better basketball shooter - maybe there's a product that can help”

Picking a product within a niche that you already know & love can be a great competitive advantage. If you're an avid skydiver, you'll probably see many opportunities that others can't (in both your product selection & your marketing).

You'll typically be able to acquire customers more efficiently than competitors in industries you already know & love - since you're tapped into the subconscious behavior of your target customer.

High-margin products are usually found in these areas. When our purchases are driven by passions, interests, hobbies, or problems - we tend to throw price sensitivity to the wind...

For example - when most people buy a pair of headphones, they tend to buy a decent-looking low-cost pair. However, an audiophile who is obsessed with the quality of his music will happily pay hundreds of dollars more. They would be unhappy to pay anything less. Simply because they are passionate about it.

To actually execute this strategy, I recommend carrying around this [Brainstorm Worksheet](#) for 2-3 days while brainstorming different product ideas. Once your worksheet is full, then research your best ideas using the Product Research Workbook.

If you're still lost, here's an example [Brainstorm Worksheet](#) that I filled out :)



SPY ON THE COMPETITION



DIFFICULTY

1/5



EFFECTIVENESS

2/5



TIME REQUIRED

15-MINUTES

2 | SPY ON THE COMPETITION

This is a controversial strategy that I would only recommend using for inspiration purposes. It's working well for people right now, so it's in this ebook.

This strategy will allow you to spy on your competition, and see exactly which products they are launching right now. However - you should be very reluctant to copy somebody else's product.

THERE'S A FEW REASONS YOU SHOULD NOT BLINDLY COPY ANOTHER SELLER'S PRODUCT -

1. You'll always be 6-12 months behind the competition, constantly trying to catch up.
2. You'll never know which products are successful, and what makes them successful.
3. You'll be a dick.

With that being said, here's how you can see what the competition is selling...

Method 1 - Spying on Competitor's PPC Campaigns

You can see which products are successful right now by checking out what other sellers are advertising via Amazon PPC.

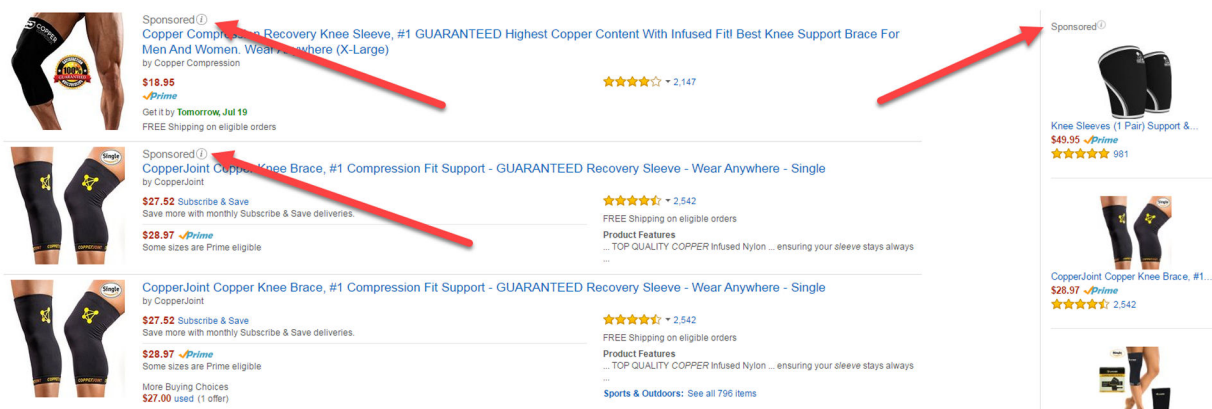
If a seller is advertising a product, you can be sure that they're making money with it! In fact, since advertising costs money - any products being sold via PPC Ads tend to have very lucrative profit margins (to support the additional costs of ad spend).

Here's how you can see what other sellers are promoting via Amazon PPC...

Any time you see the word 'Sponsored' on Amazon, it means that product is being advertising by the seller via PPC.

Sponsored ⓘ

You'll usually find Sponsored Products either on the 'Search Results' pages -

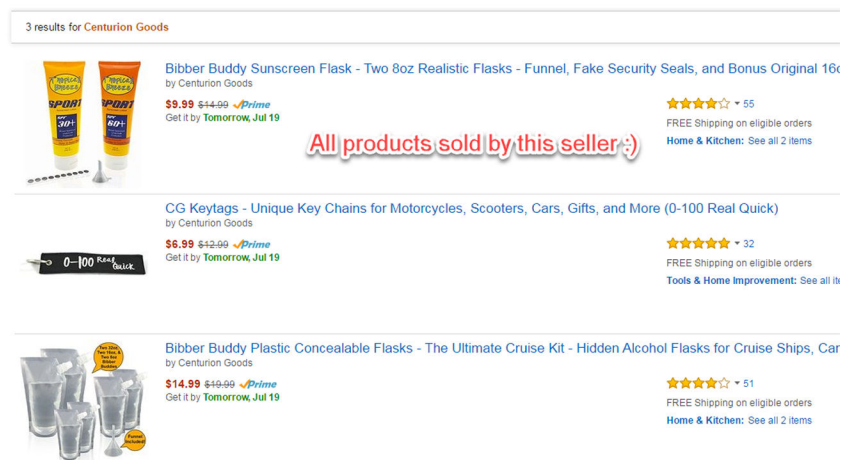


2 | SPY ON THE COMPETITION (CONTINUED)

To see another seller's product catalog, just click their Seller Display Name from any Product Listings...



Now we can see this seller's entire product catalog...



When using this strategy - the fewer items, the better. You want to target smaller sellers who you can compete with, not large companies who only make money when they sell thousands of units. You want to make money on every sale :)

Method #3 - Spying on Giveaway/Review Clubs

This is a strategy that will only work for those of you ready to invest in your product launches.

If you've already been selling on Amazon for a while, you're probably familiar with giveaway/review clubs. These are essentially product review/feedback communities - where you can give away free product in exchange for reviews.

Most of these clubs don't even require a login. You can simply head to the website and see exactly which products are being launched.

Some of my favorite sites are [Tomoson](#), [AmzReviewTrader](#), and [SnagShout](#) - but there's [lots more](#).



ASK YOUR CURRENT SUPPLIERS



DIFFICULTY

1/5



EFFECTIVENESS

5/5



TIME REQUIRED

10-MINUTES

3 | ASK YOUR CURRENT SUPPLIERS

If you already have a successful product a (or when you do), this could be the most effective product discovery tactic you'll ever find...

Asking your current suppliers about their hottest & fastest moving products will give you great ideas - but that's not what makes this strategy so effective.

The reason this works is economies of scale - something you'll become extremely familiar with as your company continues to grow. Simply put, the more product you buy from any given source, the lower your per-unit cost will be...

I know you're saying 'duh', but few people realize that ordering multiple products from the same supplier will drive the cost-per-unit down on all your products.

This means you can achieve bulk-pricing discounts without depending on any single product. And it means you can develop a competitive pricing advantage others can't match.

And that's pretty awesome :)

THANKS FOR READING

NEED MORE HELP? JOIN ME LIVE ON MY WEEKLY TRAINING WEBINARS

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