



Finding Opportunities on Amazon for Selling Physical Products

Purpose

This lesson is going to cover how to find selling opportunities on Amazon for all physical products except for books, whether *Private Label* (PL), *Wholesale* (WS) or *Drop-ship* (DS) products. The lesson is covered in other modules as well for those going through one module at a time, but for the sake of context, go through the lesson with the PL and WS business model in mind.

Where to Start

Product Source

The first thing you need is a product source. Before you can make money selling a PL or WS product on Amazon, you need to make sure the product is either already on Amazon or you have access to one that can be added to Amazon.

Items that you have access to can come from a variety of sources. One source would be any PL or WS company you are already associated with. The company will have a list of items from which you may be able to choose 1 or more that can be added to Amazon.

Another possible source would be items that you may already be selling from your own website. You could add items from that website and then email your existing customer list with the details. You should already have credibility with your customers and now you're adding the credibility of Amazon, so this makes this option a great opportunity for increased profit.

Other sources may be distributors or manufacturers you know of or friends, family and the like who have businesses you can go to for products. This would make for a great source for "*low hanging fruit*" products that can be introduced to Amazon as you may be the only seller who knows of or has access to the product.

Searching on Amazon

The other obvious source is products already on Amazon. By researching and evaluating products already there, you may find products that you can get access to (e.g. make available for PL or WS). You can then add those products to your seller's list just like any other products you would add to Amazon.

The whole purpose of evaluating is to determine whether or not the product's value and market competition are at levels that make consideration of that product worthwhile. There is no hard and fast rule regarding what competition level you should operate in but you do want to add this as part of your evaluation criteria.



In order to evaluate a product, however, you first need to find it. The search process is fairly straight-forward and has a couple of recommended search options you can use.

Before we look at the search options, consider this - when evaluating products for consideration, be sure not to shy away from products that seem low-end. While in many instances you may choose to avoid such items, it may be that a seemingly low-end product can be quite profitable.

Another thing that is recommended is that you don't shy away from low-priced, junky-looking products. If they are on the best sellers list, there's a reason for it. For example, a product may get some celebrity mention in the media, such as being spoken about on a talk show. What often happens afterward is that many people go looking for the product online. You may just happen to unintentionally find that product while conducting your search, so always keep your eyes open for opportunities outside your focused search.

So as mentioned, there are a couple of recommended options for searching opportunities on Amazon:

- **Best seller lists** – Amazon lists all of the best sellers for every category. The items that appear on these lists are ones you may want to consider competing with. To review these items, select your category then click the "Best Sellers" link that appears in the navigation bar at the top of the category page.



Note: the "Best Sellers" option may be located differently along the navigation bar than shown in the image, depending on the department /category you're in.

When viewing the "Best Sellers" list, you'll notice details such as:

1. How long the item has been on the best sellers list.
2. Movement – a red or green arrow may appear beside the product name, indicating the direction of movement on the list. If no arrow is showing, it simply means the item has not moved up or down.
3. Pricing – the number of reviews may be high but you might be in a position to play with the pricing to help you compete in that product's market.
4. Number of reviews – this detail can help determine whether or not this is a worthwhile product to compete with as the number of reviews often indicates the number of purchases. The higher the number of reviews, the higher the competition, so you'll need to decide what level of competition you are willing to

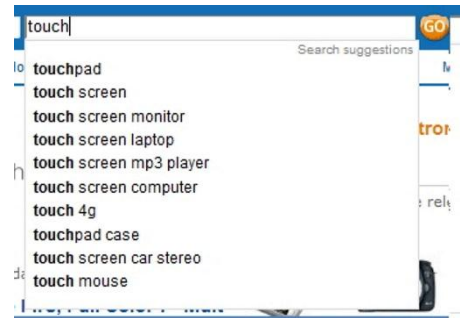




handle. Conversely, if you find a product that has a lot of sales but few reviews, this would be an ideal product to select.

NOTE: as mentioned already, there is no hard and fast rule governing what level of competition is worth competing against. It is really up to you, and your experience over time will help you determine which levels you handle best and get the best return on. You probably want to start out with a lower competition level just to get used to selling on Amazon, but once you're more comfortable, you can go for the higher levels.

- **Keywords** – searching on Amazon using keywords is a great way to find the kinds of products you think you'd be able to compete with as a seller. A couple of easy methods for determining keywords to search on would be to use a variation of an existing product name as a keyword or use 'Amazon Suggestions' to come up with some good keywords. 'Amazon Suggestions' is a feature similar to 'Google Suggestions' where a list of suggested search values appears beneath the search field as you enter in your characters. For example, notice the suggestions that appear when typing in keyword 'touch'.



Once you have completed your search and evaluation, you will then source the product. If you are able to find a PL or WS company that carries the product, then you'll most likely want to add it to your seller's list.

Conclusion

This sums up the initial approach to finding products and opportunities on Amazon. In the next lesson you will learn where to find PL and WS products you can add to Amazon for inclusion on your seller's list.