

PRIVATE LABEL Product Requirements for selection: (all answers below should be “yes”)

1. ___ Can I build a brand around this product, of at least 5 other products? (Other products that relate? Do it without Amazon? Could build website, blog content, around?)
2. ___ Do I like this product and niche?
3. ___ Did you make sure a National name brand does not dominate the market of your product? Avoid if people search by a certain brand.
4. ___ Does the market have multiple keywords?
5. ___ Are you able to gain access to a Pay Per Click spot?
6. ___ Is this market viable in multiple Amazon International Markets?
7. ___ Using MerchantWords.com or others, does the top 3 keywords have 100k searches a month?
8. ___ Is there a knowledgeable seller in the top 3 listings with good pictures , copy, descriptions? You want this to be yes.
9. ___ Can I source and supply this product easily and consistently? Is supplier Gold, onsite checked, willing to do escrow and Paypal? In house art
10. ___ Under 2 pounds of weight? 1 pound is best.
11. ___ Is product durable and unlikely to break in shipping?
12. ___ Is product intuitive and not needing an instruction manual?
13. ___ Does product lead to reordering or subscriptions or gifting?
14. ___ Is the product hard to purchase at a local big box store?
15. ___ Does it fit into a shoebox? 18” or smaller in length? Smaller than 8 x 8 x 8 is best.
16. ___ Is it a low breakage and low return item? (Not glass, electronics, or have lots of moving parts)
17. ___ Is it in a Amazon Top Seller Category or Product list? (500 or less)
18. ___ Is the (BSR) ranking between 500 – 4k? #1 spot 500 #2 700 #3 1500 #6 5000 = good market

19. ___ Can you do a small intro order to test market, of less than 500 units first order?
Ex: 50-250 items and then order 1000 later.
20. ___ Is the sale price between \$20 - \$60? (\$20-\$40 is sweet spot)
21. ___ Can you make a \$10 NET profit margin off each unit?
22. ___ Can you purchase, including shipping, for less than 20% of the sales price?
23. ___ Is there room for improvement on the product, listing, feedback, star rating, branding, or packaging?
24. ___ Is there room for you in this market? (Too saturated? Selling against Amazon?)
25. ___ Is the product trending favorably on CamelCamelCamel and Google Trends?
26. ___ Are there other accessories and/or products that can be bundled with it? Can you add value to the product by ebook, instructions, bundling?
27. ___ Will this product support a 50% (or close) mark-up margin?
28. ___ Can I compete with the number of reviews? Want top 5 competitors to have less than 400. Better if secondary spots have less than 100. Can I be on first page?
29. ___ Is my product a low liability risk?