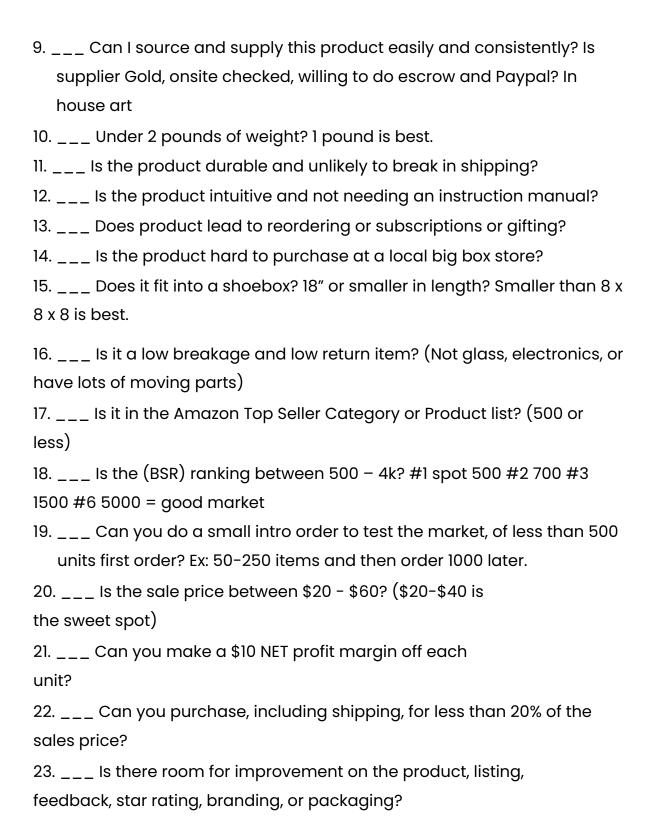


PL Product Requirements for selection: (all answers below should be "yes")

1 Can I build a brand around this product, or at least 5 other
products? (Other products that relate? Do it without Amazon?
Could build websites, 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, do 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.



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, and 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 the first page?

29. ___ Is my product a low liability risk?