



**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.

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 the product durable and unlikely to break in shipping?
12. \_\_\_ Is the 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 the 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 the 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 the 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, 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?