



AMAZING \$ELLING MACHINE

***Finding Product Opportunities,
Choosing a Supplier,
& 17 HOT Opportunities on Amazon
Right NOW!***

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IMPORTANT: Make sure you watch BOTH video 1 AND video 2 before reading through this PDF because you'll better understand everything that's here.

“HOW DO I FIND PRODUCTS TO SELL?”

This is THE most common question we get about this business model of selling REAL products to REAL people by leveraging the power of Amazon.

The problem is, this is not the right question to be asking...

Regardless of how little experience you have with selling REAL physical products, we can teach you EXACTLY what to sell on Amazon for the fastest success and that's what this video is all about.

You see, at one time, Jason and I, and all of our students, knew NOTHING about selling physical products...

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In fact, as Jason showed in video 1 of this series, he's doing phenomenally on Amazon...this year alone he's made over \$600,000 in PROFIT on Amazon selling REAL physical products.

Sales Dashboard [Learn more](#)
Tell us what you think of this new feature

Date

Year to date - Sep 9, 2013

Fulfillment channel

Both (Amazon and seller)

Apply

Sales snapshot taken at September 9, 2013 12:39:43 PM PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
22,678	20,616	\$731,602.16	1.1	\$32.26

Date

Year to date - Sep 9, 2013

Fulfillment channel

Both (Amazon and seller)

Apply

Sales snapshot taken at September 9, 2013 12:39:43 PM PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
7,650	9,263	\$211,012.17	1.21	\$27.58

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Sales Dashboard [Learn more](#)
[Tell us what you think of this new feature](#)

Date: Year to date - Sep 9, 2013
Fulfillment channel: Both (Amazon and seller)

Sales snapshot taken at September 9, 2013 12:39:43 PM PDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
2,600	3,141	\$90,123.49	1.21	\$34.66

Sales Dashboard [Learn more](#)
[Tell us what you think of this new feature](#)

Date: Year to date - 9 Sep 2013
Fulfillment channel: Both (Amazon and seller)

Sales snapshot taken at 9 September 2013 20:39:50 BDT

Total order items	Units ordered	Ordered product sales	Avg. units/order item	Avg. sales/order item
6,410	7,251	£124,352.55	1.13	£19.40

Compare sales

Units ordered
Ordered product sales

He, like many of our students, just focused on the RIGHT question...

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“What’s the best OPPORTUNITY right now?”

But, here’s how most people try to get started selling physical products...

They start by signing up for a massive product-sourcing site like the one below...

doba Preview Products How Doba Works Features Success Stories Enterprise **FREE TRIAL**

Drop Shipping. Simplified.™

Get instant access to 1,527,292 wholesale products, drop shipped directly to your customers.

Try it FREE [Video Tour](#)

They do this because they want to sell physical products and that’s what these types of sites have...LOTS of them. This one happens to have about 1.5 MILLION different products.

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Do you know how many products Jason sells to make \$600K in profit?

About 4 or 5.

Do you know how many products I sell to have sold \$2.8 million this year alone?

About 30...but about 5 drive 80% of the money.

Going about finding products to sell by digging through supplier listings is a WASTE OF TIME for 2 reasons...

First, you'll spend all your time digging through products to sell, because you have access to them, only to find out there are 32,000 other people selling the exact same products and nobody is making any money because everyone's driving the prices down just to get some sales so they feel like they didn't waste their time!

The second problem with this is that you're selling other people's products...

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Want to know the typical profit margin you'll see when selling someone else's brand?

About 40-60%.

Want to know the typical profit margin you CAN get (if you do it right) selling your OWN product?

200-500%+

The reason is that you control the pricing.

On Amazon, there's something called the "Buy Box"...

Whenever there are multiple sellers for a product, they're all competing for the Buy Box to get any sales.

The person in the Buy Box can get up to 98% of the sales while everyone is fighting for the scraps.

Yet, there can be HUNDREDS of people fighting to sell the same product.

Even if there are only 2, there's a 50% chance you won't get any sales...not a good business.

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So, people just keep dropping their prices, making less and less money, until someone who's actually LOSING money is getting all the sales.

Want to know how to avoid all of this competition and CASH in on major opportunities on Amazon?

Sell your own products.

“But, how?”

“I’m not a manufacturer, I don’t have money to get any patents, I’m not a product design or technical expert...”

Neither are we.

With what I’m going to teach you shortly about finding suppliers, creating your own brand of just about ANY product is EASY.

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FINDING OPPORTUNITIES

A basic principle of business is that if you want to make money quickly & easily, do what's already being done, just a little better...

With Amazon, you don't need to GUESS what products are selling well and can make lots of money for you, THEY TELL YOU.

If you want to know what the best-selling products related to a home Kitchen are, Amazon tells you...

amazon [Join Prime](#) [Your Amazon.com](#) [Today's Deals](#) [Gift Cards](#) [Help](#)

Shop by Department Home & Kitchen

[Kitchen & Dining](#) [Best Sellers](#) [Cookware](#) [Small Appliances](#) [Kitchen Tools](#) [Tabletop](#) [Kitchen Knives](#) [Bakeware](#) [Gift Ideas](#) [Wed](#)

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

← Any Category

Kitchen & Dining

- Bakeware
- Bar Tools & Glasses
- Coffee, Tea & Espresso
- Cookware
- Glassware & Drinkware
- Home Brewing & Wine Making
- Kitchen & Table Linens
- Kitchen Knives & Cutlery

Best Sellers in Kitchen & Dining

1. 329 days in the top 100
Brita Water Filter Pitcher Replacement Filters, 4 Count
by Brita
★★★★★ (682)
List Price: ~~\$39.99~~
Price: **\$18.97**
You Save: **\$21.02 (53%)**
17 used & new from **\$12.95**

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So, if you want to find a product to sell that's nearly GUARANTEED to do well, start by looking there (in the best seller lists).

You can get a list of bestselling products for ALL categories on Amazon simply by first going to Amazon, then, clicking on any category and sub-category on the left sidebar, and, lastly, just clicking on the Best Sellers link.

So, now that you have a list of the top 100 best-selling products for a category on Amazon...

“How do you choose which product opportunity?”

Here Are 2 Basic Criteria for KILLER Amazon Opportunities:

- Price (ideally, \$7.00 - \$40.00)
- Private Label Potential

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PRICE

Price simply refers to what the product is being sold for on Amazon.

If a product's price is too high, it can be cost-prohibitive to order inventory and test the market.

If the product's price is too low, shipping costs can eat up all your profit margin.

So, a rule of thumb when evaluating product opportunities is a good opportunity has a selling price on Amazon that falls between \$7.00 and \$40.00.

PRIVATE LABEL POTENTIAL

Private label potential refers to this: Can a similar product be easily and inexpensively be labeled or packaged to make it your own?

The more the product fits that description, then the more private label potential ("PLP") it has.

In the video, we gave 3 examples of private label potential including:

- Sleep mask (high PLP) vs. sleep device (low PLP)
- iPhone case (high PLP) vs. iPhone cell phone (low PLP)
- Silicone spatula set (high PLP) vs. electric blender (low PLP)

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CHOOSING A SUPPLIER

To find a supplier, you simply need to do one or up to three of these Google searches:

- [product name] private label
- [product name] wholesale
- [product name] supplier

Then, be prepared to dig 3-4 pages and contact the suppliers to find out which one has the best price and terms.

In the video, we showed an example of doing a search for “silicone spatula wholesale” with quotes to ONLY bring up websites that have that EXACT phrase on them...



This search brought up 307,000 results of potential supplier listings. (Without the quotes brought up over 4,000,000 listings.)

A BIG TIP is to put the suppliers against each other, revealing their competitors prices to each other. This will often save you 30-50% in cost.

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Frequently Asked Questions (FAQ)

In the video, we answered 3 frequently asked questions we get about this business model...

“Why don’t suppliers just sell these products themselves on Amazon?”

The reason that suppliers have NO interest in doing this is that their business model depends on them selling only to a handful of clients (you and I), not trying to sell to thousands of individual customers.

Suppliers are built to sell wholesale, not retail. Their expertise is in sourcing raw materials, turning those into products, and offering them to people like you and who have expertise in selling through retail channels.

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“Can this model work if I don’t live in the United States?”

Yes. Absolutely.

We have taught this model to people from all over the world that are absolutely CRUSHING IT on Amazon.

Here’s just a partial list of countries people we know are from that are doing EXTREMELY well on Amazon with this business model:

- Canada
- Australia
- New Zealand
- United Kingdom
- Germany
- Trinidad and Tobago
- South Africa
- ...etc...

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17 HOT OPPORTUNITIES ON AMAZON RIGHT NOW

Now, something that's never been done before, we're going to reveal to you 17 HOT product opportunities that are literally waiting to be tapped into on Amazon RIGHT NOW.

This list takes into account EVERYTHING we know about what makes a KILLER opportunity on Amazon (including lots of stuff we didn't have time to get into in the video).

You are literally one of the first people to see this list as it hasn't been revealed to our past customers, friends, business partners, or ANYONE.

All of these products meet these 4 criteria:

- Right price range
- High private label potential
- Low-medium competition level
- High volume sales opportunity

IMPORTANT: These products are NOT listed in any particular order, they are simply numbered to make them easy to keep track of/refer to...

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HOT OPPORTUNITY #1: Foam Roller

Top Product:

<http://www.amazon.com/Black-High-Density-Foam-Rollers/dp/B0040NJOA0/>

Top Product's Ranking: #43 in Health & Personal Care
(Note: Ranking may be slightly different when you see this as rankings are always changing)

HOT OPPORTUNITY #2: Yoga Mat

Top Product:

<http://www.amazon.com/gp/product/B0030UFV60/>

Top Product's Ranking: #113 in Sports & Outdoors
(Note: Ranking may be slightly different when you see this as rankings are always changing)

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HOT OPPORTUNITY #3: Vitamin C Serum

Top Product:

<http://www.amazon.com/gp/product/BooDPE9EQO/>

Top Product's Ranking: #57 in Beauty

(Note: Ranking may be slightly different when you see this as rankings are always changing)

HOT OPPORTUNITY #4: Cat Litter Scoop

Top Product:

<http://www.amazon.com/gp/product/Boo1DCAAP4/>

Top Product's Ranking: #56 in Pet Supplies

(Note: Ranking may be slightly different when you see this as rankings are always changing)

HOT OPPORTUNITY #5: Drink Shaker

Top Product:

<http://www.amazon.com/gp/product/Boo18G3KCK/>

Top Product's Ranking: #96 in Kitchen & Dining

(Note: Ranking may be slightly different when you see this as rankings are always changing)

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HOT OPPORTUNITY #6: Cell Phone Car Mount Holder

Top Product:

<http://www.amazon.com/gp/product/B007FHX9OK/>

Top Product's Ranking: #17 in Cell Phones & Accessories

(Note: Ranking may be slightly different when you see this as rankings are always changing)

HOT OPPORTUNITY #7: Biotin

Top Product:

<http://www.amazon.com/Natrol-Biotin-Maximum-Strength-Tablets/dp/B004H7GB9G/>

Top Product's Ranking: #67 in Health & Personal Care

(Note: Ranking may be slightly different when you see this as rankings are always changing)

HOT OPPORTUNITY #8: Hand Gripper

Top Product:

<http://www.amazon.com/gp/product/B0006GCBL4/>

Top Product's Ranking: #54 in Sports & Outdoors

(Note: Ranking may be slightly different when you see this as rankings are always changing)

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HOT OPPORTUNITY #9: Stylus Pens

Top Product:

<http://www.amazon.com/gp/product/B007R28B50/>

Top Product's Ranking: #210 in Cell Phones & Accessories

(Note: Ranking may be slightly different when you see this as rankings are always changing)

HOT OPPORTUNITY #10: Ice Cube Trays

Top Product:

<http://www.amazon.com/Rubbermaid-Easy-Release-Cube-Tray/dp/B00B7Q4DEU/>

Top Product's Ranking: #110 in Kitchen & Dining
(Note: Ranking may be slightly different when you see this as rankings are always changing)

HOT OPPORTUNITY #11: Survival Straw

Top Product:

<http://www.amazon.com/gp/product/B006QF3TW4/>

Top Product's Ranking: #5 in Sports & Outdoors
(Note: Ranking may be slightly different when you see this as rankings are always changing)

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HOT OPPORTUNITY #12: Pet Probiotic

Top Product:

<http://www.amazon.com/gp/product/Boo2GIVC4C/>

Top Product's Ranking: #400 in Pet Supplies
(Note: Ranking may be slightly different when you see this as rankings are always changing)

HOT OPPORTUNITY #13: Silicone Spatula

Top Product:

<http://www.amazon.com/gp/product/BoooM8YMEU/>

Top Product's Ranking: #31 in Kitchen & Dining
(Note: Ranking may be slightly different when you see this as rankings are always changing)

HOT OPPORTUNITY #14: iPhone 5 Case

Top Product:

<http://www.amazon.com/Belkin-Candy-iPhone-Gravel-Smolder/dp/Boo9KY45FI/>

Top Product's Ranking: #87 in Cell Phones & Accessories
(Note: Ranking may be slightly different when you see this as rankings are always changing)

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HOT OPPORTUNITY #15: Flexible Cutting Board

Top Product:

<http://www.amazon.com/Norpro-Cut-N-Slice-Flexible-Cutting-Boards/dp/B0000VLU62/>

Top Product's Ranking: #100 in Kitchen & Dining

(Note: Ranking may be slightly different when you see this as rankings are always changing)

HOT OPPORTUNITY #16: Microfiber Cleaning Cloths

Top Product:

<http://www.amazon.com/Pack-MagicFiber-Microfiber-Cleaning-Cloths/dp/B0050R67U0/>

Top Product's Ranking: #358 in Cell Phones & Accessories

(Note: Ranking may be slightly different when you see this as rankings are always changing)

HOT OPPORTUNITY #17: Joint Supplement for Dogs

Top Product:

<http://www.amazon.com/Nutramax-Dasuquin-MSM-Large-Dogs/dp/B000MCVGEA/>

Top Product's Ranking: #36 in Pet Supplies

(Note: Ranking may be slightly different when you see this as rankings are always changing)

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What To Do Right Now

Go check out the 17 hot product opportunities given above.

Based off of what you've already learned about selling on Amazon, what could be improved?

Are the titles built to SELL you the product and do they include the HIGH VALUE keywords right at the beginning?

Do the images really make you want to BUY the product and do they really stand out on Amazon?

Is the description written like hard-hitting sales copy that converts browsers to buyers?

You see, even those these products are all selling incredibly well on Amazon, there's still BIG room for improvement for someone like you to come in with your own private-labeled brand of the product and absolutely DOMINATE.

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In the next video, you'll learn how to rapidly scale this business by letting Amazon DO ALL THE WORK FOR YOU! Then, you'll learn how to manage and automate the entire business (most people completely mess this part up – so make SURE you watch video 3).

Stay tuned and we'll see you in the next video!

- Matt Clark & Jason Katzenback

