



Sells Like **HOT CAKES**

How You Can Get From Zero To \$47,812 Per Month With No Capital
Or Investments Using A Simple Amazon +Shopify System

FBA STRATEGIES: GREAT TIPS ON HOW TO ANALYSE THE SAMPLES OF PRODUCTS REAL LIFE CASE STUDY

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Hi, guys. Welcome back to Sells Like Hot Cakes. In this video, I'm going to give you a real-time example of the product samples that I received. I wanted to record this video live so you can see these are real examples not just theory.

Check out what you'll learn:

- ***How to ship samples the RIGHT way using source agents***
- ***What is the price of samples? FIND OUT the average price so you don't get swindled!***
- ***A little TRICK to beat down the price of samples***
- ***Learn How to ANALYSE a product from its packaging down to its contents***
- ***Why you need to put BAR CODES on your PRODUCTS: this is vital for the sake of easy identification.***

You see my box with stuff arrived from China right here to Europe; it came directly from China. Usually, it comes by FedEx or UPS. You might be wondering why do I have so much stuff in one box. This is because, instead of shipping all of these things one by one from China, which will cost me a lot of money, I ask my sourcing agent to accept all the samples in one place in China, which is very cheap, and then put them all in one box and ship me everything in one box instead of shipping all the samples one by one from China to Europe.

Here, you might be wondering what the price of the samples is. Usually, the factory is charging you from \$60 to 150 per sample if you order samples individually with courier shipping to Europe. For example, if you see this umbrella, which is just maybe five bucks to produce, but you pay \$150 to get the sample shipped to you from China, which is pretty expensive. You might say, "Why?" That is because the factory doesn't want the cheaters who just keep asking for samples and never place a big order with them and they just protect themselves by charging high prices for samples.

Then don't forget to deduct the price of the sample from the final order so you don't waste your money on the samples. Remember samples price can be much cheaper for you if you ship it inside China to your Chinese sourcing agent! It can be even free because Chinese people trust each other. What do you do with all of these samples? First of all, you need to analyze the quality of the packaging. You can see I have here different products as I sell a lot of stuff from different niches.

A lot of umbrellas here, some boxes with hammocks, mask. Let's check the quality of the packaging first of all. Umbrellas have different packaging, and this umbrella is using plastic packaging. Sometimes they use bubble wrap as packaging; this iPhone case is using bubblewrap. You need to analyze the sort of packaging they



use. It's very important because it can get squeezed or smashed during transportation.

If your product requires instructions or insert cards, you need to check the quality of instructions paper. Here is an example of the colors of umbrella; you see I can choose the colors of umbrella, the factory sent me examples. This paper they used is completely squeezed, so if this was your product tutorial, it will look completely destroyed and unprofessional. That's why you shouldn't use such big format and thin paper as your product manual paper.

Then I have some masks here, and again, here you might notice, the top of the mask package paper is pretty squeezed and folded, which I don't like. You need to pay attention to things like this. Then what we have again are more umbrellas. Obviously, you need to verify the quality of the sewing and how the umbrella opens and operates. Let me just check that as well; I open the umbrella and check the quality.

You need to see all of the smallest detail because, if the sample is made bad, it means the quality of the whole batch will be even worse. Usually, the factory is trying to do a better sample for this reason. If you are printing logos, of course, you need to check with the quality of the logos. Then, for example, this kind of umbrellas, again, you verify the quality. Right here, I already see the wood is of poor quality; it's kind of ruined already. That's why I won't be, obviously, working with this factory.

If they cannot provide quality even for their sample, it means they will not maintain the quality for the whole batch of the product. You see different kinds of packaging, different kinds of products, toys. Remember, if you are having the plastic bags for the package, there must be a suffocation warning here; it's very important. Also, there must be "Made in China" printed somewhere on the package or product. It's very important to have this suffocation warning and the Made in China printed.

Also if CE certificates or FBA approvals needed, make sure to print them too.

One more thing, let me show, you in case you are printing the labels on your products, this is the example of a merchantSKU label. It's a barcode that you put on your product packaging and then Amazon is scanning it and it will help them identify your product. I hope you found this video helpful and it gave you a real example of analyzing the product samples.

Remember, I highly recommend you use a sourcing agent, which will accept all of your samples into the one bag, group them together, and then ship it to you in just one bag instead of charging you 150 per each umbrella. Thank you, guys, for watching and I'll see you next videos. If you like it, don't forget to share and I will see you inside Sells Like Hotcakes members area!