



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: FULL PROOF TIPS FOR RESEARCHING YOUR WHITE LABELING BUSINESS

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Welcome back, dear friends, to Sells Like Hot Cakes video series. Today we're talking about Fulfilled By Amazon whitelabeling business or FBA in short ... The most important thing before you do anything else is to research a niche and find a product with a high demand and low competition that you are going to sell. In this video, I'm going to show you several examples and give you tips on how you can do it and how to avoid the main mistakes when you are starting. This video is rather long but it's extremely important for you to succeed so please take your coffee, relax, enjoy, and make the notes!

Here's a preview of what you'll learn:

- ***First of all I will show you what you SHOULDN'T do; follow these TIPS and you're on your way to SUCCESS.***
- ***TRUST the NUMBERS Not your feelings: too much emotions can mess up your business, guys, FOLLOW your HEAD not your heart!***
- ***Competition can be HEALTHY but competition too early can shut you down, I'll show you how to TONE DOWN the competition by following some SIMPLE steps.***
- ***If there is DEMAND, there will be SUPPLY; check out these TIPS so you can SELL what people will BUY***
- ***I'll be dropping SOLID RULES for SELECTING a product; ignore this at your own peril!***
- ***I'll drop one of my SECRETS again: a SPECIAL site that can help you identify PROFITABLE niches on Amazon.***

Guys, I'm barely scratching the surface here, there's tons of priceless information waiting for you below!

Here are the main rules and main mistakes that you need to avoid when you are just starting.

What not to do:

First of all, don't sell what you just think will work. Trust numbers, not feeling. You may be in love with some sort of product or idea or business, but it doesn't matter because the only thing that matters is what people need. You need to see the numbers and don't get married with the product. Remember guys, don't fall in love with your product, just trust the numbers. Even if you don't like the product or you



don't find it very inspiring, but a lot of people are buying it, then it might be a good idea to start selling it. Nobody is that excited about the garlic press or dog poop bags but if it sells like crazy, it might be a way to go 😊

Second point, don't sell what everyone else is selling; the competition can ruin your start. You know, guys, there are tons of people selling, for example, food supplements, pills, on Amazon, or jewelry or beauty products. It's really, really easy to think that if something sells very well, like lipstick, t-shirts or iPhone cases, then you can just jump in and start selling it as well. The competition is fierce and it can ruin your start. If you're just starting out, you really don't want to get stomped by the huge competition just at the start. You want to find a way, with maybe a smaller niche products or related products, instead of jumping on the main product.

For example, if everybody is selling the cases for iPhone or Samsung, you really don't want to sell just another case or a selfie stick. Instead, you can be selling related products, for example, a special case to stick your iPhone on the dashboard of the car. It will be very helpful for Google Maps, for example. So related things that are less popular may sell better with less competition.

The next tip, don't sell stuff that nobody wants; make sure demand is there. You can be creating a really amazing boardgame, but just nobody needs it. It doesn't matter if you love it and if your kids love it, you need to make sure there is a big demand there. What to sell? The best things to sell are the things that lots of people want but not many other people are selling. Products with a big demand, but not so much competition are the bestsellers.

Here are the main rules for selecting a product. Write it down, it's super important... It must be meeting the following criterias. First of all, it must be light and hard to break during the transportation. Remember, you're most likely shipping from China or India, and in most cases, if something can break, it will. It must be also very light, preferably under 2 or 3 pounds, that's like 1.5 kg or less, to avoid excessive shipping costs.

Then the product must be small in size. I suggest that it fits in a shoebox or smaller. Otherwise, it will be considered an oversized product and you will be paying huge fees. Amazon doesn't like to deal with oversized products. Needless to say, oversized products are usually too heavy as well. The next tip is the product must not have too many moving parts. If your product is very complicated with a lot of moving parts, like a plastic toy with a motor and a lot of moving elements, it might break during the transportation easily and you'll be getting a lot of complaints and refunds.

Avoid complex electronics, books, and music. Needless to say, the competition is huge in those areas anyway and you really don't want to sell just another phone.

Avoid gated niches if you're not sure how to ungate the niche. A lot of niches in supplements or beauty are gated, which means only qualified sellers can start selling there. To ungate, you need to pass complicated approval process, show your company background, present invoices from your off-line stores, and it's really, really complicated to get started.



I highly recommend avoiding those niches when you get started. Avoid perishable products. You don't want to sell foods or products, like creams, that will perish too quickly and may harm your clients. And of course avoid risky products like fire-arms, weapons, fireworks, car parts or anything that goes or touches your mouth like pills or silicon cups..

Avoid products with high seasonality. That means if you are selling summer products like a hammock, it will get stuck without sales in the winter when nobody needs it. Avoid products that require too much approval, FDA approval etc. If you are selling something in the food niche or supplements, your product might require a lot of approvals and some of them may be produced only in the country where you sell. For example, if you're selling in the United States, your supplements must be produced in the United States.

Nobody will trust some shady supplements from China, obviously. That's why it might be pretty hard to get those approvals and stay with all the regulations, especially if you are not from the United States and don't know the laws. Find products for which it's easy to find suppliers and easy to brand, which means you can easily put a logo on it. Also, make sure your product is generic enough so there is no patent on this product so you don't have any problems with other vendors that have a patent on this.

You can use Google patent search to make sure there is no patent on the product you are about to sell. Obviously, make sure that your brand doesn't infringe or violate copyrights of other brands. Your brand name must be unique and I suggest you register it with Trademarkia and Amazon Brand Registry. When deciding the niche, it's very important to analyze the top 10 selling competitors in this niche. Here are the rules that you really want to follow if you are getting into the niche to make sure you're only selecting the good niche.

Write down these rules because they're really important.

The average selling price for your item must be \$20 or more. If your item is very cheap, then Amazon fees will be too high and the transportation and shipping costs will be too high. It is not worth selling on Amazon something from China if it costs less than \$20. Your profit margins will be just too small to bother. If you produce in USA and have less costs then you can target \$10-15 range too... Another tip is to bundle 2-3 cheaper products together into SETS and make sure the set costs more than 20 bucks...

Second rule, the total sales, in volume, for this item, across the 10 competitors, must be 3000 units a month or more. You need to make sure there is a good sales volume going and there is a huge demand. If top sellers are selling less than 3000 units, it means that this product doesn't sell well.

Third rule is, on average, top sellers must be selling 300 units each a month or more. That means that your competitors are all equally profiting and not just one guy selling everything and other guys are selling nothing. If all competitors are selling a good amount of units, it means, if you jump on board, you will be selling some as well.



The next rule is there is at least one seller in the top five results with 50 reviews or less. This is a good rule to make sure that top sellers are not flooded with thousands and thousands of good reviews because it will be impossible for you to get there if everybody has so many reviews and you have none when you are just starting.

The last rule, there is at least three sellers in the top 10 results with 50 reviews or less. Again, this helps you to jump on board. If there is some space for people with less than 50 reviews, it means there is some room for you as well.

In our members area in tools of SellsLike Hot Cakes will help you to identify that. Let me show you a couple of things...

Before I do that, I wanted to show one helpful site which is called camelcamelcamel.com. Yes, it is three times camel.com, which helps you identify profitable niches on Amazon. If you have no clue at all which niche you are going to go after, then CamelCamelCamel can help you get started. For example, right now at the time of my recording, for example, in this category, baby products, I see that car seats, strollers, bicycle seats are selling pretty well.

So I'm going to analyze seats with my SellsLike Hot Cakes bestseller tools. But we'll get back to that later. Let's see another example first, in the home and kitchen category, I found several products. As you can see, the first one is a digital scale, which is just too cheap for me to bother; remember it must be over \$20. The next one is some sort of multifunction device, which is a good price, but it has too many moving parts so it can easily break.

The next one looks like a magic bullet, which is, again, a good price, but has too many moving parts and it's a complex electronics, which means I will stay away because it might have a lot of problems as well. The next one is a cooking saucepan with a cover, which is super simple and it's not so big and the price is really good as well, just \$34, which is over 20, and it sells really well so I might check it out. The last one is a cup, which is too cheap for me.

Let's check this cooking saucepan with a cover with my SellsLike Hot Cakes tools. I go to the bestseller finder in our Sells Like Hot Cakes, and I'm going to choose Amazon-usa and category, "all categories containing kitchen", and search for saucepan. Now you see, it found for me all the top-selling saucepans. There are many of them and they're selling really well.

You can see here, estimated monthly sales, estimated monthly net. The prices are really high, all of them are higher than \$20 or close to \$20, \$19.99. If you scroll down, there are some stats that will help us identify it. You can see, average stats for the top sellers and recommendations. Total sales volume of top 10 sellers per month is almost 6000, and remember I told you recommended is more than 3000? So this fits well. On average, top 10 sellers are selling 653 units per month and the recommended is over 300, which is really good as well and it fit our criteria.

Reviews, top 10 sellers has average of 57 reviews and at least eight of them have 50 reviews or less, which is perfect, which means I can get inside and start selling this. This sounds like a pretty good product that you might want to research more. The only problem with it that I can see is that it might be a little bit too heavy and a



little bit too bulky, a little bit too big, to get started. I'm not sure what the exact size of this product is, but it might be pretty big so you need to make sure that it's not oversized so you're not charged for oversized when storing it in Amazon market warehouses.

Let me give you one more example. Like I told you before, on CamelCamelCamel, I found some baby products and seats, car seats, bicycle seats. You see the car seat is too expensive and the stroller is just too big and too bulky, so I might want to check the bicycle seats, which are smaller and cheaper than the stroller and cheaper than the car seat and they're not so big as well. I use one with my daughter and its fun... Let's research that with our tool.

I switch back to Sells Like Hot Cakes members area and I go to Amazon and I search all categories containing "child" and search for "seat". You can see, I've found a lot of seats and most are for bicycle. You see there pretty expensive, they're not as big as the car seats and not as heavy, and of course, they're obviously cheaper and smaller than the stroller, so let's check how well they sell. I scroll down, as you can see, total sales volume of the top 10 sellers is 3469, which is higher than 3000, pretty good, so there is some demand for it.

On average, the top 10 sellers are selling 385 units per month or more, which is over 300, pretty good. And you can see the top 10 sellers have just 12 reviews and nine out of 10 have 50 reviews or less, which is perfect. This product might be a good idea to get started. It's pretty expensive and it's not as big and not as heavy, it probably comes disassembled in a smaller size package, it doesn't have too many moving parts, so the only problem you might have is it's still pretty much too big so it might be oversized even when packed... You need to make sure that it's not too heavy and not too oversized.

Now let's check the prices on Alibaba to compare the prices you are selling and the wholesale prices. Here is a similar product I found on Alibaba just through the quick search using our Suppliers Tool. As you can see, they're selling them for \$14 per unit and on Amazon, similar goes for \$64.79, so you see guys, there's a huge profit margin. You can order those seats, 14 plus shipping, so maybe you'll spend like \$25 tops, and then you're selling for 64, so your profit margin is like 100%, which is pretty cool. Remember you must make at least \$10 in profit on each unit after all expenses are paid!

I hope you found this video helpful. I don't want to make it too long because I gave you so many rules, so many details, and I hope you'll watch it several times and makes notes because what I told you, it's very, very important in this video. But most important avoid so called "analyses paralyzes"... A lot of new sellers get stuck in the research stage looking for IDEAL product. There will be never one. Just take action, start selling and succeed rather than spending 6 months trying to find million dollar gem. If it does not sell so what?

You ditch it and launch a new one. Among 5 products you will get at least 2 that sell great, 2 that sell OK, and 1 that does not sell and you can give away it as a bonus to get rid of it and scale up your top sellers! Take action and start your sale, that's my tip of the day☺!



I hope you find it to be helpful and I'll see you in the next videos. And if you are watching this on youtube or facebook, please make sure to subscribe so we can stay in touch and share the videos with your friends that might benefit from it too! I'll see you in the next videos. Bye.