



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:
HOW TO SELECT THE RIGHT
PRODUCTS, SPY ON COMPETITORS,
& CALCULATE PROFIT MARGIN
WITH REVENUE CALCULATOR AND
JUNGLESCOUT

www.SellsLikeHotCakes.co



Welcome back, guys, to Sells Like Hot Cakes video series on creating your profitable Amazon and Shopify stores. In this short video, I'm going to show you two amazing tools that I have been using to analyze what product to choose and what the competitors are doing and how I can calculate my profit margins of this product.

Here's a sneak peek of what you'll learn:

- ***See as I DEMONSTRATE how to use junglescout to analyze products***
- ***I'll also show you how to CALCULATE PROFIT margin with Amazon revenue calculator***
- ***I'll show you the SECRETS of BUNDLING products to RAISE the PRICE and make BIGGER profits!***
- ***I'll teach you how to analyze the BEST SELLERS in your niche so you can understand their techniques and APPLY them to yourself and start GENERATING sales!***
- ***I'll show you how to CALCULATE the PROFIT margin of your competitors so you can have an idea of what you can achieve***

These two tools will be Amazon Revenue Calculator, which is a free tool by «seller central», and also Jungle Scout app for Chrome browser, which you can get from Jungle Scout. You can find the links inside sells like hotcakes resources section. I will also teach you the power of bundling products together to boost your profits and sales. Let's use this common example of the garlic press. I made a search for garlic press in Amazon, and you can see I found a lot of garlic presses, including this bestseller, which is selling for 20 bucks.

Now I'm going to click on the Jungle Scout Pro extension for Chrome to analyze all of these garlic presses. It's analyzing it right here, let's wait a minute. All right, now we have all the data about the garlic presses right here. As you can see, average garlic press seller is getting 500 sales average per month and the sales price is \$14 on average. Now I go to the listing of the garlic press bestseller and scroll down to get the ASIN number. Here you can see the ASIN number and I copy paste it.

Now I will go to Amazon Revenue Calculator, which you can simply find on Google search. Now I just put it right here and click search and choose the garlic press to get some information here. Now let's put the data. Let's assume you are doing fulfillment by Amazon, let's say the sales price on average is \$14. Now let's quickly find suppliers for garlic press. I go to Alibaba marketplace and I search for garlic press and here I have found a lot of garlic presses.



As you can see, you can get price around \$4 to \$5 if you're not ordering a lot of pieces or you can get as low as \$1 or \$2 if you order 5000 pieces. It's hard to say what the average price is, but let's assume, if you are ordering, for example, 1000 pieces, probably you can get it for \$3. I switch back to the revenue calculator, and let's scroll down. The cost of the product is \$3. Since it's very lightweight and if you ship by sea "door to door", I think it won't exceed maybe \$1 or \$2 per unit to ship it to Amazon.

Those are just my rough estimates because, obviously, I'm not selling garlic presses, I'm just giving you a great example of a popular product. Let's click calculate. All right, here we go. We have these numbers and we have our net profit is almost \$4 per unit and the net margin is 28%, which is pretty good but not super good because, as you know, my main rule is to suggest that you sell items over \$20 and not \$14. To increase the value you can do what the bestseller is doing.

Let's check again what he's doing. You see, he is telling his garlic press for almost \$20. How is it possible? He's doing a bundle of garlic press and peeler and a silicone tube roller. You see, creating a bundle is the best way to raise the price. Now he is able to sell the same garlic press and all of these two really cheap bonus things together with it for \$20. That's amazing and that's why he is the bestseller, guys. Watch and learn.

Let's see what numbers of profits he is getting. Let's say his sales price is close to \$20 and his "shipping to Amazon" price is the same and cost of product is probably even lower than 3 because he's doing thousands of thousands of sales so he can get really low production price. I think he has closed to 2 or maybe even less for the whole bundle. Let's calculate. Now you see, he's getting \$10 profit per unit and his net margin is 50% and this is much better.

You see how this guy, using a bundle technique, increased his sales and his net margin to 50%. And these are my modest estimates, I am sure he is getting better price and more profit with such volumes! Probably closer to 100% profit margin. If we switch back to Jungle Scout Pro, we can see this guy here on top, the number one bestseller, and he is making an amazing amount of 2443 sales per month with a net revenue of \$48,787 per month.

I hope this is really inspiring for you and I hope it gives you a great idea of how you can research a product that you need to analyze the profit margins and if you get your price lower than 20 bucks, you need to bundle the products together with some bonuses to raise the value of the product. I hope you found this video helpful, and if you need links to the tools I used, always check the resources section. I'll see you in the next videos. If you're watching on YouTube, don't forget to subscribe and leave me a comment. I'll see you in the next videos. Bye for now.