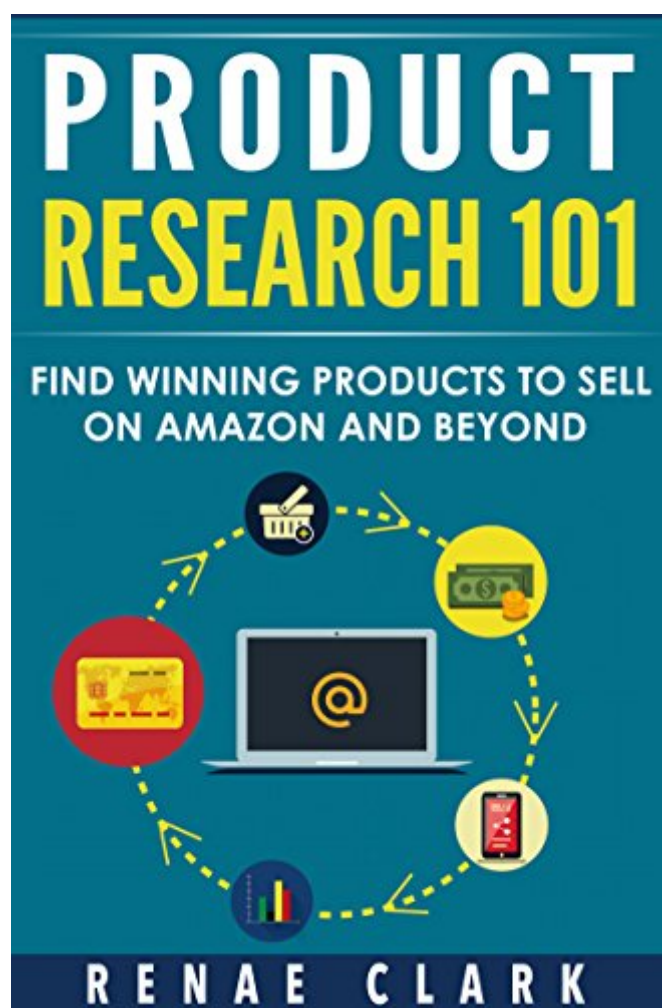


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# Product Research 101: Find Winning Products To Sell On Amazon And Beyond



## Synopsis

Just getting started with product research and sourcing? Stuck trying to find ideas or find that perfect winning product? Want to find good selling products that others are ignoring? Interested in wholesale or private label products? If you answered yes, then this book is for you. If you are an experienced seller or are looking to do arbitrage this book will have less value as I don't discuss sourcing by arbitrage. I don't do arbitrage, so I don't teach it. This book is written for the new or struggling seller wanting to source wholesale or private label products. What you will learn: Basic steps for finding top selling products How to generate product ideas and look for trends How to validate demand Tips for finding suppliers Analyzing data to help you pick a product It took me 5 months of research before I pulled the trigger on my first products to sell on . Five months and countless hours. I have pages of notes with product ideas in many different categories. Some were wholesale products, others were ideas for my own products. I had some money set aside to buy inventory. But I couldn't commit. I was looking for...not necessarily the perfect product, but, well yeah, the perfect product. Fear of choosing the wrong was holding me back. I knew that product selection was key to success so I needed to choose right. Another part of the problem was I had bigger ideas "I wanted to create a brand and I had some ideas as to what sorts of products I would carry. But those ideas required more capital than I was willing to invest for my first product. As a result, I put so much pressure on myself to dream big and think towards the future that I did nothing! Another hold up was I was a little skittish to follow the advice to source from Chinese suppliers. It seemed so complicated for a beginner. Could I not take a little less profit and source domestically? Were there not manufacturers that could produce my ideas in North America? Yes, and yes. Ultimately the delays helped me because I learned a lot by joining Facebook groups and listening to and learning from the experiences of others. I devoured the advice in forums as well as blogs, books, webinars, and courses. I learned of the pitfalls of private label that the gurus selling you the dream never talk about. And finally, I did pull the trigger. I put together this guide to help any of you who are feeling a little gun-shy too. I put this book together for all of you who have the brains to say "Hey, if everyone buys top 100 selling products won't that saturate the market?" I put this book together to help you find great products from many different approaches. After reading this, you should feel confident enough to find a product and get started with your e-commerce business.

## Book Information

File Size: 1054 KB

Print Length: 56 pages

Simultaneous Device Usage: Unlimited

Publisher: Dilettante Living Press; 1 edition (October 25, 2015)

Publication Date: October 25, 2015

Sold by: Digital Services LLC

Language: English

ASIN: B0176PYTSK

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #30,846 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #6 in Kindle Store > Kindle eBooks > Business & Money > Industries > E-commerce > Auctions & Small Business #18 in Kindle Store > Kindle Short Reads > 90 minutes (44-64 pages) > Teen & Young Adult #34 in Kindle Store > Kindle Short Reads > 90 minutes (44-64 pages) > Business & Money [Download to continue reading...](#)

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