

Private Label

GOLD RUSH!



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Primarily, results will depend on the nature of the product or business model, the conditions of the marketplace, the experience of the individual, and situations and elements that are beyond your control.

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Now that we've got that out of the way, let's get on with the good stuff!

Introduction

You're most likely reading this e-book because you're looking for a simple and actionable strategy for making money with private labeling on Amazon.

Maybe you've already had some success selling on Amazon before and you'd like to expand into private labeling, so you can increase your ROI.

Or maybe you're brand new to selling online, and heard somewhere how lucrative private labeling can be.

Either way, you made a wise decision purchasing a copy of this e-book and it will help you greatly!

Regardless of your experience and where you're currently at in your online marketing career, this e-book will show you one of the easiest methods for breaking into private labeling and turning it into a full-time income business.

Here's what you're going to learn:

1. How to find the most lucrative target market for your product.
2. How to easily find and choose the perfect product to offer customers.
3. How to make sure a product will be profitable.
4. How to dominate your niche and earn big bucks from it month after month.
5. How to make your product stand out from the competition.
6. How to easily find a reputable supplier for your private label product.
7. How to scale this model into a long-term self-sustaining business.

Sound good? Great! We'll get started in just a minute. But first, if you're new to **private labeling** and/or **Amazon FBA**, here's a brief introduction for both.

Note: If you're already familiar with each, feel free to skip this section and move on to Step #1: Research Your Target Market

What is Private Labeling?

Private label products are product (or services) sold by one company but created by another company. They cover a wide range of consumer goods and services – from web hosting, books, software and consumer goods. The list is virtually endless.

You see private labeling in practice every time you visit a grocery store. For instance, Kroger sells its own name brand products (usually at discounted prices). But Kroger doesn't manufacturer these products. The company purchases the products from smaller manufacturers and sells them as its own.

For you, private labeling will mean finding a specific, in-demand product, finding a supplier for that specific product, and selling it as your own product with your logo and branding.

(If you're in the dark at the moment, don't worry... we'll cover it *all* in this e-book.)

What is Amazon FBA?

Amazon FBA stands for 'Fulfilled by Amazon.' It's a program created by Amazon that allows merchants who sell products through its website to ship their products in bulk to one of Amazon's many fulfillment centers located across the country.

This saves you time from having to manually manage your product inventory and ship out each individual product as it is sold. You send your products to one of Amazon's designated facilities and they'll handle the fulfillment of the products for you, which is a HUGE time-saver.

One other primary advantage of Amazon's FBA program is that all Amazon Prime customers will be able to receive free shipping on any products they order from you.

While we don't go too in-depth on Amazon FBA in this e-book, I will share with you a couple of resources throughout that will give you everything you need to get your account set up and operational.

Now that you're up to speed on private labeling and Amazon FBA, it's time to show you how to capitalize on this incredible income machine in the simplest and easiest manner possible.

Let's get started!

Step #1: Find And Research Your Target Market

There are typically three criteria people use when trying to find a product to sell on Amazon:

1. Use Amazon's Best Sellers List to find products to sell.
2. Only offer low-priced products that customers tend to buy on impulse (\$10 generally being the minimum)
3. Only offer products in the most popular niches.

All three of the above suggestions couldn't be more wrong. And they're the reason why so many people get frustrated and give up.

Let's address each before we move on...

1) Use Amazon's Best Sellers List to find products to sell.

Do this only if you want to target products that are oversaturated and extremely difficult to compete with.

While you can still want to use the Best Sellers List as a starting point for your research, you want to be sure to drill down much deeper into sub-categories to find less competitive money-making products.

In my opinion, it's best to choose products with an Amazon Best Sellers Rank of 500 – 5,000. You may even want to go a little higher up to around 10,000.

2) Only offer low-priced, "impulse" products.

The myth behind this claim is that the lower the price of the product, the more likely a consumer is going to purchase it without giving it any real thought. As a result, you'll sell more units and make more money.

While lower-priced products are bought more often on impulse, that doesn't mean they're the most profitable. There's a thing called profit margin that comes into play that many people don't grasp. More expensive products can be just as lucrative (if not more lucrative) than those smaller ticket products.

3) Only offer products in the most popular niches.

This is just flat-out bad advice. Any product category on Amazon, as long as it's not restricted or prohibited to FBA sellers, can be profitable. It's been proven time and time again.

The question remains...

How should you go about the process of finding a market to target and a product to offer within that market?

It all starts with asking your self a series of questions...

Remember: The following questions are meant to generate potential market and product ideas only. You're not making a selection, yet. Make sure you jot down all of your answers and any ideas that come to mind throughout this process.

I recommend starting a journal that will contain everything your produce from using this e-book. Label it 'My Private Label Gold Rush Journal'.

Question #1: What are my passions in life?

The online marketing community is split on this one. Some say you *must* follow your passion, and others say it doesn't matter.

I think both sides are correct to a degree when it comes to actual marketing. Just because you're not passionate about something, doesn't automatically mean you shouldn't market it.

But in terms of product idea generation, listing your life's passions is almost always the best place to start.

So what are *your* biggest passions? What are your most favorite hobbies? What gets you excited? What keeps you up at night thinking about it?

Write down your passions. As you do so, write down any potential product ideas that come to mind. There's no time limit. Write until the ideas stop flowing.

Question #2: What can I build a successful brand around?

Now forget about your passions for a minute. Instead, turn your attention towards markets that you could see yourself building a brand around.

Which niches could you see yourself being an authority in? Which niches are other lesser known brands selling in? Which niches might you already be knowledgeable in?

Again, write down any markets and accompanying products that come to mind.

Question #3: What are my friends and family already buying on Amazon?

What have you bought from Amazon in the last month? What have your friends bought? Your family? Your coworkers and acquaintances?

If you don't know, then ask them. Let them know your plans to start a private label business and that their input will be immensely valuable. Most people will not have a problem telling you what they've purchased recently and this intel can be extremely valuable.

Two things will happen during this process:

1. You'll realize that just about everyone you know purchases from Amazon on a regular or semi-regular basis.
2. You'll get a much deeper understanding of the purchasing habits of real, everyday consumers just like you.

Make sure to jot all of the markets and products down into your journal at your earliest convenience.

Now it's time to research your potential markets...

At this point, you most likely have several potential markets for your private label business. But you only need to focus on one at the moment.

So, how do you choose just one?

The best place to start is to pick your top five markets you'd be interested in selling within – the ones that you're most passionate about, that you can build a brand around, and that are popular with consumers.

Then, you're going to perform product research on each of the five markets.

Doing this will give you a more complete overview of potential products for each market and also reveal niche ideas where you can get faster results in the shortest amount of time.

Step 1: Brainstorm product ideas.

You should already have a 'starter list' of potential products for each market. Now, it's time to dig a little deeper.

The first step in this process is to brainstorm other potential products. Take 5 minutes for each market and jot down as many product ideas as you can. Don't look at Amazon. Don't even open your browser.

These ideas should come from your mind only. Once you're finished, continue to Step 2.

Step 2: Research market specific websites.

Now it's time to open your browser.

Your next task is to look up the top websites for your potential market and generate product ideas based on what you find. What types of products are they writing about the most? What types of products are they advertising on their site?

Note: If you're having issues finding market related websites, search Google using your market's general keyword + blog (ex: [camping gear + blog](#)).

Step 3: Research e-commerce sites for top products.

Your final step is to research the e-commerce sites that sell your market's products. While Amazon will play a part (you'll see how in just a minute), for now, refrain from using it.

Instead, focus on niche specific product sites. Keeping with the camping gear theme that would include sites like Cabelas.com, Backcountry.com, and GanderMountain.com.

Jot down any additional product ideas you come across along with any potential branding ideas that will help differentiate you from your competitors.

Once you're finished with Step 3, you're now ready to move on to product selection – the step that intimidates marketers the most.

Don't worry... you're about to find out just how simple it can be!

Step #2: Choosing A Product To Sell On Amazon

This is without a doubt the most important component of a successful private label campaign.

It doesn't matter how awesome your marketing is, if you don't choose a product that people will actually buy, you will never make a profit from it. It's that simple.

So, it makes sense that this part intimidates most people and that's not necessarily a bad thing. Yet, that intimidation makes the process even more difficult when it doesn't need to be.

As long as you stick to a few specific criteria (which I'll cover in this section) and follow the directions, you'll increase your chances of success significantly.

So, are you ready? Let's do this!

Product Categories You Should Avoid

In the world of Amazon FBA, there are three general types of product categories: pre-approved, restricted, and prohibited.

- **Pre-approved products** are products that you don't need permission to sell on Amazon.
- **Restricted products** are products that require approval from Amazon to be able to sell. It can take a long time to get certain product types approved.
- **Prohibited products** are products that you can't sell on Amazon, period. These items include alcoholic beverages, certain grocery items, and sexual health products.

For more information on Amazon's restricted and prohibited item policies, click [here](#).

Based on Amazon's rules and possible issues with certain products in relation to private labeling, I recommend you avoid the following product categories:

Electronics. Electronic devices contain many components that can easily break or not work correctly. So, they run a higher risk of malfunctioning. Malfunctioning units lead to negative reviews. And negative reviews can kill your business.

Kindle books. While you can purchase private label rights for books, it's a terrible method for selling on Amazon. Unlike private labeled products, private labeled Kindle books can easily be duplicated, and as a result, they can get you banned from Amazon.

Digital downloads (like Mp3s). See Kindle books above.

Physical books. Again, see Kindle books.

Collectibles. You obviously can't private label products like sports memorabilia, statues, and other collectibles.

Toys and Games. While you can private label these, there are way too many variables to take into account (like game engineering, design, rules, etc.) to make them worth your time – at least, in the beginning.

Other product types to avoid:

- **Jewelry**
- **Large appliances**
- **Software**
- **Automotive**
- **Industrial**
- **Watches**
- **Handbags**
- **Shoes**
- **Fine art**

Remember: ALWAYS check the restricted and prohibited lists BEFORE finalizing your product selection.

Right now, look at your list and mark through any of the product ideas that are listed in any of the categories above.

Once you've done that, continue to the next step...

Step #3: Check The Viability Of The Product

Now your list should be thinned out just a bit. If it's not, don't worry... it will be in just a minute.

Your next step in the product selection process is to check the viability of the products that are left for your chosen markets.

This will involve looking up the products on Amazon and doing a bit more research. However, you're not quite ready for that part.

First, you're going to ask yourself four questions about each of the products on your list. If you CAN NOT answer YES to ALL of the questions below, the product gets removed from your list. It won't be a viable private label product.

Question #1: Is the product lightweight?

This is very important. If it weighs too much, then it will either **a)** be too expensive to ship to Amazon or **b)** won't be allowed to be shipped to Amazon.

Feel free to look at the product specifications of a similar product on Amazon if you're uncertain of its weight. I suggest focusing on products that are one pound or less and no more than two pounds.

Question #2: Is the product durable?

If it breaks easily, skip it. A lot can happen while a product is in transit, both to the Amazon fulfillment warehouse and to the consumer's address. Fragile things break more often. So make sure the product is durable, not fragile.

Question #3: Is the product cheap?

Your definition of cheap ultimately depends on your budget. But even if you have a substantial budget set aside, I encourage you to choose a cheaper product for your first campaign. I suggest less than \$10 per unit, preferably less than \$5 per unit. It's always a good idea to test

the marketplace with a cheaper product before you spend too much money. That way you can familiarize yourself with the entire process.

Question #4: Is the product easy to ship?

Make sure it doesn't have odd dimensions. If it does, that could impact both the method and cost of shipping. Odd dimensions often require special packaging. And special packaging always costs more. Make sure the product doesn't require anything extra to ship.

Remember: If ANY of the answers to the above questions are NO for a product, then cross that product off of your list.

Finalizing Viability Through Amazon

After the Q&A session, you should now have a refined list of product ideas. You're almost ready to make your final selection!

The last piece of the puzzle resides within Amazon, and it will be your products final viability test.

Since you'll ultimately offer your product on Amazon it only makes sense that you make sure it's currently selling on Amazon. If it's not, and you ship it anyways, you're looking at wasted money in the form of excess inventory and Amazon storage fees. You don't want that.

The good news is that it's very simple to determine if a product type is selling or not on Amazon. And it's also extremely effective.

What you're going to do is simple keyword research on Amazon, so you can find similar products that are already selling on Amazon. Then you'll analyze their Amazon Best Sellers Rank along with the number of reviews.

Here's an example to help explain the process...

Let's pretend I've narrowed my list of camping gear products down to a water filter straw and camping solar lantern.

I would go to Amazon's homepage and simply enter my keyword phrase (e.g. camping solar lantern) in the search box and hit enter.

This gives me a list of related products. Looking at the list I can see this product is exactly what I'd like to sell:

http://www.amazon.com/Whetstone-Dynamo-Powered-Camping-Lantern/dp/B00G558H22/ref=sr_1_4?ie=UTF8&qid=1441903268&sr=8-4&keywords=camping+solar+lantern

Looking at their sales page I can see their Amazon Best Sellers Rank is 10,747 in Sports & Outdoors and their number of reviews is 92 (at the time of this writing).

Do this for all of your keywords and then analyze the data in order to find a profitable product.

Remember... "In my opinion, it's best to choose products with an Amazon Best Sellers Rank of 500 – 5,000. You may even want to go a little higher up to around 10,000."

It's also a good idea to choose a product with less than 500 reviews. The lower the number the better.

A few more points to consider are the number and quality of the images your competitor is using, the headline, bullet points and sales copy.

Are they using at least 7 images (this is the minimum I suggest using)?

No. This seller only has 2 images and they aren't that great. They never took the time to create action type images showing the product in use.



Do they have a powerful headline?

Whetstone 36 LED Solar and Dynamo Powered Camping Lantern,
Black/Silver

by [Whetstone](#)

★★★★☆ 92 customer reviews | 20 answered questions

List Price: ~~\$43.99~~

Price: **\$24.42** & **FREE Shipping** on orders over \$35. [Details](#)

You Save: **\$19.57 (44%)**

No. The headline is pretty weak.

How are their bullet points? Can I create better ones?

- Just one minute of easy cranking at approximately 120 rpm provides 20 minutes of light
- Crank Power or Solar Power
- Great for camping, hiking, power outages, boating, auto and more
- Hanging/Carrying Handle
- Solar Charging Time: Approximately 6 Hours
- No charger included with this item

The bullets aren't good either. Very basic. Yes, I can do a much better job.

Does the sales copy make me want to buy?

Product Description

Light up the night and charge mobile devices with this unique Whetstone 36 LED Camping Lantern. With 36 individual light emitting diodes (LEDs), this lantern provides bright illumination that is built to last. Unlike old style lantern bulbs, LEDs rarely burn out and can glow for up to 100,000 hours. This crank lantern includes a three mode lighting switch that allows you to set your own degree of illumination. This versatile lantern can be powered by hand crank dynamo or solar.

Not so much. The sales copy is weak, they aren't using HTML tags like bold to make it grab the potential customers attention and they barely used any text to describe it.

Now let's look at the Product Details:

Product Details

Product Dimensions: 4.4 x 4.4 x 10 inches

Shipping Weight: 1.4 pounds ([View shipping rates and policies](#))

Domestic Shipping: Item can be shipped within U.S.

International Shipping: This item can be shipped to select countries outside of the U.S. [Learn More](#)

Origin: China

ASIN: B00G558H22

California residents: [Click here](#) for Proposition 65 warning.

Item model number: 75-SL126

Batteries 1 Nonstandard Battery batteries required. (included)

Average Customer Review: ★★★★★☆ (92 customer reviews)

Amazon Best Sellers Rank: #10,747 in Sports & Outdoors (See Top 100 in Sports & Outdoors)

#53 in Sports & Outdoors > [Outdoor Recreation](#) > [Camping & Hiking](#) > [Lights & Lanterns](#) > [Lanterns](#)

Once again, it's ranked 10,747 in Sports & Outdoors and their number of reviews is 92. The Average Customer Review is 4, so people are generally happy with their purchase. It also only weighs 1.4 pounds.

So, is this a good product to private label?

Personally, I like this one. Their Amazon Best Sellers Rank would be well below 10,000 if they made the changes I just suggested and spend some time getting more reviews.

Great! So, we have a winner, even though the Amazon Best Sellers Rank is a little high.

But were still not quite done... it's not as simple as choosing a product that's popular, finding a supplier, slapping your logo on the product, and making a MILLION dollars!

Before you can finalize the viability of the product and move forward with finding a supplier, you also need to make sure you can create a USP in order to stand out from the crowd...

Step #4: Establish Your USP

If your product doesn't stand out from the crowd and you don't differentiate yourself from your competition, then your profits will suffer as a result.

As Theodore Levitt, author and professor at Harvard Business School, says:

“Differentiation is one of the most important strategic and tactical activities in which companies must constantly engage.”

And the way you're going to do that is by creating a unique selling proposition (USP).

But before you can do that, you *must* make sure the product you want to create is in demand on Amazon.

To do that you're going to spy on the product page of a product that's very similar to the product you want to offer.

Finding Your USP For Your Product

It's safe to assume you're new to private labeling, and you may be new to Amazon FBA. I'm not going to sugar coat this... that puts you at a disadvantage as far as your seller profile is concerned.

But no need to fear... if you can develop a strong enough USP, then you can still dominate a product niche, even if you have no current experience with it. And as you sell more and more units over time, your competitive advantage will only increase more.

What's a Unique Selling Proposition?

A USP is basically anything that sets you apart from your competitors (in a *good* way). It's what makes your product unique and different.

For most beginners, they automatically assume that USP means creating an innovative product (which is very intimidating to most).

But it doesn't mean that at all...

Your USP could be a more detailed product description or better benefit-driven bullet points or better product images.

Many sellers on Amazon have a solid product, but their presentation is lacking (severely). This can give you a substantial advantage.

You only need to determine what your USP will be. And to do that, you'll ask yourself a series of questions while reviewing the top products in your product's niche.

Four Questions For Finding Your Product's USP

Question #1: Can you improve the title of the product?

In case you haven't already noticed, a lot of products on Amazon have less-than-stellar product titles. I already showed you an example of a poor headline.

Here it is again:

Whetstone 36 LED Solar and Dynamo Powered Camping Lantern,
Black/Silver

by [Whetstone](#)

★★★★☆ 92 customer reviews | 20 answered questions

List Price: \$43.99

Price: **\$24.42** & FREE Shipping on orders over \$35. [Details](#)

You Save: **\$19.57 (44%)**

Keep in mind, product titles are like headlines. They should be detailed, grab attention, and urge the consumer to click the link to the product page.

Which title is more appealing to you?

Whetstone 36 LED Solar and Dynamo Powered Camping Lantern, Black/Silver

Or...

Ultra Bright LED Lantern - Best Seller - Camping Lantern - Collapses - Suitable for: Hiking, Camping, Emergencies, Hurricanes, Outages - Super Bright - Lightweight - Water Resistant – Black

Ask yourself how you can improve your product's title to generate more traffic and click-throughs. Including keywords in the title also helps greatly.

Question #2: Can you improve the product's description?

It's amazing how many merchants don't bother adding detailed product descriptions on their product's page.

Product Description

Light up the night and charge mobile devices with this unique Whetstone 36 LED Camping Lantern. With 36 individual light emitting diodes (LEDs), this lantern provides bright illumination that is built to last. Unlike old style lantern bulbs, LEDs rarely burn out and can glow for up to 100,000 hours. This crank lantern includes a three mode lighting switch that allows you to set your own degree of illumination. This versatile lantern can be powered by hand crank dynamo or solar.

Fortunately, for you it means a simple way to set yourself apart.

See how you can add even more details to your product description, including additional benefits, easy-to-read bullet points, product dimensions, and more.

Remember, include HTML tags to really make an impact!

Question #3: Can you improve the product's images?

Again, it's surprising the amount of poorly designed and low-quality product images littering the Amazon marketplace. Or the number of sellers who only use one or two images to sell their product. This is a complete waste of real estate on Amazon.

Once again, this gives you a *big* advantage!

NOTE: Amazon photo sizes should be a minimum of 1000x1000 pixels, so the zoom feature will work when a customer mouses over your images.

Take a little extra time to get quality high resolution photos for your product and also be sure to use all the images you're allowed to use.

Then you'll be good to go!

Question #4: Can you improve the offer?

One effective tactic is to improve the offer by throwing in a bonus item (usually a digital freebie like an e-book) or even offering a Lifetime Guarantee.

Ask yourself, "Is a cost-effective way for you to 'sweeten the deal' for consumers in order to outsell your competition?"

Bonus Conditional USP: Fulfilled by Amazon

The very fact that you're using Fulfilled by Amazon (FBA) to list your product is its own USP under certain circumstances. It's a *major* USP when you're the only person using it for your product's category (which doesn't happen often).

By using Amazon's FBA program, you're giving consumers access to 2-day FREE Prime shipping and FREE shipping on orders over \$35. You're also giving them 24/7 Amazon Customer Support at no extra charge.

Most importantly, you're giving them the confidence that Amazon fulfills their order and not some random merchant in a far away location. They're much quicker to trust Amazon, but not necessarily a company they know nothing about.

The more USPs you can implement into your product's design and its sales copy, the greater your chances that your product will stand out from the crowd and ultimately make more money.

That being said, implementing just one is more than enough for your chosen product to be a viable contender on Amazon. Just make sure you can separate your product from all the others.

Step #5: Find A Supplier For Your Product

Now you've decided on a product, verified its viability on Amazon, and have found at least one unique selling proposition (USP) you can exploit.

The next logical step is to start searching for wholesale suppliers for your product. Exciting and a bit scary, right?

Well, I'm going to make this *real simple* for you...

Use Alibaba.com.

Alibaba is essentially the "Amazon of wholesale suppliers." All on one site, you can search through millions of specific products in just about every product category imaginable, sort your results to your exact requirements, and easily contact suppliers.

It makes private labeling SO much easier.

From just one search for "camping solar lantern" I received 58,456 products and 4474 Selected Supplier(s) who can give me quotations!"

Here's how you're going to use Alibaba:

1. If you haven't already, set up your account.
2. Search for products using your niche product keyword (e.g. camping solar lantern)
3. Sort your results by a specific Supplier Location if you have a preference. I usually don't do this and leave it set to "All Location".
4. Make sure you check two specific boxes under the "Products Filter By:" heading found at the top of the listings:
 - a. **Gold Supplier.** Gold suppliers are essentially paid members of Alibaba's supplier directory. They're given special privileges and more exposure because of this

membership. What's important to you is that they have to go through an Onsite Check before becoming a Gold Supplier.

- b. **Trade Assurance.** With Trade Assurance you'll enjoy 100% product quality protection, 100% on-time shipment protection and 100% payment protection for your covered amount.

By checking both Gold Supplier and Trade Assurance, you're greatly increasing your chances of dealing with a reputable supplier and not having any problems.

Once you've done all of the above, you'll find suppliers whose products look very promising. At that point, it's time to start reaching out to the suppliers' contacts to learn more about the product and its costs.

Important: You'll notice a Minimum Order Quantity (MOQ) and price per unit on each product's page. Don't pay much attention to these numbers at this time. They're seldom accurate, as you can often negotiate a lower MOQ than what's advertised. Speak to the supplier directly to get an accurate quote.

Contacting Potential Suppliers

Once you start contacting suppliers, there's one rule you must *always* follow...

Be Professional.

These suppliers run their own businesses, and the reputable ones (the ones you want to work with) will only deal with merchants who are professional.

In other words, don't write this...

"Hey! I really want to sell one of your products. Can you please send me a free sample?"

Instead, write something like this...

“To whom it may concern,

My name is [insert name here], owner of [insert company name here], and I am interested in expanding one of your products into the U.S. market. The specific product I’m referring to is [copy and paste product title here].

If you could, please quote me your FOB price for this item. I would also like to order a sample. Can I pay for the sample via PayPal?

Thank you very much. I look forward to your response.

Sincerely,

[Insert name here]”

See the difference?

First impressions are powerful. So make sure you make a good one!

Side Note: *In case you don’t already know, FOB stands for Free On Board. FOB pricing is the cost per unit to ship to the “port of shipment.” In your case, this means shipping directly to Amazon. And that means no inventory management for you.*

Sooner rather than later you should receive a response back from the supplier with the quoted FOB price per unit.

With that price you can now estimate your potential profits (if any) of selling this particular product by adding it to the Amazon FBA seller fees and subtracting that total from the total price of the product.

For example, if I were to sell my camping solar lantern for \$24.97 per bottle and my total cost per unit including shipping was \$6 and Amazon fulfillment costs were \$10, then my total estimated NET profit would be \$8.97 per unit sold.

That's pretty good. I like to get at least \$6 NET profit per unit and obviously the more the better!

You can quickly and easily find out your Margin Impact (e.g. NET profit) by using the Fulfillment by Amazon Revenue Calculator here:

https://sellercentral.amazon.com/hz/fba/profitabilitycalculator/index?lang=en_US

NOTE: Simply enter the ASIN of your competitor. Next enter your Item Price (e.g. the price you plan to sell at), Inbound Shipping (e.g. total cost per unit including shipping) and Prep Service (e.g. enter .20 for this).

Sample the Goods

If you like the numbers you come up with when you perform your calculations, then the next step is to request a sample product. Again, be courteous and professional in your correspondence.

One thing to note here is that sample products are typically more expensive since it's for a single item. This is normal, so don't be alarmed if the sample price seems very expensive. It's extremely important you get your hands on a sample to analyze the quality.

Try to use PayPal whenever possible to pay for your sample. And if it's not possible, then wire the funds through your bank. Western Union transfers are not recommended because they're riskier.

If possible, order samples from 2-3 different suppliers to see which supplier has the highest quality product. Sometimes you get lucky and the best one also has the lowest price.

Make Your Initial Trial Order

If you're satisfied with the samples you received, it's now time to place your first order. And your first order should always be a trial order.

A trial order is nothing more than a supplier's minimum order quantity (MOQ) – the minimum number of units they'll sell at a time.

Here's a secret... **the MOQ is almost always negotiable.** And you should always try to negotiate it lower.

Why? It's because you still haven't tested this product in the marketplace. So you don't know how well it's going to do. Based on your research, you're confident it will succeed (and you could be right), but there's no guarantee.

The last thing you want is to end up with 500 camping solar lanterns sitting in Amazon's warehouses that aren't selling. That same amount of money could've been invested in multiple products, so you can find out what sells and then place a larger order.

If the MOQ is 100 units, try and talk the supplier down to 25. If that doesn't work, try for 50. Regardless, don't hesitate to negotiate. You'll be surprised at how often you get a lower MOQ.

Step #6: Branding

As a private label merchant, you'll need to come up with your own brand for your products. This includes logos, packaging, USP, and colors.

Branding is an in-depth topic and there's a ton of free information on the Internet if you want to really become a branding master.

But for the purpose of this e-book, I'll keep this concise and cover the main points.

Here are arguably the three most essential keys to successful branding. Applying each will shoot you past a vast majority of your competitors with relative ease.

Key #1: Outsource all of your company's branding.

In the beginning, when you're budget's lower, it's easy to convince yourself to try and handle all components of your business.

Don't do it.

Invest a little now on branding to save yourself a lot of time and money in the future. Hire a professional – someone who gets paid to do this for a living – and get your branding right the first time.

Think about it like this...

The act of you creating your own logo is not a task that makes you money. Adding inventory to Amazon's site does. And so does marketing your products.

Stick with what you know, and let the outsourced experts handle the rest, especially when it comes to branding.

Key #2: Create an attractive and professional logo.

After product acquisition, the most important investment for your private label campaign is your logo design.

To put it bluntly... don't skimp on this.

Your brand's logo will be on every item you sell to your consumers. It will be the face of your company. It needs to stand out, be memorable, and connect with your target consumers.

First, ask yourself these questions...

Does your brand name sound good? Is it appealing? And more importantly... Is it memorable?

Once you've decided on a brand name, outsource your logo design to a professional via [99designs.com](https://www.99designs.com) or [designcrowd.com](https://www.designcrowd.com). I usually get awesome logos for \$100-\$200.

Key #3: Create a product package that appeals to your target audience.

Just as important as your brand name and logo is your product packaging. If you want to see the power of this in action, visit your local electronics store and compare Apple's packaging to its competitors.

Your packaging should use colors that resonate most with your target demographic. If you're not sure what those colors are, then look at products similar to your own and note the colors they use. The top three colors are typically the colors that appeal the most to your audience.

Again, outsource this process using the sites listed above for logo design. Ultimately, your budget will dictate how much you're able to designate towards product packaging.

Get a design template from the company you found on Alibaba and then have your designer create a custom design for you. This can cost anywhere from \$50-\$250. I personally limit my budget to \$100.

Step #7: Moving Forward

As soon as your first trial shipment is fulfilled from your supplier, you'll officially have products to sell on Amazon. Best of all, they're your own products and they'll be stored in Amazon's warehouse, so you'll have no inventory management.

As long as you followed all the steps in this e-book, you'll be ready to start making sales once Amazon approves your listing.

Congrats! You now have a private label business.

But you don't stop there...

Remember that this is one of the simplest and most effective ways to break into the private label market. You've broken in. Now, it's time to dominate.

Now that your product is live you need to get reviews. It's best to get as many as possible from friends and family. In my opinion, it doesn't matter if they are verified or not. Get at least 10 reviews as soon as possible.

Next you need TRAFFIC... they key to consistent sales.

The fastest and easiest way to get targeted buyer traffic is to simply use Amazon Advertising.

I suggest using Automatic Targeting with a daily budget of at least \$10 and a Default Bid of \$1.00.

As you get sales, your organic rankings will improve and you will start to get organic sales, which don't cost any money.

Your sales volume will increase over time as you get more reviews and sales. This isn't a get rich quick system (although it can happen), so be patient. This is a real business. Treat it like one. The more you put into it, the more you'll get out of it.

Best of luck to you!