

Finding Products to Sell on Amazon

Report published by Munchweb.com, written by Matt Clark.

Why I am selling on Amazon:

Foreword by Chris Munch:

I invite you to join me on my new adventure, in which I am aiming to pull in \$50,000 in revenue in the first 3 months.

I am embarking on a new project to sell products on Amazon for anything between a 30-70% profit margin.

I have specifically chosen to do this because it is becoming increasingly difficult to run a profitable business simply as an affiliate, or from advertising revenue (such as AdSense).

When you are just an affiliate marketer or have a blog with AdSense, it is difficult for your efforts to be rewarded – at least that has been my experience. It's more challenging to make Google like you, and the profit margins are small.

By selling products (digital products or physical products) you open up many doors. New traffic sources become available, it increases your profit margins, and you can build buyer lists, just to mention a few benefits.

So I will be applying my skills as a blogger, viral marketer, SEO professional, and affiliate marketer to selling physical products, which I strongly believe is way more lucrative.

The biggest question you may face is how to sell and source products.

Matt Clark has written this free guide showing you how he researches and sources products, which he then sells on Amazon.

Read on...

Market Category: Weight Loss

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PHYSICAL PRODUCT OPPORTUNITY

This section offers an opportunity found in the Amazon Money Finder software for selling a physical product on Amazon.com. Physical products can be sold on Amazon.com in two ways: (1) find a supplier that will drop-ship for you or (2) find a supplier that will sell to you wholesale (discounted).

Not all suppliers/manufacturers will drop-ship their products for you. Sometimes, you will need to place a wholesale order (minimum quantity will depend on the supplier) and receive that inventory for shipping. Fortunately, Amazon has a program called Fulfilled by Amazon (FBA) just for this purpose. FBA allows you to send Amazon your bulk inventory, and they will ship out products to your customers for you. For Amazon orders, the fulfillment and customer service for FBA are all handled by Amazon, meaning it is completely hands-off for you.

To get started with selling physical products on Amazon, you must visit <http://sellercentral.amazon.com> and set up an account.

Opportunity Identifier

- **Product Name:** 7 Keto DHEA 100 mg 60 vcaps
- **Top Listing NOS (Niche Opportunity Score):** 85.0
- **Top Category Rank:** #30 in Health & Personal Care
- **Top Secondary Category Rank:** #2 in Vitamins & Supplements



Opportunity Summary:

This product shot up in popularity due to a Doctor Oz segment featuring the weight loss ingredient 7-Keto. While the Amazon retailers have been driving down the retail price for the 100mg 60 caps version of the Now Foods brand, there are some pretty big opportunities for private labeling this product and selling at a higher price (\$30-40). There are also some good available domains for this product you can use to drive SEO traffic directly to your listing on Amazon for sales and to boost your listing up in the Amazon rankings.

What is 7-keto-DHEA:

7-Keto-DHEA is a by-product of dehydroepiandrosterone (DHEA), a chemical that is formed in the body. DHEA is a "parent hormone" produced by glands near the kidneys. But unlike DHEA, 7-keto-DHEA is not converted to steroid hormones such as androgen and estrogen. Taking 7-keto-DHEA by mouth or applying it to the skin does not increase the level of steroid hormones in

the blood.

People take 7-keto-DHEA to speed up the metabolism and heat production to promote weight loss. 7-keto-DHEA is also used to improve lean body mass and build muscle, increase the activity of the thyroid gland, boost the immune system, enhance memory, and slow aging.

Uses:

- Promoting weight loss. Developing research suggests that 7-keto-DHEA might significantly help obese women lose weight and fat.
- Improving lean body mass.
- Building muscle.
- Increasing activity of the thyroid gland.
- Boosting the immune system.
- Enhancing memory.
- Reducing signs of aging.

Top Supplier: Now Foods

- **Website:** <http://www.nowfoods.com>
- **Phone Number:** (888) 669-3663
- **Email Address:** N/A, use contact form



at

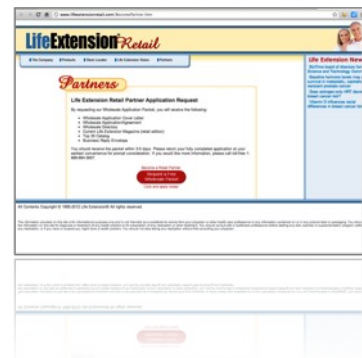
- <https://www.nowfoods.com/AboutUs/Contact-Us/>
- **Offers Private Labeling:** Yes
 - **Private Label Website:** <http://www.nowprivatelabel.com>
 - **Private Label Phone Number:** (800) 999-8069
 - **Private Label Email Addresses:** peter.sokoloski@nowfoods.com, elva.antonio@nowfoods.com, lin.wisniewski@nowfoods.com, suzette.gonzales@nowfoods.com
- **Offers Drop-Shipping:** No (*use Fulfillment by Amazon (FBA))
- **Notes:** Because of huge demand, the supplier is sold out of this product. BUT, they will have plenty back in stock within two weeks. Only get the 100mg 60 caps variation, don't waste your time with the other sizes and dosages as they are not as popular. Get in on

this next shipment of the 100mg 60 caps for some fast cash.

- **Note on Margin:** There isn't much margin in buying this product and competing with the other sellers for the existing Now Foods listing for this product on Amazon – you won't make much money. This is for two reasons: (1) "7-Keto" is a trademarked ingredient which is made by one company and is keeping the cost of the product high and (2) Amazon sellers have driven the retail price down to compete with the other sellers. Your best strategy for making money is to either: (1) private label the product and create your own listing at a higher price or (2) create a new listing with the existing product (not private-labeled) and bundle it with something else to make your own proprietary listing.
- **Financial Information:**
 - **Cost Per Unit:** about \$18.00
 - **Potential Private Label Retail Price:** \$25-40

Secondary Supplier: Life Extension

- **Specific Product:** 7 Keto DHEA Metabolite 100mg
- **Website:**
<http://www.lifeextensionretail.com/BecomePartner.htm>
- **Phone Number:** (800) 544-4440
- **Email Address:** N/A, use contact button at
<http://www.lef.org/quest-com.htm>
- **Offers Private Labeling:** Yes (on larger quantities)
- **Offers Drop-Shipping:** Yes
- **Financial Information:**
 - **Cost Per Unit:** about \$15.00
 - **Potential Private Label Retail Price:** \$25-40



KINDLE OPPORTUNITIES

This section refers to opportunities available in the Amazon Kindle book publishing market to create Kindle ebooks about specific topics and sell them on Amazon.

To get started with selling Kindle books on Amazon, you must visit <http://kdp.amazon.com> and setup an account.

Hot Topic: Blood Sugar

- **Relevant Book:** “The Blood Sugar Solution” <http://www.amazon.com/The-Blood-Sugar-Solution-ebook/dp/B004QX07AK>
- **Strategy:** Write a short – 20 to 30 pages – Kindle book about blood sugar and price it at \$0.99. The book listed above is currently selling at \$12.99 on Kindle, which is a pretty high price for Kindle books. Your low price and good content should allow you to play off the demand that book has brought to the “blood sugar” topic in Amazon.

Hot Topic: The Summer Beach/Bathing Suit/Vacation Season

- **Relevant Book:** N/A
- **Strategy:** Businesses in the weight loss field always see a huge spike in business as the “weight loss season” as it’s called approaches (from January to August). Writing a weight loss book that plays on this topic on a lot of Kindle owners’ minds could yield some great results if done soon. Think about including terms like “bathing suit”, “beach”, “vacation”, etc. along with “weight loss” in your title to link the two together.

Hot Topic: Weight Watchers Points Plus

- **Relevant Book:** <http://www.amazon.com/Watchers-Complete-Cookbook-Publishing-ebook/dp/B004W3NMHO>
- **Strategy:** Because of Weight Watchers’ heavy advertising push recently, their growing customer base is looking for more and more information on recipes, foods, etc. that adhere to their diet. Writing a cookbook, recipe book, or reference book with “Weight Watchers Points Plus” values is sure to make your book a winner. Weight Watchers currently puts out their own Kindle books on this subject, but price them high which is good for you as you can capture a lot of sales by coming in at a more reasonable price. You can use the Kindle Sales Strategy to link books together on this same topic, but covering different areas of the diet (e.g., Weight Watchers Points Plus Breakfast (book

1)/Dinner (book 2)/Lunch (book 3)/Snacks (book 4))

AMAZON AFFILIATE OPPORTUNITIES

This section refers to making affiliate income through promoting Amazon products. You are provided with keywords and available domains (at the time the report was created) to build websites and blogs to promote the Amazon product (through your affiliate links on the websites/blogs).

The products found in this section provide excellent opportunities to capture significant market share early on by capitalizing on low-competition, highly-popular products and keywords found using the Amazon Money Finder software.

To get started as an Amazon affiliate, visit: <http://associates.amazon.com>

Top Amazon Products (over \$20 selling price):

- **7 Keto DHEA 100mg 60vcaps by Now Foods**
 - Amazon URL: <http://www.amazon.com/7-Keto-100-mg-60-vcaps/dp/B0013OXB6M>
 - Current Selling Price: \$23.50
 - Your Commission Per Referring Sale: \$0.94
- **Life Extension 7 Keto Dhea 100mg Veg Cap, 60 Count by Life Extension**
 - Amazon URL: <http://www.amazon.com/Life-Extension-Keto-Dhea-60-Count/dp/B001R1J9N0>
 - Current Selling Price: \$23.49
 - Your Commission Per Referring Sale: \$0.94
- **7-Keto DHEA 100mg 60 VegCaps by Nutrigold**
 - Amazon URL: <http://www.amazon.com/7-Keto-DHEA-100mg-60-VegCaps/dp/B004PTEVUC>
 - Current Selling Price: \$21.95
 - Your Commission Per Referring Sale: \$0.88
- **Now Foods 7-Keto LeanGels by Now Foods**
 - Amazon URL: <http://www.amazon.com/Now-Foods-7-keto-Leangels-120-Count/dp/B0041VMCGO>
 - Current Selling Price: \$39.99
 - Your Commission Per Referring Sale: \$1.60

To find complimentary products that you can also promote, we recommend using <http://www.offervault.com/> (create a free account) and look for products that focus the topics referenced in the opportunity summary uses.

NOTE: The affiliate profit margin for the Amazon products are very low for this supplement but since this is a new emerging market, there is potential for massive traffic. It is also very easy to

find complimentary products that you can promote and also create a mailing list. Health markets are excellent for creating mailing lists that you can continue to sell to since it is a such as passionate market.

MARKET DATA

Google Trends & Insights Data:



Source: <http://www.google.com/trends/?q=7+KETO+DHEA&ctab=0&geo=all&date=ytd&sort=0>



Source: <http://www.google.com/insights/search/#q=7%20KETO%20DHEA&date=today%2012-m&cmpt=q>

As you can see from the above graphs, there was a huge spike in popularity due to the Dr Oz

segment on television. While the trend has started moving down, you can expect this to continue to be high as more and more people promote it.

Top Keywords:

The following are keywords that sorted in ascending order of highest traffic potential to lowest (Local Monthly Searches). The competition is the total number of results found in Google.com for that specific keyword searching for sites that are optimized for that keyword in their title, url and anchor text, which is accomplished by searching Google.com using this...

```
inurl:"keyword phrase" intitle:"keyword phrase" inanchor:"keyword phrase"
```

Keywords that have less than 1000 competitors should be fairly easy to rank for with some basic SEO and link building. Keywords with more than 1000 but less than 5000 will take a little longer and will require more time and link building than the "less than 1000 terms". Keywords with a competition of more than 5000 are competitive and will be the hardest to rank for and will require a large amount of time and link building to rank.

How to Use These Keywords:

The following list of keywords contains keywords that are both directly and indirectly related to the identified opportunity. For terms that are not directly related, you need to keep in mind that when creating your content, you will need to be able to relate to the original intent of the search and then throughout the flow of the content, move them to your specific product.

In this example, the target opportunity is "7 Keto DHEA" and one of the keywords identified is "DHEA Benefits". You do not want to make the assumption that the reader understands the difference, and instead you need to take the general intent of "DHEA Benefits" and not only talk about the benefits but highlight the specific benefits of "7 Keto DHEA" or just "DHEA" and why they should consider the product you are recommending.

Targeted Keyword List

	Competition	Local Monthly Searches (United States)
"dhea side effects"	1990	6600
"7 keto dhea"	9040	4400
"dhea supplement"	3620	2400
"dhea benefits"	771	1900

"dhea dosage"	473	1900
"what is dha"	1150	1600
"7 keto dhea side effects"	304	1300
"5htp side effects"	282	1000
"dhea reviews"	227	1000
"7 keto reviews"	153	880
"dhea supplements"	1940	880
"7 keto side effects"	416	720
"5htp dosage"	271	590
"dhea bodybuilding"	270	590
"dhea facts"	220	590
"dhea fertility"	348	480
"7 keto dhea benefits"	49	390
"7 keto dhea reviews"	33	390
"lean system 7"	4	390
"dhea hormone"	3330	320
"dhea testosterone"	355	320
"what is dhea used for"	7	320
"5htp reviews"	67	260
"5htp benefits"	156	210
"7 keto benefits"	1320	210
"7 keto weight loss"	485	210
"7 keto dhea dosage"	32	170
"dhea dosage for men"	3	170
"dhea side effects in men"	0	170
"side effects of 5htp"	1830	170

"7 keto dhea vs dhea"	37	140
"7 keto wiki"	2	140
"buy dhea"	1150	140
"7 keto dhea wiki"	5	110
"dehydroepiandrosterone side effects"	10	110
"dhea supplement side effects"	45	110
"low dhea sulfate"	2	110
"what is dhea supplement"	5	110

Download the list of keywords from here:

<http://archon.amazon.s3.amazonaws.com/keywords/keto.txt>

Related Keywords:

The following list of keywords contains "related keywords" that are being used to promote "7 Keto DHEA". This is a much larger list and contains a very broad match relationship to the identified opportunity. These keywords are excellent for coming up with ideas for content to promote your product.

<http://archon.amazon.s3.amazonaws.com/keywords/relatedketo.csv>

Domains:

Available Domain Names

The following domains were available at the time of creating this report. We cannot guarantee that they are still available at the time you check them.

7-ketoreviews.com	7ketodhea100mg.org
7-ketoreviews.net	7ketodheabenefits.com
7-ketoreviews.org	7ketodheabenefits.net
7ketobenefits.net	7ketodheabenefits.org
7ketobenefits.org	7ketodheadosage.com
7ketodhea100.com	7ketodheadosage.net
7ketodhea100.net	7ketodheadosage.org
7ketodhea100.org	7ketodheareviews.com
7ketodhea100mg.net	7ketodheareviews.net

7ketodheareviews.org
7ketodheasideeffects.net
7ketodheasideeffects.org
7ketodheavsdhea.com
7ketodheavsdhea.net
7ketodheavsdhea.org
7ketoweightloss.net
7ketoweightloss.org
buydhea.net
buydhea.org
dheabenefits.net
dheabodybuilding.net
dheabodybuilding.org
dheadosage.net
dheadosage.org
dheadosageformen.com

dheadosageformen.net
dheadosageformen.org
dheafacts.net
dheafacts.org
dheahormone.net
dheahormone.org
dheasideeffectsinsenmen.com
dheasideeffectsinsenmen.net
dheasideeffectsinsenmen.org
dheatestosterone.com
dheatestosterone.net
dheatestosterone.org
whatisdheasupplement.com
whatisdheasupplement.net
whatisdheasupplement.org

Download the above list of domains:

<http://archon.amazon.s3.amazonaws.com/keywords/ketodomains.txt>

Want More Information on Selling on Amazon?

Final message from Chris Munch:

I recently aired a live webinar which discussed how to sell products on Amazon.

In this webinar Matt Clark, who provided all this information on product research, reveals cutting edge methods for selling hands-off on Amazon...

Watch the webinar here:

<http://munchweb.com/hook-pigeon/the-change.php>

[BONUS] DON'T FORGET: On the webinar replay page are details on the bonuses I am offering to those that are also joining me in this Amazon project.

The bonus offer is only available up to Monday 30th April, 2012.

Watch the replay and see the bonuses here:

<http://munchweb.com/hook-pigeon/the-change.php>

(the specific info on Amazon starts at 26 minutes into the video)

DEFINITIONS & TERMS:

Drop Shipping: This refers to a manufacturer taking customer orders sent by you and shipping out the orders from their warehouse. This is different than traditional wholesale in that you don't have to order inventory yourself - you simply send the manufacturer your customer's information (name, shipping address, product(s) ordered) and the manufacturer will send the products directly to the customer. This relationship is ideal for a small business because you don't need much money to get started (you don't have any inventory to purchase). For Amazon, you will simply receive orders on Amazon and send them to your supplier. That's it!

Niche Opportunity Score (NOS): This refers to the score created using the proprietary algorithm included in the Amazon Money Finder software. This score takes into account Amazon sales rank, price, number of reviews, Amazon likes, and tags to produce a common metric used to find low competition products that are selling well on Amazon. A higher score indicates a better opportunity for making money.

Top Category Rank: Amazon's millions of products are organized by multiple levels of categories. This category is the highest level (broadest) category this product falls into. A lower rank indicates a better ranking within the category. A rank below 100 for any top-level category indicates a product that is selling very well on Amazon.

Top Secondary Category Rank: Amazon's millions of products are organized by multiple levels of categories. This category is the second highest level (sub-category of the top category) category this product falls into. A lower rank indicates a better ranking within the category.

Top Supplier: For physical products, this refers to a supplier I've personally found for you that sells the product presented in the report. You will likely be able to find other suppliers, but this is the most popular supplier that readily sells to individuals and businesses with limited requirements.

Private-Labeling: This refers to a manufacturer creating a custom label for their product for their retail/wholesale customers. A common example of this is in the vitamin market in which a company that manufactures a generic vitamin product such as vitamin D will allow their retail and wholesale customers to add their business name/logo/etc. to the product's label so that it APPEARS as though the product is uniquely the client's.

Watch the webinar replay for more info on selling on Amazon:

<http://munchweb.com/hook-pigeon/the-change.php>