



**MARKETPLACE
SUPERHEROES**

SPECIAL REPORT:

**7 Easy Steps to Finding Thousands
of Super-Profitable Physical Products**

(That Will Sell Like Crazy on Amazon.com!)

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Amazon “Super-Sellers” and Creators of Marketplace SuperHeroes



Table of Contents

| | |
|--|----|
| The “No Risk Method” To Finding 1000’s of Profitable Amazon Product Ideas .. | 3 |
| Step 1: “Mine” The Best Sellers..... | 5 |
| Step 2: Explore the Viability | 9 |
| Step 3: Expand the Search (Get Subbing!)..... | 12 |
| Step 4: Question the Logic | 14 |
| Step 5: Scrutinize the Competition..... | 16 |
| Step 6: Find the Source & Drill for Profit!..... | 18 |
| Step 7: Define the Budget & Take Action | 21 |



The “No Risk Method” To Finding 1000’s of Profitable Amazon Product Ideas

You wanna know something? Most people are researching products the wrong way. Really. And worse still, this poor product research process is having a detrimental impact on the *rest* of their Amazon businesses too.

Not convinced? Then, why are there pages and pages of people banging their keyboards in sheer *frustration* every day of the week on the seemingly never-ending swathes of Amazon Seller Groups & forums?

You see so many of these ‘Amazon gurus’ are going to tell you that you should ‘sell what’s hot’ or ‘go where the money is’ (a code word for “buy what everyone is else is buying”) and then focus on out-marketing and out-promoting the competition.

Well, I support that kind of makes sense when you think about it.

However -- *the reality* is that this simply doesn’t work for the average seller with a modest budget. If you’re going to create demand like this, you’re going to need to bring your checkbook and bring it *fast* in order for this business model to work.

Trust us, there’s a much better way.

We’ve been researching products for over 20 years cumulatively. We’ve stood on the sidelines building our business for quite some time, testing out these approaches and figuring out what works and what doesn’t.

In the end, we’ve found ourselves never following the advice that’s causing others to struggle.

Instead, we use a simple, incredibly logical method of finding thousands and thousands of potentially profitable product ideas that we then brand and sell across the globe.

The business itself does 7 figures every year and runs without a warehouse and without any fulltime, permanent staff.



By the end of reading this report, you're going to understand, *exactly* how we go about unearthing these hidden gems – gems that no one else is even *considering* but are insanely profitable and sell for *years* not months.

Why? We don't believe in selling sexy, hot items. We believe instead in one word that your business (and your pocket) is going to love...

Sustainability.

You see, we don't want to spend our days constantly running the new product hamster wheel. We also don't want to spend every waking moment constantly monitoring our products. Instead, we want to find simple, dare we say *boring* products that sell reliably every single day of the week and every single month of the year.

We'll trade sexy for sustainability every time (and we hope by the end of this report you will too.)

So, without further ado, we present to you, our 7-step method for finding endless streams of profitable product opportunities:

Step 1: Mine The Best Sellers

Step 2: Question The Viability

Step 3: Expand The Search – Get Subbing

Step 4: Question The Logic

Step 5: Scrutinize The Competition

Step 6: Find The Source & Drill The Profit

Step 7: Define The Budget & Make A Call

Ok, so let's dive into each one and show you how you can start applying this *today* to start unearthing product opportunities like nobody's business.

Step 1: “Mine” The Best Sellers

Here’s the deal...you need to start somewhere. The best way to get started is to start researching what’s rocking and rolling, we’ll get to the hidden gems shortly. We always start our research process by sifting through the top 100 bestselling items in each Amazon category.

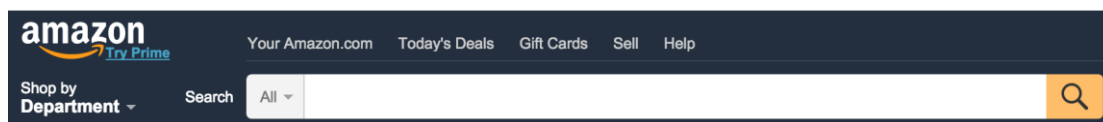
We more than likely won’t find anything here but this allows us to get a ‘lay of the land’ in every category, helping us to identify what’s working in every category i.e. what’s selling well. We’ll inevitably start to see what’s hot when we go through this process. This is incredibly useful information for us as it helps us to do two things:

- a. Know what to *not* sell (if it’s too hot, as new sellers, we can’t handle it)
- b. Potentially find an underserved, insanely popular item (the dream)

If all the stars align in this phase, we may in fact find a product opportunity that is quite literally life-changing. While it’s unlikely, it’s possible.

A life-changing product by the way, is one that sells insanely well (anything that’s in the top 100 of a parent category is moving) but the offer or the listing is poor and there aren’t many other sellers selling it. There’s a reason we used the phrase ‘if the stars align!’

So, the first step in this process is to go to the ‘Shop By Department’ category, located on the top left of the homepage, shown as below on Amazon.com (it’s the same in each Amazon marketplace – this process works the same in every country.)



Now, we are confronted with all the top level, parent categories that exist on Amazon.com – it’s time to dive in!



EARTH'S BIGGEST SELECTION

Unlimited Instant Videos

[Amazon Instant Video](#)
[Prime Instant Video](#)
[Shop Instant Video](#)
[Video Shorts](#)
[Your Watchlist](#)
[Your Video Library](#)
[Watch Anywhere](#)

Digital & Prime Music

[Prime Music](#)
[Digital Music Store](#)
[New Releases](#)
[Deals](#)
[Your Music Library](#)
[Listen Anywhere](#)

Fire TV

[Amazon Fire TV](#)
[Fire TV Stick](#)
[Amazon Fire Game Controller](#)
[Prime Instant Video](#)
[Amazon Instant Video](#)
[Games for Fire TV](#)
[Amazon Cloud Drive](#)

Fire Phone

[Amazon Fire Phone \(Unlocked GSM\)](#)
[Amazon Fire Phone \(AT&T\)](#)
[Accessories](#)
[Digital Music](#)
[Amazon Cloud Drive](#)
[Amazon Instant Video](#)

Home, Garden & Tools

[Home](#)
[Kitchen & Dining](#)
[Furniture & Décor](#)
[Bedding & Bath](#)
[Appliances](#)
[Patio, Lawn & Garden](#)
[Fine Art](#)
[Arts, Crafts & Sewing](#)
[Pet Supplies](#)
[Wedding Registry](#)
[Home Improvement](#)
[Power & Hand Tools](#)
[Lamps & Light Fixtures](#)
[Kitchen & Bath Fixtures](#)
[Hardware](#)
[Home Automation](#)

Sports & Outdoors

[Athletic Clothing](#)
[Exercise & Fitness](#)
[Hunting & Fishing](#)
[Team Sports](#)
[Fan Shop](#)
[Golf](#)
[Leisure Sports & Game Room](#)
[Sports Collectibles](#)
[All Sports & Fitness](#)
[Camping & Hiking](#)
[Cycling](#)
[Outdoor Clothing](#)
[Scooters, Skateboards & Skates](#)
[Water Sports](#)
[Winter Sports](#)
[Climbing](#)

At this point, I'd like to ask you to simply select a category that you'd like to research further. Don't try to pick a 'good' one – just click into whichever category interests you or a category where you think 'I wonder what's selling well in there.'

HOWEVER – you must avoid certain categories. Why? There are certain categories we simply can't sell items in. The others, are known as 'gated' or 'restricted' categories. Essentially this means that you must get permission from Amazon to sell there. We recommend that you keep away from these right now.

It's not that you shouldn't sell within restricted categories – it just doesn't make sense to add extra complications to your business at this early stage. Unlike other teaching systems, we don't want to 'pigeon hole' ourselves into specific categories – we want to stay free and fluid at all times, allowing us to sell pretty much anything that's in demand (in demand being the operative phrase.)

Here are the categories you simply must avoid:

- ✓ *Unlimited Instant Videos*
- ✓ *MP3 & Cloud Player*
- ✓ *Amazon Cloud Drive*
- ✓ *Appstore for Android*
- ✓ *Kindle eReaders & Books*
- ✓ *Kindle Fire Tablets*
- ✓ *Amazon Fire TV*
- ✓ *Books & Audible*
- ✓ *Automotive & Powersports**
- ✓ *Beauty**
- ✓ *Clothing & Accessories**
- ✓ *Collectible Books*
- ✓ *Entertainment Collectibles*
- ✓ *Fine Art*



- ✓ Gift Cards
- ✓ Grocery & Gourmet Foods
- ✓ Health & Personal Care*
- ✓ Industrial & Scientific
- ✓ Jewelry
- ✓ Major Appliances
- ✓ Sexual Wellness
- ✓ Shoes, Handbags & Sunglasses
- ✓ Sports Collectibles
- ✓ Textbook Rentals
- ✓ Toys & Games
- ✓ Watches
- ✓ Wine

**Some people may already be selling here. As we said, it's not that you can't sell in these categories; we just don't recommend them when you're starting out. This is our own preference.*

Now that we've covered that, you can now click on one of the top-level categories that you *should* consider selling in. Below you'll see that we've selected the "Patio, Lawn & Garden" category.

Home, Garden & Tools

[Home](#)

[Kitchen & Dining](#)

[Furniture & Décor](#)

[Bedding & Bath](#)

[Appliances](#)

[Patio, Lawn & Garden](#)

[Fine Art](#)

[Arts, Crafts & Sewing](#)

[Pet Supplies](#)

[Wedding Registry](#)

[Home Improvement](#)

[Power & Hand Tools](#)

[Lamps & Light Fixtures](#)

[Kitchen & Bath Fixtures](#)

[Hardware](#)

[Home Automation](#)

Once, we click "Patio, Lawn & Garden" we scroll down the page & find the bestselling items in the category. When you click the link to view the bestsellers, you'll be confronted with the top 10 selling items in that category.

Patio, Lawn & Garden Best Sellers Updated hourly

1. Weber 6492 Original Instant-Read Thermometer
Weber
~~\$13.92~~ **\$9.99**

2. Vivere UHSD09 Double Hammock with Space-Saving Steel Stand - ...
Vivere
~~\$169.97~~ **\$129.97**

3. Weber 6494 12-Inch 3-Sided Grill Brush
Weber
~~\$11.84~~ **\$7.99**

4. TERRO Ant Killer Liquid Ant Baits (pre-filled) 6 Pack
Terro
~~\$7.99~~ **\$5.67**

5. Cuisinart CCG-200 All-Foods 12,000-BTU Portable Outdoor Cooker
Cuisinart
~~\$199.99~~ **\$156.81**

6. Weber 6415 Small 7-1/2-Inch-by-5-Inch Aluminum Drip Pans...
Weber
~~\$6.99~~ **\$5.99**

7. Weber 7416 Rapidfire Chimney Starter
Weber
~~\$19.99~~ **\$14.99**

8. Gilmour Rubber Hose Washers, 10 Washers Per Package
Gilmour
~~\$7.99~~ **\$3.74**

9. Black & Decker AF-100-3ZP 30-Foot 0.065-Inch Line String Trimmer
Black & Decker
~~\$20.99~~ **\$19.96**

10. Diatomaceous Earth Food Grade 10 Lb
DiatomaceousEarth
~~\$29.99~~ **\$21.01**

[See all Best Sellers in Patio, Lawn & Garden](#)

Click the 'See all Best Sellers in Patio, Lawn & Garden' to view the top 100 bestselling lines in that category.



Step 2: Explore the Viability

In this phase, we're going to look at each item we've researched and find the answer to the simple question: "can I sell this?"

Your goal at this point is to figure out whether or not you, as a third party seller, you can in fact, sell the item you're researching. You see, there are certain product specific elements that can disqualify them from being suitable for sale for many reasons (we'll cover them below.) We've built up a list of these elements. We call these our 'Item Specifics To Avoid.'

These elements are actually pretty simple and straightforward. The reality is that unfortunately, many sellers fail to consider them early on, resulting in less than desirable results.

Unfortunately, we're speaking from experience on this one, so take it from us, this is important.

Here's the list of Product Specifics To Avoid

- 1. Electrical / Battery – if it's powered in any way we avoid it**
2. Hazardous / Chemical – you'll see Amazon sell some of these, you can't
- 3. Prohibited – need we say more?**
4. Multi-Boxed – if the item is delivered in more than one box it's out
- 5. Non-Packable – if it's sharp & dangerous or difficult to pick, avoid**
6. Fragile – if it's going to break easily in transit avoid (think, glass)
- 7. Moving Parts – if it requires moving parts to work, avoid**
8. Longest Side > 1m – if it's longer than 1 meter, Amazon can't ship it
- 9. Weight Is Over 30kgs – if it's over 30kgs it's too heavy to ship**
10. Sub \$7 (£4 / €5) – if it sells for this price or below it's too cheap
- 11. Product > 10,000 In Parent Category – if it's above 10,000 in a parent category, there's not enough demand for it**

The process is now pretty simple. We simply click into each listing within the top 100 of the category we're researching and assess if each product contains any of the above list. If it does, we scrap and move on. If it doesn't we'll log for later. More on that in a moment.

So, let's say we clicked into this example:

[← Back to results](#)



Weber 6492 Original Instant-Read Thermometer

by Weber

★★★★★ 1,550 customer reviews | 115 answered questions

#1 Best Seller in Patio, Lawn & Garden

List Price: \$13.32

Price: **\$9.99** & **FREE Shipping** on orders over \$35. [Details](#)

You Save: **\$3.33 (25%)**

In Stock.

Ships from and sold by Amazon.com. Gift-wrap available.

Want it tomorrow, April 28? Order within **10 hrs 44 mins** and choose **One-Day Shipping** at checkout. [Details](#)

Color: **Black**

- Digital display reads temperature quickly
- Swiveling head rotates for easy reading
- Auto shut-off after 15 minutes
- Protective sleeve for probe

We'd have to *exclude* this from our research because **it's clearly a powered product** (either battery or solar.) Over time you might decide that you'd like to sell powered items – we just don't recommend starting out with them as they have an inherent fault rate.

Here's one we'd never do:



Repel 94109 Lemon Eucalyptus Natural Insect Repellent, 4-Ounce Pump Spray

by Repel

★★★★★ 697 customer reviews | 26 answered questions

#1 Best Seller in Pest Repellents

List Price: \$8.99

Price: **\$4.97** & **FREE Shipping** on orders over \$35. [Details](#)

You Save: **\$4.02 (45%)**

In Stock.

Ships from and sold by Amazon.com. Gift-wrap available.

Want it tomorrow, April 28? Add it to a qualifying order within **10 hrs 43 mins** and choose **One-Day Shipping** at checkout. [Details](#)

Size: **4-Ounce**

0.475-Ounce

4-Ounce

Pattern Name: **Case Pack of 1**

It's likely a hazardous product and therefore can't be shipped out by Amazon (remember, we're using their fulfillment services for every order.)

Of course, Amazon can fulfill this if they are selling it themselves, but the rules for third party sellers are quite different.

Also with these kinds of products there liability and safety concerns – it's just not worth it even if you *could* have this fulfilled.

In summary, as long as the item specifics to avoid aren't present and the product has a BSR (bestseller rank) of 10,000 or below (sub 5,000 being perfect) then the product is viable. In other words, we *can* sell it.



As we mentioned, you should log the ASIN of the product somewhere safe as well as a brief description of what the product is. Here's where to find this information:

Product Details

Size: 4-Ounce | Pattern Name: Case Pack of 1

Item Weight: 0.8 ounces

Shipping Weight: 4.8 ounces ([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](#)

ASIN: B004N59OFU

Item model number: 94109

Average Customer Review: ★★★★★ (69 customer reviews)

Amazon Best Sellers Rank: #17 in Patio, Lawn & Garden ([See Top 100 in Patio, Lawn & Garden](#))

#1 in [Patio, Lawn & Garden](#) > [Pest Control](#) > [Repellents](#)

#1 in [Sports & Outdoors](#) > [Outdoor Recreation](#) > [Camping & Hiking](#) > [Personal Care](#) > [Insect Repellent](#)

| Product Description | ASIN | BSR | Category | Site |
|---------------------|------------|-----|----------------------|------------|
| BBQ Grill Brush | B009IH0BYQ | 17 | Patio, Lawn & Garden | Amazon.com |
| | | | | |

Now that we know we *can* sell the item, it's time start figuring out where to find more product ideas and then whether or not we *should* research the product idea we've found any further.



Step 3: Expand the Search (Get Subbing!)

So, we're in good shape. We've gone through the top 100 bestselling products inside a category and logged what we can sell and discarded what we can't.

Here's the amazing thing...so many other gurus will actually tell you that you're good to go at this point. As in, you can now start finding suppliers and getting product pricing.

In reality, this is insane. You really need to figure out whether or not you can actually fulfill a gap in the market for this product and take advantage of already pent-up demand for the item before you even consider looking for a supplier.

This is one of the biggest reasons most people fail with other Amazon teaching systems – they jump into markets where there's no void for them to fill in the market.

The result? They buy 'what's hot' or something they saw on a webinar and end up becoming another 'me too' seller who has to fight it out on price at the low end of the market.

That's not the SuperHero way! We won't let you make that same mistake.

So before we look at all that, we actually need to expand our search further. This section brings us closer to the 'hidden gems' we've been talking about.

Let's get mining!

To complete this phase, here's what to do:

1. Go back to the initial screen where you clicked into the bestselling products as shown below within Patio, Lawn & Garden (shown below)
2. Now, look to the left where you'll see what are called *subcategories*.

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

Any Department

Patio, Lawn & Garden

- Backyard Birding & Wildlife
- Gardening
- Generators & Portable Power
- Grills & Outdoor Cooking
- Mowers & Outdoor Power Tools
- Outdoor Décor
- Outdoor Heaters & Fire Pits
- Outdoor Storage
- Patio Furniture & Accessories
- Pest Control
- Pools, Hot Tubs & Supplies
- Snow Removal

Best Sellers in Patio, Lawn & Garden

1.



Weber 6492 Original Instant-Read Ther...
 ★★★★★ (1,550)
 \$9.99
 43 used & new from \$4.95

2.



Vivere UHSD09 Double Hammock with Spa...
 ★★★★★ (1,527)
 \$129.97
 12 used & new from \$110.47

3.



Weber 6494 12-Inch 3-Sided Grill Brush
 ★★★★★ (824)
 \$7.99
 27 new from \$7.00

3. Click into the first subcategory of Patio, Lawn & Garden (Backyard Birding & Wildlife in the example above) and complete the process you as in **Step 2: Question The Viability** i.e. checking off products against the Product Specifics To Avoid.
4. Go through the top selling items as you did in Patio, Lawn & Garden and log items that don't contain any of the specifics to avoid. You will likely see duplicates here – you can simply skip over these as you've already logged them.
Also make sure to log their Bestseller Rank in the parent category i.e. 123 in Patio, Lawn & Garden as opposed #5 in Backyard Birding & Wildlife.

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

Any Department

Patio, Lawn & Garden

- Backyard Birding & Wildlife
- Birds
- Butterflies
- Bats
- Squirrels

Amazon Fashion

Best Sellers in Backyard Birding & Wildlife

1.



Perky-Pet 67 12-Inch Metal Hook for B...
 ★★★★★ (353)
 \$6.24
 6 new from \$1.35

2.



Perky-Pet 238 Hummingbird Nectar, 32-...
 ★★★★★ (139)
 \$7.48
 30 new from \$4.05

3.



Wagner's 62059 Greatest Variety Blend...
 ★★★★★ (291)
 \$19.98
 7 new from \$10.00

You can even go further and dive into a sub-sub category as shown below ('Birds' is a sub sub category)

Any Department

Patio, Lawn & Garden

Backyard Birding & Wildlife

Birds

Butterflies

Bats

Squirrels

Keep rinsing and repeating and create a huge list of viable products.



Step 4: Question the Logic

In the previous step, we mentioned that we needed to find out whether or not there was a gap in the market for the item we're researching.

Let's figure out if we can find and fill that gap right now.

If you've been following along, you've likely stored your research within a spreadsheet or Word document (we have actually built software that makes this really easy for you that you get access to when you join the Marketplace SuperHeroes System.)

This phase focuses on the *listing(s)* of the product idea that we found. When we look at each listing (by grabbing the ASIN and searching for it in Amazon) we need to ask some critical questions such as:

1. Can we improve the offer?

Put simply, can we add more to the product or can we improve it in any way? Can we add in a bonus / complimentary item / increase how the amount of units sold at one time? (i.e. create or increase the pack size)

2. Can we improve the title?

So many listings have really poor, scantily detailed listing titles. For example, if the product you've found (let's say it's a coffee cup holder) has a title like: "Black Coffee Cup Holder" – that's a good thing (for us.) The less detailed a listing title is, the easier it'll be for us to improve and dominate.

3. Can we improve the images?

Improving product images is one of *the* most no-brainer decisions you can make as a seller. Most items have awful product images. If the image quality is poor (and there aren't at least 2 quality images) we can absolutely blow a listing like this away. This is good!

4. Can we fulfill by Amazon?

Amazingly, not every seller uses FBA (Fulfillment By Amazon.) If a third party merchant sells the listing you found then you're in great shape. If Amazon sells it, it's not a deal breaker - we'll just need to make sure that we can improve on one or more of the other elements listed in this section to compete.



5. Can we improve the bullets / description?

Again, this gives us a big opportunity to dramatically differentiate ourselves. So many listings on Amazon are extremely weak in this area. If we feel that we can write better, more detailed product bullet points as well as a more persuasive listing description, then we're in excellent shape.

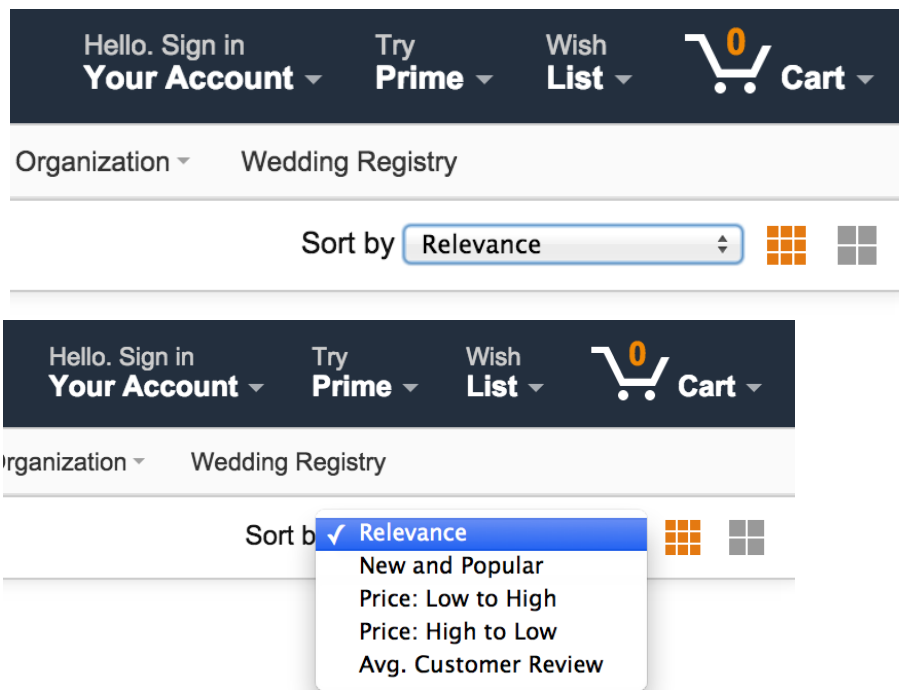
These are vital questions. If we find for example, that we've no way to improve the title, the offer, the images, the description and the offer is already fulfilled by Amazon – it's generally best to avoid this.

Also watch out for reviews, if listings have more than 500 product reviews, it can be difficult to compete directly with it. The thing to remember is that you're not going to be selling something that's identical – this alone can radically differentiate your offer (hard to believe but true.) Basically, there's *always* room for quality offers.

Our software actually helps you rank each of these elements and more and will actually tell you *which product* you should research further once you've ascertained the product's viability.

Step 5: Scrutinize the Competition

Let's check the competition. To do this, first off, type the product idea you're researching in the Amazon search bar and then, on the search results page, change the 'Relevance' option to 'New & Popular'



This shows us the bestselling products that contain the keyword you've entered. We want to make sure that we're only researching and comparing our offer against the top of the market. After all, if we can compete at the top end of the market, we can compete and dominate everything else.

What you're looking for is to simply avoid a product idea that has pages and pages of similar competing offers. Needless to say, if you see that there are thousands of similar items, avoid it for now.

Avoid this for example:



The screenshot shows the Amazon website interface. At the top, the Amazon logo and navigation links are visible. The search bar contains the text "bbq glove". Below the search bar, it indicates "1-16 of 2,568 results for 'bbq glove'". On the left, there are category filters for "Patio, Lawn & Garden" and "Kitchen & Dining". The main product listing is for "Highest Rated Heat Resistant Silicone BBQ Gloves - The Original Ekogrips - 3 Sizes Available" by Jolly Green Products. The price is \$26.27, with a crossed-out price of \$66.99 and a Prime badge. The product has a 5-star rating with 1,087 reviews. A link at the bottom of the product listing says "Patio, Lawn & Garden: See all 546 items". Green arrows point to the search results count, the product listing, and the link to other sellers.

There are 2,568 results for this short tail keyword and this first product has 546 other sellers trying to compete on the same listing (remember, there can only be one listing on Amazon individual per product. If you sell the exact same brand and item as someone else, you would both compete for the sale.)

Don't overcomplicate this part – amazingly you really *can* compete on Amazon with quite a lot of competition (but not in the above example – that's insane!) Remember, you're going to be scaling this offer across the globe, so don't become obsessed with just one country – most other sellers are only focused on the US (that's why they're not SuperHeroes like you!)

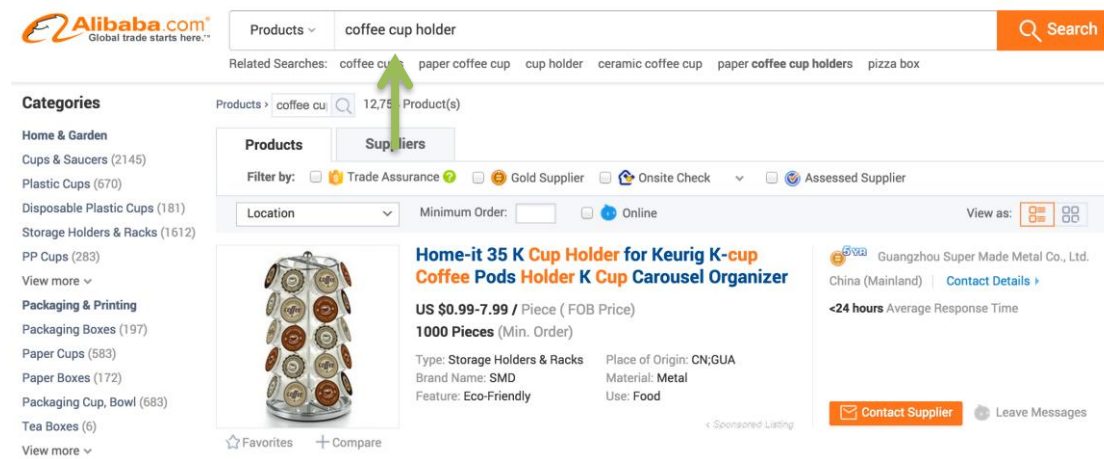
Finally, it's important to note that we're looking for a product that can sell 5 a day to help us build our Rule of 5 Business. Honestly, most products you'll find using our system will fit that bill, especially if they're sub 5,000 BSR (best seller rank) in a category.

Step 6: Find the Source & Drill for Profit!

It's time to find a supplier for the product idea that seems the most promising (again, our software will help you figure this out definitively.)

We recommend using Alibaba when searching for a supplier. It's easy to use and is ideal for what we require.

For the purpose of this example, let's imagine that your product idea is a coffee cup holder. Here's how we'd search for it in Alibaba:



Scroll down the resulting page and find a product that looks *cosmetically* different to what you've found on Amazon. Please, **promise us that you'll never sell something that's identical to what's already on Amazon** if you can avoid it at all (if you can't, we cover exactly what to do inside the Marketplace SuperHeroes System.)

Before clicking into the listing, make sure that the supplier is at least Gold Rated and has had a factory visit by checking these boxes:



Now, find a product you think looks good and click into that listing. You'll see that there's a 'Price' and 'Minimum Order Quantity' listed – disregard these figures immediately, they're nearly always completely inaccurate.



Home-it 35 K Cup Holder for Keurig K-cup Coffee Pods Holder K Cup Carousel Organizer

FOB Price: US \$0.99 - 7.99 / Piece | [Get Latest Price](#)
Min. Order Quantity: 1000 Piece/Pieces 8 hours working time per day
Supply Ability: 20000 Piece/Pieces per Month 8 hours working time per day
Port: Guangzhou Port
Payment Terms: L/C,T/T

[Contact Supplier](#) [Leave Messages](#)

[Add to Inquiry Cart](#) [Add to My Favorites](#)

Have a look at the item and try to assess the quality of the unit as best you can by sifting through the available product images.

If you think that the item looks good, reach out to the supplier using the Alibaba Messenger and send a polite message informing them that you plan to expand their product into both the US & EU markets (only if that's true of course) and inform them that you'd like to request FOB (free on board) pricing for the item.

[Contact Supplier](#)

[Leave Messages](#)

We provide entire scripts to make sure that you get outstanding response rates while presenting yourself as an established expert (even if you're not!) It's so important to instill confidence in the supplier when negotiating your initial order quantity.

For now, just do your best to show utmost respect and request pricing. Don't do what so many sellers do when starting out and type something like this:

"Hey, I've seen your products and want to know how much they are?"

Be specific, tell them the model number and as stressed above...be very respectful.

Once you have the FOB pricing, you'll need to figure out whether or not you can sell it profitably or not. You'll do this by calculating the import costs as well as the Amazon related shipping, handling and commission costs to calculate the total cost of the item.

We recommend shooting for a 100% Profit on Investment, meaning simply that we want to double our investment. If we spend \$5 on an item, we want to make back \$10 after all



expenses have been paid (we're then left with a \$5 net profit and \$5 to buy the item again to replenish the unit that was sold.)

You can find out the Amazon costs by scrolling to the bottom of the Amazon homepage and clicking on the 'Sell On Amazon' link and then click the 'Pricing' tab relating to FBA.

The screenshot shows the Amazon Services website. At the top, there are four main navigation categories: 'Get to Know Us', 'Make Money with Us', 'Amazon Payment Products', and 'Let Us Help You'. Below these are sub-menus with various links. The main content area features the 'amazon services' logo, a search bar, and a navigation bar with tabs for 'Selling on Amazon', 'Fulfillment by Amazon', 'Advertise on Amazon', 'Payment Solutions', 'Sell Globally', and 'See All Solutions'. The 'Selling on Amazon' section is highlighted, showing a 'Start Selling' button and a 'Professional Get Started' button. The 'Fulfillment by Amazon' section is also visible, with a list of links including 'Why Fulfillment by Amazon?', 'Success Stories', 'How it Works', 'Pricing', and 'Resources and Tutorials'. A navigation bar at the bottom includes links for 'Benefits', 'What People Say', 'Getting Started', 'Pricing', and 'FAQ'.

Our software will help you calculate everything we've listed above in seconds and in every single country. It's vital that you know your numbers before you get a product sample from the supplier.

This is what sets the Marketplace SuperHeroes apart from everyone else. We are absolutely obsessed with the bottom line profit. After all, that's what we're here for right?

It should go without saying that when you find a product you're interested in and the pricing stacks up, **you should request a product sample from the supplier.**

When buying samples pay with PayPal if possible - don't use Western Union. If the supplier can't do PayPal, wire the money using a TT or Bank Transfer. It's important to note that the sample can be relatively expensive – BUT IT SHOULD NEVER BE AVOIDED.

Always, always sample your products. We actually recommend that you try to source your product idea with more than one factory and ask for more than one unit from each supplier i.e. ask for 2 – 5 samples of the same product so that you can gauge the consistency of the production.



Step 7: Define the Budget & Take Action

At this point you'll have received a product sample and should have sourced a product bonus / negotiated a bigger product pack size (again, we cover this in insane detail within the MPSH System.) You'll now want to negotiate a *trial* order.

Put simply, a trial order is an order that's less than your supplier's Minimum Order Quantity (MOQ.) How do you know how many units you should try to negotiate your supplier down to? Simple, check your budget.

If the item is \$5 (including freight & inward taxes etc) and you have \$1000 to spend – you can afford 200 units. If the supplier's MOQ is 500, then you'll have to negotiate a 200 unit order.

It's important to note that you should avoid the 'order 10 to test the market' mentality. This type of market testing gives you quite literally no actionable data that can help inform you how many units you actually need.

Order below MOQ, but order enough that will allow you to get plenty of actionable data.

If all this seems like Double Dutch right now, fear not, we cover *all this and so so much more* inside the Marketplace SuperHeroes System.

Once you're happy with your product sample, you're now ready to order your first product. Congratulations!