Welcome to
Fast Product Finder
Workshop

Aspiring Entrepreneurs

Product University

Workshop Timetable

- What do you Want from your Amazon Business?
- 10 Best Product Niches ….. And why
- How to Come up with Ideas
- Product Selection Made Easy
- Live Product Demos

Workshop Timetable

- Kirby’s Keyword Mash
- Product Facelifts
- Create, Build, Scale
- Workshop Class Challenge
- Finding Products at Trade Shows

Your Amazon Business

- What is the intention for your Amazon business?
- Why your intention helps you find the right products to sell
- What if you're not sure what you want from your business yet?

Your Amazon Business

- Who would want this and how does it makes them feel?
- Minimum Viable Brand
- 6-figures year 1, sell in year 2 for 7-figures
- Number of products

Top Product Niches and Why

- Embarrassing Products – Better customer experience, suits Amazon

Sponsored

Premium Absorbent Waterproof Bed Pad (34Wx36L) - Washable 300x for Underpad Incontinence Protection for Adult, Child, or Pet - By Sequoia Health

by Sequoia Health

$14.90

prime

Get it by Wednesday, Nov 15

FREE Shipping on eligible orders

Trojan

Trojan Super Value Pleasure Pack Lubricated Condoms, 100 Count

120 customer reviews

List Price: ~~$39.99~~

Price: $34.98

You Save: $5.01 (13%)

In Stock.

This item ships to **Australia. Want it Wednesday, Nov. 15?** Order within **17 hrs 36 mins** and choose **AmazonGlobal Priority Shipping** at checkout. Learn more

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

Size: **1 count**

1 count	2Pack (100 Count)	3Pack (100 Count)	4Pack (100 Count)
$34.98	$158.43	from 1 seller	from 1 seller

5Pack (100 Count)

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Top Product Niches and Why

- Home Décor – perceived value

26,208

Flee

6-Piece Green Coaster Set with Flower Pot Shaped Holder

59

$11

SEE BUYING DETAILS

Thymes Frasier Fir Poured Candle

by Thymes

$24.79 ~~$29.00~~ prime

Get it by Wednesday, Nov 15

FREE Shipping on eligible orders

More Buying Choices

$20.51 (14 new offers)

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Top Product Niches and Why

- Specialist health products - nutrition

Sponsored

Active Wow Teeth Whitening Charcoal Powder Orange

12,994

$24.79 ($1.24/Gram)

DRIFTOFF Natural Sleep Aid with Valerian Root & Melatonin - Sleep Well, Wake Refreshed - Non Habit Forming Sleep Supplement - Also Includes Chamomile, Tryptophan,... Zhou Nutrition

1,606 customer reviews | 52 answered questions Amazon's Choice for "sleep supplement"

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Top Product Niches and Why

- Subscription Box potential - sellable

Melissa & Doug

Melissa & Doug Wooden Tabletop Paper Roll Dispenser With White Bond Paper (12 inches x 75 feet)

222 customer reviews | 16 answered questions

List Price: ~~$16.99~~
Price: $13.59
You Save: $3.40 (20%)

Get $10 off instantly: Pay $3.59 upon approval for the Amazon Prime Store Card.

In Stock.

This item does not ship to **Australia**. Please check other sellers who may ship internationally.
Learn more

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

- Premium-weight white bond paper in a sturdy wooden base
- Includes child-safe tear strip to detach paper cleanly

Top Product Niches and Why

- Boutique foods -consumable

Terrasoul Superfoods Organic Medjool Dates, 2 Pounds Terrasoul Superfoods

302 customer reviews | 9 answered questions #1 Best Seller in Dried Dates

Egyptian Dukkah Spice Blend from The Silk Road Restaurant The Silk Road Restaurant & Marks

119 customer reviews | 11 answered questions Amazon's Choice for "dukka"

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Top Product Niches and Why

- Eco friendly products- wealthy demographic

Louisville Vegan Jerky - Smoked Black Pepper, Vegetarian & Vegan Friendly Jerky, of Non-GMO Soy Protein, Gluten-Free Ingredients (3 oz.) Louisville Vegan Jerky

340 customer reviews | 5 answered questions

Eco-friendly Vegan Crossbody Bag with Lots of Pockets

3 customer reviews

Price: $64.95 & FREE Returns

Get $10 off instantly: Pay $54.95 upon approval for the Amazon Prime Store Card.

Color: Teal

$64.95 | $64.95

Only 4 left in stock - order soon.

This item does not ship to **Australia**. Please check other sellers who may ship internationally. Learn more

Sold by Kindred Cultures and Fulfilled by Amazon. Gift-wrap available.

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Top Product Niches and Why

- Babies / Products for busy mums – time poor, hard to shop with kids in tow

Burt's Bees Baby Chlorine-Free Wipes, 72 Count Burt's Bees

420 customer reviews | 10 answered questions

ALKEMILLA Coccole di mamma - Nappy Cream and cream body and face for babyes whit chamomille and oil of mauve - Organic, Vegan, Nickel Tested, made in Italy - 150 ml Yumi Bio Shop

Be the first to review this item

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Top Product Niches and Why

- Spiritual products - transformation

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Product University

Top Product Niches and Why

- Pet products – irrational spending

8,045

Enchanted Home Pet

Snuggle Pet Sofa Bed, 26.5 by 16 by 16-Inch, Gray

95

$68

8,583

Sockmith

Womens Crew Socks "Corgi" - Black

93

$8

SEE BUYING DETAILS

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Top Product Niches and Why

- Granny products – house bound, demographics of other sellers

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Top Product Niches and Why

- Expensive activities – falconry, polo, sailing etc!

GB Falconry

Falconry Squirrel Chaps large (Female Harris and RedTails)

1 customer review

Price: $12.99 + $3.75 shipping

Get $10 off instantly: Pay $2.9

In stock.

Usually ships within 4 to 5 day

This item ships to **Australia**.

Ships from and sold by gb falc

- Protects your valuable bird
- suitable for female harris, (
- Simply clips over the ankle
- Eyelets are there to distract

See more product details

New (1) from $12.99 + $3.75 s

Report incorrect product in

Otis Technology

Otis Elite Cleaning System with Optics Cleaning Gear

513 customer reviews | 51 answered questions

List Price: ~~$149.99~~

Price: $116.28 + $8.07 shipping

You Save: $33.71 (22%)

Get $10 off instantly: Pay $106.28 upon approval for the Amazon Prime Store Card.

In Stock.

This item does not ship to **Australia**. Please check other sellers who may ship internationally.

Ships from and sold by George Sports.

- N/A
- Made in USA or Imported
- Breech-to-muzzle cleaning System
- Bronze bore and chamber brushes
- Nylon coated memory flex rod with compression welded fittings
- 100% cotton patches
- Gun maintenance guide

Show more

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Top Product Niches and Why

- Products for Women

Distressed Brown Leather Travel Journal, Personalized Diary, Monogram Handmade Leather Bound Book

9 customer reviews

Festive Handbags

Opulent textures and extra shine bring the spirit of the season.

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Top Product Niches and Why

- Bulky / boring products where there is no shopping fun at all.

Angel Soft 2 Ply Toilet Paper, 48 Double Bath Tissue (Pack of 4 with 12 rolls each)

2,844 customer reviews | 36 answered questions

Colgate Total Whitening Toothpaste - 7.8 ounce (3 Count) Colgate

243 customer reviews | 13 answered questions

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Now We Know the Best Niches

How Do We Find the Best Products to Choose?

Physical Features

- No electronics
- Size (to a point)
- Consumables
- Margins/ premium pricing
- Not fragile

Top Techniques for Great Product Hunting

- Amazon catalogue
- Trade Show websites
- Something you've bought recently
- Something you know about
- Scan Sophie's top tips categories/niches

Top Techniques for Great Product Hunting

- In airports
- Pharmacies
- Catalogues
- Magazines
- In your home town

Top 5 Common Mistakes

- Me-too
- Obvious/ mainstream
- Already popular
- No real need for the product or joy using it
- No clear demographic/ community of users

Product Demos

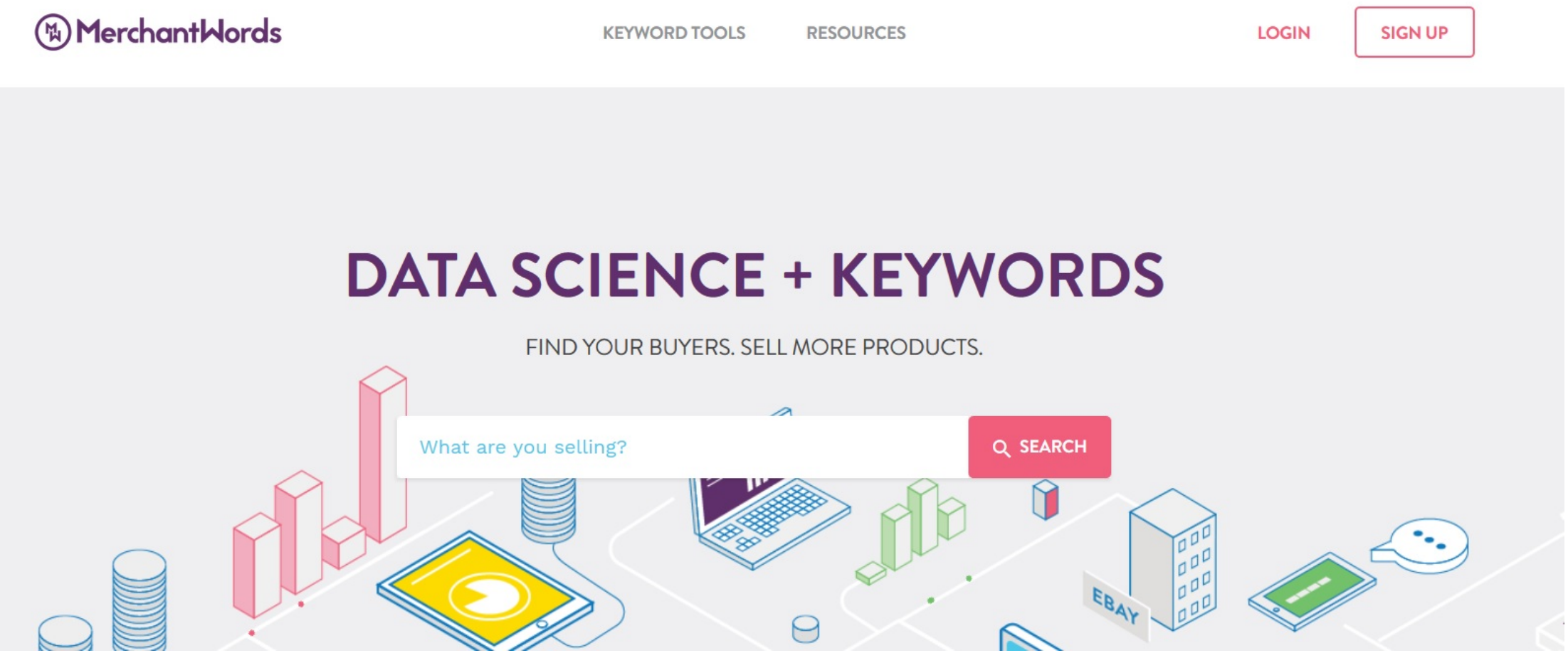
Product Selection Made Easy

The Scoring System for Quick Analysis

- Demand 30 points
- Competition 30 points
- Margin 30 point
- X factor 10 points

- Total 100 points

Assessing demand – Merchant words



Guide for picking in demand product

holder

SEARCH

9mm clip holder	26,500	Sports & Fitness
cp holder	26,500	
2 id card holder	26,500	Office Products
gaff holder	26,500	
9 utensil holder	26,500	
24 egg holder	26,500	
potty pad holder	26,500	Pet Supplies
iphone x case with card holder	26,400	Cell Phones & Accessories
pager holder	26,400	

Searches vs Rating – TARGET 10k – 30k Searches

30k searches = 30/30

10k searches = 20/30

5k searches 5/30

40k searches 15/30 (as long as the competition is still low higher can be better).

Assessing competition – Amazon search

Amazon's Choice

HansGo 24 Eggs Dispenser Holder Large Capacity Egg Box Carrier Container Storage Case Eggs Tray Holder with Lid
by HansGo

$12.99 ~~$19.99~~ prime
Get it by **Friday, Jun 8**
FREE Shipping on eligible orders

2

Product Features
Holds up to *24* normal size *eggs*

InterDesign Covered Egg Holder - Refrigerator Storage Container, 21 Egg Tray, Clear
by InterDesign

$13.69 ~~$19.99~~ prime
Get it by **Friday, Jun 8**
FREE Shipping on eligible orders

1,247

Blue-B Egg Holder - Refrigerator Storage Tray Egg Holder Container Drawer 24Egg, Clear
by Blue-B

$29.90 prime
FREE Shipping on eligible orders
Only 16 left in stock - order soon.

1

Product Features
... in refrigerator. Holds up to *24 eggs*, dimensions in inches, 13" L x ...

Rating the competition - Relevance

Estimated to land;

- Within the first 5 listings 30/30
- First page 20/30
- Second page 10/30

Other factors to create a good rating: Are the other competitors making money? (jungle scout).

Margins

- Alibaba & contacting suppliers.

Covered Egg Holder,Eggs Dispencer for 24 Eggs - Clear

US $0.31-$1.35 / Piece
2000 Pieces (Min. Order)

1 YRS Ningbo Ocean International Tradi...

13.5%

double chickens ceramic chicken egg holder can hold 3 eggs

US $0.30-$0.50 / Piece
1 Piece (Min. Order)

4 YRS Quanzhou Songxing Ceramic Co.,...

23.5%

Eggs Dispenser Covered Egg Holder for 2 Dozen 24 Eggs

US $0.20-$1.70 / Set
1000 Sets (Min. Order)

1 YRS Ningbo Ocean International Tradi...

13.5%

Home Decorative Metal Egg Storage Basket Egg Holder

US $9.35-$11.85 / Piece
60 Pieces (Min. Order)

5 YRS Yiwu Dolly Daily Commodity Firm

44.2%

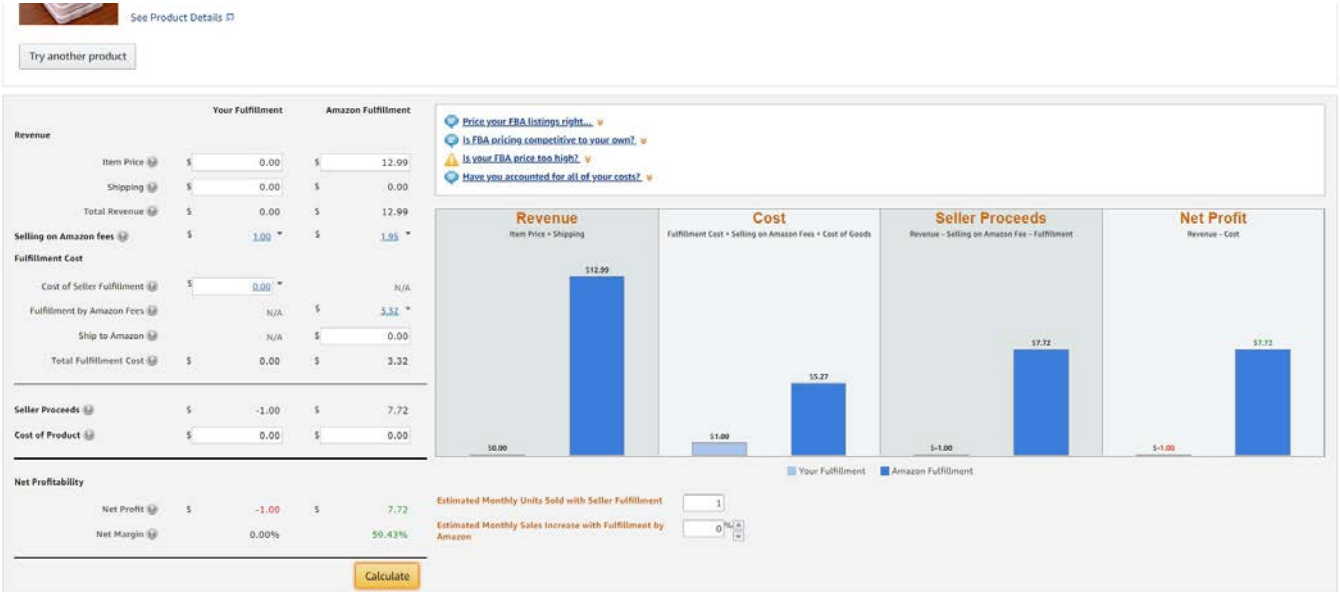
Christmas Promotion Kitchen Home

Silicone Egg Holder

Color decal stripes designs egg cup white

Margins

- Margin more than 40% = 30/30
- 30% = 20/30
- 20% = 10/30

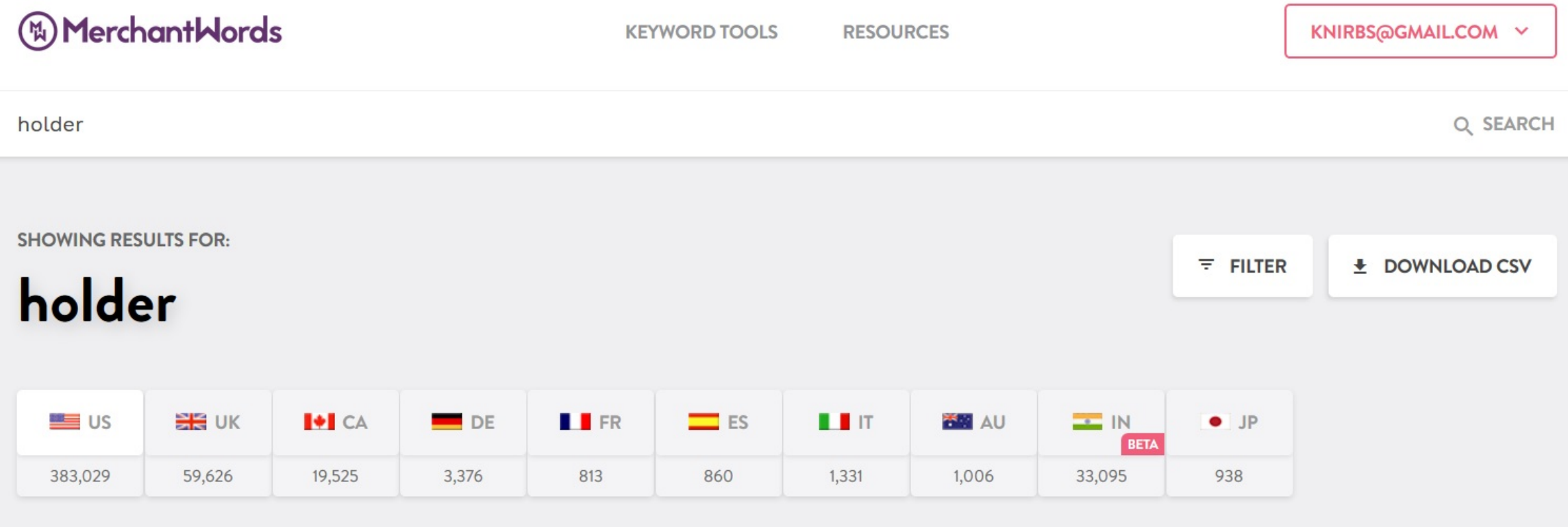


X Factor 10 Points

- Private label opportunities
- Knowledge of the product
- Any advantage we can offer the to put us ahead of the competition
- Any improvement we can make

How do we rate the 24 egg holder opportunity?

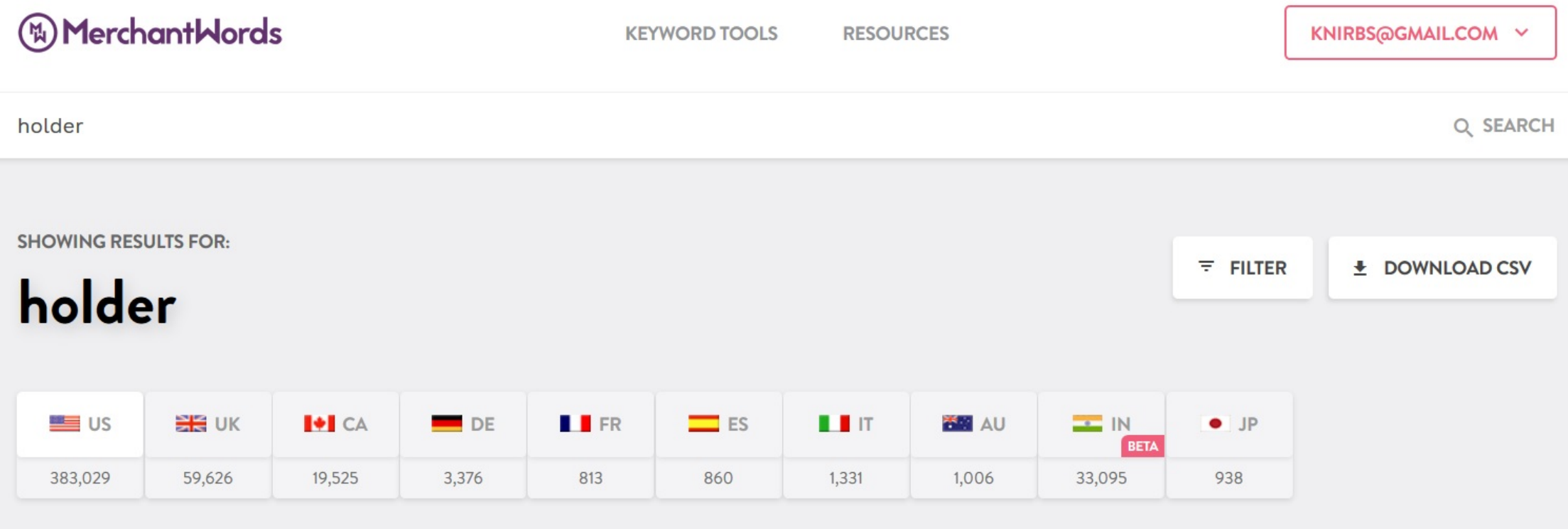
Coming up with product ideas quickly and easily through Merchant words.



Great keywords to get you started

- Caddy
- Organizer
- Holder
- Garden
- Bathroom
- Kitchen
- Stand
- Party
- Knitting
- Sailing
- Cooking
- Baking
- Bamboo
- Eco friendly
- Reusable
- Green friendly

Step 1. Put a word into Merchant words



Scroll down to 30k searches per month

oil holder for kitchen	29,300	
tier holder	29,300	
m9 magazine holder	29,200	
visor sunglass holder	29,200	Automotive
s&w magazine holder	29,200	Sports & Fitness
leaflet holder	29,200	
glass votive candle holders	29,200	Home & Kitchen

Start picking interesting products and comparing with amazon search results

Ad feedback

Sponsored
Glasses Holder Clip Sunglasses Glasses Holder for Sun Visor - Pack 2 pcs
by IDM
$7.60
Get it by **Friday, Jun 8**
FREE Shipping over $25 by Amazon

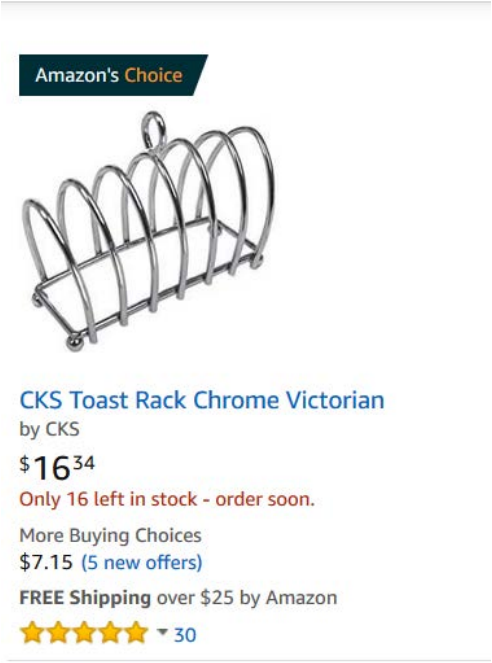
See Size & Color Options

Sponsored
LOUFIMIDON Car Glasses Holder, Double Sunglasses-Glasses Ticket Clip Holder, for Sun Visor / Air Vent (1 Pack, Black)
by LOUFIMIDON
$11.99
Only 8 left in stock - order soon.
FREE Shipping over $25 by Amazon
4.0 ▾ 1

Allure*love 5 Pcs Auto Car Vehicle Sun Visor Clip Holder for Sunglasses Car Accessories(Color at Random))
by ALLureLove
$5.50
Get it by **Friday, Jun 8**
FREE Shipping over $25 by Amazon
3.0 ▾ 173

Shortlist all the products that could potentially rank well on page one due to relevance.

- Toast holder
- Wall wine holder
- Juice box holder
- Key chain pill holder
- ETC



Come back to your shortlist and confirm the search term/category is making money

Jungle Scout EXTENSION

Average Monthly Sales	Average Sales Rank	Average Price	Average Reviews
375	151,266	$31.08	359

#	Product Name	Brand	Price	Category	Rank	Sales	Revenue	Reviews	Rating	Seller
1	MyDrinky - The Adjustable Juice Box H...	InchBug	$12.95	Baby	#13,512	99	$1,282	100	4.5	FBA
2	2-PACK Mommys Helper Juice Box Bud...	Mommy's H...	$7.50	Baby	#11,193	125	$938	177	4	FBA
3	Evriholder Sesame Street Juice Box Hol...	Evriholder	$11.98	Kitchen & Dining	#56,186	62	$743	83	4.5	FBA
4	Drink in the Box Eco-Friendly Reusable ...	Precidio De...	$11.99	Kitchen & Dining	#35,024	103	$1,235	310	4	FBA
5	Flipping Holder 2-pack, multipurpose s...	Flipping Ho...	$20.00	Baby	#6,014	255	$5,100	64	4.5	FBA
6	Nuby Juice Box Holder, Pack of 2	Nuby	$9.98	Baby	#70,980	10	$100	59	4	FBA
7	Dwink Juice Box Holder – Purple	Dwink	$12.99	Kitchen & Dining	#182,424	16	$208	34	4	--i
8	The Flipping Holder, a mess-free food p...	Flipping Ho...	$12.00	Baby	#23,895	48	$576	13	4	FBA
9	JellyCAP - One Drinking CAP, Any Bottle...	JellyCAP	$14.99	Baby	#5,716	269	$4,032	149	3.5	FBA
10	Sesame Street Juice Box Holders - Fits...	Evriholder	$6.48	Kitchen & Dining	#356,493	7	$45	1	1	FBA
11	Mommys Helper Pouch Mate Food Pouc...	Mommy's H...	$4.99	Baby	#6,671	227	$1,133	42	4	AMZ
12	HEALTHY Glass Straws Private Solid Bo...	#Healthy	$19.99	Health & Hous...	#42,716	137	$2,739	10	4	FBA
13	HuntGold 1X Plastic Baby Kids Toddler ...	HuntGold	$3.19	Kitchen & Dining	#142,533	22	$70	0	--i	FBM
14	New! 2 pk Fridge Binz with Handles Sta...	db Products	$17.99	Kitchen & Dining	#942,918	< 5	< $90	0	--i	FBA

Extract Next Page ›

Showing results 1 - 24

Cross off items that simply aren’t making money

Jungle Scout EXTENSION

Average Monthly Sales	Average Sales Rank	Average Price	Average Reviews
64	504,709	$9.46	12

#	Product Name	Brand	Price	Category	Rank	Sales	Revenue	Reviews	Rating	Seller
1	HooAMI Cremation Urn Keepsakes Tree ...	HooAMI	$7.99	Home & Kitchen	#608,889	< 5	< $40	22	4.5	FBA
2	HooAMI Cremation Urn Keepsakes Tree ...	HooAMI	$7.99	Home & Kitchen	#608,889	< 5	< $40	22	4.5	FBA
3	Lion Latch Jewelry Tote Pill Box Keycha...	Lion Latch	$11.95	Home & Kitchen	#196,812	32	$382	16	4.5	FBA
4	Lion Latch Jewelry Tote Pill Box Keycha...	Lion Latch	$11.95	Home & Kitchen	#196,812	32	$382	16	4.5	FBA
5	Pillbox Keychain by BFRed Carry Your D...	BFRed	$10.00	Home & Kitchen	#1,617,500	< 5	< $50	6	4	--i
6	Pillbox Keychain by BFRed Carry Your D...	BFRed	$10.00	Home & Kitchen	#1,617,500	< 5	< $50	6	4	--i
7	Whaline Toothpick Holders Pocket Toot...	Whaline	$11.99	Kitchen & Dining	#84,190	40	$480	12	4.5	FBA
8	Whaline Toothpick Holders Pocket Toot...	Whaline	$11.99	Kitchen & Dining	#84,190	40	$480	12	4.5	FBA
9	Vecent Portable Toothpick Holder All P...	Vecent	$6.99	Kitchen & Dining	#57,671	61	$426	14	5	FBA
10	Vecent Portable Toothpick Holder All P...	Vecent	$6.99	Kitchen & Dining	#57,671	61	$426	14	5	FBA
11	Ace Select 2.8" Toothpick Holder Keych...	Ace Select	$7.49	Kitchen & Dining	#53,641	65	$487	7	5	FBA
12	Ace Select 2.8" Toothpick Holder Keych...	Ace Select	$7.49	Kitchen & Dining	#53,641	65	$487	7	5	FBA
13	Toothpick Holder Pocket Toothpick Cas...	Sockeroos	$7.80	Health & Hous...	#190,375	17	$133	3	4.5	FBA
14	Toothpick Holder Pocket Toothpick Cas...	Sockeroos	$7.80	Health & Hous...	#190,375	17	$133	3	4.5	FBA

Extract Next Page › Showing results 1 - 48

- Toast holder
- Wall wine holder
- Juice box holder
- ~~Key chain pill holder~~
- ETC

Start looking at Alibaba for your shortlist to obtain potential net profit.

hot cheap juice box holder

US $0.30-$0.45 / Piece

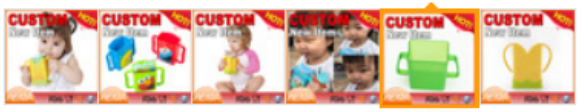
3000 Pieces (Min. Order)

Printing Handling: UV Coating
Use: Juice
Feature: Recyclable
Model Number: box holder
Brand Name: Juice box holder
Plastic Type: PP

11 YR Ningbo Tianhou Imp & Exp Co., Ltd.
China (Mainland) | Trade Assurance
Transaction Level:

Pick the best and consider an order…..

View larger image



RENJIA custom small juice boxes holders drink soy milk bags pouch case silicone juice box holder

FOB **Reference** Price: Get Latest Price

US $0.89-2.39 / Piece | 1000 Piece/Pieces welcome try order (Min. Order)

Supply Ability: 50000 Piece/Pieces per Week

Port: SHENZHEN

Contact Supplier | Start Order

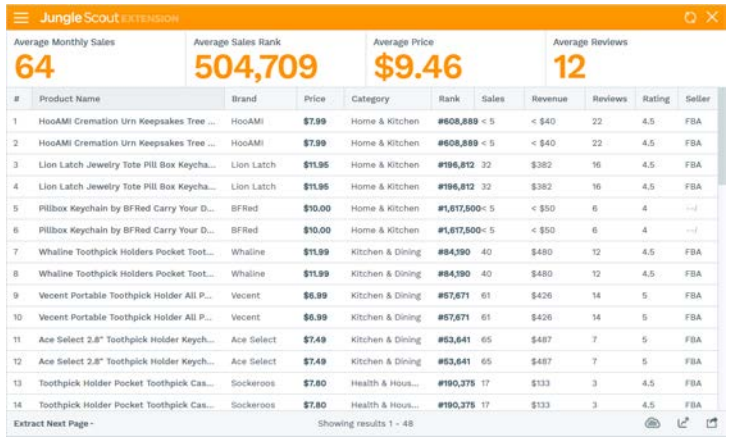
Chat Now!

Seller Support: Trade Assurance – To protect your orders from payment to delivery

Payment: VISA TT e-Checking More

Shipping: Less than Container Load (LCL) Service to US Get shipping quote

- Transparent and fair price
- 24/7 online support
- Online tracking



#	Product Name	Brand	Price	Category	Rank	Sales	Revenue	Reviews	Rating	Seller
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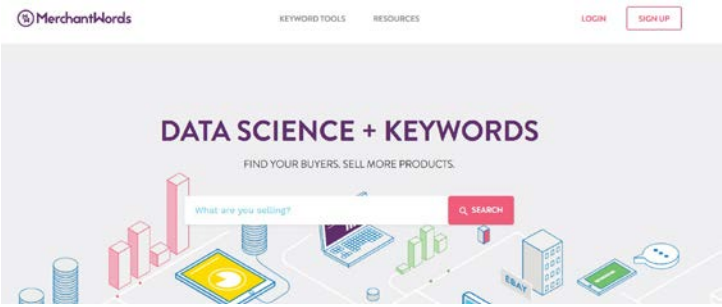
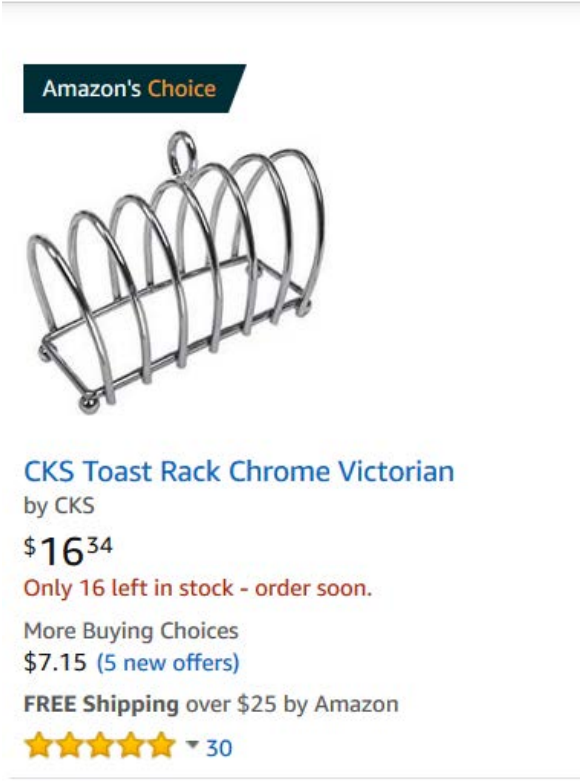
13	Toothpick Holder Pocket Toothpick Cas...	Sockeroos	$7.80	Health & Hous...	#190,375	17	$133	3	4.5	FBA
14	Toothpick Holder Pocket Toothpick Cas...	Sockeroos	$7.80	Health & Hous...	#190,375	17	$133	3	4.5	FBA





Q & A

Keyword Mash

A killer strategy to cut through to page one in a competitive niche

Home Locomotion SLC-10015651-V1 Cat Scratching Door Stopper
by Home Locomotion
$11.72 prime
Get it by Friday, Jun 8
More Buying Choices
$6.37 (41 new offers)
FREE Shipping on eligible orders
255

Real life example – GZ trade show

Whats the key word?

Flamingo Beach Bag

MerchantWords

KEYWORD TOOLS RESOURCES KNIRBS@GMAIL.COM

flamingo bag SEARCH

SHOWING RESULTS FOR:

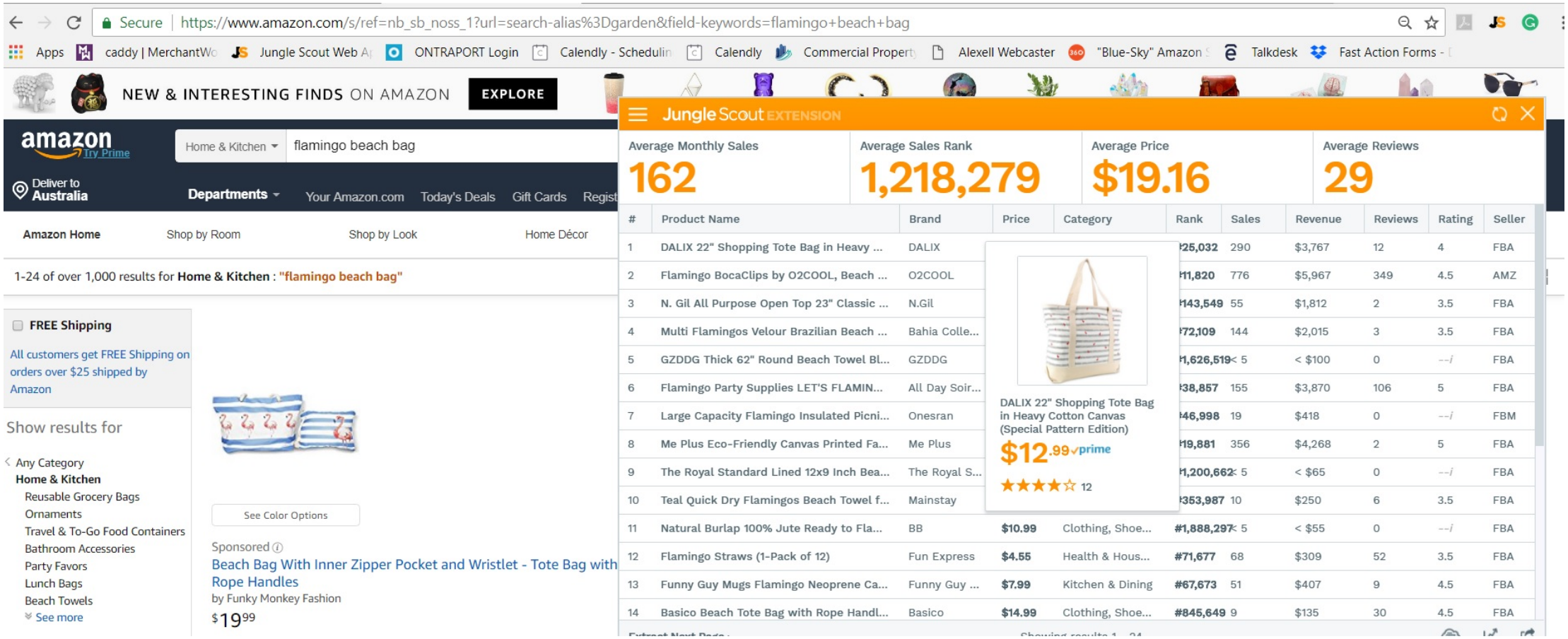
flamingo bag

FILTER DOWNLOAD CSV

US	UK	CA	DE	FR	ES	IT	AU	IN BETA	JP
339	127	16	5	0	0	3	0	9	0

AMAZON SEARCH	EST. MONTHLY SEARCH VOLUME	DOMINANT CATEGORIES
bag flamingo	18,800	
flamingo bag	13,100	
flamingo lunch bag	9,000	Home & Kitchen
flamingo beach bag	8,100	
flamingo tote bag	6,200	

Competition & Is it making money?



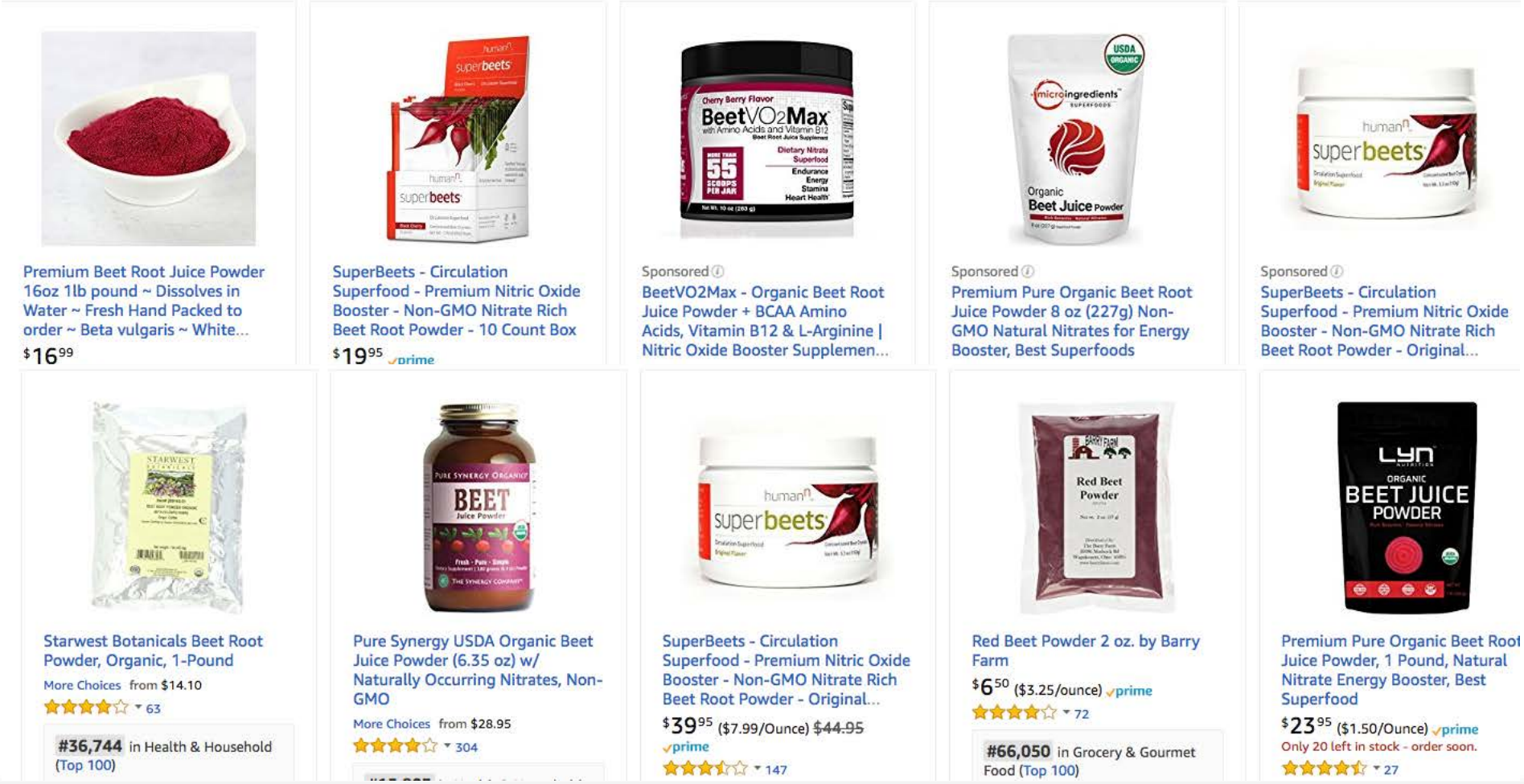
#	Product Name	Brand	Price	Category	Rank	Sales	Revenue	Reviews	Rating	Seller
1	DALIX 22" Shopping Tote Bag in Heavy ...	DALIX			#25,032	290	$3,767	12	4	FBA
2	Flamingo BocaClips by O2COOL, Beach ...	O2COOL			#11,820	776	$5,967	349	4.5	AMZ
3	N. Gil All Purpose Open Top 23" Classic ...	N.Gil			#143,549	55	$1,812	2	3.5	FBA
4	Multi Flamingos Velour Brazilian Beach ...	Bahia Colle...			#72,109	144	$2,015	3	3.5	FBA
5	GZDDG Thick 62" Round Beach Towel Bl...	GZDDG			#1,626,519	< 5	< $100	0	--/	FBA
6	Flamingo Party Supplies LET'S FLAMIN...	All Day Soir...			#38,857	155	$3,870	106	5	FBA
7	Large Capacity Flamingo Insulated Picni...	Onesran			#46,998	19	$418	0	--/	FBM
8	Me Plus Eco-Friendly Canvas Printed Fa...	Me Plus			#19,881	356	$4,268	2	5	FBA
9	The Royal Standard Lined 12x9 Inch Bea...	The Royal S...			#1,200,662	< 5	< $65	0	--/	FBA
10	Teal Quick Dry Flamingos Beach Towel f...	Mainstay			#353,987	10	$250	6	3.5	FBA
11	Natural Burlap 100% Jute Ready to Fla...	BB	$10.99	Clothing, Shoe...	#1,888,297	< 5	< $55	0	--/	FBA
12	Flamingo Straws (1-Pack of 12)	Fun Express	$4.55	Health & Hous...	#71,677	68	$309	52	3.5	FBA
13	Funny Guy Mugs Flamingo Neoprene Ca...	Funny Guy ...	$7.99	Kitchen & Dining	#67,673	51	$407	9	4.5	FBA
14	Basico Beach Tote Bag with Rope Handl...	Basico	$14.99	Clothing, Shoe...	#845,649	9	$135	30	4.5	FBA

Do you think we should sell this bag?

PRODUCT FACELIFT IDEAS

- Take a great photo – especially the main photo
- Make sure your logo is well designed and clear
- Make sure your labelling is clear
- Include lifestyle photos
- Add an infographic
- Package it beautifully
- Add bonus or free items with your main product

Example of great and not so great photos



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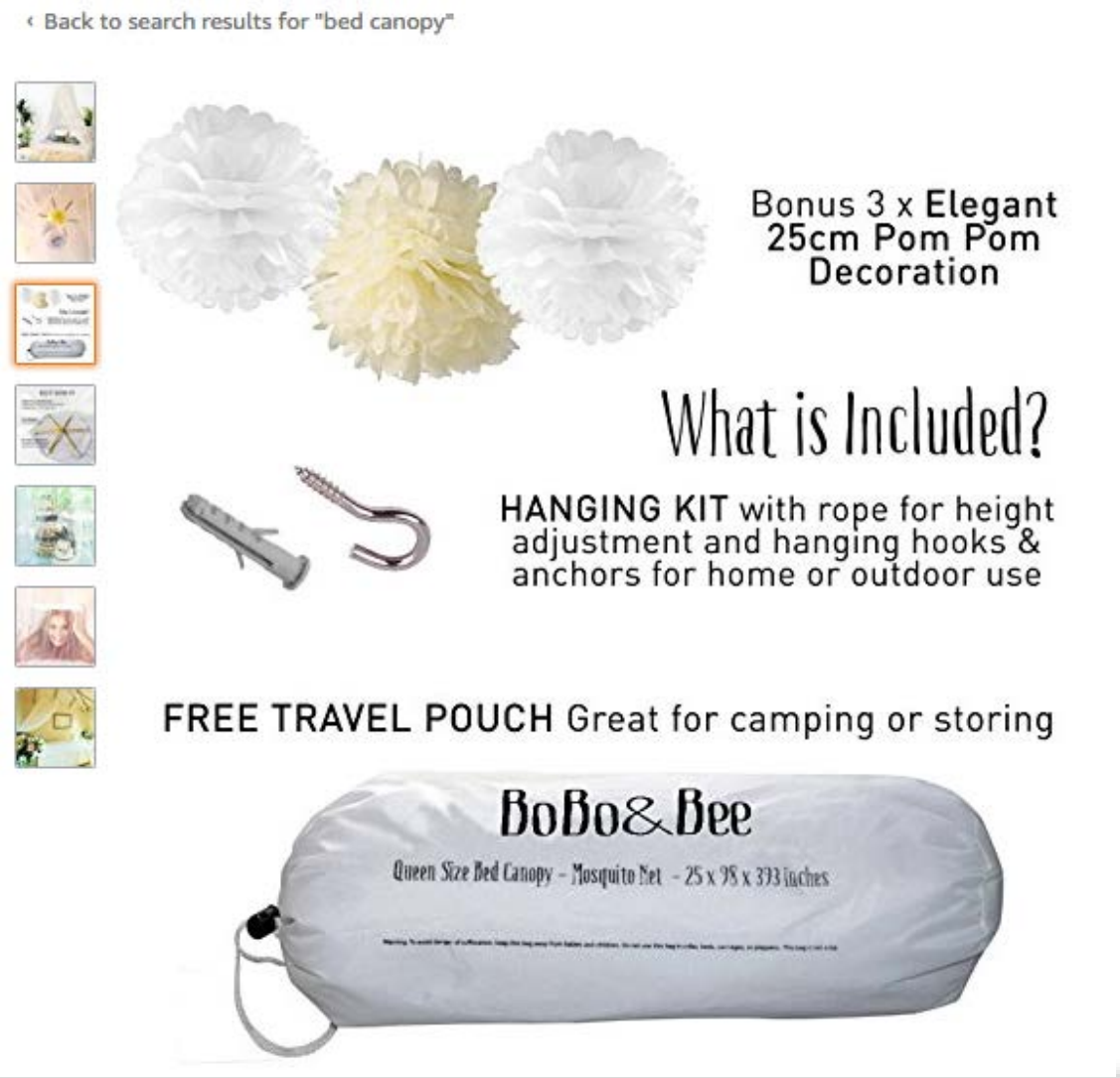
urs.com

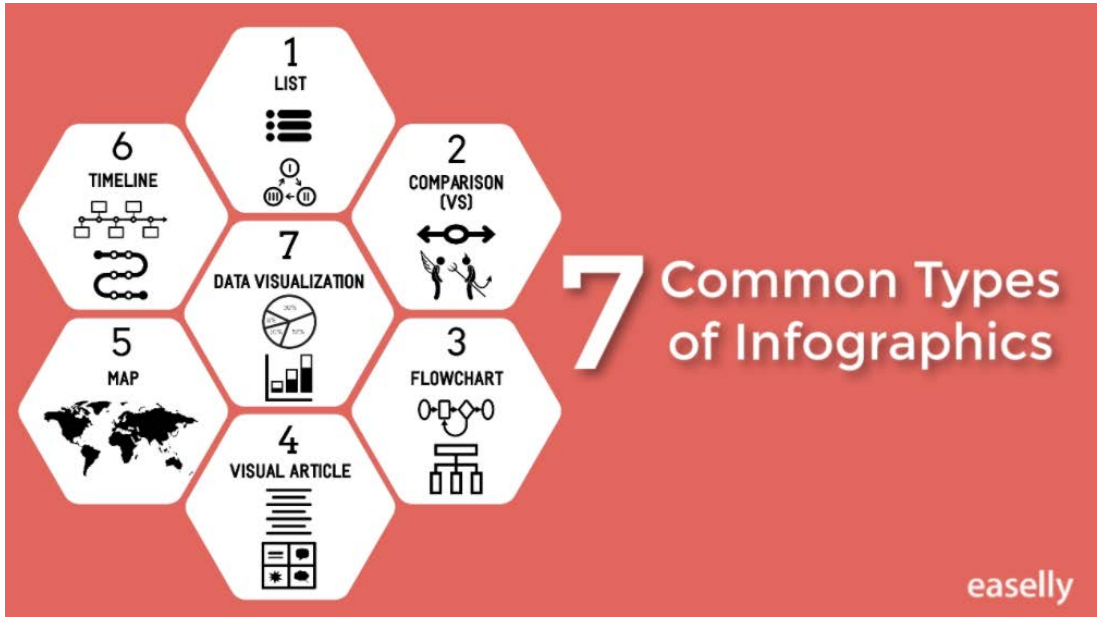
An effective logo is distinctive, appropriate, practical, graphic, simple in form and conveys an intended message. In its simplest form, a logo is there to identify the brand.

Clear labelling and instructions



Lifestyle Photos

Infographics



Package design

EXTRA VERSATILITY
Interchangeable, FLAT Stainless Steel Lids so tumbler can be placed down on either end.

SPECIAL EXTRAS + DETAILS
Neoprene Travel Sleeve. Stainless Steel Strainer + Infuser Combination with etched Sacred Geometry.

INSPIRED DESIGN
Designed to be a piece of art with a beautiful message; no overt marketing.

GIFT READY PACKAGING
Beautifully designed, carefully wrapped, and ready to be opened as a gift. Poem + gift card included.

Packaging ideas

Packaging ideas

Add a bonus or free item

6 pcs Tillandsia Air Plant Lot / Kit includes 5 Plants and 1 bottle of Organic Air Plant Fertilizer Food. Indoor Plants measure 2"- 5" size

Add a how to video or eBook

- Private label rights eBooks
- Recipe book
- Instruction cards

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Free stuff!

4 Delicate Mesh Bags
4 Wool Dryer Balls

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Even more…

- Donate to a charity
- Make it organic or fair trade
- Have a feel good story behind your brand
- Create a membership group
- Make it a subscription item (auto shipping) or have a subs website
- Unique supplier or exclusive arrangement or tough to follow supply chain
- Educate your customers on something they may not know
- Follow up with your customers after purchase.. every time!

What can you think of?

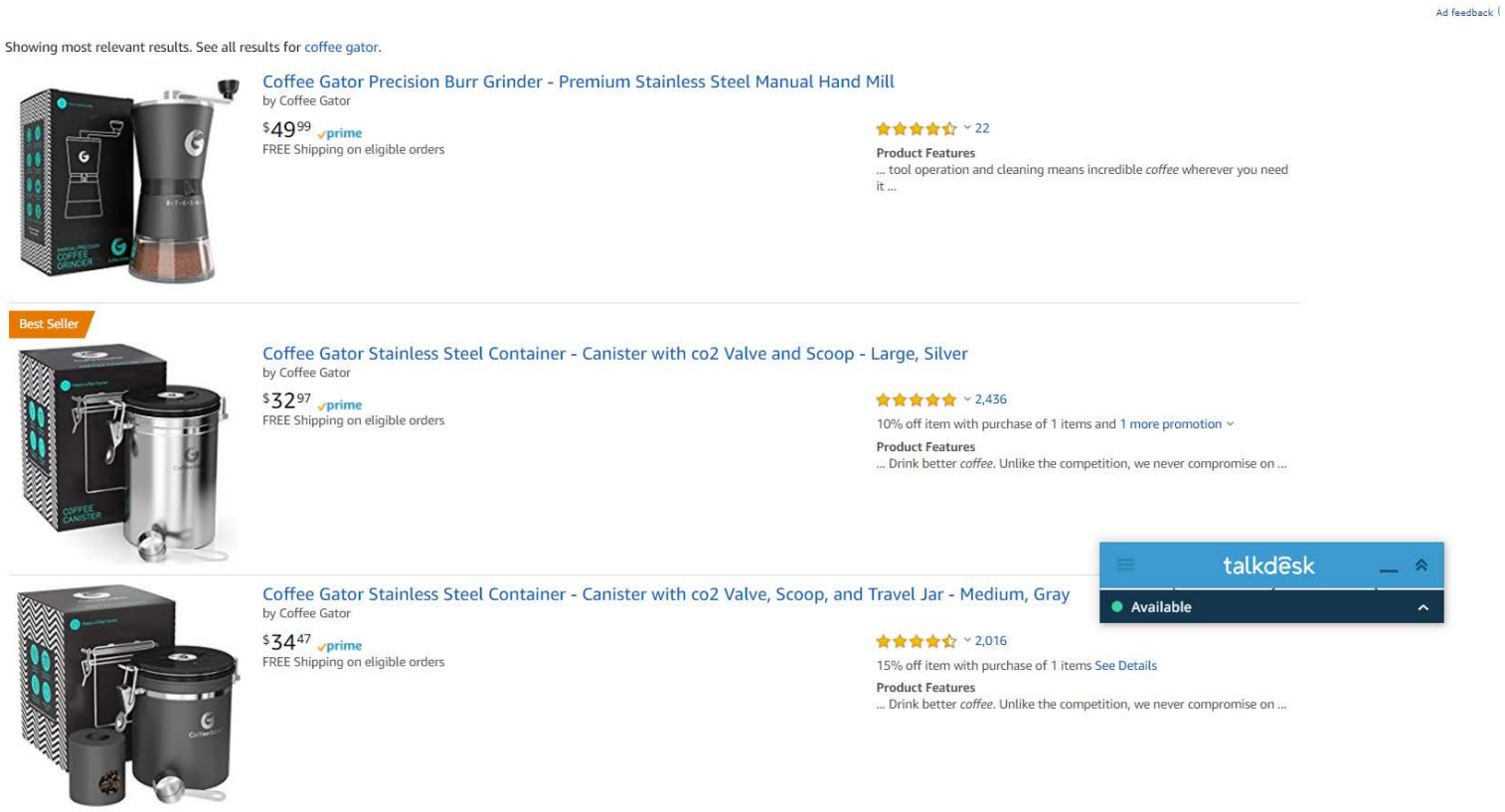
Product Facelift Ideas

- Private Label Rights book / eBook
- Gift pack
- Bundle
- Free demo / training video – YouTube or S3
- Free gift (unexpected)
- Lifestyle Guide, top ten tips

Product Facelift Ideas

- Storage bag
- Voucher for consult
- Style inspiration guides
- VIP club membership
- Community membership
- Information Product

Create Build Scale Model



#Product Hunters

- Ideas vs assessment
- Skills, personalities, training and background
- Taking action
- No such thing as the perfect product
- Make it a habit not a one off exercise

Afternoon Exercise

Get Product Hunting!

Spreadsheet to complete – demand, supply, margin, point of difference. No 100% products, find “good enough”

Individual or pair up with someone/ small group

Earning or Learning

More practice and more you do, the better your product decision making will be

**Ask us if you need a sample product to learn the ropes on

3.4 Trade Show Strategy

RECENT ACTIVITY

Chelsea Morrisey

November 8 at 10:12am

I got my first fully custom product samples in the mail from my indian supplier today! They are better quality than i could have hoped for and the experience of working with him has been A+. I hope everyone is doing well. Onward and upward! Cheers!

Like Comment

You, William Piket, Kirit Koladiya and 10 others

Seen by 26

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The Adventure of a Lifetime

So all in all Kate and I are completely sourced out! Such a wonderful way to learn more about a country and its people and work with them as well. We stayed mainly in Havelis which are traditional guesthouses some more than 500 years old - they're narrow 4-5-6 storey buildings, highly decorated and ornate. So it's so easy to see how India has such an incredible history of design. Oh and no lifts usually!
Now home and work to do. Will post more pics when I get them organised! Thanks to Sophie Howard for showing how to combine ecommerce and travel! I really did feel like a 'digital nomad!' Cheers everyone!

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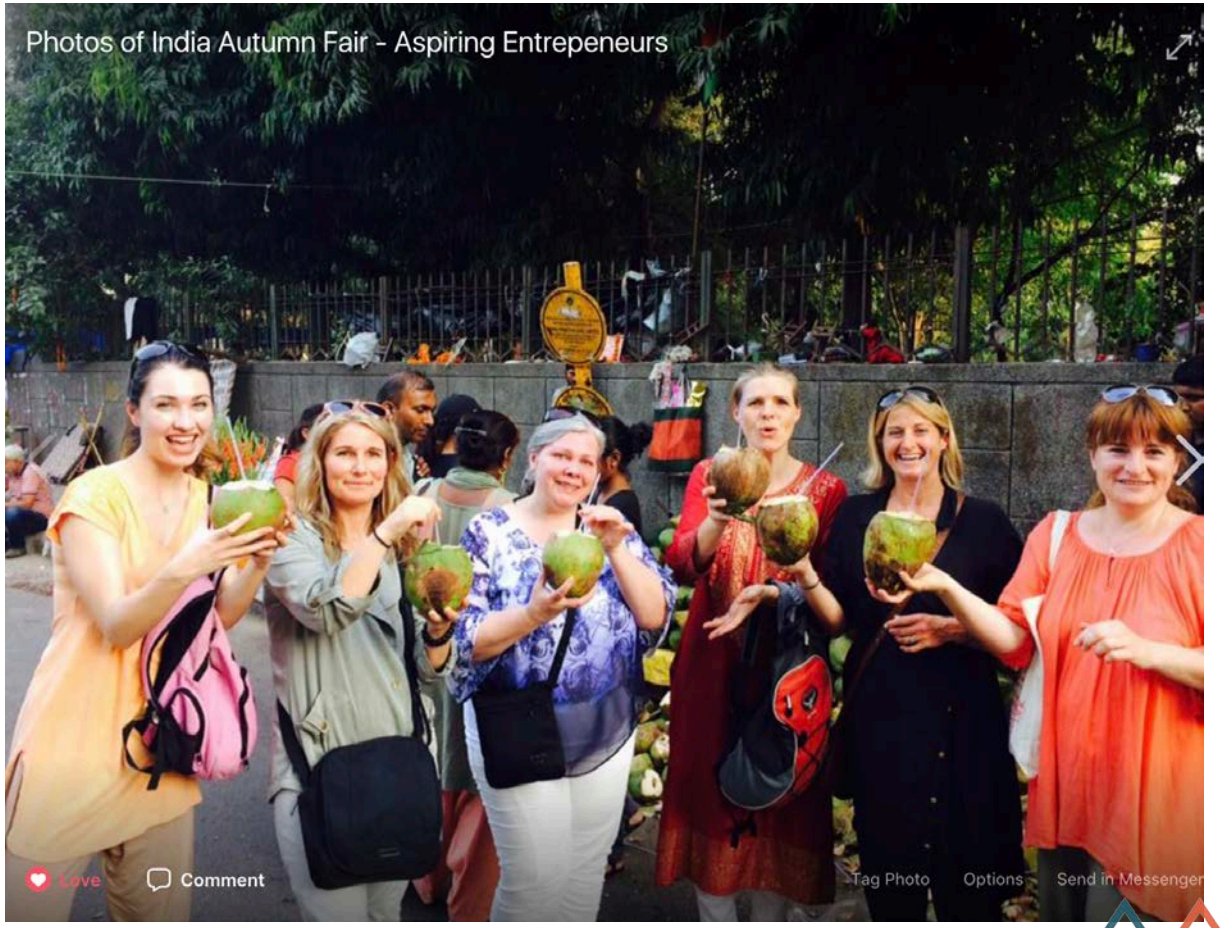
Taj Mahal and Local Markets



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So much fun - this is my type of “work”

Esther van de Poll
October 19 at 9:10pm

People at work told me today I am literally buzzing & glowing ... This India trip was the best impromptu decision I have made in a wee while ... possibly life changing with the going momentum.

Thanks everyone for creating an unforgettable experience! Here's to new friends, great mentors, fresh ideas & inspiration, and a refreshing Joie de vivre 🎉

Like Comment

William Piket, Kirit Koladiya and 14 others Seen by 28

Cheryl Kenwright Brown Well said ❤️
Like · Reply · October 19 at 10:32pm

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Premium quality products, responsive suppliers. Low cost of getting started!

Sophia Vollhardt
October 19 at 12:53am

Hi everyone, what a group of fantastic people we have. It was great to meet you all and hope to do it again next year. Thank you Sophie, for your guidance and allowing us to pick your brain.
I had a really lovely time and am thrilled to have picked my first Amazon product.

Like Comment

You, Kirit Koladiya, Nikki Poon and 8 others

Seen by 26

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How to turn a Trade Show Visit into sales

Dear Sophie,

It was a pleasure to meet you in Delhi at EPCH, Feb 2017. Trust you had a safe trip back to NZ and I am excited to work with you in the US market – on Amazon alone.

I hope you had a chance to try our incense brick product – Aromafume, along with our exotic incense burner. I've attached an image of our stall to help you recall. Do let us know what you think of our fragrances which will diffuse very quickly in a fairly large space (upto 400 sq ft). The incense is very different, with superior quality fragrances, and an overall eco-friendly approach to scenting spaces and spiritual practice.

We discussed working on Aromafume Signature Incense Range & the allied ranges, and I am very keen to take up this proposal and work with you to build a big market on Amazon for this very different, and this breakthrough, non toxic, non smoky range of incense products. We are confident Aromafume will do exceptionally well given the required inputs on the Amazon platform. If we can work together and have a successful formula we can add many of our ranges for your to work on exclusively on the Amazon platform.

Attached – all exotic burner design photographs.
Attached – Some fragrance options
Attached – Chakra Range images

Suggestion:

1) Start with 12 fragrances
   a. 1 Fusion (variety pack) w/ Burner
   b. Individual Flavor Incense Boxes repeat (would have to assess pricing of what works)
   c. We may need to create custom combination packs etc for price point to work well on Amazon.

Please let me know what additional information you would like to get started. Happy to take questions and get this going so we are ready for big business by next Christmas!

Best,
Taha Nabee – Vice President
+91 98210 68697

4 Attachments

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Aromafume Booth at Delhi Trade Show

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Supplier Correspondence

RE: Aromafume - Eco Friendly Incense - Amazon USA (FBA) Inbox x

Taha Nabee <taha@aromatan.com> Nov 7 (3 days ago)
to me, Sophie

Hi Sophie,
Thank you for your email. Happy to peruse your order. The products will not take long to put together – we will have some inventory ready you can assume a couple weeks lead time for things that are not ready. It is very important we have a good representation of product lines.
We will have professional photos readily available for you to use or the listing.
Regarding exclusivity – we will give not supply another person intending to sell on Amazon for 6 months. If we are happy with sales, momentum and how we are doing we can extend the arrangement on an annualized basis with a formal agreement.
We do not have a desire to get into this ourselves and much prefer teaming up with an expert to push this business.
I will put together a trial order for adequate representation of the range, and minimum packing quantities. Please evaluate the same and let me know so we can move forward accordingly.
You will get this in the next day or two.
Best,
Taha

From: Sophie Howard [mailto:sophiehowardnz@gmail.com]
Sent: 05 November 2017 04:59
To: taha@aromatan.com
Cc: Sophie Howard
Subject: Re: Aromafume - Eco Friendly Incense - Amazon USA (FBA)

Hi Taha
Sorry for the slow reply and thanks for following up.

I'd like to place an order to ship to the US please -direct to the Amazon warehouse.

How long do you think the products will take to prepare? Can we start with an initial order this week?

Do you have any professional photos that I'm able to use on Amazon for the listing? Also can we agree that I have exclusive rights to sell on Amazon?

Kind regards
Sophie

On Sun, Oct 22, 2017 at 5:33 AM, Taha Nabee <taha@aromatan.com> wrote:
Dear Sophie

Supplier Correspondence

Taha Nabee <taha@aromatan.com> 12:30 AM (20 hours ago)
to me

Please confirm on the below.
Best,
Taha

From: Taha Nabee [mailto:taha@aromatan.com]
Sent: 08 November 2017 11:16
To: 'Sophie Howard'
Subject: RE: Aromafume - Eco Friendly Incense - Amazon USA (FBA)

Hi Sophie,
You seem convinced we should start with 2 SKUs (and we will go with your thinking) – we can do the following

1) Aromafume Fusion Incense (variety pack – 20 pieces) + Exotic Incense Burner (Rainbow)
   a. 240 pieces – 4 cases
2) Aromafume 7 Chakra fusion Incense (variety pack) + Exotic Incense Burner (Tree of Life)
   a. 216 pieces – 4 cases

I've attached the catalogue sheets for both. Please confirm and send me your corporate billing details - I will send you a proforma invoice for payment and get the goods ready for dispatch. Should be ready in a couple days.
Best,
Taha Nabee
+91 9821068697

From: Sophie Howard [mailto:sophiehowardnz@gmail.com]
Sent: 08 November 2017 06:41
To: taha@aromatan.com
Subject: Re: Aromafume - Eco Friendly Incense - Amazon USA (FBA)

Hi Taha

Can you recmmond your two best sellers of the box set?

Regards
Sophie

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Join Me on Future Trade Show Missions!

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