



5 Strategies for Choosing a Good Product for Private Label

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Monday, August 29th

**We will discuss the methods of
Private Label the Easy Way so you can have a
PL Product for THIS Holiday Selling Season!**

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Five Strategies for Choosing a Good Product for Private Label

You could ask a number of people who have created their own private label product how to choose a product – and you'll likely get a variety of answers. *If you look closely, however, there is a thread of successful strategies that any private label developer will agree are successful.* I have pulled some of these strategies together to help you consider successful products when looking to develop a private label.

Let's dig in.

Strategy #1: Size Matters

This may be obvious to some... because if you are developing a product to resell online – *you'll be wanting to stay small.* You don't want to be shipping out hundreds of large products! You'll pay for it when they are shipped to you to private label, you'll pay for it when you ship to Amazon (assuming you are selling via FBA), and you'll pay for it again when it ships to your customer.

Stay small in size... and stay small in price as well. Part of having a successful Private Label product includes keeping your costs low. Having to pay \$20+ for a product that retails for \$40-50... and looking to sell hundreds or thousands a month? Well, you may be bringing in a lot of money – but, your costs add up and that gets expensive. It can be beneficial to look for a product that retails for under \$50.

At the same time, you want to think about the low end cost... If you have a product that retails for under \$10 then your profits will likely be eaten up by fees.

Strategy #2: Know the Product

You don't have to own the product... and you don't have to have used it... or even like it. But, you should plan to do some research and know the product and market for it.

Research is always the key to success and in the Private Label world, it's no different. You'll want to research your product. If you are planning to sell on Amazon FBA – search for like items and research how they are performing. Ask questions like:

- What category is it listed in?
- What is the rank?
- What is it selling for?
- How many sellers?
- What sort of reviews did it get?
- Could I develop a product addressing the concerns in the reviews?
- Have you looked at camelcamelcamel.com? And other research tool sites?
- What would my costs have to be for me to make a solid ROI on a product with these stats?

Strategy #3: What's Selling

An excellent strategy for finding profitable private label products is to go to where the best sellers lists are. Start with what is already selling!

Study trends and current/completed auctions to learn what is already selling well. You can search google, use tools like Terapeak, dig into eBay's completed auctions, and poke around at Amazon's best sellers lists. Simply browse through what is already selling and choose a few products you want to dig deeper into finding a supplier for.

Strategy #4: Simple

Obviously – the more working parts an item has, the more it is going to cost to develop; therefore, when first looking for a product idea, **look for products that don't have many working parts.**

Here is a good exercise... Go into your kitchen and look around.

What do you see?

A Coffee maker?

Wall clock?

Container holding spatulas and cooking utensils?

Maybe a spice rack?

Scrubbing brushes?

Any ideas for a private label product from your quick look?

Coffee maker? Probably not a good choice. It has many moving parts and would

likely be expensive to private label.

Wall clock? This is an electronic item and also has multiple moving parts – another poor choice.

What about cooking utensils? These are simple – not many working parts... might be worth digging deeper.

This makes me think of items in my drawers and cupboards... measuring cups, other small baking tools, etc.

Spice rack? Possibly – but, also consider spices and condiments that you could private label.

Scrubbing brushes? Another simple product that may be worth looking into; however, not sure they would retail for more than \$10.

Strategy #5: No Brands

Frozen, iPhone, Nike shoes... stay away from items that are brand driven.

In other words... People will buy a cup – simply because it has Elsa from Frozen on it. If you private labeled the same cup only with a picture of your dog on it, it simply won't have the brand name appeal.

Many products are driven in the market *purely* because they are licensed or they are powered by the brand.

You are better off sticking with generic items such as:

- salt and pepper shakers
- spices
- shower curtain
- home hardware – toilet paper holder, towel rack, door knocker, etc.
- cooking utensils
- baking accessories (baking is BIG)
- seasonal generic items – BBQ, rain gear, water toys, etc.

You get the idea?

Look for items that are simple – not a lot of moving parts... then dig deeper. Can you sell for between \$10-40? Are there other like products selling well? Is the product driven by a brand?

Right Now for the Private Label the Easy Way Mentoring Program where we will **walk you through from zero to your very own Private Label** product... ***before the CRAZY Q4 selling season!***

**Finally...
A Step-by-Step Mentoring Program
for Private Label!**

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