



Private Label the Easy Way: Mentoring Program

Lesson #1 Introduction

Ryan Reger
with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PRIVATE LABEL
THE EASY WAY *mentoring*

Introduction

Welcome!

We're so glad you've chosen to invest in your business and in your future by joining our mentoring program.

We're excited to walk beside you in this journey!

Before we dig in... a quick note to newbies:

NOTE: For the Absolutely Brand New Sellers:

In the Introduction section of Private Label the Easy Way I state "I also *don't* recommend a private label project being your first foray into selling on Amazon."

*Let me explain this a little bit further and **why those of you in this group are different.*** There is a little bit of a learning curve when it comes to selling on Amazon versus say eBay. You have labels and other things specific to Amazon to think about if you're using FBA (*and I definitely recommend using FBA*). However, what sets you apart from other new sellers is that **you have a team of people with varying experience that are ready to jump in and help you get up to speed quickly.** Also, please don't hesitate to ask questions even if they're basic questions. I and the others are here to help. Even you need assistance with something outside of private label just ask and we'll point you in the right direction.

For those of you who may not have even registered your Amazon selling account, here is a brief video I found that goes through the process - <http://jimc.biz/2idGLTz>

I highly recommend choosing the Professional Selling Plan when setting up your account.

My name is Ryan Reger. My wife, Melane, and I have been making a full time income online since 2008. You can read our full story in my book *Private Label the Easy Way*, but here are some of the highlights:

- In November of 2008, *I was out of a job* because the congressional campaign I managed was unsuccessful.
- *Moved to Texas* because that's where Melane lived and we were planning to get married soon
- *Began selling Furniture on Craigslist* because Melane and my mother-in-law had a part time furniture business
- *Over \$250,000 in sales in 2009* selling furniture on the local Dallas Craigslist
- Received a letter from the city we lived in stating *we could no longer use our home* for retail purposes (a neighbor complained)
- *Opened a small store*
- *Closed it one year later* – we hated having to be there even when it wasn't busy.
- *Craigslist business declined* in April 2012 due to ads being flagged
- Met Jim Cockrum in September 2012 and he *told us about Amazon FBA*
- *Started our Private Label Journey* in April 2013

Our business has changed radically because of private label and I want yours to do the same.

I am excited to have teamed up with Jenni Hunt to provide this Private Label mentoring program. Jenni left her high tech marketing position in the Silicon Valley when her oldest son was born in 1999.

You may know Jenni from the popular *Holiday Toy Guide* (published since 2004)

and the Private Niche Groups. She started selling books on Amazon in 2002 and quickly moved to eBay... then back to include Amazon again a few years ago – all along researching trends and staying on top of the online selling markets.

Jenni has mastered how to apply her marketing skills and experience to her online business and has a passion for helping others do the same. She is gifted to help others think outside of the box and brings a unique perspective to the mentoring program.

Since launching this program back in April of 2015 we have been blessed to have helped a lot of sellers like yourself launch their own private label products.

What You Can Expect

We have broken down the process of Private Label the Easy Way into bite size lessons. **To get the most out of the mentoring program, we really want to encourage you to complete the assignments – even if they may not seem to relate to you or your business.**

Important Be sure to complete the assignments at the end of each lesson. The exercises are designed to:

- Help build community in the group
- Provide accountability to you
- Get you thinking about your business in a new way
- Help us know how we can better mentor you in this process

The Private Label Mentoring Program has 6 Modules with a number of lessons in each.

Here is what we will be covering in **Module 1: The Why of Private Label and**

How to Plan for Your Private Label Journey

MODULE 1:

The Why of PL and How to Plan for Your PL Journey

Lesson #01: Introduction to PL Mentoring Program

Lesson #02: PL Explained / The Harder Way to PL vs. The Easier Way to PL

Lesson #03: Why PL Should be a Part of Your Business

Lesson #04: Developing YOUR PL Strategy

Lesson #05: Determining YOUR PL Goals

Lesson #06: Determining YOUR PL Budget

In MODULE 2 we will address How to Choose Your Product(s)...

Finally – Each lesson will follow the same format. There will be an introduction/Forward followed by the body of the lesson itself. **Remember, each lesson will end with an assignment for you to complete.** You will get the most out of this course by finishing the assignment before starting the next lesson.

It's your turn.

Go to the Facebook group and share your story. It is inspiring to put it out on “paper” and it encourages others in their journey too.

Again, we look forward to working with you and are excited to get to know you.

Lesson 1 Assignment

1. Go to the private FB page and request to join if you haven't already. Here is the link to the group:
<https://www.facebook.com/groups/342012435989349/>
2. Introduce yourself to the group in FB and share your story.

That's it!

Regards,

Ryan Reger with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PL the Easy Way Mentoring Program

Coming Up Next...

In Lesson #2 we are going to discuss the harder way vs. the easier way to private label...



Private Label the Easy Way: Mentoring Program

Lesson #2 Private Label Explained

Ryan Reger
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PRIVATE LABEL
THE EASY WAY *mentoring*

Introduction

You made it to the second lesson!

Most lessons are designed to allow you to take a single bite at a time... and then give you some time to chew on it before the next lesson. These first few lessons give you a bit of background that you may or may not know. We want to get everyone on the same page before we really dive into the meat of the program... *if you are frustrated with the slower pace right now – **hold on!*** We promise to get to the filet mignon of this soon. :)

Today's lesson discusses the "easy" way – which is the method we are using for this program... versus the "harder" way.

Your Lesson...

Private Label Explained

Most of you probably have at least an idea of what Private Label is since you signed up for this program, but to help reinforce it for newbies, it's essentially having your own brand of an item.

Some may refer to private label for products and product lines they create from scratch; however, in most cases, **private label is referring to an item that already exists that you simply put your own brand/name on.**

Some call this white label as well. I use the terms interchangeably.

In my book, Private Label the Easy Way, I refer to Red Gold as an example.

Red Gold is a tomato company in Indiana and a former colleague of mine works there. I remember doing a factory tour with him many years ago and him

explaining that they produce products for other brands. *Little did I know then that private label would be a business model I would eventually get into.*

Ketchup is the example I used in the book, but there are probably millions of examples. Go into any grocery store and they will most likely have their own brand of items. Kroger is a popular grocery store in Texas as is HEB. They both have their own brands of popular items such as canned goods or ice cream. Does Kroger have a green bean farm or their own creamery? Probably not. More than likely they are getting those products from the same factories and farms as brands like Green Giant or Breyers and putting the “Kroger” label on them.

With Private Label you can do the exact same thing.

Let's say you want to private label a brand of cookie sheets. You don't have to lease space and buy the equipment that will turn aluminum or whatever metal is used for cookie sheets into a mold to mass produce your own item.

In other words... you don't have to recreate the wheel and spend thousands – if not more – on creating your product!

You simply need to find a company that is already manufacturing or importing cookie sheets and approach them about having them make their same product... **only with your packaging.**

Let me repeat that last line...

*You simply need to **find a company that is already manufacturing or importing** cookie sheets (wholesale company) and approach them about having them **make their same product... only with your packaging or in the case of a wholesale company asking them if you can simply take it out of their package and put it into yours.***

It can be as simple as that.

Private Label the Easy Way vs. the Harder Way

In Chapter 4 & 5 of the book, Private Label the Easy Way, I discuss the “easy way” vs the “harder way”... you can read those chapters if you'd like – or, I'll sum them up below in a comparison.

“Easy Way” vs “Harder Way”

Sourcing Products	
Easy Way... Can be as simple as using a company that already has a private label program in place. The company we started with doesn't have such a program, but they made it simple in that all we had to do was remove their package inserts and replace it with inserts we had printed up.	Hard Way... Searching Alibaba.com or a similar website with factories being in a different country; Having to contact them via email or Skype and dealing with the language barrier; Having a huge time difference making efficient communication difficult and time-consuming.
Placing an Order for a Sample	
Easy Way... In most cases it's free	Harder Way... Sample may cost and then there is the added expense of shipping which if it's from China it will not be cheap.
Minimum Order Quantity	
Easy Way... In my case, the minimum order was one case of 12	Harder Way... 1000-3000 are typical
Shipping	

Easy Way... Inexpensive; No Customs issues	Harder Way... Very expensive; Have to deal with Customs
Wait Time	
Easy Way... Days to weeks	Harder Way... Weeks to months

As we go through the PL the Easy Way Mentoring Program, our goal is to help you find the “easier” way to private label the product you want.

NOTE: Keep in mind that part of the value of bringing in the expert team we have is to provide diversity in experiences and various perspectives from those who have been successful with adding Private Label to their business strategy. Although they may not have used the “easy way” to develop their own private label product – we believe it is incredibly valuable to have the variety of expertise.

Lesson 2 Assignment

If you haven't answered these questions in the group already – head on over and share...

- 1. How long have you been selling online?**
- 2. What made you consider adding PL to your inventory/sourcing strategy?**
- 3. What do you think your biggest obstacle will be?**

See you in the group...

Ryan Reger with Jenni Hunt, Jim Cockrum, and Brett Bartlett.

PL the Easy Way Mentoring Program

Coming Up Next...

In Lesson #3 we are going to discuss why private label should be a part of your business.



Private Label the Easy Way: Mentoring Program

Lesson #3 Why Private Label Should Be a Part of Your Business

Ryan Reger
with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PRIVATE LABEL
THE EASY WAY *mentoring*

Introduction

We are almost through the background information for Private Label...

I know many of you are ready to jump into researching and developing your product! It's coming!! I promise! But – remember, we promised bite-size lessons... if it feels like we are moving a little slow to start, keep in mind that we are getting everyone on the same page here and there will be plenty of time for developing your very own Private Label product. In fact, we have made sure to allow for time for you to develop more than one product within the duration of this course... so hold on! We are almost getting into the FUN stuff! ;-)

In this lesson we are going to look more closely at why Private Label should be a part of your business model. Obviously, you are somewhat bought into this idea... or you wouldn't be in this course; however, this lesson is necessary to build a foundation for seriously looking at YOUR Private Label strategy.

Ready?

Let's dig in...

Your Lesson...

Why Private Label Should Be a Part of Your Business

****NOTE**** This lesson is also available as a video here -
<https://youtu.be/v76lPzo3jyU>

Do you remember the Pyramid of Inventory Sourcing?



Pyramid of Inventory Sourcing

(c) copyright Ryan Reger

Before I go into why I absolutely love private label, let me talk about the other forms of inventory and why getting into private label should be the goal of every seller.

At the bottom of the pyramid are the forms of inventory that most people start with. No shame in being on the bottom here ;-) I started there. In fact, many people start at "Selling Items From Around Your Home" because it is safer and it is easier to get started with consignment or selling items around your house. There is no cash outlay whatsoever.

After I sold the items around my house, I moved up to thrift stores. I enjoyed thrift store arbitrage because the returns are incredible. I remember buying items for \$3 and \$4 and selling them for \$20, \$30 and more. Typing this makes me want to go to a thrift store. ;-) Not really, but I like those returns for sure.

Most sellers then move up from thrift stores to spending more money at retail stores such as Walmart and Target then the next level up is online arbitrage.

Since you understand these levels, I'm not going to delve into them and that's not the purpose of this course. The reason I mention them again is to say that all of the levels from Online Arbitrage and down have a very low barrier to entry.

This means that pretty much any seller can easily get into their car and stop in a Walmart and find inventory or go onto Target.com and source for their business.

The low barrier to entry equals competition. Not that competition is a bad thing, but *you can't control someone else buying that hot item for the same price you do* and reducing the price on Amazon to a point that it's no longer profitable.

With retail arbitrage one of the things that frustrated me the most was scanning something in the store and it passed all of my tests, but when we went to list it a

couple of days later it was no longer an item I would have ever purchased. Below is our pyramid friend again, but this time with some additions.



Pyramid of Inventory Sourcing
(c) copyright Ryan Reger

Everything below wholesale has a very low barrier to entry.

Wholesale has a higher barrier to entry, but you still don't have control of the products because they are not your own. Amazon or other sellers may be on

those listings as well.

Private Label is at the top of the food chain because of these 4 Main Reasons:

- No Competition on your listing
- Replenishable Inventory
- Virtually Unlimited Opportunities
- Build your Own Brand

If you want to go into more depth of these four reasons – please reference the book.

I should add a disclaimer for the red letters “Full Control” in the private label layer. If you are launching your product on Amazon, you never have absolute control because you are playing in their sandbox.

As an Amazon seller, you have to play by their rules and they can change them at any time. With private label, however, you have as much control as is possible on Amazon. But let's think beyond Amazon as well.

If you want to continue doing retail arbitrage because you love the thrill of hunting and finding great inventory that's fine. Keep doing it.

If you love garage sales, you don't have to stop that either.

If you are in either of these places, look at private label to be the way you get to do all the other forms of sourcing simply because you want to... not because your business relies on it.

I'm thankful that our business does not rely on us going out every day or even every week to source products at Walmart or any other store. In fact, it's been a while since we have sourced anything via retail arbitrage.

My goal is to keep building multiple private label products. I never want to have to rely on any other type of product sourcing for my business to run. I love the freedom that private label gives me to work on projects like this mentoring group.

What is motivating you to take this course?

Why do you want a private label product?

I encourage you to write down your motivation. Write it down somewhere that you will be able to see it often. We think in pictures so maybe find a picture that represents your motivation.

So if your motivation is to get out of your 9-5 job (if you have one) maybe your picture is of someone working at home in their pajamas :)

If your motivation is to be able to travel more. Get a picture of some of the places that you want to go and keep it in front of you.

There may be days in your private label journey where things seem hard or not going your way. Having those pictures nearby can push you to keep going.

Of course you have this group here that will help you as well. I'm most excited about the interaction that happens in the Facebook group. It will provide a level of accountability that will propel you to your goals.

If you feel comfortable sharing your motivation to the group I encourage you to do so. If you want to keep it private, that's fine too.

I look forward to working with all of you in the coming months.

Lesson 3 Assignment

You guessed it...

1. **Answer these:**

What is motivating you to take this course?

Why do you want a private label product?

2. **Write down your answer – share in the group – post pictures around for reminders.**

See you in the group...

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Coming Up Next...

In Lesson #4 we start looking at developing YOUR Private Label Strategy.



Private Label the Easy Way: Mentoring Program

Lesson #4 Developing YOUR Private Label Strategy

Ryan Reger
with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PRIVATE LABEL
THE EASY WAY *mentoring*

Introduction

It's time to look at YOUR business!

In Lesson 3 we looked at the Pyramid of Inventory Sourcing and how many sellers get their start at the bottom... But, I know there are many brand new sellers that jump right into private label and make it work. In fact, every seller's story is a bit different and unique because we all start with what we know and what resources are available to us at the time.

Whether you are an Amazon rookie or have been selling on Amazon for a long time, private label is an attainable goal and we want to help you get there.

I also mentioned that once you have a private label product, you don't necessarily have to quit the other forms of inventory.

If you enjoy going to thrift stores or garage sales then by all means continue to do so, but keep in mind that your goal should be to source that way because you *want* to, not because your business relies on it.

With that being said there are three business models that I can think of with regard to adding in private label. There is no level that is better than another – it simply depends on preference and what works best for your business. But before we get into those models I want you to think about your goals with private label. I'll explain on the next page.

Ready to jump in?

Let's go...

Your Lesson...

Developing YOUR Private Label Strategy

What's your end goal with private label?

We try to keep things simple around here so I believe there are 2 main goals for the private label journey.

1. Brand Building

2. Merchant Building

Obviously the point is to gain profit - but are you looking to sell whatever makes you money? Perhaps you are ungated in every category on Amazon and you will sell anything that makes you a decent profit. That would be a **merchant building** goal.

Others have the purpose to build a brand with private label. They are niche focused. Rather than looking for any item in any category that will sell, **brand building** sellers are looking for profitable products within a specific niche or for a specific audience.

It's totally okay if at this point you're not sure which one is for you. You can figure that out as you go through the process. However, if your goal is to build a brand and have your own e-commerce site eventually with that brand, it could benefit you to keep that in mind while you are working through these lessons and developing private label products.

When we get to the logo design and brand name stage it can be helpful to have an idea which way you're leaning. As you go through the course, we will be sharing various strategies and things you may want to consider if you are looking

to brand build with your business. Don't stress out about this decision right now, though. ***The most important thing is to take action.***

We'll talk about this later, but just know that there are things you can do to keep the door open for building a brand should you be interested.

The 3 Different Business Models

In the introduction above, I mentioned three business models for selling online that include private label. They are:

1. **Jumping in Head First:** 100% Private Label
2. **Working Your Way Up:** 100% Other Methods Then 100% Private Label
3. **Jack of All Trades:** Various Percentages of Other Sourcing Along with Private Label

Let's look at these three models a bit closer...

Model #1: Jumping in Head First



This is the level for folks that want to dive right in and do nothing but private label. I admire those that want to go immediately to the top and skip all the other levels of inventory. This model, however, also includes those of you have been sourcing via retail arbitrage or wholesale... or a mixture of levels and you want to completely give that up and move into solely private label all at once. Regardless of how you get there – **your goal is to move to have your revenue be 100% driven by private label products.**

Model #1: Jump In Head First	
PROS	CONS
Easier to manage inventory: Less SKUs (number of unique items) to track and manage	Slower Income Growth: May take longer to build product line so income may come slower.
Scale Quickly: Ability to build a brand as fast as you desire	
Full Control: 100% Private Label means you have complete control of your products. Even though Amazon has ultimate control on their platform – you control your products and can always take your brand elsewhere.	
Focus: With 100% Private Label you are not distracted with other levels of sourcing (retail arbitrage, wholesale, etc.)	

Model #2: Working Your Way Up



Everyone can identify with this picture. This guy just dipped himself into cold water and is taking it slower than the guy above that jumped in head first.

This model represents those that want to get to 100% private label, but are slower getting there because they need the income from retail arbitrage, online arbitrage, or wholesale while building their private label brand.

Model 2: Working Your Way Up	
PROS	CONS
<p>Easier Financial Burden: Can be earning income from other inventory sources while working on PL</p>	<p>Slower Income Growth: May take longer to build product line so income may come slower.</p>
<p>Diversified Inventory: Your inventory is always diversified with this model – lessening some risk.</p>	<p>Distractions: Spreading yourself thin between the various levels of inventory sources can bring on distractions slowing the ability to focus and develop your PL product.</p>

Model #3: Jack of All Trades



The third level is for those who have no intention of being 100% private label for their product sourcing. You may enjoy going to garage sales or thrift stores... or it could be that you simply don't want to have all of your inventory come from one level of the pyramid. The “Jack of all Trades” model has multiple sources of inventory from the pyramid of inventory sources.

Model 3: Jack of All Trades	
PROS	CONS
<p>Easier Financial Burden: Variety of inventory sources = more revenue streams.</p>	<p>Slower Income Growth: May take longer to build PL product line.</p>
<p>Diversified Inventory: Your inventory is always diversified with this model – lessening some risk.</p>	<p>Distractions: Can be distracted by the variety of inventory sources.</p>
	<p>More SKUs: This may or may not be true... but, it is likely with the increase in inventory sources that you will have more SKUs to manage.</p>

Keep in mind... there is no right or wrong model here. *One can even change business models.* For example, right now I'm more of a jack of all trades. I still do a lot of business with wholesale products. My inventory is primarily made of up private label products and wholesale/liquidation. Sales from retail/online arbitrage only accounts for about 10% of my sales.

Whether your business is 100% retail arbitrage or 50% retail arbitrage and 50% wholesale that's fine. *Whatever it currently is can be changed if you are not where you want to be.*

The plan here is to recognize where you are currently in regards to inventory sources and **be intentional to set goals and make choices to get you where you want to be.**

Again, my desire for you is to **be active in the business model that you want to be. Make a plan to be where you want to be during the next year.**

Lesson 4 Assignment

Answer these questions...

1. What Business model currently describes you?
If necessary, use the worksheet at the end of this lesson to help determine your percentages for each level in the pyramid of inventory sourcing.
2. Where do you want to be this time next year?

See you in the group...

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Coming Up Next...

In Lesson #5 we are going to be setting your Private Label Goals.





Private Label the Easy Way: Mentoring Program

Lesson #5 Determine Your Private Label Goals

Ryan Reger
with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PRIVATE LABEL
THE EASY WAY *mentoring*

Introduction

“A goal properly set is halfway reached” ~ Zig Ziglar

In Lesson 4 we discussed the three different business models in regard to private label. As I mentioned before, one model isn't better than another... it's just what works best for your business and what you prefer.

It is important to figure out where you currently are and where you want to be so that you can properly set goals during this lesson... So, if you haven't completed the previous lesson (lesson 4), go ahead and finish that one up before you continue. We'll wait ;-) And, you'll be better prepared for this lesson if you do.

If you decide that you are going to jump right into the water headfirst then you may be able to set a higher goal than if you are easing into it. Maybe you have 40 hours a week to devote to developing your product... or maybe you have 5 hours. Work with what you have and set your goals accordingly.

Please don't skip this lesson if you are not someone that normally writes down goals. To be 100% honest with you, writing down goals is not my expertise, but you didn't sign up for this course because I am a goal setting guru. I am pretty good, however, at creating a vision and writing down things I want to accomplish and taking those dreams and translating them to images I can look at often.

Naturally, looking at these dreams and desires propel me towards them, but as Zig Ziglar describes in his 7 step process for setting goals (***see footnote for more resources about Zig Ziglar's goal setting process*), goals need to have a plan of action and a deadline.

Let's jump into the lesson and look at how YOU can set reachable goals for your private label developing process.

Your Lesson...

Determining Your Private Label Goals

I don't know about you but I tend to over think these steps and feel like if I can't keep my deadlines or don't know the exact action steps at the time, then I shouldn't bother setting goals because I am setting myself up to fail. I didn't mean for this to be my confession time, but maybe some of you are in the same boat. The truth is, you can adjust your goals at any time. For example, you do not have to beat yourself up if you have a goal to lose 30 pounds by a certain date and realize half way in that you are only on pace to lose 20 pounds. The bigger goal (bigger picture) is to be moving forward and working towards something.

In the private label journey, where do you want to be at the end of the 6 modules? Do you want to have one private label product... or three? Do you want to be making an extra \$500 per month with that product? Or \$5000? Do you want to have a brand built and your own Shopify site set up?

I understand that we are at the beginning of this thing and you might not really know what kinds of goals to set. You might not know what is realistic to get done in a certain time period. You don't know how easy or difficult getting your product sourced is going to be.

That's okay.

If you get 2 months into this and you realize that having 10 products by the end of 6 months is not going to happen then just adjust it down. If you decide you want your goal to be to have one product, but you find your supplier super quick and they have 500 other products you can private label, then you might decide to

change your goal from 1 product to 3.

These are ***your*** goals and you don't necessarily have to share them with anyone else but I encourage you to write something down. Give yourself permission if you need to adjust them as we move along in this process to do so... At least having a goal gives you something to shoot for and propels you forward.

I encourage you to aim high though. I believe it is better to aim high and miss than to aim low and make it.

Here are some questions to get your goal setting juices flowing (Some are more general and some are specific to private label. Do as many of them as you want and feel free to add any that I haven't written here):

What do you want a typical day to be like one year from now?

5 Years from now?

I love this question because it is something I can visualize. Maybe right now you are getting up at 6am every day to go to a job that you don't particularly love... and you leave at 5pm and sit in traffic for an hour. You get home around 6pm, have dinner and watch TV for a couple of hours to unwind... and go to bed only to get up at 6am again and start the routine over.

What would your day look like if you didn't have a regular job?

Write it down and keep looking at it.

I find that images like this are a better motivator for me than money. So maybe you would need \$5000 per month for your day to look like what you want it to because that is the amount you would need to be able to quit your job.

Whatever motivates you is what you need to focus on.

For me it is easier to focus on something more money can do for me rather than the actual dollar figure itself. So my goals may include the dollar figure I'm shooting for, but a better goal for me would be "Take a trip to Israel" because that is easy for me to visualize.

But what works for me may not motivate you. This is about you... so write down the goals that motivate you to push forward.

**For additional reference and information about goal setting please see Zig Ziglar's 7 Steps of Goal Setting: <http://www.build-creative-writing-ideas.com/zig-ziglar.html>

Lesson 5 Assignment

Answer the questions in the worksheet below...

If you are comfortable with sharing your goals with the group for more accountability – you can post them in the comments below the post for this lesson.

See you in the group...

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Coming Up Next...

In Lesson #6 you are going to be determining your budget. Lesson 6 is the last lesson before we jump into Module 2 and start looking at choosing a product!

Goals for Next 6 Months

If you like to travel, where do you want to go?

How much money do you want/need to make per month?

What other streams of income are you interested in pursuing?

What charities or organizations do you want to be able to give to and how much?

How much money do you want to have saved up for retirement?

What do you want your Amazon business to look like next year?

5 years from now? (Sales #s; % of private label vs other forms of inventory; Do you want to have people working for you doing sourcing?)

How many private label products do you want to have within this 6 month course?

How many by this time next year?

What steps can I take now to set up my schedule to reach my goals?

Now... take a minute to simplify your goals into your top 3 in relationship to PL. (For example: # of PL Products, Hours set

aside/week to work on PL, etc.)

Goal #1: _____

Goal #2: _____

Goal #3: _____

If you are comfortable and for further accountability, share these 3 goals under the comments for lesson's 5 post in the group.



Private Label the Easy Way: Mentoring Program

Lesson #6 Determine Your Budget

Ryan Reger
with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PRIVATE LABEL
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Introduction

You made it!

This is it guys... the final lesson for Module 1. Next up we look at choosing a product! We know you are excited for this next module... we are too! We have some great tools and resources to share with you to help make the process easier – but more importantly, to help keep you from wasting time and money on products that will never sell.

BUT – one more very important piece before we head into product research.

We have to look at budget. I know – the “b” word can be a little scary and/or boring... and often is something many want to just skip over. But, it doesn't take long and it simply helps you get all of your ducks in a row before you get into spending money on developing your private label. We would be doing you a disservice if we didn't mention it – but, we promise to keep it short and sweet. ;-)
Because, frankly – like you, we are excited to get to the good stuff coming in the next module!

Your Lesson...

Determining Your Private Label Budget

I am so thankful I found an easier way to do private label because when I first started with it, I was in no position to spend thousands upon thousands of dollars to get it going.

My wife and I were actually in the process of building our house so every penny seemed like it went towards that project. It was super important for me to find a product that I could source easily and inexpensively.

For those of you that have an extra \$100,000 in the bank to invest in private label products... this lesson may not be for you, but for those of you working with a budget, take heed.

You are probably aware or have heard stories of sellers getting into private label and having to spend upwards of \$10,000 and more to get their first order placed. It's very easy to spend that kind of money if you have a product that costs \$5 from your supplier and the minimum order is 2000 pieces. But please remember we are focusing on the easy way here. Even if you have \$10,000 to spend on inventory, we are going to be teaching methods to test out your product at a much lower expense.

I guess I could have also called my book "Private Label the Cheap Way" with 'cheap' meaning less expensive, not choosing products that aren't good quality.

Let me go over a few of the budget items you need to be aware of when you are researching potential products:

What to Consider When Preparing Your Budget for Private Label

1. **Cost of Product:** This is the obvious one and will be the major expense in this process.
2. **Shipping:** Will your suppliers ship direct to Amazon for you or will you have it sent to you first and then off to Amazon or to a third party prep service?
3. **Packaging:** Your supplier may offer this and be able to roll that into the cost of the product or you might have to go to a third party to have packaging printed. For the testing phase of your products you might not have to spend much on this if anything.
4. **Amazon Fees:** Don't forget about these when you are figuring out your overall expenses. A good rule of thumb is that Amazon is going to take approximately 1/3 of your sales number. If you are selling \$10,000 a month, Amazon fees will be somewhere around 30% or \$3000. This includes their 15% commission and the pick and pack fees, and weight based shipping fee (another reason to pick a lighter product).
5. **Promotion:** You are most likely going to be running Amazon sponsored ads to gain momentum when you test and launch your product(s).

Lesson 4 Assignment

Determine your budget for Private Label. Look at how much money you have to invest and break it down taking into consideration the costs involved in developing a product for private label.

See you in the group...

Ryan Reger with Jenni Hunt, Jim Cockrum, and Brett Bartlett
PL the Easy Way Mentoring Program

Coming Up Next...

In Lesson #7 where we start Module 2!! It's time to look at choosing a product.



Private Label the Easy Way: Mentoring Program

Lesson #7 Choosing a Product Overview

Ryan Reger
with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PRIVATE LABEL
THE EASY WAY *mentoring*

PRIVATE LABEL THE EASY WAY
CHOOSE A PRODUCT

PRODUCT DRIVEN

KNOWLEDGE

CONTACTS

CURRENT ITEMS

LOW HANGING FRUIT

RESEARCH

REVERSE SOURCE

CUSTOMER DRIVEN

TRENDS
KEYWORDS
ETSY/PINTEREST
GOOGLE

PPI

VALIDATE

with the **7**
Step Test

YES

NO

SOURCE

LIST & SHIP

TEST WITH ADS

WINNER?

YES!
ORDER MORE

NO

START OVER

ProvenPrivateLabel.com

Introduction

Introducing **MODULE 2**

The appetizers have been good, but now it is time for the main course.

Module 2 is all about choosing your product. Choosing your product requires some brainstorming and research... and that doesn't mean you just list out a bunch of product ideas.

Whether you already have an idea of the direction you want to go – or you have no idea, we will walk you through the process using the infographic as a guide.

Ready to dig in?

Good... let's go.

Your Lesson...

Choosing a Product Overview

I like visuals so we created (rather Jenni created :)) this awesome infographic to give an overview of how to choose a product for private label.

There are 2 main paths to selecting a product:

- 1) Product Driven
- 2) Customer Driven

No matter which way you go we're not going to teach you to order 1000 units of widget x and hope they sell. Jim Cockrum calls that putting lipstick on a pig marketing. What we *are* going to teach you to do is test in very small quantities. There is absolutely no reason why after following these lessons that you'll have a garage full of widgets you can't sell.

Let's break these paths down.

Product driven simply means you start with a product idea and customer driven means you're researching what customers want first then finding a product to match that. Let me explain by referring to the infographic.

Product Driven

There may be more ways to find a product, but in this graphic we have 6 of them:

- 1) Knowledge
- 2) Contacts

- 3) Current Items
- 4) Low Hanging Fruit
- 5) Research
- 6) Reverse Source

Knowledge

What are you interested in? What do you have knowledge about? What are your hobbies?

Contacts

Who do you know? What contacts do you have through your current job, your church, organizations you belong to, etc?

What vendors does your company work with? Where do your friends and family work? Does anyone that you know work for a company that produces physical products?

Current Items

What items are you already selling well on Amazon?

Low Hanging Fruit

What do you have easy access to? What may be right underneath your nose? Do you live in a region of the country that produces something unique?

Research

What are some items your husband or wife buys all the time? Are there complimentary items you could private label that go with those items?

What items do your kids like?

Dig further into an area that interests you.

Reverse Source

Sometimes it may be easier to find a supplier that will allow you to do the easy way method of private label than it is to pick a product. In that case reverse source by starting with the supplier then picking a product.

Customer Driven

Keep in mind that the product driven and customer driven paths are not mutually exclusive. *Think of them as starting points to begin product selection.* For example, we put Proven Performance Inventory (PPI) in the customer driven path, but you can start with something you have knowledge about (product driven path) and then run it through the PPI system. It is not necessarily one or the other. They both converge at the bottom with the testing phase of running ads to gather customer data to determine whether or not you have a winning product and want to move forward. And that very idea of testing with ads is at the heart of the PPI course.

If you need a refresher on the PPI course there is a link to it in the files section of the Facebook group.

So how do we go down the customer driven path?

We find out what customers are already buying and/or searching for. We are looking for what Brett Bartlett calls "golden gaps." There are millions of them. You only need to find a few to be very profitable.

Below are some ways to find those trends. We'll go a little deeper into each of these in Lesson 9.

1) Amazon Suggested Search Terms

- 2) Keyword Tool Dominator
- 3) Merchant Words
- 4) Keyword Inspector Trends Tool
- 5) Etsy
- 6) Pinterest
- 7) Google Trends

Validate

Does your product pass the 7 Step Test?

Here's the 7 Step test:

1. Generic (Non Brand-driven)
2. Small
3. Easy to replicate
4. Not many working parts
5. Price Range
6. Sales Rank
7. Reviews

If it passes then move on down the flow chart. If it doesn't, select another product to test. The validation step and choosing a product to test should actually occur at the same time. If you're using Keyword Inspector's Trends Tool you should be filtering through the keywords results that are generic non-brand driven terms. We will cover in more detail how to validate a product in lesson 9 – so hang tight if this is a little confusing right now.

If you have found a supplier that has given you permission to do the easy way method of private label (switching out packaging) then be looking at their

products through the lens of what is generic, non-brand driven, small, etc. This all should happen very quickly. You want to get to the testing phase as fast as possible because that is where you really find out if you have a winner or not. NEVER order thousands of units based on research done prior to actually sending it into Amazon and gathering solid data from sponsored ads.

Important
NEVER order thousands of units based on research done prior to actually sending it into Amazon and gathering data from sponsored ads.

If you get nothing else out of this whole lesson please get that.

Test

You have a product that has passed the 7 step test and you want to give it a shot. *What's next?*

- 1) Source it
- 2) List it and ship it into Amazon
- 3) Test with Amazon sponsored ads

Again, we'll go deeper into each of these in the following lessons, but it's as simple as source, list, test. If it passes the test (we'll show you what a passing grade is in lesson 14) then simply order more.

If it doesn't pass the test that's totally fine. Just pick another product and test it. The good news is you didn't order 1000 units of a product that didn't pass the test.

That's it. It really is a simple process... just follow the graphic through it.

Lesson 7 Assignment

This was an overview lesson... the only assignment is to post any questions you have in the private Facebook group. We'll dig into this process much deeper in the coming lessons.

See you in the group...

Ryan Reger with Jenni Hunt, Jim Cockrum and Brett Bartlett
PL the Easy Way Mentoring Program

Coming Up Next...

In Lesson #8 we will go deeper into choosing a product using the product driven path.



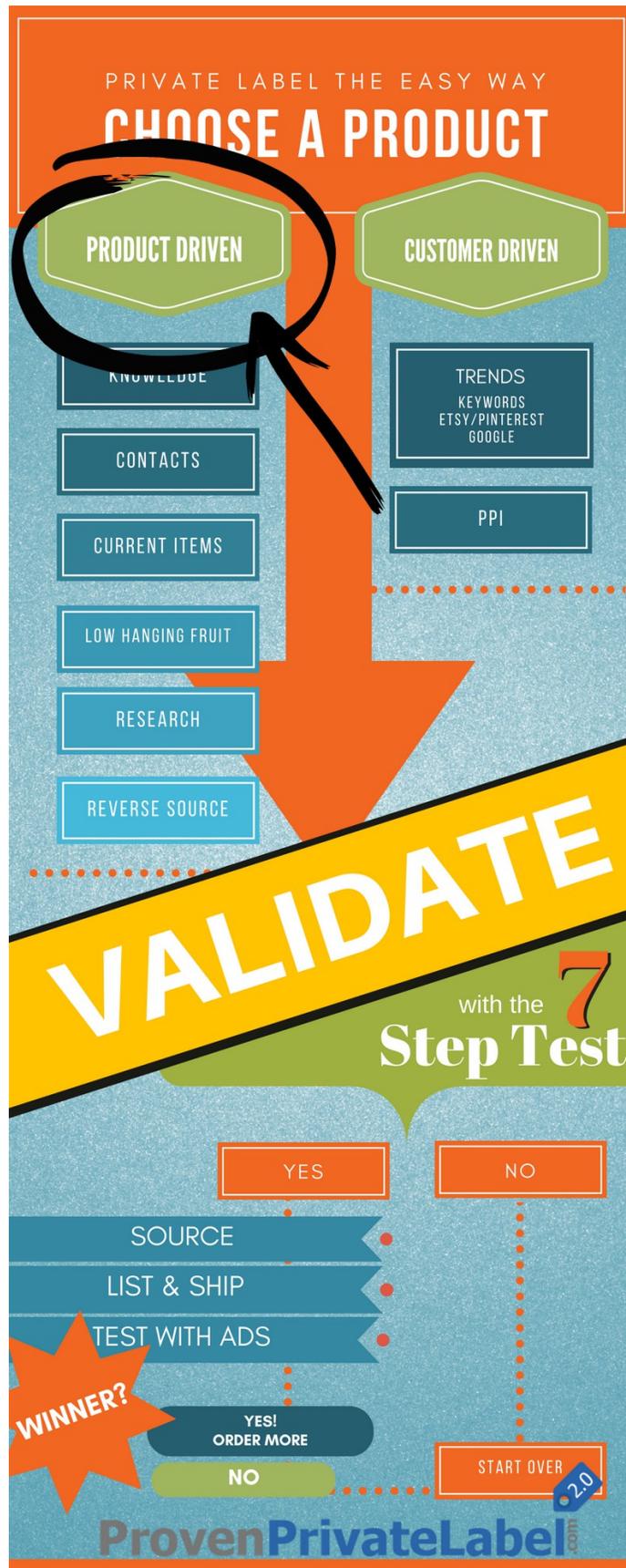
Private Label the Easy Way: Mentoring Program

Lesson #8

Choosing a Product via the Product Driven Path

Ryan Reger
with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PRIVATE LABEL
THE EASY WAY *mentoring*



Introduction

Here again is our handy infographic on the previous page.

In this lesson we're going to go deeper into the product driven path for choosing a product to test.

Let's get right into it.

Your Lesson....

Choosing a Product via the Product Driven Path

Remember. You want to get to the testing phase as quickly as possible. You can do hours and hours of research, but you're never going to know how well a product is going to do until you test it. So don't be married to your product idea until you've proven it to be a winner and the only way to prove it's a winner or not is to test it.

I understand that this might be a change in mindset. If you have been selling on Amazon for any length of time you'll know that the focus is normally on finding good products then looking to see if there is interest for it on Amazon based on rank, etc. But you also know that no matter how much research you do, the true test of a product happens once you actually send it into Amazon.

For example, if you purchased an item from the Walmart clearance aisle you'll know very quickly or not if it's a product that was on Walmart shelves nationwide because instead of 3 sellers on the listing there now may be 15 and the price might end up being half of what it was at the time you sourced it.

It really doesn't make sense to ever spend thousands of dollars on an untested product. I've heard too many stories of people who have invested thousands of dollars into an untested product and now have boxes and boxes of it filling up their garage. Don't do that! **Test Test Test!!**

To test a product you have to pick one and in this lesson we're going to go over 6 ways to select a product via the product driven path.

Here again are the 6 ways to select a product via the product driven path:

- 1) Knowledge
- 2) Contacts
- 3) Current Items
- 4) Low Hanging Fruit
- 5) Research
- 6) Reverse Source

Knowledge

What are you interested in? What do you have knowledge about? What are your hobbies?

You certainly don't have to pick a product that you're interested in, but it can help. It will for sure help to be interested in your niche/product if you plan on building a brand.

In the Proven Performance Inventory course my friend Brett Bartlett uses the example of surf wax. He starts there because surfing is a subject he is interested in.

If you're big time into fishing then the whole process of private labeling a fishing item will be much more enjoyable than if you selected a product in the knitting category. Does that mean that you shouldn't select a product in the knitting niche? No. It's just that your knowledge of fishing gives you a competitive advantage. You most likely would already have some ideas of cool fishing products and places to source. If you're thinking about building out a whole line of products wouldn't you rather pick something you enjoy?

Contacts

Who do you know? What contacts do you have through your current job, church, or organizations you belong to, etc?

What vendors does your company work with? Where do your friends and family work? Does anyone that you know work for a company that produces physical products?

Make a list of who you know and where they work. This might generate some ideas. For example, let's say your sister works at a dentist's office. What types of products would a dentist have access to?

Do you think they might be able to get items like toothbrushes, floss, fluoride, teeth whitening gel, mouth guards, or mouth wash cheaper than most people? What about items that only dentists would use? Would there be products they use in their office that they might purchase online?

Think about the face masks they use or the aprons they put on patients during a cleaning. They might get those from a wholesale company, but what would they do if they need some right away and the wholesale company takes 1-2 weeks to get orders out? They would shop on Amazon to get it in 2 days.

Maybe you could buy from that wholesale company and sell those products on Amazon under your own brand or even their brand.

The riches are in the niches. While toothbrushes might be competitive how many other sellers are selling face masks for dentists? I haven't checked, but you can uncover gold in items like this that other sellers might not have easy access to or completely overlook.

Current Items

What items are you already selling well on Amazon? You can easily run a report by going to your SellerCentral account and clicking on Reports>Business Reports>Detail Page Sales and Traffic by Parent Item.

The default list is the last 30 days but you can change the dates to search for what you sold over any period of time.

Maybe you can private label something you're already selling or at least get ideas from your list.

If there's an item that you might be only able to get via a retail store maybe you could bundle it with a private label item you create and have a listing that no one else could jump on.

Let's say you've been selling an Easy Bake Oven. I bet there's quite a bit of competition on an item like that. What if you approached a company that private labels baking mixes (there's a bunch of them) and created your own brand of brownie mix?

Now you have ABC Company Brownie Mix bundled with an Easy Bake Oven. Since that brownie mix is your brand no one else will be able to sell it. Do you see the beauty of private label?

You could do this exact same strategy with hundreds of different products. The cool thing about this strategy also is that you're piggybacking on the success of the Easy Bake Oven to drive sales. While no one is likely searching for ABC Brownie Mix since your brand is new they are definitely searching for Easy Bake Ovens. You're able to take advantage of that brand name to drive traffic and sales.

Low Hanging Fruit

What do you have easy access to? What may be right underneath your nose? Do you live in a region of the country that produces something unique?

Here's an example..

Last year a guy from my church invited me to dinner to ask me about selling on Amazon. Whenever I talk to somebody about selling online I ask them what their low hanging fruit is.

For him it was steel. He works for a local steel company and has access to the scrap steel very inexpensively. Through his job he knows someone that owns another company that produces products from scrap steel. So if he ever decided to sell on Amazon all he would need to do is put those two together.

While we were at dinner we did some quick research and found that someone was selling different sizes of sheet metal on Amazon and they were selling well based on sales rank.

While it may be hard for me to break into this market, it would be a piece of cake for Ken because he already has the contacts. This would be his low hanging fruit. I live in Texas and among many things we're known for BBQ. There are so many little companies that make their own BBQ sauce and that will gladly let me put my brand on it.

There is also a local restaurant that is quite famous and sells their BBQ sauce online. Another strategy is to partner with them and sell their brand or maybe to ensure no one else can jump on the listing you bundle your private label BBQ brush with the famous sauce. There are so many possibilities.

What's unique to your region?

Research

What are some items your husband or wife buys all the time? Are there complimentary items you could private label that go with those items?

What items do your kids like?

Dig further into an area that interests you. If you are interested in camping check out that category on Amazon. Go deep into subcategories. My absolute favorite tool for finding potential products via the product driven path is Jungle Scout's Web App. It's different than their Chrome extension and in lesson 10 I will go much deeper into and even show you how it works with a video I have.

For camping I'd also check out online sites related to camping like Bass Pro Shop or Cabela's. If you have either of those brick and mortar stores nearby then you could physically go there to get product ideas. Again, it really helps if you have an interest in the niche you're going into otherwise it can feel more like punishment. For me that would be a fabric store. :)

Reverse Source

Sometimes it may be easier to find a supplier that will allow you to do the easy way method of private label than it is to pick a product. In that case reverse source by starting with the supplier then picking a product.

Look through their catalog for the generic, non-brand driven items (we'll explain this more in lesson 10) that interest you.

This is exactly what I'm doing when I'm at a trade show that I haven't done any research in advance. I don't have time to check out each and every product so I'm just looking for vendors that sell generic, non-brand driven items. Then I ask the *magic question* which we'll get to in lesson 12.

In lesson 11 we talk about finding suppliers. Once you have one that has given

permission for you to do the easy way method (most will) then start with a category that interests you and run those products through the 7 step test. When you have a product or two that pass the test then source it, list it, send it to Amazon, and run ads to gather data.

That's the product driven path.

Lesson 8 Assignment

Take a few minutes to brainstorm the product driven path... There are some great questions in this lesson – Do you have a low hanging fruit available to you? What are you interested in? What do you have that may already be selling well? Make a list, then move onto Lesson 9.

See you in the group...

Ryan Reger with Jenni Hunt, Jim Cockrum and Brett Bartlett
PL the Easy Way Mentoring Program

Coming Up Next...

In Lesson #9 we will go deeper into choosing a product using the customer driven path.



Private Label the Easy Way: Mentoring Program

Lesson #9

Choosing a Product via the Customer Driven Path

Ryan Reger
with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PRIVATE LABEL
THE EASY WAY *mentoring*

PRIVATE LABEL THE EASY WAY
CHOOSE A PRODUCT

PRODUCT DRIVEN

CUSTOMER DRIVEN

KNOWLEDGE

CONTACTS

CURRENT ITEMS

LOW HANGING FRUIT

RESEARCH

REVERSE SOURCE

TRENDS

KEYWORDS
ETSY/PINTEREST
GOOGLE

PPI

VALIDATE

with the **7**
Step Test

YES

NO

SOURCE

LIST & SHIP

TEST WITH ADS

WINNER?

YES!
ORDER MORE

NO

START OVER

20

ProvenPrivateLabel.com

Introduction

Here again is our handy infographic on the previous page.

In this lesson we're going to go deeper into the customer driven path for choosing a product to test.

Let's get right into it.

Ready to dig in?

Good... let's go.

Your Lesson...

Choosing a Product via the Customer Driven Path

What we mentioned in lesson 7 is worth repeating - Keep in mind that the product driven and customer driven paths are not mutually exclusive. *Think of them as starting points to begin product selection.* For example, we put Proven Performance Inventory (PPI) in the customer driven path, but you can start with something you have knowledge about (product driven path) and then run it through the PPI system. It is not necessarily one or the other. They both converge at the bottom with the testing phase of running ads to gather customer data to determine whether or not you have a winning product and want to move forward. And that very idea of testing with ads is at the heart of the PPI program.

So how do we go down the customer driven path?

The key is to find out what customers are already buying and/or searching for. We are looking for what Brett Bartlett calls “golden gaps.” There are millions of them. You only need to find a few to be very profitable.

Here are some of the main ways:

- 1) Amazon Suggested Search Terms
- 2) Keyword Tool Dominator
- 3) Merchant Words
- 4) Keyword Inspector Trends Tool
- 5) Etsy, Pinterest, Google Trends

Amazon Suggested Search Terms

Do you know the predictive terms that pop up when you type in search terms in

the Amazon search bar? Those terms are Amazon trying to predict what you're looking for and they're giving you terms that are popular.

Popular = People are searching for them. What better way to find potential products than to have Amazon tell you what people are searching for?

Here's a video I did with my friend Abe Ortolani, the Amazon data mining expert, about how to use this feature - <https://youtu.be/IOGPgr6OFsg>

Keyword Tool Dominator

You can use this tool to find long-tail keywords on Amazon. It's free for 3 searches per day.

The best way to see how it works is to see it in action. Abe demonstrates this tool in a video here - <https://youtu.be/tC8znJOF2SM>

Merchant Words

Do you want to know how many times a certain keyword and its related keywords are searched on Amazon? Merchant Words is perfect for that.

It's normally \$30 per month, but get it for only \$9 per month using the Friends of Skip McGrath discount - <https://www.merchantwords.com/offer/friendsofskip>

Check out Abe's Merchant Words video here - <https://youtu.be/nMJw8lqVbDI>

Keyword Inspector Trends Tool

Abe calls this his "bread and butter". It's by far the best tool for finding hot keywords that Amazon buyers are searching for. The trends tool is \$39.95 per month, but you can purchase annual access and get almost 4 months free using this link - [Trends Tool Annual Special](#)

Here's the video Abe did showing how to use the Keyword Inspector Trends Tool - <https://youtu.be/llXTyEFZDms>

Etsy, Pinterest, and Google Trends

These sites can be especially helpful for finding out what's trending in different niches.

For Pinterest there is a site called Repinned (<http://repinned.net/>), which tracks popular pins. You can search by category to see what's hot in each niche. If you're into bundling Etsy and Pinterest will provide a wealth of ideas for complimentary products.

Lesson 9 Assignment

Spend some time looking at the tools available to you. If you have any questions or maybe you are aware of other tools that are working for you... share them in the group! There are always new tools coming out that make research easy.

See you in the group...

Ryan Reger with Jenni Hunt, Jim Cockrum and Brett Bartlett
PL the Easy Way Mentoring Program

Coming Up Next...

In Lesson #10 we will talk about the 7 step test and how to validate your potential private label products.



Private Label the Easy Way: Mentoring Program

Lesson #10 Validating your Product for Private Label

Ryan Reger
with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PRIVATE LABEL
THE EASY WAY *mentoring*

PRIVATE LABEL THE EASY WAY
CHOOSE A PRODUCT

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CUSTOMER DRIVEN

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NO

SOURCE

LIST & SHIP

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WINNER?

YES!
ORDER MORE

NO

START OVER

20

ProvenPrivateLabel.com

Introduction

Here once again is our handy infographic on the previous page. We're going to be referring to it a lot as it serves as a great visual for the easy way process.

In this lesson we're going to talk about validating your products for private label.

Let's do this.

Ready?

Good... let's go.

Your Lesson...

Validating your Product for Private Label

Does your product make the cut?

This is the lesson that answers that question...

In the book I introduced the 7 Step Test. Use this test to determine if your product is a good candidate for private label.

7 Step Test for Private Label

1. Generic (Non Brand-driven)
2. Small
3. Easy to replicate
4. Not many working parts
5. Price Range
6. Sales Rank
7. Reviews

Let's look at each of these more closely.

Generic (Non Brand-driven)

You'll understand this if I tell you some items that are brand-driven: a Nike shoe, an Iphone, Beats Headphones, and a Coach purse.

When I say these items are brand driven I mean that people buy them because they want that brand. The brand drives the sale. In addition, products that have brand recognition on them are items to avoid. Brand recognition items would be like an NFL blanket, BMW accessory, etc.

In contrast, someone buying a cookie sheet is more than likely not looking for a

specific brand. Any cookie sheet will do. Since it's not brand driven, a cookie sheet could be a good potential private label product.

Just because an item is brand-driven doesn't mean you couldn't private label an accessory for it. An iPhone case would be an example of a potential private label item, although it's a very competitive niche.

Small

A refrigerator would obviously be a bad candidate for a private label product. So what size is ideal? Ideally anything that is not going to incur oversize fees with Amazon.

Here's Amazon's definition of an oversized unit: "The dimensions and weight of the product being fulfilled determine whether the product is oversize or not. Oversize rates apply to any packaged unit that weighs more than 20 lbs or with its longest side more than 18", its shortest side more than 8", or its median side more than 14". A Unit exceeding any of these dimensions is Oversize."

However, if you can private label something that is oversize and still have a healthy margin then go for it. A whole lot less sellers are going to be going after oversized items.

Easy to Replicate

This test applies more if you're needing to have a product manufactured. Basically the simpler the better as you'll have more options for suppliers.

Not Many Working Parts

A vacuum cleaner would be a challenging private label product because of all the moving parts, but a spatula on the other hand would be a good candidate.

Price Range

My suggestion for price range is between \$10 and \$50. If it is less than \$10, FBA fees will squander much of your profit. If it is over \$50, then inventory gets really expensive. That doesn't mean if you come across a tremendous opportunity that is outside these guidelines than you should ignore it. Just remember – these are guidelines. I have recorded two workshops called “4 Weeks and \$100” with Christi Michelle, who is one of the experts in our mentoring program. In those workshops Christi details her process of launching private label products in under 4 weeks and with less than \$100. The reason I mention it here is that many of her examples are items that retail for less than \$10, but the margins are insane. For example, she may find an item for \$.79 that she can sell for \$8.99. I'll take those margins all day long!

Sales Rank (Demand Test)

Sales rank helps determine if there is enough demand for your product. For sales rank you want to see how competitor's listings are doing. If the top 5 or 10 listings all have stellar ranks (less than 1000 in my option) or thousands of reviews , the demand may be high, but you may have a tough time competing. Many of the courses out there teach that you want to find a product that you can get into the top 2 or 3 on page one. Mine have never been in the top 2 or 3 and yet I still do well and I am happy with the results.

I don't have a hard and fast rule for sales rank with the Easy Way. Obviously the lower the rank the better. Some other courses I have taken suggest not to select a product in which the top 3 listings have a rank over 5000.

That's not bad advice at all. I hesitate to place strict guidelines on this because everyone's business is different.

I wouldn't start with a product that had a 1,000,000 rank in Home and Kitchen even though that is in the top 3%, but if that was my 3rd or 4th product and I'm using the Easy Way method and it's coming from the same supplier as my other products then I might.

However, I do like to use Jungle Scout's Chrome extension to see how many units the competitors are selling. If the product you're considering is a camera tripod here's what I'd do:

- 1) Run a search on Amazon for "Camera tripod".
- 2) Run the Jungle Scout Chrome extension on that search results page.
- 3) Look at the column titled "Est. Sales" which means estimated # of sales per month.
- 4) For the top 10 listings I want to see a cumulative amount of at least 750 sales per month among the top 10.**

Why 750? That's just my threshold. Again, this is your business so feel free to adjust.

Reviews (Competitiveness Test):

Is your product too competitive? We can determine how competitive an item is by looking at the reviews for a product. Here is what I mean...

For reviews, I again use Jungle Scout. With the same Jungle Scout results still showing from the Demand test, I then look at the "# of Reviews" column.

To pass this test I want to see 3 or 4 of the listings out of the top 10 have less than 50 reviews.

Here's a video I did that explains the last 2 tests – https://youtu.be/v6e_Dw4k5NY

Does your product pass the 7 step test?

Yes? Then it's time to move on to the next step.

No? That's okay. Just pick another product.

Once you have done this a couple of times you'll be thinking about the 7 step test as you're looking at potential products. So rather than pick a product then run it through all 7 steps you'll be looking for products with the 7 step test in mind. You will automatically start to look for generic non brand-driven items that are small, without many working parts and within a certain price range. You'll be able to filter through potential products rather quickly. Then the only 2 tests left to pass are the last two: Demand Test and Competitiveness Test.

In lesson 8 I mentioned Jungle Scout's Web App. It's my absolute favorite tool in the product driven path that helps you find potential private label products and you can validate the product all at the same time. I can't possibly do it justice in words. Here's a video I created showing how it works –

<https://youtu.be/3p7TN5iIgvU>

Now you know how to validate your products.

Lesson 10 Assignment

Find 3 products and run them through the validation test before moving on to the next step.

See you in the group...

Ryan Reger with Jenni Hunt, Jim Cockrum and Brett Bartlett
PL the Easy Way Mentoring Program

Coming Up Next...

In Lesson #11 we will go into how to find a supplier.



Private Label the Easy Way: Mentoring Program

Lesson #11 Finding Suppliers

Ryan Reger
with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PRIVATE LABEL
THE EASY WAY *mentoring*

PRIVATE LABEL THE EASY WAY
CHOOSE A PRODUCT

PRODUCT DRIVEN

CUSTOMER DRIVEN

KNOWLEDGE

CONTACTS

CURRENT ITEMS

LOW HANGING FRUIT

RESEARCH

REVERSE SOURCE

TRENDS

KEYWORDS
ETSY/PINTEREST
GOOGLE

PPI

VALIDATE

with the **7**
Step Test

YES

NO

SOURCE

LIST & SHIP

TEST WITH ADS

WINNER?

YES!
ORDER MORE

NO

START OVER

ProvenPrivateLabel.com

2.0

Introduction

Here we go! Time to look at Suppliers...

You have taken some time now to narrow down to a few products that you are interested in testing for private label. The task at hand now is to gather a list of potential suppliers for each of your potential products.

The goal here is to get a few potential suppliers for each product. Finding a handful of suppliers for each of your potential private label products not only gives you more choices, but it can help you get better pricing. Some products may not lend themselves to have this many suppliers – that's alright. We want you to understand the value and purpose behind not just going with the first supplier you find.

Alright – ready to start looking?

Let's dig in...

Your Lesson...

Finding Suppliers

So... Where do you go to find potential suppliers?

1. Google
2. Supplier Directories
3. Amazon.com
4. Niche Sites
5. Retail Stores
6. Alibaba

Let's look more closely at each of these...

1. Google

Of the six listed above just doing a google search, in my opinion, is the best way to search for suppliers. However, there are some tips and tricks that can help make your research more efficient and effective.

Manufacturers don't normally have beautiful websites that are easy to find... so don't settle for just page one results. Dig down into 2, 3, 4 and even beyond.

Let's stick with our camping theme and say we want to find a private label supplier for some camping tent stakes.

Your main searches will be:

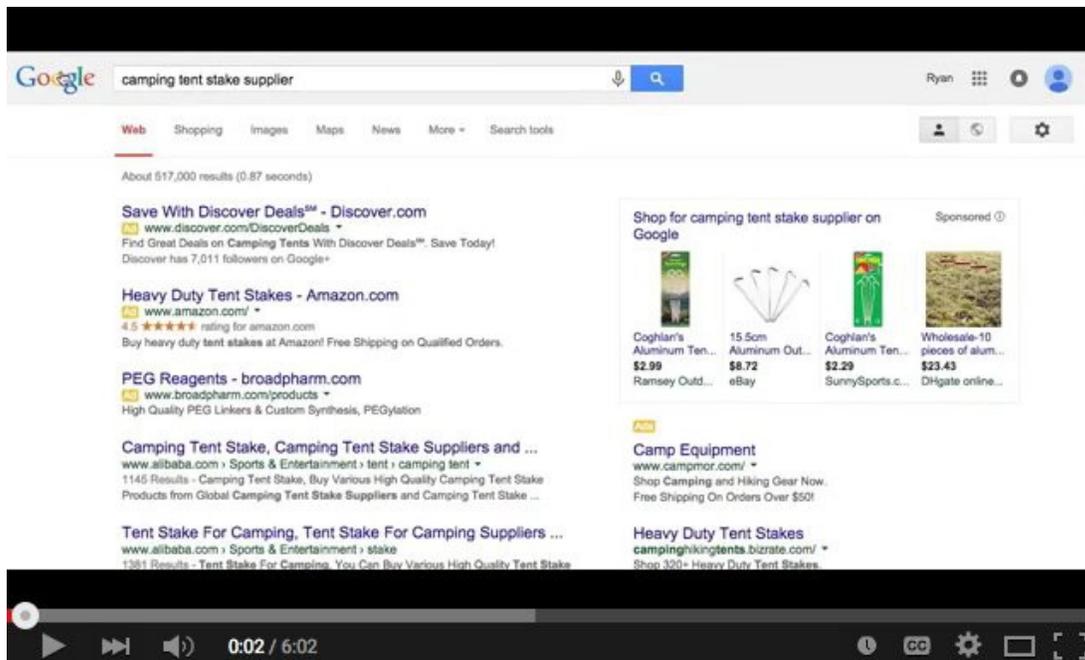
"camping tent stakes supplier" or "tent stakes supplier"

"camping tent stakes manufacturer" or "tent stakes manufacturer"

"camping tent stakes private label" or "tent stakes private label"

"camping tent stakes wholesale" or "tent stakes wholesale" (Wholesale companies are my favorite private label suppliers so this one is my favorite search)

Here is a video I created showing this process:



<https://youtu.be/3niGvzsnTo0>

Google Search Tips:

Tip #1: Use Quotes for Exact Matches

A google search for "camping tent stakes supplier" (without the quotes) brings up some listings that aren't relevant. If you put quotes around "camping tent stakes" then google will only display results from sites that have that exact phrase – not just some of the keywords in the phrase.

Also you might want to look at the related searches at the bottom of the page for more ideas.

Tip #2: Exclude Non Relevant Sites

Let's say that you are getting a lot of results from sites that aren't applicable – maybe like a Bass Pro Shop if you are in the camping niche... Or maybe Walmart keeps coming up hogging the results...

Here is how to eliminate results from certain sites:

Add `"-site:Site Name"` without quotes.

Here is how you use this... To eliminate results from Walmart, you would type in `"tent stakes supplier -site:walmart.com"` without the quotes.

If you wanted to eliminate Walmart and Bass Pro Shop, your search would look like this:

`"tent stakes supplier -site:walmart.com -site:basspro.com"` without the quotes.



Here is a quick video I created illustrating this: <https://youtu.be/VAs8hqb7xNs>

2. Supplier Databases

While I believe Google is the best way to find potential suppliers, there are also other methods that can yield great results. One is finding supplier databases.

Here are a few:

<http://www.thomasnet.com/>

<http://www.ttnet.net/>

<http://suppliers.privatelabeltheeasyway.com>

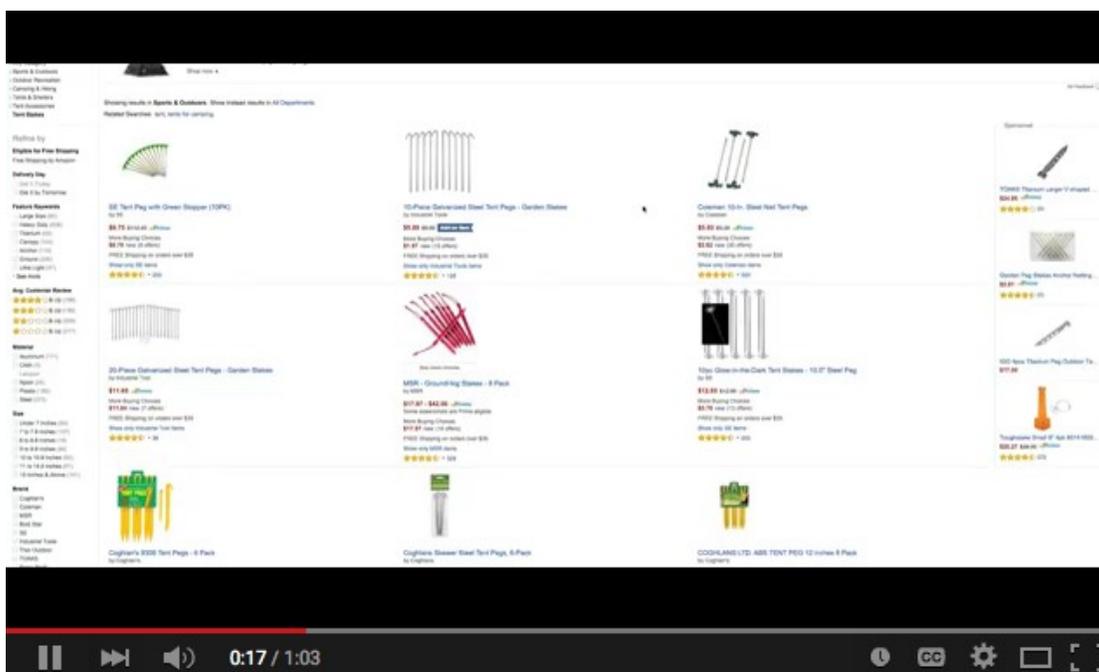
[There is a file in the private FB community with this list and any additions that members may have]

3. Amazon

Amazon itself can be a good source to find potential suppliers. Sticking with our tent stakes example, you would simply type in “tent stakes” without the quotes in the Amazon search bar and look through the results.

Underneath the product title it will say “By [Company Name]”. This could be the manufacturer or at least a good contact for finding a private label tent stake supplier.

Here is a quick video showing this process:



<https://youtu.be/clwK1mW9Yhk>

4. Niche Sites

Looking for niche sites simply means finding websites that sell the item you are interested in and just as we did in the example above on Amazon, see if you can

find suppliers listed with the products.

For camping, some of the sites I would search are:

Cabellas.com

basspro.com

gandermountain.com

rei.com

backcountry.com

sportsmansguide.com

I'm sure there are many many more, but digging around sites like this could help you locate potential suppliers and give you other product ideas in the same niche.

5. Retail Stores

If camping was my niche and I was interested in private labeling tent stakes, I would go to the physical version of stores like Cabellas and Bass Pro Shops and other sporting goods stores and look for tent stakes... then check the back of the packaging.

The manufacturing might be listed on the back or there might be some contact information.

Sometimes private label items will say something like "Manufactured by" and then give the name and below that say "For [Store Name]". So you might find that Cabellas has a private label version of a tent stake. The packaging might say "Manufactured by ABS Tent Stakes for Cabellas"

Being able to hold it in your hand can be valuable for when you get into the packaging phase as well because you will know what competitors are doing and how you might be able to make the packaging better or copy it... or what type of logo or picture you may need.

6. Alibaba or Aliexpress

I know this is the “Easy Way”, but that doesn't mean that www.Alibaba.com and www.Aliexpress.com is off limits. If you find better pricing or are having difficulty finding a domestic supplier for your particular product... then Alibaba and/or Aliexpress can be a good resource. It is easy to use – you can search by product type or category.

Several experts in this mentoring group have successfully used these sites for their products and didn't have to place a huge opening order. I know of another seller that was able to place an order of only 100 units at a very competitive price.

In addition, by using verified suppliers, there is a level of protection to make the transaction much safer.

In conclusion... There are many options when looking for a supplier for your product. One last option that wasn't mentioned above was using Trade Shows to find a private label supplier. We attended Coffee-Fest with the intent to find a Private Label supplier and although not all the coffee vendors were promoting private label services, almost all of them had a private label offering. We were able to talk with various suppliers all in one place by attending a tight niched trade show. The beauty of Trade Shows is you don't even need to attend to get access to the vendor list! As an attendee, you receive show emails and usually have access to the vendors and show specials. The good news is there are thousands of trade shows around the world that you can “attend” and build a huge list of suppliers from.

Reverse Product Selection

Sometimes it may be easier to find a supplier than to choose a product. In this case, why not reverse engineer the process? If you have a supplier with a great selection of items that can be private labeled then simply find the ones that fit the validation steps and test one by sending it into Amazon and gathering data to determine whether it's a winner or not.

Lesson 11 Assignment

Your assignment for this week is to **choose suppliers for your private label products.**

Use the sources to find a few potential suppliers for each of your product ideas.

If you are still looking for a product - use the Facebook group to help with brainstorming... there are PLENTY of products out there for all of us!

See you in the group...

Ryan Reger with Jenni Hunt, Jim Cockrum, and Brett Bartlett
PL the Easy Way Mentoring Program

Coming Up Next...

In Lesson #12 we will be discussing how to contact potential suppliers.



Private Label the Easy Way: Mentoring Program

Lesson #12 Contacting Suppliers for Private Label

Ryan Reger
with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PRIVATE LABEL
THE EASY WAY *mentoring*

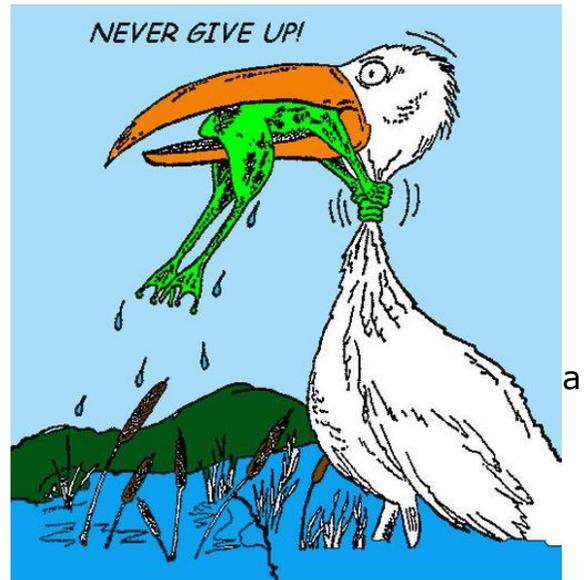
Introduction

“It's always to soon to quit!”

- [Norman Vincent Peale](#)

The last few lessons and this one are the most challenging in this whole process, but don't quit. You can get through this.

Over and over again this is where people get stuck. Don't let this happen to you... sourcing product does not have to be difficult. Armed with Ryan's “magic question” you will easily find supplier after supplier to source from.



If, however, you reach a point in this journey where it seems difficult, go back to your goals and your “why” of doing this. Remember that you have a plan for success... and you have the tools and resources to get there. Let that give you the motivation to forge ahead.

It is okay if you have to go back and select another product. The important thing is to just take action and never give up.

This is not a race and it's not a bad thing if it takes longer than expected to get your product going. Just take it one step at a time. You will get there.

Let's dig in...

Your Lesson...

Contacting Potential Suppliers

At this point, you have found some potential suppliers. Now is the time to start contacting them.

Tips for Contacting Suppliers:

1. Relax

Relax. Chill Out. *Be Cool*. Whatever word calms you down. Deep breaths. This may sound silly – but, it can help to remind yourself that the person on the other end of the phone is just another human being. They're not scary. Don't allow them to intimidate you. We have a family motto that applies to business so well. Here it is: *Do It Afraid*.

2. They Need You

That person you're talking to needs you just as much (maybe more) as you need them. Keep in mind, they are trying to sell their products and they need buyers. You both really have the same goal... but, if you keep in mind that they need you – it can help you feel (and be) in control of the conversation. You're qualifying them as much as they're qualifying you.

3. Be Big

Act bigger than you really are. The vendor doesn't know who you are... they just know you are there and are assuming you are there to buy. *You are building a brand and will be ordering large amounts of inventory* – so keep that in mind. You may be just starting out and feel like you're a small fish in a big pond, but act like you own the place and can buy out all their inventory if you wanted to.

4. **Fake It**

Act confident even if you don't feel confident. Fake it 'til you make it.... and come prepared. Know the supplier and their offerings as best you can before you approach them... you'll be more confident because you have prepared in advance and already know about their product.

5. **Take Notes**

Take notes. What do you need to write down? Write down key points of a conversation – *Pricing Tiers, Lead Time, etc.* and use the spreadsheet. ;-)

6. **You Only Need One**

It doesn't hurt to have multiple supplier options – especially to play them against one another, but if you find one right away and you are comfortable with them, feel free to go with them.

7. **Get On The Phone**

Email is fine, but phone is best. If the thought of picking up the phone and calling a supplier completely freaks you out, then start with email. The phone is best for building a relationship, getting answers quicker, and showing you are serious... but email can still get results.

8. **Build a Relationship**

This is probably the most important thing to remember when contacting suppliers. You (and the supplier) benefit when your goal is to build a relationship with them. Sure, you want to make money... and they do too! But, getting personal and letting them know that you are just looking for samples to test and collect solid data on... but once the products prove to perform you will be buying large amounts. Let them know you are looking to build a relationship with a supplier you can work with on a long term basis – not just for a few items.

I know you are just getting started in the process, but you do not have to act like a rookie when contacting suppliers. **You are an established company and are building a brand.** You are a serious player – not a tire kicker.

When you approach a supplier, it is helpful to understand their language. Every day more and more suppliers are developing and offering their own “private label” program... and it can work out very well if the way they are offering PL works for your business model. However, we have another way to approach suppliers that works wonders. In fact, almost every supplier we have approached with Ryan's magic question has had absolutely no qualms about working with us.

Here's the deal...

When you ask a supplier, “Do you have a private label program?”

They hear, “Do you have a program in place where you will repackage, design and print my logo on your product?”

Having a supplier repackage, design and print your logo on their product increases their (and your) costs and often requires a much higher minimum because it isn't worth all the set up for that type of program unless there is a high order coming.

Ryan's magic question easily gets you over this hurdle... in fact, it removes it completely.

Here is what you do...

Simply ask this magic question – and, I cannot emphasize this enough – leave the words “private label” out of it and ask just like this:

“Can I take your product out of it's original packaging and put it in my own?”

That is it. Suddenly, the supplier doesn't care what in the world you do with the product and you can buy just a case to start.

Remember. Ask Ryan's Magic Question:

“Can I take your product out of the package and put it in my own packaging?”

Important

When you say the word “Private Label” your potential supplier will most likely think that you are wanting them to do the work of making their item your brand (Switching out packaging or adding your logo).

If they do the work they will probably require a large minimum order to justify doing the work.

However, if you tell them that you want to purchase their brand as-is and do the work on your end then you should be able to buy very low minimum quantities.

Information You Need From Supplier:

- **Do they have the product you are wanting to private label?**

If they don't have it then don't be shy about asking if they know another company that does.

- **Do they do private label?**

Some companies may not have a formal private label program so be careful how you ask this. The company I found does not have a program, but when

I asked "Can I take your product and put my label on it" they were completely fine with it. Read the Gray box above.

- **Pricing Tiers**

Instead of coming out and saying "What is your minimum order quantity?" ask what their pricing tiers are.

What I mean by that is at what quantity does the price go down. For example, it might be that up to 500 units the price is \$5. Between 501 and 1000 units the price goes down to \$4.75. Between 1001 and 2000 units the price is \$4.50. And anything over 2000 units the price is \$4.00.

Even though you might really want to know the minimum order quantity (MOQ), you position yourself as larger than you are when you don't come right out and ask that.

- **What is the lead time? Or, How long will it take to get your products?**

A couple of weeks is normal, but if you are doing the work of changing packaging and all they have to do is ship you their product... then there is no reason they shouldn't be able to get you your items within a few days.

- **How does the process work?**

Do they have designers that can put your logo and design your packaging or will you have to have that done elsewhere or even do it yourself? Can they ship to Amazon for you if you supply the labels?

- **Go in with the plan to build a long term, mutually beneficial relationship.**

At this point, you are just gathering information, but if you find a supplier that is a good fit for the product(s) you are looking to source... then don't hesitate to go ahead and ask for a sample and move forward in the process.

Lesson 12 Assignment

Your assignment is to contact the suppliers you found and gather information.

See you in the group...

Ryan Reger with Jenni Hunt, Jim Cockrum and Brett Bartlett

PL the Easy Way Mentoring Program

Coming Up Next...

In Lesson #13 we will discuss what to do if your product is only available overseas.



Private Label the Easy Way: Mentoring Program

Lesson #13

What if your Product is only available Overseas?

Ryan Reger
with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PRIVATE LABEL
THE EASY WAY *mentoring*

Introduction

“If the plan doesn't work, change the plan, but never the goal.”

~Author Unknown

Sometimes it is easy to get a bit discouraged in the research phase of developing your own Private Label product. Research can be a tedious thing... keep in mind that you only have to find ONE to start.

But then, once you've done the research and found a good product, you can't find a supplier... which means more research.

Don't give up! Although this program focuses on Private Label the “Easy Way” and finding a domestic supplier – we also recognize that sometimes you just have to expand your research for a supplier and look outside of the US.

If you are having difficulty finding your product domestically, maybe it's time to try sourcing overseas... That is what we are focusing on in this lesson.

Let's dig in...

Your Lesson

Overseas Suppliers

As you well know, many items are already being made in China; therefore, it might be easier and even more cost effective to source there for your product. Sometimes you can even do it without huge minimums – at least to get started.

The 5 Main steps to sourcing in China are:

1. Go to Alibaba.com or Aliexpress.com
2. Search for your product
3. Contact Suppliers
4. Order Sample(s)
5. Place Your order

I know this may look overly simplified, but contacting suppliers in China is a similar process as contacting suppliers domestically. There are some unique challenges when sourcing in China that we have discussed in the book, but these challenges are surmountable.

Skip McGrath, an expert in the Mentoring group, and a long time importer of products overseas uses Aliexpress.com because he says he can order smaller quantities to test.

You can use either site, but before getting started I recommend clicking on the “Trade Assurance” link at the top right on Alibaba.com and the “Buyer Protection” link at the top right of Aliexpress.com.

Checking out these pages will give you some confidence in ordering from these

sites and will overcome the major hurdle most people have with sourcing in China. Also – here are some links for each site with more information about them:

<https://helppage.aliexpress.com/buyercenter/index.htm>

<http://service.alibaba.com/buyer/cp/quickbuyerguide.php?spm=a2700.7717180.1998538254.2.KLQLyC>

If you are using Alibaba.com, then simply type in your product in the search bar at the top.

Once it brings up the list, you can filter the results by:

- 1. Trade Assurance** – Trade Assurance covers you for one-time shipments and pre-shipment product quality up to a certain amount.
- 2. Gold Supplier** – Alibaba verifies that the supplier is registered to do business.
- 3. Onsite Check** – Premises have been checked by Alibaba.com's staff to ensure onsite operations exist there.
- 4. Assessed Supplier** – Assessed Suppliers are Gold Suppliers who have been inspected onsite by a third-party inspection company.

Here are two short videos demonstrating how I search for tent stakes on both Alibaba and Aliexpress:

VIDEO: Alibaba Research - <https://youtu.be/JNrADQLYGm4>

VIDEO: Aliexpress - <https://youtu.be/-Fq-zB57AYo>

Not every supplier on Alibaba does a great job of responding, so you might have to contact several to get to the one you end up using.

Greg Mercer, our friend from Jungle Scout, created an amazing “how to” on contacting suppliers in China. [You can download it HERE](#). It will also be posted in the Mentoring group on Facebook in the files section. As Greg says, he has had to contact 15-20 suppliers for just one product. That is quite a bit, but it will help you get the right supplier.

Aliexpress is more like eBay. You can order directly from their site in small quantities and have it shipped directly to you via DHL for a nominal amount – definitely lines up with the Easy Way method.

All to say – whether you find your product domestically or end up having to go overseas, the important thing is to keep the process moving along so your private label product can become a reality.

And keep in mind that the experts on the expert team have worked the overseas supplier “ocean”. Don't be afraid to ask questions there and tag the experts to get answers... We want to help you succeed however we can.

Lesson 13 Assignment

Your assignment is to use Alibaba or Aliexpress to search for and contact potential suppliers if you are stuck with your domestic search.

See you in the group...

Ryan Reger with Jenni Hunt, Jim Cockrum, and Brett Bartlett
PL the Easy Way Mentoring Program

Coming Up Next...

In Lesson #14 we will discuss testing your product.



Private Label the Easy Way: Mentoring Program

Lesson #14 Testing your Product

Ryan Reger
with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PRIVATE LABEL
THE EASY WAY *mentoring*

PRIVATE LABEL THE EASY WAY
CHOOSE A PRODUCT

PRODUCT DRIVEN

CUSTOMER DRIVEN

KNOWLEDGE

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CURRENT ITEMS

LOW HANGING FRUIT

RESEARCH

REVERSE SOURCE

TRENDS

KEYWORDS
ETSY/PINTEREST
GOOGLE

PPI

VALIDATE

with the **7**
Step Test

YES

NO

LIST & SHIP

TEST WITH ADS

WINNER!

YES!
ORDER MORE

NO

START OVER

20

ProvenPrivateLabel.com

Introduction

Here again is our handy infographic on the previous page.

In this lesson we're going to discuss testing your product to determine whether it's a winner or not. This is the whole reason you are buying small(er) quantities to send in... so you can test and retrieve data so you can make an informed decision about whether this is a product you want to pursue.

This is a long lesson so let's get right into it.

Ready to dig in?

Good... let's go.

Your Lesson...

Testing your Product

We mentioned this before, but it's worth repeating. **NEVER** order thousands of units based on research done prior to actually sending it into Amazon and gathering data from sponsored ads.

Important

NEVER order thousands of units based on research done prior to actually sending it into Amazon and gathering data from sponsored ads.

You have validated your product and found a supplier. *Now it's time to find out if your product is worth pursuing.* The only way to do that is to gather data on Amazon itself and the best way to do that is to run sponsored ads.

The data we want to gather is:

1. Impressions
2. Cost per Click
3. Sessions
4. Conversions (Sales)

We'll explain these in this lesson.

Brett's Proven Performance Inventory Course is the guide for this whole process of testing products using sponsored ad data.

My friend Mike Russo also did a workshop recently called "Amazon PPC: Keyword Research, Keyword Optimization, and Real Data". I will be referring a lot to it in

this lesson. You can access the replay here – <https://youtu.be/Gam16-GOpB4> and the slide deck [HERE](#).

In that workshop Mike introduced his steps for testing products.

WORDS SELL PRODUCTS- “THE STEPS”

- 1) Identify Keyword Search Terms by targeting a competitive product on page 1.
- 2) Purchase a product (Private Label “Easy Way) **Don't hesitate! Test Phase!**
- 3) Create a Unique Listing (UPC) that is optimized with Keywords. Recommend a “Skeleton Listing” with 3 Photos and 1 Good Hero Image.
- 4) Send the Product to FBA.
- 5) Begin the Amazon PPC campaign, using **Exact Keyword Search Terms.**
- 6) Run for 7 days and analyze a) **Impressions** (traffic) b) **CPC** (ease of ranking) c) determine **Pricing** points.
- 7) Use your data from Step 6 to re-optimize your product listing.
- 8) Adjust your Amazon Campaign (if required) with **Exact keywords** to match your product listing.
- 9) Analyze the keyword search terms, and improve your product or bundle to coincide with your vetted keyword search terms and price points.
- 10) Proceed to create an Advanced Listing (Copy, Images, Brand Registry (if warranted))
- 11) **Rinse and Repeat with New Test Products 1- 4 per month.**

At this point you already have completed #1 (Identify Keyword Search Terms) and #2 (Purchase a product). In this lesson we're going to begin with step #3 – **Create a Unique Listing.**

But we're not going to create a fancy listing just yet. Since we're not sure this product is a winner don't put hours of work into the listing initially. Just create what we call a skeleton listing.

Your skeleton listing should include at least the following:

- A title that begins with what you think is the main keyword phrase
- 1 good main image (hero image) and at least 3 other images

- A strong feature or benefit in the title (under 200 characters) that makes your product different or beneficial

Remember. **At this point all you're trying to do is gather data**, but in order to get clicks it's super important that your skeleton listing features an attractive main hero image (the one that shows up on the search results page) and that your title includes 1 to 2 main keywords with a strong benefit or feature. Including these will help you get accurate data so you can make a buying decision later.

To create a unique listing you'll need a UPC code. We get ours from nationwidebarcode.com.

Once you have the skeleton listing simply send the product to FBA as #4 states. You *can* do merchant fulfilled for the testing phase, but the data you get will not be as accurate.

#5 is **Begin the PPC (Pay per Click) Campaign.**

In the PPI course, Brett does a great job detailing how to set up a PPC campaign – the budget, how many keywords, and cost per click limits.

Check out the video here - <http://provenperformanceinventory.com/finditonaz/7-how-to-set-up-sponsored-ads/>

We suggest using exact keyword search terms because we want to know exactly what buyers are searching for.

#6 is a very important step and it's **run for 7 days and analyze.**

Your 2 main questions that you want to get answered are:

- 1) Which keyword search terms are people using to find my product?
- 2) Can I compete?

You will answer these questions by analyzing the data Amazon gives you.

This is the step where you determine if you have a product worth pursuing and here is what you are looking for.

- 1) **# of Impressions**
- 2) **Low Cost per Click (CPC)**
- 3) **# of Sessions**
- 4) **# of Conversions**

Don't worry I'll explain each of these.

"Number of Impressions" and **"Low Cost per Click (CPC)"** are for keyword vetting and help determine category competitiveness. Basically, these tests will tell you if the keywords you chose are popular and how competitive this particular niche is.

Tests 3 and 4, **"Number of Sessions"** and **"Number of Conversions"**, will tell you how *your* specific product measures up by how many people clicked on your ad and how many sales you received during the test phase.

Here's a slide from Mike Russo's workshop showing some Amazon sponsored ads data:

ANALYZING AD GROUP- KEYWORDS

Keywords	Match type	Status	Est page 1 bid	Keyword bid	Impr	Clicks	CPC	Spend	Sales	ACoS
pill grinder	Exact	Campaign paused	\$0.33	\$1.00 match bid	1,529	5	\$0.41	\$2.04	\$39.94	5.1%
Pill crusher for pets	Exact	Campaign paused	\$0.50	\$1.00 match bid	49	0	—	\$0.00	\$0.00	0.00%
pill crusher	Exact	Campaign paused	\$0.28	\$1.00 match bid	28,185	152	\$0.51	\$77.66	\$144.79	54%
pill crusher and storage	Exact	Campaign paused	\$0.75	\$1.00 match bid	14	0	—	\$0.00	\$0.00	0.00%
crusher for pills	Exact	Campaign paused	\$0.70	\$1.00 match bid	26	0	—	\$0.00	\$0.00	0.00%
tablets crusher	Exact	Campaign paused	—	\$1.00 match bid	0	0	—	—	—	—
medicine crusher	Exact	Campaign paused	\$0.20	\$1.00 match bid	0	0	—	—	—	—

We listed a Product that would be relevant to the top search terms, and optimized a listing.

The Ad group the keywords **“Pill Grinder”** and **“Pill Crusher”** are the top performing keywords for total impressions.

Note: the **CPC** is only **\$0.41** & **\$0.51** which is really good for more exact/broad search terms.

of Impressions Test

The # of Impressions test will tell you how many people are searching for that exact search term on Amazon during a given period of time.

To pass this test you want at least one of your keywords to get a minimum of 1000 impressions per week (7 days).

If one of your keywords doesn't pass this test then you can run another one in its place or run the ad for another 7 days to gather more data.

Low Cost per Click (CPC) Test

The CPC test will tell you how competitive the category is. Expensive CPC indicates competitive keywords and it will be harder to rank for the keyword used to find a product in that category.

To pass this test you want your main keywords to have a cost of less

than \$.60 per click. If it's too much more than that you're in an area that's too competitive.

Although some sellers may have differing thresholds, know that the higher the CPC the more competition you're going to face.

This slide explains some typical issues regarding impressions and CPC and how to fix them:

TROUBLESHOOTING BASICS

Troubleshooting your campaigns

I am not getting impressions for my keyword phrases?

There are times when Amazon just doesn't think that your keyword is relevant. If you feel that the term is relevant then you need to make sure that you have inserted it into your backend Search Terms field under the Keywords tab. If you feel that the term is of high importance then you will want it to be put into your product title. If this is all in place then it may be helpful to bump up your bid to try and prime the pump.

I am getting lots of impressions and clicks but no sales?

This is typically due to your listing and how convincing it is on the page itself. This is not usually attributed to your showcase or main photograph. Instead look on the product page itself. You need to ask yourself some questions. Does my secondary photographs show my product being used as it is supposed to? Is my product title to the point and easily read? Are my bullet and product description copy correct?

You will want to refer back to Chapter #3 of this book for insight on this important task. You may be thinking that your competitor is falsely clicking on your ads. It is possible that this is true, but in most cases where the clicks are not concentrated on 1 keyword phrase, the problem is in the product listing itself.

I am getting tons of impressions but no one is clicking on my ad?

This is typically due to how your ad is seen. There is something about that initial view that does not appeal to your customer. You need to ask yourself some questions. Is my main photograph up to the caliber of my competitors? Is my product priced correctly? Is my product title coordinated correctly?

In the different ad types your product will be presented with different amounts of your product title showing. Be sure and tweak your title so that it shows favorably in as many of the ad types as possible.

For the next 2 tests we'll refer to another slide.

ADVANCED BUSINESS REPORT PILL CRUSHER CASE STUDY

HOW TO GET THE BUSINESS REPORT

1. Login to Seller Central
2. Reports, then Business Reports
3. By ASIN- Detail Page and Traffic by Parent Item.
4. Select a 7 day range of Data
5. Download to a CSV

Title	Sessions	Session Percent	Page Views	Page View	Buy Box Percentage	Units Ord	Unit Session Percen	Ordered Product Sales
Pill Crusher	73	8.16%	91	7.73%	99%	8	10.96%	\$159.76

Goal: At least 30 sessions in 7 days, to start, with a Unit Session Percentage greater than 6%. Ultimately 30 Sessions daily for a successful Private Label.

of Sessions Test

The number of sessions is the number of visits to your listing by a customer within the date range in the report. So for the above example, it would be 7 days.

To pass this test you want to have at least 30 sessions in a 7 day period.

of Conversions Test

Amazon calls this the Unit Session Percentage and it simply means the number of sales your product received in that period of time divided by the number of sessions. To make this simple it's your conversion rate.

To pass this test you want your conversion rate or unit sessions percentage to be at least 8%.

Now to be clear if your product passes the # of impressions test and the CPC test, but not the # of sessions and conversions tests it doesn't necessarily mean you can't move forward with that product. You just might need to improve your main image (hero image) and/or sales copy or adjust your price.

If you have gone through the PPI course you have heard Brett ask *"Is it a traffic problem or is it a conversion problem?"*

Your answer to that question will determine how you troubleshoot.

Before we move on I must point out that Brett's team created an AMAZING tool that will help you understand how valuable even just one keyword can be. It's the PPI Calculator and you can access it here -

<http://provenperformanceinventory.com/finditonaz/33-ppi-calculator/>

Please watch Brett's video associated with it as he explains the relationship between CPC and the # of sales you can expect. This video alone will get you excited about the potential of marrying the PPI method to Private Label the Easy Way.

Back to Mike's 10 step process for testing products, in step #7 you will **use the data you got from the analyzation step (#6) to re-optimize your product listing.** If one keyword phrase isn't working then simply change it based on the data you gathered.

Since your listing is flexible the keyword phrases in your ads are also. If you change the keywords in your listing you'll want to **adjust them in your Amazon campaign** (Step #8) to match.

In step #9 you'll want to **analyze the keyword search terms and improve your product or bundle.** Remember. It's about the keywords and not the

product. *If the keywords are telling you that customers prefer a blue widget over a red one then source the blue one.* **This is why you never go deep until you have data to support it.**

So your process might look something like this:

Analyze data, Adjust listing, Test.

Analyze data, Adjust listing, Test.

Analyze data, Adjust listing, Test.

If your product is a winner and you're making sales *then and only then* move on to step 10 which is **create an advanced listing** with better sales copy and images. You might even consider Amazon Brand Registry at this point.

Lesson 14 Assignment

Follow Mike's 10 Step Process and begin testing your product(s).

See you in the group...

Ryan Reger with Jenni Hunt, Jim Cockrum and Brett Bartlett

PL the Easy Way Mentoring Program

Coming Up Next...

In Lesson #15 we will talk about Brand Names, Logos, and Packaging



Private Label the Easy Way: Mentoring Program

Lesson #15 Brand Name, Logos and Packaging

Ryan Reger
with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PRIVATE LABEL
THE EASY WAY *mentoring*

Introduction

“Value is in the perception of the beholder”

~Steven Bradley

At this point you have tested your product using Amazon sponsored ads and gathered some very valuable data.

If you have deemed your product a winner and you're ready to order more then this lesson is the next step.

We are now going to look at brand name, logos and packaging.

Let's dig in...

Your Lesson...

Brand Name

In choosing a product you might have already thought about potential brand names. Be careful to search those names in the USPTO Database. Follow these steps to learn whether or not your brand name is already taken or up for grabs.

The USPTO stands for United States Patent and Trademark Office.

To perform a search on the names you are thinking of calling your brand, go to: <http://www.uspto.gov/trademarks-application-process/search-trademark-database> and perform a "Basic Word Mark Search" by first clicking on the Use "Trademark Electronic Search System (TESS)".

You obviously don't want to pick the same name as another brand or you could face issues later.

We opted to trademark our brand name. In my opinion, this is a step you can take after you are certain you're going to stick with this product. We used Legal Zoom to file for our trademark, but I know there are other options out there as well.

Don't get stuck at this step. Your brand name matters... *but not that much.*

Obviously, if your product is camping tents, you might not want your brand name to be something like "The Christmas Store", which makes people think of a totally unrelated niche.

If you know that all you ever want to sell is camping related equipment, then

your brand name could be something like "Camping Essentials", but if you expect that you will venture off into other niches and want to have a general "umbrella" brand that sells products in many niches, then you might use a name like "JW and Sons" or probably better yet, just select a different brand for any products that won't fit under the first brand.

If you have been selling on Amazon for any length of time, you probably already know this, but just in case check out the following illustration to help understand the difference between your brand and seller name.

The screenshot shows an Amazon product page for a "Poco Divo 2-person Family Camping Dome Backpacking Tent". The product is sold by "Amazing Tech Depot" and fulfilled by Amazon. The price is \$17.77 with Prime shipping. The product is in stock and available for one-day shipping. The page also shows navigation menus, a search bar, and a shopping cart. Two blue arrows point to the brand name "POCO DIVO" and the seller name "Amazing Tech Depot".

If you feel like your seller name is too specific for the product you have selected, you can always change it. Honestly, I do not think your seller name is that important or needs to be at all related to your niche.

Logo and Packaging

After you select your brand name, you will want to get a logo and/or packaging designed. *Why?*

1. Pictures Sell Product on Amazon: When customers can't physically touch and feel your product, the pictures are the best way to connect with them. With 9 images available on Amazon for your listing, your packaging will likely be in one of those shots. If your design stands out among the competition you will get more sales.
2. Better Packaging = Higher Perceived Value. Your customers will associate your brand with quality and hopefully become repeat buyers and/or be interested in new products you launch.

However, when just launching your product I believe it's completely okay to use generic boxes with your logo sticker or poly-bags with your logo sticker or even without your sticker. In fact, I have a product that I have never switched over to nicer packaging and probably never will.

How do you figure out how you want your package to look?

- Look at other packaging for similar products already listed on Amazon
- Check out packaging at retail stores
- Do a search for your product on other online stores and see what other companies are doing

You will get some good ideas and inspiration for what you like and don't like from these three exercises.

Once you have an idea of what you want, you have three options:

1. Create it yourself – I **DON'T** recommend this unless you are a graphic designer and have some serious design skills.
2. Contact your supplier – They may have the ability to create your design in house. This is by far the easiest option since they already know the exact dimensions of your packaging and how it needs to look.
3. Hire a designer – Here are some resources for hiring your own designer:

Fiverr – This is where I found my designer. It did take me 1 or 2 attempts to find the right one though. Fiverr can definitely be hit and miss, but it is very inexpensive.

Upwork.com – Post a job and you'll have designers emailing you for the opportunity to work with you. Or you can seek out certain designers.

Elance.com – Post a job and you'll have designers emailing you for the opportunity to work with you. Or you can seek out certain designers.

99Designs.com – Definitely more expensive, but designers compete to give you the best design.

If you go this route, you will need to ask your supplier for the dimensions of the design so your designer can create it to exact specifications.

What else should you have on your packaging besides your logo and relevant pictures?

Again, the easiest thing to do is look at what other companies are doing for this same product and use that as a template for your own packaging.

Things you may want to include on your packaging:

- Benefits of your product – This would be similar to the bullet points you might have on your product page.
- Contact Information – website, address, phone #
- Any required information – if your product is grocery, you will want to have ingredients and nutritional information.

After you get your design proof back, always do this:

DOUBLE, TRIPLE, QUADRUPLE Check for errors – Mistakes on packaging don't exude quality.

Ask for feedback from others – Big companies use focus groups to design ad campaigns and packaging all the time. You don't have to hire an advertising firm to create a focus group for you, but it is a good idea to ask friends and family (or post in the FB group for feedback!) for their opinions.

IMPORTANT

DO NOT GET STUCK ON THIS STEP!!!!

In fact, I wouldn't even bother investing a lot of time on this step until you know your product is one that you want to move forward with.

Test! Test! Test!

I highly recommend implementing the Proven Performance

Inventory method of sending in a very small amount of your product, run sponsored ads on them, then decide if you want to move forward with your product. Then and only then would I consider investing money into nice packaging. Depending on the product you might not even need to have fancy packaging.

Lesson 15 Assignment

Your assignment is to start your brand name research and determine what type of packaging you want to go with.

See you in the group...

Ryan Reger with Jenni Hunt, Jim Cockrum, and Brett Bartlett
PL the Easy Way Mentoring Program

Coming Up Next...

In Lesson #16 we will discuss placing your first larger order and crafting a killer listing.



Private Label the Easy Way: Mentoring Program

Lesson #16

Placing your First Larger Order and Crafting a Killer Listing

Ryan Reger
with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PRIVATE LABEL
THE EASY WAY *mentoring*

Introduction

It's time to dive in deeper

Congratulations!!

You have tested your product and have determined it's a winner. Now it's time to place your first larger order. Keep in mind that you have done your due diligence... you have a plan... and this is when you get to see it all come together.

Let's dig in...

Your Lesson...

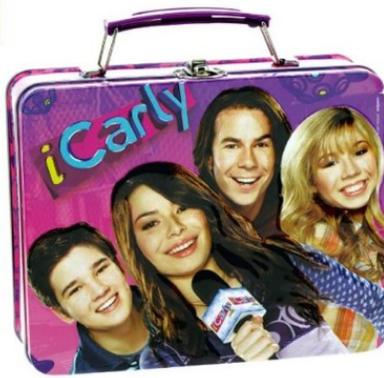
Placing your First Larger Order and Crafting a Killer Listing

Please don't move forward if you haven't tested your product like we talk about in lesson 15. NEVER invest hundreds or thousands of dollars into inventory that you have no idea if it's going to sell or not. The Proven Performance Inventory method that my friend Brett Bartlett teaches is a perfect companion to my easy way method of private label. Test Test Test. Once you have determined that your product is a winner you can then place a larger order.

If your test amount was 12 then maybe this time do 36 or 48. This totally depends on you and your comfort level, but at this point I still would not recommend buying hundreds of units.

While you are waiting on your order, you do not have to sit idle. You can begin working on your product listing.

As I put in the book, here is how NOT to do your product listing:



Click to open expanded view

iCarly Metal Box

by iCarly

Be the first to review this item

Price: ~~\$11.99~~
Sale: **\$6.10** + \$2.54 shipping
You Save: **\$5.89 (49%)**

Note: Not eligible for Amazon Prime.

Only 8 left in stock.

Ships from and sold by Fun to Collect.

• Includes one package of 1.

4 new from \$4.70

Share    

Qty: 1

\$6.10 + \$2.54 shipping
In Stock. Sold by Fun to Collect

 Add to Cart

or

Sign in to turn on 1-Click ordering.

Add to Wish List

Add to Wedding Registry

Other Sellers on Amazon

\$9.00 

+ Free Shipping
Sold by: DISCOUNT PARTY
HEADQUARTERS

\$9.67 

+ Free Shipping
Sold by: Your Party Delivered

\$4.70 

+ \$4.99 shipping
Sold by: LAYO'S SHOP

4 new from \$4.70

Have one to sell? 

Special Offers and Product Promotions

- Get free shipping on your order when you purchase \$100.00 or more from Fun to Collect. [Here's how](#) (restrictions apply)

Product Details

Shipping Weight: 9.3 ounces (View shipping rates and policies)

ASIN: B007Q0N9TQ

Average Customer Review: Be the first to review this item

Amazon Best Sellers Rank: #739,764 in Kitchen & Dining (See Top 100 in Kitchen & Dining)

Would you like to [give feedback on images](#) or [tell us about a lower price?](#)

Product Description

metal box icarly

Images

The picture is not bad, but there is only one. Use as many of the images you possibly can. Pictures sell products on Amazon – a picture really is worth 1,000 words. When customers cannot pick up your item, touch it, feel it, the next best thing are high quality images. If you are creating your listing while you are waiting on your product, you might not have pictures to use yet. That's okay. You can skip this step for now, but once your product arrives get this done asap.

Believe it or not, you can take some high quality pictures with a simple tool like your iphone and then pay someone on Fiverr or use a service like Pixelz.com to put a white background on your picture. Another option is to use a phone app like Photoshop Mix that allows you to remove the background with a swipe of your finger. The Amazon Seller App even has a feature to create Amazon approved images and it cleans up an image pretty good if you start with taking a picture on

a white background.

In addition, there are photographers on Fiverr that you can send your product to to have them shoot good photos.

Look at what your competitors are using for their images. What do you like and not like about theirs? Get ideas from them and have similar images made for your product. In other words, use what they have done as a template for your own success.

You can also use a service like istockphoto.com to get stock images to use in your listings if necessary. So if your product was camping related you might grab a picture like this:



You could have a graphic designer add some cool text to this picture describing some of the benefits of your product. In fact, you could do this yourself with

something like <http://www.picmonkey.com> as well.

Again, pictures sell or don't sell depending on how good they are. Make getting good pictures a priority.

TIP: Make at least your main image to be 1000 pixels or more on the longest side. This makes your image zoom-able and allows customers to get an up-close look at your product.

Keywords

You know that images sell... but keep in mind that keywords do also.

As you probably know just by your own shopping habits, most buyers on Amazon are finding products they want based on search terms. The search terms customers are using are keywords they type into Amazon's search field at the top.

Let's use camping tent stakes as an example again.

If that's what you are looking for on Amazon you are not going to this page first:
http://www.amazon.com/gp/site-directory/ref=nav_shopall_btn

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](#)

Appstore for Android

[Apps](#)
[Games](#)
[Free App of the Day](#)
[Amazon Coins](#)
[Download Amazon Appstore](#)
[Amazon Apps](#)
[Your Apps and Devices](#)

Amazon Cloud Drive

[About Cloud Drive](#)
[Download the Free Apps](#)
[Unlimited Photo Storage](#)
[Plans and Pricing](#)
[Sign In](#)

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](#)

Echo

[Amazon Echo](#)
[Echo Voice Remote](#)
[Echo Power Adapter](#)
[Connected Home Accessories](#)
[Amazon Echo App](#)
[Prime Music](#)
[Audible Audiobooks](#)

Books & Audible

[Books](#)
[Kindle Books](#)
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[Textbooks](#)
[Magazines](#)
[Sell Us Your Books](#)
[Audible Membership](#)
[Audible Audiobooks & More](#)
[Whispersync for Voice](#)

Movies, Music & Games

[Movies & TV](#)
[Blu-ray](#)
[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](#)

Beauty, Health & Grocery

[All Beauty](#)
[Luxury Beauty](#)
[Men's Grooming](#)
[Health, Household & Baby Care](#)
[Grocery & Gourmet Food](#)
[Specialty Diets](#)
[Wine](#)
[AmazonFresh](#)
[Subscribe & Save](#)
[Prime Pantry](#)
[Amazon Elements](#)

Toys, Kids & Baby

[Toys & Games](#)

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](#)
[Accessories](#)
[All Outdoor Recreation](#)

Automotive & Industrial

[Automotive Parts & Accessories](#)
[Automotive Tools & Equipment](#)
[Car/Vehicle Electronics & GPS](#)
[Tires & Wheels](#)
[Motorcycle & Powersports](#)
[Your Garage](#)
[Industrial Supplies](#)
[Lab & Scientific](#)
[Janitorial](#)
[Safety](#)

Amazon Home Services

If you wanted to start at this page to find camping tent stakes *you could*. You would first have to go to the Sport and Outdoors section and click on Camping & Hiking then drill down. People are used to typing in what they are looking for and finding it quickly, hence the importance of good keywords in your listings.

Good keywords are words potential customers are already using to find products they want to buy.

You can find good keywords by using the following tools:

Merchant Words – Merchant Words (<https://www.merchantwords.com>) is a paid service that displays search term volume specifically on Amazon.com. It's normally \$30 per month, but get it for only \$9 per month using the Friends of Skip McGrath discount - <https://www.merchantwords.com/offer/friendsofskip>

Amazon's Suggested Search Terms – Check out this [short video](#) Abe did for an explanation.

Keyword Inspector Reverse ASIN – This is by far the best tool to grab keywords from other listings. Here's the video Abe did explaining how to use the Reverse

ASIN Tool to pull keywords from other listings - <https://youtu.be/i2SYwclN4pU>

Now that you have keywords – let's plug them into your listing so your listing comes up when shoppers are looking for your item.

Title

Let's start with the title.

The title is your headline. It is what people see first so it is super important. The good thing is you can change this at anytime – so if you start with something and it doesn't seem to be working like you want, tweak it.

Most categories have a 250 character maximum for title; however, if your product is in Home or Garden, the rules have recently changed and the maximum amount of characters is 100 -

<https://www.amazon.com/gp/help/customer/display.html?ie=UTF8&nodeId=201621280>

The most important part of your title is the first few words. Put your main keyword(s) at the beginning. After your main keyword(s), put the main product features, especially if it is different than your competition.

My friend Mike Russo, who is one of the experts in the mentoring program and the creator of the Amazon Sponsored Ads Workshop, suggests avoiding the use of all caps and the use of quotation marks. Also, do your best to describe the product as precisely as possible. Emphasize the features that make your product special and unique.

Key Product Features (Bullet Points)

Beyond the images, title and description – the next and most important part of

your listing is the product features. These are the five bullet points that you see at the top of the listing. Use this space for your main features and benefits that will sell visitors and turn them into buyers. Start every bullet point with an upper case letter and avoid punctuation marks at the end of each bullet point. Work in your keywords, but make the copy sound natural and smooth.

Product Description

Beyond the images and the title, your product description is what will turn your shoppers into buyers. As with the bullets, make the sales copy sound natural while working in your keywords.

The good thing for you is that most Amazon sellers do a very poor job of creating descriptions. By following some simple steps your description will stand out.

TIPS for an effective description:

- Headline that grabs attention
- Include benefits, guarantee, call to action
- Ask yourself what your buyers are looking for and what they want. Answer those questions for them in the description.
- Look at the reviews for competitors. What are some negative things customers are saying about those products? Address those concerns in your description.
- As the seller has done, you can include some basic html in the description.

Here are the codes:

`` and `` for creating bold text

`
` creates a line break

If you want to create a bold headline, it would look like this:

``The secret to setting up your camp-site in minutes``

Then you would put a line break or two to separate the headline from the next section so it would look like this:

The secret to setting up your camp-site in minutes

You can also use an online html editor to test this before entering it into Amazon - <http://htmledit.squarefree.com/>

Search Terms

Use this space for the other keywords. The more relevant terms you enter into the search term fields (5000 characters per line) the more keywords your product will rank for – which in turn will lead to more impressions, clicks, and sales. Take advantage of the tools listed above like Keyword Inspector and MerchantWords to fill up these fields.

Other Fields

Depending on your product and the category that it's in, there will be other fields that you can fill in. Do as many as you know the information for. If you don't know the answer then you can skip it.

IMPORTANT

Do not overthink this! You can always go back and make changes to your listing.

Lesson 16 Assignment

Get your product ordered and expand on your skeleton listing. Take advantage of the Facebook group to brainstorm wording, etc... we are all there to help!

See you in the group...

Ryan Reger with Jenni Hunt, Jim Cockrum, and Brett Bartlett
PL the Easy Way Mentoring Program

Coming Up Next...

*In Lesson #17 we will be discussing what happens when you receive
your order.*



Private Label the Easy Way: Mentoring Program

Lesson #17 Receiving Your Order

Ryan Reger
with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PRIVATE LABEL
THE EASY WAY *mentoring*

Introduction

Excitement!

Receiving your first order is super exciting... You'll find this lesson to be short and sweet as we look into basics of going over your order and sending it on in to Amazon.

We would love to celebrate with you in getting your order in... share a pic in the group so we can congratulate you! :-)

Let's dig in...

Your Lesson...

Receiving Your Order

If you are thinking it got real when you placed the order... it becomes very real when you are staring at your own products.

Hopefully, you were able to get samples before placing your order, but either way, it would be a good idea to do some quality control before sending them into Amazon.

- **How does the packaging look?**
- **Is your logo and design the way you want it?**
- **Is the product the same as your sample?**

You shouldn't have to check every single one, but pull out a few and see if it's exactly what you ordered and to your specifications.

Obviously, if there is a huge problem, let your supplier know right away. If it is something minor, however, then just take note of it and have it fixed for your next order.

Sending To Amazon

I imagine that most people reading this know how to send a shipment into Amazon so we won't go into those details... but be sure to find out if there is any specific way your product needs to be packaged.

Does it need bubble wrap?

Poly bagging?

[Click here for Amazon's for product prep requirements.](#)

With the quantity you are sending in, one thing you may want to consider taking advantage of is the case packed feature. Since your items are most likely all the same, you will be able to send in case quantities vs. individual units. If you do have a lot to send in, another thing to consider is paying Amazon \$.20 each to label them for you... or use a service of a prep company like My Inventory Team (you would want your supplier to send directly to them).

My Inventory Team will receive your inventory and do whatever prep is necessary. They will send it off to Amazon for you for a very reasonable fee. You can literally not have to even touch your inventory. I would recommend doing this on the 2nd order as you might want to get a feel for your supplier before taking this hands off approach.

There really is no other feeling like having the UPS guy come and cart off your private label products. You feel like you have entered a new realm in your business... and you have! Congratulations!

It's about to get really fun!

Lesson 17 Assignment

Receive your order and get ship it into Amazon... Don't forget to take a picture and post in the Facebook group!

See you in the group...

Ryan Reger with Jenni Hunt, Jim Cockrum, and Brett Bartlett
PL the Easy Way Mentoring Program

Coming Up Next...

In Lesson #18 we will be looking into getting sales and reviews.



Private Label the Easy Way: Mentoring Program

Lesson #18 Sales and Reviews

Ryan Reger
with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PRIVATE LABEL
THE EASY WAY *mentoring*

Introduction

Congratulations Are In Order!

You have come a long way. Congratulations!!!

You didn't pick your product because *you* wanted 500 of those silicone baking mats or whatever product you picked... so now it is time to get them sold.

Let's dig in...

Your Lesson...

Let's Do It!

So after you've determined your product is a winner, ordered more, and created an eye catching listing... now you need to get some sales and reviews.

So much has changed in the last couple of years on Amazon in regard to reviews. What worked and was acceptable to Amazon in the past is now no longer an option.

But, in my opinion, it's good news that you can't just throw up a sub-par product, list it on a review site and in a couple of days have 50 Five Star reviews. Large sellers with deep pockets could launch product after product with this method while private label rookies struggled to compete with the big boys. Now the playing field has been leveled as a result of Amazon review policy changes and everyone has to follow the same rules.

Before Amazon updated their policy, review clubs were a big part of the strategy sellers used to get sales and reviews quickly. These sites still exist, but they have switched gears. No longer do they make their buyers leave reviews. In fact, if you decide to use a site like these you wouldn't even want these buyers to leave reviews as most likely Amazon will remove it. Overall I do not recommend these sites at all. I believe it's too risky.

So what should you do to get your product launched?

There are several options:

1) Organic Traffic - Depending on how competitive your product is, you may be able to get organic sales soon after you launch without using any Amazon Pay-per-click ads. Focusing on the right keywords in your title, bullet points, and description may be enough to get your listing noticed and get sales to start coming in. Skip McGrath, who is also one of the experts in the private label mentoring program, just creates his private label listings and says that he gets organic sales within days of launching without using any ads or promotions. If you have selected a product in an underserved niche then all you may need is a good listing with the appropriate keywords.

2) Amazon Sponsored Ads (Pay-per-click) – Pairing Brett Bartlett's Proven Performance Inventory method with Private Label the Easy Way is a winning strategy. Brett focuses on finding the keywords first before going deep on an item. If you have done this then you would simply spend more money on the keywords that performed well during the test. By using sponsored ads you can increase your visibility right after launching and potentially be listed above your competitors that have been selling on Amazon for a while. Mike Russo, one of the experts in our mentoring program, did an Amazon Sponsored Ads Workshop that you can access in the files section of the private Facebook group.

3) Run a Sale – I have noticed that when I drop the prices of my private label items the sales velocity increases significantly. By using this strategy at the outset you could create a sale price of 25-75% off or even more to get your first few sales then slowly raise the price to what you want it to be.

4) Create a Promotion – Within Amazon you can create coupon codes and give them out to eager buyers. Here's a great video that explains the process of creating single use coupon codes which is most likely the type you'll want to

create - <https://youtu.be/VmxHhhg3OYw>

The video was made for a specific service, but the process is the same.

There are several strategies for using promo codes. One could be running Facebook ads targeted to people that would be interested in your products. You would send them to a landing page with an email opt-in to get access to a promo code.

Another strategy would be to partner with someone that is a gatekeeper in your niche. Maybe there is a blog owner that would allow you to give his/her readers a coupon code to get your product at a discount.

While sales may come easier, reviews can take longer to accumulate. I believe the key for getting reviews is to follow up with your customers. Now I'm not talking about inundating customers with 50 follow-up emails. I believe that Amazon is eventually going to limit the number of follow-up emails sellers can send buyers. I have only ever sent one email and will continue with one.

If you want to send more that's completely up to you, but keep in mind that buyers don't want email after email from every seller they purchase from.

[Feedback Genuis](#) is a great tool for sending out these follow-up emails.

Have you found a strategy that works well that we haven't discussed? Please feel free to share it in the private Facebook group. While much of the private label process is timeless, Amazon is constantly changing, so what is allowed as far as collecting reviews is always in flux. As Amazon changes, we'll do our best to keep you updated as to the easiest way(s) to move forward.

Lesson 18 Assignment

It's time to get sales and reviews. Apply the techniques in this lesson to start building momentum for your product and collecting reviews.

See you in the group...

Ryan Reger with Jenni Hunt, Jim Cockrum, and Brett Bartlett
PL the Easy Way Mentoring Program

Coming Up Next...

In Lesson #19 it's all about maintaining inventory levels.



Private Label the Easy Way: Mentoring Program

Lesson #19 Maintaining Inventory Levels

Ryan Reger
with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PRIVATE LABEL
THE EASY WAY *mentoring*

Introduction

Out of Stock!!



It's no fun to run out of stock. It might happen from time to time... but do your best to keep always keep stock. If you don't, you can lose some of the momentum you created to get your product moving up the ranks.

Following are some tips to help you stay stocked up with your private label product(s)... If you take the time to set these things up now, you can save yourself some headache later.

Let's dig in...

Your Lesson...

Stocking Tips

Most of the tips I'm sharing here are taken from Chapter 14 of my book...

1. **Alerts:**

Set up "Replenishment Alerts" in your Amazon account.

This is very easy to do. You simply need to click on "Inventory" then "Manage FBA Inventory".

Find your product by scrolling down or searching by the title or ASIN. Select the check box to the left of your listing then above your listings there will be a drop down box with the words "Apply to 1 Selected Item(s)".

In the drop down box, select "Set Replenishment Alerts" then click "Go". From there you can have Amazon send you an email when your inventory level of that product reaches a certain amount.

In setting this number be sure to take into account the amount of time it will take for your manufacturer to ship you more and the amount of time it will take to get the product into Amazon.

Also, [click here for a step-by-step](#) on Amazon about this process -

2. **Packaging:**

Keep on top of inventory levels of your packaging or packaging inserts. It's not fun to have to pay for a rush order from the printing company. ;-)

3. **Merchant Fulfilled:**

Create a merchant fulfilled listing on your product.

Don't fret if you do happen to run out of inventory in Amazon's warehouse. You can still make sales if you have a merchant fulfilled listing. My source will drop ship for me if I run out so that is a great safety net for me to have.

It might be a good idea to have a few of your item on hand that you can merchant fulfill just in case you ever run out in FBA.

Lesson 19 Assignment

Set up alerts NOW to make sure you have reminders in place to keep your stock filled.

See you in the group...

Ryan Reger with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PL the Easy Way Mentoring Program

Coming Up Next...

In Lesson #20 it's all "what's next?"



**Private Label the Easy Way:
Mentoring Program**

**Lesson #20
Wash. Rinse. Repeat.**

Ryan Reger
with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PRIVATE LABEL
THE EASY WAY *mentoring*

Introduction

Growth

This is it! The final lesson in the Private Label the Easy Way Mentoring Program... You have all the tools and resources needed to be able to research and create your own private label product – but, wait... there is more! At this point, it is about applying what you have learned and growing because of it. We call it – Wash. Rinse. Repeat.



In this final lesson we will talk a bit about what is coming in the mentoring program and what to do next.

Let's dig in...

Your Lesson...

Wash. Rinse. Repeat.

We have taken you through the process of researching, developing, receiving and selling a private label product the “easy” way.

This is probably a good place to step back and re-evaluate the goals and budget you set up way back in lessons 5 and 6. In fact, if you go a bit further back, you'll see where we talked about determining which model works best for you. Let me refresh your memory... You might remember this graphic:



Pyramid of Inventory Sourcing
(c) copyright Ryan Reger

The assignment back then was to fill in your current % for each level... and your goal on the right side.

This is a great time to pull out that graphic you filled in and re-evaluate. Based on what you know now – *have your goals changed?* While it is a good idea to set goals at the beginning, **it is most effective if you continue to look at the goals you have set and re-evaluate.** Circumstances change... Level of understanding increases... Many factors go into creating your goals – but, it is important to keep in mind that they are “living” goals and need to morph and change as you grow personally and as your business grows.

Another area to re-evaluate now that you have gone through the bulk of the program is the niche you have been working within. You have probably learned to research more effectively – and perhaps that has changed what niche and/or category you are looking to focus in on with your private label products and brand.

And, of course – as you have researched, you have been exposed to more and more potential suppliers. One thing I have learned is that the more I look for something, the easier I tend to find it. In other words, now that you are more aware of private label and how it works – keep your eyes open for opportunity. You will find it everywhere!

As we close up this course – we wanted to let you know what you can expect for the future of the mentoring program. In the Facebook group we will be discussing more advanced topics with the experts – so stay tuned. We're always coming up with new content to send your way.

In the Private Label Webinar Series we actually go into some of the advanced strategies as well.

Some of the **upcoming advanced topics** we will be discussing in the Facebook group and in webinars:

- Advanced Marketing Tools and Strategies
- Facebook Ads for Promos
- Outsourcing
- Creative Strategies
- and more...

Lesson 20 Assignment

Congrats on finishing up the course-work! Next up... repeat the process and grow the private label arm of your business.

Hope to see you in the group...

Ryan Reger with Jenni Hunt, Jim Cockrum, and Brett Bartlett

PL the Easy Way Mentoring Program