

Version 2

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Foreword

by Jim Cockrum

I've known Ryan and his wife Melane for several years. We've become good friends and trusted business partners in that time. I've learned much from each of them and am honored to have earned their respect as well. The Regers have been soaking up creative strategies for success on Amazon & eBay for a long time – and they seem to put the best ideas to work quickly and then openly share what they've learned with others. They are truly giving people.

In this book they reveal a simple private label success formula that I think will really impress you if you take the time to follow their lead. Their strategy takes much of the "hard work" out of the process of getting your own uniquely branded product on Amazon, eBay or your own site.

The simple lessons you are about to learn about private label product creation will make you wonder why you've never thought of it yourself. I hope you'll take these lessons to heart and put them to work so you can see how powerful these ideas are.

I spend a good portion of my time and energy looking for the "best of the best" ideas and content to share with my audience. I'm thrilled to say that the ideas you are about to read next clearly hit the mark!

To your success–

Jim Cockrum
JimCockrum.com

Introduction

by Ryan Reger

Private label is a hot topic right now. There are plenty of courses and books that you can and probably should avail yourself of.

This 74 page book is not meant to be a replacement for any course. Obviously, I can't dig as deep into private label in such a short amount of pages, but I do show you a shortcut.

I also don't recommend a private label project being your first foray into selling on Amazon. Our first few FBA (Fulfillment by Amazon) products were items we sourced at local thrift shops. You don't have to start at the same place I did, but I highly recommend getting your feet wet with inventory besides private label. It will allow you to start slow and learn how the process works.

In fact, I'm assuming that you already have at least some experience with selling on Amazon. It's okay if you don't, but some of the terminology I use might not make complete sense.

If you're just getting started with selling on Amazon please check out the [Proven Amazon Course](#). It will give you a good foundation to build on.

Also, since the first printing of this book my friend Brett Bartlett introduced his Proven Performance Inventory course. It's a perfect compliment to the easy way method of private label. Using Brett's method to follow the Amazon data and find what he calls the "golden gaps" along with my methods of sourcing products will provide a strong business strategy.

We sincerely hope this book is a blessing to you and your business.

Ryan

P.S. I invite you to join my email list by going to my website ryanreger.com or [click here](#)

CHAPTER 1

My Story

I know this is not a biography about me, but I think stories are inspiring and I love to hear how people have got to where they are so for a few pages please permit me to tell mine. Of course, you're welcome to skip ahead.

Even though I know you want to hear about every detail of my life :) I'll jump ahead to 2004 when I first read Jim Cockrum's book the [Silent Sales Machine](#). At the time I was living in Indiana and working for a congressman. I loved my job, but I knew I wanted to run my own business someday.

I would always come up with business ideas but never really had the capital or the knowledge to implement them. Fast forward to 2008 and I found myself without a job because the campaign I was managing was unsuccessful.

The only two things I knew at that time were

- 1) I was moving to Texas
- 2) I was getting married

I had no idea what the next step in my career was.

I reached out to a couple of the local congressional offices and also put my resume out on some of the online job sites, but nothing really excited me like the prospects of running my own business.

My wife and my mother-in-law started a small furniture

business back in 2005. They had access to some wholesale sources and decided to start putting ads on craigslist for furniture.

It was a nice little part-time income for them, but they really didn't have the time to make it a full-time enterprise. I didn't really know anything about furniture, but at the time it seemed like the easiest business to start with since my wife and mother-in-law already had the contacts.

I was excited to get going, but my wife at first didn't believe that it could be full time income for us.

She told me I needed to go get a job.

I agreed to continue looking for a job while attempting to make the furniture business work.

So I continued to submit my resume to online job sites, but my heart and the majority of my time went to building the furniture business.

So instead of the one or two, here and there approach to posting craigslist ads, I ramped it up by posting several a day. The calls started coming in and so I continued posting.

It was slow at first. I even remember our very first sale.

I had submitted an ad for a TV stand. I listed it for \$199. Our cost was \$119. A gentlemen called us and said he was interested in it but wanted to see it first. Now we didn't have a store or anything so I didn't know how to make that happen other than going ahead and purchasing it from our supplier and then hoping he liked it.

At the time \$119 was a big deal so I told them there was really no way for us to show it to him first. We hung up and I had lost a sale.

I sat there for a few minutes and decided to call him back and tell him that I would pick one up and bring it to him in the hopes that he would purchase it. He agreed under the condition that if he didn't like it he wouldn't have to buy it.

This was definitely a risk, but I hoped that once he saw it, he would purchase it.

So I got in our Toyota 4-Runner drove 25 minutes to the supplier's warehouse, gave them my precious \$119 and drove over to this guy's house with my fingers crossed and praying he would buy it.

For him to see it we had to open the box and remove the protective styrofoam and packaging. Thank God he liked it because He decided to take it and our furniture business was born.

That was in early December 2008. We made 16 more sales that month and ended the year with a whopping \$6154 in sales.

In 2009 our momentum continued and we ended the year with a little over \$250,000 in sales. All through local Craigslist ads.

In those days my wife and I literally did every part of the business ourselves. We didn't even know what the term outsource meant.

Her job was to post the ads and my job was all the heavy lifting

– picking up the furniture at our supplier's warehouse and delivering it to our customers.

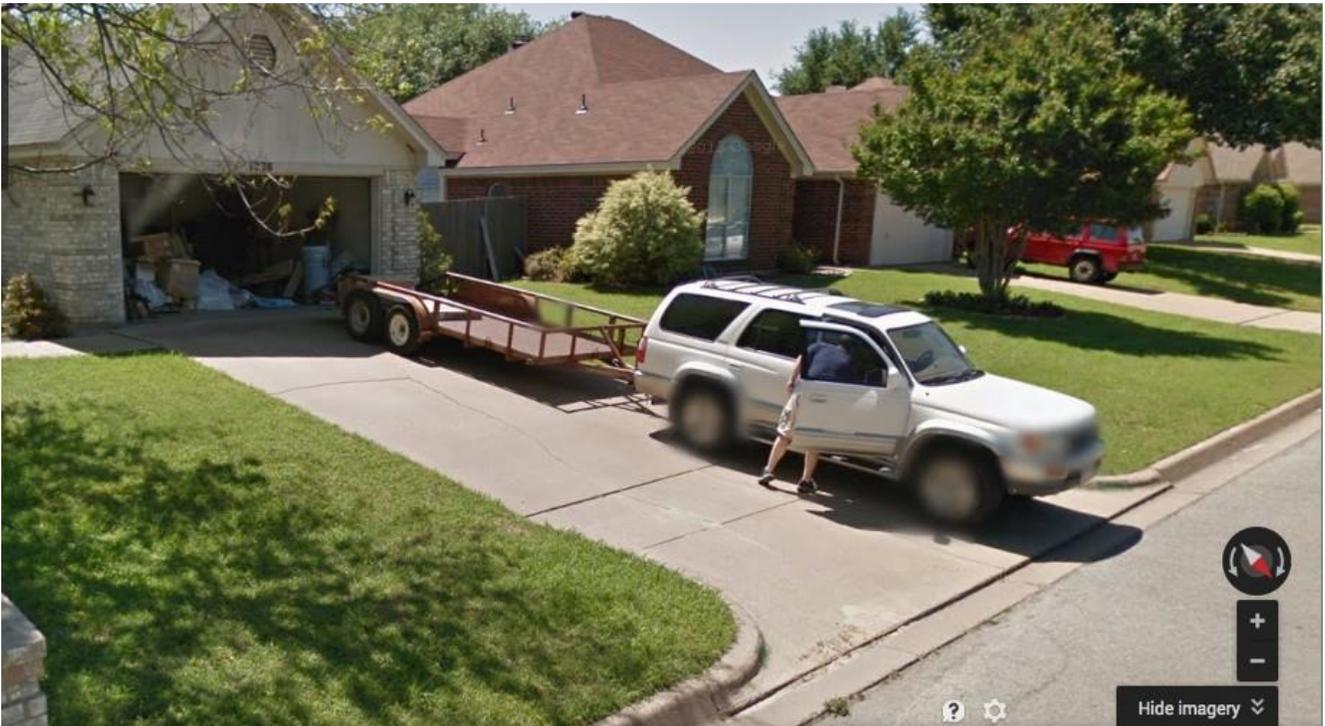
I can't even imagine now driving all over the place doing deliveries, but the Lord gave me the grace to do it and I even enjoyed it.

I was new to North Texas so driving all over the Dallas–Fort Worth metroplex gave me an opportunity to learn the roads and see new places and of course try all the local Mexican places.

Some people preferred to save the delivery fee and pick up the furniture themselves. At the time we didn't have a warehouse so that meant people had to come to our house to pick it up. We couldn't fit the cars in the garage because it was full of furniture.



This picture was taken in December 2011 at our old house



This is from Google Maps. This picture was taken a few years ago at the house we used to live at. I happened to be outside when the Google Maps car drove by. The garage was a mess with boxes of furniture and there's even a box in the trailer. Our neighbors loved us :)

So several times a week we would have people come with trucks and trailers to pick up their orders. Eventually the neighbors got tired of it and one of them complained to the city. Well we got a nice little letter from the city saying that we couldn't run our furniture business from our house any longer so we started looking for commercial space to open a store.

After a few weeks of searching we found a really good deal and decided to sign a one-year lease on a 2,000 sq foot space to put a small furniture showroom.

We learned fairly quickly that having a showroom wasn't our cup of tea. No longer could we work in our pajamas. We actually had to get dressed every day and go to the store. :) It was too much like a real job. Plus we had to be there even if it

wasn't busy.

We knew as our year lease was coming up for renewal that we didn't want to re-sign for a second year, but we also knew that we couldn't continue to have customers picking up at our house. So we found a warehouse that we could rent some space from and where customers could pick up their orders.

We wish we would have went the warehouse route from the beginning, but having the showroom worked in our favor. Because we had the showroom we were much more legitimate in the eyes of furniture wholesalers and thus we were able to open up several new accounts that we would not have otherwise. And we are able to continue to buy from these accounts even though we no longer have the store.

Also because we had the commercial space, we were able to have LTL (less than truckload) freight carriers come and pick up so that opened us up to shipping all over the country.

So from then on, we were able to post ads all over the country instead of just our local area. This made our business explode.

We closed the store in April of 2011 and took a much needed vacation to Europe for 3 weeks.

Remember.... our whole business model, except for a sparse amount of eBay sales was based on posting ads on Craigslist. It's not good to have all of your eggs in one basket as we'll soon see.

Everything was humming along just fine until about a year later. In May or June of 2012, we noticed that our Craigslist ads were no longer working. In most of the areas we posted to, they

were taken down almost as soon as we put them up. We continued to get calls and sales from the ones that remained, but business slowed down quite a bit.

We needed to do something different because what we had always done was no longer producing results. The Lord knew what needed to happen and He already had the answer prepared in advance for us.

Jim Cockrum had recently written his book called [Free Marketing: 101 Low and No-Cost Ways to Grow Your Business, Online and Off](#) and had decided to auction off a signed copy of that book with all of the proceeds going to Hope Village, a ministry in Detroit, Michigan.

Because I was subscribed to Jim's newsletter, I was aware of the auction, but it wasn't until the final day of the auction that I knew I had to take action. I woke up the morning of the end of the auction and saw an email that Jim had sent to subscribers announcing that it was the final day.

I just knew that I had to win so I asked my wife if we could place a bid. She asked for how much and I told her. She was a little shocked, but said if that's what you think we should do then do it.

I won and the rest is history.

The reason I say the rest is history is because since then I have been fortunate to build a relationship with Jim Cockrum that has transformed my business.

One of the added benefits of the auction was a 30 minute phone call with Jim. Since Jim lives about an hour from my

parents' house in Indiana, I asked him if I could meet him for lunch one day in lieu of the phone call. He graciously agreed.

So Melane and I planned a trip to Indiana to see my parents and to meet Jim. That was in September 2012.

This picture was taken at our lunch with Jim Cockrum in Indianapolis.



This was the first time we met him.

That lunch changed our lives.

Jim gave us many ideas and tips, but the one we took action on right away was getting our furniture listed on Amazon. He also told us about Amazon's FBA program and encouraged us to find smaller items we could sell that way.

I'm honored to be able to call Jim a friend now and am blessed to have the opportunity to be in his exclusive mastermind group with 14 other business owners.

It's been over three years since we have sold a piece of furniture on craigslist. Remember now. That used to be our only source of income.

Our business has changed so much that our focus is no longer on furniture. We still sell furniture and do well with it, but the majority of our business now comes from smaller items we are able to source and send into Amazon.

More to the point of this book, our first private label opportunity came around in Spring of 2013.

It's amazing to me, but we now consistently sell between \$10,000 and \$12,000 per month on our first private label product and our second one now does about \$2000 – \$3000 per month in sales. The important number, however, is our profit on this. After we account for Amazon fees, ads, and the cost of goods we're left with about \$3000–\$4000 profit depending on the month.

I don't know about you, but this is more than I used to make in my regular job and this is only from two products. Please know that I'm not sharing this to gloat. Far from that. I have no problem giving glory to where glory is due. The Lord knew what we needed, when we needed it, and opened doors for us and brought opportunities across our path at the right time.

I share this with you so that you can get excited about the opportunities and income that private label can bring to your business.

It would be my sincerest pleasure if through this book I can help you source and sell your own private label products.

Chapter 2

What is Private Label?

If you already know the answer to this question feel free to jump to the next chapter.

With all of the courses coming out about private label, this is a hot topic nowadays.

You might already understand this concept, but for those that don't I'll explain it.

My “Easy Way” definition of private label is having your own brand of an item.

I'm originally from Indiana and in the county where I grew up there is a company called Red Gold that you have probably heard of. They have a line of products that includes ketchup, salsa, canned tomatoes, etc.



Did you know that Red Gold sells 90% of private label ketchup nationally? I didn't until I did some research.

I'm sure you've seen this brand before:



What store carries this? Yes. It's Walmart.

Until I started getting into private label I never really gave this much thought, but Walmart doesn't have a factory that processes tomatoes to make ketchup or a facility where they bring in fresh green beans and can them.

They leverage a company like Red Gold that is already doing it and slap their brand on it.

It's the same ketchup and the same green beans, but with a different label.

While I wouldn't recommend trying to come up with your own line of canned vegetables, the principles are the same for the

product you end up private labeling.

Find a company that is already making the product you're interested in and inquire about doing a private label. As we'll soon see some companies already have a private label program and are eager for your business. You just have to find them.

For those that don't it can be as easy as asking, but we'll get to my easy way method soon.

Chapter 3

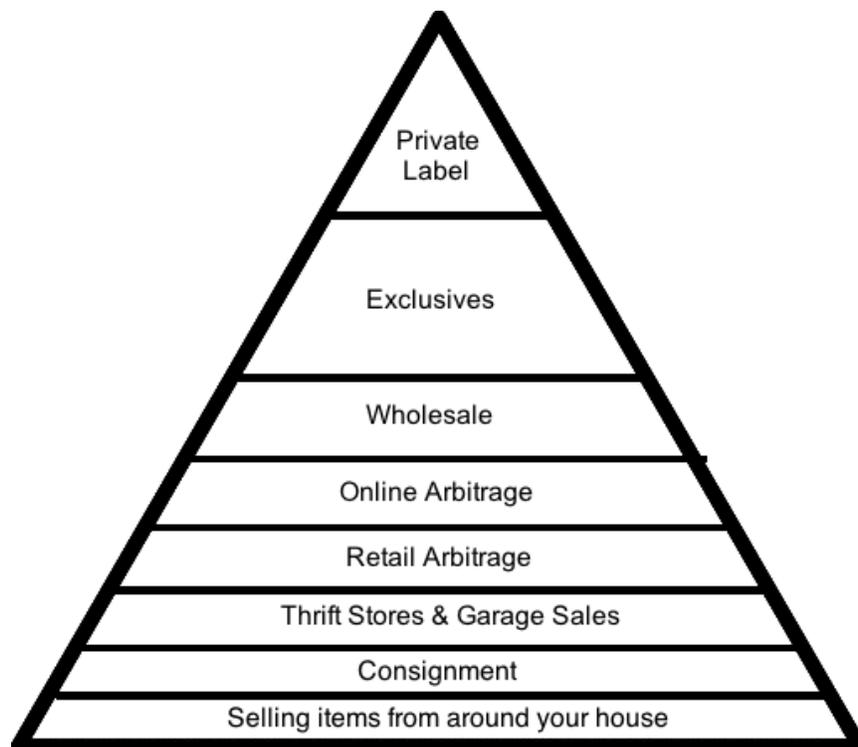
Why I Love Private Label

This chapter could also be called “Why you should be doing Private Label.”

I'm assuming you already sell on Amazon. If you are just getting started some of the examples may not make sense to you.

In my previous book, [Beyond Arbitrage](#), I introduced what I call the Pyramid of Inventory Sourcing.

Here it is again:



What does the pyramid mean?

At the low end of the pyramid closer to the ground are the inventory sourcing methods that have the lowest barrier to entry.

The lowest level is the items you find around your house. Most sellers get their start here to learn the ropes and to raise funds to buy more inventory. You don't have to start here, but the point is it's not hard to grab a used book and list it on Amazon or to put an ad on Craigslist for that treadmill in the corner of your basement that is collecting dust.

The next level up is consignment.

Have you seen the TV show “Hoarding: Buried Alive” about people that never throw anything away? When you watch that show does it remind you of anyone you know?

That's an extreme example and while I don't personally know anyone that I would consider a hoarder I do know people that collect a lot of stuff that they don't need. Those people or anyone else you know that has stuff to sell are perfect candidates for consignment. You sell the items online for them and split the profits. This is a free way to get inventory to sell and you're solving their problems at the same time. It's a win win for both.

One level up from consignment is thrift stores and garage sales.

This is the first level of the pyramid where it requires an investment of cash. It's below all the other levels that require cash because it's by far the least expensive inventory you'll come across. It's not unheard of to buy an item for \$2 and \$3

and sell it for \$20, \$30, \$40, or even \$50. I've heard about sellers buying rare books at thrift stores and selling them for hundreds of dollars.

While that might be a rare occurrence it does happen. If you're like me and you don't like going to garage sales that's okay. Maybe you know someone that does and you could task them with finding items for you and splitting the profits with you.

The next level is retail arbitrage.

Since you're reading this book you probably are already doing this type of sourcing, but in case you aren't or don't know what it is, retail arbitrage is basically finding items at retail stores that are selling for less than they are online.

The margins aren't usually as high as what you might find at a thrift store, but unless you live in a very rural area you have access to so much inventory. Every store is a potential goldmine.

There are certain stores I used to dislike going into with my wife one of them being fabric stores. However, now I'm eager to see what profitable inventory might be sitting on some shelf just waiting for me to grab. She'll go one way and I'll head straight to the clearance aisle to start scanning.

I've found some great inventory in stores that I would have never set foot in before selling online.

For a much more detailed look at retail arbitrage I highly recommend my friend Chris Green's book [Arbitrage: The authoritative guide on how it works, why it works, and how it can work for you.](#)

The next level is online arbitrage.

Why is this on a level up from retail arbitrage?

In my opinion it's because it's more scalable and efficient. You have access to so much more inventory and can shop many more stores in the same time that it would take you to drive around town.

With online arbitrage you also have the option to never even touch your inventory.

How is that possible?

Well, John Bullard Sr and his family have a fulfillment service in which you can have items shipped to their warehouse and they will prep it and ship it to Amazon for you.

For more information about their service go to –

MyInventoryTeam.com

Chris Green also recently released a book about online arbitrage called [Online Arbitrage: Sourcing Secrets for Buying Products Online to Resell for BIG PROFITS.](#)

Up from online arbitrage is wholesale.

Since this book is not about wholesale I won't delve deep into it, but here are three reasons that you should consider adding wholesale to your inventory:

1. Less Competition – Higher Barrier to entry
2. Easy to replenish
3. Never have to touch your inventory

Let's tackle #1 – Less Competition

Anyone can open an Amazon or eBay account, walk into a retail store like Walmart or Target and scan items to determine their profitability.

The barrier to entry for retail arbitrage is very low.

But as you progress in your business, you should look to add in inventory sources that have a higher barrier to entry.

Remember the pyramid? The closer to the ground, the lower the barrier to entry the inventory sourcing method is.

Since the majority of sellers are in the lower levels, why wouldn't you want to separate yourself from the pack? Wholesale gives you that opportunity.

#2 – Easy to Replenish

Isn't it frustrating when you find a clearance sale with some very profitable items at a retail store, sell them all, and then can no longer find that item? It's happened to all of us.

This problem (unless an item is discontinued) is solved with wholesale. Once you find a profitable item the only thing you have to do is re-order it.

To manage this process effectively I recommend setting replenishment alerts in Amazon.

So for example, if you have an item that is selling at 2 per day and you have 60 of them at the warehouse you will sell out in about 30 days. When your inventory gets to 20 or whatever number you choose, you can set an alert to have Amazon notify

you to place a re-order.

Here's the page on Amazon that illustrates this process –
http://www.amazon.com/gp/help/customer/display.html/ref=hp_rel_topic?ie=UTF8&nodeId=200296340

Wholesale makes my business much more efficient and easy. I now have several items that sell on a consistent basis that all I have to do is place re-orders. The more items I have like this, the more my business runs on auto pilot.

#3 – Never have to touch your inventory

Do you want to have a business that you can manage from anywhere in the world?

Would you like to be able to sit on the beach and run your business by just sending a few emails?

Wholesale gives you that opportunity.

How?

Again, by using the services of MyInventoryTeam.com.

You can have your items shipped to their warehouse in Tennessee and they will process, label, and ship it off to Amazon for you for a very nominal fee.

For some more information on wholesale please check out my book [Real Wholesale Sources](#).

And above wholesale is exclusives.

An exclusive is approaching a dealer or manufacturer and

asking them to allow you to be the only seller to offer their product on a certain marketplace. Since most of you reading this book are Amazon sellers, you could go to a trade show and ask the vendor to allow you to be their exclusive seller on Amazon.

Private label, the topic of this book, is at the top because in my opinion it's the absolute best inventory to be selling.

Now just because I put Private Label at the top doesn't mean you should completely abandon all the other sources of inventory. If you enjoy going to garage sales to find items then by all means continue doing that. If you like going from store to store scanning items you don't have to stop. Having a good selling private label product will allow you to do retail arbitrage more for the fun of it rather than because your business depends on it.

So now to answer the question “Why Private Label?”

What would your business be like if you could count on one item to bring in an extra \$10,000 to \$20,000 in sales in a month or more?

What if you had three or four items like that?

There are probably many more reasons why having your own private label product is superior than other sources of inventory, but here are the main ones:

1) No Competition – If you sell toys during Christmas time you know what I mean. It's not unheard of to have items with hundreds of sellers on one listing. How often can you win the Buy Box with that amount of competition?

Can you imagine what it would be like to be the ONLY seller on a listing? Every sale that that product gets goes to you!

No more worrying about pricing lower than the next guy to win the Buy Box or praying that Amazon doesn't come on the listing and price the item lower than you can source it.

Have you ever used a cheat code in a video game? The kind that makes you invincible to all enemies?

It may not be a perfect analogy because even with a private label product you're playing in Amazon's sandbox and they can change the rules in an instant, but when you're used to dealing with sellers that tank the price or cringing to see Amazon on your listing, private label seems like cheating.

I'm not saying that private label comes without work. I'm just saying that in my opinion it beats the heck out of all other sources of inventory.

And in this book I want to show you what I feel is the easy way to do private label.

2) Replenishable

As I said in this point regarding wholesale, how many times have you been to a retail store and found an amazing item that sold ridiculously well only to not be able to find it again? It's so frustrating.

Private label solves this problem too.

Get your product selling well and all you need to do is make

sure to keep ordering more.

3) Virtually Unlimited

While you might not want to private label a cell phone (brand driven) or a refrigerator (too big), there is virtually an unlimited amount of product at your disposal.

I'll get into what to look for and avoid when picking a product later.

4) Build your own Brand

It's your brand. You can do with it what you want.

Don't limit your thinking to Amazon. Would your product be a good fit for a retail store?

Get it selling well on Amazon and you might be able to get a store to carry it for you.

What about having your own e-commerce website and selling your items outside of Amazon that way?

I can guarantee that potential customers will be googling your brand name. If that search ends up at your website then you have another chance at making a sale without the Amazon fees.

Chapter 4

Private Label the Harder Way

Before I get into the easy way let me explain what I believe is the harder and scarier way to do private label.

Go to Alibaba.com and search for a product. Any product.

If you have never heard of Alibaba.com, it's essentially a marketplace that matches suppliers (mostly in China) with buyers. It's a great place to start if you intend to source from China.

Let's say you have an idea for a private label product and you search for it on Alibaba and you find dozens of potential suppliers or more.

Which ones do you contact? How do you find the ones you can trust? Will they respond back? Will they require a huge minimum order? How do you overcome the language barrier?

Now please don't get me wrong. I'm absolutely not the type of person that looks at obstacles and decides to back off. I bet you're not either. You most likely wouldn't be reading this book if you were totally risk averse. You have your own business and that's not easy.

I also do not look for reasons why something won't work. So please understand that I'm not saying that sourcing product

from China is an insurmountable obstacle or is so scary that you shouldn't do it. In fact, I have a recommendation to make sourcing in China easy. Check out chapter 17 for more information.

All I'm saying is that it presents more challenges than the easy way I talk about in the next chapter.

Here are some of the challenges with sourcing from China:

- Trusting that you'll get what you ordered
- Customs
- High cost of shipping
- Will the product be of good quality?

Again, I'm not trying to scare you away from sourcing your product in China. Just know that there will be some unique challenges that you'll have to overcome in order to do it all yourself. Plenty of other people have done it VERY successfully.

The purpose of this book is NOT to deter you from sourcing in China. It's just to show you that I found a different way that I believe is easier and less risky, but if China is the best place to get your product then I can help you there as well.

Chapter 5

The Easy Way

Here it is. The moment you have all been waiting for.

The easy way is.....

- 1) Find a US manufacturer (or your home country) that is already making the product you want to private label.
- 2) Contact them to see if they will manufacture their same exact product, but under your brand name.
- 3) To test out the product place an order for a small amount of their current brand and simply have them switch out their packaging and use yours or do it yourself.

That's it? Yep. That's it.

Here's a link to a webinar I did with Jenni Hunt explaining just how easy Private Label can be – (<https://youtu.be/Fk9FEzjmGjI>)

Our first product was this easy.

All we have to do is take out their package insert and replace it with your own. (With their permission of course)

Better yet. We didn't have to place a huge opening order. We were able to order as little as one case to get started. It really couldn't have been any easier.

This company doesn't have an official private label program, but they wanted to sell product and I was willing to buy.

What's even better is that they have several products, so I can private label any of them that I want.

An even easier step 1 is to find a company that already has a private label program. There are many many companies that will manufacture their product, but put your label on it.

In fact, many of them will even help you design your label or at the very least allow you to send your label and they'll attach it to their product to make it your own.

My wife and I with some friends attended a Private Label Trade Show last year. Every single one of the hundreds and hundreds of exhibitors had private label programs that were practically begging for our business. They didn't care whether we intended to sell our items on Amazon or on the street corner. They just wanted us to place orders. If you currently sell on Amazon and you've ever been to a trade show you know that not every single exhibitor welcomes Amazon sellers with open arms.

For any number of reasons, some companies see Amazon as the bad guy and don't want to sell to retailers that use Amazon. But with these private label programs, it's an entirely different story.

It's your brand so they don't care where you sell. They just want to be your source.

So how do you find companies with private label programs?

Glad you asked.

With the help of my good friend John Bullard, Jr, I have put together a database of companies that already have private label programs. We've made it as easy as just contacting them for more information.

Access to the database is regularly \$149, but since you purchased this book you can get it for only \$97 by using this link - [Private Label the Easy Way Database](#)

Another way to find a manufacturer is to do an online search for the name of the product you're interested in with the words "private label" or "manufacturer" after it. So for example if you wanted to source an umbrella you would type in "umbrella private label" or "umbrella manufacturer."

A company that is a wholesaler or a distributor of umbrellas could be a good contact as well. Since they're in the umbrella business they would know where you can go to get one manufactured.

Don't let it deter you if you find a company that manufactures umbrellas that doesn't specifically say they have a private label program. Remember that the manufacturer of our product doesn't have an official program and I'm the only one with such an arrangement with them. All you have to do is ask.

When I was doing research for my product I called a local manufacturer to see if they could make what I wanted. The owner told me that they couldn't, but he knew where I could get it and gave me the contact information for the company I now work with.

It only took me two phone calls to find our source. Please know that depending on the product you pick it may not be that easy, but I encourage you to forge ahead.

In doing research for a different product I'm wanting to launch, I have made several inquiries already and have come to dead ends on all of them. But I'll keep going and eventually figure it out.

Another way to find the source or the manufacturer of a product is to find one at a store and look at the back of the packaging.

Most likely there is an address, a phone number, a website, or maybe all three.

Something that should cause you to perk up would be the words "Manufactured by (company name) for (company name)." This just means that the product is from the second company, but made by the first company.

For example, A tomato processing company (like Red Gold) may make ketchup for several different brands.

Maybe you can get the same manufacturer to create a brand just for you.

If they aren't interested in doing a private label for you, you might be interested in placing a wholesale order with them so you just found a new supplier.

Don't get discouraged if you can't find a domestic supplier for your product. There are some products that may not be made

closer to home or if they are they may be cost prohibitive.

Chapter 6

Choosing a Product

I'm not a gambler, but I might get into horse racing if picking a winning horse was anything like picking a product to private label.

Not that I can guarantee that what you pick will be a winner, but I can show you some guidelines to use that if you follow them, you'll have a much better chance of succeeding.

In fact by using the principles of my friend Brett Bartlett's course Proven Performance Inventory, you will dramatically increase your chances of private label success.

Why?

Brett Teaches his “golden gap” strategy of starting where demand for a product is high, but product availability is low.

Using the 7 Step Test included in this chapter you can gauge the potential of the success of a product for private label; however, by using the PPI strategy, you need to find the demand first.

I am very excited to be able to include Brett's PPI (Proven Inventory Course) as a part of the Private Label the Easy Way Mentoring Program – You can learn more here:

ProvenPerformanceInventory.com

Regardless, you still need to gauge products for private label so

let's get into the basics of what categories to avoid and how to get ideas for private label.

Overall, you want an item that is somewhat generic, something that is easy to replicate.

If you're not quite sure yet what I'm talking about you will after we go through some examples.

Here is a graphic showing some items that would not be good candidates for private label.



Why are these items in my opinion not good candidates?

The iPhone is totally brand driven. Apple has spent millions to

build and market their brand and it would take a monumental effort to try to gain even a small share of the market.

When I say it's brand driven I mean that people buy an Iphone because they want an Iphone not a phone that does everything an iphone does with the same features and look. They don't want a Zphone or an Lphone. They want an Iphone.

A Coach purse would be another example of a brand driven product.

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 would be a good potential private label product.

Another example of a bad private label candidate would be a refrigerator. Why?

It has lots of moving parts and is HUGE. Can you imagine trying to send in 500 refrigerators to an Amazon warehouse? Something that heavy is not allowed anyway, but you get my point.

The Nike shoe would not be a good item to replicate because it is very brand driven.

The vacuum cleaner has a lot of moving parts and it's big.

And finally the computer and in this case a Macbook is also more complicated as far as the parts that go into it and it's brand driven as well.



So if those above are bad candidates what would be good candidates?

What makes the items in the picture good candidates?

For the most part they are generic, non brand-driven, small, easy to replicate items.

You could make the case that the Garcinia Cambogia is something that people would gravitate to a certain brand, but I know for a fact that this has been private labeled very successfully by many companies.

So overall you want to look for items that have the following characteristics:

- 1) Generic (Non Brand-driven)
- 2) Small
- 3) Easy to replicate
- 4) Not many working parts

What about the price point to shoot for? There is really no hard and fast rule here, but here's my opinion...

I would look for items that are between \$10 and \$50 retail.
Why?

If it's less than \$10 then FBA fees will squander much of your profit. If it's over \$50 then inventory gets really expensive. That doesn't mean if you come across a tremendous opportunity that is outside this that you should ignore it. This is just a guideline to start with.

You also of course want to make sure that the item will be profitable. You may not know exactly yet what the buy cost will be, but I would not be comfortable with anything less than 50% profit. So if my buy cost was \$10, I'd want to make at least \$5 on every item sold.

Also, be sure to check what category the item you're researching would be listed under. You don't want to pick an item that might be considered hazmat or in a category you're not approved in.

Here is a list of the categories that require approval:

3D Printed Products
Automotive & Powersports
Beauty

Clothing & Accessories
Collectible Books
Collectible Coins
Entertainment Collectibles
Fine Art
Gift Cards
Grocery & Gourmet Foods
Health & Personal Care
Independent Design
Jewelry
Luggage & Travel Accessories
Major Appliances
Services
Sexual Wellness
Shoes, Handbags & Sunglasses
Sports Collectibles
Textbook Rentals
Video, DVD, & Blu-ray
Watches
Wine

As of the time of writing this revised version Amazon is doing instant approvals in the following categories: Jewelry, Luggage, Shoes, Handbags & Sunglasses, and Clothing & Accessories.

So if you're not approved in these categories yet put this book down right now and apply for them.

Here is a short video I created about which Amazon categories to avoid – <http://youtu.be/x2pLU91lceA> and on Vimeo here – <https://vimeo.com/125420111>

So now that you know what to look for and what to steer clear of, let's begin trying to narrow down the category that you want to be in.

Are you already passionate about a certain niche? Start there. Maybe you love to cook. Then begin doing some research in the Kitchen category on Amazon.

Are you already selling items in a certain niche and you want to inquire about private label in that niche? Go for it. Go right to that category on Amazon and start browsing.

Maybe you already have an idea for a product. If you do then go ahead and search for that product on Amazon to see what is already there and how well it's selling.

If you have no idea what niche or product you want to get into right now that's totally okay.

One of the easiest places to start is the Amazon Best Seller list.

Here's a video about how I use Amazon's Best Seller lists to research potential private label products –

<https://youtu.be/hA1dLuawbl8> and on Vimeo here –

<https://vimeo.com/125420113>

This is a great place to browse to get ideas.

After you have some ideas, you should dig a little deeper to see if there is an opportunity and plug them into the Proven Performance Inventory system to verify whether or not they are viable ideas.

Some questions to ask are:

- What is the best seller rank of the top 5 or 10 listings for the items you're looking at?
- How many reviews do each of them have?

If the top 5 or 10 listings all have stellar ranks (less than 1000 in my opinion) or thousands of reviews then 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. Mine has never been in the top 2 or 3 and yet I still do well and I'm happy with my results. In fact, I have never been on page 1 for any of my main keywords.

I completely understand why they teach looking for an item that you can get into the top 2 or 3 of it's kind on Amazon. If you're going through the work of sourcing a product, especially if you're sourcing from China then why choose one that you're only going to sell a few a day when the same amount of work is needed to source a product that will sell 20 or 30 or more of a day?

That makes total sense and if I was going to develop a course I would say the exact same thing. But this is private label the easy way so in my opinion, you don't need to be as strict.

Let me give you an example from my business. If you remember from an earlier chapter I mentioned that the source of my private label products have several items they sell and are willing to do a private label with any of them.

Since I have already built this relationship literally all I need to do to launch another product is get my package insert created, buy a case or two, take out their package insert, insert mine, create a listing and then send it off to Amazon.

If I was starting from the beginning and doing research on every product that this supplier has I might not pick many of their products to private label because they might not all meet stricter requirements in the research phase. However, since it's so super easy to test out a product using my easy way method the risk is very minimal. Once you find a supplier for your product there's no reason why you can't do the same thing.

Let's go back to sales rank and reviews again because I didn't explain that fully. Just because we're doing the easy way doesn't mean we should totally neglect this research.

Like I said above, if all of the top 5 or 10 have stellar ranks and thousands of reviews it may be very difficult to get in this list as this is probably a very competitive product. And on the flip side if the top listings for the item you're researching all have higher ranks and very few reviews then that product may not sell enough on Amazon to make it worth it.

I hesitate to throw out sales ranks or number of reviews as strict guidelines because each person's business is different. If you're doing private label the harder way and having to source from China then I totally recommend picking a product that has a much higher upside.

However, with the easy way I'm not putting as much effort into the sourcing stage and I'm not having to buy thousands of dollars of inventory to get started so I'm okay with an item that maybe only sells a couple per day because it didn't take much time and effort to get it going. This is especially true of other items that I may want to add that my source carries.

If I was starting from scratch I'd certainly try to find an item

that I could sell many per day versus one that might sell every other day. All I'm saying is that with the easy way method, I'm more willing to try a product that may not be a star performer since the time and effort involved to get it going is not huge.

Chapter 7

Brand Name and Trademarks

In choosing a product you might be already thinking about potential brand names. Once you decide on some options be careful to search those names in the USPTO Database.

The USPTO stands for United States Patent and Trademark Office.

To perform a search on the names you're 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 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 start making some sales. We used Legal Zoom to file for our trademark, but I know there are other options out there as well.

Chapter 8

Finding a Supplier

I touched on this in Chapter 5 so I won't completely repeat myself, but I'll do a short recap.

Since I was already selling in the niche for my private label product I contacted a manufacturer that I was already working with to inquire about making my product. The owner said that he could not do it, but gave me a contact for what ended up being our source. Again, don't expect to find a source after only two calls. It could be longer, but you might find your source after one call. I would suggest, though, reaching out to a few manufacturers to compare pricing.

So here are some ideas for finding suppliers:

- 1) Contact a manufacturer, wholesaler, or any other vendor you're already working with
- 2) Find a company that already has a private label program. Do an online search for the name of your product along with the words “private label”, “private label program”, “manufacturer”, or even “wholesale”.
- 3) Our database of private label suppliers – [Private Label the Easy Way Database](#)
- 4) [Alibaba.com](#) – You can also find US manufacturers on Alibaba

5) [AliExpress.com](https://www.aliexpress.com) – If you decide to source overseas this is a good option as the minimums are very low.

6) [Thomasnet.com](https://www.thomasnet.com) – Tons of domestic suppliers

7) Back of packaging – Find your product at a retail store and see if it gives the contact information for the manufacturer. Maybe they can make the same product with your label.

8) [Import Dojo](https://www.importdojo.com) – Let Manuel help you source your product

Chapter 9

Contacting Suppliers

Once you have a list of potential suppliers start contacting them. You can certainly send an email, but in my opinion a phone call is better.

So what do you say?

Here's an example of what you could say to a potential supplier:

“Hello, my name is _____ and I'm calling from ___ (insert your company name)___.

I'm building my own brand of ___ (your potential product)___ and wanted to know if you do private labels.”

If you already know that they have a private label program then just tell them you're interested in building a brand of (your product) and are interested in their private label program and want some more information.

The reason I mention that I'm building a brand is because it makes you sound much more established and serious. You're not trying to buy onesies and twosies. You're a serious player.

Here are some things you want to get information on:

1) 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.

2) How does their private label program work? If they already have a program set up then they have a protocol such as how to get started and what they need from you such as logo and package design. Many times if they already have a program they will have in-house designers to help you with this process as well.

Let me re-iterate here that just because they don't have an official program doesn't necessarily mean that they can't do a private label for you. My source does not have an official program, but all I asked was can I purchase your product and do the work myself of removing your inserts and putting in mine.

Some companies may do all the work for you of changing the packaging and even sending it off to Amazon and you never even have to touch the inventory. How sweet would that be?

3) What's the lead time? How much time will it take to get your products? A couple of weeks is normal, but if you're doing the work of changing packaging and all they have to do is ship you their product then there's no reason they shouldn't be able to get you your items within a few days.

In the book I did with John Bullard Sr called [Beyond Arbitrage](#) I gave some tips about talking to wholesale vendors. That same information is applicable here for speaking with manufacturers.

Here it is:

- 1) Relax
- 2) The person you're talking to needs you just as much as you need them. They're trying to sell their products and they need buyers. You're qualifying them as much as they're qualifying you.
- 3) Act bigger than you really are. You are building a brand and will be ordering large amounts of inventory so keep that in mind.
- 4) Act confident even if you don't feel confident. Fake it 'til you make it. You'll be more confident because you have done your research in advance and already know about their product.
- 5) Write down key points of a conversation – Pricing Tiers, Lead Time, etc.
- 6) If you're wanting to private label a product ask for samples. If you're going to be ordering a few hundred or few thousand of something then they should not have a problem giving you a sample of one.

I feel # 2 is especially important. If you understand that they NEED your business then you will be much more comfortable and confident.

Chapter 10

Placing your First Order

If you're doing this the easy way, hopefully you don't have to place a huge opening order.

In my example, I was able to buy just one case to test out the product. I actually purchased more than that because I needed to have enough in inventory to promote my listing. It would not have done me any good to only send in a case of 12 and not be able to fully implement the sales and review process I will explain in chapter 13.

If the supplier you have chosen does require a larger order that's okay. Just do more due diligence in the beginning to pick the right product.

Your goal is to order as small of an amount as possible so you can test the market.

For at least the first order, I would recommend having it shipped to you so you can check it out. After you become comfortable with your manufacturer you can then have them either ship it to a fulfillment company like [MyInventoryTeam](#) or maybe even directly to Amazon. All you would need to do is provide the FBA labels (unless you're going to have Amazon sticker it for you) and the box labels.

Chapter 11

Logo and Package Design

If you manage to find a company with a built-in private label program they may have an in-house designer and can handle every aspect of designing your package for you.

The source of my first private label product does not have that capability so I had to have my own packaging designed.

I went to [fiverr.com](https://www.fiverr.com) to have my logo and my package designed. If you're not familiar with [fiverr.com](https://www.fiverr.com) I encourage you to check it out. For as little as \$5 you can hire professional and sometimes not so professional (please do your due diligence) people to perform a myriad of business tasks.

Because my package design was more complicated I paid about \$45 to have it designed, which is still an incredible deal.

After I was satisfied with the design I found an online company called [uptime.com](https://www.uptime.com) to print and send me my package inserts. I pay approximately 15 cents for each insert. I compared prices at local print shops and none of them could touch the price I get online.

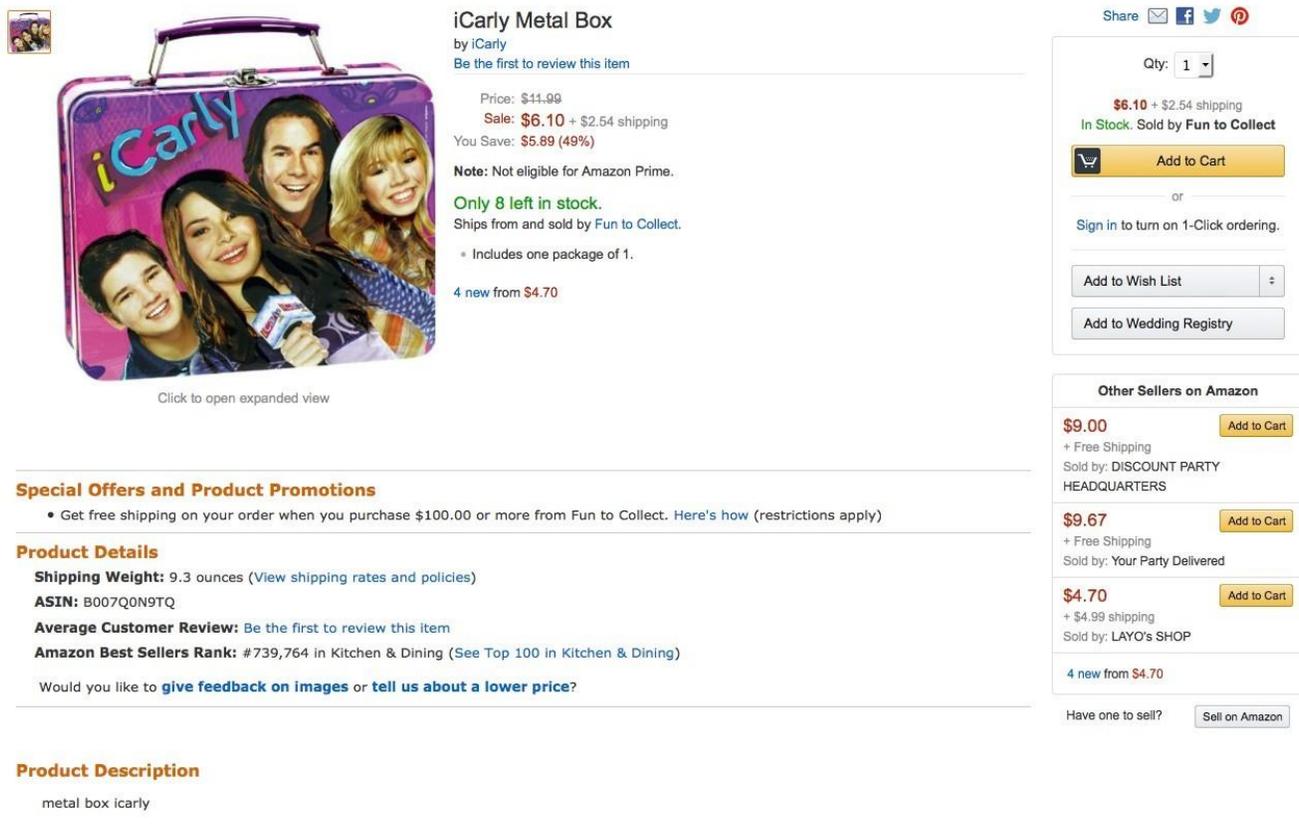
I'm sure there are other good online printing companies, but I have been extremely pleased with what I have received from Uprinting. They have the flexibility to work with custom sizes which is what I needed.

Chapter 12

Crafting a Killer Product Listing

I'm sure you've been on Amazon and seen some very poor quality pictures, titles, and descriptions.

Below is an example I used in another book I wrote of a listing to not model yours after:



The screenshot shows an Amazon product listing for 'iCarly Metal Box' by iCarly. The main image is a purple metal box with the 'iCarly' logo and photos of the cast members. The listing includes a price of \$6.10 (on sale from \$11.99), shipping of \$2.54, and a note that only 8 units are left in stock. The listing is sold by 'Fun to Collect'. To the right, there are purchase options: 'Add to Cart' (highlighted in yellow), 'Add to Wish List', and 'Add to Wedding Registry'. Below the main listing, there are sections for 'Special Offers and Product Promotions', 'Product Details' (including shipping weight, ASIN, and customer review), and 'Other Sellers on Amazon' (listing alternative sellers like 'DISCOUNT PARTY HEADQUARTERS' and 'LAYO'S SHOP' with their respective prices and shipping costs). The listing also includes a 'Share' button and a 'Click to open expanded view' link.

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

I'm sure there are worse listings out there, but this one is pretty bad.

The picture is not horrendous, but notice the title “iCarly Metal Box”.

Could they not have thought of a more descriptive title?

What about the product description? It says “metal box icarly”.

Now that description ranks up there with some of the worst I've seen.

Sometimes the best way to do something is to find a bad example and just do the exact opposite.

So what would you change about this listing?

First of all the title.

In this bad example the title just says “iCarly Metal Box.” The opposite would be a keyword rich title that still reads well. I'm not a sales copy expert and you don't have to be either. In fact, I had someone else create my title and description for me.

If I was going to improve upon this listing I would probably say something like “iCarly Lunch Box – Robust Metal Design – Perfect for your Little Girl's School Lunches – 5 Year Warranty”

Again, I'm not a sales copy expert so I'm sure you can improve tremendously on this, but you want your title to include some main keywords potential buyers would use to find this product.

For keyword ideas please consider the following tools:

1. [Google Adwords](#) – They have a keyword planning tool
2. [Merchant Words](#) – Merchant Words is specifically for Amazon and will show you what keywords Amazon buyers are searching for.
3. Amazon's Suggested Search Terms – See this short video for an explanation – <http://youtu.be/q0S9MLU2VS0> and on Vimeo here – <https://vimeo.com/125420114>

So grab all of the relevant keywords for your product and assemble them into your title in a coherent way. I suggest using hyphens to separate phrases.

The next important piece of your product listings are the images. Amazon allows you to have 9 images and if possible I encourage you to use all of them.

You want crisp, clean, high resolution images that make potential buyers want to click on them. The manufacturer may already have good quality images you can use. If not, this is not an area to skimp on. Find a local photographer that is used to shooting product images or send your product off to a company that specializes in product photos. You will not be sorry.

If possible get pictures that are at least 1000 pixels on the longest side. This will make your pictures zoomable which is a HUGE plus for potential buyers.

Show your product from different angles and if possible some images showing your product in use.

The 3rd major component of your listing is the bullet points. Use these to describe the main benefits of your product. You

can have 5 bullet points so use them all. As you can see from our lunch box example, they only used one and even did that poorly.

The next component of your listing is the description. Amazon gives you 2000 characters to turn those lookers into buyers.

When putting together your description ask yourself a couple of questions:

What can your product do for your customer?

What are the benefits of your product?

What problem does your product solve?

Look at what your competitors are doing. What do you like or dislike about their descriptions? Pay close attention to some of the keywords they use.

The use of a bold headline can grab the attention of your buyers then follow it up with copy that details what your product can do for them and the problem that it solves.

Use some of the keywords that you didn't use in the title and bullet points.

At the end of the description have a clear call to action telling them how to order your product.

A tip that makes my descriptions look more aesthetically pleasing is adding breaks in between paragraphs and some sentences. A simple html tag like a “
” can really make a huge difference in how your listing looks. I'm sure you've seen some listings where every sentence is one after another and it's one block of text. By using a
 or even two in a row like

“

” you can make it easier on your buyers' eyes.

If you want more instruction on creating killer Amazon product listings, I highly recommend Karon Thackston's book [Amazon Advantage](#). Karen breaks down every aspect of an Amazon product listing and makes it easy for even a newbie to create great listings. You can even hire her team to write sales copy for you.

Chapter 13

Sales and Reviews

So after you've selected a product, found a supplier, placed your order, and created an eye catching listing you need to get some sales and reviews.

Do you remember the movie “Field of Dreams” with Kevin Costner? What's the famous line from that movie?

“If you build it, he will come.”

In this case the “he” is your customers, but don't think that just because you have a pretty listing with amazing images and sales copy that that would make an eskimo want to buy ice or that customers will begin flocking to your listing.

You have to gain some traction for your main keywords and get Amazon to keep pushing you up the search results.

How?

By getting sales and reviews. There are a lot of things you could do to promote your listing like Facebook ads, Google Adwords, press releases, etc. All those things can be a part of your overall strategy, but at the beginning I suggest only focusing on sales and reviews.

Here's exactly how I did it.....

I contacted about 10–15 friends and family and asked them to purchase my product using a discount code that I created in the back end of my seller account and to leave their highest and best review after receiving the product.

In my case I started out with a discount that made the product just a little over \$1 with tax. Since launching my first product, Amazon's rules have changed and if I was starting over again I would not have very close friends and family do this because it's against Amazon's Terms of Service for close friends and family to review your product.

The preferred method for a lot of sellers before Amazon's review policy change in early October 2016 was to use a review club to get their first few reviews quickly, but I do not recommend these sites now. I believe it's too risky.

There are several options one can use to get their first sales and reviews:

1) Depending on how competitive your product, 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 my 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.

2) Amazon Sponsored Ads (Pay-per-click) – My basic strategy for using Amazon sponsored ads is to run an automatic campaign for several days at a low budget of around \$5–\$10 per day. Then look at the keywords that are performing the

best and run a manual campaign with those keywords. 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.

3) Promotional Pricing – 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.

No matter which method(s) you use I believe it's more important now than ever to follow up with your customers to get those reviews. 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.

There are so many strategies that one can use both on Amazon and off to generate traffic and sales that a whole book could be written on this subject alone.

To dig into this further and for more help, I encourage you to check out my [Private Label Mentoring Program](#).

Chapter 14

Maintaining Inventory Levels

Once you're getting organic sales your main concern is making sure you stay in stock.

My wife will tell you that I have not always done a great job of staying on top of this and there have been two instances in which we were almost out of a product and our source was not getting any in for several days.

So here are some tips I have had to learn the hard way:

1) Set up Replenishment Alerts in your Amazon account.

This is very easy to do. Simply 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 that product into Amazon.

Also, here's a step-by-step on Amazon about this process – http://www.amazon.com/gp/help/customer/display.html/ref=hp_rel_topic?ie=UTF8&nodeId=200296340

2) Keep on top of the 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) Create a merchant fulfilled listing on your product.

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's 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.

Chapter 15

More Advertising and Marketing Strategies

Once you have gained some traction and are getting organic sales, you can begin to think about and implement other advertising and marketing strategies.

Would eBay or Rakuten be a good fit for your product? If so you can take advantage of Amazon's Multi Channel Fulfillment service to make this process a snap.

With multi channel fulfillment you can fulfill an order for an eBay customer or any customer outside of Amazon right out of your Amazon inventory.

Check out this page on Amazon explaining this process and how to do it – <http://services.amazon.com/fulfillment-by-amazon/multi-channel.htm>

What about having your own e-commerce website?

I guarantee that you will have some people that find you on Amazon searching for your brand on Google so if you have a website for them to land on you might get some sales without the Amazon fees. You would then simply create a fulfillment order in your Amazon account.

In addition to different marketplaces that you can sell on, there are also many different ways to advertise your product.

Two of the ones I have used are Google Adwords and Amazon Sponsored Ads.

If you don't already have a Google ad words account, go ahead and set one up (it's free) to at least be able to use their keyword planning tool that I mentioned in Chapter 12.

Once you're ready to start advertising they will almost always give you a free \$100 credit. I was a little scared at first of trying Google Adwords, but I reached out to their team of experts and they made it much simpler. They walked me through every step of creating my first ad and making sure I didn't blow through my budget in the first day.

If you don't know what to put in your ad look at what your competitors are doing to get an idea of what's working.

I have also used Amazon Sponsored Ads with some success. They now have two different options. The first option is “Automatic” and the second is “Manual”. With Automatic, Amazon will choose keywords for you and with Manual you choose your own keywords.

My suggestion is to start with Automatic because then you can run a keyword report to see what keywords are working then switch over to manual and target just those keywords.

What about Facebook Ads?

I honestly have not used Facebook for my private label products, but I know that other sellers of private label products have been wildly successful with Facebook when they were running a discount promotion to get lots of sales very quickly.

I'm just scraping the tip of the iceberg with what you can do to promote and advertise your product.

Here are some other tools and strategies you can consider:

- Pinterest – My good friend Jason Miles has written a book called [Pinterest Power](#) and it's specifically about how to leverage Pinterest to grow your business.
- Press Releases
- Youtube – Did you know that Youtube is the 2nd largest search engine behind Google? Again, Jason Miles has a book called [Youtube Marketing Power](#). It's fantastic.
- Instagram – Once again Jason Miles has provided a fantastic guide called [Instagram Power](#).
- Bing Ads

With Youtube you don't have to be the one in front of the camera. There are video review sites that you can leverage to have a video product review made of your product. Also, don't forget about [Fiverr.com](#). Just do a search on Fiverr for “Video Testimonials” or “Video Reviews”.

I know there are many many more creative ways to promote and advertise a private label product. The sky is the limit when it comes to the internet, but there might be oThine ways as well.

I know of at least one other private label seller that was successful in getting a local store to stock his product. Once you have a successful track record on Amazon it will be much easier to approach a brick and mortar store to inquire about them selling your product.

Again, there are numerous other channels to consider including

Trade Shows, Flea Markets, Fairs, Niche sites related to your product.

We could probably fill up a separate book with ideas of strategies to market your product. Just be thinking outside of Amazon. Amazon is a tremendous marketplace to launch your product, but don't limit yourself to Amazon.

Think bigger. Think building a brand not just one product. Once you have built a relationship with your manufacturer, find out what other related products they can make that might be a fit for your brand.

Once you have the product launch formula down, it's just a matter of rinse and repeat.

If you think you might be interested in having your own e-commerce website for your product then pay attention to my friend Diana Ratliff. She is an expert on creating them and even has a service to help.

She has graciously put together some good content for thinking strategically at the beginning phase of your product:

“When evaluating the potential of a private-label product idea, we like to think beyond Amazon. Does this product have “marketing” potential as well as “margin” potential. Most private label sellers focus on finding a product that can be manufactured cheaply enough to sell for a nice profit margin on Amazon. This model can work very well. Some sellers have hundreds of private label products that sell quite nicely, adding up to a significant income.

However, sometimes, if you're intentional about the process,

you can develop products that can also be sold profitably on your own website. You can create an income stream that you own and control, one that is outside the whims of Amazon. To do this, you need to create products that warrant their own marketing. They're clearly different or better, somehow; that uniqueness is part of your brand. You need to give people a reason to buy your product, from your site. If that reason doesn't exist – buyers will default back to a known and trusted website, Amazon.com.

For example, yoga mats are essentially rectangular pieces of foam. There are 9,870 results in Amazon for Sports & Outdoors> Sports & Fitness> Exercise & Fitness>Yoga>Mats. Some sell in the \$20 price range, some for hundreds of dollars. What makes the higher-dollar mats worth the price? Doing that sort of analysis, while you're evaluating whether or not to develop a particular private label product, can pay off big-time.

Here are some tips for you to consider if you're doing private label and hoping to set up your own ecommerce site someday.

- As you choose brand or product names, look to see if anyone else is using that online (Google it.) Once you find a suitable name that no one else is using, buy the corresponding domain name. It only costs about \$15/year to reserve a domain, and that way you'll have it later if your product takes off.*
- When researching a potential product, look at the reviews for similar and related products within Amazon. Do buyers mention problems that you can fix, in a new-and-improved version that you can manufacture?*

- *Look at the differences in higher-priced and lower-priced variations of the product you have in mind. What makes one worth the extra money? (Assuming it is selling and getting good reviews.)*
- *As you add more products to your private label marketplace, look for winners – items that sell consistently, for good margins. Develop products that are related to that one, or that can be bundled with it.*
- *It is much easier to promote a site with a common theme (say, yoga accessories), than one that offers a yoga mat, gardening tools and Coach purses.*
- *Beyond the product itself – are there other ways to give people a reason to buy through your own website? There are many things Amazon cannot do – you can't create a community within Amazon, for example, or offer personalization, or how-to videos.*

Not every private label product is worth promoting on its own. Not every private label developer wants to go through the mental effort and expense of developing a brand, a website, and a marketing strategy.

But for the right private label developer, with the right product(s), the rewards can be enormous. And Amazon can't take them away from you.

If you'd like professional help to make your private or exclusive products available for sale, on your own website, we can help. Contact Diana Ratliff (diana.ratliff@searchworxx.com) for a personalized quote about e-commerce site design and marketing.”

Chapter 16

Getting a VA to Help Build your Private Label Empire

If all of this sounds like work....it is. I may have found an easier way to do private label, but there is still work involved. Selling on Amazon is not a get rich quick scheme or a business in which you can set it and forget it. It's work, but in my opinion it's the best work because you're doing it for yourself. You can set your own hours and work when and even where you want.

So what if you don't have the time or the desire to do all of the research to find a winner? I have some good news for you – you don't have to.

You can outsource every aspect of this business including finding private label opportunities. It can all be done by someone else so you can focus on other things.

I highly recommend the services of my good friend Eric Hardwick. He is the Jedimaster of training VA's (Virtual Assistants). Eric has developed a system that takes care of all the hiring and training of a professional VA. They are trained for online arbitrage, but you could easily teach them how to search for private label products because the process is similar.

The addition of a VA will literally change the way you run your business. If you would prefer to have this all done

for you then checkout out TrainedVas.com.

Chapter 17

Mentoring Program

Need some accountability or just a little extra push to get your own private label product launched?

I have partnered with Jim Cockrum, Jenni Hunt, and Brett Bartlett to build a small community of sellers that want to go through this private label journey together.

We have broken the easy way method down into 6 modules with lessons and assignments to keep you focused.

Also, I recently finished recording my Private Label the Easy Way Webinar Series where I went through the lessons live on a webinar and took questions. This content is included.

The greatest value, though, is the community where you can ask questions. We are in the group daily and responding to posts.

We'd love to have you join us.

For more information please go to [Private Label Mentoring](#).

If you believe 1 on 1 coaching would be a better fit for you please go to [JimCockrumCoacing.com](#)

Chapter 18

Final Thoughts

This is not a complex system. The purpose of this book was to give you all of the tools and information you need to pursue this model! However, if you'd like to join a large group of others in our community (on Facebook) who are pursuing this model along side our world class leadership team and many who are successfully using these strategies, we suggest you revisit the ProvenPrivateLabel.com site and invest in our exclusive group mentoring program! You'll instantly be in the company of those of us who have sold a combined hundreds of millions on products on Amazon using simple PL strategies!

We hope you'll join us! Visit this page for details:

ProvenPrivateLabel.com

Resources

Download an [updated list of resources here](#).