



The  
**Million Dollar**  
Case Study

**YOUR FREEDOM BUILDER**  
**WORKBOOK**

# In This Workbook:

- Workbook 1: Product Research
- Workbook 2: Customer Research
- Workbook 3: Customer-Driven Innovation
- Workbook 4: Patent Research
- Workbook 5: Working with Suppliers
- Workbook 6: Vetting Suppliers, Receiving Samples, & Budgeting
- Workbook 7: Branding, Trademarks, & Packaging

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**WORKBOOK #1**

**HOW TO RESEARCH AND  
FIND YOUR FIRST  
PRODUCT**



# BEFORE YOU START

You'll need to get access to the Jungle Scout Web App and Chrome Extension. Exclusive to the MDCS, we're offering a MDCS Starter Kit that gives you **30%**

**off :**

- Three Months of **Web App Standard** (*regularly \$207*)
- Lifetime Access to the **Jungle Scout Pro Extension** (*regularly \$197*)
- *Plus, you get a pretty fantastic FREE t-shirt to go with it!*

## FOR \$279

[GET MY MDCS STARTER KIT](#)

# DOING YOUR OWN PRODUCT RESEARCH

## Step One

You'll need to get access to the Jungle Scout Web App and Chrome Extension. Access your deal [here](#).

## Step Two

You'll need to familiarize yourself with the Product Database. There's a tutorial video in the Database itself. You can also click [here](#) to rewatch Episode One!

## Step Three

Start using some of our suggested filters and save these filters for later use!

# **SUGGESTED FILTER: HIGH SALES, LOW COMPETITION**

This filter combination will help you find products that are already selling well, but aren't flooded with competition:

- Minimum Sales of 300
- Maximum Reviews of 50

# **SUGGESTED FILTER: HIGH SALES, LOW LQS**

This filter combination will help you find products that are selling well, but aren't being marketed well to customers by sellers:

- Minimum Sales of 300
- Maximum LQS of 40

# **SUGGESTED FILTER: GOOD PRICE POINT, HIGH SALES, LOW FEES**

This filter combination will help you find products that are selling well and have the potential to make you more money:

- Minimum Sales of 300
- Minimum Price of \$20, Maximum Price of \$60
- Minimum Net of \$15

# **SUGGESTED FILTER: HIGH SALES, LOW RATING**

This filter combination will help you find products that are selling well and have the potential to be improved based on customer reviews:

- Minimum Sales of 300
- Max Rating of 3

# **SUGGESTED FILTER: HIGH SALES, STRONG CATEGORY**

This filter combination will help you find products that are selling well in categories with good potential for private labelling:

- Minimum Sales of 300
- Categories like: Kitchen & Dining, Home & Kitchen, Pets, Baby, Arts & Crafts

# **SUGGESTED FILTER: HIGH SALES, LIGHT PRODUCTS**

This filter combination will help you find products that are selling well and are lightweight - meaning lower fees:

- Minimum Sales of 300
- Maximum Weight of .5

The background is a solid orange color. It is decorated with various white geometric elements: dashed lines forming circles and arcs, solid circles of different sizes, and a plus sign. The text is centered in the upper half of the image.

TIME FOR ACTION

**FIND THOSE  
IDEAS**

# ACTION ITEMS

1. [Log into your Jungle Scout Account or Sign Up for the MDCS Starter Kit](#)
2. Join the MDCS private Facebook Group [here!](#)
3. Get into the Product Database and your Product Tracker. Start tracking some products. **20 is a great place to start but work towards MAXING out your product tracker.**
4. Show us your work! Post a photo of you doing your action items or your completed action items to the MDCS group with the hashtags #MDCSchallenge and #FreedomBuilders for a chance to be featured on our Instagram account and for an entry into our Amazon Seller Seed Fund! Be sure to blur out any sensitive information!

# AMAZON SELLER SEED FUND

- **\$2500 for First Prize**
- **\$1000 for Second**
- **\$500 for Third**

\*We will track your progress every time you share a photo in the private **Facebook Group** and/or on Instagram with the hashtags #MDCSChallenge and #FreedomBuilders.

\*Each photo share - proof you are putting in the work every week - will get you an entry into one of three Grand Prizes we'll give away at the end of the Case Study in December. Each entry gets you more chances, so go to town with it!



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**WORKBOOK #2**

**THE FOUR PILLARS OF  
CUSTOMER-DRIVEN  
INNOVATION**





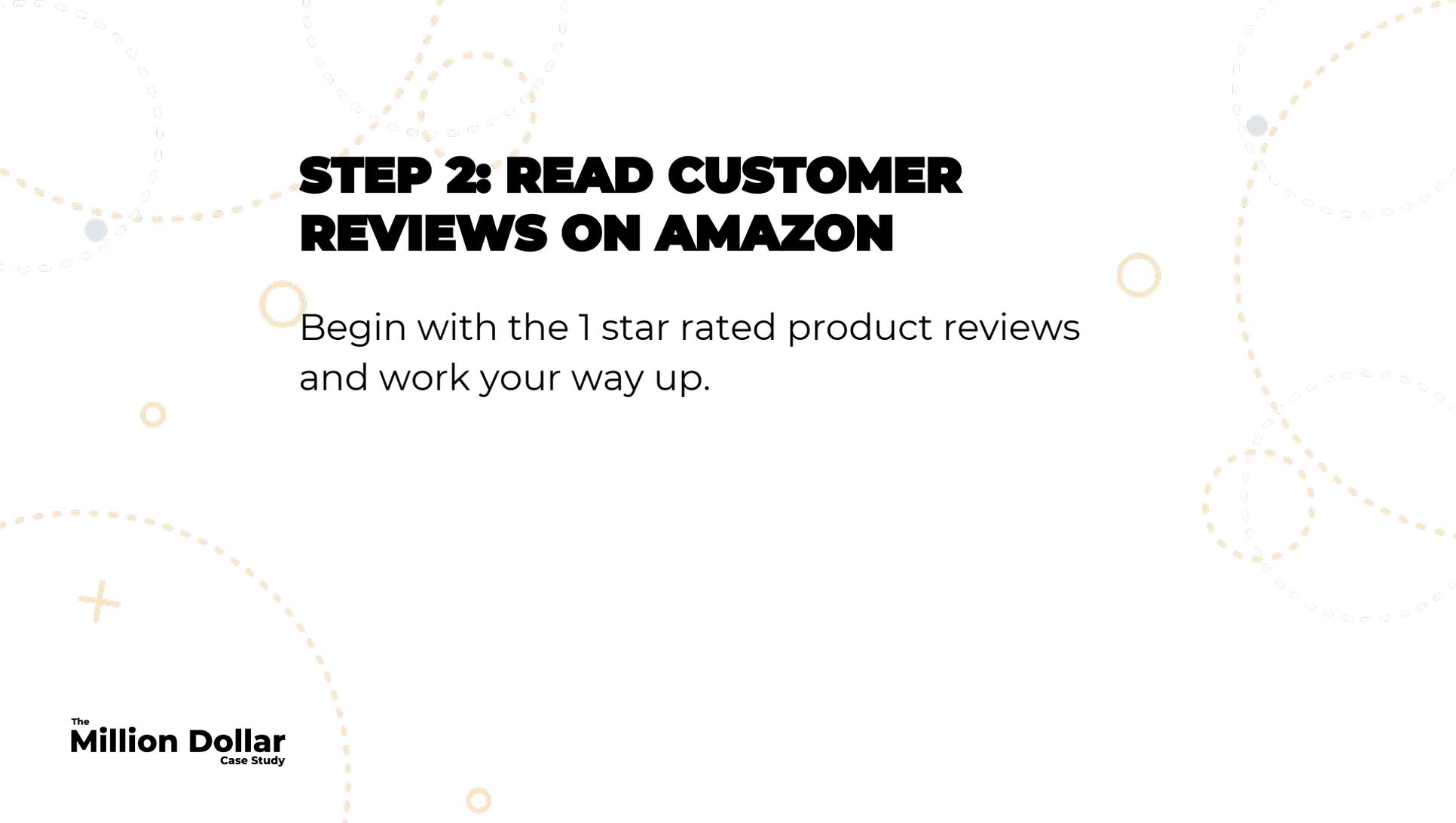
# **CUSTOMER-DRIVEN INNOVATION™ DEFINED**

This product research strategy is halfway between an invention and private labelling. It leverages Jungle Scout to find products that sell well, but are lacking key elements or features to make them truly appealing to users. It involves looking at sales, ratings and reviews.

# STEP 1: NARROW DOWN PRODUCT IDEAS

Remove Items that fall under these categories:

- High competition
- High seasonality
- Easily breakable (glass, ceramic, etc.)
- Food, drink, supplements or topicals
- Complex (electronics, lots of moving parts, etc.)
- High potential liability items (helmet, life vest, baby car seat, flammables, etc.)
- Trendy or fad
- Patented or requires licensing (New York Yankees hat, Mickey Mouse shirt)



## **STEP 2: READ CUSTOMER REVIEWS ON AMAZON**

Begin with the 1 star rated product reviews and work your way up.

## **STEP 3: LIST CUSTOMER COMPLAINTS**

Keep track of improvements inside the product notes within the product tracker feature.

## STEP 4: INNOVATE

- Now that we have discovered product flaws it's now time to get creative
- Find product alterations that can be made without extensive work and can be communicated to the factory relatively easily

# ACTION ITEMS

1. Log into your Jungle Scout Account or Sign Up for the **MDCS Starter Kit**
2. Join the MDCS private Facebook Group [here!](#)
3. Begin listing customer complaints starting with the 1 star rated items in your **Product Tracker** notes.
4. And narrow search to top 10 based on 4 step process.
5. Show us your work! Post a photo of you doing your action items or your completed action items to the MDCS group with the hashtags #MDCSChallenge and #FreedomBuilders for a chance to be featured on our Instagram account and for an entry into our Amazon Seller Seed Fund! Be sure to blur out any sensitive information!



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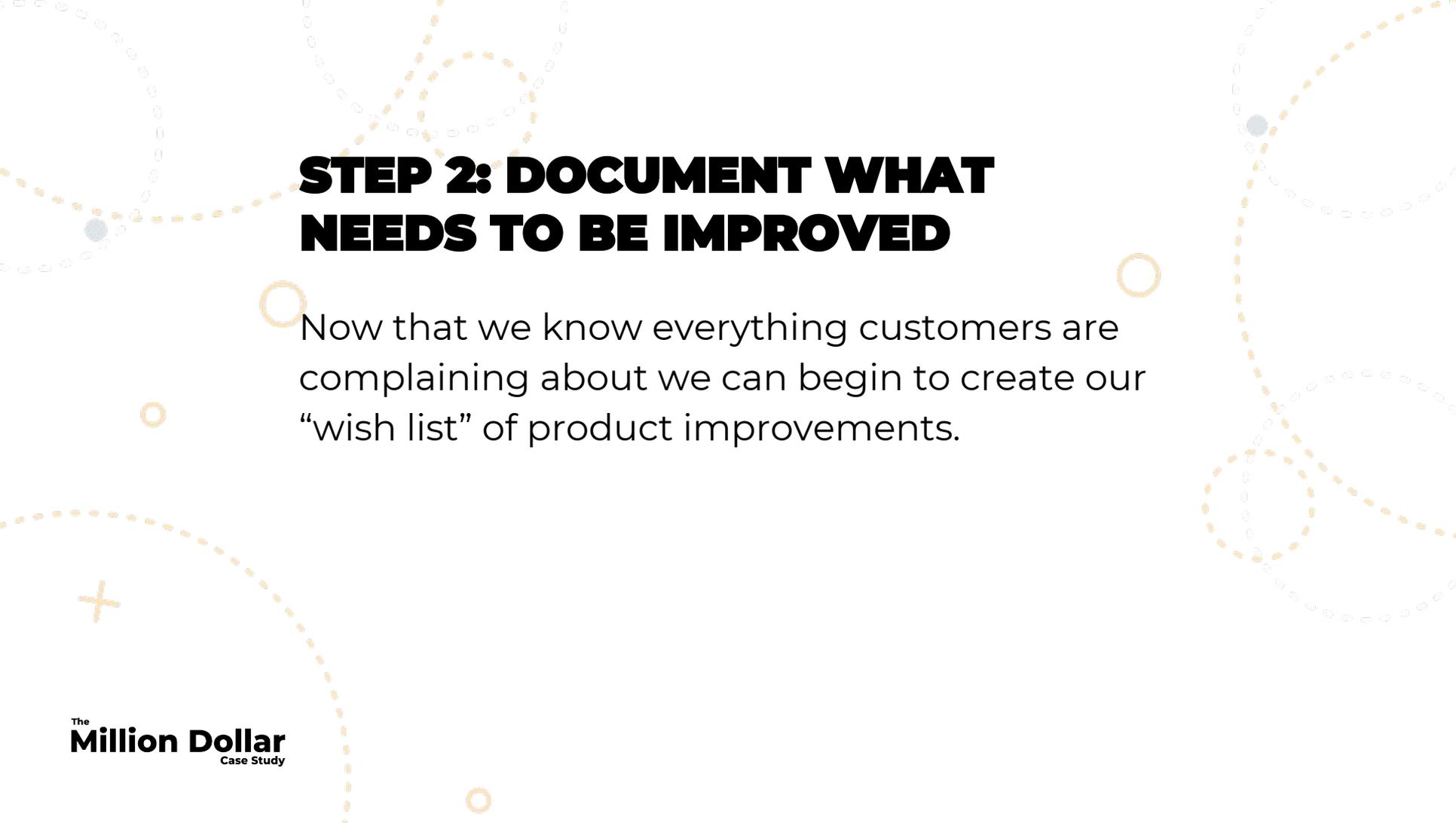
**WORKBOOK #3**

**REFINING YOUR PRODUCT**



# **STEP 1: READ ALL NEGATIVE REVIEWS**

Read all the negative reviews, starting with the 1 star rated products up to the 3 star ratings and take notes in your Product Tracker.



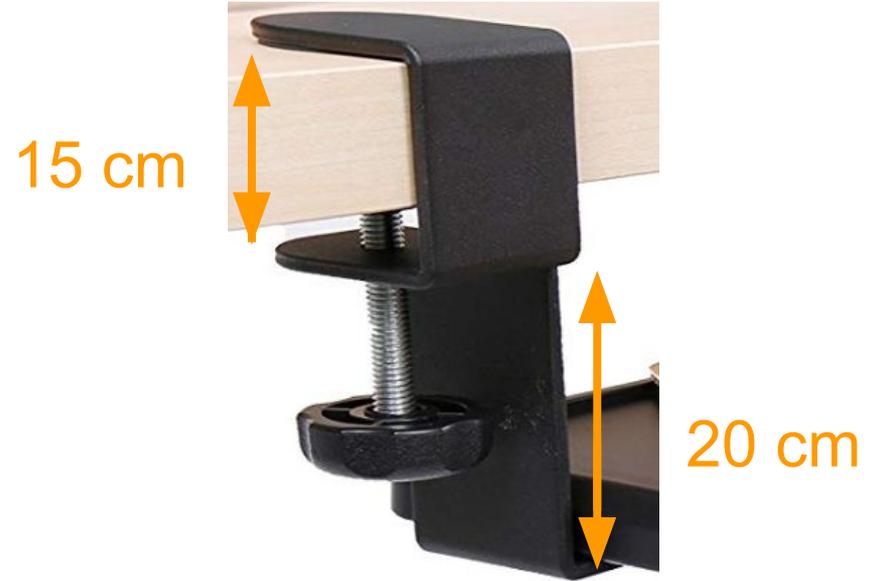
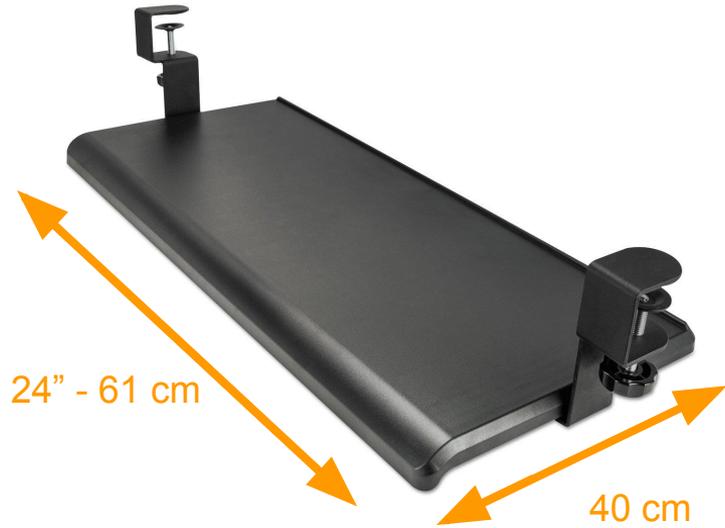
## **STEP 2: DOCUMENT WHAT NEEDS TO BE IMPROVED**

Now that we know everything customers are complaining about we can begin to create our “wish list” of product improvements.

## **STEP 3: DIY OR HIRE A PROFESSIONAL**

Decide whether or not we can communicate these product improvements ourselves, or if we're going to need to hire a professional.

# EXAMPLE OF “POOR MAN’S DRAWING”



# ACTION ITEMS

1. Narrow your list to your MVP (top choice).
2. Order a competitor product of your MVP on Amazon to gain a better understanding of how it works and how you can improve upon it.
3. Create your “poor man's drawings”.
4. Show us your work! Post a photo of you doing your action items or your completed action items to the MDCS group with the hashtags **#MDCSChallenge** and **#FreedomBuilders** for a chance to be featured on our Instagram account and for an entry into our Amazon Seller Seed Fund! Be sure to blur out any sensitive information!



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**WORKBOOK #4**

**PATENT RESEARCH**



## **STEP 4: PATENT RESEARCH**

All Amazon sellers should know some basic patent research. Even if you don't want to patent your own product, which is true for most of you, you'll still want to know about how to make sure that whatever item you want to sell is not patented. The last thing you want to do is get into legal trouble if you infringe on another seller's product.

# ACTION ITEMS

1. Complete the Patent Research Checklist found on the next page.
2. Download this sample **Non-Disclosure Agreement (NDA)** and get familiar with this document as you will be using it when hiring professionals to help you.
3. Show us your work! Post a photo of you doing your action items or your completed action items to the MDCS group with the hashtags #MDCSchallenge and #FreedomBuilders for a chance to be featured on our Instagram account and for an entry into our Amazon Seller Seed Fund! Be sure to blur out any sensitive information!

# PATENT RESEARCH CHECKLIST

- ❑ Run a keyword search on **Amazon** to see if other people are selling a similar product to the one you are interested in.
- ❑ Check to see if there is a patent or patent pending number stated in the listing by doing a page search using Command+F on your Mac (for PC Control+F) and entering the word "patent".
- ❑ If you haven't done so already, order your competitors product and see whether or not it has a patent or patent pending number stamped on it directly or somewhere on the packaging.
- ❑ Do a **Google** search using your product keyword or the Amazon brand name listing along with the word "patent."
- ❑ Do a **Google Patent** search.

If you need additional help with patent research you can do so by visiting **JungleMarket.com**.



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**WORKBOOK #5**

**WORKING WITH  
SUPPLIERS**



## **STEP 5: GET PRICE QUOTES FROM SUPPLIERS**

When I think back to my first time reaching out to a manufacturer all I can remember is how scared I was. I had never ordered from a manufacturer in the United States (my home country), let alone from a manufacturer in China. One thing that I learned in this process is that there will always be another manufacturer. But, this is the make or break point for your business.

YOU GOT THIS!

# ACTION ITEMS

1. Complete the Supplier Outreach Checklist found on the next page.
2. Download the **Supplier Outreach Template here**.
3. Reach out to a minimum of 25 suppliers.
4. Show us your work! Post a photo of you doing your action items or your completed action items to the MDCS group with the hashtags #MDCSchallenge and #FreedomBuilders for a chance to be featured on our Instagram account and for an entry into our Amazon Seller Seed Fund! Be sure to blur out any sensitive information!

# SUPPLIER OUTREACH CHECKLIST

- ❑ Set up your **Alibaba.com** account
- ❑ Run a broad keyword search of your product on **Alibaba.com**. Make sure you are on the “Suppliers” tab.
  - ❑ Note the number of suppliers from your query
- ❑ Run a narrow keyword search of your product on **Alibaba.com**
  - ❑ Note the number of suppliers from your query
- ❑ Compare the search results and see which manufacturers more align with the product you are interested in selling. Aim to have at a minimum 200 manufacturers within this preliminary search.
- ❑ Narrow your search by using the following filters :
  - ❑ Start with **Trade Assurance**
  - ❑ Next, try filtering results using the **Gold Plus Supplier** filter (this is more of a nice to have)
- ❑ Reach out to a minimum of 25 suppliers using the **Supplier Outreach Template**

Don't stop at 25, remember at this stage we are looking for quantity not quality. Your next Action Items will be how to vet these suppliers.



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**WORKBOOK #6**

**VETTING SUPPLIERS,  
RECEIVING SAMPLES, &  
BUDGETING**



# 5 STEP METHOD FOR VETTING A SUPPLIER

1. Communication
2. Willingness to work with you
3. Profile statistics
4. Price
5. Quality of suppliers

# BUDGETING AND CALCULATING PROFITS

## LONG TERM COSTS:

- **FOB Price** – Free on Board (or Freight on Board). This basically means that the cost of delivering the goods to the nearest port is included but YOU, as the buyer, are responsible for the shipping from there and all other fees associated with getting the goods to your country/address.
- **Freight Cost** – the cost of getting your goods from China to the port of the US (either by air courier/cargo or ocean freight)
- **Domestic Shipping Price** – the cost of getting your goods from the US port to Amazon's Distribution Center.
- **FBA Fees** – Fees assessed by Amazon to use their fulfillment services (fees include: **Amazon Referral Fee, Monthly Storage, Fulfillment Fee**).
- **PPC Fees** – Amazon Pay Per Click campaigns (general rule of thumb: 5% of revenue).

# BUDGETING AND CALCULATING PROFITS (CONT.)

## Startup Costs:

- **Samples** – the cost to order a product sample from your manufacturer
- **Photography** – any product photography you outsource
- **Design Work** – any graphic design work you outsource
- **Giveaway** – one of our launch strategies is to help us rank organically on Amazon's platforms is to offer coupon giveaways, so we definitely want to factor that upfront cost
- **Miscellaneous** – here you can enter any costs that may pertain specifically to your product launch

# PURCHASE ORDER CONTRACT CONTENTS

- **Production** – order quantity, number of items, packaging details (e.g. where the logo goes), product details (e.g. colors, dimensions)
- **Total Cost** – if multiple variants are involved with your purchase, ensure that each one is itemized and ultimately summed up at the end.
- **Inspection** – here we are stating that the factory should be “self-inspecting” by sending us periodic production photos. We are also stating we have the authority to send in a third-party inspection company.
- **Photography Sample** – in this section we are requesting a final product sample be shipped to us for product photography.
- **Shipping** – a detailed description of how the products are to be shipped. (we will discuss the various shipping methods at a later date in Episode 8)
- **Confidential Information** – a clause that the supplier can't/won't discuss the product, brand, or business with others.
- **Payment**
- **Appendix**

# ACTION ITEMS

1. Complete the Supplier Vetting Checklist found on the next page
2. Download and complete the **Budget & Profit Calculator**
3. Download, complete, and send the **Purchase Order Contract Template** to your supplier
4. Show us your work! Post a photo of you doing your action items or your completed action items to the MDCS group with the hashtags #MDCSchallenge and #FreedomBuilders for a chance to be featured on our Instagram account and for an entry into our Amazon Seller Seed Fund! Be sure to blur out any sensitive information!

# SUPPLIER VETTING CHECKLIST

Now we look for quality over quantity, so let's run it through our checklist:

## Communication

- Was the suppliers response timely?
- Did the supplier communicate effectively?
- Did the supplier complete all numbered questions?

## Willingness to work with you

- Are they a manufacturer and can create the product in-house?
- What time constraints do they have?

## Profile statistics

- Gold supplier
- Length of Time on Alibaba
- Offer Trade Assurance

## Price

- Complete **Budget & Profit Calculator** and compare Profit and ROI against competitors

## Quality of suppliers

- List out the pros and cons of sample ordered



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**WORKBOOK #7**

**BRANDING, PACKAGING,  
& TRADEMARKS**



# NAME IDEATION

- **Namestation** – excellent for name ideation
- **Namemesh** – fun tool that can take a combination of words to generate a unique name
- Use an online **dictionary** and/or **synonym** tools
- Get some visual inspiration from **Google's Image** search
- Use tools that search for *positive words that beginning with...*

# TRADEMARK

A trademark can be a symbol or word that represents a product or company. Typically if an object is Trademarked you will see the (™) or the (®) symbol preceding the mark. However, there is a slight difference between the two symbols, the (™) symbol indicates the assertion that the word, image, or other sign is a trademark; it does not indicate registration. Registered trademarks, on the other hand, use the (®) symbol.

# LOGO DESIGN RESOURCES

- [Canva](#) - Free DIY graphic design platform
- [Fiverr](#) – Possibly the most cost-effective place to find freelancers to do design work for you
- [Upwork](#) – This would be the next most cost-effective option, there's a variety of freelancers on this marketplace, the more experienced and talented of which you would likely pay more of a premium for. However, you can also get some really affordable rates for high-quality work.
- [99designs](#) – More of a high-end option, you submit a brief and lots of designers will complete the work and the one that you like the best gets the payment (starting at around \$300).
- [Jungle Market](#) – Makes it easy for Amazon business owners and freelancers to connect, collaborate, and get work done fast and affordable.

# ACTION ITEMS

1. Create Store Name
2. Create Product Brand Name
3. Create Logo Design
4. Complete Trademark Research Checklist found on next page
5. Show us your work! Post a photo of you doing your action items or your completed action items to the MDCS group with the hashtags #MDCSchallenge and #FreedomBuilders for a chance to be featured on our Instagram account and for an entry into our Amazon Seller Seed Fund! Be sure to blur out any sensitive information!

# TRADEMARK RESEARCH CHECKLIST

- ❑ Go to **USPTO.gov**
  - ❑ Select “Search trademark database”
  - ❑ Select “Basic Work Mark Search ( New User)”
  - ❑ Leave default settings and enter your brand name in the “Search Term” field then select “Submit Query”

If no matches then proceed to next step, however, if a list generated then select each query to determine if it is a match. If there is a match and it’s coded as “LIVE” then start from scratch and begin name ideation process over again.

- ❑ Go to **GoDaddy.com** to see if your top-level domain (.com) is available. If not, then begin name ideation process over again.
- ❑ BONUS: check availability for social media handles at **Knowem.com**. If available, secure the handles for Facebook, Instagram, Twitter, and Youtube. If not, this is not a deal breaker as this an area you can get creative.

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