



Must Haves:

- Low to Medium Competition on Amazon**- Top 10 sellers have an average of less than 500 reviews and there are at least 3 Sellers with 50 reviews or less.
- Shows Demand** - Top 10 Sellers for This Product should be selling an average of at least 2,000 units combined per month
- Customers are Searching for this Product**- Exact Keyword Search Volume of at least 8,000 and Broad Keyword Match of at least 15,000 to show that people are searching for this product. (Use Keyword Scout to find these Numbers)
- Sales in the top 10 are Evenly Distributed**- Avoid products where one brand makes 75% of the sales.
- Sales Price** -Product should be selling between \$18-\$50+
- No Legal Issues**- For Example: Trademark, Copyright, or Patent Issues
- Can it be improved?**- Is there room to improve the product or bundle it so that it stands out from the competition?
- Good Profit Margins** - Use the FBA Profit Calculator to Determine Profit Margins- As a general rule, look for items that can sell for triple what you pay for them from the manufacturer. <https://www.junglescout.com/fba-calculator/>

Nice to Haves:

- Small and Lightweight** - Standard Size fits inside of a Shoe Box
- Easy to Source and Ship** For example large, heavy items or items that you invented and have to produce from scratch would be difficult and more expensive to source
- Low Seasonality**- Steady Sales All Year (Check extension Historical Graphs for this Information)
- Simple and Durable** -Stay away from breakable glass or anything with a lot of moving parts.
- Best Seller Ranking** - At least 3 products in the top 10 search results have a Best Seller Ranking (BSR) of 5,000 or less.

Things that Greg Mercer Does Not Recommend to Sell:

- High Competition**- Too many sellers that have thousands of reviews on the first page.
- High Seasonality**- Products that only sell during certain holidays or times of year are harder for new sellers and we recommend finding a product with steady sales all year.
- Food, Drink, Supplements or Topicals** - These have too much liability for a first time seller.
- Media** - Books, Music, Vinyls, CDs, Video Games, Movies, or TV are more difficult because you have to create them or there will be a lot of competition.
- Clothing, Shoes, or Handbags** -Most people want brand names in these categories.
- Complicated or Complex Items** (Electronics, Computers, Appliances, Watches, etc.)
- Easily Breakable Products** - Easily breakable products are risky because your products can easily get damaged which will decrease your ability to make sales and profit.
- High Potential Liability Items** - For example, a baby car seat.
- Trend or a Fad**- Avoid items like fidget spinners that come and go quickly.
- Patented or Requires Licensing**

Questions to Ask Yourself:

- Can I read the reviews about this product and make improvements that will make customers buy my product over the competition?
- Can I bundle my product with something else to stand out from the competition?
- Will this product give a decent profit margin after taking into consideration FBA Fees, Costs of Goods, Shipping, and Marketing Fees (PPC)?
- Is this product selling for a reasonable price on Alibaba?
- Are factories that I have contacted willing to make adjustments for me?
- Does Google Trends show an upward or steady trend for this product?
- Does the Sales History for the top 10 sellers show steady sales over time? (Check the Extension Monthly Sales graph for this information)
- Does the average price of the top 10 sellers price stay pretty consistent over time? (Check the Extension historic price graph for this information)