

How To Choose The Perfect Product To Sell On Amazon with Sam Fawahl

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Sam Fawahl's Brief Background

Sam achieved phenomenon success early in his life through direct selling before moving onto conquering Etsy, Ebay, and now, a true expert in selling on Amazon. He has built several successful product lines in the past 6 years for himself and now through AMZBULLET.COM, Sam helps other Amazon sellers with their listings, keyword research, competitor research, and copywriting.

Criteria and Best Practices to Consider When Selling a Product

- **Check MerchantWords Volume of a Product** - Use the right methodology to make sure there are enough people searching for the particular product you want to sell.
- **Google Trends** - Research how a product is doing over a period of five years. Put the product keyword in Google Trends to see if it's on the incline, decline, or seasonal.
- **Find a Niche (or not)** - When to niche and when not to niche!

- **Keyword Depth** - As much as possible, don't sell a product that has one main keyword only, the more the better (but it has to be relevant to the product.)
- **Monitor Best Sellers Rank** - BSR allows you to gauge on how hard or easy it is to get into the front page. It's very important that the number is less than 10,000, for at least four or five sellers that are currently occupying the first page.
- **Have A Point of Difference When Launching a Product** - It's very important that if you're looking to get a product into the market to do something different. Bundling is usually the quickest way to have a point of difference.
- **Don't Overstretch The Amount of Money You Have** - You might not want to use your full budget on just one product. Allocate a portion of that for your main product but also leave something to restock your inventory or to test other products.