

WELCOME TO THE JUNGLE GUIDE BOOK

How to Find a Hot Selling Product in One Day



WORK BOOK GOAL

Learn How to Find a Hot Selling Product in a Day

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Vine I. Overview of the Three-Step Process

1. Review the Products to Avoid Guide (eventually mentally)

- Guidelines for the products you do not want to attempt to private label

2. Use the IVT Score Card or Top 100 Analyzer

- Explore and evaluate the product using the IVT Score Card or Top 100 Analyzer

3. Product Evaluator Champion

- Guidelines that allow you to make sure you've picked a product with the least risk possible

Vine II. Products to Avoid Guide

[See the Products to Avoid Guide]

On your first product you want to eliminate high-risk products and stack the deck in your favor and give yourself a much better chance at winning

Special Notes:

- Don't compete with Amazon
- Don't pick product under \$10 or over \$25
- Products above 10,000 in the Parent Category (ideally aim for products between 750 and 2500)
- Need 3 or 4 Power sellers; let's you know this is demand.
- Avoid electronics or small parts
- Avoid liquid products and other ship in other brands

Vine III. IVT Score Card

[See the IVT card Guide]

- Using the IVT card alone is doing more work than most.
- You can use the IVT to save time by not looking at products that are definitely not viable products.
- If you use the quick score card, you can save tons of wasted time. You can find viable products more quickly than blindly searching Top 100 subcategories, but maybe you could search 250 products in a day even with the IVT.

Vine IV. Top 100 Analyzer and Use Steps

It's an automated IVT.

- This software extracts the top 100 products from several important sections from Amazon.
- The sections are: Best Sellers, Top Rated, Hot New Releases, Movers and Shakers, Most Gifted, and Most Wished For.
- This software requires no input. The simple point-and-click interface makes it very easy to find profitable products in minutes! You learn how to effectively use the software to identify top performing products you can promote.
- Allows you to save files and let's you calculate Amazon fees.

The Steps to using the Azon Top 100 Analyzer (blue)

1. First select your Amazon store: UK or US
2. Select your data sources: Best Sellers, Hot New Releases, Movers and Shakers, Top Rated, Most Wished For, Most Gifted
3. Go to Right Side of the Screen
4. Can Select a Sub-Category or go to Step 2 (Manual Select)
 - 4a. Box opens
 - 4b. Click Categories

4c. New Box Opens

4d. Goes out and Goes to Top 100 of your Data Source Choice

4e. Find a sub-category

4f. Click "add" button on Bottom right of the Screen

4g. Add as many categories as you like

4h. When done adding hit the green button

5. The Analyzer then pulls products to evaluate

- Don't do more than 3000 at a time, the program does crash, but support is helpful and very responsive

6. Go to the bottom right and click filters

Filters

- Column, Compare, Value
- Column Options: Rank, Main Rank, List Price, Sales Price, Savings, Savings %, Comm Rating
- Compare Type: Equal To, Greater than, Less Than, Greater or Equal to, Less or Equal to, Not Equal To
- Value: Depends on what parameter you picked

7. Parameters Pay Attention to: Rating, Main Rank, Reviews

- Main Rank: you want products below 10,000 BSR
- Reviews: less than 750 is good, but less than 500 even better
- Weight: less than 2 pounds

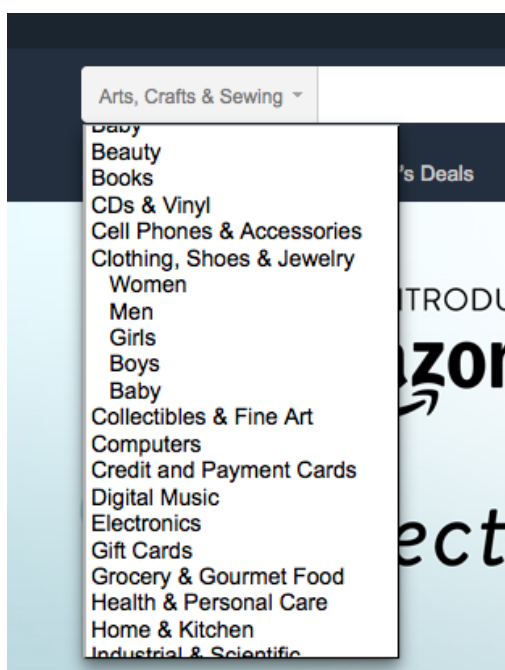
(Blue)*You can SAVE your initial results for categories you pulled

Vine V. Without the Top 100 Analyzer

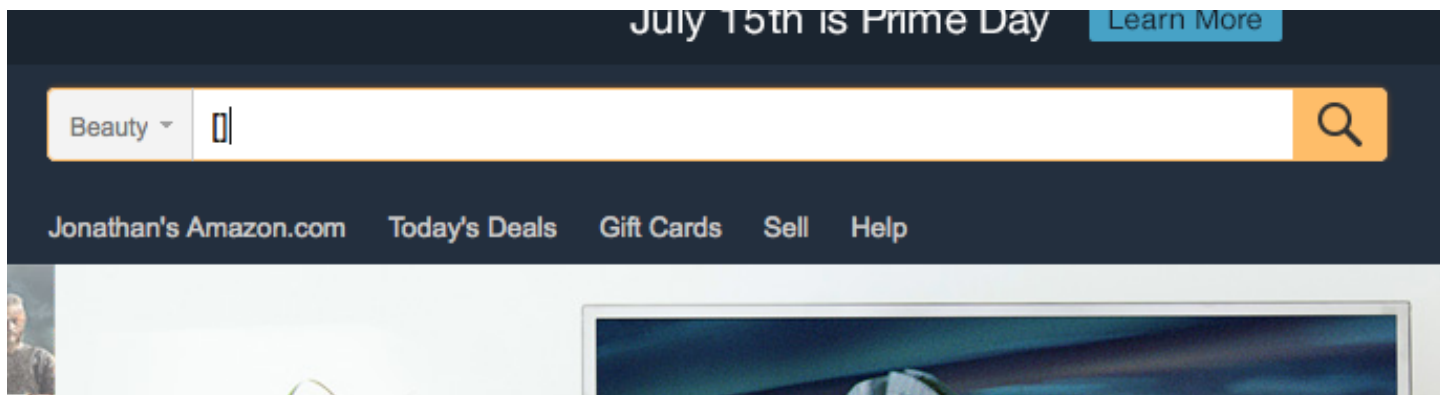
The Azon Top Analyzer and all the Amasuite Products are completely optional

Here is how to find potential products without the Top 100 Analyzer

1. Search Amazon by picking a category on the menu



2. Putting "[]" in the Amazon search box after selecting your desired category



FINDING A PRODUCT *Jungle* BOOT CAMP

Beauty





Jonathan's Amazon.com Today's Deals Gift Cards Sell Help

Off-to-College Savings Sponsored by JAWBONE

Hello, Jonathan Your Account Try Prime Wish List

Makeup Skin Care Hair Care Fragrance Tools & Accessories Men's Grooming Best Sellers New Arrivals Sales & Special Offers

or Beauty: "" Sort by Relevance

 See Style Options	 See Size Options	 See more choices	 See Size Options
Olay Ultra Moisture Moisturizing Body Wash With Shea Butter, 13.5 oz. by Olay \$5.35 <input type="button" value="Add-on Item"/> \$1.00 coupon available See Details FREE Shipping on orders over \$35 See Details #1 Best Seller in Body Butter ★★★★☆ 938	Panasonic ER-GN30-K Nose, Ear n Facial Hair Trimmer Wet/Dry with Vortex Cleaning System, Black by Panasonic \$10.57 \$19.99 <input type="button" value="Prime"/> FREE Shipping on orders over \$35 #1 Best Seller in Beauty ★★★★☆ 6,734	Amopé Pedi Perfect Electronic Pedicure Foot File by Amope \$34.98 \$44.99 <input type="button" value="Prime"/> FREE Shipping on orders over \$35 #1 Best Seller in Foot Health Care Products ★★★★☆ 4,364	Braun Clean and Renew Cartridge Refills, 4 Count by Braun \$18.35 <input type="button" value="Subscribe & Save"/> Save more with monthly Subscribe & Save deliveries. \$19.32 \$20-14 <input type="button" value="Prime"/> (3-5 days) FREE Shipping on orders over \$35 #1 Best Seller in Electric Foil Hair Shavers

3. Then clicking to page 6 to get to less competitive sales ranks

Shop for "" in our [Health & Personal Care Store](#) (5,434,659)

1 ... 5 **6** 7 ... 400

4. Going through each page until you find products you can see meet your criteria upon a glance (proper size, weight, and price)

5. Applying the IVT card to interesting products you find

Tweezerman LTD Mini Slant Tweezer (Colors May Vary) from Tweezerman

★★★★★ 591 customer reviews | 8 answered questions **#1 Best Seller** in Hair Removal Tweezers



Vine VI. Product Champion Evaluator

After Initial Filters:

After finding your first product use the Product Champion Evaluator

[See Product Champion Evaluator]

- Most important thing is to get a 15 for first score (you need a lot of inventory try asking for a trial order)

How to Evaluate Scores:

- Below 50: walk away
- 60-70: good product
- 70-80: product champion (Get that Product)
- Above 80: Rockstar (Get that Product)

Vine VII. Bonus Tips

IVT ScoreCard Tip:

Only 10% of people leave reviews; keep this in mind when filling out your scorecard

Reviews for your product:

- 50 reviews- 90% have enough social proof to buy
- 25 reviews-85% have enough social proof to buy
- 10 reviews-75% have enough social proof to buy

FB Review Groups:

- Ask people in FB groups to review your product (give them a discount code)

Product Advantage:

- Be creative and unique, bundle related products

Sexy Product?

- Sexy products cost money, go for boring

Using Merchantwords?

- If you use [Merchantwords](#), if the top 3 keywords are over 8000 searches it is a viable product

FOR ANY QUESTIONS:

[Gorillaz Facebook Base Camp](#)

<https://www.facebook.com/groups/gorillazbasecamp/>

Congratulations!

Move on to the next step in your Amazon Business