

WELCOME TO THE JUNGLE GUIDE BOOK

Products to Avoid



## WORK BOOK GOAL

### **Avoid Common Mistakes and Products with Risks**

#### Navigation Map

Vine I. Categories to Avoid

Vine II. Products with High Risk for Returns

Vine III. Products with High Failure Rates

Vine IV. Products with Higher Shipping Rates

Vine V. Products with Low Profitability

Vine VI. Products with Low Demand

Vine VII. Products with Too Much Competition

Conclusion

## Vine I. Categories to Avoid

The goal is here to help you eliminate products that carry unnecessary risks. This will drastically increase your chance of success in this business.

- Unlimited Instant Videos
- MP3s & Cloud Player
- Amazon Cloud Drive
- Appstore For Android
- Kindle eReaders & Books
- Kindle Fire Tablets
- Amazon Fire TV
- Books & Audible

All these products tend to be digital and either have low profit margins or are difficult to create, let alone private label. Amazon itself manufactures a lot of these products, so naturally they would not want you to encroach on their products.

Next we review Restricted Categories to Avoid

- Automotive & Powersports
- Beauty
- Clothing & Accessories
- Collectible Books
- Entertainment Collectibles
- Fine Art
- Gift Cards
- Grocery & Gourmet Foods
- Health & Personal Care
- Industrial & Science
- Jewelry
- Luggage & Travel Accessories
- Major Appliances
- Sexual Wellness
- Shoes, Handbags & Sunglasses
- Sports Collectibles
- Textbook Rentals
- Toys & Games (holiday approval products only)
- Watches
- Wine

It is possible to sell in some of these categories, but you don't want to further complicate the process by having to get "ungated" first. Some of these categories are very profitable. We recommend that you wait until your 2<sup>nd</sup> or third product to try a gated product. No need to make this more complicated than it needs to be to start out.

### Amazon Has Prohibited Items as Well

**Hazardous Materials:** Can't be shipped with FBA



**Dangerous Chemicals:** Can't be shipped with FBA



**Trademark Infringement:** Selling other people's brands (Disney, NFL, Marvel) is frowned upon because they could be fake. Almost all name products from China are fake. Again no need to have all your inventory ceased at customs because they are fake or have Amazon shut your account down because of fake products.

**Prescription Drugs and Drug Paraphernalia:** Amazon doesn't like selling wrong things it's a classy place. No BONGS! That's for Ebay..



**No Body or Pet Parts:** Again Amazon is a classy place... this is just a side note for Vampires or any other weird thoughts someone may have.

Note: Amazon will not only kick you off of their selling platform, but they will destroy your inventory with no reimbursement.

For a list of more prohibited items: [Click Here](#)

## Vine II. Products with High Risk For Returns

The thing with these products is we do not want to lose inventory due to things that may be out of our control in the manufacturing process.

**Fragile:** may break during shipping



**Moving Parts or Pieces:** Have a higher product failure rate

**Difficult Product Operation:** Customers can become easily frustrated and return the item

**Replacement Parts:** You may not want to get into because they could easily be damaged during shipping or may not fit into the product they are intended for

Liquids: may leak during the shipping process, very risky

## Vine III. Products with High Failure Rates

**Electrical Products:** easier for mistake to be made in production. Quality and failure rate differ from factory to factory, so do not complicate your process by starting with these products.



**Battery Operated:** Avoid these products for the same reason as other electrical products. Complexities in the manufacturing process make it easier for mistakes to be made in production



**Lots of Moving Parts and Pieces:** easy for these products to be damaged during the shipping process



## Vine IV. Products with Higher Shipping Rates

**Multiple Boxes:** Will make you incur extra shipping charges

**Fragile:** If it breaks you'll have to replace it

**Longest Side:** More than 39 inches on a long side will add to not only your shipping charges but your Amazon FBA shipping fees



**Non-Packable Odd Shapes:** Will incur extra shipping costs

**Product Weight:** Anything over 2 pounds will incur unnecessary shipping charges. As a ball park number, it costs around \$3.5 per pound or \$7 per kilogram. Shipping prices are a commodity and go up and down.

Note: You want to start shipping by air, and then when you pick your 3<sup>rd</sup> or 4<sup>th</sup> product you may want to start shipping by boat. This process takes some time to learn and has many hurdles.

Why complicate the process. Or turn to boat shipping when you have an established product that you know your average sales are so that you order a larger number. The goal of the Jungle Book Strategy is to get you up and going as soon as possible.

## Vine V. Products with Low Profitability

Products under \$10 and over \$25 to start out. The higher the cost to procure the product initially the more money you are going to have to have start. 200 widgets @ \$10 cost a \$2000... \*\* 200 widgets @ \$2 cost \$400.

Why risk all your money on your first couple of products. You don't know what you are really doing yet. We want to control your risk as much as possible.

- Low selling prices take longer to become profitable quickly
- You don't any product that sells for less than \$10
- More than \$25 will require more inventory investment
  - Buyers are less likely to buy on impulse they'll need to research further over \$25

You want a product whose profits you can use to fund your next product. If a product is listed for \$7.00 if you sourced your product for \$3.00, along with FBA fees you will only make a dollar profit off your product. So either bundle multiples to get the price up or choose a product with a higher selling price.

## Vine VI. Products with Low Demand

Product under 15,000 in the Parent Category (Home and Dining)

- Product below 10,000 in their parent category gives you a better chance at a successful first potential of a product
- Demand is more likely enough to hit a home run
- The sweet spot is between 750 to 2500

Demand is the most important factor when picking a product. What is the point of putting a product on Amazon if no one wants it?

## Vine VII. Products with Too Much Competition

**More than 3 or 4 "Powersellers":** find products that don't have more 4 really profitable sellers, you don't want more than 3 or 4 people with more than 500 reviews.



See Color Options

iPhone 6 Case, Flexion™ [Euphoria Series] Ultimate Protection Scratch Proof Soft Interior Vibrant Hard Case for...

by Flexion

**\$15.99** ~~\$44.99~~ ✓Prime  
Get it by **Tuesday, Jul 7**

More Buying Choices  
**\$15.99** new (2 offers)  
**\$14.39** used (1 offer)

FREE Shipping on orders over \$35  
★★★★☆ = 1,298



See Color Options

iPhone 6 Case, Spigen [HEAVY DUTY] Tough Armor Case for iPhone 6 (4.7-Inch) - Gunmetal (SGP11022)

by Spigen

**\$17.76** ~~\$34.99~~ ✓Prime  
Get it by **Tuesday, Jul 7**

More Buying Choices  
**\$17.76** new (3 offers)  
**\$13.76** used (11 offers)

FREE Shipping on orders over \$35  
★★★★☆ = 3,674



See Size & Color Options

iPhone 6 Case, Hundromi(TM) Plastic Case Cover for Iphone 6 Henna White Floral Paisley Flower Mandala (For iphone...

by Hundromi

**\$6.99** ✓Prime  
Get it by **Tuesday, Jul 7**

More Buying Choices  
**\$5.99** new (2 offers)

FREE Shipping on orders over \$35  
★★★★☆ = 434



See Color Options

iPhone 6 Case, Spigen® [Safe Slide] Protective [Style Armor] [Mint] SOFT-Interior Scratch Protection Metallic...

by Spigen

**\$15.99** ~~\$29.99~~ ✓Prime  
Get it by **Tuesday, Jul 7**

More Buying Choices  
**\$15.99** new (2 offers)  
**\$13.19** used (2 offers)

FREE Shipping on orders over \$35 and 9 more promotions  
★★★★☆ = 2,542



See Color Options

iPhone 6 Case, LUVVITT® ULTRA ARMOR iPhone 6 Case [NEW IMPROVED DESIGN and LIFETIME WARRANTY] Double Layer Shock...

by Luvvitt

**\$9.99** ~~\$29.99~~ ✓Prime  
Get it by **Tuesday, Jul 7**

More Buying Choices  
**\$9.99** new (2 offers)

FREE Shipping on orders over \$35 and 2 more promotions  
★★★★☆ = 4,707



See Color Options

iPhone 6 Case, Maxboost® [Liquid Skin] iPhone 6 (4.7-inch) Case [0.4mm Ultra Clear] Soft Flexible Extremely Thin...

by Maxboost

**\$7.99** ~~\$19.99~~ ✓Prime  
Get it by **Tuesday, Jul 7**

More Buying Choices  
**\$7.99** new (2 offers)

FREE Shipping on orders over \$35  
★★★★☆ = 1,360

All these products have a good amount of reviews that would be difficult to compete against as well as solid ratings.

**Big Name Brand Competitors:** You're not going to be able to compete against big large brands that control a large percentage of the market



[See Size & Unit Count Options](#)



[See Size & Unit Count Options](#)

**Sold at Big Box Stores:** Products sold in retail stores everywhere may not sell well online. Be careful, I am seeing selfie sticks at Walgreens.

Avoid products with if Amazon sells and fulfills itself for multiple products in the same category. If Amazon only sells one product, then that may be a good indication that the product has good sales. Amazon is only 1 product of 32 if our goal is to rank on the 2<sup>nd</sup> page.

YOU DON'T WANT TO COMPETE WITH AMAZON IF THEY ARE SELLING 4 items or more on the first page.

**Rob's Laugh of the Day:** There's a guy selling live crickets and crushing it! (This is not recommended) What if they all die? LOL

**Rob Tips of the Day:**

You don't have to match all these criteria, but the more you check off the closer you are to a product champion

## Conclusion

Conclusion

Get familiar with the PTA form and move on to the Too Much, Too Little Competition module

FOR ANY QUESTIONS:

[Gorillaz Facebook Base Camp](https://www.facebook.com/groups/gorillazbasecamp/)

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

**Congratulations!**

Move on to the next step in your Amazon Business