

WELCOME TO THE JUNGLE GUIDE BOOK

Too Much Too Little Competition



WORK BOOK GOAL

**Understand What Too Much or Too Little
Competition Is**

Navigation Map

Vine I. Product to Avoid Due to Competition

Vine II. Too Much/Too Little Competition

Vine III. Jungle Book Strategy on Competition

Conclusion

Vine I. Products to Avoid Due to Competition

A Short Review

More than 3 “Powersellers”: find products that don’t have more 3 really profitable sellers, you don’t want more than 3 people with more than 500 reviews



Selfie Stick, Flexion™ QuickSnap Pro 3-In-1 Self-portrait Monopod Extendable Wireless Bluetooth Selfie Stick with...
by Flexion

\$21.99 ~~\$34.99~~ 
Get it by **Tuesday, Jul 7**

More Buying Choices
\$21.99 new (2 offers)
[See newer version](#)

★★★★☆  1,473
FREE Shipping on orders over \$35
Product Features
... contents: Flexion™ Monopod *Selfie Stick*, charging cable, and user ...
Cell Phones & Accessories: [See all 16,659 items](#)



PCMag's Pick, Mpow iSnap Pro 3-In-1 Self-portrait Monopod Extendable Selfie Stick with built-in Bluetooth Remote...
by Mpow

\$14.99 ~~\$29.99~~ 
Get it by **Tuesday, Jul 7**

More Buying Choices
\$12.99 used (1 offer)
[See newer version](#)

★★★★☆  1,260
FREE Shipping on orders over \$35
Product Description
... to the end of this extendable *stick* and clicking the remote shutter. ...
Electronics: [See all 21,684 items](#)



Selfie Stick, Noot® Self Portrait [Battery Free] Extendable Handled Stick with Adjustable Phone Holder & Built-in...
by Noot

\$11.99 ~~\$39.99~~ 
Get it by **Tuesday, Jul 7**

More Buying Choices
\$11.99 new (3 offers)
\$24.50 used (1 offer)

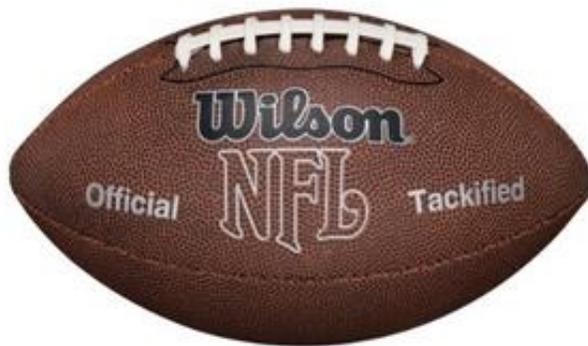
★★★★☆  1,040
FREE Shipping on orders over \$35
Product Features
... Extendable handheld *selfie stick* for iPhone, Samsung, Sony, LG and ...
Cell Phones & Accessories: [See all 16,659 items](#)

These 3 almost exact same products have over 1,000 reviews each clearly this product is very competitive.

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

Sold at Big Box Stores: Products sold in retail stores everywhere will not sell well online, at least for right now

[back to search results for football](#)



Avoid products with Amazon sells and fulfills itself:



Amazon Basics Micro-USB to USB Cable - 6 Feet (1.8 Meters)
by AmazonBasics
★★★★☆ 1,323 customer reviews | 28 answered questions
#1 Best Seller in USB Cables

List Price: \$6.99
Price: **\$4.79 & FREE Shipping** on orders over \$35. [Details](#)
You Save: **\$2.20 (31%)**

In Stock.
Ships from and sold by Amazon.com in [easy-to-open packaging](#). Gift-wrap available.
~~Want it Tuesday, July 22~~ Order within **42 hrs 24 mins** and choose **One-Day Shipping** at checkout. [Details](#)

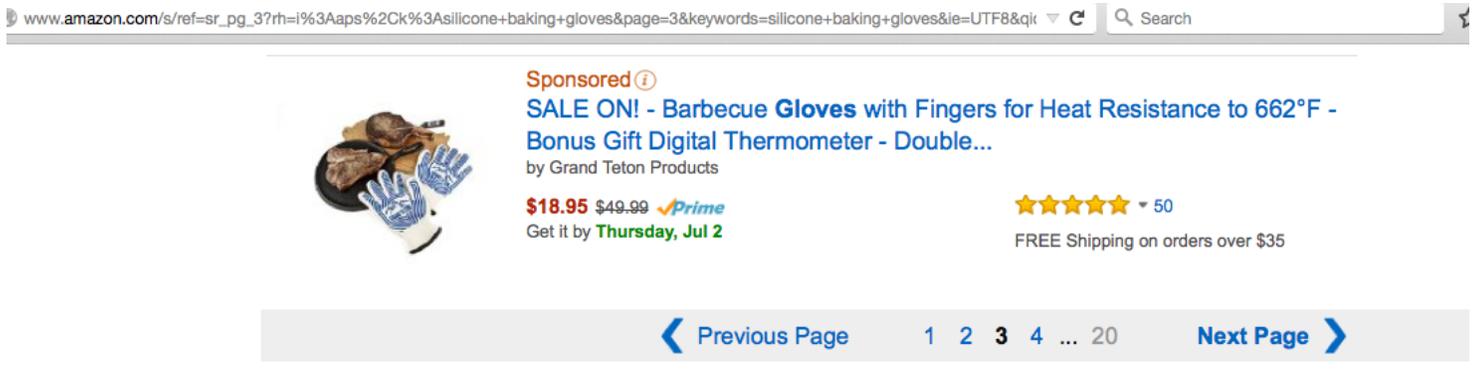
Size: **6 Feet**

Rob's Tip of the Day: Amazon will not compete as hard on the products it has decided to private label because they do not want to scare off third-party sellers (that's us). In fact, Amazon private labeling a product is a good sign there is demand for a product, be wary of other competitive factors though (reviews, big brands, over 100 sellers [more on this later], etc.)

Vine II. Too Much/Too Competition

You do not want to compete with over 100 people selling the same product.

Ex. Silicone Barbeque Gloves



There are 20 pages of the same exact product.

This leads to being unable to stand out in the crowd with every Amazon seller using the same tactics to be recognized and noticed by customers.

Totem: (Blue) You want pages 4-5 to start having non-related products, this shows there's not much competition and that you are close to your product champion



Acutos Premium **Zester Grater** - FREE Recipe eBook(\$7 Value). Durable, 18/8 Stainless Steel with Razor Sharp, Etched...

by Acutos

\$11.99 ~~\$24.99~~ ✓Prime
Get it by **Tuesday, Jul 7**

★★★★★ 65

FREE Shipping on orders over \$35

Product Features

... Zester Grater ★ RAZOR SHARP, 18/8 STAINLESS STEEL BLADE - zest lemons ...

Home & Kitchen: See all 444 items



Zyliss Microplane **Zester**

by Zyliss

\$10.70 ~~\$14.99~~ ✓Prime
Only 5 left in stock - order soon.

More Buying Choices
\$10.49 new (5 offers)

★★★★★ 9

FREE Shipping on orders over \$35

Home & Kitchen: See all 444 items

Sponsored ⓘ



Handheld Cheese Grater from Easy Health & Home, Great Paddle Handle for Grating Parmesan, Hard Cheese or as a...

by Easy Health & Home

\$8.99 ~~\$24.99~~ ✓Prime
Only 16 left in stock - order soon.

★★★★★ 6

FREE Shipping on orders over \$35

Product Description

... Do you want to zest your lemons and grate your cheese or chocolate ...



Sponsored ⓘ

Multipurpose Stainless Steel Grater/Zester (Yellow) + Protective Cover, Dishwasher Safe + Bonus eGuide

by Chef's Necessities TM

\$10.95 ~~\$23.95~~ ✓Prime
Get it by **Tuesday, Jul 7**

★★★★★ 102

FREE Shipping on orders over \$35

Here you can see on page 4 there is starting to be a variation on what keyword is targeted. "Zester" is starting to be replaced with "grater. "

Too Little Competition:

You can simply go on BSR for this:

Product under 10,000 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

Vine III. Jungle Book Strategy on Competition (Preview)

- ◆ Other Amazon Courses teach you to go after the most competitive products.
- ◆ The course-takers then compete over scraps, and begin playing dirty to bump your listing or get you kicked off Amazon.
- ◆ You do not want to compete with huge groups of people, you want to expand and grow into your business.
- ◆ The Jungle Book does not see Amazon as a get-rich quick scheme
- ◆ The idea is to pick a product and make it to page 2 within the search rankings, and then use PPC and other ad channels to expand your business.

You want to have a portfolio of products so you can diversify and have steady growth.

- Picking multiple products, you'll pick a few winners
- Focus your limited resources
- Spread risk over several products

Rob's Goal (Blue):

Have a product on page 2 within the first 30 days and make \$500 from a product a month; 5 products making 1000 to 750 a month. Rob wants to kill it on 4-5 products with the risk spread out.

Conclusion

Move on to the Introduction of Amasuite, these tools will help you find Amazon's golden nuggets and choose the proper competition.

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