

# F.P.P.S. Features & Benefits

Example: *Our 7-point criteria weeds out dud products or potential head fakes that have caused sellers on Amazon thousands of lost dollars.*

	Feature	Benefit
1.	Numbers-based research approach	Removes guesswork to finding items that sell
2.	Easy-to-use tools for product research	Reduced learning curve, jump right in
3.	Product cost research strategy shows sourcing costs	Make a 30-40% profit by knowing your product costs
4.	System developed by a finance expert	Learn to diversify risk and generate passive income with a multi-product business model
5.	Keyword research method shows what people are looking to buy on Amazon	Know market demand and meet that demand with the right product
6.	Easy to learn product research system	Build a sustainable business with a repeatable process
7.	Pre-programmed profit calculator	Plug-n-play approach to calculating expenses and putting money in your pocket
8.	Know how to access historical sales data	Get leads, see trends for best-selling products
9.	List of tools for product research	See what the pros use to research products
10.	Over-the-shoulder demonstration of the research tools	Step-by-step process you can implement immediately.
11.	Multi-keyword research approach	Approach your research from multiple angles so you leave no stone unturned in selecting a best-selling product
12.	Introduction to sourcing your product	Begin to move past product research and onto the next phase of building an Amazon business
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1. The F.P.P.S. numbers-based approach removes the guesswork in finding items that sell.
2. Out easy-to-use tools for product research will reduce your product research learning curve and allow you to jump right into finding your products.

3. Our product cost research strategy will show you how you can make a 30-40% profit by knowing your product costs.
4. Learn from a seasoned finance expert so you can diversify your risk and generate passive income with a multi-product business model.
5. Our keyword research method shows you what people are looking to buy on Amazon so you know exactly how to meet that demand with the right product.
6. Our system is easy to learn so you can repeat the process and build a sustainable business.
7. The Profit Calculator with pre-made formulas gives you a plug-and-play approach to calculating expenses so you can put more money in your pocket.
8. You'll learn how to find historical product sales data so you can get leads and see trends for best-selling products.
9. Get an over-the-shoulder look at the tools the pros use - see which products will sell and which products won't.
10. Get an over-the-shoulder look at how the tools work so you can follow the process step-by-step.
11. Leave no stone unturned - with our multi-keyword research approach, you'll know exactly which product keyterms people are typing into Amazon. When it comes time to list your product for sale, customers will find your listing and will choose your product over the competition.
12. With the F.P.P.S., you'll create a list of multiple product opportunities and get an introduction to the next step - finding suppliers who can inexpensively source your product.
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