

# Proven Q4 Plan

## Bonus Webinar: Private Label the Easy Way

Presented by: Ryan Reger

Barrington: Welcome, welcome, welcome. Thank you so much for joining us for our final webinar. Tonight we are going to keep it going, because what we're going to do tonight is we're going to ensure that you guys have information to continue after Q4. There's the big high for Q4, you sell so much and then what happens afterwards. What we did is we thought we'd bring someone on that will be able to extend your Q4. That's what we call it. An extension of Q4 and [00:00:30] this is a private label the easy way.

The hard way is to go to China, bring stuff in. We're not going to the hard way. We're going to do it the easy way tonight, private label the easy way. We've brought on Ryan Reger and he's going to share some strategies with you guys that is going to be absolutely amazing. I want you to listen carefully and above all we want you to take action.

A few things that we wanted to just highlight before we start our presentation. For those who are brand new to Q4 and you have restrictions with [00:01:00] sending items into FBA, your restrictions will be lifted next week Monday, 19th. As of the 19th, you will be able to start sending your products into Amazon FBA, so that's going to be a good thing for you. Take advantage of that. You know what? You could even start preparing those shipments from this week, because probably it's going to be ...

I don't know if they're going to allow you until the 19th, but preparing them, getting it together, so as soon as they give you the green light, boom. Send in your shipments to Amazon. Also we ask [crosstalk 00:01:28] ... Go ahead and send us your testimonials. [00:01:30] We're going to be finishing up on the 21st, which is next week Wednesday, so we want you to send us our testimonials.

How does this help your business? Being in these groups, how does this help your business? Without further ado we want to introduce our panel for tonight. We have Steven on here. We have Lance Walk and Ryan Reger is going to be our presenter.

Lance: Very good, this is what I'm the most excited for here tonight. Just because we're doing Q Four sessions right now. This is Q Four [00:02:00] extension. It doesn't have to end. It's show time after Q Four. For seven years I was running around like a maniac and finally, this is what everybody wants. They want the accomplishment to replay. To have an item that they can buy over and over again and not rely on retail arbitrage, which is great, but now when I go out I enjoy it. I'm not thinking, "Oh wow, I have to find this. I'm not going to be able to pay the mortgage this [00:02:30] month. I have to find these items."

Before I met Ryan, that was my ... It worked out for me cause I'm such a hustler. After I met Ryan, now it have a, feels more like a business now. It's steady. I don't have to worry anymore. That's my testimonial that I just wanted to everybody know that this is something that can help you create a business rather than the whole slot machines scenario.

Ryan: Awesome, Lance, thank you. I think [00:03:00] you're probably the biggest fan of private label the easy way.

Lance: I love it [inaudible 00:03:05].

Ryan: I appreciate it. I appreciate it.

And guys that are listening here, you are so blessed to be in these Q4 groups because Lance and Barrington can you tell you when the three of us with five other guys started sharing our deals, our business just exploded. So share, share, share. You guys are just so blessed to have this opportunity. Do not take that for granted. When [00:03:30] I comes around next year, if they do this again, hop on. Be the first one to get in, because it's so awesome and I guarantee you your years ... Like, look at the times that you've been selling right now, think of which ones you can sell throughout the whole year. The Q4 groups not just for Q4 necessarily. The sharing is just for Q4, but look at what is going through there and think what can I sell through the remaining, the rest of the year as well.

Here to talk about private label. I know a lot of you might be thinking, "What? I don't care about private [00:04:00] label right now. I'm focusing on Q4. I want to get this stuff shipped into Amazon ... " and that's great, but hear me out for just the next few minutes. I want to share with you how easy private label can be. I know some of you are interested in maybe doing this for the first quarter of 2017 and so this is so applicable for that. I wouldn't suggest maybe abandoning your model right now before Christmas to do this but think about this for right as Q1 starts. Maybe even the gap between Christmas and New Year's. Start studying [00:04:30] up on this and figuring out what your plan is for 2017. Guys, write down your goals. Figure out where you want to be next year. You can get there. You can do it. So let's jump into private label the easy way.

Stay tuned at the end. I have a free gift for everybody. So here's my story and if some of you already have heard this, some of you may haven't. In November 2008, I was looking for a job. I was a campaign manager for a political campaign in southern Indiana. We lost. So the only thing I knew that was gonna [00:05:00] happen next was I was moving to Texas and I was getting married. My wife [Melaine 00:05:04] is from here. From the Dallas/Fort Worth area. We had been dating for several years prior to that. That's all I knew was gonna happen. I had no idea how I was going to provide for her and I.

When I got to Texas, I had always dreamed of running my own business. I started to listening to Jim Cockrum. I got Silent Sales Machine in about 2003 or in 2004 [00:05:30] and read it cover to cover. It just wasn't the right time for me. I was working in politics and had ... In the back of my mind it was always there to do something for myself. To

have my own business. When I moved to Texas, my low hanging fruit was furniture. That was because my mother-in-law and my wife had some wholesale furniture contacts. They had a very part time position. They were just buying from these wholesale companies and throwing ads up on Craigslist [00:06:00] here in the Dallas/Fort Worth area, doing it very part time cause they both had jobs.

When I moved here, I told my wife, I said, "I think we can take this and blow it up. Make it full time." Her response was, "No, you need to go get a job." Actually [crosstalk 00:06:18]-

Barrington: They always say, "You gotta go get a job. You can't just be talking about [inaudible 00:06:23]."

Ryan: Exactly. I kind of make fun of her but in all fairness she was pretty supportive and now she's crazy supportive [00:06:30] cause the fruits of our labor have shown. Even at the beginning she did say, "You know, look, I realize you have this dream and will you at least spend part of your time looking for a job?" I agreed to do that and I did. Most of the time was me, just hustling. Posting ads on Craigslist all over the Dallas/Fort Worth area. Trying to figure out which pieces of furniture to advertise. What is gonna be the most sought after?

We started in November 2008. The very [00:07:00] end of November 2008. So, our first, actually full month was December of '08. I think we had \$6,000 in sales in December. So, not a whole lot.

Guys, God blessed it and in 2009, sold \$250,000 worth of furniture just in the Dallas/Fort Worth area and just on Craigslist. That's not ... It's good and I'm thankful for that and it's all by the grace of God. The lesson here and you'll, as I get a little bit further a long you'll see that, it's not good to have all your eggs in one basket.

That's [00:07:30] a picture of me out in front of the house where we used to live. Furniture from in the garage, front to back, side to side. We would have customers that would prefer to pick up instead of having me deliver. Guys, at this time I was doing all of it. I was ... Melaine was posting the ads but I was the one to drive and grab the furniture using a trailer that my father-in-law allowed me to use. We hooked it up on the back of my wife's 1997 Toyota Forerunner, that we still have. [00:08:00] It's got 250,000 miles on it. I would pick up the furniture and drive it all over the Dallas/Fort Worth metroplex and deliver it.

We still had customers that would prefer not to pay the delivery fee and would come to our house and pick it up. There's an actual picture of the Google street view car driving by and it snapped a picture. I happen to be outside at the exact time. Again this is the house where we used to live. Again, there's the trailer with the Toyota Forerunner.

We after ... Pretty soon after we got it [00:08:30] going and it was going well, in about 2010, early 2010, we got a letter from the city saying we could no longer have a furniture business out of our house. We had to find retail space. Found 2,000 square

foot space and rented it out. Got a really good deal. Absolutely hated every single minute of having to be stuck to the store because we could no longer work from home in our pajamas. We had to be at the store, even when it wasn't busy.

We did that for a year. Then, went [00:09:00] back to working from home but the blessing of that whole experience was that we learned how to ship nationwide. Because we had a store then, it opened up the opportunity to have a semi-truck come to the back of the store everyday to pick up furniture and take it to wherever our customers were. We started posting ads all over the country. Just on Craigslist again.

Eventually we did get into Ebay and little bit of Amazon. All merchant fulfilled. Then, in 2012 [00:09:30] we woke up one more in April and notice that most of our ads on Craigslist were being deleted in many of the areas. Not every area. But a large portion of the country. As soon as we posted them, they were gone. We could see in the back, at the end of our account they were all pink. So if you guys post, you know/understand Craigslist. Pink is bad. It means your ads are gone.

Little scary but God has it all planned out. In 2012 my friend and mentor Jim Cockrum had a auction [00:10:00] for that book, that my wife holding there, 101 Free Marketing. We ... So thankful that we won that auction. Part of the winnings was a 30 minute phone call with Jim. Instead of a phone call, I said, "Well, Jim lives close to my parents in Indianapolis." I told them, "Would you mind if I, my wife and I flew up to meet you for lunch? we'll take you out for lunch." Jim, he paid and spent two hours with us, guys. I'm not joking. [00:10:30] I know that's a big statement to say it's the lunch that changed my life but it is. Since then, I've partnered up with him on many things. Like I said, he's a friend now. Definitely my closest mentor and just an unbelievable guy. I can't say enough about him and his staff. George and Mary and Steven they're just blessings, guys.

Again, it's the lunch that changed my life. He told me about FBA. It opened up my eyes big time because of all the wholesale [00:11:00] contacts we had for furniture. We also had tons of them for smaller items like décor and gift type items and home type items. So, immediately I thought, "Man, this furniture stuff ... Shipping this all nationwide, this is a big job. It's hard work and it's just a lot to deal with." Immediately, we saw the opportunity with FBA and then in 2015-

Barrington: I just wanted to jump in here real quick-

Ryan: Yeah please, thanks Barrington.

Barrington: As everyone online, as you're listening [00:11:30] to what Ryan is saying. Hopefully it's striking accord with you to say, this is what he was doing before Amazon. So Amazon doesn't have to be about, "Oh, I have to go figure out new stuff now."

Let's say you're good at selling tools. You already have the wholesalers. You already have all of the contacts. So think about it. Can I utilize those contacts? You don't have to go an reinvent the wheel. Was I selling shoes before? Am I really good at that? You

have all the contacts already. Was I buying whatever items for my business, [00:12:00] I already have those contacts. All you have to do is try to leverage those relationships.

As I always say, relationships are the currency of your business. If you build good relationship with your suppliers, it's the currency of your business.

Ryan:

So true. I actually call it your low hanging fruit. So, as I'm talking here guys, that ... And Barrington thank you for bringing that up because think about what you already have access to. You guys have all heard Barrington's story about, he's from Jamaica. When you think of Jamaica, what is one of the products that you think of? Well, obviously [00:12:30] Blue Mountain Coffee. He has easy access to that, much easier than I do.

What are the things that you have access to? What are some experiences you have? Where do you currently work? Who are the vendors those companies work with? Think about wholesale contacts you already have. Think about products your company's already selling. Think about products that your friends and family are sales reps for. Just all of this. Where do you live, what is unique to where you live? Think about, I call it, your low hanging fruit. What do you have easy access to? As [00:13:00] I go through it might give you some ideas of things you can actually do private label with.

So, in March or April of 2013, I jumped into private label. I've never looked back. Guys, Lance was, hit the nail in the head when he talked about it's more of a steady business. You feel more like it's more of a business. Absolutely nothing wrong with doing retail arbitrage. You can build a good business on it but with private label it just feels more like, a sustainable type business. You're not always out hustling from inventory to inventory. It's completely replenish-able.

[00:13:30] I'm gonna go in, jump in. What is private label? You guys already probably already know that. My easy way definition is, having your own brand of an item. So, when I talk about ... I want to go back real quick. When I think about to better explain this, if you're at a Walmart, think about running, going through the aisle that has the vegetables. You have the Green Giant brand and then right next to it is Walmart's Great Value brand. Well you guys understand that Walmart doesn't have their own green bean farms and their green bean processing plants. [00:14:00] They leverage the factories that these Green Giant companies and other companies that are already processing green beans, they just go to them and say, "We want to buy your product but we want you, instead of putting Green Giant labels on the cans, we want you to put Great Value labels on the cans."

Guys, that's it. That's the whole thing. That's what I talk about when I'm talking about private label. If you call it white label private label. One webinar said, Lance said, "Call it orange label." Whatever you want to call it you're gonna love [00:14:30] this. It's having your own brand of an item.

The question to you is, what if you had one or two products that consistently did 5,000 or more in sales each month? Now, I know that doesn't sound like a big number. To some people that might sound like a huge number. The reason I picked this number out

is cause it's so very do-able. There's people that are doing way, way, way more than this. But if you're sitting there and you're just focusing and you're doing retail arbitrage to think about having a product that's selling a 100,000 per month with private label, may not seem do-able for [00:15:00] you.

It is, I promise you that it is. With numbers, the \$5,000 just sounds more like something you can actually do. It's not a crazy, out there goal. You would probably feel like this woman right here. So, just go think about \$5,000 if 30% of it was profit, that means \$1,500 would be pure profit off that product that's selling \$5,000 a month.

What if you had two products like that? \$3,000 a month in pure profit, guys. That is so very do-able. [00:15:30] You can do it. You can do it with the easy way method.

So, here's why I love private label. Lance touched on a couple of these things. First one is, no competition. You guys are in the heat of Q4 right now. I know that you're scanning items at a store and you're looking at some listings that have 50 and 60 sellers on the listing and you're wondering whether that's worth it or not. That's only a decision that you can make for your business. With private label, there is no competition. You have nobody else in your listing. You may have other people selling a similar type product but you own [00:16:00] the buy box so every single sale of that product is your sale. 100% of the time you get the buy box.

Lance touched on this. Replenish-able. So think about every time you go into a Walmart, for example. You go into a clearance section, you find a really good deal, you buy the whole, all that they have. Say they have 20 of those items. You buy them all. You send them in and as soon as they hit Amazon, they're sold. You got back to Walmart, you go back to other Walmart's trying to find those things and you can't find them, it's so frustrating. But with private label guys, if you find something [00:16:30] that's selling well, you literally just have to keep ordering more. That's the only thing, that's really the only work of it after you get it going. Just keep it in stock. Even sometimes that can be a challenge once it's selling well.

Number three is it's unlimited. There's virtually an unlimited amount of products that you can source with private label.

Number four is you can build your own brand. I know Barrington talks a lot about this going beyond Amazon. Think Ebay, think Etsy, [Racketan 00:16:59], [00:17:00] you're own website like using a Shopify type website. Jason Miles is the master of Shopify. Building the site off of Amazon with your brand you can do that. You're not completely tied to Amazon. Like my story with Craigslist being, shutting down a lot of my ads, well that's not an issue when you have your own brand. You can go beyond Amazon so if something does happen to your Amazon account you're not stuck.

Here is an example. This is the inventory pyramid. [00:17:30] The pyramid of inventory sourcing that I came up with a couple of years ago. Guys, this is just kind of the typical, how people get started selling on Amazon. Not everybody goes through every single one of these levels. You think about, look at the bottom or selling items from around your

home. I started there. Think about consignment, up from there. Then, from consignment a lot of people do thrift stores and garage sales. Then up from that, [00:18:00] is retail arbitrage. Then online arbitrage. Then, wholesale. Then, exclusives. Then private label.

The reason I put this in here is down here with the online arbitrage, the retail arbitrage, all this below that, there's a very little, there's a very low barrier to entry. Pretty much anybody can open up an Amazon account and can go to Walmart, scan something and send it into Amazon. Anybody can do it.

Also, big thing now that folks are dealing with are all these brand restrictions. [00:18:30] That's happening at retail arbitrage and online arbitrage levels. But with private label guys, to me this is the pinnacle of inventory sourcing. You have full control of your product.

Now, if you're selling on Amazon, obviously it's their sandbox you can't control everything. You at least have, you own the buy box. You control what's on the listing. You control the photos and the description and the bullet points and the title and all that. You have as much control as you possible can on Amazon when you're doing private label. For me, it's absolutely at the top. I added this brand restriction [00:19:00] here cause I know a lot of you are dealing with this and private label is the way to not have to think about that anymore.

Here's private label the harder more, what I call scarier way. So, guys, real quick my story. When I got into private label, I was in a certain niche. We were selling furniture. There was a bedding item that I was doing some research on and I thought it would be a good item. There's a company here in Forth Worth that actually makes mattresses. They, I thought that well, [00:19:30] this item's kind of related to that I wonder if they could make these for me.

I contacted the owner. He said, "Well, no we can't ... We could make them for you but it would be way more expensive for us to make them than for you to buy them from this wholesale company in Dallas." So, I called up this wholesale company. They're already sourcing these from China. They're already importing them. I said, "I want to do a private label brand of this item. Can I ... " and I don't even know how I thought of this but I ... I just said, "Can I take it out of your [00:20:00] packaging and put it in my own?" They're like, "Yeah, sure."

Guys, my second phone call ... It doesn't always gonna be that easy. My second phone call and I had my private label source. I've sourced ... I've made, done private label from that same wholesale company many times over. Guys, it's as simple as that. I'll get into that here in just a second.

The harder, scarier way a lot of folks think of private label. They think of Alibaba.com. They think of maybe even physically going to China [00:20:30] or just all these other sites like DHGate that they can source from. Issues with that ... Again, I'm never gonna tell anybody that you can't do it this way. You totally can. I have friends that do this very

well and they're very profitable. It's just when I got started, guys, I was not in a position to spend thousands of dollars sourcing my product from China. The minimum order was gonna be a thousand pieces at about, is about \$12 a unit. That's \$12,000. I just [00:21:00] was not in a position to spend that much and to buy that many units at the beginning.

If you are great. Absolutely go for it. There are certain things that might be an advantage of going overseas. You're gonna get a little bit better pricing. I am all about testing, testing, testing. I know Barrington talks about this all the time. Test, test, test. When I started I was just not interested in buying a thousand [00:21:30] units of a product that I had no idea if it was even gonna sell. So I was so thankful that I found this wholesale company locally.

Again, as I go through this I'm not ever gonna say that you can't source from China or you shouldn't source from China. It's just when I was getting started it was not where I needed, it wasn't an option for me. It was just a little too much of a jump.

Some of the challenges that you're gonna come across when you're dealing with a Chinese company or a company overseas [00:22:00] is number one you're dealing someone in a foreign country. It's not as easy. It's harder to do face to face. Now if you can travel over there, I know people that have done that and have built relationships. Again, Barrington talks about building relationships and that's the currency of a business. If you can do that and if I was gonna source from China, guys, I would absolutely suggest going over there and meeting the folks. It'd just be better for it.

Language barrier's a big one. Obviously. The high shipping cost. [00:22:30] It's not uncommon to have thousands and thousands of dollars when you have to ship it ocean even or air freight. Air freight is more expensive but you do get it quicker. The high minimum's 1,000 to 3,000 units is a very, very common. Again, when I started it was just not an option for me when I was starting out to spend that much money on a product that I had not had a chance to test.

Customs. This quite frankly scared me. I had [00:23:00] no idea. I've heard people's stories about goods getting stuck at the port and what do you do if all that happens. Now guys, there are companies that will handle all this for you so if you decide to source from China, get, hire a good company, a good customs broker and do it that way. Don't try to do all that yourself.

Let ... Another thing that I've learned is, let the people who are good at their jobs do that. You focus on what you can do. Doing customs forms and all that is not one of your jobs. Do the things that you are good [00:23:30] at.

Barrington: [crosstalk 00:23:31] just about to jump in here. [crosstalk 00:23:34]

Ryan: Yeah, please thank you.

Barrington: Talk about the whole, that process of doing. My first shipment that I sent to the UK, I spend \$600 on shipping fees. I'm thinking, "Oh, I'm good. I'm all set." Then I got a call from [inaudible 00:23:48] they said, "Hey your package is back here." I said, "What do you mean my package is back here?" "You didn't fill out the form the EORI form and you didn't have any power of attorney with those so we had to bring it back to Jamaica." [00:24:00] And I had to reship that. So, that's \$600 to learn.

Jim taught us this, only do what you are good at. When you're really good at something, for me, that's building relationships. I can talk with the suppliers all day long. I can broker deals all day long. That's what I'm good at so that's what I do. Anything else have the experts take care of it. DHL does shipping and they deal with all the customs work. We'll go ahead and let them do that. Anybody that's really good at sales copy, or whatever, we'll have them do [00:24:30] that and pay them to do it. We don't want to try and do everything ourselves.

Obviously, when you're starting out you're like, "Hey, I have to do everything myself. I don't have any money." As soon as you're in a position go ahead and get somebody to do it. Ryan was talking earlier about one product that you do 5,000 a month. We have one product, one product that we did. One skew. \$72,000. One skew.

I always talk to Lance about three emails. Three emails. First email come from Amazon, "Hey, you're running low on [00:25:00] this," because we set the alerts that I showed you guys how to do last week. We set the alerts. Second email goes to my supplier. "Hey I need another 500. I need another 1,000." Third email comes from Amazon. "You're items are being received." No where in that process were we involved more than sending the email but you have to build that lane first. You have to build that relationship where you're able to just have the vendor send it directly to Amazon. You don't even see the product anymore.

As Ryan mentioned all you have to think about now is can I get the inventory in Amazon quickly [00:25:30] enough?

This morning we woke up to almost like a hundred merchant fulfilled orders. It's crazy now. [inaudible 00:25:37]

Ryan: Oh my gosh. That's awesome. Yeah \$72,000 on your product?

Barrington: On one skew.

Ryan: Oh my gosh.

Barrington: One item.

One size of an item. 72,000.

Ryan: [crosstalk 00:25:50] Holy cow. Guys, that's so possible. You can do that. The reason I just say 5,000 is that's just, that seems more do-able if you've never done private label

before. You're like, "Yeah, I can do 5,000 a month in this product." [00:26:00] Look back at your account and what are you selling now, right now. I bet you're selling ... If you have any re-plans or bundles, you're probably selling that much of some of those products.

The reason I throw 5,000 in there is just a number you can get your head around. Can you do more? Oh my gosh, absolutely you can. But if you've never done private label before. 5,000 is just a number like, "Yeah I can do five grand. I can't make 1,500 in profit on one product." If you have four products like that, guys, that's \$6,000 in profit on four products.

But, [00:26:30] 72,000, oh my goodness.

Barrington: Lance ... When Lance jumps on, he's gonna tell you about his one product that's doing 2/300,000 [inaudible 00:26:42] I remember it's not something that we started out doing. It's not something that [inaudible 00:26:47] When I started from Jamaica I'm thinking, "Man, this is difficult. I'll never be able to ... " But I had the determination. I had the mindset. I said, "Listen, I'm gonna make this happen. I'm gonna put in the work." After putting in work you will be surprised at what [00:27:00] happens.

We heard some testimonials today in the group, some persons are saying, "Wow, I hit my first \$1,000 day." I was ballistic when I hit my first \$1,000. I was running around screaming. People are thinking, "Whoa, what's wrong with this guy?" I hit \$1,000 on Amazon. And you know, it's just better and better from there.

Ryan: Absolutely does.

Guys, your first private label sale it feels like your very ... Think back to your very first Amazon sale, it feels like that cause it's a whole new project. That's so cool guys. I'm ... \$72,000 on one product, [00:27:30] that's awesome. Oh my goodness. Guys, it's possible. Seriously you can get there and just do it. Set a goal to figure out where you want to be this time next year in your business. You can totally do it. Just figure out what time you have to put into this and do it next year.

Long wait times is another thing that when you're sourcing from China, it's easily 60-90 days to have an item in stock or even have it to the, [00:28:00] here in the United States from China.

So, here's private label the easy way.

Number one is source domestically. Wherever that is for you. For Barrington sourcing domestically for him is sourcing from Jamaica. Finding these coffee growers and working directly with them. Working with the companies that are right around where he is, guys. Again, my wholesale company ... I say wholesale company most people are like, "You can't private label a wholesale product." Oh my gosh, yes you can. I do it all the [00:28:30] time and people do it all the time that are my students.

My company happens to be, one of my companies has to be right down the road in Dallas. I can email them in the morning. Talking about Barrington's emails, mine's a little bit more entailed cause we actually have to process the stuff, that we have a neighbor that helps us out. I can email them the morning of, that afternoon by about 12 or 1:00 in the afternoon, the guy that delivers for them drops it off on our driveway. We have a neighbor girl come over and process it and ship it off to Amazon for [00:29:00] us. That's one of our products. So, source domestically is a big thing.

Suppliers with private label programs so there are suppliers with private label programs already in place. This is big in the grocery and the health and beauty niches. There's so many products, so many companies that already do private label that already familiar with that term. If you're doing Google searches. Just type certain items with private label. You'll see that there's companies that already have sections of their website dedicated to how to do, [00:29:30] how to get involved in their private label program. Many of them will just, all you need to send them is a design. Some of them even have designers on staff that you can tell them your idea for a logo and packaging and they'll do it for you but some don't. Some of those you might have to do a little bit of the work yourself. I'll show you some examples here tonight, in a minute.

There are so many suppliers that already have programs in place. Again, it's grocery, health and beauty that this is big time in. That they are already familiar with this. You contact them and say [00:30:00] you want to do a private label brand of their product and it's no big deal. They do it all the time and they'll do it for you.

Even wholesale companies. This is the biggest thing. This is the biggest ah-ha moment for a lot of people. Is if you've been to a trade show like ASD or any other trade show, go through there thinking private label versus thinking wholesale. So, when we're at ASD, you'll see other Amazon sellers going around scanning items, scanning [00:30:30] bar codes. Where I take people through and I'm showing them how they can use these companies as their private label suppliers. Literally, guys, here's the question and this is right here, this is what we'll be worth the whole webinar and this is usually not something to share on a free webinar.

Yeah?

Barrington: The golden nugget.

Ryan: The golden nugget.

So, if you tell people that you want a private label. A lot of them are like, "Yeah we can do that. But it's gonna be 2,000 units. [00:31:00] Or 5,000 units or 1,000 units." The reason for that guys, is because they think that you want them to do the work. They think that you want them to do the work of switching out the packaging.

For my example for one of my items that I have, literally all I do is I zip open the package. I pull the item out. Pull out the insert. There's a package insert for one of my items. I replace it with my insert and zip it back up. That's it.

[00:31:30] So, if you're going to a trade show and you're telling people that you want to do private label. They're gonna be thinking in their mind that you want them to do the work of switching out the packaging or putting it in a different box. If you tell them, "Guys, no I just want to buy wholesale like everybody else and I want to do the work of switching out the packaging." Guys, the minimums are just like, a case. They're like regular wholesale minimums. Which in many cases are one case of an time. Sometimes they're even less than [00:32:00] that.

This is so super easy. You gotta get ... Just make sure that they understand that you want to do the work of this. You're not asking them, then the minimums comes way, way low. So there it is. Minimum's as low as one case. So, that's the nugget for tonight is that if you're going to a trade show and you're interested in doing private label and you're talking to at wholesale company, just help them to understand that you want to buy wholesale just like every other customer there, but that you want to do the work of switching [00:32:30] out the packaging. You're asking their permission for this, you're not just gonna go and do it without asking them. Then the minimums are crazy, super low and you can get started on a very small test to see if it's gonna work and then you can go back and order more.

Barrington: Ryan, that is such a good point. See if you can grasp or get your minds around what he just said. Regularly, when we ... We fly to ASD in Las Vegas and we go there, they're like, "Oh well, you need to order 5,000. You need to order 2,000." [00:33:00] But when you're able to explain to your wholesaler that, "Listen, we will do the work. Once you give us the permission that we can change the inserts out. We will do the work of changing the insert. All you have to do is just sell to us." They're now willing to lower your minimum. Try a case. That's the beautiful thing. You're now able to try ...

There's a syndrome that I learned from Kat Simpson ... Paralysis by analysis. Think about something and you keep thinking like, "This could [00:33:30] never work." You psyche yourself out of it. You never do. I remember having a conversation with Jim, and he said, "You're approach to something is so important," because other people go to ASD or big trade shows and they just like, "Hey we need to buy wholesale. What's your minimum?" They try to get the minimum. But you're going into the trade show with a totally different mindset.

I remember Jim using analogy. He said, "Barrington I wake up and I look through the window and I see \$100 bills floating by and nobody's picking them up. And I'm just going [00:34:00] out picking them up." And you're thinking, "What is this guy talking about?" When you really get it, when you wrap your mind around it, I am looking at it totally different from everybody else that's in the room. Then you understand. That's the ah-ha moment. Like, "Ah-ha, that was what he's talking about."

Look at Danny's method. He's going and he's doing discontinued products. Remember, all of us going to the same stores, but he's looking at totally different nuggets from [inaudible 00:34:25] because he's looking at discontinued products and he's figuring out

how to get them. [00:34:30] He doesn't care if there's a million Amazon sellers in there. He's going at it totally different.

When you can do that, you will get that ah-ha moment and you'll start to think, "Oh that's what they're talking about." So when you have that different and unique approach, that's when you win. That's what Lance calls [inaudible 00:34:47].

Ryan:

That's so true. You guys might think that a lot of wholesalers will be like, "Nah, we don't want to do that." I'm telling you we, I took a group of seven people on Monday on, back in August. To ASD, I took eight on Monday, seven on Tuesday and [00:35:00] we saw so many vendors and there was only one out of all of those that didn't want their product on Amazon in any way shape or form. Their brand, our brand, whatever.

Here's the big difference is that a lot of you have been to trade shows and you've talked to vendors and you've asked them about selling their products on Amazon. For whatever reason, this is a whole different webinar we could go into why, but for whatever reason they don't want their brand on Amazon or it's on Amazon already and they're frustrated [00:35:30] because the pricing is not what they want it to be. An item that they want to be \$20 retail price is 15 or 10. Their brand is being devalued. When you approach them, guys and you're telling them that you want their product but you're gonna put it under your brand. Under your packaging. Then they don't care what you do with it after that. As long as your not putting it under their listing and their brand. They're totally fine.

There is a certain company I know that they, on [00:36:00] their website it says, "We do not want anymore Amazon sellers." But we talked to them, I went to the owner specifically and we told them how we want to do private label the easy way. That we want to take their product. We want to create new listings, put it in new packaging and put it under our brand and in no way refer to their brand and the description or on our packaging. They're like, "Yeah we don't care what you do with it at that point. It's your product at that point." You totally get away from all of those restrictions [00:36:30] when you're doing private label the easy way.

So, as Barrington said, when you are going to a trade show or talking to people, talking to potential vendors, just look at it different. If they say no because they don't want you to do wholesale, "Well, can you private label it?" Could you put it out ... Is it ... I'll get to here the seven step test and the things you're looking for. The types of items that you're looking for. Just look at it differently. When he mentioned Danny, that's perfect. Everybody's going ... I used to just totally skip Walmart's [00:37:00] because I figured they were not any good. If it didn't find anything in the clearance section, then it was a horrible Walmart. Now, like Danny's going in to Walmarts and finding thousands and thousands of dollars worth of very good products because he's looking at it from a totally different angle. Completely opened my mind up.

No customs issues, obviously if you're sourcing from wholesale companies. They're the ones already dealing with customs and immigration, all that kind of stuff.

Low shipping cost. For me, it's \$25 to have the guy [00:37:30] show up at my house and deliver boxes. It may not be that cheap for you for having to order them from across the country. But still, way cheaper than ocean freight or air freight from China. Some of them can even ship to Amazon for you. There's a company at ASD that has a FBA program already in place. They already understand how to do it. They'll do private label for you. They'll do bundles for you. Many companies will even ship to Amazon for you. Guys, you never even have to touch the stuff.

Like Barrington's talking about [00:38:00] these three emails, this would be the three emails right here. Literally, you get an email from Amazon, "You're running low." You send an email to your supplier, "I need more." Then you get an email from Amazon saying, "They're in stock and receiving." Barrington you need to write a book called, "Three Emails." That's beautiful.

Barrington: Yeah, I was just about to say that.

Ryan: That's an awesome ... It should be all about how to kind of get your hands off of the nitty-gritty of your business and focus on the things that only you can focus on. You're an [00:38:30] ideas guy like me and so it's not a good use of your time to be driving into your coffee plantations and picking up coffee and taking it to your house and packing it up. No, it's a horrible use of your time.

Barrington: [crosstalk 00:38:43]

Ryan: What's that?

Barrington: When you're, you go to the trade shows, cause for me, I go to all the coffee places every year. [inaudible 00:38:52] coffee place. Me, Ryan and Lance and New York, and you go to the coffee place and you see all the vendors from all over the world. Then they're like, hey [00:39:00] that's the guy that's selling your coffee. Then they walk up to you after all the other guys have left and they said, "Well, why are you selling Ryan's coffee? I have a similar profile and I have packaging and all of that. And I can give you credit as well. Why don't you sell my coffee?" Now people start to come to you to sell their coffee.

[inaudible 00:39:21] We have vendors in Hawaii. I've never been to Hawaii. All the coffee is packaged and sent into Amazon. Ryan if I want [00:39:30] and see how, if I want to taste the coffee, I have to order it from my store. That's how, out of the process I am. Everything goes directly to Amazon. Everything is there, it's sell ... Then they call me back and say, "Hey we have a new line, can you try this one? Can you try that one?" It's like, wow, products don't become your problem anymore. It's gonna be money to buy inventory.

Ryan: That's right. Oh my gosh.

Guys, I know, Barrington would ... He has a coffee [00:40:00] group and so coffee is one thing that's very easy to get in with private label. If you go to a show like coffee fest. Oh

my gosh, so many of those companies will do private label for you. Same with pretty much any grocery type item. Think about BBQ rubs and sauces and there's so many private label opportunities in grocery. So if you're not approved for grocery and you're interested in doing private label, get un-gated.

Barrington: One guy said to me, he said, "I do BBQ [00:40:30] sauce and I [inaudible 00:40:31]. BBQ sauce last year."

"BBQ sauce, you're serious?"

Like, "Yeah."

So, I'm thinking of doing the same thing Ryan. Walking through the coffee fest of Nashville next March [inaudible 00:40:43] and I'm taking seven persons or eight persons. [inaudible 00:40:47] to show you guys that we not only ... It's not something that we talk about. We have to take action. We have to execute. So we're gonna walk through the coffee fest. You can walk it with us and then I will go to the first vendor. I will take the no if it's a no cause it doesn't matter. You go to the next [00:41:00] one. As soon as you find one that has all the right terms, you make the deal and then you move forward.

Ryan: That's awesome.

That was fun doing coffee fest with you and Lance and few years ago in New York. Oh my gosh.

Guys, there's so many options. Pretty much any niche that you want to get into, I guarantee there's a wholesale company, there's a manufacturer, there's somebody that will do a private label for you. Again, can ship to Amazon for you, it's so beautiful you never even have to see the stuff. [00:41:30] And very fast. So, if you're sourcing domestically, you can get it so fast. You're not waiting 60-90 days, you're not out of stock as much, maybe not even out of stock at all, hopefully. Just so much faster when you're sourcing.

So, what are the seven step ... What is a seven step test? Basically, this is what are you looking for for particular private label item? How do you know if something's a good private label item?

Number one, absolutely the number one thing is just generic non brand driven. What do I mean by that? Brand driven items [00:42:00] are things like iPhones, Nike shoes. Everybody that if you want to ... If you're wanting a iPhone because it's an iPhone. You want Nike shoes cause they're Nike or Adidas or Reebok. Those are very brand driven items. You're not gonna try to compete with a brand like that. You're not even probably gonna try a shoe line or anything like that. Those are ... People buy shoes, unless it's a very maybe a specialty type shoe or something.

Very generic items and I'll give you an example here of what I'm talking about.

[00:42:30] So small, it doesn't have to be small I'm telling everybody in my private label program that even if it's oversized, that there's so many people that aren't gonna be searching for oversized type items. So if you can find an oversized type item that is gonna sell, go for it and the margins are there, go for it. Typically when you're starting out, you want something small and light for the obvious reasons for FBA and all that. The fees can get really expensive.

[00:43:00] Easy to replicate. If you're trying to change the colors or do something different to it, it's just easy to do that. You're not going to have to go through a huge process. For the most part I'm not changing anything on my products.

Not many working parts. So, things like electronics are typically things I would stay away from. Again though, these ... All these other private label programs, all these courses talk about the same type of thing. If you find an item that does have some working parts, you're probably gonna be kind of alone there, which is good. Hardly [00:43:30] any competition. Typically, starting out, I suggest not many working parts. Not something that's electronic that's gonna break real easy.

Retail price between \$10 and \$50.

Now, guys, this is very general. You don't have to do it this way. I typically like to start students out at this price point because under \$10 then FBA fees are gonna eat up some, a lot of your profits. Over \$50 then your buy cost is really expensive, you're not gonna [00:44:00] starting out just ... It's more money. We're trying to keep expenses low here. But, under \$10 here ... So there's a person in my mentoring program, Christy Michelle who did a webinar with me. She's done two of them now called, "Four weeks and \$100." She literally launches private label products in under four weeks and less than \$100. A lot of her items that she does are like, 50 cents, 88 cents. She's selling them for \$8 and \$9. Her profits are like, \$4 and \$5 on each item. [00:44:30] For something like that, oh my gosh, I think this parameter kind of goes out the window cause all day long I would be happy with a \$5 profit on something I spent 88 cents on. Typically, your regular priced items, you want to be between \$10 and \$50.

Sales rank for this, if you're sourcing from China then you want to ... You need items that move very quickly but if you're sourcing locally from a wholesale company then it's okay if [00:45:00] it's a little bit higher sales rank. You can launch product after product very easily. What I usually tell my students for this is, what would you normally ... What was your sales rank parameters for when you buy an item on retail arbitrage or online arbitrage? That's what I say. Just usually the same thing. What are you ... What do you do for those, then keep it the same sales ranks. If you like to stay at under \$100,000 in home and kitchen, then do the same thing in private label.

Now if you're [00:45:30] sourcing from China. You need items to move very quickly and so you want a very low sales rank, which I understand. If you can get it very easily, then I am much more flexible on the sales rank.

Number of reviews, this is probably more important than even the sales rank in my opinion cause this shows how competitive an item is. If there are ... In the top 10 if you have more than ... Actually here's my parameters for reviews [00:46:00] on the positive sides, if you have out of the top 10 items and I use Jungle Scout for this.

If you can find, let's say that you're sourcing socks and you type in a certain type of socks, men's socks, or whatever, that's the item that you're considering. If there are not three to four items in the top 10 that come up for that search term, that have less than 50 reviews, then it's too competitive. You want three or four items out of the top 10 to have less than 50 reviews, in my opinion. [00:46:30] I also learned that from Greg Mercer at Jungle Scout. That's his competitiveness test. I love it because it just makes it an easy way to see how competitive is too competitive for a product. Again, at least three or four items in the top 10 for a search term and typically you want to use the main search term for an item. The main key words you want at least three or four to have less than 50 reviews. If you don't have that, then in my opinion it's too competitive [00:47:00] and I would move on.

Really, guys the best advice is follow the data. I know what you're thinking about, there's so many items, so many potential private label items. Where does the data show? What's the data tell you? You guys who are in Brett Bartlett's proven performance inventory course, this comes into play big time. What's the data tell you? I know there's a lot of folks in that group that have taken his course that said this easy method of private label is a perfect compliment [00:47:30] to that course. Because what Brett teaches, is he tells you to find ... Instead of picking a product and then trying to get it to sell, he's showing you ways to find data to see what people are already searching for and your finding those golden gaps. If you can find those and then partner up with that, partner that information up with private label the easy way and to source easy. Do these tests very easily, then guys, you got a winner there.

Also in my private label mentoring program there's [00:48:00] a guy named A. [Ortoloni 00:48:00] who did a website with me called "The Data Mining Workshop." He's awesome. It's a similar method. He uses the key word inspector to find search terms that people are searching for and then finds the products based on those, based on the demand. He's looking at the demand first and then finding the sources for those products. Guys, that was an awesome webinar too and I know he's already been on the Q4 plan talking about bundling and stuff. Follow the [00:48:30] data instead of trying to find a product and then trying to hope it sells, do some research in advance just to figure out, are people even searching for this?

Here's the examples. Again, I'm just trying to find ... These are generic, non-brand driven type items. These ... I don't know, this is a great private label product or not. I have not done the research and went through the price and how competitive it is. How many other different companies are doing this type of product.

This [00:49:00] bamboo large expandable cutlery tray, and this might even be oversize. I don't even know. Actually it might say, it's standard, actually. That's the rev seller app

and I love that app. That shows you the rank, right there on the top and then the FBA calculator built in. This is ... The reason I picked this out as an example is that it's very generic, non-brand drive. Again, what I mean by that, there's not a bamboo cutlery tray that I know of that is like, the one to get.

[00:49:30] You think about phones. A cell phone, there's like Samsung and iPhone and LG or whatever. With ... If you think about a bamboo cutlery tray, there's not one that comes to mind that if you don't have that one, then you don't have a very good one. Again, it's very generic, very non-brand driven. There's not one brand that dominates the market. That's why I showed this as example. Just cutlery tray. Guys, you could easily find a wholesale company that would [00:50:00] already brings these in from China, maybe it's probably from China actually and that would allow you to literally take it out of their package and put it in your own. Put it in a box. However it comes, however ... Whatever packaging looks good for this is what I do. Typically, it's just a poly-bag that I'm using with a sticker on the top and I'll get into that here in just a second.

Again, you're asking permission to do this. You're not just gonna buy from the wholesale company and then do. Always ask for permission. Again, [00:50:30] almost always you're gonna get that cause once you buy it, they don't care what you do with it. They just want you to buy it from them.

Food waste compost bags. Again, this is not a very exciting item guys but this is selling a ton. 100 count at \$13.95. Again, this would be so easy to find a company that's making compost bags already. You go to them and say, "Can I take your bags out of that box? Can I put it in my own white or brown box?" Then you would just [00:51:00] get a sticker like with your name on it. Have a designer, like at Fiverr create a design for you or a logo. Or if you already have somebody that does graphic design for you just get that done. Get those printed. I'll show you a company that I use for that kind of work here in a minute. Just take it out of their package put it in your own box and your own poly-bag. Whatever it is, just ... What I tell folks in my mentoring program guys, is just get it going. Just pick a product and get started with it. [00:51:30] So many people get stuck at the product selection level. They analyze, analyze, analyze. Like Barrington said earlier, that it's Paralysis by Analysis. Don't get stuck on this phase. Just find a product that works. Find a supplier that you can get it for at a price that you can actually make a profit on and get it in.

Barrington: What's good also Ryan is that if you're ... It doesn't have to ... Since [00:52:00] you're not going to be buying 1,000, don't worry about, "Okay, I'm testing with \$50." That's okay. That has to be a part of your budget. Test, test, test. It has to be a part of your budget. So, try it. \$50 on this, \$50 on that. So, you say okay, I'm gonna spend 200 on four products. Or 200 on five products then you find two are rock stars and the other three are ones you have to discard. The two is gonna make way more than \$200. Just do it that way [inaudible 00:52:29]. It's taking the [00:52:30] action. If you sit down and you're saying, "Well, I don't think it's gonna work." You're gonna psyche yourself out of doing it. So, just do it.

When you do it, you call Ryan and say, "Hey Ryan, I started the process but I'm stuck here." It's much easier for him to give you information because you already started. If you call him and say, "Hey, I was thinking about this ... "

"So, what did you do?"

"I'm still thinking."

You have to get past that thinking phase. You have to do. You have to take action.

Ryan:

Yep, that's so true.

One other, a question that comes up a lot when I'm talking about when I'm doing webinars like this, is so where would you find a supplier [00:53:00] for this?

Well, guys, I don't know. What I would do ... I didn't do this research in advance here. I would just type in compostable bags wholesale. Or compost bags wholesale. Or food waste bags wholesale. Food waste bags supplier. I would find one using typically that term and guys, Google is your friend. Most of the time I find suppliers just by Googling that information. It's so easy, it just comes up pretty quick when you type that information in.

Then just search for one that's a true wholesaler. [00:53:30] Open an account. Order the product. Do the switch-a-roo on the packaging. Again, ask permission for them to do that. Send it into Amazon.

Another one, thermal laminating pouches. Not a very exciting product but 781 customer reviews on this one. Now I don't ... Again, I didn't do all the research to see if this is too competitive or anything like that. I just picked some of these out because these are generic, non-brand driven type items that there's not a ... I'm not a thermal laminating [00:54:00] pouch expert by any means but I don't think that there's a certain brand that you have to have if you're doing laminating. This would be a, I think would be a great product that's generic and non-brand driven that again, you could just go to the wholesale company that's already making these or already importing these. Maybe there is a supplier locally for you. Again, just ask them if you can take it out of the package and put it in your own.

The tent stakes. So [00:54:30] everybody that's in my mentoring program already will laugh at this cause I use this example all the time throughout the lessons. Tent stakes are something that's very non-brand driven, very generic. You could easily find a company that's already making these or that is wholesaling these that you could literally just ask them, "Can I take them out of your package?" And put in your own. You could bundle these with so many other things. Think bundles with private label as well. There's so many strategies.

If private [00:55:00] label sounds a little bit scary to you still even after watching this and trying to understand the easy way, then think bundling. Just add something that's

unique that you can get at a wholesale company and bundle it with something then you will have a very unique bundle and it'll be very hard for other people to jump on it. Make it your own branded gift bundle. Take items that people can get at a retail store, put them together and call it the Ryan Brand Gift Sets. [00:55:30] Whatever. If you have a sticker made that's the Ryan Gift Sets, then somebody else who can even get those exact two things and put them together themselves aren't gonna have your sticker. You essentially have your own, in essence a private label bundle. It's your name. Two items from two completely different manufacturers. They're not even items that you ... Those are items you sourced maybe at a retail store or online. There are great strategies that you can employ [00:56:00] that are right underneath private label. But, guys, the whole purpose of doing this is to be on your own listing and to not have any competition and you can really do that with bundling as well.

I love private label but bundling's a super cool, very cool strategy. Most seller's are not gonna do the work of it. If you just put in a little bit more work, you will totally set yourself apart and you will get those sales.

So, tent-

Barrington: [inaudible 00:56:28] course of the webinars we've had so many webinars. [00:56:30] Just over the course of the webinars that something stood out [inaudible 00:56:35] Something stood out. [inaudible 00:56:36] you have to just do a little bit more work than the average person. The average person wants to find a product, go, list that product, send it in and if their price is not right, then they're gonna go down, go down to sell it because they're gonna get in panic mode.

If you can just figure out how can I get a little bit more creative than the other guy. How do I create a bundle? How do I do private label the easy way? You will see that [00:57:00] you start to float to the top now because not a lot of persons are willing to put in the work.

Ryan, we have to bundle these things and nobody's jumping on them because they're like, "It's too much work to put two in a bag," and they put it off.

So just do a little bit more than what others are doing. I'm gonna show you ... There are two products Ryan that are really, let me put my camera on ... There are two products that ... This is something that we make here [00:57:30] in Jamaica.

Ryan: Johnny cakes, yum.

Barrington: Remember when you came to Lance's wedding [crosstalk 00:57:36] But, when we're looking at items we just go ahead and first thing we do. We hit the stores and as I was saying, doing retail arbitrage is really good to help you find products, so we hit the stores and we're ... The first thing is we're gonna look, who made this product? So, we jump in here and we want to see who made this product. we're gonna look. We're gonna be looking at Lance [00:58:00] and say, "Okay, now we need to make a contact. We need to call them up and see what's happening."

A lot of times we'll have persons who are, they're really stressed out by calling. They're like, "Geez, I can't call. I can't close a deal." Well let me give you guys a scenario. We have a mastermind who's called MM8 and not all of us can just get on the phone and talk to people and all that. Not everybody can do that.

So, there's one guy in our group, Mike [inaudible 00:58:26] we call him Big Smooth-

Ryan: Smooth.

Barrington: He's the closer. We find [00:58:30] a good ... Let's say I'm here. We love this product line. This is a sorrel. This is something in Jamaica that [crosstalk 00:58:38]-

Ryan: I remember that, yeah.

Barrington: If I was overwhelmed. This is a big company. [TrueJuice 00:58:43]. This is a big company [inaudible 00:58:46]. So we're thinking okay I want to close a deal with this company, so what I'm gonna do is I'm gonna give the contact number to Big Smooth and have him call it. [inaudible 00:58:56] if he closed the deal ... At the end of the day don't be [00:59:00] afraid of taking action. If you can't do it, figure out somebody that's really good at it. You have to pay them a little stipend or something. Don't [inaudible 00:59:08]. I remember, this is over and you're buying over and over and over again. It's best to be a little bit more creative than the other guy and you'll be amazed at the results.

Ryan: That's so true. My gosh.

Thank you for jumping in there. Feel free to jump in more. I think I'm almost done here.

So those are the tent stakes.

Here's an example from Christy's webinar. [00:59:30] Again, Christy Michelle's in my mentoring program and so she uses, she finds promotional companies that she can source from. So, when you think of promotional companies examples are Vista Print. You think of items that are kind of junky, but they make all kinds of products and some of them are actually really good products that would be good private labels. She just thinks completely out of the box.

Here's an example of ones that she could source and she used it on a recent webinar [01:00:00] that I did with her. These balloons, price on Amazon, \$12 for 10 or 12 balloons. Rank of 1,000 in toys. These are nine inch balloons. She estimates, she found a supplier through a promotional company. So promotional companies are, again, those companies like Vista Print or think about all those pens you get when you visit a doctor's office or a business that they have their brand name written on the pen or the pad of paper or whatever it is.

They have so many other products guys [01:00:30] and they will not just print your logo or your business name, they'll print anything you want. Look at these balloons here for

example. You could get a pack of balloons and target certain key words like 50th Anniversary, 40th Anniversary, 40th Birthday parties. Maybe it's emoji's like this. Whatever it is, they'll print anything on those balloons. It doesn't have to be your business name.

She just thinks completely outside of the box here and just in you target the demand. Use the PPI course or use [01:01:00] Abe's Data Mining Workshop for example and look at what people are searching for. Then you see, well, there's a lot of searches for 50th anniversary gift but there's not so many products for that. Or there's no sponsored ads for that product. Well, here's an example. You just go to the promotional company and say, "I want these balloons but I want them to say, 'Happy 50th Anniversary,' or something."

She estimated the cost for these balloons were a dollar. If you could spend \$1 for 10 balloons. Sell it for \$12. [01:01:30] What's the profit on that? Five or six bucks very easily after Amazon fees. She has so many examples and literally guys, she gets products and she launches them in under four weeks and less than 100 bucks. I know that sounds like kind of a cheesy term or might be unbelievable but she does and there's people in the program now that are using her method and launching product after product very quickly, very inexpensively doing these very small tests [01:02:00] and getting into private label the easy way.

All right this is Lance's zombie gnome, I'll do this real quick. I just wanted, in honor of Lance. He found this at a trade show I think. Literally, a zombie gnome's a very generic, non-brand driven type of thing. For this, you could take this out of the box, put it in your own white box, here's an example here. I know the size of that box doesn't match the gnome.

Literally all you would do is ask permission, pull the gnome out of that box, put it in your own, get a sticker [01:02:30] made or some kind of label. I use uprinting.com or printrunner.com. I'll leave that up for a second. I literally, I just get a designer come up with a small sticker. You could put it on the top of the box, the sides of the box, wherever you wanted to and just get a logo made, whatever. Anything that sets yourself apart. Put your brand name on there. The Zombie Gnome Company. Or just The Gnome Company. Whatever it is, get those made, slap them on the outside, send them in.

[01:03:00] Guys, it's private label can be that simple. Then if you're selling a ton of these and you want to get better margins, then maybe you look to sourcing overseas at that point. I've never done that. I could now but it's so easy for me. I just stick with the easy way. So easy for me to contact the company in Dallas and in a few hours I have more show up at my door. I don't have to mess with the whole China thing. Could I make a little bit more money sourcing from China and get better margins? Yes, I could. [01:03:30] For me it's all about doing it the easy way. I just prefer that. It's much less stress and it's going well, so why mess that up?

Guys this is the last slide here. This is a free gift. So everybody that's on here and I guess that watches the replay will get a free gift. It's my book, Private Label the Easy Way. It's

an ebook, just go to [Ryanreger.com/freebook](http://Ryanreger.com/freebook) and you will, it'll link to click on right there and to download it for free.

[01:04:00] Hopefully this has been helpful. Barrington, it's been fun. Let me know if there's any questions I can help you answer or ...

Barrington: There are ton questions [inaudible 01:04:07]

Ryan: Oh my gosh, okay.

Barrington: [inaudible 01:04:11] Ryan for coming on. [inaudible 01:04:16] Just about mindset. Once you get that mindset right you will be able to, it will be amazing [inaudible 01:04:23]. I have like, there's a couple things here that I have I'm gonna show, persons [inaudible 01:04:31] [01:04:30] just how easy it is to just separate themselves from the pack.

It's so easy Phoebe can do it. Phoebe's right here with me. [inaudible 01:04:43]

Look at this Ryan, [inaudible 01:04:46] okay, I'm gonna just show you something real quick here. [inaudible 01:04:52] This is our last webinar, so it's kind of like a little treat [inaudible 01:04:56]. [inaudible 01:05:00] [01:05:00] Really good product. It's a product from Jamaica. [inaudible 01:05:05] It's something to put in your soup. [inaudible 01:05:08] you have people that sell on the single pack and they [inaudible 01:05:16] single packs. [inaudible 01:05:18]

When really all you have to do is to create a two pack or even like this product here, we created a six pack. [inaudible 01:05:25] get a six pack. Guess what? Nobody's gonna [inaudible 01:05:27] the six pack. They just don't want to do the work. Put the [01:05:30] labels on them, you put them in the boxes and you send them into Amazon.

The other kids [inaudible 01:05:35] put them together. So here we go. Here the poly-bag [inaudible 01:05:39]. They got to put it right here. [inaudible 01:05:45]

[inaudible 01:05:49] it's so easy. Phoebe's doing it. So that's two. You put the labels on, you create the Amazon labels, you put the labels on and then we put labels on here. This is a ... On expiration [01:06:00] date, cover the bar codes and your done. [inaudible 01:06:04] in the box and it's off to Amazon.

It's just a different ... Nobody else wants to do that. It's just too hard. [inaudible 01:06:13]

[inaudible 01:06:14] all about taking action. Ryan we have some great questions coming in here and we want to have you jump on them [inaudible 01:06:22]. The first one, [inaudible 01:06:26] what is ASD? Can you just expand a little bit more on that what ASD is?

Ryan: Yeah I think it [01:06:30] stands for America's Source Direct. Everybody just calls it ASD. It's a trade show in Vegas every March and every August. It's a huge trade show. The

biggest one I've personally ever been to. Tons of wholesale companies that are there. Some manufacturers as well. Mostly wholesale companies but it's every March. It's ASDonline.com. It's a totally free trade show. It's at the Vegas Convention Center every March and every August.

Barrington: Great [01:07:00] and you know what? That's where we went one time when all of us, eight of us in the group, we said, "Okay let's go and we could ... " What did we, we ordered backpacks. A hundred [crosstalk 01:07:10]

The power of the group but then one guys shy the other guy could just walk up and do what he has to do and just take it from there.

Let's jump into another good question that I saw here. When is the next ASD show? I'm not too certain but I know that has a website.

Ryan: Yeah, March.

Barrington: [01:07:30] When you ask a wholesale company to let you repackage do they charge a fee for that or just their regular wholesale pricing?

Ryan: If they're doing the work, they would charge, they might charge a fee but the minimums would be really high. If you're doing the work, then no. There's no fee. It's just like ordering wholesale like anybody else.

Barrington: Excellent. So, there's no fee. [inaudible 01:07:57]

Do you have to register or trademark your own [01:08:00] branding?

Ryan: I do. I trademarked it. To get started though. I typically tell people not to do that until you know that it's even gonna work. I test, then if it starts selling really well, then go through that whole process. I do have brand registry on Amazon as well and I suggest that. At the very beginning, I don't think ... Why go to all that work until you know it's actually gonna be a good seller. That's my opinion. You can totally do it all up front if you want to. There's absolutely nothing wrong with that. [01:08:30] Again, if you're testing products, you're testing four or five, why do that for each one?

In fact, if you're ... If they're all gonna be under one line, you know you're gonna go for this line. You're gonna do this no matter what. Then yeah, go ahead and do it. Typically, again, you're starting out small. You're testing. Don't go to all that work until you have to.

Barrington: Yeah, that's important. You want to test, test, test.

Mark Johnson had a good question. He said, "The example products have a large amount of reviews, I thought you said that they should be less [01:09:00] than 50 reviews. Can you elaborate on that?"

Ryan: Oh yeah. So Mark, I didn't go through all the research on all those products to find actual really good private label contenders. The reason I showed those was because those were generic non-brand driven type products. So that's the step one of the private label process. Just to find item ... I wanted to show you guys examples that were generic, non-brand driven. From there, like if the bamboo cutlery one, if I was gonna do that, then I would type in bamboo cutlery tray, probably [01:09:30] would be a very big large search term for that item. Then I would pull up Jungle Scout's extension and I would look and see how many sales per month across the top 10 items.

Guys this is another really good key. Greg Mercer talked about this on a recent webinar. He likes to see at least 2,000 units sold in a month among the top 10 listings for that key word. That tells you if it's, if there's demand.

Then, now I'm not quite [01:10:00] as strict on that using the easy way method because I'm okay with an item that sells just a few a day. If you're sourcing from China, which he does, you want them to sell a lot because you have to get your money back quickly when you've invested a lot of money. Then I would go to the competitiveness test and look at the number of reviews. While that, maybe that one I've showed for example was the absolutely top one. If there were several also in the top 10, at least three or four that had less than 50 reviews. [01:10:30] Then I would still consider that product a potential good private label product.

Again, I didn't do all the research. Go down the line and try to figure out if those exact ones were ones that you should do for private label. I just wanted you to see that they're generic, non-brand driven and that those are the types of items that at the very beginning you need to be looking at.

Barrington: Excellent, excellent. [inaudible 01:10:53] actually had another question.

If Amazon asks for [inaudible 01:10:56] or other certifications, do we ask wholesale for the paper work? [01:11:00] If so, does Amazon normally accept if you have permission to PL their wholesale item?

Ryan: I've never had an issue with that. Cause I personally, guys, don't do grocery. I know ... If you needed that certification then you ... I would just get it from the wholesale company. Yes, because they've already got permission to sell it in United States. If you're selling on Amazon.com then you would just go to them. But I have not heard of anybody, even in my group, that does grocery that's had [01:11:30] an issue with any kind of certification like that. You're private labeling an item that's already got certification.

Barrington: Okay, yeah I was about to jump in say that. Especially because it's wholesale and grocery stuff that I do all the time. Once you ... For FBA certification, once the wholesaler has that, you just get that paperwork and sent it back to Amazon and you're good to go. [inaudible 01:11:54] ask for that because [inaudible 01:11:57] customs. Not really Amazon.

Thanks for jumping [01:12:00] in [inaudible 01:12:00].

Ryan: Of course.

Barrington: And answering that. Let me see.

What suppliers are used for the boxes?

Ryan: So for the boxes ... So I, most of my stuff guys is all poly-bags. So, like uline. But if I was doing boxes uline also does have boxes. I've heard a lot of people say that they're more expensive. Just any company that has generic white or brown boxes. I do [01:12:30] talk about uline because I know they have them and you can get them in all different sizes, but I know that there are companies besides uline that you can get them cheaper.

Barrington: [inaudible 01:12:42] had a question.

Do you, US wholesalers, manufacturers ask for tax ID number? How do we get tax ID-

Ryan: Oh yeah, so I have ... To buy from a wholesale company you will need your state sales tax ID. It's just ... Now I live in Texas and we have sales tax. There's some [01:13:00] states that don't have sales tax. It's whatever ID number you have for that state. Mine's a state sales tax number. You just present that to them, you don't have to pay taxes but that's the one thing you will need to buy from a wholesale company. It's the same requirements as if you're buying wholesale. There's no extra type of compliance or anything like that to buy from a wholesale company to do private label.

Barrington: Ryan, I just saw someone posted here that Lance said, "I think we crashed Ryan's [01:13:30] site." We're trying to download and got a message coming back-

Ryan: Really?

Barrington: You can look at that [inaudible 01:13:37].

Ryan: I can check it right now.

Barrington: [inaudible 01:13:40] check on that right now. [inaudible 01:13:41] awesome, great.

Steven: Hey, here's another question. Someone had asked about liability insurance. How do you deal with that [inaudible 01:13:51] private label?

Ryan: Cool. [inaudible 01:13:56] so I went to my page, it looks good. It works for me. It's [ryanreger.com/freebook](http://ryanreger.com/freebook). [01:14:00] Then, it says download a copy of Private Label the Easy Way. You click on that and it opens up a PDF. So, it works for me.

So, the liability insurance. To be real honest with you guys. I don't have it on mine. I guarantee that 90% of Amazon sellers that do private label don't. That's the simple answer.

But, if you were doing an item that, maybe a baby item or something that you just feel [01:14:30] like there's more risk involved, then there are companies you can use. In fact, I think Ashlyn-

Steven: We've got in on there. I just posted it in the questions. She's got more information on that if folks want to dig into that.

Ryan: That's awesome. I would go that route guys. She's already somebody that's been vetted by the My Silent Team folks and so if you feel like ... Guys, it all comes down to how risk adverse you are. I sell products that I'm not concerned about it. [01:15:00] If you're, you just don't want to take that risk, then just get insurance.

Barrington: Here's the easy way to guys, if you are really concerned about it. The wholesale that you're buying from, more than likely they have blanket insurance that you can go in under their insurance. That's another easy way that you can go ahead and be like, "Oh, you know this is baby products. I don't want ... It's too risky." Ask your source, "Hey, where do you get your insurance from?" And more than likely, they're gonna be like, "Oh, we buy from Wells Fargo or we buy from Lloyd's of London," or wherever. There you go. You can [01:15:30] get it under their blanket [inaudible 01:15:30].

[inaudible 01:15:32] as easy as that.

All right, let's see.

Gina. Is it best just to go through the top sellers for each category when researching?

Ryan: You can do that to get ideas. I tell people, start, what are you interested in? What do you have knowledge about? At least kind of narrow it down cause if you say you can private label anything, it's just [01:16:00] a wide open ocean. It can be so overwhelming. At least start with things that you're interested in. What are you selling well already? What companies do you already have access to? What's your low hanging fruit? Then, plug it in to Brett's PPI system to see if there's demand for that. Use a key word inspector to see how many search terms there are for that product or that search.

Best sellers, I would go, maybe go there for ideas but I would not, I probably [01:16:30] would stay away from trying to private label something that's in the top 100. That's just too competitive for me.

Barrington: Very competitive. [inaudible 01:16:40] hopefully are you hearing me any better now?

Ryan: Yeah, that's better.

Barrington: Excellent, excellent. How do you get tax ID number for non US business?

I can jump in here.

What we did was we registered a US LLC. That's it. Registered a US LLC and after doing that we were able to get our tax ID, wholesale ID number. We're [01:17:00] able to order from US wholesalers. That's the easiest way. You have to register a US LLC and once you do that, you're able to get that done. For someone just asked that question a while ago, hopefully that answered your question. If not, just send me an email support@barringtonmcintosh.com. We'll point you in the right direction.

All right, excellent. Excellent. All right. Anymore questions we ...

Ryan: Barrington, I have ... So I just refreshed my page too and the ryanreger.com [01:17:30] sites is going really slow now. Let me ... Is there a way to send to you or to Steve the actual link to the PDF?

Barrington: Right, and then Steven could put it on the [inaudible 01:17:42]

Ryan: Do it like, on the chat? Or ...

Steven: You can just do it in the chat there. That'll work.

Ryan: Okay there you go.

Barrington: Can I get un-gated if my store name is not the same as my tax ID [01:18:00] name? Or what, you're LLC?

Ryan: Get un-gated?

Barrington: I mean, this asked a fictitious name, I'm thinking Ryan. On Amazon, trading on Amazon as Barrington McIntosh and then your business is registered as yeahmon.

Ryan: I don't think it matters what your store front name is on Amazon. It's a ... What's in on your ... It's the back and your legal business name correct, that matters? You can change your storefront at any time.

Barrington: [01:18:30] Eddie just asked can you explain or can you please show again the slide with the promotional printing websites?

Ryan: Oh yeah, of course. Right there.

Barrington: There you go. Once step back. Prinrunner.com or uprinting.com.

All right guys, any other questions [01:19:00] we have a few more minutes. Any other questions. We want to take this time to thank you for joining us for the Q4 sessions. It's something that really, it's a boost to your business. Now, we see Ryan, a lot of persons in the groups and they're pretty much hooked on it right now. Because [inaudible 01:19:16] continued. The sharing. My favorite scripture is Luke 6:38, "Practice giving [inaudible 01:19:22]" It's amazing what happens. Practice giving. Sometimes you might think, "You know, Barrington I don't really have a lot of products to give or ... "

[01:19:30] Give advise. Something as simple as how to, "Hey this is how you fold the box tops." You may think that's so simple, but other persons area like, "Wow, do you know how long I was trying to figure out how to do this? And it was just so annoying."

Just [inaudible 01:19:45] that can really mean so much to your business.

Again, Ryan, we want to thank you for joining us [inaudible 01:19:52] plan.

Ryan: Of course.

Barrington: This has been amazing content. What we want to do is encourage everyone to go ahead and take action. It's as simple as that. [01:20:00] Go ahead and take action. You will not see any results unless you put the work in. You have seen how lucrative Q4 can be. It can even be more right throughout the year because if you employ the strategy, it can really, really be so much more to your business.

Thank you guys for jumping on again. Just as a matter of reminder for persons who are brand new to Amazon. Add the restrictions on. Remember coming up here on December 19th you [01:20:30] will be able to start sending in to FBA so make sure that you're ready for that. Get your shipments prepped so you can send them into FBA.

Also, we would love to hear your testimonials about how you benefited from the Q4 session. Send us those testimonials to [support@barringtonmcintosh.com](mailto:support@barringtonmcintosh.com) and we will get those in.

Again, thank you guys so much. If you have any other questions for Ryan he is in [inaudible 01:20:54] groups. He's in our Facebook group so you can tag Ryan, ask questions, and Ryan will [01:21:00] definitely jump in and answer your questions. The free book, take that resource and just read it and take action. As I always encourage you guys, just one point. Just one thing could click for you and it could mean so much to your business.

Again, thank you guys so much for joining us. This is our final webinar. We look forward to seeing you again next year. Seeing you again during the year. Thank you so much, from all of us. Lance, Jim, Steven, Ryan, all of us here [inaudible 01:21:29] we want to thank you. There's [01:21:30] Danielle telling you guys, "Bye." Usually we do this on Spreecast and play some Jamaican music [inaudible 01:21:37].

[inaudible 01:21:41] Ryan, any last or final questions or final [inaudible 01:21:42]?

Ryan: Oh man, just don't make Q4 the end. I'm so glad you guys are doing this, Barrington and talking about what happens next. I know Q4 is a high and you can tend to be discouraged or disappointed because the sales aren't quite what they are [01:22:00] in January and February. January's actually a really good month. Usually not as good as December. But don't get discouraged. Think about what ... Think about expanding your business, going beyond just the retail arbitrage and the online arbitrage. Just really focus on what you want your, what you want next year to look like. Do the work. I really think

private label could be a way that you guys could just build a really sustainable business. So, it's an honor. Thanks for having me in here.

Barrington: [01:22:30] Yeah, thanks for being here. We're not saying, "Oh, don't do retail arbitrage." [inaudible 01:22:35] retail arbitrage.

Ryan: Sure.

Barrington: You want to diversify how you send your inventory into Amazon so you have some retail arbitrage. Have that [inaudible 01:22:44] over, over and over again. You have that steady month [inaudible 01:22:50] coming in each month. Then you're retail arbitrage is just like a boost. Then you have your private label the easy way, then you have the bundling, so you have different ways of getting inventory into Amazon and that's what [01:23:00] we want to encourage you guys to do.

Again, jump in on the Facebook group if you missed your question or your chance to get your questions answered tonight. Ask Ryan, you can tag him in a post, ask him any questions that you want. Then, Steven, thank you for being behind the scenes making sure everything is ready. Steven will get the replay up or go to Missed It live.

So again, guys, thank you so much for joining us and we look forward to another year, another profitable year on Amazon or diversifying [01:23:30] your portfolio.

Thanks again, take care.

Ryan: All right, thanks guys.