



## BASIC GUIDELINES FOR SELECTING PRODUCTS FOR AMAZON

Like any system, there are some rules to help you get the best results in the first instance. When it comes to sourcing products to sell on Amazon, you want to make it as easy as possible to pick a winner.

Once you understand the process, you can always choose to “break” some or all of these rules, but as a beginner these 7 rules will make your life easier, and help you filter out the problems before you get started.

Below are **Mario’s top tips** to help you get it right - first time!

1. **Generic – not branded.** You don’t want to be competing with any major manufacturer
2. **Weight** – ideally less than 2 pounds (907g) – anything over 2 pounds will cost more to ship
3. **Size** – nothing oversized. Amazon defines “normal” as 17” x 8” x 4” (43cm x 20cm x 10cm)
4. **As simple as possible** – without too many moving parts – less chance of items being broken or damaged in transit. Stay away from anything electrical until you are
5. **Selling for between \$20 and \$50** – its generally easier to ship, and more likely to be a simple product
6. **The Demand Test** – are the Top 10 sellers combined getting more than 1000 sales per month or it won’t be worth trying to break into the market for this item
7. **The Competitiveness Test** – there needs to be at least 4 listings in the Top 10 with less than 50 reviews each for this to be a good opportunity for you to invest in

Want to summarise your results and make it easy to pick the winners? Click here to get a copy of **Amazon Research Sheet** which will guide you as to what you need when choosing your products.

*Brendan*