



Private Label Bird's Eye View

Private Label is my absolute favorite inventory.

Why?

What would your business be like if you could count on one item to bring in an extra \$10,000 to \$20,000 in sales in a month or more?

What if you had three or four items like that?

There are probably many more reasons why having your own private label product is superior than other sources of inventory, but here are the main ones:

#1 No Competition

If you sell toys during Christmas time you know what I mean. It's not unheard of to have items with hundreds of sellers on one listing. How often can you win the Buy Box with that amount of competition?



Can you imagine what it would be like to be the ONLY seller on a listing? Every sale that that product gets goes to you!

No more worrying about pricing lower than the next guy to win the Buy Box or praying that Amazon doesn't come on the listing and price the item lower than you can source it.

Have you ever used a cheat code in a video game? The kind that makes you invincible to all enemies?

It may not be a perfect analogy because even with a private label product you're playing in Amazon's sandbox and they can change the rules in an instant, but when you're used to dealing with sellers that tank the price or cringing to see Amazon on your listing, private label seems like cheating.

I'm not saying that private label comes without work. I'm just saying that in my opinion it beats the heck out of all other sources of inventory.

And in this module I want to show you what I feel is the easy way to do private label.

#2 Replenishable

How many times have you been to a retail store and found an amazing item that sold ridiculously well only to not be able to find it again? It's so frustrating.



Private label solves this problem too.

Get your product selling well and all you need to do is make sure to keep ordering more.

#3 Virtually Unlimited

While you might not want to private label a cell phone (brand driven) or a refrigerator (too big), there is virtually an unlimited amount of product at your disposal.

I'll get into what to look for and avoid when picking a product later.

#4 Build your own Brand

It's your brand. You can do with it what you want.

Don't limit your thinking to Amazon. Would your product be a good fit for a retail store?

Get it selling well on Amazon and you might be able to get a store to carry it for you.

What about having your own e-commerce website and selling your items outside of Amazon that way?

I can guarantee that potential customers will be googling your brand name. If that search ends up at your website then you have another chance at making a sale without the Amazon fees.



I like to break Private Label down into 2 categories:

The Hard Way & The Easy Way

The Hard (Scarier) Way:

Go to Alibaba.com and search for a product. Any product.

If you have never heard of Alibaba.com, it's essentially a marketplace that matches suppliers (mostly in China) with buyers. It's a great place to start if you intend to source from China.

Let's say you have an idea for a private label product and you search for it on Alibaba and you find dozens of potential suppliers or more.

Which ones do you contact?

How do you find the ones you can trust?

Will they respond back?



Will they require a huge minimum order?

How do you overcome the language barrier?

Now please don't get me wrong. I'm absolutely not the type of person that looks at obstacles and decides to back off. I bet you're not either. You most likely wouldn't be reading this book if you were totally risk averse. You have your own business and that's not easy.

I also do not look for reasons why something won't work. So please understand that I'm not saying that sourcing product from China is an insurmountable obstacle or is so scary that you shouldn't do it. In fact, inside the module I'll show you an easier way to source overseas as well.

All I'm saying is that it presents more challenges than the easy way that I'll go into in detail inside the module.

Here are some of the challenges with sourcing from China:

- Trusting that you'll get what you ordered
- Customs
- High cost of shipping
- Will the product be of good quality?

Again, I'm not trying to scare you away from sourcing your product in China. Just know that there will be some unique challenges that you'll have to overcome in order to do it all yourself. Plenty of other people have done it VERY successfully.



The purpose of this module is NOT to deter you from sourcing in China. It's just to show you that I found a different way that I believe is easier and less risky, but if China is the best place to get your product then I can help you there as well.

The Easy Way

In this module I'm going to go into great detail to show you:

- **How to pick a profitable product**
- **How to Source that product domestically**
- **What to say to potential suppliers**
- **Where to find suppliers you never would have thought about**
- **How to get the lowest minimum order possible**
- **How I started my private label journey with a very minimal budget (Less than \$500)**
- **How to test an item without breaking the bank**
- **How to outsource your logo and package design**
- **And most importantly the strategy I use to get my private label products selling**

Private Label in my opinion is the tip of the pyramid. It would be my pleasure to help you reach your private label goals.

Jump into the Private Label module today!

PrivateLabel.OnlineBizRoadmap.com