How to Choose Products for Reselling

Before You Start

- ☐ Set a Zip Code
- ☐ Get rid of url params
- ☐ Avoid Private Label Products

How to Analyze Products

- ☐ Is BSR in top 1% in the category?
- ☐ Can I sell it?
- ☐ Is it published more than 1 year ago?
- ☐ Does Amazon Sell the product?
- ☐ Is FBA Sellers no more than 10?
- ☐ Is the BuyBox price stable?
- ☐ Does the Variation follow Amazon Rules?
- ☐ Which variation sells the most?
- ☐ What are Reviews?
- ☐ Avoid Oversize, Fragile, Hazmat, Meltable products
- ☐ Avoid products with IP complaints
- ☐ ROI > 25-30+%, Profit > $2-3+

How to Analyze Suppliers

- ☐ Cart is working. No redirections
- ☐ The Domain is 1+ year old. Check on who.is
- ☐ Check reviews on Trustpilot
- ☐ Score on ScamAdviser is 80+
- ☐ Social Media follows back
- ☐ Privacy and Refund Policy have business name and address
- ☐ Phone Number, Email, Chat are working.

Seller Assistant App

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