

F.P.P.S. - Product Research Phase

Purpose: This procedure will take you step by step through phase 1 to generate product ideas. Use this process to help identify the best product ideas to research further to see if they create candidates to private label.

Tool/s:

- [Keyword Inspector \(KIPRT\)](#)
- Spreadsheet application (e.g. Google Sheets, Microsoft Excel)

Process:

1. Log into [KeywordInspector.com](#).
2. Open the KIPRT link at the top of the page.
3. Select 'New Product Research'.
4. Use the following filters:
 - a. Filter BSR: Lowest = 1, Highest = 3000
 - b. Filter Estimated Sales Per Day: Lowest = 100, Highest = *blank*
 - c. Filter Sales Price: Lowest = 10, Highest = 65
 - d. Product Size Type(s) = Standard
 - e. Pick a Category: Any one category
 - f. Batch Size = 75 Per Batch
5. Click 'Search Products.'
6. Clean up the search results: click 'All selected (35)' above 'Show/Hide Results Columns'
7. Deselect all (by unchecking 'Select All')
8. Select the following:
 - a. Images
 - b. ASIN
 - c. Parent ASIN
 - d. Title
 - e. Brand
 - f. Seller
 - g. Category
 - h. Price
 - i. Reviews
 - j. Salesrank
 - k. Sales Per Day Last Month
 - l. FBA Net Profit
9. Click '12 Selected' to collapse the list
10. Click the 'Show/Hide Results Columns' button to refresh the report.
11. To view all 75 listings on one page, select '100' for 'Page Size'
12. Click 'Page Size' to refresh the report.

Add Qualifying Results to the F.P.P.S. Spreadsheet

Qualifying Criteria

- Generic
 - **NOT** brand-name like Purina dog food, Keurig coffee maker
- Strong Amazon Best Seller Ranking (BSR)
 - The lower, the better
- 'Sales Per Day Last Month' value greater than 100
 - This is a soft rule, but stick around 100 (give or take 10-20 units)

Add qualifying products to the F.P.P.S. Spreadsheet.

1. Open the F.P.P.S. Spreadsheet.
2. Populate Tab 1 of the spreadsheet with the following data:
 - a. Product (Main Search Term)
 - i. List the *most likely* search term for that product (based on product name)
 - b. ASIN
 - i. The product URL (add the whole URL, to be utilized in later phases)
 - c. Retail Price
 - i. As shown on the product listing
3. If a product meets the criteria described above, add it to the first tab of the spreadsheet.
4. Repeat steps 1-3 until you have the desired number of products (15-20).