

Checklist for Finding Hot Amazon Product Opportunities

This checklist gives you step-by-step instructions to find the HOTTEST product opportunities on Amazon right now.

Follow this checklist to pick out a HOT product that's producing lots of sales right now, and use it to build your own successful physical products business.

In the [first video](#) of this four-part series we're releasing at AmazingSellingMachine.com, you learned about the huge opportunity to sell physical products right now by leveraging Amazon. You also learned about finding HOT Amazon product opportunities.

In the [next video](#) of this series, which we will release very soon, you'll learn how easy it is to find suppliers from all around the world that are waiting right now to do business with you. Make sure you check out AmazingSellingMachine.com for all four videos in this series as soon as they're released.

Before you choose your supplier, you need to know what product you want to sell. That's what this checklist is all about.

The Opportunity Criteria

For any product you choose to sell, it must meet these criteria. If not, you'll waste time trying to get something to work that either won't ever sell very well or will cost too much for you to get started.

We've tweaked these criteria over years of selling on Amazon and helping others build successful businesses from scratch.

Criteria #1: The Product's Top-Level Bestseller Rank is 1,000 or Less

Following what we teach, especially what's in [video 3](#) of this four-part series we're releasing at AmazingSellingMachine.com, you will learn how to get traffic and sales on Amazon.

You want to make sure your effort pays off by choosing a product with high potential sales volume. You don't want to be the #1 ranked product for something nobody ever buys.

Instead, we recommend starting with semi- to high-competition products. The first criteria is for the top-level Bestseller rank of the product you choose to be 1,000 or less (rankings go from 1 = best sales volume, to the hundreds of thousands = worst sales volume).

For example, check out the product page on Amazon.com for this food scale:

Product Details

Product Dimensions: 5 x 4 x 0.6 inches ; 8 ounces

Shipping Weight: 15.2 ounces ([View shipping rates and policies](#))

Shipping: This item is also available for shipping to select countries outside the U.S.

ASIN: B00ME8VI34

Item model number: TOP500

Batteries 2 AAA batteries required. (included)

Average Customer Review: ★★★★★ (250 customer reviews)

Amazon Best Sellers Rank: #523 in Kitchen & Dining (See Top 100 in Kitchen & Dining)
#13 in Kitchen & Dining > Kitchen Utensils & Gadgets > Measuring Tools & Scales > Scales > [Digital Scales](#)

Manufacturer's warranty can be requested from customer service. [Click here](#) to make a request to customer service

Would you like to [give feedback on images](#) or [tell us about a lower price?](#)

This product is ranked #523 in Kitchen & Dining, the top-level category. But for its sub-category, Digital Scales, it is #13.

There are so many sub-categories, it can be tough to compare the sales volume between them. We use the top-level category (e.g., Kitchen & Dining), because that makes it easy to see how well products are selling relative to each other.

As another example, check out this competing product's page on Amazon:

Product Details

Shipping Weight: 1.8 pounds ([View shipping rates and policies](#))

ASIN: B004C3CAB8

Item model number: CJ4000

Average Customer Review: ★★★★★ (131 customer reviews)

Amazon Best Sellers Rank: #1,167 in Kitchen & Dining (See Top 100 in Kitchen & Dining)
#20 in Kitchen & Dining > Kitchen Utensils & Gadgets > Measuring Tools & Scales > Scales > [Digital Scale](#)

Product Warranty: For warranty information about this product, please [click here](#)

Would you like to [give feedback on images](#) or [tell us about a lower price?](#)

This food scale is ranked #20 in Digital Scales, but that's not the top-level category. It's actually ranked #1,167 in the top-level category, which is Kitchen & Dining.

Criteria #2: The Product's Selling Price is Between \$10 and \$60

The next criteria is selling price. We've found the sweet spot is between \$10 and \$60.

This price represents how much money each unit sells for on Amazon. If the product is too cheap (below \$10), your profit margin won't be enough.

If the product is too expensive (above \$60), getting started may be too costly.

So look for products selling between \$10 and \$60.

Criteria #3: The Product Has Unique Branding Potential (UBP)

Finally, look for products that can be easily labeled and packaged to create a unique brand.

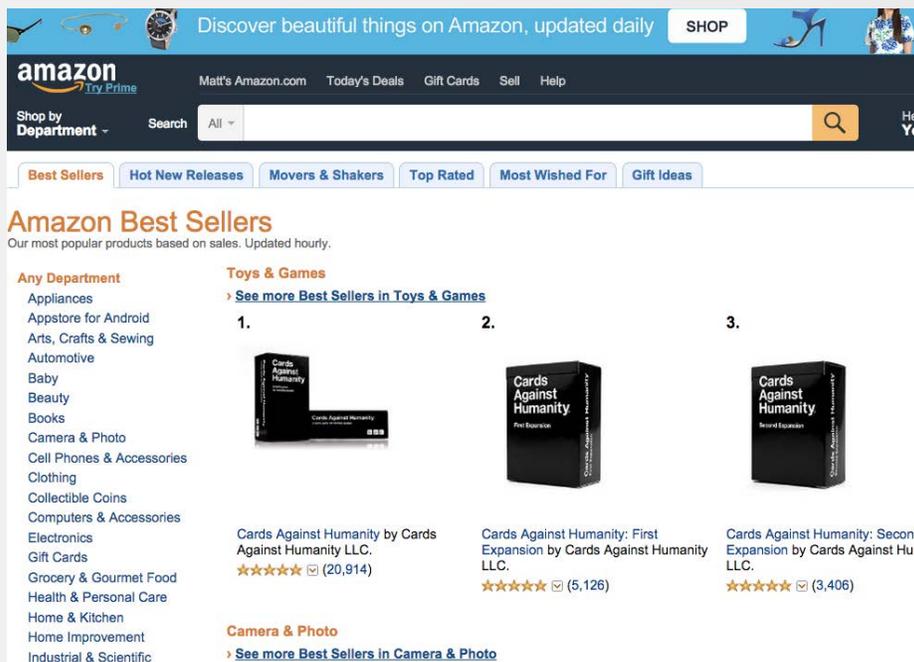
You do NOT want to sell someone else's brand. That is a sure route to low margins and brand-owner hassles.

Instead, you want to create your own brand of a product already selling well on Amazon, so you can control your business and your profit margins.

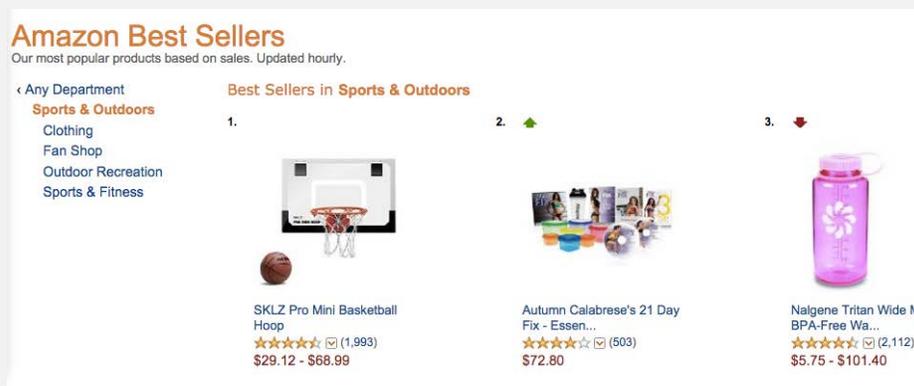
Products with Unique Branding Potential (UBP) are lightweight, relatively small (which keeps shipping costs low), and are not overly complex (think iPhone vs. iPhone case).

Finding Hot Amazon Product Opportunities

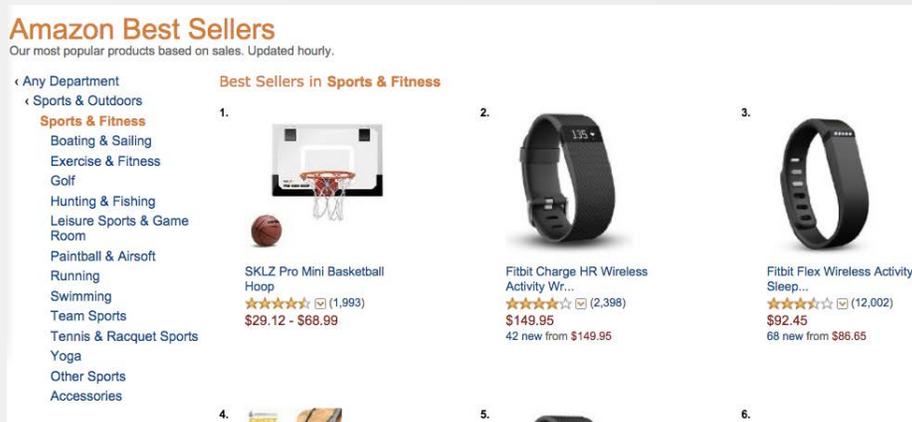
- Go to this special page on Amazon, and click on each category to see the Bestseller list for each: <http://www.amazon.com/Best-Sellers/zgbs/>



- Click on one of the categories on the left to see the Top 100 for that category (**Avoid the following categories:** Appliances, Appstore, Books, Clothing, Collectible Coins, Gift Cards, Jewelry, Kindle Store, MP3 Downloads, Magazines, Movies & TV, Music, Shoes, Software, Video Games, Watches).
- Start looking through the Top 100 for that category to see if you can find products that meet the three criteria you learned about in video 1.



- Click on one of the subcategories, and start looking for products beyond the Top 100 (but make sure the top-level category ranking is less than 1,000).



- Start making a list of potential hot product opportunities so you can be ready for the second video in this series at AmazingSellingMachine.com where you'll learn how to find suppliers for ANY product you want!

IMPORTANT: Your Next Step

Now that you've watched the first video of the series and have downloaded this PDF, you most likely have questions or thoughts you'd like to share about what you've learned. And we'd love to hear from you...

Go to the [video 1 page](#) and leave a comment right now. We're standing by, watching the comments, and can't wait to hear from you!

Then get ready for video #2 of the series, which goes live on **Thursday, April 16th** [right here](#).

Talk soon,

Matt Clark & Jason Katzenback

Co-founders of Amazing.com

Co-creators of Amazing Selling Machine