

Amazon Kickstart Picking Profitable Products



A Fast, Effective Way To Build Money
Churning Sites As An Amazon Affiliate That
Get You **RESULTS!**

You Also MAY NOT Give Away,or Share the Content Herein

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Picking Products And Keyword Research

In this section we will be covering how you can pick profitable products quickly and have a 99% chance of getting a winning product.

Some products will sell more than others and a lot of this course is built off the fact that if you keep on going you will spot the winners and then you build the sites up into authority sites.

The main parts we will be covering in this section are:

Simple Product Picking

Keyword Research – No Tools Or Tricks Just Keywords That Get You Sales

Proven Results And How MOST Of The Work Is Done For You

We will also cover topics like whether or not you should pick high ticket products or niche products.

First up we will look at how I find a niche so you can have a good idea of how to get started.

The first thing I do is check Amazon itself and take a look at the best sellers:

http://www.amazon.com/Best-Sellers/zgbs/ref=zg_bsnr_tab

What you want to do is have a look at that page and it will tell you all the best sellers on Amazon.

You can then select the category on the left hand side and get some ideas as you will see the bestselling items on Amazon.

Also do not forget that you will see some tabs at the top of that page and you will be able to see Hot New Releases, Movers & Shakers, Top Rated, Most Wished For and Gift Ideas.

So if we click on Hot New Releases you will see all the new releases and using the left hand menu you will be able to see the releases in each section!

Very simple – BUT VERY powerful!

Once you have had a look at the Hot New Releases the way you can verify if a product is selling is look at the tabs at the top again and go to “Movers & Shakers”.

If we find a hot release and it is also on the movers and shakers and moving up we know that it is selling!

You will see an example of the Furby in the video but we need to keep looking for verification that the product will sell.

So here is the process:

1. Go to the Best Selling Items page and make sure you are on the “Best Sellers” Tab.
2. Have a look through some categories using the left hand side menu – you can start with your interests.
3. Make a note of 8-10 products that grab your interest – don’t spend too long on it, just pick the products that grab your eye.
4. Then what you need to do is check the “New Releases” tab and see if any of the products that you have picked or similar products are moving up.
5. Make a note of these products.

For instance looking through the Best Sellers I find the Furby selling well and that is backed up by the fact that it is on the Movers and Shakers list as well.

Then all we need to do is check out the Google keyword tool and see how many searches it is getting.

NOTE: This can be tough because normally the data for the Google Keyword can run a month behind and that means that you might miss out on an opportunity. Even if the searches are low in this instance if it is a new release it might be worth giving the product a go.

We also have a few more things to do so you can verify that it will sell.

✓ Save all Search terms (1)		1 - 1 of 1	
Keyword	Competition	Global Monthly Searches	Local Monthly Searches
☐ purple furby	High	5,400	2,900
✓ Save all Keyword ideas (100)		1 - 50 of 100	
Keyword	Competition	Global Monthly Searches	Local Monthly Searches
☐ furby for sale	High	5,400	2,400
☐ purple furbie	High	58	46
☐ furbies	High	368,000	165,000
☐ purple furbies	High	2,400	1,300
☐ furby purple 2012	High	480	210
☐ purple furby 2012	High	480	210
☐ furby purple	High	5,400	2,900
☐ furby voodoo purple	High	720	720
☐ new furby	Medium	14,800	8,100
☐ buy furby	High	6,600	1,600
☐ furby 2012	Medium	60,500	27,100
☐ buy purple furby	High	91	36
☐ furbies for sale	High	4,400	1,900
☐ furbys	High	368,000	165,000
☐ where can you buy a furby	High	6,600	1,600

Looking at the results above they look very promising.

Again, what I did here was check out the Amazon Best Sellers page and the product that caught my eye was the Orange Furby.

Then I went to the “Movers and Shakers” tab and found that the Orange Furby was indeed a mover and shaker, however checking on the searches for this item on the Google keyword tool there were not too many.

So I ran a search for the “Purple Furby” and you can see there are a ton of searches...

This is a very good sign and also the increase it has had is 4,520% it was at rank 1,340 and is now at 29!

Toys & Games

See more Movers & Shakers in Toys & Games

1. 4,520%

Sales rank: 29 (was 1,340)



Furby (Teal/Purple) by Furby

★★★★★ (54)

2. 250%

Sales rank: 2 (was 7)



Furby, Orange by Hasbro

★★★★☆ (212)

3. 222%

Sales rank: 375 (was 1,211)



Magic: the Gathering - Frontline Medic
(12) - Gatecrash by Wizards of the Coast

So how do we verify as much as we can that we have a good seller?

The next thing we do is head over to the product page.

In this case I am going to the Purple Furby page.

Now what you need to do is head down to the Customer reviews and you will see “Most Helpful Customer Reviews” and then next to it you will see “Most Recent Reviews”.

You are looking at the “Most Recent Reviews” section as this will give you an idea of how well the product is selling!

Bear in mind that if you see reviews for last week, 2 days, 4 days ago the product IS selling like hot cakes as these are ONLY the people that leave a review!

Most Helpful Customer Reviews

2 of 2 people found the following review helpful

★★★★★ **Fabulous Furby** January 19, 2013

By Jenelle Patterson

Great present for my daughter who is 9. She loves it. There's so much more to them than meets the eye. Superfast postage to Australia and was very well packaged.

Comment | Was this review helpful to you?

1 of 1 people found the following review helpful

★★★★☆ **Cute but...** January 26, 2013

By Rebecca Anderson

Amazon Verified Purchase

Cute only takes oh so far. My cat is fascinated, though. Save your money, really. iPad app does not interact well, either.

Comment | Was this review helpful to you?

1 of 1 people found the following review helpful

★★★★★ **Daughter loved it!** January 15, 2013

By B. Gibbs

Amazon Verified Purchase

It's a Furby, what more is there to say? It's funny, clever and perfect for my six-year-old. You can't go wrong.

Comment | Was this review helpful to you?



Advertisement

Most Recent Customer Reviews

★★★★★ **My 7-year-old grandson loves**

Great xmas gift. Everyone had a ball with this after my 7-year-old grandson opened it. Even the adults!!! They sat around it for hours.

Published 7 days ago by Neana Saylor

★★★★★ **Works great**

Feed him/her (changes sex dep. on how you act with it) learns fast and starts singing according

Check Most
Recent Reviews



There is another way you can further verify if you have a winner, however if you have been through the above steps and everything is in check I am fairly confident in saying that you do.

The other thing you can do is run a Google search and you want to check the News results.

Running a search for Furby I did not find a huge amount of news stories to be honest, sometimes you won't. I find if you are promoting "tech toys" or gadgets you sometimes get a lot of news stories about them.

Still based on the above I am fairly pleased with the results and that it is worth giving a go.

So here is the process for a re-cap and you can also watch the video if you want a more in-depth guide.

- Head to the Amazon Best Seller page >> http://www.amazon.com/Best-Sellers/zgbs#?_encoding=UTF8&camp=1789&creative=390957
- Check the best sellers in a few categories and then make a note of 8-10 of them.
- Compare your list with the "Hot New Releases" and the "Movers and Shakers" and if you find them on either check with the Google Adword keyword tool. Remember that it runs a month behind in most cases so don't use the keyword searches as gospel.
- If everything matches up above check the product page and the Customer reviews and if you see a lot of reviews recently chances are you have a winner.
- Verify with Google news – although this will not work in all instances it gives you an extra verification.

Why Does This Work?

The reason I do my product research like this is because if you want to make money with Amazon it is all about finding hot products. The easiest way to pick a hot product is a new release that people are buying.

So what we are doing with the above method is looking at the Best Sellers – all of the research has been done for us by Amazon themselves! We can see which products are selling and further more when we check out the Movers and Shakers we can see the products that have a real buzz around them.

The only downside with this method is sometimes the keyword tool does not catch up in time and the searches might be a bit lower as the product will be a new release. Again, if everything checks out above it is more than worth building a site around it.

I will use another product when I show you how to build the site so you can see how easy it is.

What you will also do is spot a lot of sub niches or products that you can put on your site so your focal point will be the best selling products but you can also get a lot of traffic from phrases that crop up.

For instance “best price on furby” etc... - when you get to the point of adding to your site you will be able to get some awesome SEO positions.

What About Competition?

The beauty is following this method you will have standard competition but as the products are new releases and you are targeting the specific products in most cases you can rank for some awesome phrases!

To prove this fact I will show you in the next module a site that has had a huge amount of traffic and it is about Furbys!

The other beauty of this method is you have the right time, the right product and you KNOW it is selling – add all that together and you are ready to make some pretty awesome commissions.

If you have any questions about this module, remember to watch the video that will go through the process again and also feel free to post in the forum in the relevant section if you need help.

Most of all make sure you choose one product that you are ready to give a shot before you move on to the next section.

Go For It!

To Your Success,

Chris Jones