

7 QUALITIES OF A GREAT PRODUCT TO SELL ON AMAZON



1. A product you can private label

This makes you the brand and offers better profit margins. You can also control and optimise your Amazon product page.



2. You can sell it for £10 - £25

The approximate sweet spot for pricing on Amazon, so a product can be an impulse buy and offer you reasonable profit.



3. Smaller is better

Small products are easier to ship and store - whether that is in-house or with Amazon FBA.



4. Easy to post and lightweight

Small, lightweight products that can fit into envelopes help make delivery simple and keep postage costs down.



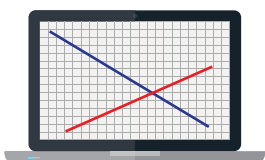
5. Difficult to break

Makes life easier when it comes to shipping and delivery, as you're less likely to get complaints about damaged items.



6. Cheap to produce

Reduces headache if an item gets damaged. It's easy to offer a refund and allows you to do more offers and giveaways.



7. Demand without huge competition

Ensure there is sufficient demand in a niche, but try and pick one without excessive competition.