



The Million Dollar Seller's 11 steps to finding a winning product to sell on Amazon.com

www.FreedomTicket.com

Step 1:

Verify Amazon demand for your product idea by using an Amazon-specific keyword tool like Merchantwords or Magnet to verify keyword has at least 50K monthly searches

Step 2:

If passes the test, use Market Intelligence to verify the following trends,

- a) Is market fairly steady or increasing in size over time?
- b) Does the main keyword meet at least 75% of the "Freedom Ticket Test" criteria?
- c) Do the daily giveaway requirements and initial inventory purchase fit into your budget?
- d) Do you see a way to beat the competition?

Step 3:

If the product meets all the criteria of the previous steps, begin utilizing the "Product Cost Sheet" to ensure that you can profit from this product. You might also want to use a Cash Flow spreadsheet to get a better understanding of your road to profitability.

Step 4:

Begin contacting manufacturers on Alibaba or GlobalSources or in USA. Make sure you take advantage of the tips Kevin provides in Freedom Ticket for negotiation. This is make or break.

Step 5:

Do more keyword research using multiple tools. Create a master excel file with best keywords (1,000 search volume or greater) and synonyms and "use phrases."

Step 6:

Write base listing using the top 3 keywords and top 1-2 benefits you want to target. We will optimize this afterwards.

Step 7:

Optimize listing using Scribbles (Helium 10).

Step 8:

Have a professional photographer take photos of your product. You'll want at least 9 photos total, with a couple lifestyle photos ideally.

Step 9:

Prepare launch strategy. Refer to Freedom Ticket training for the strategies, but make sure you have a clear plan for your launch before you begin.

Step 10:

Launch the product (see Freedom Ticket strategies) and begin PPC at the same time.

Step 11:

Your first month is the most important. Use PPC data to confirm that your targeted primary keywords are converting successfully and discover new good keywords. Optimize.