

# EASY WAYS TO SOURCE THE BEST PRODUCTS TO SELL ON AMAZON

**+ BONUS: 5 Techniques to  
Increase your Amazon Sales**

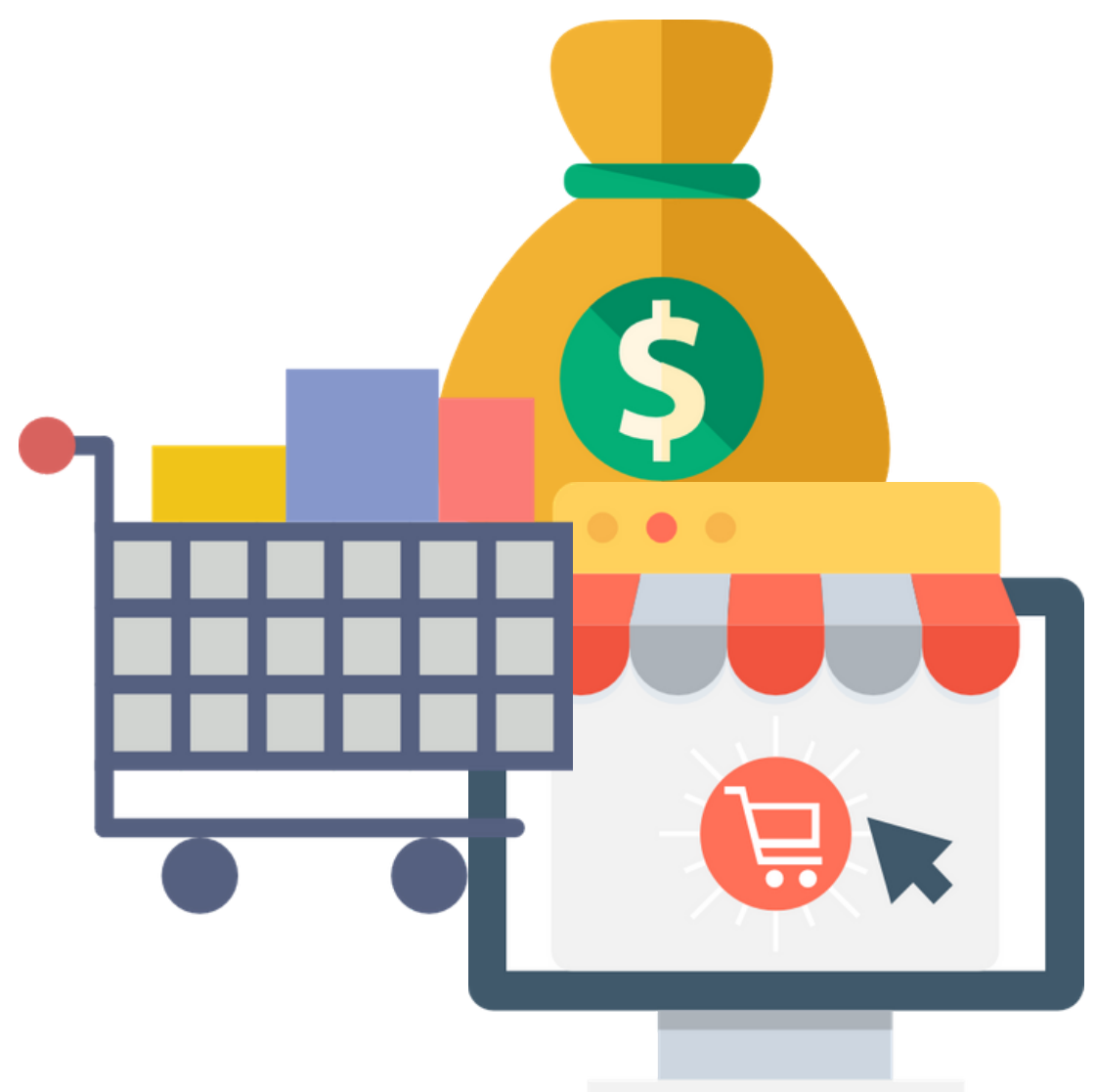


# Introduction:

If you look online for tips on how to sell on Amazon, you will find tons of resources that give in-depth strategies on how to do so.

Still, all these planning and techniques will quickly come to a halt if you can't zero in on the right products.

**amazon**



Luckily, you don't have to rely on guesswork when it comes to finding best-selling products on Amazon. We've done the legwork for you and compiled the most practical tips to get this done.

Learn how to source the best products to sell on Amazon using these techniques:

## Strategy #1

### DEFINE A GOOD PRODUCT

Remember: Just because something is unique, trendy, or convenient to sell doesn't automatically make it a good product for Amazon.

The ideal Amazon products are:

- **Able to pull a consistent stream of customers** – is it something that you know people will use for the next year? Or is it only a hit for a specific season or holiday?
- **Small and easy enough to pick up** – remember that bulky and heavy items will cost higher shipping rates and complicated return and storage conditions.
- **Able to sell twice as much as its buy price** – you want a product that buyers can't easily find anywhere. For this, you'll have the luxury to double its buy cost.
- **Not trademarked or sold on big shopping outlets** – you don't want to get tangled with complaints from manufacturers who don't want their products sold on Amazon or any online websites. In the same way, it's also unwise to sell products that shoppers can conveniently pick up when they go to Target or Walmart.

## Strategy #2

### RESEARCH WHERE YOU CAN FIND THESE PRODUCTS

After narrowing down the best product for you, it's time to scour the internet for the top places to get them. Here are the best sites to start with:

- **Amazon** – before you look far, make sure to do your research on Amazon. It will give you an idea as to how other sellers are presenting their products and what makes customers go for these items.
- **Alibaba** – this website is a goldmine for online sellers. It gives you the convenience of checking out overseas suppliers so you can do a canvass of the best prices.
- **eBay** – eBay may be a competition of Amazon in online shopping but it can prove to be a useful tool for your research. It is the best place to investigate the most ideal prices and volume that you can sell your products for.
- **Etsy** – not many people have yet to discover the shopping perks of Etsy. This means if you want the products imported, Etsy is a good place to look.

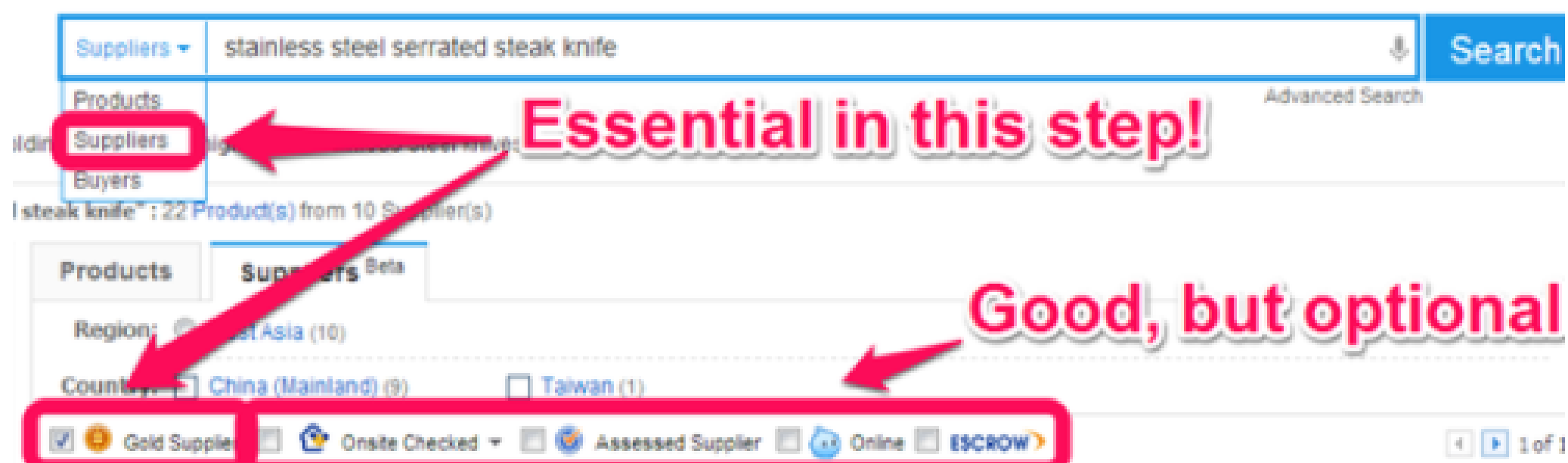


## Strategy #3

### FIND THE BEST SUPPLIERS

How do you get your hands on your products? You find the best sources that will supply them to you. The ease of your Amazon business will significantly be influenced by your supplier. That's why you need to:

- Use appropriate filters when searching in Alibaba – make sure to tick the Gold Suppliers and Assessed Supplier in your search.



- **Message the suppliers** – let them know that you are starting a business and are interested to know their price list. Ask if they can send you samples of the said product. You don't have to go into the specifics of your business. Just give them a general idea of your needs.
  - **Decide as soon as you can** – you should hear from the suppliers within 24 hours. Filter out the ones who take a longer time to respond. You wouldn't want slow communication to be a part of your future supplier relationship.
  - **Narrow in on the one with the most comprehensive and useful response.** Their replies should include the product specs, the complete price list, and the answers to your questions. Make it clear that there are no hidden fees. Communicating with various suppliers will give you a feel of which one is easier to work with.
- **TIP: Use an alternate or specific email for this purpose. Otherwise, you'd be bombarded with promotional emails from different suppliers.**
  - **Managing your business in the world's biggest shopping website won't be as complicated if you're selling quality products. Whether you are starting out alone or are already working with an Amazon seller VA (Virtual Assistant), knowing how to source the best products to sell on Amazon will make business more convenient.**

## BONUS:

# 5 TECHNIQUES TO INCREASE YOUR AMAZON SALES

If you are just starting out and you want to know how to sell on Amazon the right way, here are some tips that you can follow:

### Leverage Customer Reviews

A good review can obviously benefit your store in more ways than one. It can help your product gain trust and credibility. It's also as good as a personal recommendation.

### Give Big Discounts

Offer big discounts and even daily deals to your customers. Now, this might look like it costs a lot, but this strategy will pay for itself and more in the long run.

### Use SEO

If you want to appear in the best position possible, make sure you populate your product title with relevant keywords.

### Promote Your Store

A surefire way to get your products within people's radars is by using Amazon's "Sponsored Products" feature.

### Promote Outside of Amazon

One effective online business marketing strategy is writing articles for popular blogs and then linking to your Amazon store at the bottom of the article.

20Four7VA recognizes the challenge of effectively managing a business - and we are very eager to help. Our company is a leading virtual assistant (VA) service provider specializing in eCommerce Remote Staffing Solutions.

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