

Proven Private Label 2.0 Mentor Training Webinar

0:00:01 Ryan Reger: Alright, guys, we're so excited, this is the very first one, the live webinar training of Private Label The Easy Way, Proven Private Label 2.0. I'm gonna real briefly introduce everybody that's here. This is my leadership team, Jenni and I's leadership team, I'm gonna... In order of how they are in my screen. I got Mike Russo at the top. Mike is our PPC Amazon sponsored ads expert. He knows PPI better than anybody I know, probably better than Brett.

[laughter]

0:00:32 Jenni Hunt: Is Brett on?

0:00:37 Mike Russo: I'm on all those videos, secret videos...

0:00:39 RR: I'm sorry, but he's brilliant, guys, and has been helping me out a lot with just PPC stuff, and he knows a lot more than that, but Mike is in Florida, and Mike, it's awesome to have you here. Thanks for taking time to be on here with us.

0:00:53 MR: Thank you.

0:00:56 RR: And next we got Abe Ortolani, the data miner. He is the guy that is the expert with Keyword Inspector, the Trends tool, Reverse ASIN, knows how to find crazy golden gaps. I've learned a lot from Abe, and so it's just a... As I've learnt a lot from Mike too. I've learned a lot from all these guys, but Abe, you're awesome, thanks for being in the group, helping out. All you guys, thanks for helping out, dedicating your time to this group. It makes it so much better. Abe's up in New Hampshire, so I'm sure it's cold up there, right?

0:01:28 Abe Ortolani: Yeah, it's actually... Yeah, not too bad today. It was in the 40s. So it could be worse, but thankful for that. But thank you for that awesome introduction. I'm really excited to be here.

0:01:36 RR: It wasn't so awesome, I didn't have any notes. I could have made it better, if I had a little bit of the notes.

0:01:41 AO: Yeah, we'll work on that.

[laughter]

0:01:45 RR: Alright, good. And then, Jenni is the co-founder of the Private Label Easy Way Mentoring Program. She's out in Oregon, and is just brilliant. I love brainstorming with her. We come up with new ideas every single time we get on a call. But she's the one that helped us put this together, and I'm very grateful for her input. She's very creative, and knows a lot about create space, and private label rights, and stuff like that to make creative bundles. So Jenni, thanks for being on here.

0:02:10 JH: My pleasure.

0:02:11 RR: And last, but certainly not least, Christi Michelle, the 4 Weeks and \$100 workshop extraordinaire. She makes the Private Label The Easy Way method look hard. Christi, thanks so much for being on, all your help in the group.

0:02:23 Christi Michelle: Absolutely. No, I'm happy to be here. I don't know if that's true, that it makes it look hard, it's really, really very easy. You and I, Ryan, we like things done not the hard way.

0:02:34 RR: Cool. Hey, can one of you guys also just check in the Facebook group? I saw a notification popped up that somebody checked in about, they commented on the post about this, so there may be potentially people having trouble getting on. So make sure they have the link to register. Alright, cool. We're gonna jump in, guys. We're so excited. This is gonna be the best, with having all these guys on here. It's gonna make it so much more fun.

0:02:58 RR: This is proven Private Label 2.0, live training webinar series. And so these are the six modules that we're gonna go over, over the next several weeks. It's not gonna be necessarily six webinars, in fact, we know it's gonna be more than six, but these are the modules we're gonna cover. Tonight, we're gonna go over why private label, and how to plan your journey.

0:03:18 RR: In module two, we're gonna get into how to choose your product. Module three is how to find new contacts, suppliers. In four, we talk about placing your order, creating your product listing. Five, we're gonna talk about launching your products and getting sales, and then in the final one, advanced private label strategy. So it's gonna be a lot of fun. Tonight, we're gonna get into the why of private label, and how to plan for your journey.

[background conversation]

0:03:48 RR: Alright, so guys, as you know, private label is hot, hot, hot. I don't know, Jenni, what are these... What are these things there? [chuckle] she's muted. [chuckle] Hot peppers. But, private label's hot...

0:04:02 JH: Sorry, I was trying...

0:04:04 RR: What? Go ahead.

0:04:07 JH: I'm sorry, I was muted. That was dumb. Yeah, I was trying to find an image for hot and...

[laughter]

0:04:10 JH: I won't tell you what came up when I searched hot...

[overlapping conversation]

0:04:14 MR: It's plenty hot and dry.

[laughter]

0:04:16 JH: I don't know.

0:04:21 RR: Cool. Everybody knows private label's a hot topic, but why is that? And it's, basically, it's the cream of the crop, or creme of the crop, whatever you wanna call it. We think it's the best of the best when it comes to inventory sourcing, and as you guys know, you're all here, so you probably agree.

0:04:34 RR: This is the inventory sourcing period, pyramid. You guys have probably all seen this before if you read either the book Private Label The Easy Way, or Beyond Arbitrage, where I wrote and introduced this. And this is kind of just a way to describe how most sellers get started online. A lot of people start at the bottom with selling items from around their home, and move up to retail arbitrage, and then private label's at the very top.

0:04:57 RR: The reason I include it in a mention of private label is that, as you guys know, retail arbitrage, online arbitrage is getting a little bit harder, a little more competitive, more people doing it. And there's very little barrier to entry. And what I mean by that is, anybody can get an Amazon account, walk into a Walmart, and scan an item with their phone with the Amazon Seller App, and buy something and flip it on Amazon.

0:05:22 RR: It's a very low barrier to entry. With wholesale, a little bit higher barrier to entry, but you still have no control over it, because it's somebody else's brand. Then there's exclusives, and then we have private label at the very top. Exclusive is basically having an arrangement with a company to be the exclusive seller on Amazon of that product.

0:05:41 RR: And then, of course, private label at the very top, you have full control. You have as much control as Amazon gives you, you're playing in their sandbox, so you don't own it completely, but there are strategies and we'll talk briefly tonight about how you can build a brand, and so you can do that off of Amazon. So that's the pyramid. Guys, anything in there I missed? Jenni?

0:06:03 JH: No, it looks good. Really good, yeah.

0:06:05 RR: All right. Guys, I want you to feel free to jump in too. I don't want this to be the Ryan show. Nobody wants to watch that. [laughter] Why private label? Number one, this is a really big one. Absolutely no competition on your listing. Jenni's on here. She's the holiday toy guide expert, the one that created that several years ago. And people know that toys are really competitive at Christmas time. And so, guys, you've done rates arbitrage. What's it like at Christmas time? Have you had listings with hundreds or... Lego, think of Legos for example.

0:06:44 AO: Three, 400 people on the same listing. And it just... You're just waiting for that... For the item to get saturated, for the prices to drop or the competition. It's just a never-ending attempt to completely restock your items constantly, so yeah.

0:07:03 RR: Right. Absolutely. Replenishable. This is a really, really big one. How many of you guys have gone to a Walmart, for example, walked into the clearance aisle, you found something really, really good and you bought all of them. Maybe there was 20 of them on the shelf. So you cleaned them out. You sent 'em into Amazon, and within just a couple days they sold all of 'em. You walk back into that same Walmart and can't find any more. You drive to all the Walmarts in your area and can find none. They're gone. You check online and you can't find 'em. That is not an issue with private label. Guys, have you had that issue with clearance items or...

0:07:45 CM: Oh man. I had so many... I did it Valentine's Day. I think I found the hottest popular thing that I could find. And I went through every store. I even drove up to New Hampshire. I went to all these different states and it was gone. I couldn't find it after that. I cleaned out all the stores and I couldn't find it after that so... I wish I could keep selling it but I can't find it now.

[laughter]

0:08:07 MR: I think I did RA for about five minutes and like, "I'm not doing this."

[laughter]

0:08:10 MR: It's probably like, "You gotta be kidding me!" You gotta go walk around all these stores. In some cases it's really time-consuming. I just did not like it. I liked OA a lot better 'cause I can do it... Lower margins, but it's more interesting for everybody. But RA... You have to love to shop to do RAs.

0:08:25 RR: Right. That's not your cup of tea.

0:08:26 CM: Who likes that? Not everybody else.

0:08:28 RR: Right.

0:08:30 MR: I just wanna get a job, to do RA.

0:08:31 RR: Exactly. [laughter] I totally understand. But I know there's people on here that love to do it and guys...

0:08:36 MR: They love it, but you've gotta be good at it, though.

0:08:37 RR: If you enjoy doing it, you don't have to stop doing it. Private label could just be a way to supplement what your current business is. And maybe you've... And we'll talk about the different models as we go here along. But guys, private label's replenishable. Once you get something hot selling, you can just keep reordering it. It's so cool. Virtually unlimited opportunities. Abe, why don't you talk real quickly. Like, when you're doing your data mining and you're finding opportunities, is it unlimited?

0:09:03 AO: Yeah, absolutely. Especially if you're doing your sourcing the right way, like... You

can come from the keyword and/or the product-driven way. But literally, through every product you source on Amazon, you can find several other opportunities. And we love to blur the line between private label and bundling, especially through wholesale companies, you can rebrand your items. I mean, you can literally launch two private labels, bundle them together, there's your third product, find several other products in the same space. And usually, we find a gap and we have six or seven product targets we can all launch at the same time and test. The flexibility is just unlimited. But you're the only one on your listing. So you're not competing with any other sellers on the same listing. So you have that flexibility and that control to push the sales in the direction you want them to go, so, yeah.

0:09:56 AO: I can't say enough about this. I can go all day.

0:09:58 MR: And it's the creativity as well. I mean, the creativity you're allowed to do with private label. Even bundles, you can be creative as you want to. And really create a shopping experience that you have to do virtually, that you can't do with a single item or a shared listing.

0:10:13 CM: Oh. And the same thing, when I do that with a lot of the products that I do, where I'll take the exact same concept and I'll put a different message on it or a different meaning or spin it to a different audience, and do the same kind of product but spin it to 20 different audiences with different purposes and, yes, that's its own niche of opportunity. Nitch, niche.

0:10:30 RR: Niche. [laughter]

0:10:32 CM: I messed up that one.

0:10:34 AO: Yeah. I mean one thing I just did, maybe a month ago. I bought an item and I noticed it was selling in two different categories, so I literally just changed the brand name and sold the same item in two different listings.

0:10:48 RR: Wow. That's awesome. [laughter]

0:10:51 JH: You know what, the benefit of finding the golden gaps and using the key word data at the beginning even opens up more opportunities. So you get a key phrase and you can find multiple products based on that key phrase that meet that need, whereas before you were just looking for one product at a time, right? So I mean, the flood gates just opened when you flip it around and you look at it that way.

0:11:15 RR: So true. Next one. Build your own brand. Jenni, you wanted to talk about that briefly.

0:11:23 JH: Yeah. We'll go in deeper. We're gonna do another webinar to dig in deeper because I think that we've seen already, is people have come into the mentoring program... That people are either... There's pretty much two directions you wanna go. You're either just here because just wanna have unique listings and you just wanna punch 'em out and get as many unique listing out there as you can. Which, that's fine. Or maybe you want to actually create a full on brand and move beyond Amazon, maybe have your own Shopify store or move to other channels, and based on

building a brand.

0:12:00 JH: So there's really two directions that you can go, and what we wanna do is dig in a little bit deeper. We're gonna get Jason Miles in and do another webinar where we'll dig in deeper to help you guys understand what to think about to make the decision now that will set you up for success later, so you might not even think you wanna build a brand now, but maybe after that webinar you might reconsider and put some things into place, so that later if you go down that road you won't be back pedaling at all. We'll be doing that. I don't know when, we don't have a date set up but probably in the next week or two with Jason Miles, and digging deep into what needs to happen to build your own brand.

0:12:37 RR: So cool. Once you guys have your own brand, you can do with it whatever you want. Amazon can just be the launching pad. You can take it to a brick and mortar, shop it around there. You can go to trade shows and be the vendor at a trade show. Guys, it's just... It really is unlimited and it's so cool.

0:12:52 JH: Yeah.

[pause]

0:12:58 RR: Alright guys, and what is private label? It's basically having your own brand, so if you guys have watched any of the webinars that I've done recently... Probably you might be sick of it, but I talk about the Walmart example to explain private label. If you go to Walmart and you go to the vegetable aisle and you see green beans. You see Green Giant brand and then right next to it, it's Great Value brand, which is Walmart's brand. You guys know that Walmart doesn't have their own green bean farms and their own factories that processes it and cans it and all that.

0:13:30 RR: They go to companies like Green Giant and they say, "We want your green beans, the exact same ones in your exact same cans, but for the paper label, instead of putting Green Giant around it, put this Great Value brand label." That's exactly what we're doing in this group. Guys, it's that easy, and you don't have to have crazy huge minimum orders. And so, that's Private Label The Easy Way. That's at its heart. Don't make it any harder than it really is. We have a webinar that Jenni and I did with these guys, we're talking about the 10 ways that you make private label hard. That's in the additional training in the Facebook group. Watch that. If you get stuck, watch that webinar. It's very helpful. Just think...

0:14:12 CM: Yeah, we covered the top... Oh, sorry.

0:14:14 RR: No, no, no, no, that's fine, no, no. I want you guys to jump in. We covered the top 10, right?

0:14:18 CM: Yeah, it was like the top 10 things that we could think of that people... A lot of the questions that people ask, that they say are the most difficult, or where they get stuck, and it's really not on things that... There's just easy workarounds or you're over thinking it. I'm a person who over thinks things, and still it doesn't have to be that difficult. So don't let these small little obstacles stop you, because it really is a very easy, clear path that has been laid out for you.

0:14:43 RR: Absolutely, and Christi's method's even easier.

[laughter]

0:14:48 RR: Yeah.

0:14:49 JH: I was just gonna say the name of the webinar again, it's how you're make... Oh, shoot. What was the name of it?

0:15:00 AO: 10 ways you're making private label hard, something like that.

0:15:01 MR: The top 10 ways.

0:15:04 JH: Anyway, sorry.

0:15:05 RR: Yeah. It's in the additional training...

0:15:06 JH: It's under additional training.

0:15:07 RR: In the file section. Yep, that's right. So sourcing product, there's the two ways. Private label the easy way versus the hard way. When you think, start on the right, the hard way, a lot of people think of searching on Alibaba.com or a similar site like DHgate, and you're sourcing... Typically those are factories in China. Guys, I wanna, at the outset, let me just say it here, there's absolutely nothing wrong with sourcing overseas. I have many friends that do it, do it very well and they're importing containers now. They didn't start there.

0:15:39 RR: And so, don't think that we're bashing, sourcing overseas or any course that talks about that, because it's... There's nothing, absolutely nothing wrong with it. It's just when I got started doing private label, that wasn't even an option for me. I couldn't afford the minimum order and there's a lot of different things about sourcing overseas that quite frankly scared me, and so I knew if I'm in that boat there's other people in the same boat too, so I stumbled along upon the easy way method, wrote the book and it's now a course, and so please don't think that we're bashing the harder way, it's just it's harder and so we prefer... I prefer easy, anyway.

0:16:17 MR: I can attest to that too. I first started with importing from China. It takes six months to make a decision.

0:16:25 RR: Yeah.

[chuckle]

0:16:26 MR: Yeah. I was like, I actually didn't make a decision, I ended up doing private label the easy way six months later because I wanted to test the products out. I realized, now, once you have a product that sells, you know the inventory, you know what you're gonna sell, then you go ahead

and source it and then bring it in, in a different way. Yeah, I mean... It's definitely the easy way makes it... It's inexpensive. Financially, it's not a big liability for you, so it's an easier decision. When you're spending \$6,000 to \$10,000, and you're not sure if it's gonna sell or not, you wanna make sure you have a product that's going to sell...

0:17:00 RR: Absolutely.

0:17:00 MR: We've all been there before where we've had paralysis from spending money overseas.

0:17:07 RR: Right.

[laughter]

0:17:09 RR: Exactly, so it doesn't have to be hard, guys. The easy way could be as simple as using a company that has a private label program in place, where they will remove the packaging and include your brand instead of theirs. Also, don't forget about the magic question. We talk about that in the lessons. Basically, the magic question is, can I take it out of your packaging and put it in my own? If you use that, and they understand that you wanna do the work, that opens up crazy doors, especially with wholesale companies.

0:17:35 RR: We're gonna talk about that in later webinars, but it's all in the lessons right there, too. Guys, it can be as simple as that. Placing an order for a sample, with the easy way, in most cases, it's free. With the hard way, your sample may cost. Sometimes they'll do it for free, but most times it'll cost and you have to add the shipping and that's absolutely not cheap if you're doing that from China. The minimum order quantity, this is the biggest one for me when I got started.

0:18:03 RR: On the right hand side, the minimum was gonna be a thousand units for me, for my very first product. And that's really low, a lot of times, it's 3,000 or more as a minimum, and that, just, guys, it wasn't an option. My product was \$10, at times a thousand, that's 10 grand. And like Mike said, you don't even know if it's gonna sell at that point before you get it in and test it with ads. And so why do that, when you can go the easy way and order just one case, or like, you use Christi's method with a promotional company, sometimes you can order just a couple of those types of products and get started very, very fast, very easy, very low risk. Again, there is absolutely no reason to ever go deep until you have the data to prove it. Guys, anything on that?

0:18:49 AO: Yeah, I want to say too, is that when you say a case, you may be thinking like, "Oh, 24 is in a case." Sometimes case packs are only like six, or 10 or 12 mostly. So you can still just do test shipments from wholesalers with small quantities. Usually they're pretty cool with that.

0:19:10 RR: Absolutely.

0:19:11 MR: Yeah, for me, as far as when you're bringing in overseas, it's also the relationship that you have with your sourcing agent, and supplier 'cause I mean a lot of things can go wrong. But Alibaba and... Who you're talking to, the actual agent or the actual manufacturer, there's so many things you'd have to do to make sure it works. So it takes a little time to develop that relationship

with that or sourcing agent or person over there to help you. So then when you're waiting for that move, when your product's selling, then you just take your time with it. In the meantime, you just keep selling what you have domestically, and you kind of ease into getting it done right and doing it properly. And then that's kind of the process that you do. So that's... One is approach carefully, and not just get into it. There's a lot of people now that have about 8,000 units in their garage that...

0:19:58 RR: Wow.

0:20:00 MR: I get contacted by a lot. And that's a scenario where you didn't get the data, you didn't test it. And they took a chance and it sounded good, and you get stuck with it. So you're better off going small, making smaller margins, until you're getting... Making up... And then when you feel good about it, then you can go big.

0:20:20 RR: Right. Absolutely. Guys, when shipping, this was another big deal to me when I was first getting started. Harder way, sourcing and shipping from China, very expensive. Obviously, you have to deal with customs. I had no idea what was involved with that. The easy way, inexpensive domestic shipping, and no issues with customs whatsoever. So what you're doing here is if you're working with the wholesale company, for example, they're most likely importing it overseas, maybe it's a manufacturer in the United States. But if it's a wholesale company but they import it from overseas then you're piggybacking on their process. Like they've already dealt with customs, they've already dealt with the shipping. That's already built into their costs. And so it's very inexpensive for you then for shipping because all you're doing is just asking them maybe to ship it from their warehouse to Amazon, or maybe to your warehouse.

0:21:06 RR: In my case, I live near Dallas and the wholesale company I use for some of my products, they're 25 minutes away. And so I can email them in the morning and then within a few hours, I have a guy with a pickup truck backing up in my driveway with product. And so it can be that easy and that inexpensive. And there's also companies that will ship it to Amazon for you and you don't even have to do the processing. We can talk about that in a different webinar too. Obviously, the wait time is a big deal. Weeks to months, literally for private label, the harder way, sourcing from China, not unheard of it for it to be 60 to 90 days for shipping time or for time, like, once you place the order 'til you have it. 60 to 90 days, very easy. And for the easy way, mine, I replenish within a few hours. But most of the time, you'd be waiting days for product. Guys, anything here on...

0:22:00 MR: Yeah, I have a little story there too.

[laughter]

0:22:05 MR: I had a killer product in the fourth quarter and crushed it, and by mid, December 15th, I was out of it. I was like, "Great." And of course, it's an import, and I went over, 'cause saved a little bit of money obviously importing it once I knew it was proven. But yeah, I'm still waiting on it, I need to get it... I'm still waiting for it to come through, make some modifications, but it's about, if I had it locally or if I planned for it a little better, inventory wise, I might have about 8,000 or 9,000 more dollars in my pocket...

0:22:30 RR: Oh man!

0:22:32 MR: I think it's one of these things that you learn. When you do import, make sure you maybe have a secondary plan domestically where you can maybe use that secondary resource when you get to that point. So yeah, the weeks to months is absolutely true. And sometimes, they ship it without the suffocation labels, and that's a lot of fun, too. You have to have a good freight-forwarder to deal with as well 'cause they intercept it before it goes to Amazon and put stickers on it. So there's a lot of things in place. So before you can go that jump, you gotta make sure you have all your bases covered. It's one of these things, again, there's definitely a waiting period for sure, without a doubt.

0:23:08 RR: Absolutely.

0:23:11 JH: So really, the main point that you're making and that you've made is that there's a place for China.

0:23:15 RR: Mm-hmm.

0:23:18 JH: But because we're looking at starting out at this point, it's not the place to start. Why go and invest that much and invest that much time and have that much risk when it's not proven yet? And so you can use smaller quantities, which is what the whole easy way is about, to be able to prove the product first and make sure it's validated. Just recapping.

0:23:40 RR: No, I appreciate that, that's good. Alright, guys, your private label strategy. So these are like the three different types of business models and there's not a right or wrong. It's just whatever works best for you. And I bet most of us that are on here have done something a little bit different. Everybody's path to private label is different, it looks different.

0:24:04 RR: So, we're gonna go over the three different ways that people typically get started with private label. The first one is jumping in head first. The pros of this is easier to manage inventory, and that's also just basically because you're only dealing with your private label, so this is like if maybe you're starting brand new, and you jump right into private label, which you can do that. Or maybe you've done RA a long time ago and now you're jumping right back in to private label or you haven't sold anything for a while. So easier to manage inventory 'cause you're aren't dealing with hundreds of SKUs.

0:24:40 RR: Number two, is you can scale it very quickly 'cause all your focus is on there and you have full control because it's your private label brand, and the lastly, it's focus, which is a big, big deal. As you guys know, there's so many different angles we talk about. Abe's method and Christi's method, and which way do you go, and all that kind of stuff. And don't get confused by that, guys. Pick what's best for you, just to get started. We tell folks, "Just jump in. Just jump in the water. Whatever you gotta do, get in there. Don't over think the product selection at all. You just gotta pick somethin' and send it in." Run the ads, gather the data. This is the way for jumping in head first is a... Focus is a big thing and it makes a big difference. Abe, what were you gonna say?

0:25:22 AO: No, I was gonna say, for people who are new, there's really nothing wrong with just

jumping into private label head first, 'cause I'll tell you, when I was back doing RA or whatever, there's so many times I wish I could have that several thousand dollar credit card purchase back.

[chuckle]

0:25:39 AO: Bad buys that I made, because inventory, the race to the bottom, where I'd buy an item. By the time I send it in, back of a big shipment, it gets to Amazon, prices tank. Or it was just a bad decision. I jumped the gun and didn't really dig in so much. 'Cause you're in the store, you don't wanna waste the time. You see deals and you buy things.

0:26:01 AO: So many times that it happened. I was just like, "You know what?" I think back now. "If I'd taken that money and invested in private label then, where would I be now?" So I wish I could have it all back. So if you're starting from scratch, you're in the exact right place to start. Start building that repeatable process now. Start putting those systems in place, and private label's the way to go.

0:26:25 CM: Yeah. Absolutely. I just wanna add to that. This is sort of what I ended up doing. So I started off with, I basically started in Q4, and I knew my ultimate goal. I didn't know what it was called at the time but I knew I was gonna do private label. I didn't know what it meant or whatever, but I wasn't gonna go flip products forever. But I also knew that I needed to know and understand a little bit about the Amazon platform. Just what is the buy box, or what does rank mean? Or what's a good category to sell? And just basic things about the platform. And so I told myself, "Okay. I'm gonna ride the Q4 wave," which was wild for the first time jumping in. And then I had a very depressing January because that's always what happens.

0:27:05 CM: But I wasn't aware of that, no one told me. But I knew that in January, I was gonna get started with private label and I really, I got rid of pretty much all of my products that I was doing OA and RA with, and I was able to completely focus on doing my private label products, which is why I stumbled across doing my 4 Weeks and \$100 because I had four weeks. I could dedicate all of my time to one particular product, and one of my first products, and so, you really, you have focus, and you have full control, and I'm not worried about buying all this other inventory to keep it up. So if you're in that place and if that's you, and you're just getting started with Amazon, you really can do this. You don't have to follow those pyramid steps anymore. So take it from someone who started off pretty much just like this. I had a little bit experience but it was only just to get my feet wet and understand the platform.

0:27:53 RR: Absolutely. Alright. The cons though, of jumping in head first is no other inventory to bring in income because you're solely focused on your private label. The lack of the foundational knowledge of the selling platform. Christi, that's you. You were talking about that earlier.

[laughter]

0:28:11 CM: There's so much I didn't know and it's really kind of sad.

0:28:15 RR: Oh my gosh.

0:28:16 JH: We all start there.

[laughter]

0:28:18 AO: I'd say, I could actually jump in here too because that's something, I really decided to just learn how the Amazon system works, so especially if you're new. Take the time to learn how the Amazon system works. It's a customer-driven platform. Everything is based on the customer. What do the customers search for, and Amazon lines up products based on relevant to customer search. Once you understand how that all works, you can unlock all kinds of doors to product leads. So, and then you could see it on the back end too when you're targeting your listings. So very important to understand how Amazon works as a whole. It'll really help in the long run.

0:29:00 RR: Absolutely, it will. Number two. Working your way up. I would think that this is probably what most people do, is they're doing retail arbitrage or online arbitrage, and then they slowly work their way up to private labels, kind of the path that I did. The easier financial burden is a pro for that because you have other products that are selling in the meantime while you're working on your private label product. You obviously have diversified inventory, so it eases the financial burden there. The cons, it's slower private label income growth, because you, obviously, you're a little bit more distracted and you have more things going on. Distractions, too. And then, but it's more of a hustle too, with retail arbitrage. Like Mike says, he loves doing retail arbitrage, so...

[laughter]

0:29:44 MR: I actually went to Michaels today.

0:29:48 RR: Did you?

0:29:49 MR: Needed yarn for products and there was... I actually enjoyed being in a Michaels today, walking around and seeing... Now looking at products with a private label... If I flip 'em, what can I make out of these things, now I know the market, I know the arts and crafts niche pretty well. And of course, I'm buying yarn and a lady walks up to me and goes, "Hey, what are you making with that yarn?" I'm like, "Well..." [laughter] "I'm making a project." She goes, "Yeah? You don't seem like you're a knitter at all."

[laughter]

0:30:14 MR: And so, anyways, but walking around, retail arbitrage does give you something. When you're walking around, you get a feel of the products, what's not in that store? One of my products I sell is absolutely not in that store, it sells great on Amazon. But things you can't get by going to the store. So yeah, you get a little bit of good data just by walking into some of these existing stores, what's there, and what's not there.

0:30:36 AO: Yeah. I'll tell you, the hustle, there are ways to hustle without running from store to store to store. There's other ways you can interpret hustle. I'll tell you, doing that literally drove me insane first, and then it drove me to private label.

0:30:51 RR: Then it drove you to private label?

0:30:53 AO: Yeah.

[laughter]

0:30:54 JH: Well, the other thing is, you know, my mom, she loves the hunt. She loves it. And I used to love it, but I tend to like it more when it's not necessary. When I'm relying on that income, that hustle is like crazy stressful, and so if you enjoy that, then man, keep going and doing that, but you don't have to depend on it. With private label, you don't have to have the same kind of hustle.

0:31:23 RR: Absolutely. Sorry, guys. George Thompson's in there asking about the phone number to call in. George, I'm putting it in the chat there. Alright. Guys, number three, Jack of all Trades. The pros: Easier financial burden because again, you got all kinds of different products already selling. And so, you can leverage all those, and not have to be focused on one thing and just hoping that your private label launches quickly and brings in income. So you have other things going on to bring you income while you're building your private label brand. But the cons, obviously, are slower private label income growth because you've got other things going on, obviously. Distractions, again, just another one. You got too many things happening, so your private label builds a little bit slower. Then you have tons more SKUs which, I don't enjoy having tons of SKUs to deal with. It's so much better to have just a few. I don't have a few yet, I still got a lot, a lot more than I want. I'm trying to pare it down. What about you guys?

0:32:28 AO: Yeah, that's what I had. I had thousands of SKUs doing arbitrage and even into wholesale. And then I think it was after Q4 2015, I just said, "Okay, enough's enough. What's working for me?" Okay, bundles, so that's when it dawned on me, sell exclusive products, and I just got rid of everything, and I went down to just a low number of SKUs that are just mine that I can replenish and sell constantly. That's pretty much how I restructured my entire business.

0:33:00 MR: Yeah. For me, I think I kinda pick niches now, where I like to be, and I kinda build a niche out. So it's a little bit easier to... 'Cause I know the keywords, I know what sells, I know the competitors. You get to learn to market a lot easier, and then when you bundle or you do multi-packs, you're actually getting the same amount of SKUs but less products. So in a way, it's kinda like, you're carrying less products, but you're selling the same amount, the entire amount, so it actually works out better that way. So multi-packing variations, I mean, doing bundles are a great way to increase your dollar amounts, as well as the products you are carrying without having a bunch of SKUs to do it.

0:33:37 CM: Yeah. I'm with Mike. At this point, I try to pick a target area. I do a lot with pets and I get to know... You run the numbers and you see what sells, and you can spin off those key words and create spin-off products and bundles and multi-packs and things like that. So I do a lot of things that complement one another, so I'm the same way, I like to pick. I have few of them, but they are all kind of concentrated in one area.

0:34:06 AO: Yeah, and I'm kind of a little different from Mike and Christi, where I literally just start every research with a completely blank slate and let the data lead me to a product, a niche,

whatever. And then I start to build out products from there. So, I love to just go on that hunt, dive down those rabbit trails that lead me to a product idea. So I really don't care what niche I sell in, is what I'm saying. But if the data says to sell, that's what I sell.

0:34:35 RR: Right. [laughter] So guys, which are you? Are you a Jack of all trades? Are you doing all kinds of things? Doing retail arbitrage, online arbitrage, maybe you have a regular job right now. Are you gonna work your way in a little bit slower, test the waters, or are you gonna jump right in? Either way, it doesn't matter, whatever works best for your business is what you need to do. But the way to wrap this up, I would say for this section is just jump in. Just do it. Do not, do not, do not over think it. Just pick a product. Pick something.

0:35:08 RR: You guys all have access to Brett Bartlett's PPI, the Proven Performance Inventory Course, and in that course, in the very first video, I think maybe it's... I don't know if it's the first or second video, but he talks about the surf wax and he picks that because it's something he's interested in. And he had no idea if it was gonna be good or not, but he just picked it 'cause he was interested in it. He picks products based on what his wife, Noelle, likes, and what his daughter Cambria likes. What does your family... Just pick something. Anything. Run it through the validation process and send it in. Or use the product-driven method or the customer-driven method. And this is all in the lessons later, I'm kinda jumping way ahead for the webinar series, but I know a lot of you have said in the Facebook group that you're stuck. Well, get unstuck. [laughter] Just pick something, send it in and you're gonna learn so much in the process that it'll help you, and just go through the process, gather the data and it'll lead you down some really cool rabbit trails. So, which are you, guys? And it's fine, whichever one you are is totally fine, but decide what you're gonna do and go after it.

0:36:20 RR: Right, your goals. This is one of my absolute favorite topics. I love talking goal setting. I love talking about dreams, and visions, and thinking ahead for my business and my life. And so, this one is a fun section for me to talk about. If you guys remember this in the lessons, I think it's four or five, I'm not sure. Jenni, we had changed the lessons up and revised them, but this is the pyramid again with the different ways of sourcing inventory. And so, we have this in the lessons as just a guide for you guys to look at where you're at right now. So you're on the left hand side, your current percentage, and what your goal is. And guys, you may not know exactly where you wanna be, but put something down. Put down a goal. A goal can always change. You can always redo it. You can always revise it based on the knowledge that you have, but pick something. Figure out where you are. Are you about 50% retail arbitrage and 50% wholesale? Well, write that in there. But then put what you wanna be. Do you wanna be 100% private label by a certain date?

0:37:21 RR: It's always good to have a date too, to shoot for, and then you know what you have to do, the steps you have to take to get there. So I encourage you guys to download this from the lessons and fill this out, and then it'll be fun to go back and look and see where you were and just look and see how far your business has come. Guys, anything on this section?

0:37:44 AO: Oh, yeah. I'd say, when I was making the jump from arbitrage into private label, I knew I wanted a system that I could repeat, a system that I could improve and a system that I could outsource. And private label fit all those molds for me, and I'd be able to build a repeatable system and be able to refine along the way, and the pieces that need to be outsourced got outsourced. So, that was my goal starting and I'm almost there so it's exciting when you can start to see your goals

come into place, when you have targets like that.

0:38:25 RR: That's so true.

0:38:27 MR: One thing for me too, online arbitrage is a great place 'cause it's like sourcing virtually. If you're doing online arbitrage, you're finding deals or suppliers or wholesalers that way. And I still like wholesale and exclusives, 'cause sometimes you do exclusive... For wholesales, you can get deals with wholesalers, where they have product they wanna sell on Amazon but they can't, and you get product for free, and you work out a split, a profit. I have one now that I'm actually working to sell his product, and I don't have to buy any, which is nice. So there's actually a lot of opportunities like that, especially if you walk the ASD, you're gonna find people that really wanna sell on Amazon, but they have no idea because they started with the product, and they don't know how it's gonna sell on Amazon when you do it, Abe, and Christi and I do... With data, you look for a product. In this case, you already have one.

0:39:22 RR: That's so true.

0:39:23 MR: You have a skill level, once you learn the PPI method and all that to exploit those areas or actually work with manufacturers and wholesalers to even have a business to business type service as well.

0:39:34 RR: Absolutely, yeah. Mike, you're talking about the vendors that have these really cool products?

0:39:39 MR: Yeah.

0:39:39 RR: Oh, my gosh. Yeah, I see so many people that... Vendors at ASD that have these really neat products and that they're like, "Oh, this is our first trade show and we're struggling, and we haven't sold any." And I feel so bad for those folks 'cause they don't know to pick the... To find the audience first. They're just picking a really cool product and then hoping that it sells and... Oh, my gosh. Those are the types of folks you guys could come alongside and with your knowledge from this course and the PPI course, you could totally help them and create a win-win, where you become their experts on Amazon and then just split the profit somehow. So, so many neat partnerships like Mike said, business to business type partnerships that you can do.

0:40:21 RR: So goals, setting goals the easy way. Why do you wanna set goals? Guys, I think it's important to have a why. There's a lot of folks that, I've loved reading your stories, by the way. You guys are putting in there where you came from, how you got to this course. I love reading those and a lot of you have been putting in there your why. Like, why are you doing this, why are you selling on Amazon, why are you doing private label? And it's so cool to read those because it's so important to have a why. Why are you doing this? Write this down. Have this thing in front of you. Have that why. It could be something like you wanna retire in five years, or you wanna be able to pay for your grandkids' college, all of it, or you wanna take that dream trip. Whatever it is. It's very individualized. And whatever it is for you, it just needs to be something that motivates you. It needs to be something that motivates you when it gets hard, when you get stuck, when you feel like that things aren't going your way in your business, you need to be able to look at that.

0:41:15 RR: And I really am a big believer in having pictures. I have pictures around my office and things that I look at. I have a dream board type thing on my computer, it's a virtual one. But you can have a whiteboard. You can have a cork board with pictures and things on there, of dreams and goals that you have for your life. Put those on there, and when it gets hard, look at those. And guys, I promise it'll motivate you to push past it and just to keep persevering. I believe a goal set is halfway reached. Zig Ziglar said that. And totally, please, write down your goals. Write down what they are. Again, they can change from month to month based on new information, based on your progress and all that kind of thing but definitely write it down, have things that you can look at and review it often. That is so important, to review the goals that you have often and the things that you're trying to accomplish. Guys, anything on those two things?

0:42:13 JH: Excellent.

0:42:16 RR: All right.

0:42:18 AO: We're all busy answering the chat.

0:42:19 RR: No, no, it's totally good. I appreciate that. No, no, no. Please, I appreciate your help on the chartroom, there is no way I could get to do all of it, so you guys are awesome. Here are some questions that we talk about in the lesson with goals, please download that lesson and answer these questions. These are just a few of them that I wanna cover, and it's so important in my life to, as I look back and see the things that I've written down and accomplished, it brings such satisfaction, and it motivates me to keep writing my goals down and believing and dreaming for bigger things, in my business and in my personal life. So, one question I love is, where do you wanna be at, in a certain amount or period of time? Think about where do you wanna be in four to six months? That's a good... It's not too long term, it's very near, actually, it's before Q4. Where do you wanna be with private label within the next four to six months? How many private label products do you wanna have launched and selling? I know that a lot of you guys are just getting into this, and you have no idea what to expect, how long it's gonna take. That's why I say, just jump in and do one, get one going.

0:43:28 RR: You'll learn so much through the process, you'll fine-tune it as you go. And then you'll be able to better gauge how long it takes you from launch to selling. But think about where do you wanna be in four to six months with your business, think about where you wanna be in four to six months with your personal life. Any area of your life, guys, write these things down, and just look at them everyday. I look at my goals and dreams every single day because it really helps me to keep going, to keep focused on what I'm really doing. We talked about this, how many private label products do you want before Q4? Okay guys, I wanna ask you this, I know that all of you have different ways and you have different personal things going on in your life. I know, Christi, you're still at a regular job that you love, and so you may not have as much time to do it as like Abe and I do, who can work full-time in our business. But, guys, help them, think about how many, what's a good goal for Q4, or just talk about how long does it take to launch a private label product?

0:44:35 CM: Well, I guess it depends on what method you're going through. And if it's your first time, usually it's gonna take a little bit longer once you get going. So your first one could take you a

little bit longer, but once you've done that one, you've learned things, you know the process, it's a little bit faster. Do the second one, a little bit faster, third one, a little bit faster. I would say when I [chuckle] don't get preoccupied with other things, definitely one a month, if not two a month. I would say it would be aggressive for me to do three a month, but again, I do have a full-time job and actually I'm one of the very rare, rare people who actually really loves my job. So I'm not necessarily in a really big hurry to leave it, but that also does give me limited time to work on things. But that would be my goal. I would say one a month.

0:45:21 RR: Okay.

0:45:23 MR: My goal is about, right now the first quarter, after the great fourth quarter, which is very nice. The first quarter, what I do, is I usually spend three months expanding my skill level. This first quarter I did Shopify, PLR, Clickfunnels. So I've done a lot of different things to building up a pillar outside of Amazon. Etsy, I brought on in the fourth quarter, this new sales channel. So I spend a little time differently. I spend my first quarter really trying to develop my next step, or my next pillar. Then I do a lot of testing and selling of new products. Then by the fourth quarter, I like to go big and know what I need to go in with as far as how deep I wanna go in each of the SKUs that I feel are gonna work and I have an idea of what I need to order and put in place for this fourth quarter orders. So I've worked myself a little bit differently in that way but I'm always... I started testing again this month and I put in three already.

0:46:24 RR: Nice.

0:46:25 MR: Three on average for me is pretty easy to do. Even that's with having another business too that's really time-consuming.

0:46:32 RR: That's awesome.

0:46:33 MR: By doing private label the easy way, you can send in three, one or three very easily, one a week. And the pipeline is always moving through. With Abe and I doing some certain things together, we're constantly finding ways to really get products rolling very quickly. Next I think for me is gonna be really to probably outsource that even testing phase out to a team because for me, I like control over that first test bundle, we'll see what it is, how to handle it, and I just don't trust a lot of people with my first test bundle. Then once it'll pop then I hand it off. This year, my goal is really to probably hand that portion off to a team that I'd trust to handle that.

0:47:14 RR: Awesome. Abe, what were you gonna say?

0:47:18 AO: Now that I've gotten a lot better at finding products, and I can do it a lot faster. And like Mike said, we are on a call for an hour and we found about four products in 20 minutes just with some of the techniques that we know. Quite literally, I could find a product and place an order within one day, and then it just becomes waiting on the supplier and getting it to Amazon. So once you get rolling and you start to learn how the system works and you're confident in your decision making, and that's really where all the delays happen, is the second guessing. The extra research that you... You eventually find out that your decision was right the first time.

0:48:01 RR: Right.

0:48:01 AO: Once you're confident, you do it over and over, you can just start launching products with confidence left and right.

0:48:07 RR: Absolutely. Guys, what he said, that nailed it. There was somebody today or maybe it was yesterday in the Facebook group that said their biggest obstacle is gonna be themselves in getting, having the confidence to move forward. And so I think I posted maybe just a few days ago, I was like, "What's the absolute worse that can happen with a private label product?" It's probably not gonna kill you. If you don't sell, you're just gonna think about the amount of money that you're investing in this. If you have a product, let's say that you start with five of a product or maybe even start with 20, whatever is. Let's say that your product cost you \$5. So 5 x 5 is \$25 on the low-end, whereas, if you send in 20, you're at a \$100. So somewhere between \$20 and \$100 is your investment for your very first private label product. What if it absolutely, completely bombs, you don't sell anything? Well, all these guys on here would tell you that that is not a failure because you're gonna learn keywords, you're gonna figure out some kind of rabbit trail you can go down, you definitely found out what didn't work, you're one step closer to your actual product. Guys, just jump in. You will gain confidence, and so that's why we wanna get you to the edge of, just jump in and do it, and then you're gonna gain that confidence and be able to launch them faster.

0:49:27 RR: So what do you want a typical day to be like one year from now? You guys can see that I enjoy these types of questions. For me, it's kinda fun to think about, "What do I want my typical day to be like?" So if you are in a job and you're not like Christi, and you're in a job that you don't enjoy, can you imagine yourself waking up without an alarm clock and being able to go to your office and work at home? Or maybe, Jenni goes to coffee shops a lot. Can you imagine going to your Starbucks everyday and sitting down with a cup of coffee. Guys, write these things down and put pictures on them. Take a picture of a Starbucks and post it on your dream board, or if you have a photo book. Seriously, I'm telling you do this, because it's powerful it will definitely get you moving in that direction.

0:50:16 RR: So think about hour-by-hour, what does a day look like for you a year from now? Is it, "I wanna wake up at 7:30 and have a cup of coffee and hang out with my wife, or you wanna go hang out with the grand kids that day?" Or whatever it is, have these goals, write them down. And guys, I'm a big believer in this, because it works for me. If you look at my journal of the things that I wrote down years ago, I'm living that life now, and it's not necessarily because it's a magical thing, it's just, I'm a believer in prayer and asked the Lord for help and He helps me. But all I'm telling you, if you look at all these, there's so many different books that talks about goal-setting, no matter whether... Where you come at on the religion thing, is that write down your goals, it works, it's proven it works and especially if you have pictures of what you want your life to be like, you will head in that direction. Any of you guys have anything to add to that?

0:51:17 AO: Yeah, absolutely. I actually... One of things I've always wanted to do is just not be tied to one location and moving more and more to have an email-only business. Emails... Everything is just, I don't ever have to touch a product, it's just quite literally, all I wanna do is research and send emails. And that's what I want. And I wanna be able to travel anywhere in the world. A year from now, if I'm on the beach answering emails, that's a good place for me.

0:51:48 RR: Yep, that's awesome. You'd be like Barrington sitting on the beach.

0:51:52 AO: Yeah.

[laughter]

0:51:53 AO: I got a seven year-old, so he's gonna have to come with me, so it'd probably...

0:51:56 RR: He can come with you. Absolutely.

0:51:57 AO: It'd probably have to be summertime only, but... [chuckle]

0:52:00 RR: That's okay, man.

0:52:01 AO: Whatever works.

0:52:02 RR: That's so cool. Alright, again, I love this question. What do you want your life to be like five years from now? I'm not gonna just harp on this any longer. You get the idea, write it down, have some pictures in front of you of what you want it to be like and you will head in that direction. So, I love these exercises. Think about one year, five years from now. Think about... If all this is too overwhelming to think about what you want it to be, a year, or even five years from now, just focus on the next month. Focus on, and really, guys, what's gonna get you there is your next action. Your next action is what's gonna get you closer to these goals. And so focus on just getting through the lessons. Have a goal, "I wanna get through the lessons by the end of April," for example. Whatever it is for you. But just focus on those little steps, 'cause ultimately, those are the ones that are gonna get you to your one-year and your five-year goals. Write it down.

[laughter]

0:52:57 RR: I can't say anything else about that, just write it down, it totally works. Whatever motivated you is what you need to focus on. Again, having those kind of a vision board or pictures around you, having maybe your screensaver for your computer is a vision board with pictures. Pictures of... So for Abe, maybe it's a picture of a beach in Jamaica, for example, that really motivates him and when he's upset because he can't find a supplier or whatever, he looks at that, "Okay, gotta find it because I gotta get there, I gotta be on the beach sending my emails." And guys, remember that goals can change and be flexible. And so if you get along here, and you think, "My goal is to launch one private label product a week," and you're like, "Ah," and you get closer into it and you start going through the process, and you're like, "That's absolutely not gonna be feasible for me, because I got this going on and that going on." Or maybe it's one a month, whatever it is, guys. Just move forward and please, please, please don't compare yourself to Abe, or Mike, or Christi, or Jenni, because they're different, their situation is different.

0:54:00 RR: Christi is working a full-time job so, she may... Guys, just don't focus on what they're doing. Focus on only what you can do. And don't beat yourself up if they're doing more than you or somebody else in the group is doing more. If people post sales figures in other groups and talk

about how they did \$100,000 in that last month on one private label product. And you're thinking, "Golly, I can't even pick one. What am I doing? I'm wasting my time." No, no, no. Just do what exactly what you can do. Focus on that next action and know that you can always change your goals up as you go. But please don't compare yourself to other people. Anything else on that topic?

0:54:37 MR: I think also is meet other people and network. I think the reason why I kinda do some of this stuff as far as helping out in the groups and things like that is really to network. Just like a real business, in the offline world, you meet people, you make connections and their sources, there are things you can do for each other that you can go a lot further than you would on your own. So community is an important thing in a virtual world. [laughter]

0:55:00 RR: Right.

0:55:00 MR: But really it's one of these things. I mean, all of us here have something working together because we just know each other and we've developed the relationship, but... And we've all been better for it. So you definitely wanna find somebody you get along with well and help each other. I don't even worry about if I share listings or not 'cause... To me it comes down to really, there's so much opportunity and this is just the very, very beginning of the whole thing about online e-commerce. If it's Amazon or Etsy, back into eBay again or Shopify, it's just gonna keep getting bigger and bigger and bigger. So you have to be in the mindset of being open about what you wanna do and not worry about...

[laughter]

0:55:41 MR: It's okay to network and learn a lot and share resources with each other.

0:55:48 AO: Yeah, Mike, that's a great point. And that's one of the great things about the Private Label Mentoring Group. And I'll tell you, one of the... I struggled for like the first eight months of my business. And the one thing that changed for me was when I went to CES in Louisville a few years ago. And Ryan, I know you were there.

0:56:05 RR: Yeah.

0:56:07 AO: And what I did is I... That was the first time I ever kinda opened up and started networking with people and meeting people in the business and met people who became accountability partners of mine. And eventually I formed partnerships, like with people like Christi, and Mike and I worked together on some, and Ryan and Jenni. So every time I've made a connection and built a network, and expanded a network in this business, my business has exponentially grown. So if there's one thing, it is get involved in the community, network with people, meet like-minded entrepreneurs that'll keep you accountable. You can grow together. I'll tell you... If you shut down and not talk to me and try and do it all yourself, it's gonna be a much longer, slower, and kinda depressing ride. You want someone you could share ideas with, and kind of keep each other accountable, and growth happens much faster. And so many cool things come from that.

0:57:10 RR: Oh my gosh, it absolutely does. My business changed completely when I started networking and meeting other sellers. All right, number five, your budget. This is my absolutely not

favorite topic to talk about. But Jenni insisted that we talk about it.

0:57:31 JH: Oh brother. [laughter]

0:57:35 RR: Oh my gosh.

0:57:36 JH: Oh my gosh.

0:57:39 RR: But, budget. Determine your budget. And this is private label the cheap way. So guys, we just mentioned earlier, saying what's the worst case that can happen as far as launching a product or starting slow, a very low investment? If you have a \$5 cost for a product and you start with five to test, that's \$25, or if you have 20 of 'em to test, that's \$100 at the most. So there really is not much... Unless you're just on a really strict budget, it's a lot... It's not like you're investing thousands of dollars. And so if you were sourcing from China and you had a minimum of 1,000 units and your product was \$5, you'd have a \$5,000 investment. Well, you definitely have to budget for something like that, most likely. But with the Easy Way Method and the PPI Method of starting small, low investment, very low risk, we just want you to be aware of things that you need to be thinking about for private label. So instead of figuring out you have to have a budget for your \$25 investment, we're not saying that. It's just, "Here's some things to be aware of when you're going through the private label process." That's all. Number one is cost of product. And that's gonna be the biggest one. Unless you're doing Christi's method, my goodness, shipping's probably more than her products. [laughter] As you guys get...

0:59:01 CM: Sometimes is, it sometimes is. You make a huge dent in my margin just from that.

0:59:07 RR: Exactly. For those of you wondering what's Christi's method, I know, guys, there's a lot of you that have been in the group for a long time 'cause Jenni and I started this back in April 2015 and some of you are veterans for sure. But some of you are just meeting all of us for the first time. And so Christi has a method of launching products in four weeks and for less than \$100, and she uses promotional companies. And so a lot of times her products are less than a buck for cost. Buying the items for 79, 89 cents, selling them for \$8 and \$9. So there's really not much of a...

0:59:39 CM: Or more than that, but yes.

0:59:41 RR: Or more than that, exactly.

0:59:42 AO: I don't think at this point I do anything less than 10, but yes and you know... We're talkin' a couple bucks, and I keep it anywhere between, I sell at \$10 to \$15, and it's a healthy ROI. Let's call it that.

0:59:54 RR: My goodness. So if you start with 10 items to test, you, what, a \$10 investment?

1:00:00 CM: This is why you can do them, why you can launch them over and over, why it's not that hard to do one once a month or twice a month, if you know what you're doing.

1:00:07 RR: Exactly.

1:00:08 CM: Or to source to do it, to test.

1:00:11 AO: If there's any hesitation, just watch Christi's method.

1:00:15 RR: Right. [chuckle]

1:00:16 AO: If you can't launch a private label doing her method, then we need to...

[laughter]

1:00:23 RR: We need to talk.

[laughter]

1:00:26 AO: We need to have a serious conversation.

1:00:28 CM: That's not true.

1:00:28 RR: Oh my gosh!

1:00:30 CM: It's a process.

1:00:31 RR: The second thing obviously, is shipping. Like we said with Christi's stuff, her shipping might be more than her actual cost of goods. But think about shipping. If you're... With me, it costs \$25 to have the guy bring a pickup truck and drop product off. It's definitely, probably not gonna be the same for everybody. You may not live in a town that has wholesale companies, which is fine. But it's still way cheaper than sourcing from China. But think about the shipping cost as you're starting your product. Packaging, this could be as easy as just poly bags. In lesson... Well, maybe it's Mike's webinar about the Amazon PPC ads, his webinar is in the additional training section of the Facebook group in the file section.

1:01:15 RR: He talks about just starting slow. Starting very cheap, and getting poly bags and putting it in a poly bag and doing the skeleton listing. 'Cause at this point, you don't even know if it's gonna be an awesome product, so why go to the expense of fancy packaging and fancy stickers and a beautiful designed logo when you don't know your product's gonna work well? So packaging could be as cheap as just poly bags that you use for like a plush teddy bear or something like that. But you need to be aware of it. There might be some cost to the packaging. Of course, think about Amazon fees. How much are the fees gonna be for selling? And then lastly, any kind of promotions, any kind of ads that you're gonna run. What are those things gonna be? Guys, anything to add there?

1:02:02 MR: Yeah, I think the budget's the area where people won't talk about it 'cause that's the part they don't like. They like to hear about the sales and how much money you're gonna sell it for, but you need, you get a handle on your cost of goods, your cost of service. And I run a nice sized medical company, and I'm always looking at my cost of goods and cost of service. Same thing with

the Amazon business and the other sales channels. What are you spending? What are you making? You can make a million dollars in sales, and you're losing a million and one. So you have to be careful what your expenditure is. So you wanna get an idea what all these things cost. Is it worth prepping out to another company? Bring it internally? So get a handle... Listen, when you're testing products initially, you're probably gonna lose money.

1:02:42 MR: You're probably gonna break even, but you're gonna save tens of thousands of dollars down the road by buying product that... It's not gonna sell. You got to mark that under research and development, I guess,. As you move forward, you wanna look at your costs. Don't get crazy with custom labeling and all these different things. Try to make it look clean and neat, and send it in. It still looks professional, but you don't have to spend a fortune and money and time on it. So yeah, definitely from the very beginning, get a spreadsheet and start tracking some of these expenses. And then you'll make more money, of course, that way.

1:03:18 RR: Absolutely. Guys, we're almost done. We're wrapping it up here. We'll get to the questions that are still there. So, how much do you have to invest? Just be aware of that. This is gonna be, by far, the least expensive way to private label that I've ever seen. And so, it's not like you're gonna have to have \$1,000 or \$2,000. Literally, you can do it for under \$100. We just wanted you to be aware of different costs that you might incur. So how many units should I purchase on my first run? And we'll talk about that in the later webinars, but Brett's course, he says at least three to five. Abe does a little bit more when he's doing his methods. Of course, he's validating a ton and has kind of fine tuned his process. So, he's a little bit more confident now than he was when he started this a while back. But when you guys are first starting out, at least three to five. You need at least that much to have a test. If you wanna do more, that's fine. The point is, start small, and you're not gonna have to invest a whole lot at the beginning.

1:04:19 MR: I like 10 to 15 for me, just because I had to create a price point. So once I know my cost per click, my competition, my search terms, I like to play the price a little bit to see what I can do with the price. That's helped me with my margins possibly be where I need to source at. So, I did a little bit more on my end. I've done five and so on, and that works too. I just like mine to have a little bit more in there just to get an idea of price points, which I think are really important when you try to source, what do I need to buy it for. You get that price and then you can't really go much further.

1:04:49 RR: Yup. But overall, you would just say start small. Whatever small is for you.

1:04:52 MR: Yeah. You're beginning small.

1:04:54 RR: Yep.

1:04:55 AO: Yeah, I'll usually do anywhere from, I would say 10 to 30, is probably the range. But like I said, I'm doing a lot of validation before I even make a purchase. So, I'm ready to just push these things hard usually.

1:05:11 RR: Right. [chuckle] Right.

1:05:13 AO: And I use PPI but it's more of like a targeting, more of a positioning in the marketplace. Like how to position it to make the best sales.

1:05:25 RR: Alright guys, so that's the very... That's the end of Why Private Label and How to Plan for Your Journey. So what are we gonna talk about next? Part 2 of Module I is What You Need to Know About Building a Brand. This is gonna be really fun. Jenni talked about this a little bit earlier with building a brand and thinking about... At this point, you guys might not have any idea whether you want to build a brand or you wanna launch product after product, and either way is fine. Just depends on which way you wanna go in your business. But if you want to build a brand, there are some things you can do at the beginning or as you're moving forward to keep that door opened.

1:06:00 RR: Keep that door opened for building a brand, if you choose to go in that direction. So we're gonna talk about that in the next webinar. We don't have a date yet, but we will try to get that done very soon, because we have a lot more territory to cover in these webinars. So in the meantime, what can you do? You can get all your ducks in a row. You can figure out your goals, get those written down. You can think about budget and think about which direction you want to go with private label. Are you going to jump all in? You gonna continue to do some RA for a while? Again, whatever way you guys go is totally fine. Just if I could leave it at any point, I would just say jump in, just get it done, just take action. Pick some goals that you can go after. Get through the lessons in a certain amount of time. Watch these webinars. Whatever it is, just take action, guys, and you will get there. We are here to help you in the Facebook group, here to do anything we can to help you get to the level that you want to be at. Alright. Guys, I know you have been awesome answering tons of questions. What questions do we have that we want to cover live?

1:07:04 JH: Yeah.

1:07:10 RR: Go ahead, Jenni. You wanna lead this since you've kinda been in...

1:07:11 JH: I'll answer Chris's question, he just asked, "I understand about building a brand, but what's the difference if you're just pushing products?" And so, it really is, building a brand would maybe be like, what's the brand you always use as an example, Ryan? Something like, essential kitchen items?

1:07:29 RR: A kitchen essential, Kitchen Essentials.

1:07:31 JH: Kitchen Essentials. Right. And so then you might have that be your brand as an umbrella for all of your products. Right? But you also might just be interested in having unique listings. That's your goal, because you don't want other people to be on them. So you can use the Private Label The Easy Way to do that, and you're creating either bundles, or I guess the point, the difference between them is what is your motivation behind them, and what's your goal at the end? Do you want to have a store that is a complete brand, and you're not so interested in Amazon? You want to eventually go to Shopify or to go to brick and mortar stores, or are you just interested in pushing out product after product after product that you can do rather quickly based on what keywords, what customers are looking for. You can do it both. I'm not answering the question.

1:08:18 MR: Here's my experience.

1:08:20 RR: Mike's got a good answer for this.

1:08:22 MR: So for me, the brands, nobody knows Mike's kitchen knives. Nobody cares about my kitchen knives. So if I start selling a lot of those kitchen knives for some reason, or whatever I'm selling. Like I have a product now I sold a lot of. It's been vetted on three sales channels, and did well on each one of them. So I'm taking that brand and I stick it on Shopify. So I'm not even thinking about a real, real brand until it vets itself. It sells. And then I know I can take it off of Amazon as well. And then with marketing, your Facebook ads or other type of ads, Instagram and so on, it could drive some business. So if you're getting hung up having this super duper brand from day one, I think it's a mistake because you don't have any sales, you don't have any marketing budget. You have nothing behind it. So you have to really get these sales. You need cash flow to create all the things that you need to produce a traditional brand in a lot of ways.

1:09:14 MR: Unless you have a large investment of money, where you can come in and create a brand and get a distribution channel and all these offline type scenarios, then you can go brand right away, or you have a very niched product where it's very specific. And you have a specialty type, you have a skill set in that area. That's possible, too. But in most cases, on Amazon, you're looking to start an e-commerce business that has low barrier of entry, inexpensive to start, easy to get some cash flow going. And the brands can develop themselves. You might even... I have a product now that sells well as a PL, and I've probably modified it two or three times, to where now it's developing into a brand. So I did it the long way and less expensive way, and I didn't know whether it was going to sell or not.

1:09:58 MR: So I did it... It depends on how you want to approach your brand. So brand to me really comes down to, you can develop a brand over time and make sure it's going to work, or you can just pour a bunch of money into it now and make the investment upfront. Either way you've gotta make it. But for me, I have to see what's gonna work first. And I sell lots of brands, that aren't my brands as well, through other channels. And really, right now, a lot of things are price-driven unless they're very niche-y. So if you're real niche-y, then that brand may be good for beginning. If it's a commodity, you know, I'm selling something that... I see that product on page one, or let that develop over time.

1:10:34 JH: Right. But it comes back, I think, to what we want to talk about, this early on in the training series is, what are your goals? And thinking long term. Are you interested in building a brand? And, if so, you might set things up a little bit differently. They are not mutually exclusive, necessarily. Like what Mike was saying. You might end up having something that develops into its own brand naturally, because that's the direction that your data has gotten you or whatever. So really looking at goals. Do you want to have a brand that you are building, or are you more interested... You don't really care? Some people, really, they want a logo, they want a store. They want that all from the get-go, and they know that. And other people don't really care. They just want to make money. And that can be done by just pushing out unique listing after unique listing.

1:11:28 AO: That's pretty much my method. I just sell products. I don't really worry too much about the brand. I usually just make something up when it goes live.

1:11:41 JH: I think it comes down to your own business strategy and your own goals and really, what you want to do. And you might... Abe, you might even end up building a brand, not because you set out to do that, but because it makes sense, because that's where the data has brought you. Right?

1:11:56 AO: Absolutely. I definitely, once you really start getting sales, then you definitely look into putting a brand name on that, and registering it with Amazon.

1:12:09 MR: Yeah. For me, I don't do brand registry 'til I know it's gonna... I don't wanna spend all this time doing this until I know it sells.

1:12:14 JH: Right.

1:12:15 MR: It just... I don't know. Whereas not creating but taking in products that we're putting on there, if I invented something, I was, you know, a mechanical engineer, I came up with something great and I invented it and I knew it was gonna work, yeah, that's a different type of scenario. But really, what we're doing, we're teaching here is basically taking an idea or a product from data, putting it out there and see what it does, and maybe you find a niche. I think when you're branding, you wanna look into a certain niche, too. So if you're gonna go into office supplies, for instance, maybe your branding should start developing a niche out. If you're going across the board, then branding is less important, unless something really takes off and tells you, "Hey, this is a really good product. Let's make the investment in this." And then bring it outside of Amazon or other sales channels. That's kinda what you know, except maybe you're an artist and you brand yourself, that's something different, it all depends on where you're coming from as far as your background. And so you have to answer that yourself, but in most cases, it's cash flow revenue, you wanna make money, so the best way to make money is to get those SKUs out there testing, make sure you get your return on investment. The ones that lose, you get rid of them, the ones that win, you move forward. The ones that really win, then you start thinking about a great name and a brand for it.

1:13:25 MR: And if you have a dream of having a brand, then that's a different story. For me it's about cash flow revenue, return on investment. Brand comes out, great, I'll go with the brand, but I've seen many brands be replaced very quickly.

1:13:36 AO: Yeah. I look at each product like it's own income stream.

1:13:39 JH: Right.

1:13:40 RR: Yeah.

1:13:41 AO: It's a repeatable... Reorder, you can reorder and it just earns you a margin, and it just earns you money. That's kind of how I look at each product. But when you have one take off, yeah, it makes sense to build a brand and then just keep that going and expand on it, expand on that brand.

1:14:00 JH: So we'll talk about that more in the next webinar, we're gonna bring Jason Miles in, and that will be a little fun one, but we'll dig in deep with him. I wanted to really quick... Just let you guys know early on we didn't bring the slide up at the end, but early on Ryan, went through the

six modules. So this first module's the why of a private label and how to plan your private label journey. And then we'll have this next webinar, that falls underneath that, where we're gonna dig into brands. But the next module, a lot of people are asking is how do you choose your product, that is one of the biggest questions, right? So we're gonna spend a lot of time on that, and we're not too far out from that. But if you can wait for that webinar to come, but again all the information is also in the lessons, so feel free to go through the lessons at your own pace, and ask any questions that you have in the Facebook group. If we're not going fast enough for you at the webinar training, or we're not addressing, you have some other question that you think of at midnight tonight and it's burning, just post it in the Facebook group and we're happy to answer that.

1:15:03 JH: Anyway, so these training webinars are really just to go through the lessons live, so we can help you guys move through and answer questions live, and dig in a little deeper.

1:15:16 RR: Absolutely. Got one more question in there, Christi, and Mike, and Abe, you guys have been awesome answering questions in the Q&A box. Jimmy wants to know, what's the average profit margin you guys are normally seeing when you're buying from wholesale suppliers?

1:15:34 MR: Yeah. For me, I look at a net profit margin, I don't do the ROI, I do a... What do I get in the end after my fees and my expenses and all that? I kinda equate it to a real business, and usually you wanna have your cost of goods about 35% of your revenue. Then basically, your profit will be after expense and cost of service, so you're looking at... I think normal profit margins across the board, about 30%. All products together, yeah, I think they're less if you can build a bundle...

1:16:05 AO: Yeah. If you do a bundle, you can get more than that.

1:16:07 MR: Yeah. 30% is average, this is like the winners, the losers. But if you bundle and get your product, you're gonna make much more than that on your return and your net profits. But a single product, unless you're gonna buy something very unusual, but bundling or multi-pack, that's why those are good because you increase your perceived value. Your cart pricing, your cart value goes up, you're gonna sell just more stuff.

1:16:32 AO: Yeah. I usually have a guideline, too. I'm always looking for a price point, I usually look between \$20 and \$60, but let's say on the lower end, and I'm around 20 bucks, like that's gonna be my final sale price, I wanna be able to get that item for 5 bucks. The cost of the item is \$5, so that's usually, once it comes on to Amazon, I can usually, after fees and everything, might be looking at a 50%, 60% margin there.

1:17:05 MR: Yeah, that's good. I think that second product you get, you may spend more for the first main product, and your second one you wanna pay a lot less. Dollar cost average it down, so you're bringing that cost of good down, and once it starts selling, your best seller rank gets better, you increase the price.

1:17:25 AO: It's good to have a plan, too. Even if you'll find a source in the US where you can get it, it might cost a little bit more and you know you can get the thing in China for much cheaper, well, launch the one from the US, test it out, prove it, and justify the extra cost to go into China. Kinda plan out your path.

1:17:46 MR: That's my exact step, pretty much. You can get things on AliExpress, too, that you can try out as well and there's... I see basically AliExpress as an extension of an online arbitrage type scenario. So either way you wanna do it, you wanna use AliExpress, you wanna use wholesalers, and so on, and get that. But I think what's good with the wholesalers, if you can get a good wine, you create, it's a relationship that you're producing. Eventually you get terms. I have businesses where I get terms up to 120 days. That's a long-term relationship for buying product.

1:18:17 AO: Mm-hmm.

1:18:18 MR: Paying on time. Right now, this business always cracks me up 'cause everything's like COD. You can buy it now, wherever it is, and credit cards... That's probably the most challenging part, is probably the cash flow aspect, initially because you're buying things upfront, but as you develop your business and get bigger, you're gonna have your cost of goods and your net terms, you're paying further down the road out, net 30, net 60, that really helps your cash flow when you're looking to balance a budget. But really, if you're new to e-commerce, there's no easier platform to jump on that has tons of traffic. So what we're trying to say here is, learn how to get in front of that traffic and find the products they want, then source products that have net profit for you to make some money on it, and doing it.

1:19:01 RR: Mm-hmm.

1:19:02 MR: And for me, I don't put a lot of investment into custom labeling and all these different things until I know the product's gonna be worthy of it. I do send my products in, to get my test bundles, internally still, very clean, packed well, professionally packed, looks good.

1:19:19 JH: Mm-hmm.

1:19:20 MR: You might go in there, tape missing, things popping through the holes and a complete mess. 'Cause you gotta attach your seller feedback to it. You got product reviews and things you have to do, that has to make your business look professional, in the end, does better for your product as well.

1:19:40 CM: It doesn't look like we have any more questions in the Q&A.

1:19:42 RR: Awesome. Knocked them out!

1:19:44 JH: Cool.

1:19:45 CM: That was...

1:19:46 AO: I was trying to answer questions and then they we just answered...

[overlapping conversation]

1:19:51 AO: My index finger typing didn't keep up with...

[chuckle]

1:19:57 RR: Awesome.

[chuckle]

1:20:00 JH: So hopefully we answered everyone's questions but...

1:20:01 RR: Yeah, if you guys have any other questions, post in the Facebook group. That's probably the easiest way. Marsha... Yeah. Abe's actually, we're getting ready to partner up with Jim Cockrum's coaching for one-on-one coaching. Abe is one of their star coaches. So yeah, we do offer...

1:20:16 JH: Highly sought after coaches. They wanna clone him.

1:20:20 RR: Yes.

1:20:21 MR: They've already cloned Abe. This is actually his clone right here.

[laughter]

1:20:26 MR: I saw Abe on Facebook.

1:20:27 AO: Yeah, the real Abe is taking a nap.

1:20:31 MR: Oh my gosh. They clone him to pay him less, and that's exactly how you make money.

[laughter]

1:20:37 RR: Oh, that's funny. Oh, last question, Mark wants to know, how many units sold a day would be a good start? I would say, if you sell any...

1:20:45 MR: Yeah. That's a great start.

1:20:47 RR: Make a sale.

1:20:48 MR: It's funny, when I first saw the Amazon seller thing, that whole thing, they had it online...

1:20:53 RR: Mm-hmm.

1:20:54 MR: That's why I got attracted to Amazon. "A hundred or two units per day!" Really, the reality is, once your product is developed and your best seller rank is good, you're gonna get a few to 10, to 15 products a day, then the fourth quarter comes, then bunch up here. A lot of it is just

math it's like baseball, a little small ball. And then it all starts to work. You're gonna be making \$10 times six. That's \$60 a day. You get a few of those going. That's \$300 a day. You kinda have to do the math that way.

1:21:26 AO: Yeah. I mean, set the products up like their own little income stream. If you have a product selling one every other day, but the margins are really great, that's wonderful, because it could sell two a day with lower margins, and you end up making the same amount of money, even though you're getting more sales on one product. Just set it up, continuously set up a system where you can constantly launch products. As you start to build out multiple products, you'll start to see all these products generating their own sources of income.

1:22:04 RR: Mm-hmm.

1:22:06 MR: Yeah, they're all little businesses themselves. They're like little islands. Every little listing is a little different incorporation or a sub-corporation. And I think people see OA and hear a lot in RA, I think you have some data, maybe you look back in your reports, what's sold in the past, items that may have sold. And you're scared to go into the... You have to kinda start thinking keywords. That's the bottom line.

1:22:28 RR: Mm-hmm.

1:22:28 MR: You gotta have some data there you can look at and you get a little idea. When you start pulling business reports, you're gonna go, "Wow, I got 300 impressions and a 0.1% sale rating." You go to your private label and your conversions are 25%. Well you certainly can use business reports to your old RA and OA, and check your P&Ls. It's so clear. The answer is right there. You're converting with traffic. That's the whole thing behind this.

1:22:55 RR: Mm-hmm.

1:22:56 MR: I think PL for me is really the only place I would wanna be. RA and OA are a great way to get it going and people do really well with both. And I think it's just a natural progression or even boosting that on to your repertoire, for sure.

1:23:07 CM: The only place I wanna be.

[chuckle]

1:23:11 RR: That's right. Awesome. Let's end it right there, guys. If you have any other questions, please post them in the Facebook group and we will get to you, we need to jump off somewhere. So Christi, Mike, Abe, Jenni, thank you so much for helping us out, being on here tonight and answering questions.

1:23:31 CM: Yeah.

1:23:31 RR: Making it so much better than it would be if it was just me.

1:23:35 CM: Always happy to do it. I need to get a hand massage at this point.

[chuckle]

1:23:40 CM: But I'm always happy to do it.

1:23:43 MR: Abe's clone does hand massages...

[laughter]

1:23:47 JH: Alright, we'll see you in the group, guys.

1:23:49 RR: Awesome guys, thank you.

