

Black Box Scouting

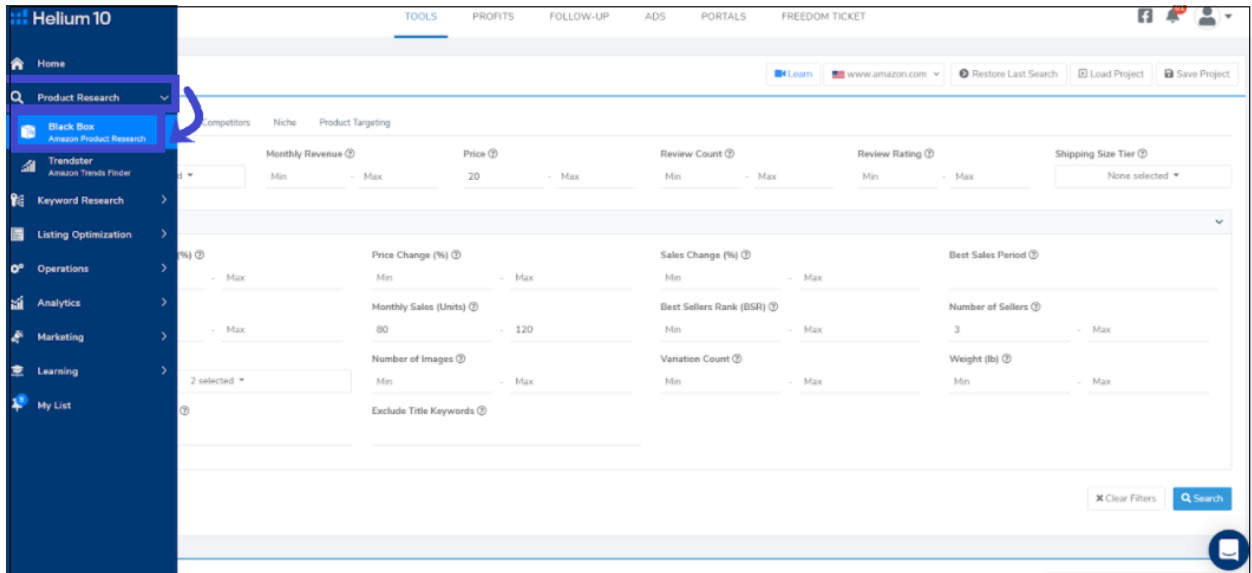
1. Log in to your Helium 10 account.



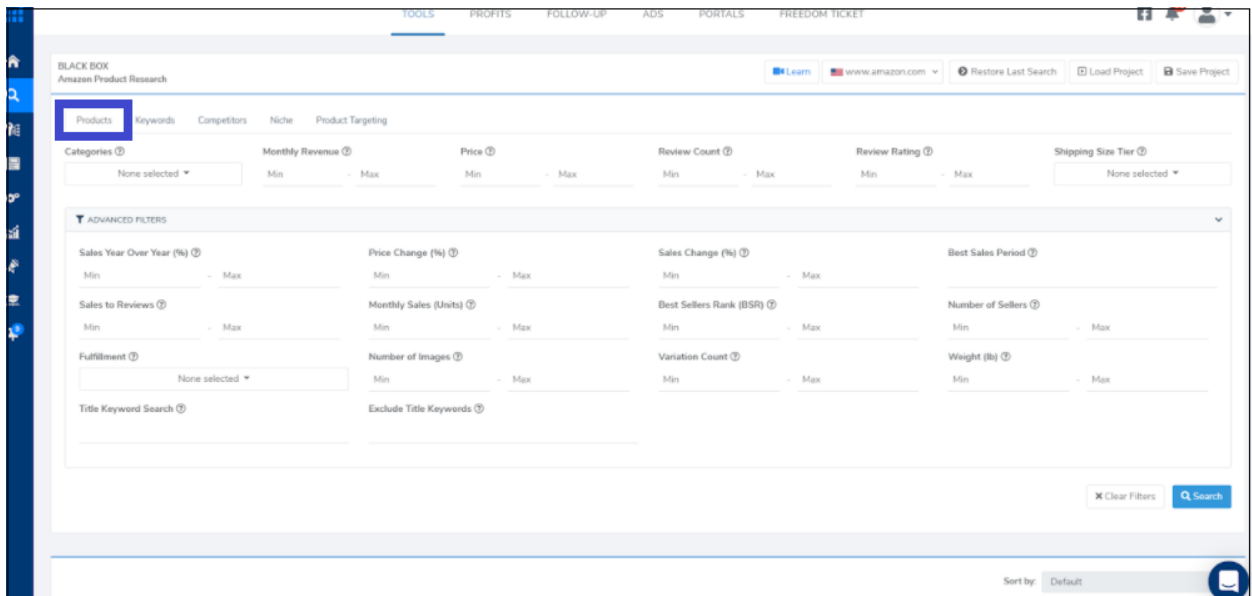
The screenshot shows the Helium 10 login interface. At the top, the Helium 10 logo is displayed. Below it, the heading "Log In to Helium 10" is centered. There are two input fields: "Email" and "Password". Both fields have a blurred placeholder and a small icon with the number "2" in the bottom right corner. Below the password field, there is a link for "Forgot password?". A checkbox labeled "Remember Me" is checked, with the text "(if this is a private computer)" below it. A large blue button labeled "LOG IN" is positioned below the checkbox. At the bottom, there are two links: "New to Helium 10? Sign Up Now" and "Problems or questions? Contact Us".

2. Then from the menu on the left hand side select Product Research > Black Box.

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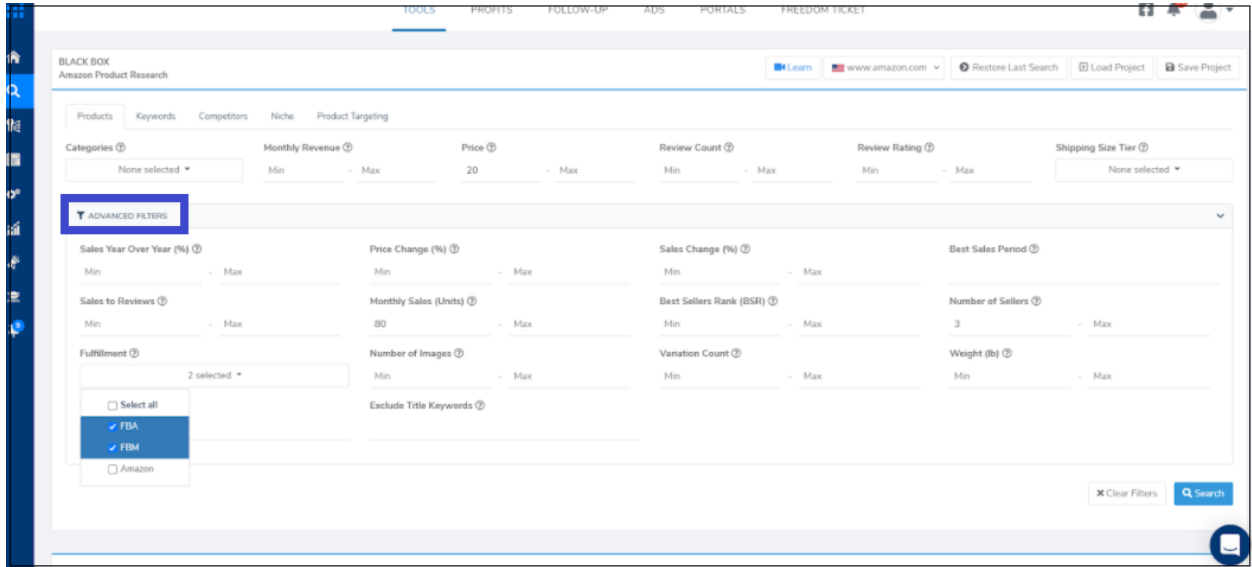


3. Go to the products tab.

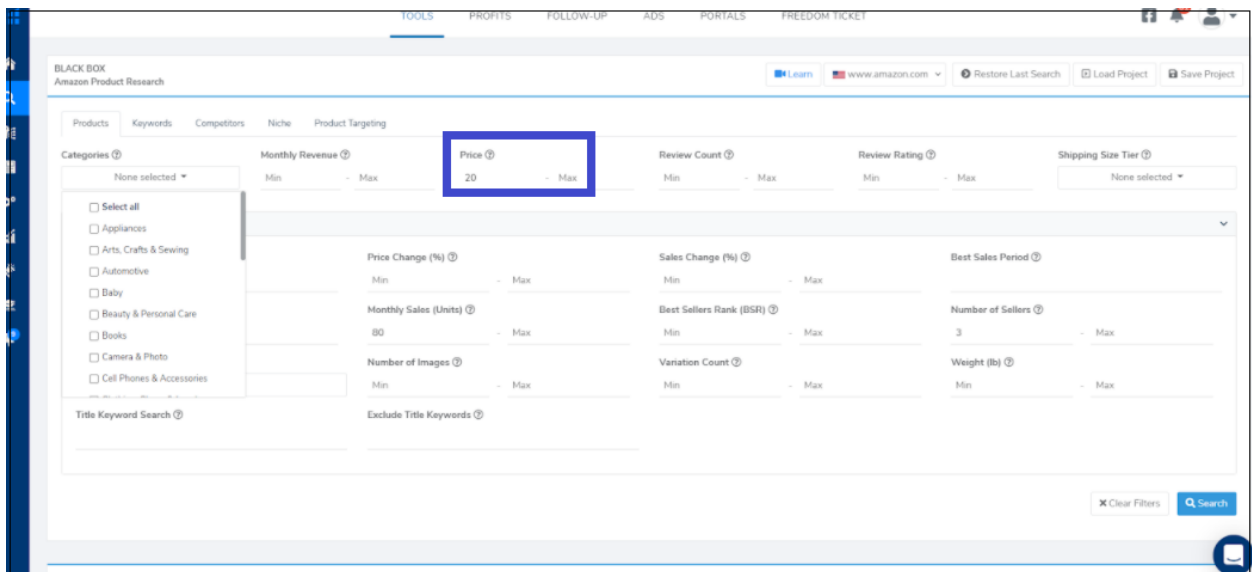


4. Click the “Advanced Filters” bar to open up all of the available filters. (You can see that there are a bunch of different ways that we can filter and sort the Amazon catalog. Let’s start by adding in the criteria of the four point check list.)

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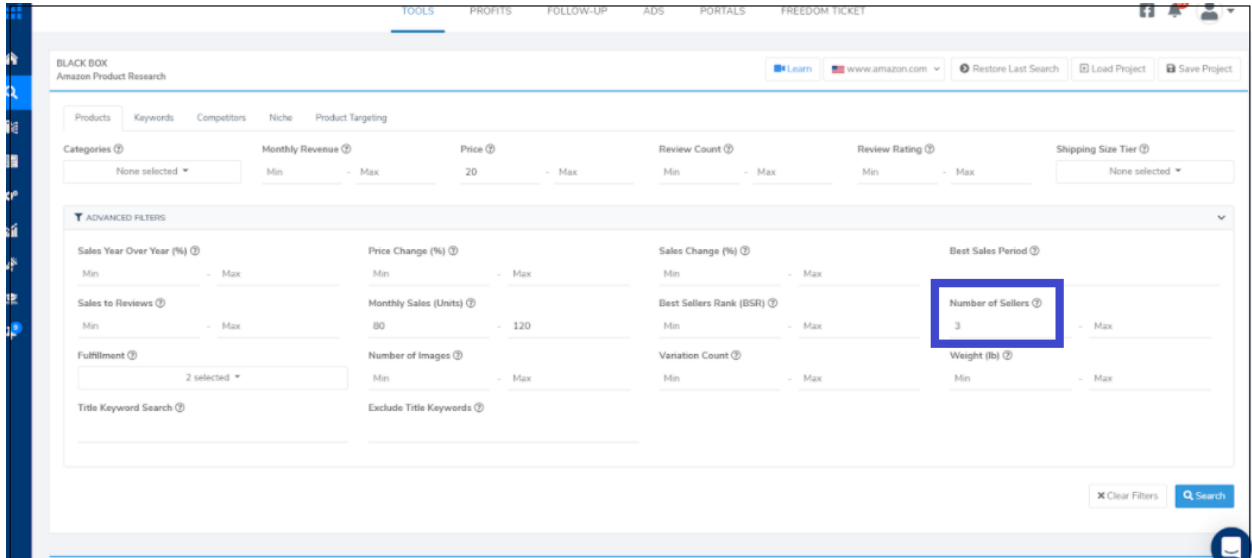


5. Add the price minimum of \$20 to the price filter.

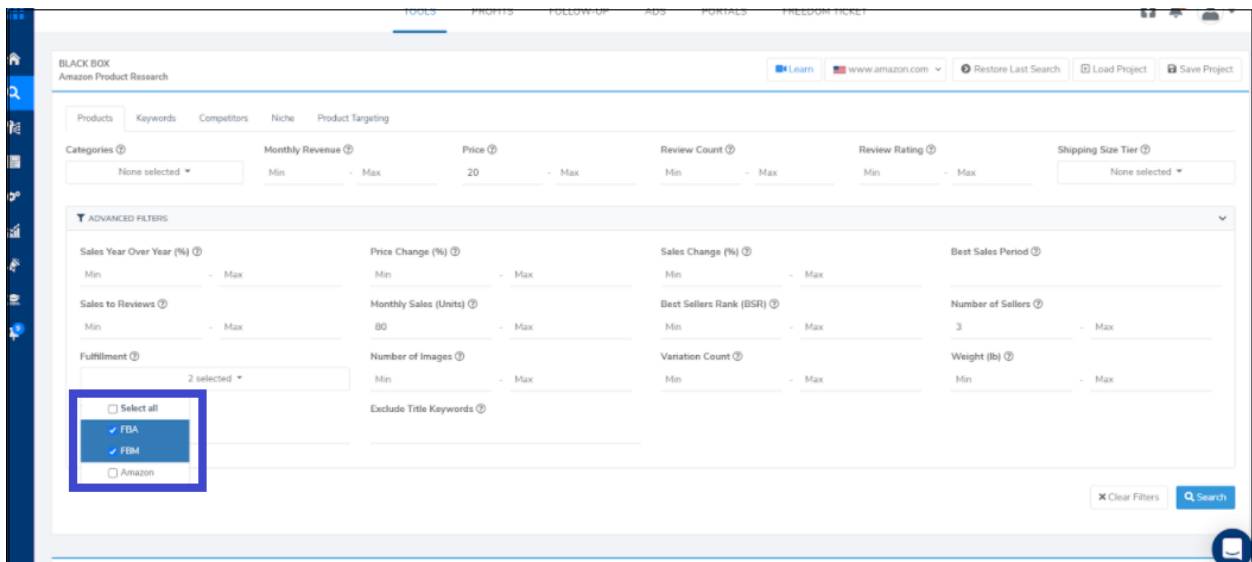


6. Then, Under minimum number of sellers, put 3. (This helps eliminate the likelihood of the brand owner being the only seller.)

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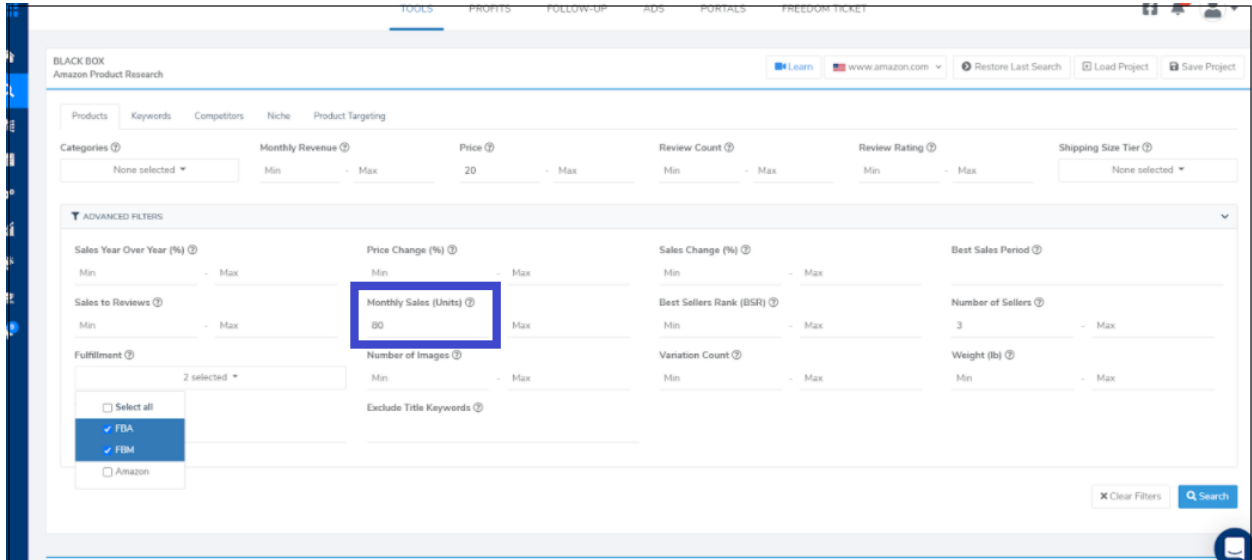


7. Under the fulfillment filter, select FBA and FBM. (This filter is asking about the current buy box seller. What that means is that there is a chance that Amazon is still on the listing, but not in the buy box. Still, this filter helps tremendously with filtering out the products sold by Amazon.)



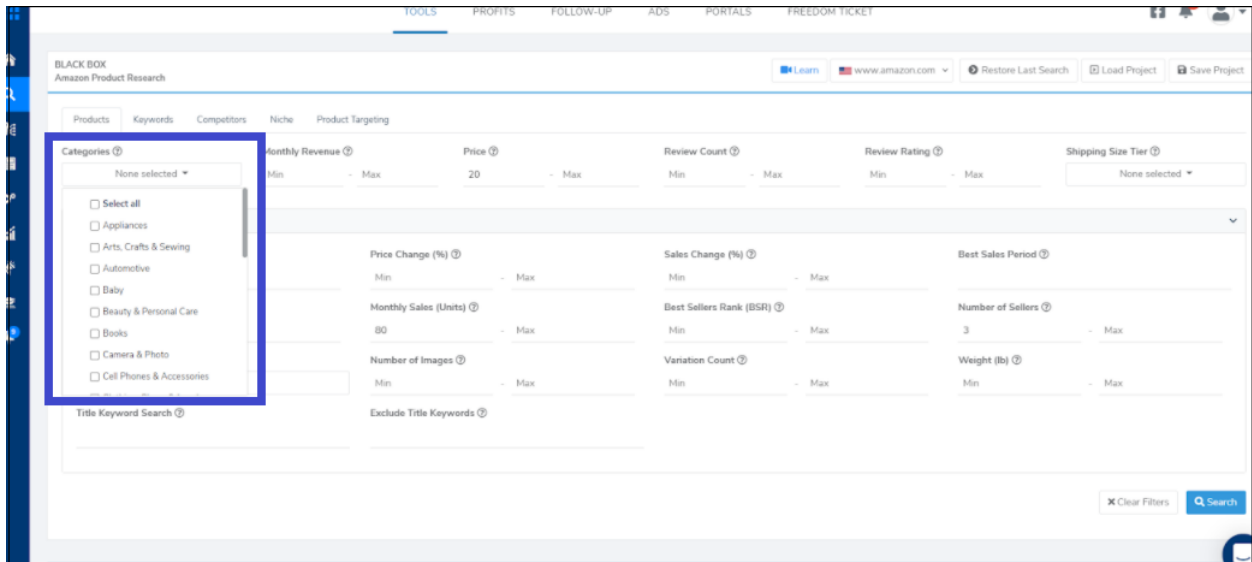
8. Put 80 in as the minimum monthly sales.

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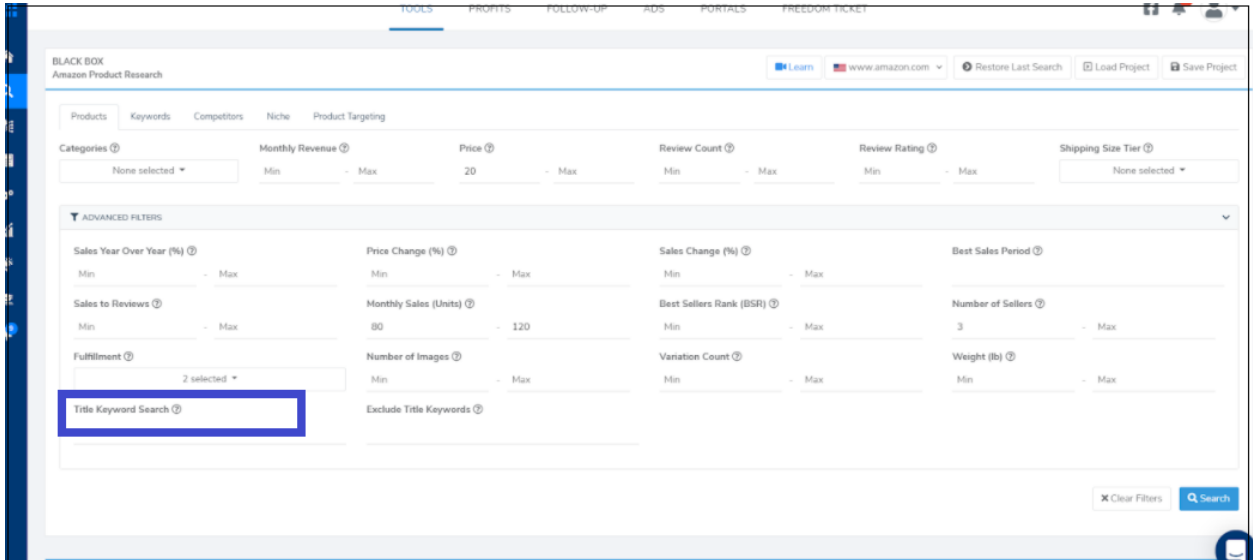
9. You should diversify your search results in ways that are unique to you and niche down to find the right leads. This is to increase your success rate

- a. Choose a category.
 - First, you should always search within a specific category, you can select any of the top level categories on Amazon as part of the search criteria

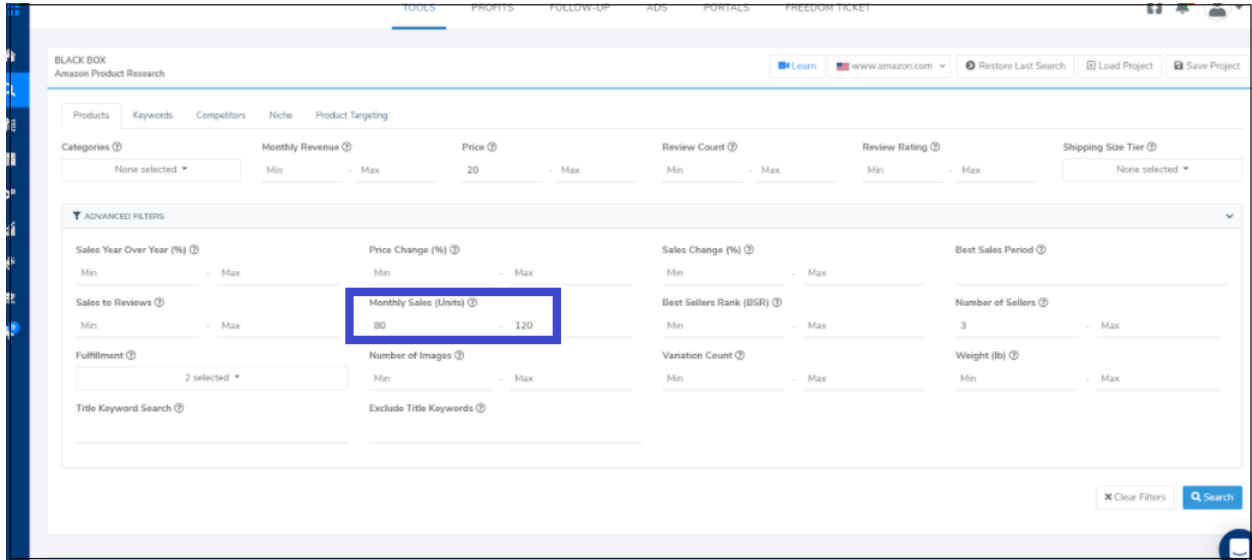


- b. Next, is the Title keyword search.
 - To use this, you enter a relevant target keyword and then the search results will only include products that have the target keyword in the title.

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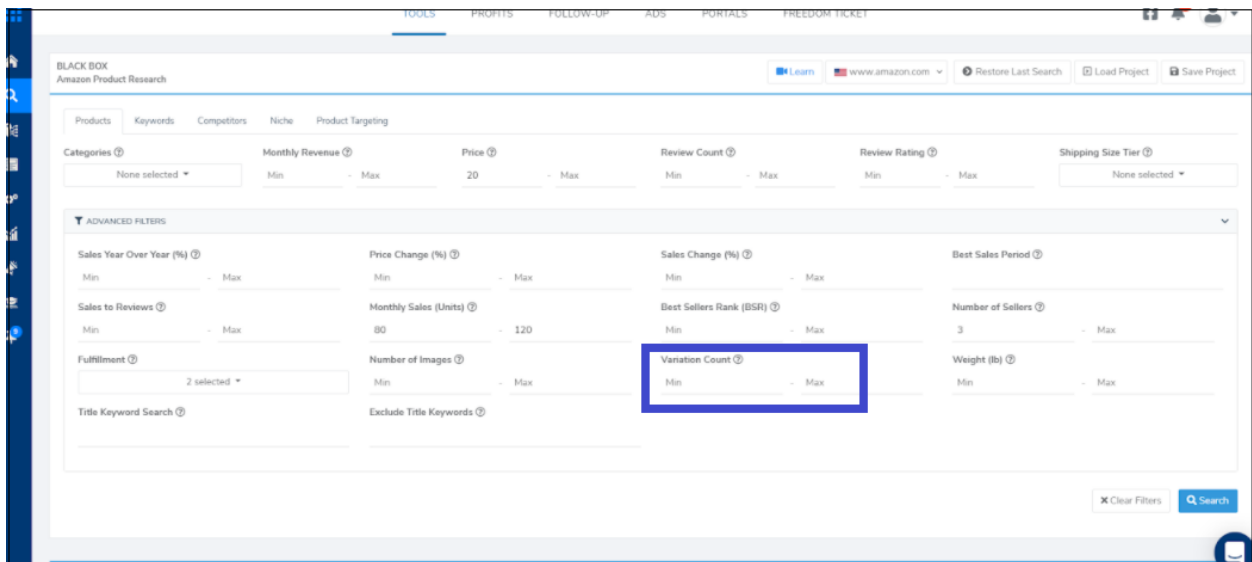


- c. Next, you should consider using banding to narrow your search results.
- Banding should be used in conjunction with the diversification techniques you've just learned.
 - Banding is when you search along a narrow band of criteria - after you've scouted one band, you move onto the next band.
 - When you've finished that, do the same exact search but change the band to 120 to 200 units per month.. Then 200 to 250 and so on.
 - You can use banding with following filters:
 - Monthly Sales Units
 - Monthly Revenue
 - Price



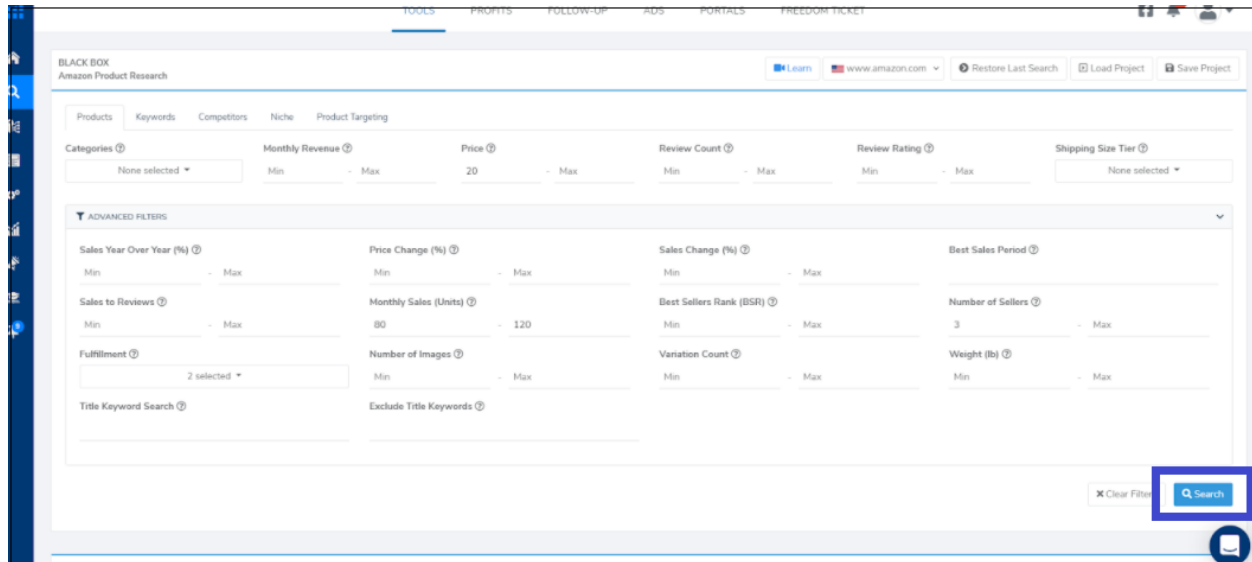
d. Variation Count Filter

- If you change the variation count to a maximum of 1, then the results will not include products that have variations.
- If you change the minimum to 2, then it will only return products with variations



10. Click Search

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11. Then, perform your 4 point Analysis and add the product to your Scouting and Sourcing worksheet if it passes.

Adding Leads to the Scouting and Sourcing Worksheet

	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
	The Wholesale Formula Contact Sheet															
		ASIN	Product Page Link	Prime Low Price	Total Units Sold/Mo	Total Revenue/Mo	Competitive Sellers (inc us)	Our Sales Equity (Units/Mo)	Our Sales Equity (Revenue)							
		OoLor Joy	B077YVVGKRB	jp/B077YVVGKRB/ref=	\$29.00	104	\$3,016.00	3	35	\$1,005.33						
	Green	Needs to be called					\$0.00	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
	Yellow	Needs to be sent 1st contact email					\$0.00	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
	Orange	1st contact email sent - Awaiting response					\$0.00	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
	Red	Responded to email - Needs Attention					\$0.00	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
	NOTE:															
	If a company does not respond to 1st email in 2 weeks, send same email again and update "2nd Email Date."															
	If company does not respond after another two weeks, change to Green (needs to be called).															
							\$0.00	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
							\$0.00	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
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							\$0.00	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
							\$0.00	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!

12. Add the ASIN

- a. Copy the ASIN from the Helium 10 or TWF Buy Box Scope.

Copying The Product Page Link from the Amazon Listing

Highlight and copy (**Ctrl+C** on Windows or **Cmd+C** on Mac)

b. Then paste it to Column F.

The Wholesale Formula Contact Sheet		ASIN	Product Page Link	Prime Low Price	Total Units Sold/Mo	Total Revenue/Mo	Competitive Sellers (inc us)	Our Sales Equity (Units)
Color Key		B077Y	Organic-ColorTravel	\$29.00	104	\$3,016.00	3	35
Green	Needs to be called					\$0.00		#DIV/0!
Yellow	Needs to be sent 1st contact email					\$0.00		#DIV/0!
Orange	1st contact email sent - Awaiting response					\$0.00		#DIV/0!
Red	Responded to email - Needs Attention					\$0.00		#DIV/0!
NOTE:						\$0.00		#DIV/0!
If a company does not respond to 1st email in 2 weeks, send same email again and update update "2nd Email Date."						\$0.00		#DIV/0!
If company does not respond after another two weeks, change to Green (needs to be called).						\$0.00		#DIV/0!
						\$0.00		#DIV/0!
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						\$0.00		#DIV/0!
						\$0.00		#DIV/0!

Highlight and copy (**Ctrl+C** on Windows or **Cmd+C** on Mac)

14. Add the Prime Low Price

a. Get the Prime Low Price of the product found on the Amazon page.

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Innersense Organic Beauty Color Travel Trio
 Visit the INNERSENSE Store
 ★★★★★ 55 ratings

\$29.00 ✓prime & FREE Returns

FREE delivery: Wednesday, Oct 7 Details

In Stock.

Qty: 1

Add to Cart Buy Now

Secure transaction

Ships from Amazon
Sold by Carbon Beauty

Return policy: Extended holiday return window till Jan 31, 2021

Add gift options

Deliver to Brooke - North Las V... 89085

Add to List

New (3) from \$29.00 ✓prime FREE Shipping

Report incorrect product information.

Save \$50 available

Other Sellers on Amazon

b. Then paste to Column L.

TWF Scouting & Sourcing System Workbook Template

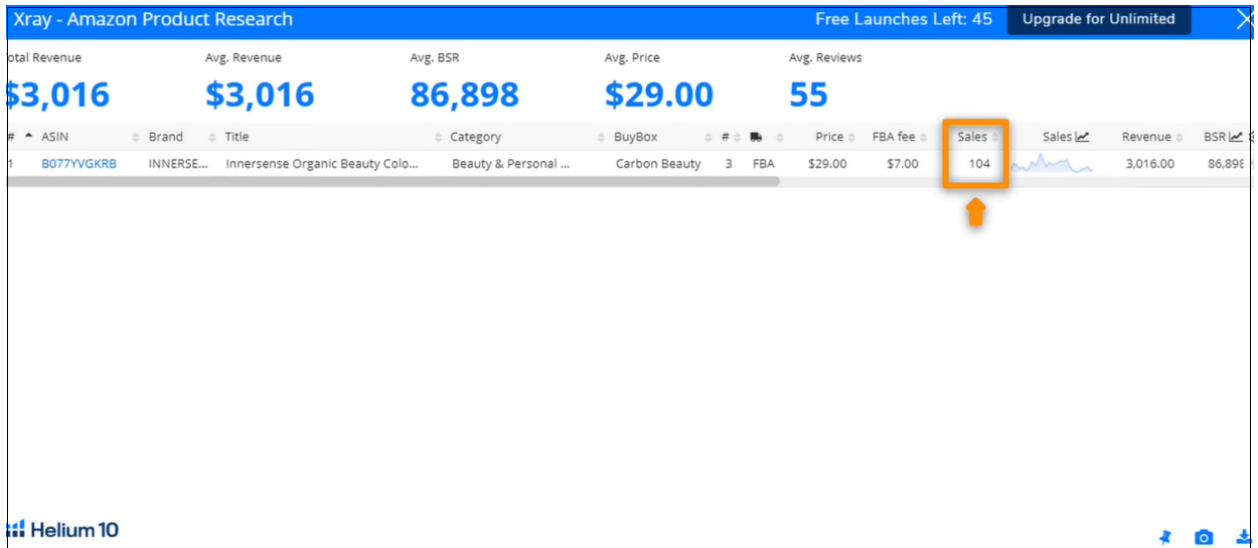
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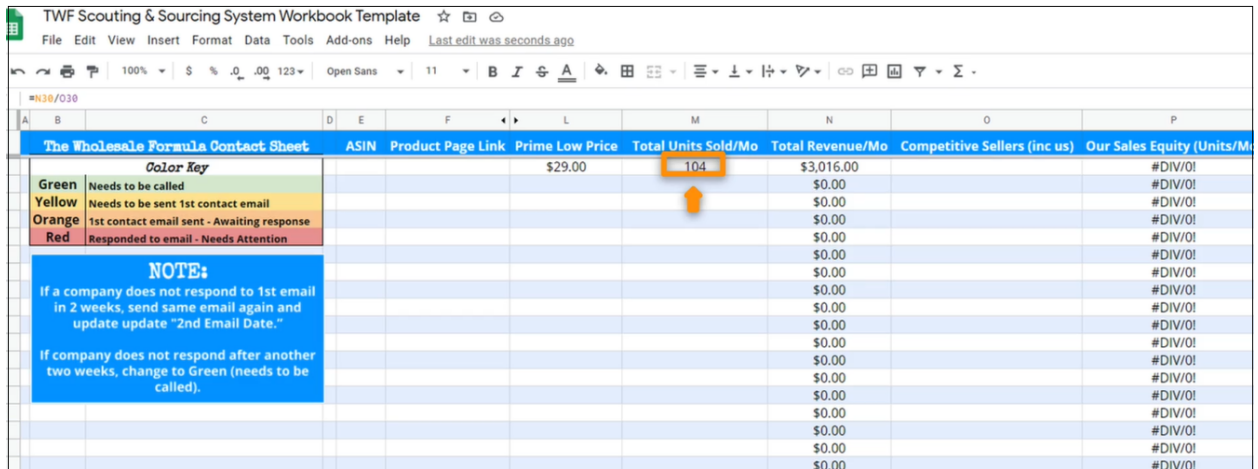
The Wholesale Formula Contact Sheet		ASIN	Product Page Link	Prime Low Price	Total Units Sold/Mo	Total Revenue/Mo	Competitive Sellers (inc us)	Our Sales Equity (Units/Mo)
Color Key				\$29.00	\$0.00	\$0.00		#DIV/0!
Green	Needs to be called				\$0.00	\$0.00		#DIV/0!
Yellow	Needs to be sent 1st contact email				\$0.00	\$0.00		#DIV/0!
Orange	1st contact email sent - Awaiting response				\$0.00	\$0.00		#DIV/0!
Red	Responded to email - Needs Attention				\$0.00	\$0.00		#DIV/0!
NOTE:					\$0.00	\$0.00		#DIV/0!
If a company does not respond to 1st email in 2 weeks, send same email again and update update "2nd Email Date."					\$0.00	\$0.00		#DIV/0!
If company does not respond after another two weeks, change to Green (needs to be called).					\$0.00	\$0.00		#DIV/0!
					\$0.00	\$0.00		#DIV/0!
					\$0.00	\$0.00		#DIV/0!
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					\$0.00	\$0.00		#DIV/0!
					\$0.00	\$0.00		#DIV/0!

15. Add the Total Units Sold per month
 - a. Get the Monthly Sales from Helium 10.

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b. Then paste it to column M.

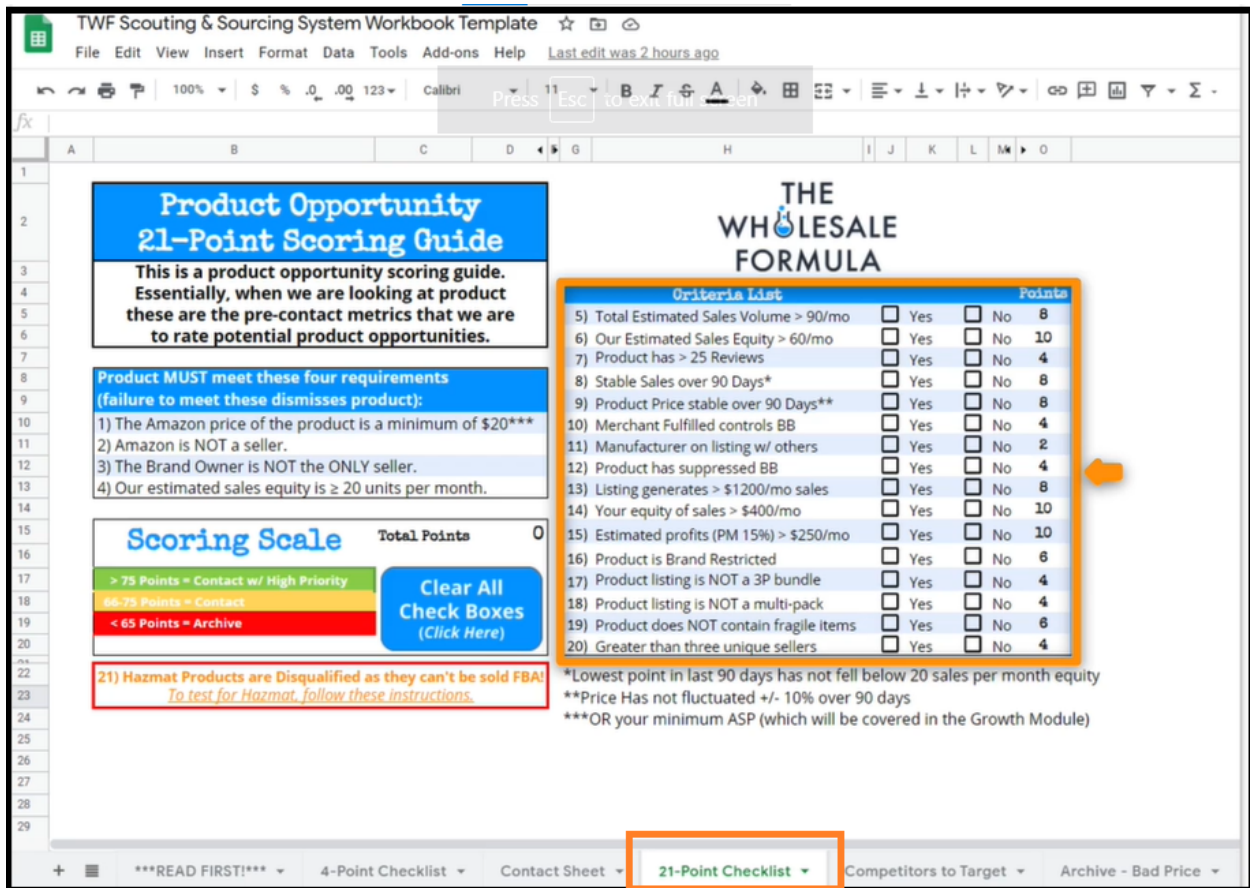


16. Add the Number of Competitive Sellers

a. Get the number of competitive sellers in the Amazon page.

Complete the 21 point Checklist

17. In the TWF Scouting Worksheet, go to the tab that is labeled 21-Point Checklist.



#5 **Total estimated sales volume is greater than 90 per month** – This is important because we want fast moving products. You can answer this using the Helium10 extension. This is the total for all sellers, not just us.

#6 **Our estimated sales equity > 60 units per month** – Just like the last point, this is another bonus for being a high-volume product.

#7 Product has greater than 25 reviews – Not a large influence, but we like to see that the product is well-established and has some history on Amazon. This shows sustained demand, and gives us more confidence that this product will do well over the long term. Product reviews total are located under the title of a product.

#8 and #9. Rank and Price are stable over the last 90 days. Both of these criteria are centered around product consistency. We want to reduce our dependence on products that aren't consistent over time. Note the asterisks on each of these. We define their stability at the bottom. So, a rank is stable if sales haven't fallen below 40 in the past 90 days, and a price is stable as long as the price hasn't fluctuated 10% in either direction in the past 90 days. The Keepa graph will show you this information.

#10. Merchant fulfilled controls the Buy Box – We love seeing this because they aren't a competitive seller so we should be able to dominate the Buy Box.

#11. Brand owner on listing with others – We like it when the brand owner is on the listing because it shows that they have had issues that they are potentially trying to solve by becoming one of the sellers. It's possible that the product didn't have stock, or they needed to do some management of the listing. All of which lends itself to huge growth and immediate value that we can offer them.

#12. Product has a suppressed Buy Box – A suppressed buy box is when there is no buy box on the listing. We can see this as an opportunity for a professional seller like us to come in with a competitive offer who can provide a buy box option.

#13, #14, and #15. Listing generates greater than \$1,200 a month, your equity of sales is greater than \$400 per month, and your estimated profits are greater than \$250 per month assuming a 15% profit margin, are all cash flow and profit-related. Again, we love liquidity in our products. Similarly, we like to know that the top end of the product is worthwhile, and expected profits make it good for us to engage with the product. These criteria are there to verify that the product is performing well and has long-term value should you commit to working with them.

#16. Product is brand restricted – We love when products are gated. You have to remember that you are an authorized seller, and the difficulty generally comes from brands' inability to manage unauthorized sellers. By having their products gated, this means the product will be much better managed. Getting ungated is an easy enough process, particularly when you are an authorized seller.

#17, #18, and #19; **The product listing is not a third-party bundle** which is a listing that is a combination of related SKUs such as a pancake mix plus syrup. **The product is not a multipack**, which is more than one of the same SKU like this 3-pack of vitamins.

And finally, **the listing does not contain fragile items**, such as glass. These are all related to prep. While some product bundles may be worth adding, as well as multipacks or fragile items – they need to produce significant profits to gain our interest as the extra cost and expenses involved with making them increases beyond a standard item. Our goal is to determine that the value is still there.

#20. **There are more than 3 unique sellers** - If there are multiple sellers selling a product – we know that the company is MORE likely to sell to Amazon sellers, which usually makes getting approved easier.

#21. **Hazmat** - if the product is considered Hazmat, we disqualify it immediately. There is a link on the TWF scouting and sourcing sheet with instructions for figuring out if the product has a Hazmat status and there is also a video in the resource vault that explains it.

18. After you answer each of these questions, you can view the final score where it says “total points.”

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TWF Scouting & Sourcing System Workbook Template

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Product Opportunity 21-Point Scoring Guide

This is a product opportunity scoring guide. Essentially, when we are looking at product these are the pre-contact metrics that we are to rate potential product opportunities.

Product MUST meet these four requirements (failure to meet these dismisses product):

- 1) The Amazon price of the product is a minimum of \$20***
- 2) Amazon is NOT a seller.
- 3) The Brand Owner is NOT the ONLY seller.
- 4) Our estimated sales equity is ≥ 20 units per month.

Scoring Scale

Total Points 0

> 75 Points = Contact w/ High Priority

66-75 Points = Contact

< 65 Points = Archive

Clear All Check Boxes (Click Here)

21) Hazmat Products are Disqualified as they can't be sold FBA!
To test for Hazmat, follow these instructions.

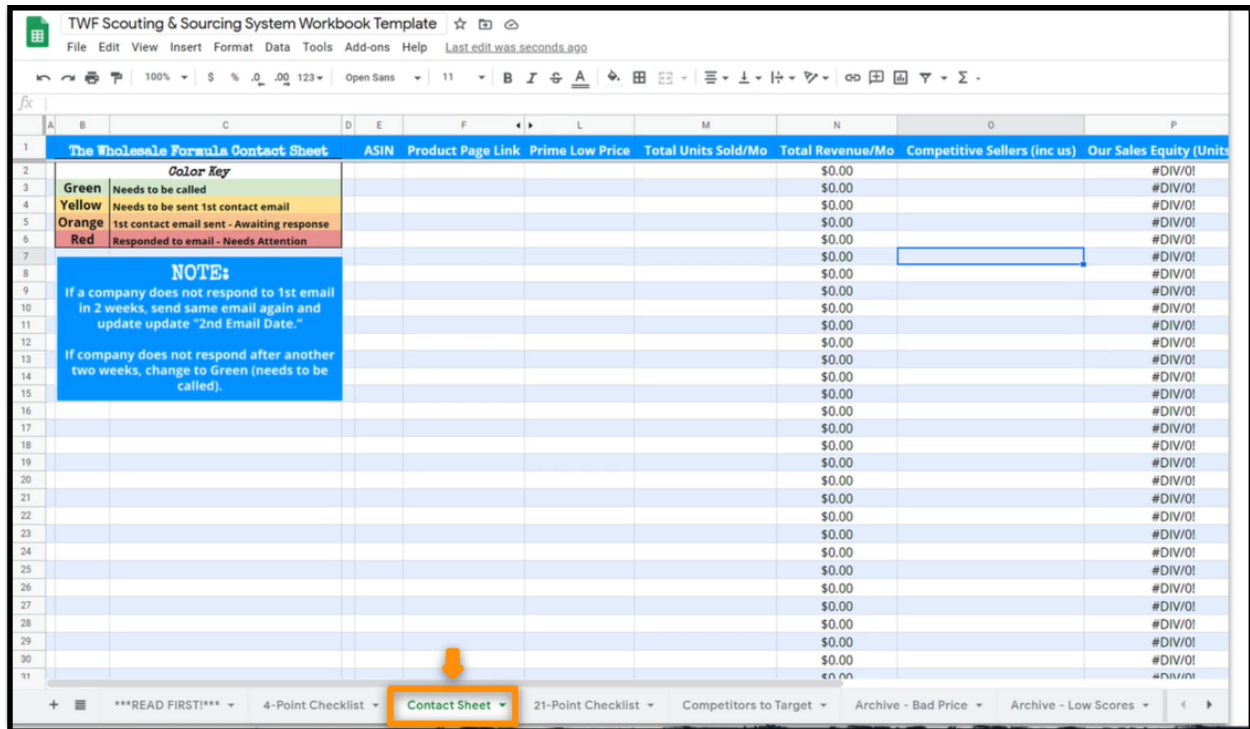
THE WHOLESALE FORMULA

Criteria List			Points
5) Total Estimated Sales Volume > 90/mo	<input type="checkbox"/> Yes	<input type="checkbox"/> No	8
6) Our Estimated Sales Equity > 60/mo	<input type="checkbox"/> Yes	<input type="checkbox"/> No	10
7) Product has > 25 Reviews	<input type="checkbox"/> Yes	<input type="checkbox"/> No	4
8) Stable Sales over 90 Days*	<input type="checkbox"/> Yes	<input type="checkbox"/> No	8
9) Product Price stable over 90 Days**	<input type="checkbox"/> Yes	<input type="checkbox"/> No	8
10) Merchant Fulfilled controls BB	<input type="checkbox"/> Yes	<input type="checkbox"/> No	4
11) Manufacturer on listing w/ others	<input type="checkbox"/> Yes	<input type="checkbox"/> No	2
12) Product has suppressed BB	<input type="checkbox"/> Yes	<input type="checkbox"/> No	4
13) Listing generates > \$1200/mo sales	<input type="checkbox"/> Yes	<input type="checkbox"/> No	8
14) Your equity of sales > \$400/mo	<input type="checkbox"/> Yes	<input type="checkbox"/> No	10
15) Estimated profits (PM 15%) > \$250/mo	<input type="checkbox"/> Yes	<input type="checkbox"/> No	10
16) Product is Brand Restricted	<input type="checkbox"/> Yes	<input type="checkbox"/> No	6
17) Product listing is NOT a 3P bundle	<input type="checkbox"/> Yes	<input type="checkbox"/> No	4
18) Product listing is NOT a multi-pack	<input type="checkbox"/> Yes	<input type="checkbox"/> No	4
19) Product does NOT contain fragile items	<input type="checkbox"/> Yes	<input type="checkbox"/> No	6
20) Greater than three unique sellers	<input type="checkbox"/> Yes	<input type="checkbox"/> No	4

*Lowest point in last 90 days has not fell below 20 sales per month equity
 **Price Has not fluctuated +/- 10% over 90 days
 ***OR your minimum ASP (which will be covered in the Growth Module)

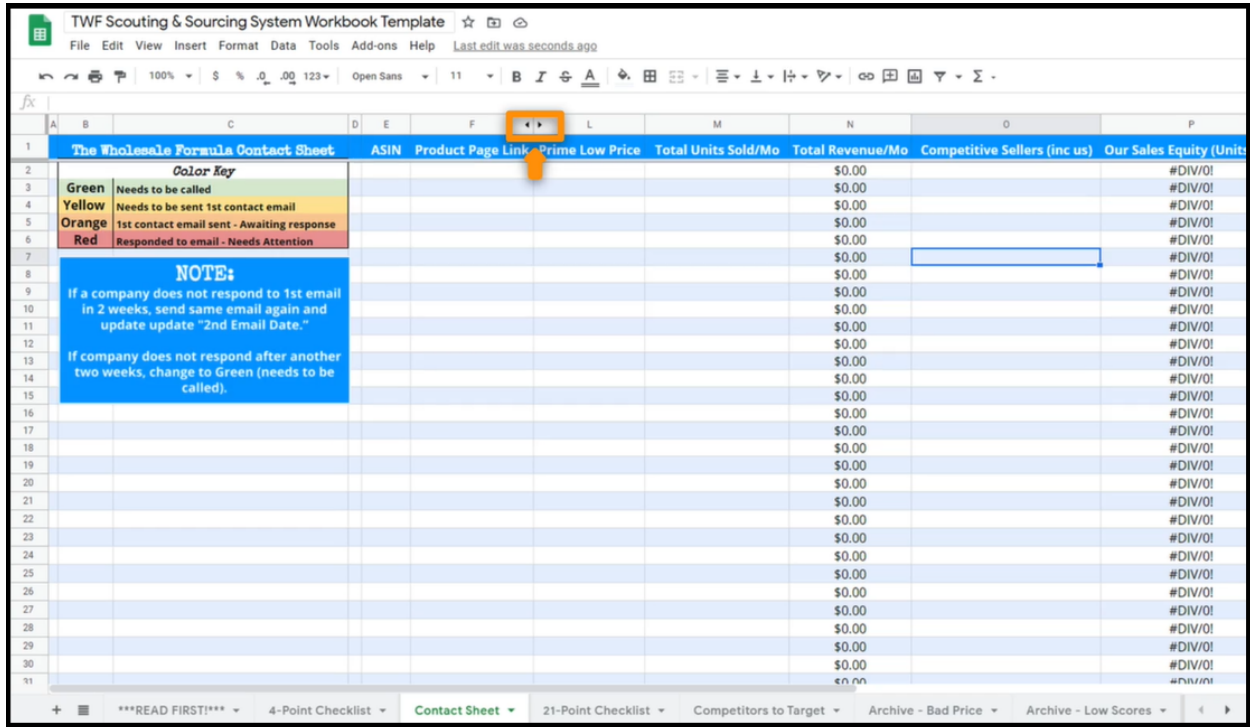
19. Then, you'll go over to your Contact Sheet on the TWF Scouting & Sourcing Workbook.

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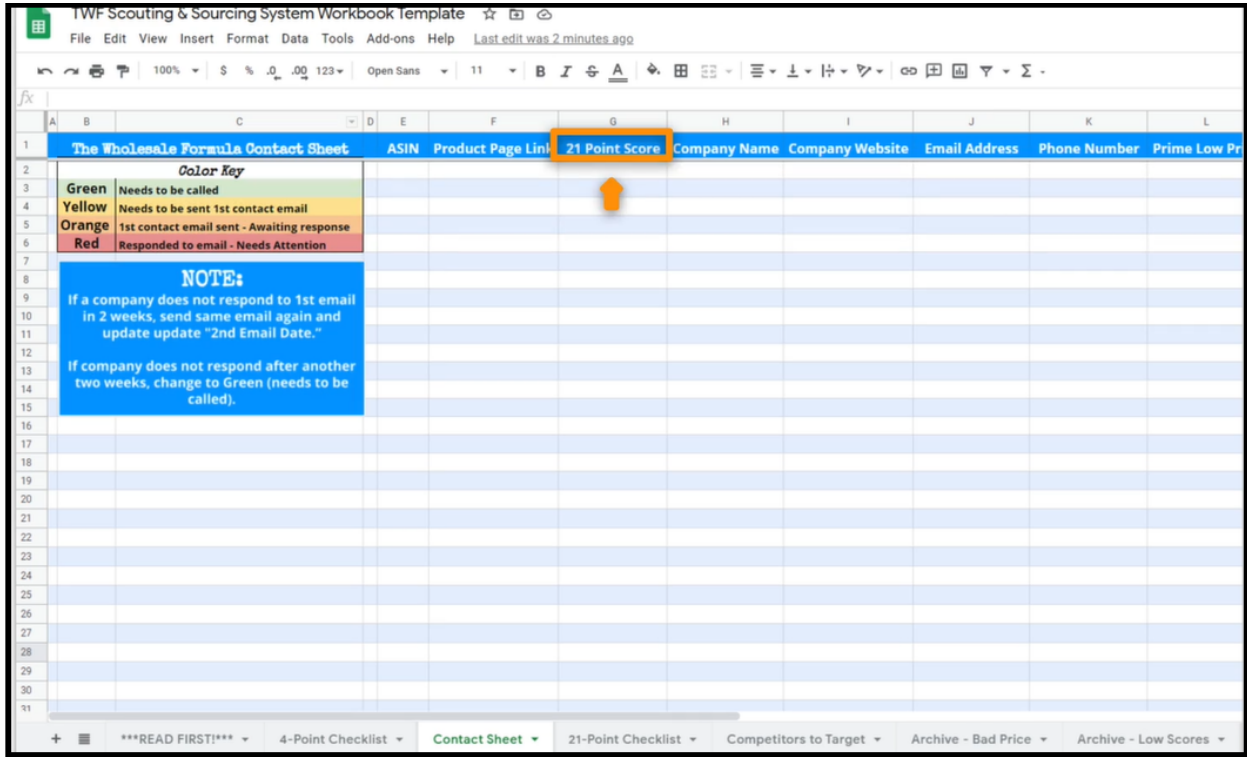
20. And you'll add the 21 point score to column G on the scouting and sourcing sheet. If you previously hid the column, you'll need to unhide it to see it. To unhide it, just click the arrows where Column G should be.

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21. You can now add the 21 point score to column G.

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22. After you've entered all of the pertinent info including the 21-point score, you can then move on to scoring the next product on the 21 Point Checklist. To clear your current score, all you have to do is press this button, "clear all checkboxes."

Find Contact Information

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Scoring Scale Total Points: 0

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- 66-75 Points = Contact
- < 65 Points = Archive

Clear All Check Boxes (Click Here)

THE WHOLESALE FORMULA

Criteria List	Yes	No	Points
5) Total Estimated Sales Volume > 90/mo	<input type="checkbox"/>	<input type="checkbox"/>	8
6) Our Estimated Sales Equity > 60/mo	<input type="checkbox"/>	<input type="checkbox"/>	10
7) Product has > 25 Reviews	<input type="checkbox"/>	<input type="checkbox"/>	4
8) Stable Sales over 90 Days*	<input type="checkbox"/>	<input type="checkbox"/>	8
9) Product Price stable over 90 Days**	<input type="checkbox"/>	<input type="checkbox"/>	8
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16) Product is Brand Restricted	<input type="checkbox"/>	<input type="checkbox"/>	6
17) Product listing is NOT a 3P bundle	<input type="checkbox"/>	<input type="checkbox"/>	4
18) Product listing is NOT a multi-pack	<input type="checkbox"/>	<input type="checkbox"/>	4
19) Product does NOT contain fragile items	<input type="checkbox"/>	<input type="checkbox"/>	6
20) Greater than three unique sellers	<input type="checkbox"/>	<input type="checkbox"/>	4

*Lowest point in last 90 days has not fell below 20 sales per month equity
 **Price Has not fluctuated +/- 10% over 90 days
 ***OR your minimum ASP (which will be covered in the Growth Module)

21) Hazmat Products are Disqualified as they can't be sold FBA!
 To test for Hazmat, follow these instructions.

Finding Contact Information

23. Identify the Brand

- a. Look at the product packaging in the images. With this product, we see the logo Hawaiian Hurricane Company on the packaging, which is a good sign that's the brand name.



- b. Secondly, the product title will almost always contain the brand name. In this example, the product title is 6 Pack Hawaiian Hurricane Microwave Popcorn. So there's little inconsistency from the product packaging, which says Hawaiian Hurricane Company.



- c. Another way you can identify the brand name from the product listing is by looking directly under the product title. This is usually the best way. So, in this case, we see the brand name is Hawaiian Hurricane Popcorn.



24. Research the brand and its products.
- a. To review a brand's available products on Amazon, simply click on the product page link you have stored in your contact sheet. Their brand name and link can be found on the product page next to the listing title.

6pk Hawaiian Hurricane Microwave Popcorn

Brand: Hawaiian Hurricane Popcorn

★★★★☆ 113 ratings | 5 answered questions

Price: \$44.27 (\$1.23 / Ounce)

Get \$50 off instantly: Pay \$0.00 \$44.27 upon approval for the Amazon Rewards Visa Card. No annual fee.

Available at a lower price from other sellers that may not offer free Prime shipping.

New (2) from \$40.99 + FREE Shipping

Save 5%



Banana Chips Dried Bananas Healthy Chips - (Thai Sweet Chili) Immune Support Booster...

★★★★☆ 199

\$18.91 ~~\$19.99~~

Subscribe & Save

Sponsored

b. After clicking that link, we are taken to a page that looks like this which will contain all the products they sell on Amazon.

amazon | All - Hawaiian Hurricane Popcorn | Hello, Sign in Account & Lists - Returns & Orders

1-48 of 64 results for "Hawaiian Hurricane Popcorn" | Sort by: Featured

Eligible for Free Shipping

Free Shipping by Amazon
All customers get FREE Shipping on orders over \$25 shipped by Amazon

Department

- Grocery & Gourmet Food
- Microwave Popcorn
- Traditional & International Sweets
- Popped Popcorn
- Snack Food Gifts
- Dried Grains & Rice
- Everything Else Store
- See All 4 Departments

Avg. Customer Review

- ★★★★☆ & Up
- ★★★★☆ & Up
- ★★★★☆ & Up
- ★★★★☆ & Up

Brand


- Orville Redenbacher's
- Pop Secret
- 365 Everyday Value
- ACT II
- Jolly Time
- BOOMCHICKAPOP
- SkinnyPop
- See more

Price

- Under \$10
- \$10 to \$20
- \$20 to \$30
- \$30 to \$50
- \$50 & Above


\$Min \$Max Go

Simply Delicious Popcorn
Shop Angie's BoomChickaPop




Angie's BOOMCHICKAPOP Gluten Free Sea Salt Popcorn, 0.8 Ounce Vegan Snack Pack...

★★★★☆ 1,368



Angie's BOOMCHICKAPOP Sweet & Salty Kettle Corn Popcorn, 2.25 Ounce Bag (Pack...


★★★★☆ 1,260




Angie's BOOMCHICKAPOP Dark Chocosity Drizzled Sea Salt Kettle Corn Popcorn, 3.5...

★★★★☆ 656


Amazon's Choice




Hawaiian Hurricane Microwave Popcorn 4 Pack
6 Ounce (Pack of 4)
★★★★☆ ~ 201
\$28⁵⁰ (\$1.19/Ounce)
prime Get it as soon as Thu, Oct 29



6pk Hawaiian Hurricane Microwave Popcorn
6 Ounce (Pack of 6)
★★★★☆ ~ 113
\$44²⁷ (\$1.23/Ounce)
prime Get it as soon as Thu, Oct 29



12pk Hawaiian Hurricane Microwave Popcorn Singles
6 Ounce (Pack of 1)
★★★★☆ ~ 37
\$79⁹⁹ (\$1.11/Ounce)
FREE Shipping



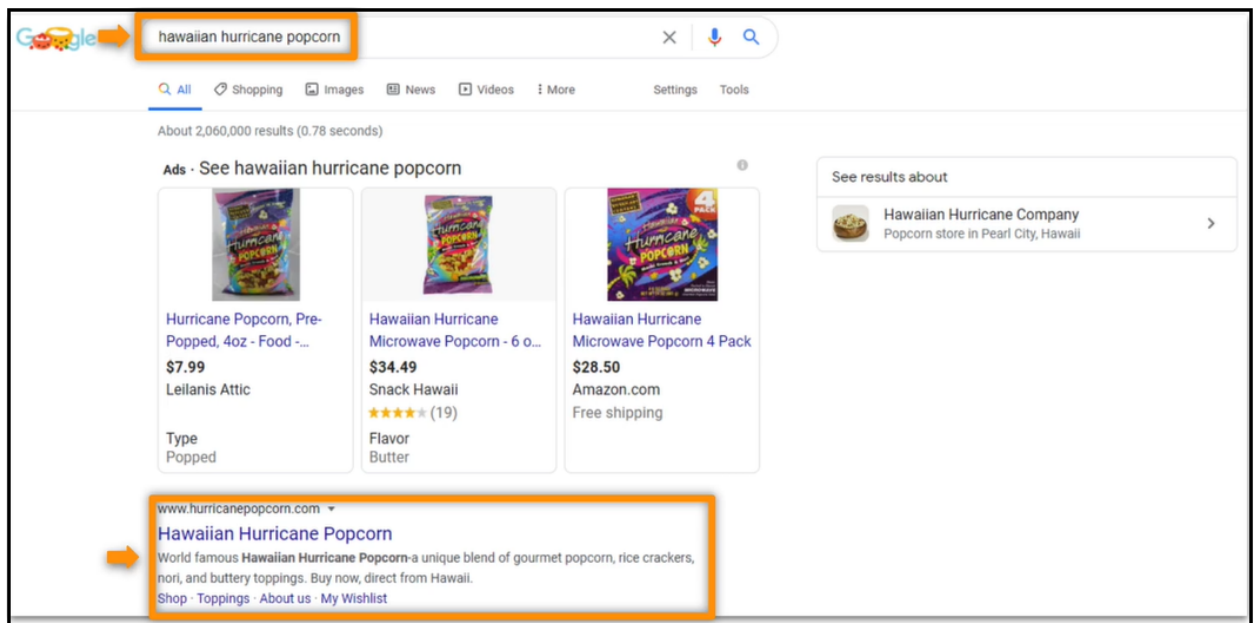
Hawaiian Hurricane Microwave Popcorn Singles
6 Ounce (Pack of 1)
★★★★☆ ~ 79
\$79⁹⁹ (\$1.33/Ounce)
FREE Shipping

25

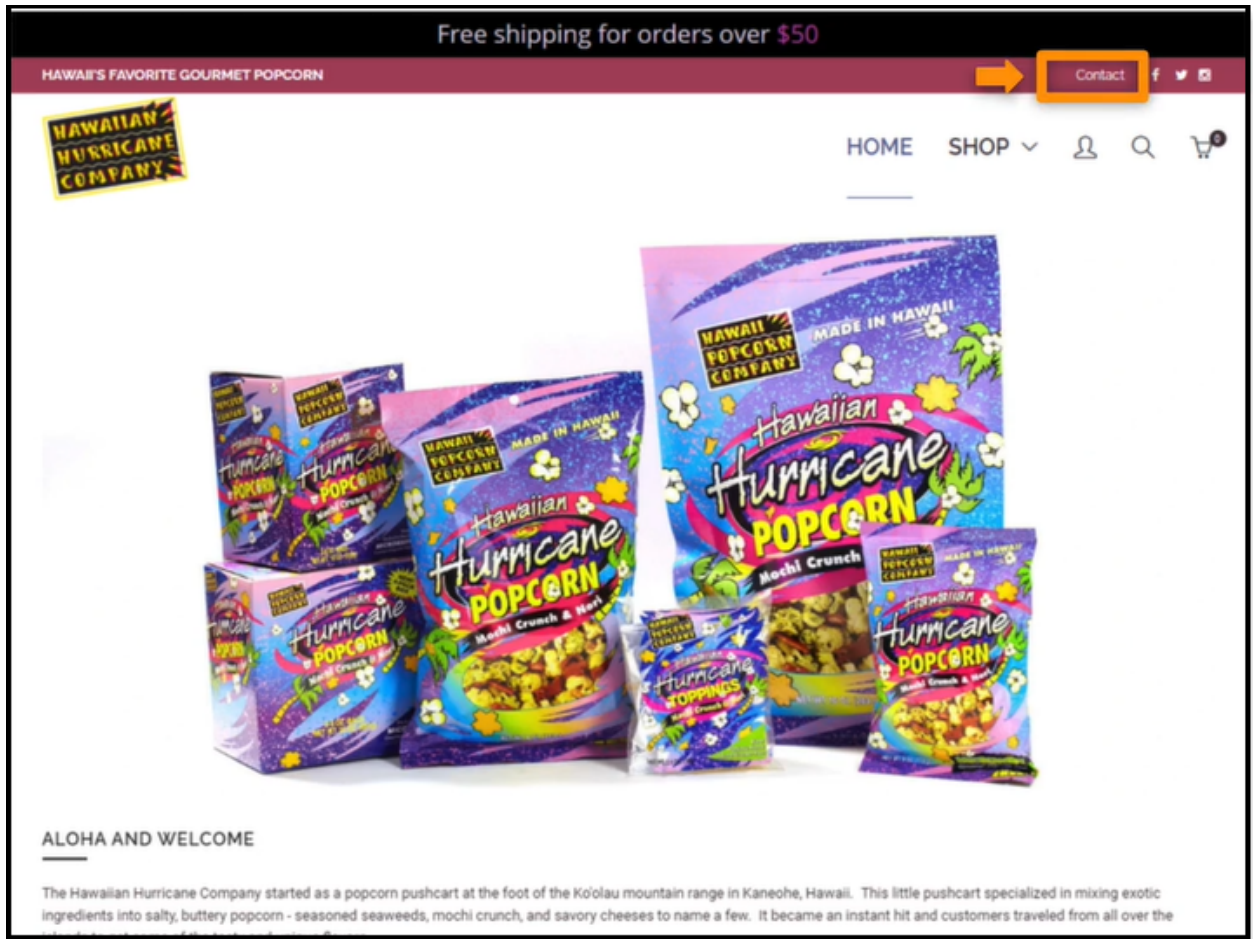
- c. Now, what exactly are we looking for here? Well, not only are we analyzing their products to see what kind of opportunity their brand represents, but we are also looking for listing deficiencies.
- d. You should take note of any deficiencies you find as they will be great talking points for you to present to the brand owner. Titles missing important keywords, poor product images, bland descriptions, less than 5 bullets, poor reviews, etc. these will all be points of interest for you as these are critically important to the product's success.

25. Look up their contact information.

- a. To do this, we simply use Google to look them up. You can usually find the brand owner by searching the brand's name. Sometimes you may need to include in your search the types of products they offer as well.

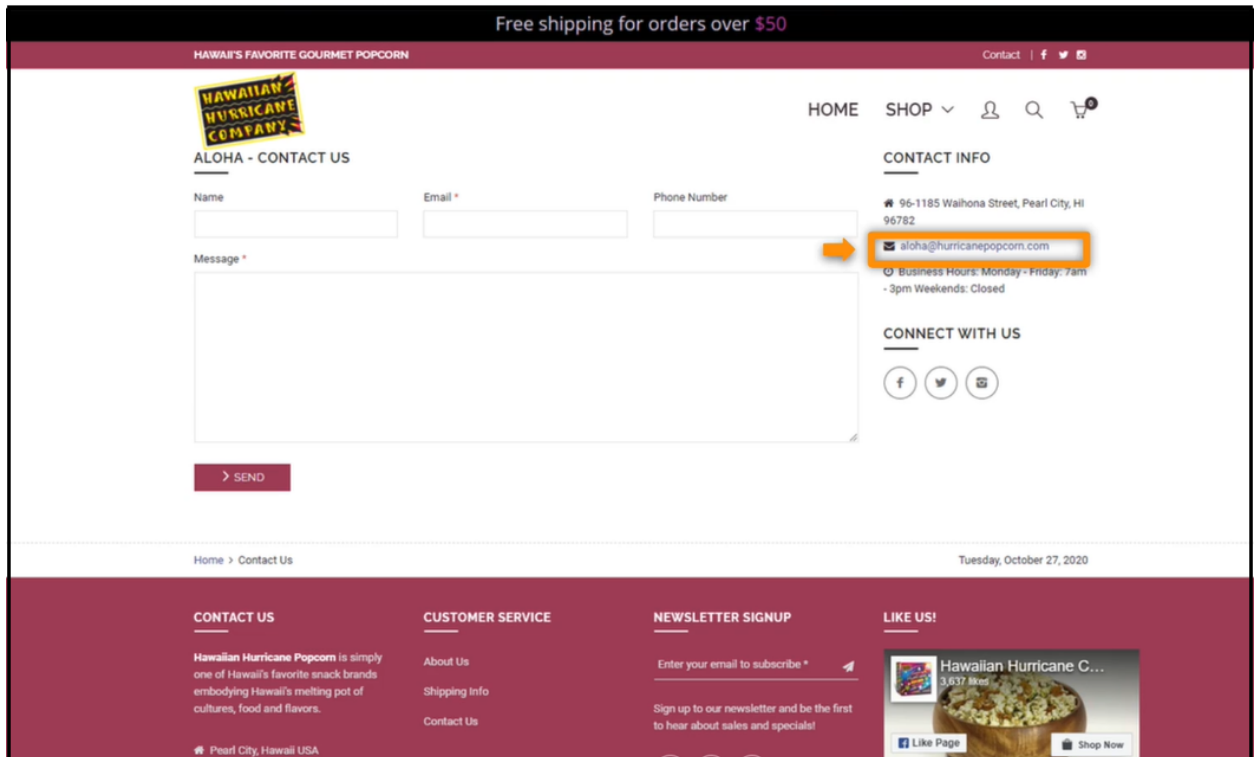


- b. Once you are certain that it's the correct website, look for the contact information. Usually you can find it in the banner menu or sometimes even on the bottom of the page in the footer. Look for buttons that say "Contact Us" or "Connect".



- c. It is preferable to get an email address and phone number, but sometimes, you may only be able to get a contact form. If you look all over the brand's website and find that they keep their email address pretty well hidden, you can still copy the url to the contact form and paste it in the contact sheet of the TWF Scouting & Sourcing Workbook where you'd normally put the email address.

THE WHOLESALE FORMULA
4 HOUR WORK WEEK
MASTERCLASS



TWF Scouting & Sourcing System Workbook Template

		ASIN	Product Page Link	Z1 Point Score	Company Name	Company Website	Email Address	Phone Number	Prime Low Price	To	
1	The Wholesale Formula Contact Sheet										
2		B077YVGKRB	lp/B077YVGKRB/refa		Hawaiian Hurricane Popcorn	hurricanepopcorn.com	aloha@hurricanepopcorn.com			\$29.00	
3	Green	Needs to be called									
4	Yellow	Needs to be sent 1st contact email									
5	Orange	1st contact email sent - Awaiting response									
6	Red	Responded to email - Needs Attention									
7	NOTE:										
8	If a company does not respond to 1st email in 2 weeks, send same email again and update "2nd Email Date."										
9	If company does not respond after another two weeks, change to Green (needs to be called).										