

Thank you for downloading our Formula Checklist. This is another step towards changing your life with the power of wholesale. We truly believe that by using our formula, anyone can grow their very own successful wholesale-based Amazon business. This checklist will show you exactly how to use our formula to find awesome products you can use to create a consistent, reliable revenue stream, month after month.

## The 3 Factors of an Awesome Product

### 1. Amazon is NOT a Seller

It's virtually impossible to compete with Amazon on any product. So, if Amazon is a seller, simply rule that product out as a prospect. We do this first to save us time on any further analysis.

### 2. The Price is > \$20

This is a general rule of thumb because these products usually have more room for profit. It's possible to have success with cheaper products, but that requires much more knowledge and experience.

### 3. There are 3+ Sellers

Products with less sellers are generally a waste of time for one reason or another. It should be stated that the maximum number of sellers on a product doesn't necessarily matter, but less than 3 is a no go.

Once a product has passed this 3-step test, it's time to use our formula.

The formula is going to allow you estimate your **monthly** total units sales and **profit**.

**Step 1) Best Seller Rank** – Find the **Best Seller Rank** and **Product Category** on the product page in the product information section. Copy the rank and move to step 2.

**Step 2) Jungle Scout Estimator** – Go to [www.junglescout.com/estimator](http://www.junglescout.com/estimator), select the appropriate product category, and paste the rank into the calculator. Your result is the estimated number of times that product sells each month.

**Step 3) Buy Box** – Go back to the product page and find the buy box. Record the price in the buy box.

**Step 4) Competitive Sellers** – Now we need to calculate how many competitive sellers there are. Competitive Sellers are **Prime Sellers** (✓Prime) priced within 2% of the buy box. Click on the "other sellers" option to view all sellers. Once there, simply multiply the buy box price from the previous step by 1.02. Any seller priced over this new number is considered non-competitive. Now, total the number of competitive sellers.

**Step 5) Calculate Profit** – Now it's time to see how much money you can make on this product. First, simply add one to the total competitive sellers to include yourself. Second, divide the Jungle Scout Estimated monthly sales from earlier by the new number of competitive sellers. This will tell you how many units you can expect to sell every month! Third, multiply that by the buy box price. This tells you how much revenue you'll make. Lastly, multiply that revenue by 0.15 to estimate your profit! It's that easy. Keep in mind that this is a conservative profit estimation for most products.

# Scouting with TWF

## The Wholesale Formula

$$\begin{matrix} \text{First} & & \text{Second} & & \text{Third} & & \text{Fourth} \\ \text{Competitive Sellers} + 1 & \xrightarrow{\text{Jungle Scout Estimation}} & \frac{\text{Competitive Sellers} + 1}{\text{Competitive Sellers} + 1} & \times & \text{Buy Box Price} & \times & 0.15 = \text{Profit} \end{matrix}$$

This is the Product Page. Here you will find the Buy Box, Selling Price, and Other Sellers link.

The screenshot shows the Amazon product page for Hammermill Paper. Red callouts identify the following elements:

- Buy Box:** A red box highlights the price area showing a price of \$7.98 with a Prime logo and a 'Buy Box' label.
- Selling Price:** A red box highlights the 'Add to Cart' button area, with a 'Selling Price' label.
- Click Here to View Other Sellers:** A red box highlights the 'Other Sellers on Amazon' link, with a 'Click Here to View Other Sellers' label.

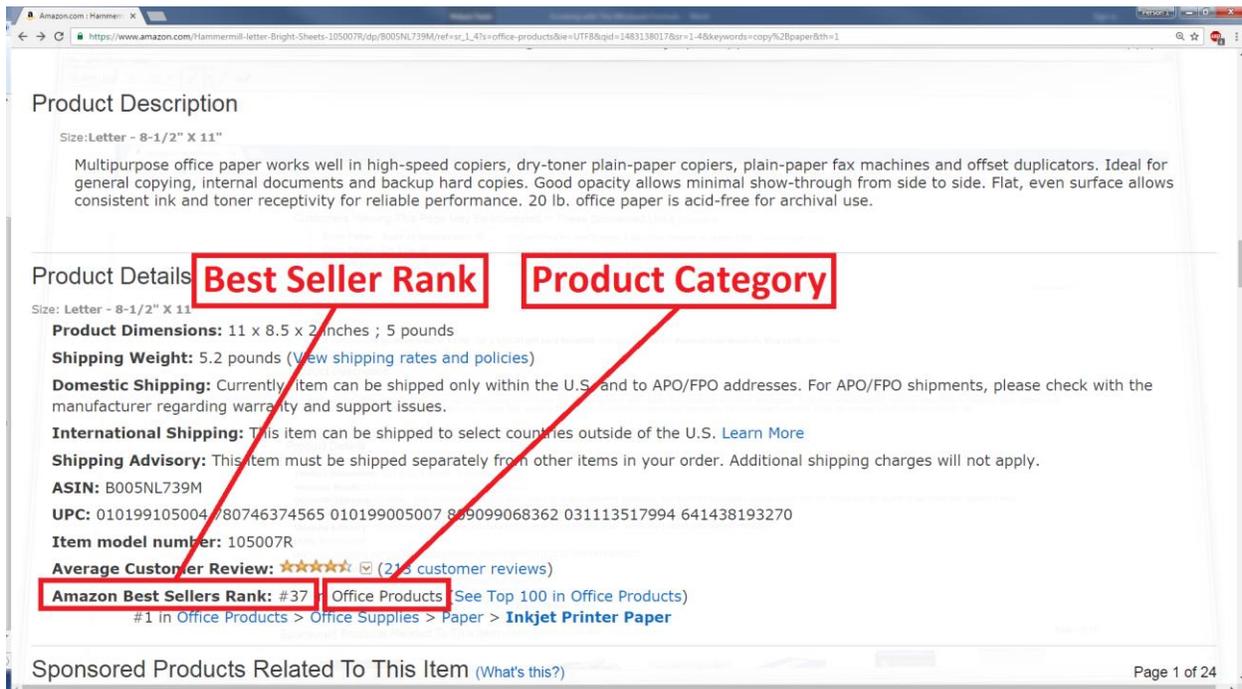
After clicking the Other Sellers link, you can see all of the current sellers of the product.

The screenshot shows the 'Other Sellers' page for Hammermill Paper. Red callouts identify the following elements:

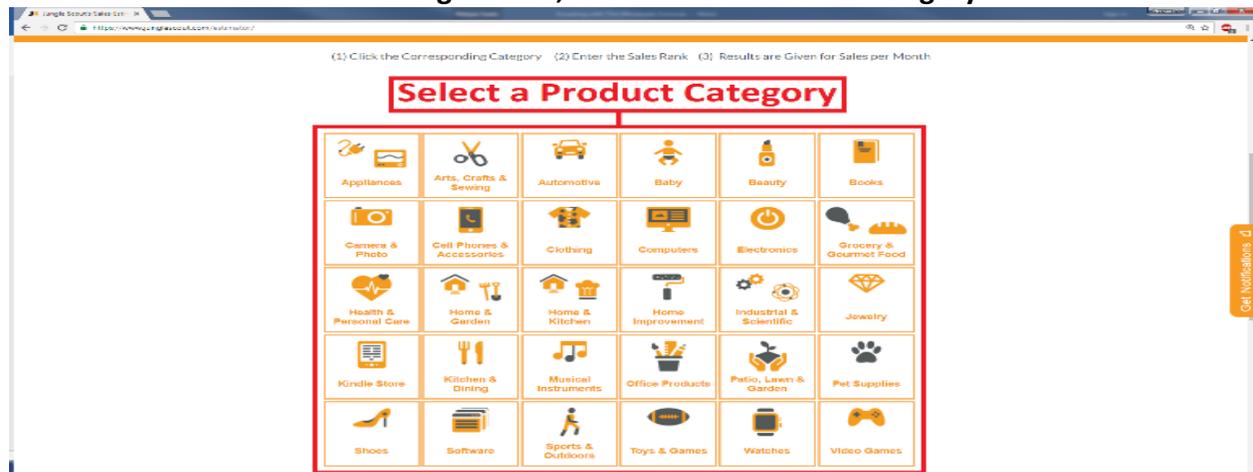
- List of Sellers:** A red box highlights the table of sellers, with a 'List of Sellers' label.
- Amazon as a Seller:** A red box highlights the entry for 'amazon.com', with an 'Amazon as a Seller' label.
- Prime Sellers:** A red box highlights the entries for 'amazon.com' and 'A M Trading', with a 'Prime Sellers' label.

# Scouting with TWF

Back on the Product Page, scroll down until you reach the Product Details section.  
Here you will find the Best Sellers Rank and Product Category.



## Once on Jungle Scout, 1. Select the Product Category



## 2. Enter the Best Sellers Rank



# Scouting with TWF

Let's walk through an example.

Here is a product that passes the Awesome Product test:

The screenshot shows the Amazon product page for 'Lypo-Spheric Vitamin C, 0.2 fl oz. - 30 Packets'. The price is \$29.95. Red annotations highlight key features: 'Price is > \$20' points to the price, 'Amazon is NOT a Seller' points to the 'Fulfilled by Amazon' status, and 'There are More Than 3 Sellers' points to the list of multiple sellers. The page also shows a 'Seller Information' section with several other sellers like Health Media, Inc., LivOn Laboratories, and SpiritualNutrients.

Now, we move on to using the formula.

Step 1) Find the Best Sellers Rank and Product Category.

The screenshot shows the 'Product Details' section of the Amazon product page. Red annotations highlight the 'Best Sellers Rank' and 'Product Category'. The 'Best Sellers Rank' is #336 in the 'Health & Personal Care' category. The 'Product Category' is 'Vitamins & Dietary Supplements > Vitamins > Vitamin C > C-Complex'. Other details include 'Product Dimensions: 5 x 4 x 4 inches', 'Shipping Weight: 8.8 ounces', and 'Average Customer Review: 4.5 stars (1,069 customer reviews)'. The 'Product Description' section is also visible, explaining the benefits of the product.

# Scouting with TWF

Step 2) Use the Jungle Scout Estimator to estimate how many units can sell each month.

(1) Click the Corresponding Category (2) Enter the Sales Rank (3) Results are Given for Sales per Month

**PICK A CATEGORY**

ENTER SALES RANK FOR: **HEALTH & PERSONAL CARE**

336

**3,483**

ESTIMATED SALES PER MONTH

Camera & Photo	Cell Phones & Accessories	Clothing	Computers	Electronics	Grocery & Gourmet Food
Health & Personal Care	Home & Garden	Home & Kitchen	Home Improvement	Industrial & Scientific	Jewelry

So, after we select the Product Category of Health & Personal Care and then we enter the Best Sellers Rank of 336, Jungle Scout estimates we can sell 3,483 units/month.

Step 3) Record the Buy Box price. In this case, the price is \$29.95

amazon

vitamin c

New Year. New You. Sponsored by H&B BLOCK

Health & Personal Care

Lypo-Spheric Vitamin C, 0.2 fl. oz. - 30 Packets | 1,000 mg Vitamin C Per Packet | Liposome Encapsulated for Maximum Bioavailability | Professionally Formulated | 100% Non-GMO, Ultra-Potent... **\$29.95** (FREE Prime) | Fast, FREE Shipping with Amazon Prime

**Buy Box Price**

**Lypo-Spheric Vitamin C**

1,000 mg Vitamin C  
1,000 mg Essential Phospholipids

Other Sellers on Amazon 7 new from \$29.95

- \$29.95 (\$4.99 / Fl Oz) & FREE Shipping on eligible orders. Details Add to Cart
- Sold by: 911 Health Shop
- \$29.95 (\$4.99 / Fl Oz) & FREE Shipping on eligible orders. Details Add to Cart
- Sold by: Pure Essence Health
- \$29.95 (\$4.99 / Fl Oz) & FREE Shipping on eligible orders. Details Add to Cart
- Sold by: Health Media, Inc.

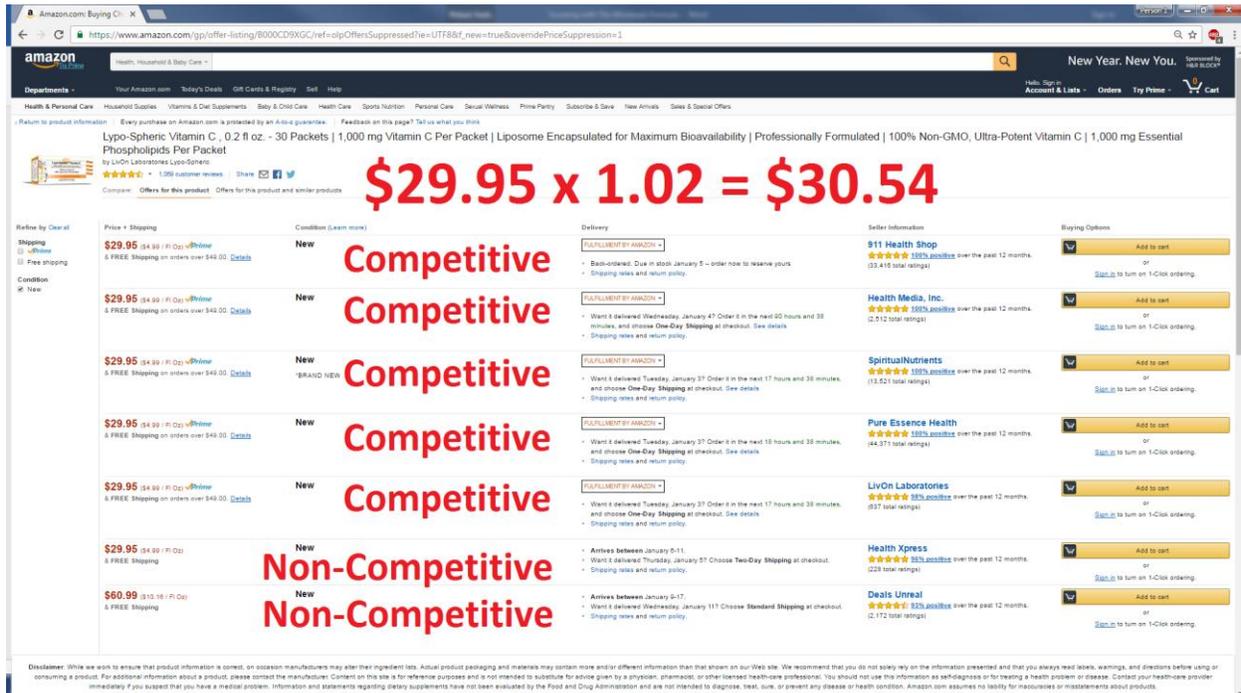
Share 440+ Shares

Emergen-C® Dietary Supplement (1000 mg Vitami...

# Scouting with TWF

Step 4) Calculate the number of Competitive Sellers.

All sellers priced at 2% more than the Buy Box price are considered to be non-competitive.



So, we have 5 Competitive Sellers. It's important to note that although Health Xpress is priced within the 2% margin, they are a non-prime seller and they don't currently have the buy box. This makes them non-competitive because they'll never get the buy box.

Step 5) Now we use the formula to calculate the estimated potential profit.

$$\text{Competitive Sellers} + 1 \rightarrow \frac{\text{Jungle Scout Estimation}}{\text{Competitive Sellers} + 1} \times \text{Buy Box Price} \times 0.15 = \text{Profit}$$

So, we need competitive sellers which was 5, the Jungle Scout Estimation which was 3,483, and the buy box price which was \$29.95. Let's plug in the numbers and see our profit!

$$\begin{array}{cccc} \text{First} & \text{Second} & \text{Third} & \text{Fourth} \\ 5 + 1 = 6 & 3,483 / 6 = 580.5 & 580.5 \times 29.95 = \$17,386 & \$17,386 \times 0.15 = \$2,607 \end{array}$$

So, using a conservative estimate of only 15% profit, this one product alone could make us:

## \$2,607 EVERY MONTH

It really is that easy to find awesome products.

To summarize, all you have to do is 1) Check the 3 Factors of an Awesome Product and then 2) Do 4 easy calculations to find out how much money you could be earning every month! The best part is, once you get learn this, it only takes a few seconds to evaluate each product!