



Outsourcing Your Leaf Sourcing

Hey, everyone. You might have heard us talk about our wholesale sourcing software that we had developed and use every day. That software is The Wholesale Formula List. In this video, I'm going to actually show you an example of a product list that the software can generate, and even tell you how you can sign up and get access to these lists of great potential wholesale products. How does this list work? We use our proprietary software to extract the top 30,000 bestselling products in an Amazon category. We then filter that list with the following criteria: selling price above \$10, between three and 15 FBA sellers and Amazon is not currently selling the product. These filters help narrow down the list to only the best potential wholesale products with a great rank, limited competition and a strong average selling price.

You then choose from a set of predefined sales rank ranges in our available categories and get the full list of products that are in that range. You can choose one per month which will be delivered on the 1st of each month. Ranges vary by category, but each has hundreds of low competition potential wholesale products. You will have access to get lists in the following categories: toys and games, home and kitchen, health and personal care, sports and outdoors, baby and grocery. Without further adieu, let's go ahead and look at a live example of sourcing using The Wholesale Formula List.

Here we are looking at an example of one of our lists from our TWF list software. Right now I have the home and kitchen category pulled up. We're looking at sales ranks between 10,000 and 20,000 in the category. All the products were filtered to be within three to 15 sellers. This allows us to skip all the private label products with one to two sellers and all the overly competitive products with 15 or more sellers just to get a list full of wholesale products that are ripe for the picking. That's what we're looking at. We also only look at products greater than \$10 to narrow it down to stuff with better profit potential. Not only that, but the software also eliminates all products where Amazon is a seller.

You'll notice as an added bonus we have a column that does its best to determine the FBA sellers and Buy Box contingent as well as clickable links to the products on Amazon, Camel Camel and Keepa. Right now, I'm looking at a list we generated about three weeks ago. Some of the information is not going to be completely up-to-date in this example, but the ones we send you will be fresh and ran just hours before you receive them. Now let's source an example here. When we source we generally go straight down the list looking each link and looking at all the products. For the sake of saving time, I looked at three products before

starting up the video and picked one. I swear that was it. I really just looked at three products off the list to find this one. That's how quick and easy it is.

It's the one right here at the top, the nautical, decorative, fishnet pack with shells and cork. It sounds interesting. I got it pulled up here on Amazon just by clicking the link there in the document. Then we can see that it has... our TWF app determined it has two competitive offers with a 15,800 rank in home and kitchen. If we Jungle Scout that, we can see that it sells about 293 times estimated, if it would be the third offer. That would put us coming in a little bit over 90 sales/month. That's perfect for this product as it currently sees a Buy Box price of \$16.26. Let's say I want to do further research on this product, put it on our prospects sheet. I can figure out. It says the manufacturer is TBI here, but also right on the packaging it says ...

If you turn your head sideways you could see the Beachcombers International Incorporated is the company. I'm also going to click this link here to see since this looks like a good potential product, see what else TBI or the Beachcombers International carries. You can just see other stuff. This is something I would definitely save and want to look through at another time to look at the rest of their stuff on Amazon that could be popular. I did a Google search for the Beachcombers International, it was the second link in Google for their company. That ended up being them. It was a wholesale site, and took no time to search and find the item listed on their website right here it is, the fishnet pack with shells and cork.

You can see this is an image of the product opened out of the package. Like I said, this is a wholesale site. This company does strictly wholesale sales. It even mentions it here, right here on the site. All you got to do is register with them, sign up with them to start ordering. If you wanted to do that further research just to be sure that it's the right product, I did that as well. You can here's the version without the shells and the cork with the same packaging. I'm almost for sure that we were looking at that exact product. It was that easy to find, a good product just like that.

The Wholesale Formula List is a monthly subscription where you receive hundreds of wholesale prospects just like we saw in the demonstration each month. Just finding one good wholesale account with our list can more than pay for an entire year's subscription. The Wholesale Formula List is exclusive to TWF members and is only \$149.99/month. You can sign up right now at WholesaleFormulaList.com. If you have any questions, feel free to message me, Dylan, on Facebook.