



Where to Start Leaf Sourcing

We wanted to make this video as it is a common question that we receive in the group. It seems that most everyone understands the concept of leaf sourcing. However, the major sticking point is actually getting started. This video should give you a multitude of ideas about where you can start leaf sourcing today and find lots of great products to fill your pre-contact spreadsheets with.

One thing that you have to remember about leaf sourcing is that customers tend to buy similar branded items. This means that customers who purchase primarily big box brands will do so for the majority of the products that they buy. This is the reason that leaf sourcing works so well. Likewise, it means that our starting points need to be on products that Amazon does not carry. Similarly, we want to steer clear of private label products as the same holds true for them, but is much more noticeable because the private label products' affiliation with review groups. This means that there will be very few opportunities that will be found amongst those products. In the interest of time, we avoid them as a starting point. The key is to go where Amazon not and on non-private label products as a starting point.

Starting points include products that you already carry. If you already found and carry a wholesale product that isn't carried by Amazon and isn't a private label product, the best option is starting there. These tend to be the strongest as customers will tend to look for the same type of niche or small brand products.

Keyword searches. We actually do these pretty often. We keep lists of search terms for niches and other products that might be good to research. I do this whenever I'm reading an article or listening to a podcast. Here's something that I've not heard about. For example, if someone said, "Cloth baby diaper" that might be a great place to start searching out niches related to that product. Also, you could search for generic and non-specialized search terms, such as "diaper", "cookware", "barbecue", or anything really. You would want to simply scroll through the products until you find the first product that is not carried by Amazon and is not a private label product to start your search from that point.

Other sellers inventory. We tend to look at sellers with 200 to 2,000 feedback in the past 30 days. These sellers are generally doing fairly significant amount of sales but aren't in the mega seller range, which will mean that they are generally focused on several strong niches. Our goal here is to find several leaf starting points.

Manufacturer name search. You can search for manufacturer names, possibly products that have not allowed you to carry their product. Search for their products and find products within the brand to research out from. This method will generally be harder to get started from but can produce some wonderful results.

Sub rank top 100 lists are an excellent place to start leaf sourcing from. You can simply run through the top 100 of various subcategories and extend your top category BSR out from there.

The thing about leaf sourcing is that you can really just start anywhere. The first product that you find, fits your criteria, and is not carried by Amazon or is not a private label product, is a great jumping off point and will lead to many new leaves and trees to source from. We utilize everything we have around us as inspiration, articles we read, podcasts we listen to, TV shows we watch, our Facebook feed. My goal is to start leaf sourcing any niche I haven't searched before as it can provide a huge opportunity. Starting this may seem daunting at first, but you really have everything you do as an inspiration. Look for an opportunity and simply jump in. Locate a product and use that product, the people who carry it, and the new leaves it offers as a jumping off point that will lead to more products and opportunities.