

THE WHOLESALE FORMULA

Module 3 – Intro

Alright, welcome to module number 3: Scouting. Now that you are equipped with the tools and knowledge to properly analyze products, it's time to start looking for prospective ones. To do that, we have designed a complete scouting system. We have developed this system over several years of selling products on Amazon and it's the exact system we currently use in our business.

Our system involves multiple scouting techniques that yield high volumes of awesome companies for you to contact. The four techniques we're going to teach you are:

Leaf Sourcing, Amazon Filtering, Jungle Scout Filtering, and Super Targeting. Leaf sourcing is our proprietary technique we developed that is designed to generate leads. Amazon Filtering is a technique that utilizes searching Amazon's categories and using a set of filters to lead you to the BEST possible products in a given niche. Finally, Jungle Scout Filtering delivers massive amounts of highly targeted leads. It functions like a more automated form of Leaf Sourcing and can deliver amazing results.

You might think the ultimate goal of these scouting techniques is to find great products or companies, but the real goal is to find competitors. You see, we have learned that by finding the right competitors, we are able to much more efficiently find a large volume of awesome products and companies. We specialize in finding competitors like us. By doing this, we are able to find the same kinds of products we want to carry. That makes sense, right? So, once you've learned those initial scouting methods, you'll then learn how to use them to find the right competitors. We call this Super Targeting, and it's the best way to scout.

Before we begin, you'll need to download a few chrome browser extensions. To use these, you will need **Google Chrome** installed. So, if do not have Chrome, go ahead and pause the video and download it real quick... Once you've downloaded Google Chrome, you'll need to download the following extensions from the Chrome Web Store:

Jungle Scout Pro – This is an essential piece of software that is used in each scouting method. It's the only one that isn't free, but, again, as a TWF student, you get a \$10 discount.

TWF Buy Box Scope – This is our extension. If you don't already have this installed, it's another essential tool. The buy box scope will show you the number of competitive sellers on an Amazon listing. This helps us to identify private label products, as they'll typically have only 1 FBA seller.

DS Amazon Quick View – This extension allows you to quickly analyze the competition. It will tell you when Amazon is a seller and also the number of FBA sellers on a listing. This is another tool that will

help you identify private label products.

Keepa – This is an Amazon price tracker. You'll be able to quickly see the price history of any product. It's very important for several reasons, one of which is that it will show you if Amazon has ever been a seller of a product. If this isn't available in the chrome store, you can download **The Camelizer** instead.

Another tool you'll need is our **TWF Scouting & Sourcing System Spreadsheet**. This workbook will be essential to you going forward as it is the exact system we use in our business.

I know I zoomed right through these, but don't worry, we will cover each one of these extensions in-depth. You can find the links to each one of the extensions below this video.

To recap, in this module you'll learn each one of our initial scouting methods with the end goal of finding competitors to track. This is the most efficient way to find a large volume of high quality leads. To perform those scouting methods, you'll need each one of the aforementioned chrome extensions along with our Scouting and Sourcing spreadsheet template. Grab those now and we'll see you in the next video. Sit back, fasten your seatbelt and enjoy the ride!

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