



# **8 Concise Ideas to Build Your Online Business with “Physical” Private Label Products**

“The Online Entrepreneurs’ Concise Step-by-Step Guide  
to Private Labeling ‘REAL’ Physical Products for Maximum Profits”

**ProvenPrivateLabel.com**

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*"Everyone who's ever taken a shower has an idea. It's the person who gets out of the shower, dries off and does something about it who makes a difference." --Nolan Bushnell*

## ▪ Introduction

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What you're about to read is a report like no other.

The reason I can be so confident to say this is because firstly, the **8 Concise Ideas for Building Your *Online Business* with *Physical Private Label Products*** report contains all the factual and fundamental information about private labeling 'real' physical products that I've personally used to build multiple six-figure businesses online.

**Secondly**, this report was written by an *ex Technical Project Manager* who previously participated in developing and managing some of the largest brands in the world, for many Fortune 500 companies --(*that would be me..*)

In fact, I can safely say that the chances are you've probably got some of those branded products I helped develop in your house right now --(*I'll talk about that another time*), because for now I want you to become familiar with this highly valuable report as soon as possible.

### **A Word of Caution**

You could say that because of my previous career experience and background in brand and packaging development for some of the largest companies in the

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world, that I am able to leverage this obvious advantage to actually develop my very own profitable brands for my own companies and that maybe true..

***However..***

You definitely shouldn't allow *that* or anything else to intimidate you. When I first began to build my own businesses for myself it became clear to me that ultimately, persistence and sheer determination is the true key to success.

For small businesses, ***I totally understand*** the mountain ahead to climb is always steep and so I decided to commit to helping other small businesses and startups just like yours --*this is your opportunity to take advantage and implement this easy to understand information, that I've laid out bare for all to see in this report.*

Previously when I first began using the internet to reach buyers, I sold many kinds of profitable products in many different categories and markets. Although it wasn't until I began private labeling and creating my own brands that I saw the *big potential* and *big profits* that can be made by selling your own brands online as a small business.

From the moment you begin to private label products to build your own brand, the potential for financial success and building a business that you'll actually have total control and ownership over is HUGE.

As a brand owner, you don't need the financial muscle of a large company to be able to dominate a market online. As I write this the playing field for online

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advertising has been leveled --*NOW is the time to take action and ride the wave to success by introducing your very own brand products to secure your future.*

If you work smart, you can use all the online platforms and direct marketing techniques in conjunction with private labeling to build your very own brand and dominate any online category to make more money than ever before --*I wouldn't say this if it wasn't true because there's no 'long term' value by spreading 'BS'.*

*The steps outlined in this report show you the exact same process I used (and still do) to become debt free and have more money (and more free time to spend with my family) than I ever had before, working for anyone else!*

**It doesn't stop there** -once your product 'takes hold' in one online marketplace, expanding into a wider network to different points-of-sale is only a few steps away. First you need to identify your market and begin building your brands the right way.

This report is an 'overview' of my online private label training course and highlights the importance of why you should be private labeling your own products to build brands, take ownership of your own business and begin making real money from a real business online, for long term profits and security.

***"If I have seen further it is by standing on the shoulders of giants" --Isaac Newton***

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## ▪ **What Exactly is Private Label and Why the Heck Should I Even Care?**

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OK, you may (*or may not*) have already heard of the term 'private label' and if you have then great, although for clarity here's my own definition..

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Our definition of the term 'Private Label'..

***"to assign your own brand name, trademark (or label) to a product or service that you're legally able to claim 'rights' to --for your own purpose"***

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Place your own brand name or 'label' and name on the product and that product or service then represents your own brand, it really is that simple!

**For example**, many manufacturers make products in their factories and they'll often have standard in-house products, which they willingly want to produce for anyone who wants to buy them. Manufacturers need to keep their product lines moving and they need business from entrepreneurs just like you, to keep their machines running and to keep paying their staff wages.

Many large retail companies take advantage of 'own brand product labeling', for their own brands in order to save on the cost of having to manufacture a large portfolio of products themselves.

I'm sure you've seen in-store brands at places like Tesco's (*Tesco's own brand*), Wal-mart (*Wal-mart's own brand*) and all the other 'hyper market' giants.

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As big and as powerful as those companies are, imagine how impractical and costly it would be for those companies to have to build factories to make every single product they offer under their own brands --*I'm sure you'll agree, it wouldn't be cost effective at all!*

These big companies know they can easily approach manufacturers to place orders for the standard 'in house' factory products and claim them as their own simply by applying a brand name and their own label to the product.

### **You Can Do Exactly the Same**

The process of private labeling is simple so don't be alarmed --and *its not just limited to the big players*. Literally, anyone can private label a product on any budget, on any scale.

***This report shows you how..***

Here's a few other examples of large brands who procure private label products and adopt those products as their own brands;

'Boots' the retail company, stock their own in house brands. I used to buy a shaving gel from the Boots store. It was called 'The King of Shaves'. I specifically preferred to buy this brand shaving gel because it had a fantastic lather, my skin felt great after every shave and let's just say.. well, I like it --*(If you've ever used it, you might agree it's a really good shaving gel :-)*

One day I went into Boots to look for my trusted and preferred shaving gel brand

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and it had been replaced with a 'Boots' own brand version shaving gel.

The shaving gel tube and packaging looked similar to my preferred 'King of Shaves' brand and the packaging looked almost identical except for the label and the color of the actual gel inside the semi-transparent tube.

I was looking at a 'Boots' own brand shaving gel. Boots had obviously identified the fact this product was a good product to include into their own range of 'Boots' own brand products.

It wouldn't take much for a large company to source their own shaving gel from a third party manufacturer and simply apply their own brand label and packaging. Boots then replaced the 'King of Shaves' brand on their shelves and simply sold their own Boots brand version instead!

### **Why Did the 'Boots' Company do Such a thing?**

I haven't worked for Boots directly and so there's no way I could claim to say I know exactly what Boot's motive was for doing this, although what I CAN tell you is that when you buy unbranded products directly from manufacturers, there are 7 HUGE benefits that anyone who has any business sense whatsoever can clearly see..

**Huge Benefit #1** - Its much cheaper to buy unbranded products than to buy someone else existing brand --*even at the most competitive wholesale prices.*

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**Huge Benefit #2** - It increases brand awareness for the brand owner --a customer will buy the product with Boots packaging and label and carry it out of the store to be potentially exposed to more eyeballs, wherever that may be at any time in the product's life-cycle.

**Huge Benefit #3** - 'Good' branding increases customer retention. Take the same customer using the Boots brand shaving gel.. ..when the tube is empty and if the product lived up to expectation, the customer will likely return to the Boots store to 'top up' on the good ol' Boots brand shaving gel. Buyers in stores are much more likely to buy products than people who aren't physically in the store. It also increases the possibility of cross selling to other products from the same brand family.

**Huge Benefit #4** - Product packaging carries your brand's identity, encouraging *'passive' viral marketing --similar to how a fruit tree bears fruit for the birds (and humans) to carry the seeds to root elsewhere. Everywhere your packaging goes, so does your brand's message.*

**Huge Benefit #5** - You don't *need-a-million to make-a-million --unlike gold mining or Alaska crab fishing, you don't need to own your own machines. You can leverage manufacturers machines, staff and equipment for your own needs.*

**Huge Benefit #6** - You don't have to be 'tied down' to any one product, manufacturer or brand --*its sooo easy to private label you'll be in the best position to move with the times and quickly adapt to new opportunities and trends when needed (or if you simply want a change.)*

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**Huge Benefit #7** - Who said work can't be profitable AND fun at the same time?  
*--whatever your personality type, you can build your brands and market them exactly how you decide to. I don't know about you, but when I have more choices to be able to chose my own hours and work from wherever I wish, I have more fun too!*

Just like the 'Boots' example, the transaction process repeats the 'buying cycle' for the shaving gel and any other potential Boots brand products the customer buys and carries out of the store.

***..the result!***

***More profits for Boots and its shareholders***

I must admit, if you've ever used the Boots shaving gel product yourself, in my opinion it ***isn't*** as good as the 'King of Shaves' brand but even then, I still found myself going back to buy the Boots brand gel because it was more convenient for me to buy from the Boots store *--even when I prefer to buy the 'other brand'.*

***Here's another example..***

In any Tesco's supermarket you'll find many brands of foodstuff and stacked alongside almost every shelf you'll see a Tesco's own brand version of those staple, best selling products.

Just like Tesco's, other large retail stores have their own brand versions too. Again all private label products from third party manufacturers.

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These big companies obviously private label products on a 'large scale', although you definitely don't need to buy on a large scale to begin with. There are hundreds of thousands of manufacturers literally crying out for business of any scale from entrepreneurs just like you.

*Let's look at a few ideas..*

## **8 Big Ideas for Small Businesses to Build a Brand and Make Money with Private Label Products**

Here's a few killer examples of how smaller businesses can use and incorporate private label products into their own businesses..

**1. Hotels** – Many hotels and boutique guest houses have bathroom toiletries such as shampoo, conditioners and soaps with the hotel or guest-house brand name printed on the label.

In some hotels you might see towels with the hotel name sewn into the towels. Maybe the hotel room caters for business clientele, providing pens and notepaper with the hotel brand printed directory onto the stationary *-all private label products.*

**2. Day Spas** – Spa's often stock massage oils, skin care treatments and other cosmetics with their own private label brand packaging. Immediately following an enjoyable and relaxing experience, clients are much more likely to want to buy the products used during the experience for personal use at home.

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This strategy leverages the clients desire of replicating the enjoyable experience at home --*just like Boots retail store, day spa's can offer their own brand products to increase customer retention and bottom line profits.*

**3. Hair Salons** – Hair Salons sometimes carry their own private label version of special hair treatments for the exact same reasons mentioned --*to be able to offer the customer a similar 'silky hair' experience in their own home..*  
*..encourage the customer to return, expose the product to more eyeballs and make more profit.*

**4. Auto trade** – Some auto care companies might carry private label auto cleaning products with their own brand packaging and labels on the products. Other possibilities are motor oils and lubricants.

**5. Fitness & Health Clubs** – Fitness clubs can sell their own version of vitamins or sports nutrition supplements. This is big business!

**6. Golfing Clubs and Resorts** - Almost ANY sports club or resort will have a clubhouse and/or shop. The shop can sell goods with the sports club brand printed on the product. Golf balls, polo shirts, hand towels, the list is almost endless --*all these products are simple advertising 'widgets' that a member of the club will probably pay for and carry around for his or her friends to see and be curious about.*

**7. Seminars & Educational Centers** - I can remember as a small child buying an illustrated A-Z Science and Technology magazine (*yes like many, I do have the techno-nerd gene too! :-)*) I remember the first edition of this magazine was cellophane wrapped to a branded FREE ring binder.

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The first magazine issue could be kept and stored safely in pristine condition in this ring binder, printed with the magazine name in bold, attention grabbing colors.

On my bookshelf, the big, clumpy binder stood out.. ...making sure I didn't forget that my next pocket money was to be spent buying the next issues of the magazine and to fill up the binder.

The same principal of using *'branded marketing widgets'* can be used at seminars and educational training centers for marketing subscriptions and courses.

**8. Internet Marketers** – The smart internet marketers know that the big money is made by those who actually own a product. A product no one else can obtain except from the owner of the brand, whether that's a 'personality' brand or a protected brand name or trademark. Private label products can be incorporated and used as the *'backend'* product or even as a frontend *'lead generation'* widget.

These are just a few examples of how small businesses might use their own private label branded version of a standard product, manufactured by a third party manufacturer.

Unless a particular product has already been patented or has other legal protection, it's no big deal for manufactures to make the same or similar products for anyone who wants to brand and label them for their own use.

***I hope that so far this has your 'idea' neurons firing? Let's look at some details..***

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*Do not let what you cannot do interfere with what you can do --John Wooden*

▪ **"Do I Really Need to Private Label 'Physical' Products?"**

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The answer is.. **NO** you don't have to do anything at all.

If you already own your *own multi-functional factories* that can create and produce literally any and every product in the world at extremely competitive prices, then you probably don't need to private label..

*(Oh by the way, as exciting as it sounds to me and if you're one of those who believes that '3D printer technology' will be able to create any product you need on any scale in any quantity from any material --unfortunately we're possibly at least 100 years off from that yet. Not to mention the pipedream of being able to produce any product from any material whether it be organic or non organic matter, now wouldn't THAT be cool!)*

**But we all know** that's way ahead into the future, so in the meantime..

**Could You Use A \$10,000/Month Pay Rise?  
(Check with your spouse)**

If you're not private labeling your own products produced by third party manufacturers then you're definitely missing out.

Here's why..

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- ✓ Private label products are low cost --(they're often much cheaper to buy than wholesale products)
  - ✓ Small initial outlay --you can start with as little as 50 dollars. Some private label manufacturers have small minimum order quantities from only a hand-full of single 'sample' units
  - ✓ You control your business --you decide how to brand your products, you decide at what price to sell them and how you want to distribute them and you have total control over your own brand!
  - ✓ If you do this right, your brand will be **protected by law**. No one else can 'legally' copy your brand or use your brand name without your consent and permission. (If anyone else wants to sell your brand products, you decide whether or not you want to sell your products to them at wholesale prices, so they, in-turn sell your products at the retail price)
  - ✓ You can sell your own brand products anywhere you decide, online, offline or both.. (.eBay, Amazon and Google are BIG marketplaces although they're not the ONLY places you can make profit with your own brands, we'll talk more on this later..)
  - ✓ Unlimited markets, categories and niches to chose from --(If you're still on the fence or trying out new ideas and niches, there's unlimited potential to choose new markets and introduce your own new brands)
  - ✓ The potential to earn a seriously good income is very **real** indeed. You can take this as little or as far as you want to, but there's literally **NO limit** to how big your brand can become, or how much you can earn --(you don't even need a big brand to make a six-figure income. One single 'good'

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*product done the right way is all it takes to get your first six figures banked!)*

*You might be thinking..*

## **"But My Business is Different, I Sell 'Info Products', Intangible Downloads and Services.."**

This always make me smile..

Let's face it, selling pixels is a fantastic business model. There's no 'external' logistics or shipping products to worry about and the profit margins can be fat.

The only problem with selling information alone is..

**It's never been easier** for *anyone* to create content, share, like, vote and spread the word in just a couple of clicks and it's never been easier to get free information from the internet, than right now.

Technology has advanced so quickly to the extent anyone can give information out for free with hardly any technical knowledge or experience whatsoever..

**..and it's never been more difficult** to profit from information alone.

If you want to continue, not only to survive, but to thrive..

..then you've got to incorporate other things, offer something different, move with the times and be willing to modify your strategies to suit.

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Throughout history, consumers have held 'real' physical products in their hands and there's a good reason for that.

Take money for example..

Historically when there's any public doubt about the future of markets and governments, during times of unrest or even war, it's at these times that precious metals like physical gold bullion are the preferred form of wealth.

Unlike other 'uncertain investments' like stocks, shares or even paper money, 'real' physical gold bullion can be held in hand, stored and resumed at any time to trade without fault.

### **Hard 'Physical' Facts**

There's also other potential problems if you're ONLY selling pixels. *You might have already experienced some or all of these nuances already..*

**What if your server goes down.** What if your website gets hacked. What if your hard disk crashes or your server becomes infected with a new virus that deletes all backups. You might have experienced some of these headaches already, I know I have.

*..there's more than just a minor headache at risk!*

Consider these other scenarios..

What if there were floods or massive power outages for any reason (*did you know that massive solar flares hit the earth at least every week!*) , or communication problems with satellites or under sea internet cables..

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I don't want to sound to be *scaremongering* here but **it's not as farfetched as you might think**. I can remember on 2 separate occasions, one of the under-sea fiber optic cables that runs across the ocean floor connecting Asian countries to the internet, was damaged.

**The internet was down for 2 entire weeks** until submersible vessels were sailed out to repair the cable at the bottom of the ocean --*my online 'info' business was in total blackout for the entire 2 weeks.*

It's not just Asian countries that can be affected by these events, these internet cables connect the entire web.

If and when the lights do go out, what will you do?... sell pixels in the dark..? I don't think so.

### **"But I Don't Wish Disaster On Anyone"**

*"But that's unlikely to happen"* I hear you say and yes.. I totally agree. It is 'unlikely' to happen often. Although my point is -these things can, do and will happen. It's just a question of how prepared will you be? (*Not to mention all the FREE information flying around these days..*)

Apart from this, let's just say it's a **good idea** to use private label products for ALL the other reasons I've already outlined above --*to increase your brand awareness, increase profits and even build an entire six-figure business solely using the private label product system, as I have personally already done on several occasions.*

### **Touch it, Hold it, Own it!**

In the meantime, if you DO only sell information, then maybe one day you'll need to ship physical cd's, printed newsletters, direct mail or other marketing 'widgets' -

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-all these 'physical' things can be branded and private labeled to increase value to your clients and consumers and increase your bottom line profits.

*The power of imagination makes us infinite --John Muir*

## How to Turn a 'Worthless' Grey Rock into a Stunning, Irresistible Diamond

It makes sense that 'unbranded' private label products are usually cheaper to buy than at wholesale prices. Branded products with *branded packaging* already have '**added value.**'

The purpose of adding your brand name label to a product is to add value. Apart from protective packaging, if a label or name doesn't add any value to a product, then *why even bother adding any brand label at all?!*

You'd be selling the equivalent of an 'unbranded' dull rock and the ONLY way to make a good profit margin trying to sell dull rocks..

..is to sell on such a mass scale you're probably called Wall Mart, Google or Amazon.. ..EVEN then, these giants STILL use their own brands to leverage and promote their business.

**If You Don't Already Have Your Own Brand, You're Definitely Leaving Money On the Table**

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I used to work as a technical project manager at a large packaging firm who provided large 'blue-chip' personal care, cosmetic and liquor companies with packaging, including 'self adhesive labels' (*that's the fancy industry term for stickers*).

The big whisky bottling companies purchased high quality whisky at an unbelievable low price of just 1 pence per liter. Once the liquor was bottled, branded and labeled with highly decorative labels the retail price varied from 15 pounds sterling to 100 pounds sterling a bottle!

I'm not saying you should go and start selling whisky, but I've used this example that clearly demonstrates the true power of adding value with branding.

### **What About the Small Guy?**

As mentioned, you don't have to be a big company to take advantage and *run with this business model*. Most private label manufacturers are *more than willing* to provide small quantities and even sample orders to smaller companies to trial products in their market *-IF, you know what to say and speak to them the right way*.

Besides, a smart manufacturer would know..

### **from small acorns, large oak trees grow**

There's nothing stopping YOU obtaining your own sample products in order to test the potential demand in different online marketplaces *-by the way, did I mention that not all online marketplaces are the same!*

I've previously developed some products that a 'novice' might have easily given up on as 'duds'. Let's just say, advertising in one marketplace *differs greatly* to

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another. For one type of ad in one marketplace, a product could flop. Whilst in others, the same product and ad could be a big hit.

IF you do your research and developed your products the right way, don't give up on a product too soon simply because the marketplace or ad might not be a good fit.

*Many of life's failures are experienced by people who did not realize how close they were to success when they gave up --Thomas Edison*

## ▪ **Sell Unique Products for Unlimited Profits**

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If you're already selling products into online marketplaces like Amazon, eBay or with your own shopping cart store, then well done. If you're actually making 'good money' from it then congratulations! Unlike 'tire kickers' who'll never make any more than a part time income online you know that taking action and perseverance is one of the most important requirements to succeeding online.

### **Most People Struggle to Make A Single Penny Online**

It's a fact that most people give up far too easily to make any difference to their own lives. I know this because I've seen it happen in all aspects of life.

*Some 'dreamers' will fall at the first hurdle and never get back up. Most are simply oblivious to the opportunities available to them -these are the 'types' that are content to stay as they are attending the office every day, making someone else rich.*

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**that's Not how I see it..**

If you're one of the few making *more than a part time* income online, then I'm sure you're always aware of the possibility that another seller, small business (*or even a large corporation with unlimited funds*) are able to enter your market as your competition at any time --(*that's if they're not already*).

If you're selling 'me too' products there's nothing stopping the next guy buying the exact same products at wholesale prices, undercutting your prices and selling them cheaper. In turn, stealing your profit, your steak dinner and your livelihood.

Although this type of 'novice price-war' sales tactic usually results in *everyone* losing. Ultimately this 'lame' sales strategy devalues any profit margins that were ever available, in that particular niche for the product.

The only businesses who are able to prosper in the long term using a price-cutting strategy are the large companies with fierce financial leverage and the power to make or break a small supplier, literally overnight.

The challenge is to dominate your chosen niche with your unique private label product, to make more than a small splash in the pond.

By choosing to develop and promote products with unique positioning, you'll increase your chances of successfully expanding to as many points of sale as possible, with little or no direct competition for your product.

## ▪ **What Kind Of Products Can You Private Label?**

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Any product that a manufacturer is willing to make and that you can 'legally' brand can be private labeled.

You might have also seen the term 'private label' being applied to information products, written articles and other content. This is simply content that the creator or author has offered others the rights to use in line with the agreed terms.

### **Intangible Products**

Intangible products are products that are not physical. For example, digital music and information files and videos etc. Some software owners even offer their own web platform services for private label. For example, a shopping cart software provider may offer a duplicate of their website software for private label so you can brand your own version of the software for your own niche and target audience.

### **OEM Products**

Electronic gadgets, power tools, hair straightness or just about any other product you can find a manufacturer for, can be private labeled with your own brand name.

However, products like these that are more complicated and have many parts to manufacture will usually be termed as 'OEM' products. OEM products are usually only available for re-branding in larger minimum quantities due to the more complex manufacturing process and overheads.

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## Consumable Products

Sometimes, consumable products are much easier to private label and brand as your own than other products. A consumable product is anything that is consumed, used up or depleted that will need replacing once it's been used.

This gives both you and the manufacturer the perfect opportunity to sell to the same buyers over and over again, if and when the customer returns to make a repeat purchase to replenish the product.

Companies offering private label consumables can sometimes offer very small quantities and this allows the small start up or business entrepreneur to start their business whilst testing the market with only a small initial investment.

50 dollars, usually can buy enough samples to allow you to begin testing your market and branding.

Consumables are one of my favorite types of product to private label and to build a scalable business with. They're usually small and lightweight and perfect for shipping. They can be bundled and packaged in a way, to create special promotions and unique packages.

- **7 Basic Steps to Build Your Own *Private Label* Money Making Machine**

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Here's the exact step-by-step process you should use to begin building your very own profitable private label products business.

- **Step 1** - Measure twice and cut once, in other words --*do your research*

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- **Step 2** - Consider and develop your USP
  - **Step 3** - Identify and locate suppliers
  - **Step 4** - Test samples, marketing and price points (write a compelling product description, use studio quality product images, test sales strategies and marketing techniques)
  - **Step 5** - Review and develop effective brand packaging
  - **Step 6** - Expand to multiple points of sale
  - **Step 7** - Extend ranges and develop new products

*Let's explore these steps in more detail..*

- **Research, Research, Research**

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To make money online, you can waste valuable time and money learning '*the hard way..*' OR, you can choose to make more money much faster by acknowledging the simple fact.. "*You gotta do your research.*"

It takes just as much time and effort to develop a product that doesn't sell anywhere at all, as it does to **develop a best seller**. You may as well invest a small amount of time upfront in doing your research, to be able to introduce a product that's already in demand.

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## ***The good news is..***

Doing quick research doesn't need to take long at all. There are techniques you can use to quickly 'get a feeling' for any market or any niche.

It goes without saying, the best categories to begin selling into are those that already advertise in demand, successful private label products. If you know that a market has demand for these types of products, you know there's room for your unique product too.

Research your target audience, develop your USP and brand. If you can give buyers exactly what they're looking for, your product will thrive.

*Imagination is more important than knowledge --Albert Einstein*

### **▪ How To Chose A Hot Selling Product**

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**No.1 'Newbie' rule for success** – If you simply copy someone else, you're eventually doomed to fail.

Carbon copying other peoples' products is a bad idea. No matter what niche you're in, the bottom line is.. ..If you don't have your own USP (unique selling proposition) then sooner or later you're product is going to fail.

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Firstly you need to identify a market where there's already fast selling products. Then you'll introduce your own version of the product, *with your own twist!*

In some way or other **your product needs to be different**. If you simply copy someone else, why would anyone choose to buy from you when the product is already being sold and established by another brand. You definitely want to avoid a price war --*you don't want to find yourself in a race to diminishing margins and zero profit.*

If you already know or have some experience in a particular category, that might be a good place to start and introduce your first private label product. The more knowledge you have about your chosen market, *you'll have a better advantage to launch a successful product straight out of the gates.*

#### **Here's a few examples..**

- If you know anything about selling furniture you might consider developing your own unique furniture polish.
- Maybe you have an interest in health. Nutritional supplements are one of the easiest products to start introducing with private label. *(I'll discuss this in more detail shortly)*
- If you're into playing music you might consider selling into a music niche. You wouldn't want to brand instruments themselves as it's obviously the famous brands that dominate the production and marketing of such instruments. However there's nothing stopping you possibly introducing some kind of accessory or cleaning fluid, etc.

- 
- If you're into sports, you wouldn't want to attempt to introduce equipment that large brands are already producing. Although there's a good chance you could do well if you introduced a private label product to assist the athlete --*possibly protective clothing like knee pads, sporting accessories, muscle rubs, sprain injury aids, products of this nature, etc..*

These are just a few 'out of thin air' ideas I've mentioned, to hopefully help you see where I'm going with this.

There are literally **thousands of categories** to choose from and literally millions of private label products just waiting for you to brand, add value, introduce them and make profit from.

- **The Alchemy Factor**

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### **Identify And Define Your Unique Selling Proposition (USP)**

The one thing that will either make or break your private label product is your unique selling point. A unique selling point is something that your product or brand needs to have which differentiates your product from other similar products.

You'll be able to emphasize your USP in all your advertising and brand packaging to give your potential buyers a 'darn good reason' to buy your product over someone else's.

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Some people will find developing a USP the most difficult part of the process, although it doesn't have to be that way. There are many ways you can develop and define a USP.

Your product doesn't have to be radically different. Although it should be at least *slightly different* in some way. Here's a couple of examples of how you might possibly define your USP..

### **Ingredient USP's**

Select a product that contains an ingredient somewhat different to the competition's product. This way, you'll be able to promote and highlight this single ingredient as the best sole ingredient to get the job done, whatever that may be!

**For example** you might say something along the lines of.. "*(insert your brand name here) is the only car polish on the market that contains 'Teflon', packaged in the 'Uni-Seal' dispenser. With (insert your brand name here) 'Uni-Seal' Teflon Car Polish you'll only ever need to polish your car once -every 2 years!*"

**Here's another USP thought process**, this time in the 'Pet Care' category. Many pet owners are concerned about their pet's health and gluten has been highlighted to have negative effects on the animal's health. In this instance, you might consider using the pet owner's desire for 'gluten free' ingredients to your advantage..

*(Insert your brand name here) dog biscuits are the only dog biscuits for (insert specifics for dog here breed/age/weight, etc..) on the market to be 'gluten free'.*

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The **more specific** your target audience and your unique selling proposition is to solve a specific problem for that audience --the higher the chances are that your product will be successful and highly profitable.

## **Packaging & Price Point USP's**

Choose packaging designs and brand names that suit the market and price point you're targeting. You could even make the price point part of your USP.

I certainly wouldn't recommend trying to be the lowest cost product on the market, although to be different whilst maintaining your profit margins, you could develop a 'mid range' or 'premium' product for your market.

If you ever see an existing products that look cheap with plain labels and simple containers.. and if that product is making good sales at a low price. Following your research, the chances are you could easily introduce a premium version to be sold at a higher price.

It may sound *unbelievable* but many consumers associate the packaging with the quality of the product inside. Some people won't buy low cost products with cheap looking packaging because they 'think' they're buying a lower quality product. *(This isn't always the case but it happens more often than you might think..)*

In many circumstances a product in low quality packaging is often the same quality as a product packaged in more expensive packaging. Although Its definitely **NOT** a good idea to try to sell a product of poor quality by dressing it in high end packaging --*packaging can increase or decrease the perception of 'quality' and value of the product itself.*

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Big brands do utilize this 'consumer perception' of packaging to their advantage. It's not uncommon for big brands to introduce very similar or almost identical products in different packaging for different markets in an attempt to 'match' the product packaging to meet the needs of different groups of people.

### ***How is this legal?***

There's nothing deceitful or unlawful about private label branding whatsoever. Although you've got to be different in some way and as long as the product your selling isn't patented by someone else.

Selling a similar product to someone else in different packaging isn't copying because you're targeting a different market with your unique USP.

Some advanced marketers might even say "***its a fundamentally good marketing principle for success!***"

### **Bundle USP's**

'Bundling' several private label products together to offer a unique package is another potential method of increasing your USP's attraction.

*for example..*

If you're into **fitness or bodybuilding** you might see many existing whey protein products already being sold in the market. In this case, you might think about how you could get your product sponsored by a famous or successful athlete. If this is out of your reach to begin with, another idea would be to create a bundle

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of whey protein powder with other body building or health products. This way your offering your own unique package that relates to your own unique brand.

**Another bundle USP example for the 'beauty niche':** You might consider introducing an anti aging cream that's bundled with a special type of applicator or 'complimentary product' to use along with the cream. Together those products can form part of your USP.

As long as other brands are not doing it already, you can plant your flag on that hill, own it, defend it and make it flourish into an oak tree.

*Next: insights for finding suppliers..*

## ▪ **Finding Your Private Label Product Supplier**

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You might be thinking.. "*Where do I begin to look for private label suppliers?..*" and a good way to begin looking for a supplier is to search for existing small brand suppliers, (but only the ones who actually make their own products in house).

Don't be shy to ask companies to re-brand their own existing brand products for you. Some won't but some will -*what's the worst that can happen.. ..If they say 'no', you simply move onto the next manufacturer who will!*

In the bonus section in my online course, I've enclosed the contact details of specialist private label manufacturers who'll private label products which you can introduce immediately into different niche categories.

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You can also find private label suppliers by browsing search engines and trade directories.

Look around different supplier websites and trade directories for a private label category link or an OEM (*original equipment manufacturer*) web link on the website.

Sometimes a supplier or manufacturer won't display the fact that they can make private label orders. Although some *WOULD* do so, if you picked up the phone and asked them to.

Finding a supplier *this way* is to your advantage. Since no one else will see a private label link on the supplier's website and will probably be reluctant to pick up the telephone and actually call the suppliers to ask the question.

It's also a good idea to speak with your supplier on the phone or even visit them if possible, before handing over money. This way you know that you're dealing with legitimate suppliers.

A great resource for finding sources of potential private label products is this fantastic book that shows you the importing secrets of a 25+ year veteran of the biz: [ProvenChinaSourcing.com](http://ProvenChinaSourcing.com)

**Generally speaking**, there's nothing to be paranoid about when dealing with new suppliers as long as you research the company before sending over your payment and ask the right questions.

- **Test Your Product In Your Niche**

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It might sound obvious, but I've seen it happen before, so I think it's worth mentioning..

Once you do find a product to sell and you've found a supplier, you should always place a small quantity test order before committing to a larger order for more units.

You'll need to test your product in the marketplace before committing to buying a whole load of stock that you don't even know if its ever going to sell.

What you don't want to do is use valuable time creating your label and brand unless you already know it's going to be time well spent. To test your market, first invest in just a couple of units. Use the manufacturers in house labels to begin with and try to sell that product first. Most manufacturers will sell you a few units or even send you free samples to try.

Besides, how else can they expect people to commit to placing a large order without sampling the product first. I would recommend obtaining at least 5 or 6 of the product to test online if your budget stretches that far.

Choose the right category and marketplace to advertise in. Use the correct keywords in the product titles and descriptions. Promote and highlight your USP and see if you can *'hook a few buyers'*.

You can even begin by buying established small branded products at the wholesale price. Even if those wholesale products have lower margins to begin with, at least you'll be able to test the demand and marketability. When you discover one product that sells well there's nothing stopping you then creating your own version of that product with your own USP.

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## ▪ **Give Your Private Label Product A Killer Brand Name**

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### **Key Benefits:**

- Establish brand awareness
- Encourage repeat sales

### **How To Chose A Brand Name**

Choosing a name for your product or brand is a personal choice although it might be a good idea.. ..if your brand name is catchy, easy to remember and relative to the product.

You should also consider exactly what a brand is.

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Our definition of the term 'Brand'..

***"a brand is an identity that provides a consistent set of benefits to the audience and/or consumer. "***

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To help you decide on a name for your product, its sometimes a good idea to write down a list of words that describe your product or what the product is used for. You can then use a thesaurus to find other similar words used to describe your product which you might not of already thought of.

Feel free to be creative and imaginative here. You could try '*splitting-and-joining*' different words together to form a new word entirely unique to your product.

Another easy way to create a unique brand or product name is to translate your descriptive words into other languages using an online translation tool such as <http://translate.google.com/#>

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**For instance**, there are many unique brand names for beauty products that are written in perceived 'romantic' languages such as *Italian, French or Spanish*.

Try to keep your brand name as short as possible so your customers are able to remember your brand. This way they'll be able to easily find your product again later or refer your brand to other people. This can also encourage viral marketing, as your delighted customers begin to refer your products to others.

## **Brand Archetypes & Identity**

*Quick Tip: When developing your brand, ask yourself this question..*

"If the brand was a real living person, who would that person be?" --*how would that person look like/talk/feel/be perceived as?*

Answer this question as specifically as possible to create an 'ideal avatar' for your brand. Bring the brand identity to life in your own mind and write it down on a piece of paper. This will allow you to maintain the brand's integrity when developing packaging and content for the brand across multiple marketplaces and advertising mediums.

## **Own Your Brand's Keywords**

Your brand name AND product name should ideally be unique, memorable and relative to the product you're selling. Ideally, your brand name should be a unique

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'keyword' in your chosen category and niche. --(and if at all possible, unique in the search engines.)

Imagine your customer typing your brand name into Google's search engine. Ideally there should be no matches for that word or domain name unless it's your chosen brand name. Which means that no one else has used that name on the internet before for anything else.

If you do this, there are benefits to be had when you promote your brand and products online. Because it will be your own products and advertising that **fill the Google search results** when someone actually searches for your brand name in Google's search engine.

When selecting a brand name for your product it's important to own your domain name and keyword. Even if your first choice brand name is not available or is already taken, it's sometimes worthwhile considering changing it until you find a name that no one else has ever used for anything else, if at all possible.

Even if you don't plan to do any other internet marketing apart from selling on Amazon and eBay, it's still important to own your domain name. **Buy your brand domain name** as soon as possible from a domain registrar service such as godaddy.com for \$10. This will give your brand *some* immediate protection and value.

## ▪ **Develop Your Product Packaging**

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When you're testing your new private label product another factor you should consider is..

Sometimes products sell better at different price points in different markets *and* at different times of the year.

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There are many things you can try before giving up on a product you've worked hard to develop. This is HUGE so don't give up on a product idea simply because you tried to sell it one way in one marketplace and didn't see an immediate demand --*It took the 'Wright brothers' many prototypes and variations of the same theme, before they eventually developed their working 'flying machine'.*

Once you have chosen a good product to sell, sometimes the manufacturer will help you design a label and packaging. You just need to tell them what name you want to call it.

You can then devote your time on promoting and exposing your product for maximum sales and profit.

If you really want take your packaging development to the next level for maximum exposure and profit, consider how your brand will be perceived and how the packaging can affect a potential buyer's 'emotional purchasing state'.

## **Brand Harmonization**

Another thing to consider when developing packaging for your products is 'brand harmonization'.

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Our definition of the term 'Brand Harmonization'..

***"..brand harmonization is the management of consistency for a brand's identity across all mediums"***

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Important steps to maintain brand harmonization in your own packaging is to maintain and synchronize colors, fonts, graphics and presentation across all your

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product packaging. The goal with brand harmonization is to maintain and highlight the end benefits that your brand provides. It should be consistent and easily identifiable.

- **Next Steps**

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### **Expanding Your Points of Sale**

Once you've branded your product and you see it selling in one marketplace you can then *roll-out your product* to sell in other marketplaces like Amazon, eBay, Google, even your own website and eventually use all the other advertising mediums out there.

If it fits into your business strategy, you could also build a wholesale, drop ship and affiliate program or you might even decide to sell your entire product range and brand name to someone else for a one off 'high price'.

There are many places you can sell your products to expand your business but first you must make a profit with your product in at least one marketplace to ensure its going to be a good selling product. It's always better to test, before spending your time trying to expand your business with a potentially mediocre product.

It's also a important you get **constant feedback** during and following product development and launch.

Once you have a product selling reasonably well you can then begin to look at other points of sale in order to increase your sales.

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All that comes later. First you need to introduce your products, build your brand and define your unique selling proposition.

## **Kick-Start Your Online Private Label Business to Make Big Profits FAST!**

You might say it's easy to private label a product. On the other hand, there's a big difference between 'unintentionally' trying to launch a 'me too' private label product and launching a 'unique' successful one.

Also, it's all too easy to get 'stuck' somewhere along the lines. This alone can waste a lot of time and energy.

If you're are looking to *leap forward* with branding, packaging development and private label, *I understand* you'll need to get it right as soon as possible.

I've found that all too often if you're trying to do everything alone, it only takes one too many hurdles or failures to waste so much time and energy --*it can be debilitating to an entrepreneurs success.*

To get started with private label, building brands and making profits online as quickly as possible, you'll want access to all the resources that you'll need in one single place.

For this reason I'm excited to launch ProvenPrivateLabel.com with my partner Jim Cockrum. Visit [ProvenPrivateLabel.com](http://ProvenPrivateLabel.com) for the latest updates on that comprehensive course.