

**Capture**  
Your Wealth

# **THE ULTIMATE ONLINE BUSINESS BLUEPRINT**

## **PART 1: CHOOSE YOUR PRODUCT**



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## Select Products



There are a wide variety of supplements to choose from. From turmeric, to Vitamin D, to Keto – you can learn to sell it all!

Do some Keyword Research (we go into detail how to do this below) to determine which products you should start your Supplements Brand with. Here's a list to get you started!

**African Mango Extract** – African Mango extract is rich in fiber, much like the fiber in foods that can help fill you up to promote weight loss, lower blood cholesterol, and maintain blood sugar levels.

**Raspberry Ketones** – Most health professionals agree that taking 100 or 200 mg supplements of ketone with breakfast and lunch daily, which is the chemical equivalent of about 90 pounds of fresh raspberries. With ketones, your body metabolically will go in the direction you want it to go in.

**Forskolin** – Forskolin is a herbal supplement which can be used as a natural remedy for treatment for all sorts of conditions including asthma, obesity, cramps and more.

**Green Coffee** – Green coffee bean extract may be an effective weight loss aid. It may also promote blood sugar regulation, improve health markers, such as blood pressure and cholesterol, and provide antioxidants.

**Garcinia Cambogia** **\*(Trending Now!)\*** – Garcinia cambogia, a tropical fruit also known as the Malabar tamarind, is a popular weight-loss supplement. People say it blocks your body's ability to make fat and it puts the brakes on your appetite. Loss of excess weight could help could help keep blood sugar and cholesterol levels in check, too.

**Keto BHB** – While Keto BHB is a new weight loss product in the market, it is highly popular for its effectiveness and affordability. Additionally, it's all-natural and doesn't have any side effects. Therefore, for anyone looking for ways to lose weight quickly, then this product comes in handy.

**Reds Powder** \*(Trending Now!)\* – Reds Powder is an energizing polyphenol superfood blend that helps the body maintain energy levels and stability, while promoting heart, circulatory and brain health. Polyphenols are powerful antioxidants providing numerous health benefits by helping to reduce cell damage.

**Greens Powder** \*(Trending Now!)\* – Greens powders contain high levels of vitamins and minerals associated with maintaining a healthy immune system. Vitamin A has anti-inflammatory properties that enhance immunity.

**Sleep Aid Powder** – The most well-studied and also two of the most widely used natural sleep aids<sup>12</sup> are melatonin and valerian root, which are both active ingredients in our sleep powder.

**Prostate** – Prostate cancer is a serious thing in adult male and taking a prostate supplement can help men cut down some of the risk of having prostate issues as they get older.

**Sleep** – The most well-studied and also two of the most widely used natural sleep aids<sup>12</sup> are melatonin and valerian root, which are both active ingredients in our sleep capsules.

**Testosterone** \*(Trending Now!)\* – Testosterone is responsible for increased muscle mass. Leaner body mass helps control weight and increases energy. For men with low testosterone, studies show that treatment can decrease fat mass and increase muscle size and strength.

**Tinnitus** – Ginkgo biloba is the most often used supplement for tinnitus. It may work by reducing ear damage caused by harmful molecules called free radicals, or by increasing blood flow through the ear.

**Vision** – Zinc: This nutrient can help your body better absorb and use vitamin A. Zinc may enhance night vision as well as aid your body in producing protective pigment melanin in the eyes.

**Turmeric** \*(Trending Now!)\* – Turmeric and especially its most active compound curcumin have many scientifically-proven health benefits, such as the potential to prevent heart disease, Alzheimer's and cancer.

**Blood Sugar** – Blood sugar regulation and diabetes is a serious issue throughout the world. Taking a blood sugar supplement can help with blood sugar issues.

**Vitamin B** – A daily B-complex vitamin can help ensure that people who choose to follow diets that eliminate animal products are getting enough of these important nutrients.

**Vitamin D** *\*(Trending Now!)\** – Vitamin D also helps strengthen the immune system and aids cell to cell communication in the body. The Vitamin D Council also state that the vitamin is important for muscle function, the respiratory system, cardiovascular function, brain development, and it even has anti-cancer properties.

**CoQ10** – Coenzyme Q10 is most commonly used for conditions that affect the heart such as heart failure and fluid build up in the body (congestive heart failure or CHF), chest pain (angina), and high blood pressure.

**CLA** – What Is CLA? CLA is a naturally occurring fatty acid found in meat and dairy products. It is also a popular dietary supplement that is sold with claims of helping people lose fat, maintain weight loss, retain lean muscle mass, and control type 2 diabetes.

*\*Later, we'll help you design your logo and labels.*

*In the next section, you'll begin to research your products to determine which ones will make you the most money!*

## Keyword Research



Wanting to know how to build a supplement company has been a really hot topic over the past few years, and with the number of tools and private label supplement companies out there, it's never been easier to start your own supplement company.

Some of the biggest reasons that many entrepreneurs are looking at how to start a supplement company of their own include:

- They can create their own brand of supplements, and are not simply reselling the same product and brand that everyone else is
- Supplements are hot sellers and there is always a market for them
- Supplements typically have solid profit margins versus other types of products many eCommerce sellers offer
- Most supplements need to be replenished monthly, meaning the ability to get recurring monthly sales instead of one-time sales
- There are a lot of supplement manufacturers in the U.S. to choose from and they are required to meet strict manufacturing standards for product quality
- And many more reasons.

While some people might start at the naming and branding level when starting a new business, I recommend starting at the product level first and to be sure that there are products that you like and that are in-demand.

After all, there's no point in wasting time or money building a business if there are no products you like, and especially if there is not enough demand for the products you are interested in selling.

With that in mind, you'll want to look at the different categories of supplements and see which ones are selling well.

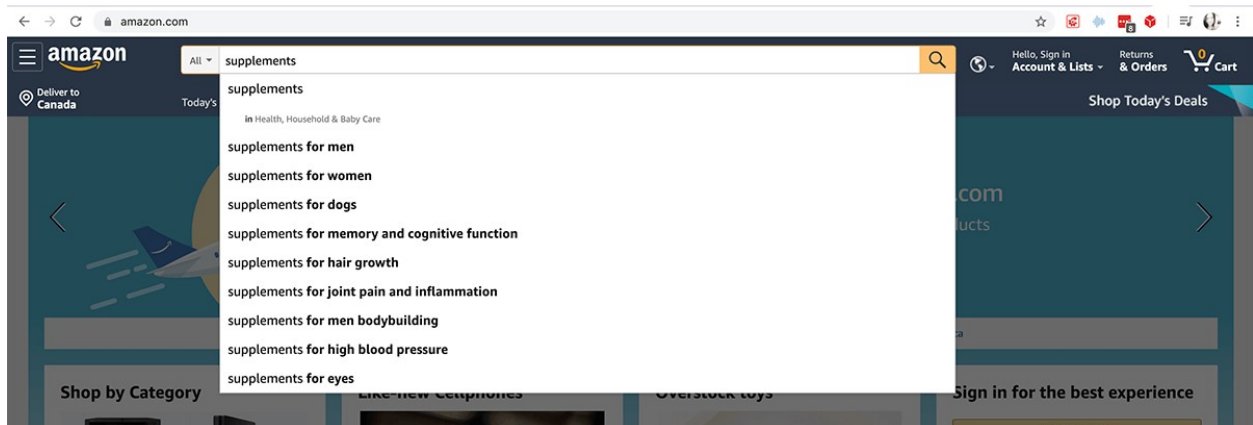
## Part 1: Choose your Product

For example, people are always wanting to lose weight (weight loss supplements), get in shape (protein, creatine, testosterone, etc), get healthier (vitamins, greens, etc) improve memory (fish oils, Vitamin D3, Ginkgo Biloba, etc) and many more categories.

As you look at each category and the types of supplements that could be sold in each one, you'll want to research which ones are the best sellers.

One way to check out the best sellers is to go to Amazon, look at each category, and then make notes on the top sellers there.

Another way to see top supplement categories is simply to type the word “supplements” into the search bar, but BEFORE you hit enter, Amazon will give you a dropdown menu with related keywords.



These keywords given will be high volume, big selling keywords related to “supplements”, so they can be a great place to start your searches.

A way to take this step even further is to scroll to one of those keywords and extend the search.

For example, one of the keywords in the dropdown suggestions is “supplements for men”.

To extend that keyword, scroll to “supplements for men”, then hit the spacebar, and you will get another set of dropdown keywords related to that keyword search, revealing the high-traffic, bigger sellers for that search string.

## Part 1: Choose your Product

The screenshot shows the Amazon search results for "supplements for men testosterone". The page features a navigation bar at the top with the Amazon logo, search bar, and account options. Below the navigation bar, there are 1-48 of over 1,000 results. The results are displayed in a grid format, showing various supplement products with their images, titles, prices, and customer ratings. The products include NOW Supplements (S-HTP, ADAM Men's Multivitamin, Quercetin), N.O. XT Nitric Oxide Supplement, Enhanced Athlete Mtor-Rx, Pure DHEA, Prime Labs Men's Test Booster, and SPARTN Potent Testosterone Booster. The page also includes a sidebar with filters for department, brand, and customer review.

Once you're on the results, be sure to review the number of reviews different products are getting, and how many stars they are getting.

Then click through different products and see how they are ranking by looking at their Amazon Best Sellers Rank.

The screenshot shows the Amazon Best Sellers page for "Sports Nutrition Testosterone Boosters". The page features a navigation bar at the top with the Amazon logo, search bar, and account options. Below the navigation bar, there is a banner for "Amazon Best Sellers" with the text "Our most popular products based on sales. Updated hourly." The main content area displays a grid of best-selling products, including Prime Labs Men's Test Booster, Nugenix Total-7, Nobi Nutrition Premium Testosterone Booster, D-Aspartic Acid, and Andro Surge. The products are ranked from #1 to #6. The page also includes a sidebar with filters for department, brand, and customer review.

Repeat this search for as many different categories and product types as you can so you can get a good feeling of what types of products are out there, how they are selling, what the reviews tell you about possible shortcomings, and which ones you think you might like to sell.

Another good way to do product research is Merchant Words.

Merchant Words is really important to identify your placement online and to reach more potential customers.



## Part 1: Choose your Product

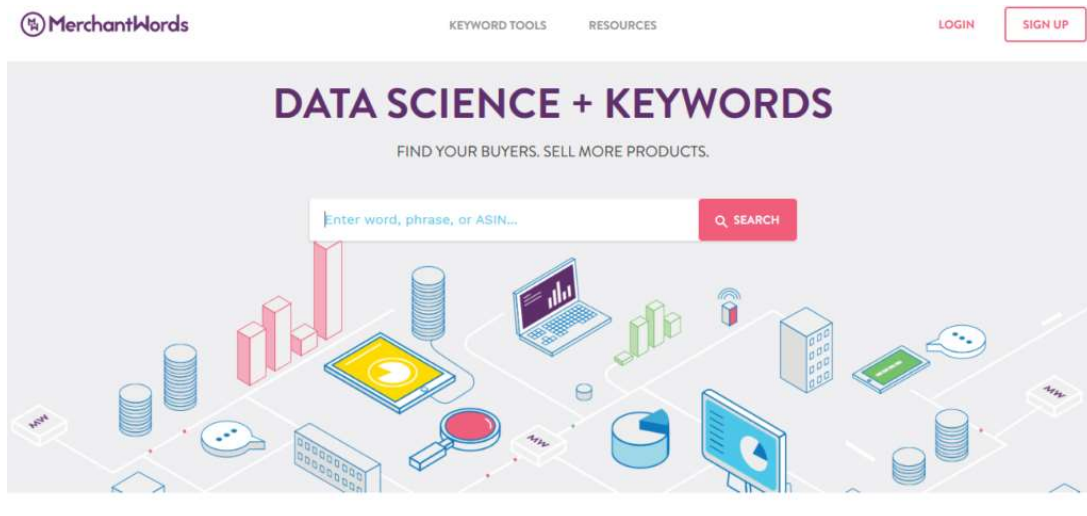
Marketing tools provided by Amazon, such as Merchant Words, are designed for you to get ahead and stay on top. You can build your promotions by using smart and effective search techniques.

Merchant Words is a simple way to enhance the products you begin to sell on Amazon. It also acts as a great tool to attract potential customers to you. It acts as a bridge between you and sales, simply by suggesting keywords that attract others to your products.

What's great about Merchant Words is that it uses the latest in data technology to offer accurate information you need so you can sell more online.

Add this technology tool into the mix to find words that match your products and which attract potential customers to you with their searches.

Many also use the tool for ad suggestions, allowing them to make more with smarter and strategic investments.



When you start using Merchant Words free, you enter information about your product. Simply describe exactly what you are selling and interested in enhancing.

Merchant Words will look at the consumer database and what potential customers are looking for. They then match your phrase to their phrases, finding the best search terms to add to your product description or tags.

Cool, isn't it?

The great part about Merchant Words is that it doesn't use the same calculations as Google or search engines. It's actually taking the information from consumer insights from Amazon.

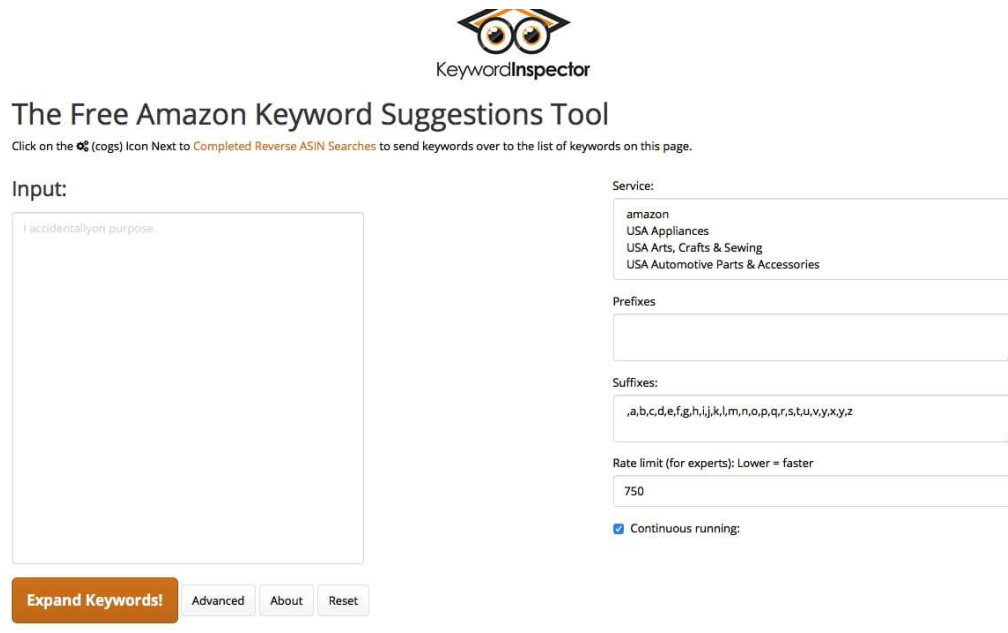
That gives you a direct target from searching consumers to your product. This is because it is able to specifically use the behaviors that are being performed online to find products.


The process that the technology uses calculates what is closest to your product, combined with what a consumer is searching for.

With a simple search, you have the ability to set and forget, bringing more traffic to the products you are developing. Instead of chasing after someone to buy the products, the keywords attract others to you.

By using Merchant Words as a way to identify your keywords, you drive traffic and match to consumers who are interested in finding you.

## Keyword Research Alternatives



The screenshot shows the KeywordInspector website interface. At the top, there is a logo for KeywordInspector featuring a stylized pair of eyes. Below the logo, the title 'The Free Amazon Keyword Suggestions Tool' is displayed. A small instruction reads: 'Click on the  (cogs) icon Next to Completed Reverse ASIN Searches to send keywords over to the list of keywords on this page.' The main interface is divided into two columns. The left column is labeled 'Input:' and contains a large text area with the placeholder text 'I accidentally on purpose.' Below the text area are four buttons: 'Expand Keywords!' (highlighted in orange), 'Advanced', 'About', and 'Reset'. The right column contains several input fields: 'Service:' with a dropdown menu showing 'amazon', 'USA Appliances', 'USA Arts, Crafts & Sewing', and 'USA Automotive Parts & Accessories'; 'Prefixes:' with an empty text field; 'Suffixes:' with a dropdown menu showing ',a,b,c,d,e,f,g,h,i,j,k,l,m,n,o,p,q,r,s,t,u,v,w,x,y,z'; 'Rate limit (for experts): Lower = faster' with a text field containing '750'; and a checkbox labeled 'Continuous running:' which is checked.

There are different responses to the technology available with Amazon and how effective it is. Remember, if you are using this, you are getting technical information from Amazon to help you match products and rank.

There are several benefits available with Merchant Words and its ability to assist you with your product listings and marketing. The top response is that the system is easy to use and incredibly accurate. That's exactly what you want to beat any competition on Amazon.

While most of the searches provide lucrative results, some don't pick up information on specific products. Many say that moving outside of general search terms won't produce any matches. You will have to conform to the systematic approach used with the program.

That means that if you have a niche product, work with general terms first. It will help you to navigate differently through Amazon and find something that fits with your products. It is also important to look at how much you can use Merchant Words.

## Part 1: Choose your Product

While there are some options that are free, a global outreach and other specifications increase the price. Investment is an important factor to look at if you are considering this tool. To compensate for this, many are looking at a Merchant free alternative.

The most well-known substitute that many are using is KeywordInspector. This has a similar database and is known for its effectiveness. However, it also states that it expands beyond the basis of Amazon's consumers and combines other keywords to your search.

If you want an advanced alternative, then this may work to expand how your consumers find you.

Sonar is another alternative of Merchant Words that many are using. This offers similar compatibility but also combines other keywords to add into and enhance your project with.

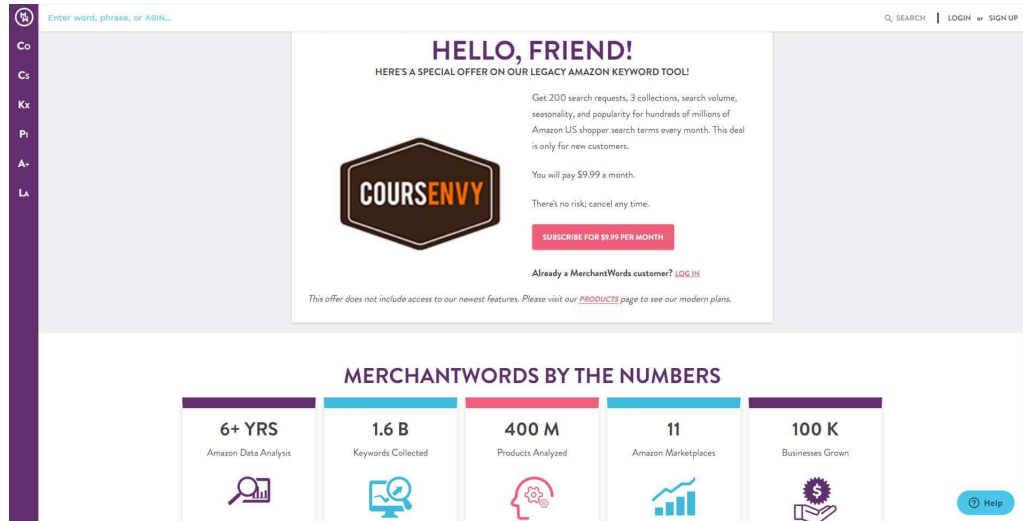
There are also many free versions you can use to analyze your product. You can also look at more than one tool at first, comparing the types of results you get. Weigh into what works best for you as well as what keywords create the most response.

With the reviews, programs, and competition, you also need to use your best judgment. These keyword searches are in the beta phase, meaning the keywords and information are still adjusting and growing.

That also means that by using it now, you are going to instantly get ahead of thousands who haven't discovered the keyword suggestion tool.

This is how you create a list of top products you think you'd like to sell.

## How to use keyword tools effectively



If you are looking at Merchant Words and other options for keywords, then follow these tips to expand your searches.

1. Identify the top words for your product.

Your first objective for any keyword tool is to know what will move you to the top at the fastest rate. You want to look at the easiest and most effective keywords to help you rank and show up before others.

2. Know your competitors.

Even if you are selling a product that is less popular, there will still be competitors. Some of the advanced features allow you to search with a reverse ASIN. This means you can look at what keywords your competitors are using to outrank them.

3. Look at the traffic based on searches.

You may find that your product on Amazon has searched, but not that many are looking at what you offer. You should niche your product to stand out from competitors. However, you don't want to set your product so far apart that it doesn't get traffic volume.

Make sure you use Merchant Words by identifying the best searches for your specific product.

Keep up to date with the searches that are taking place. If you find there are other keywords that start to appear, then also look at how you can build your product. This will help you to continue to stay ahead of competitors and improve your product listings.

### *Should You Use Merchant Words*

You know what your product is better than anyone else, right? So why use something like Merchant Words?

Remember that your objective is to drive traffic to your products so you can sell. If you don't match keywords with what others are searching for, it will be difficult to sell.

If you aren't certain about pricing, then look for a Merchant Words discount. You will find several specials available at your fingertips to get started with the tool. They are constantly running promotions to help you out. They also offer 30 days for free to warrant your investment.

Having more tools, enhanced technology and support for your products allows you to sell more. Even if you are just starting out, consider using something like Merchant Words. You will find that it immediately improves how you show up in results.

Amazon is known for its ability to help you sell. With more competition, it is important to stay at the top with the right keywords.

Merchant Words offers a great option to help you identify more ways to reach out to those you are interested in.

### *Expanding Your Outreach Plan*

We strongly believe in marketing strategies and consistent effort to reach.

Merchant Words is a tool you can use for attraction. It allows customers to find you, specifically by guiding you to the most popular options of being found.

Don't expect the keyword search tool to do all the work for you. While it is a way to set and forget, it is important for you to continue to expand.

To really crush it with Merchant Words, use it in combination with other tools. Amazon has marketing automation available to help you expand.

With technology by your side, you can have a dominant presence online. Using specific tools is a part of the formula to success. Options such as Merchant Words assists you with the success you need.