Start a 7 Figure Product Brand

Product Outline

- Course Introduction
- How to Navigate This Course
- Resources: Printed Documentation
- Resources: Vendor Lists, Worksheets, etc.
- Live Events
- Contact Us

Module 1 - How To Identify And Pick A Great Niche

- Why Finding Niches is Important
- How to Find Niches
- Real World Examples: Niches & How to Validate Them
- Browsing Category Trees for Websites [Video Walk Through]
- Fifth Level Worksheet [Video Walk Through]
Module 2: Finding & Developing Products

- How to Create a Sustainable Brand: What Works Today
- Strategies for Differentiating Your Products
- Looking for Imperfect Competition on Amazon (and Reviewing Profitability)
- How to Keep Your Products Profitable
- Government Regulated Products & Amazon Gated Categories
- Intellectual Property: Using Other People's IP to Your Advantage
- Other Qualities to look for When Finding & Developing Products

Module 3: Branding & Packaging Your Products

- Branding Your Products: Creating a Brand and Not Just a Product
- Product Photography & Artwork
- How to Develop Great Packaging
- Examples from Our Brands: Packaging