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https://app.kajabi.com/admin/products/100805



< Products

Start a 7 Figure Product Brand

Edit Details Preview Customize More Actions

Product Outline



Course Introduction



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]



▶ Jungle Scout [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 

