

# HOW TO CREATE YOUR OWN PRIVATE LABEL

## STEP ONE: THE PRODUCT

Do your research. Look for a product with minimal competition, but is already selling well. Choose a product that will serve you and your potential customers now and in the future.

## STEP TWO: THE SUPPLIER

Find a manufacturer that can offer you products at a cost you can turn a profit on and that only sell through third-party vendors. The market will be less saturated than direct-to-consumer.

## STEP THREE: SHIPPING

Once the sample is ordered, decide between air cargo FOB or boat shipping. One is cheaper than the other, so decide how quickly you need inventory delivered to your home, warehouse, or FBA location.

## STEP FOUR: YOUR BRAND

Choose your brand name and consider what other products you may create in the future. Choose a logo, but keep it simple. Look into getting your brand name and logo a copyright.

## STEP FIVE: CREATE A LISTING

Take well-lit photos of your product and optimize the product description for maximum clicks. Give the consumer as much detail as possible.