

PRODUCT RESEARCH

PART 3

Ron Azaro

What are we going to do today?

- Tips on how to start
- KW research
- How to provide value to the customer and how to understand him
- BSR - Best Selling Rank
- H10 Review Insights, Profit Calculator, Estimating COGS from Alibaba

**THERE IS NO ONE
RIGHT WAY**

How do we start?

There are so many variables and things we don't know yet - let's try to narrow them down:

- Start with your hobbies first
- If you are the customer, there is one less variable to worry about.
- Build a list of products you would buy as the customer, and check them all

Meet Steve

Steve likes Yoga.

What products
does he need?

Let's make a list.



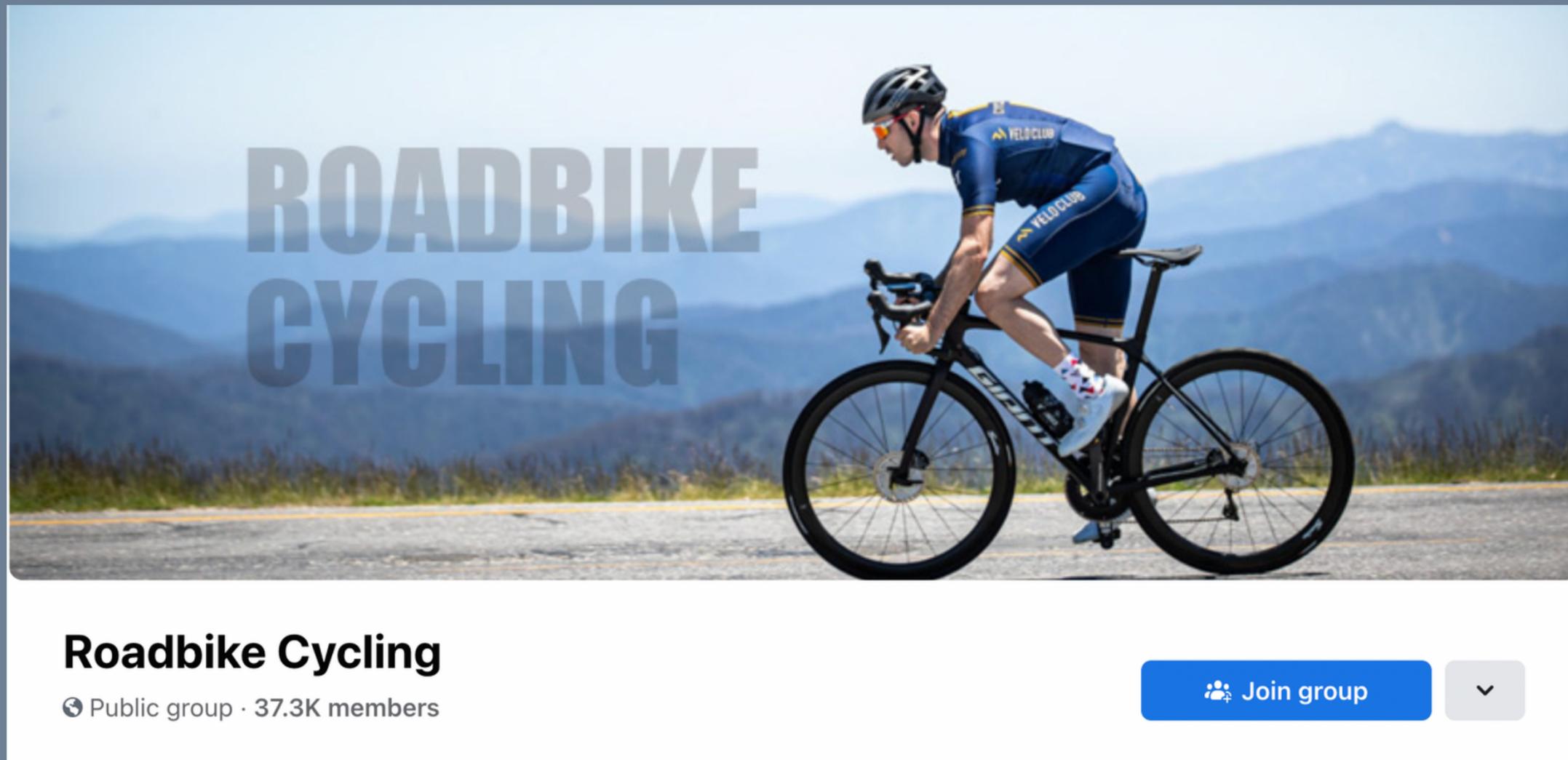
- Yoga mat
- Yoga blanket
- Yoga foam blocks
- Yoga cork blocks
- Yoga wheel set
- Yoga Bolster Rectangular Meditation Pillow
- Yoga Balance Ball
- Stretch Band Strap
- AND MANY MORE!

Let's check them all!

More ways to get started

- Black Box
- Just throwing random ideas
- Look for products you have interest in

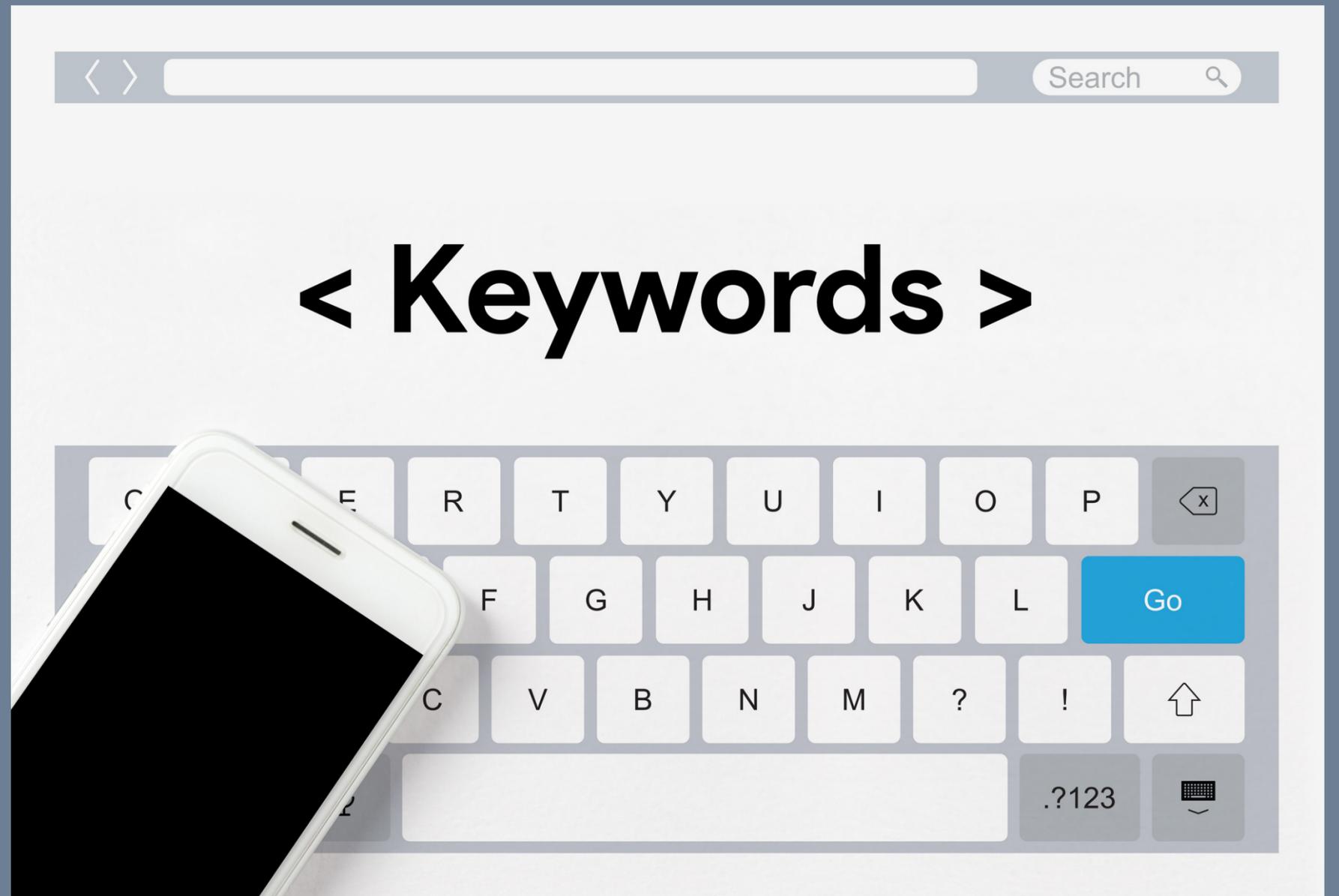
- Explore Facebook groups with specific customer avatar, and build a list of product around the customer.



**You only find your
niche once (ideally).
Once you have your
first product,
everything gets
easier.**

Understanding the relevant KWs

Before any product research, we need to make sure we know what are the main KWs.



Why?

- If we don't use the main KW we may get a wrong image of the market and miss key competitors.

How?

- Helium 10 tools - Cerebro, Magnet.

What is the main KW?



- Bar height stools
- Barstools
- Bar chair



- Bar height stools - 5074
- Barstools - 53,132
- Bar chair - 3408



KW Research - Magnet

- Our initial KW - Blocks for yoga
- Is it the main KW? Are we missing competitors?



+7 colors/patterns

REEHUT Yoga Blocks, High Density EVA Foam Blocks to Support and



+4 colors/patterns

Syntus Yoga Block and Yoga Strap Set. 2 EVA Foam Soft Non-Slip Yoga



IUGA Yoga Block 2 Pack with Yoga Strap, High Density Yoga Blocks 9"x6"x3" to Improve Strength,



Overmont Yoga Block 2 Pack Supportive Latex-Free EVA Foam Soft Non-Slip Surface for General Fitness



+7 colors/patterns

Manduka Yoga Cork and Recycled Foam Blocks - Yoga Prop and

Tools

Favorites

5 spots left ⓘ

- Black Box** ★
Amazon Product Research
- Cerebro** + Walmart ★
Reverse Product Lookup

Product Research

- Black Box** ★
Amazon Product Research
- Trendster**
Amazon Trends Finder
- My List - Products**
Save your product ideas

Keyword Research

- Cerebro** + Walmart ★
Reverse Product Lookup
- Magnet** + Walmart
Keyword Research
- Misspellinator**
Misspellings Checker
- My List - Keywords**
Save your keywords

Marketing

Listing Optimization

- Frankenstein**
Keyword Processor
- Scribbles**
Listing Optimizer
- Index Checker**
Keyword Index Checker
- Listing Analyzer**
Amazon Listing Insights
- Listing Builder** Beta
New & Improved Listing Optimizer
- Audience**
Market Feedback

Learning

- FBA Training**
Amazon Sellers Training
- Amazon PPC Academy** New
Intermediate-to-Advanced PPC Training

Analytics

- Keyword Tracker** + Walmart
Product Rank Tracking
- Market Tracker**
Competitor Intelligence
- Market Tracker 360**
New & Improved Competitor Intelligence
- Profits** + Walmart
Financial Analytics Dashboard

Operations

- Alta by Helium 10**
Financial Solutions
- Alerts**
Hijacker & Product Monitoring
- Inventory Protector**
Coupon Abuse Prevention
- Refund Genie**
Reimbursement Assistance

1. Click on Tools
2. Click on Magnet



Magnet

Find high-volume search terms that are relevant to your entered keyword.

Watch video to learn more



Learn

History

Common Words

[Find Suggestions](#)

Analyze Keywords

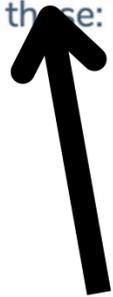


blocks for yoga

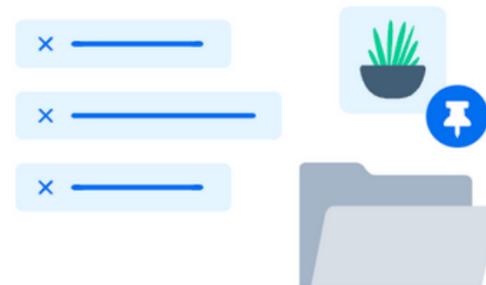


Get Keywords

Need a Keyword? Try one of these: [pencil](#), [balloon](#), [satchel](#)



Insert initial KW



Enter a keyword above to find top related keywords

We'll use what you enter to suggest keywords that might be relevant to you. Use our filters to narrow down the results and pin those you like to a folder in My List.



- Min search vol. filter

Filters

[^ Hide Filters](#)

Magnet IQ Score ⁱ

Min

Max

Search Volume ⁱ

500

Max

Word Count ⁱ

Min

Max

Competing Products ⁱ

Min

Max

Phrases Containing ⁱ

Ex: red dress

All Any

Title Density ⁱ

Min

Max

Match Type ⁱ

None selected



Search Volume Trend ⁱ

Min

Max

Exclude Phrases Containing ⁱ

Ex: red dress

Amazon Choice ⁱ

Amazon Choice Only

ABA Top 3 ASINs Total Click Share ⁱ

Min



Max



ABA Top 3 ASINs Total Conv. Share ⁱ

Min



Max



Clear

Apply Filters

<input type="checkbox"/>	Keyword Phrase	ABA Total Click Share	ABA Total Conv. Share	Keyword Sales	Magnet IQ Score	Search Volume
<input type="checkbox"/>	dance equipment				60	1,796
<input type="checkbox"/>	yoga equipment for ...				170	1,191
<input type="checkbox"/>	workout block				951	525
<input type="checkbox"/>	yoga brick				3,360	830
<input type="checkbox"/>	manduka yoga block				12,769	830
<input type="checkbox"/>	yoga blocks 4 pack				4,160	832
<input type="checkbox"/>	yoga set equipment				105	527
<input type="checkbox"/>	yoga props				527	527
<input type="checkbox"/>	yoga equipment				22	2,244
<input type="checkbox"/>	yoga blocks				107,128	40,173
<input type="checkbox"/>	yoga block				14,768	14,768
<input type="checkbox"/>	yoga accessories for ...				317	633
<input type="checkbox"/>	foam bricks				316	631
<input type="checkbox"/>	push up blocks				351	701

Magnet - Cons

- We don't get 100% relevant results

<input type="checkbox"/>	Keyword Phrase	ABA Total Click Share	ABA Total Conv. Share	Keyword Sales	Magnet IQ Score	Search Volume
<input type="checkbox"/>	<input type="checkbox"/> dance equipment				60	1,796
<input type="checkbox"/>	<input type="checkbox"/> yoga equipment for ...				170	1,191
<input type="checkbox"/>	<input type="checkbox"/> workout block				951	525
<input type="checkbox"/>	<input type="checkbox"/> yoga brick				3,360	830
<input type="checkbox"/>	<input type="checkbox"/> manduka yoga block				12,769	830
<input type="checkbox"/>	<input type="checkbox"/> yoga blocks 4 pack				4,160	832
<input type="checkbox"/>	<input type="checkbox"/> yoga set equipment				105	527
<input type="checkbox"/>	<input type="checkbox"/> yoga props				527	527
<input type="checkbox"/>	<input type="checkbox"/> yoga equipment				22	2,244

The best method - **CEREBRO (by H10)**

- Best for relevancy combined with search volume.
- How it works? You choose the competitors, H10 pulls their best selling KWs.

- Let's assume we are looking at a block for yoga, with a material that is not the regular material. We are looking at cork material.
- Our initial KW - Blocks for yoga





Best Seller

+2 colors/patterns

Trideer Yoga Blocks, Yoga Blocks 2 Pack, Premium EVA Foam Blocks with Free Guide, Supportive, Lightweight & Odor Resistant, Yoga Essentials f...

★★★★★ ~ 3,712

Cyber Monday Deal

\$12⁰⁶ ~~\$18.99~~

Exclusive Prime price



+20 colors/patterns

Gaiam Yoga Block - Supportive Latex-Free EVA Foam Soft Non-Slip Surface for Yoga, Pilates, Meditation

★★★★★ ~ 11,061

\$9⁹⁹

prime

FREE delivery **Wed, Dec 7** on \$25 of items shipped by Amazon

More Buying Choices \$9.98 (2 new offers)



+2 colors/patterns

Gaiam Essentials Yoga Block 2 Pack & Yoga Strap Set, Grey

★★★★★ ~ 6,255

Cyber Monday Deal

\$16³⁰ ~~\$21.62~~

prime

FREE delivery **Sun, Dec 4** on \$25 of items shipped by Amazon

Or fastest delivery **Wed, Nov 30**

More Buying Choices \$15.98 (3 used & new offers)



+2 colors/patterns

URBNFit Yoga Blocks 2 Pack - Sturdy Foam Yoga Block Set with Strap for Exercise, Pilates Workout, Stretching, Meditation, Stability - High Density...

★★★★★ ~ 1,754

\$14⁹⁴

prime

FREE delivery **Sun, Dec 4** on \$25 of items shipped by Amazon

Or fastest delivery **Wed, Nov 30**

Small Business



+6 colors/patterns

BalanceFrom GoYoga Set of 2 High Density Yoga Blocks, 9"x6"x4" Each [Newest Version]

★★★★★ ~ 3,009

\$11⁸⁸

prime

FREE delivery **Sun, Dec 4** on \$25 of items shipped by Amazon

Or fastest delivery **Wed, Nov 30**

HIGHLY RATED

Sponsored | Based on star rating and number of customer ratings



Asanaseat Multifunctional Yoga Block, Set of 2, Use as Meditation Seat, Floor Seat, Stretching Blocks and Added Stability During your...

★★★★☆ ~ 16

\$32⁹⁹

Save 50% with coupon

prime

Small Business



Trideer Cork Yoga Blocks, 2 Pack Natural Cork Block, High Density Yoga Bricks with Non Slip Surface, Eco-Friendly Yoga Accessories for...

★★★★★ ~ 45

Cyber Monday Deal

\$23⁹⁹ ~~\$29.99~~

Exclusive Prime price



+4 colors/patterns

Syntus Yoga Block and Yoga Strap Set, 2 EVA Foam Soft Non-Slip Yoga Blocks 9x6x4 inches, 8FT Metal D-Ring Strap for Yoga, General Fitness...

★★★★★ ~ 3,206

\$17⁹⁹

prime



Dakini Wellness Cork Yoga Block 2 Pack with Yoga Strap Set 8 Feet - Non-Slip Yoga Blocks with Stretching Strap for Flexibility - 9x6x3 inch -...

★★★★★ ~ 161

\$37⁹⁵ ~~\$45.95~~

prime



+7 colors/patterns

Manduka Yoga Cork and Recycled Foam Blocks - Yoga Prop and Accessory, Comfortable Edges, Lightweight, Firm, Non Slip, Various...

★★★★★ ~ 3,286

Cyber Monday Deal

\$33⁶⁰ ~~\$42.00~~

prime



Best Seller

+2 colors/patterns

Trideer Yoga Blocks, Yoga Blocks 2 Pack, Premium EVA Foam Blocks with Free Guide, Supportive, Lightweight & Odor Resistant, Yoga Essentials f...

★★★★★ ~ 3,712

Cyber Monday Deal

\$12.06 ~~\$18.99~~

Exclusive Prime price



+20 colors/patterns

Gaiam Yoga Block - Supportive Latex-Free EVA Foam Soft Non-Slip Surface for Yoga, Pilates, Meditation

★★★★★ ~ 11,061

\$9.99

prime

FREE delivery Wed, Dec 7 on \$25 of items shipped by Amazon

More Buying Choices \$9.98 (2 new offers)



+2 colors/patterns

Gaiam Essentials Yoga Block 2 Pack & Yoga Strap Set, Grey

★★★★★ ~ 6,255

Cyber Monday Deal

\$16.30 ~~\$21.62~~

prime

FREE delivery Sun, Dec 4 on \$25 of items shipped by Amazon

Or fastest delivery Wed, Nov 30

More Buying Choices \$15.98 (3 used & new offers)



+2 colors/patterns

URBNFit Yoga Blocks 2 Pack - Sturdy Foam Yoga Block Set with Strap for Exercise, Pilates Workout, Stretching, Meditation, Stability - High Density...

★★★★★ ~ 1,754

\$14.94

prime

FREE delivery Sun, Dec 4 on \$25 of items shipped by Amazon

Or fastest delivery Wed, Nov 30

Small Business



+6 colors/patterns

BalanceFrom GoYoga Set of 2 High Density Yoga Blocks, 9"x6"x4" Each [Newest Version]

★★★★★ ~ 3,009

\$11.88

prime

FREE delivery Sun, Dec 4 on \$25 of items shipped by Amazon

Or fastest delivery Wed, Nov 30

HIGHLY RATED

Sponsored | Based on star rating and number of customer ratings



Asanaseat Multifunctional Yoga Block, Set of 2, Use as Meditation Seat, Floor Seat, Stretching Blocks and Added Stability During your...

★★★★☆ ~ 16

\$32.99

Save 50% with coupon

prime

Small Business



Trideer Cork Yoga Blocks, 2 Pack Natural Cork Block, High Density Yoga Bricks with Non Slip Surface, Eco-Friendly Yoga Accessories for...

★★★★★ ~ 45

Cyber Monday Deal

\$23.99 ~~\$29.99~~

Exclusive Prime price



+4 colors/patterns

Syntus Yoga Block and Yoga Strap Set, 2 EVA Foam Soft Non-Slip Yoga Blocks 9x6x4 inches, 8FT Metal D-Ring Strap for Yoga, General Fitness...

★★★★★ ~ 3,206

\$17.99

prime



Dakini Wellness Cork Yoga Block 2 Pack with Yoga Strap Set 8 Feet - Non-Slip Yoga Blocks with Stretching Strap for Flexibility - 9x6x3 inch ...

★★★★★ ~ 161

\$37.95 ~~\$45.95~~

prime



+7 colors/patterns

Manduka Yoga Cork and Recycled Foam Blocks - Yoga Prop and Accessory, Comfortable Edges, Lightweight, Firm, Non Slip, Various...

★★★★★ ~ 3,286

Cyber Monday Deal

\$33.60 ~~\$42.00~~

prime

MORE RESULTS



+7 colors/patterns

REEHUT Yoga Blocks, High Density EVA Foam Blocks to Support and Deepen Poses, Improve Strength and Aid Balance and Flexibility ...

★★★★★ ~ 10,351

\$7.99 ~~\$8.99~~

prime



+11 colors/patterns

Yoga Blocks 2 Pack - High Density Lightweight EVA Foam Yoga Bricks - Home and Travel Yoga Block Set - Yogi Accessories and Props

★★★★★ ~ 64

Cyber Monday Deal

\$14.39

prime



+4 colors/patterns

Syntus Yoga Block and Yoga Strap Set, 2 EVA Foam Soft Non-Slip Yoga Blocks 9x6x4 inches, 8FT Metal D-Ring Strap for Yoga, General Fitness...

★★★★★ ~ 3,206

\$17.99

prime



Overmont Yoga Block 2 Pack Supportive Latex-Free EVA Foam Soft Non-Slip Surface for General Fitness Pilates Stretching and Meditation...

★★★★★ ~ 387

\$17.99

prime

FREE delivery Sun, Dec 4 on \$25 of items



Trideer Cork Yoga Blocks, 2 Pack Natural Cork Block, High Density Yoga Bricks with Non Slip Surface, Eco-Friendly Yoga Accessories for...

★★★★★ ~ 45

Cyber Monday Deal

\$23.99 ~~\$29.99~~

Exclusive Prime price

Grab ASINs that are:

- Similar to what we are looking to sell (relevancy)
- ASINs of products that MAKE SALES!

Find selling products:

- Compare BSRs
- X-Ray

Search volume: 294 

 Find Suppliers on Alibaba

TOTAL REVENUE [?] \$711,457	AVERAGE REVENUE [?] \$16,169	AVERAGE PRICE [?] \$18	AVERAGE BSR [?] 38,964	AVERAGE REVIEWS [?] 2,168	   Related Keywords
--	---	---	---	--	---

Rows Selected: 0 | Select 1-10 ASINs for additional options for analysis.

 Filter Results (60/60) 

#	<input type="checkbox"/>	<input type="checkbox"/>	Product Details	ASIN	Brand	Price	Sales	Sales Graph	Revenue	BSR	Seller Country/Region	Fees
3	<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Gaiam Essentials Yoga Block (Set ...	B075W648GN	Gaiam Essenti...	\$15.64	7,187		112,404.68	1,033	AMZ	\$10.48
4	<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Gaiam Yoga Block - Supportive L...	B07XYYBHFK	Gaiam	\$9.99	7,463		74,555.37	1,033	AMZ	\$6.90
5	<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Trideer Yoga Blocks, Yoga Blocks ...	B09WMWS2PG	Trideer	\$12.06	6,030		72,721.80	485	HK	\$9.15
6	<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Gaiam Essentials Yoga Block 2 Pa...	B075W693J7	Gaiam Essenti...	\$16.30	1,952		31,817.60	768	AMZ	\$15.28
7	<input type="checkbox"/>	<input checked="" type="checkbox"/>	 BalanceFrom GoYoga Set of 2 Hi...	B07D4C6V14	BalanceFrom	\$11.88	2,547		30,258.36	4,785	AMZ	\$8.55
8	<input type="checkbox"/>	<input checked="" type="checkbox"/>	 URBNFit Yoga Blocks 2 Pack - St...	B07DTQFRGN	URBNFit	\$14.94	2,267		33,868.98	6,138	US	\$9.55
9	<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Trideer Cork Yoga Blocks, 2 Pack ...	B0B154V8LM	Trideer	\$23.99	699		16,769.01	10,778	HK	\$12.14
10	<input type="checkbox"/>	<input checked="" type="checkbox"/>	 Manduka Yoga Cork and Recycle...	B09387T48W	Manduka	\$33.60	1,704		57,254.40	1,256	AMZ	\$12.54
11	<input type="checkbox"/>	<input checked="" type="checkbox"/>	 BalanceFrom GoYoga Set of 2 Hi...	B079KCB4MS	BalanceFrom	\$9.08	83		753.64	51,997	AMZ	\$8.90

NEW: Main images now available in exports ✕

After collecting 4-10 ASINs, go to H10:

Dashboard **Tools** ^ Profits Follow-Up Adtomic Portals FBA Training What's New? **17**    

Tools

Favorites

5 spots left 

- Black Box** ★
Amazon Product Research
- Cerebro** + Walmart ★
Reverse Product Lookup

Product Research

- Black Box** ★
Amazon Product Research
- Trendster**
Amazon Trends Finder
- My List - Products**
Save your product ideas

Keyword Research

- Cerebro** + Walmart ★
Reverse Product Lookup
- Magnet** + Walmart
Keyword Research
- Misspellinator**
Misspellings Checker
- My List - Keywords**
Save your keywords

Marketing

Listing Optimization

- Frankenstein**
Keyword Processor
- Scribbles**
Listing Optimizer
- Index Checker**
Keyword Index Checker
- Listing Analyzer**
Amazon Listing Insights
- Listing Builder** Beta
New & Improved Listing Optimizer
- Audience**
Market Feedback

Analytics

- Keyword Tracker** + Walmart
Product Rank Tracking
- Market Tracker**
Competitor Intelligence
- Market Tracker 360**
New & Improved Competitor Intelligence
- Profits** + Walmart
Financial Analytics Dashboard

Operations

- Alta by Helium 10**
Financial Solutions
- Alerts**
Hijacker & Product Monitoring
- Inventory Protector**
Coupon Abuse Prevention
- Refund Genie**
Reimbursement Assistance

Learning

- FBA Training**
Amazon Sellers Training
- Amazon PPC Academy** New
Intermediate-to-Advanced PPC Training



Copy ASINs to the search bar, and get KWs

Cerebro

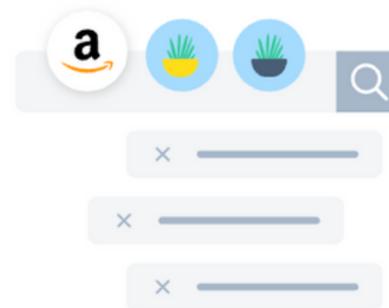
Enter up to 10 product identifiers to find their top performing keywords.

[Bulk Report](#) [Learn](#) [History](#) [Common Words](#)

[Get Keywords](#) [Get Competitors](#) Exclude variations ⓘ

Need a ASIN? Try one of these: [B00G5M75UK](#), [B00MWENGGM](#), [B01MUXL5V8](#)



Search specific products from Amazon and find their top ranking keywords

Leverage your competitors' keyword ranking strategy to



Filters: >500 SV, Organic, Competitors AVG. Rank

Filters

[^ Hide Filters](#)

Narrow down your results fast for [Top Keywords](#) or [Opportunity Keywords](#)

Search Volume ⓘ <input type="text" value="500"/> <input type="text" value="Max"/>	Cerebro IQ Score ⓘ <input type="text" value="Min"/> <input type="text" value="Max"/>	Position (Rank) ⓘ <input type="text" value="Min"/> <input type="text" value="Max"/>	Word Count ⓘ <input type="text" value="Min"/> <input type="text" value="Max"/>	Phrases Containing ⓘ <input type="text" value="Ex: red dress"/> <input type="radio"/> All <input checked="" type="radio"/> Any
Title Density ⓘ <input type="text" value="Min"/> <input type="text" value="Max"/>	Match Type ⓘ <input type="text" value="1 selected"/> ^ <ul style="list-style-type: none"><input checked="" type="checkbox"/> Organic<input type="checkbox"/> Sponsored<input type="checkbox"/> Amazon Recommended	Amazon Choice ⓘ <input type="text" value="None selected"/> v	Relative Rank ⓘ <input type="text" value="Min"/> <input type="text" value="Max"/>	Exclude Phrases Containing ⓘ <input type="text" value="Ex: red dress"/>
Sponsored Rank (avg) ⓘ <input type="text" value="Min"/> <input type="text" value="Max"/>	Competitor Performance ⓘ <input type="text" value="Min"/> <input type="text" value="Max"/>	Amazon Recommended Rank (avg) ⓘ <input type="text" value="Min"/> <input type="text" value="Max"/>	Amazon Recommended Rank (count) ⓘ <input type="text" value="Min"/> <input type="text" value="Max"/>	Competitor Rank (avg) ⓘ <input type="text" value="Min"/> <input type="text" value="30"/>
Ranking Competitors (count) ⓘ <input type="text" value="Min"/> <input type="text" value="Max"/>	ABA Top 3 ASINs Total Click Share ⓘ <input type="text" value="Min"/> <input type="text" value="Max"/>	Competing Products ⓘ <input type="text" value="Min"/> <input type="text" value="Max"/>	Advanced Rank Filter 1/2 ⓘ <input type="text" value="ASIN Min"/> <input type="text" value="ASIN Max"/>	Advanced Rank Filter 2/2 ⓘ <input type="text" value="Rank Min"/> <input type="text" value="Rank Max"/>
Search Volume Trend ⓘ <input type="text" value="Min"/> <input type="text" value="Max"/>	ABA Top 3 ASINs Total Conv. Share ⓘ <input type="text" value="Min"/> <input type="text" value="Max"/>	ABA Top 3 ASINs Total Conv. Share ⓘ <input type="text" value="Min"/> <input type="text" value="Max"/>		

<input type="checkbox"/>	Keyword Phrase	Search Volume	Competitor Rank (avg)	Ranking Competitors (count)
<input type="checkbox"/>	cork yoga blocks	1,146	5.3	4
<input type="checkbox"/>	cork yoga block	1,803	5.8	4
<input type="checkbox"/>	yoga blocks cork	701	6	4
<input type="checkbox"/>	cork yoga blocks 2 p...	1,144	8	4
<input type="checkbox"/>	manduka yoga block	830	3.7	3
<input type="checkbox"/>	yoga block	14,768	23.8	4
<input type="checkbox"/>	yoga blocks 4 pack	832	16.3	3
<input type="checkbox"/>	gaiam yoga blocks	1,356	7	2
<input type="checkbox"/>	yoga mat cork	701	28	2
<input type="checkbox"/>	manduka	2,392	6	1
<input type="checkbox"/>	pilates box	893	10	1

- This is the sub-niche most relevant KWs

Main KWs:

Sub niche -

Cork yoga block

Main niche -

Yoga block

**Now we can see the
entire market image.**

Niche analysis

- Revenue
- Review count
- Review rating
- Dominating brand
- Tier size
- Sell price
- Distribution of sales
- FBA/FBM
- Seasonality

**It doesn't have to go
100% by the criterias**

What do you think is the most important thing?

THE MOST IMPORTANT THING IS TO HAVE A COMPELLING OFFER.

- Even with the best product selection, everything comes down to your offer.
- Why would the customer buy your product over the competition?
- What is your unique selling point?

Pick your battles

- Can I afford to compete in this market?
- How much cash will I need?
- Who are my competitors? Are they driving traffic to Amazon?
- How are low reviews competitors performing in the market?

Providing value to the customer begins with understanding him.

- Review analysis -
- 1-2 stars reviews – write down the issues that arise.
- 5 star reviews – write down the good features we want to preserve.

Providing value to the customer begins with understanding him.

- FB Groups
- YouTube
- The information you need is out there

- Creative differentiated competitor
- Does it bring value to the customer?



Interlocking Design

Quickly and easily transition from activity to stillness

H10 Review Insights



Share

Manduka Yoga Cork and Recycled Foam Blocks - Yoga Prop and Accessory, Comfortable Edges, Lightweight, Firm, Non Slip, Various Sizes and Colors

Visit the Manduka Store
★★★★★ 3,287 ratings | 36 answered questions
Amazon's Choice in Yoga Blocks by Manduka

Cyber Monday Deal
-20% **\$33⁶⁰**
List Price: \$42.00

FREE Returns

Get \$100 off instantly: Pay \$0.00 ~~\$33.60~~ upon approval for the Amazon Prime Store Card. No annual fee.

Available at a lower price from other sellers that may not offer free Prime shipping.

Color: Cork 2-pack

 \$17.60	 \$33.60	 \$18.00	 \$16.00
 \$30.40	 \$16.00	 \$16.00	 \$30.40

Color	Cork 2-pack
Material	Other
Brand	Manduka
Item Dimensions LxWxH	8 x 12 x 18 inches
Product Care Instructions	Wipe with Damp Cloth

Roll over image to zoom in

\$33⁶⁰
FREE Returns
FREE delivery Wednesday, December 7
Deliver to RAEC - Sheridan 82801
Qty: 1
Add to Cart
Buy Now
Secure transaction
Ships from Amazon.com
Sold by Amazon.com
Return policy: Returnable until

Extension

- Xray — Amazon Product Research
- Xray Keywords Beta
- ASIN Grabber
- Profitability Calculator
- Inventory Levels
- Review Insights

About this item

• Extract the reviews

Review Insights ↗ ✕

Overview **All Reviews** All Questions Review Analysis Product Variations Reviews Found: 618 ↓

Top reviews ▼ Select ratings ▼ All variations ▼ Text, image, video ▼ All reviews ▼ Clear Apply

Transformative! ★★★★★

By Dr. Borue, Reviewed in the United States on August 20, 2016 Color: Cork [B000VUAGAS](#)

This yoga block has really transformed my practice. I had used cheap compressed foam blocks for years and didn't think a heavier cork block would make any difference. Then I attended a yoga class at a new location and they had several Manduka cork blocks. I decided to try one out for the heck of it. I was absolutely floored at the difference the block made in my stability during balance poses. As counterintuitive as it sounds, I was less reliant on my arms for the additional balance as I didn't have to grip as hard to keep the block from moving and when I did need the extra support it was firmly yet comfortably there. I get to class early enough to grab one of the Manduka blocks. A few months later I came late and had to use a foam block. I hated it so much I went onto amazon and bought my own Manduka. I returned home. These blocks will likely outlast all of my other yoga accessories. They are extremely high quality and feel so much nicer on your hands than some of the other cork blocks I've felt, which seem to have a chunkier, harsher texture. You really do get what you pay for and these blocks are 110% worth the extra cost.

76 people found this helpful

Balanced ★★★★★

By Melanie "Vaxxed & Masked" Gilbert, Reviewed in the United States on October 4, 2019 Color: Cork [B000VUAGAS](#)

Yoga blocks are like yoga mats: how you use them depends on your preference and your size. Students with larger hands and a taller build may prefer the wider and longer design of the Manduka block. Students with smaller hands and stature may find the width and weight too cumbersome. I am 5' 8" with arms that are 1" longer than my height, and hands with a 4" palm span. I need a solid block under my poses – especially my extended standing poses like Utthita Parsvakonasana: Extended Side Angle Pose or Parivritta Ardha Chandrasana: Revolved Half Moon. Smaller blocks – like the one pictured next to the Manduka – collapse under my grip. Or I grip the block so hard that I can't concentrate on relaxing into the pose. Yoga is the art of finding balance in your body and in your pose. For me, moving up to a heavier, wider and taller block improved my comfort level and enhanced my experience of the pose. It's important to know how and what works for you to optimize your time on your mat and in your practice.

72 people found this helpful

BIG. Heavy. Amazing. ★★★★★

- Understand which variation is selling the most.

Review Insights ↗ ✕

Overview All Reviews All Questions Review Analysis **Product Variations** Export Variations 

ASIN	Variations	Review Count	Review Share	Rating
▶ B000VUAGAS	Color: Cork	379	61 %	4.8
▶ B0084Z3B2C	Color: Thunder-Foam	117	19 %	4.9
▶ B00WJKKC4S	Color: Midnight-Foam	53	9 %	4.7
▶ B01NH5IGE7	Color: Lean Cork	34	6 %	4.7
▶ B09387T48W	Color: Cork 2-pack	31	5 %	4.5
▶ B0B1NTM48L	Color: Midnight-Foam 2 Pack	2	0 %	5.0
▶ B0B41KK5B2	Color: Thunder-Foam 2 Pack	1	0 %	3.0
▶ B07PRV7T8Q	Color: Sand-Foam	1	0 %	5.0

- Analyze the reviews of all relevant competitors

Understanding the BSR

- Best Selling Rank



1

**Kitchen &
Dining**

64,290



10000

**Kitchen &
Dining**

660



100,000

**Kitchen &
Dining**

30

Different categories, different sales

**Estimated Number
of Sales per Month**

660

Best Seller's Rank Number ⓘ

10000

Amazon Marketplace ⓘ

 United States of America

Amazon Product Category ⓘ

Kitchen & Dining

**Estimated Number
of Sales per Month**

2,160

Best Seller's Rank Number ⓘ

10000

Amazon Marketplace ⓘ

 United States of America

Amazon Product Category ⓘ

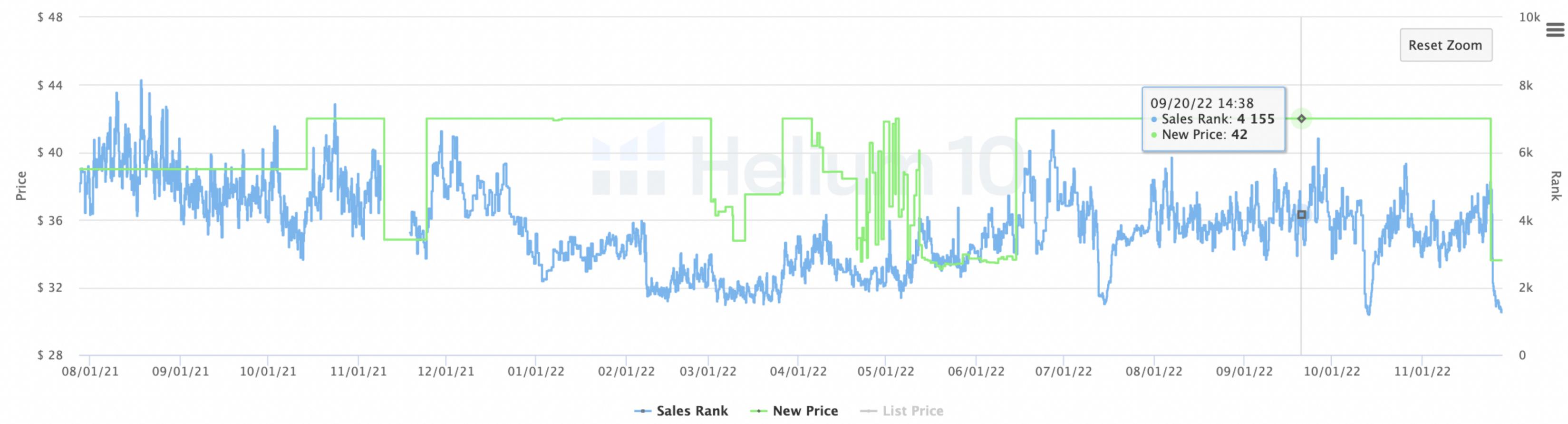
Home & Kitchen

<https://www.junglescout.com/estimator/>

Using BSR to analyze products



24 Hours 7 Days 30 Days 90 Days 1 Year All Time



- Seasonality
- Price trend
- Performance over time

Common mistakes

- Looking at the numbers during peak season.
Can be avoided by looking at the BSR trend.
- Niche with a negative price trend - better to avoid
- Is the demand we are seeing temporary?

BSR Benefits

- Tracking your performance vs. the competitors.
- Has your market share grown?
- Know within 1 second if a competitor is relevant
- AND MANY MORE!

H10 Profit Calculator

Profitability Calculator  ↻ ✕

 Manduka Yoga Cork and Recycled Foam Blocks - Yoga Prop and Access...

FBA FBM

Product Specs

Price ?

Dimensions ?

Weight ?

Outbound Shipping Weight ? **4.54 lb**

Size Tier ? **Large Standard-size**

Manufacturing Cost

Unit Manufacturing Cost ?

Freight Cost ?

Unit Freight Cost ? **\$3.83**

Fulfillment Cost

FBA Fee ? **\$7.59**

	(Jan-Sep)	(Oct-Dec)
Net ?	\$10.16	\$9.60
Margin ?	30.24%	28.58%
ROI per unit ?	94.07%	84.51%

Product Specs

Price ?

Dimensions ?

Weight ?

Outbound Shipping Weight ? **4.54 lb**

Size Tier ? **Large Standard-size**

Manufacturing Cost

Unit Manufacturing Cost ?

Freight Cost ?

Unit Freight Cost ? **\$3.83**

Fulfillment Cost

FBA Fee ? **\$7.59**

	(Jan-Sep)	(Oct-Dec)
Net ?	\$10.16	\$9.60
Margin ?	30.24%	28.58%
ROI per unit ?	94.07%	84.51%

H10 Profit Calculator

- Find out the dimensions of your desired product. Check at least 3 similar to yours.
- Use the numbers to fill in your profit calculator.
- Know what fees are your competitors paying, and most likely so will you.
- Good ,quick & convenient indicator.
- PRO tip - compare weight to dimensional weight.

First COGS Validation



Wholesale Eco Friendly High Quality Custom Logo Recyclable Natrual **Cork Yoga Block**

US\$3.10-US\$3.50
1 piece (MOQ)

Verified 8 YRS  CN Supplier >

★ 4.7 (30) | "Good service"

Contact supplier  Chat Now! Compare

1/6 



Low Moq Eco-friendly Recycled Organic **Cork Yoga Brick Wooden Yoga Block For Fitness**

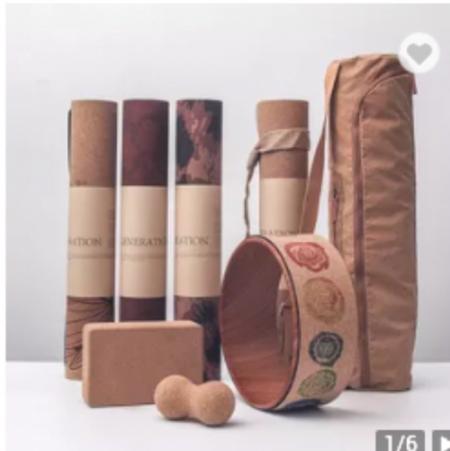
US\$2.60-US\$3.10
+US\$11.80 (Shipping)
10 pieces (MOQ)

1 YRS  CN Supplier >

★ 5.0 (2) | "Arrived quickly"

Contact supplier  Chat Now! Compare

1/6 



Custom Printed Color Eco-friendly Natural Rubber Thickened Fine-grained **Cork Yoga Mat Set Premium ...**

Eco-friendly Rubber Cork

US\$3.99-US\$13.60
5.0 pieces (MOQ)

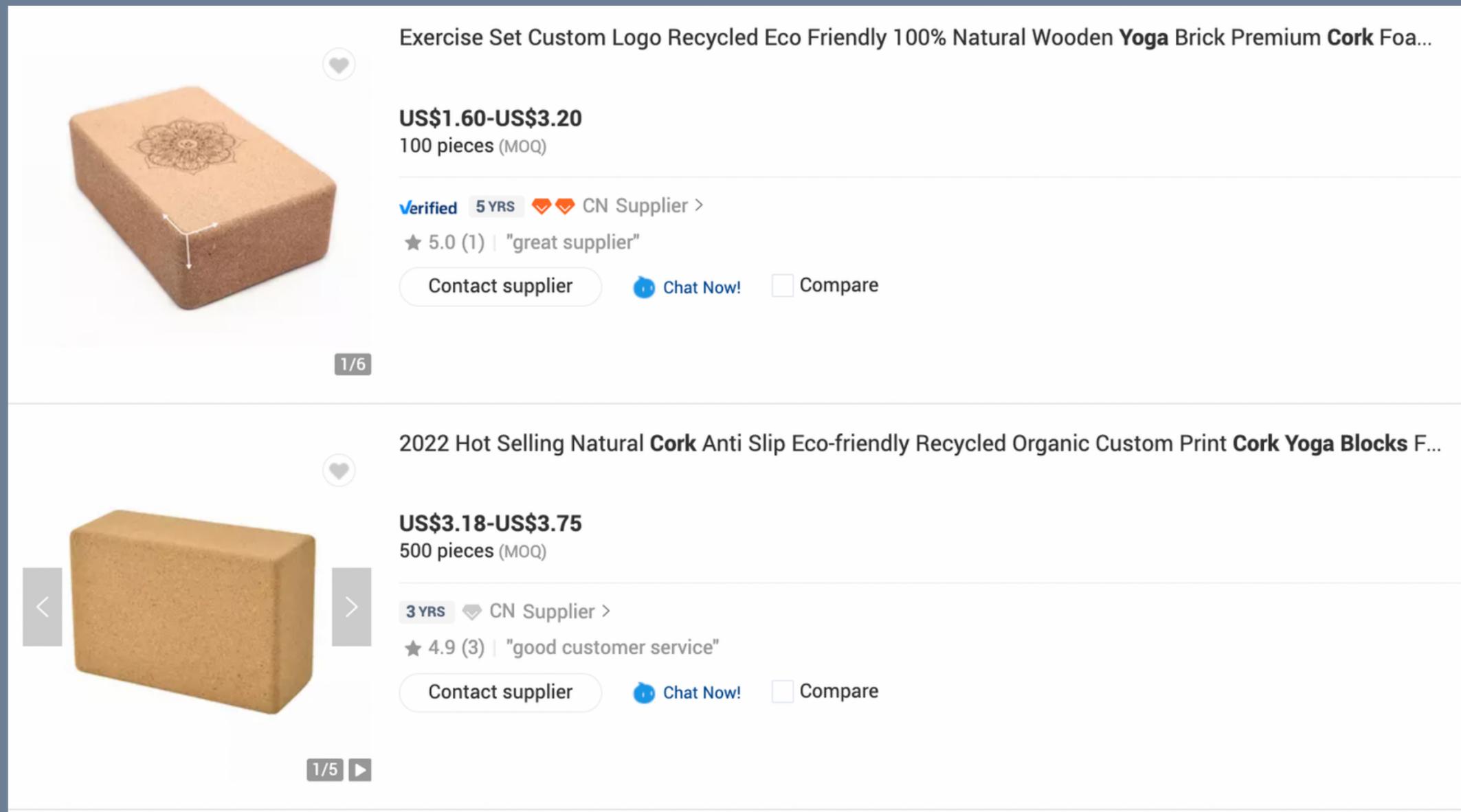
Verified 2 YRS  CN Supplier >

★ 4.9 (8) | "excellent service"

Contact supplier  Chat Now! Compare

1/6 

- Go to alibaba.com
- Search the main KW
- Make a rough average of the COGS that can be used for the profit calculator.



The screenshot displays two product listings from Alibaba.com. The top listing is for 'Exercise Set Custom Logo Recycled Eco Friendly 100% Natural Wooden Yoga Brick Premium Cork Foa...' with a price range of US\$1.60-US\$3.20 and a 100-piece MOQ. The supplier is a verified 5-year CN Supplier with a 5.0 rating. The bottom listing is for '2022 Hot Selling Natural Cork Anti Slip Eco-friendly Recycled Organic Custom Print Cork Yoga Blocks F...' with a price range of US\$3.18-US\$3.75 and a 500-piece MOQ. The supplier is a 3-year CN Supplier with a 4.9 rating. Both listings include 'Contact supplier', 'Chat Now!', and 'Compare' buttons.

Exercise Set Custom Logo Recycled Eco Friendly 100% Natural Wooden **Yoga** Brick Premium **Cork** Foa...

US\$1.60-US\$3.20
100 pieces (MOQ)

Verified 5 YRS CN Supplier >
★ 5.0 (1) | "great supplier"

Contact supplier Chat Now! Compare

1/6

2022 Hot Selling Natural **Cork** Anti Slip Eco-friendly Recycled Organic Custom Print **Cork Yoga Blocks** F...

US\$3.18-US\$3.75
500 pieces (MOQ)

3 YRS CN Supplier >
★ 4.9 (3) | "good customer service"

Contact supplier Chat Now! Compare

1/5

Profit Calculator

- Know your numbers
- Can we reduce the fulfillment fee?
- Be realistic with your selling price.

		Cork Yoga Blok	
Sell price			\$34
Min entry price w/out marketing			\$21
Min entry price with marketing			\$28
Referral fee 15%			\$5.10
Monthly storage fee			\$0.51
Fulfillment fee		\$13.20	\$7.59
Alibaba production cost			\$6.40
shipping + inspection			\$2.29
Customs %	10.0%	\$9.33	\$0.64
Marketing %	20%		\$6.80
refunds %	3%		\$0.30
Net income		12.9%	\$4.4
ROI			47%
qty			1
COGS - at Amazon cost			\$9.3
Total Revenue			\$34
Total Expenses			-\$30
Total Profit			\$4.4
Payment AMZ to bank			\$13.7
Products dimensions (cm)		in	cm
L		12.8	32.58
W		4.2	10.69
H		10.8	27.50
CBM = 200 USD			0.0095777

Don't give up!



**Do not fall in love
with products!**

Try to be objective.

EXAMPLES

• What is wrong here?

Xray — Amazon Product Research for “fire resistant mats for fire pit”



Search volume: N/A

[Find Suppliers on Alibaba](#)

TOTAL REVENUE ⓘ \$194,758	AVERAGE REVENUE ⓘ \$12,984	AVERAGE PRICE ⓘ \$30	AVERAGE BSR ⓘ 26,768	AVERAGE REVIEWS ⓘ 356	 8 1 Related Keywords
--	---	---------------------------------------	---------------------------------------	--	---

Rows Selected: 0 | Select 1-10 ASINs for additional options for analysis.

[Filter Results \(22/22\)](#)

#	Product Details	ASIN	Brand	Price	Sales	Sales Graph	Revenue	BSR	Seller Country/Region	Fees
1	SP Fireproof Chimineas Mat for ...	B08T9T4QHP	F-arrow	\$37.99	141		5,356.59	35,376	CN	\$11.10
2	SP Fire Pit Deck Protector Round...	B08QGXDQGG	Live N Lux	\$19.96	242		4,830.32	30,295	US	\$8.00
3	DocSafe 38" Diameter Round Fir...	B08P3J4WMY	DocSafe	\$20.27	1,863		37,763.01	2,013	CN	\$9.30
4	Grill Mats for Outdoor Grill Deck ...	B09MJZHVCP	BAIPOK	\$15.99	396		6,332.04	9,351	CN	\$8.70
5	AiBOB Under Grill Mat, 40 X 65 i...	B09GVDGBXB	AiBOB	\$23.99	2,315		55,536.85	2,469	CN	\$11.10
6	Fire Pit Mat—Stove fire mat, Ret...	B08HZCD86N	Meitola	\$18.88	249		4,701.12	49,973	CN	\$8.90
7	SP The Original Ember Mat 67" ...	B07QD1HC7T	Campfire Def...	\$52.46	n/a	n/a	n/a	2,691	US	\$14.90
8	Fire Pit Mats for Under Fire Pit - 4...	B093HHVPW3	WHOLELY G...	\$47.98	280		13,434.40	34,539	US	\$13.80
9	Fire Pit Mat, 36 Inches Under Grill...	B09K7RTJK4	lofekea	\$10.39	32		332.48	39,970	CN	\$8.50
10	XL Fire Pit Mat, USA Based, Fire...	B08VGY414C	Jamotown Su...	\$58.00	02		5,427.08			

NEW: Main images now available in exports

• What is wrong here?

a B01LP0VI3G   

Sports & Outdoors #49 

Yoga Mats #1
Foam Rollers #1

Variations	Sellers	Fulfillment
9	21	AMZ

Best Seller



[+5 colors/patterns](#)

Featured from our brands

Amazon Basics 1/2-Inch Extra Thick Exercise Yoga Mat

★★★★★ ~ 72,239

\$20⁶⁸

FREE delivery **Thu, Dec 8** on \$25 of items

a B07H9PZ42P   

Sports & Outdoors #63 

Yoga Mats #2

Variations	Sellers	Fulfillment
8	10	AMZ

Amazon's Choice



[+8 colors/patterns](#)

Gaiam Essentials Thick Yoga Mat Fitness & Exercise Mat with Easy-Cinch Yoga Mat Carrier Strap, 72"L x 24"W x 2/5 Inch Thick

★★★★★ ~ 34,449

Cyber Monday Deal

\$18⁶⁰ ~~\$21.98~~

a B01LP0VI3G   

Sports & Outdoors #49 

Yoga Mats #1
Foam Rollers #1

Variations	Sellers	Fulfillment
9	21	AMZ

Best Seller



[+5 colors/patterns](#)

Amazon Basics 1/2-Inch Extra Thick Exercise Yoga Mat

★★★★★ ~ 72,239

\$20⁶⁸

FREE delivery **Thu, Dec 8** on \$25 of items shipped by Amazon

a B09TRXY3QH   

Sports & Outdoors #278 

Yoga Mats #3

Variations	Sellers	Fulfillment
8	2	AMZ



[+6 colors/patterns](#)

BalanceFrom All Purpose 1/2-Inch Extra Thick High Density Anti-Tear Exercise Yoga Mat with Carrying Strap and Yoga Blocks

★★★★★ ~ 85,735

\$19⁹⁹

FREE delivery **Wed, Dec 7** on \$25 of items

a B087R8VXFP   

Sports & Outdoors #5,114 

Exercise Mats #12

Variations	Sellers	Fulfillment
6	1	AMZ



[+6 colors/patterns](#)

Everyday Essentials 1/2-Inch Extra Thick High Density Anti-Tear Exercise Yoga Mat with Carrying Strap

★★★★★ ~ 2,994

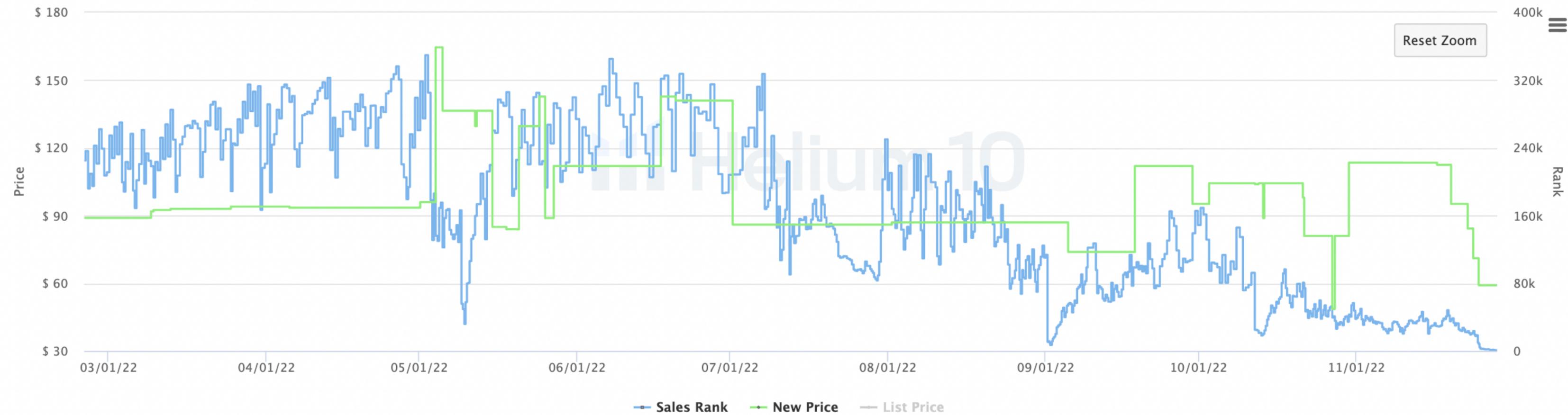
\$24⁹⁹

FREE delivery **Wed, Dec 7** on \$25 of items shipped by Amazon

• What is wrong here?

 [Inventory Levels](#)  [Xray](#)  [Keywords](#)  [Listing Optimizer](#)  [Profitability Calculator](#)

[24 Hours](#) [7 Days](#) [30 Days](#) [90 Days](#) [1 Year](#) [All Time](#)



**Your first product is
not going to be
perfect.**

And that's fine!

THANK YOU