

HOW TO CHOOSE THE BEST PRODUCTS

FOURTEEN POINTS TO QUALIFY YOUR PRODUCT AS A WINNER!

*As a general rule, the best products to
Choose for business are ones which:*

1. People want and/or need.
2. Have reorder potential.
3. Have a large potential market.
4. Are sold successfully by others.
5. Are easy to handle, package and ship.
6. Are all-season items.
7. Are not novelties or gimmicks.
8. Are available on a continuous basis from suppliers in large or small quantities at any time of the year.
9. Have a warranty / guarantee.
10. Does not require assembly by customers or yourself.
11. Are easy to use.
12. Are not priced too low or too high.
13. Have a high profit potential.
14. Can be dropped shipped.

Source: Income Opportunity Magazine