

4 ELEMENT SERVICE

for launching extremely high profitable products that crush it / conquer the market.



Sell products that customers truly desire

so they are willing to pay higher **PRICES** for your products

For a long time I have also been thinking that the best way to start my Amazon business would be to find some simple and small products with low costs. But through more and more experience I realized that almost all products in this category will fail in the long term. Why?

Because most Amazon sellers today are looking for exactly the same products! Ask the next 5 people who also want to sell on Amazon about their strategy and you will realize it by yourself. The supposedly perfect product is the worst today!

A few years ago it might have been possible to launch a simple product to make some good money, but all of these niches are overcrowded now because everybody wants to sell the same kind of products.

Nowadays you need a completely different strategy that almost nobody is using! It is important to focus on adding value and selling products that really benefit people and solve their problems.

With my product search strategy, I have made it to my mission to find exactly these kind of products, which will not only get you some good profits in the short-term but will also build you a sustainable business in the long-term!



No more lack of clarity / Finding clarity

by using a measurable **PRECHECK** Strategy.

If you really develop and sell a new product which completely differentiates from your competition, how do you determine the demand and potential of the product?

Imagine you are playing chess: Before making a new move, we need to have a clear plan and be sure to look at our chances as well as our risks in detail. We want to determine how much profit we are going to make with the product instead of just launching products with no analysis done.

Through my years of practice I have figured out what to look for before launching a new product to make sure that it will have good demand, make good profit and provide even more value.



Feel Safe when choosing a supplier

by starting and securing your cooperation with special **SUPPLIER** contracts

The most important process, and the one that causes the most problems, is finding the right supplier. Communication is key to success and can make the difference why someone pays almost half of the price for the same product. What features are negotiable like product customization, packaging requirements, delivery terms and buying prices and how do I negotiate with my supplier in the right way to make sure that everything runs smoothly so you can bring your own value product to the market.

During my endless hours of communication with suppliers, I had to deal with almost anything that could happen during the sourcing process, like quality issues, delivery time delays, increasing prices and so on. These situations have gained me the experience to exactly know how to prevent those issues, communicating the right way with the supplier to not only give me the best price but also the best quality. I have created a detailed plan and set up contracts for my customers to deal with every situation and take control of the complete sourcing process.



Launch Products and enjoy long term success

by building your own Amazon **FBA BRAND**.

Of course, it's easy to launch a private label product today and choose a name that fits well.

But how do you really build a profitable & sustainable business on Amazon? The biggest value behind your product is your own brand!

Your product really won't gain much attraction or acceptance as a private label in the long run if it is not supported by your own big brand, which specializes in a specific niche.

I think that a private label is a very good start to launch a product, but to be able to sell multiple products in the future and even dominate a specific market niche and really conquer the market you need your own brand content!

Through my experience with Amazon and the establishment of my own brands, I have created unique strategies for my customers to find products that have the potential to build a remarkable brand which makes sure that your product leaves a lasting impression!