

Grade your products for online success!



- Product is small in size (ie jewelry).
- Average order above \$20 and below \$75.
- Average order weight under 10 lbs.
- It appeals to women.
- Target market is baby boomers.
- Made or sourced in the USA.
- Can be accessorized.
- Lends itself to related products.
- Lends itself to multiple product orders.
- May be bundled with other products.
- Lends itself to repeat orders (ie subscriptions).
- Has high seasonality.
- Has a high viral content probability (ie puppies).
- Has large or niche interest groups.
- May be personalized in some form (ie. monogramming)
- It is not a commodity.
- It is frequently searched for on Google.
- It has a 3X margin.
- Has fan pages or groups on Facebook.
- It is a consumable. (ie printer toner)
- It has a high sales rank on Amazon.

**CHECK THE
BOXES &
ADD 'EM UP**

A

15-20

B

11-14

C

5-10

D

0-5