

How & Where to Find a Product

+ The Secret Trend Generator

W O R K B O O K

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SYSTEM

How & Where to Find a Product

1: Choosing Your Business Model

Your business should work for you, not the other way around! The best business model is one that fits your lifestyle, time, and financial goals. Some models require little upfront investment, while others give you more control over branding and pricing. In this section, we'll explore different product-based business models and help you choose the one that aligns best with your time, skills, and long-term goals.

The business model that makes the most sense for me is _____
because _____.

For example:

"Reselling used items because I want to start quickly without spending a lot of money." "Wholesale because I want ready-to-sell products with fast shipping."



The types of tasks I enjoy doing that fit well with my business are:

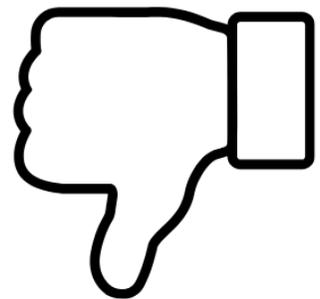
- ✓ _____
- ✓ _____
- ✓ _____

For example: Creating product listings and writing descriptions or researching trends and finding new product ideas

The types of tasks I want to avoid in my business are:

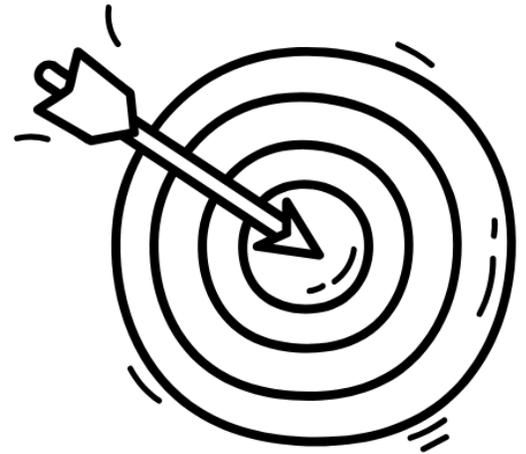
- ✗ _____
- ✗ _____
- ✗ _____

For example: Packing and shipping products myself or handling customer service inquiries all day



Not sure which business model is right for you? Let's compare it to a relationship! Which one sounds most like your style?

- a. Dropshipping – A long-distance relationship... exciting at first, but full of uncertainty, miscommunication, and long wait times. (I highly discourage this)
- b. Reselling used items – A casual fling... easy to start, low commitment, and fun while it lasts, but may not be long-term.
- c. Print On Demand - The chill long-distance relationship... you don't see each other much, but it works if you both keep your promises.
- d. Wholesale – A steady, dependable partner... requires some investment upfront, but offers consistency and reliability.
- e. Manufacturing – A serious, long-term commitment... takes time and effort, but gives you full control and big rewards.



Best Answer: The one that fits your goals! If you want a quick start, reselling might be your match. If you're ready to build something lasting, manufacturing is a strong choice!

I will start my business by (reselling/wholesale/manufacturing/etc.), working _____ hours per week, and focusing on _____ because that aligns with my strengths and goals.

 *Lightbulb thoughts:*

Types of Product Based Businesses



 *Lightbulb thoughts:*

2: Finding Product Ideas

Not every product has to be brand new. Some of the best-selling products are already out there—you just need to make them better! Whether it's improving the experience, bundling with complementary items, or refining the packaging, small changes can make a big difference. This section will guide you through finding product ideas that stand out and avoiding common pitfalls like legal issues and market saturation fears.

Can I improve a product in different ways? (Check all that apply)

- I can change the design to make it more modern or unique
- I can add a bonus or bundle to increase value
- I can improve packaging or branding to make it more appealing
- I can focus on a niche audience to stand out

If you checked the box for any of these, congratulations! You've already found ways to make your product better than the competition.

A product I've seen before that could be improved is _____.

I could make it stand out by _____.



“Don't worry about being successful but work toward being significant and the success will naturally follow.”

- OPRAH WINFREY

Which of these is a good reason to sell a product?

- a. It's already selling well, even if it's not something you personally love.
- b. A lawyer just emailed you, saying the product is patented and you're in trouble.
- c. It has competitors, but you've found a way to make it stand out.
- d. It has a 50/50 chance of catching fire when plugged in.



Best Answer: A or C! A great product doesn't have to be your favorite—you just need to sell what customers want. (And let's all agree to avoid fire hazards.)



I will look for product ideas by checking _____ and focusing on ways to _____ so my products stand out.

“Ah-ha!” moments:

*“There is no elevator to success.
You have to take the stairs.”*

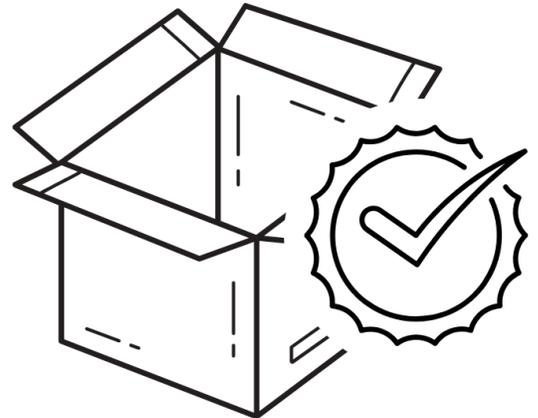
- UNKNOWN (BUT STILL GOLD)

3: Sourcing Products and Adding Value

Finding a product is only the first step—what sets successful businesses apart is how they make their products unique. Whether you’re using a wholesaler or working directly with a manufacturer, adding value is what makes customers choose you over the competition. In this section, we’ll cover how to source products safely, test before investing, and find ways to make your product better than the rest.

I _____ (enter your name here) Pinky promise that I will order a test product before placing a bulk order to make sure:

- The quality is good
- The shipping times are reasonable
- The product meets customer expectations



One way I can make my product stand out is by adding
_____ **or bundling it**
with...

When choosing a supplier, I will check for:

- ✓ Shipping costs & times
- ✓ Storage space needed
- ✓ Minimum order quantities

What’s the worst way to test a product before selling it?

- a. Buy a small batch and personally try it.
- b. Read customer reviews and see what people love (or hate).
- c. Order a bulk shipment without ever seeing it first.
- d. Give it to a brutally honest friend who will tell you if it’s terrible.

4: Wholesale vs. Manufacturing – What’s Right for Me?

How you source your product can impact your pricing, brand control, and growth potential. Wholesalers provide ready-made products that are quick to ship and easy to order, while manufacturers allow you to create custom, one-of-a-kind items but require more time and negotiation. This section will help you decide which sourcing method aligns best with your business model and goals.

If I want quick access to products with less customization, I should buy from a

_____.

If I want to create something fully custom, I should work with a _____.

Some challenges of working with manufacturers are:

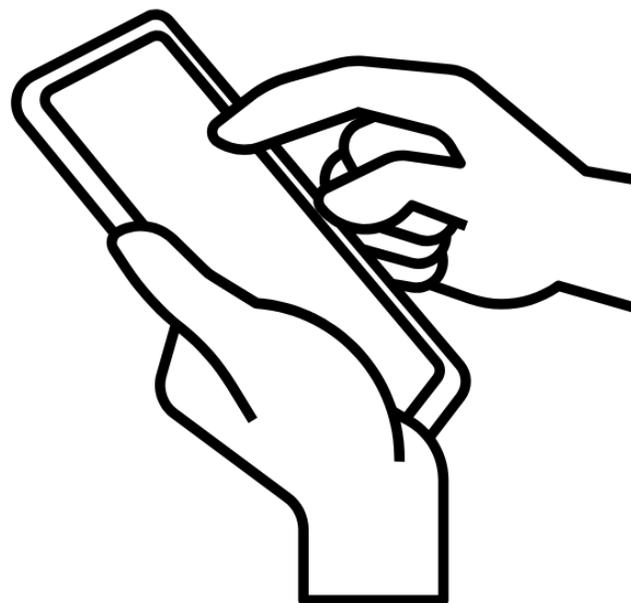
1. _____
2. _____
3. _____

(Hint: Longer production & shipping times, Higher minimum order quantities, More communication & negotiation required)

Some benefits of working with wholesalers are:

1. _____
2. _____
3. _____

Hint: Faster shipping, Easier ordering process, Lower upfront costs for bulk orders



What's the biggest red flag when dealing with a supplier?

- a. They refuse to send a sample and say, "Trust me,"
- b. They offer an amazing deal but only accept payments in unmarked envelopes.
- c. Their business name is "Definitely Not a Scam LLC."
- d. All of the above.

Best Answer: D! Run far, far away.

I will source my products from a _____ (wholesaler/manufacturer) because

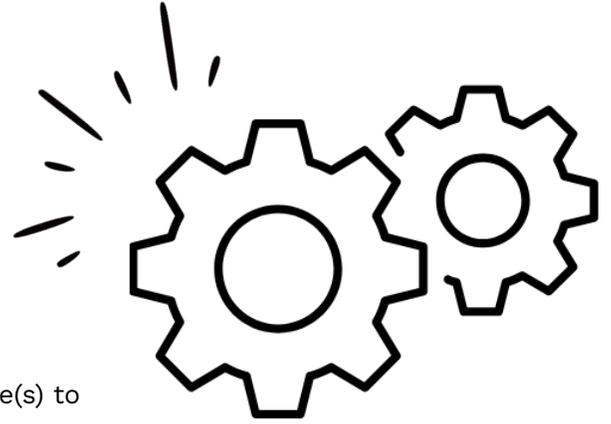
**"I never lose.
I either win or
learn."**

-Nelson Mandela

5: Ordering from Manufacturers – The Smart Way

You've picked a product and found potential suppliers—now comes one of the most important steps: ordering from manufacturers the right way. This step can make or break your business, so let's make sure you avoid scams, test products before committing, and pay safely.

Ordering from a manufacturer means more control, better pricing, and customization, but it also requires strong communication, negotiation, and patience.



Test Before You Invest with Manufacturers

Before making a big purchase, I will order _____ sample(s) to check:

- **Product quality** - Does it meet my expectations?
 Yes No
- **Materials & safety** - Is it free from harmful substances like lead or nickel?
 Yes No
- **Packaging & branding** - Will it impress my customers?
 Yes No

The product I am ordering a sample for is: _____

One thing I will check closely when I receive my sample: _____

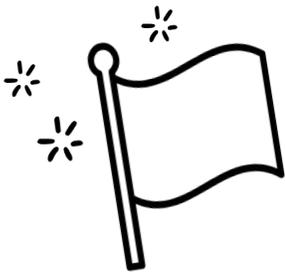


◆ Pro Tip: If your sample arrives and it's low quality, different from what was promised, or poorly packaged, DO NOT move forward with that supplier!

Which of the following are red flags when ordering from a manufacturer? (Pick all that apply!)

- a. They refuse to provide a sample and tell you to "trust them."
- b. They insist on Western Union as the only payment method.
- c. They provide a detailed Proforma Invoice with clear descriptions.

- d. They offer a deal that seems unbelievably cheap.
- e. They don't include specific product details in the Proforma Invoice.



Best Answers: A, B, D, and E! If a manufacturer refuses to provide samples, insists on risky payment methods, or lacks clear documentation, it's time to walk away.

If I notice any of these red flags, I will _____.

Paying Securely and Reviewing the Proforma Invoice

Before making a payment, I will:

- ✓ Review my Proforma Invoice (PI) to ensure all details (pricing, product specs, shipping terms) are correct.
- ✓ Choose a secure payment method:
 - Alibaba Pay
 - PayPal
 - Wire Transfer (for large orders)
- ✓ NEVER use Western Union or send cash—ever.

True or False: I should always negotiate a smaller test order before committing to a large bulk purchase.

- ✓ (True!) Testing first reduces risk and helps avoid costly mistakes.

Before placing an order, I will take the right steps!

- I will request samples and confirm product quality before committing?
- I will watch for red flags like vague invoices or risky payment methods?
- I will use a secure payment method and review my Proforma Invoice carefully?

Lesson 6: Importing & Shipping – Making Sense of the Process

Your product is made, and now it's time to get it into your hands (or your customers' hands) without losing money on shipping fees, import taxes, or costly mistakes.

Importing and shipping may sound complicated, but once you understand the basics of shipping methods, hidden costs, and working with brokers, you'll feel confident making the right choices for your business.

Choosing the Right Shipping Method

What factors should you consider when choosing a shipping method? (Pick all that apply!)

- a. Speed vs. cost – Faster shipping is more expensive, while slower shipping saves money.
- b. Product size & weight – Larger and heavier items cost more to ship.
- c. Customer expectations – Will customers be willing to wait for longer delivery times?
- d. The color of the shipping box – Because aesthetics are everything.
- e. How much bubble wrap you can fit in the package – More is always better, right?

Best Answers: A, B, and C! Shipping speed, cost, size, and customer expectations all impact your decision. (But feel free to add extra bubble wrap.)

If I want fast delivery and have a small order, I should use _____ shipping.

(Hint: AIR - This method is great for lightweight, high-value items but can be expensive!)

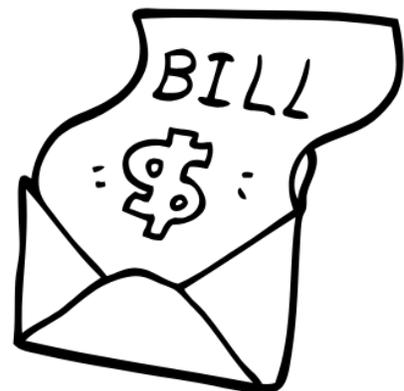
If I want to save money and have a larger order, I should use

_____ shipping.

Hint: Ocean Freight - This method is slower but much cheaper per unit, especially for bulk shipments!)

Some hidden shipping costs I need to check for are:

- Import taxes – Certain countries charge higher rates.



- Tariffs & anti-dumping fees – Some products/countries cost more to import than expected.
- Broker fees – A shipping broker can help with customs and reduce surprises.

One way I will research shipping costs ahead of time is: _____

(Hint: Check with your supplier, use online shipping calculators, or talk to a shipping broker before placing an order!)

What are some benefits of working with a shipping broker? (Pick all that apply!)

- They help navigate customs fees, duties, tariffs, and taxes.
- They ensure products are labeled and categorized correctly to avoid extra fees.
- They guarantee your package will arrive overnight.
- They help prevent unnecessary shipping delays.

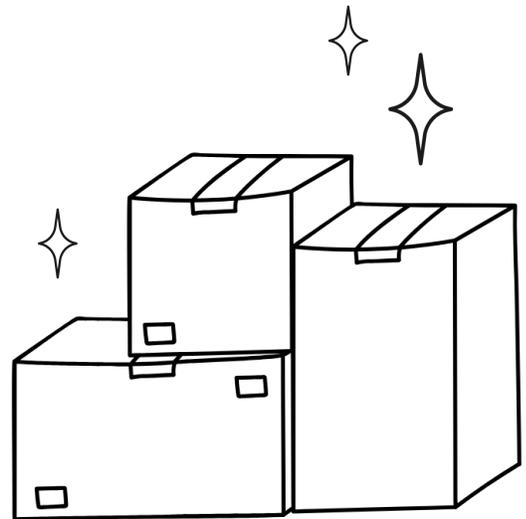
Best Answers: A, B, and D! A shipping broker can help you avoid costly mistakes, but they can't magically make shipping overnight for free.

If I choose EXW pricing, I am responsible for arranging and paying for _____ from the manufacturer's warehouse to my destination.

What's the worst way to ship your products?

- Air Shipping – Expensive but great for small, high-value products.
- Less than Container Load (LCL) – A shared container to cut costs.
- Full Container Load – Best for large orders.
- Stuffing it in your suitcase and hoping customs doesn't notice.

Best Answer: D! Unless you want your products confiscated.



Good work! Choose one product, brainstorm a value-add strategy, and order a small test batch today. Next up, Module 4.

 Lightbulb thoughts:



Checklist – Have You Done These?

- I chose a business model that fits my lifestyle & time commitment.
- I researched trending products and identified ways to make them stand out.
- I checked patents & trademarks to avoid legal issues.
- I ordered a small test batch before committing to bulk orders.
- I evaluated whether wholesale or manufacturing is the best fit for my business.
- I created a plan to add value to my product through bundling, packaging, or customization.
- I researched suppliers and checked shipping costs before finalizing a product.
- I reviewed my Proforma Invoice (PI) before making a payment.
- I used a secure payment method (Alibaba Pay, PayPal, or Wire Transfer).
- I chose the best shipping method for my budget and product type.

