THE ULTIMATE OA BUYING CHEAT SHEET

JASON SLONE, HEAD MINER

THE PROFIT MINE

Calculator Panel

A ✓ B 🏪 🔥 C ⏲

CALCULATOR   VARIATIONS   STOCK CHECKER

Kitchen & Dining   **BSR:1,311** D   **Top:0.01%**

E **Est. Monthly Sales: 1,427 & Revenue: $62,289**

Forecast	FBM (3 Offers)		FBA (22 Offers)
Sell Price	$ 43.65	=	$ 43.65
Buy Cost	$ 19.99	=	$ 19.99
Custom Cost ⌄	$0.00 🔘		F $0.00

Profit ⓘ	ⓘ **$17.11**	G ⓘ	**$11.34**
ROI ⓘ	**86%**	H	**57%**
Margin	**39%**	I	**26%**
Break-even Price	$23.52	J	$30.30
Lowest	$43.65		$43.65

Sell price must be = or < $8 to qualify for Small & Light

Historical Data	30 Day	90 Day	180 Day
BSR	1,578	852	1,398
BSR Drops	73	208	341
Est. Sales	1,427	8,390	14,155
BuyBox	$48.88	$52.01	$51.32
AMZ Price	K	K	K

PARENT: B07RQG163N
ASIN: B07FWFL2V4 L
UPC: 748613302660
EAN: 0748613302660
Model: HT16TB
Brand: BrüMate
Mfr. BrüMate
Avail. For: 1282 days

Ship wgt. 1.04 lbs
Large standard
Dim: 8.3465 x 3.5433 x 3.3465 in
Product wgt. 1.0428 lbs
Package Qty. 1 M
My Stock Info

11 FBA offers within 3% of Lowest FBA price

AMZ — USED — SALESRANK N ▲ BUYBOX — NEW O
— NEW OFFER COUNT P

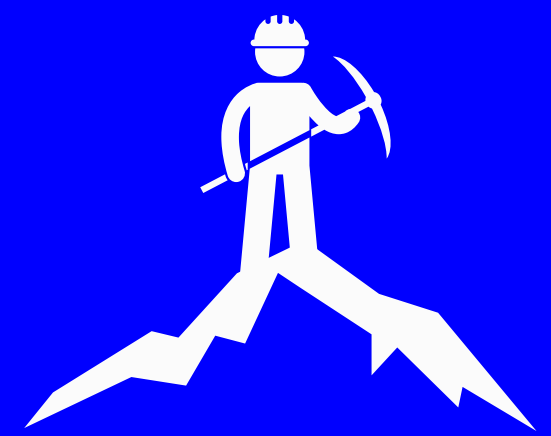1d 30d 60d **90d** 365d All (1282d)   DETACH

Legend

A) **ELIGIBILITY** Can you sell this item or category?

B) **HAZMAT** Is this item a Hazardous Material or a Dangerous Good? These items go to special warehouses and are expensive to ship!

C) **IP CLAIM** Does this item have Intellectual Property Claims that may cause your account to get suspended?

D) **BSR** "Best Sellers Rank" How well the item is selling (sales rank within a category) at this moment.

E) **EST MONTHLY SALES** *Power Metric* Estimated number of units that are selling per month.

F) **CUSTOM COSTS** Manually entered costs that could include prep & ship, sales tax, shipping materials, etc.

G) **PROFIT** *Power Metric* Amount of per unit.

H) **ROI** *Power Metric* "Return On Investment" = profit divided by buy cost.

I) **MARGIN** *Power Metric* Amount left over after fees are paid and Cost of Goods (COGS) are returned.

J) **BREAK EVEN** Price which would allow you to break even on this item, not including operating expenses.

K) **AVG BUY BOX** Average Buy Box price over the previous 30, 90 and 180 days.

L) **ASIN/UPC** "Amazon Standard Identification Number" Verify that the ASIN and UPC match the lead ASIN and UPC.

M) **PACKAGE QTY** Shows quantity in package, could contain multiple units.

N) **SALES RANK** Graph shows how sales rank changes over time which indicates sales velocity.

O) **BUY BOX** Graph shows how the buy box fluctuates over time which indicates selling price.

P) **NEW OFFER COUNT** Graph shows how many new sellers have come onto listing over time.

An effective strategy sets minimums for each of the four Power Metrics:
Est Monthly Sales, Profit, ROI and Margin.
Once a lead meets all of those minimums, the remaining metrics can then be utilized to ultimately make a buying decision.
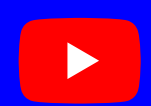
Keepa is another awesome tool that can be used to make really smart buying decisions!

The calculator used in this PDF is **AZ Insight**. AZ Insight allows customization and data exports in addition to serving as an online sourcing tool.

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AND THE BEST OA LEADS
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The Profit Mine

JUST KEEP DIGGING!