

# Business Toolkit

## 5 Best Tips for Private Label Success

So many want to sell online on places such as Amazon, etc., and big-named retailers, but don't have a clue what it takes to be successful. With statistics showing that 51% of Americans prefer to shop online, it's no wonder. That's why "Private Labeling" has become so promising.

So what exactly is private labeling? Private labeling is the act of placing your own brand or label on a product that you have manufactured. And according to an article on Shopify it also states, "A private label product is manufactured by a contract or third-party manufacturer and sold under a retailer's brand name."

But to be successful, you need to do it right and be knowledgeable before you start. Make sure your private label with a purpose and goal in mind and don't just slap your brand on anything. You need to spend the time to do your homework and surround yourself with like-minded experienced people that have a minimum 10 years private labeling and importing experience. Learn from those who have private labeled thousands of products, not just a few. Why? Because they have gone through the ropes and know what works and what doesn't. You save time and money when you do.

Additionally, know that private labeling takes time so you first want to be patient and do your research so you are well informed. Ask questions such as ... Do I have to invest? Yes you have to invest. You can't invest \$0 and make millions overnight. But it doesn't have to be a large sum of money. Some can invest as little as \$500. However, the more you invest, and depending on the cost of the product you choose, the more return you will see.

It's important to build relationships along the way. Strong business relationships lead to a stronger long-term sustainable business.

Here is an overview of the private labeling process. On a basic level, here's what you need to do:

(1) Conduct product research and choose your product. Get in the mindset of looking for products everywhere you go. Ideas are the seeds for everything else, so just write down as many ideas as you can over the course of a few weeks. See what products are trending by researching the best sellers on Amazon, Ebay and Shopify.

- Amazon's best sellers are updated hourly
- Ebay regularly outlines what's new and hot on this page
- Shopify keeps an updated list of which products are trending on their selling platform

If you feel like product research is incredibly time-consuming, then you're doing it right. When you're in the thick of it, remind yourself that this is completely normal and necessary to find the best products. We've seen it over and over again – sellers that put in the time and effort now will save money later.

(2) Find a reliable supplier and order samples. Once you've settled on a profitable, competitive product, it's time to find someone to manufacture it for you—also known as sourcing your product. This is where many new entrepreneurs get stuck, and for good reason. There are hundreds of ways you can source a product. Find what works for you and also listen to the experts who have done this

before and are knowable in what works and what doesn't.

(3) Take care of the business details, like creating a business entity, registering your brand, launching a website, obtaining any necessary trademarks or patents, setting up an Amazon account, and creating an optimized listing on Amazon that displays your product details. Remember, you need to treat it as a business and take the necessary steps from day one.

(4) Create an optimized listing for your product page and get initial reviews. Once you've received your samples and are satisfied, it's time to order your product and get it online. Keep it simple at first, as you can always refine and improve as demand for your product grows. You'll need simple packaging that proudly represents your brand, a GS1-UPC code, and if you're selling on Amazon, you'll need an FNSKU (the UPC and FNSKU are specific codes that identify your product). Once you make sales, be sure to get those customers to write reviews for you. Good reviews are HUGE for product success on selling platforms.

(5) Drive sales using tools like Amazon pay-per-click (PPC), sponsored ads, social media campaigns, etc. Using PPC and sponsored ads is fairly intuitive when you're in your seller account. Social media campaigns are wildly important for maximizing organic traffic to your product listing. We recommended using Pinterest, Instagram and Facebook at a minimum. Having a strong social media following will also help garner support and free advertising when you officially launch your product.



Karen and Neil Gwartzman, the creators of the Private Label University®

Of course all of us want to see your business humming along nicely. Success doesn't happen overnight, but with careful research, preparation, commitment to the process, and perhaps a bit of one-on-one coaching with the experts, you can master private labeling and make the income you deserve.

Karen and Neil Gwartzman, the creators of the Private Label University® have over 35 years of experience private labeling products and have sold millions of dollars of products in retail and on Amazon. They have guided countless chain stores and entrepreneurs with sourcing, importing and private labeling products, specializing in helping entrepreneurs build private label businesses on Amazon. To learn more visit [www.privatelabeluniversity.com](http://www.privatelabeluniversity.com) and sign up for their upcoming Private Label Summit at <https://amazonprivatelabelsummit.com>

## Arriving at the Right Type of Language Professional

By Anne Connor

Business people don't have to communicate with extraterrestrials (yet), but they can still learn a few things from the sci-fi thriller *Arrival*. The blockbuster film put a language professional in the leading role. Hollywood star Amy Adams plays Dr. Louise Banks, a linguistics professor asked by U.S. Army Intelligence to help communicate with an alien species that has arrived on Earth. However, the film blurred the lines between the three professions of translator, interpreter, and linguist, reinforcing some common misconceptions most business people have.

In today's globalized world – with aliens arriving or not – many people need help with language. When you do, it's helpful to know the difference between the types of professionals involved in the process. Who do you call for a meeting with a new or potential overseas client for your small business or when you need to localize your e-commerce company's website for foreign markets? Who do you contact when you receive medical records from an employee who required medical attention while on an overseas business trip or a contract from a foreign country?

Put simply:

- **Translators** help you with written material, like contracts, letters, brochures and websites
- Before pushing that "Would you like to translate this?" button for the material that your advertising people spent weeks refining, remember that the nuanced language geared

at persuading others to buy your products or services is best translated by a human who specializes in your company's line of business.

- If you'd like to create a professional-looking brochure or web page in other languages for new target markets, the last thing you should do is trust that task to an automated translation tool instead of its flesh-and-blood counterpart.
- Should you be in a position to apply for an international patent for your product, you will definitely want a human patent translator specialized in your field to do that work instead of trusting a machine translation into languages unknown to you. Not doing so may lose you the patent if something in the application is mistranslated.
- **Interpreters** help you with spoken language in business, legal and medical settings
- Say a potential client wants to visit your facilities before deciding to place an order for your products. What a great impression you would make if you hired an interpreter to accompany you both on a guided plant tour so that all questions and answers could be handled in each party's dominant language, putting everyone at ease. Hiring the same interpreter for a preliminary or follow-up telephone or video-conference meeting would go that extra mile toward sealing the deal and keeping this client's business for years to come.
- Savvy business owners and managers also hire interpreters for employee health and safety training meetings that include limited-Eng-

lish-proficient workers. This helps them meet OSHA compliance requirements and keep their operations running smoothly and without interruption from preventable accidents.

- Conference interpreters ensure that all attendees at an international business or medical gathering understand the presenters' messages and are able to ask questions about the presentation's content.
- **Linguists** analyze language (including structure, history, and more)
- To decipher an unknown extraterrestrial language, the linguistics professor in *Arrival* works with the aliens to learn the basic concepts of their language – the individual words and what they mean, building a lexicon as she goes. In the end, she has to use a complex, computer-assisted analysis to break the code and understand how the alien language works. This is neither translation nor interpreting, but linguistics.
- In the real world, linguists help translators do their jobs by developing and updating the terminology-management software that allows those translators to work more quickly and efficiently, resulting in lower costs for their client and ensuring consistency throughout the entire translated document or website.

One thing that translators, interpreters and linguists all have in common is that they draw upon their extensive experience to solve linguistic "puzzles." The stakes might not be as high as saving the planet from potential annihilation, but the work of all three professions is vital all the same, helping:

- businesses communicate beyond borders
- governments avoid conflict
- healthcare providers make life-saving decisions, to mention only the tip of the iceberg.

In order to "arrive" at the right language professional, you have to understand your needs. In the movie, the producers understood they needed a language expert as their protagonist, even if they mixed up the terms for how she went about helping them communicate with the aliens. What they did get right was to demonstrate that language professionals all draw upon:

- extensive language study
- expertise in the field
- research skills
- their ability to learn and utilize the latest technologies to solve linguistic "puzzles."

### AUTHOR BIO

Anne Connor is a professional Spanish and Italian-to-English medical and legal translator and an active member of the American Translators Association. The American Translators Association represents over 10,000 translators and interpreters across 91 countries. Along with advancing the translation and interpreting professions, ATA promotes the education and development of language services providers and consumers alike. For more information on ATA or translation and interpreting professionals, please visit [www.atanet.org](http://www.atanet.org)