Tactical Arbitrage Playbook

Nate McCallister

Christopher Grant

Copyright © Nate McCallister and Christopher Grant , 2021

All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form, by any means, electronic, mechanical, photocopying, recording or otherwise without the express written permission of the author.

Table of Contents

Part 1 **Introduction and Tactical Arbitrage Setup** **7**

The Goal of This Playbook 7

Pricing 8

Set-Up 10

Part 2 **Dashboard** **13**

Top of the Page 14

Edit Profile 15

Search Manager 17

Gauges 17

Always Be Scanning 19

Product Variations & Tactical Edge 20

Search Manager 21

Part 3 **Product search** **23**

Product Search Process 24

Filtering Products 29

Part 4 **View Data** **37**

The "View Data" Page 38

Header Tools and Functions 38

List of All of the Columns That I Like to Use 50
Upon Finishing Your Data Analysis 74
Part 5 Reverse Product Search 75
Setting Up Your Reverse Search 76
Filter Products 83
Part 6 Always Be Scanning 93
What is "Always Be Scanning?" 94
"Always be Scanning" Product View 94
"Always Be Scanning" vs "Product and Reverse Search" 95
Take the Data 96
Part 7 View Inventory 97
Header Features Unique to View Inventory 98
View Inventory Columns 100
Part 8 Product Variations & Tactical Edge 105
Product Variations 106
Tactical Edge 110
Part 9 Amazon to Amazon Flips 113
Amazon Flips Page 115
Part 10 Library Search 125
Library View Data 131
Part 11 Wholesale Search 133
Wholesale Search Creation 134
Filter Products 141
Part 12 Tactical Expander & Tactical Expander Lite 147
Tactical Expander Lite 147
Tactical Expander Full 151

Part 1

Introduction and Tactical Arbitrage Setup

Hello and Welcome!

Are you ready to crush it with Tactical Arbitrage? Well, that is the exact goal of this program.

You will be able to use this knowledge to get Tactical Arbitrage to do what you want it to; to bend it to your will and grow your Online Arbitrage business. We are going to give you every step you need to master this subject.

Nate McCallister and I, Christopher Grant, have been the go-to resources for Tactical Arbitrage information over the last several years.

The software for Tactical Arbitrage was created by Alex Moss, a genius in his own right.

We have also run other instructional programs like "The OA Challenge" and "Tactical Arbitrage Academy" to help people optimize their experience with this amazing software.

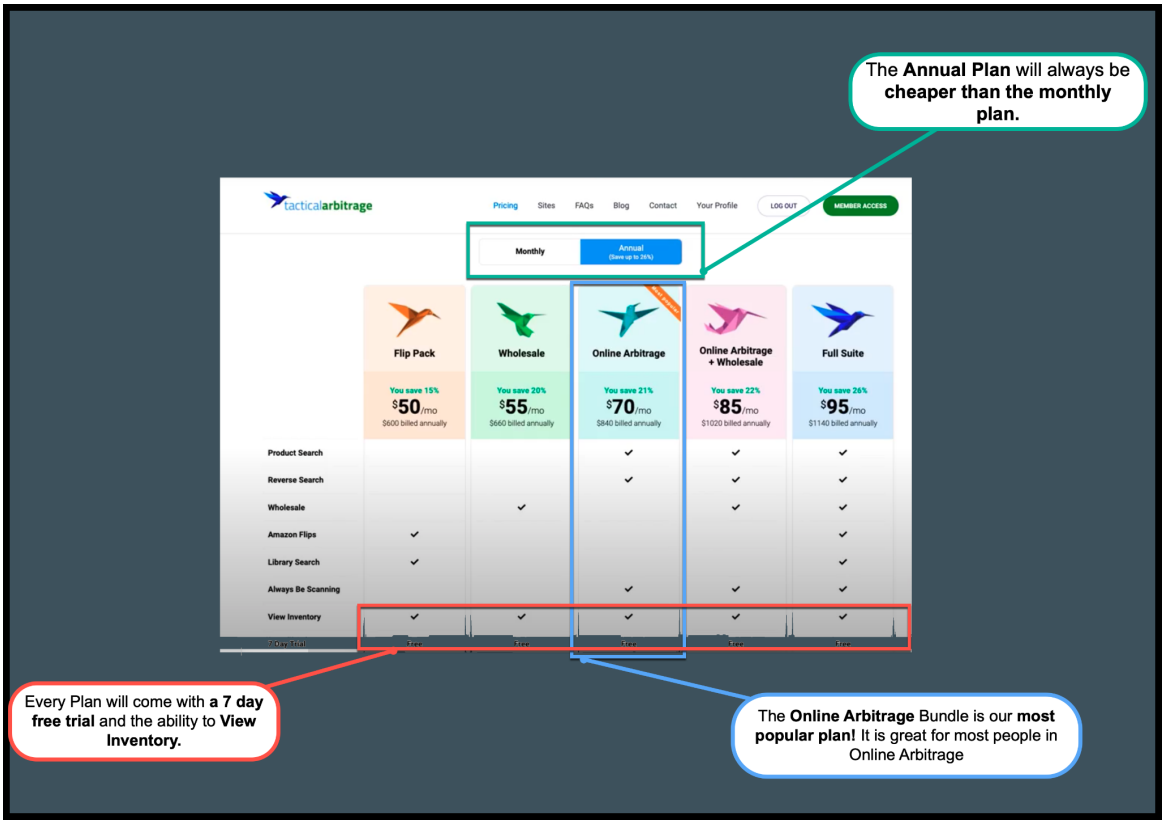
THE GOAL OF THIS PLAYBOOK

This playbook aims to give you all a new superpower; the ability to rapidly collect

leads and source as efficiently as humanly possible. If you have ever been frustrated with sourcing, or you have had trouble learning how to use Tactical Arbitrage, then this course is for you!

Let's go back to the very beginning. This will be remedial for some of you, but we have to start at step one for everyone to be on the same page.

PRICING



1. Flip Pack

This one is best if and when you are just flipping products internally on Amazon. This is most commonly used when flipping books.

2. Wholesale

This one is most useful when you are scanning Wholesale sites where you would

need to log in behind a firewall or a paywall. This one is also useful if you have price lists/manifests from your wholesalers that you want to run through TA and find out what is profitable.

3. Online Arbitrage
This one is the most popular and will be used for instructional purposes in this course. This one has Product and Reverse Search. It also has the Always be Scanning Function.

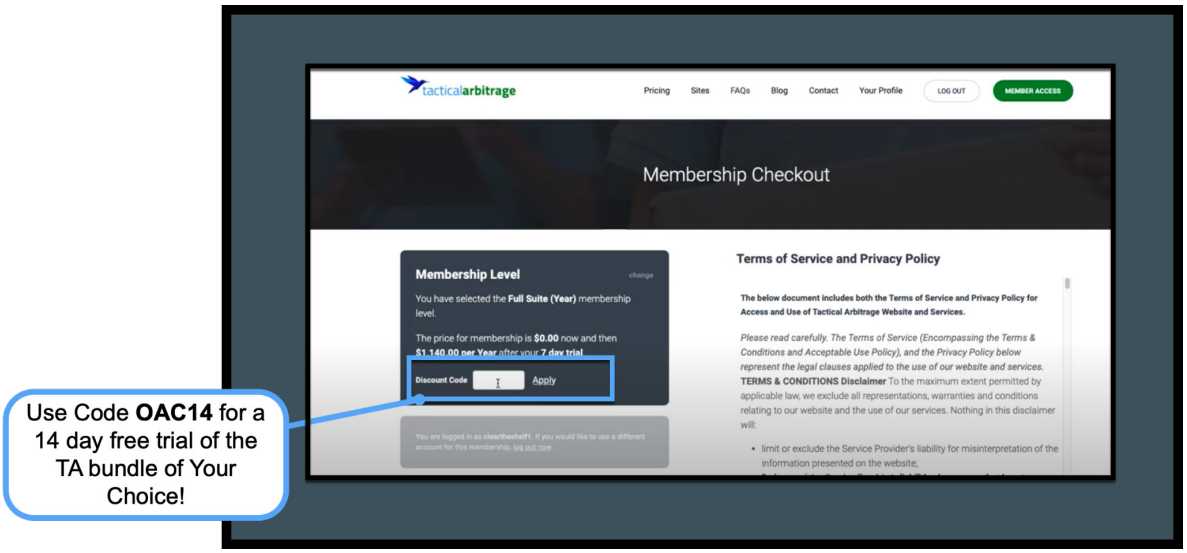
4. Online Arbitrage + Wholesale
This one gives you all of the abilities of the Online Arbitrage Bundle with the added ability to access the Wholesale feature.

5. Full Suite
The Full Suite gives you access to all of the features that TA can offer. It is the most expensive but it is incredibly useful.

To access the pricing options, click the link here, or scan the QR code below:

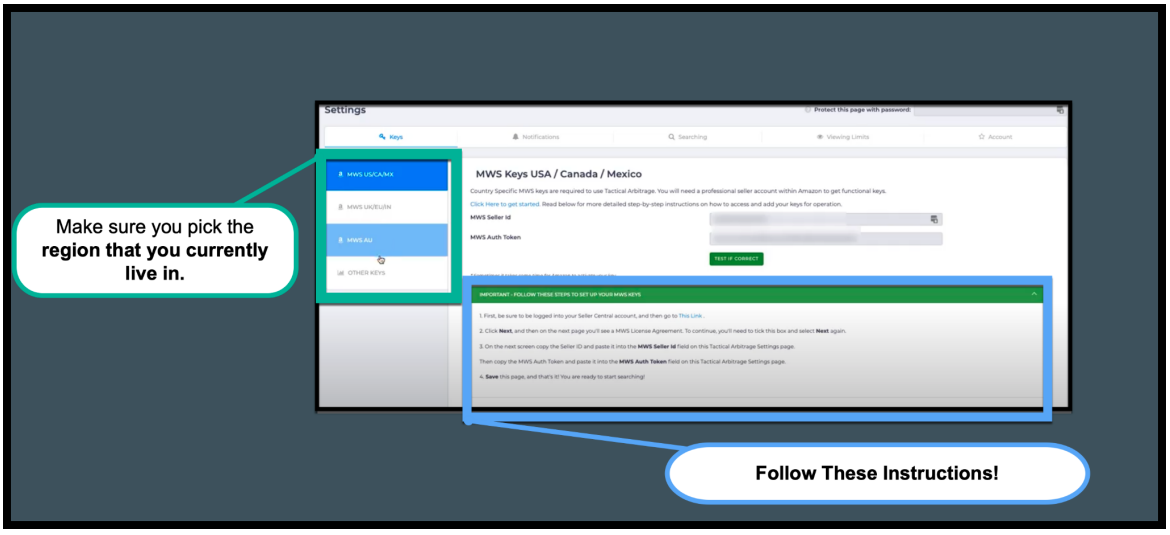
SCAN ME

Use Code OAC14DAY at checkout for a free 14 days of Tactical Arbitrage



SET-UP

Now that you have your membership good to go, it is time to make sure that your account keys are set up as well as your authorization token. You can find this in the settings section of TA. Make sure that you select the correct region where you live when selecting your keys



Follow These Instructions to properly set up your MWS Keys

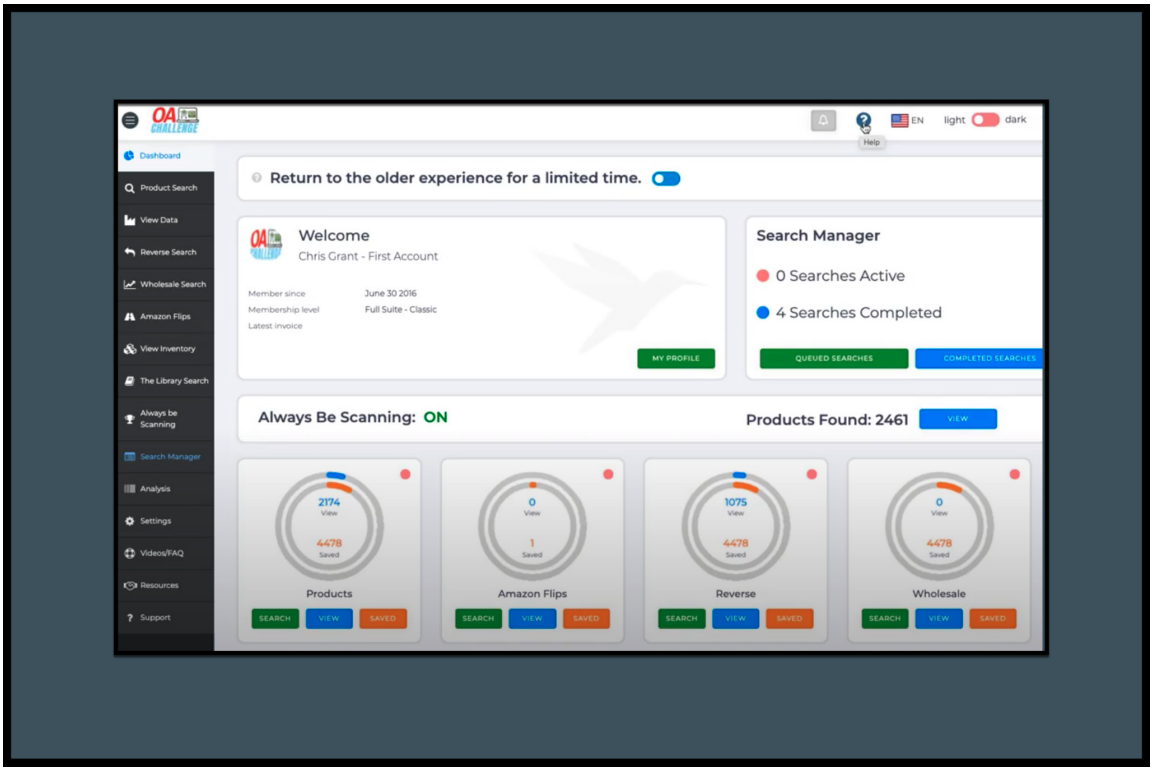
1. Log into your seller central account and click the link that TA provides
2. Click "next", and then you will read and accept the MWS terms and conditions. After that, click the next "next" button.
3. Now, you will be provided with your Seller ID and Authority token. Just copy and Paste those from their current page to the boxes in TA.
4. Save your progress and now you are good to go!

To be safe, you can press the green testing button to make sure your ID and Token works. It will take around an hour to establish the connection between your TA account and Amazon.

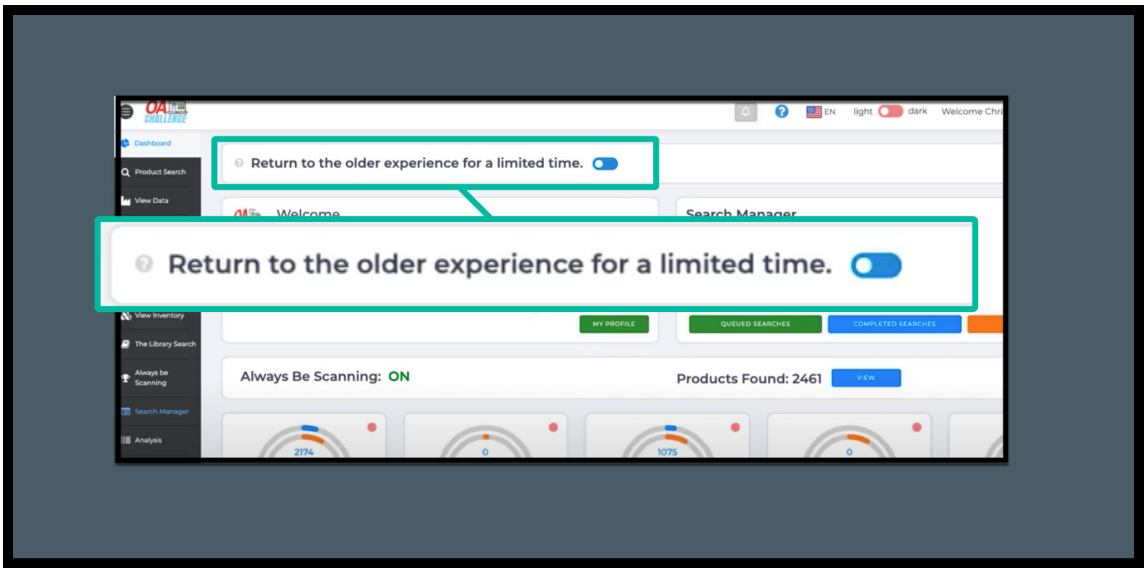
Part 2

Dashboard

In this chapter, we are going to talk about the Dashboard of TA. This is going to be the area where you see what is going on in your TA account.

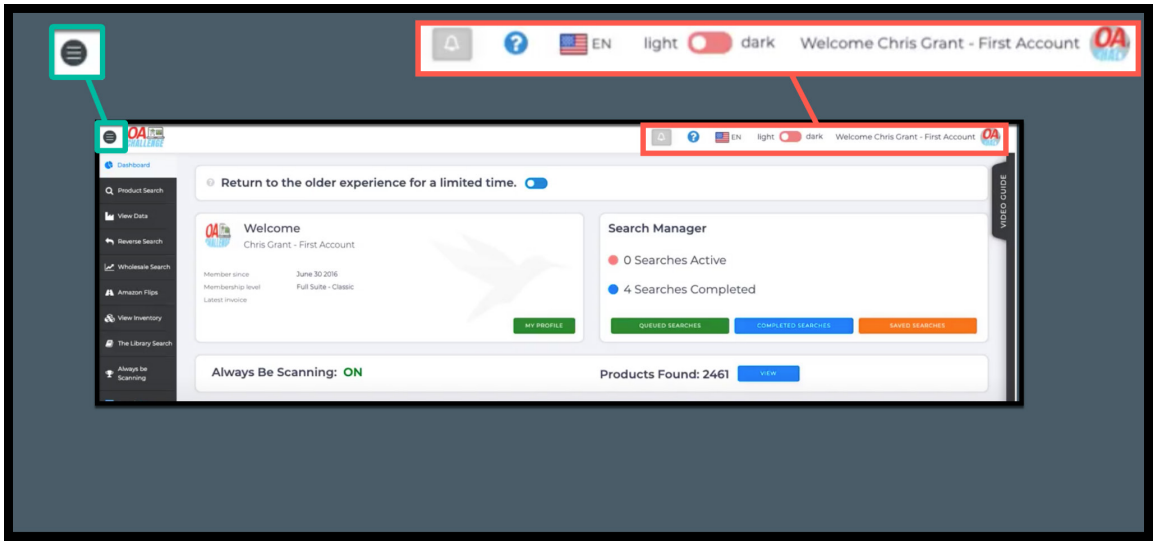


First of all, You may see a prompt to return to the old experience. We recommend the new version, but you are more than welcome to turn this on and access the old edition if you want.



TOP OF THE PAGE

Here is a list of all of the buttons and commands that you can find on the header bar of your dashboard.



1. **Toggle Menu:**

In the top-left corner, you can toggle the menu and give yourself more space on the screen. This will expand or collapse the sidebar menu, which is the main avenue for accessing most all aspects of Tactical Arbitrage.

2. **Notification:**

You can see any notifications by clicking the bell icon. This is important to check routinely for updates and any recent and important Tactical Arbitrage news.

3. **Help:**

The Dashboard of Tactical Arbitrage also has a help button to look up tech questions. You should be able to use this page to answer any tech problems or general questions about how the website works.

4. **Language:**

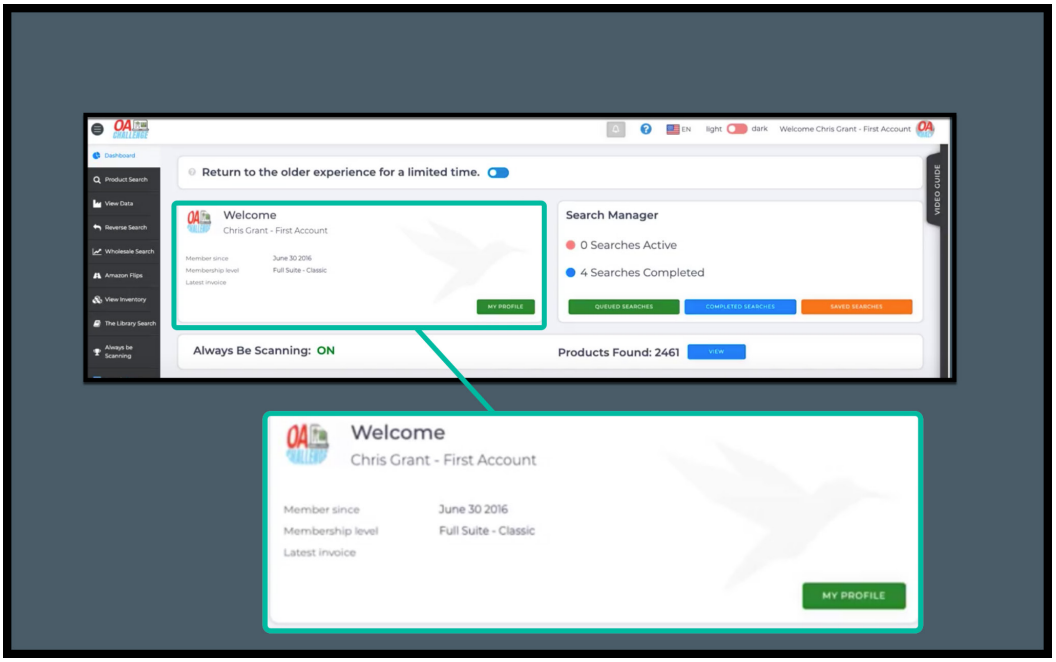
You can toggle language on the Tactical Arbitrage Dashboard. This is especially useful if any of your partners/employees speak different languages than you.

5. **Light/Dark:**

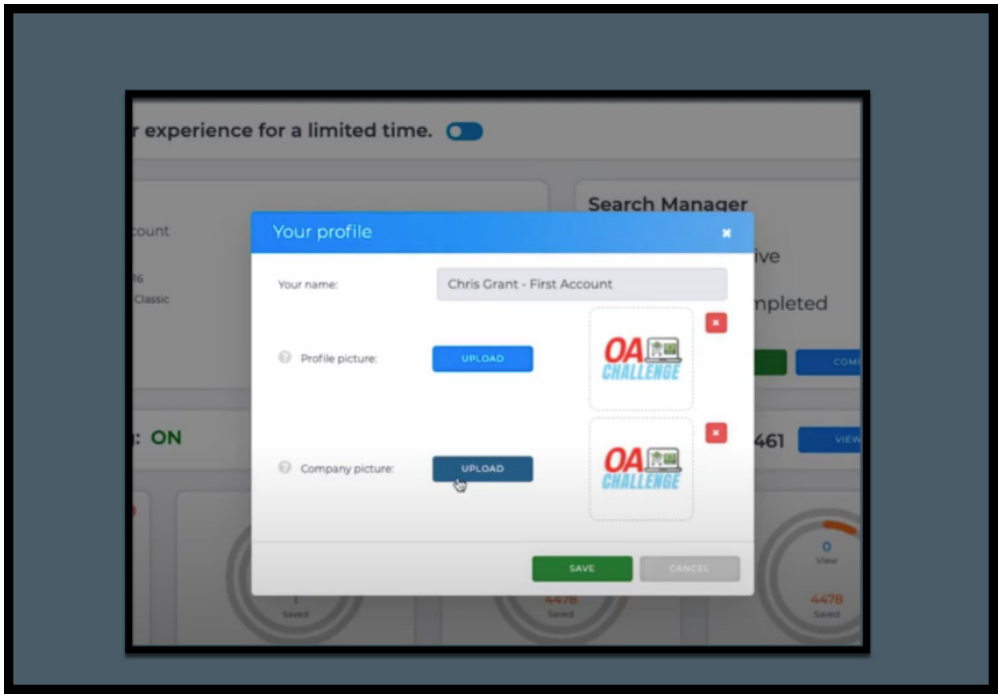
There is a light and dark mode button on Tactical Arbitrage. I typically use the light mode, but the dark mode is useful when you're working late; It helps when you don't wanna wake the wife or strain your eyes.

EDIT PROFILE

You can check out and edit your personal info in the top left box. In the top left corner, you can also change your name and profile picture.

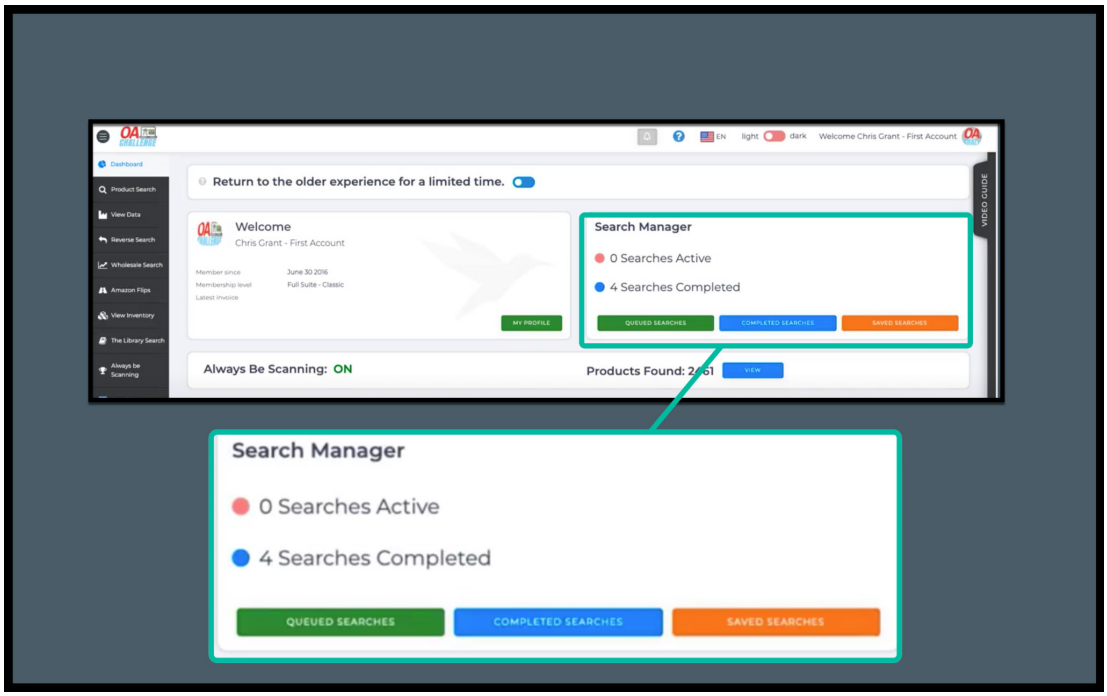


It is a good idea to add your own photos and logos to your account. When sharing your account with partners and employees, this will make the website come across as more unique to you.



SEARCH MANAGER

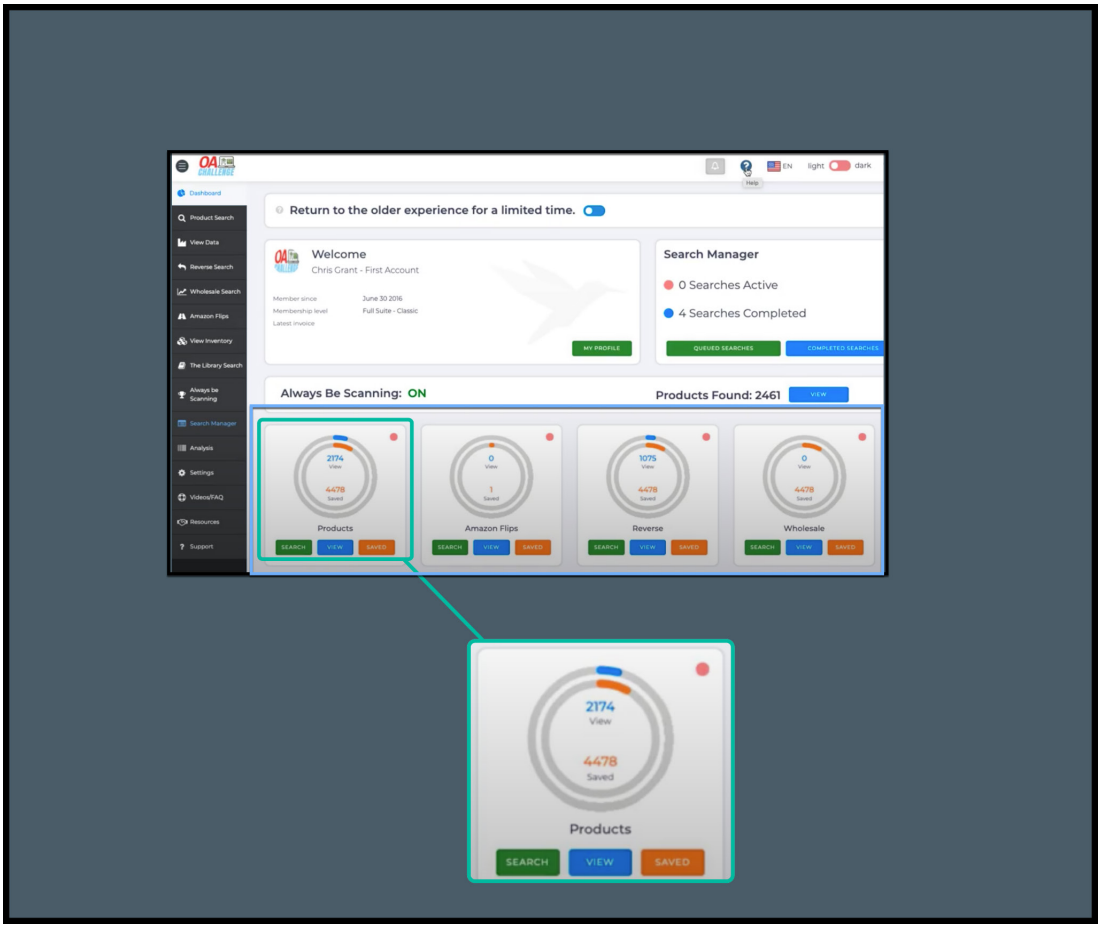
The "Search Manager" will let you keep tabs on all of the current scans that you have running in your TA account. You can pause, start, and queue them for scheduled release.



Within the Search Manager, you can also view which ones are completed and which ones are still running. You can schedule scans ahead of time and let TA activate them for you when there is room for those searches later.

GAUGES

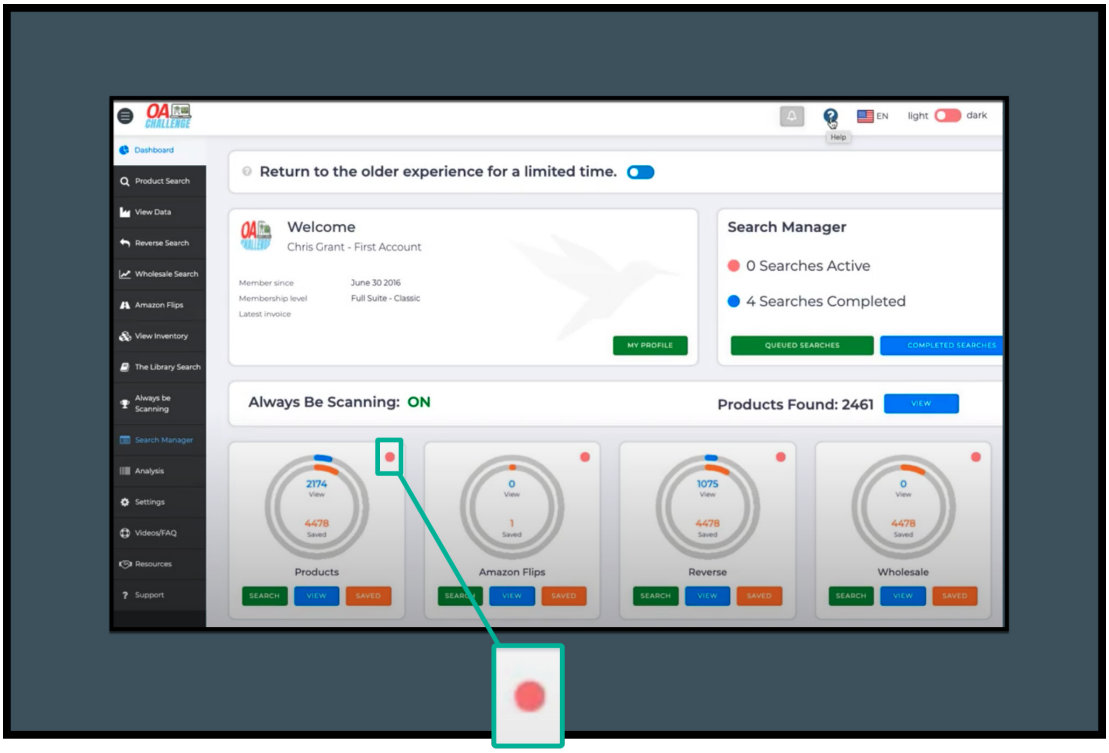
At the bottom of the dashboard, we have our gauges.



These tell us how full our searches are. The blue bar represents the scans that are running and ready to view, and the orange bar represents the ones that have been saved. Keep in mind that a scan can only store so much data; you can only save 50,000 products within a given scanner.

Tip: Always Have Something Running

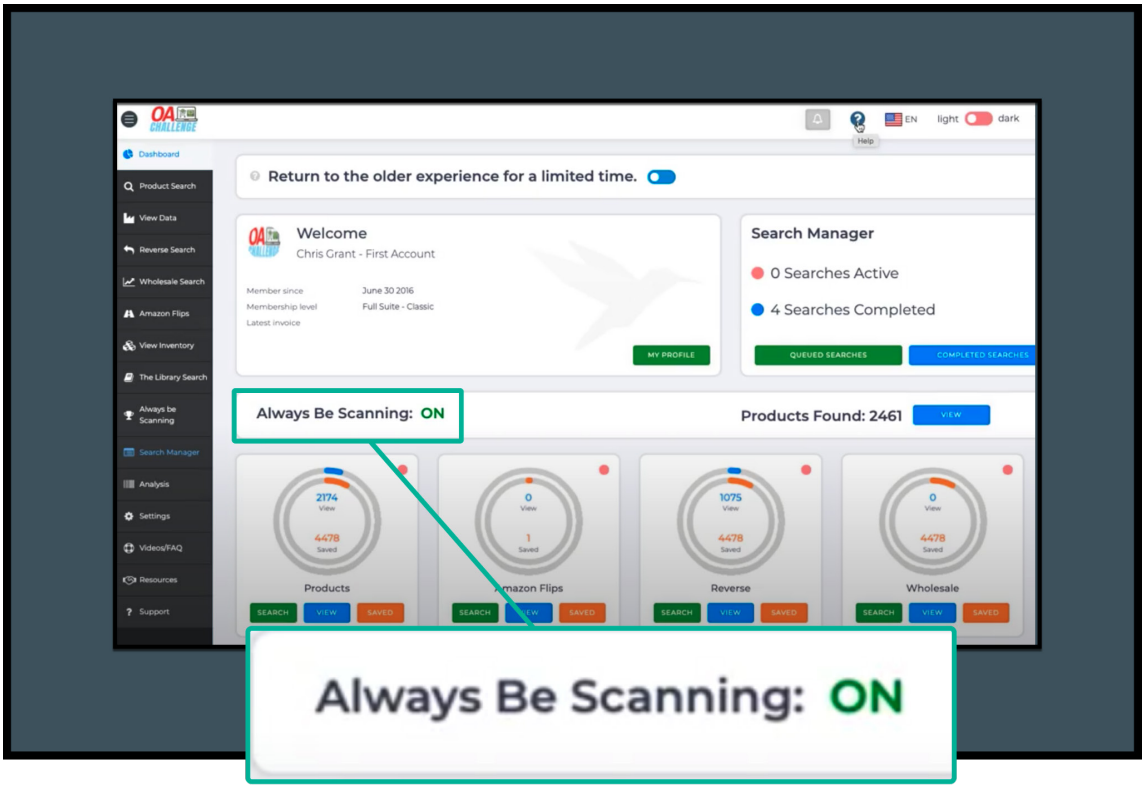
The best way to fully utilize TA is to have scans running as often as possible. It becomes easy to do this through the scanning scheduler. When analyzing the gauges, make sure you monitor the circle on the top right corner of the page.



When the light is red, that means that the scan is paused or hasn't run yet, and green means that the scan is currently running and collecting products.

ALWAYS BE SCANNING

You can also toggle the "Always be Scanning" feature on and off.



"Always be Scanning" is TAs way of sending you randomized scans that help you experiment with sourcing new products that you haven't considered using before.

PRODUCT VARIATIONS & TACTICAL EDGE

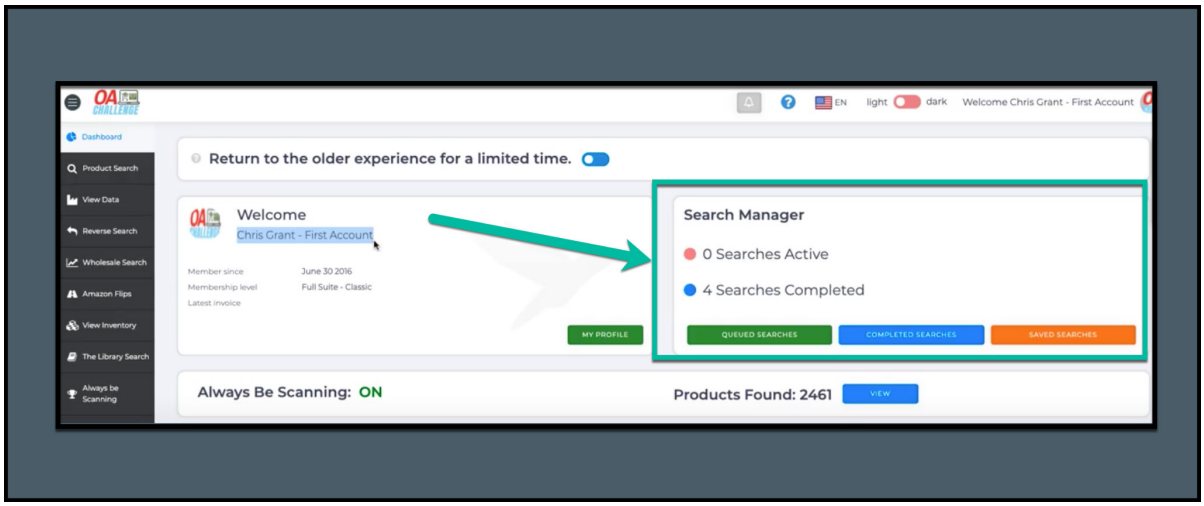
These two functions of TA are cool ways to not only find additional sources from profitable ASINs but also keep tabs on some of your potential competitors.

The tool "Product Variations" lets you submit ASINs and find variants that could

sell. This is a great tool if you are selling things with a lot of variants like clothing, shoes, and accessories.

Tactical Edge is a feature that will, to some extent, let you view your competition's storefront. You will paste the ASIN for a product that they want to sell, and find out who the top sellers are and what their market looks like.

SEARCH MANAGER



Search manager lets you manage your searches, queues, and updates. From here, you can edit where you are sourcing and selling from. Select the country where you source and where you sell. This is important to do correctly.

Practice and Become Familiar With The Dashboard

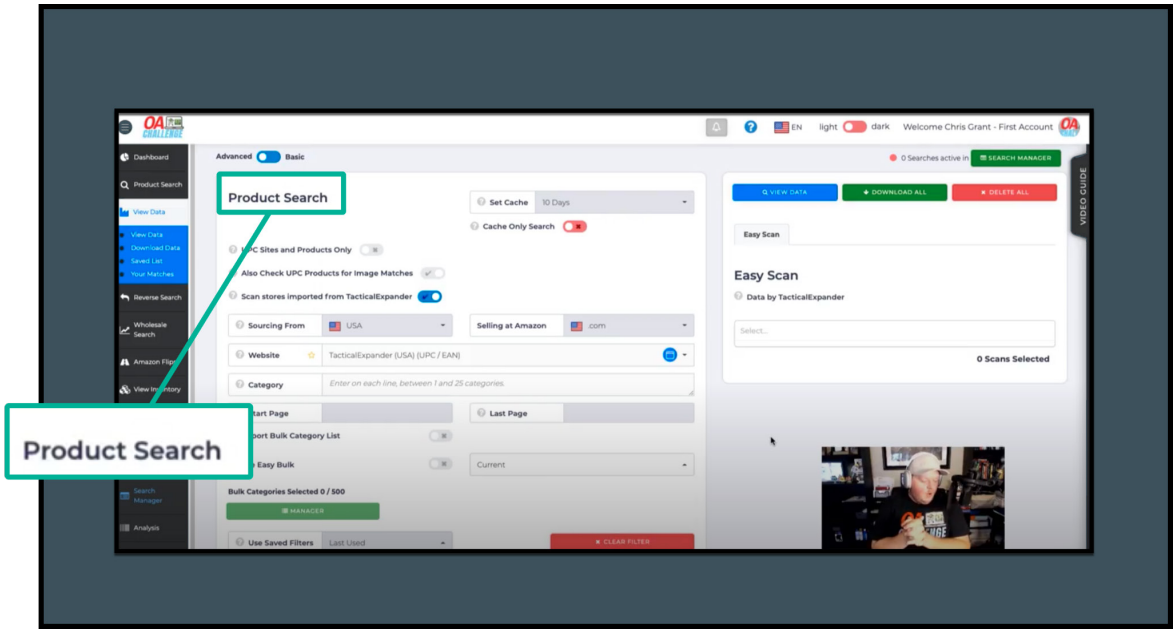
It will be incredibly important to get very familiar with the dashboard; there are so many resources on this homepage that you can take advantage of. This will become the HQ of your online arbitrage business.

Part 3

Product search

In this chapter, we will go over the process of creating a Product Search

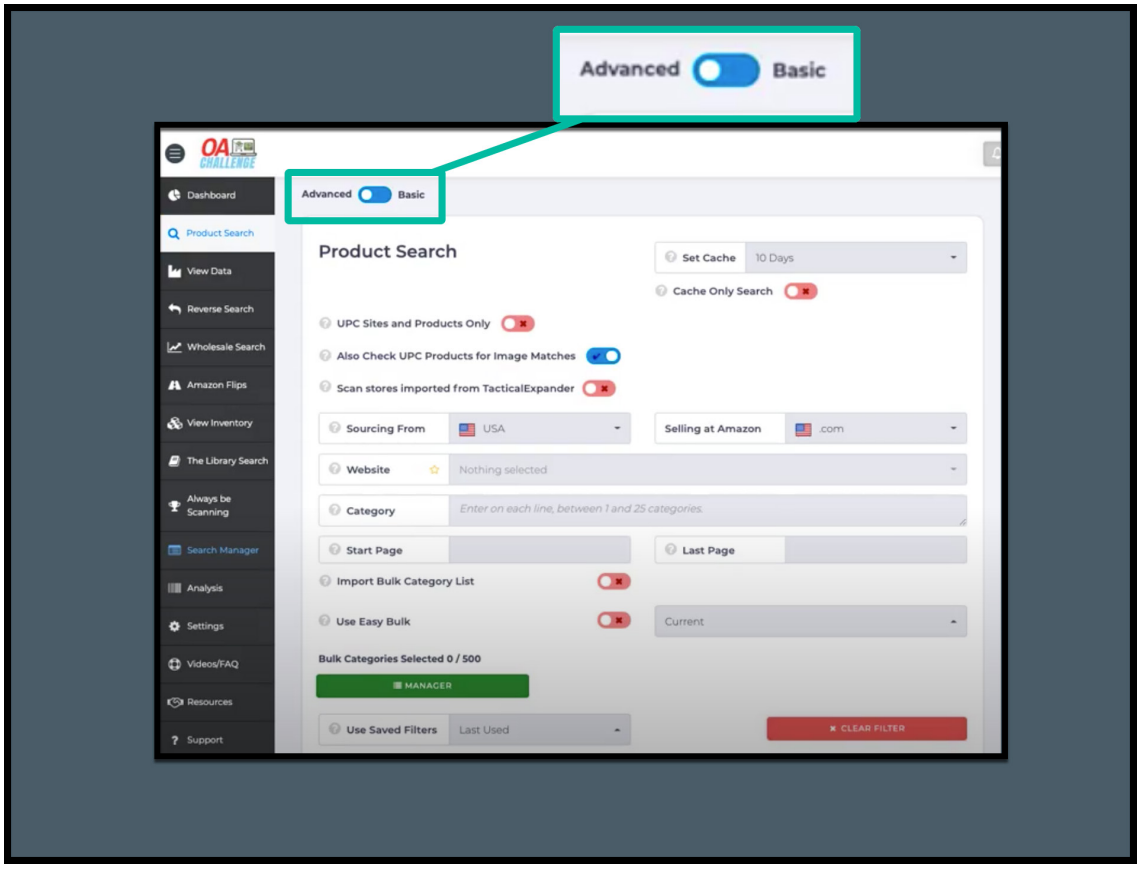
Product Search is the bread and butter of Tactical Arbitrage; It is the foundation of what makes this website and software so valuable. One of the most time-consuming tasks of Online Arbitrage is manual sourcing. With Tactical Arbitrage, that work is almost completely automated.



What this tool does is scour the internet according to what site(s) we are sourcing from. After a few hours of scanning, it comes back with a massive list of often thousands of products that we can organize and choose from.

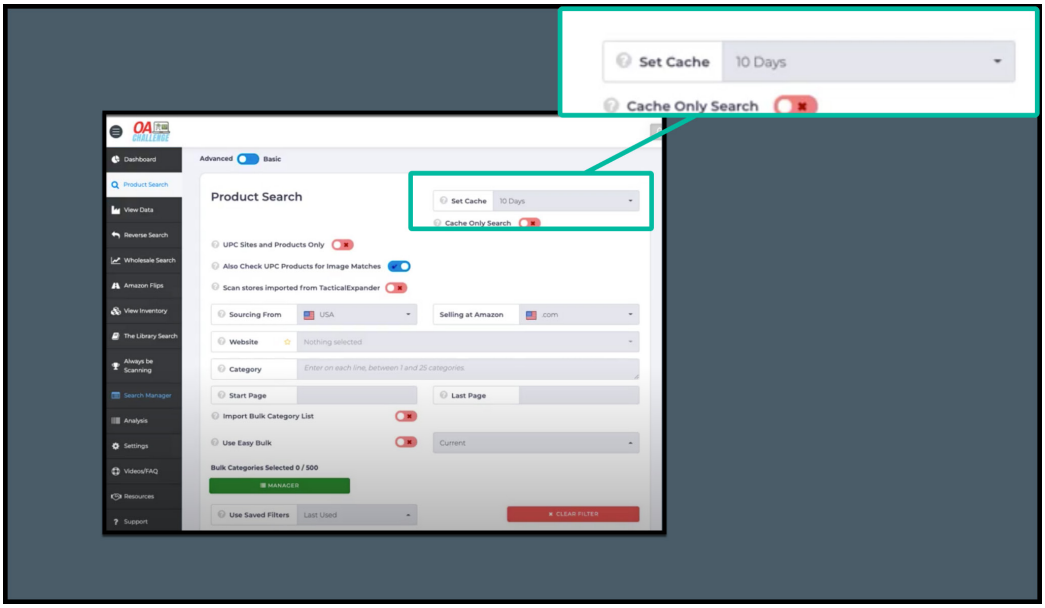
PRODUCT SEARCH PROCESS

Step 1: Turn on Advanced Mode



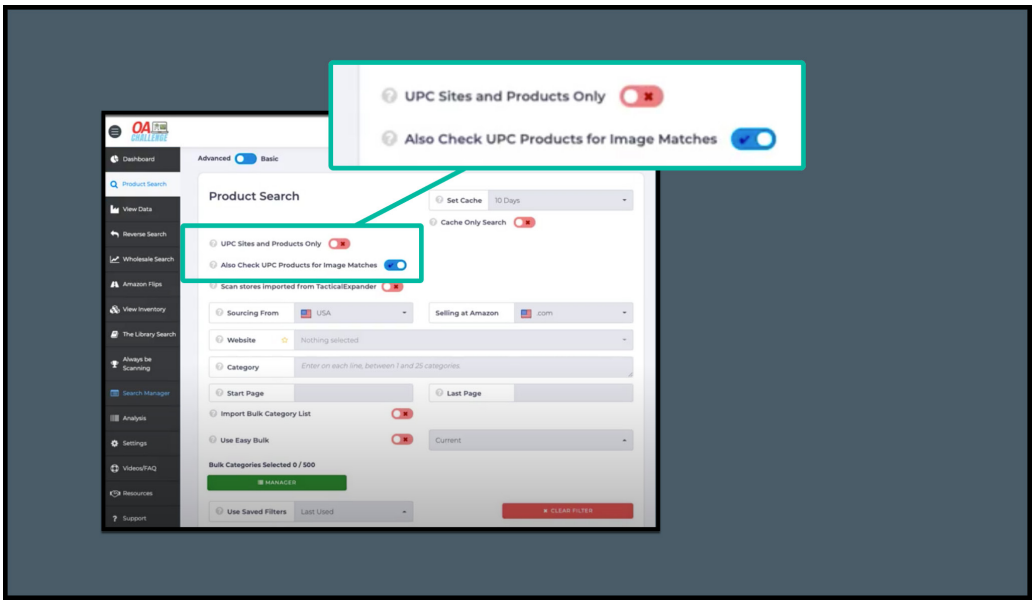
We will be using the Advanced mode because it gives us way more resources and flexibility than the basic mode. Always make sure that you set the product search button to "Advanced".

Step 2: Set Cache



In the "Set Cache" box, you should select the longest time frame available to you. Using a shorter cache is just a waste of time; you will need all of the time and space that you can get as the results begin to add up.

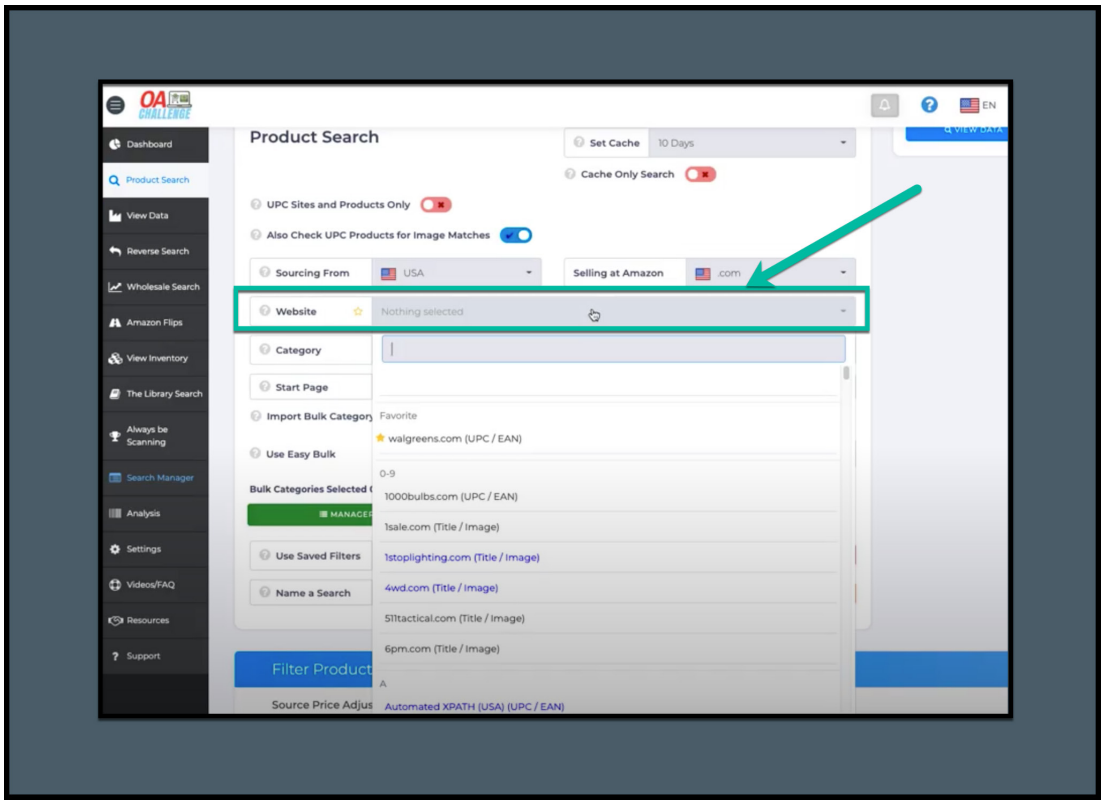
Step 3: Set Your UPC Parameters



Turn on "Also Check UPC Products for Image Matches". This lets you grab ASINs when the product image matches even when the ASIN/UPC does not. Maybe somebody at a storefront has the same item in their storefront but failed to attach the proper code, which makes this a very useful feature.

Also, don't use "UPC Sites and Products Only". This tool does the exact opposite of what the former button does; it restricts the span of the search to just sites that have an exact ASIN/UPC match. In my opinion, you will find more matches by looking for image matches.

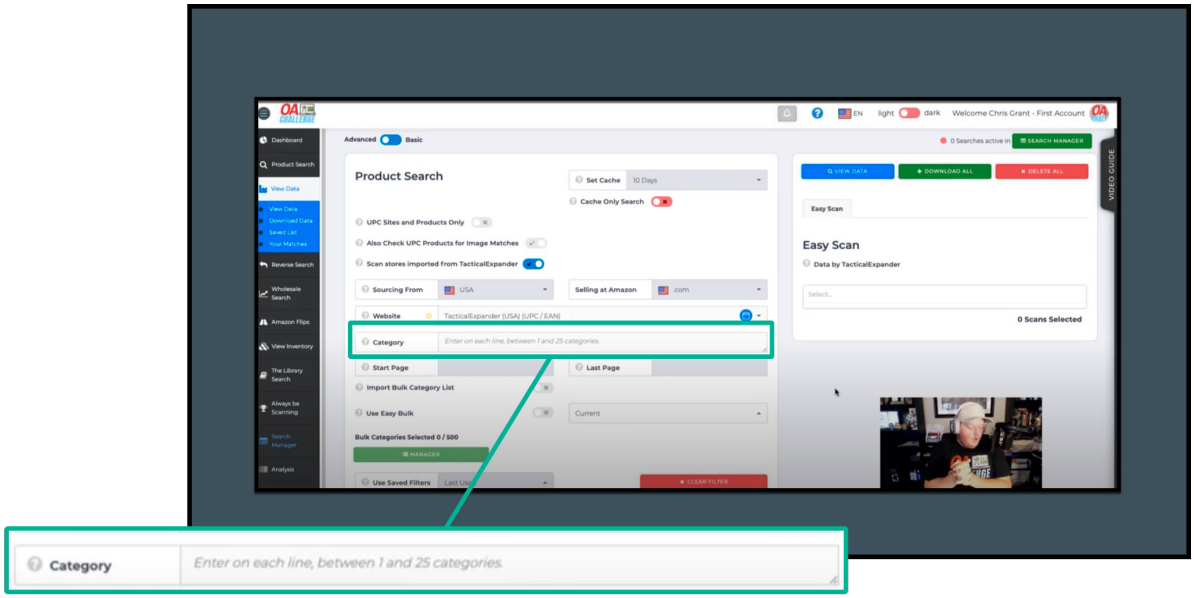
Step 4: Select the Website/Storefront You want to Scan



Next, we will choose a website to source from. You also can "favorite" websites for product search scans, but don't be afraid to look for those rare sites that have little to no sourcing competition.

Step 5: Category

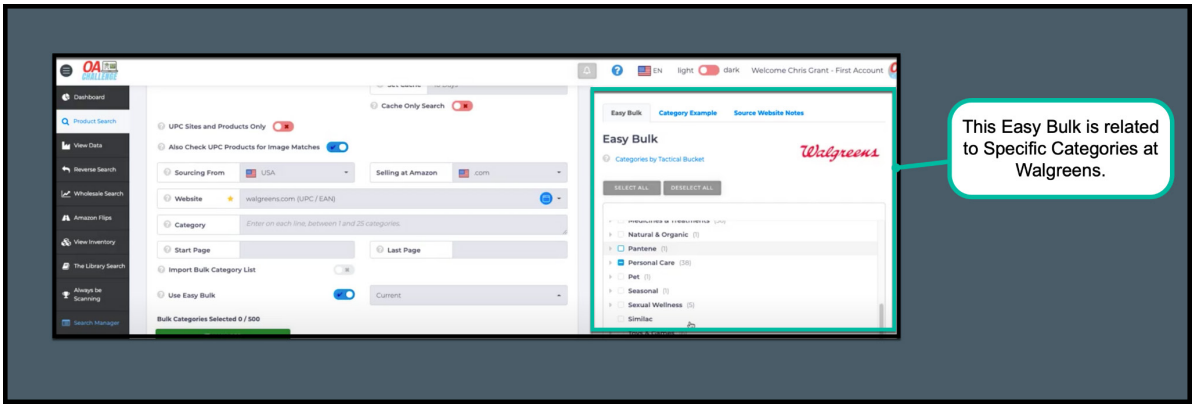
In the category section, you can adjust what items will appear on our search. You can put up to 100 categories in here if you feel like it.



You can also import your own bulk category list by uploading containing URLs from multiple stores.

Step 6: Easy Bulk

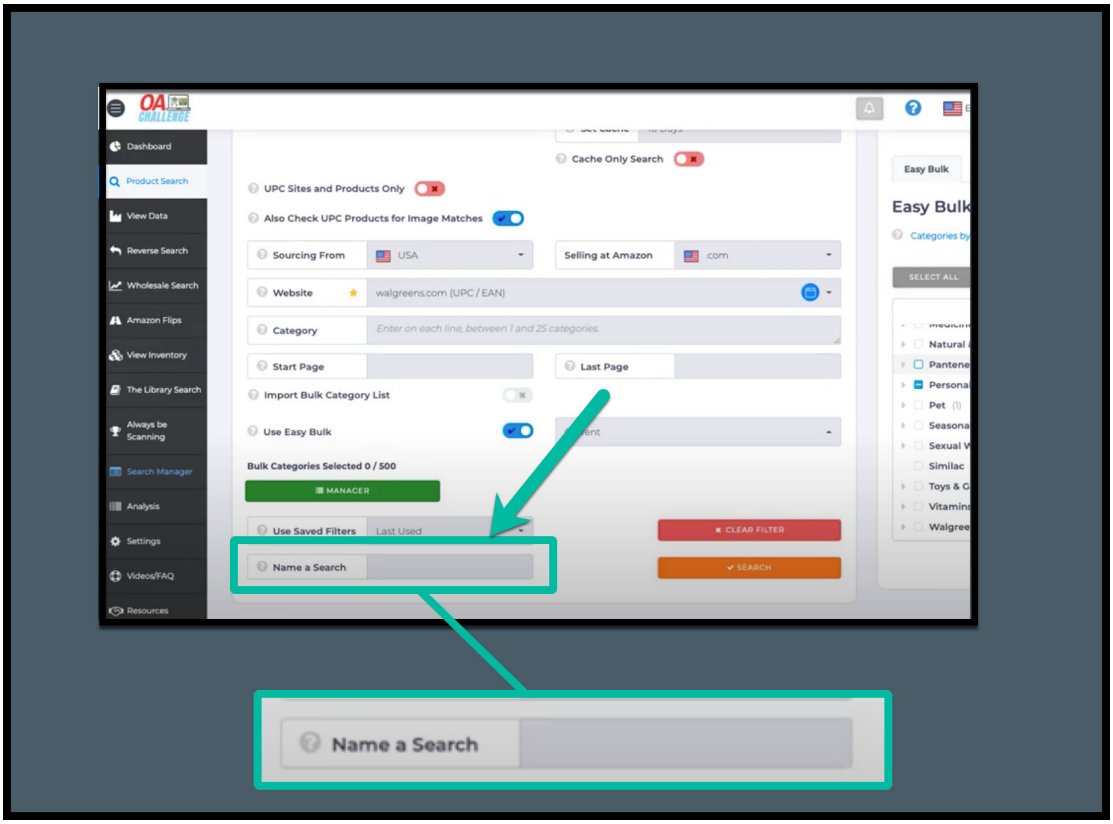
Easy Bulk is a great way to build a list without spending a lot of time building your own.



It utilizes "Tactical Bucket" to scan specific categories and sections of the site you wish to scan. You can select multiple categories if you want, and it is a quick way to speed up the search-creation process.

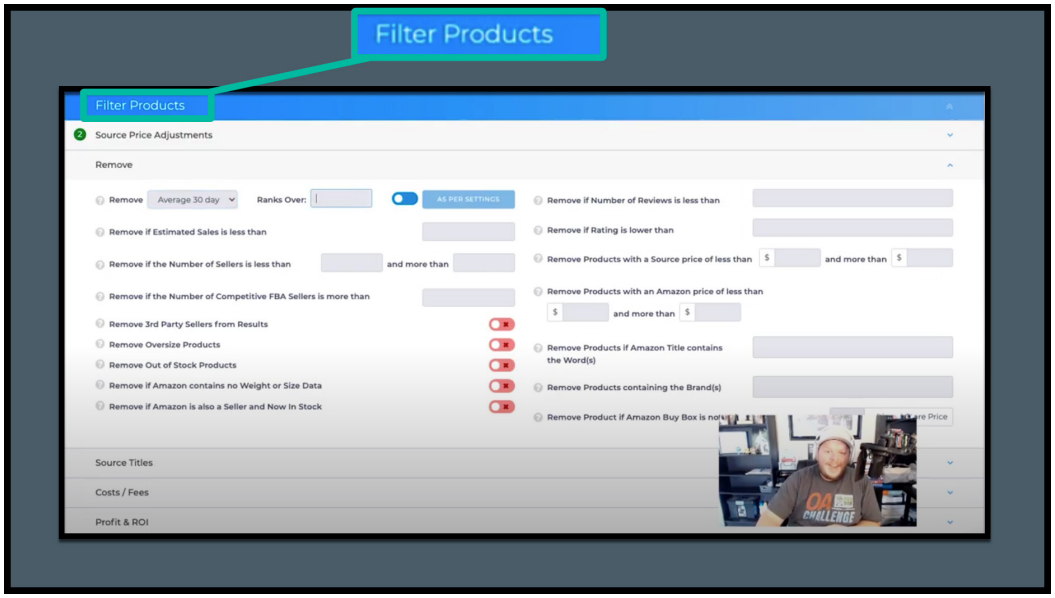
I would suggest going in and finding sales and discounts on the website you are scanning. You can do this by manually searching the desired site for sale.

Step 7: Name Your Search



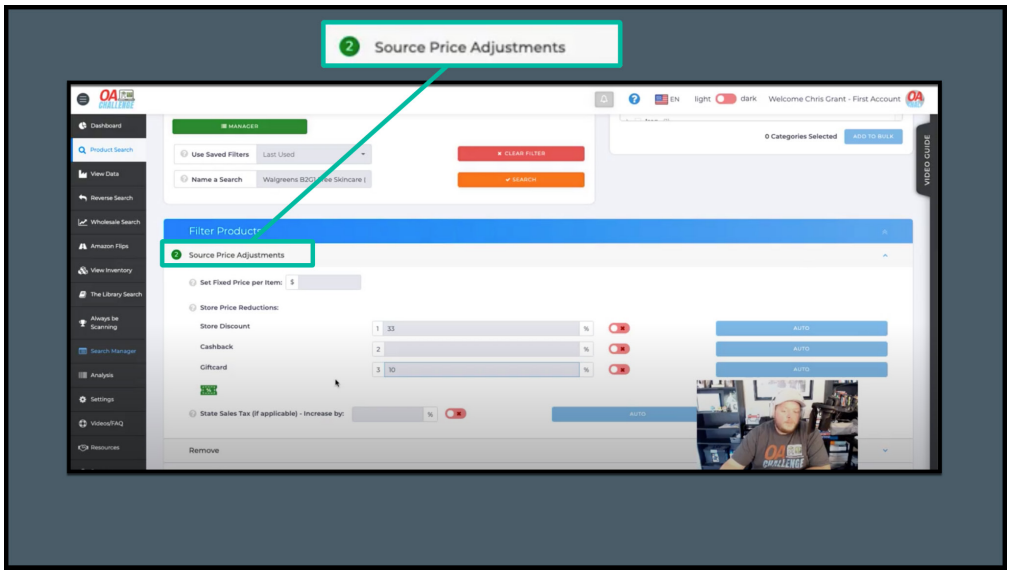
Next, you will always need to name your searches. I always like to add the current date to the end of these searches. Doing so will help you organize your searches for later. As your searches begin to pile up, you will be grateful for properly labeling your content.

FILTERING PRODUCTS



Now that the parameters of the Scan have been set up, it is time to set up the Filters of the scan. This will remove any discovered products that do not meet your desired thresholds.

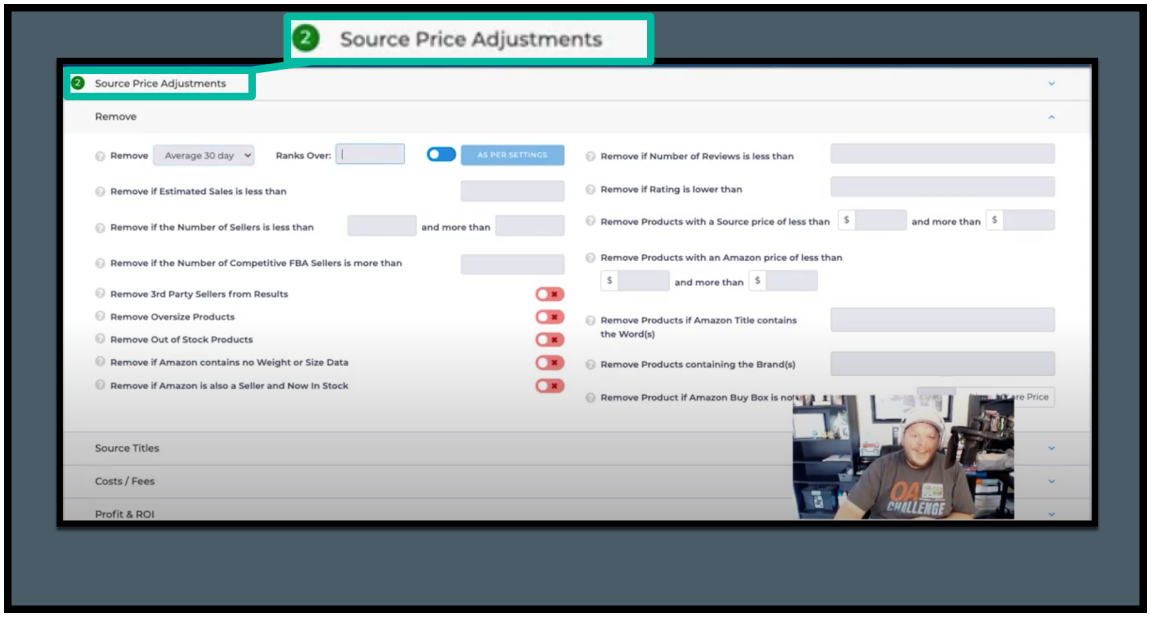
Source Price Adjustments



This section will let you add any filters according to financial constraints like:

- **Set Fixed Price Per Item:** This comes into play when stores sell promotions like "buy two, get one free". This is more common in the UK than in the US, so I typically don't mess with it.
- **Store Price Reductions:** This will be where you post things like Discounts, Cashbacks, and any gift cards you may possess.
- **State Sales Tax:** Make sure you fill this box in if you gotta pay sales tax, or if your distributor is located in a state that has a sales tax.

Remove



Next, we will filter our products according to general sourcing criteria. You can set your filters according to things like:

- **Average Ranking:**

How high it ranks (30 Day/ 90 Day/ Current Day). I like to use the 30-day average, as the current day rank is very volatile and may often fail to properly represent the long-term popularity of the product.

- **Estimated Sales:**

This feature lets you remove the item if it sells below your desired amount of monthly sales.

- **Number of Sellers:**

I like to remove the item from my results if there are more than 10 competing sellers for a given product.

- **Remove 3rd Party Sellers:**

I like to remove 3rd party sellers. Those sellers are a bad idea to bulk purchase from because the paperwork is a nightmare. You will need receipts for every purchase you make when selling on Amazon, and 3rd party receipts are rarely ever honored or respected by Amazon.

- **Remove Oversized Products:**

I'd avoid activating this one. just because an item is bigger doesn't mean it isn't worth selling. Despite the added costs and hurdles, large items can often be valuable assets to your portfolio if the profit is there.

- **Remove if Amazon is Selling:**

We can remove if Amazon is currently selling that item you're scanning for.

- **Review Count:**

Don't filter out based on review counts. Almost nobody writes reviews on Amazon Products; The review count is not representative of a product's quality. A high review count can be used to determine the product's popularity, but a low review count does not necessarily mean that a product is bad.

- **Star Rating:**

Filtering by star ratings should only be considered when selling clothing. A low rating for other non-variable products like toys or appliances could be for a bunch of petty reasons personal to that particular customer.

- **Source Pricing:**

We can remove products on a scale of how much an item costs. You should take this with a grain of salt, as the cost is one thing, but profit and ROI are better metrics for when you are calculating risk.

- **Keyword Removal:**

We can remove items according to specific keywords. This is especially useful if you are gated/ restricted on some products and brands. I like to throw in keywords that are common in bundles or multipacks as well, such as, "pack", "bundle", "2x", and so on. It is a logistical nightmare to resell items that were sourced from a custom-made multipack.

- **Amazon Parameters:**

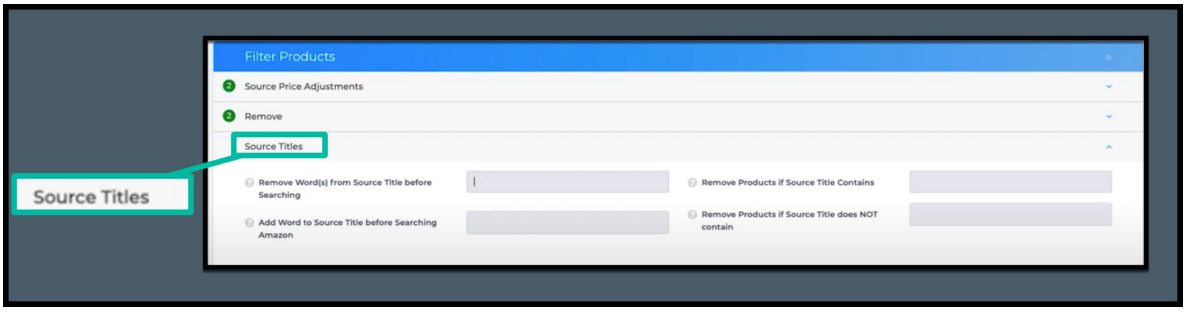
You can also remove items that do not give a buy box or fail to match your desired price range on Amazon. I would avoid using this one, because:

a. *The Buy Box is something you eventually earn, so don't let its control or suppression stop you.*
b. *Price isn't as important as Profit and ROI when calculating risk.*

- **How valuable is the Buy Box:**

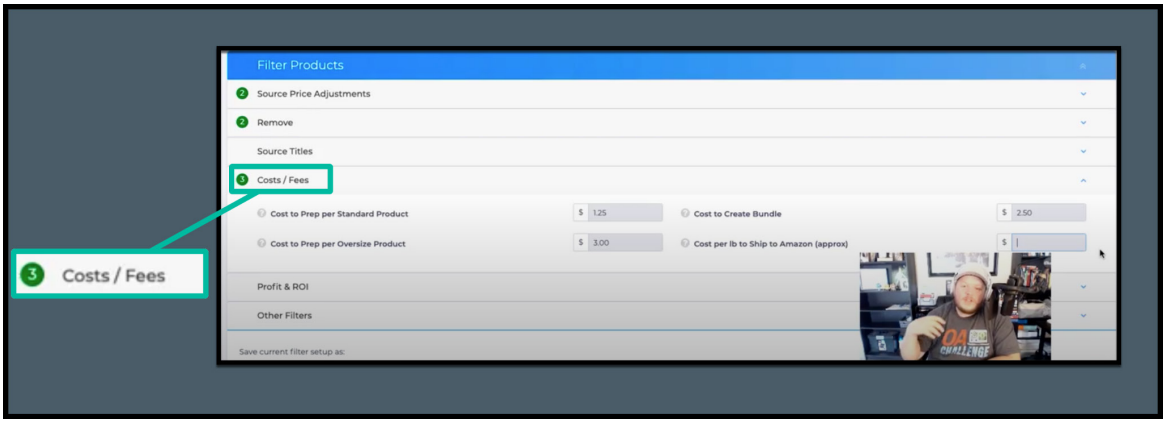
This filter lets you remove items that aren't worth a certain scale in the buy box as compared to where you purchased it from. I don't like to use this one, as it has become a bit outdated. Since this filter was added to TA, the market has matured and prices have begun to level off.

Source Titles



These filters help you to decide how you want your items to appear when you pull them up on the "View Data" page. You can use this to remove words that you don't want to pop up. You can also do the inverse and remove items with certain words.

Costs/Fees

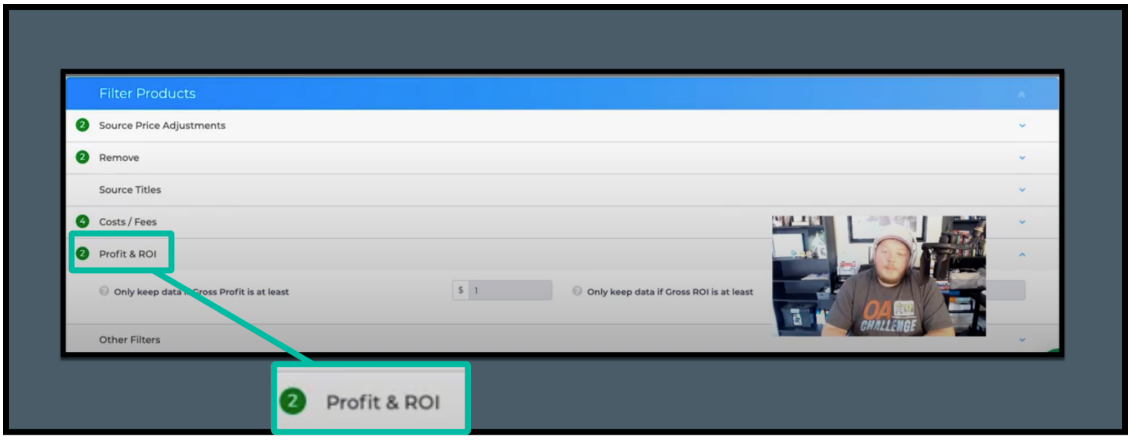


This portion will be incredibly important to do properly so that TA can help you with your calculations. Fill in every box that you can, as accurately as you can. Your best bet is to overestimate.

- Cost to Prep for Standard Products
- Cost to Prep for Oversized Products
- Cost to Create the Bundle
- Cost per lb to Ship to Amazon (approximately)

When in doubt, I would suggest overestimating your cost. However, you should take the time to contact your distributor and find out what your costs are. These numbers will be important to get correct.

Profit & ROI

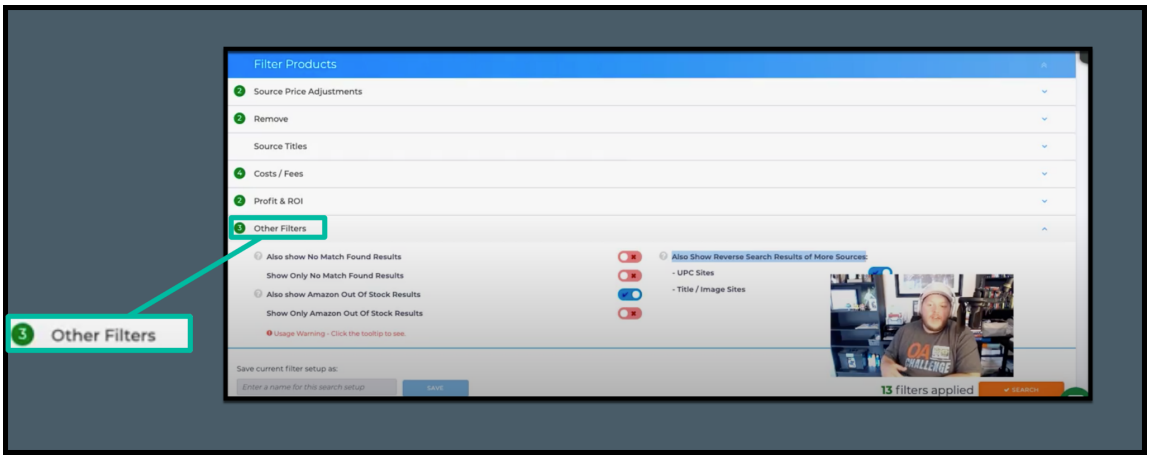


Here you can filter in terms of profit and ROI. You may be tempted to put these parameters incredibly high, but that is not realistic in today's market.

I like to set my filters at 1 dollar of Profit and 10% ROI. That way, I can find some bulk items that are also consistent, which is preferable to some one-hit-wonder of a product. The most important thing is to make sure that you are consistently making money.

Other Filters

This is a list of other filters that are sort of random filters that don't fall into specific categories but are still useful to have.



You shouldn't need to turn on most of these except for these two:

- **Turn on "Also Show Amazon Out of Stock Results":**

Some of the best items that you can capitalize on are those items that are frequently out of stock.

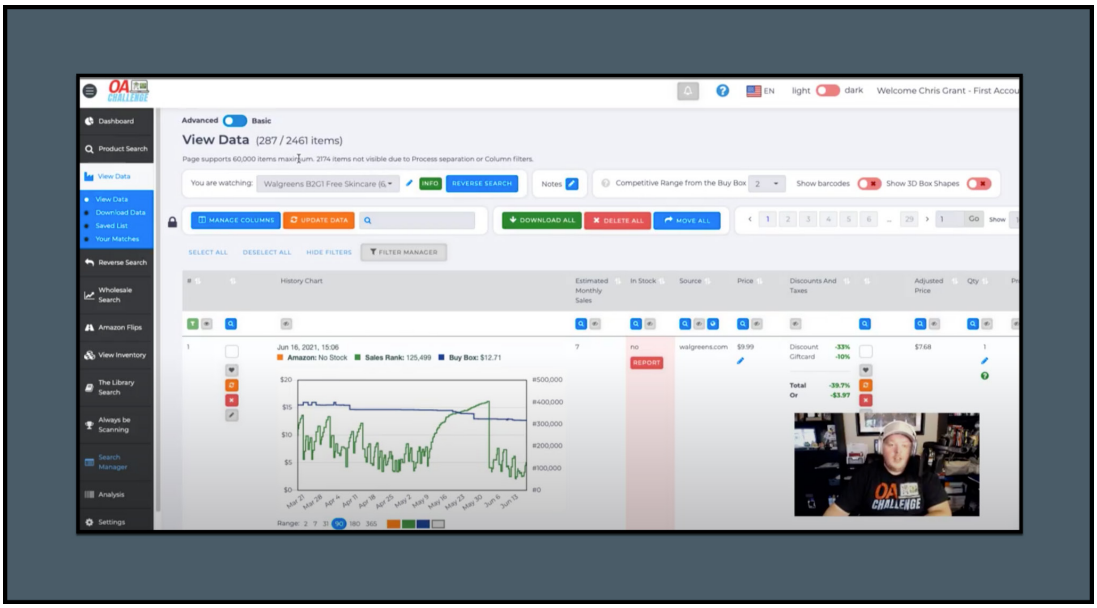
- **Turn on "Also Show Reverse Search Results of More Sources":**

This will allow TA to find other storefronts that meet the parameters of your search. This one is not a bad idea, though it will extend the duration of the scan.

Once you're done, be sure to save the scan and run the search. When saving the search, give it a title including the category of your scan and the date. You should be able to see its progress on the Dashboard.

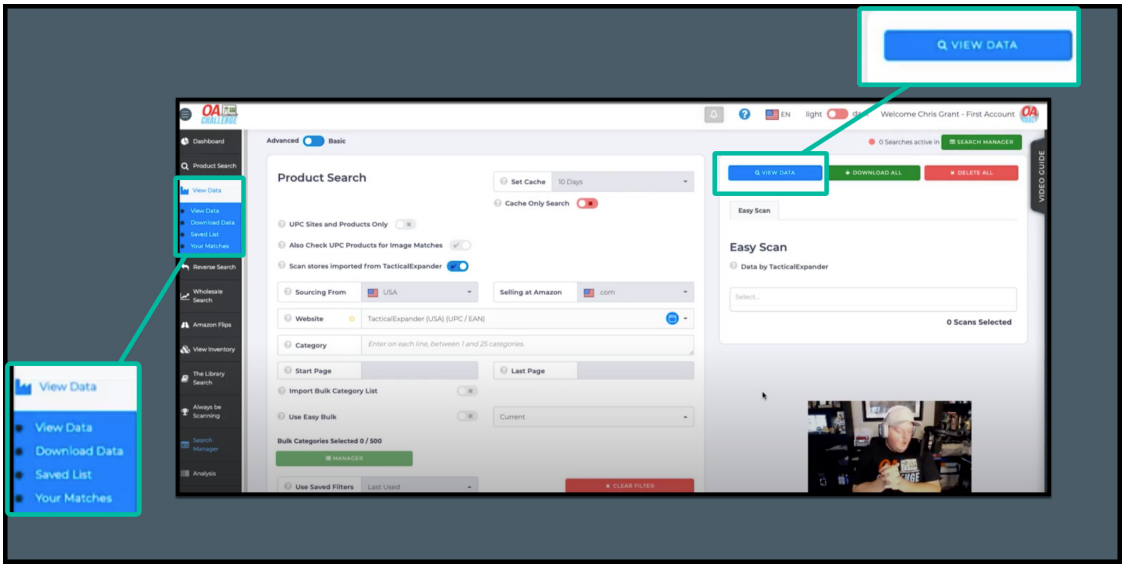
Part 4

View Data



In this chapter, we are going to be going over the View Data Section. This will be where you will view the results of your scans. No matter what sort of scan you did, the "View Data" page will appear and behave the same. The main difference is gonna be how you choose to use it for every given situation.

The first thing we should discuss is how to access it. Within the Product Search page, there is a "View Data" button, and from there we can view all of our data and results.



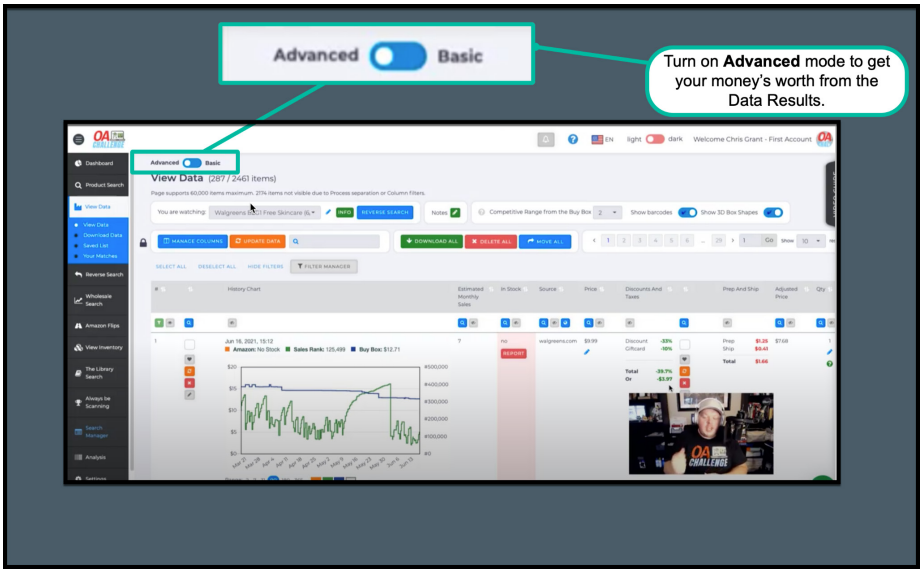
Alternatively, on the left-hand side menu, we have the "View Data" button on the side menu. You can also access this page through the Product Search Gauge.

THE "VIEW DATA" PAGE

In the "View Data" section, there are a lot of areas that you will want to know about. This page is one of the pillars of Tactical Arbitrage and should make yourself familiar with all of its aspects if you hope to make it

HEADER TOOLS AND FUNCTIONS

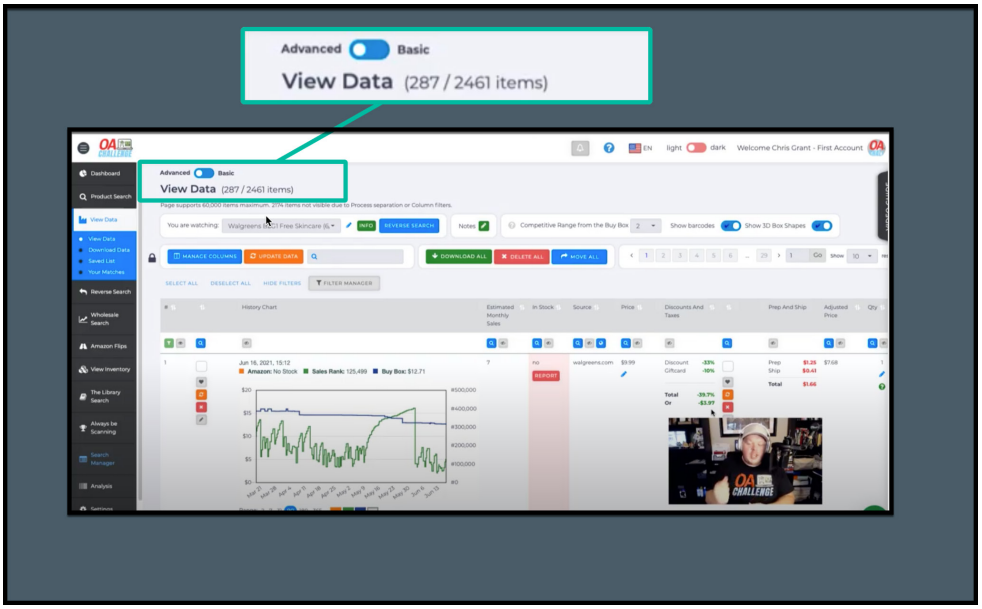
Toggle Advanced Mode



The Basic mode is ok, but you don't have access to nearly as many filters and custom settings as the advanced mode. In basic mode, the filters are pre-made and you have way less flexibility to do the scans that you want and need.

View Data

Up top, you will see the View Data Section. Here, you will see how many items can be supported on the page as well as how many are ready to be viewed.



The number of total results will be different for every scan. This depends on things like:

a. The Parameters of the scan.

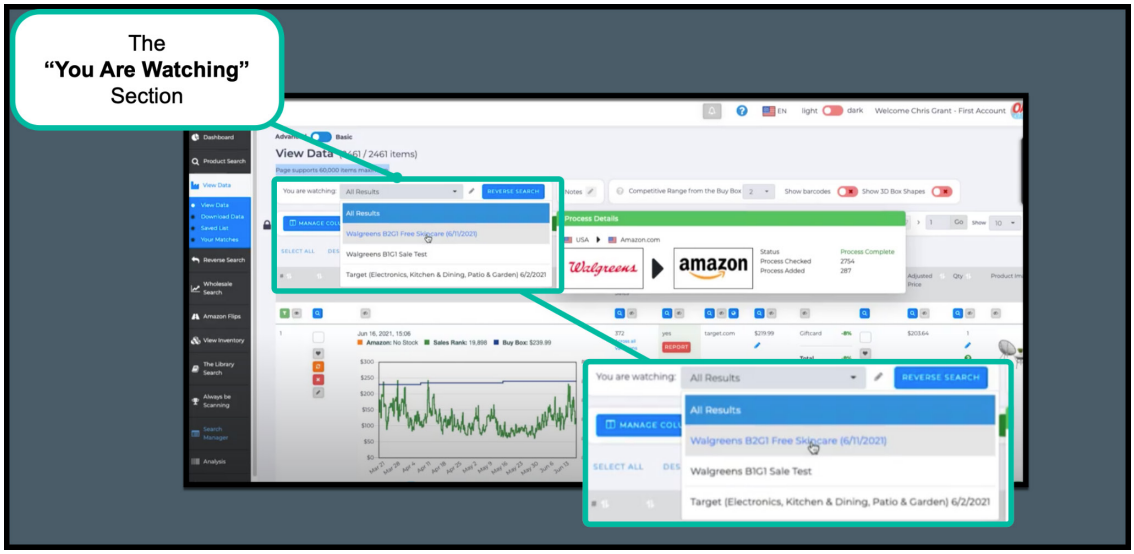
b. The number of targeted items across the internet.

c. How well-stocked your targeted sites/storefronts are.

Any given search can foster up to 60,000 ASINs. If your results exceed that limit, simply start a new scan from where you left off.

You Are Watching

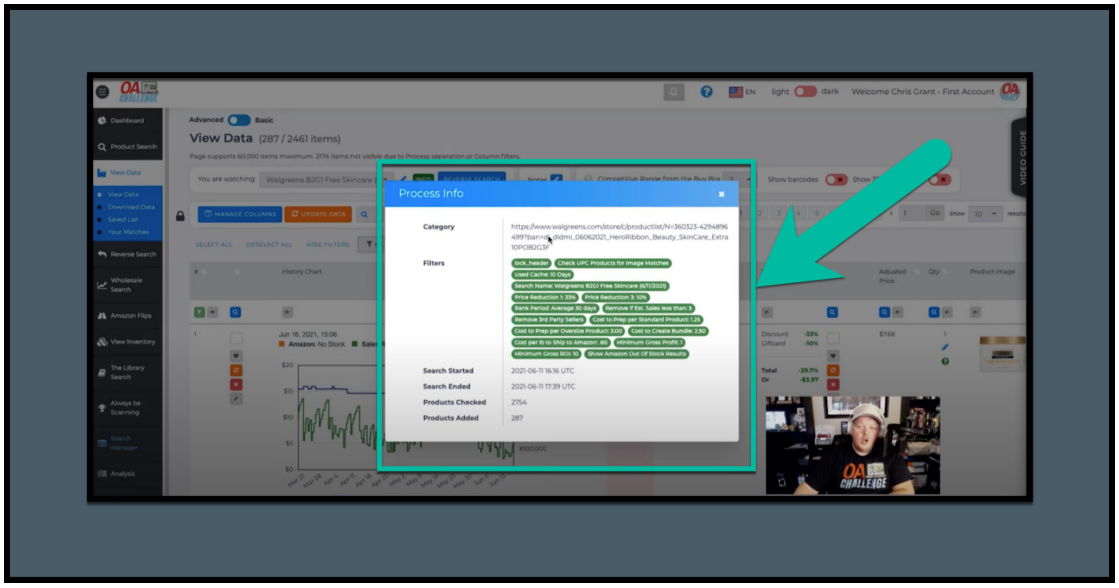
There is the "you are watching" section, where you can pick which category of your items that you wish to look at first.



This usually is filtered in terms of storefronts and websites that were sourced from the scan. It shows you the tests and scans that you have marked for viewing.

Info

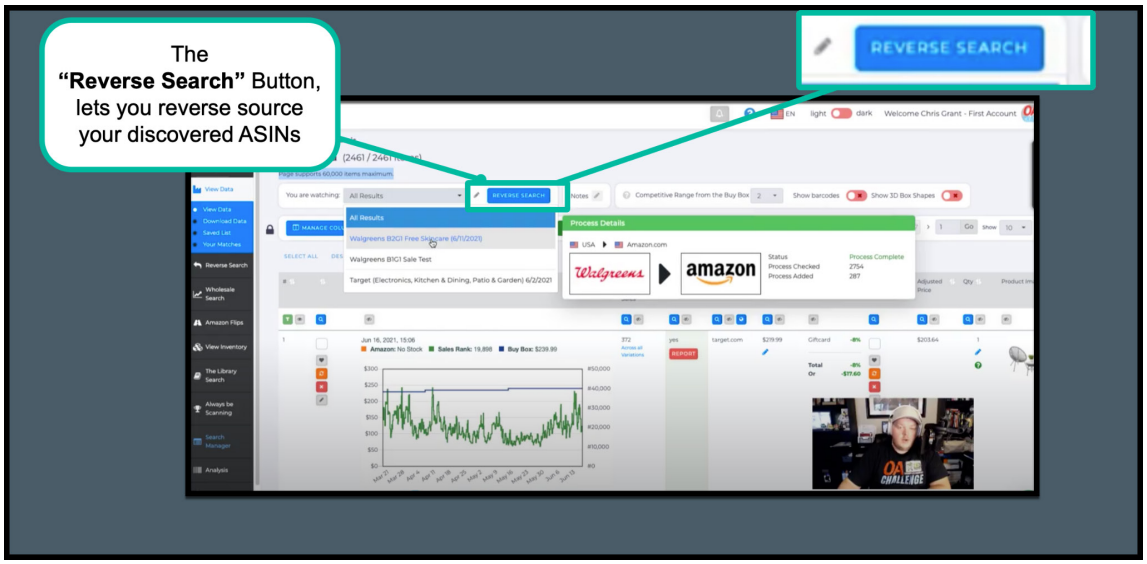
The "Info" section will recap important details about what your scans are for and when they were started.



It is a useful way to double-check your scan parameters if anything funny comes out of it.

Reverse Search

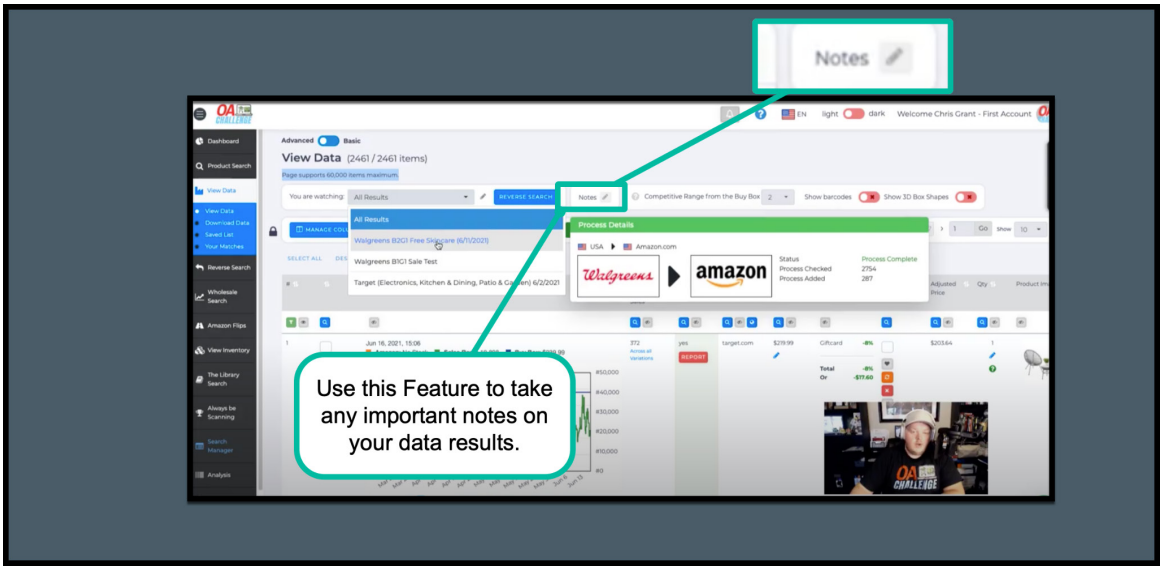
We can also reverse search these items. If you're using TA, you most likely already know what this is, but to those of you who don't, a Reverse Search is where you run a scan of a specific ASIN/UPC to figure out on what sites that product can be found.



By clicking this button, TA will go out and reverse search every ASIN and UPCcollected by the results. This practice is meant to help you find other locations where that ASIN can be found.

Notes

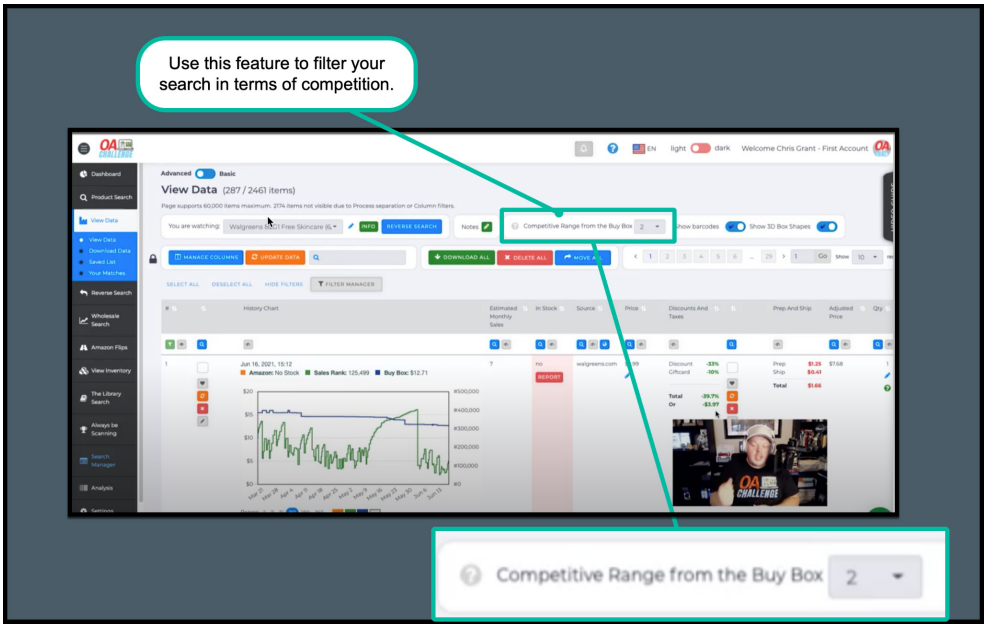
In the Notes section, we can annotate and provide personal commentary for our data.



It is useful when scans are looking at temporary sales; it is a good tool to give yourself reminders for when scans become outdated. The button will change from blue to green when the notes have been taken.

Competitive Range

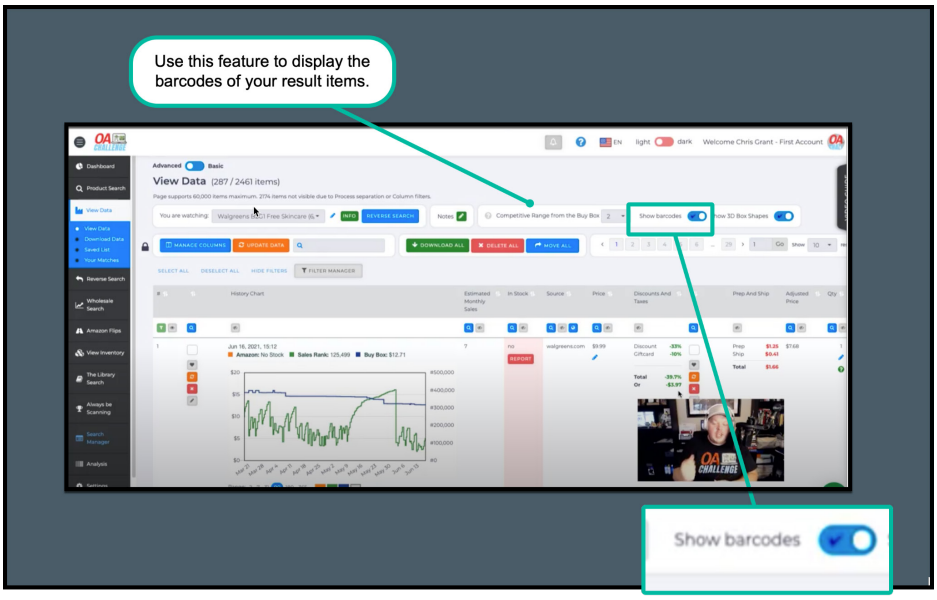
When filtering, we also can minimize our quantity of ASINs according to the competitive range.



This lets me know how many sellers are competing for the buy box. I like to keep mine pretty low; somewhere around 2%.

Barcodes

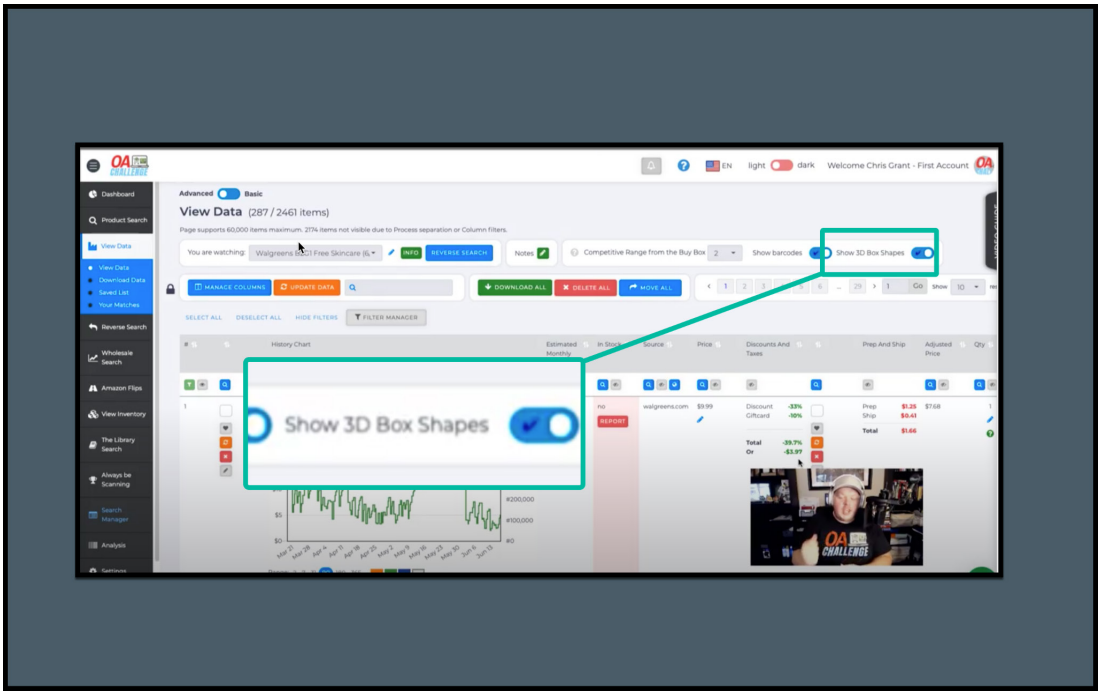
There is an option to show "Barcodes". If you look at the data, you will see an actual barcode that you can scan with the Amazon Seller App.



This way, you can see if you're restricted or allowed to sell that product as well as quickly analyze ASINs from your phone with the Amazon Seller App. In the settings section, you can edit the list of brands you are restricted to.

3D Box Shapes

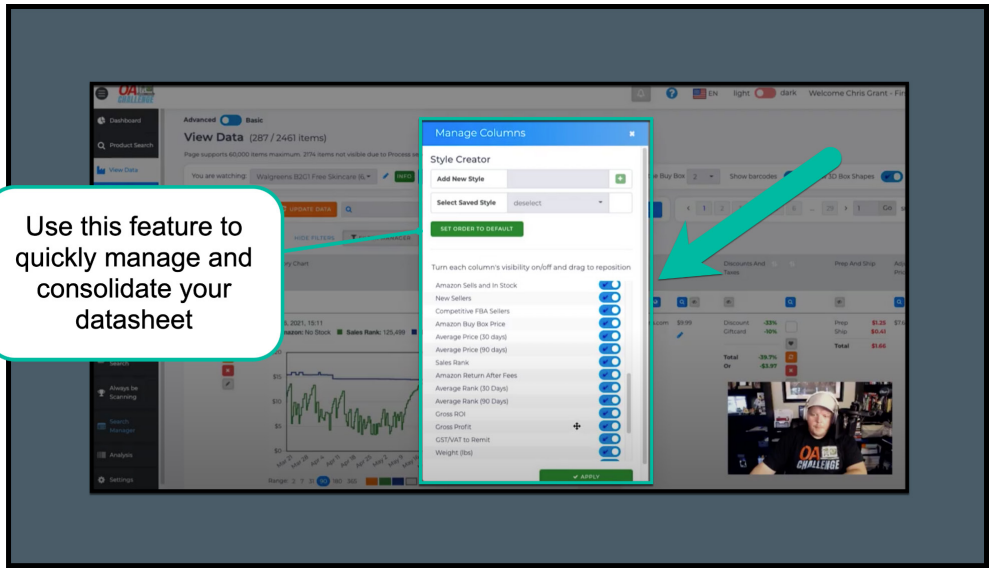
Next, we can show our **3D Box Shapes**. This allows us to see what the item's packaging looks like by providing 3D models of the boxes with information about the size, weight, and dimensions of the item.



The powerful feature of this gadget is that it tells you how many fit within a given space. You can write down how much size and weight is acceptable for storage and TA will let you know

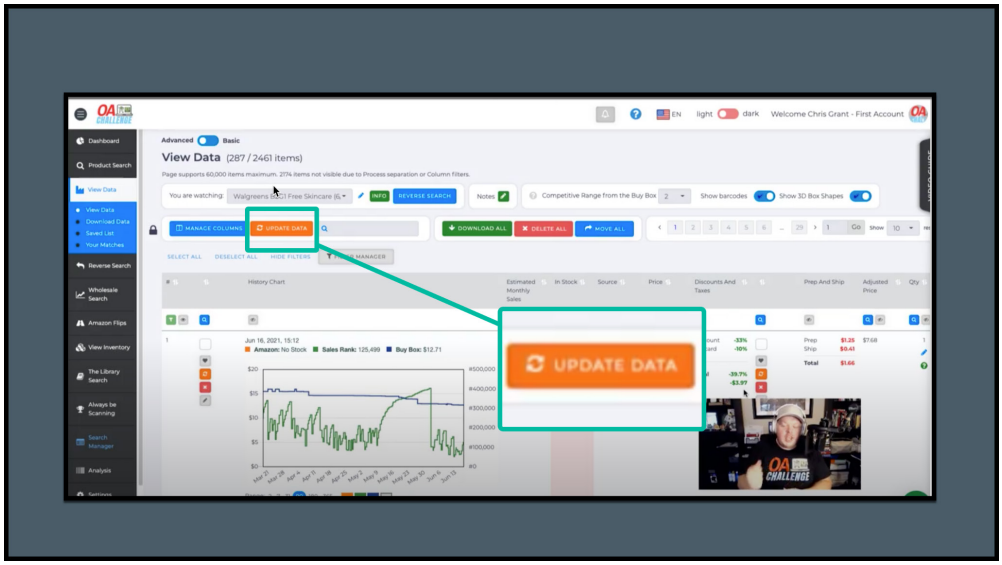
Manage Our Columns

This gadget lets you turn your columns on and off without the need for a bunch of side-scrolling.



This is useful when you want to consolidate space on your data table. You can also rearrange columns and tables. Once you fill it out, you can save the style that you just made for later.

Update Data

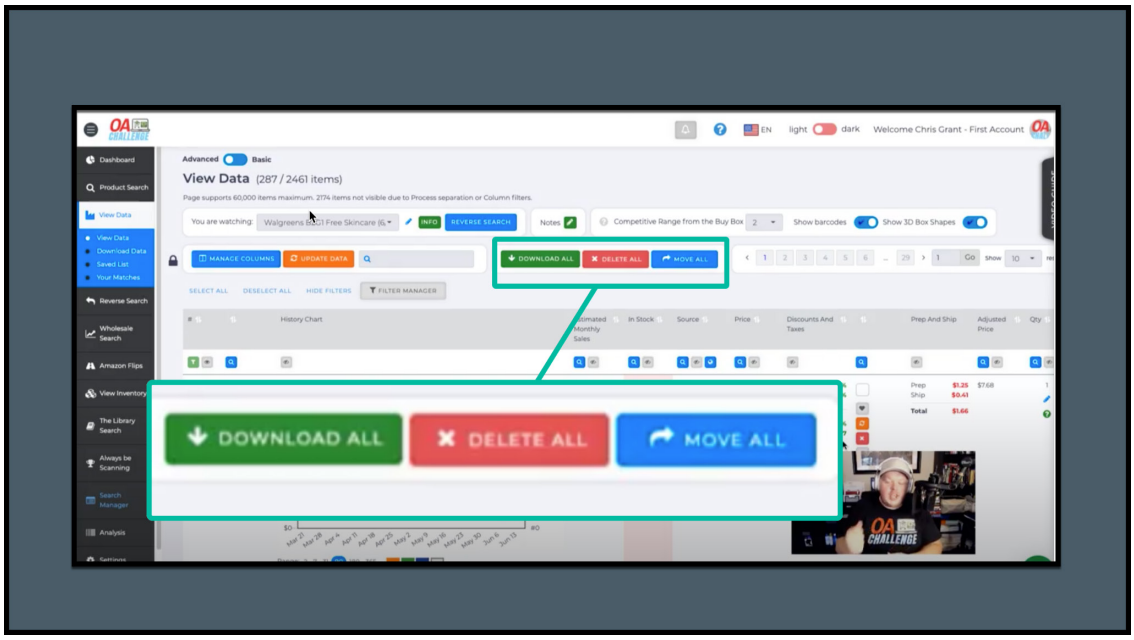


Click "Update Data", and your data will be refreshed with the latest data and stats.

This is a good thing to do from time to time, especially when your scans are looking at limited sales and price drops.

Download, Delete, & Move All

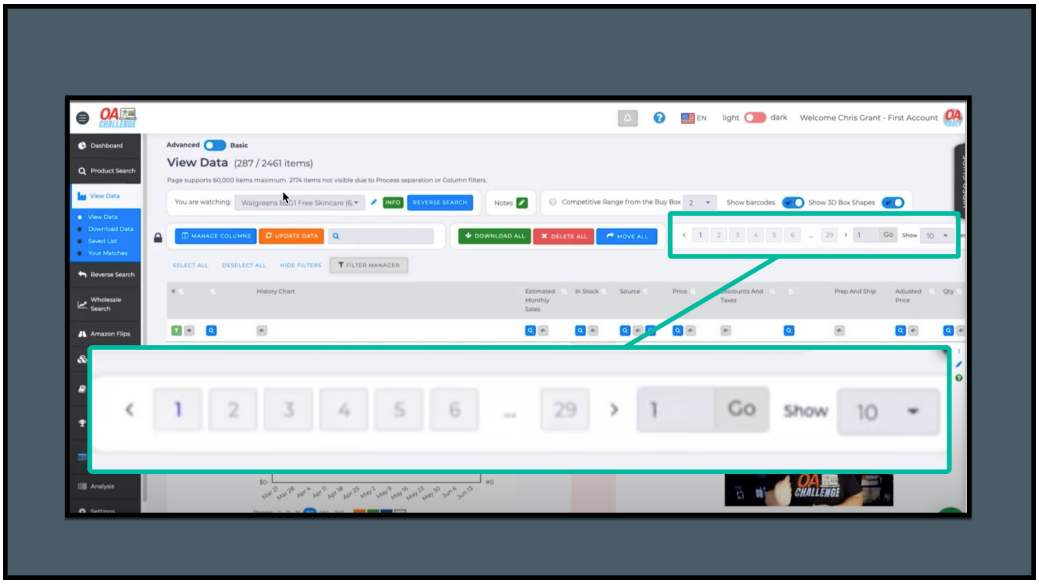
These three functions will be looked at in bulk because they are dependent on each other.



- **Delete**: You can Delete all of the Data on your current page.
- **Download:** You can download the data if you want to into spreadsheet formats like CSVs, excels, and Google drive.
- **Move All:** We can also move all of our data to a secondary location within TA or even copy them into spreadsheets and external folders.

Page Selection

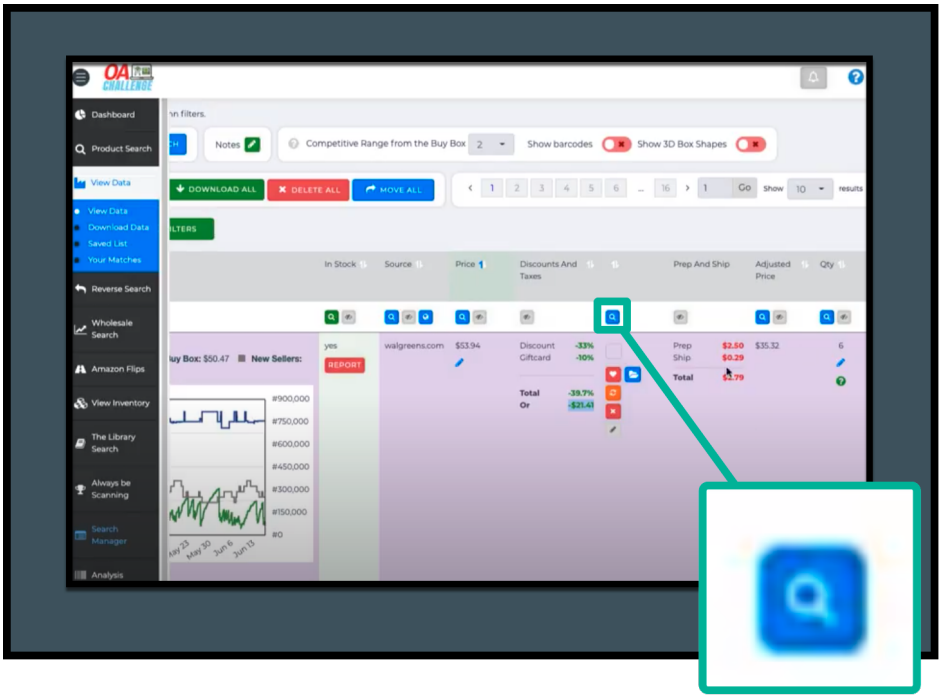
With the page selection tool, you can pick which specific page of your data to look at.



You can also command what quantity of items to look at. 1 to 10 because that gives me enough data per page, while also helping with optimizing loading speeds.

Filter

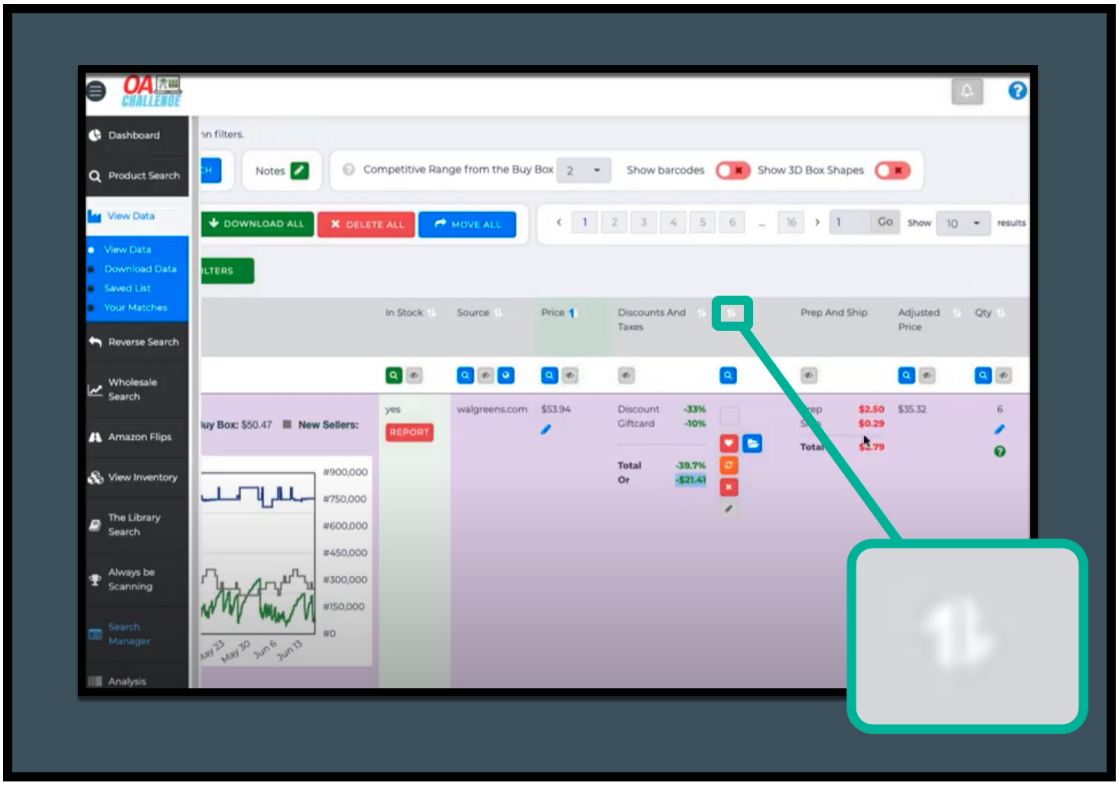
On many boxes in the Datatable, you will see what looks like a magnifying glass.



This is an on-site filter that you can use to filter items according to the specific parameters of the column that it occupies. For example, in the "price" column, we can add a filter that removes any items that don't fall within that price range.

Sort

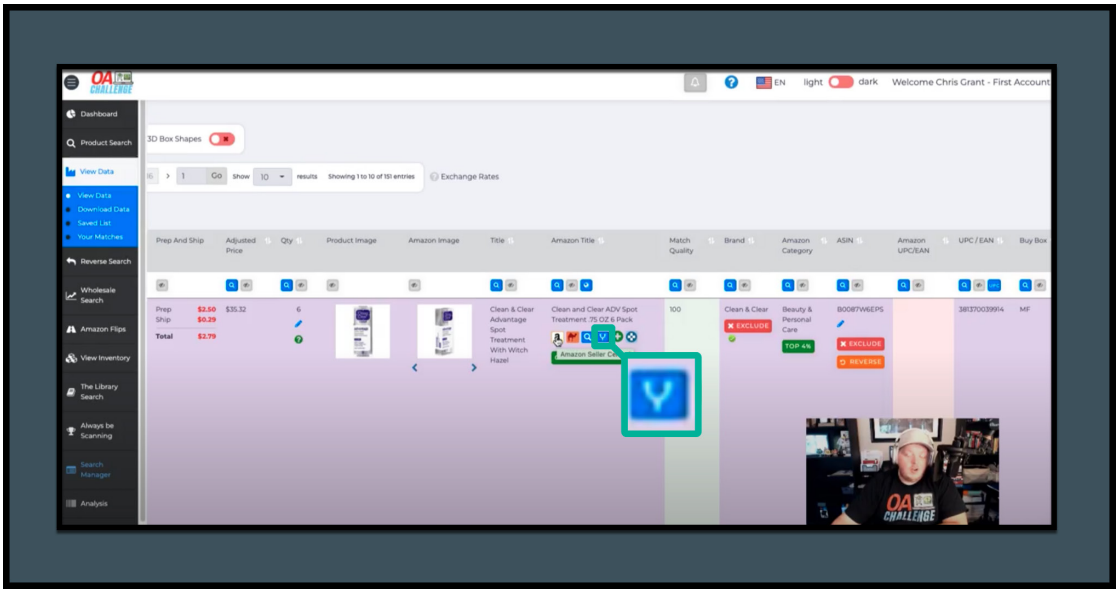
Also, on many columns, you will come across what looks like a pair of arrows; one pointed up and one pointed down.



This pair of buttons will let you sort according to the max and min settings of that given column which it occupies.

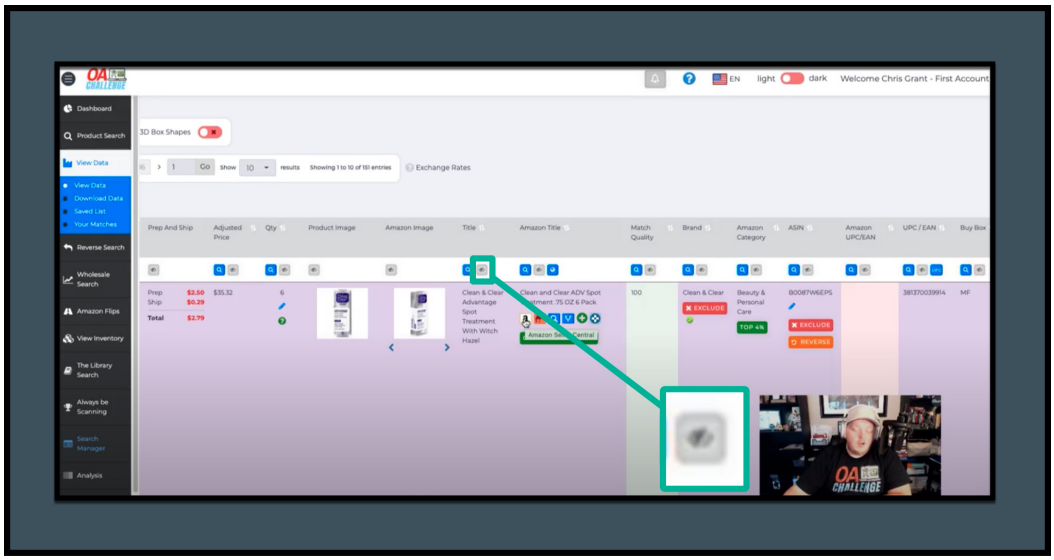
For example, if you were sorting the price column and wanted to see the most expensive item on your list, you would simply click on the upward-pointing arrow. From there, all of your following data would be presented from the highest to lowest price.

Fork



The "Fork" icon lets you open both sites where the product appears; Amazon and the source site. This allows you to compare the two items and conduct further analysis.

Hide

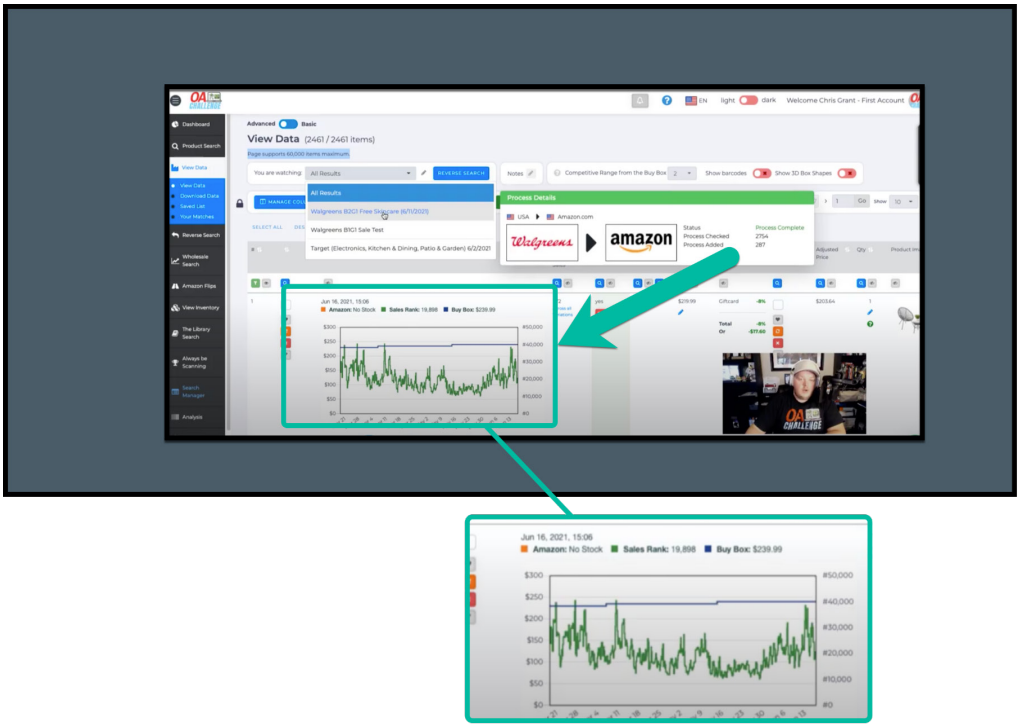


This button lets you quickly remove a column that you no longer wish to see.

LIST OF ALL OF THE COLUMNS THAT I LIKE TO USE

Here is a list of all of the columns that I like to use in View Data, along with a brief description of each.

1. History Chart

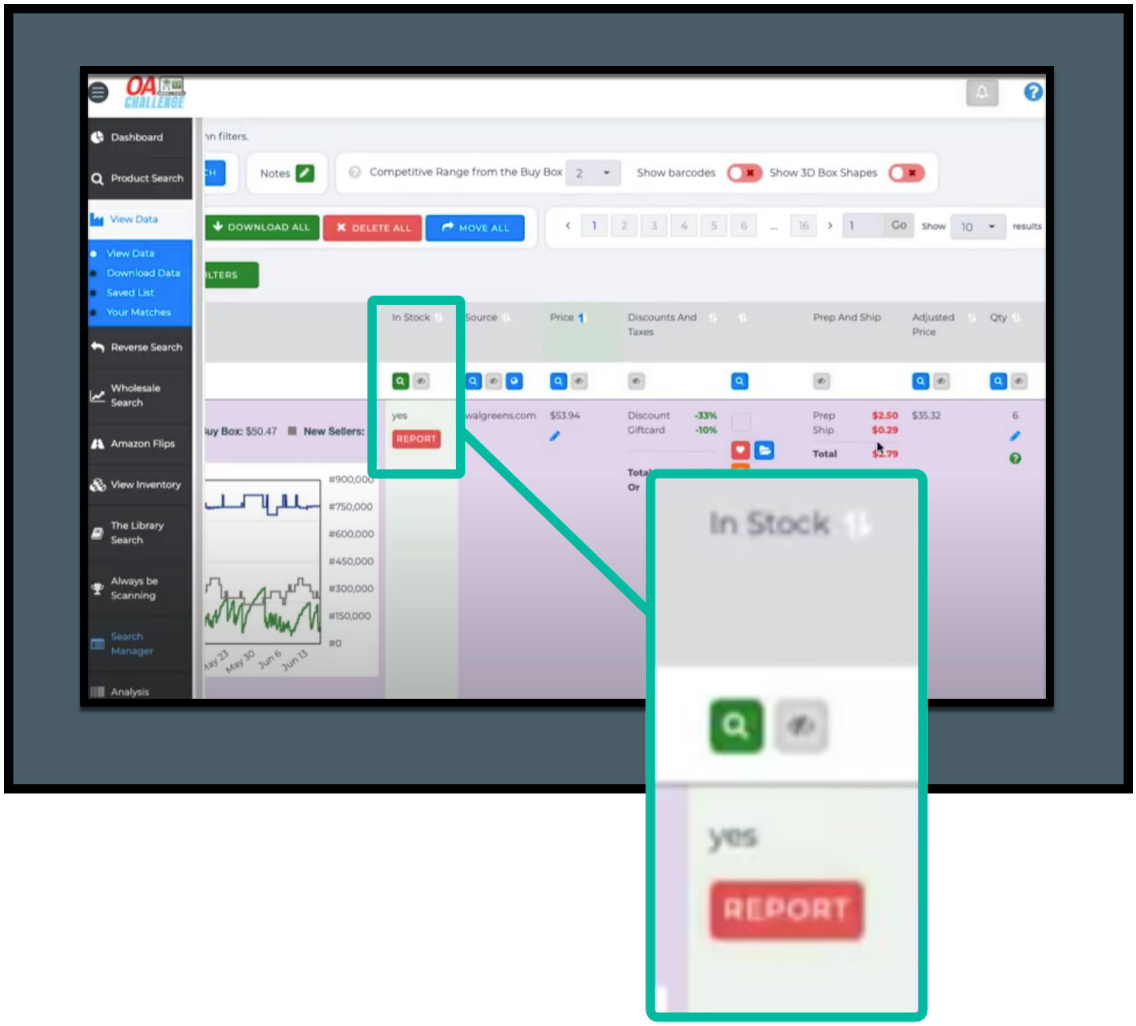


These charts are sort of like Keepa, though this should not be a replacement to that software; Keepa is still better, in my experience. Keepa and TA are very powerful when combined

- The Blue Line = Price
- The Green Line = Rank
- The Orange Line = Amazon
- The Grey Line = New Sellers

2. In Stock

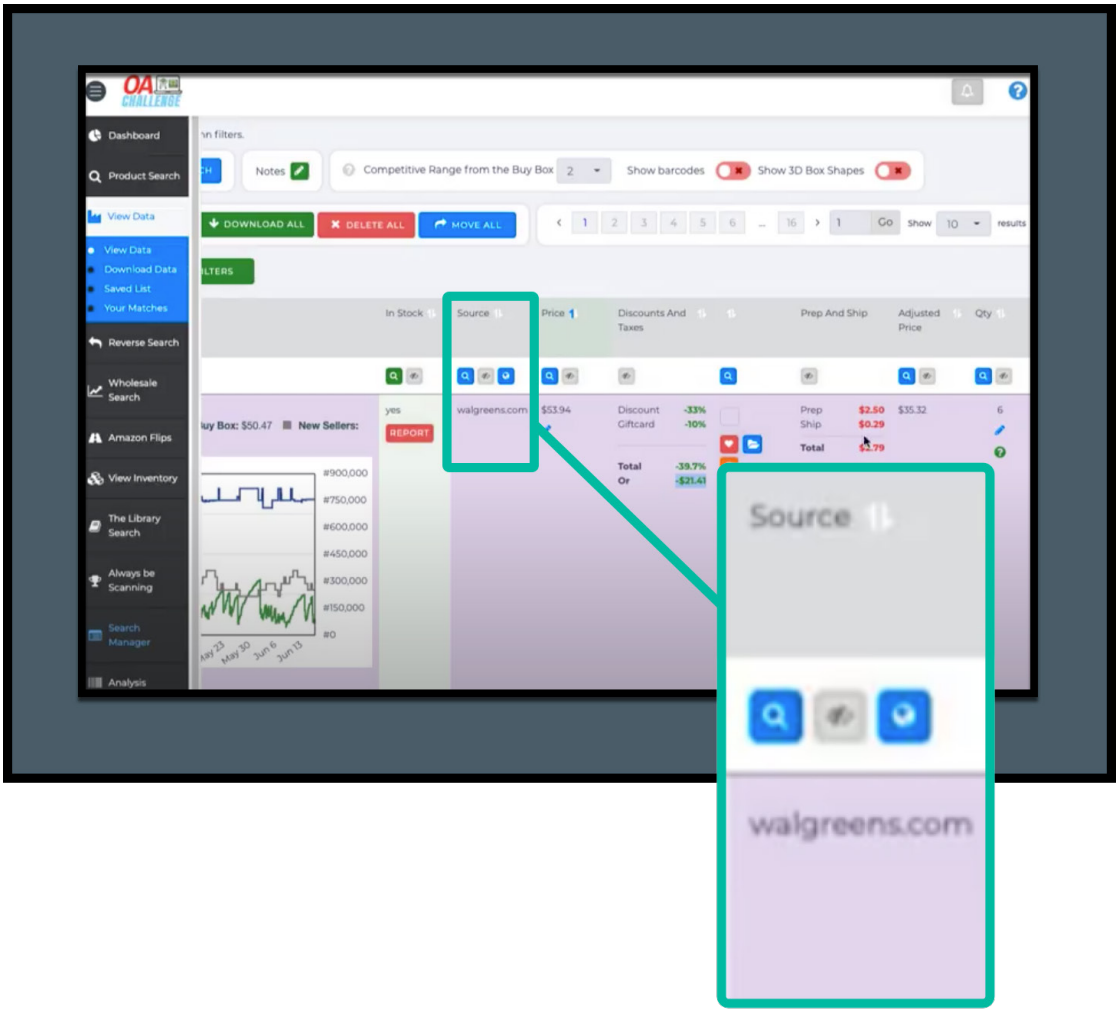
This column tells us if the item is in stock or not.



This feature is filterable and you can customize it if that is something that you need. You can filter this column so that only items that are in stock appear and vice versa.

3. Source

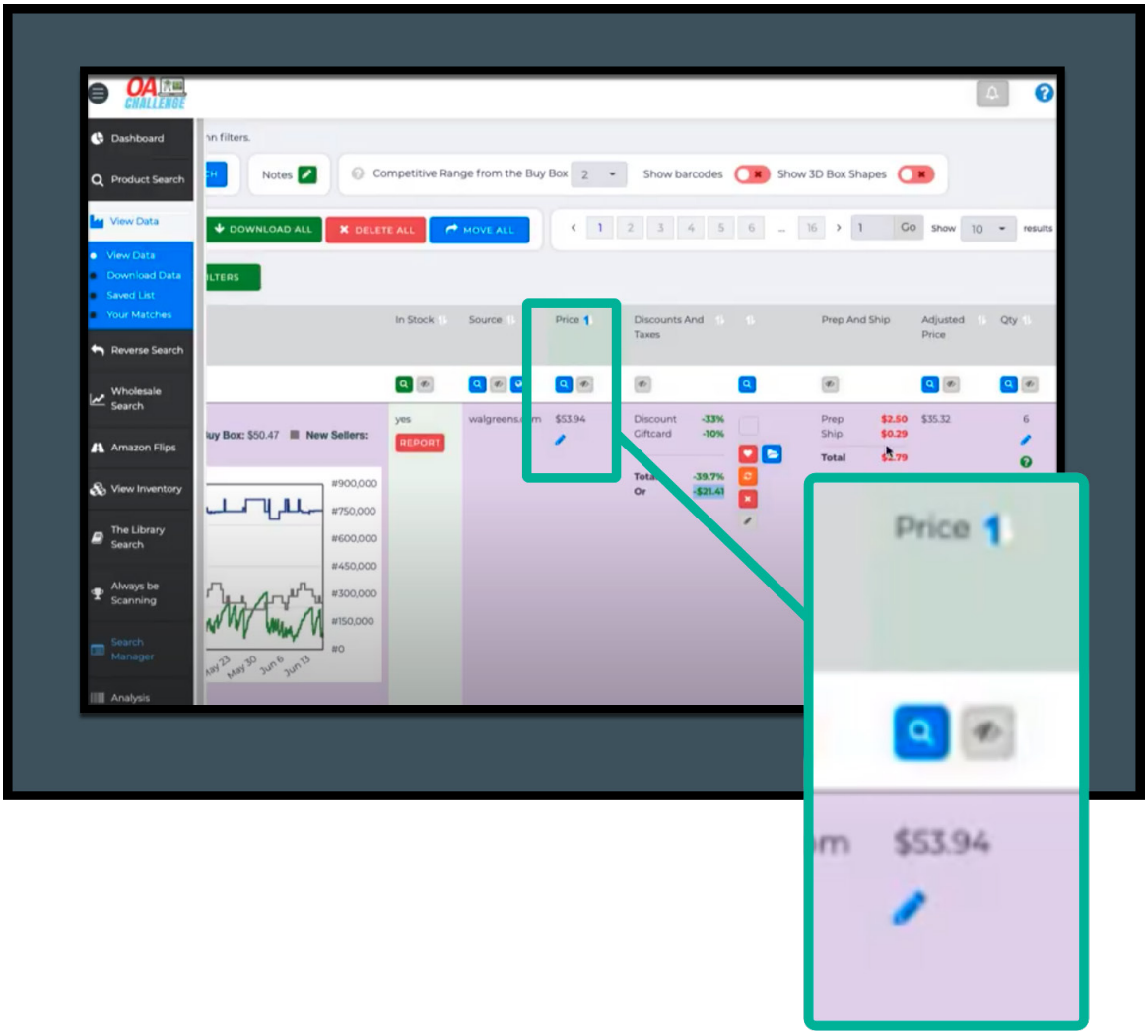
This lets us know where the product is from.



It provides a URL to the website where the ASIN/UPC was found. In this case, the discovered product was found at Walgreens, so therefore the URL to Walgreens will appear in that box. You can filter your data so that only items that source from specific websites are displayed.

4. Price

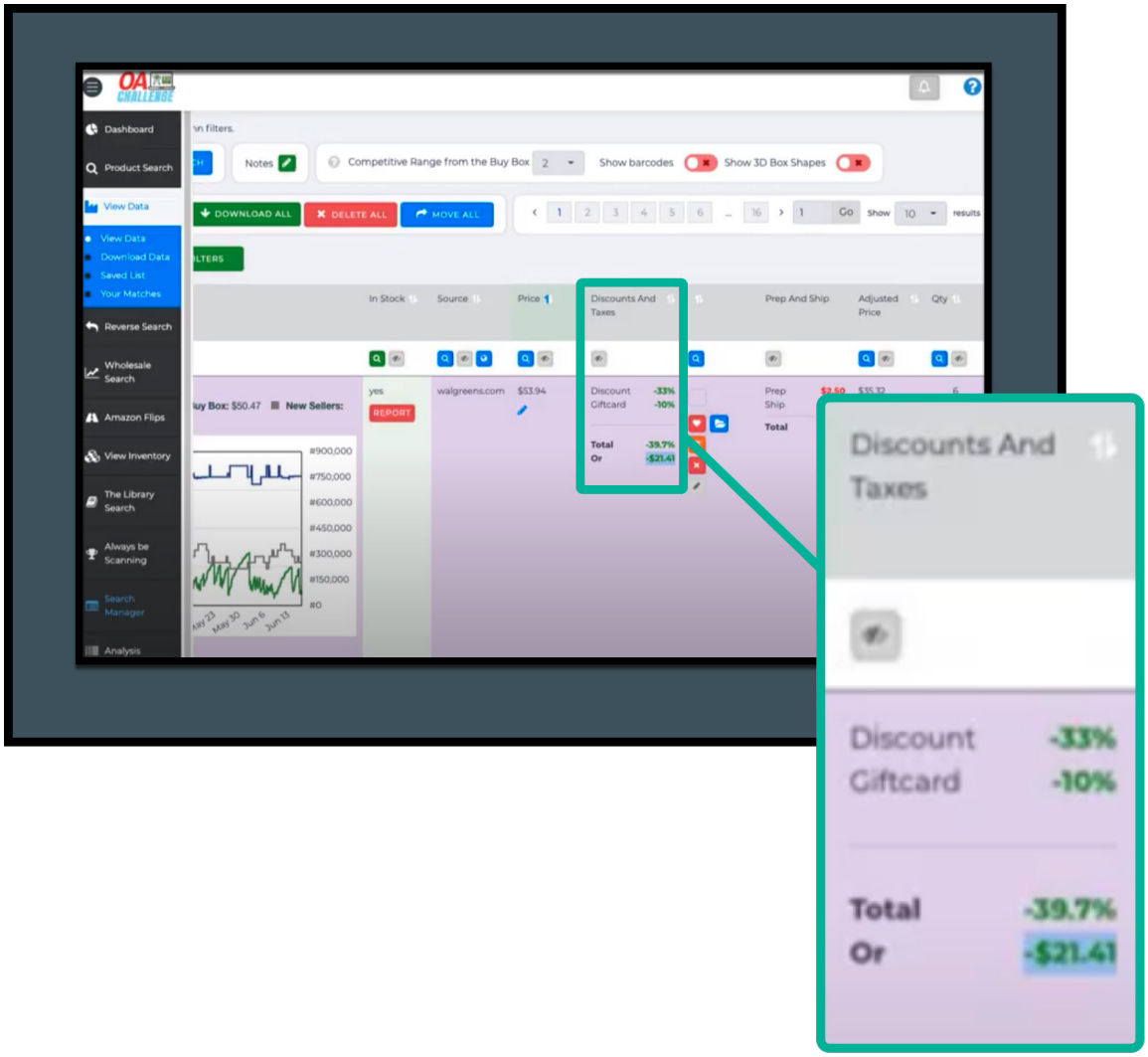
Here, you will be able to see the price of the item as it appears on the source site.



Also, keep in mind that these prices are the initial number and are subject to change depending on the costs, expenses, deals, and discounts that you declared in your setup.

5. Discounts and Taxes

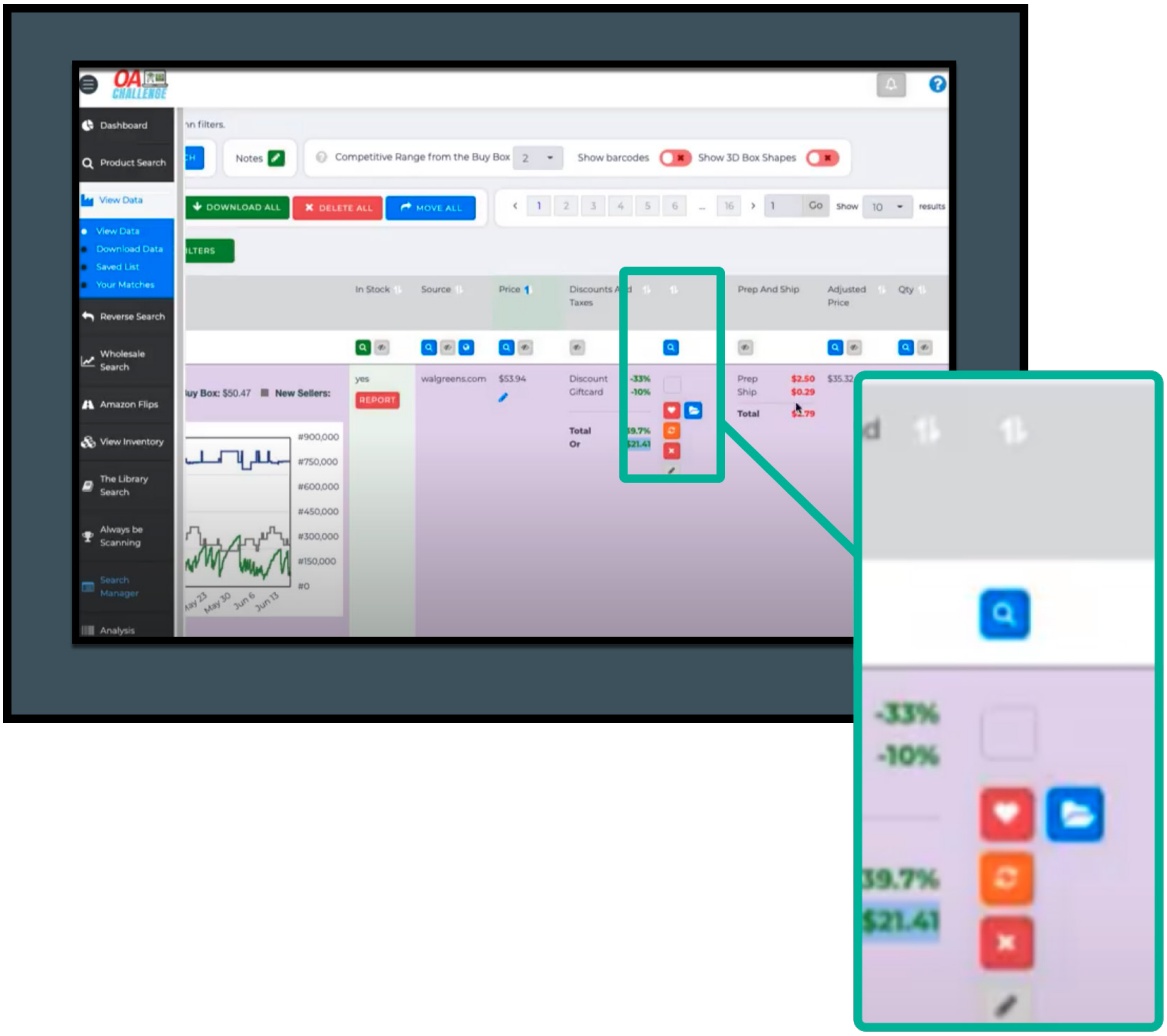
This feature lets you look at any deals/expenses to know about, as well as how much money can be saved on the item.



The numbers you applied to your filter earlier are what affect the adjusted price, profit, and ROI, so always make sure that you are accurate with your settings.

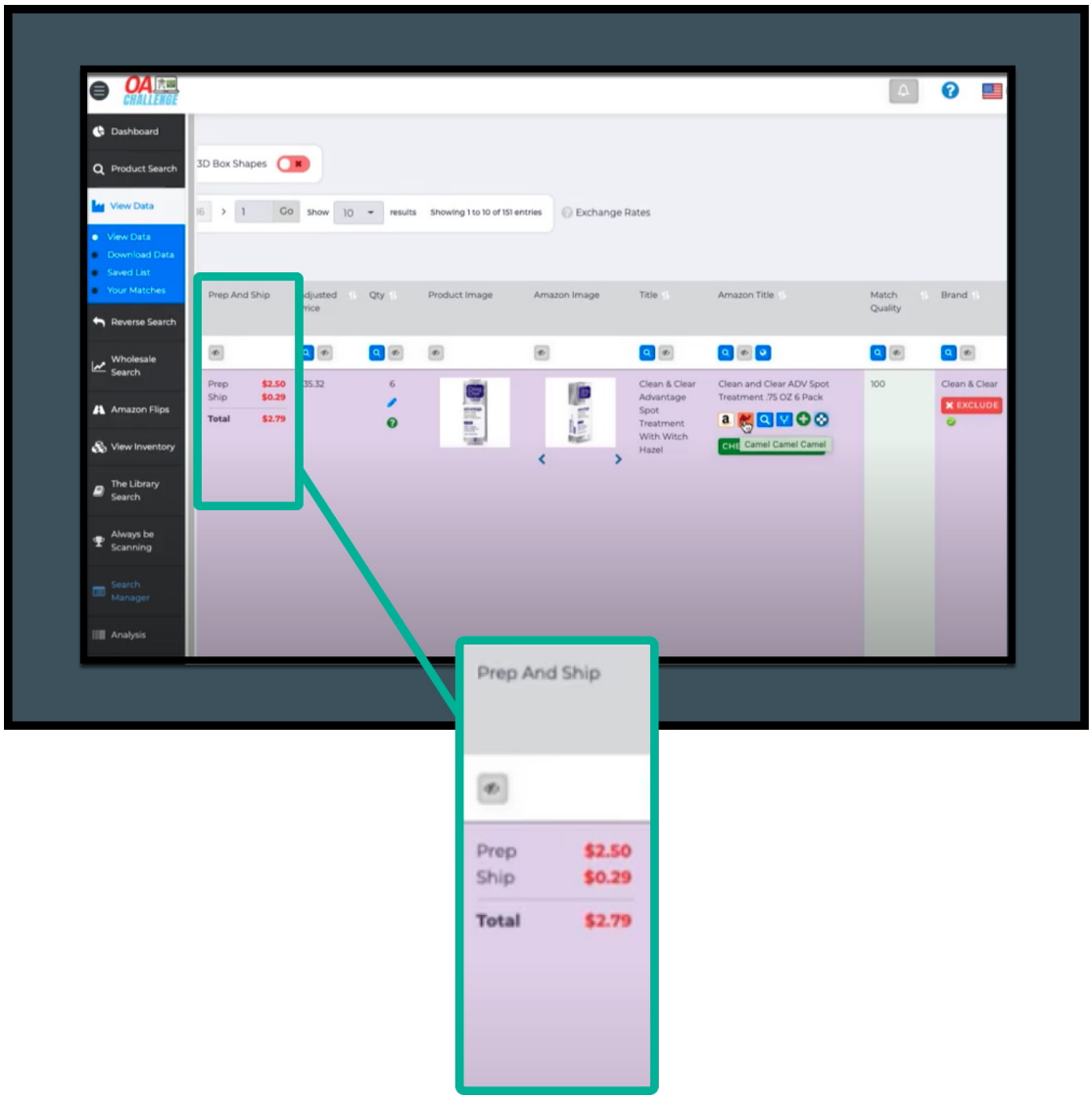
6. Quick Commands

This column lets you make a few quick commands to a single product.



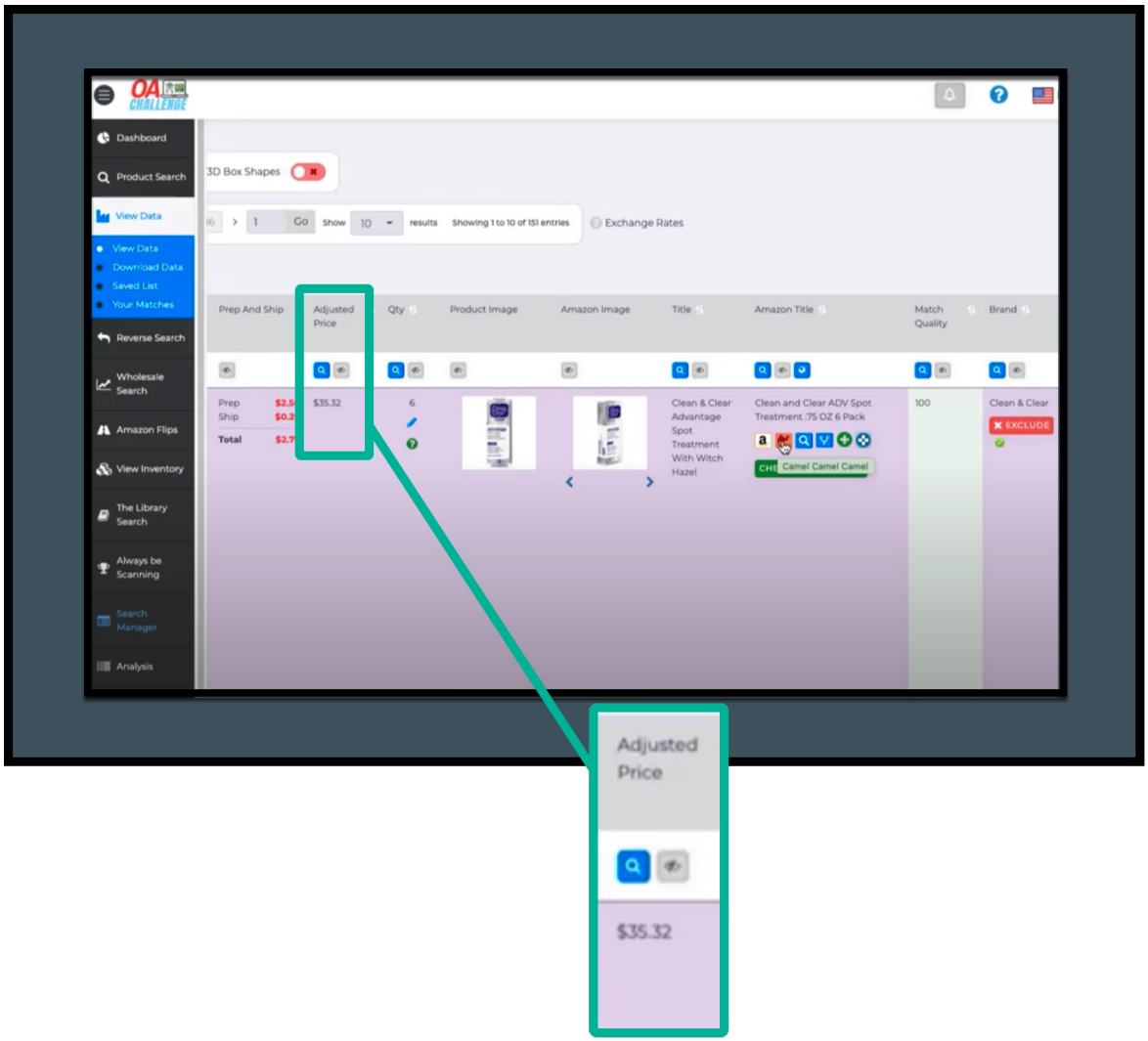
- The Empty Box lets you select that product for later commands.
- The Heart lets you add that item to your "favorites" list
- The Orange Button lets you update the data for that item.

7. Prep and Ship



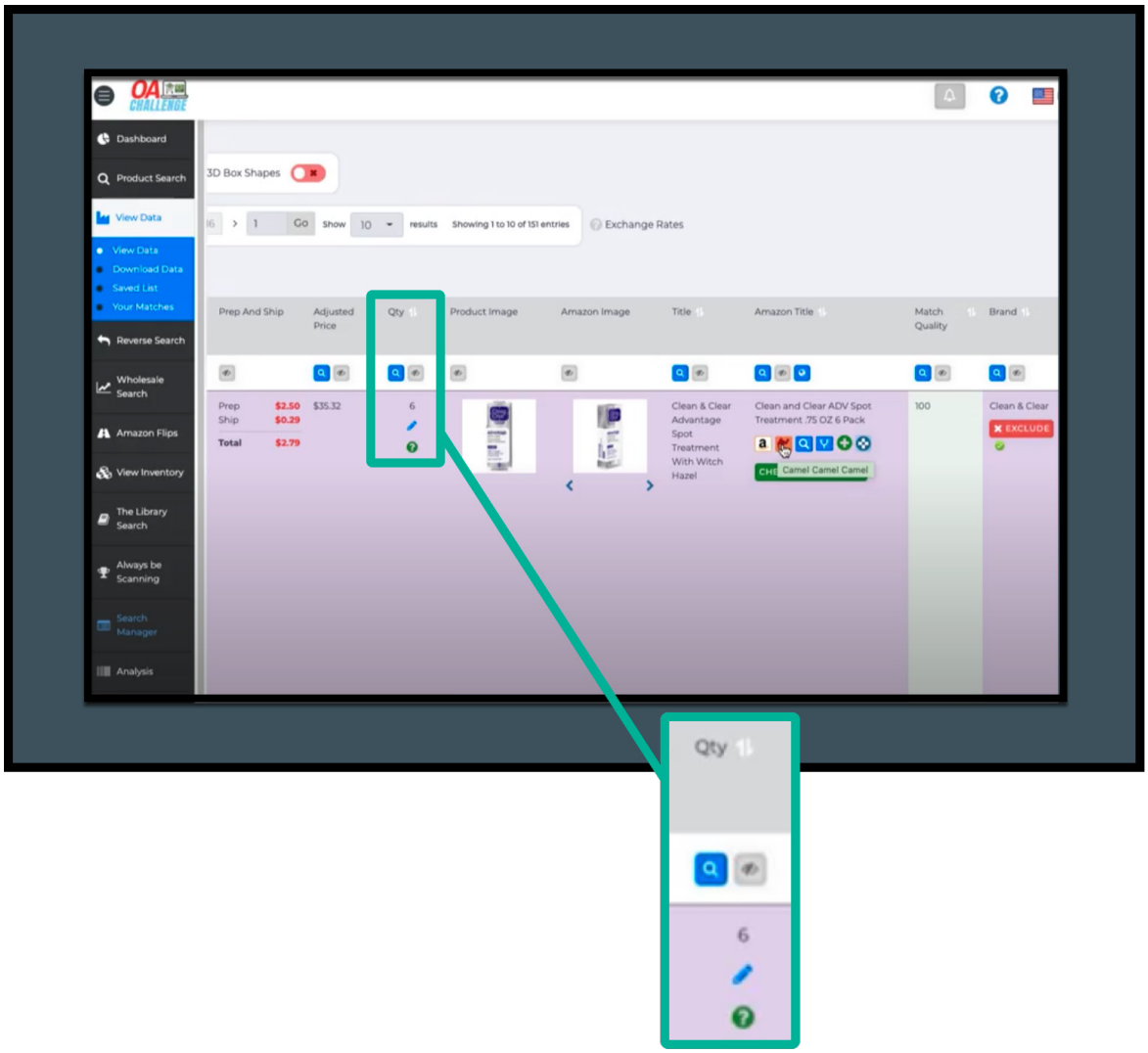
This box will tell you the cost of prep and shipping. These costs, like "Taxes and Discounts", will affect the projected Profit & ROI.

8. Adjusted Price



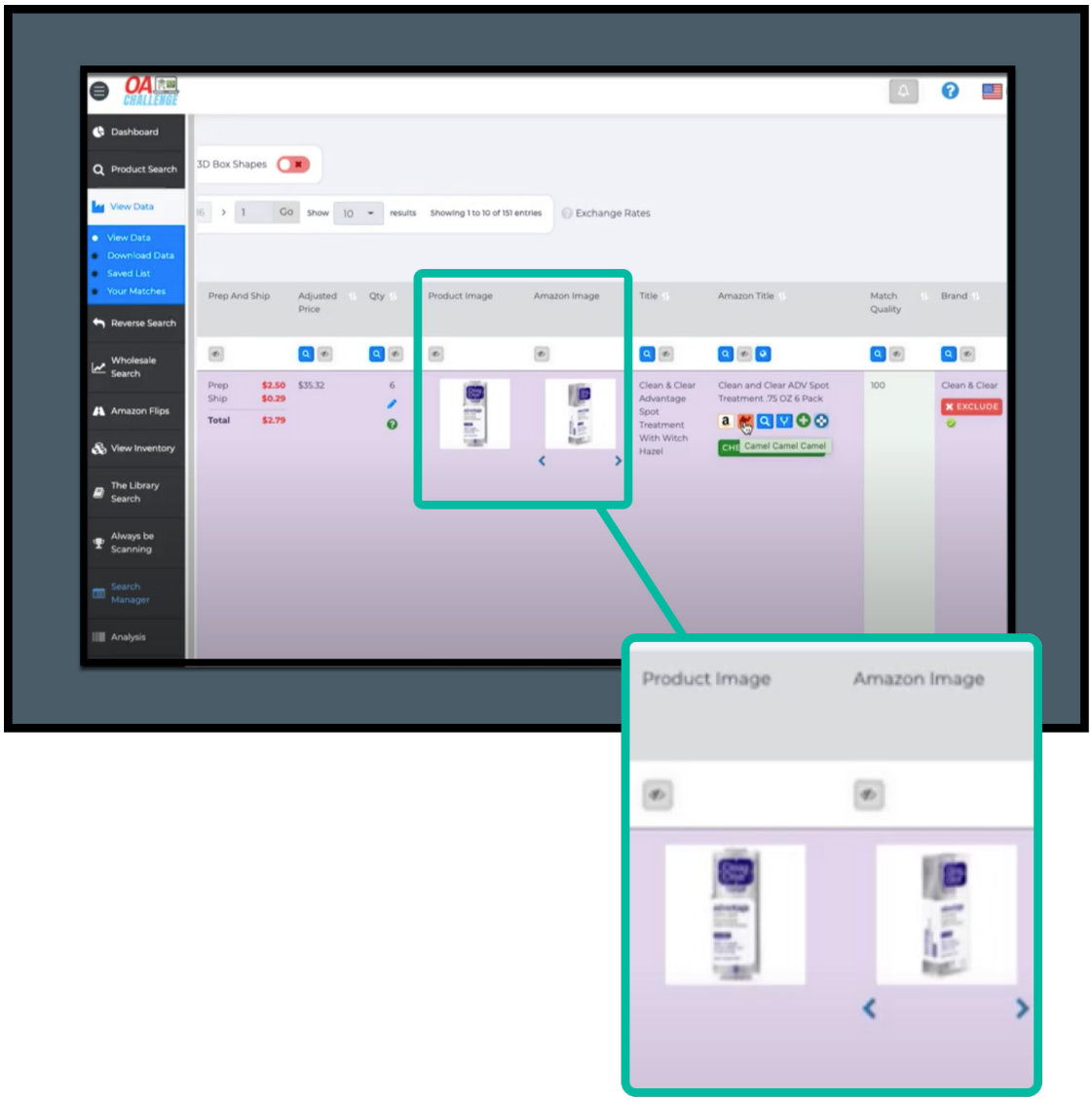
This column tells you your new cost. This is affected by the "Taxes and Discounts" you have declared in the setup.

9. Quantity



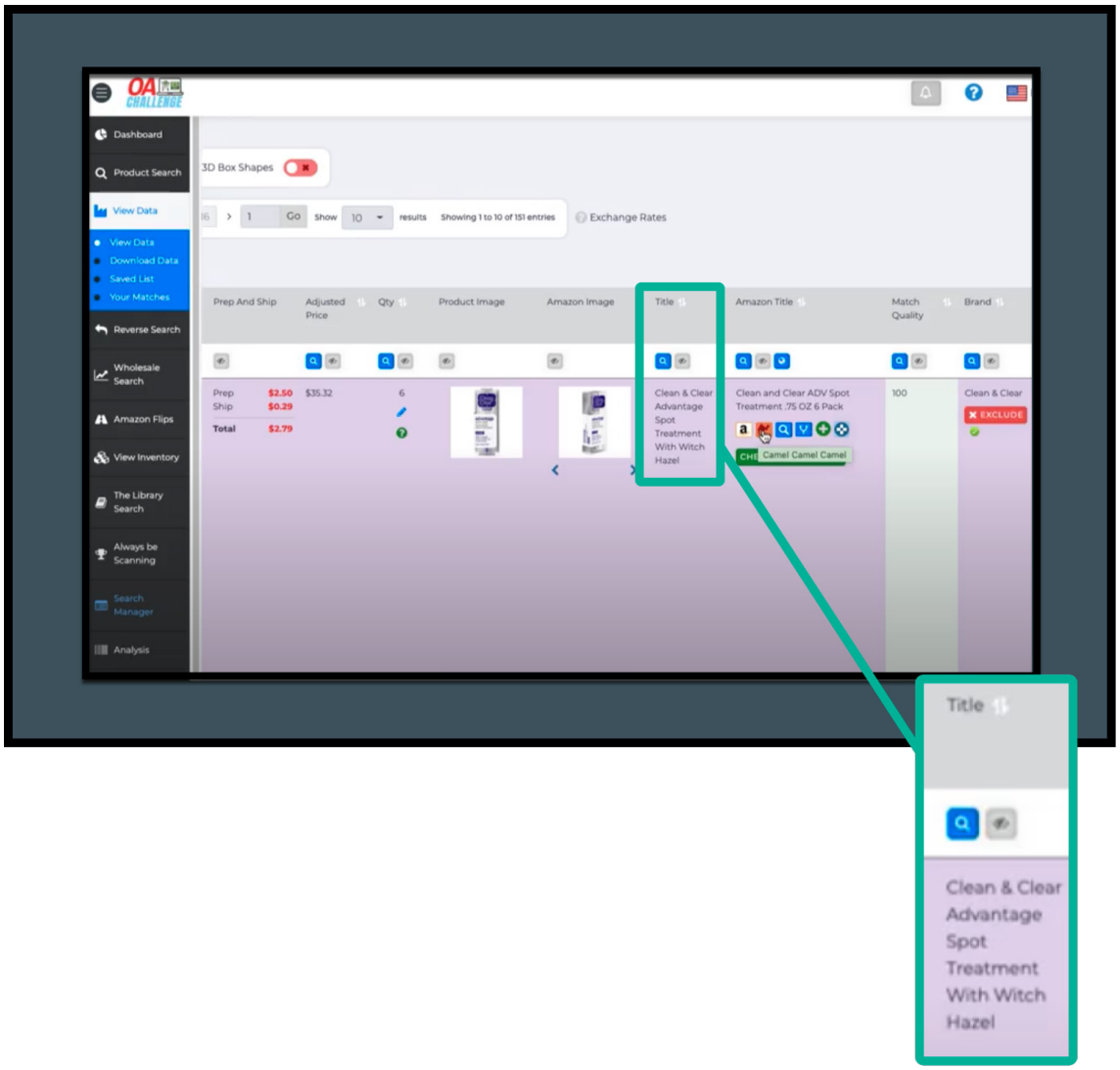
This column tells you how many items appear in a given unit. This is useful for things such as multipacks or bundles.

10. Product Image & Amazon Image



This box shows you the image of the product as it appears on the site it was sourced from as well as on amazon. You can cycle the images on the amazon column when they have multiple images on amazon.

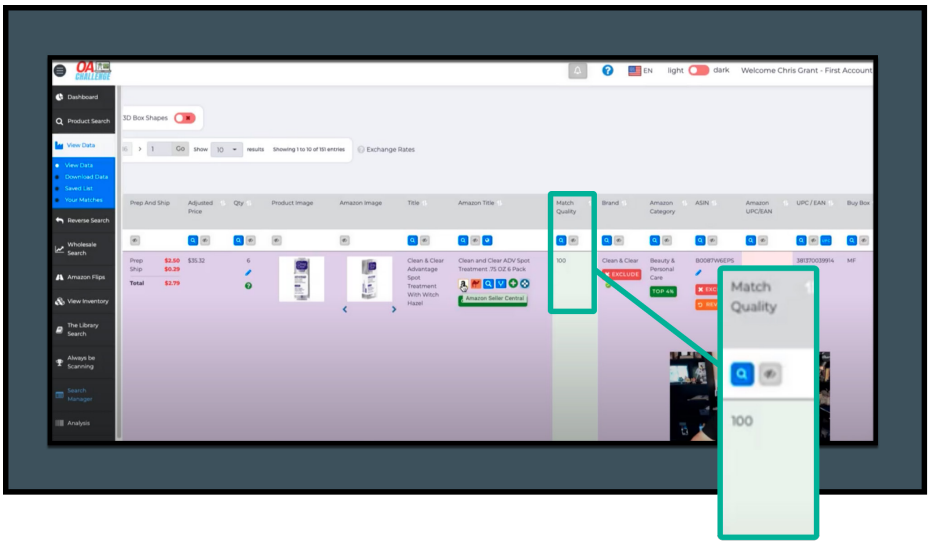
11. Title & Amazon Title



This column tells us what the item is called on the source site. "Amazon Title" does the same thing, but as it appears on Amazon.

I like to activate the "fork" icon to open both the source site and the Amazon destination so that I can do further analysis and comparison between the two tabs.

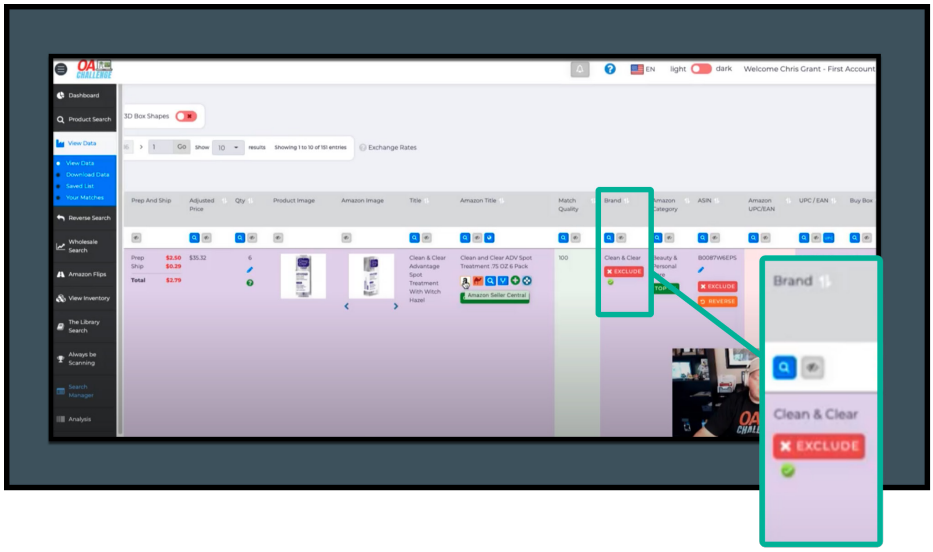
12. Match Quality



This column lets us find out on a scale of 0 to 100 how much the sourced item matches its equivalent on Amazon. You want this to be 100; any score less can be a red flag for the product.

13. Brand

This column lets you see what brand owns the rights to this given product.



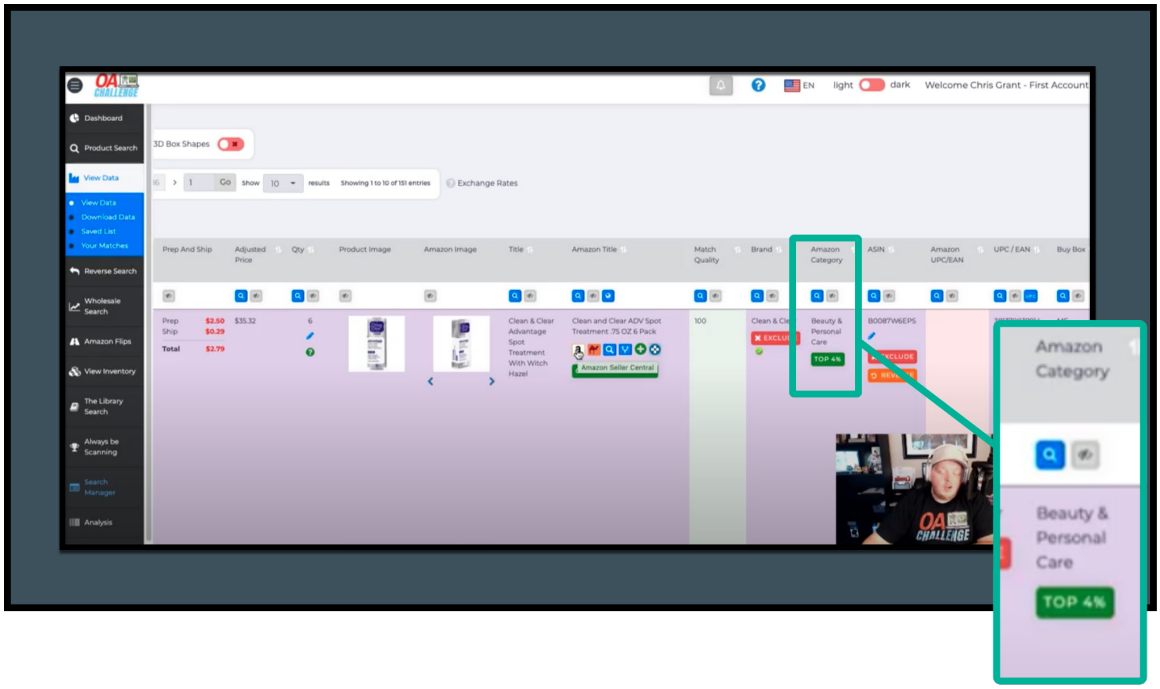
This is good to know when you are restricted or gated from selling specific brands. Before purchasing these items, it is good to know if you are approved to even sell them.

If the item is, in fact, restricted, you can always click the red "EXCLUDE" button, and any items within your data table that are associated with that brand will be deleted from the results.

Also, always make sure that you declare in TA which brands you can and cannot sell. That way, TA will be able to point those items out even when you don't.

14. Amazon Category

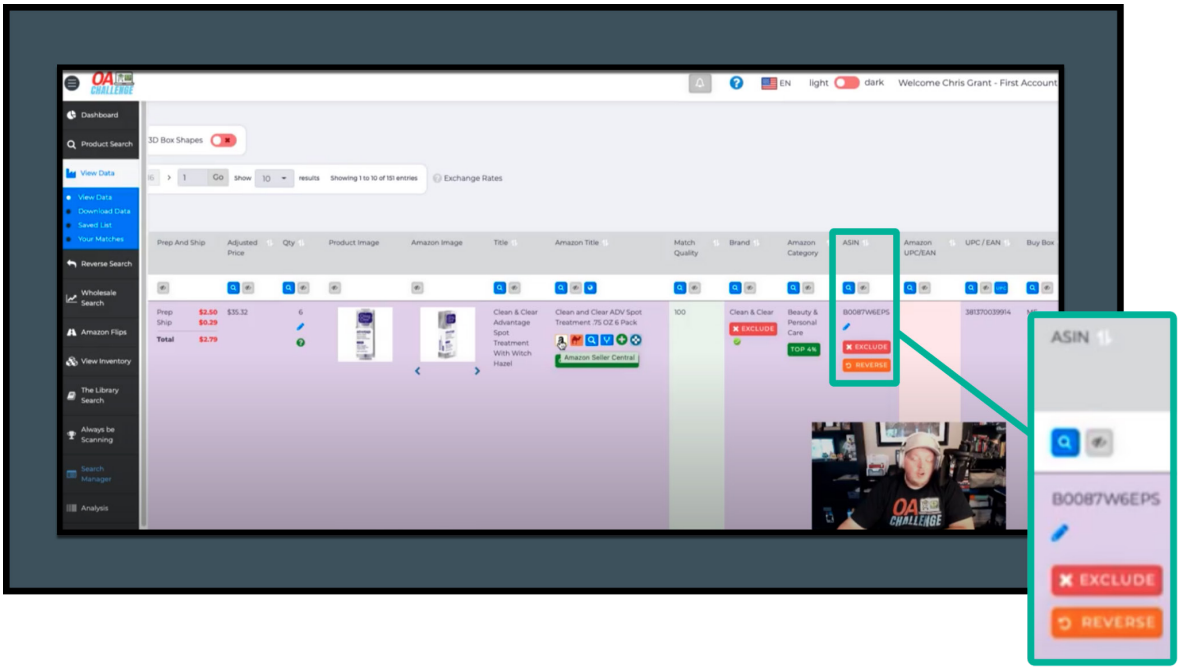
This column tells you what category the item appears in on Amazon.



There is also a green bar that says how high that category ranks overall on Amazon. This is good to know about, especially if you are researching a specific niche.

15. ASIN

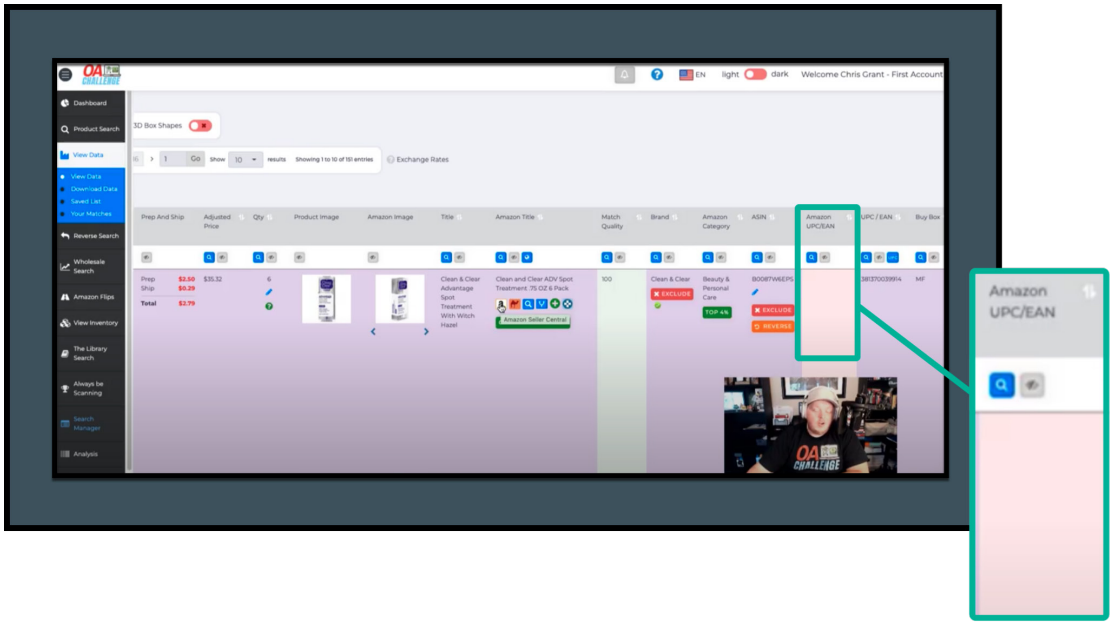
This column provides the ASIN; the code used to track that specific item within Amazon.



You can edit the ASIN for your profile. It does not affect everyone else, but it can help you organize your portfolio within Tactical Arbitrage. You can also Exclude that ASIN from further results or even run a reverse search on it right then and there.

16. Amazon UPC/EAN

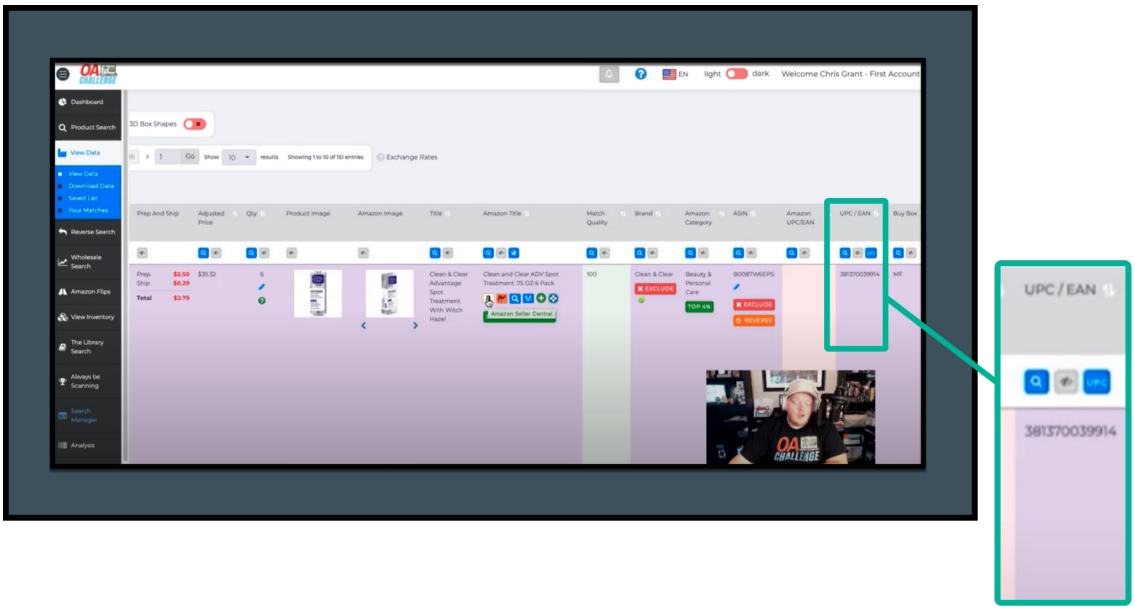
This column gives us the Amazon UPC/EAC if one does exist.



As can be seen in the graphic above, the column will yield a red color if there is no Amazon UPC/EAC to be found.

17. UPC/EAN

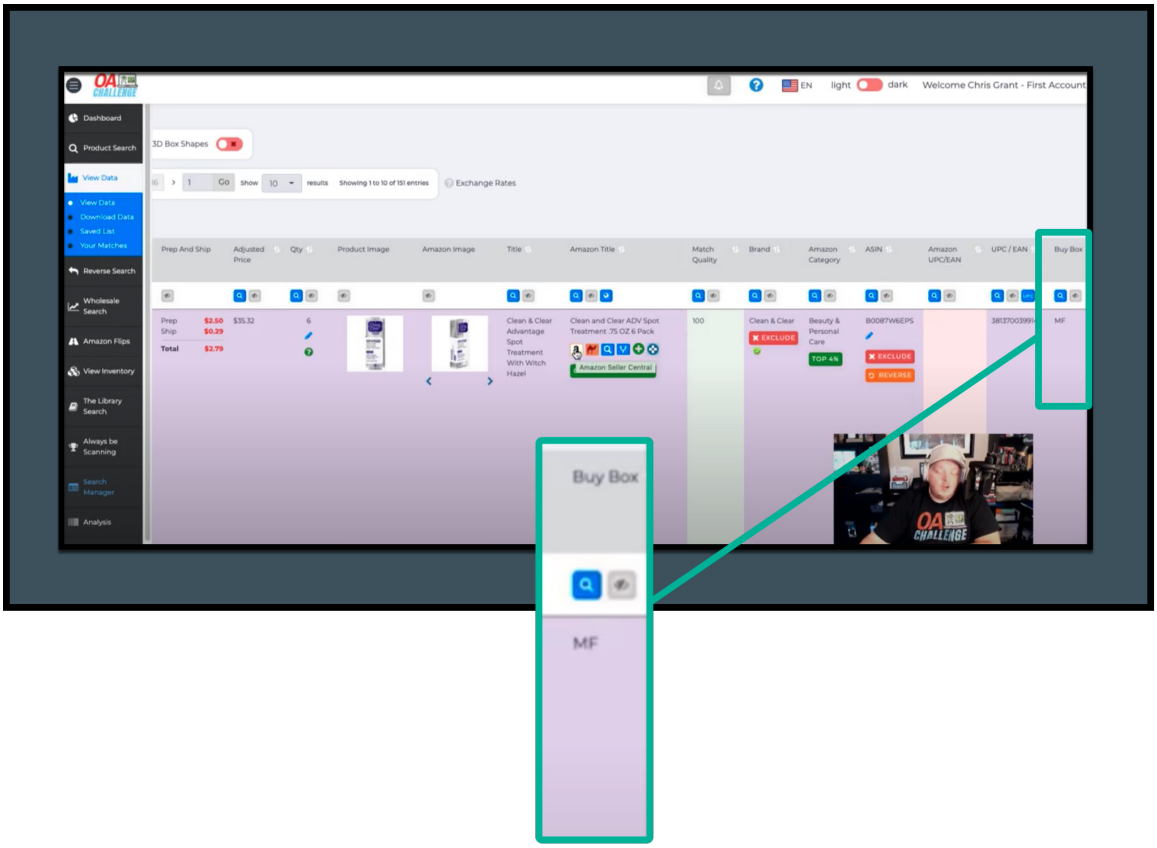
This column shows us the general UPC/EAN code for that item; the code used to track a specific item all across the internet, save for Amazon.



To toggle between UPC and EAN, simply click on the blue button to the immediate right of the "hide" icon. These codes are useful if you want to run future scans for that specific item.

18. Buy Box

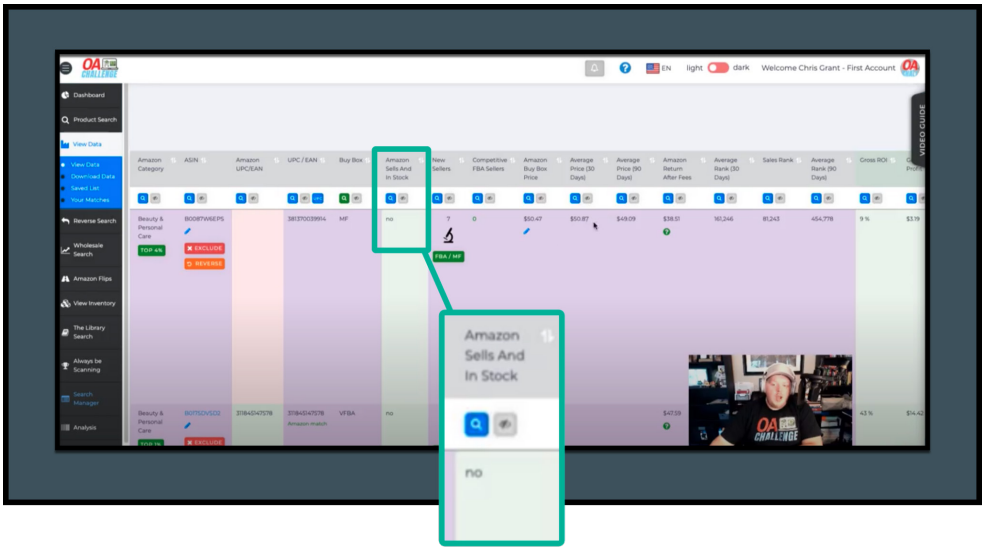
This column tells us if the item has a buy box on Amazon.



If there are no sellers that own the buy box, then the column will appear red. If occupied, the column will appear green and specify what kind of sellers own the buy box (FBA, MF, etc).

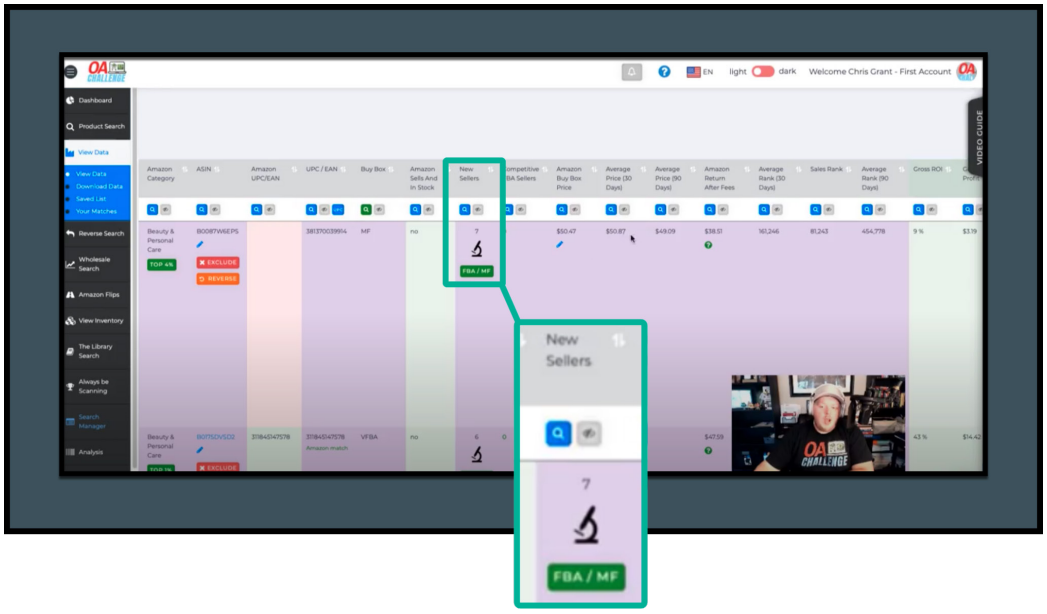
19. Amazon Sells and In Stock

This column tells you if Amazon sells the item, and if so, are they in stock.



If the answer is "no", then the column will appear green and display the word "no". Otherwise, it will appear red and say "yes".

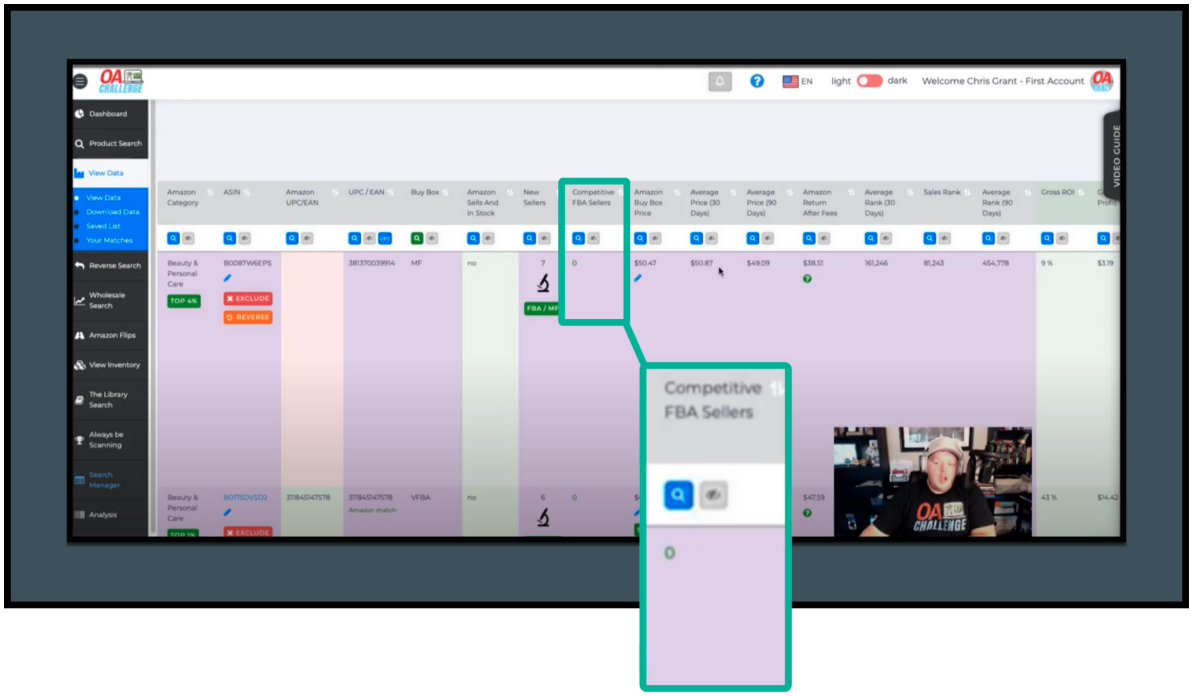
20. New Sellers



This column tells us how many new sellers are out there. You can analyze this one to kind of spy on those new sellers and see what/how they are doing. The FBA/MF button tells us how many FBA/MF sellers are competing for that item.

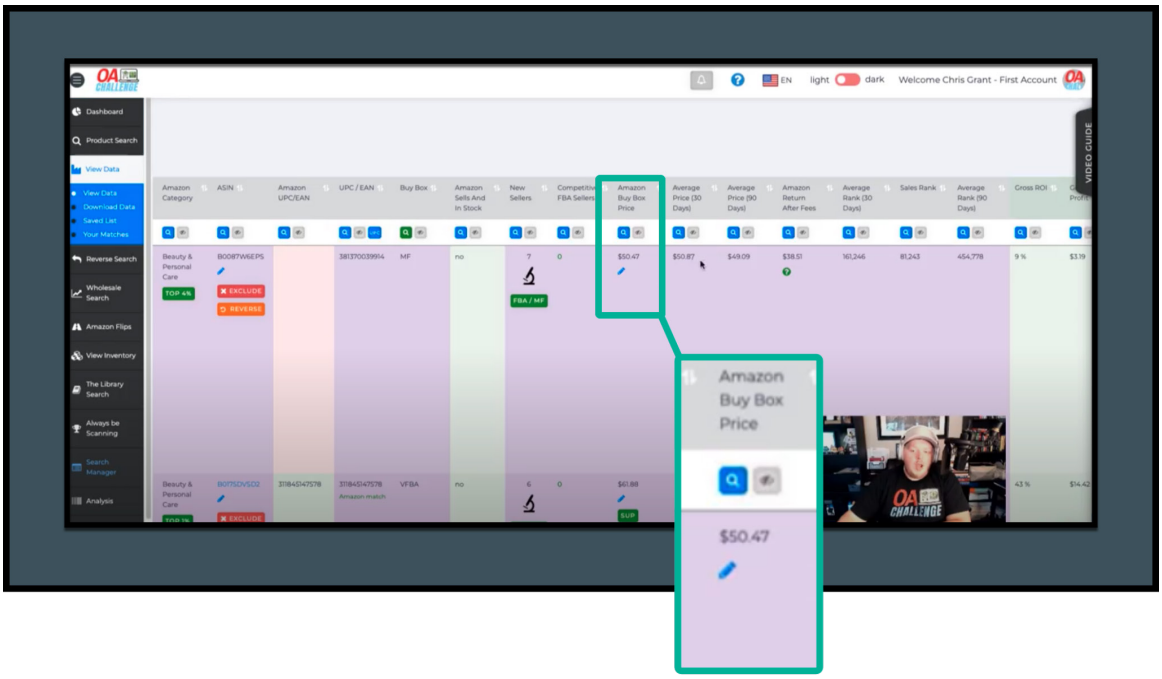
21. Competitive FBA sellers

This column tells us how many competitive FBA sellers are on amazon currently.



By "competitive", it means how many sellers are selling at close prices for the same item. These are sellers who have a realistic chance of competing for the buy box.

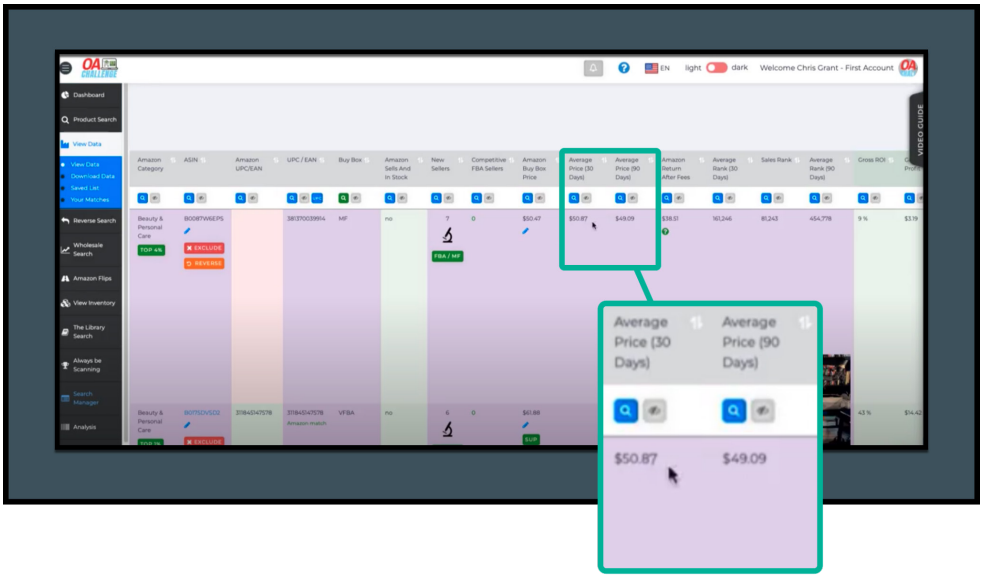
22. Amazon Buy Box Price



This column tells us how much the item is being sold for in the buy box.

23. Average price (30day & 90day)

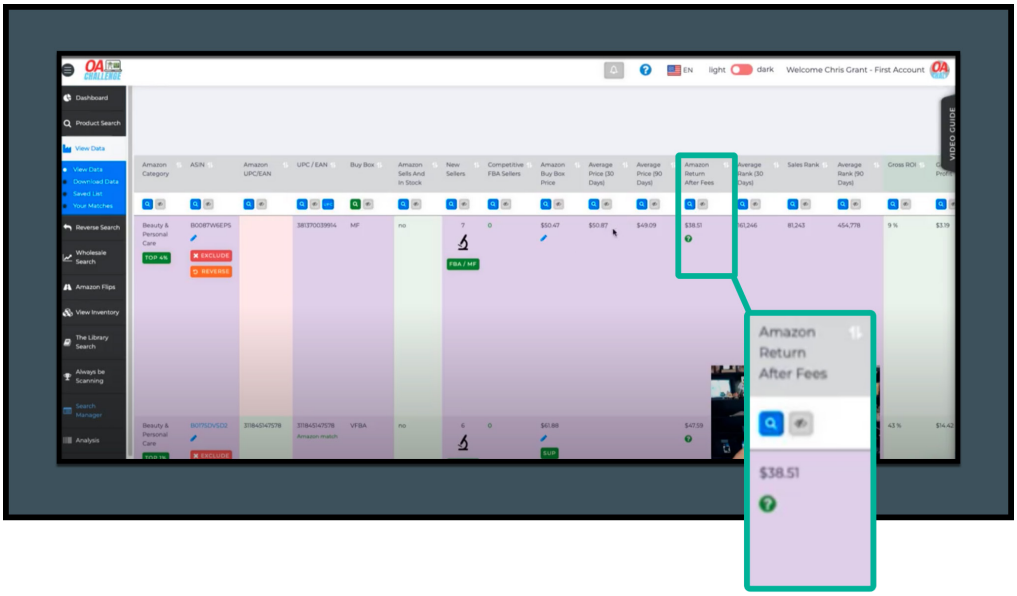
These two columns display the average price over 30 and 90 days, respectively.



This is useful because it tells us how stable a product's price is. You want both of the prices to be as close to each other as possible; this suggests that the item is a good long term asset.

24. Amazon Return after fees

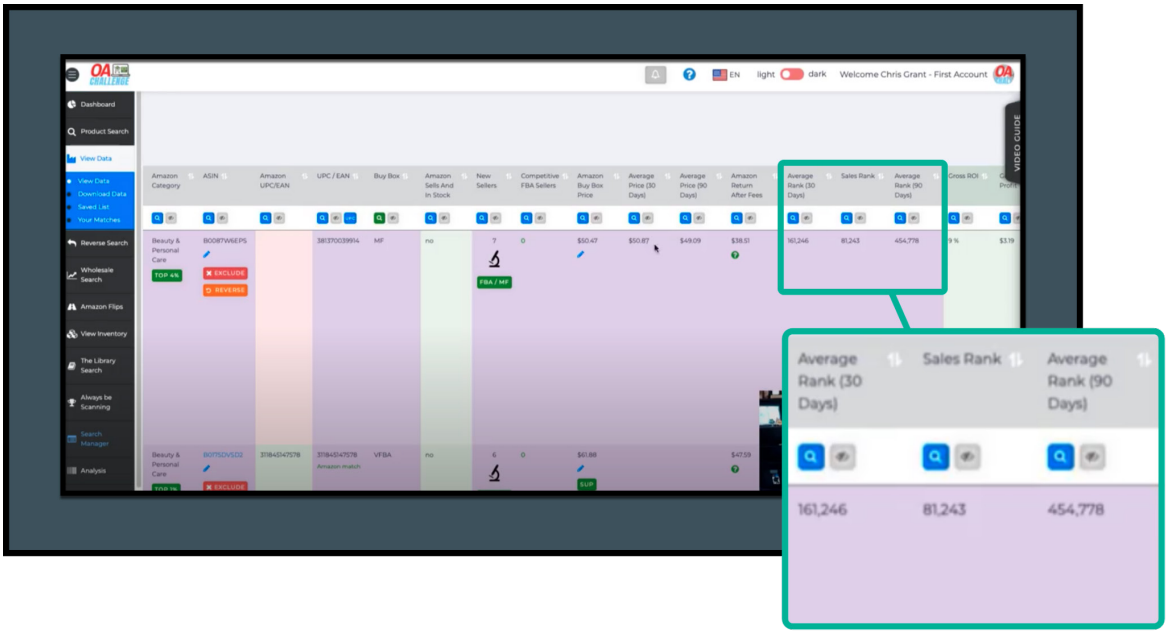
This column shows much money you will get from Amazon for selling this item after fees.



Keep in mind that this is not the same thing as net profit. This is simply how much Amazon will pay you for making the sale.

25. Rank Average

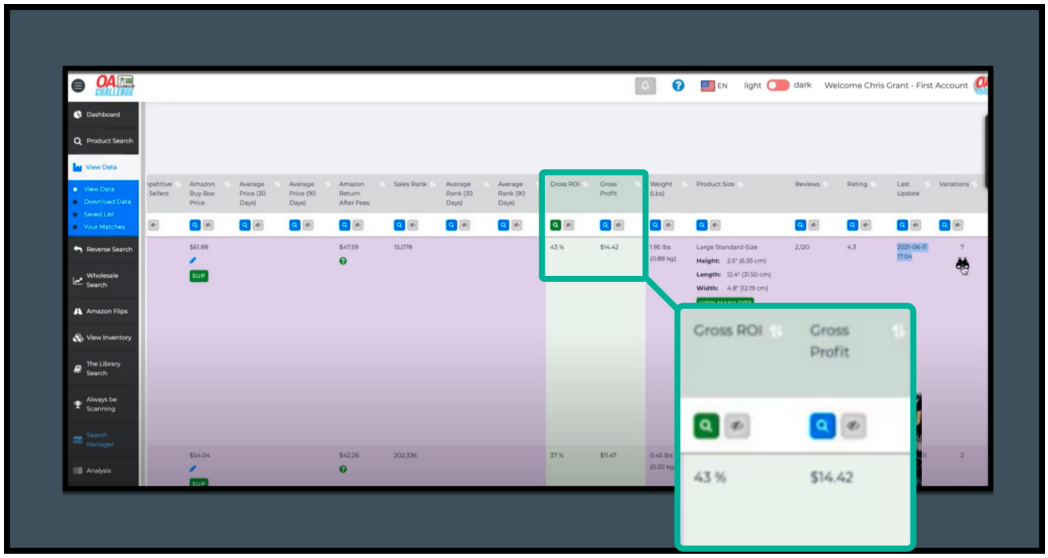
These columns tell you how well an item ranks on average over given periods of time.



You can find the average rank for 30 days, 90 days, and same-day. I like to use the 30-day average, personally; it gives me the best overview of how any given item does in the current market.

26. Gross Profit & ROI

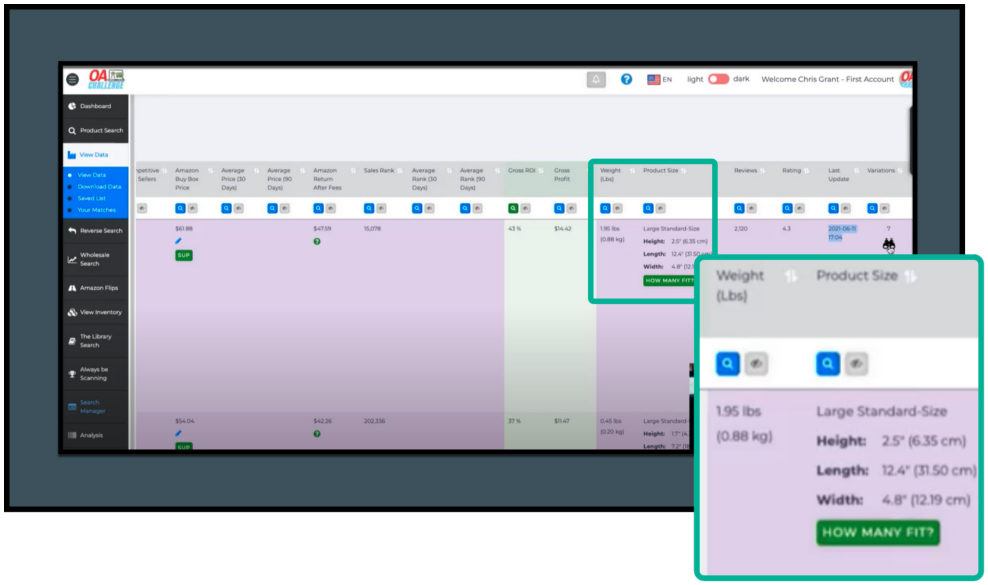
This column tells you what ROI would be yielded from this sale.



While it is a very close estimate, the estimated Profit and ROI will never be a perfect match for what you make. Also, keep in mind that your data can be filtered to only display items with Profits and/or ROIs that meet a certain minimum.

27. Weight & Product Size

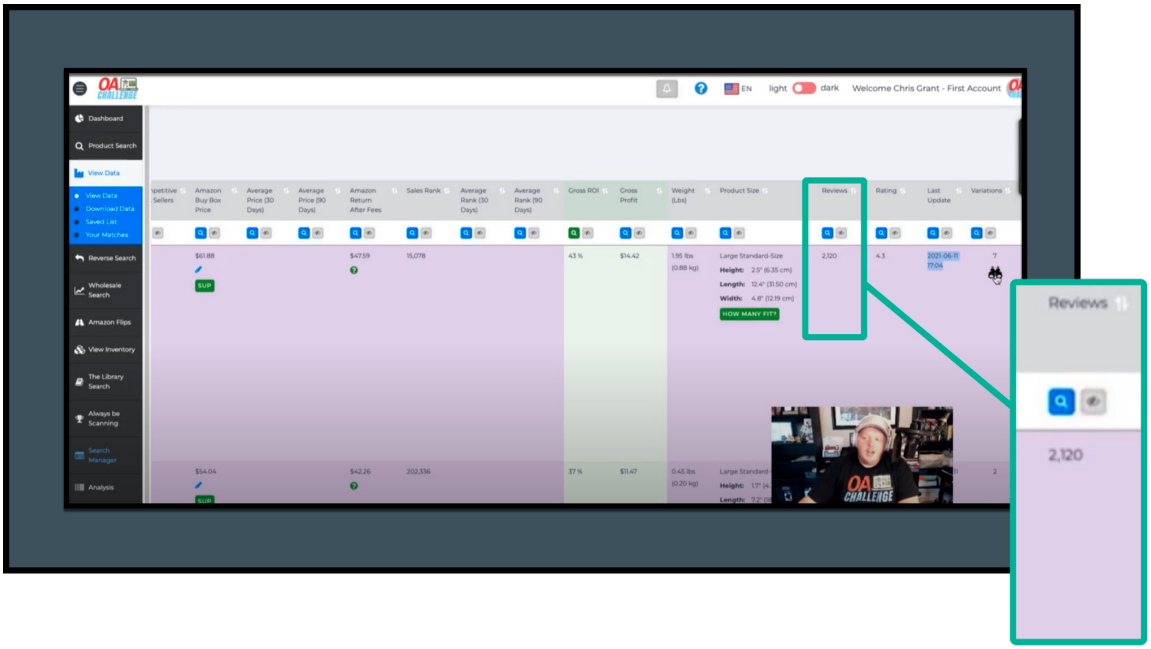
This column Displays the Size and Weight of the package.



The "Product Size" column will give dimensions of the box and say what its relative size is (large, small, medium). You also have access to the 3D dimensions tool.

28. Reviews

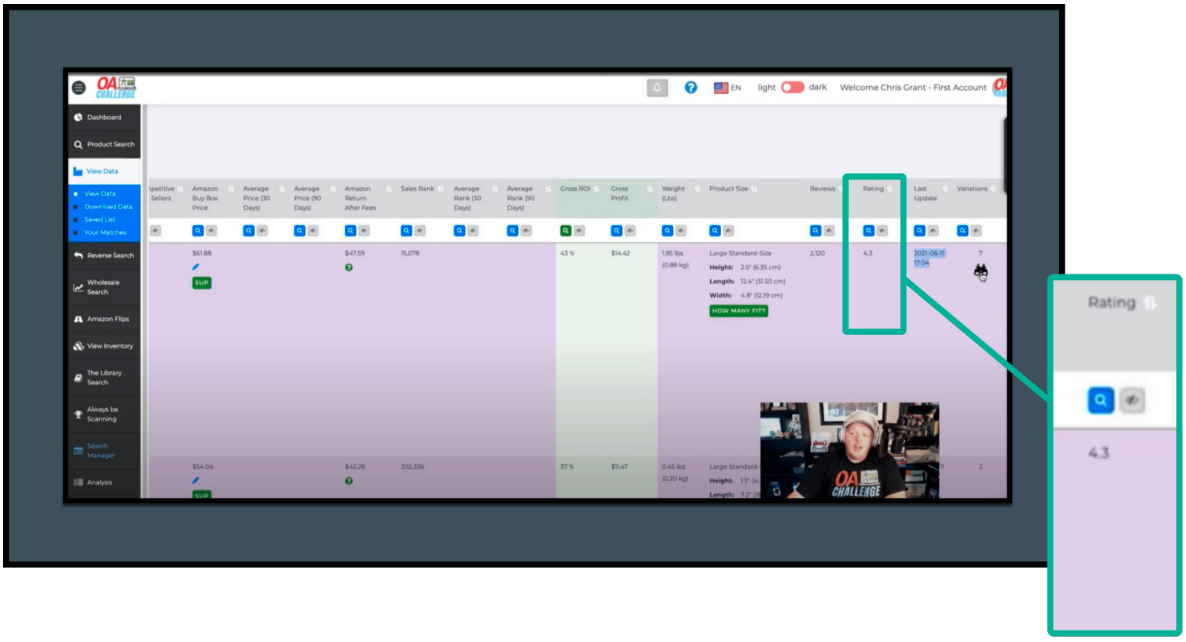
This column tells you how many reviews exist for that specific item.



A high count is a good sign because that means that a lot of people are buying/talking about it. However, a low number of reviews isn't necessarily a bad sign.

29. Rating

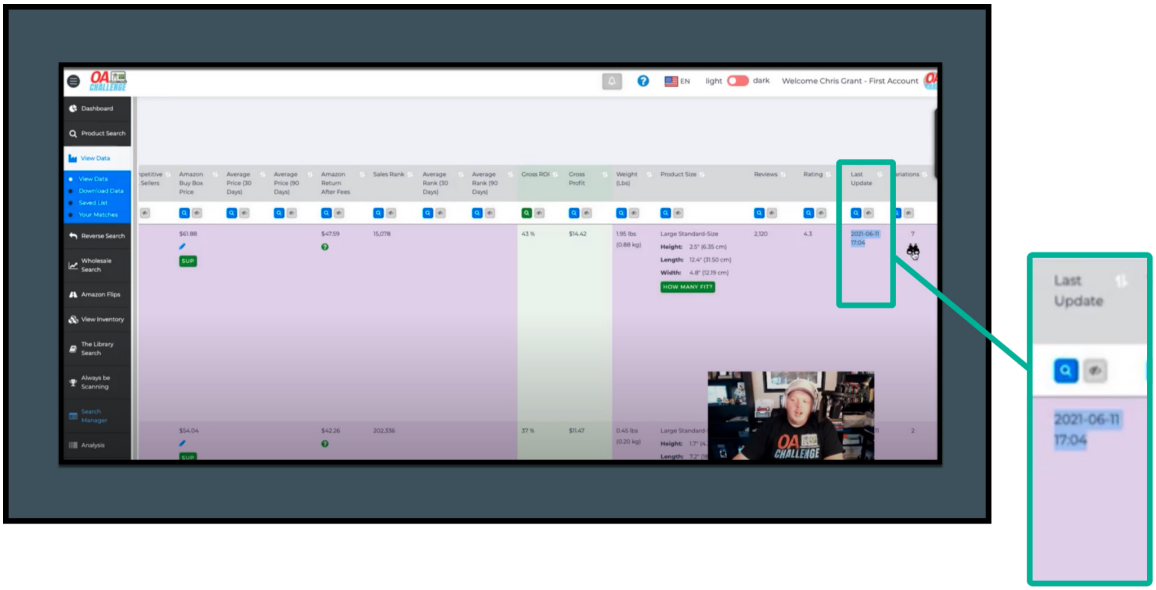
This column tells you what the average rating is for that specific item.



This metric is especially useful when determining what shoes/clothes you should add to your portfolio.

30. Last Update

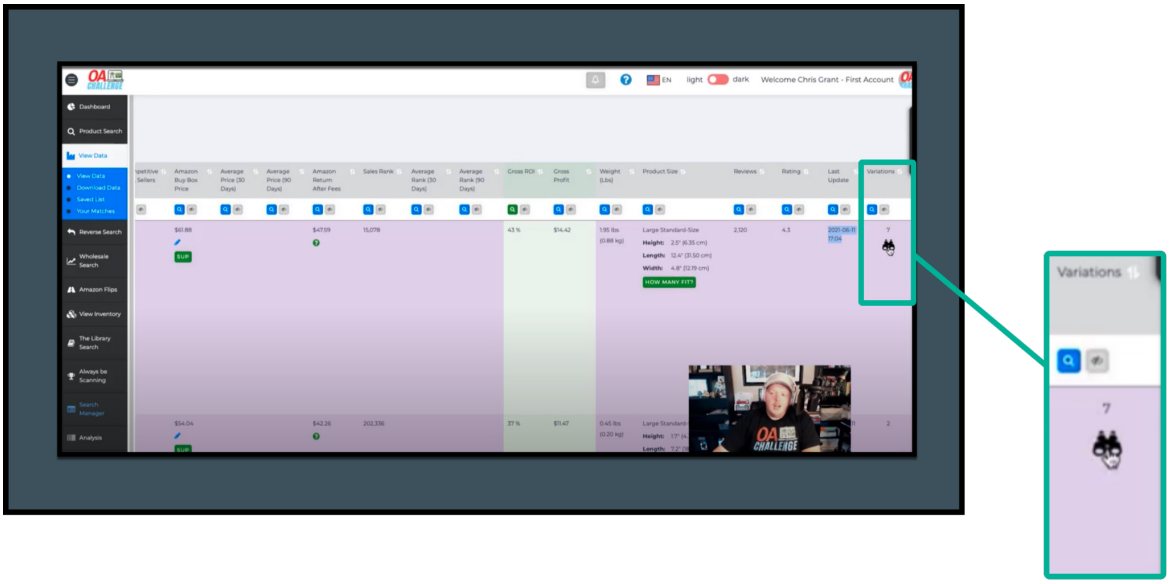
This column tells you when your scan was last updated.



It is a good idea to update your scans at least once a week.

31. Variations

This column tells you how many variations exist of the given prod.



The Binocular shaped icon takes you to the "product variations" page, where you can conduct further scans of sibling ASINs for that product.

UPON FINISHING YOUR DATA ANALYSIS

Though there are a lot of cool tools for data analysis, they can only take you so far. It is your job to use this data to make an informed decision and collect the items that will be most profitable for you.

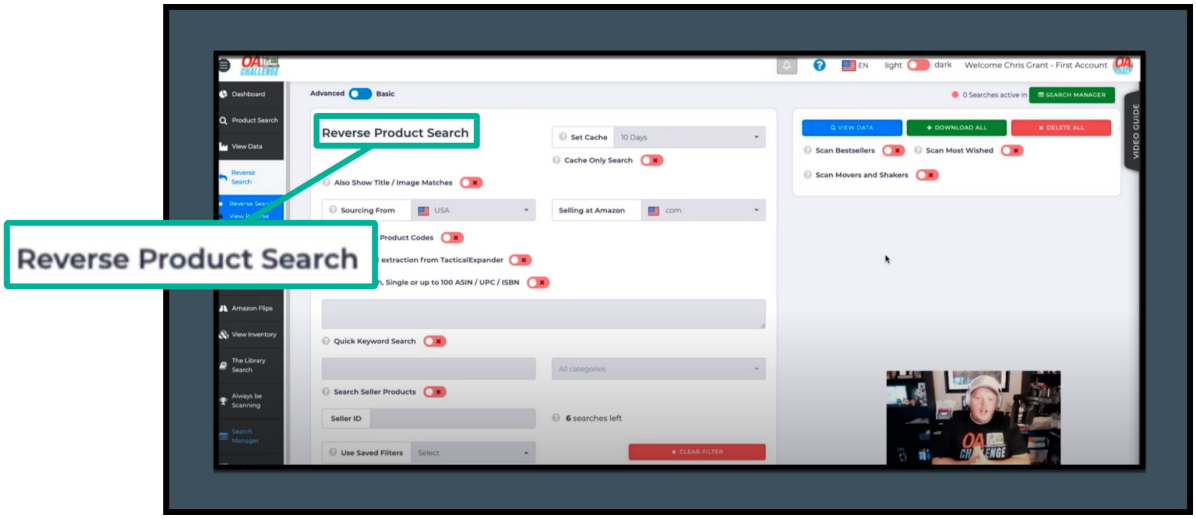
You should first go through the columns and specify your filters. Then from there, you can analyze your consolidated list, one by one, until you have the buy list that will optimize your portfolio and make you the most money.

You have a lot of great tools and resources in "View Data", but the greatest tool at your disposal will always be your mind and your own rational judgment.

Part 5

Reverse Product Search

In this chapter, we will be discussing the Reverse Product Search portion of TA. In product Search, we set up filters to look up ASINs from all across the internet to sell on amazon, but reverse search is the exact opposite.

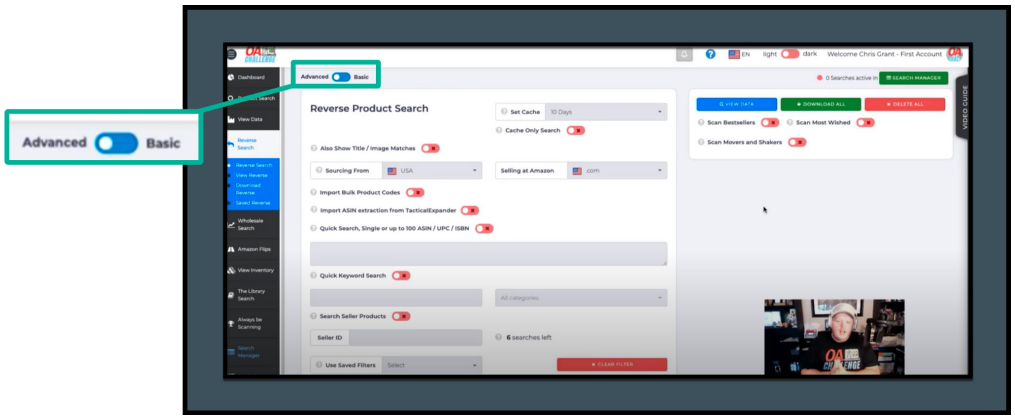


In Reverse Search, we will take ASINs that we already have and run them through TA, after which the software will grab similar ASINs from websites all over the internet. Also, keep in mind that we are going to still have our filters available, so we maintain that flexibility that we had within product search.

SETTING UP YOUR REVERSE SEARCH

Step 1: Turn on "Advanced" mode

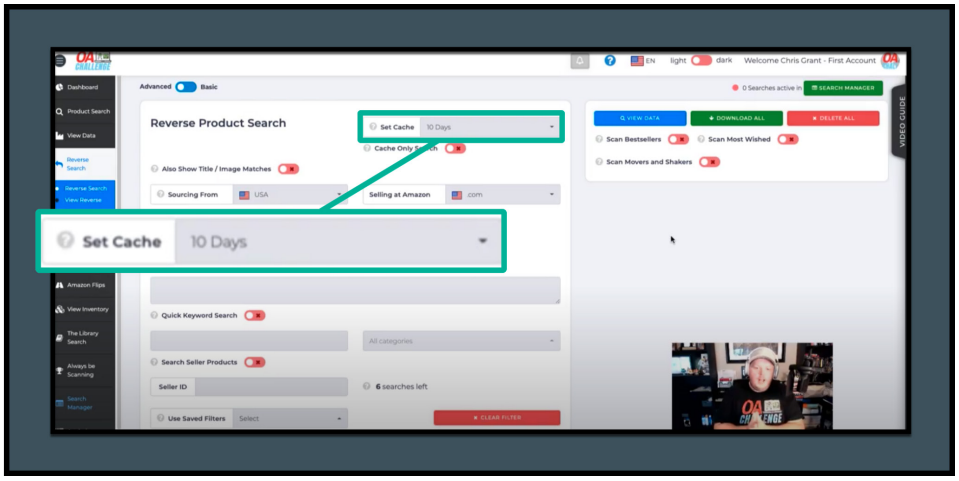
First, make sure that you are in the advanced mode; that will always be recommended within this course.



Advanced mode allows you to pick the tools you need instead of being locked within TA's basic parameters. It's like trying to bike up a mountain but you have training wheels on and you're also not allowed to change gears.

Step 2: Set Your Cache

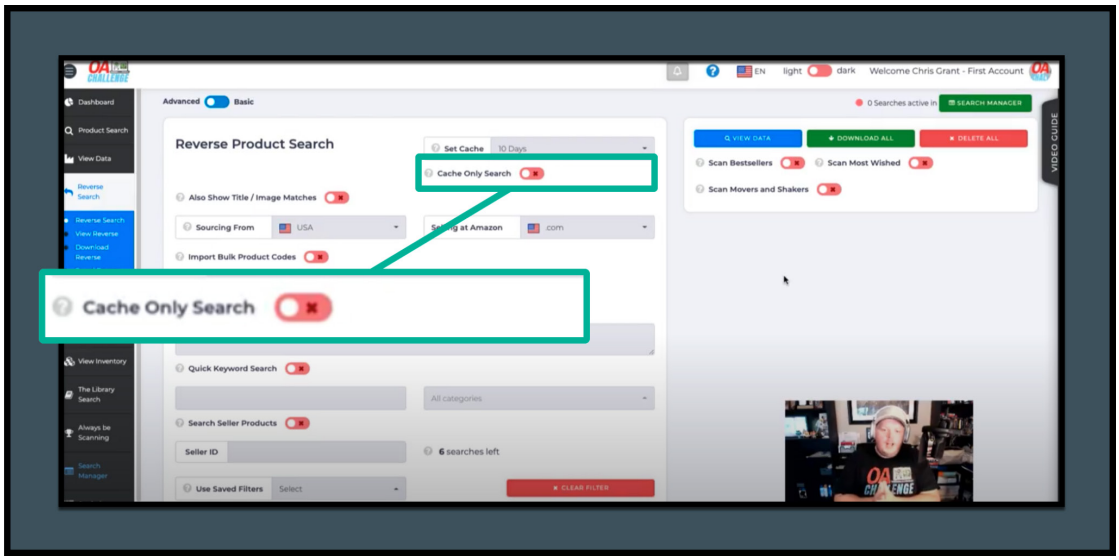
We can set our cache from short to long.



There is no wrong way to use this. However, I often find myself going for the longest possible option that is available, as that helps Tactical Arbitrage handle the data efficiently.

Step 3: Toggle "Cache Only Search".

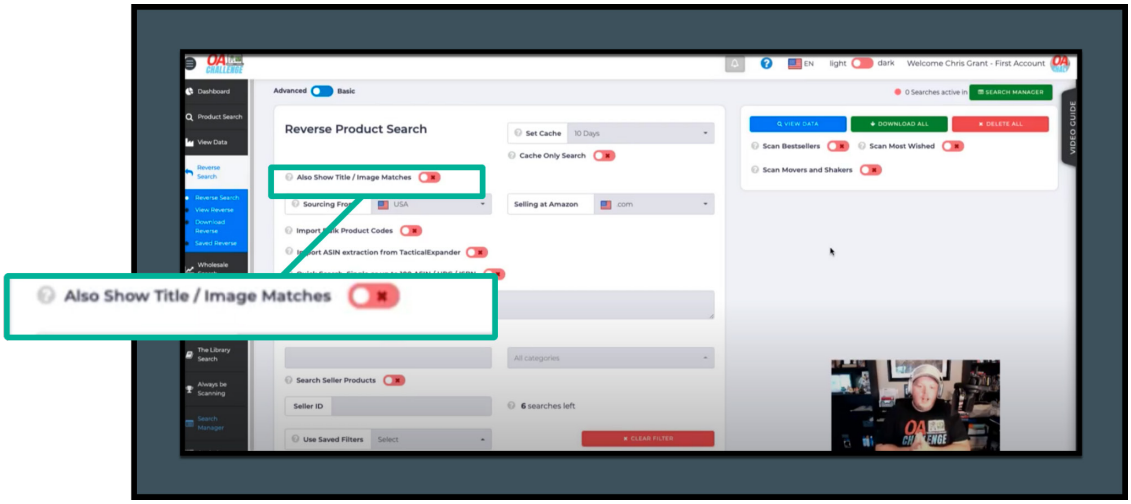
This button will restrict your reverse search only to items within TA's Database.



I would advise against using this feature because you want the software to scour as many storefronts as possible. The point of Reverse Search is to find as many new sources as possible.

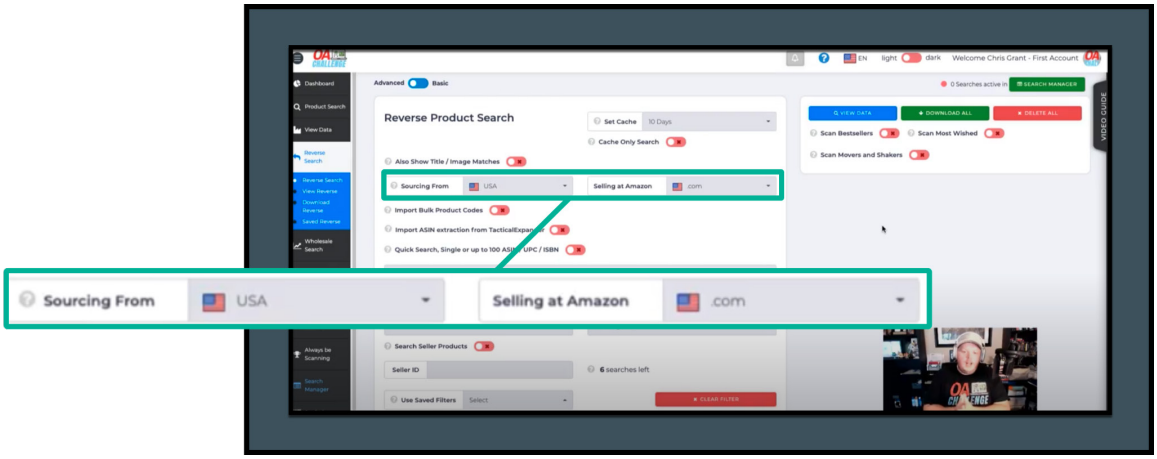
Step 4: Activate "Also show Title/Image Matches"

This feature lets TA collect matches via image search, and I would highly recommend activating this.



It can only help you, as it extends the reach of TA to collect profitable and matching sources.

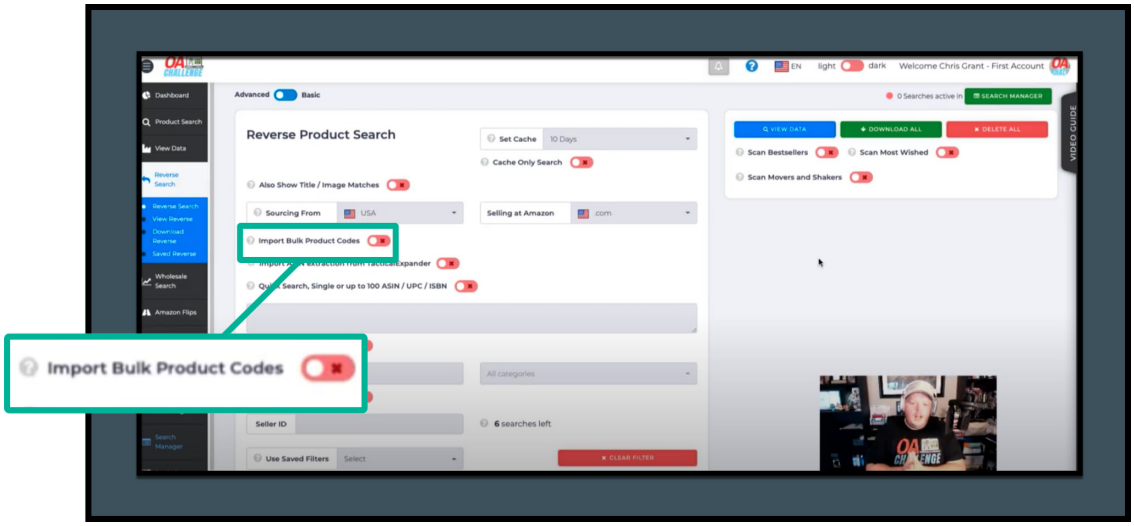
Step 5: State the Region/Country You Are Sourcing and selling From



When reverse searching, I would recommend sourcing and selling domestically. That means making sure that both of these boxes match.

Step 6: Import Bulk Product Codes

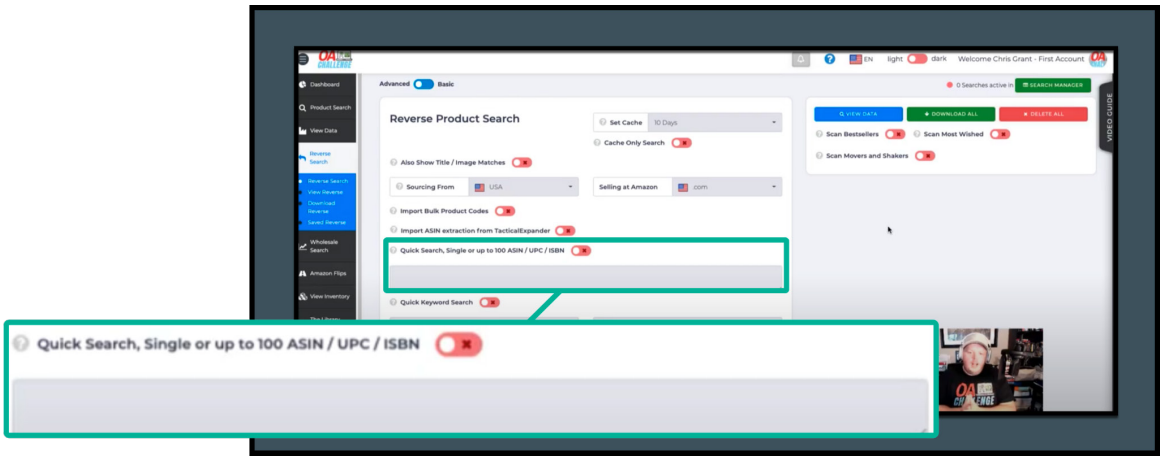
With this tool, we can upload CSVs and Google sheets of product codes that we wish to run a reverse search on.



You will need either the UPC or the ASIN of the products that you wish to scan. Also, keep in mind that you can hold up to 25,000 bulk codes on one search.

Step 7: Manually Type in ASINs

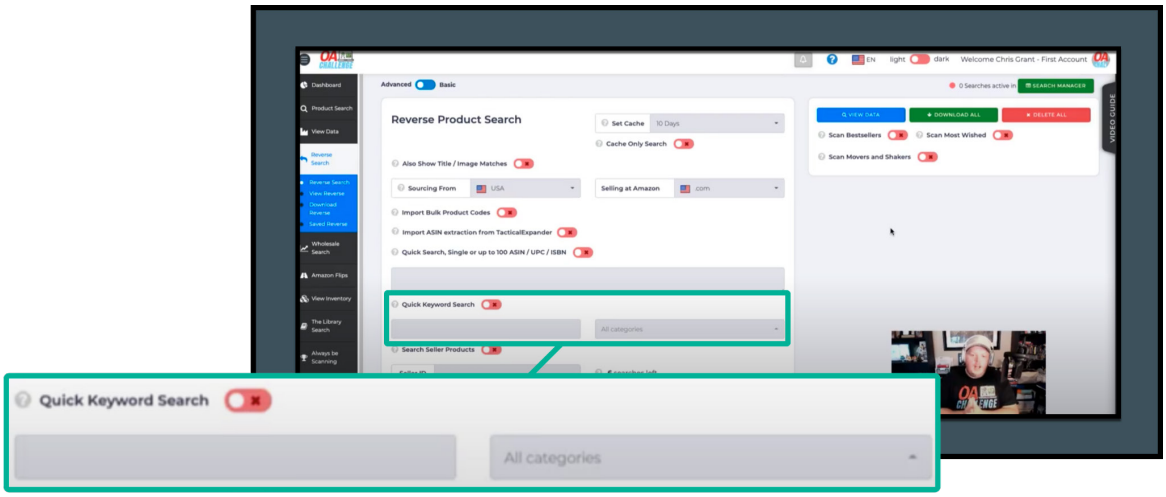
You can also quick-search up to 100 ASINs, UPCs, and ISBNs, which usually refer to books.



This can be useful if you only have a few ASINs that you want to analyze or have a few that you want to make sure get scanned. However, keep in mind that you should always try to use TA to its full capacity; this feature can be a waste of your time if it is improperly used.

Step 8: Quick keyword search

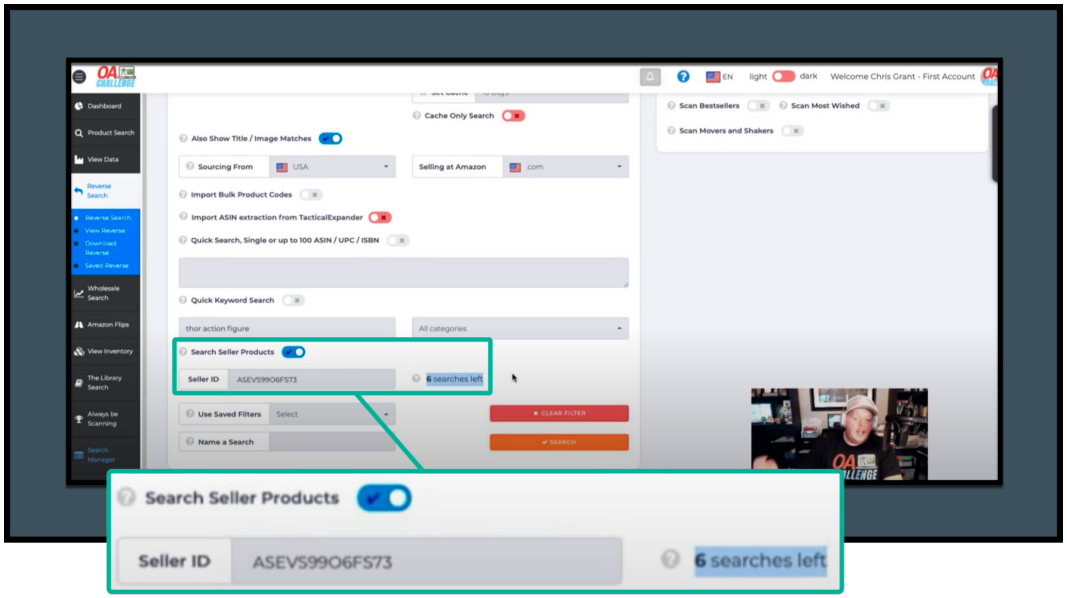
This feature lets you look up ASINs according to specific keywords.



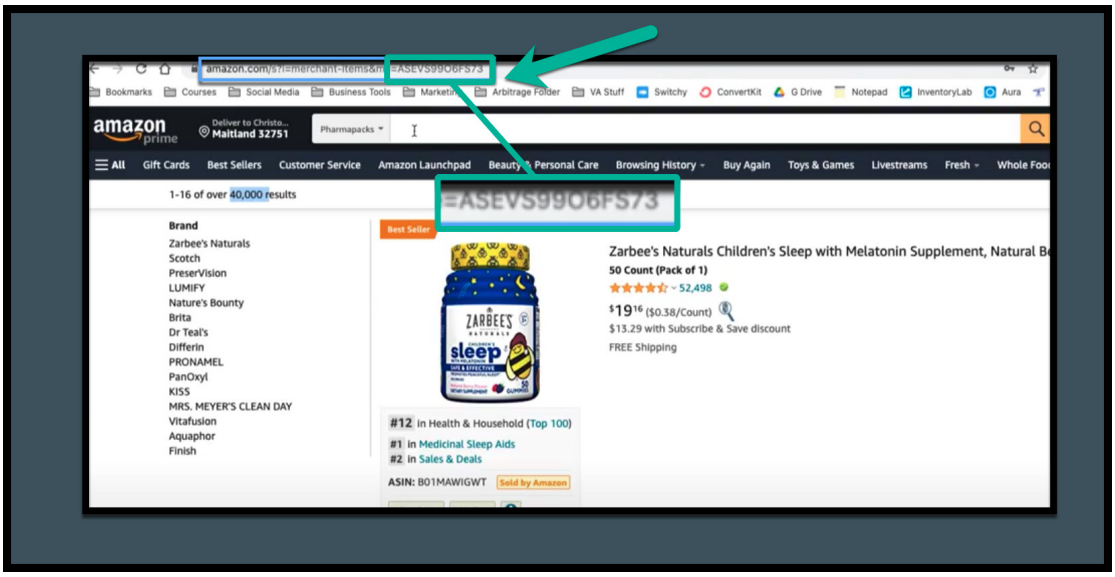
Also, you will need to make sure that you specify the category. Look for ancillary keywords for your better selling products on Amazon.

Step 9: Search For Seller Products

This feature lets us scan a specific storefront and run reverse searches on our competitor's inventory.



To find the seller ID, go to Amazon, look up an item from the storefront you want to run the Reverse Search from. Then you copy and paste the portion of the URL that immediately follows the last "me=" sign into TA.

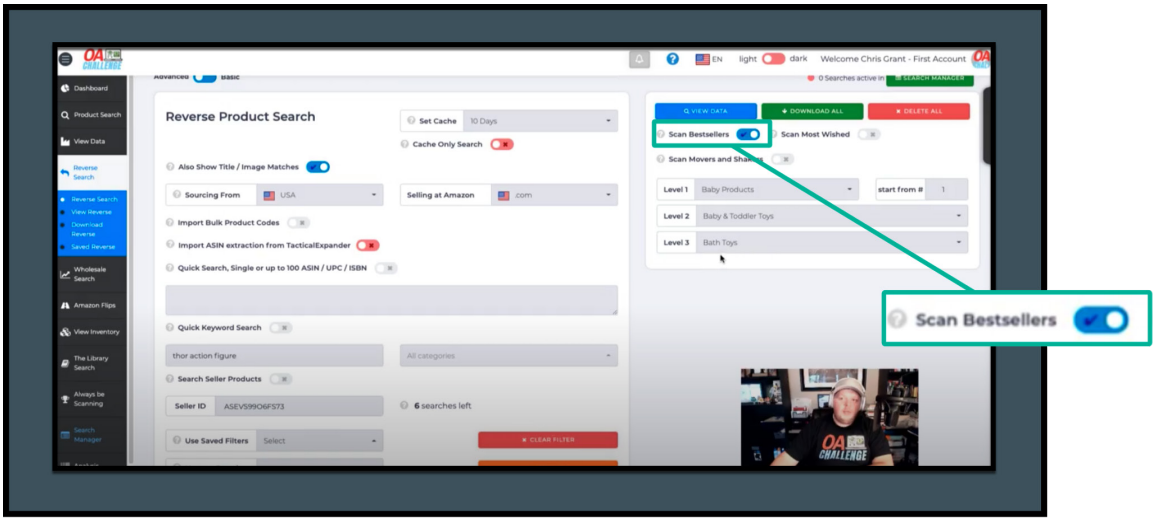


The seller ID will be a code made up of capitalized letters and numbers at the very end of the URL; you can't miss it. For Example, this Merchant's Seller ID is ASEVS99O6FS73.

Also, keep in mind that you only have 6 of these searches available, to begin with, and you are resupplied with one every 4 hours.

Step 10: Scan Bestsellers, Wishlists, and Movers & Shakers

Amazon has a bestseller list and TA can scan the top 100,000 items within that ranking.



You can also scan according to wishlists if that is something that interests you. Just upload your Amazon Wishlist and let the software run a reverse search for you.

Sometimes, items will go viral online and start selling like hotcakes; these are referred to as the movers and shakers. Tactical Arbitrage can grab up to the top 100 of these items and run a reverse search on that category. These items will sell fast, and often for a very good profit, but be wary that they can often be short-lived trends.

These specific scans also work in specific categories. You can get up to 3 levels deep within Amazon's categories, so you can get specific with what kind of products you want to see.

For Example:

Let's say that I want to run a reverse search on a very niche category of ASINs, such as Newborn Diapers.

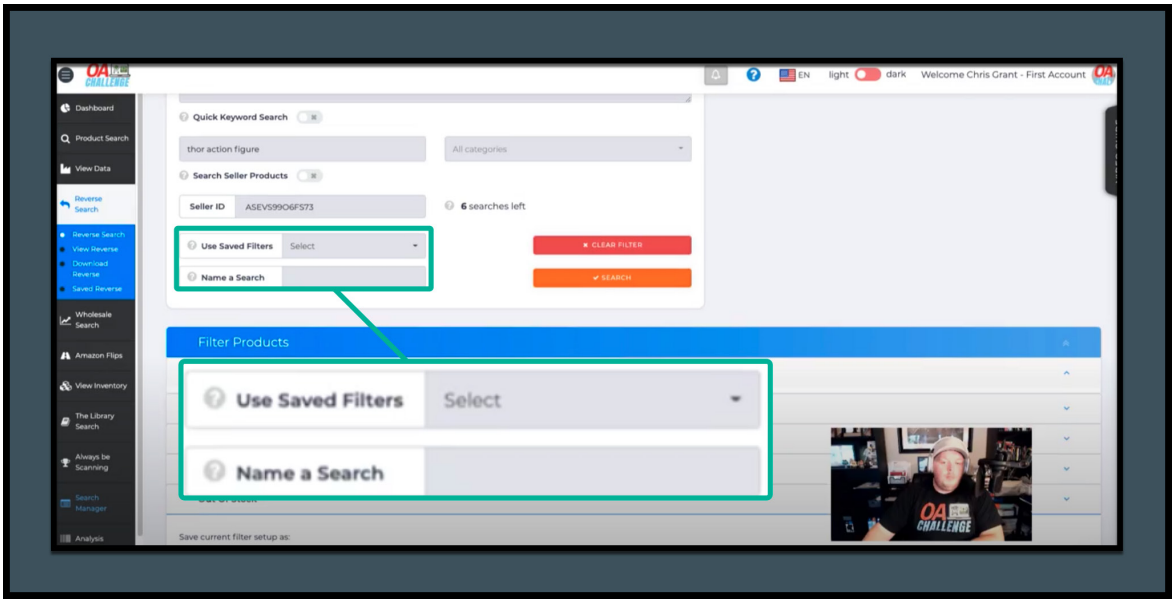
My 3 levels may look something like this:

1. Baby items
2. Diapers
3. Diapers for NewBorns

This is a great tool for adding control to TA and getting what you want out of your scan.

Step 13: Apply Saved Filters and Name the Search

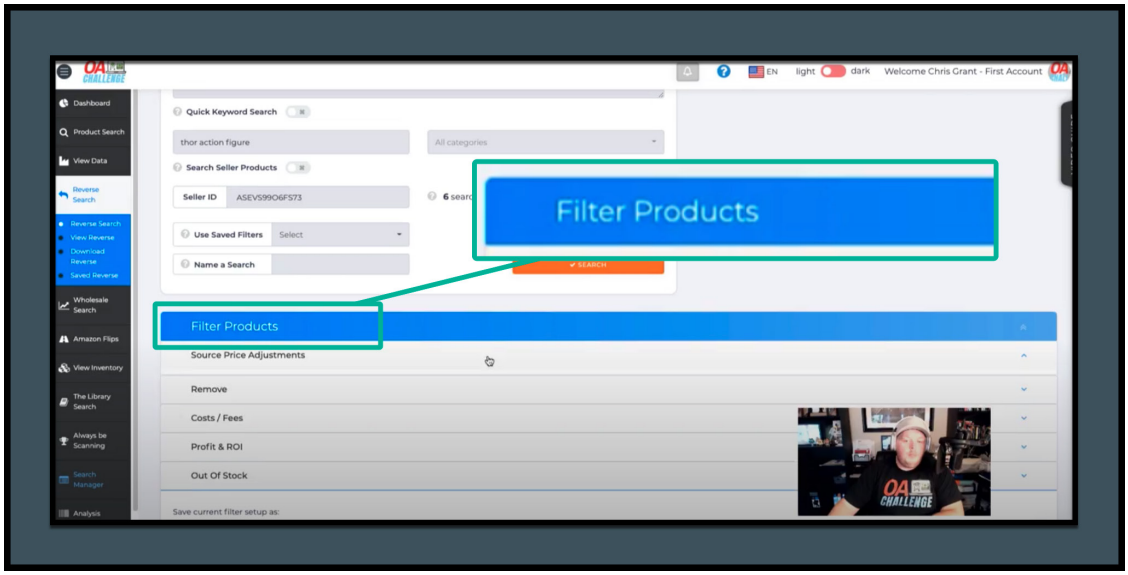
As always, make sure you put a date and any important characteristics of the search within your titles. That will help you to later organize all of your scan setups.



You also can apply any saved filters to your scan and save yourself some time, but we won't be doing that. Instead, we will walk through the process manually.

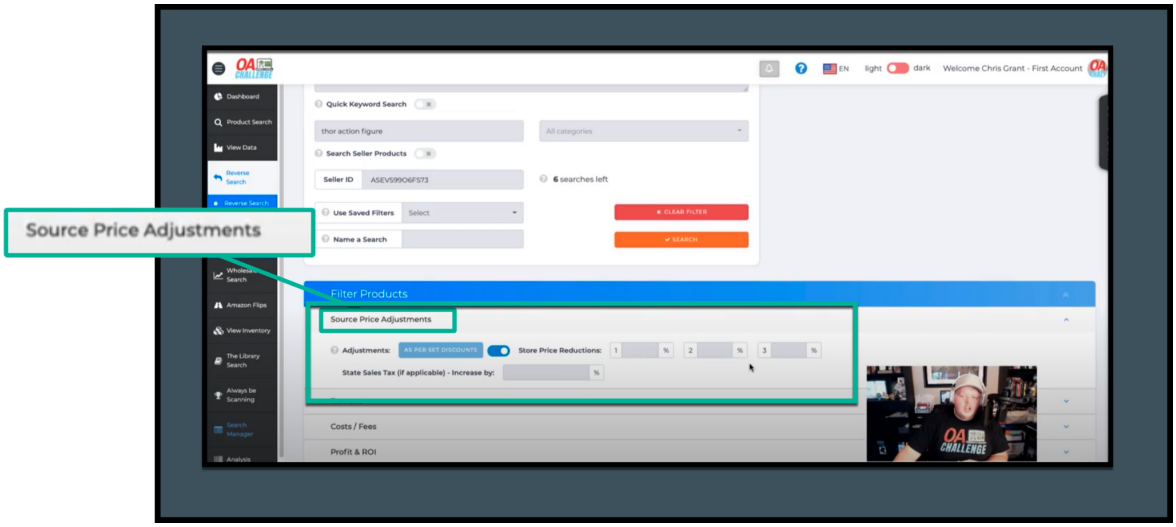
FILTER PRODUCTS

Now, we will look at the Filter Products section. It is very similar to the Product Search version, though there are a few differences.



Source Price Adjustments:

Unless you know for sure, I would avoid using this one as it just isn't guaranteed that the storefronts have the same price adjustments.

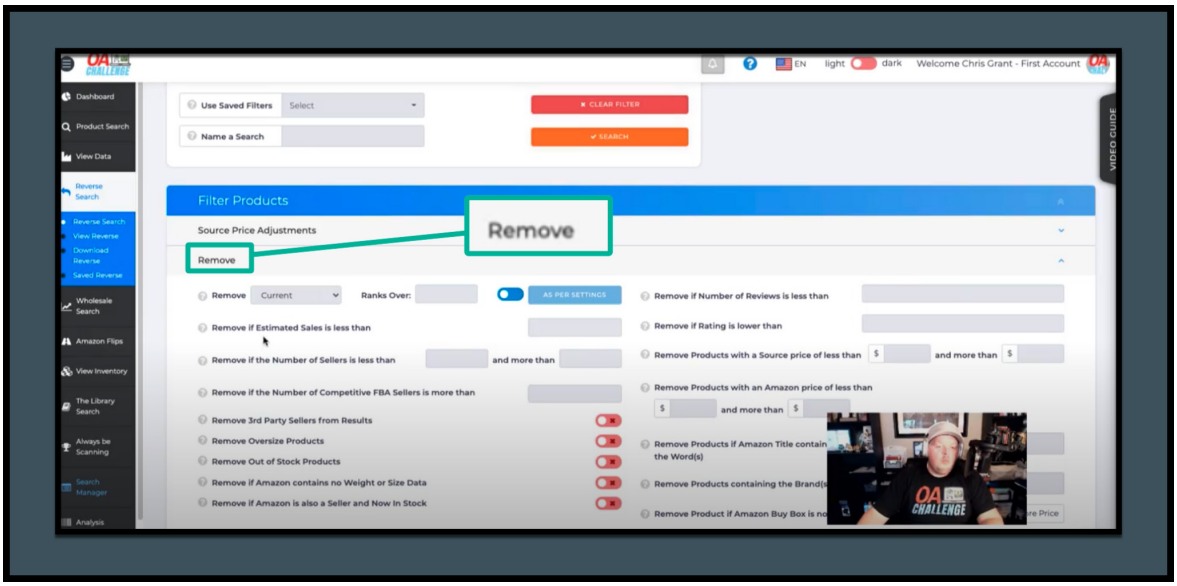


Keep in mind that TA does have Discount Cashback, Gift card, and Tax Data on hand for all of its supported websites. You can use those if you want to, but you're better off not doing so, in my opinion.

Also, you must always add sales tax if you are doing business in a state that has one.

Remove:

This portion of the filter section controls parameters for removal.



- Ranks:

can be current, 30 days, or 90 days. Removes items that don't reach the maximum rank that you want in your product. I would recommend setting this parameter wide.

- Estimated Sales:

You can remove an item if the estimated sales are less than a certain amount. I recommend casting a wide net when it comes to these filters, so I usually put in a small number like 5.

- Seller Count:

You can remove an Item if the number of sellers is within a certain amount. Again, keep in mind that it is better to set loose filters; you can break it down later on in the view data portion.

- The Number of Competitive FBA Sellers:

You can set this filter to remove an item if it passes a certain number of competitive FBA Sellers. Again, be conservative with these filters; a little bit of competition isn't the end of the world.

- Remove 3rd Party Sellers:

I would suggest activating this one. 3rd party sellers are a pain in the neck to do online arbitrage with; you must have a valid proof of exchange for everything you buy and sell on Amazon. Also, be wary of 3rd party sellers that appear on websites like Target, Walgreens, and even Walmart.

- Remove Oversized products:

This filter removes an item if the packaging exceeds a certain size. I don't particularly like using this filter; being oversized doesn't mean that an item won't turn a profit.

- Remove Out of Stock Items:

You can remove out-of-stock products if you like. I keep this one turned off because an item being out of stock can sometimes be a good thing. That means that there is a vacancy in Amazon's supply chain that you may be able to fill.

- Remove if Amazon is a Seller:

Activating this filter is fine, but sometimes it is profitable to sell an item when Amazon either stops selling it or runs out of stock and their supply becomes paused.

- Review Count Minimum:

This filter removes items on a basis of total reviews written on Amazon. In my opinion, this one isn't worth activating because there are a lot of great products that don't get written reviews.

- Rating Minimum:

This filter will remove an item that has a star rating that is lower than what you want. I don't think this one is a good filter unless you're selling shoes and clothing.

- Source Price Range:

This one lets you set boundaries to your purchasing budget. Items that fall out of that price range will be removed from the list.

- Amazon Price Range:

This one lets you set boundaries to your purchasing budget within Amazon. However, keep in mind that there are products of every price range that have great sales velocity. The risk is often worth the reward.

- Remove Products if Amazon Title Contains the Word(s):

This filter is a good way to avoid getting bogged down with packs and other bundles that are much harder to sell on Amazon, as it is hard to get a valid proof of transaction for the one product in a bundle.

- Remove brand name products:

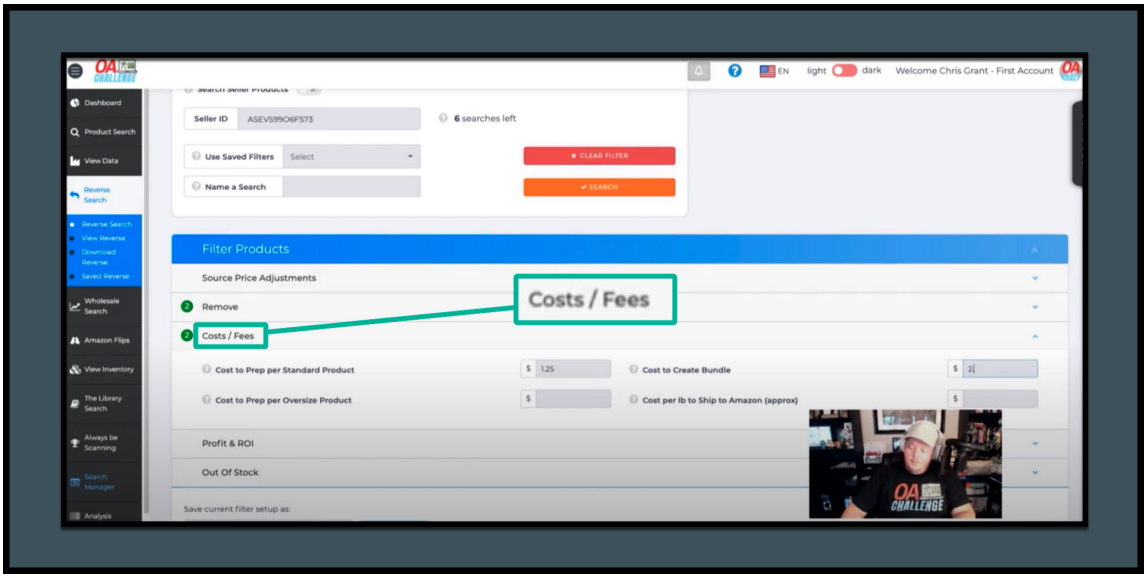
This filter lets you remove products based on the brand name. This is useful if you are barred from selling certain big-name brands like Nike, Disney, or whatever company that may be protective of their IP. You can add and remove brands that you are gated/allowed to sell on amazon in the settings.

- Buy Box Minimum:

This filter lets you remove Items if the price within the buy box fails to match what you want. I would suggest not using this one as the market has matured beyond the need for this filter.

Costs/Fees:

Here, you will record your costs and fees, just like for the product search. I typically overestimate when it comes to expenses.



Make sure you know your numbers so your profit and ROI calculations come in as accurately as possible.

- Prep Cost:

How much it costs to prep both standard and oversized packages.

- Bundle Cost:

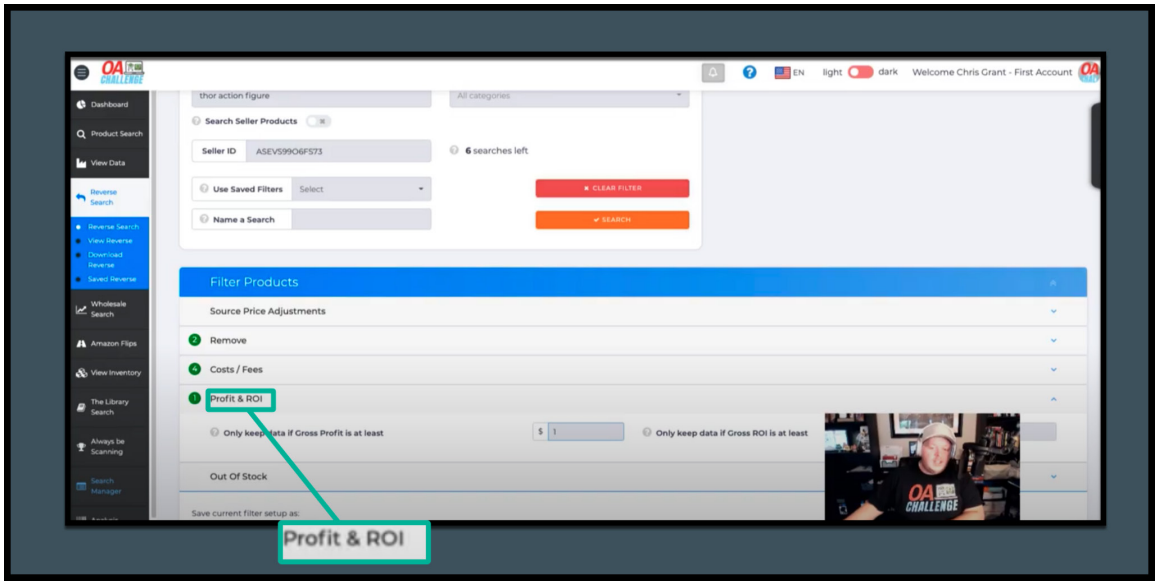
How much it costs for the prep center to make bundles

- Cost Per lb to ship to Amazon:

How much does it cost for the package to reach Amazon's Facilities? This will be an approximation, so you should round up when making your estimate.

Profit & ROI:

In this filter, you will tell TA what you are looking for in terms of Profit and ROI.



- Desired Profit:

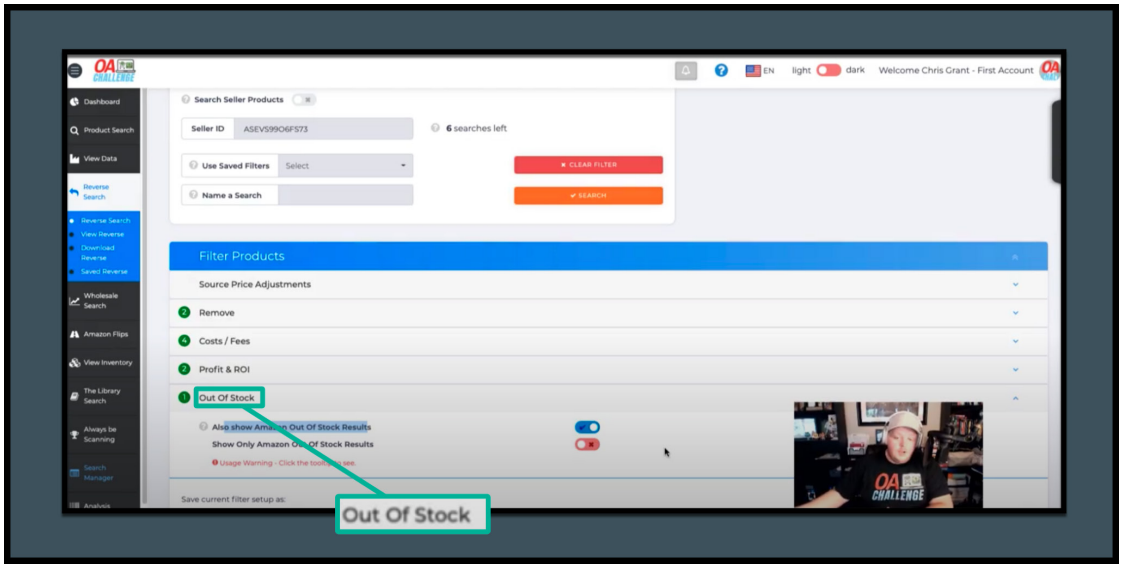
I put down 1$ because I believe in casting my net as widely as possible and consolidating the data later, once I get to look at everything for myself.

- Desired ROI:

I like to set this somewhere between %10-%20. You can't build a sustainable career off of rare items that may generate 300% ROI once; you should try to build something less volatile than that by chasing those easier to manage items that yield smaller returns

Out of Stock:

The last portion of the filter section will look at displaying items that are out of stock.



- Show amazon out of stock:

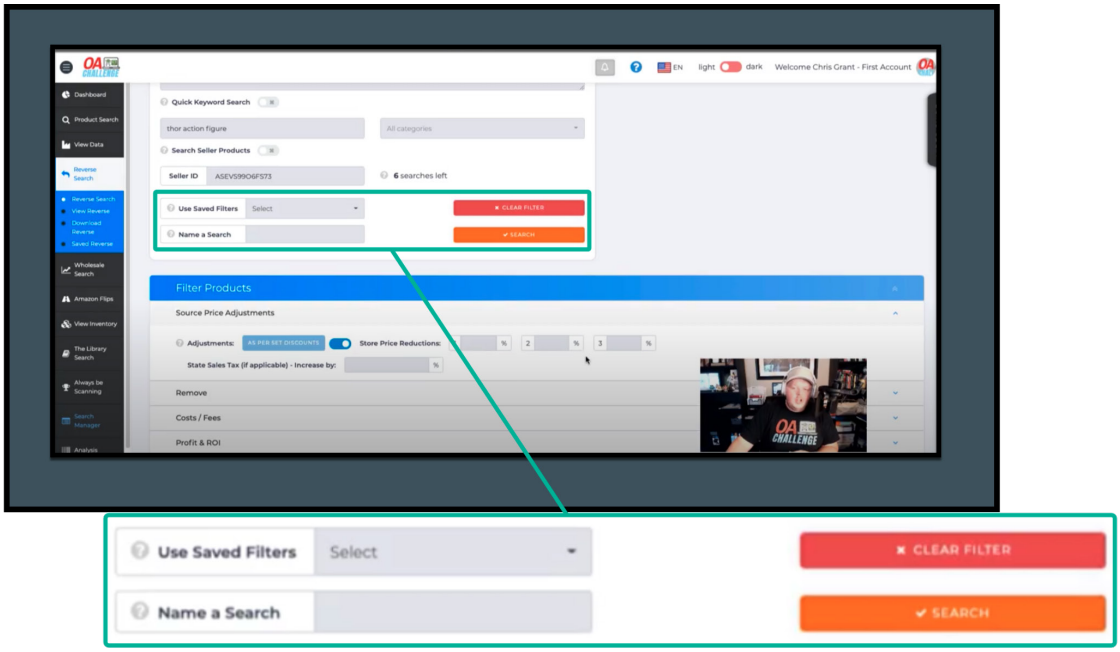
In my opinion, you want to keep this one turned on. If an item is out of stock, that means that there is a hole in the market that you can fill.

- Show the "Only Amazon" Out of Stock Results:

"Only Amazon" refers to any items that are exclusively sold by amazon. When these items go out of stock, Amazon will sometimes let 3rd party merchants like us sell until the stock is replenished. These opportunities are extremely lucrative, so it is sometimes a good idea to keep tabs on those Amazon Exclusive items that are out of stock.

Save, Title & Run the Search

Finally, you will save, title, and run the search.

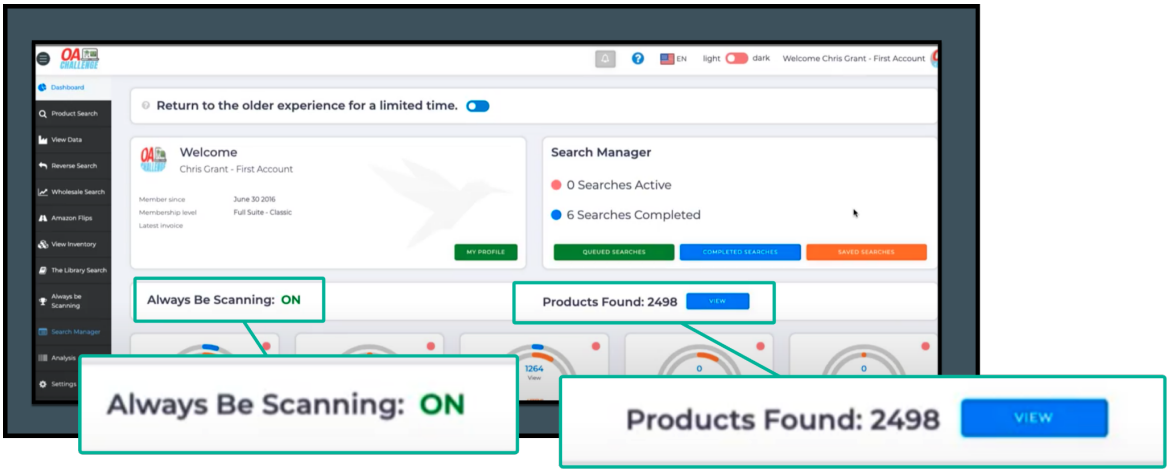


Always make sure you specify what is being scanned and when the search was run. This will help you organize your scans as they start to pile up.

Part 6

Always Be Scanning

This chapter will be about the Always be Scanning section.



On the dashboard, you will see:

a. Whether or not the "Always Be Scanning" function is activated.
b. How many products have been found
c. A prompt to view the Scan's data

WHAT IS "ALWAYS BE SCANNING?"

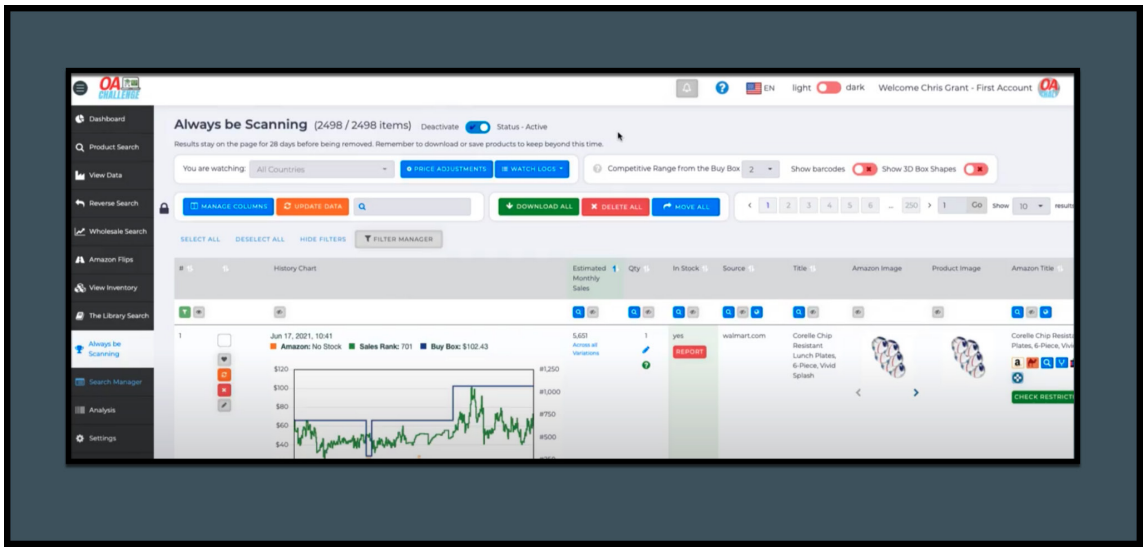
"Always Be Scanning" is best defined as software within TA that is constantly providing you with random products that you can analyze. These are random scans that serve to provide you with random ASINs that you may have never considered in the past.

Unless it is turned off, this should be constantly running and you will get a whole pile of random profitable stuff from this function, meaning that you will need to do a lot of digging on your own. However, we know that we can use our column filters to find those needles within the haystack.

To view the gathered data, you can click the view button next to products found on the dashboard, and also on the left-hand menu.

"ALWAYS BE SCANNING" PRODUCT VIEW

When we open up the view data section for this mode of scanning, you will immediately be taken to a "View Data" page.



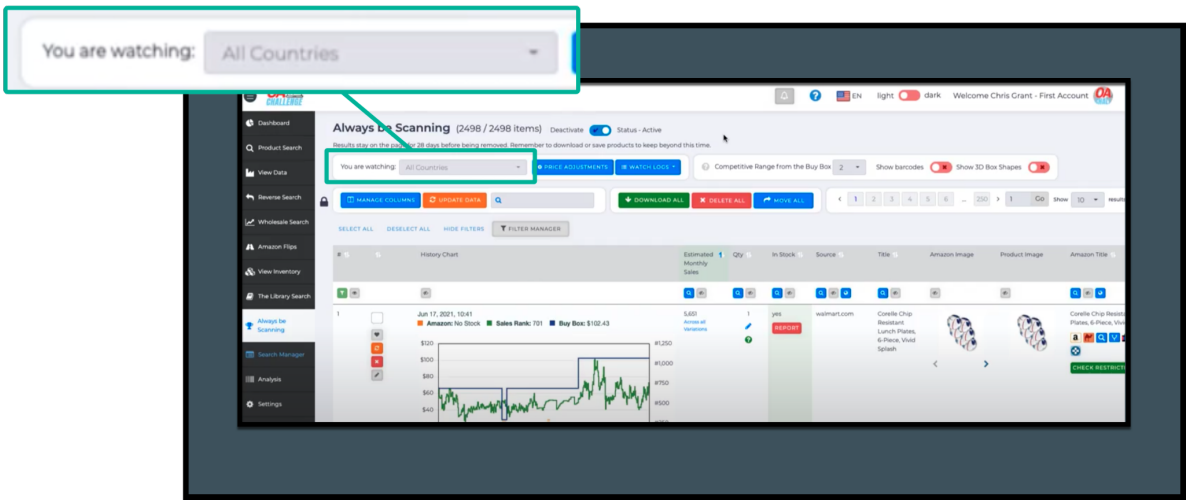
You can also activate/deactivate the scanner from this page. All of the results on this scan will be there for no more than 28 days, which should give you ample time to scan everything. On day 29, it is gone forever.

The cool thing about this feature is that the results of this scan are going to be different for every seller that uses TA, meaning there isn't a massive equalizing effect where everyone has the same source list; it is unique to everyone.

"ALWAYS BE SCANNING" VS "PRODUCT AND REVERSE SEARCH"

There are a few differences between the Always Be Scanning function and the other types of data tables. For instance, the ABS feature can and will run scans through any country that you have tagged in your settings.

The main difference separating "Always Be Scanning" from the others is the fact that you filter your searches, not by ASINs or storefronts, but countries of origin. You can filter what countries are displayed in your data results in the "You are Watching" section.

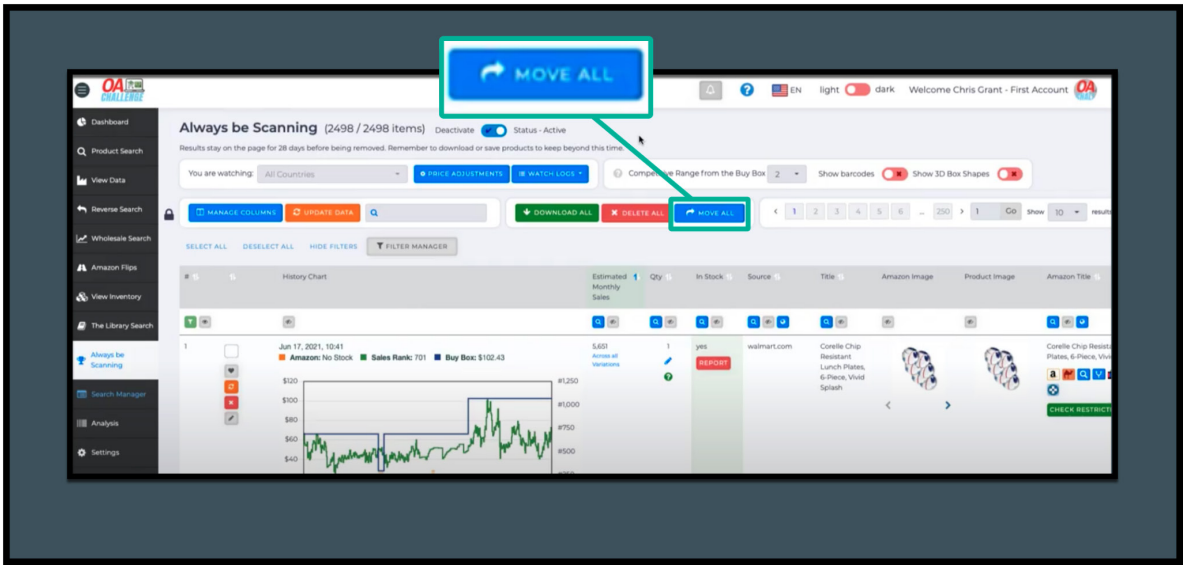


I, for example, do business in the US and Canada, so this tool runs random scans of a replica of your account settings and edits the countries that you source and sell from.

Because ABS is a random product search, the Data table behaves Identical to the other two. See page 30 for a comprehensive list of all the columns that you should consider activating and analyzing.

TAKE THE DATA

What you want to do, much like with Product and Reverse Search, is to use the filters within the "View Data" section to break down the giant catalog of items into a consolidated list of profitable products. Then you should save all of those items that passed the filters into a folder for later.

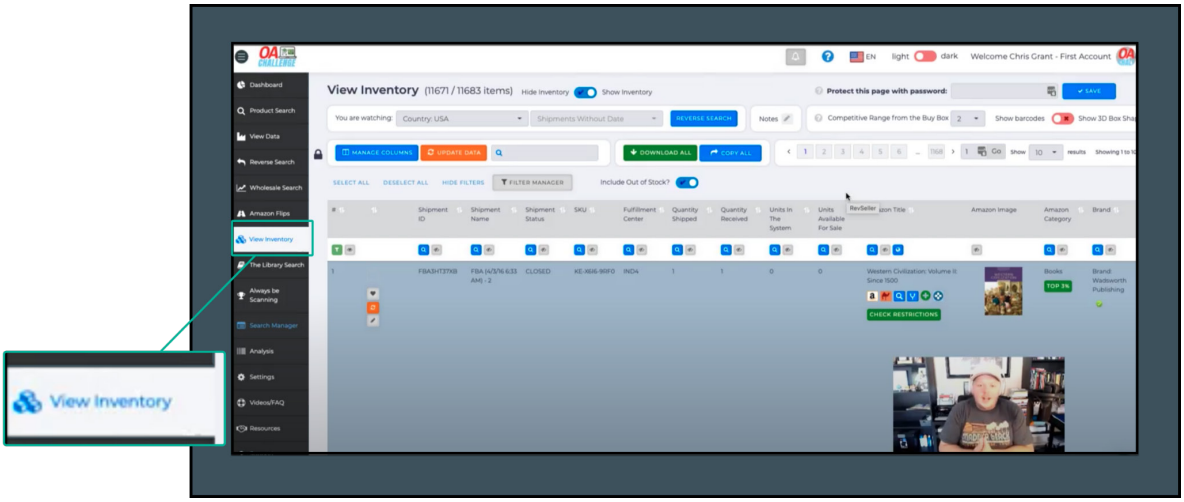


Once you move your filtered data to an external folder, you can then analyze it as long as you want. That way, it won't disappear in 28 days and you have way more time to work with that data before it is gone.

Part 7

View Inventory

In this chapter, we are gonna look at the view inventory section. You can access this section by selecting it from the menu on the left-hand side of the website.

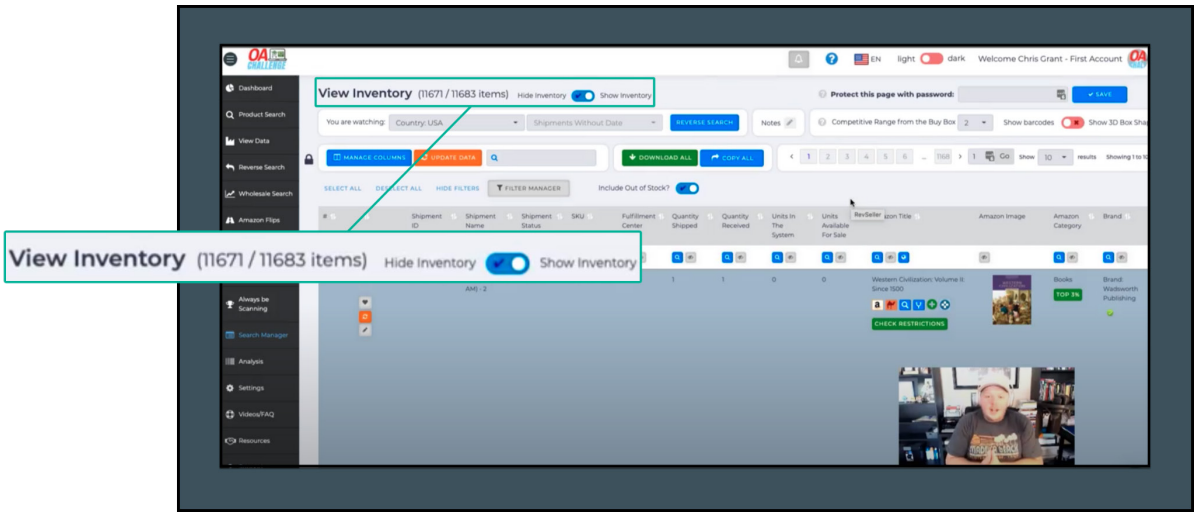


This is an incredibly important aspect of TA because it lets you look up old items in your shipments and run reverse searches on those items. This is an excellent way to maintain the success of profitable ASINs while also optimizing your current portfolio.

HEADER FEATURES UNIQUE TO VIEW INVENTORY

View Inventory

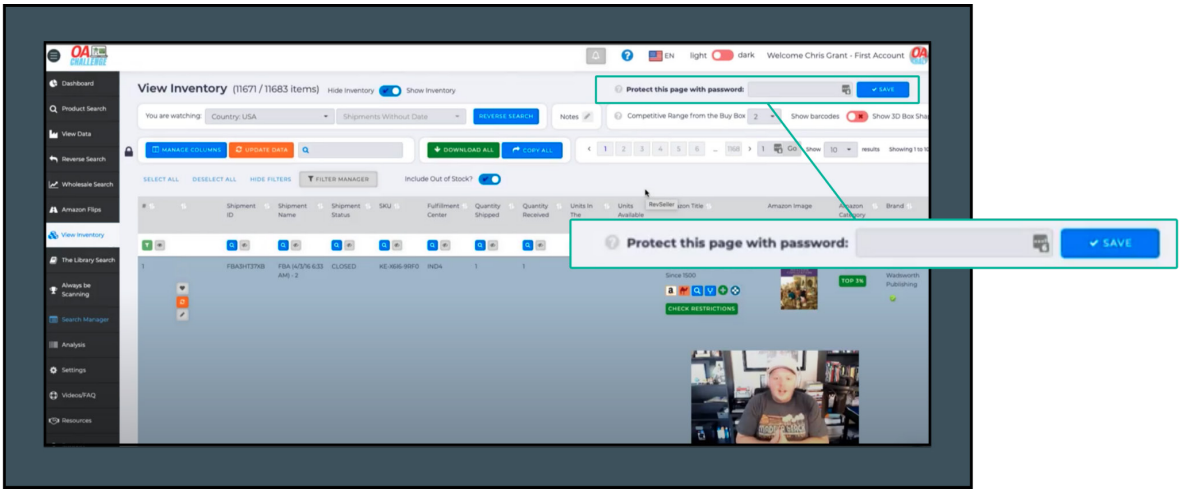
In the top left corner, you can look up how many items have been shipped through your TA account.



Keep in mind, View inventory only refers to the shipments and sales you made as an FBA merchant. Also, you can choose to hide your inventory, if you want, though that only comes into play if you have a password-protected page.

Password Protection

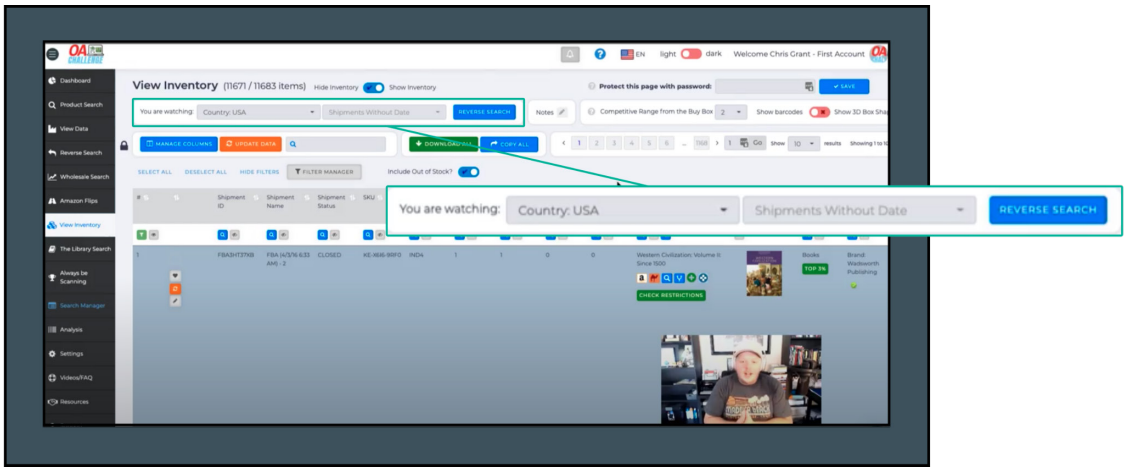
Your old inventory is very sensitive information, and you should control who has access to that, especially when giving partners and assistants access to your TA account.



I like to use this password-sharing software called LastPass that lets you give people access to specific passwords while also keeping your actual password a secret.

You Are Watching

You can use this to filter what inventory you are analyzing.

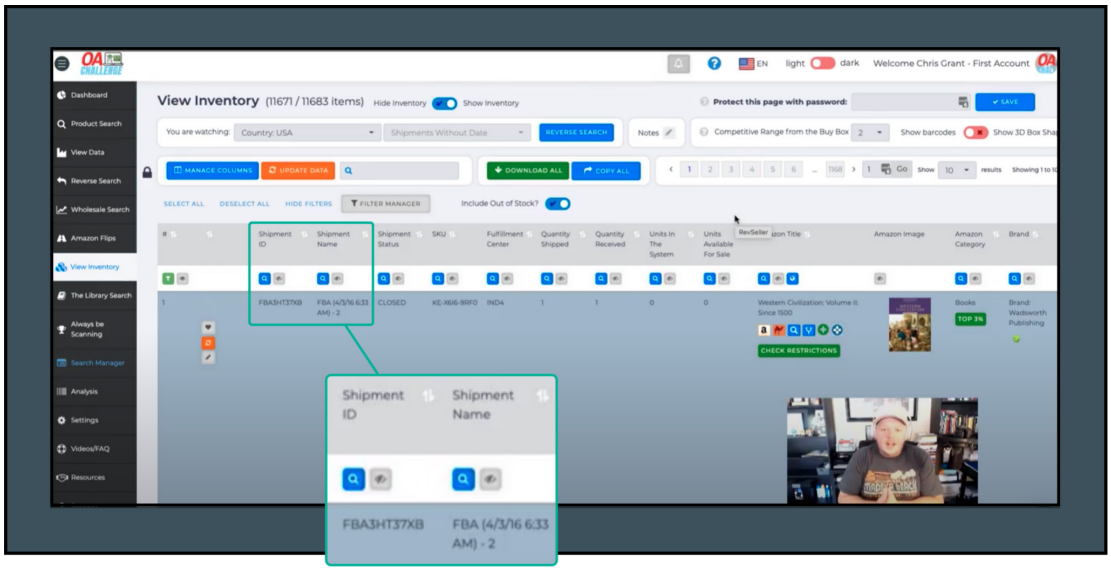


You can do this according to the country of origin as well as the date of the shipment. From there, you will also have the ability to run a reverse search of that inventory.

VIEW INVENTORY COLUMNS

While not an exact replica of "View Data", it looks a lot like it. The main difference is that this chart shares information about your previous inventory, shipments, etc.

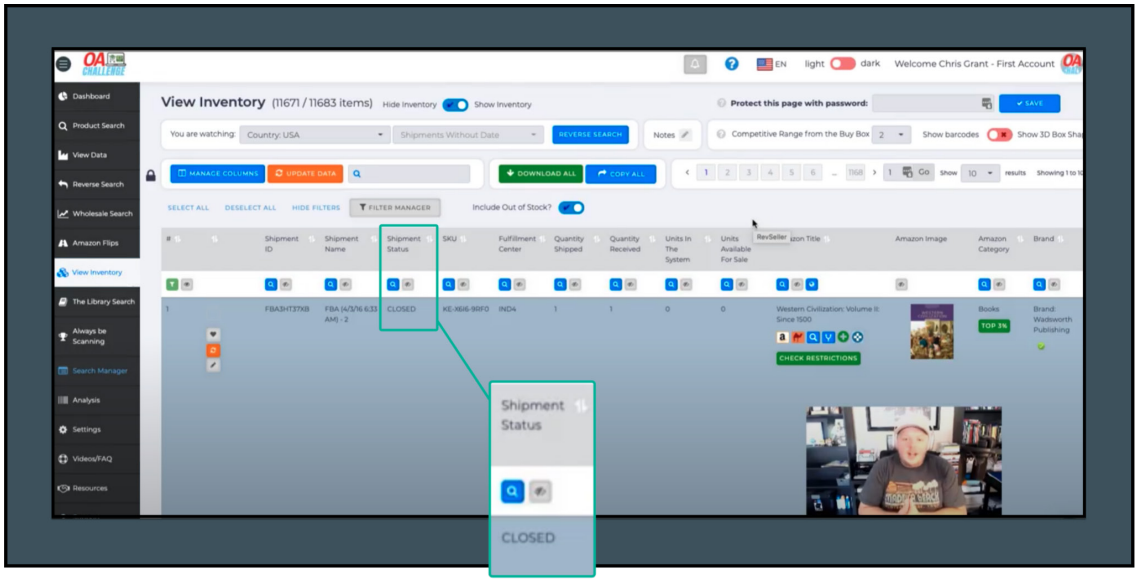
1. Shipment ID



These are the codes that were assigned by the prep center to that specific item. The Shipment name also has the time and date of shipment attached to the name.

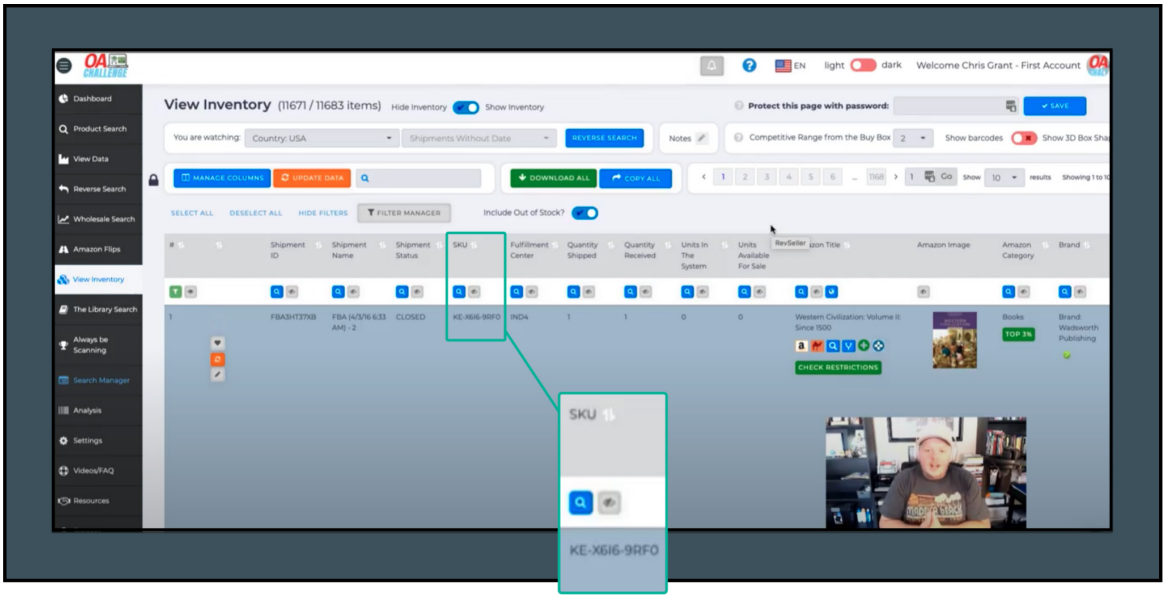
2. Shipment Status:

This is an inventory status report of the item in question.



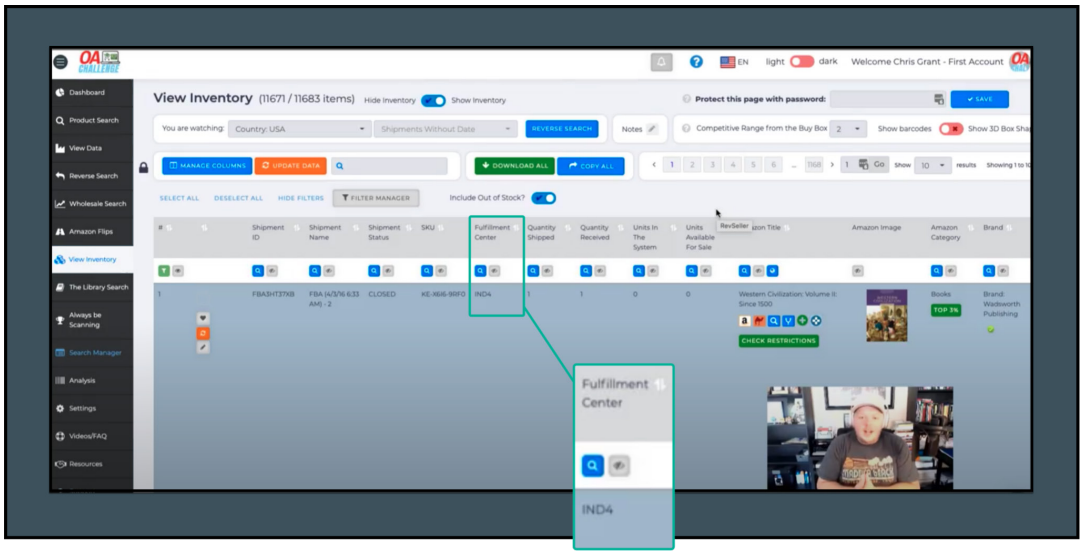
It will say CLOSED if the inventory has been shipped, and it will say OPEN if the item has yet to be shipped.

3. SKU



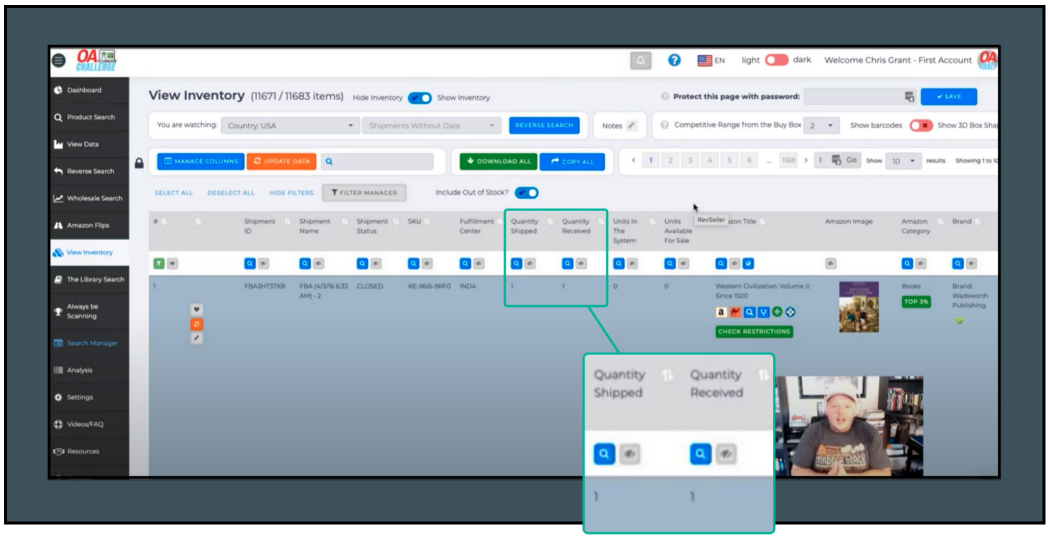
This is a code that is used by most prep centers and warehouses to track the products that come through their facilities.

4. Fulfillment Center



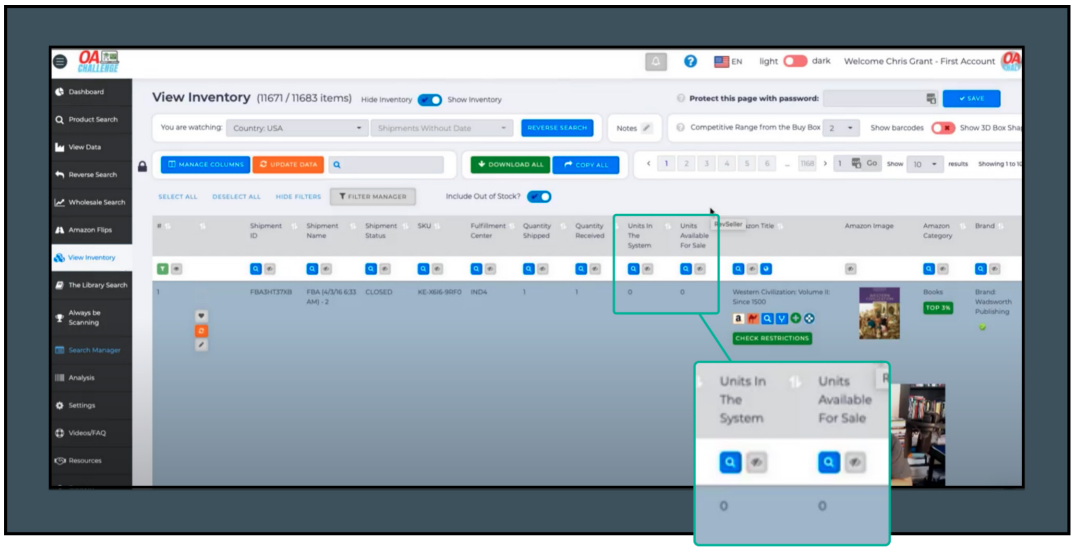
This column tells you which Amazon Fulfillment Center processed the shipment.

5. Quantity Shipped & Received



This is where you can see how many units of that product have gone through the fulfillment center as well as how many have not yet left.

6. Units Still in the System & Available for Sale



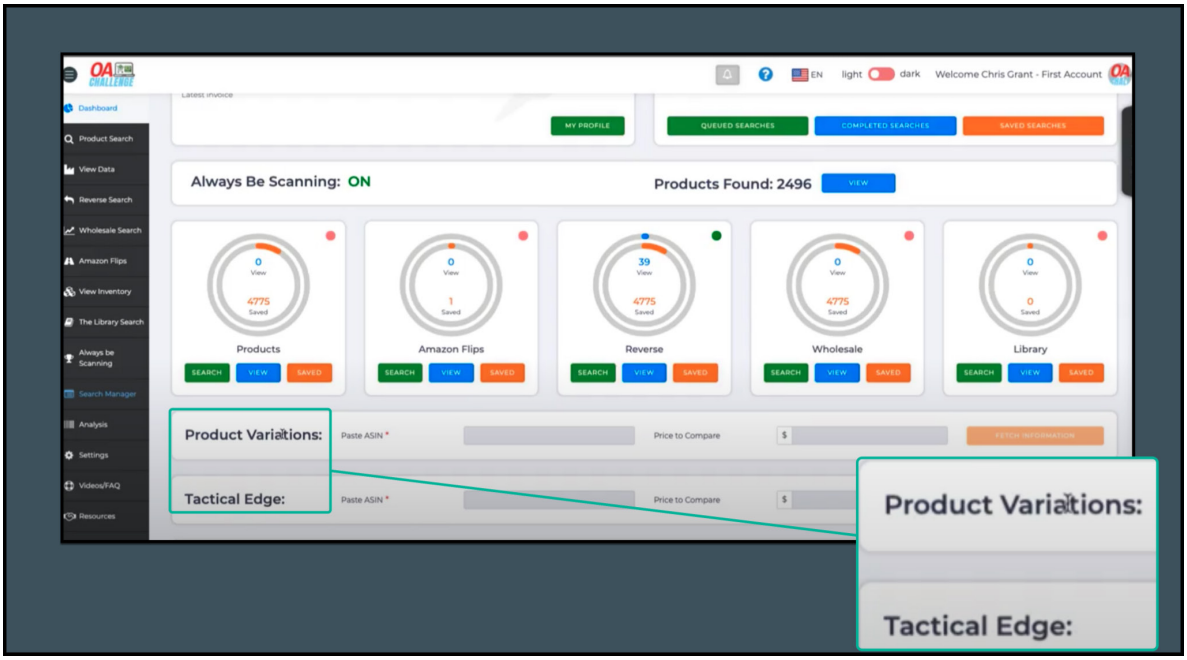
These two columns tell you how many items are still in the warehouse as well as how many items are still available for sale

"View Inventory" is a pretty simple, pretty great tool that lets you "rekindle that spark" between you and your old products.

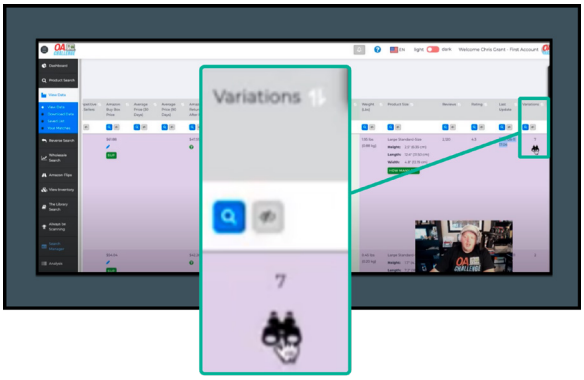
Part 8

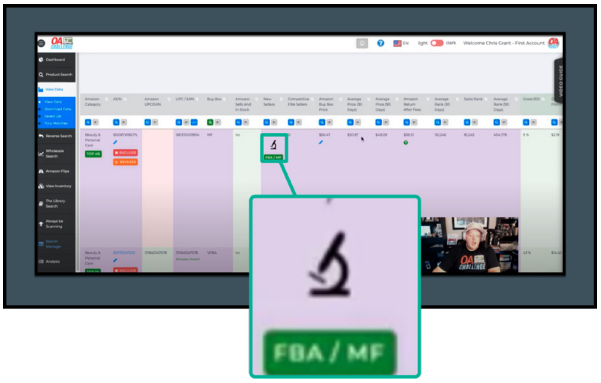
Product Variations & Tactical Edge

These are two great tools to both analyze the variations of products as well as get a good idea of what the competition is like for a given product.



You will know by now that you can access these two functions on the dashboard, but you can also get there from any of the multiple view data pages.





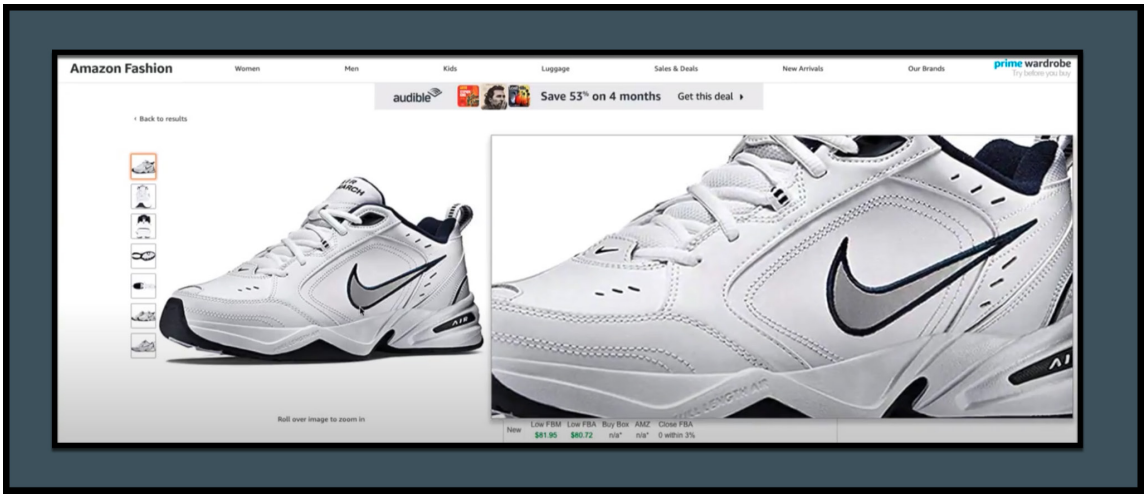
Variations will look like a pair of Binoculars, while Tactical Edge will look like a Microscope

PRODUCT VARIATIONS

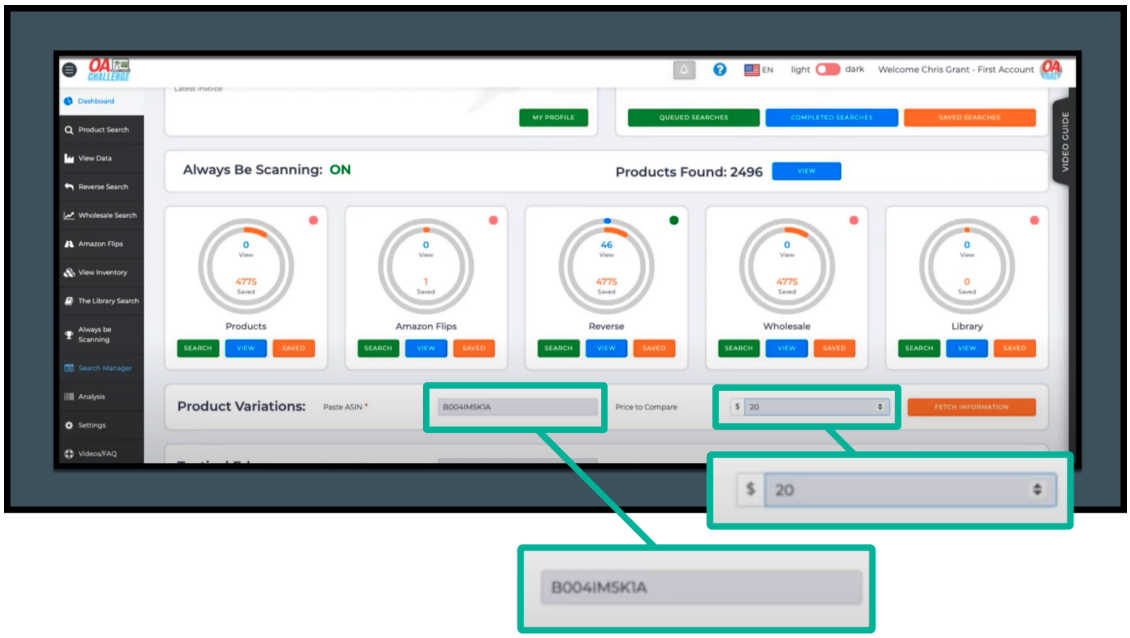
Here is how you run a Product Variations search.

Step 1: Copy and Paste the ASIN

For this, we're going to grab an ASIN from Amazon. In this example, we are going to look at some classic dad shoes, The White Air Monarchs.

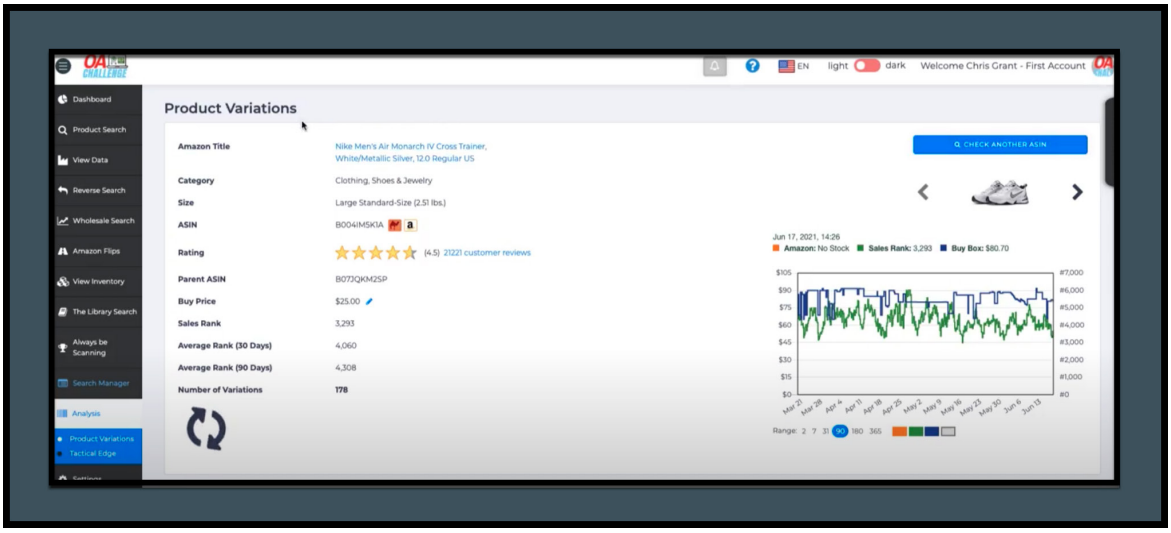


From Amazon, you can find the ASIN for the product, and then you will be able to copy and paste that into the Product Variations page of TA. The compare price box lets you state what price you are looking for



Step 2: The Top of the Product Variations Page

Now, TA will fetch the information automatically.



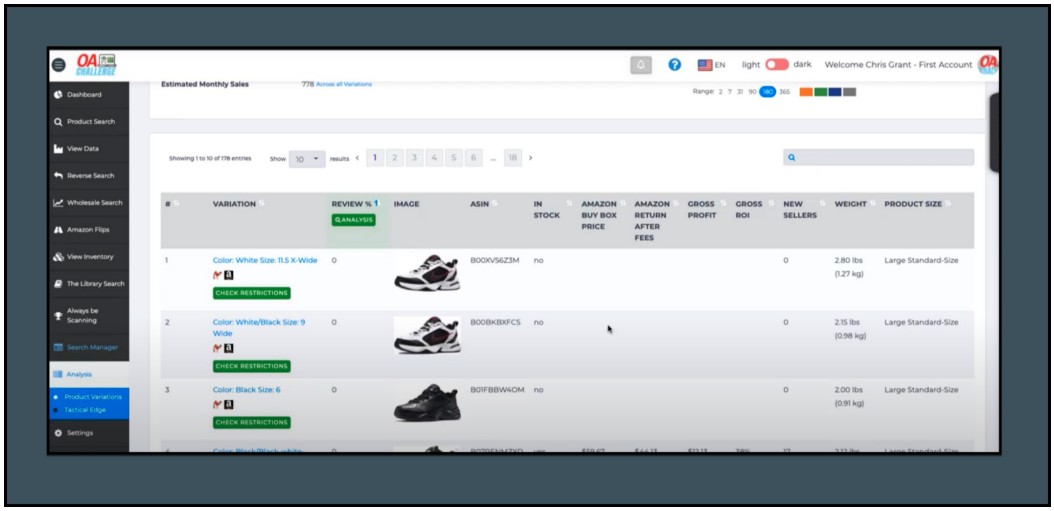
On the top of the Product Variations page, you are going to see the:

- Amazon Title
- Category
- Size
- ASIN
- Rating
- Parent ASIN
- Buy Price: we can edit the buy price if we were incorrect.
- Sales Rank
- Average Rank (30 & 90 days)
- History Graph
- Number of Variations

There is also the option to look at another ASIN if we are done with that one in particular.

Step 3: Bottom of the Product Variations Page

Down in the next section, you will see an extensive chart showing every possible variation of that product within Amazon. We can use this chart to find the most profitable variation.



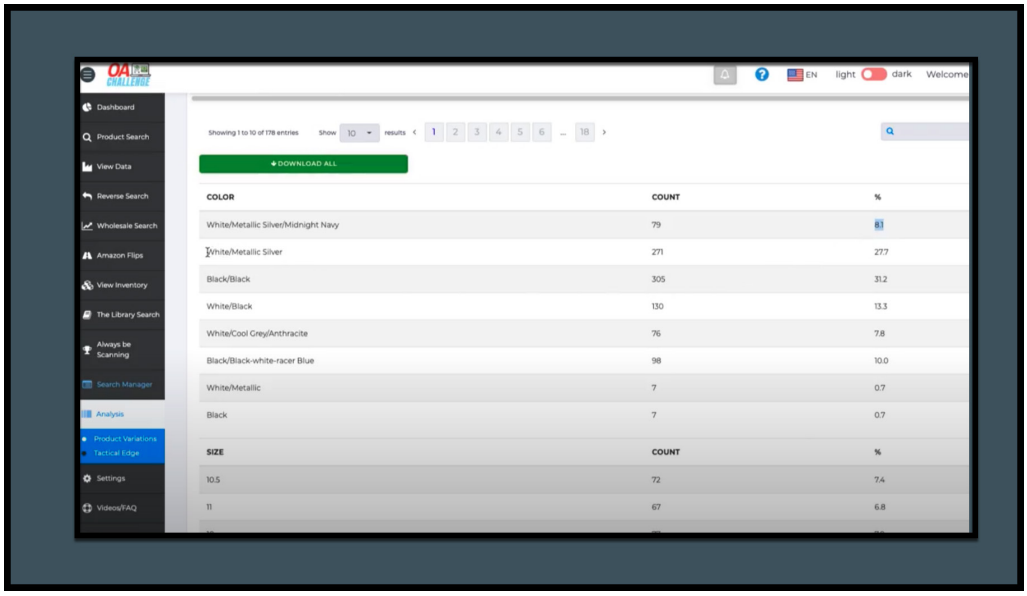
This chart works a lot like the view data page, but it shows us different information, like:

- A Description of that Variation
- What percent of the reviews are written about that specific Variation
- A Picture of the Variation
- The ASIN for the Variant
- Inventory Status
- What the Buy Box Price is
- Amazon Return Fees
- Gross Profit & ROI
- The Number of New Sellers
- Weight
- Size

You can then use all of that information to make an informed shopping decision about purchasing the most profitable variation.

Step 4: The Bottom of the Chart

Down below the chart, we can see how many reviews as well as what percentage of reviews are collected for each variation.

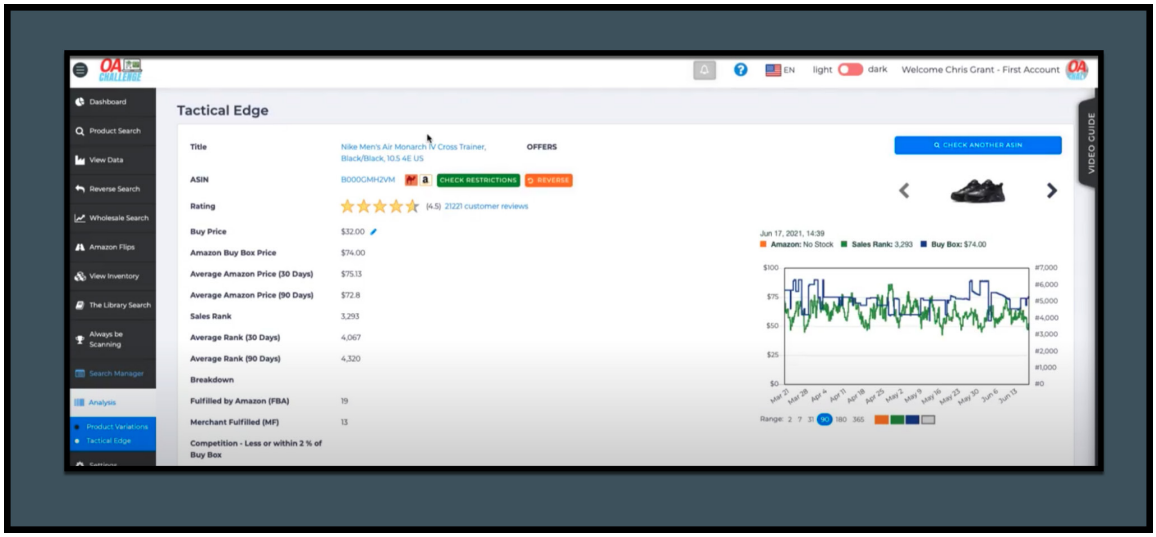


The number of reviews, while not always, can be an indication of an item's sales velocity. With these data tables, you can analyze by both size and color. This will help you use statistics to make good buying decisions.

You can download all of this data and save it for later.

TACTICAL EDGE

Just like with Product Variations you will begin this function by copying and pasting the ASIN from Amazon to TA.

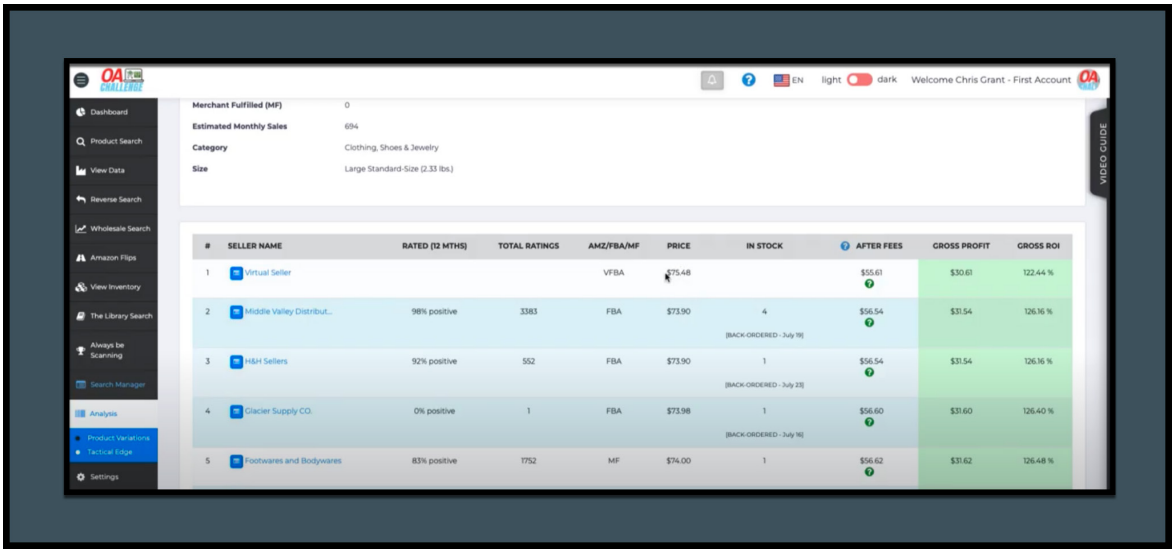


In Tactical Edge You will see the:

- Title
- ASIN
- Rating
- Buy Price
- Amazon Buy Box Price
- Average Amazon Price (30 & 90 Day)
- Sales Rank

- Average Rank (30 & 90 Day)
- Breakdown
- FBA sellers
- MF sellers
- Number of Competitive Sellers
- Estimated Monthly sales
- Category
- Size

Down below, we will see another chart. Within this chart, you will see the top 20 sellers of the given ASIN.



That chart will contain important information about those sellers, such as:

- The Name of the Seller Company
- Average Positive Rating over 12 Months
- Total Ratings
- What Type of Seller They Are (AMZ/FBA/MF)
- Price: how much they're selling it for.

- If the Seller Has the Item In-Stock
- What the Profit is After Fees
- Gross Profit & ROI

This chart is important because it helps us make a buying decision according to what the market competition looks like. It is also a good gauge to figure out how deep you want to dip into a given market. Maybe consider attacking that market if there are very few sellers with a large stock.

Take the time to master these two functions of TA and couple them with keepa. You can use these to make very wise purchasing decisions that will grow your business and build your portfolio. Minimize your losses, make great inventory buys, and stay one step ahead of your competitors.

Part 9

Amazon to Amazon Flips

In this chapter, we will be going over Amazon to Amazon Flips.

What to Know Before Trying Amazon Flips

1. **Avoid 3rd Party Sellers**

If you are gonna do this, avoid 3rd party sellers; only buy and sell through Amazon. That is because Receipts and invoices must prove a chain of purchase within Amazon.

2. **Set up a 2nd Account for Amazon**

You must set up a business account within Amazon. Go to "business.amazon.com" to set up your account. This is going to allow you to get invoices instead of receipts and keep your private purchases separate from your professional account.

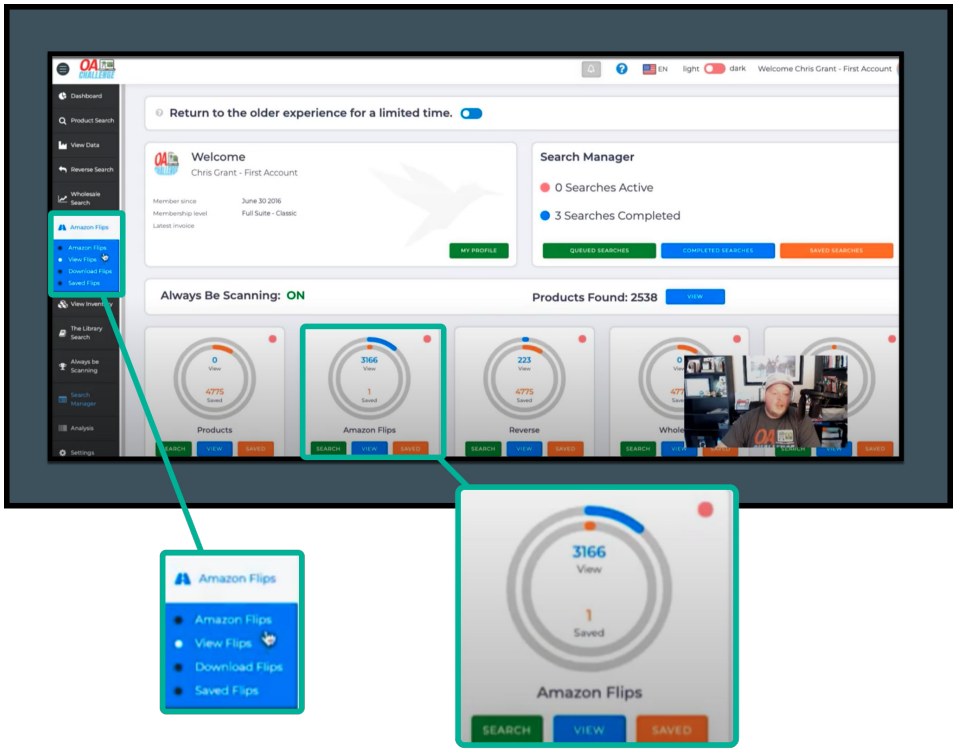
To Set up Your Amazon Business Account, Click Here, or Scan the QR Code Below:

3. **Don't Try to Use Prime Benefits**

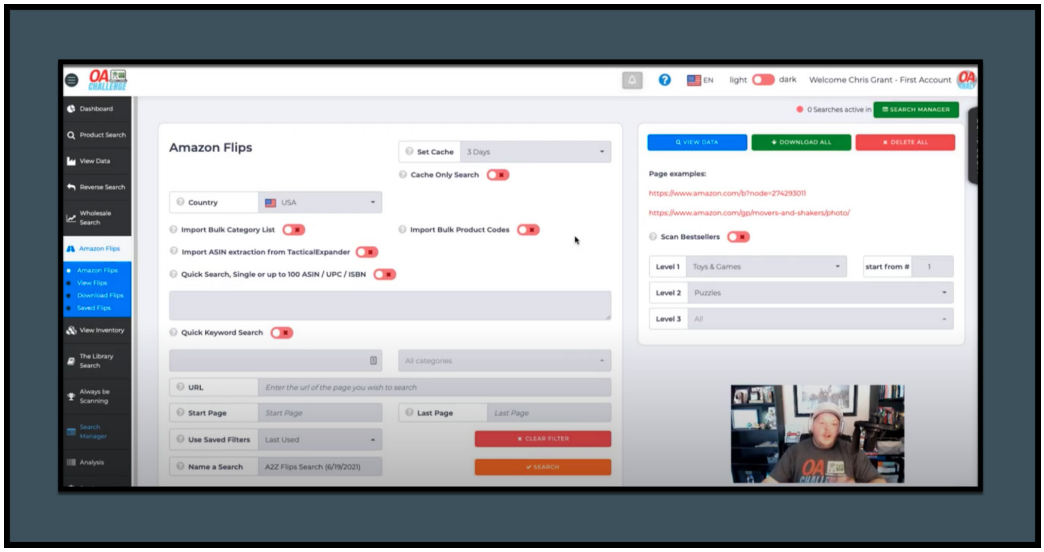
Keep in mind that you cannot use prime benefits to do resale on Amazon. However, you may be able to use Prime benefits to resell on other platforms.

How to Research Amazon Flips With Tactical Arbitrage

To access Amazon Flips, you will need to have either the flips pack or the full suite plan of TA. You will see the Amazon Flips button on the dashboard. You can access this tool through the side menu as well as the Amazon Flips gauge.



AMAZON FLIPS PAGE



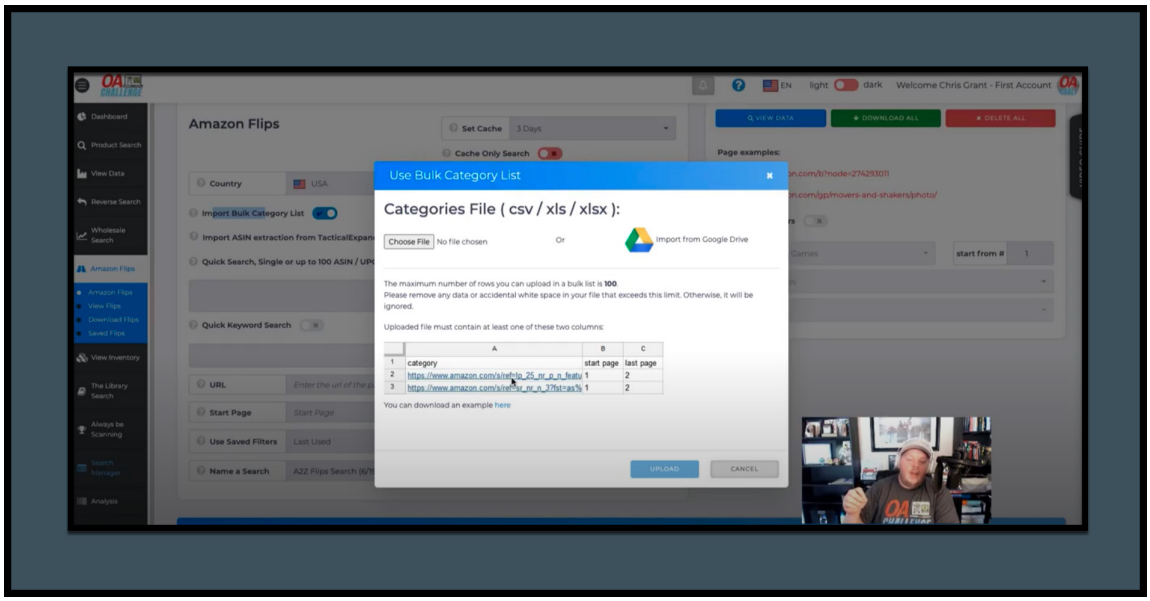
The main search generation tool functions much like product search, except for a few key differences:

- There is no option to toggle advanced or basic search; it will always be "Advanced".
- Your "set cache" limit has a maximum of 3 days. I typically select the 3 days option as that lets TA work at peak efficiency.
- You cannot flip between multiple countries, so you should only select the one you reside in or do business in.

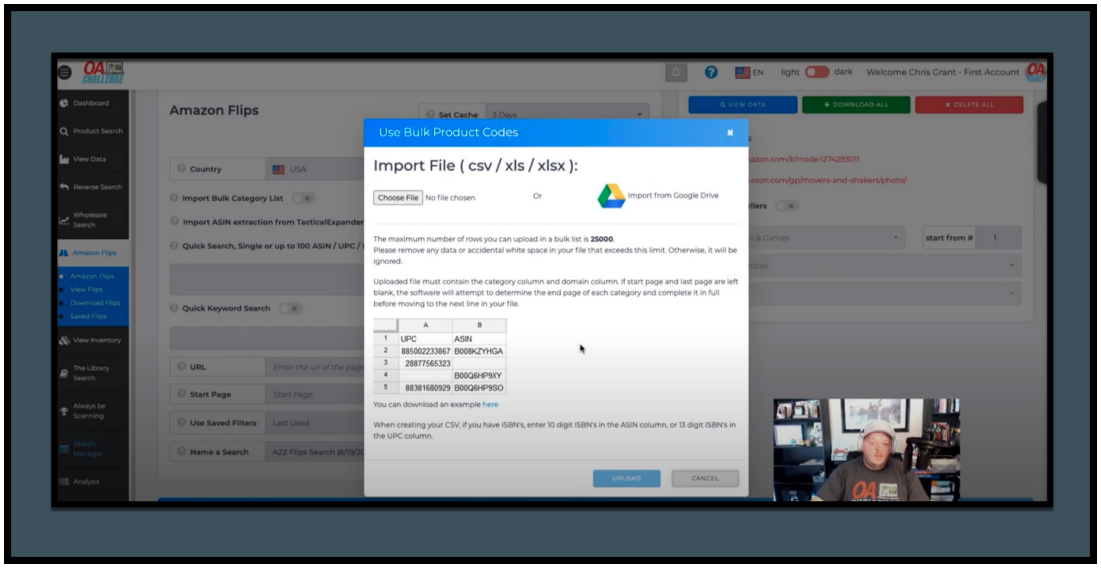
Amazon Flips Scan Creation

Bulk Category

You can also upload Bulk Lists, but not in the way you did before. This time, you will upload a CSV file of Amazon URLs containing categories that you wish to analyze for possible resale.



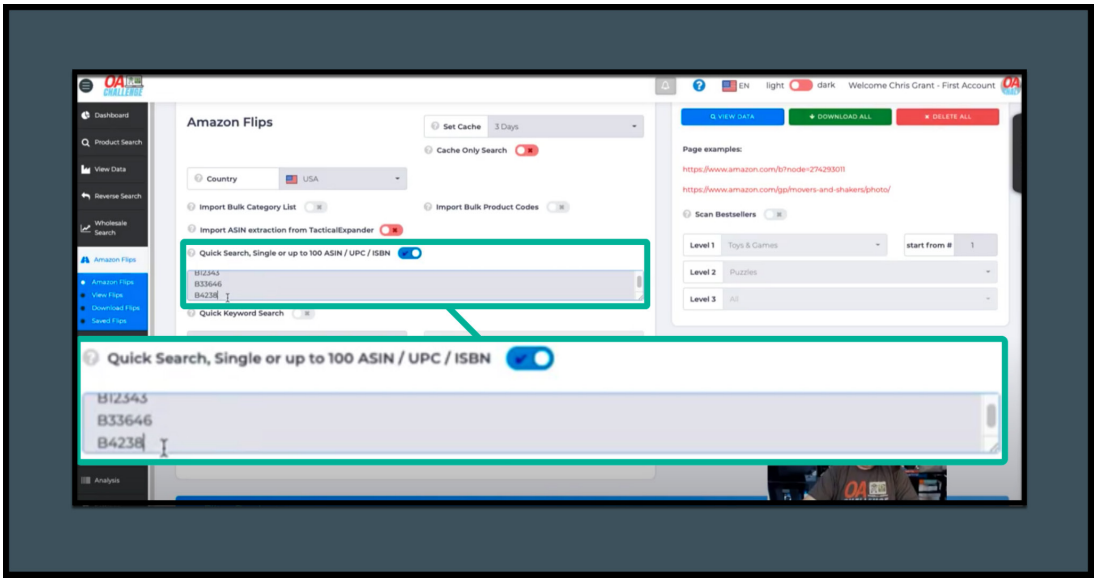
You can also Import Bulk Product Codes in the form of UPCs/ ASINs from Amazon.



You can upload up to 25,000 per search and can do so through uploading your file from google drive or any CSV file.

Quick Search

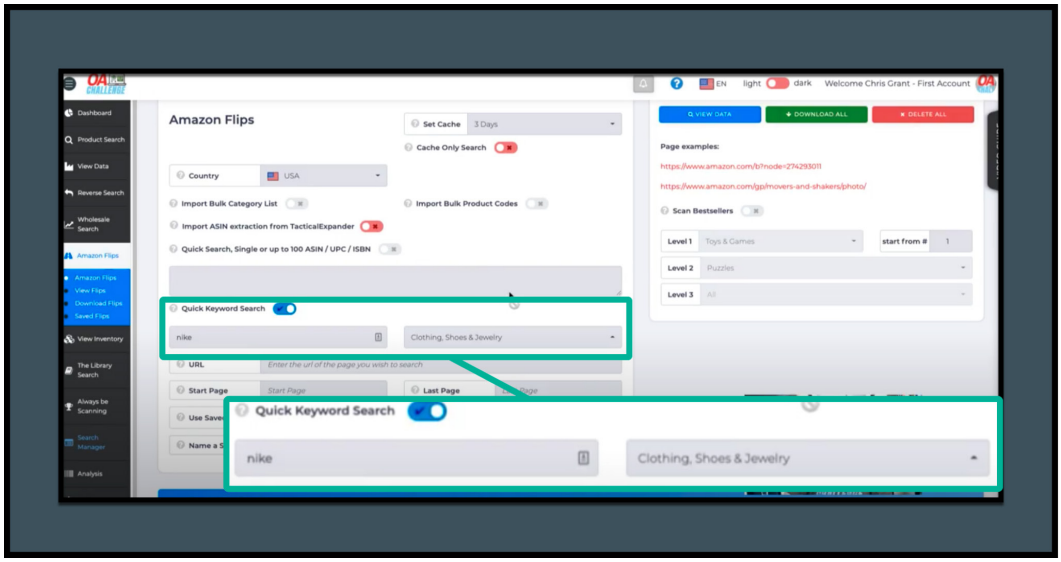
You run a quick search by manually typing in the ASINs that you wish to analyze.



I don't personally like using this one when TA has way more horsepower than that.

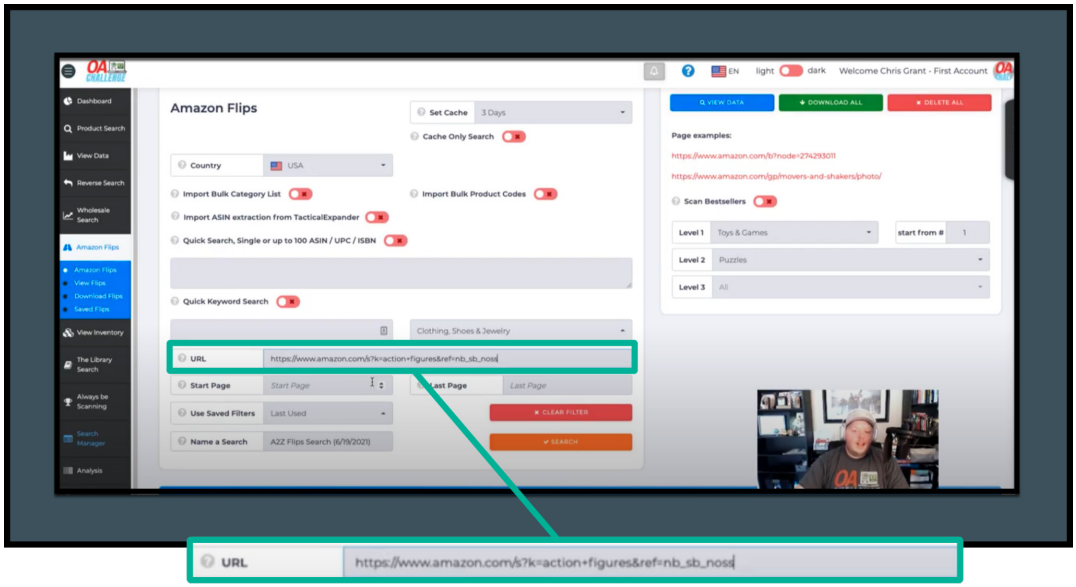
Quick Keyword Search

You can use the Quick Keyword Search section to look up specific items according to keywords and categories within Amazon.

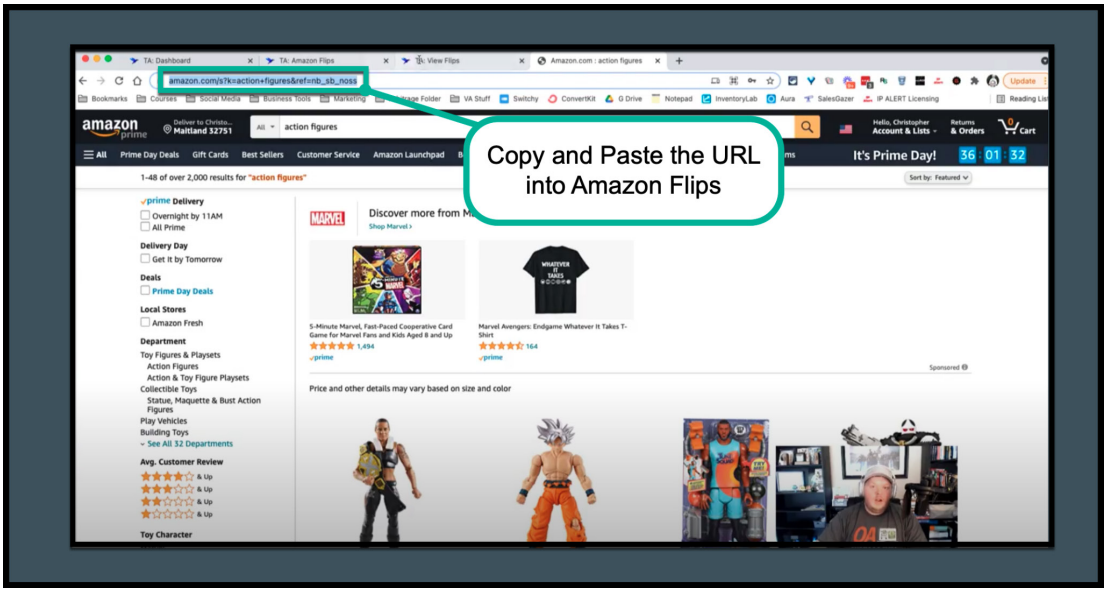


Upload URLs

We can also upload single URLs for analysis.

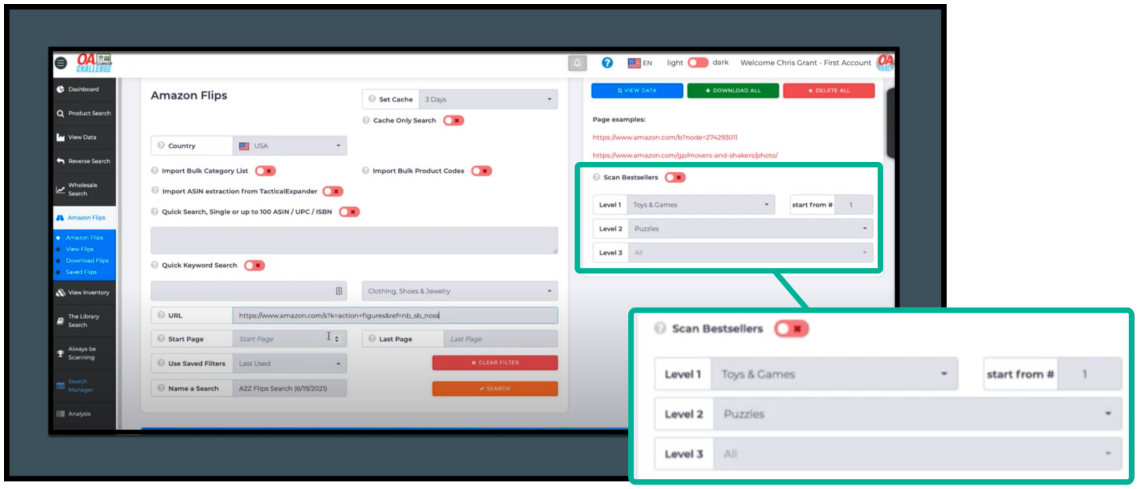


Simply copy and paste the URL from the Amazon category that you want to analyze.



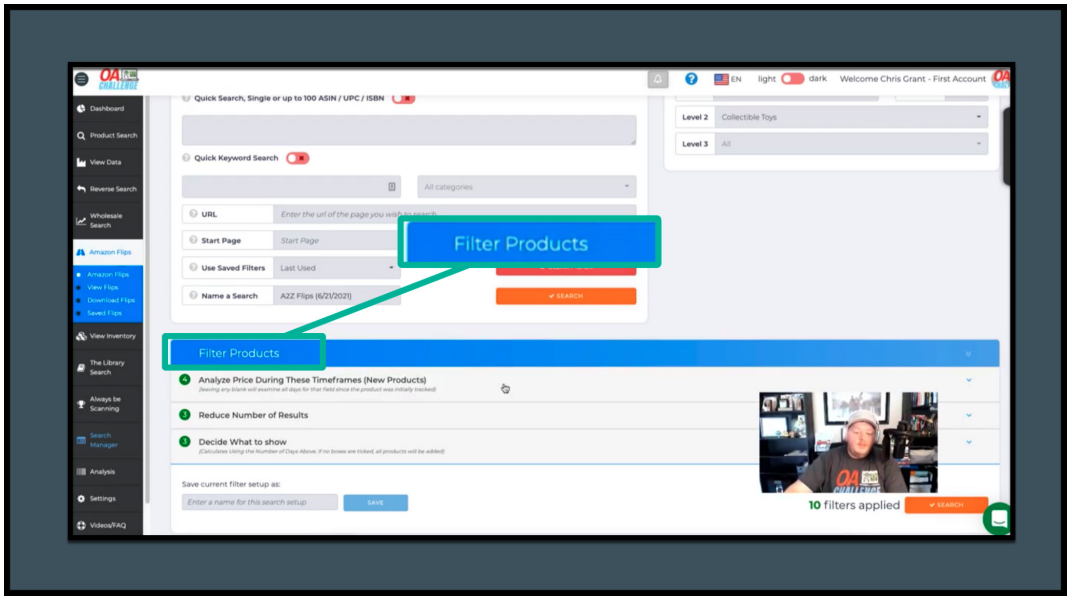
Then you can upload this URL to Tactical Arbitrage and it will do a product search scan for it.

Scan Bestsellers



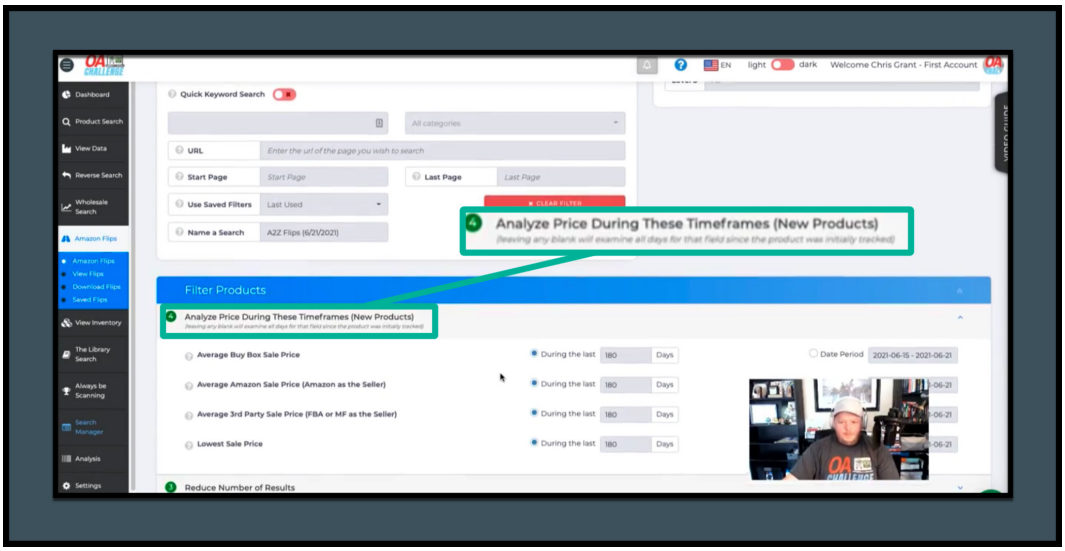
Just like with the others, you can pull up to 100,000 of the best-sellers within 3 levels of separation.

Filters



The "Filters" section, like much of Amazon Flips, should feel very similar to what we have been doing throughout this whole course. However, some unique filters are specific to Amazon Flips.

Analyze Price During These Timeframes (New Product)

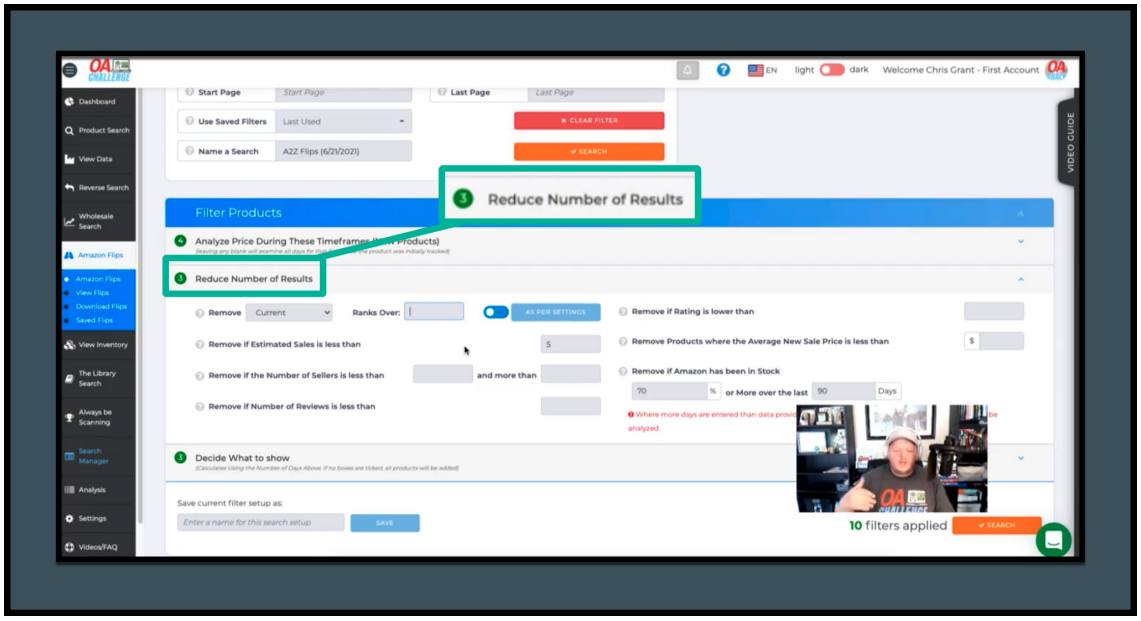


You can use this section to add information to your results, as well as what time frame you want to see it for.

These include:

- Average Buy Box Sales Price
- Average Amazon Sales Price
- Average 3rd Party Sales Price
- Lowest Sale Price.

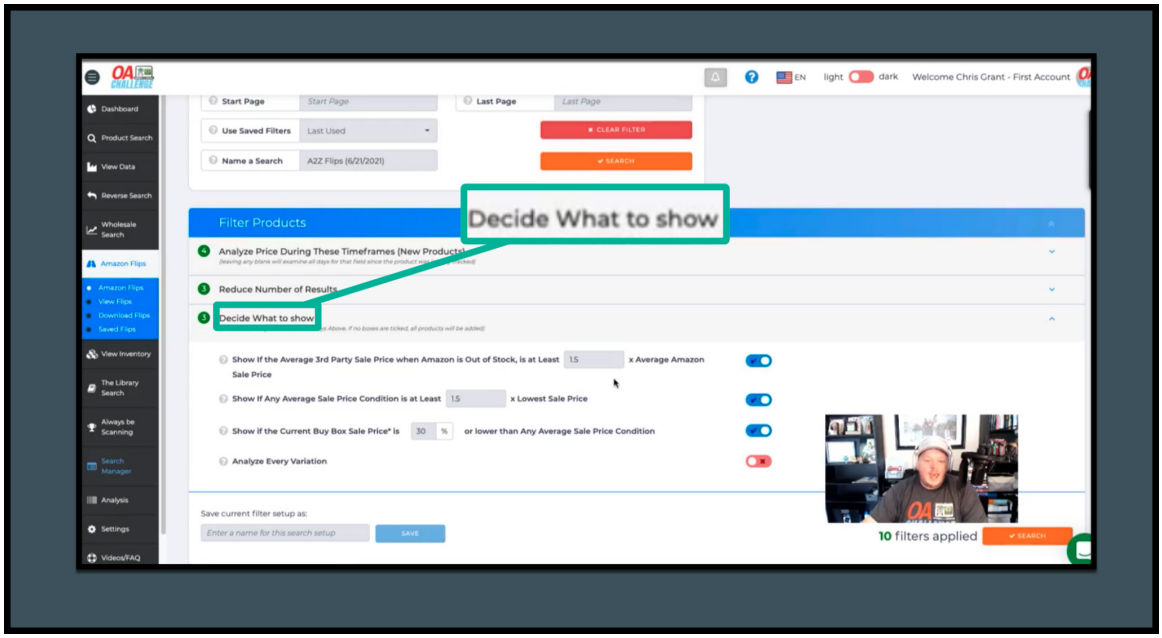
Reduce Number of Results



Here, you will be able to remove results that don't meet your required thresholds. I would recommend casting as wide of a net as possible with these. We still want to have that freedom to take a second look at those products that would have barely failed stricter filters.

Also, keep in mind that the review count is a tricky metric to consider when evaluating a product. Just because an item has only 5 reviews doesn't mean that the product is a bad asset.

Decide What to Show



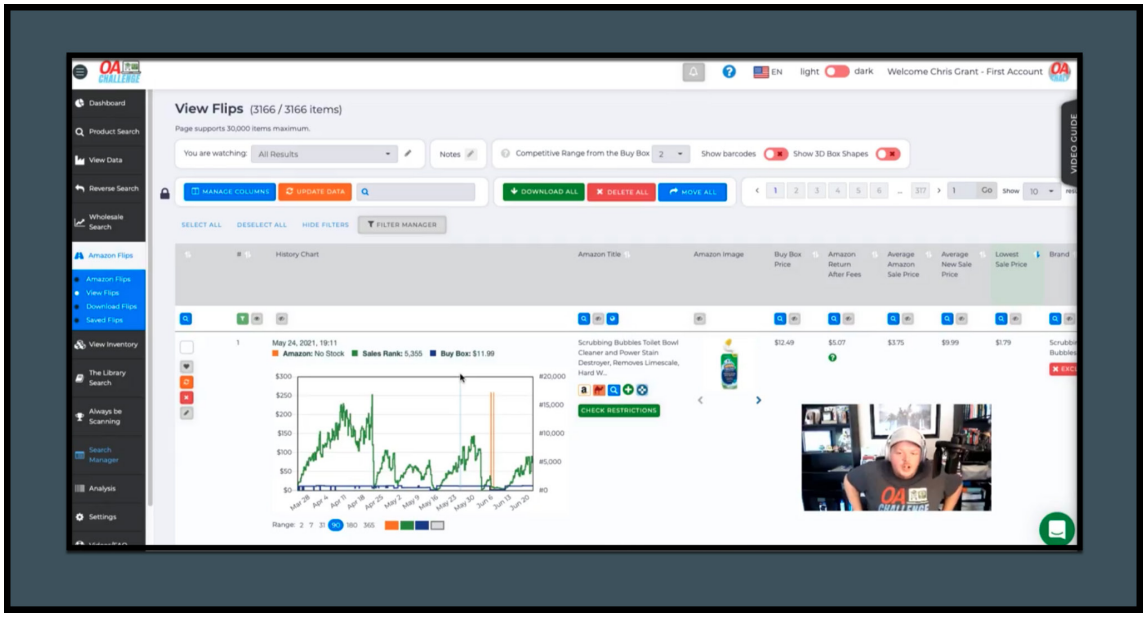
Here, we decide to show items that:

- Can be sold by 3rd Party Sellers for __X Amazon's Average Price when they fall out of stock in Amazon.
- Are more valuable than the lowest priced option of that item by a certain multiple.
- If the buy box sales price is a certain percentage lower than the average sales price
- Analyze Every Variation

Always make sure you save and name your filters for later.

Run and Analyze the Data

Now we can run the search, take a break to let TA do its thing, and look at the data we have collected



The "View Data" page is gonna be the same whether its the product reverse, or Amazon Search

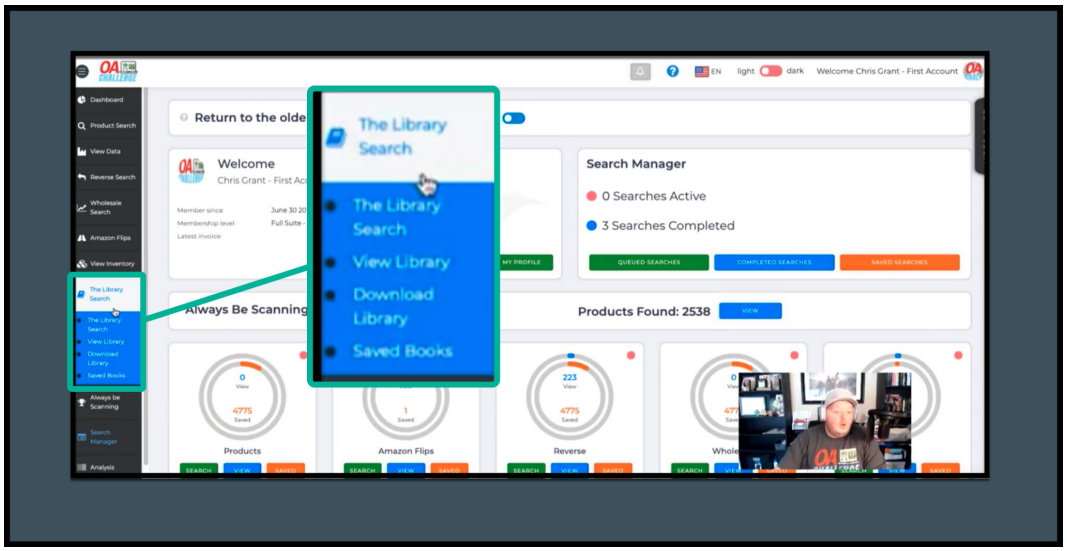
The one thing that is different about this is that when you find a profitable item, you should not only move it to a secondary folder for later but also set up alerts on Amazon for when they become out of stock for that Item.

Part 10

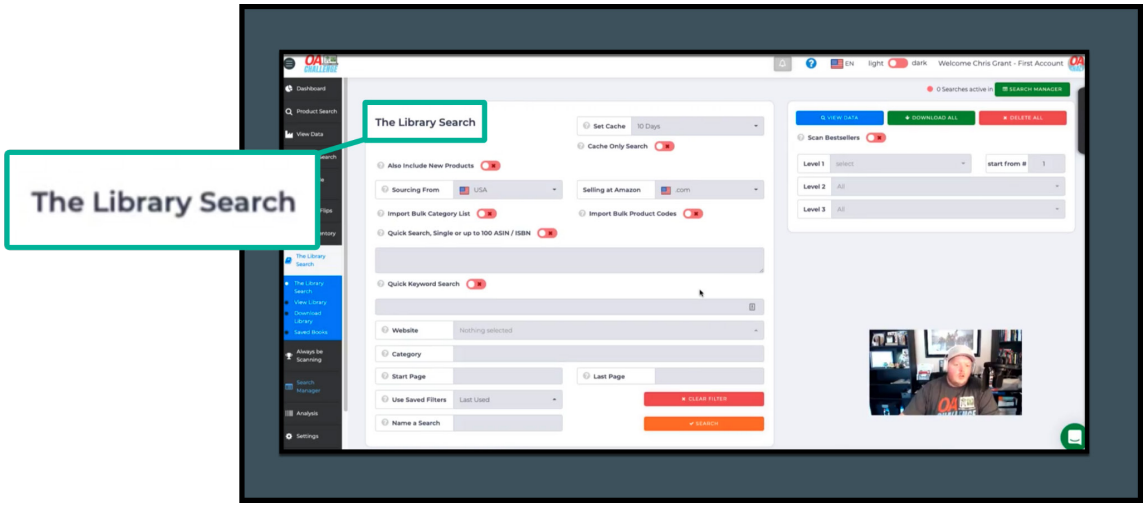
Library Search

In this chapter, we are going to look at the Library Search. Amazon started out as a book-selling platform, and books remain the best-selling commodity on Amazon to this day. That being said, it will be important to learn how to buy, sell, and source books on Amazon.

To access the Library Search Section you can find it in the side menu of the dashboard as well as in the Gauges section.



Now you should be able to create your library search

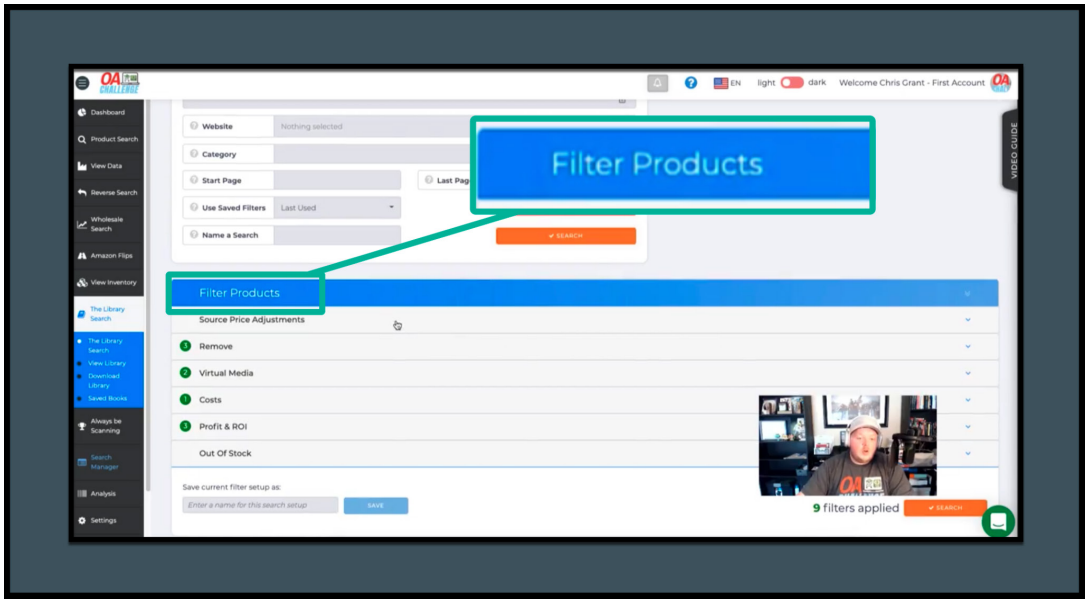


Like with Amazon Flipping, we will only have the Advanced version available.

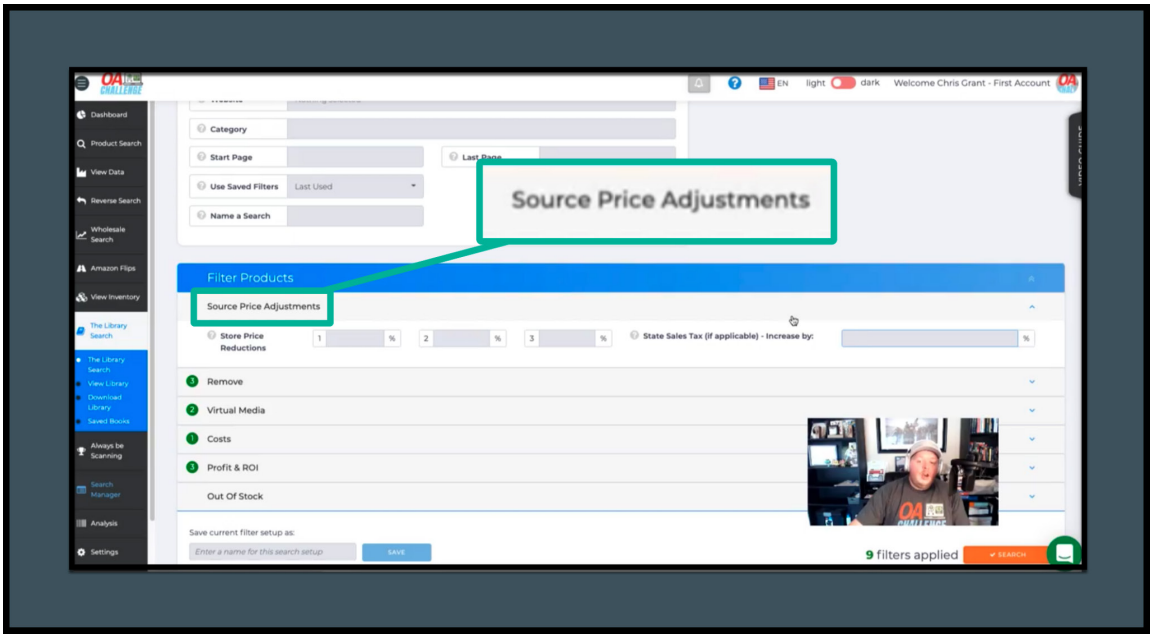
The page will behave almost entirely like the product search generator, but the only difference is that you will only be analyzing ISBNs, the tracking codes used for books and documents, instead of ASINs.

Filters

In the filters section, there are some unique twists to the creation process.

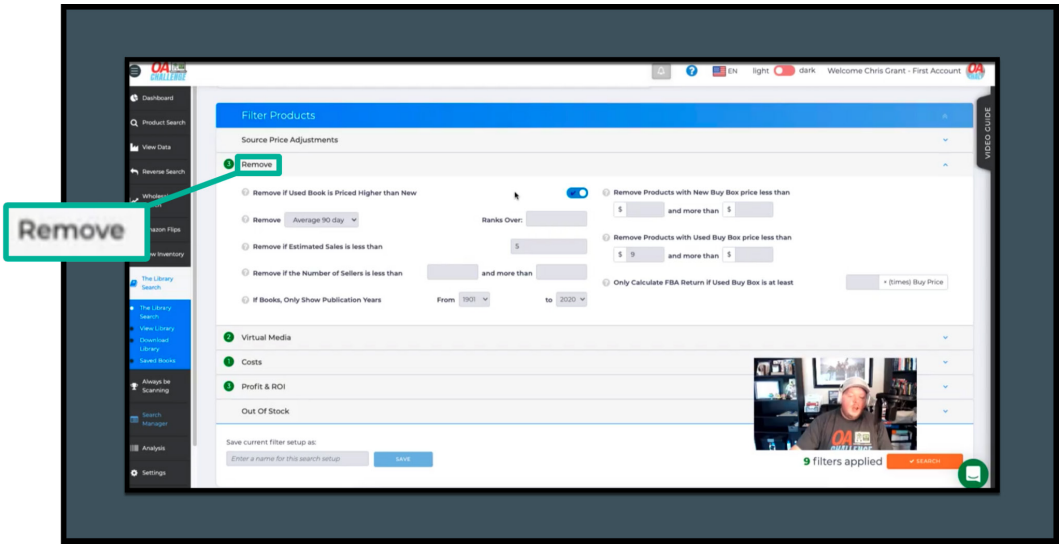


Source Price Adjustments



Here is where you can declare discounts as well as any state sales tax. You can declare up to three discounts, and they will be applied to the calculations in the "View Data" section. As always, declare a state sales tax if you or your prep center has a sales tax.

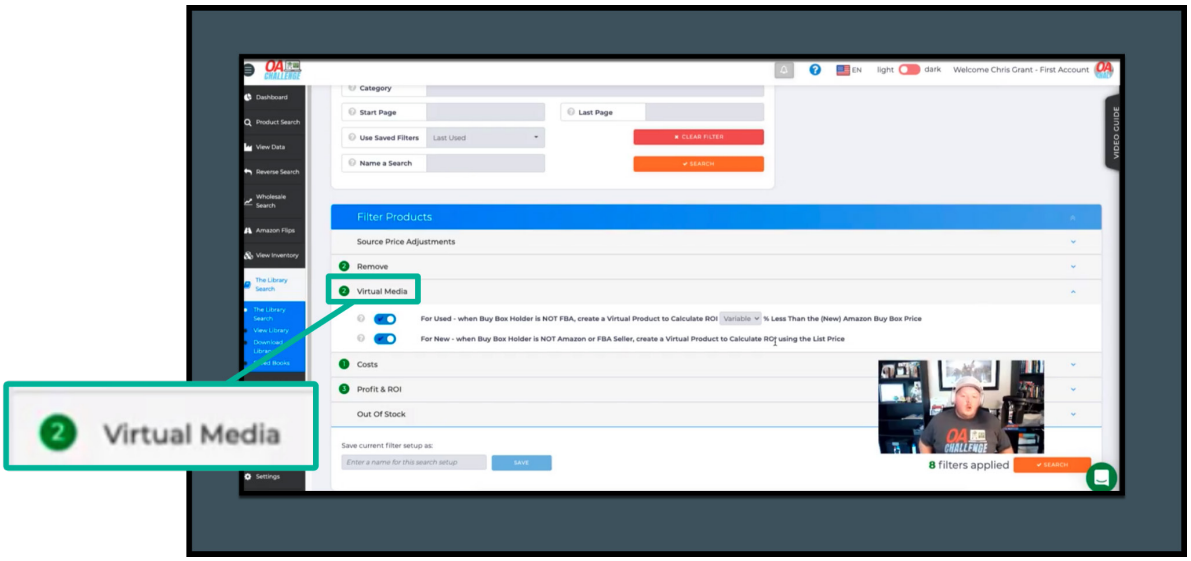
Remove



This Filter section behaves a lot like the other "Remove" filter, but the filters refer to books as opposed to other products. You can remove on bases like:

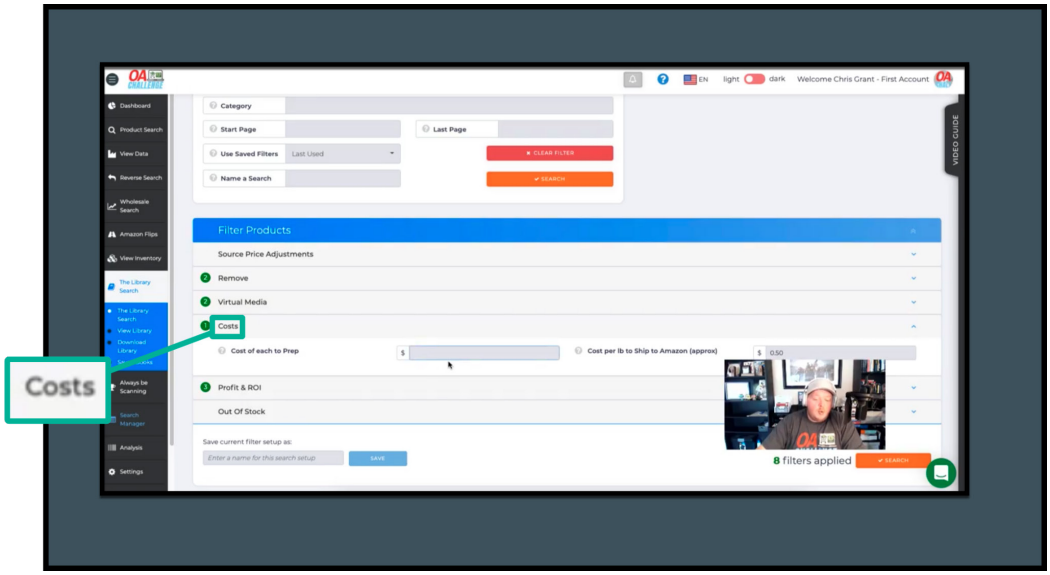
- Price
- Rank
- Publishing Year
- Buy Box Price

Virtual Media



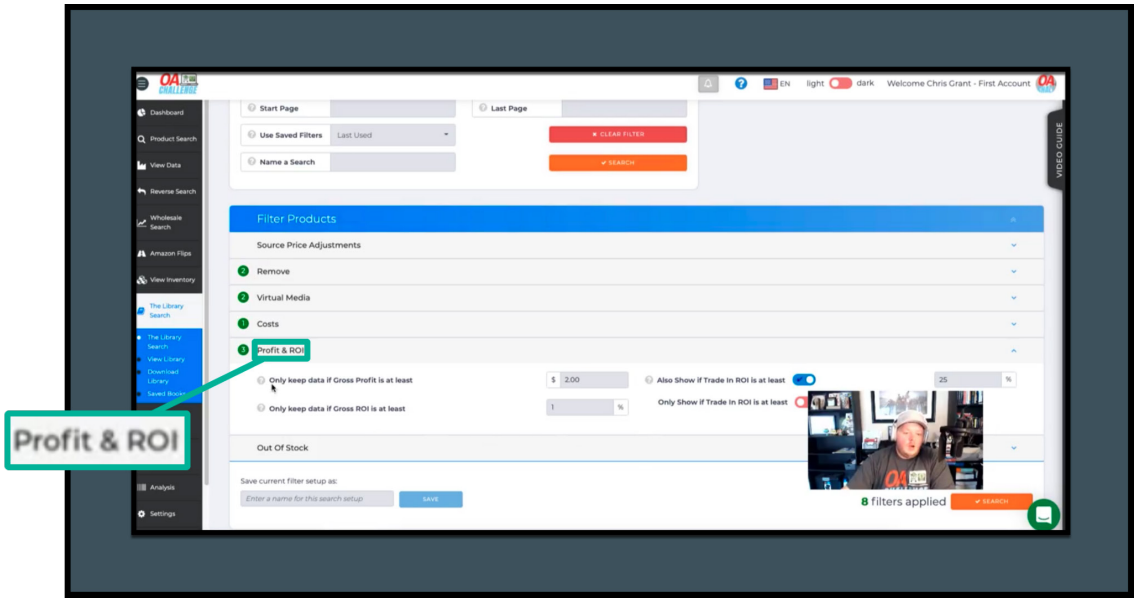
This section will create a virtual product that will calculate the ROI of an actual item. You can use this for both old and new books. These numbers will appear in the "View Data" section.

Costs



This filter will be very similar to other cost filters that we have seen so far in this program. You will need to state the cost to prep each individual book, as well as the cost to ship it to Amazon. As always, get these numbers as accurate as possible.

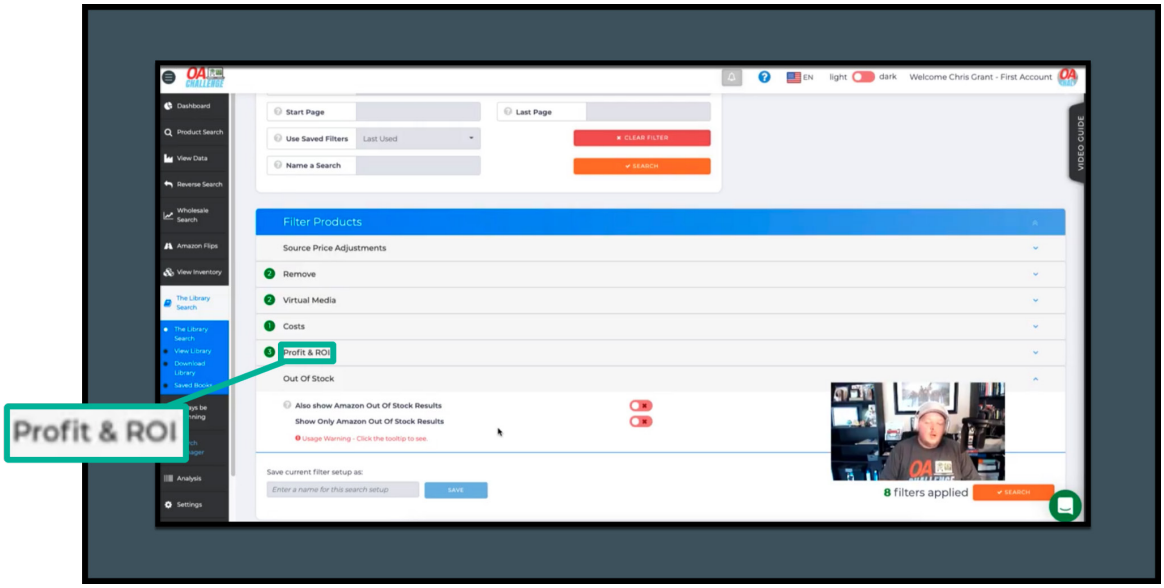
Profit & ROI



This section behaves just like the standard searches, and the same rules apply. However, one major difference is that you can use this filter to show/remove books depending on their trade-in ROI.

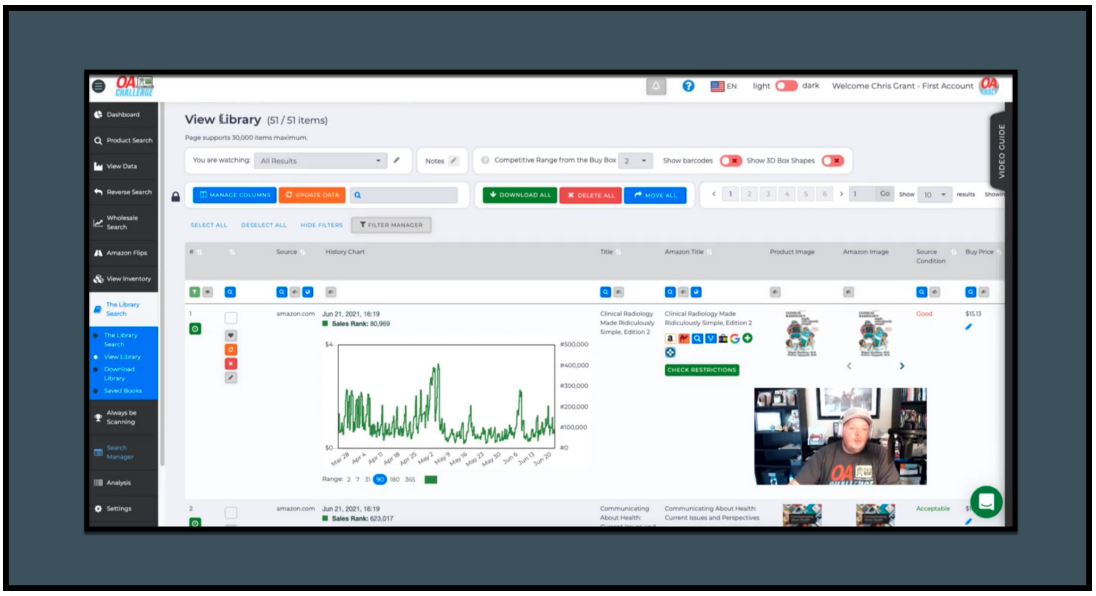
A "Trade-In" is when you give a book, in this case, to Amazon in exchange for credit that you can only spend on Amazon. If done right, you can use this technique to earn easy money that you could use either for future purchases later.

Out of Stock

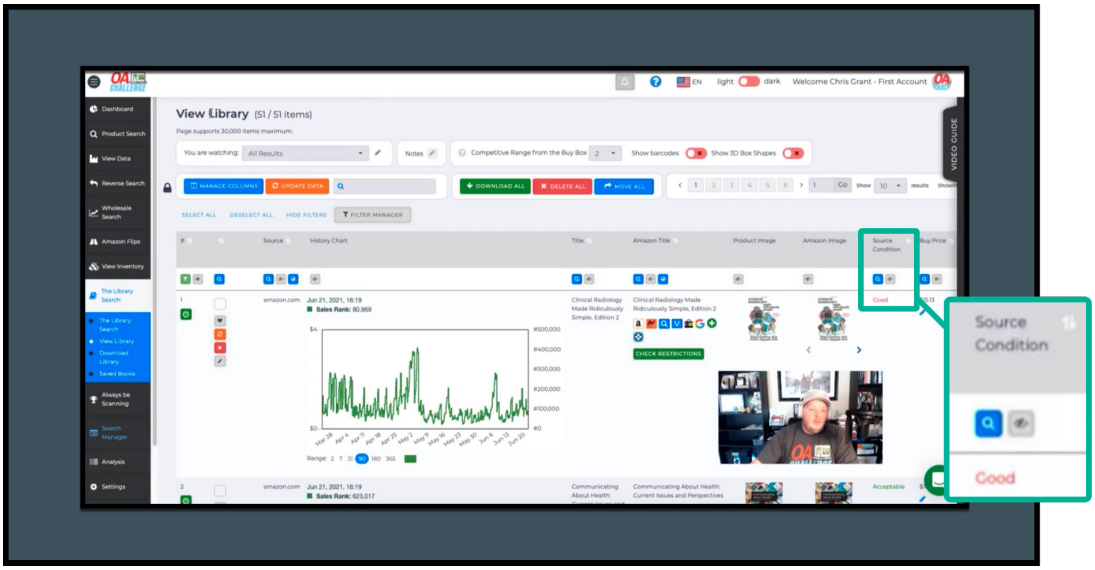


You also have the option to show out of stock results for both 3rd Party Sellers as well as Amazon. This is useful when planning your next purchase and see what is a good selling book.

LIBRARY VIEW DATA



The "View Data" page is a relative constant in Tactical Arbitrage, so there is little to be said about it at this point since we already discussed it on Day 4. The only difference is that there will be a column dedicated to describing what condition the book is in.



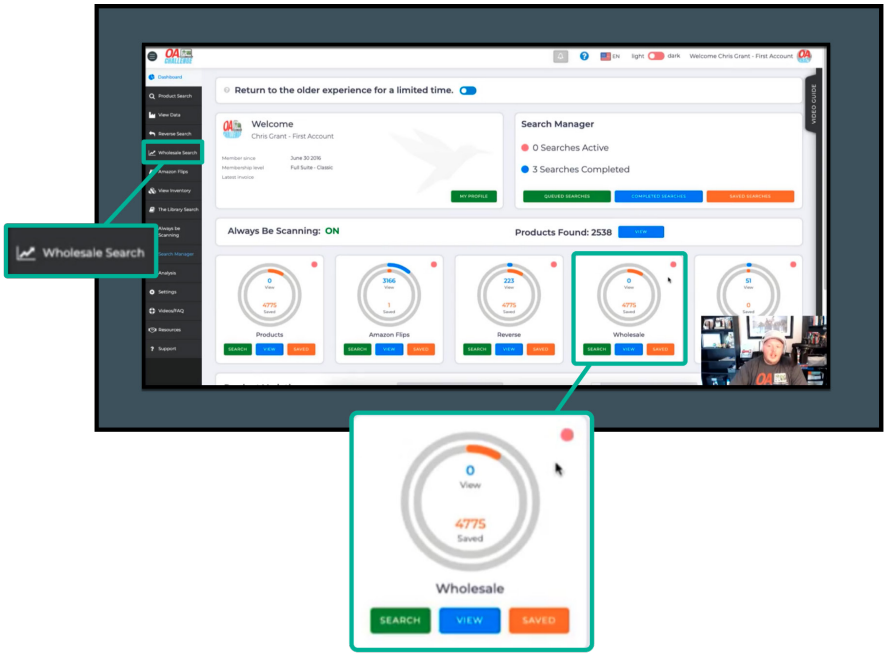
This is important to know, especially when you are selling used copies. The condition of the book is critical when figuring out how much you will be able to sell them for on Amazon.

Part 11

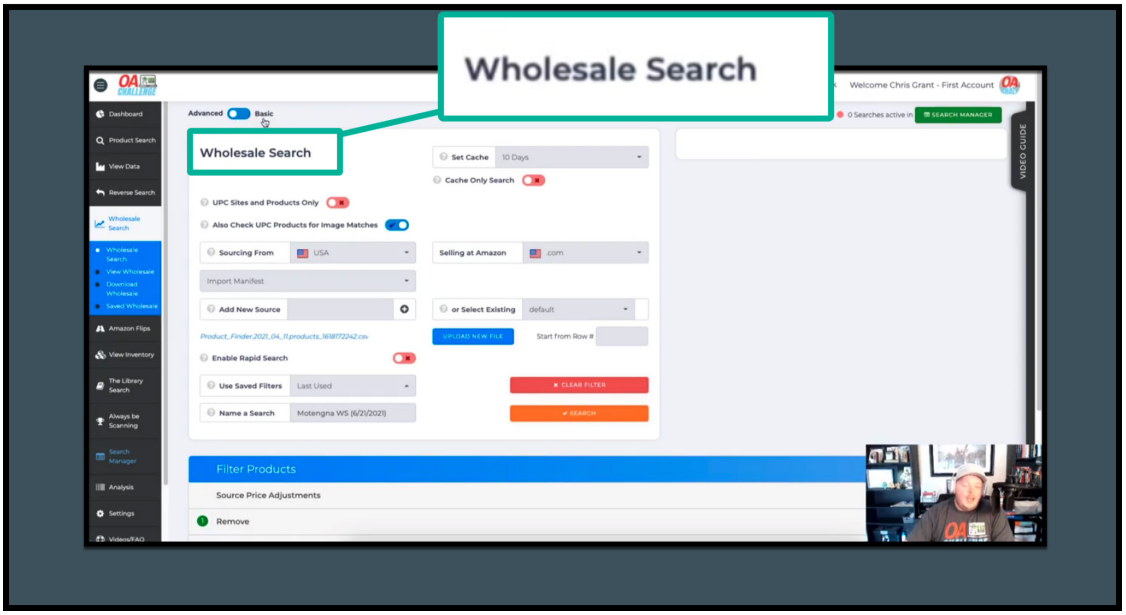
Wholesale Search

In this chapter, we will be talking about wholesale. This feature is used to compare your wholesale market to that of Amazon's, as well as lookup potential distributors that you could partner with.

In regards to locating the search generator, you will be able to find it in the Gauges as well as in the side menu.

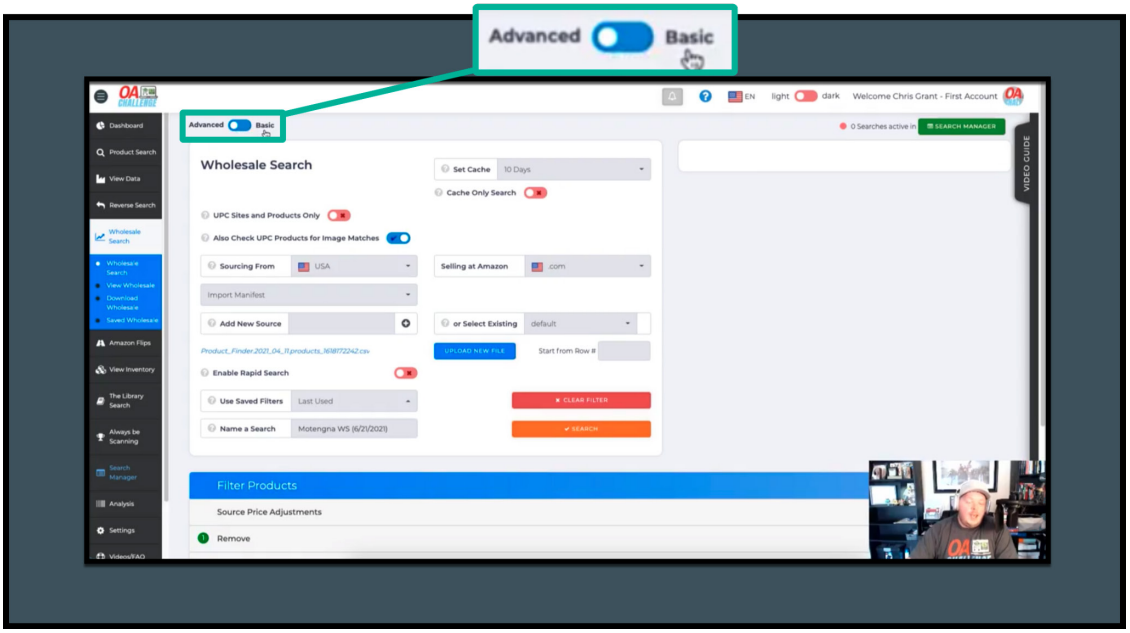


WHOLESALE SEARCH CREATION



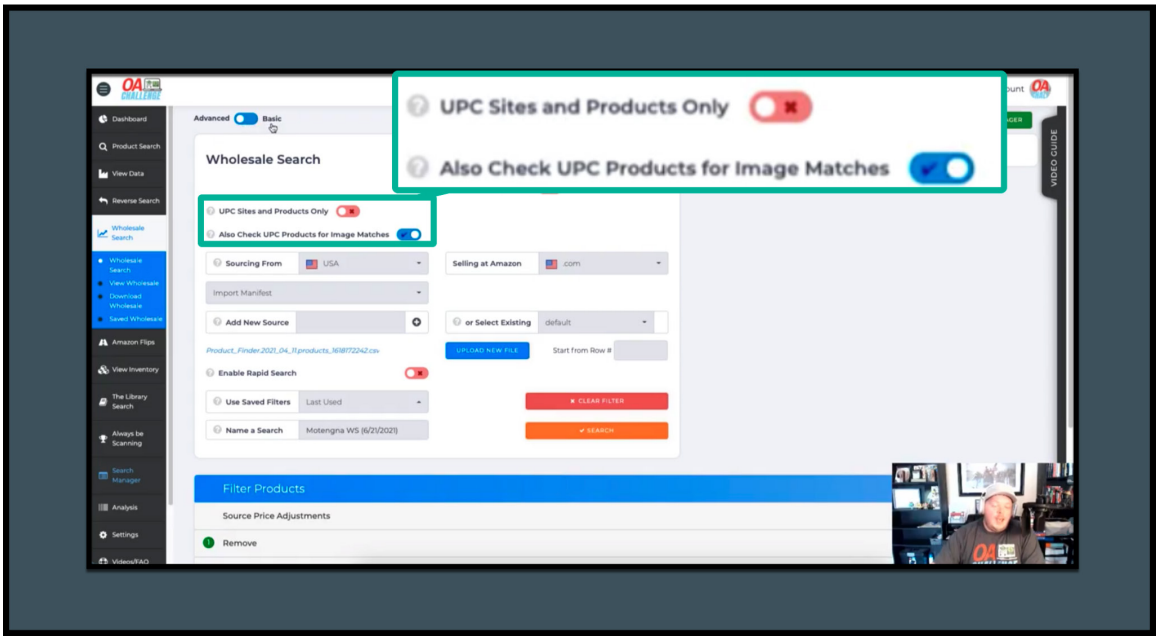
As always, you will be able to toggle between "Advanced" and "Basic" modes.

Toggle Advanced Search



Like always, I recommend that you use "Advanced" mode, as you will have way more features at your disposal than with Basic.

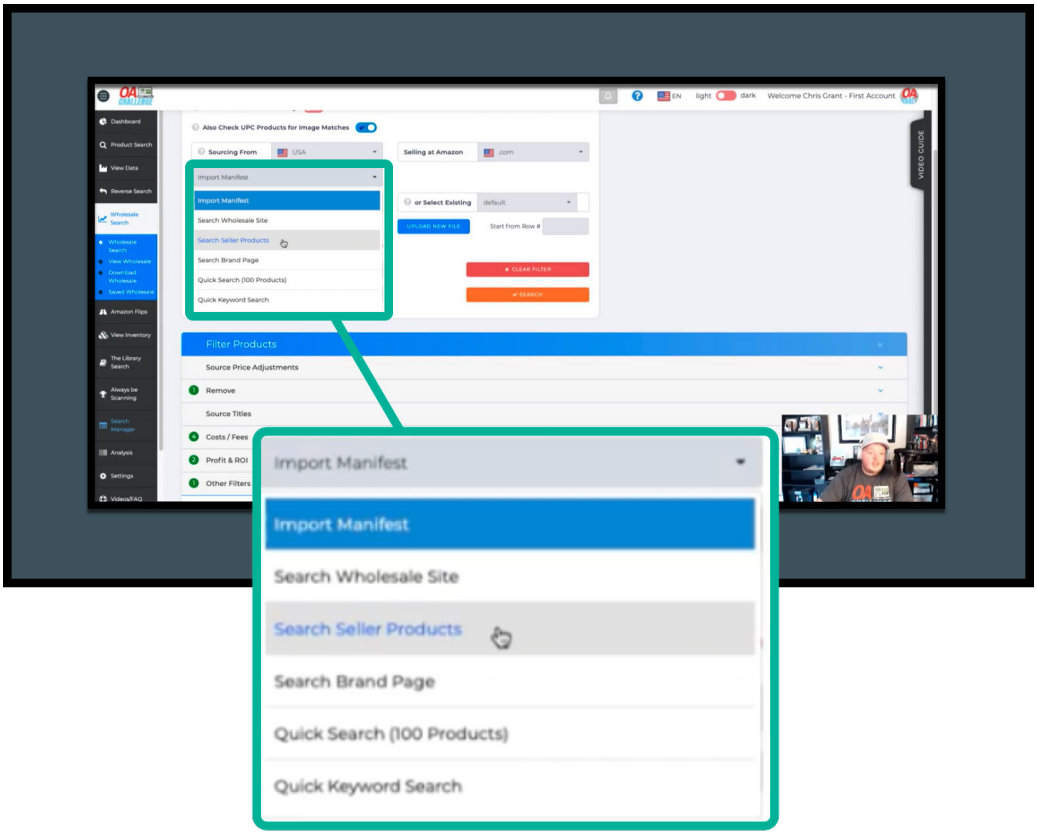
Toggle UPC Settings



I like to leave the first one off because it only works against me by narrowing my search when the whole point of this type of scan is to cast as wide of a net as possible. That being said, I like to activate image matches as that will help you find even more valid results.

Import Manifest

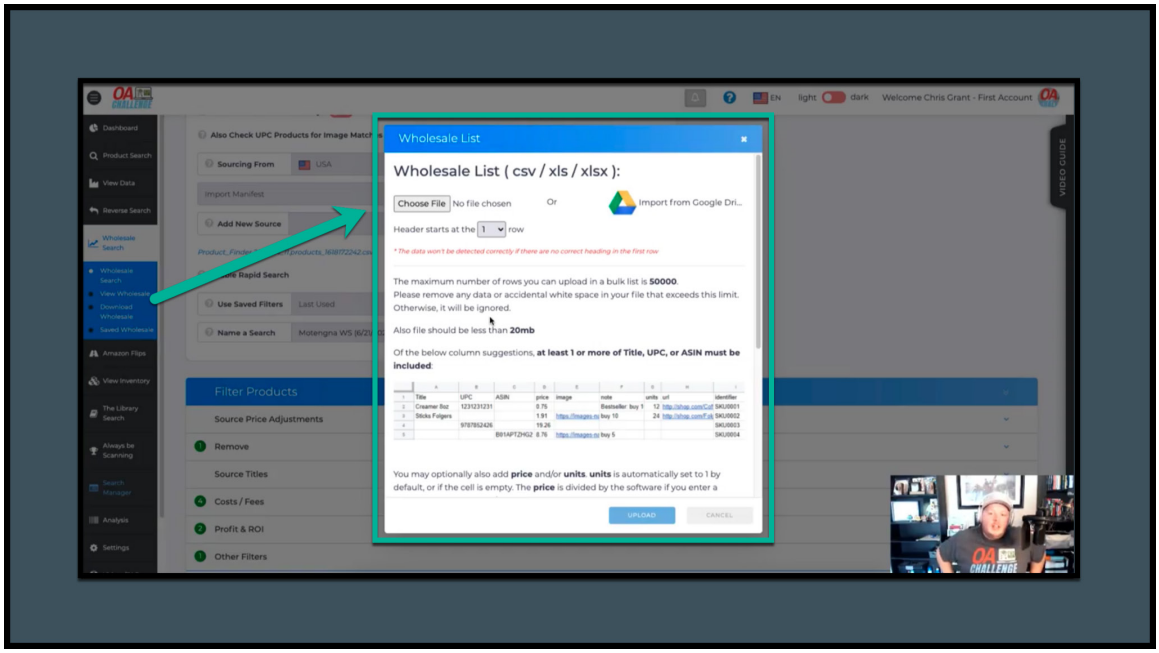
Another important feature unique to wholesale search is the function of uploading the manifests.



With this tool, you can command TA to change the way you look up wholesalers. With it, you can:

- Search Wholesale Site
- Search Seller Products
- Search Brand Page
- Quick Search (Up to 100 Products)
- Quick Keyword Search

If you want to upload a Manifest, you're going to need to have that manifest list ahead of time and add that new source site. You will be prompted to add the wholesale list much like a bulk list, though slightly different.

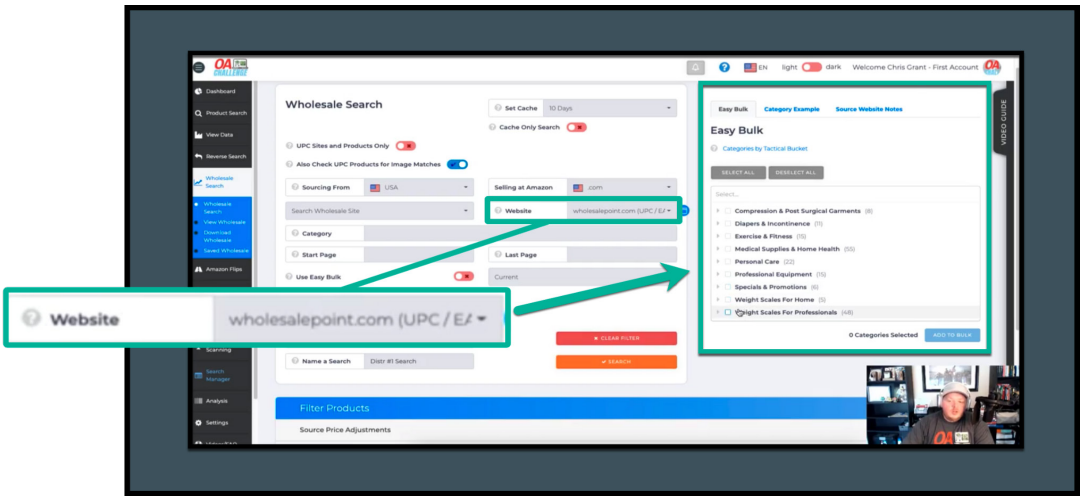


There will be additional instructions shown when uploading these wholesale lists.

Important Reminders for Uploading Your Wholesale Lists

- You must specify where the data table starts.
- Your list can hold a maximum of 50,000 rows; anything past that is gonna get ignored by the software.
- Your file should take up less than 20 megabytes of space; otherwise, TA will have trouble uploading it properly.
- Each Row must have a Title, UPC, or ASIN included.
- You can attach supplementary information such as images, notes, unit count, and other identifiers.
- The title shouldn't contain commas or other special characters.

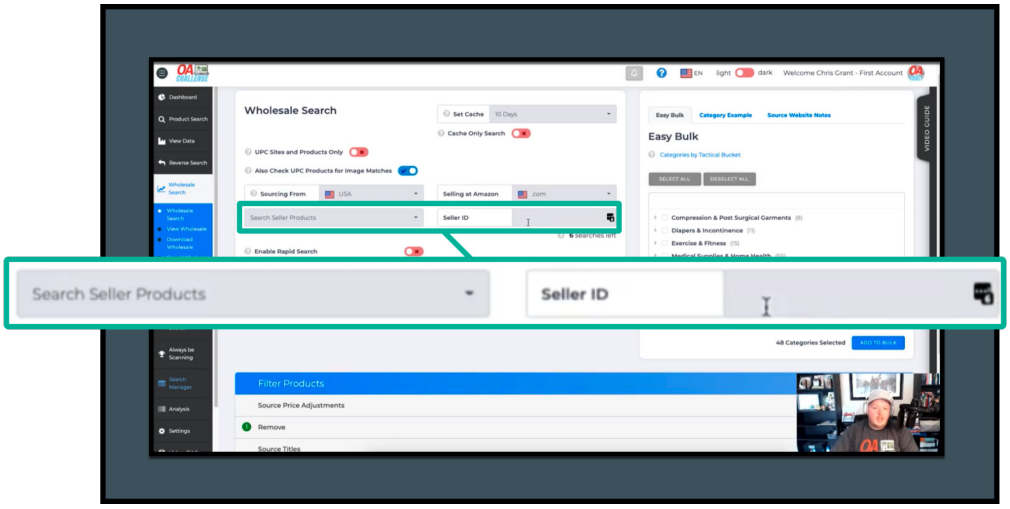
Search Wholesale Site



This feature will require Tactical Bucket to use, as that is the only way to receive the website URLs for your custom searches. You can select from the wholesale websites that you received through Tactical Bucket and run a custom easy bulk search.

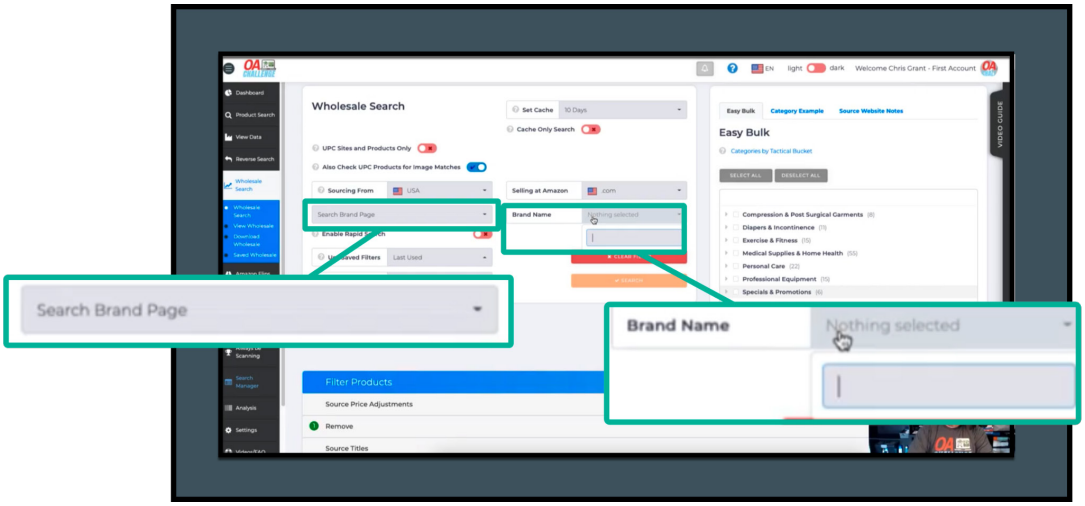
The creator of Tactical Bucket, a Mad Genius named Javier, is one of the greatest tech heads that I have ever worked with.

Search Seller Products



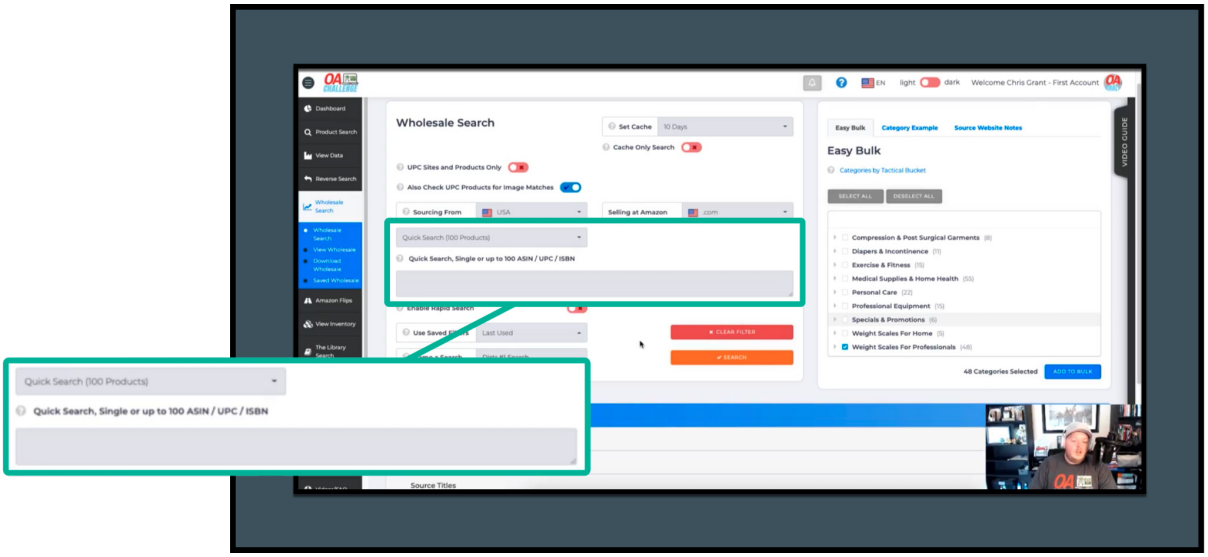
With this section, we can upload any seller IDs and then see what specific wholesale items a specific seller, partner, or competitor.

Search Brand Page



This feature will let you look up items according to their specific brand. This is a great way to analyze potential companies and distributors that may consider partnering with you.

Quick Search (100 Products)

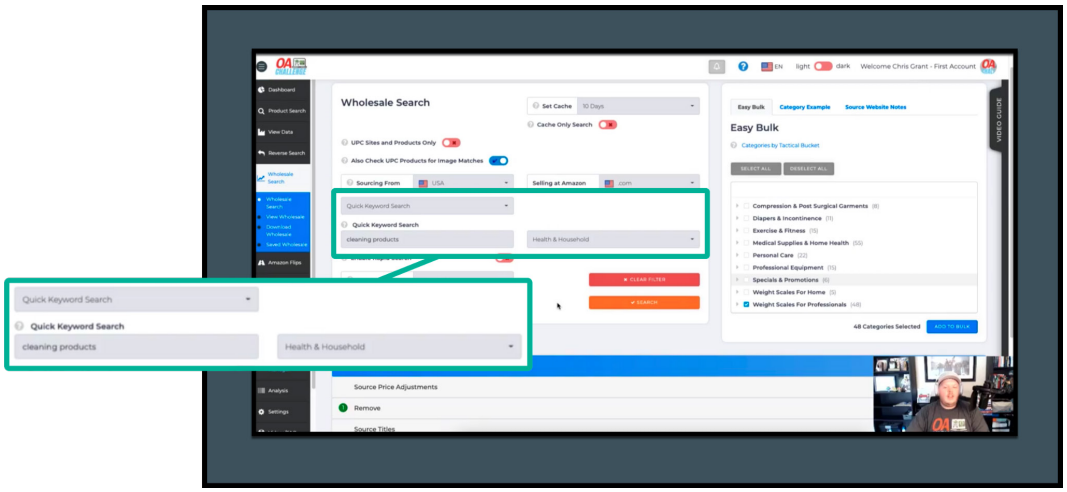


This feature lets you upload a small number of specific ASINs or UPCs that you wish to analyze.

Like I have said in previous chapters, I believe that this tool is a waste of Tactical

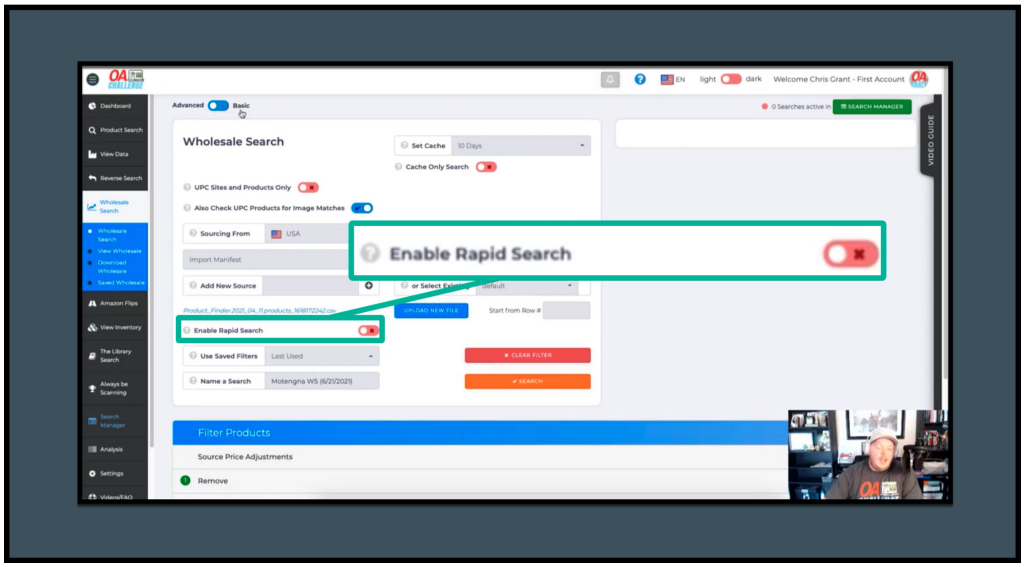
Arbitrage's full capabilities. You are able to upload tens of thousands of ASINs with the snap of your finger, and just uploading a couple is just a waste of your time as well as the software's capabilities. However, if you only need to look at a select number of ASINs, then this is an ok feature to use for that purpose.

Quick Keyword Search



We can use this tool to lookup ASINs that match with specific Keywords and subcategories. From there, you can also add two more levels of categories.

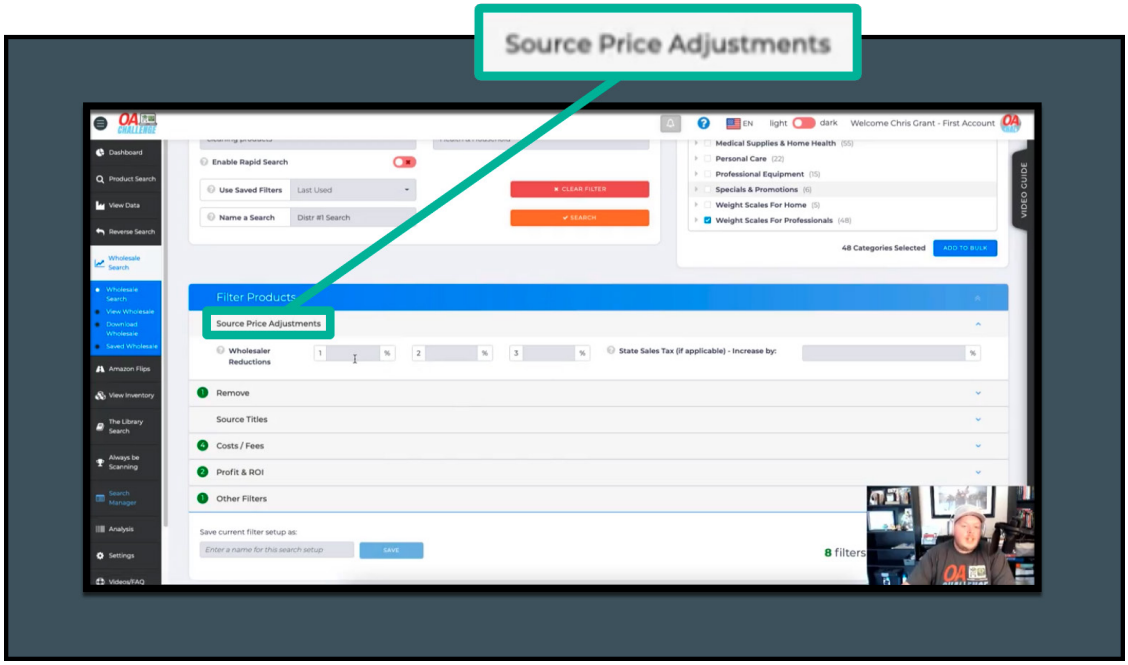
Enable Rapid Search



This feature will pause all of your other searches as well as limit each product search to one ASIN. I am a fan of speed, but I am a bigger fan of thoroughness. It saves you time at the expense of your overall yield, so use it sparingly.

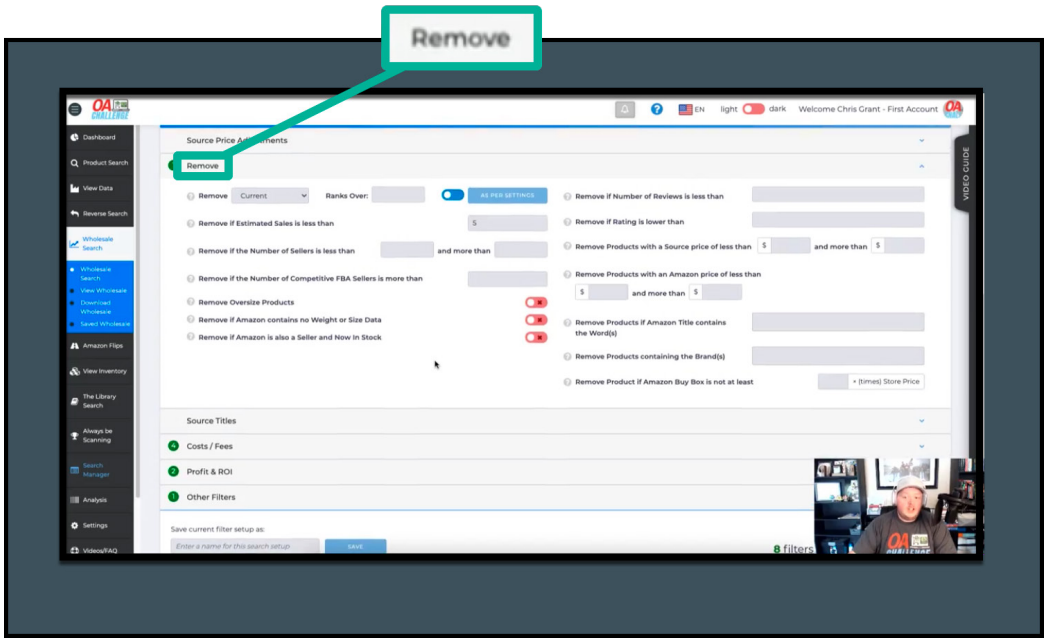
FILTER PRODUCTS

Source Price Adjustments



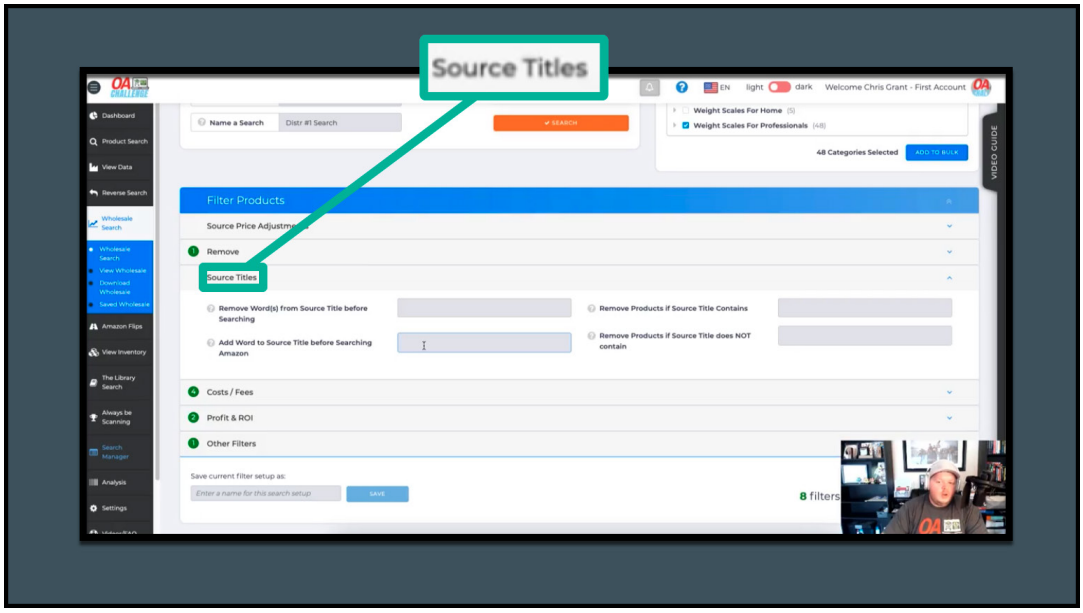
Here is where you will be declaring any discounts, promotions, or deals that you can claim from your Wholesaler. You can also declare any sales tax you may have to pay, but you typically won't need to worry about that in most cases.

Remove



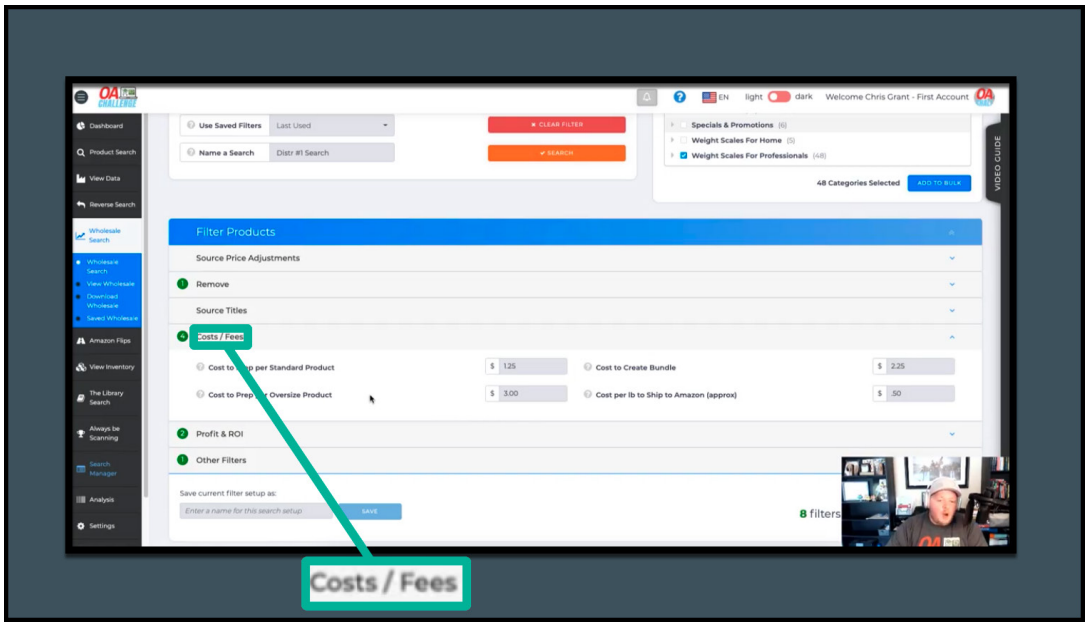
This filter will behave much like a product or reverse search. Again, always try to give yourself as much wiggle room as possible when it comes to the remove section. Just because it appears on your list doesn't mean that you need to buy it.

Source Titles



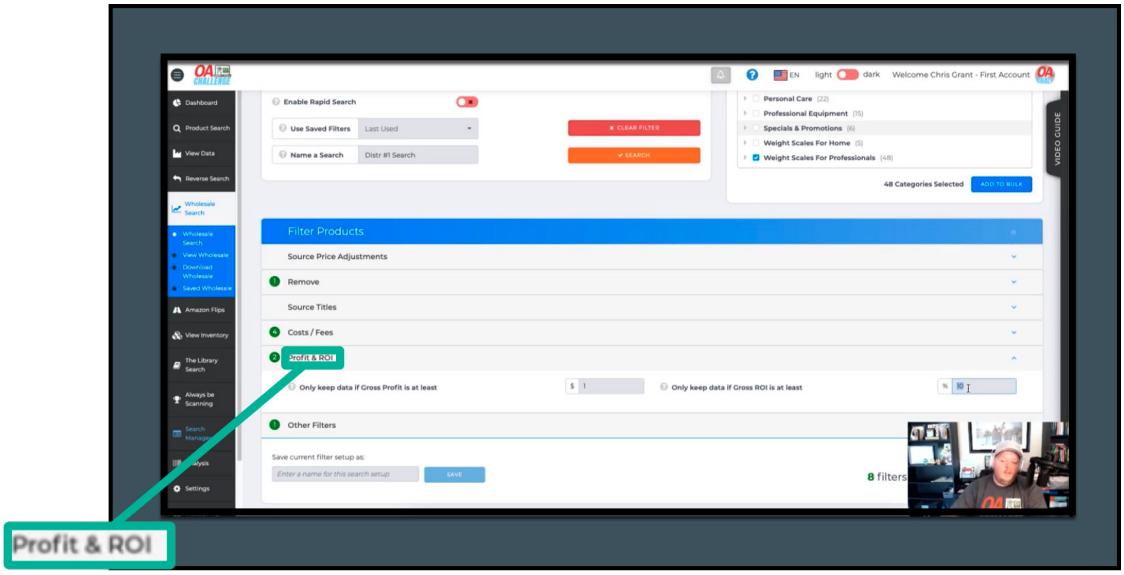
We can use this to not only edit the wording of our results but also remove an item if it does (or does not) contain specific words. Use this section sparingly.

Costs / Fees



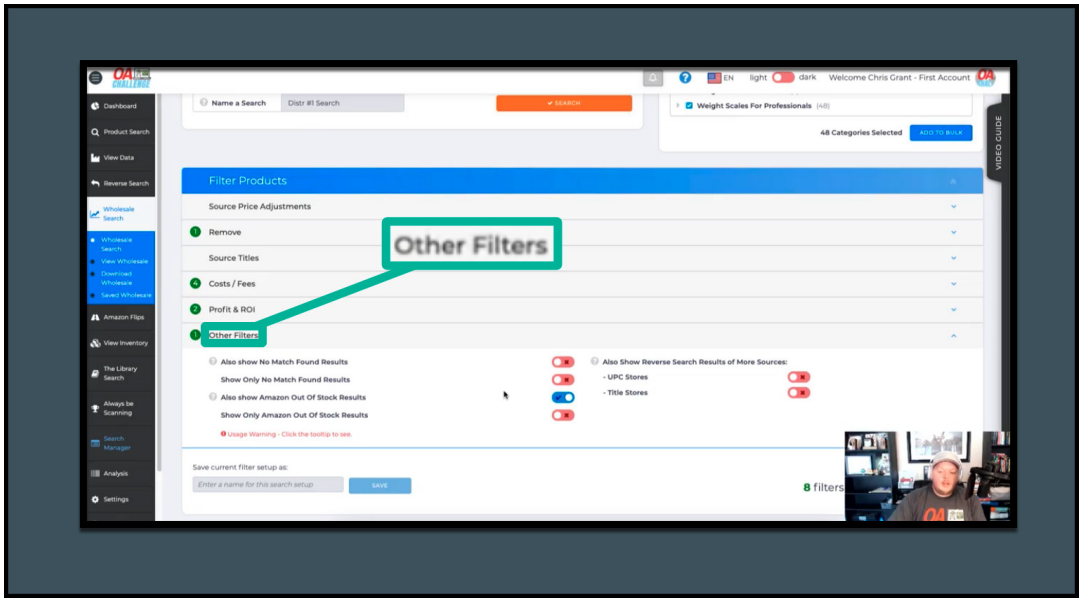
This one is critical to get correct, especially in wholesale. You should declare your prep and shipping costs as accurately as possible. This will be used in calculations for Profit and ROI, and the worst-case scenario is you get a faulty metric on an Item and then end up taking a loss on a misguided product.

Profit & ROI



Always keep a wide berth when it comes to setting the filters for Profit and ROI. Just like with Product and Reverse Search, you need to avoid wasting time by chasing non-existent ASINs that generate 500% ROI.

Other



The "Other Filters" section will behave the same way it does in the other scans. I always like to show Amazon out-of-stock results because it is a good way to see if there are any opportunities to sell an Amazon exclusive item that has come out of stock.

Now, We Will Save and Run the Search.

The "View Data" Section will look exactly like every single one that we have looked at in the past. As always, your job will be too scan your list for the profitable ASINs and UPCs. The next step after collecting your list of ASINs and UPCs will be to contact your distributor and purchase your desired stock. After that, you can then sell on Amazon.

Part 12

Tactical Expander & Tactical Expander Lite

In this chapter, we will be talking about Tactical Expander as well as Tactical Expander Lite. They both have similar names but they can end up being quite different.

TACTICAL EXPANDER LITE

Lite is now what "Storefront Stalker Pro" used to be. It got a new name and a serious upgrade, Just like how Steve Rogers got injected with the super-soldier serum and was reborn as Captain America. If you had purchased Storefront Stalker Pro in the past, you will get an automatic transfer to TE Lite.

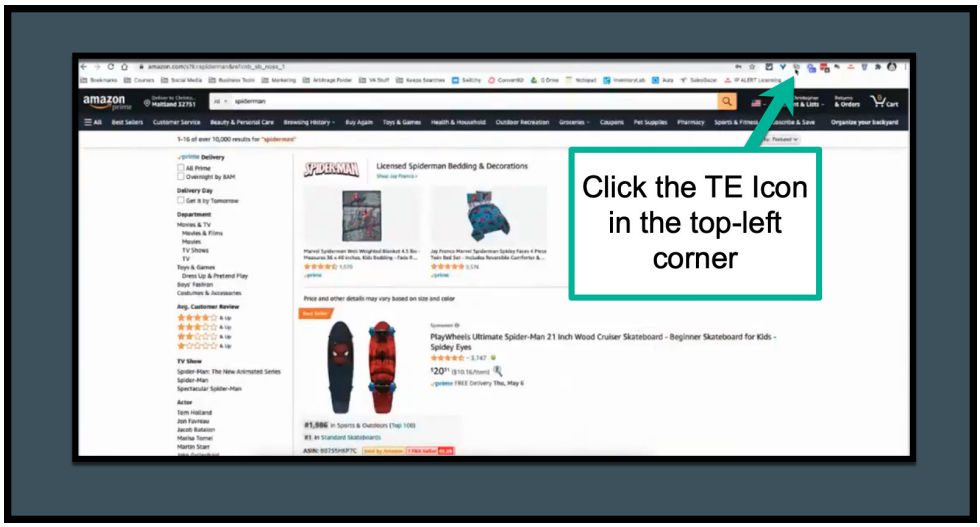
What it does is find and grab ASINs from Amazon as you peruse the site.

To Purchase TE Lite, Click the Link Here, or Scan the QR Code Below:

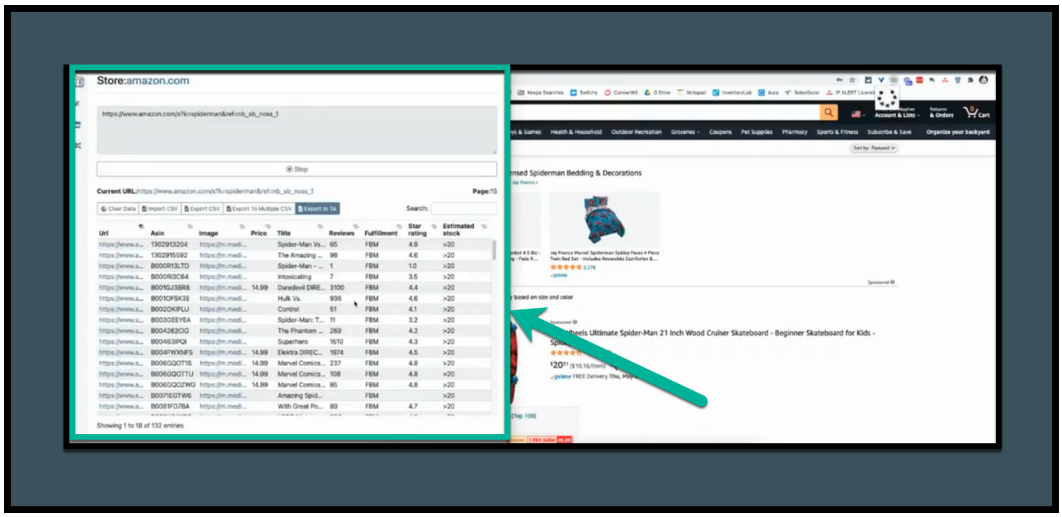
SCAN ME

Category Search

First, let's lookup ASINs by category on Amazon. I will look up the phrase "Spider-Man" and that will take me to the Spider-Man category of Amazon.



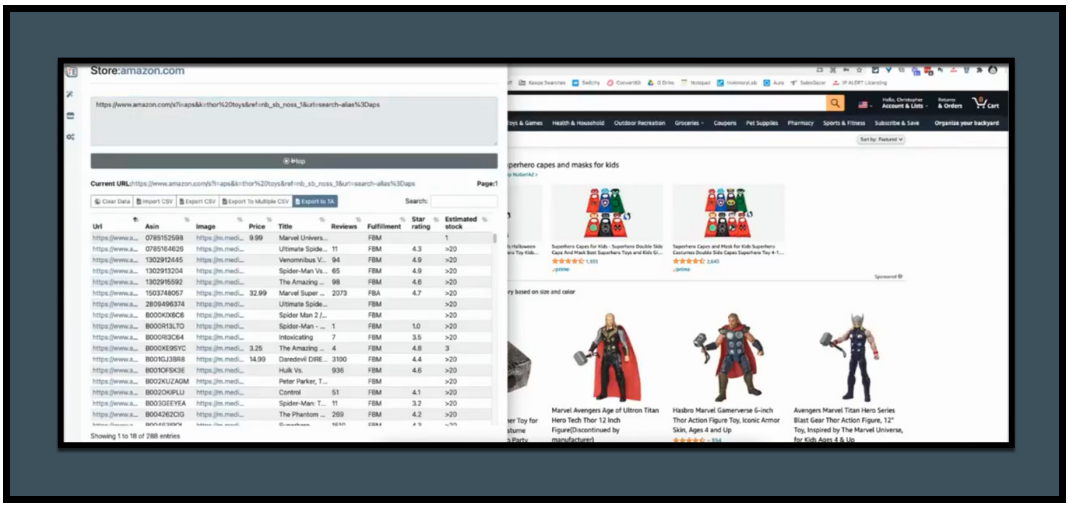
From here, when you click the TE Lite button, you will be able to run a quick search of this Amazon URL.



As you can see, TE Lite has scanned every ASIN belonging to this Amazon URL and has provided a data table with important information. That data can be exported to Tactical Arbitrage as a CSV or Excel Sheet.

Adding ASIN Categories

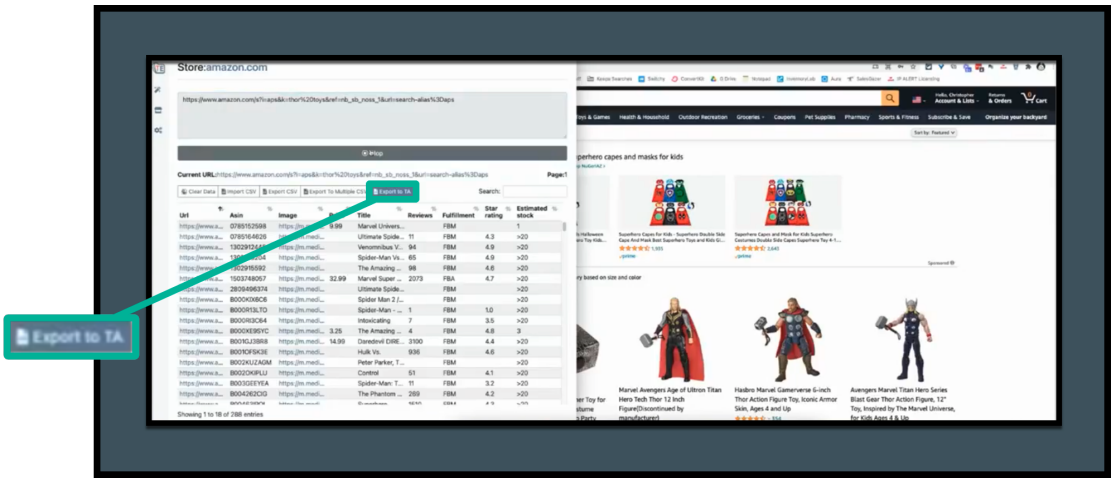
Now let's mix things up and look up "thor toys" in Amazon and add that URL to the TE Lite Scan.



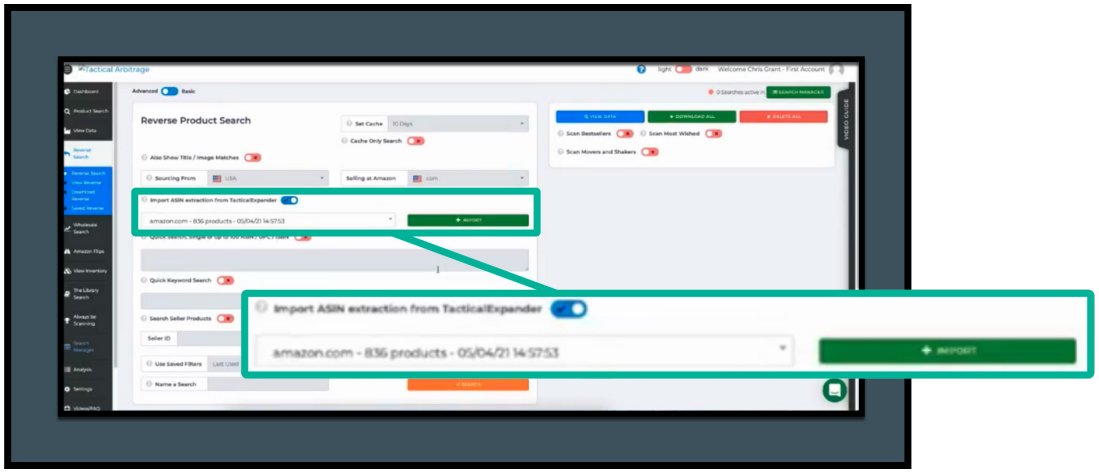
That will add those ASINs to the List. We can do this over and over again until we have the list that we want. From there, we can send this information over to Tactical Arbitrage.

Exporting to TA for Reverse Search

By pressing this button within Tactical Expander, you can upload your list to TA. From there, you will be able to run a Reverse Search on all of the ASINs that you have collected.



Moving over to Tactical Arbitrage, you can go to the Reverse Search page and import your list into the reverse search.



Keep in mind, however, that you will only have access to this feature if you own a license for TE. You can upload up to 25,000 ASINs. I like to run scans of up to 15,000 ASINs to be safe, but don't be afraid to time out on a scan. You can always resume a new scan where you left off with the last one.

Also, keep in mind that exports will self-delete within 24 hours. I like to save any good lists that I find in the form of multiple CSVs. From there, you can keep them in your folder and upload them to TA at my leisure.

TACTICAL EXPANDER FULL

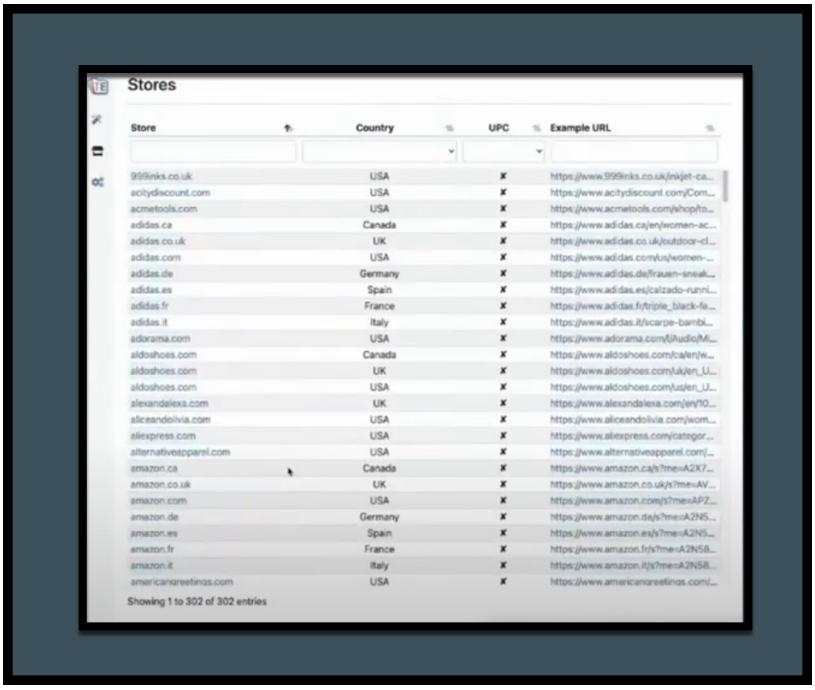
What Tactical Expander (Full) does is it has all the features of TE Lite but with bonus features, which helps to make the full mode a very useful tool.

It has a select, ever-growing list of 3rd party sites (outside of Amazon) that collects ASINs for you that you can then run through Tactical Arbitrage.

To Purchase Tactical Expander Full, Click the Link Here, or Scan the QR Code Below:

TE Full and It's Legion of URLs

What you will immediately notice is how you are given a massive list of URLs that are supported by Tactical Expander Full.

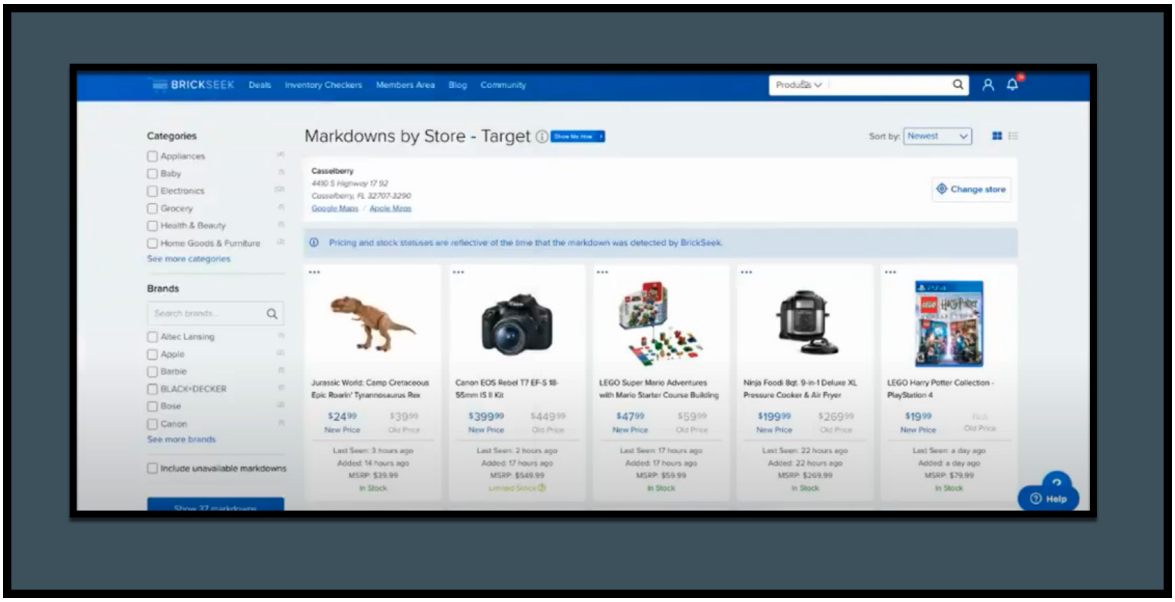


It is organized by country and alphabetical order of the store names. You can manually search the URL you wish to analyze or simply cycle through your filters until you find ones you want to try out.

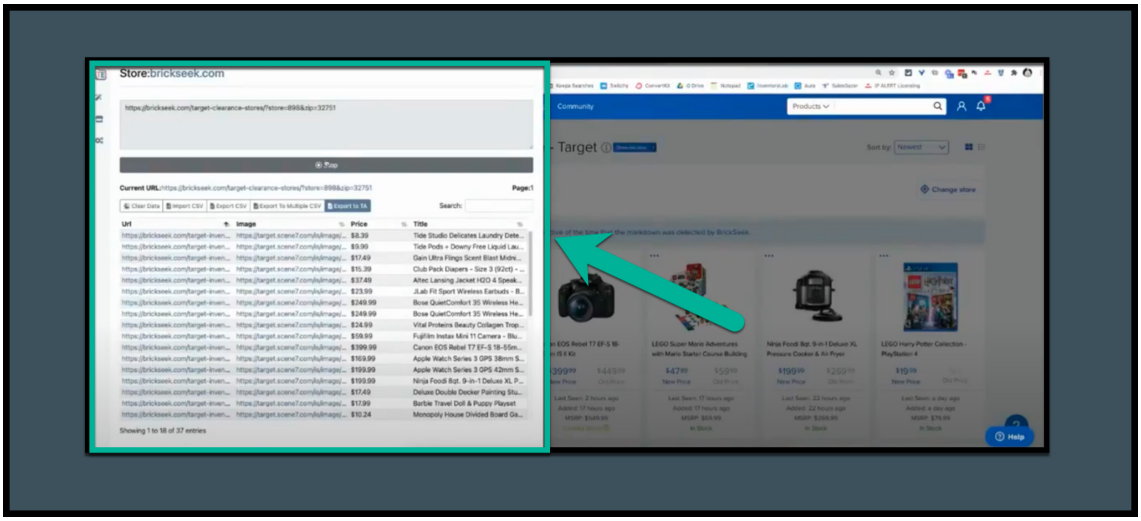
You can access this by either purchasing the Tactical Bucket Godmode extension or making a one time purchase of Tactical Expander Full for a one-time purchase. Keep in mind, that these stores cannot have X-paths created for them, so keep that in mind when considering your purchase.

Let's Walk Through an Example

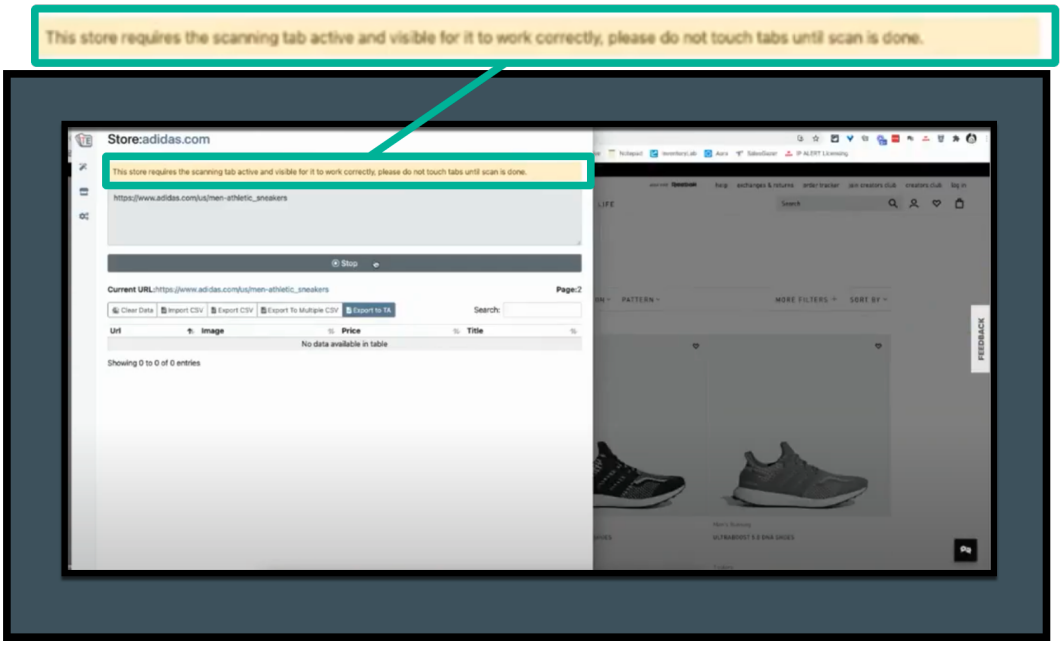
For this example, we will look at Target markdowns on Brickseek.



Click the TE full icon in the top right corner and run the URL to grab any ASINs that it can.



From here you can upload it into TA. Running Tactical Expander through Brickseek is a great way to run reverse searches on your local retailers and businesses. With some scans, you will see a yellow warning when you run the scan.



This says that:

"The store requires the scanning tab active and visible for it to work correctly, please do not touch tabs until scan is done."

That means that when this scan is running, you need to keep your hands off of the computer until the process is complete. That means waiting until either the warning goes away or until you manually press "STOP" and halt the scan.

The Tactical Expander is a great tool that not only expedites the sourcing process but also puts you ahead of the pack when sourcing online.

What's Next?

Congratulations on finishing the Tactical Arbitrage Playbook. If you're looking for even more ways to improve your Amazon selling, check out the following resources.

FBA Today Facebook Group - A free community managed by Nate and Christopher of over 50,000 other like minded sellers.

Tactical Arbitrage Academy - A virtual training program that dives deeper into Tactical Arbitrage and how to get the most out of it.

OAChallenge.com - A 14 day program hosted by Christopher Grant that teaches you the 80/20 of selling with online arbitrage. These are hosted live (virtually) 3-4x per year but you can also purchase the replays of the latest sessions at any time.

EntreResource.com - Nate's Blog

Cleartheshelf.com - Christopher's Blog

Clear the Shelf YouTube - Christopher's YouTube Channel

And don't forget to claim your free Tactical Arbitrage extended trial with code **OAC14DAY** at checkout!

You can access all of these any time by scanning the link below!

Happy selling,

Nate + Christopher

SCAN TO SEE OUR OTHER STUFF!