

Subject line options:

1. 87% of "perfect products" fail (here's why)
2. Product research is killing your Amazon business
3. Stanford study: why 87% of Amazon sellers fail

Three weeks.

That's how long most new Amazon sellers spend hunting for the "perfect product" [Firstname].

Three weeks of:

Scrolling through endless Jungle Scout reports...

Analyzing profit margins down to the penny...

Obsessing over competition levels...

And then?

They finally launch.

And... crickets.

Because here's what nobody tells you:

Stanford just released a study that's making every "product research guru" sweat bullets.

87% of "perfect products" fail within 6 months.

Not because the product was bad.

But because the seller couldn't SELL.

Wait, [FirstName]...

If product research is the "secret"... why do perfect products keep failing?

Here's what the data actually shows:

The average successful Amazon seller makes \$147k per year with products that have TONS of competition.

They're not winning because they found some magical unicorn niche.

They're winning because they know how to MARKET.

Think about it...

You could spend 6 weeks finding the "perfect product"...

But if you can't write a listing that converts...

Or run ads that actually work...

That product's just gonna sit there collecting dust.

Meanwhile, someone else launches in a "saturated market" and crushes it.

Why?

Product pickers lose. Marketers win.

I've worked with 847 Amazon sellers.

The best product pickers? Half quit.

The best marketers? They succeed with ANYTHING.

Like my student Jenny.

Everyone said yoga mats were "too saturated."

She launched anyway.

Did \$43k her first month.

Revolutionary product? Nope. Just another yoga mat.

But her marketing? That made all the difference.

So here's my question [FirstName]:

Would you rather spend another month hunting for the "perfect product"...

Or learn how to SELL whatever you choose?

Because one path leads to analysis paralysis...

And the other leads to actual sales.

If you're ready to stop obsessing over product research and start learning how to actually MARKET on Amazon...

Join Amazon Authority Accelerator before the 60% discount ends at midnight tonight.
Click here to get the marketing system that actually works >>

To your success,

[Signature]

P.S. Jenny's yoga mats weren't special. Her marketing was. That's the difference between sellers who think and sellers who bank.