Helium 10 Product Research Method Overview

Finding Product Ideas - Keyword & Product Theory

Key Takeaways:

• This Helium 10 research method gives you full flexibility when choosing keywords and

niche.

• Black Box is Helium 10's product research tool. Black Box is unique because it allows

you to filter by keywords in a product title.

• Cerebro allows you to reverse ASIN search. This allows you to see which keywords

listings are optimized for.

• Magnet is a keyword research tool that allows you to see similar keywords within a

nitch.

Action Steps:

1. Navigate to Black Box, pick your criteria and give it some keywords.

2. Sort monthly revenue by highest to lowest - this allows you to see high revenue listings

with your keywords.

3. Find a promising product and insert its ASIN into Cerebro to do a reverse search.

4. Find a high volume keyword and check if other Amazon listings are optimized for it.

5. Take your high volume keyword and put it into Magnet to discover other products in the

niche.

6. Find room for innovation and differentiation.