

Finding Your Tripwire Items - Process Map

This process map details how to find a tripwire product for your micro-subscription funnel. Please read the entire document, the accompanying checklist and watch the tutorial video before proceeding.

[Click Here To Download The Tripwire Checklist](#)

[Click Here To Watch The Process Map Video](#)

Step 1. Go to www.AliExpress.com and search for your primary market. As an example, if you're selling something in the dog market, type in "dogs." Sort by most orders and make note of what the most popular items are. We're doing this to see (without any filters) what the most popular items are. This gives us an idea of what the best selling items are in general.

Tip: Using the search "autocomplete" feature works well to find items. Type in your primary search term, press space and wait a second for AliExpress to suggest items based on the most popular searches.

Step 2. In the "Price:" field set the maximum price to \$3. This price filter will remove anything outside of your price range. Note: This does not include shipping. So you may want to reduce the maximum price to \$2 if you're finding shipping costs are too high. Click the "search" button again to filter out everything too expensive to work as a tripwire. This tells us what the best selling items are within our price range.

Step 3. Switch back and forth between "Best match" and "Orders" to find items that have sold hundreds (or thousands) of units. Save the URL in a separate browser. This will show us the most popular products by units ordered as well as the most popular products based on your market. At this point you should start seeing items pop up more than once (ie: Same item in Step 1. Step 2 and Step 3).

Step 4. Choose 3-5 different products and save the URL for future reference. We're going to try and find less expensive versions of those products.

Step 5. Pick one of the 5 products you've saved in the previous step, copy the title of the listing and search for the listing. Keeping the same \$3 price filter, sort by price and see if you can find the least expensive (including shipping) seller of that product.

SUBSCRIPTION SCHOOL

Keep searching until you find a vendor with a lower price as well as a high volume of sales and reviews. Write down the URL new “lowest priced” version of that product.

Step 6. Open up the product listing. Make sure the store has been around for at least 6 months and has a high quality score (4.5 / 5 or higher). Make sure the vendor has sold a significant number of units. The higher the better. Make sure the vendor has enough inventory available (50-100) minimum to fulfill immediate orders. See if vendor offers tracked shipping & free shipping. If tracked shipping is available, is it within your budget to use that? Ie: Will you be able to ship the product out (with tracked shipping) for less than \$4. If tracked shipping is too expensive, that's ok, but whenever possible try to use tracked shipping as it's faster and more reliable.

Step 7. Look at the product reviews. Are customers happy? Does the product look like it's good quality (based on customer provided photos). Are orders being received within a reasonable amount of time (less than 3 weeks). Go through multiple pages to make sure you'll be drop shipping a high quality product.

If after going through all these steps your product still passes, then save the URL for future use. Repeat this process until you've got 2-3 different products to test. If you're having trouble finding items, use the “Tripwire Checklist” which includes multiple ideas for products that may not appear in search results otherwise.