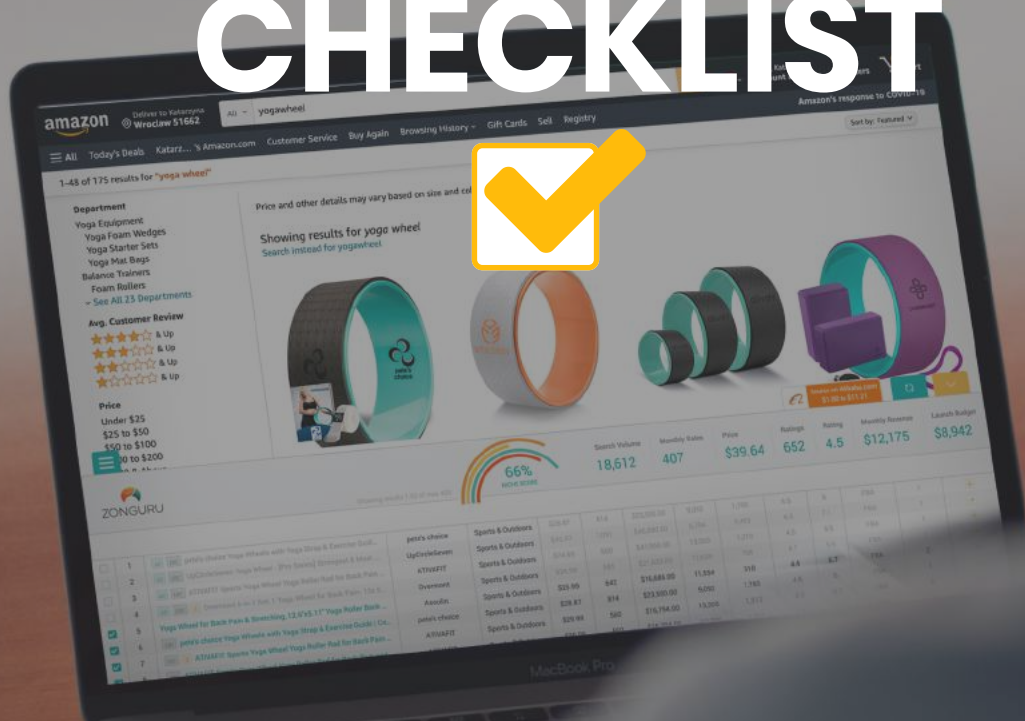


AMAZON FBA CHECKLIST



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**EVERY STEP YOU NEED
TO TAKE FROM GROUND ZERO
TO LAUNCHING A SUCCESSFUL
PRODUCT ON AMAZON.**



▼ Amazon Seller Account Checklist

- ☐ Personal information
- ☐ Email address
- ☐ Passport or Driver's License
- ☐ Credit Card
- ☐ EIN or SSN
- ☐ Bank account

▼ Amazon Niche Selection Checklist

- ☐ Open for new sellers
- ☐ High popularity
- ☐ Healthy average sales
- ☐ Fewer competing brands



▼ Amazon FBA Product Research Checklist

- ☐ FBA eligible
- ☐ Price range above \$20
- ☐ Primary KW search volume > 10,000
- ☐ At least one of the top sellers should have a BSR of less than 1000
- ☐ Minimum average monthly sales 300+ units
- ☐ At least two sellers in the top 5 should be earning \$10,000 per month
- ☐ Of the top 10 sellers, at least 50% should have monthly revenue of \$5k or more.
- ☐ Ideally, at least four sellers in the top 10 should have less than 1000 reviews
- ☐ Low average rating
- ☐ Non-seasonal
- ☐ Non-fragile
- ☐ Weight \leq 3 pounds
- ☐ Standard size
- ☐ Gross profit margin should be at least 25%
- ☐ No existing patents
- ☐ At least 40 - 50 % in the niche should be FBA sellers



▼ Amazon Seller Sourcing Checklist

- ☐ Minimum 2-year selling history
- ☐ Gold badge, having three gems at least
- ☐ Trade assurance
- ☐ 80% response rate or higher
- ☐ Minimum review rating of 4

▼ Amazon Store Name Checklist

- ☐ Easy to remember
- ☐ Professional
- ☐ Evergreen
- ☐ Catchy
- ☐ Short and simple
- ☐ Positive
- ☐ Available for use and not already taken

▼ Amazon Brand Name Protection Checklist

- ☐ Trademark registration through IP accelerator program
- ☐ Brand registry



▼ Amazon FBA Product Listing Checklist

- ☐ Include your brand name, main keyword, pack size (if applicable), and primary features in the title
- ☐ The listing title should read natural
- ☐ Try to keep the title and bullet points under 150 and 250 characters respectively
- ☐ Avoid using claim or promotional words like guarantee, warranty, free shipping in the listing
- ☐ Clearly specify product specifications and dimensions when writing the product description
- ☐ Don't try to misguide your customers by including features or benefits that the product doesn't offer
- ☐ Avoid using one keyword multiple times
- ☐ Don't stuff keywords into your listing
- ☐ Use HTML codes to format your listing
- ☐ Fill the backend fields appropriately
- ☐ Provide high-quality images
 - ☐ Include 1x main image, 1x infographic image, 1x lifestyle image, 1x 3D image, 1x before-after image, 1x instructions image
- ☐ Use white background for the main image



▼ Amazon Launch Strategy Checklist

- ☐ Do keyword research for PPC campaigns
- ☐ Set up social media pages
- ☐ Register on coupon distribution platforms
- ☐ Learn the ins and outs of Amazon Vine and Early Reviewer Program
- ☐ Find and contact micro-influencers working in your niche
- ☐ Study your target audience social habits and the type of accounts they follow

▼ Amazon FBA Business Checklist for Daily, Weekly, and Monthly Optimization Work

- ☐ Business health checks (daily, weekly, and monthly):
 - ☐ Revenue and net margin, ACOS, and inventory levels and projections
- ☐ Product listing checks (daily, weekly, and monthly):
 - ☐ Reviews, main keyword trends, BSR, pageviews, impressions, and the ratio between those and actual conversions
- ☐ Competitor checks (monthly): Price, images, new competitors, backend keywords
- ☐ Paid media checks (monthly and weekly): Search term reports and keyword performances





CHECKED,
CONGRATS!



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