

# Getting Started with Amazon FBA Checklist

This checklist will give you a general overview of the steps you'll take to get your first product on Amazon FBA. Remember to go to Amazon's seller central for more detailed documentation about the amazon platform setup.

## Key Tip – Join a mastermind or community

There is nothing better than having a community of peers support you in this journey. They will help volumes.

### Step 1. Find a Potential Product.

- Look at top 100 on <https://www.amazon.com/Best-Sellers/zgbs>
- Less than 16 oz. or 1 pound
- Price between \$5-\$50

### Step 2. Pull Keywords from Potential Product.

- For example: “iPhone holder” “Parachute Trainer”
- Use Amazon's auto suggestion when you search

### Step 3. Validate that there is a good market for your product.

- Check Best Seller Ranking (BSR)
  - Find 3 Similar products between 500-3000
- Check Reviews
  - Less than 100 is ideal

### Step 4. Find 3-5 possible sources.

- Use <http://www.alibaba.com> for finding sources
- Request samples
- Follow intercultural business etiquette

### Step 5. Choose a manufacturer and get all the details for purchase.

- Choose someone you'll want to do business with over the long term
- Visit the factory when possible

## **Step 6. Make estimates for getting your product to Amazon's warehouse.**

- Consider expenses in addition to product cost
  - Freight
  - Shipping
  - Import/Export Tax
  - Customs Fees
  - Docking and Delivery to Amazon Warehouse
  - Register proper Tax ID for your country

## **Step 7. Open an Amazon Seller account.**

- <https://services.amazon.com>
- Get familiar with how to list your product
- Check out the seller tools
- Look at the seller education materials

## **Step 8. Setup your product listing for Amazon FBA.**

- Look at the documentation or hire someone to help
- Write good copy for your product or hire someone

## **Step 9. Market like crazy.**

- Product pictures and videos (if needed)
- Blogging
- Instagram
- Get family to buy and review
- Get friends to buy and review