

AMAZON FBA SUCCESS

Checklist



What is Amazon FBA

- ☐ Amazon FBA is Fulfilment By Amazon
- ☐ This means that you will by products, have them shipped to Amazon's warehouses, and let Amazon handle logistics
- ☐ Benefits
 - ☐ This allows companies to avoid the administrative challenge of packaging and sending
 - ☐ It means customers can buy through a service they know and trust
 - ☐ It ensures a great service for the buyer – they can also use Amazon Prime
 - ☐ It places your products on a huge distribution platform
 - ☐ It means you don't need to rent a warehouse, or store huge amounts of inventory in your home
 - ☐ You don't deal with customer complaints/returns/damaged goods

Choosing Products

- ☐ Choose a product category/type
 - ☐ Research what is selling well on Amazon
 - ☐ Think about your “buyer persona” who will buy this kind of product?
 - ☐ Consider any audience you already have access to
 - ☐ Think about size and weight
 - ☐ Consider price
 - ☐ Generally, it is easier to start with less expensive products and build up when you have confidence
 - ☐ Think about one-use products versus products that get used a lot/consumables
 - ☐ Consider a longer-term strategy based on this starting point
- ☐ Choose a product on Alibaba
 - ☐ Ideally one that offers a white-label service – get your own brand on the item
 - ☐ Consider discussing tweaking the product with them to deliver something unique
 - ☐ Calculate the Amazon fees, delivery costs, etc.
 - ☐ Workout a price and make sure you will be making a profit
 - ☐ Look at the minimum orders

The Process

- ☐ Create an Amazon Account
 - ☐ Personal or Professional?
 - ☐ Amazon India, Amazon UK, or Amazon.com?
- ☐ Create a store listing
 - ☐ Write a great product description
 - ☐ Use SEO and keywords – do your research using tools like KeywordTool
 - ☐ Use SEO in your product name, along with smart branding
 - ☐ Take amazing photos of your product
- ☐ Buy a barcode
- ☐ Get the wholesaler to send attach the barcode and place your items in packaging. Then they can send the product to your freight forwarder OR:
 - ☐ OPTIONAL: Involve contract packaging companies to handle the packaging for your individual items
- ☐ Get freight forwarding to deliver your products to the country where you will be selling
- ☐ Prepay for your delivery and get a shipment ID and internal barcode
- ☐ Get a carrier to take your products to Amazon (usually UPS)
- ☐ Calculate your pricing
 - ☐ Consider the cost per unit
 - ☐ Look at the prices of the competition
 - ☐ Leave space for deals and offers
 - ☐ Consider the cost of freight forwarding, carriers, Amazon fees
 - ☐ Remember that some customers will want returns/some products will go wrong
- ☐ Start selling your product
 - ☐ Watch the sales, try experimenting by tweaking the design of your listing etc.

Encourage More Sales

- ☐ Get great reviews
 - ☐ Overdeliver by providing free gifts or under-promising on delivery times
 - ☐ Include free gifts
 - ☐ Make sure that your product is high quality and offers great value
- ☐ Try lowering the price to drive sales and raise your position in the SERPs
- ☐ Market using:
 - ☐ AdSense/Facebook Ads
 - ☐ Ads on Google and Facebook can help you reach the right audience for a low fee. They also help to grow your listing's prominence if they drive sales, resulting in long-term benefits.
 - ☐ A blog
 - ☐ Press releases
 - ☐ Print media
 - ☐ Television advertising
 - ☐ Influencer marketing
- ☐ Create your own brand: make sure that people know and trust your name and see it as a mark of quality, have them looking forward to your 'next product.'
 - ☐ Include your branding on the product and in packaging
- ☐ Incentivize future purchases with money off deals
- ☐ Create buzz for upcoming products with pre-orders, competitions, and countdowns

More Options

- ☐ Designing your own products
 - ☐ You can design a product from scratch using sites like CADCrowd
 - ☐ Or discuss with your manufacturer adding a few tweaks to existing products
- ☐ Selling through other distribution platforms
- ☐ Look for other fulfilment companies
- ☐ Consider adding an ecommerce store to your OWN website, and then linking that with a fulfilment company
- ☐ Use this option to expand internationally
- ☐ Try getting your products into high street retailers and other big stores
- ☐ Start increasing the number of different products you sell