

Marketplace & Amazon Marketing — Workbook

This workbook translates every concept in the course into hands-on exercises, structured worksheets, and actionable checklists. Work through each section in order — each module builds on the last, and the final action plan sequences your first 90 days. Keep this document open in a second screen while you optimize your listings and build your first campaigns.

Amazon Fundamentals — Algorithm, Listing Architecture, and Keyword Research

Audit your current listing against algorithm best practices and build your master keyword list before touching a single ad.

Exercise: Algorithm Audit: Score Your Current Listing

Before optimizing anything, baseline where you stand. For each ranking factor below, rate your current listing 1 (weak) to 5 (strong) and write one specific improvement action.

- What is your current conversion rate (units ordered / sessions) in Business Reports, and how does it compare to the category average you found using competitive research?

- Is your listing fulfilled by FBA or MFN? If MFN, what specific steps would moving to FBA change for your ranking and Buy Box eligibility?

- How many reviews does your listing have, and what is your current star rating? What is the review count of the top 3 competitors by BSR?

- Which ranking factors are your biggest gaps — conversion rate, review count, fulfillment method, or keyword relevance? Rank them from biggest to smallest opportunity.

Worksheet: Master Keyword Research Worksheet

Complete this worksheet using Helium 10 Magnet, a reverse-ASIN lookup on your top 3 competitors, and Amazon Brand Analytics (if Brand Registry enrolled). Sort keywords by monthly search volume before assigning tiers.

Seed keyword 1

Seed keyword 2

Seed keyword 3

Competitor ASIN 1 (reverse lookup source)

Competitor ASIN 2 (reverse lookup source)

Competitor ASIN 3 (reverse lookup source)

Tier 1 keyword 1 — phrase + estimated monthly volume

Tier 1 keyword 2 — phrase + estimated monthly volume

Tier 1 keyword 3 — phrase + estimated monthly volume

Tier 2 keyword 1 — phrase + estimated monthly volume

Tier 2 keyword 2 — phrase + estimated monthly volume

Tier 2 keyword 3 — phrase + estimated monthly volume

Tier 2 keyword 4 — phrase + estimated monthly volume

Tier 3 keywords (list 5–10 long-tail phrases for backend terms)

Backend search term draft (250 bytes max, no repeats from title)

Checklist: Listing Optimization Pre-Launch Checklist

- Title contains primary Tier 1 keyword within the first 80 characters
- Title follows Brand + Primary Keyword + Size/Quantity + Feature + Secondary Keyword formula
- Title is under 200 characters (check in Manage Inventory — fields longer than the category limit are truncated silently)
- Bullet 1 opens with an all-caps benefit headline followed by 1–2 sentences of expansion
- Bullet 2 includes at least one specific number or proof point (measurement, test result, verified review count)
- Bullet 5 includes a warranty or satisfaction guarantee statement
- Backend search terms field is filled to at least 200 bytes with no title/bullet repeats
- A+ content submitted with at least 4 modules including a comparison chart
- Every A+ image has alt-text containing a Tier 2 keyword in a natural sentence
- Main image is on pure white background with product filling at least 85% of the frame (Amazon requirement)

Sponsored Ads — Campaign Structure, Bidding, and Optimization

Build your three-campaign launch structure, calculate your target ACoS, and establish the weekly optimization ritual before your first dollar of ad spend.

Worksheet: Break-Even and Target ACoS Calculator

Fill in the unit economics for your primary ASIN. Use the Amazon Revenue Calculator in Seller Central for exact FBA fees. Leave the calculated cells blank — compute them yourself.
Selling price on Amazon (\$)

Amazon referral fee percentage (find in Seller Central fee schedule for your category)

Amazon referral fee dollar amount

FBA fulfillment fee per unit (from Revenue Calculator)

Inbound shipping cost per unit to FBA

Cost of goods per unit (landed)

Total cost per unit (sum of COGS + inbound + FBA fee)

Gross margin per unit (selling price minus referral fee minus total cost)

Gross margin percentage

Break-even ACoS percentage (equals gross margin percentage)

Desired net profit percentage after ads

Target ACoS percentage (break-even minus desired net profit)

Exercise: Three-Campaign Launch Plan

Before creating campaigns in Seller Central, write your launch plan here. Having this documented prevents reactive bid changes in the first two weeks when data is still sparse.

- List your auto campaign settings: what daily budget will you set, what average starting bid, and what bid strategy (down only, up and down, or fixed)? Justify each choice based on your target ACoS.
- List the 10 keywords you will use in your broad/phrase manual campaign. How did you select these — what volume and relevance criteria did they meet?
- List the 5 keywords for your exact match campaign. Why are these your highest-confidence keywords — what evidence from competitor research or organic rank data supports that confidence?
- What is your weekly optimization calendar? Pick a day of the week, set a reminder, and write the exact steps you will follow each time you run the search term report.

Checklist: Weekly PPC Optimization Ritual Checklist

- Downloaded Search Term Report from Campaign Manager !' Reports !' Sponsored Products !' Search term for the past 7 days
- Filtered for keywords with 10+ clicks and ACoS above break-even !' bid reduced by 20% or added as negative exact
- Filtered for keywords with 10+ clicks and ACoS below target !' bid increased by 10–15%
- Filtered for keywords with 10+ clicks and zero conversions !' added as negative phrase in auto and broad campaigns
- Identified new search terms with at least one order but no dedicated exact match keyword !' harvested and added to exact match campaign

[] Checked total campaign spend vs. weekly budget and adjusted daily budgets for any campaigns hitting their cap before end of day

[] Noted TACoS for the week (total ad spend / total revenue) and compared to prior week trend

Worksheet: Campaign Performance Tracker

Record weekly metrics for each of your three campaigns. Leave all calculated columns blank for your own computation.

Week ending date

Auto campaign: impressions

Auto campaign: clicks

Auto campaign: ad spend (\$)

Auto campaign: ad orders

Auto campaign: ad revenue (\$)

Auto campaign: ACoS (%)

Broad/phrase campaign: impressions

Broad/phrase campaign: clicks

Broad/phrase campaign: ad spend (\$)

Broad/phrase campaign: ad orders

Broad/phrase campaign: ACoS (%)

Exact match campaign: impressions

Exact match campaign: clicks

Exact match campaign: ad spend (\$)

Exact match campaign: ad orders

Exact match campaign: ACoS (%)

Total ad spend across all campaigns (\$)

Total revenue (organic + ad) for the week (\$)

TACoS for the week (%)

Winning the Buy Box — Eligibility, Variables, and Defense

Assess your Buy Box win rate, identify the specific variables holding you back, and build a monitoring routine that catches hijackers and account health degradation early.

Worksheet: Buy Box Eligibility Audit

Complete this audit for your top 5 ASINs by revenue. Use Seller Central Business Reports (Detail Page Sales and Traffic by ASIN) to find Buy Box percentage, and the Account Health dashboard for performance metrics.

ASIN 1: product name

ASIN 1: current Buy Box percentage (from Business Reports)

ASIN 1: fulfillment method (FBA or MFN)

ASIN 1: current selling price

ASIN 1: lowest competing offer price (if any)

ASIN 1: top issue identified (account health / price / fulfillment / competing offer)

ASIN 2: product name

ASIN 2: current Buy Box percentage

ASIN 2: fulfillment method

ASIN 2: top issue identified

ASIN 3: product name

ASIN 3: current Buy Box percentage

ASIN 3: top issue identified

Current Order Defect Rate (%)

Current Late Shipment Rate (%) — MFN only

Current Account Health Rating (0–1000)

Any open policy compliance flags (list each)

Exercise: Hijacker Detection and Response Drill

This exercise walks you through detecting and responding to a hijacker on one of your brand ASINs. Complete it even if you have no current hijackers — practicing the workflow before a real incident makes your response faster and more effective.

- Go to your top ASIN's product detail page and click "X new & used offers" below the Buy Box. List every seller currently offering your product, their price, and their fulfillment method.
- For any seller you do not recognize: purchase one unit using a personal account (not your seller account) and document exactly what arrives — product quality, packaging, any inserts. This is the evidence Amazon requires for authenticity complaints.
- If you found an unauthorized seller, draft the Buyer-Seller Message you would send them, citing your trademark registration and requesting they cease selling your product within 7 days.
- What Brand Registry protections are you currently enrolled in — Project Zero, Transparency, or neither? What would it take to enroll in the ones you are missing, and what is the timeline?

Checklist: Monthly Buy Box and Account Health Review Checklist

- Pulled Business Reports !' Detail Page Sales and Traffic by ASIN !' Buy Box percentage for all active ASINs
- Flagged any ASIN with Buy Box percentage below 90% for investigation
- Checked Account Health dashboard !' all three performance metrics in the green zone
- Reviewed all open policy compliance flags and documented a resolution action for each
- Searched each brand ASIN's offer listing page for unauthorized third-party sellers
- Verified that Amazon selling price is not higher than your own website or any other active sales channel
- Reviewed repricing rules (if using a repricer) to confirm price floor is set correctly above break-even
- Checked Keepa or CamelCamelCamel alert emails for any unexpected price changes on your top ASINs

Multi-Marketplace Expansion, Reviews, and 90-Day Growth Roadmap

Evaluate secondary marketplace fit, build a compliant review acquisition system, and lock in your personal 90-day action plan with specific dates and measurable targets.

Exercise: Marketplace Expansion Opportunity Assessment

Evaluate whether Walmart, eBay, or Etsy is the right next channel for your top product. Answer each prompt with specific data, not general impressions.

- Search your top product keyword on Walmart.com and eBay. How many listings appear? What is the typical price range? Does the competitive density look lower, similar, or higher than Amazon?
- Does your product have a UPC barcode? Is it manufactured (not handmade)? Does it have a clean, documented supply chain? These three criteria determine Walmart Marketplace eligibility.
- Calculate your all-in contribution margin if you sold on Walmart at your current Amazon price, factoring in Walmart's referral fee for your category (find at marketplace.walmart.com/sell) versus Amazon's. Is the margin equal, better, or worse?

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- Based on your product type and the channel fit framework from the course (manufactured = Amazon/Walmart; used/refurbished = eBay; handmade/customizable = Etsy), which secondary channel is the best fit and what is your first concrete step to list there?
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Checklist: Review Acquisition System Setup Checklist

- Activated the Request a Review button for all orders in the past 30 days that are within the 5–30 day eligible window
- Set up automated Request a Review via FeedbackFive, Jungle Scout, or Seller Central's built-in automation (if available in your account)
- Designed a packaging insert card that includes a QR code to the review page and uses compliant language (no incentive, no star direction)
- Ordered packaging inserts for next FBA inbound shipment
- Enrolled top 1–3 new ASINs in Amazon Vine at \$200/ASIN (Brand Registry required)
- Set up Keepa or FeedbackWhiz alerts for all new 1-star and 2-star reviews so you can respond within 24 hours
- Confirmed you have NOT offered any incentive in exchange for a review — reviewed all existing Buyer-Seller Messages for compliance

Worksheet: Personal 90-Day Amazon Growth Roadmap

Fill in specific dates, targets, and accountable actions for each phase. Leave the results column blank — you will fill it in at the end of each phase.

Phase 1 start date (today)

Phase 1 end date (day 30)

Phase 1 goal: listing health score target (e.g. all 10 checklist items complete)

Phase 1 action 1 — specific task + completion date

Phase 1 action 2 — specific task + completion date

Phase 1 action 3 — specific task + completion date

Phase 1 result: what actually changed in conversion rate or keyword ranking (fill at day 30)

Phase 2 start date (day 31)

Phase 2 end date (day 60)

Phase 2 goal: target ACoS by end of phase

Phase 2 goal: target TACoS by end of phase

Phase 2 action 1 — specific campaign launch task + date

Phase 2 action 2 — first optimization review date

Phase 2 result: actual ACoS and TACoS at day 60 (fill at day 60)

Phase 3 start date (day 61)

Phase 3 end date (day 90)

Phase 3 goal: target Buy Box percentage across top 5 ASINs

Phase 3 goal: target review count on primary ASIN

Phase 3 action 1 — review acquisition system live date

Phase 3 action 2 — secondary marketplace decision + first listing date (if applicable)

Phase 3 result: revenue change from day 1 to day 90 (fill at day 90)

Your Action Plan

1. Run a reverse-ASIN lookup on your top 3 competitors today and export the keyword list; this is the single highest-leverage research task and takes under 30 minutes
2. Rewrite your primary ASIN title using the Brand + Keyword + Size + Feature + Secondary Keyword formula and submit it in Seller Central within 48 hours
3. Calculate your break-even ACoS using the unit economics worksheet before spending a single dollar on ads
4. Launch all three campaigns (auto, broad/phrase, exact match) in the same week so data accumulates in parallel; staggered launches create gaps in your search term report
5. Set a recurring Monday calendar event for the 30-minute weekly PPC optimization ritual; consistency compounds — missing two weeks in a row degrades campaign performance
6. Activate Request a Review automation so every eligible order gets a review request without manual effort
7. Pull your Buy Box percentage report in Business Reports and investigate every ASIN below 90% within the first 30 days
8. Enroll in Brand Registry if you have a registered trademark — this unlocks A+ content, Vine, Project Zero, and Manage Your Experiments at no additional cost
9. Order packaging inserts with compliant review request language for your next FBA inbound shipment
10. At day 90, benchmark your TACoS, Buy Box percentage, and review count against your Day 1 baseline, then set 90-day targets for the next cycle

