

# Amazon FBA for Beginners — Workbook

This workbook turns the course into the actual decisions and spreadsheets you will use to launch your first Amazon FBA product. Each section maps to a course module: understanding the model and its fees, screening a real product against hard criteria, setting up a compliant seller account, and sourcing and shipping your first inventory. Work through it in order, fill in the included spreadsheets with real numbers, and refuse to skip the profit math. Nothing here is financial or legal advice; it is an educational framework, and deciding a product fails and walking away is a successful outcome, not a setback.

## How Amazon FBA Actually Works

Make sure you can explain the FBA model and account for every fee before you spend a dollar on inventory.

### Exercise: Explain the Model in Your Own Words

Without copying the course, write one or two plain sentences for each prompt. If you cannot answer clearly, re-read Module 1 before moving on rather than skipping ahead.

- What does FBA actually do for you, and what is the single biggest reason beginners choose it over FBM?
- Name the three main fees Amazon takes from a sale and roughly what each one is.
- Why do very cheap, lightweight products under 15 dollars usually fail under FBA?
- What is private label, and why does owning your own listing matter compared with arbitrage or wholesale?

### Worksheet: Profit Math on a Real Product

Pick one product you have seen on Amazon and fill in each figure using a profit calculator (Amazon Revenue Calculator, Helium 10, or Jungle Scout). The goal is to feel how fast fees eat a low price.

Product name and the price it sells for

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Referral fee (price multiplied by the category percentage, usually 15 percent)

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FBA fulfillment fee (from the calculator, based on size and weight)

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Your estimated landed cost per unit (supplier price plus shipping plus duty)

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Net profit per unit (price minus all of the above)

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Net margin as a percentage (net profit divided by price)

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## Checklist: Model Readiness Check

- I can explain FBA versus FBM and name the trade-off in one sentence
- I can list the referral fee, FBA fulfillment fee, and storage fee from memory
- I understand why a 20 to 50 dollar price range suits a beginner product
- I have chosen private label as my model and accept the upfront inventory cost
- I have set a realistic starting budget I am willing to risk and possibly lose

## Finding a Product That Actually Sells

Replace gut feeling with a written rubric and validated numbers, and screen out the legal and category traps.

### Worksheet: Write Your Product Criteria Rubric

Decide your hard rules now, while you are objective, so they can protect you later when you are excited about an idea. Fill in your own threshold for each line, then keep this page open during research.

Minimum monthly sales the top listings must each show (for example, 300 units)

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Acceptable selling-price range (for example, 20 to 50 dollars)

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Maximum size and weight you will accept (for example, fits a shoebox, under 3 pounds)

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Simplicity rule (for example, no electronics, glass, liquids, or moving parts)

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Maximum review count on the leaders you are willing to compete against

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Minimum net margin you require after all fees (for example, 30 percent)

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### Exercise: Read a Whole Search Results Page

Choose one keyword and open it on Amazon with a research extension. Look at the entire first page, not just the top result, then answer these prompts to judge whether the niche has room for a newcomer.

- How many of the top-ten listings sell at least your minimum monthly target, and what is the spread of sales across them?  

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- Is demand concentrated in one dominant seller, or spread across many mid-sized sellers?  

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- How many reviews do the leaders have, and could a newcomer realistically catch up?  

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- Who are the sellers: Amazon itself, big brands, or independent third-party private-label sellers?  

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### Checklist: Avoid the Traps Before You Commit

- The product is in an open category, not a gated one like supplements, grocery, beauty, or baby
- The product is clearly generic, with no trademarked logos, characters, or brand names
- I have checked there is no obvious patent on the design or mechanism
- I ran the profit calculator and the net margin clears my rubric threshold
- I used a realistic landed cost, not just the supplier's quoted unit price

## Setting Up Your Seller Account

Open the right plan with matching documents, plan your brand and listing, and protect your account health from day one.

### Worksheet: Account Setup Readiness

Gather and confirm each item below before you start registration. Mismatched names or addresses are the top reason approvals stall, so make sure every field will match.

Selling plan chosen (Individual or Professional) and why

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Exact legal name and address you will use everywhere

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Government photo ID ready (passport or driver's license)

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Bank account and routing number in a matching name for payouts

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Chargeable credit card on file

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Trademark status for Brand Registry (none, applied, or registered)

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### Exercise: Draft Your Listing Content

Write the first draft of your listing now so you are ready when product photos arrive. Use your main keyword naturally and lead every bullet with a benefit.

- Write a title that leads with the main keyword and key benefit, kept readable.
  - Write five benefit-led bullet points that answer a shopper's real questions about use and durability.
  - List the images you will need: white-background main shot, in-use lifestyle, scale, and an infographic.
  - List ten backend search terms and synonyms a shopper might type to find this product.
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### Checklist: Account Health Habits

- I have enabled two-factor authentication on my seller account
- I will read every performance notification from Amazon promptly
- I will never buy fake reviews or trade refunds for star ratings
- I will keep my listings and inventory accurate to protect my Order Defect Rate
- I understand a serious policy violation can suspend the account my whole business depends on

## Sourcing and Your First Shipment

Vet suppliers, judge samples, place a sensible first order, and prepare a correct FBA shipment so inventory arrives sellable.

### Worksheet: Score Your Shortlisted Suppliers

Contact five to ten suppliers on Alibaba, then capture the key facts for your top three here so you can compare them side by side instead of from memory.

Supplier name and years on the platform

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Verified or Gold status and whether Trade Assurance is offered

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Unit price at your target quantity and the minimum order quantity

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Lead time and whether they can add your logo

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Communication quality (clear and fast, or slow and vague)

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Sample ordered and arrival date

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### Exercise: Evaluate Your Sample Like a Customer

When samples arrive, judge each one as a buyer would before you commit to bulk. Write honest notes; this is the cheapest quality control you will ever do.

- Does the build quality, finish, and packaging match the photos and your description?
- If you planned an improvement over competitors, did the supplier actually deliver it?
- What would a customer complain about in a review, and can it be fixed before production?
- Which supplier wins, and what payment schedule and Incoterm (for example, FOB) will you agree?

### Checklist: First Shipment Readiness

- I negotiated a modest first run (for example, 300 to 500 units) to limit risk
- I arranged a secure payment method such as Trade Assurance, not a wire to a personal account
- I created the shipment plan in Seller Central and noted the assigned fulfillment centers
- Each unit will carry the correct FNSKU label, applied by the supplier where possible
- Poly-bagged items have a suffocation warning and boxes meet Amazon's weight and size limits
- I considered a third-party inspection (for example, QIMA or SGS) before the goods ship

## Your Action Plan

1. Write your product criteria rubric and your starting budget, and commit to rejecting any idea that fails a rule.
2. Subscribe to one research tool (Jungle Scout or Helium 10) and shortlist five product ideas that pass demand and competition.
3. Run the profit calculator on each shortlisted product with a realistic landed cost, and keep only those clearing your margin threshold.
4. Confirm your chosen product is in an open category and is clearly generic, with no trademark or patent conflicts.
5. Open a Professional seller account with perfectly matching name, bank, and address details, and enable two-factor authentication.
6. Buy a legitimate UPC from GS1 and start a trademark application so you can qualify for Brand Registry.
7. Contact five to ten suppliers on Alibaba, score them on the worksheet, and order samples from your top two or three.
8. Evaluate the samples like a customer, choose your supplier, and negotiate a modest first order with a secure payment schedule.
9. Arrange a freight forwarder and, if possible, a third-party inspection, then have the supplier label units with your FNSKU.
10. Create the FBA shipment plan in Seller Central, ship to the assigned fulfillment centers, and prepare your listing and ad budget to launch on check-in.







