

Amazon FBA & Marketplace Selling — Workbook

This workbook turns the course into a real product launch. As you work through it you will build a scored product shortlist from live data, calculate true landed cost and net margin per unit, vet a supplier, draft a keyword-optimized listing, and stand up a Sponsored Products campaign with a controlled ACOS. The templates give you a research tracker, a profit calculator, and a PPC log so the whole launch lives in one place and the math is decided before you spend.

How Amazon FBA Actually Works and How to Find a Product

Build a shortlist of three to five products that pass every demand and competition criterion using real tool data.

Exercise: Choose Your Model and Set Your Budget

Confirm private label is your path for product one and set a realistic capital plan before researching, so you do not pick a product you cannot afford to launch and reorder.

- Why are you choosing private label over wholesale or arbitrage for your first product? Write one sentence.

- What is your total launch budget, broken into first inventory order, samples, photography, the 39.99 dollar Professional plan, and an initial ad budget?

- How will you fund the reorder, given that you pay the supplier months before Amazon pays you and the first batch may sell out before cash arrives?

- Which categories will you avoid as a beginner (gated, ingestible, fragile, trademarked) and why?

Worksheet: Product Demand Validation Log

Run Helium 10 Black Box or Jungle Scout and the Xray extension on your candidate keywords. Fill one row per candidate product, pulling the numbers from the tools, not from guesses.

Candidate product / keyword

Estimated monthly units sold (page-one average)

Number of page-one listings selling 300+ units/month

Top-listing review counts (lowest few on page one)

Best Sellers Rank of a representative listing

Seasonality note (Keepa / Google Trends)

Estimated selling price range on page one

Gated or restricted? (Y/N)

Exercise: Mine Competitor Reviews for Differentiation

Pick the top two or three competitors for your leading candidate and read their one, two, and three star reviews. Turn complaints into features you can build and advertise.

- List the top three repeated complaints across competitor negative reviews (e.g. strap breaks, too small, no instructions).
 - For each complaint, write the specific product or packaging improvement you would make.
 - Which of these improvements can your supplier realistically produce, and at what likely added cost?
 - Write the one-sentence differentiation claim you would put on your listing image.
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Checklist: Beginner Product Selection Gates

- Price falls between 20 and 70 dollars
- Product is small and light (aim under one pound, standard size)
- Several page-one listings sell 300+ units/month with beatable review counts
- Product is not gated, restricted, ingestible, or a safety item
- Product is simple and non-fragile (no electronics, glass, batteries, complex parts)
- Checked USPTO trademark and a patent search for infringement risk
- Found at least one real way to differentiate based on competitor complaints
- Shortlisted three to five products that pass every gate

The Numbers: Fees, Landed Cost, and Profit

Prove each shortlisted product makes money by modeling the full fee stack, true landed cost, and net margin before you buy.

Worksheet: FBA Fee Stack Breakdown

Run the official Amazon FBA Revenue Calculator on a similar competitor ASIN at your planned price. Record every fee so margin is calculated on the full stack, not the referral fee alone.

Planned selling price

Referral fee (usually 15% of price)

FBA fulfillment fee (per-unit pick/pack/ship from calculator)

Size tier (standard or oversize) and weight band

Estimated monthly storage fee per unit (note Q4 increase)

Returns / removal allowance

Net proceeds before product cost (from calculator)

Worksheet: Landed Cost Builder

Build the true per-unit cost to land one labeled unit in a fulfillment center. Use a freight forwarder quote for freight, not the supplier's. Fill for your leading product.

Supplier unit price (FOB) at chosen order quantity

Order quantity (units)

Freight per unit (sea or air, from forwarder)

Customs duty per unit (HTS rate x value)

Broker / port / handling per unit

Prep and FNSKU labeling per unit

Inbound shipping to Amazon per unit

TOTAL landed cost per unit

Exercise: Build and Stress-Test the Net Margin

Combine price, fees, landed cost, and an ad allowance into net profit per unit, then stress-test it. Reject any product that cannot clear roughly 20 to 25 percent net margin after ads under realistic worse cases.

- Compute net profit per unit: price minus referral fee, FBA fee, landed cost, ad allowance (15 to 30 percent of price), and a returns buffer.

- What is the resulting net margin percentage, and does it clear the 20 to 25 percent bar?
 - Rerun with price 10 percent lower and ad spend at 30 percent: is it still profitable?
 - How many units must you sell to break even on your first order and launch spend?
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Checklist: Go / No-Go Math Gate

- Used landed cost (not the factory quote) in every margin calculation
- Counted referral, FBA fulfillment, storage, and returns in the fee stack
- Net margin after ads clears 20 to 25 percent
- Product still profitable with price 10% lower and ACOS at 30%
- Calculated break-even units and confirmed they are achievable in 60 to 90 days
- Confirmed the cash cycle is survivable (pay supplier months before Amazon pays you)
- Selected one product to launch based on the math, not preference

Sourcing, Listing, and a Converting Product Page

Vet a supplier, place a defensible first order, and build a listing that ranks for buyer keywords and converts traffic into sales.

Worksheet: Supplier Comparison and Vetting

Contact 8 to 12 Alibaba suppliers with the same clear message, then compare the responses. Fill one row per supplier you are seriously considering.

Supplier name and Alibaba store

Verified / Gold status and years trading

FOB unit price at your quantity

Minimum order quantity (MOQ)

Production lead time

Can add logo and custom packaging? (Y/N)

Communication quality and response speed (1-5)

Sample ordered and quality verdict

Exercise: Negotiate the First Order and Payment Terms

Plan a defensible first purchase order that limits risk while you test the market. Use secure payment terms and an inspection on the first production run.

- What first-order quantity balances a lower unit price against not trapping cash or risking aged-inventory fees?
 - What payment structure will you use (e.g. 30% deposit / 70% on completion) and through what protected channel (Trade Assurance)?
 - Will you air-freight a small first batch to test fast, then sea-freight the restock? Justify the choice.
 - Will you book a third-party pre-shipment inspection (QIMA / AsiaInspection), and what is the budget?
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Worksheet: Keyword-to-Listing Map

Run Helium 10 Cerebro on your top competitors to extract keywords with search volume, then plan where each goes. Every important keyword should appear once in the visible copy or the backend.

Primary keyword (highest-volume exact descriptor) and its search volume

Secondary keywords 2 to 5 with search volumes

Title draft (brand + primary keyword + key features, within character limit)

Bullet 1 to 5 lead benefits (each addressing a competitor complaint)

Backend search-term field content (synonyms, misspellings, no commas, no title repeats)

A+ Content / description plan (modules, comparison chart)

Checklist: Listing and Conversion Readiness

- Main image is product-only on pure white, sharp, filling 85%+ of the frame
- At least seven images including lifestyle, scale, feature, and objection-answering infographics
- Title leads with brand and primary keyword and reads naturally (no stuffing)
- Five benefit-led bullets that address the top competitor complaints
- Backend search-term field filled with overflow keywords
- Launch price benchmarked to page one and above break-even
- Brand Registry pursued (trademark) to unlock A+ Content and protection
- Confirmed Amazon indexed the listing for the primary keyword after publishing

Launch, PPC, and Defending Your Profit

Launch to build ranking, run Sponsored Products at a controlled ACOS, earn reviews legitimately, and protect margin with inventory and account-health routines.

Checklist: 30-Day Launch Plan

- Stocked a healthy inventory buffer so the listing will not run out mid-launch
- Set a competitive launch price for maximum velocity
- Launched Sponsored Products on day one targeting the primary keywords
- Enrolled in Amazon Vine (if eligible) for honest early reviews
- Applied a coupon or promotion to lift early conversion with a badge
- Confirmed no incentivized or fake reviews or rebate-for-review schemes are used
- Tracking primary keyword rank daily in Helium 10 Keyword Tracker

Worksheet: PPC Campaign Tracker

Log each campaign weekly. Start with an Automatic campaign to harvest converting search terms, then build Manual campaigns around the winners. Judge the business on TACOS and rank, not campaign ACOS alone. Campaign name and type (Auto / Manual exact / Manual phrase)

Target keyword(s)

Daily budget and current bid

Spend (week)

Ad sales (week)

ACOS (spend / ad sales)

Converting search terms to harvest into Manual

Negative keywords added (spent, no conversions)

Exercise: Read Your ACOS and TACOS

Use your own numbers to judge whether advertising is building durable ranking. Compute break-even ACOS, campaign ACOS, and blended TACOS for a representative day.

- What is your break-even ACOS (it equals your pre-ad profit margin)?

 - Compute a campaign's ACOS: ad spend divided by ad-attributed sales. Is it above or below break-even?

 - Compute TACOS for a day: total ad spend divided by total sales including organic. Is it falling over time?

 - Decide the action: raise bids on low-ACOS winners, lower or pause high-ACOS losers, and where to add negatives.
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Checklist: Protect Profit: Inventory, Reviews, Account Health

- Calculated days of cover and set a reorder trigger before total lead time plus a safety buffer
- Plan prevents both stockouts (rank loss) and overstock (aged-inventory fees)
- Using only compliant review tools (Request a Review button, Vine) with no incentives
- Monitoring Order Defect Rate and policy metrics in Seller Central
- Responding to customer messages within 24 hours and resolving claims fast
- Brand Registry active and buy box checked for hijackers / counterfeits
- Scheduled a 60 to 90 day review of actual margin, TACOS, and returns to decide scale / hold / kill

Your Action Plan

1. Open a Helium 10 or Jungle Scout subscription plus Keepa, and build a shortlist of three to five products that pass every selection gate using live data.
2. Read competitor negative reviews for each candidate and list the top three complaints you can fix and advertise.
3. Run the FBA Revenue Calculator on a similar ASIN and build the full landed cost for your leading product.
4. Build the net-margin model, stress-test it, and select one product that clears 20 to 25 percent net margin after ads.
5. Contact 8 to 12 Alibaba suppliers, order samples from the top two or three, and pick the most capable communicator, not the cheapest.
6. Negotiate a defensible first order with protected payment terms and a pre-shipment inspection on the production run.
7. Run Cerebro on top competitors, then write a keyword-mapped title, five benefit bullets, backend terms, and order professional images.
8. Pursue Brand Registry, set a competitive launch price, and publish; confirm the listing is indexed for the primary keyword.
9. Launch on day one with an Automatic Sponsored Products campaign, harvest converting search terms, and build Manual campaigns around the winners.
10. Track keyword rank and TACOS, hold a healthy inventory buffer, earn reviews compliantly, and run a 60 to 90 day go / hold / kill review.

