

Amazon FBA Business — Workbook

This workbook turns the course into a launched product. You will build the unit-economics model that screens every idea, score and choose a real product, run a sourcing and freight plan with true landed cost, draft a converting listing, and design the PPC and inventory systems that scale it. Work each section as you study the matching module, and use the templates to keep your numbers, suppliers, and campaigns in one place.

How Amazon FBA Private Label Actually Works

Build the per-unit profit intuition and confirm you have the capital and plan to launch one product properly.

Exercise: Model the Unit Economics of One Product

Pick a real competitor product on Amazon. Read its price and use Amazon's Revenue Calculator to get the exact referral and FBA fees. Estimate your landed cost, then compute your contribution margin and the advertising you can afford.

- What is the sale price, and what are the exact referral fee and FBA fulfillment fee from the Revenue Calculator?

- What is your estimated landed cost per unit, and what contribution margin remains before advertising?

- At your target net margin, how much advertising cost per sale (and therefore what break-even ACoS) can the product support?

Worksheet: Startup Readiness

Confirm honestly that you can fund a real first launch. Fill in each field for your own situation before you commit time to research.

Total startup capital available (dollars)

Budget split: first inventory order / freight & duty / photography / launch ads

Seller plan chosen (Professional at 39.99/month) and account-verification documents gathered

Trademark / Brand Registry plan (USPTO filing or IP Accelerator)

Target marketplace and target launch month

Checklist: Foundations Readiness

- I can explain referral fees, FBA fees, and storage fees in my own words
- I understand why private label is the path I am choosing over arbitrage, wholesale, and dropshipping
- I can compute contribution margin per unit and my break-even ACoS
- I have a funded budget that covers inventory and launch advertising with a buffer
- I have opened a Professional Seller Central account and started Brand Registry

Product Research and Validation

Use real data to filter ideas to a defensible product, then commit to one with a weighted scorecard.

Worksheet: Demand, Competition, and Margin Filter

For a single candidate product, fill in the data from your research tool (Helium 10 or Jungle Scout) and Amazon, then mark whether it passes each filter.

Main keyword and its estimated monthly search volume

Estimated monthly sales of the top 3 listings

Top-listing review counts and the visible quality gaps you could beat

Projected net margin after fees and a realistic launch ACoS

Pass / fail on each filter (demand, competition, margin) with a one-line reason

Exercise: Mine Competitor Reviews for Differentiation

Open the top three competing listings and read their one, two, and three-star reviews. Find the recurring complaints you could fix in your version.

- What are the three most common complaints across the negative reviews?

- Which of these can you realistically fix through better materials, sizing, instructions, or a bundle?

- In one sentence, why should a customer buy your version over the current best seller?

Exercise: Score Your Shortlist

List your top five candidates and rate each from 1 to 5 on the weighted criteria. Total the weighted scores and identify your top two.

- How does each candidate score on demand, competition, margin, differentiation, and operational simplicity?

- After weighting (differentiation heaviest), which two products score highest?

- Does your top product survive a pessimistic case of a 10 percent lower price and a 35 percent launch ACoS?

Checklist: Product-Selection Readiness

- My product clears the demand, competition, and margin filters with real numbers
- I have a concrete, defensible way to make the product better, not just cheaper
- The product is light, durable, non-fragile, battery-free, and not gated or restricted
- Demand is spread across many keywords, not one fragile hero keyword
- I have chosen ONE product and can fund its first order plus launch ads

Sourcing, Branding, and the Listing

Secure a vetted supplier, plan freight and true landed cost, and draft a listing built to convert paid traffic.

Worksheet: Supplier Comparison

After sending your RFQ to several Alibaba suppliers, capture the terms for your top three so you can compare what you would actually pay and receive.

Supplier name, years active, Verified/Gold status, and Trade Assurance (yes/no)

Tiered unit price at 500 / 1,000 / 3,000 units

Minimum order quantity and lead time (production days)

Payment terms (e.g., 30% deposit / 70% before shipment) and sample cost

Sample verdict against your spec and differentiation idea

Exercise: Compute True Landed Cost

Get an all-in freight and duty quote from a forwarder, then build your landed cost per unit so it can feed the margin model accurately.

- What is the per-unit factory price, and the freight allocated per unit (total freight / units)?
 - What is the duty per unit (duty rate from the HTS classification times goods value), plus any inspection and prep cost per unit?
 - What is the total landed cost per unit, and does the product still clear your target margin?
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Worksheet: Listing Build Plan

Draft the core elements of your listing. Build the copy around researched keywords but write it to persuade a human.

Title: brand + primary keyword + key attributes

Five benefit-led bullets (outcome first, then feature)

Image plan: main (white background) + 6-9 secondary (lifestyle, infographic, objection, scale)

A+ Content modules and the objections each one answers

Backend search terms (relevant words not used in visible copy, no repeats)

Checklist: Sourcing & Listing Readiness

- I sourced from a verified supplier using Trade Assurance and held a physical sample
- I arranged a third-party inspection (e.g., QIMA) for the first order
- I have an all-in freight quote including customs clearance and duty
- My landed cost is computed and the product still clears my target margin

[] My listing has a white-background main image, persuasive bullets, and an A+ Content plan

Launch, PPC, and Scaling the Business

Launch to build velocity and reviews compliantly, run a PPC system to a target ACoS, and grow into a brand.

Worksheet: Launch Plan

Plan the first few weeks: how you will generate early velocity, gather compliant reviews, and protect the listing. Launch price and the period you will hold it before raising to target price

Daily launch ad budget and the keywords you will push hardest

Review plan: Vine enrollment, Request-a-Review automation, package insert wording

Target number of reviews before raising price to normal

Listing protection: Brand Registry status and hijacker monitoring method

Exercise: Design Your PPC Structure

Lay out your Sponsored Products campaigns and the weekly optimization routine that moves you toward a target ACoS.

- What Auto, Exact, Phrase, and Broad campaigns will you launch, and what is the starting role of each?
- What is your break-even ACoS (equal to your contribution-margin percentage) and your target ACoS once established?
- What is your weekly routine for harvesting Search Term Report winners into Exact and adding negative keywords?

Worksheet: Inventory & Reorder Plan

Protect against stockouts and overstock by planning reorders against velocity and lead time. Current sales velocity (units per day)

Total lead time (production + freight + Amazon check-in, in days)

Reorder point (stock that covers lead time + safety buffer)

Next reorder quantity and the cash required to fund it

Long-term storage / inventory-performance risks to watch

Checklist: Launch & Scale Readiness

- [] My review strategy uses only compliant tools (Vine, Request a Review, honest insert)
- [] My PPC structure separates discovery (Auto/Broad) from scaling (Exact) with negatives pruning waste
- [] I track ACoS and TACoS and tune campaigns weekly toward a target
- [] I have a reorder point that prevents stockouts without triggering long-term storage fees

[] I have a path from one product to a complementary brand and a sellable, defensible business

Your Action Plan

1. Open a Professional Seller Central account, complete verification and the tax interview, and start a trademark for Brand Registry
2. Build your unit-economics model in a spreadsheet using exact fees from Amazon's Revenue Calculator
3. Run product-database searches in Helium 10 or Jungle Scout and export a raw idea list against your filters
4. Mine competitor reviews for fixable complaints and define your differentiation for each finalist
5. Score your shortlist on a weighted scorecard and commit to ONE product
6. Send a detailed RFQ to 8-12 Alibaba suppliers, order samples from your top 2-3, and choose a supplier with Trade Assurance
7. Compute true landed cost from an all-in freight and duty quote, then confirm the product still clears your target margin
8. Build the listing: white-background main image, 6-9 secondary images, benefit-led bullets, A+ Content, and backend keywords
9. Place the first order (300-1,000 units) with an inspection, ship to Amazon, and launch with Vine, Request-a-Review, and PPC
10. Run weekly PPC optimization and inventory reorders, then add complementary products to grow into a defensible brand

