

Summary Sheet: Write an effective Plan of Action (POA)

Learn how to write an effective POA, which Amazon may request to inform a reinstatement decision.

Overview

Either your listings or selling account can be deactivated if Amazon believes you've violated a selling policy. Depending on the issue, you may be eligible to restore them after you've brought them back into compliance.

Anatomy of a POA

Most often, POAs include three parts: root cause, issue resolution, and issue prevention.

Root cause

Identify the main problem that led to the deactivation or policy violation.

Issue resolution

Outline the steps you've taken to resolve the policy violation and meet Amazon's account-performance targets.

Issue prevention

Note the steps you've taken to ensure the issue won't happen again.

Root cause

You should avoid including:

- Introductions
- Questions
- Emotive language
- References to open support cases

Your root cause should be:

- Clear and concise
- Focused only on the facts and events that caused the violation to occur
- Include relevant data points, if applicable

Issue resolution

Include details on how you've resolved the issue for your customers. Keep your explanations brief and data driven, like you did in the root cause section.

When you write your POA, you should also make it clear you've reviewed and understand the selling policies you've violated. This will help assure Amazon that the issue won't be repeated.

Issue prevention

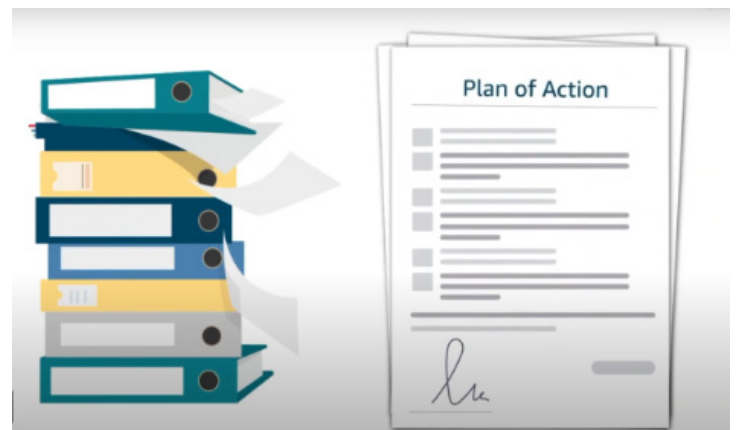
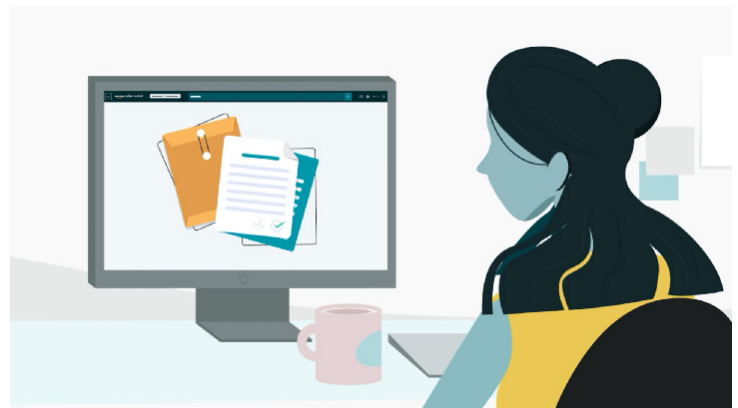
Your steps to prevent the issue from recurring should be specific, factual, and long-term. In other words, don't focus on what happened in the past, provide short-term or reactive solutions, or share an exhaustive list of what you'll do in the future. Instead, use your knowledge of what went wrong to note specific solutions. If you've already begun acting on your POA, remember to include its start date and impact thus far.

Supporting documents

As you prepare your POA, gather supporting evidence for everything in question. Depending on the violation, these documents could include invoices or supply-chain information, for example.

Follow these tips related to supporting documents:

- Include documents for each product or ASIN if multiple products are under review. You can find the list of products at the bottom of your original performance notification if it's relevant to your violation.
- Check the time frame requested for documents—especially for invoices.
- Invoices should show your name and address; your supplier's name, address, and phone number; and key order details, like the issue date, invoice number, inventory quantity, and product names and ASINs.
- You shouldn't edit your supporting documents, but you're encouraged to highlight, bold, or circle the most relevant or important areas. You can also redact pricing information, if needed.
- Remember to check the image quality of each of your documents before attaching them. The information should be easy to read, not be cut off or cropped, and include information that matches what you've entered into Seller Central.



Conclusion

As you write your POA, remember its purpose: to help Amazon consider the holistic perspective of your specific situation. This means you should never recycle or submit an old POA or appeal, and should always write the POA yourself. You're best positioned to understand your business and identify immediate and long-term solutions to fix and prevent the issue.

Even if your listings or account are deactivated for the same reason as before, try to understand if the root cause has changed, or consider new solutions you can introduce this time.

Thank you, and happy selling in the Amazon store!

Resources

- [Account Health page in Seller Central](#)