

From Employee to Entrepreneur:

How to Sell on Amazon

CHECKLIST

Ready to build a profitable business on Amazon?

Follow this proven process to build an online business, make passive income, and get one step closer to financial freedom.

Take the free video course 

Start building today with Viral Launch

Backed by a 7-day money-back guarantee



STEP 1

Get in the right mindset.

Read a solid business book (We recommend [The Slight Edge!](#))

Schedule a goal on your calendar to place your order 90 days from now



Create your Viral Launch account to:

Identify good product ideas

Choose which product to sell

Assist you along your entire journey

Get Started 

STEP 2

Choose a product to sell.

Make a list of interesting product ideas

Validate these ideas using the 5 Commandments

Demand

At least 3 products in top 10 with 3000 BSR or lower

As many listings as possible (10 minimum) on Page 1 have LOW BSR

At least 3000 exact searches per month for the main keyword

Top 10 listings selling at least 10 units/day (300+ units per month)

Competition

Top 10 Listings must have fewer than 250 reviews on average

Does the competition have optimized listings & photos?

Brand Dominated

1-3 brands are not dominating page 1

Majority of listings are sold by FBA, not AMZN on page 1





Sales Depth

Top 3 Listings should not account for 80% of the sales on page 1

Most listings on Page 1 should be making consistent sales (at least \$5,000/month)

Are some listings at the bottom of Page 1 + Top of Page 2 making good sales too?

Seasonal & Trends/Fads

Is it a seasonal product? (Use Viral Launch & Google Trends)

Make sure it is not a fad and/or trend

Calculate your profit margin with the Amazon FBA Calculator

Decide on a differentiator to make your product stand out

STEP 3

Source your product.

Search for suppliers on Alibaba

Reach out to multiple suppliers (template at ecomhub.com/resources)





Hack: Google site:panjiva.com “brand name of top seller”

Negotiate price down 5-15% by using competing offers

Order samples from a few suppliers and top competitors’ products from Amazon

Place your first order of 2 months’ worth of inventory

Create your professional Seller Central account and create your listing

Create your inbound shipment in Seller Central

Get an inspection

Work with a freight forwarder to ship your product into the USA

STEP 4

Launch and scale your business

Write your listing’s copy, integrating every relevant keyword

Prioritize title, backend keywords, subject matter, and then bullet points and description

Get professional photos of your product and upload them to Seller Central

Split test main image on Listing Dojo





- Drive full-priced buys through the Rank and Bank method

- Start running Amazon sponsored ads (learn how for free)

- Track your keyword movement

- Consider launching variations

- Spy on top competitors and implement success tactics

Building a business on Amazon takes hard work, but it is one of the single greatest opportunities to go from where you're at to where you want to be. Entrepreneurs that succeed on Amazon are the ones making the smartest decisions based on data and the latest tactics that work with the algorithms.

Viral Launch equips you with the tools you need to understand a market, make small changes with big impacts, and track your progress. We've helped thousands of entrepreneurs build impressive businesses, driving over \$10B on Amazon. Don't let this Amazon gold rush pass you by. Get your hands on the data that will take you to the next level.



GET STARTED TODAY*

Backed by a 7-day money-back guarantee