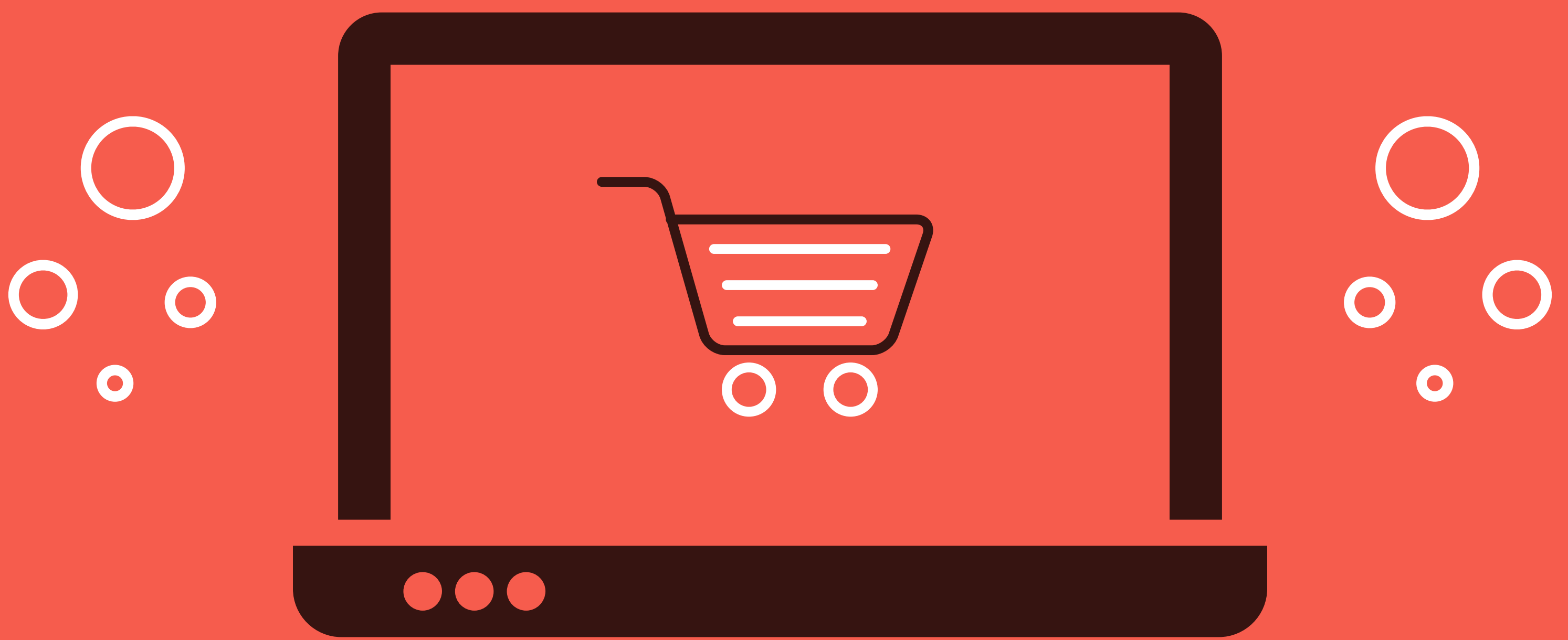


# Amazon FBA *Workflow Blueprint*

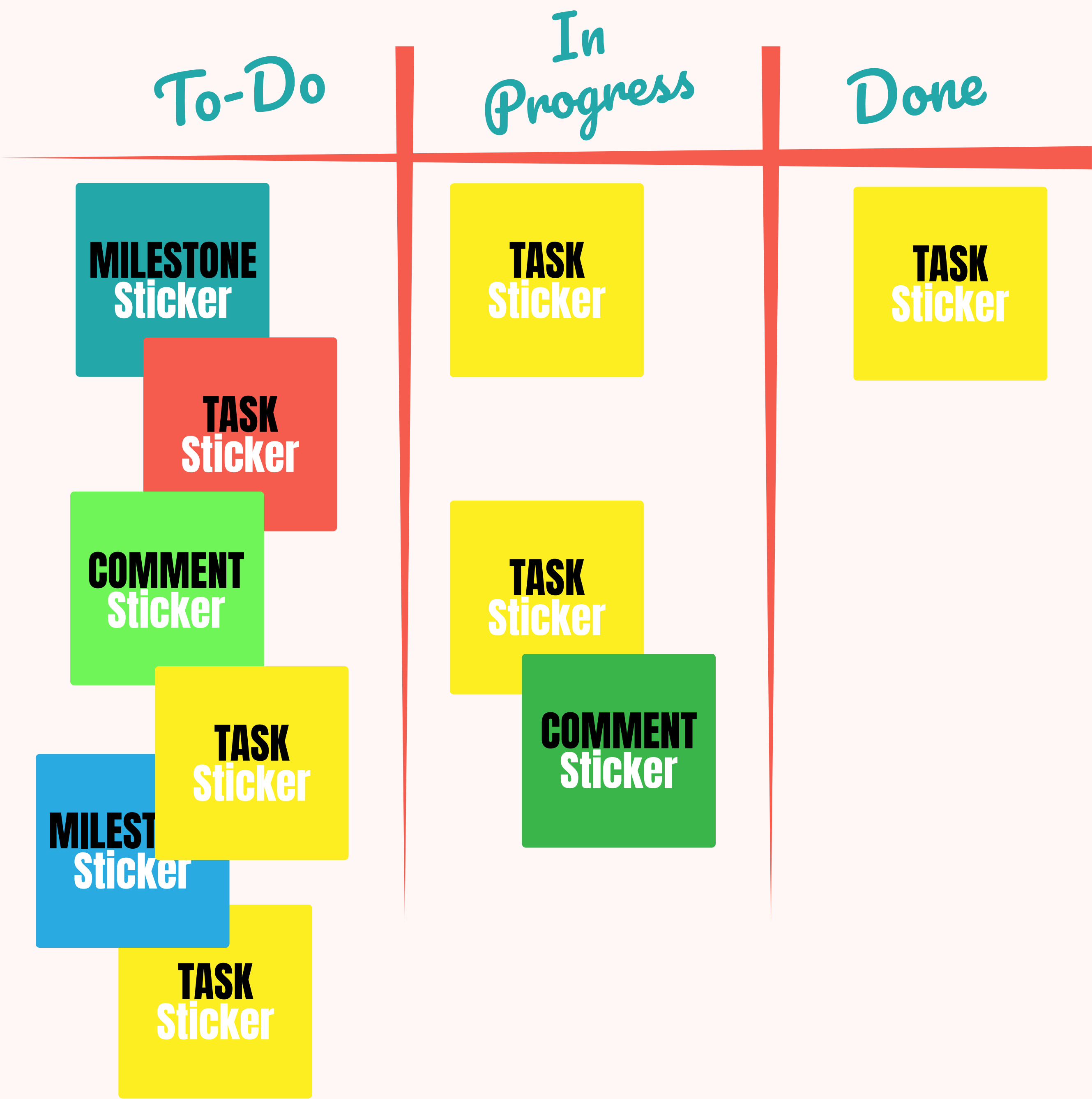


**18** *To Go From  
Zero To Hero*  
**Milestones**

We divided the guide into milestones and tasks to simplify the process. Consider your FBA seller journey as a project. Therefore, you need to determine your goals and milestones to accomplish.

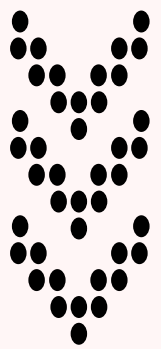
Please see our article for more details.

[Fulfillment By Amazon \(FBA\):  
The Definitive Guide \[18 Milestones To Go From Zero To Hero\]](#)



## Niche Market Research

### 1 Milestone

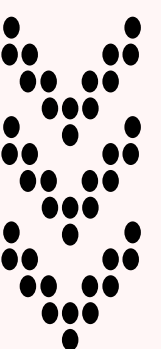


- *Niche Market Brainstorming*
- *Niche Audience Brainstorming*
- *Problem and Solution Brainstorming*
- *Keyword Validation*
- *Competition Analyses*



## Brainstorm Product Ideas

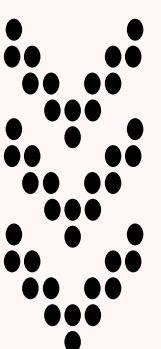
### 2 Milestone



- *Set Product Research Criteria*
- *Generate Product List Idea*
- *Gather product data*
- *Do 1-week Product Tracking (optional)*
- *Identify Product Opportunities*

## Identify winning products

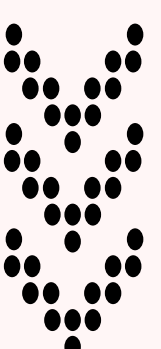
### 3 Milestone



- *Find Product Suppliers*
- *Identify product differentiators*
- *Analyze The Competition*
- *Check Estimated ROI (Return On Investment)*

## Quality Suppliers

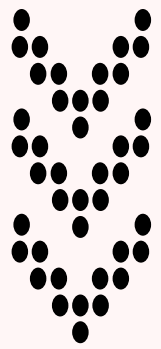
### 4 Milestone



- *Send Initial RFQ (Request for quotation)*
- *Build Rapports & Select 3 Best Suppliers*
- *Search for FAB & Duties% Fees*
- *Calculate Landing Cost*
- *Calculate Profit*
- *Prioritize products from Top 1 to Top 5.*

## Product Sourcing

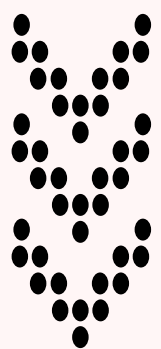
### 5 Milestone



- *Request Samples*
- *Ask Top Suppliers about the product design specifications.*
- *Ask Top Suppliers about the product testing certificates*

## Brainstorm Branding Ideas

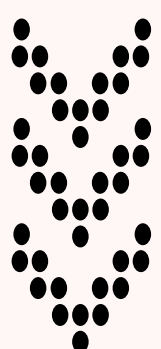
### 6 Milestone



- *Find a Niche Brand Name (open-ended name)*
- *Find a Product (Brand) Name*  
*Start Planning Packaging ASAP*
- *>> Packaging Requirements*  
*>> Customizing Product Packaging*

## Build Relationship

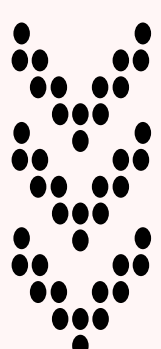
### 7 Milestone



- *Communicate with suppliers*
- *Order competitor products (optional)*
- *Form relationships with shipping & inspection companies*

## Product Validation

### 8 Milestone

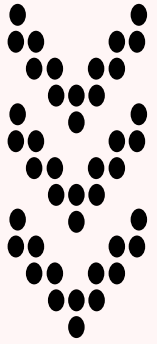


- *Inspect package, stress test product, etc.*
- *Choose Final Supplier & Get Formal Quote*
- *Calculate Landing Cost Fees*
- *Calculate Amazon FBA Fees*
- *Calculate Profit*
- *Is The Final Product & Profit Are Okay?*  
*>> If so, get a Barcode (EAN)*  
*>> Else, repeat from Milestone 5 with the next product on your Top 5 list.*



## Company Formation

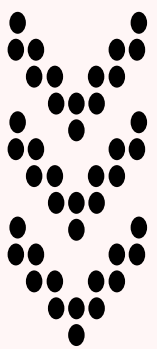
### 9 Milestone



- *Set up the Company*
- *Set up the Company Bank Account*
- *Get Accountant*
- *Research Product Liability Insurance*
- *Get EORI Number*

## Amazon Seller Account Set-Up

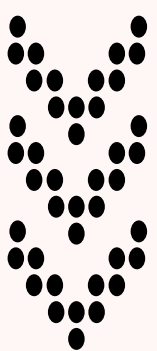
### 10 Milestone



- *Set up an Amazon Seller Account*
- *Add FBA to your account*
- *Create a Basic Product Listing*
- *Get FNSKU*

## Branding Realization

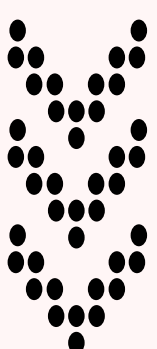
### 11 Milestone



- *Contact Designer & Have Logo*
- *Contact Designer & Have package designed*
- *Register Domain and Set-up Website*

## Product Ordering

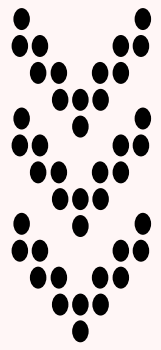
### 12 Milestone



- *Create a Master Budget*
- *Get a 30/70 Payment Plan*
- *Select Supplier Inspection*
- *Send Payment*
- *Send Logo & Package Design (with EAN & FNSKU)*

## Listing Creation

### 13 Milestone



- *Get Product Photos*
- *Get Graphic Designed Photos*
- *Keyword Research +Reverse ASIN Search*
- *Get Optimized Title*
- *Get Optimized Description*
- *Get Optimized Bullet Points*
- *Get Optimized Backend Keywords*
- *Create Listing*

## Product Launch Preparation

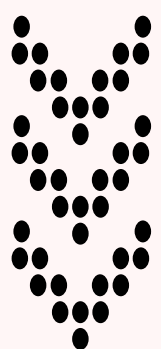
### 14 Milestone



- *Create Amazon PPC Automatic Campaign*
- *Create Amazon PPC Manual Campaign*
- *Set Up Auto-Responder*
- *Create Coupon Code Campaign (search 3rd party services)*

## Shipping Plan

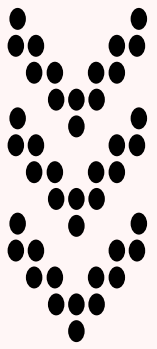
### 15 Milestone



- *Confirm End Of Production*
- *Get Shipment Dimensions From Supplier*
- *Create Shipping Plan in Amazon Seller Account*
- *Print Labels & Send to Supplier*
- *Request Product Inspection (inspection company from milestone 7)*
- *Request Tracking ID #*
- *Pay Customs Duty and VAT Upon Arrivals*
- *Wait For Amazon To Receive Delivery*

## Launching

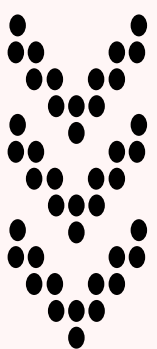
### 16 Milestone



- *Turn on PPC Campaigns*
- *Turn on 3rd party Campaigns (coupon code, discounts & others)*
- *Monitor BSR Rankings*

## Optimization

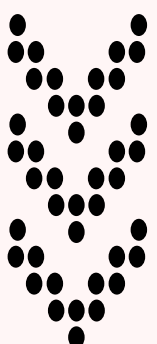
### 17 Milestone



- *Wait 1-2 weeks for data*
- *Pull Search Term Report after Launch*
- *Delete Keywords that don't Make Money*
- *Create a New Manual Campaign*
- *Optimize PPC Campaigns*

## Maintenance & Inventory

### 18 Milestone



- *Track Customer Reviews*
- *Track Inventory*
- *Track Profits*
- *Scale PPC*
- *Use Social Media For Added Exposure*
- *Continue Optimizing Product Page*