

Creating Product Success Checklist

Purpose: By following the steps outlined in this course, you will understand how to generate income with an Amazon private label business model. Use this checklist as a way to keep track of the steps you've already taken and the steps you still need to take in order to ensure your private label product success.

Selected a product that passes demand tests

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Ensuring product demand is crucial for success. Check this box after selecting a product that has enough demand in the marketplace to have the best chance of generating \$10k a month.

Customized or selected a unique product to exceed customer expectations

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Differentiating your product helps your product stand out from the crowd. Check this box after reviewing customer feedback and determining ways you can make your product stand-out and meet the needs of your customers.

Selected a supplier to source product for a 30-40% profit

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Negotiating with your supplier helps build a strong relationship. Check this box after contacting multiple suppliers, receiving product samples from potential suppliers, and selecting the supplier that can source your product at a fair price and accommodate any special requests, such as product differentiation. Be sure to determine whether you or your supplier will label your products with FNSKU stickers to comply with FBA policies.

Differentiated packaging to create a unique customer experience

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Creating a unique experience for your customer will make your brand memorable. Check this box after you've reviewed packaging options with your supplier or a third-party packaging agency, created a brand logo and package label, created a package insert that your supplier will put into your package, and affixed FNSKU stickers on your product packages.

Finalized a shipping method,whether overseas

or domestic

Knowing where your product is during all phases of shipping is important. Check this box if you've worked out with your shipper a plan for getting your goods sent to the proper location. If your supplier is prepping your products to comply with Amazon FBA Terms of Service, make sure all materials are sent to them before the shipment leaves their location. If your shipment is coming from overseas, make sure you know whether you're shipping by air or sea, and that all customs, tariffs, and freight forwarding fees are paid in order to avoid costly shipping errors.

Congratulations!

You're one step closer to listing a successful private label product on Amazon!

You are now ready to move forward by creating your product listing and marketing your product.