

You did it!

NOW WHAT?

The Amazon Influencer Roadmap

A step-by-step roadmap for choosing what to film, finding a rhythm that works for you, and getting more from every video you create.

BUILD IT → TRUST IT → LAUNCH IT





THE PROMISE
By the end of this guide, you will know what to do next, what to ignore for now, and how to build a video library that teaches you what your storefront can become.

CONGRATULATIONS! Getting approved for the Amazon Influencer Program (AIP) isn't easy! You've made it through the social media screening and your "interview" of your first 3 videos. But, now what?

This guide begins after onsite approval, when the blue lock in Creator Hub is gone and your shoppable videos are eligible for onsite placement. Now, each new video becomes a small asset with a chance to help a shopper and earn you a commission.

Sadly, It does not guarantee that every uploaded video will receive placement or views. It does not mean every product you own is worth your time filming. It does not mean every video you make will earn you money. And It certainly does not mean you need to buy a bunch of products or start a new social media account on every platform out there.

Its does mean...it's time to get to work. There is a lot to learn but I am going to give you a good headstart on the road to success.

Barb

Barb Likos
Storefront Launch



5-STEP ROADMAP: FROM APPROVED TO CONFIDENT

STEP 2: PRACTICE

Find the easiest time and place for you to film, then build a rhythm you can realistically repeat.

STEP 4: SYSTEMIZE

Use what the research and your results are teaching you to choose better products and repeat what works.

1

STEP 1: ORIENT

Confirm access, learn the dashboard, research products you already own, and choose the next 10 videos.

2

3

STEP 3: RESEARCH

Use a product-research tool, such as the free version of OINK, to study demand, competition, and opportunity.

4

5

STEP 5: EXPAND

Get more from finished videos by repurposing them on YouTube or publishing to eligible international Amazon stores.



STEP 1: ORIENT (YOUR FIRST SEVEN DAYS)

The fastest way to waste the excitement of approval is to run around the house filming everything without a plan. You do need practice, but you can practice in a useful order.

Day 1: Confirm your starting point

- The blue lock is gone in [Creator Hub](#).
- Your storefront name, bio, profile image, and social links are current—and every social account is added in the Amazon backend under Settings for BOTH of your IDs.
- You know where to see published videos, views, clicks, and earnings.
- You have a simple place to track products, filming status, and results. Hint: see page 6

Days 2–3: Research what you already own

Your first video library is probably already sitting in your Amazon order history. You own the products, you have used them, and you have a real opinion. Now look each product up online before deciding what to film.

- Review your recent order history and household staples.]
- Make a list of 15–20 things you want to make a video on.
- Remove products that are no longer on the exact live listing you own. It must be the same brand, color and size.
- Watch the other review videos on the product page. Note what you like and do not like about their style.
- Ask what they missed: a feature, question, limitation, comparison, or real-life use.
- Decide whether you use the product differently and begin picturing what your video will look like.

Days 4–5: Build a 10-video queue

Refine your list down to 10 things. Do not choose solely because you love the product. Consider shopper demand, existing video competition, price, usefulness, and whether you can answer a question the listing leaves open. Follow the checklist on next page.

Days 6–7: Batch the first five

WHAT “BATCH” MEANS

Film several researched products in one session. Set up the light, sound, and filming area once, then move from product to product.

- Write one shopper question for each product.
- Stage the products, clean the filming area, and test sound and light once.



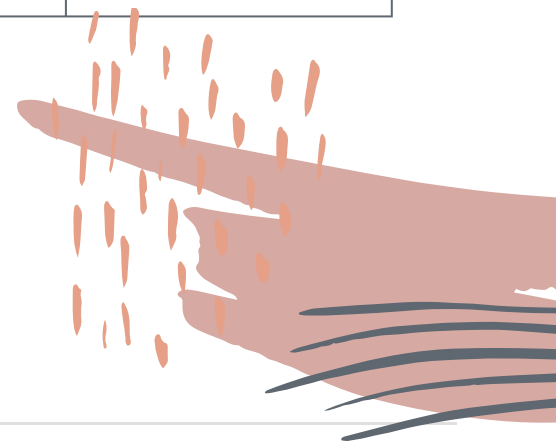
THE PRODUCT-SELECTION SCORECARD

Use this before you spend time filming. It is not a magic formula; it forces you to stop guessing.

Question	0 points	1 point	2 points
Do people appear to want it? How many reviews are there?	Little evidence of demand	Some demand or seasonal relevance	Clear demand / active shopper interest
What is the video competition? How many videos can you see already?	Heavily saturated or unknown	Moderate competition	Low competition / visible opening
Can I demonstrate something useful?	Mostly opinion	One useful detail	Clear demo, answer, comparison, or problem solved
Do I know this product	Barely used	Some experience	Strong real-world experience
Is the listing still the same?	No	Yes but not exactly the same	Exact match, active listing, solid opportunity
Will filming be efficient?	Complex setup	Moderate effort	Easy to film well in the next batch

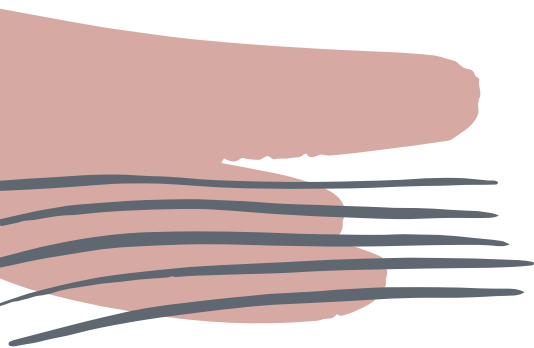
HOW TO USE THE SCORE

10–12: film soon. 7–9: film if it fits the batch or teaches you something. 0–6: pause unless there is a strategic reason. Your judgment still matters.



MY NEXT 10 VIDEOS

#	Product	Question I will answer	Score	Status
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				



You can do this!

STEP 2:



PRACTICE WITH A PURPOSE (VIDEOS 1–25)

At this stage you are learning what makes filming easiest for you. Do you film best while the baby is napping? Do you feel more comfortable in your kitchen than your living room? Find the time and place where you can work with the least friction, then use that setup again.

A simple product-first structure

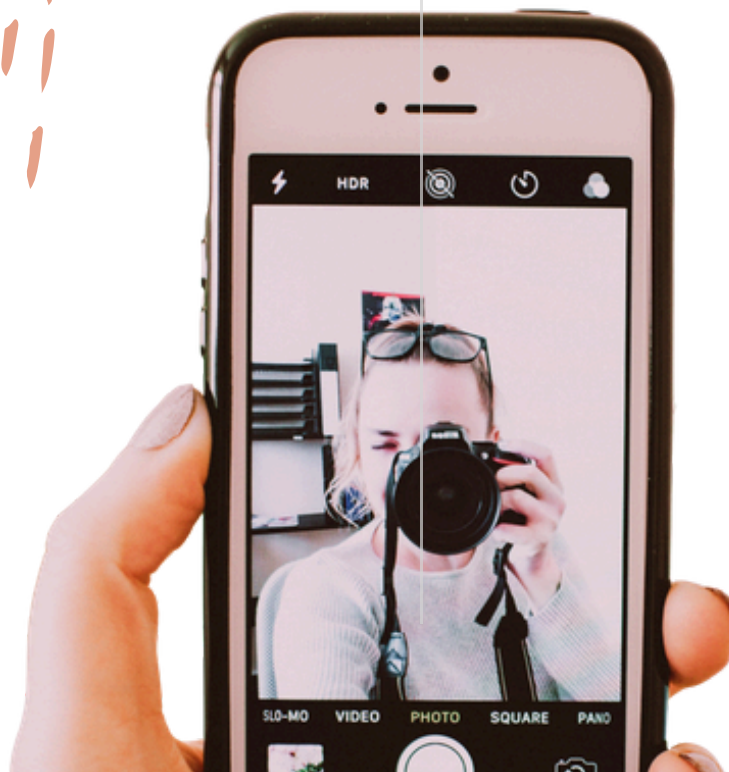
1. Start with the reason the shopper should keep watching: the question, concern, use case, or detail you are about to show.
2. Show the product in use. Demonstrate what the listing cannot fully explain.
3. Name the most useful specifics: size, setup, texture, sound, fit, storage, maintenance, limitations, or who it is best for.
4. End when the answer is complete. You do not need a sales pitch or a personal introduction. Your job is to inform a shopper, not sell them on it.

What to practice during the first 25

- Cleaner openings: get into the product immediately. Don't introduce yourself or tell a long story. Problem → Solution,
- Better demonstrations: let the shopper see what you mean.
- Clearer audio and uncluttered backgrounds. Use easy editing software like Capcut to remove background noise.
- A repeatable batch workflow that does not consume your whole week.
- Accurate product matching and a compliance check before publishing.

DO NOT CONFUSE VOLUME WITH PROGRESS

Twenty-five random videos may give you practice. Twenty-five researched, useful videos give you practice and information.





Step 3: Start Researching (Videos 25–50)

By now you should be able to see early patterns. The important question is not “How fast can I reach 100?” It is “What have these videos taught me about where my time has the best chance to pay off?”

I RECOMMEND STARTING WITH OINK AS IT IS A LITTLE MORE BEGINNER FRIENDLY
BOTH HAVE A FREE VERSION YOU CAN START WITH

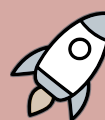


OINK FOR INFLUENCERS

OINK is a Chrome extension that can help you research products, see how crowded the video carousels are, and decide whether an item may be worth reviewing. You can also use it to find Creator Connections campaigns and identify products from your order history that you may have forgotten to film. The free version is a good place for a beginner to start learning what to look for before choosing a product.

CODE “BARB” FOR
10% OFF IF YOU
CHOOSE PAID

SIGN UP



VIRAL VUE

Viral Vue is a product-research and video-tracking tool. You can use it to research Amazon listings, check existing video competition, and look for products that may offer a better opportunity. It also helps you monitor where videos appear and find possible review ideas. Its additional tools can help with Creator Connections and make it easier to keep your product research and video work organized in one place.

CODE “WELCOME10”
FOR 10% OFF IF YOU
CHOOSE PAID

SIGN UP

AFFILIATE LINKS: I MAY EARN A COMMISSION IF YOU PURCHASE
AT NO COST TO YOU



STEP 4: BUILD THE SYSTEM (VIDEOS 50–100)

By now you should be able to see early patterns. The important question is not “How fast can I reach 100?” It is “What have these videos taught me about where my time has the best chance to pay off?”

YOUR WEEKLY RYTHM

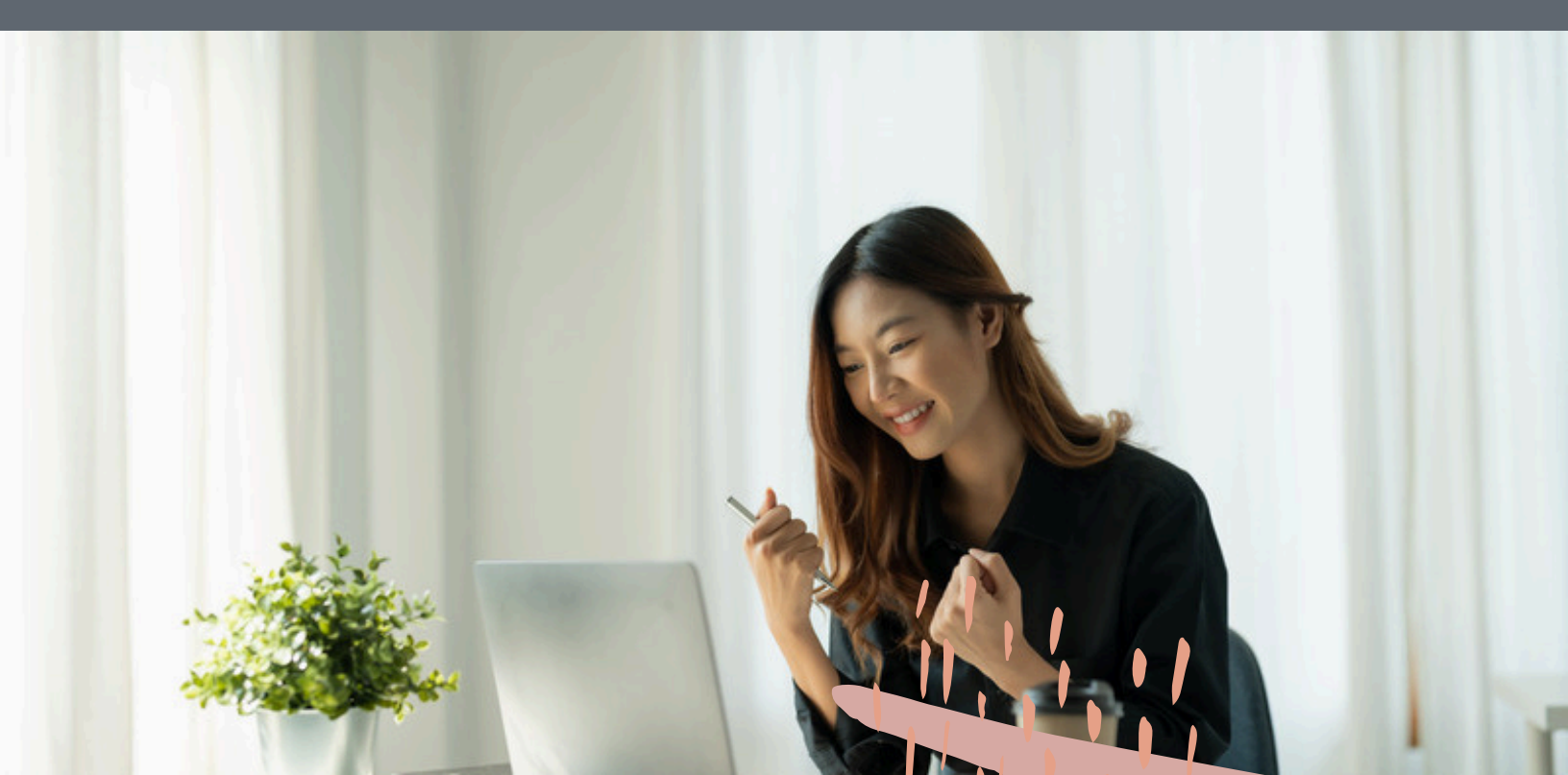
When	Job	Output
Research block	Review order history, product demand, competition, seasonal opportunity, and listing opportunity.	A ranked filming queue
Prep block	Gather products, write one shopper question each, clean the set, and group similar filming needs.	A batch-ready product cart
Filming block	Batch record useful product-first videos.	5–10 videos you can post right away
Upload block	Upload straight from your phone after editing in Capcut.	Published videos with correctly tagged asins, strong titles and thumbnail.
Review block	Track views, clicks, placements, earnings, and patterns without overreacting to one day.	Let your research guide where you need to improve and repeat what you are doing right!

YOUR 100 VIDEO CHECK-IN

Checkpoint	Question to answer
25 videos	Can I make a clear, useful video without turning it into a production?
50 videos	Which products, categories, and video openings are earning attention?
75 videos	Am I choosing products more intelligently than I did at video 10?
100 videos	Do I have a workflow I can repeat — and enough evidence to choose my next growth move?

YOUR FIRST 30 DAYS: ONE PAGE PLAN

Week	Orient + research	Minimum useful outcome
Week 1	Orient + research	Confirm approval, audit order history, score products, and choose the first 10.
Week 2	Film + publish	Batch 5-10 useful videos and document the workflow that made it manageable.
Week 3	Repeat + improve	Publish the next five; improve openings, demos, titles, or setup based on what you learned. Repeat.
Week 4	Research with tools	Get 1-2 research tools and learn to use them



END OF MONTH REVIEW

□ How many useful videos did I publish?

□ Which three products earned the most money?

□ Which three products taught me that opportunity matters more than effort?

□ What part of filming took too long?

□ What will I batch, plan better, or stop doing next month?

□ What question do I need help with the most?

THE RESULT YOU WANT

Not a perfect storefront. Not instant income. A clear next queue, a calmer way to read the numbers, and a process you can repeat.



STEP 5: READY TO GET MORE FROM THE VIDEOS YOU ALREADY MADE?

Once filming feels manageable, you do not have to leave all that work on one storefront. Two practical expansion choices are building a YouTube channel from your existing video library or publishing eligible videos to international Amazon stores. Both strategies can give your hard work another chance to be found and earn.

You may be ready when...

- You can maintain a useful Amazon filming rhythm without starting from zero every week.
- You have a backlog of videos, product knowledge, or written answers worth repackaging.
- You understand that YouTube and each Amazon marketplace have their own publishing, linking, disclosure, and eligibility requirements.
- You can choose one expansion strategy to test first.
- You have time to maintain links, disclosures, and platform-specific formats.

Your weekly operating rhythm

If you want to...	Consider...	Because...
Give your product videos a searchable life beyond Amazon	YouTube	You can repurpose strong videos, answer bigger shopper questions, and maintain links as products change.
Get more value from videos you have already created	International Amazon stores	Eligible marketplaces may let you publish appropriate existing videos for additional onsite reach without refilming everything.

CHOOSE ONE NEXT TEST

You do not need to launch both strategies in the same week. Choose YouTube or one eligible international marketplace, learn the workflow, and measure whether the extra reach is worth maintaining.

THE “I’M STUCK” DECISION PAGE

If you are saying...	Start here
“I don’t know what to film.”	Review your order history, research the products you already own, and choose the next 10 — not the next 100.
“Everything has zero views.”	Have you used a tool to see how much competition is on the carousel?
“I’m posting constantly but earning almost nothing.”	Examine product choice, demand, competition, and placement before increasing volume.
“I want brands to send me products.”	Time to learn how to write a great pitch letter
“Should I start YouTube and add international stores?”	Choose one strategy to test first, learn its workflow, and then decide whether the second is worth adding.
“I need someone to tell me what these numbers mean.”	Bring the exact screenshot or question into Storefront Launch so the answer can be interpreted in context.

Your next action — today

DO THIS BEFORE YOU CLOSE THE GUIDE

Open your Amazon order history. Choose ten products you already own. Score them. Put the best five where you can see them. That is your next filming batch.

You do not need more random tips.

You need interpretation.

[Storefront Launch](#) is the place to bring your questions: Is this product worth filming? What do these views mean? Am I ready to add another platform? What would should I do next?





Storefront Launch

Learn it, trust it, launch it.

CLICK THE LOGO TO JOIN THE FREE GROUP

Right Now!



