SimpleLifeCalc.com

COMPLETE PRODUCT EVALUATION WORKBOOK

Amazon FBA Product Research Worksheet

A step-by-step workbook to help you evaluate any product idea **before** you spend a single dollar on inventory.

- ✓ Brainstorm and score product ideas with confidence
- ✓ Check demand, competition, and real profit margins
- ✓ Compare ideas side-by-side and make a clear decision
- ✓ Beginner-friendly math — no spreadsheets required

Built for beginner FBA sellers, private label sellers, and side-hustle entrepreneurs

Created by SimpleLifeCalc.com

YOUR WORKBOOK

What's Inside

Work through the pages in order, or jump to the worksheet you need. Each step builds toward one clear answer: **is this product worth launching?**

GET STARTED

FIND & VALIDATE IDEAS

STUDY THE COMPETITION

RUN THE NUMBERS

DECIDE

HOW TO USE THIS Print it out, grab a pen, and fill in one product idea at a time. Re-print the worksheet pages whenever you want to evaluate a new idea. Done is better than perfect — just start.

READ FIRST
01

GET STARTED

Why Product Research Matters

Picking the right product is the single most important decision you will make as an Amazon FBA seller. A great listing, a big ad budget, and perfect shipping **cannot save a bad product choice**. But a strong product can succeed even while you are still learning everything else.

The good news: you do not need luck or a special talent. You need a simple, repeatable process — and that is exactly what this workbook gives you.

WHY THIS MATTERS Most money lost in FBA is lost **before the first sale** — on inventory for a product that was never going to work. Research is how you avoid buying a problem.

Good research answers four questions, in order:

1. Demand	Do enough people actually want this product?
2. Competition	Can a newcomer realistically compete and win sales?
3. Profit	Is there money left after all the costs and fees?
4. Risk	What could go wrong, and can you handle it?

ADHD-FRIENDLY TIP You do not have to do this all at once. Each page is one small task. Finish a page, take a break, and come back. Small steps still get you there.

Quick warm-up — what are you hoping to find? (your goal in one or two lines)

Throughout this workbook you will see references to free tools on SimpleLifeCalc.com that do the math for you, so you can focus on good decisions.

STEP 1
02

FIND & VALIDATE IDEAS

Product Idea Brainstorming

Dump every idea here first — do not judge them yet. You will filter later.

For each idea, jot a few words in every column. **Initial interest** is your gut feeling from 1 (meh) to 5 (love it).

Product Idea	Category	Target Customer	Problem It Solves	Interest 1–5

WHERE TO FIND IDEAS Browse Amazon Best Sellers and New Releases · notice problems in your own daily life · read complaints in product reviews · explore hobbies and niche communities.

My top idea to research first:

Product idea: ____________________

Why this one? (one or two lines)

____

____

STEP 2
03

FIND & VALIDATE IDEAS

Product Opportunity Checklist

Tick every box that is true for your idea. The more boxes, the stronger the opportunity.

Product idea: ______________________

- ☐ **Steady, year-round demand** — people buy it consistently, not just one season.
- ☐ **Sells in the friendly price range** — roughly $20 to $70 (easy to profit, easy to buy).
- ☐ **Small and lightweight** — lower Amazon fees and cheaper to ship in.
- ☐ **Simple and durable** — no electronics, no fragile parts, fewer returns.
- ☐ **Room to improve it** — you can make a better version than what exists.
- ☐ **Beatable competition** — top sellers do not all have thousands of reviews.
- ☐ **Not sold by Amazon directly** — you are not competing against Amazon itself.
- ☐ **No big-brand lock-in** — buyers are not loyal to one famous brand.
- ☐ **No legal landmines** — no trademarks, patents, or restricted/hazardous issues.
- ☐ **Healthy profit looks possible** — there seems to be margin after fees (you will check this on Step 7–8).

Boxes ticked: Out of 10 → __________ 7+ is a strong sign. Under 5? Keep looking.

WHY THIS MATTERS This checklist is your fast filter. If an idea fails most of these, no amount of marketing will fix it. Move on guilt-free — saying “no” fast is a research superpower.

STEP 3
04

FIND & VALIDATE IDEAS

Market Demand Analysis

Demand is the foundation. If not enough people want it, nothing else matters.

Product idea: ____________________

Estimated monthly sales (top listings, units): ________

Tip: a common target is the leading products each selling 300+ units per month.

Search demand — circle one:

Low Medium High

Trend observations (going up, flat, or down? based on what?)

____

____

Seasonality notes (any months that spike or go quiet?)

____

____

Demand score (1 = weak, 10 = excellent): ________

QUICK TIP Tools like Keepa show a product's sales history over time. Steady demand beats a one-time spike. Avoid fads that exploded last month — they often crash just as fast.

STEP 4
05

FIND & VALIDATE IDEAS

Search Volume & Keyword Research

Keywords show real buyer intent — the words people type when ready to buy.

Main keyword for this product: ____________________

List the keywords buyers would search. Note rough monthly search volume and how crowded it feels.

Keyword / Search Phrase	Monthly Searches	Competition	Notes

Total est. monthly searches: __________

Keyword opportunity (1–10): __________

WHY THIS MATTERS High search volume + weak existing listings = the dream setup. It means buyers are looking, but no one is serving them well yet. That gap is your opening.

Best opportunity keyword I found, and why:

STEP 5

06

STUDY THE COMPETITION

Competitor Analysis

Look at the top sellers for your keyword. You are scouting, not copying.

Top Competitor (name / brand)	Price ($)	Review Count

Average price: $__________ **Average review count:** __________

Strengths observed (what are the top listings doing well?)

Weaknesses observed (what is missing, weak, or annoying?)

QUICK TIP Average review counts under ~150 are often beatable. Several listings with thousands of reviews? That is a wall — only enter with a clearly better product.

STEP 6
07

STUDY THE COMPETITION

Product Review Analysis

Competitor reviews are a goldmine. Buyers tell you exactly how to win.

Read the 1–3 star reviews of the top products. Patterns reveal what to fix and what to keep.

Common customer complaints (what do buyers dislike?)

Common customer compliments (what do buyers love?)

Product improvement ideas (how could you make it better?)

WHY THIS MATTERS If you can solve a complaint that shows up again and again, you have found your differentiation — and your marketing message writes itself.

My biggest opportunity (the one improvement that could set me apart):

STEP 7
08

RUN THE NUMBERS

Product Cost Analysis

Add up everything it costs to sell ONE unit. Be honest — small costs add up.

Product idea: ____________________

Product cost (from supplier)	$ ________ per unit
Shipping cost (supplier → Amazon, per unit)	$ ________
Packaging cost	$ ________
Amazon fees (referral + FBA, per unit)	$ ________
Advertising estimate (per unit)	$ ________
TOTAL COST PER UNIT (add the 5 rows)	$ ________

CALCULATOR Not sure what Amazon will charge? Use the **Amazon FBA Fee Calculator** on SimpleLifeCalc.com — enter your size and weight to estimate referral and fulfillment fees in seconds.

BEGINNER-FRIENDLY MATH Total cost per unit = product + shipping + packaging + Amazon fees + advertising. That is just adding 5 numbers. No spreadsheet needed.

Notes on sourcing or costs (supplier names, minimum order, etc.):

STEP 8
09

RUN THE NUMBERS

Profitability Calculator

The big question: after all costs, do you actually make money?

Selling price (what buyers pay)	$ ________
Total cost per unit (from Step 7)	$ ________
Estimated profit = price − cost	$ ________
Profit margin = (profit ÷ price) × 100	________ %

Profitability rating — circle one:

Poor   Okay   Good   Great

WHAT IS A GOOD MARGIN? Aim for a profit margin around **25% or higher** after all costs. Below ~15%, there is little room for surprises like returns or rising ad costs.

CALCULATORS Let the tools do the math: the **Amazon FBA Profit Calculator** finds your profit and margin instantly. Use the **Amazon FBA Pricing Calculator** to test different selling prices, and the **Amazon Break-Even Calculator** to find the lowest price you can charge without losing money. All free on SimpleLifeCalc.com.

If the margin is too thin, what could improve it? (cheaper sourcing, higher price, lighter product?)

STEP 9
10

RUN THE NUMBERS

Risk Assessment

Every product has risks. Naming them now means no nasty surprises later.

For each risk, circle the level you expect, then add a quick note.

Risk Type	Level (circle one)	Quick Note
Competition risk	**Low** Med **High**	
Supplier risk	**Low** Med **High**	
Seasonality risk	**Low** Med **High**	
Product quality risk	**Low** Med **High**	
Inventory risk	**Low** Med **High**	

WHY THIS MATTERS A profitable product can still sink you if one supplier is unreliable or you order far too much stock. Knowing your risks helps you plan a safe, small first order.

Overall risk level — circle one:

Low Medium High

Biggest risk and how I would reduce it:

STEP 10

11

DECIDE

Product Comparison Scorecard

Compare up to three ideas side-by-side. Score each line from 1 (weak) to 10 (excellent).

Scoring Criteria	Product A	Product B	Product C
Product name →			
Demand (1–10)			
Beatable competition (1–10)			
Profit margin (1–10)			
Differentiation (1–10)			
Low risk (1–10)			
TOTAL SCORE (out of 50)			

HOW TO READ YOUR SCORE **40–50:** strong — move toward launch. **30–39:** promising, but fix the weak areas first. **Under 30:** keep researching other ideas.

My highest-scoring product, and one thing that surprised me:

AVOID
!

DECIDE

Common Product Research Mistakes

Learn these the easy way — from this page instead of from a warehouse full of unsold stock.

1. **Choosing with your heart, not the data.** Loving an idea is not a reason to buy 500 units. Let the scores decide.
2. **Forgetting the hidden costs.** Amazon fees, shipping, ads, and returns turn many “profitable” ideas into money-losing ones. Count every cost.
3. **Entering a saturated market.** If the top sellers all have thousands of reviews, the door is mostly closed for newcomers.
4. **Competing with Amazon or huge brands.** Very hard to win the Buy Box or buyer trust against them.
5. **Skipping samples.** Never order bulk inventory before holding a non-refundable-quality sample in your hands.
6. **Picking a product with no way to stand out.** If it is identical to everyone else, the only lever left is price — a race to the bottom.
7. **Ignoring size and weight.** Big, heavy products carry high fees and shipping that quietly eat your margin.
8. **Trusting a single sales estimate.** Cross-check with a second source. Estimates are guesses, not facts.
9. **Analysis paralysis.** The opposite trap — researching forever and never starting. Once an idea clears your scorecard, commit to a small first order.

ENCOURAGEMENT Every successful seller made some of these mistakes. The difference is they kept going and learned. You are already ahead by reading this page first.

RANK
#

DECIDE

Product Idea Ranking Sheet

Line up to five ideas and let the highest score point to your winner.

Score every line from 1 (weak) to 10 (excellent). For **Competition** and **Risk Level**, a 10 means the field is easy to beat and the risk is low — so a higher number is always better.

Scoring Criteria	Product 1	Product 2	Product 3	Product 4	Product 5
Product name →					
Demand (1–10)					
Competition (1–10)					
Profit Margin (1–10)					
Risk Level (1–10)					
Supplier Availability (1–10)					
Personal Interest (1–10)					
TOTAL SCORE (out of 60)					

HOW TO READ YOUR SCORE **48–60:** strong — this is your standout, move toward launch. **36–47:** promising, but fix the weak lines first. **Under 36:** keep looking.

PICK YOUR WINNER Add each column down to its **Total Score**, then circle the highest total — that is your top opportunity. If two ideas are within a few points, break the tie with the lower **Risk Level**, then the higher **Demand**. Carry that single idea forward to Step 11, Final Product Decision.

My highest-scoring idea: ______________________________ **Total:** __________ **/ 60**

The one reason it wins:

____

____

FINISH
11

DECIDE

Final Product Decision

Pull it all together and make your call. You have done the work — trust it.

Product name: ______________________

Scorecard total (/50): ________

Profit margin: ________ %

Overall risk: ______________

Research date: __________

My decision — check ONE:

☐ LAUNCH	☐ RESEARCH FURTHER	☐ REJECT
Strong scores. Start sourcing and order a small first batch.	Promising, but a few unknowns to confirm first.	Does not clear the bar. Move on — that is a win too.

The main reason for my decision:

____

____

My next 3 action steps:

____

____

____

BEFORE YOU COMMIT Re-check your numbers with the **Amazon FBA Profit Calculator** and **Amazon Break-Even Calculator** on SimpleLifeCalc.com. Confident numbers make for confident decisions.

You did it. One smart decision at a time is how real businesses get built. — SimpleLifeCalc.com