

A COMPLETE LAUNCH WORKBOOK

Amazon FBA Startup Checklist

The step-by-step workbook for launching your very first Amazon FBA product, even if you have never sold anything online before.

Beginner-friendly

14 guided parts

Worksheets and trackers

Launch readiness scorecard

No experience needed



READ THIS FIRST

What's Inside and How to Use It

Work through the parts in order. Check off each box as you go. You do not need to finish in one sitting.

One small step at a time.

This workbook breaks your whole FBA launch into **14 bite-sized parts**, each just one page. Do one, check the boxes, take a break, then move on. Every box you tick is a real step toward your first sale.

Free tools you'll use along the way, all on **SimpleLifeCalc.com**: the Amazon FBA Profit Calculator, the Amazon FBA Fee Calculator, and the Amazon Break-Even Calculator.

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PART 01

How Amazon FBA Works

FBA stands for Fulfillment by Amazon. In short: you send products to Amazon, and Amazon does the storing, shipping, and customer service for you.

1

You send stock

You source products and ship them into Amazon's warehouses.

2

Amazon stores it

Your products sit in fulfillment centers, ready to sell.

3

Customer buys

A shopper orders your product, with the Prime badge attached.

4

Amazon ships

Amazon picks, packs, ships, and handles returns and support.

What you handle

Choosing and sourcing your product

Pricing, branding, and your listing

Sending inventory to Amazon

Advertising and growing sales

What Amazon handles

Storage in its warehouses

Picking, packing, and shipping

Customer service and returns

The trusted Prime delivery promise

FEES

What Amazon charges, in plain English

Amazon takes two main cuts on most sales: a referral fee (a percentage of the sale, often around 15%) and a fulfillment fee (a flat amount per unit for shipping it). There are also small storage fees. You do not need to memorize these. You just need to know your numbers before you order, and that is exactly what Part 9 helps you do.

HELPFUL TOOL

Not sure what Amazon will charge for a product? The **Amazon FBA Fee Calculator** on SimpleLifeCalc.com estimates the referral and fulfillment fees so you can see your real costs before committing.

MINDSET

You do not need to understand everything today. Your only job right now is to follow the parts in order. The workbook carries the structure so your brain does not have to.

Amazon FBA Startup Roadmap

Here is the whole journey on one page. Seven phases, in order. The rest of this workbook walks you through each one.

PACE YOURSELF

Most first launches take 2 to 4 months end to end. That is normal. Pick one phase, finish it, then move on. You do not have to rush.

- 1 Set up the basics** ~1-2 hours
Sort out a business name, a separate bank account, and a simple way to track money. (Part 3)
- 2 Open your seller account** ~1 hour
Register on Amazon Seller Central and verify your identity and payment details. (Part 4)
- 3 Research a product** ~1-2 weeks
Find a simple, in-demand product that is not too crowded and fits your budget. (Part 5)
- 4 Validate the numbers** ~1 day
Score the idea and confirm it can actually be profitable before spending money. (Parts 6 and 9)
- 5 Find and vet a supplier** ~1-2 weeks
Contact makers, request samples, compare them, and pick one you trust. (Parts 7 and 8)
- 6 Order and prep inventory** ~3-6 weeks
Place your first order, get it labeled and packed to Amazon's rules, and ship it in. (Part 10)
- 7 Build your listing and launch** ~1 week
Write a strong listing, run your readiness check, and go live. (Parts 11 and 12)

Business Setup Checklist

Get your money and admin in order first. This keeps your business clean, makes taxes painless, and protects your sanity later.

**Decide on a business name.**

Keep it simple and easy to spell. You can refine your brand later.

**Choose a business structure.**

Many beginners start as a sole proprietor; some form an LLC. If unsure, check with a local tax pro.

**Open a separate business bank account.**

The single best habit you can build. Never mix business and personal money.

**Get a business debit or credit card.**

Run all FBA expenses through it so tracking is automatic.

**Set up a simple expense tracker.**

A spreadsheet is fine to start. Record every cost as it happens.

**Set a starting budget you can afford to risk.**

Write down a number you are comfortable investing in your first product.

**Create a dedicated business email.**

Keeps supplier and Amazon messages out of your personal inbox.

**Check local rules.**

Some areas need a business license or seller's permit. A quick search or a call to your local office covers it.

Write it down

My business name:

Starting budget: \$

Business email:

DON'T OVERTHINK IT

You can start selling as a simple sole proprietor in most places. Perfect paperwork is not required to begin. The separate bank account matters most.

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PART 04

~1 hour

Seller Account Setup Checklist

Now create your Amazon Seller Central account. Have your documents ready and it goes smoothly.

BEFORE Have these ready

- ☒ Government-issued photo ID (passport or driver's license)
- ☒ Business bank account details for your payouts
- ☒ A chargeable credit card Amazon keeps on file
- ☒ Tax information for your country or region
- ☒ A phone number you can receive verification codes on

SET UP Create the account

- ☒ Go to Amazon Seller Central and register.
- ☒ Choose your selling plan.
The Professional plan suits sellers planning steady sales; the Individual plan charges per item sold and suits tiny volumes.
- ☒ Complete identity verification.
Upload clear photos of your documents. Make sure names and addresses match.
- ☒ Add your deposit and charge methods.
- ☒ Enroll in Brand Registry if you have a trademark.
Recommended for private label. It unlocks better listing and ad tools.
- ☒ Turn on two-step verification.
Protects your account and your payouts.

Selling plan chosen: Individual Professional

Account approved date:

Product Research Checklist

Your product choice matters more than almost anything else. Aim for simple, useful items that people already search for.

LOOK FOR Products that are...



In steady demand.

People search for it all year, not just once.



Small and light.

Lower shipping and fulfillment fees, easier to handle.



Simple and sturdy.

Avoid fragile, electronic, or complicated items as a first product.



Priced in a healthy range.

Often around 18 to 50 dollars leaves room for profit after fees.



Not dominated by huge brands.

You want room to compete, not a wall of 10,000-review giants.



Improvable.

Read reviews of similar items. Can you fix a common complaint?

AVOID AS A FIRST PRODUCT

Fragile, battery-powered, or electronic items · restricted or gated categories (supplements, hazardous goods) · trademarked or branded items you do not own, or seasonal-only products.

My top 3 product ideas

1.
2.
3.

QUICK GUT CHECK

Could you explain the product in one sentence and picture who buys it? If yes, it is a good candidate to validate in Part 6.

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PART 06

Product Validation Worksheet

Before you spend a cent on inventory, score your best idea. Fill one worksheet per product you are seriously considering.

Product idea:

Estimated selling price: \$

Estimated demand: Low Medium High

Rough sales per month:

Competition level: Low Medium High

Profitability score (1-10): / 10

Final decision: GO MAYBE NO

SCORING

How to score profitability fast

A simple rule: a product passes if it can return roughly its cost back in profit and keep a healthy margin. Use the Amazon FBA Profit Calculator to get a quick profit number, then rate it: 8-10 if profit looks strong, 5-7 if it is tight, 1-4 if it barely breaks even.

USE THE CALCULATOR

Enter your selling price and rough costs into the **Amazon FBA Profit Calculator** on SimpleLifeCalc.com. It gives you a profit-per-sale figure in seconds, which becomes your profitability score above.

Why I chose GO, MAYBE, or NO

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PART 07

Supplier Research Checklist

~1-2 weeks

A good supplier makes everything easier. Contact several, compare them, and always order a sample before a full order.

✓ Contact at least 5 suppliers.

More options means better pricing and a backup if one falls through.

✓ Ask the key questions.

Price per unit, minimum order quantity, lead time, sample cost, and whether they can label and pack for FBA.

✓ Check responsiveness and clarity.

A supplier who replies clearly and quickly now will be easier to work with later.

✓ Request samples from your top 2-3.

Never place a bulk order from a product you have not held in your hands.

✓ Inspect sample quality.

Check materials, finish, packaging, and whether it matches the photos.

✓ Confirm total landed cost.

Product plus shipping plus any duties. This is your real cost per unit.

✓ Agree on terms in writing.

Price, quantity, timeline, and what happens if items arrive damaged.

Supplier shortlist

Top supplier name:

Price per unit: \$

Minimum order quantity:

Lead time (days):

Sample ordered? Yes Not yet

NEXT UP

Contacted a few makers? Turn the page to line them up side by side and pick the best one in Part 8.

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PART 08

Supplier Comparison Worksheet

Line up the suppliers you contacted in Part 7 and compare them side by side. Seeing the numbers next to each other makes the best choice obvious.

Fill in one row per supplier. Score **Sample Quality** and **Communication** from 1 to 5 (5 = excellent), then give each an **Overall Score** out of 5 based on everything together.

Supplier Name	Quoted Price	MOQ	Lead Time	Sample Quality (1-5)	Communication (1-5)	Overall Score (5)

HOW TO CHOOSE Picking the best supplier

1 Do not choose on price alone.

The cheapest quote is no bargain if the MOQ is huge, the lead time is long, or the quality is poor.

2 Weight sample quality and communication heavily.

A responsive, reliable maker is worth a slightly higher price. Flaky communication now means headaches later.

3 Compare total landed cost, not just the quote.

Add shipping and any duties so you compare real cost per unit, not just the sticker price.

4 Pick the highest overall score you also trust.

When two are close, go with the supplier who felt easier and clearer to work with.

CONFIRM IT STILL PROFITS

Before you commit, drop your chosen supplier's landed cost into the **Amazon FBA Profit Calculator** and **Amazon Break-Even Calculator** on SimpleLifeCalc.com to be sure that price still leaves you a healthy margin.

My chosen supplier:

Why I chose them:

Cost Estimation Worksheet

This is the most important page in the workbook. It answers one question: does this product actually make money on each sale?

Profit per sale = Selling price – Product cost – Shipping – Packaging – Amazon fees

Selling price	\$ _____
Product cost (per unit)	– \$ _____
Shipping cost (per unit)	– \$ _____
Packaging cost (per unit)	– \$ _____
Amazon fees (per unit)	– \$ _____
Estimated profit per sale	= \$ _____

Profit margin: _____ %

Margin = profit per sale divided by selling price, times 100.
Aim for a comfortable cushion, not razor-thin.

Break-even price: \$ _____

The lowest price you can sell at without losing money.
Know this before you launch.

LET THE CALCULATORS DO THE MATH

Use the **Amazon FBA Fee Calculator** to fill in the "Amazon fees" line, the **Amazon FBA Profit Calculator** to confirm your profit per sale, and the **Amazon Break-Even Calculator** to find your break-even price. All three are free on SimpleLifeCalc.com.

DECISION RULE

If your profit per sale is very small or negative, stop and pick a different product. It is far cheaper to change your mind here than after you have bought 500 units.

Inventory Preparation Checklist

Amazon has specific rules for how stock must arrive. Get this right and your products go live fast and trouble-free.

✓ **Decide your first order quantity.**

Start modest. Enough to test the market without tying up all your cash.

✓ **Create the product in Seller Central.**

This generates the FNSKU barcode Amazon uses to track your units.

✓ **Confirm labeling and packaging.**

Each unit needs the right barcode and safe packaging. Many suppliers can do this for you.

✓ **Check FBA prep requirements.**

Poly bags, suffocation warnings, and bundle rules depend on the product. Confirm before shipping.

✓ **Create your shipping plan.**

Tell Amazon what is coming and where to send it.

✓ **Arrange inbound shipping.**

From your supplier or prep center into Amazon's network.

✓ **Order a few units to yourself first (optional).**

Inspect the final, labeled product before the full batch ships in.

✓ **Track the shipment to delivery.**

Watch for it to be received and checked in before you launch.

First order quantity: units

Estimated arrival date:

Prep done by: Supplier Prep center Myself

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PART 11

Listing Creation Checklist

~1 week

Your listing is your storefront. A clear, keyword-rich listing with great photos turns browsers into buyers.

✓ Write a clear, keyword-rich title.

Lead with what it is and its main benefit. Include the words shoppers actually search.

✓ Add high-quality photos.

A clean main image on white, plus lifestyle and feature shots. This is the biggest driver of clicks.

✓ Write benefit-focused bullet points.

Tell shoppers how it helps them, not just what it is made of.

✓ Fill in the product description.

Use the space to answer questions and build trust. Enhanced content if you have Brand Registry.

✓ Add backend search terms.

Extra keywords shoppers might use that did not fit in the title.

✓ Set your price.

Profitable and competitive. Use your Part 9 numbers as the floor.

✓ Proofread everything.

Typos quietly cost trust and sales.

✓ Preview on mobile.

Most shoppers are on phones. Make sure it looks great there.

Launch price: \$

Number of photos ready:

PHOTOS FIRST

If you only perfect one thing, make it the images. Great photos do more for sales than any other single change to your listing.

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PART 12

Launch Readiness Scorecard

Score each area honestly from 1 to 5. Add them up to see if you are truly ready to launch, or what to shore up first.

AREA	SCORE
Account setup Seller account live and verified (Part 4)	 / 5
Product research Clear product, demand, room to compete (Part 5)	 / 5
Supplier selection Vetted and compared supplier, sample checked (Parts 7 and 8)	 / 5
Inventory planning Stock prepped and inbound to Amazon (Part 10)	 / 5
Listing quality Strong title, photos, bullets, price (Part 11)	 / 5
Launch preparation Profit and break-even numbers confirmed (Part 9)	 / 5
Total readiness score	 / 30

10 - 18: Not yet
 Pick your lowest-scoring area and fix it before launching.

19 - 24: Almost
 Close. Tidy up the weak spots, then go.

25 - 30: Ready
 You are set. Launch with confidence.

My weakest area and how I'll fix it

BEFORE YOU SCORE LAUNCH PREPARATION
 Make sure your profit and break-even numbers are confirmed using the **Amazon FBA Profit Calculator** and the **Amazon Break-Even Calculator** on SimpleLifeCalc.com. A "5" here means you know your numbers cold.

Common Beginner Mistakes

Almost every new seller hits a few of these. Knowing them in advance saves you money, time, and stress.

- 1 **Skipping the numbers.** **Fix:** Always complete Part 9 before ordering. Know your profit per sale and break-even price first.
- 2 **Picking a product that is too competitive.** **Fix:** Avoid categories ruled by giant brands with thousands of reviews. Find a gap.
- 3 **Ordering too much, too soon.** **Fix:** Start with a modest first order to test demand before scaling up.
- 4 **Buying inventory without a sample.** **Fix:** Always hold the product in your hands before a bulk order.
- 5 **Weak photos.** **Fix:** Invest in clean, professional images. They drive more sales than anything else.
- 6 **Mixing personal and business money.** **Fix:** Use a separate business account from day one (Part 3).
- 7 **Forgetting all the fees.** **Fix:** Use the FBA Fee Calculator so referral, fulfillment, and storage fees never surprise you.
- 8 **Pricing too low to win sales.** **Fix:** Never sell below your break-even price. Compete on quality and listing, not just price.
- 9 **Giving up after a slow start.** **Fix:** Early sales are usually slow. Keep improving your listing and stay patient.
- 10 **Trying to do everything at once.** **Fix:** Follow this workbook one part at a time. Steady beats overwhelmed.

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PART 14

Final Action Plan

You have the full map. Now lock in your commitment and take the first real steps this week.

My commitment

My product idea:

My starting budget: \$

Target launch date:

Hours per week I'll commit:

7 DAYS My next 7 days

- ☒ **Day 1-2:** Open my business bank account and set up my expense tracker (Part 3).
- ☒ **Day 3:** Create my Amazon Seller Central account (Part 4).
- ☒ **Day 4-5:** Brainstorm and shortlist 3 product ideas (Part 5).
- ☒ **Day 6:** Run my top idea through the Product Validation Worksheet (Part 6).
- ☒ **Day 7:** Check the numbers with the Profit, Fee, and Break-Even calculators (Part 9).

YOU'VE GOT THIS

Every successful Amazon seller started exactly where you are now, with one idea and a checklist. You do not need to be an expert. You just need to take the next small step, then the one after that. Come back to this workbook whenever you feel stuck, check off one more box, and keep going. Your first sale is closer than it feels.

YOUR FREE TOOLKIT

Keep the **Amazon FBA Profit Calculator**, **Amazon FBA Fee Calculator**, and **Amazon Break-Even Calculator** bookmarked at SimpleLifeCalc.com. Run your numbers any time a new product idea strikes.