



# Market, Product and Supplier Checklist for Amazon Private Label Sellers

## Is the Market Viable?

Count either zero or the number for each row

|  |   |
|--|---|
| A national, name brand does not dominate the market  | 5 |
| The average sales price is between \$15 and \$60   | 5 |
| The sales rank is under 10,000 for each of the top 3 items                                 | 4 |
| Do each of the first three items have less 400 reviews                                     | 4 |
| Do 12 of the next 17 reviews have less than 100 reviews                                    | 5 |
| The market has multiple keywords   | 5 |
| All of the Pay per Click ad spots being used   | 1 |
| The market would be viable in multiple amazon international markets                        | 5 |
| The top 3 keywords combined have over 100k searches a month (Use merchantwords.com)        | 5 |
| Knowledgeable seller in top 3 listings (good pictures, copy and description) points if yes | 4 |
| Can you add something to the product for more value (bundling, ebook, etc)                 | 4 |
| Product is durable and unlikely to break in shipping                                       | 5 |
| Product won't need an instruction manual to use, its use is intuitive                      | 3 |
| The product leads to reorders or subscriptions   | 5 |
| Does the item lead to purchases for gift items vs just purchases for the buyer             | 3 |
| The product is not a commodity and not easily purchased at local big box store             | 2 |

## Is the Product Viable?

|  |   |
|--|---|
| Product weighs less than 1 pound   | 4 |
| Product is smaller 8 x 8 x 8 inches  | 4 |
| Can make your product stand out with better packaging or with branded name on item | 5 |
| You can purchase including shipping for less than 20% of the sales price           | 5 |
| Your initial purchase can be less than 500 units                                   | 4 |

Total Your Points ->

|  |
|--|
|  |
|--|

**0-40**  
DON'T  
DO IT!



**40-50**  
SHOULDN'T  
DO IT!



**50-65**  
LOOKING  
GOOD!



**65-up**  
LOOKING  
GREAT!

