

# Amazon Product Validation Checklist

## Phase 1: Demand Validation

- Product has consistent monthly search volume.
- Multiple related keywords support demand.
- Sales are steady year-round (not only seasonal).
- More than one seller is generating consistent sales.
- Reviews on top listings are recent and ongoing.
- Demand is not dominated by one single brand.

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## Phase 2: Competition Check

- Page one listings have manageable review counts.
- At least a few competitors have under 500 reviews.
- Competitor listings show weak photos or poor copy.
- Clear customer complaints exist that you can improve.
- Product can be differentiated meaningfully.
- Competition is not solely based on price.

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## Phase 3: Profitability Calculation

- Amazon referral and FBA fees calculated accurately.
- Shipping and packaging costs included.
- Advertising budget estimated.
- Projected margin is at least 30 percent.
- Product price allows room for discounts.
- Fees do not eliminate profitability.

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## Phase 4: Logistics & Risk

- Product is lightweight.
- Product is compact (not oversized).
- Product is not fragile.

- No special certifications required.
- Not in a restricted category.
- No medical or regulated claims.

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## Phase 5: Legal & Safety

- Patent search completed.
- Brand name availability confirmed.
- No intellectual property infringement risk.
- Compliance risks reviewed.

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## Phase 6: Supplier Verification

- Supplier communicates clearly.
- Samples ordered and tested.
- Sample quality meets expectations.
- Production timeline confirmed in writing.
- Supplier can scale production.
- Packaging quality is professional.

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## Phase 7: Positioning & Branding

- Clear target audience defined.
- Unique value statement created.
- Listing photos will outperform competitors.
- Keyword strategy prepared.
- Product solves a clear problem.

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## Final Approval Filter

- I would personally buy this product over competitors.
- I can clearly explain why it is better.

- [ ] Financial risk is manageable.
- [ ] Margins remain strong even with slower sales.
- [ ] Even if it fails, the lesson is worth the cost.

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