

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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