

Your Month-by-Month Timeline for Selling on Amazon

3-month, 6-month, and 12-month checklists

This guide is designed to help new and aspiring sellers start and grow a business on Amazon. Whether your goal is to get a business up and running within a few months or to build out a longer vision for scaling your business on Amazon, we'll guide you through each step of the process.

The timeline will be broken down into three training plans to choose from:

- 3 months
- 6 months
- 12 months



We know that every seller's timeline is different and will vary based on your [business model](#) (private label, wholesale, arbitrage, etc.), [fulfillment method](#), how much time you put into the business, and many other factors.

This guide will:

- ✓ Walk you through the essential how-to's of creating and growing a business on Amazon
- ✓ Align with monthly training sessions that dive deeper into the topics
- ✓ Provide links and resources for in-depth training on each step of the selling experience

YOUR TIMELINE FOR SELLING ON AMAZON

3-Month Plan

Month 1: Getting Started & Product Research

In your first month, learn the basics of selling on Amazon. This includes setting up your seller account, navigating Seller Central, starting product research, and learning how to validate your product idea.

Weeks 1-2:

- Open your Seller Central account
- Learn how to navigate through Seller Central
 - ▶ Refer to Chapter 3 in the [How to Sell on Amazon FBA In-Depth Guide](#) (bookmark this and download the full guide to follow along with in-depth tips!)
- Sync your Amazon [MWS Keys](#) with Jungle Scout
- Begin your product and keyword research with [Keyword Scout](#), [Extension](#), [Product Database](#), and [Opportunity Finder](#)
- Start adding products ideas to the [Product Tracker](#)
 - ▶ Refer to Chapter 4 in the [How to Sell on Amazon FBA Guide](#)

Weeks 2-3:

- Track potential products for at least 2-3 weeks to monitor sales performance over time

Week 4:

- Validate your product ideas and choose your best option based on the data
- Differentiate your product from the competition
 - ▶ Refer to Chapter 4 in the [How to Sell on Amazon FBA Guide](#)

Month 2: Suppliers & Sourcing

The second month is all about finding the perfect supplier for your product. Now is the time to start contacting and vetting suppliers, order and evaluate samples, coordinate overseas shipping, and place your first order.

Week 5:

- Search through Alibaba and the Jungle Scout [Supplier Database](#) to find potential suppliers
- Contact and evaluate [multiple suppliers](#)

Weeks 6-7:

- Order, receive, and evaluate samples
- Choose your supplier
- Customize your product/add your own logo

Week 8:

- Choose your shipping method (sea shipment, air shipment)
 - Place your first order and create FBA shipment in Seller Central
- Refer to Chapter 5 in the [How to Sell on Amazon FBA Guide](#)

Month 3: Listing & Launching Your Product

The third month is where things start to get fun! You'll create a great listing to attract shoppers on Amazon and launch your brand new product. (This timeline assumes your inventory arrives on time.)

Weeks 9-10:

- Obtain all necessary product codes
 - Create your listing in Seller Central and write your listing copy
 - Use the Jungle Scout [Listing Builder](#) to fill in each section
 - Get quality images for your listing
- Refer to Chapter 6 in the [How to Sell on Amazon FBA Guide](#)

Weeks 11-12:

- Once your inventory arrives at the Amazon warehouse, your listing will go live
 - Set up [PPC campaigns](#) and promotions
 - Get your first few sales and [reviews](#)
- Refer to Chapter 7 in the [How to Sell on Amazon FBA Guide](#)

Months 3-6

Month 4: Optimizing Your PPC Campaigns

Weeks 13-14:

- Let your PPC campaigns run for at least 2 to 3 weeks to gather important keyword and sales data
- Run search term reports from within Seller Central and analyze the data

Weeks 15-16:

- Optimize your PPC campaigns based on the data in your campaign manager and search term report
 - Adjust your keyword bids and budgets accordingly
 - Continue to monitor weekly to ensure your campaigns are profitable
- Refer to Chapter 7 in the [How to Sell on Amazon FBA Guide](#)

Month 5: Sales Analytics for Your Business

Weeks 17-20:

- Understand the financial health of your business using Jungle Scout's [Sales Analytics](#) and learn whether your business is profitable or needs adjustments
 - Learn about the various Amazon reports you can download within Seller Central
 - Set an [Alert](#) in Jungle Scout to receive a daily sales snapshot and make a point to evaluate your financials every couple of weeks
 - Use [Inventory Manager](#) to predict how much stock you'll need for your FBA business and when to order it
- Refer to Chapter 8 in the [How to Sell on Amazon FBA Guide](#)

Month 6: Scaling Your Sales

Weeks 21-22:

- Start doing product research again to either [expand your product line](#) or to launch a new brand
 - If your niche has other [product opportunities](#) that sell well on Amazon, think about expanding your existing product line
 - If your first product did not sell as well as you had hoped, look for a [new opportunity](#)
- Refer to Chapter 8 in the [How to Sell on Amazon FBA Guide](#)

Weeks 23-24:

- Repeat the product research process discussed in weeks 2-4
- Refer to Chapter 4 in the [How to Sell on Amazon FBA Guide](#)

Months 6-12

Month 7: Building Your Brand

Weeks 25-26:

- Apply for a trademark so you can sign up for [Brand Registry](#)
- If you are already brand registered through Amazon, take advantage of the additional advertising features Amazon offers such as Sponsored Display Ads

Weeks 26-27:

- Create social media accounts for your brand such as Facebook, Instagram, TikTok, etc., and aim to post daily to grow a follower base and promote your brand
- Drive external traffic to your Amazon listing

Week 28:

- Set up [Facebook ads](#) to drive high quality and targeted traffic to your Amazon listing
- Set up a landing page to send traffic to first so you can collect customer emails and build an email list
- As you grow a list and following, send out exclusive [promotions](#) to reward your followers (and always make sure you are in line with [Amazon's Terms of Service](#))

► Refer to Chapter 8 in the [How to Sell on Amazon FBA Guide](#)

Month 8: Holiday Season Planning (Yes, Now!)

Week 29:

- Explore Inventory Manager to track how much [inventory](#) you typically sell per month
- Start placing additional orders with your suppliers to account for the busy [holiday shopping months](#)
- Consider ordering at least double what you would sell in a normal month

Weeks 30-32:

- Conduct new competitor and keyword research to see if you can update your listings or PPC campaigns with new potential keywords
- Update your images (you can work with a freelance photographer, check out competitor listings for ideas, or add holiday-specific images)
- Plan for any holiday promotions such as social media deals, Amazon [Black Friday/Cyber Monday](#) deals, etc.
- Review your advertising strategy and consider increasing your budget and keyword bids once the fourth quarter of the year arrives

► Refer to Chapter 8 in the [How to Sell on Amazon FBA Guide](#)

Month 9: Customer Success & Reviews

Weeks 33-34:

- Learn how to get quality [product reviews](#); Make sure you are using Jungle Scout's [Review Automation](#) tool to capture as many product reviews as you possibly can
- If you are selling any products via [FBM](#), make sure you are staying on top of your customer service; answer all customer inquiries within 24 hours to keep your metrics high

Weeks 35-36:

- Consider hiring a virtual assistant (VA) or an expert Amazon freelancer from the [Jungle Scout Market](#) to help you grow your Amazon business; they can help you with day to day tasks that you don't have time for such as answering customer questions, managing listings, etc.
- Use outside help to write and optimize your listings, manage your PPC campaigns, take your product photos, product research, etc.

► Refer to Chapter 8 in the [How to Sell on Amazon FBA Guide](#)

Month 10: Learn from the Experts

Weeks 37-40:

- It's important to check in on your business; take this time to join communities, explore new resources, and do additional training to expand your business.
- You can learn more from Jungle Scout's experts by joining the Amazon Competitive Edge [Facebook group](#), watching [Youtube](#) videos, and reading [how-to articles](#).

During this month of Jungle Scout's 12-month plan, you have an opportunity to ask your questions to Jungle Scout's Amazon experts. Learn more about Amazon selling strategies and tips as well as learning sellers' mistakes that you can avoid.

Month 11: Expanding to Other Ecommerce Platforms

Week 41:

- Start looking into expanding and growing your business outside of Amazon
- Open up a [Walmart Marketplace](#) account
- Open an [eBay](#) account
- Create your own online store using [Shopify](#)

Weeks 42-44:

- Start listing your products on other marketplaces.
- Promote to your audience on social media that your products are now available in other marketplaces and online stores.
- Research additional opportunities to grow your ecommerce business.

Month 12: Evaluate Your Business

By now, you may have followed along with the steps above or moved at a different pace. Whether you've been selling for a year, more, or less, it's always important to take time to evaluate your business progression.

- Revisit your goals, including personal, financial, etc., and consider what you can do to reach or exceed those goals
- Consider your product(s) performance, any competitors, change in demand, or optimizations you could make to improve your current product sales
- Consider expanding your product suite; redo product research to evaluate demand for your current and potential new products

The last month of Jungle Scout's 12-month plan includes exclusive access to a live Ask-Me-Anything event with Jungle Scout's expert Amazon sellers! Come with all your questions that you have regarding your ecommerce business and growth goals.

► Refer to Chapter 8 in the [How to Sell on Amazon FBA Guide](#)