**Pre-Launch Amazon Listing Checklist**

▢ Have your supplier include a “Stop Sign Sticker” insert to capture real customer emails

▢ Setup an autoresponder email sequence (at least 3 emails) to automatically be sent when customers opt-in

▢ Read competitors’ negative reviews and make sure your product does not have the same problems before ordering a large quantity

▢ Check your listing for hijackers

▢ Make sure your listing is not suppressed and has a buy box

▢ Upload the maximum number of high-quality photos into your listing

▢ Ensure that your Title is keyword rich and speaks to your niche

▢ Make sure your listing is benefit (not feature) oriented

▢ Check your Key Product Features and Description for errors

▢ Setup a Sale Price to increase conversion

▢ Input your MSRP under the “Offer” tab to increase conversion

▢ Input all applicable information under the “More Details” tab

▢ Fill out all boxes under the “Keywords” tab paying special attention to the Search Terms input field (do not use punctuation in this field)

▢ Make sure your product is priced near your target selling price (ranking can be affected by post launch price changes)

▢ If you already have reviews, make sure you have at least a 4-star average (4.5 - 5 might be beneficial depending on your market)

▢ Setup a Coupon under the Advertising tab in Seller Central to increase conversion

▢ Check your inventory level to ensure you have adequate stock for the launch and the anticipated increase in post launch sales

▢ You’re ready to LAUNCH! (make sure you don’t do high discount coupon launches or waste a bunch of money on Amazon PPC)