

P.A.T.H. Framework Implementation Guide

A practical, action-focused guide to move through each phase of building and scaling your Amazon business.

1. Prospect: Fill Your Pipeline

Purpose: Identify as many potential ASINs as possible.

Key Actions:

- Use Keepa to research velocity (30+ drops/month).
- Verify brand consistency and eligibility.
- Record ASIN, costs, and supplier information.

Checklist:

- ☐ I have reviewed at least 3 categories or sourcing channels.
- ☐ I have confirmed all ASINs meet Amazon eligibility requirements.
- ☐ I have documented a list of at least 20–30 viable ASINs.

Checkpoint: When you have 20–30 viable ASINs, proceed to Assess.

2. Assess: Narrow Your Options

Purpose: Filter out poor-fit products.

Key Actions:

- Run the 3-Step Assessment:
 - Velocity (≥ 30 drops/month)
 - Capital Protection (break-even confirmed)
 - Profit Potential (≥ 15 –20% ROI)
- Discard any ASINs that fail criteria.

Checklist:

- ☐ I have completed the 3-Step Assessment for each ASIN.
- ☐ I have removed ASINs that do not meet minimum standards.
- ☐ I have at least 5–10 testable ASINs ready.

Checkpoint: When you have 5–10 testable ASINs, proceed to Test.

P.A.T.H. Framework Implementation Guide (cont.)

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3. Test: Validate Replenishability

Purpose: Confirm that a product performs before committing more capital.

Key Actions:

- Order a small test quantity (3–5 units).
- Use the 4-week pricing ladder
 - Initial Price
 - First Adjustment
 - Second Adjustment
 - Minimum Acceptable Price
- Log sales velocity and price performance.

Checklist:

- ☐ I have reviewed at least 3 categories or sourcing channels.
- ☐ I followed the pricing ladder without skipping steps.
- ☐ I documented all sales and pricing outcomes.
- ☐ Each ASIN is labeled Replenish, Retest Later, or Discontinue.

Checkpoint: When results are clear, proceed to Harvest.

4. Harvest: Build and Scale

Purpose: Turn proven ASINs into a sustainable, diversified catalog.

Key Actions:

- Replenish regularly based on sales velocity.
- Monitor metrics: ROI, velocity, profit margin.
- Monitor metrics: ROI, velocity, profit margin. - Introduce new ASINs weekly.
- Gradually increase profitability standards.
- Document SOPs and delegate where possible.

Checklist:

- ☐ I am replenishing proven ASINs consistently.
- ☐ My catalog has diversified beyond a few products.
- ☐ I am prospecting new ASINs regularly.
- ☐ I have SOPs in place for sourcing, testing, and replenishment.
- ☐ I am tracking and improving my profitability benchmarks.

Checkpoint: Repeat the cycle—Prospect new ASINs to keep the pipeline fresh.