

Assessment Criteria Checklist

Use this to decide if an ASIN is TESTABLE

Step 1: Velocity Check

Question: Will this product sell quickly enough to give you meaningful test results?

✓ Action:

- Use Keepa to find average sales rank drops per month.
- Minimum benchmark: 30 sales rank drops per month.
- Why 30? This ensures you'll get actionable data in 30–45 days.
- If fewer than 30, skip this ASIN for now.

Step 2: Capital Protection Check

Question: Do you have evidence that you can protect your investment, even if no profit is made?

✓ Action:

- Calculate break-even price: Item cost + shipping + Amazon fees.
- Verify: Check Keepa's pricing history to confirm the lowest sustained price is above your break-even price.
- If the price history consistently falls below your break-even, skip this ASIN.

Step 3: Profit Potential Check

Question: Is there potential for a positive return?

✓ Action:

- -- Look for realistic evidence of 15–20% ROI.
- • You're not hunting unicorns—consistent, modest ROI builds your business faster.
- -- Confirm that recent sales prices support this ROI range (using Keepa).
- If you can't see a clear path to at least ~15% ROI, skip this ASIN for now.

How to Use This Checklist

1. Start with your list of VIABLE ASINs.
2. Run each through all 3 Steps in order.
3. Only proceed to test ASINs where all three criteria are green lights.
4. Log results in your tracking system (notebook, spreadsheet, or app).
5. Revisit any ASINs that failed later—conditions can change.

Reminder: Don't aim for perfect certainty. You're gathering enough evidence to justify a small test, not a huge commitment. Action beats over-analysis every time.