

Database Management Tips

Start Minimal

Track ASIN, Supplier link, and Cost

When you're getting started, complexity is the enemy of momentum.

In the early stages of your Amazon business, your top priority is volume of action—moving as many VIABLE and TESTABLE ASINs through your pipeline as possible. If you try to build an elaborate spreadsheet with dozens of columns (like storage fees, inbound dates, competitor prices, historical margin trends), you'll end up burning hours entering and maintaining data before you've even validated your first products.

That's why we recommend you keep it simple and focus only on three essentials:

1. ASIN:
2. This is the unique identifier for each product on Amazon. Without the ASIN, you have no way to track the listing, check velocity, or analyze price history. It's the baseline reference point for everything else.
3. Supplier Link:
4. This ties your research back to a real-world sourcing opportunity. It ensures you can actually buy the product again if it passes your testing phase. A listing without a reliable source isn't actionable.
5. Cost:
6. This allows you to quickly calculate your break-even and expected ROI—two of the pillars in your 3-Step Assessment (Capital Protection and Profit Potential). You don't need exact figures at this stage—just an approximate landed cost to evaluate viability.

Remember: in the Prospect and Assess phases, your goal isn't to build a perfect database. Your goal is to move quickly, sort through options, and create a shortlist of products worth testing.

Action beats over-analysis every time. By starting with these three fields, you reduce friction and keep yourself in motion.

Once you're accumulating results in the Test and Harvest phases, you'll naturally start tracking more details—like replenishment frequency and velocity. But until you have data worth managing, anything beyond the basics is just clutter.

Think of it like planting seeds in a test plot. You don't start by designing a massive irrigation system and a crop rotation schedule. You first see which seeds sprout—and only then do you build the infrastructure to support them.

Database Management Tips (cont.)

Avoid Overcomplication

Don't build elaborate systems you won't use

When you're starting out, it's easy to think you need a sophisticated system to be successful. You might feel like you're being more "professional" by designing intricate tracking templates, automating every detail, or building color-coded dashboards before you've even placed your first test orders.

But here's the truth: clarity doesn't come from perfectly organized plans—it comes from action.

You don't need an elaborate system right now. You need a simple, reliable workflow you'll actually use consistently.

Here's why:

- Execution matters more than organization.
- It doesn't matter how beautiful your system is if you're not taking action every day. The most effective sellers are the ones who do the basic steps over and over, not the ones with the fanciest spreadsheets.
- Complexity creates friction.
- Every extra column, dropdown, or formula adds more decisions and mental load. When you're learning sourcing, pricing, and logistics, you don't need that extra drag slowing you down.
- Your systems should evolve as you gain experience.
- You won't know which data truly matters to your business until you've tested products and seen patterns for yourself. If you build everything upfront, you'll waste time maintaining information you don't even use.
- Consistency beats perfection.
- A basic spreadsheet you update every day will outperform an elaborate template you abandon after a week.

Think of it like building a 20-tab workout plan before you've ever picked up a weight. You're far better off doing a few consistent exercises, learning what works, and then expanding your program over time.

Database Management Tips (cont.)

Prioritize Action

Use Tools Like Keepa to Recall Details

It's easy to feel like you need to manually record every detail about a product—price history, Buy Box trends, fee breakdowns, competitor inventory, and so on.

But here's the reality: Action creates clarity. Logging every metric yourself isn't necessary, and it often just becomes busywork that slows you down.

Remember:

- You already have access to great data.
- Tools like Keepa track all the historical pricing, sales rank drops, and Buy Box activity you could ever want. If you need to revisit that data, you can pull it up anytime.
- Manual tracking can become a bottleneck.
- If you have to fill out a huge spreadsheet before you can place an order or test a product, you're creating friction that keeps you from moving forward.
- Simplicity keeps you in motion.
- Your tracking sheet should only capture the information you need to take the next step—nothing more.
- Focus on what drives decisions.
- If a data point doesn't change whether you're going to source, test, or replenish an ASIN, you probably don't need to record it manually.

Think of it like watching sports. You don't have to write down every stat. The scoreboard already has the numbers you need. Your job is to keep track of the plays that actually affect your game plan.

Use Notes

Add Quick Reasons Why You Passed on ASINs and Reminders to Recheck

When you're reviewing dozens or hundreds of products, it's easy to forget why you decided not to move forward with a particular ASIN.

A week later, you'll see the same listing again and waste time re-evaluating it—only to remember you already ruled it out.

Adding a quick note saves you that hassle.

Database Management Tips (cont.)

Use Notes (cont.)

Here's why it matters:

- Avoid doing the same work twice.
- When you jot down why you passed—like “cost too high,” “category restricted,” or “margins too thin”—you won't keep re-analyzing the same ASIN over and over.
- Spot patterns in your sourcing.
- Over time, you'll start to see themes in your notes. Maybe you're consistently passing on certain brands or product types. That helps you refine your sourcing approach.
- Stay agile as things change.
- Amazon is always evolving. An ASIN that didn't work 30 days ago might look better now. Adding a quick note—“recheck in 60 days”—gives you an easy follow-up.
- Build your personal learning database.
- Every note you add becomes part of your experience. The more context you collect, the faster you learn what works for your business.

Think of it like marking your trail with small flags. You don't need a big explanation—just enough info to avoid getting lost or retracing the same steps.

Stay Flexible

Allow Imperfect Data Early (You Can Clean Up Later)

One of the fastest ways new sellers get stuck is by thinking all their data has to be perfect before they can move forward.

But here's the truth: early on, your goal is volume of action, not flawless record-keeping. You need to get comfortable collecting good-enough data to make decisions and trusting that you'll refine your systems over time.

Here's why staying flexible matters:

- Progress matters more than perfection.
- If you wait to build a perfectly clean, standardized database, you'll spend weeks organizing and never get to testing products.
- Learning happens through doing.
- You won't know what data really matters until you've worked through a few cycles of sourcing and replenishing.

Database Management Tips (cont.)

Stay Flexible (cont.)

- Time is a real cost.
- Every hour spent polishing spreadsheets instead of placing test orders is lost potential profit—and lost learning.
- Your systems will improve naturally.
- As you grow, your documentation will get more consistent. It's normal for your first 50 ASIN records to be a little messy. What matters is that you're capturing enough information to keep moving.

Think of it like keeping field notes on a hike. They don't have to be neat or perfectly formatted. You just need enough clarity to find your way back—and improve your route next time.

Remember: A simple system you use beats a complex one you abandon.