

Business Valuation Tool

Where Your Money Is (Even If It Doesn't Feel Like It)

What This Is (And Isn't)

It's about understanding the intrinsic value of your business. This isn't about selling your business.

Some new sellers hit a point, usually around weeks 6 to 10, where they start to panic:

"I've spent \$3,000 and Amazon's only paid me \$150. Where is all my money?"

This tool helps you see it. To locate your capital. To know where the value lives. So you can stop feeling behind, and start feeling grounded.

Where Your Money Lives

Category	Description	Estimated Value	Notes
Inventory at Amazon	Units available or actively being received at FBA	\$_____	From your Seller Central inventory tab
Inventory en route to you	Products you've ordered but not yet received or prepped	\$_____	Check your sourcing/order tracker
Inventory ready to ship	Products you have on hand, ready for prep or packed	\$_____	At your home or prep center
Inventory with suppliers	Items purchased but still held or pending shipment from the supplier	\$_____	Include anything paid but undelivered
Amazon account balance	Money currently in AMZ acct, incl. pending, and reserve	\$_____	From Amazon Payments report
Business bank account balance	Cash available for future inventory or expenses	\$_____	

Tools, software, sunk expenses Non-inventory investments (Keepa, subscriptions, etc.) \$ _____ Optional: List but don't total

Total Estimated Business Value: \$ _____

Example Snapshot

Let's say you've invested \$3,000. You check your payout and it says \$150.
At a glance, that feels like failure.

But here's what might actually be true:

Category	Value
Inventory at Amazon	\$900
Inventory in your home	\$500
Inventory en route	\$750
Supplier-holding	\$300
Amazon reserve/balance	\$400
Bank account balance	\$100
Total Value	\$2,950

You didn't lose it. It's just in motion.

Mindset Reframe: You're Not Behind

Most new sellers underestimate how long their money will be "in play."

1. They buy inventory (day 1)
2. It ships to them (+5-7 days)
3. Then to Amazon (+3-7 days)
4. Then it sells (+7-60 days)
5. Then some sits in reserve (+14 days)
6. Then finally hits their account (32-89 days)

That delay is normal. But so is the return.

If you've made wise buys, your investment isn't missing, it's maturing. This tool is here to remind you:

Motion gives you options. Hesitation gives you doubt.

Business Value Tracker (Biweekly Log)

Date	Inventory at Amazon	Inventory en route	Inventory on hand	Inventory at supplier	Amazon account	Bank balance	Total Value
_____	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____
_____	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____
_____	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____
_____	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____	\$_____