

Product Research Workflow Guide

☐ **Identify Potential Listings:**

Use Amazon to search products in categories you're interested in. Collect ASINs of items you could sell.

☐ **Brand Consistency Check:**

Scroll to "Product information" and find the Brand field. Confirm that the brand name exactly matches the product title and images.

☐ **Listing Verification:**

Compare images, bullet points, and description. Confirm size, quantity, and specs are consistent. If any detail doesn't match, move on.

☐ **Pre-Flight Inspection:**

Take your time early. Expect 5–10 minutes per listing at first. You'll develop speed as you practice.

☐ **Bridging the Gap:**

Ask: Can I source this reliably and compliantly? If not, discard the listing.

☐ **Record Viable ASINs:**

Log each approved ASIN, supplier, and cost in your database.

☐ **Add Notes & Reminders:**

Potentially note where you sourced, whether you would source there again, any items of concern.

Reminder: A "perfect" listing is meaningless if you can't source it. Focus on supply first, not theoretical profit.