

ASIN Analysis Cheat Sheet


Your 5-Step Guide to Analyzing Amazon Listings Before You Buy Inventory

1. TWO OR MORE FBA SELLERS

What to check:

- Go to the listing → scroll to "Other Sellers on Amazon"
- Are **2+ Fulfilled-by-Amazon (FBA)** sellers active?

 If YES → Listing is viable

 If only 1 → Likely exclusive or private label (skip)

2. BUY BOX PRICE \geq \$14.95

Why it matters:

- Ensures enough profit margin after Amazon fees

What to check:

- Buy Box price = minimum **\$14.95 or higher**
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✓ 3. NO AMAZON RETAIL IN THE BUY BOX

What to check:

- Under seller info:

✗ “Ships from and sold by Amazon.com” = **Amazon Retail**

✓ Third-party sellers only = Safe to pursue

Rule: Avoid competing with Amazon—they win 95% of the time

✓ 4. 40+ SALES PER MONTH

Options to verify:

- Use **Keepa** (free account works great)
 - Look at **Sales Rank** trends:
 - Consistent drops = strong sales
 - High **review count** = steady sales
- ⊘ Rank stays flat + low reviews = too slow
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✓ 5. U.S.-BASED BRAND ONLY

How to check:

- Google the brand name
 - Visit their official site
 - Confirm they're **based in the U.S.**
- ✓ US brand = easier communication & safer buying
- ✗ No website or overseas base? Skip it
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Common Red Flags

Avoid listings with these warning signs:

-  **Amazon Retail** in the Buy Box
 -  Only **1 FBA seller**
 -  **Private Label** brand (same seller & brand name)
 -  **Chinese-sourced** or no verified U.S. website
 -  Constant price drops or Buy Box instability
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Tools You'll Need

- **Keepa Chrome Extension** – Free version shows price & rank history
 - **Google.com** – Verify brands & U.S. presence
 - **Amazon.com** – Manually review Buy Box, seller list, and product reviews
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Pro Tips

- Use this checklist on every listing before contacting a supplier
 - Start slow: Analyze 5–10 products per day
 - Save your winners in a spreadsheet or tracking doc
 - Don't guess—let the data guide you!
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