



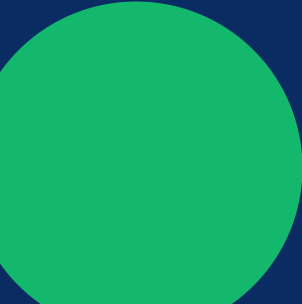
marketfy

FREE BUSINESS TOOLKIT

Amazon Seller Toolkit

A practical planning guide for profitable Amazon selling.

A free resource from marketfy.shop



Start with the numbers that matter

For new and growing Amazon sellers. Use this short toolkit alongside Marketfy calculators to make a clear plan before you spend, price or launch.

CORE FORMULA

Net profit = selling price - product cost - Amazon fees - shipping - advertising cost

The five metrics to watch

Metric	Why it matters
Unit profit	Track it consistently and compare it with your target.
Profit margin	Track it consistently and compare it with your target.
TACoS	Track it consistently and compare it with your target.
Conversion rate	Track it consistently and compare it with your target.
Inventory days	Track it consistently and compare it with your target.

Your action worksheets

Print this page or use it as a checklist while you plan.

Before you list

- Validate demand and your target customer.
- Confirm product cost, shipping and landed cost.
- Estimate referral, FBA and storage fees.
- Set a minimum profit and margin target.

Product research worksheet

- What problem does the product solve?
- What is the selling-price range?
- What are the top three competitor strengths?
- What is your differentiator?

Launch checklist

- Create clear images and benefit-led copy.
- Set inventory and reorder points.
- Plan launch advertising budget.
- Review conversion and profit weekly.

Turn insight into action

The best plan is simple enough to review every week. Use the prompts below to choose one meaningful next move.

The metric I want to improve:

My current baseline:

My target for the next 30 days:

The one experiment I will run first:

What I will review at the end of the month:

Want more practical tools? Visit marketfy.shop for free ecommerce calculators and guides.