The First 28 Days

Purpose

This lesson will discuss what's involved in handling your first 28 days as an Amazon seller. This is a key period in that you're introducing yourself to Amazon and therefore you want to be able to establish a good impression. The guidelines presented here will help you navigate the restrictions that Amazon places on newcomers and help you get a good start on running your business.

The First 28 Days

Why 28 Days?

When you first open an account as an Amazon seller, Amazon is watching you very closely to see what you are doing, what your customer metrics are, how customers are viewing you and so on. The 28 day period is not necessarily a firm timeframe but represents the first 2 pay periods (Amazon pays out every 14 days).

Amazon's close scrutiny during this timeframe is intended to protect the integrity of the Seller system. New accounts are not well established businesses and Amazon knows that there are those who will try to scam the system. New accounts can be padded with products that the account owner isn't really selling or aren't very good, or be used to simply get in, get the first payment and get out.

These shady business practices are equivalent to spamming and so Amazon does what it can to prevent this. Therefore, if you try to add products too fast or try selling a whole bunch really fast, your account can be flagged or placed under review, potentially resulting in funds being held until it can be determined that you are looking to do legitimate business.

What Needs To Be Done

The following is a list of things you want to ensure are being handled properly right from the beginning:

- **Email** – make sure your email system works. Make sure you receive emails from Amazon and that you are receiving emails from your customers. You'll be able to verify this and access these emails from within your Seller dashboard.
- **Monitoring Dashboard/Metrics** – be sure to have someone monitor your dashboard and metrics. Good management of the details can result in good business reputation and growth so ideally you want to sign in daily or at least every couple of days to check messages, rating, etc. You'll then be able to quickly respond to anything that needs

immediate attention and thus demonstrate to Amazon and your customers that you are taking things seriously.

- **Tracking Numbers** – where possible, you want to ensure you enter tracking numbers for all orders. This is not a requirement which will negatively impact your account if you don't have a tracking number, but as Amazon wants at least 98% of the orders to have a tracking number, inputting the numbers helps keep you off Amazon's radar.
- **Reliably Shipped Products List** – at some point it will be possible to choose products from a non-established drop shipper, but within the first 28 days, where establishing your own reputation as a reliable seller is important, you will want to list only those products you are 100% confident will be shipped on time.
- **Products Listing Speed** – adding products too fast may cause Amazon to raise a flag as this kind of action could make you appear to be a spammer. Therefore, you want to maintain a nice ramp-up speed, demonstrating to Amazon that you are a legitimate seller looking to do responsible, serious business. While Amazon doesn't provide any sort of guidelines as to what is "too fast" in terms of adding products, your best gauge is adding only products you are 100% sure you can reliably fill. If you are trying out a new drop-shipper in this period, keep your number of listings to only a handful (5-10) until you are completely sure that the drop-shipper is reliable.
- **Inventory Levels Control** – inventory levels for drop-shipped items can be arbitrarily assigned by the seller. Setting these levels too high even if you have high or unlimited levels of inventory can come across as suspicious. A way to avoid drawing suspicion from Amazon is to set your levels to a recommended range of approximately 300-800 units. You may also want to vary the numbers between products to give the products list a more natural, self-managed inventory appearance.
- **Operational Systems** – it is important to establish a smooth system of handling your business and this should be your main task from the very beginning as making any necessary adjustments is easier when the business is small. This includes determining how orders are getting processed, emails are getting handled, metrics are being tracked, etc. Whether handled by you, a staff or an outsourced resource, you want to make sure that everything with your account is running well and that a smooth operating system is in place because when your business starts to grow you'll already have a system in place to handle the increase.

Conclusion

As you can see, the first 28 days are important from an Amazon *and* customer standpoint. Do **not** ignore or avoid these guidelines. By following these guidelines, you should find yourself established well enough and with a solid foundation by the end of your second pay period.

Some of the details of this lesson will be covered more in-depth in other lessons so, with these guidelines in hand, select your desired business model (Drop Ship, PL&W, Amazon Kindle) and continue forward.