SellerAmp Guide for Beginners:

Your Step-By-Step Amazon Arbitrage Checklist



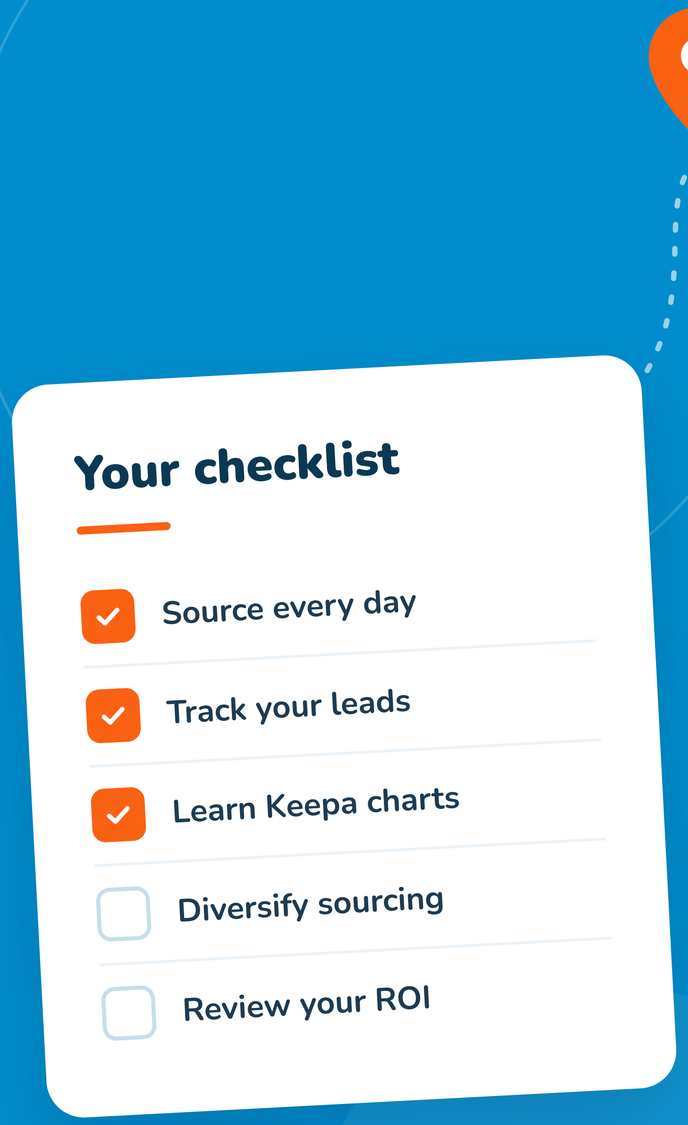
SellerAmp

Starting Amazon arbitrage can feel like stepping into a maze made of barcodes and sales charts, and this checklist is your map.

It lays out exactly what to do in your first months, so you develop the right habits, learn how to source profitable products, and avoid the early mistakes that slow most beginners down.

Think of it as a structured path that turns daily sourcing time into real progress, helping you spot trends, analyze products confidently and grow toward consistent sales.

Follow it closely, and you'll develop the skills and routines that successful Amazon sellers rely on daily.



First Month

TASK	DAILY TARGET	WHY IT MATTERS?
Spend 30–45 Minutes Per Day Sourcing	Aim to dedicate 30–45 minutes every day to finding and researching potential products. Use SellerAmp SAS to check profitability, sales rank, competition and any red flags.	Consistent daily sourcing builds your skill. The more time you spend analyzing products, the more patterns you'll start to recognize, which categories move quickly, which margins work best and what to avoid. Regular time spent sourcing is the fastest way to build strong instincts and lasting confidence.
Complete SellerAmp Tutorials (Get Sourcing)	Ensure you've gone through all our tutorials to understand the SAS tool fully.	Every successful seller uses SellerAmp SAS to its full potential. Skipping tutorials means leaving profit on the table. A solid understanding upfront saves you hours of confusion later.
Register on Cashback and Coupon Sites	Sign up to major cashback and discount platforms (e.g., Rakuten, Honey, RetailMeNot) to maximize your savings when sourcing products.	These small savings add up fast. 2–10% cashback can be the difference between a borderline and a winning deal. Think of it as free margin for doing what you're already doing.
Start Tracking Leads	Set up Google Sheets to track product leads, including key data (e.g., ROI, cost, profit margin).	Good sourcing isn't just about finding deals, it's about tracking what works. Seeing your numbers clearly helps you double down on winning categories and avoid repeating mistakes.
Join SellerAmp SAS's Closed Groups	Get connected with the community for tips, encouragement and real-time support. Join our Facebook Group and the SellerAmp SAS Discord.	You'll learn faster surrounded by people doing the same thing. The community helps you stay motivated, ask questions in real time and see what's working for others.

First Month

TASK	DAILY TARGET	WHY IT MATTERS?
Attend at Least 1 SellerAmp Live Q&A Session	Start engaging with the live Q&A sessions to stay updated and ask any questions.	These sessions often uncover small tweaks that make big differences, like how to analyze Keepa data faster, getting ungated or identifying suppressed listings. Plus, it keeps you accountable and engaged.
Learn How to Read Keepa Charts	Spend time understanding Keepa data, sales rank trends, buy box history and price stability.	Once you can “read” it, you’ll instantly know if something truly sells or if it’s a trap product that looks good on paper.
Daily Routine for New SellerAmp Users	Spend your day focusing on four key areas: Start by reviewing your leads and checking market trends to spot overnight changes, dedicate 30–45 minutes to sourcing new products, using SellerAmp to evaluate profitability, sales rank and competition. Update and organize your lead tracker with ROI, margins and notes, flagging potential replenishable items. Optionally, take a few minutes to reflect on what went well and what to improve for tomorrow. List possible questions or queries for the next Q&A session.	Following this daily routine builds consistent habits, sharpens your product-sourcing instincts and ensures every decision is data-driven. Daily engagement with SellerAmp’s tools and community accelerates learning, prevents mistakes and keeps you motivated, helping you steadily progress toward profitable arbitrage success.

YOUR DAILY ROUTINE AT A GLANCE

1. **Review leads**
   Check market trends & overnight changes
2. **Source 30–45 min**
   Evaluate profitability, sales rank & competition
3. **Update tracker**
   Log ROI, margins & notes
4. **Prep for Q&A**
   List questions for the next live session

Month Two

TASK	DAILY TARGET	WHY IT MATTERS?
Spend 45–60 Minutes Per Day Sourcing	Build on your Month 1 progress by dedicating 45–60 minutes every day to sourcing. By this point, daily sourcing should feel more natural, and you'll begin recognizing patterns without even trying.	The more time you spend analyzing products, the sharper your instincts become. By Month 2, you'll start spotting profitable categories, red flags and opportunities that your Month 1 brain wouldn't have noticed. Consistent, focused sourcing time is what transforms beginners into confident researchers.
Subscribe & Watch SellerAmp Live Q&A Sessions Weekly	Stay engaged by regularly tuning into the live sessions. Learning from others and asking questions will help you fine-tune your process.	Every Q&A includes insights you can immediately apply. You'll hear real examples, get clarity on confusing topics and stay motivated by seeing others take action. Consistent learning keeps you out of the "I feel stuck" trap that causes many sellers to fail.
Start Paying Attention to Trends & Seasonal Timing	Watch for upcoming holidays, think about what people buy 2 months before each holiday season, pay attention to major sales events (Black Friday, Prime Day, Easter, Summer clearances, etc.) **And remember:** The biggest opportunities often come from the sales you can buy during holidays, not the holidays themselves. Sellers make a killing buying during events, not just selling during them.	Beginners don't need a full-year sourcing strategy; they just need to be aware of what's coming next. This mindset helps you catch profitable seasonal items without getting overwhelmed and it trains you to think ahead like a long-term seller.
Join SellerAmp Communities & Forums	Expand your network by joining Discord channels or other SellerAmp communities to gain additional insights and strategies.	Every community has different sourcing styles, tactics and store lists. By exposing yourself to multiple perspectives, you learn faster, stay accountable and get a wider stream of leads and strategies you won't find anywhere else.
Experiment with Reverse Sourcing	Use SellerAmp SAS's reverse search feature to find profitable items by analyzing competitor storefronts and filtering out less valuable products.	Reverse sourcing is one of the fastest ways to find profitable products. Instead of scanning stores blindly, you're piggybacking off what already works. This method alone can produce your entire replenishable catalog over time.

Month Three

TASK	DAILY TARGET	WHY IT MATTERS?
Spend 60–90 Minutes Per Day Sourcing	By Month 3, your goal is to consistently dedicate 60–90 minutes each day to sourcing. At this stage, the process should feel more intuitive, and you should be confident in your ability to research products efficiently.	Investing this amount of daily sourcing time proves your workflow is working. Patterns become familiar, your analysis gets faster, and decisions feel clearer. Consistency at this level turns sourcing into a reliable profit engine. Steady time invested leads to steady results.
Diversify Sourcing Methods	Explore multiple sourcing methods like storefront stalking, retail arbitrage and online arbitrage lists.	You reduce risk by diversifying how you find products. If one store dries up, another method fills the gap. Adding even one new sourcing method can double your product pool and uncover high-ROI opportunities your competitors aren't seeing.
Refine Your Google Sheets System	Optimize your lead-tracking system for better data analysis, track sales trends, sales velocity, and any returns/refunds.	Better data = better decisions. By Month 3, beginners often lose track of what's selling, what's tanking and what's worth restocking. A refined tracking system helps you understand your business, spot winners early and drop losers quickly.
Review Your ROI and Profitability	Reassess your product list to focus on high-performing items while discarding low ROI or slow-moving products.	Not all products are worth restocking. Reviewing your numbers helps you double down on the 20% of products making 80% of your profit. This is how you move from random activity to intentional scaling.
Actively Participate in SellerAmp Q&As and Community Discussions.	Continue engaging with the community, sharing your experiences, and seeking advice to further fine-tune your strategy.	Now that you've got hands-on experience, the questions and insights will hit differently. You'll start learning intermediate strategies, spotting mistakes earlier and helping others (which reinforces your knowledge). Community support keeps you accountable and constantly improving.

Closing Thoughts

By following this checklist and sticking to the daily routine, you're building the habits, skills and confidence needed to succeed in Amazon arbitrage. Consistency, data-driven decisions and active learning are what separate successful sellers from those who quit.

Remember, progress may feel slow at first, but each day spent sourcing, analyzing and engaging with the SellerAmp community compounds into experience, profits and long-term growth.

If you know other sellers who are just starting out, sharing tools and strategies that have helped you like SellerAmp SAS can make a real difference for them too. Stay focused, track your results and trust the process. Your first profitable month is just the beginning.

SellerAmp

First profitable month
...just the beginning

Your first 90 days

Daily sourcing time, building month by month

