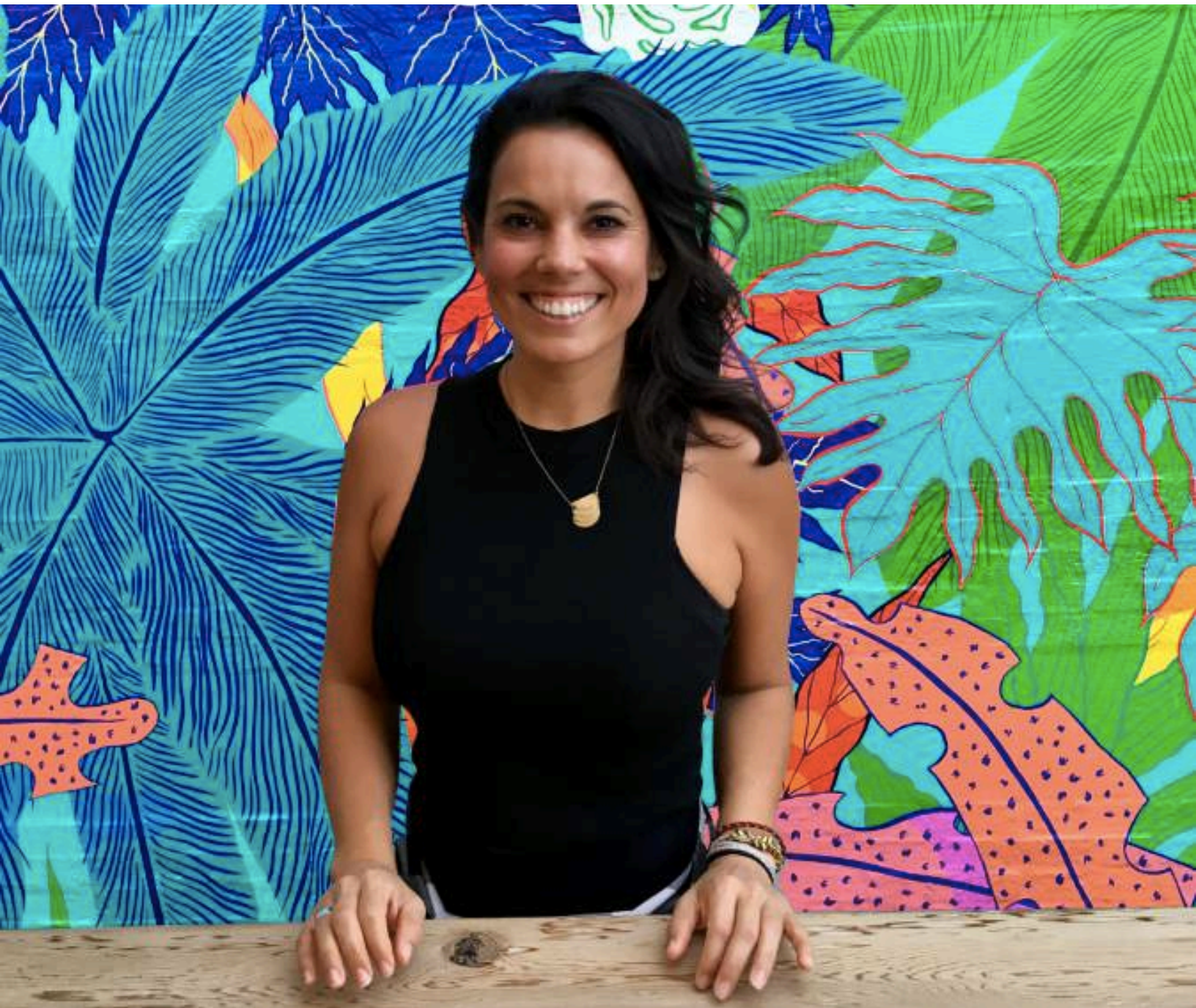




# MINDFULL GOODS

AMAZON ROAD MAP GUIDE



# OUR TRUTH

**Mindful Goods**, was started in fall of 2017, originally as a brand of healthy snacks. Limited shelf space and expensive agencies forced us to master Amazon ourselves.

We spent months and thousands of dollars testing growth strategies and got lucky enough to work with a \$50 million CPG brand along the way.

Now, we're an Amazon-only consultancy. We're female-led and work with emerging brands that quite frankly, give a sh!t.

We leverage entrepreneurs that sell 6-figures+ monthly with a collective mission: **to maximize sales for brands that impact.**

✌️ Daniela



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# Amazon Road Map Guide

## How to Use this Guide

Here's what we know...

In the past, you had to sell into stores one by one.

Today, your customers look for you on ***Amazon first***.

**Amazon is the quickest path to visibility, sales and impact.**

Here's what we learned...

In our work over the past year, we asked ourselves what stages were most important for emerging brands to focus on to get noticed on Amazon?

We've identified three core phases and broke them down into Start, Launch and Boost in the overview.

Choose your phase and use the master checklist to build your own custom roadmap.

We recommend mapping out 2-6 months and selecting no more than 3 items per month to avoid overwhelm.

# Amazon Road Map Overview

## START

Conduct *Market Assessment*

Create *Strategy Report*

**Goal:** Validate and identify your unique competitive advantage.

## LAUNCH

90 Day *Launch Plan*

Analyze Data and *Create Benchmarks.*

**Goal:** Get instant sales, feedback and insights.

## BOOST

Use Benchmarks to *Identify Opportunities*

Create Custom Tailored *Road Map & Execute.*

**Goal:** Optimize, Track and Boost to Page 1.





# BONUS | Resources

These are some of our favorite tools we use in-house. We only share the ones we use daily and love. Yes, some of the links give you discounts and buy us coffee.

✌️ Cheers!

**Viral Launch** for research <http://bit.ly/virallaunchmg>

**Fetcher** for most simple P&L <https://fetcher.com/>

**ZonPages** to make keyword url <http://bit.ly/zonmindfull>

**Seller.Tools** for keyword data - use code LAUNCHMINDFULL

**Listing Dojo** for A/B Testing, free with Viral Launch

**WordTree** - another keyword tool - [www.wordtree.io](http://www.wordtree.io)