

The FBA Broker

Value Pillars	1	3	4	5
BRAND	You don't have a Trademark or Brand Registry for your business. You don't talk about your brand in fear of competition. You have no way to communicate directly with your customer but if you could you wouldn't know the customer avatar to write for. You don't have a website, blog, or social media.	You have a Trademark for your brand and Brand Registry 2.0. You have a few products under the brand umbrella but they aren't aligned in any way. You know your customer avatar enough to target keywords but you don't have a way to speak directly with them.	You have a Trademark and Brand Registry 2.0. Your products are all aligned and serve a single target market. While your brand solves a real problem and you have raving fans you're still not always comfortable talking about with other sellers.	You have a Trademark, Brand Registry 2.0. Your Brand has a strong story which you openly talk about and sells products that solves a true pain point. You've got 1,000 true fans who love your brand and talk about it to their friends and family via social media or in person.
FINANCIAL	You never seem to have any money left when you need to re-order more stock and therefore place orders on credit of some kind. You're struggling to find the funds to reinvest into the business. Your margins are tight (less than 15%) and you don't forecast cashflow.	You know your rough profit numbers (but it's low 20%), but haven't been keeping any kind of records. The business does well enough to pay for it's own inventory (usually), but having excess cash for larger orders including peak sale periods is a struggle. OPEX including PPC spend seems to fluctuate but you're not sure why.	Your Net Margin is between 20-30%. You know your numbers and can breakdown your COGS. You have a bookkeeper managing things and you forecast cashflow regularly. Your business is profitable and you are strategic with re-investing your cash into bigger orders.	Your Net Profit Margin is above 30% which you know because you track it with your CFO. Your OPEX is stable including your PPC spend which is profitable. Your inventory is well stocked, you have no cashflow restraints.
DIVERSIFICATION	You've got 1 hero product that drives the bulk of your revenue. It's a shark fight in your niche with sophisticated sellers (or Amazon themselves) selling against you. Your product aren't defensible, others seller have the same item as you and now you're in a price war.	You have one or two hero products with a number of other products showing good momentum. You find products that are already available through suppliers and don't improve or alter them other than putting your brand name on the label.	You have an assortment of products that appeal to a single target market with no one SKU being more than 30% of revenue. The products are higher priced items and lend themselves to repeat purchases. You've got Best Seller badges for many of your products.	You have a product line that is proprietary and/or patented in some way (ideally with exclusivity or design patents). The revenue per SKU is spread across the product suite with no single product risk on profits or dead SKU's. You've got ideas for new lines and some products are potentially retail ready.
OPERATIONS	The business is less than one year old and/or your revenue is less than \$1MM. You do everything yourself and you don't have a clear path forward for brand/product expansion.	Your revenue is around \$1MM. You have some staff/contractors handling customer service, logistics for inventory management or PPC ads but not all 3. You're still managing suppliers and forwarders. You have an expansion plan but no capital to do it.	Your revenue is over the \$1MM mark. Day-to-day operations are taken care of, however you might personally still manage 1 or 2 things. You have finally worked out the balance of inventory levels to avoid huge long term storage fees.	You're doing \$10MM+ in revenue. The brand is growing with new product lines in the works. You are completely hands off from the day-to-day operations. The business could run without you for a 2 week holiday as you have a General Manager or CEO running things.
TRENDS	Compared to the same time last year your sales are down. You don't sell the same products as last year as they are no longer in demand. You are always trying to launch new products to keep the business going.	Your growth is flat or stable. Sales are not up or down. The volume of searches for your main products top keyword seems to be on the decline. If you don't launch some new lines your revenue will decline.	Sales growth is more than 20% which is above and beyond Amazon's growth rate. The product life cycle of your brand has some longevity and the niche is growing with consumer interest.	Sales growth has been exponential and is up 50-100%+ year over year. Products launched years ago are selling stronger than ever. Popularity of the niche is growing wider with new potential customers increasing the market size each year.
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Calculating your score:

Read the description for each Brand Pillar and select the box which best represents your brand. Note the corresponding score for your selections (purple = 1, blue = 3, green = 4, orange = 5)