

AMAZON BEGINNER SAFE START CHECKLIST (CANADA)

Who this is for: New Amazon sellers in Canada starting with arbitrage or wholesale who want their first sale without losing money or risking account deactivation.

STEP 1: PICK THE RIGHT MODEL FIRST- UNDERSTAND MONEY AND TIME INVSETMENT

TIME

Before choosing a model, be honest about your available time.

Minimum time requirement for either model

You must be able to dedicate at least 20 hours per week to:

- Sourcing products (retail or wholesale websites)
- Reviewing listings and pricing
- Researching brands or wholesaler accounts

If you cannot commit this time consistently, **do not start yet.**

ARBITRAGE

Start with Online/Retail Arbitrage if:

- You have under \$2,000 to start
- You want faster learning and faster feedback
- You want to test and get Amazon can work for you

WHOLESALE

Start with Wholesale if:

- You have \$3,000 or more to invest
- You can obtain proper invoices from suppliers
- You are willing to wait longer for approvals

 Beginner mistake to avoid:

- Trying both models at once. Pick one model for your first 90 days.

STEP 2: SET UP YOUR ACCOUNT THE SAFE WAY

- Upgrade to a Professional Seller Account
- Enable two-step verification
- Add a valid Canadian billing address and bank account
- **Do not create multiple Amazon accounts**

💡 Important if you are opening a new business. If you register a new business entity:

- Open your business bank account first
- Wait at least one full billing cycle to receive your first bank statement
- Make sure your business is properly registered with the government

🚫 Do not open an Amazon seller account immediately after opening a new business account.

- Applying too early often causes verification delays when Amazon validates your business information.



STEP 3: INSTALL ONLY THE TOOLS YOU NEED

- Free Google Sheets or Excel for tracking
- Keepa for price history and demand trends
- A Chrome extension calculator like [AZInsight](#) to:
 - Calculate profit after Amazon fees
 - Quickly assess whether a listing is safe to sell on

These tools help you make fast, informed decisions before buying inventory.

🚫 Do not install multiple tools or browser extensions at once.

- Too many tools lead to confusion, conflicting data, poor decisions and wasted money.



STEP 4: KNOW WHAT NOT TO SELL FIRST

Avoid these as a beginner:

- Topical health products
- Supplements and ingestibles
- High-end beauty brands
- Branded bundles
- Toys (Especially during Q4)
- Any product showing “Approval Required”

Focus instead on low-risk, everyday products with steady demand.



STEP 5: DO A QUICK SAFETY CHECK BEFORE BUYING

Before purchasing inventory, confirm:

- You are ungated for the category and brand
- There are at least 5 active sellers
- There are no recent IP or policy warnings on the listing
- The product is profitable **AFTER** Amazon fees

If any of these checks fail, skip the product.



STEP 6: DEFINE A REAL FIRST WIN

Your first win is not:

- High monthly revenue
- Private label launches
- Automation or rapid scaling
- How many big brands you can ungate

Your first win is:

- One safe product
- One clean shipment
- One legitimate sale
- Zero account warnings

This is how real Amazon businesses start.



FINAL REMINDER

- Amazon rewards boring, consistent, compliant sellers.
- Shortcuts lead to account issues.
- Focus on safety and structure first. Scale comes later.



Want help finding your first profitable product?

The first Product to Amazon Coaching Program helps beginners go from product research to their first Amazon shipment in 90 days.

Book a free intro call to see if the program is the right fit for you.

[Book Now](#)