THE FREE TOOLKIT

Every checklist and template from the book

462 checklist items · 7 record templates · country obligation tracker · 30-day Account Health reset planner



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How to use this toolkit

This is the companion to *Across the Pond: The Amazon Seller's Compliance Handbook for the UK and Europe.* It collects every checklist from the book, in the same order, plus the record templates from the back of the book and the 30-day reset planner.

Print the pages you need, or use the editable spreadsheet version, which has the same content with space for owners, dates and notes. Most sellers keep the country tracker and compliance calendar open all year and pull out the chapter checklists when something changes: a new product, a new country, a new supplier, or an email from Amazon.

Rules and Amazon policies change. The checklists reflect the position in November 2026; always confirm current requirements with the official source before you act.

- **Part A** · Chapter checklists
- **Part B** · Record templates (Toolkits 1 to 7)
- **Part C** · The 30-day Account Health reset planner

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PART A

Chapter checklists

Every checklist from the book, chapter by chapter. Tick what you've done; circle what you haven't.

CHAPTER 1

How Amazon Really Works for Sellers

AMAZON KNOWS MORE ABOUT YOU THAN YOU THINK

In practice that means:

- [ ] **Keep your business details identical everywhere:** Seller Central, your bank, your company registration and your invoices
- [ ] Check what EU customers can see on your seller profile, because your business name and contact details are shown to them
- [ ] Plan any change of address, bank or company details, because changes can trigger fresh verification
- [ ] Never do anything that could look like hiding who you are; Amazon treats it as a red flag

CHAPTER 1 CHECKLIST

- [ ] I understand that Amazon's rules, the law and tax are three separate systems
- [ ] I don't assume a live listing means a product is legal
- [ ] I know who the manufacturer, importer and seller are for each product I sell
- [ ] My business details match across Amazon, my bank and my company records
- [ ] I treat my seller account as a business asset that needs protecting
- [ ] I check account and compliance health, not just sales

CHAPTER 2

Setting Up Your Account Properly

REGISTRATION DOCUMENT PACK

- [ ] Passport or national identity card for the main contact and each beneficial owner
- [ ] Recent proof of address, such as a bank or credit card statement or a utility bill, unaltered and uncropped
- [ ] Business registration documents (company certificate, articles or equivalent) for business sellers
- [ ] A chargeable credit or debit card
- [ ] Bank account details in the name of the business or the registered contact
- [ ] Your tax identification number and, where you have one, your VAT number
- [ ] A phone number you'll keep for years

LOCK DOWN ACCESS FROM DAY ONE

Amazon requires two-step verification for Seller Central users. Use it properly:

- [ ] Every person who needs access gets their own user login, never a shared one
- [ ] Each user gets only the permissions their job needs
- [ ] The account owner keeps control of the primary login and recovery methods
- [ ] Two-step verification codes go to devices the business controls, not a freelancer's phone
- [ ] Access is removed the same day someone leaves or an agency contract ends

CHAPTER 2 CHECKLIST

- [ ] I've decided which legal entity sells, and it matches my bank and tax position
- [ ] I understand which Amazon region accounts I need
- [ ] I've gathered clean, matching documents before registering
- [ ] I've answered the tax interview based on my real tax position
- [ ] Every user has their own login and only the access they need
- [ ] I've applied for trademarks in each region where I'll build a brand
- [ ] I keep a written registration record

CHAPTER 3

Choosing Products That Won't Get You Into Trouble

FOUR KINDS OF "NO"

Check all four before you place an order, not after the stock has arrived:

- [ ] **Prohibited:** Amazon won't let anyone sell it, or the law bans it in that country
- [ ] **Restricted or gated:** you need Amazon's approval first, for certain categories, sub-categories or brands
- [ ] **Dangerous goods:** products with batteries, aerosols, flammable liquids, magnets and so on may need safety data sheets and special handling before FBA will accept them
- [ ] **Regulated:** legal to sell, but only with specific compliance evidence, such as toys, electricals, cosmetics, food-contact items, personal protective equipment and medical devices

INTELLECTUAL PROPERTY: THE RISK YOU CAN'T SEE

Even a perfectly safe product can be removed because it infringes someone's rights. Check for all three traps before you commit:

- [ ] **Trademarks:** Using a brand name you don't own, including in keywords or "compatible with" claims written carelessly
- [ ] **Designs and patents:** Copying a product's appearance or function that someone has protected
- [ ] **Copyright:** Using someone else's photos, text or artwork

RESELLING OTHER PEOPLE'S BRANDS

If you resell brands:

- [ ] Buy from the brand or authorised distributors, with proper invoices
- [ ] Check whether the brand is gated and get approval first
- [ ] Never assume a supermarket receipt will satisfy an authenticity check
- [ ] Keep supply-chain evidence from the very first order (see Chapter 7)

CHAPTER 3 CHECKLIST

- [ ] I've checked whether the product is prohibited, gated, dangerous goods or regulated
- [ ] I know which compliance rules apply in every country I'll sell in
- [ ] I've searched trademarks and designs in each region
- [ ] My supplier can give me test reports for the exact model
- [ ] I've scored the product's compliance risk before ordering
- [ ] For resold brands, I buy only from sources that give proper invoices

CHAPTER 4

The Compliance Budget

COMPLIANCE COST LINES

- [ ] **Testing:** laboratory testing for the exact product and markets, and re-testing after changes
- [ ] **Technical documentation:** preparing or checking the technical file and declarations
- [ ] **EU responsible person:** an EU-established business to act for you under product safety law
- [ ] UK responsible person or importer arrangements, where your product or route requires one
- [ ] **EPR registrations:** packaging, electrical (WEEE) and battery registrations, country by country, plus annual fees and reporting
- [ ] Authorised representatives for EPR, where a country requires one for foreign sellers
- [ ] **Labelling and packaging changes:** languages, warnings, recycling marks, batch numbers
- [ ] **Translation:** listings, instructions and safety information in each language
- [ ] VAT registrations and returns in each country where you store stock, plus a fiscal representative where required
- [ ] **Customs:** EORI numbers, customs broker, duties and import VAT cash flow
- [ ] Trademarks in each region
- [ ] Product liability insurance covering each market
- [ ] Your own time, or someone else's, to keep it all current

CHAPTER 4 CHECKLIST

- [ ] I've added compliance lines to my landed-cost spreadsheet
- [ ] I've separated one-off and running costs
- [ ] I've got at least two quotes for each significant cost
- [ ] I know my compliance cost per unit in each market
- [ ] I've made a deliberate go/no-go decision for each product and country

CHAPTER 5

Account Health Explained

WHERE TO FIND IT

In Seller Central, Account Health sits under the Performance menu. Each time you open it, look at all three of its sections:

- [ ] **Customer service performance:** how often orders go wrong in ways customers notice
- [ ] **Policy compliance:** listing problems, intellectual property complaints, authenticity concerns, product safety and restricted products
- [ ] **Shipping performance:** for orders you dispatch yourself, whether they leave on time with valid tracking

READ THE VIOLATION, NOT THE HEADLINE

A notification might say "Product authenticity", "Restricted products" or "Listing policy". That heading is just a label. Open the full notice and record:

- [ ] The exact policy named
- [ ] The ASIN, SKU or order involved
- [ ] The marketplace
- [ ] The date received
- [ ] What Amazon is asking you to do
- [ ] Any deadline
- [ ] What happens if you don't act
- [ ] The route for responding (appeal, document upload, dispute)

WEEKLY ACCOUNT HEALTH REVIEW

- [ ] Check the rating and any change since last week
- [ ] Open every new notification and log it
- [ ] Review the performance metrics for each store and fulfilment method
- [ ] Look at the orders behind any metric that moved, not just the percentage
- [ ] Check product compliance requests and regulatory information pages
- [ ] Check EPR and VAT information pages in Europe for missing numbers
- [ ] Give every open issue a named owner, a next action and a date
- [ ] Note anything that needs escalating today

CHAPTER 5 CHECKLIST

- [ ] I know where Account Health and the separate compliance pages live in each store
- [ ] I understand what the rating covers and what it doesn't
- [ ] I've checked the current performance targets for each store I sell in
- [ ] I review Account Health weekly and log every issue
- [ ] Every open issue has an owner, a next action and a date

CHAPTER 6

Listings That Stay Live

REVIEWS: THE FASTEST WAY TO LOSE AN ACCOUNT

Tick each line you can honestly say is true for your business:

- [ ] We never offer refunds, gifts or discounts in exchange for reviews
- [ ] We never ask only happy customers to leave a review
- [ ] We never review our own products, or ask friends, family or staff to
- [ ] We never pay review clubs, "rebate" groups or anyone promising reviews
- [ ] We never merge variations to move reviews from one product to another
- [ ] We never put cards in the box asking for a five-star review

LISTING CHANGE CONTROL

- [ ] One person approves changes to titles, claims, safety attributes and images
- [ ] **Every change is recorded:** what, who, when and why
- [ ] Safety, health, green and certification claims are checked against evidence first
- [ ] Translations for European stores are checked by someone fluent
- [ ] Listings are re-checked after Amazon updates or merges them

CHAPTER 6 CHECKLIST

- [ ] Every claim in my listings is backed by evidence for the exact product
- [ ] My images show exactly what the customer receives
- [ ] Products are in the correct category with accurate attributes
- [ ] My variations are genuine
- [ ] I never solicit, buy or manipulate reviews
- [ ] My buyer messages contain no marketing or links
- [ ] Listing changes are approved and recorded

CHAPTER 7

The Paper Trail That Saves Your Account

INVOICE CHECK

- [ ] The supplier's full legal name and address are shown
- [ ] The supplier's contact details (phone, email or website) are shown
- [ ] There's an invoice number and a date
- [ ] Your business name and address appear as the buyer, matching your seller account
- [ ] Each product is described clearly enough to match the ASIN (brand and model, not "assorted")
- [ ] Quantities are shown for each line
- [ ] It's a completed sale, not a quote, pro forma or order confirmation
- [ ] The quantities make sense against what you sold in the period being reviewed
- [ ] Nothing has been edited, cropped or retyped

SUPPLIER CHECK BEFORE THE FIRST ORDER

- [ ] I've confirmed the supplier is a registered, trading business
- [ ] They've sent a sample invoice showing the details in 7.2
- [ ] They can tell me where their stock comes from (the brand, a distributor, the manufacturer)
- [ ] They'll provide supporting documents if Amazon or a regulator asks
- [ ] Where it matters, they can show they're authorised to sell the brand
- [ ] They've agreed in writing to tell me about changes to the product, packaging or source
- [ ] I've saved all of this in the product's file, not in someone's inbox

THE PAPER-TRAIL ROUTINE

- [ ] **New supplier:** verify them and agree what paperwork they'll provide
- [ ] **Every purchase:** save the invoice to the product's file, not just the accounts folder
- [ ] **Goods in:** record what actually arrived, by product and quantity
- [ ] **New product:** create its evidence index before the listing goes live
- [ ] **Every quarter:** check your top-selling products for gaps or missing invoices
- [ ] **Supplier change:** review whether the evidence still covers the product you're selling

CHAPTER 7 CHECKLIST

- [ ] I know which supplier each of my main products comes from
- [ ] My invoices show full supplier details, clear product descriptions and quantities
- [ ] My purchase quantities can be reconciled against my sales
- [ ] I've started a product evidence index for my top products
- [ ] I keep supply-chain and compliance documents in the same product file
- [ ] Suppliers have agreed to tell me about product or source changes
- [ ] I've never edited, recreated or misdescribed a document, and never will
- [ ] I know when I'd bring in specialist help

CHAPTER 8

Intellectual Property: Complaints, Brand Registry and Staying Clear

IP PREVENTION CHECKLIST

- [ ] I search trademark registers in each region before choosing brand names and keywords
- [ ] I don't use other brands' names in titles, keywords or images unless I'm genuinely selling their product
- [ ] I write "compatible with" claims carefully and only where accurate
- [ ] I use only photos and text I've created or licensed
- [ ] I check whether a product's design or mechanism is protected before copying it
- [ ] **I keep evidence of my own rights:** trademark certificates, design registrations, image licences

BRAND REGISTRY: PROTECTING YOUR OWN BRAND

For sellers entering Europe:

- [ ] File a UK trademark (UK Intellectual Property Office) for Amazon.co.uk
- [ ] File an EU trade mark (EUIPO) to cover the EU stores, or national marks where that makes more sense
- [ ] Enrol in Brand Registry in each region once you have the right application or registration
- [ ] Keep your brand name, logo and packaging consistent across all markets

CHAPTER 8 CHECKLIST

- [ ] I understand which IP rights apply in each region I sell in
- [ ] I check brands, designs and images before listing
- [ ] I have a calm, evidence-based process for responding to complaints
- [ ] I've protected my own brand with trademarks in each region
- [ ] I'm enrolled in Brand Registry wherever I sell my own brand

CHAPTER 9

Orders, Delivery and Customers

CUSTOMERS IN THE UK AND EU HAVE STRONG RIGHTS

European consumer law gives customers rights that go further than many US sellers expect. You can't contract out of them in your listing, so build them into your pricing and returns process:

- [ ] **Right to cancel online purchases:** in the EU and the UK, consumers generally have 14 days after delivery to cancel most distance purchases without giving a reason, and Amazon's own returns policy is often more generous still
- [ ] **Legal guarantee:** in the EU, goods must conform to the contract, with a minimum legal guarantee of two years in most cases; the UK has its own statutory rights under consumer law
- [ ] **Clear information:** who you are, the total price including taxes, delivery costs and return rights must be clear before purchase

RETURNS REVIEW

- [ ] I review return reasons weekly, by product
- [ ] I read the actual comments, not just the reason codes
- [ ] **I look for patterns:** one product, one batch, one warehouse, one carrier
- [ ] Repeated "not as described" returns trigger a listing review
- [ ] Repeated "defective" returns trigger a quality and safety review
- [ ] Safety-related complaints are escalated the same day

DAILY OPERATIONS CHECK (FBM)

- [ ] Orders approaching their dispatch deadline
- [ ] Stock shortages and sync errors
- [ ] Shipments without valid tracking
- [ ] Customer messages older than 24 hours
- [ ] Any new A-to-z claims or chargebacks
- [ ] Any safety-related complaint

CHAPTER 9 CHECKLIST

- [ ] I track FBA and FBM performance separately
- [ ] My handling times reflect what we reliably achieve, including holidays in each country
- [ ] I understand UK and EU consumer rights and price them in
- [ ] I review returns for patterns every week
- [ ] I escalate safety complaints the same day

CHAPTER 10

Europe Is Not One Market

THE UK IS NOT THE EU

Since Brexit, the UK has been outside the EU's single market. Plan for three practical consequences:

- [ ] Separate stock. Amazon's UK and EU fulfilment networks are separate. Stock in Germany can't move automatically to the UK, or the other way round, without going through customs
- [ ] Separate tax and customs. UK VAT and EU VAT are different systems. You need a GB EORI number to import into Great Britain and an EU EORI number to import into the EU
- [ ] Separate product rules, with a twist. Great Britain (England, Scotland and Wales) has its own product safety rules, and Northern Ireland follows EU rules for goods. More on that in Chapter 11

CHAPTER 10 CHECKLIST

- [ ] I treat the UK, the EU and each EU country as separate compliance targets
- [ ] I know which Amazon stores I'll sell in and how stock will reach them
- [ ] I've chosen a fulfilment programme with its VAT consequences in mind
- [ ] I have GB and EU EORI numbers if I'll import into both
- [ ] I've budgeted for translation of labels, instructions and listings

CHAPTER 11

Product Safety: GPSR and the UK Rules

HOW AMAZON APPLIES GPSR

Amazon asks EU sellers to enter, in Seller Central:

- [ ] Manufacturer contact details
- [ ] EU responsible person contact details
- [ ] Warning and safety information for each product, as text, images or documents
- [ ] Product images that show the identifying details and labels

RESPONSIBLE PERSON CHECKLIST

- [ ] They're established in the EU and can act for the products I sell
- [ ] There's a written agreement setting out the role and fees
- [ ] They've reviewed, or have access to, my technical documentation
- [ ] Their name and contact details are on my labels or packaging
- [ ] Their details are entered correctly in Seller Central
- [ ] I know how to reach them quickly if an authority or Amazon makes contact
- [ ] I've checked whether my product-specific laws need a different representative (for example, cosmetics)

CHAPTER 11 CHECKLIST

- [ ] I know whether each product falls under the EU GPSR
- [ ] I've appointed an EU responsible person where required
- [ ] Labels show type or batch number, manufacturer and responsible person details
- [ ] Warnings are in the local language of every EU country I sell in
- [ ] My listings show manufacturer, responsible person and safety information
- [ ] I understand the GB rules and the Northern Ireland position
- [ ] I'm watching for new UK product safety rules

CHAPTER 12

Marks, Tests and Paperwork

WHAT CE MARKING ACTUALLY MEANS

CE marking is not a quality mark and it isn't a certificate you buy. It's the manufacturer's declaration that a product meets the EU laws that require CE marking for that type of product. For every CE-marked product you sell, make sure these sit behind it:

- [ ] **An EU Declaration of Conformity:** a signed document naming the product, the laws it complies with and the standards used
- [ ] **A technical file:** the evidence, such as design information, risk assessment, test reports and component details
- [ ] **A conformity assessment:** sometimes self-assessment, sometimes involving an independent "notified body", depending on the product

TEST REPORT CHECK

- [ ] The product name and model number match the product I'm selling exactly
- [ ] The report covers every variant I sell, or I have reports for each
- [ ] The laboratory is identifiable and appropriate for this type of testing
- [ ] It names the standards tested against, and they apply to this product
- [ ] It's recent enough, and nothing in the product has changed since
- [ ] The result is a pass, with no unresolved failures in the detail
- [ ] It covers the markets I'm selling into
- [ ] There's a matching Declaration of Conformity where one is required

CHAPTER 12 CHECKLIST

- [ ] I know which products need CE marking and which don't
- [ ] I hold a Declaration of Conformity and technical documentation where required
- [ ] I know whether CE is accepted in Great Britain for each product type
- [ ] I've checked every test report against the exact model I sell
- [ ] I've noted upcoming changes, such as battery QR codes and the new Toy Safety Regulation
- [ ] Suppliers must tell me before changing a product

CHAPTER 13

Packaging, Electricals and Batteries: EPR Explained

WHAT EPR IS

Extended Producer Responsibility means the business that puts certain goods on a country's market helps pay for collecting and recycling them. Tick each stream that applies to your products; at a minimum, EPR covers:

- [ ] **Packaging:** every box, mailer, bubble wrap and bag you ship to a consumer
- [ ] **Electrical and electronic equipment (WEEE):** anything with a plug, battery or cable
- [ ] **Batteries:** loose batteries and batteries built into products

EPR SETUP, PER COUNTRY

- [ ] List the countries where I sell directly to consumers
- [ ] **For each, list the categories that apply:** packaging, WEEE, batteries, others
- [ ] Check whether I need an authorised representative there
- [ ] Register with the national register and join a scheme for each category
- [ ] Enter registration numbers in Seller Central for each country and category
- [ ] **Set up reporting:** monthly, quarterly or annual, depending on the country
- [ ] Track packaging weights by material, per product, so reports are accurate
- [ ] Diary every deadline in my compliance calendar

CHAPTER 13 CHECKLIST

- [ ] I know which EPR categories apply to my products
- [ ] I'm registered in every country where I sell directly to consumers
- [ ] I have authorised representatives where required
- [ ] My registration numbers are entered in Seller Central
- [ ] My packaging weights and reports are accurate and on time
- [ ] I've planned for battery QR codes and removability from February 2027

CHAPTER 14

VAT, Customs and Getting Stock Across

BEFORE YOUR FIRST INTERNATIONAL SHIPMENT

- [ ] **EORI numbers:** a GB EORI to import into Great Britain, an EU EORI to import into the EU
- [ ] Commodity codes (HS codes) checked for each product
- [ ] Duty rates checked for each origin and destination
- [ ] An importer of record agreed for each route (it can't be Amazon)
- [ ] Incoterms agreed with your supplier and freight forwarder
- [ ] Import VAT cash flow planned, and whether you can reclaim it
- [ ] A customs broker or forwarder who handles your routes
- [ ] Commercial invoices that match your Amazon and supplier records

CHAPTER 14 CHECKLIST

- [ ] I know which countries I'll store stock in, and I'm VAT registered in each
- [ ] I understand which sales Amazon collects VAT on, and what I still report
- [ ] I've checked whether I need OSS, IOSS or fiscal representatives
- [ ] My UK VAT position is clear
- [ ] I have EORI numbers, commodity codes and an importer of record for each route
- [ ] I have an accountant who specialises in cross-border e-commerce

CHAPTER 15

Country by Country: Eleven Markets, Eleven Rulebooks

UNITED KINGDOM

- [ ] UK VAT registration (if storing stock in the UK)
- [ ] GB EORI and an importer of record
- [ ] Product evidence acceptable in Great Britain (CE or UKCA)
- [ ] UK packaging EPR position checked against thresholds
- [ ] WEEE and battery obligations checked

IRELAND

- [ ] Irish VAT registration
- [ ] EU responsible person on labels and listings
- [ ] Packaging EPR, WEEE and battery registrations for Ireland

GERMANY

- [ ] LUCID registration and dual system licence
- [ ] German authorised representative for packaging (foreign sellers)
- [ ] stiftung ear registration for electricals and each battery category, with authorised representative
- [ ] Registration numbers entered in Seller Central
- [ ] German-language warnings, instructions and labels
- [ ] VAT registration if stock is stored in Germany

AUSTRIA

- [ ] Austrian authorised representative and EDM registration
- [ ] Austrian packaging licensing, plus WEEE and batteries where relevant

FRANCE

- [ ] UINs for packaging and every product category that applies
- [ ] Triman logo and Info-tri on products and packaging
- [ ] French-language information, instructions and warnings
- [ ] UINs entered in Seller Central
- [ ] French VAT registration and fiscal representative if storing stock

ITALY

- [ ] CONAI registration via a representative
- [ ] Italian environmental labelling on every layer of packaging
- [ ] WEEE and battery registrations where relevant
- [ ] Italian-language safety information
- [ ] VAT registration and fiscal representative if storing stock

SPAIN

- [ ] Producer register entry and authorised representative
- [ ] Plastic packaging tax assessed
- [ ] WEEE and battery registrations where relevant
- [ ] Spanish-language safety information
- [ ] VAT registration and fiscal representative if storing stock

THE NETHERLANDS

- [ ] Verpact position checked against the threshold
- [ ] WEEE and battery registrations where relevant
- [ ] Dutch-language safety information

BELGIUM

- [ ] Packaging EPR for household packaging
- [ ] WEEE and battery registrations where relevant
- [ ] French and Dutch (and where needed German) safety information

LUXEMBOURG

- [ ] Packaging, WEEE and battery obligations checked for Luxembourg deliveries
- [ ] French or German safety information

SWEDEN

- [ ] Packaging producer registration with the Swedish EPA
- [ ] Battery registration and authorised representative
- [ ] WEEE registration where relevant
- [ ] Swedish-language safety information

POLAND

- [ ] BDO registration for packaging, WEEE and batteries as relevant
- [ ] Polish VAT registration and fiscal representative if storing stock
- [ ] Polish-language safety information

CHAPTER 16

The US Seller's Guide to Crossing the Atlantic

CHOOSING YOUR FIRST MARKETS

- [ ] Which of my best US products sell in each market? (Check demand and competition per store.)
- [ ] Which products have the lowest compliance load? (Use the risk score in Chapter 3.)
- [ ] Can I get European test reports and documents for those exact models?
- [ ] Do I have the budget for VAT, EPR and representative costs in each target country?
- [ ] Do I want EFN (one storage country) or Pan-EU (several) to start?

SET-UP

- [ ] Open the Amazon European account and complete verification (Chapter 2)
- [ ] File UK and EU trademarks and plan Brand Registry
- [ ] Get GB and EU EORI numbers
- [ ] Register for VAT in the UK and each EU storage country, with fiscal representatives where required
- [ ] Appoint an EU responsible person for product safety
- [ ] Arrange UK importer and responsible-person roles where your products need them
- [ ] Register for packaging, WEEE and battery EPR in every country you'll ship to
- [ ] Appoint authorised representatives for EPR where required
- [ ] Arrange product liability insurance covering the UK and EU

PRODUCT READINESS

- [ ] Confirm which UK and EU rules apply to each product (Chapters 11 and 12)
- [ ] Obtain or commission test reports for the exact models
- [ ] Prepare the EU Declaration of Conformity and technical file where required
- [ ] **Redesign labels:** batch or type number, manufacturer, EU responsible person, UK details, CE marking, warnings in each language
- [ ] **Add recycling marks:** Triman for France, environmental labels for Italy
- [ ] Translate instructions and safety information
- [ ] Check plugs, voltages and chargers for UK and EU use
- [ ] Prepare battery labelling, and plan for the QR codes required from February 2027

PHASE 4: LISTINGS (WEEKS 8–12)

- [ ] Native-speaker translations of titles, bullets and descriptions
- [ ] Remove US-only claims ("FDA approved", US certifications) that mean nothing, or something misleading, in Europe
- [ ] Prices in local currency, including VAT
- [ ] Manufacturer, responsible person and safety information entered for each listing
- [ ] EPR and VAT numbers entered in Seller Central
- [ ] Sizes, units and measurements in metric

PHASE 5: SHIP AND LAUNCH (WEEKS 10–14)

- [ ] Importer of record and customs broker agreed for each route
- [ ] Commercial invoices consistent with supplier invoices and Amazon records
- [ ] Separate shipments for the UK and the EU
- [ ] FBA preparation and labelling requirements checked for each network
- [ ] Launch advertising in each store, starting conservatively
- [ ] Weekly Account Health and compliance review from day one

CHAPTER 16 CHECKLIST

- [ ] I've chosen my first one or two European markets deliberately
- [ ] I've started all registrations in parallel
- [ ] My products, labels and documents are European-ready
- [ ] My listings are localised, not just translated
- [ ] My shipping and importer arrangements are agreed for each route
- [ ] I've avoided the ten most expensive mistakes

CHAPTER 17

Going the Other Way: UK and EU Sellers Expanding to the US

PRODUCT SAFETY IN THE US

Check whether each of these other US regulators applies to your products:

- [ ] FCC for electronics that emit radio frequencies
- [ ] FDA for food, cosmetics, supplements and medical devices
- [ ] California Proposition 65, which requires warnings for products exposing consumers to listed chemicals when selling into California

UK OR EU SELLER ENTERING AMAZON.COM

- [ ] Open a North America account and complete verification
- [ ] Complete the W-8 tax interview for your entity
- [ ] File a US trademark and enrol in Brand Registry
- [ ] Check CPSC rules, FCC, FDA and Prop 65 for each product
- [ ] Obtain US test reports and certificates (GCC or CPC)
- [ ] Arrange a US importer of record, customs broker and customs bond
- [ ] Check HTS codes and current duty rates, including additional tariffs
- [ ] Set up eFiling of certificate data with your broker
- [ ] Arrange US product liability insurance
- [ ] Adapt listings for US English, US units and US claims rules

CHAPTER 17 CHECKLIST

- [ ] I know which US regulators cover my products
- [ ] I have US certificates and can eFile certificate data on import
- [ ] I've recalculated margins with current US duties
- [ ] I understand where Amazon collects sales tax and what I still file
- [ ] I've protected my brand in the US

CHAPTER 18

The First 48 Hours

FIRST, WORK OUT WHAT HAS ACTUALLY HAPPENED

Not every restriction is a full deactivation. Identify which of these you're actually facing:

- [ ] A single listing removed or suppressed
- [ ] A product compliance request with a deadline
- [ ] A category or brand restriction
- [ ] A restriction on one fulfilment method
- [ ] A request for information or verification
- [ ] A selling-privilege deactivation for one store, a region or the whole account
- [ ] A hold on funds

CHAPTER 18 CHECKLIST

- [ ] I've saved the original notice and evidence
- [ ] I know exactly what action has been taken, where and why
- [ ] One person coordinates and communicates with Amazon
- [ ] I'm investigating before I write anything
- [ ] I know whether this is a dispute or an appeal
- [ ] I have a cash-flow plan while the issue is resolved

CHAPTER 19

Root Cause Analysis

EVIDENCE TO GATHER

- [ ] Amazon notices and case history
- [ ] Affected ASINs, SKUs and orders
- [ ] Listing versions and change history
- [ ] Invoices, supplier correspondence and documents
- [ ] Test reports and compliance files
- [ ] Warehouse, dispatch and inventory records
- [ ] Customer messages and complaints
- [ ] Previous incidents of the same type

TEST YOUR ROOT CAUSE

- [ ] The evidence supports it
- [ ] It explains the issue Amazon actually raised
- [ ] It explains why existing controls didn't catch the problem
- [ ] With the fix in place, the same problem couldn't happen again tomorrow
- [ ] The fix addresses the cause, not just the symptom

CHAPTER 19 CHECKLIST

- [ ] I separate the incident, the direct cause and the root cause
- [ ] I use the five whys until I reach something I can change
- [ ] I start from evidence and build a timeline
- [ ] I test the root cause before writing anything

CHAPTER 20

Writing a Plan of Action That Works

WHAT TO LEAVE OUT

Before you submit, read your draft and tick each item once you've made sure it isn't there:

- [ ] Long introductions about how long you've been selling
- [ ] Your revenue or how important Amazon is to you
- [ ] Repeated apologies
- [ ] Complaints about competitors or Amazon staff
- [ ] Irrelevant documents
- [ ] Anything you can't prove
- [ ] Promises for the future dressed up as completed actions

CHAPTER 20 CHECKLIST

- [ ] I've followed the notification's specific instructions
- [ ] My root cause is specific and evidence-based
- [ ] Corrective and preventive actions are separate and real
- [ ] Every action connects to a root cause
- [ ] Evidence supports each statement
- [ ] I've removed emotion, padding and anything I can't prove

CHAPTER 21

Appeals, Rejections and Escalation

WHEN TO BRING IN A SPECIALIST

Get experienced help if any of these apply:

- [ ] Counterfeit or fraud allegations
- [ ] Serious product safety concerns or regulator contact
- [ ] Related-account deactivations
- [ ] Two or more rejected appeals on the same issue
- [ ] Large sums held or a large share of revenue at stake

CHAPTER 21 CHECKLIST

- [ ] I map every point in a rejection to an action
- [ ] I resubmit only when something material has changed
- [ ] I know the difference between a dispute and an appeal
- [ ] I keep a log of every submission
- [ ] I know when to bring in specialist help

CHAPTER 22

Related and Multiple Accounts

RELATED-ACCOUNT HYGIENE

- [ ] I have only the accounts I'm entitled to, and I know the legal owner of each
- [ ] Every user, including agencies, has an individual login with only the access they need
- [ ] I never share devices, logins or payment methods with businesses I'm not connected to
- [ ] I keep records showing why any additional account was legitimately opened
- [ ] I never use another account to get around a restriction

CHAPTER 22 CHECKLIST

- [ ] I understand Amazon's current multiple-account policy
- [ ] My accounts, users and devices are cleanly separated
- [ ] I'd never open an account to bypass a restriction
- [ ] I know how to investigate a related-account notice

CHAPTER 23

Monitoring and the Compliance Calendar

BUILD THE COMPLIANCE CALENDAR

A compliance calendar turns obligations into scheduled tasks with owners. For each item, record:

- [ ] What it is, in plain words
- [ ] Whether it's a legal deadline, an Amazon requirement or an internal check
- [ ] The country and store it applies to
- [ ] The source (authority, Amazon page or internal procedure)
- [ ] The owner
- [ ] The due date and how often it repeats
- [ ] Where the evidence of completion is kept

CHAPTER 23 CHECKLIST

- [ ] I have daily, weekly, monthly, quarterly and annual checks
- [ ] Every obligation is in a compliance calendar with an owner and a source
- [ ] Legal deadlines are verified and separated from internal reminders
- [ ] Someone, or something, watches my accounts between weekly reviews

CHAPTER 24

People, Access and Agencies

ACCESS CONTROLS

- [ ] Every person has an individual user account
- [ ] Each user has only the permissions their job needs
- [ ] Two-step verification is on for every user, using business-controlled devices where possible
- [ ] The owner controls the primary account and recovery methods
- [ ] Access is reviewed every month
- [ ] Access is removed the day someone leaves or a contract ends

AGENCY CHECKLIST

- [ ] Written scope of work and permissions
- [ ] Named individuals who will access the account, each with their own login
- [ ] **Approval required for high-risk changes:** claims, categories, safety attributes, account settings
- [ ] A record of changes made
- [ ] A process for reporting problems to you immediately
- [ ] **A clean exit process:** access removed, documents returned

CHAPTER 24 CHECKLIST

- [ ] No shared logins
- [ ] Permissions match roles and are reviewed monthly
- [ ] Agencies work under written scope, with approval for high-risk changes
- [ ] There's a handover file, and someone else could step in tomorrow

PART B

Record templates

The seven records that keep an account defensible: what you hold, where it is, who owns it and when it's next due.

Toolkit 1: Account Health snapshot

Field	Record
Legal entity and store	
Date and reviewer	
Fulfilment methods	FBA / FBM / both
Account Health Rating and date	
Open policy issues (policy, ASIN, deadline, owner)	
Performance metrics vs current targets	
Product compliance and regulatory requests	
Missing EPR or VAT numbers	
Users and last access review	
Overall internal status	Stable / Attention / High risk / Restricted

Toolkit 2: Product compliance file

Item	Held?	Location	Review date
Exact model, variants, photos of product and labels			
Supplier and manufacturer details			
Purchase invoices (all relevant periods)			
Test reports matching the exact model			
Declaration of Conformity (where required)			
Technical documentation / risk assessment			
EU responsible person agreement			
UK importer or responsible person arrangements			
Labels and warnings in each language			
Evidence for every listing claim			
EPR registration numbers by country and category			
Change log			

Toolkit 3: Country obligation tracker

Country	VAT no.	Fiscal rep	Packaging EPR no.	WEEE no.	Battery no.	Other EPR	Authorised rep	Languages done	Next deadline
UK									
IE									
DE									
AT									
FR									
IT									
ES									
NL									
BE									
LU									
SE									
PL									

Toolkit 4: Root cause worksheet

Step	Record
Incident (what happened, when, where)	
Immediate containment	
Timeline of events	
Why 1	
Why 2	
Why 3	
Why 4	
Why 5	
Root cause (supported by evidence)	
Corrective action (done)	
Preventive measure (owner, start date)	
How we'll check it works	

Toolkit 5: Plan of Action builder

Section	Questions to answer	Evidence
Root cause	What failed, and why did our process allow it?	
Corrective actions	What have we already done for this case?	
Preventive measures	What changed, who owns it, since when?	
Scope	Which ASINs, orders, stores did we review?	
Verification	How do we know it's working?	

Toolkit 6: Submission log

Date	Store	Case ID	Issue	What we sent	Documents	Amazon's reply	Next step	Owner

Date	Store	Case ID	Issue	What we sent	Documents	Amazon's reply	Next step	Owner

Toolkit 7: Compliance calendar

Item	Type (legal / Amazon / internal)	Country	Source	Owner	Due	Repeats	Evidence location

Item	Type (legal / Amazon / internal)	Country	Source	Owner	Due	Repeats	Evidence location

PART C

The 30-day Account Health reset

A practical programme to take any Amazon business from "hoping for the best" to "ready for anything" in a month. Put a name against every task.

Day	Task	Owner	Done
Week 1: See clearly			
Day 1	Review Account Health and every compliance page in every store. Save all notices.		☐
Day 2	Build an issue register: store, ASIN, issue, deadline, owner, status.		☐
Day 3	Sort issues into policy, performance, product compliance, listings, EPR and VAT.		☐
Day 4	Identify anything urgent or safety-related, and contain it.		☐
Day 5	Review all open appeals and requests. Note missed deadlines.		☐
Days 6–7	Agree the top priorities and owners.		☐
Week 2: Find the causes			
Days 8–9	Pick the most serious recurring issue and build its timeline.		☐
Days 10–11	Find the root cause using the five whys.		☐
Day 12	Check listing claims and images against evidence for your top products.		☐
Day 13	Check product files: invoices, test reports, declarations and labels.		☐
Day 14	Draft corrective and preventive actions.		☐
Week 3: Fix the system			
Day 15	Build or update the product evidence index for your top products.		☐
Day 16	Check EPR and VAT registrations in every country you sell in or store stock in.		☐
Day 17	Ask suppliers, in writing, to notify you of product changes.		☐
Day 18	Introduce listing change approval.		☐
Day 19	Review users, permissions and agency access.		☐
Days 20–21	Write short procedures for your highest-risk processes, and test them.		☐
Week 4: Respond and sustain			
Days 22–23	Submit any required responses, with evidence, through the correct route.		☐
Day 24	Log every submission exactly as sent.		☐
Day 25	Check other products and stores for the same weaknesses.		☐

Day	Task	Owner	Done
Days 26–27	Build the compliance calendar for the next twelve months.		☐
Day 28	Set up daily and weekly monitoring.		☐
Day 29	Brief the team on who owns what.		☐
Day 30	Review what's done, what's left and what needs outside help.		☐

WHEN TO GET HELP

You don't have to do all of this alone

If you'd rather spend your time on products and customers, Xsellogic runs Amazon accounts and compliance for sellers across the UK, Ireland, Germany, France, Italy, Spain, the Netherlands, Belgium, Luxembourg, Sweden and Poland, with support for the US.

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If the book has helped you, a short, honest review on Amazon helps other sellers find it. Thank you.