

# Amazon Seller 2020 Q4 Checklist

## September

- Optimize listings
- Watch for trends
- Stock up
- Submit lightning deals for holiday spots

## October

- Decide if you want to be in FBA
- Start selling
- Warm-up your email list

## November

- Finish up inventory
- Give your email list coupons & discounts

## December

- Cutoff for inventory to be delivered by Christmas
- Fine-tune your listings and landing pages

## January

- Send out last-change emails
- Evaluate your results