



Shoe Buying Parameters Worksheet

What are my preferred styles to sell?

What are my brand parameters?

Are there any brands where I know I am restricted?

Are there any brands I want to avoid because of high competition? Because of possibility of counterfeits? Because of high rate of returns?

What are my color parameters?

Do I stick with neutrals, or do I buy colors outside the neutral range?

What are my shoe size parameters?

My common size range for men is ____ to ____.

My common size range for women is ____ to ____.

Do I stick with common sizes, or do I buy outlying sizes?

Do I buy half sizes for women? Half sizes for men?

Do I buy narrow or wide width?

What is my maximum number of color variations on a listing?

What is my minimum number of reviews on a listing?

What is my minimum “fits as expected” percentage?

Do I buy shoes only in season or on clearance at the end of season?

Do I buy trendy shoes or timeless shoes?

Do I compete with Amazon?

What are my parameters for judging the amount of competition on an ASIN?

Number of FBA sellers? MF sellers? Amount of shoes in stock?

Do I buy shoes that require adding a variation to a listing?

What are my sales rank parameters?

Do I have a minimum number of days on Keepa?