

ONBOARDING ROADMAP

Your first 30 days, in order.

A working checklist covering onboarding, diagnostics, planning, and the first execution cycle. Use it to track progress, align internal stakeholders, and hold both sides accountable.

DAYS 1–3

Kickoff & scoped access

- ☐ Signed scope, milestones, and reporting metrics confirmed
- ☐ Access provisioned with least-privilege roles (Seller Central, ads, brand tools)
- ☐ Account lead and supporting specialists introduced
- ☐ Working channel established (Slack / Teams / WhatsApp)
- ☐ Client-side decision maker nominated for approvals

DAYS 4–10

Diagnostic & baseline

- ☐ Full account, catalog, advertising, and account-health audit
- ☐ Baseline metrics documented — the numbers we will be measured against
- ☐ Risk register: hijackers, listing conflicts, suppressed ASINs, policy exposure
- ☐ Reimbursement and inventory reconciliation opened
- ☐ Prior audits, supplier contacts, and account history shared

DAYS 11–20

Plan & prioritized backlog

- ☐ Written 90-day plan with owners, dependencies, and expected outcomes
- ☐ Quick wins shipped — listing fixes, ad restructuring, reimbursement filings
- ☐ Change-control log opened for anything touching live listings or campaigns
- ☐ Creative, pricing, and inventory changes routed through the change log
- ☐ Weekly report format and cadence confirmed with the client

DAYS 21–30

Execution & first review

- ☐ Weekly written reports live and on schedule
- ☐ First monthly review call scheduled and prepared
- ☐ Standing operating rhythm in place across content, ads, and operations
- ☐ Roadmap confirmed for the following 60 days
- ☐ Open risks and dependencies logged with owners and dates

SHARED ACCOUNTABILITY

Client responsibilities.

The engagement moves at the pace of decisions. These are the inputs we rely on from your side.

- ☐ Provide access to Seller Central, ads, and brand tooling with the roles we specify
- ☐ Nominate a single client-side decision maker for approvals and change requests
- ☐ Share prior audits, supplier contacts, and known account-health history
- ☐ Respond to blocking questions within one business day where possible
- ☐ Approve creative, pricing, and inventory changes through the agreed change log

Communication cadence.

Weekly written report	What shipped, what is next, blockers, and the metrics that moved.
Working channel	A dedicated Slack, Teams, or WhatsApp channel for working questions.
Monthly review call	45-minute review of results, plan progression, and next 30-day priorities.
Quarterly business review	Unit economics, competitive position, and roadmap. Written brief in advance.

Empromers — Ecommerce services agency with specialist Amazon expertise. This document is a client-facing summary of our standard 30-day onboarding.