THE Q4 BIT OF A CRACKER

Five phases. One joined-up Amazon Q4 Gameplan.

Together, the work makes sense.



1. Your Q4 control panel

Five things worth keeping an eye on

You don't need to spend all day looking at Seller Central.
You do need to know when something important changes.

A simple routine

Morning: Check urgent alerts, orders, stock and advertising.

Midday: Investigate anything unusual. Act only where necessary.

End of day: Record what changed, what you did and what needs checking tomorrow.

Watch	Check	Why it matters
Sales and orders	What is selling, and how quickly?	Spot changes in demand
Stock	Available units, incoming stock and days of cover	Avoid running out or overstocking
Advertising	Spend, sales, ACOS and profitability	Keep campaigns commercially sensible
Buying experience	Price, availability, delivery promise and Featured Offer status	Make sure shoppers can actually buy
Customer signals	Reviews, returns, questions and messages	Catch issues before they become bigger problems

If everything looks healthy, leave it alone.
That's a perfectly respectable business decision.

2. Your quick Q4 troubleshooting guide

What's happening? Check this. Then do this.

Before making a change, ask:
Is this a real problem, a temporary fluctuation or simply something I haven't investigated properly yet?
One disappointing day is not necessarily a disaster.
And a great day is not necessarily permission to double every advertising budget.

Sales have suddenly dropped
Check first: Availability, Featured Offer, price, delivery promise, advertising status
Then do this: Fix any buying obstacle before changing content or bids

Advertising spend is climbing
Check first: Campaign spend, orders, ACOS, margins and search terms
Then do this: Reduce waste selectively; protect profitable activity

A product is selling faster than expected
Check first: Stock remaining, daily sales rate, inbound delivery timing
Then do this: Recalculate cover and replenish where viable

Plenty of visitors but fewer sales
Check first: Price, offer, product images, delivery date, competitor changes
Then do this: Identify the likely objection before changing anything

A promotion is underperforming
Check first: Eligibility, active dates, discount, visibility and profitability
Then do this: Fix setup issues or reconsider the offer

One product is suddenly flying
Check first: Stock cover, profit, fulfilment and campaign performance
Then do this: Support the winner without creating a stockout

Returns or complaints are rising
Check first: Return reasons, product accuracy, packaging and fulfilment
Then do this: Address genuine product or expectation problems

Sales are flat across several products
Check first: Overall traffic, seasonality, advertising, availability
Then do this: Identify whether the problem is widespread or product-specific



3. When sales drop

Don't start changing everything.

A sudden fall in sales can be unsettling, especially during peak trading.
But the first job is to find out what's actually changed.

Check

1. Is the product available to buy?
2. Is the Featured Offer still showing?
3. Has the price changed?
4. Has the delivery estimate become less attractive?
5. Are advertising campaigns still running?
6. Have traffic or conversion changed?
7. Has a competitor introduced a stronger offer?

Do

If traffic has fallen: Check campaign delivery, search performance and any obvious changes in visibility.

If traffic is steady but sales have fallen: Check pricing, delivery, the buying experience and competitor offers.

If only one ASIN is affected: Investigate that product before making broader account changes.

If several products are affected: Look for something they have in common.

Don't rewrite an entire listing because sales dipped yesterday.
Find the problem first.

Mrs Prime reminder: More activity isn't always the answer. Sometimes removing one buying obstacle is worth more than launching another campaign.

4. When advertising gets expensive

Keep the profitable bits. Question the rest.

Q4 competition can make advertising more expensive, but a higher cost per click doesn't automatically mean a campaign should be switched off. Look at the bigger picture.

Check

- Is advertising generating sales?
- Has ACOS increased?
- Are sales still profitable after relevant fees and costs?
- Which search terms are spending without converting?
- Are profitable campaigns running out of budget?
- Is the product still in stock and competitively priced?

Do

If a search term is spending heavily without results: Review its relevance and performance, then consider reducing its bid or excluding it where appropriate.

If a profitable campaign is limited by budget: Consider increasing the budget, provided stock and margin support it.

If advertising is driving sales but margin is disappearing: Review the economics before spending more.

If a product is running low: Reconsider aggressive advertising until stock cover is clearer.

If performance is healthy: Resist unnecessary changes.

Remember that advertising reports may not reflect every sale immediately, and attribution windows matter.
Don't judge every decision solely by what happened in the past hour.

5. When stock starts moving

Keep selling. But know your numbers.

This is one of the most important live Q4 decisions.
A product that's selling well is good news.
A product that's selling well and about to run out needs attention.

Check

- Available stock
- Average daily sales
- Recent change in sales rate
- Stock already inbound
- Realistic replenishment time
- Unit profitability
- Storage and fulfilment costs

A quick calculation

Days of stock cover = Available sellable units ÷ average daily units sold

120 units available ÷ 15 sales per day = 8 days of cover.

Now compare that with how long replenishment will actually take. Remember, stock being sent to Amazon is not necessarily stock available to sell.

5. When stock starts moving: What to do

Selling well and profitable? Consider replenishing, even if Christmas is approaching.

Selling slowly? Check whether more stock genuinely makes commercial sense.

Replenishment arriving too late? Look at alternative fulfilment options.

Heavily Christmas-specific? Be much more cautious about what will still sell after the holiday.

Don't forget January!

Customers spend Christmas gift cards and gift money in January. Some product categories continue performing well after Christmas, and Valentine's Day creates another buying occasion.

Don't automatically stop replenishing a profitable, year-round product just because Christmas Day is getting closer.

But don't assume December demand will carry on unchanged either.

The question isn't simply whether Christmas is nearly over. It's whether the product has profitable demand beyond Christmas.

6. Watch those storage fees

A profitable sale can become an expensive pile of boxes.

Amazon's FBA storage fees vary according to the time of year, product size, category and other characteristics.

For many standard-size products, the October to December storage rate is substantially higher than the January to September rate.

For example, Amazon's published UK rates for standard-size, non-dangerous products in most categories are:

January to September: £0.76 per cubic foot per month. October to December: £1.51 per cubic foot per month.

That's almost double during peak season.

Other categories and size classifications have different rates. Additional charges may also apply.

Period	Monthly rate per cubic foot
January to September	£0.76
October to December	£1.51



6. Watch those storage fees: Check and Do

Check

- Current stock levels
- Product dimensions and fee classification
- Relevant FBA storage charges
- Stock age and low sales velocity
- Profit after all relevant costs

Do

Fast-selling, profitable stock: Replenish based on realistic demand.

Slow-moving stock: Avoid sending unnecessary quantities into higher-cost storage.

Seasonal stock: Consider what is likely to remain unsold after its main buying window.

Unsure of the charges? Check Amazon's current fee schedule and your own account before deciding.

Mrs Prime reminder: It's not just about making sales. It's about making sales worth having.

7. When FBA stock runs out

Could you keep selling from your own stock?

Here's a practical option worth remembering.
If your FBA stock runs out but you still have physical stock available yourself, you may be able to create a separate merchant-fulfilled SKU against the same ASIN.
That means you can fulfil orders directly while waiting for Amazon to receive more inventory.

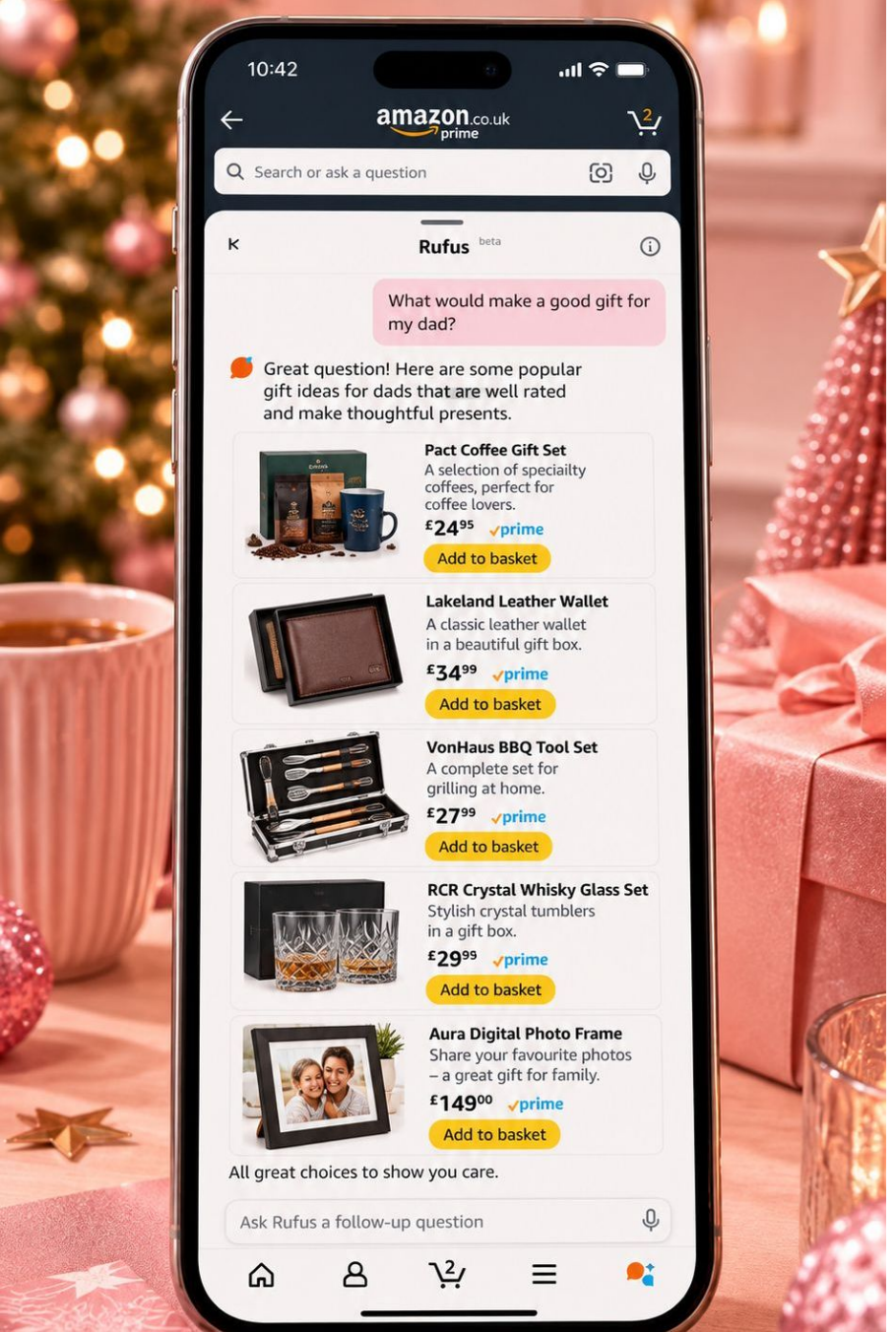
Check

- Do you have genuinely available stock?
- Can you pack and dispatch it reliably?
- Are shipping costs commercially viable

Important

A merchant-fulfilled offer may not convert as well as FBA. Delivery may be slower, the offer may not have the same Prime eligibility, and your shipping costs and responsibilities will differ.
But a realistic merchant-fulfilled offer can be better than having no way for customers to buy.

Never promise a delivery date you cannot meet.



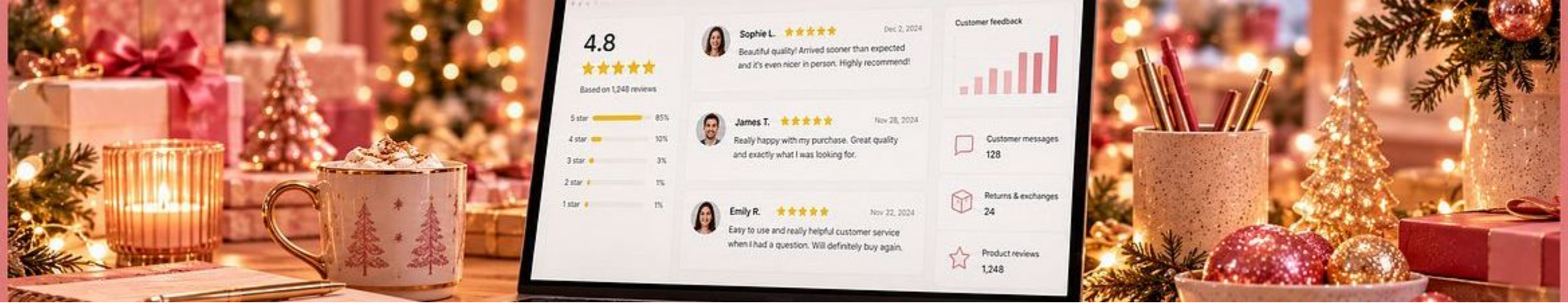
8. When shoppers look but don't buy

Look at the buying decision.

Visitors are reaching your product. That's encouraging.
But if fewer of them are buying, something may be getting in the way.

Check

- Images: Is the product immediately clear?
- Price: Are you still competitive for what you're offering?
- Delivery: Can shoppers receive it when they need it?



9. When customers start telling you something

Complaints are information. Use them.

Reviews, returns and customer messages can reveal problems that sales figures alone won't explain.

Check

- Are customers misunderstanding what's included?

The job is to help the next customer make a better-informed buying decision.

10. Give your listing a fresh pair of eyes

A practical AI check

Sometimes you've looked at a listing so often that you stop seeing what's missing.

AI can be useful as a second pair of eyes, provided you supply accurate information and check its suggestions.

This is a review tool, not a replacement for your own judgement.

What to prepare

Upload your listing images in order.

Add your title, bullet points and A+ Content.

Include mobile screenshots if you have them.

Then copy the following prompt.

What next?

Choose the changes that genuinely improve clarity or remove a buying obstacle.

Check that any suggested wording is accurate and compliant.

Keep a record of significant changes so you can see what happened afterwards.

> And remember, AI can review the information you supply, but it cannot know what your live Amazon listing currently looks like unless that information is provided or accessible.

Copy and use this prompt

Review this Amazon UK listing as a busy shopper deciding whether to buy. Be honest, specific and practical. Focus on changes worth making during Q4.

The product is: [Brief description]
The intended buyer is: [Who buys it and why]
Confirmed product details: [Contents, quantity, dimensions and other important facts]

Check:

First impression: Can a shopper quickly understand what the product is, what they receive and why it suits them?

Images: Is the main image clear and accurate? Does each supporting image add useful information? Flag clutter, weak contrast, small text, unclear scale or anything that makes included items difficult to identify.

Copy: Is it easy to scan? Does it explain useful benefits and answer buying questions? Identify vague wording, repetition, keyword stuffing and claims that need evidence.

Consistency: Do the images and copy agree on contents, quantities, sizes, benefits and variations?

Mobile clarity: From the images and screenshots supplied, what could be difficult to read or understand on a phone? Tell me what needs checking on the live listing.
Buyer confidence: What unanswered questions could make someone hesitate or order the wrong product? Consider gifting where relevant.
Give me a short verdict, then **up to five priority fixes**, starting with the most useful.
For each fix tell me:
Where it is → what the problem is → exactly what to change.
Include replacement wording or a clear image instruction where helpful.
Finish with anything already working well that I should keep.
Use British English and only the facts provided. Ask for essential missing information rather than guessing. Treat performance explanations as possibilities unless supported by sales data. If you flag an Amazon policy concern, distinguish a verified rule from something that needs checking.
Keep the review concise. Focus on worthwhile improvements rather than finding something to criticise in every image or sentence.

11. What might shoppers ask Rufus?

Another useful AI exercise

Amazon shoppers increasingly use questions to narrow their choices.
They may ask about size, suitability, compatibility, contents, gifting or the differences between products.
Could your listing answer those questions properly?

Copy and use this prompt

Buyer questions and Rufus

Based on this product and its intended buyer, suggest five realistic questions a shopper might ask Amazon's shopping assistant, Rufus, before buying.

Make them specific to this product. Consider what's included, suitability, size, compatibility, how it's used, differences between options and gifting where relevant.

For each question:

- Say whether the supplied listing clearly answers it.
- If the answer is missing or unclear, suggest exactly what information to add and where.
- Use only confirmed facts. Ask me for any missing details.

Finish with the five questions in a copyable list so I can ask Rufus on the live listing and check its answers.

Do the reality check

Try the questions in Rufus where available.
Look at the actual responses.
Does Rufus understand the product correctly?
Is important information missing, unclear or being misinterpreted?

Use what you discover to identify worthwhile listing improvements.

Don't assume that asking AI to generate questions is the same as testing Rufus itself.

And don't assume any particular listing change will guarantee better Rufus visibility.

The aim is to make product information clearer, more accurate and more useful to real shoppers.

12. When a product is doing brilliantly

Don't accidentally spoil a good thing.

It's tempting to throw more money at something that's suddenly selling well.
Sometimes that is exactly the right move.
Sometimes it simply accelerates a stockout or eats into profit.

Check

- How many profitable sales are coming through?
- How much stock remains?
- How quickly can you replenish?
- Are advertising costs manageable?
- Is the increased demand likely to last?
- Is the product seasonal or year-round?

Do

Healthy profit and sufficient stock: Consider supporting the product with carefully controlled advertising or promotions.

Strong sales but low stock: Protect availability and review replenishment before driving more traffic.

Unexpected spike: Check what caused it before assuming the new sales rate will continue.

Good organic sales: Consider whether additional advertising is genuinely necessary.

A winner deserves attention.
It doesn't necessarily need interference.

13. Your last-minute Q4 priorities

Not everything deserves the same urgency.

When things get busy, it's easy to treat every notification like an emergency.
Try sorting problems into three groups.



FIX NOW

Anything preventing customers from buying or threatening a significant commercial loss.

Examples:

Product unexpectedly unavailable
Serious listing or offer error
Incorrect price
Unrealistic delivery promises
Advertising spending beyond acceptable limits
Genuine product safety or compliance concern

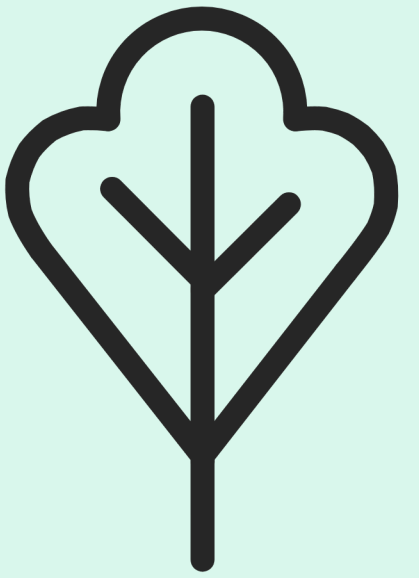


CHECK TODAY

Something that may affect performance but needs investigation.

Examples:

Falling conversion
Increasing advertising costs
Low stock cover
A promotion not delivering expected results
Several similar customer complaints



LEAVE ALONE FOR NOW

Changes without a clear commercial benefit during peak trading.

Examples:

Rewriting perfectly serviceable copy
Redesigning images purely for appearance
Launching unnecessary experiments
Changing a healthy campaign because of one unusual day
Reworking your whole strategy without evidence

A useful rule:

Fix what's broken. Improve what's holding sales back. Protect what's working.

But importantly, **change one thing at a time.**

Make a note of what you've changed, then check the results before making another adjustment.

If you change images and copy together, and the listing is subsequently suppressed, it becomes much harder to identify the cause. Equally, if sales improve, you won't know which change made the difference.

One change. Check the impact. Then decide what's next.

That will keep you busy enough!

14. Christmas isn't the finish line

Keep an eye on what comes next.

There is a tendency to treat Christmas as the end of Q4 selling.
But customer spending doesn't simply stop on 25 December.

Gift cards, Christmas money, returns, replacements, personal purchases and January shopping can all create opportunities.
And before long, Valentine's Day comes into the picture.

Check

- Which products sell throughout the year?
- Which products work for January buying occasions?
- Which products could suit Valentine's Day?
- Which products are exclusively Christmas-themed?
- What stock can be carried forward profitably?

Do

Year-round winners: Keep replenishment under review if demand and margin justify it.

Products with January appeal: Make sure availability and product information remain relevant.

Valentine's Day opportunities: Identify suitable products early enough to prepare.

Christmas-specific products: Avoid assuming they'll continue selling at the same rate.

Excess stock: Review the financial implications before deciding whether to hold, discount or remove it.

There's no need to stop selling just because the decorations are coming down.
But there is every reason to keep making commercial decisions based on what customers are likely to buy next.

15. Your Q4 decision log

A small record that can save a lot of second-guessing.

During peak trading, you'll make plenty of decisions.
Some will work. Some won't. Some will need more time before you can tell.

Keep a simple record.

You don't need to record every tiny adjustment.
Focus on meaningful decisions, particularly those involving stock, advertising, pricing, availability or listing changes.

The purpose isn't administration for its own sake.

It's to stop yourself making the same change twice, forgetting why you did something or undoing a sensible decision before it has had time to show results.

Date / ASIN	What changed?	What did I check?	What did I do?	When will I review it?

16. The five-minute Q4 check

Your quick-reference page

Use this whenever you need to get your bearings.



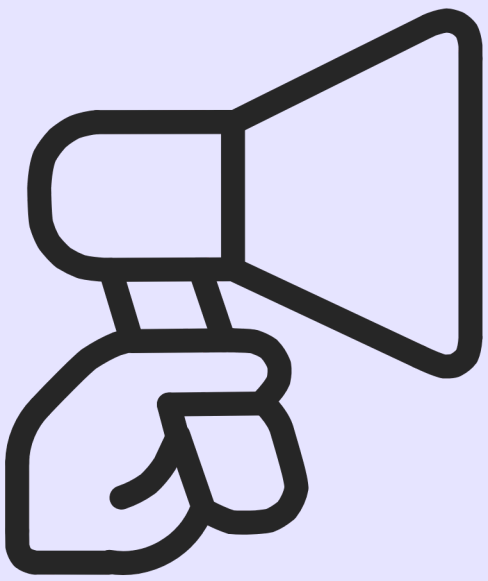
SALES

- Have sales changed meaningfully?
- Is the issue traffic, conversion or both?



STOCK

- Are priority products available?
- Do any need replenishing?
- Is incoming inventory likely to arrive in time?



ADVERTISING

- Are campaigns running?
- Is spend commercially sensible?
- Is anything wasting money or limited unnecessarily?



BUYING EXPERIENCE

- Are prices and offers correct?
- Are delivery promises realistic?
- Can customers understand and buy the product easily?



CUSTOMERS

- Are messages and orders being handled?
- Is anything appearing repeatedly in returns or feedback?



NEXT ACTION

What's the single most useful thing to deal with today?

Write it down. Do it. Then move on.

> You don't need a perfect Q4.
> You need a Q4 you're actively managing.

17. When the dust settles

A little look back before we move forward.

When peak trading is over, give yourself time to review what actually happened.
Not what you thought would happen.
Not what the sales graph looked like on one particularly exciting Tuesday.
What happened overall.

Five questions worth answering

Which products performed best? Look at both sales and profitability.

Which promotions or advertising activities were worthwhile? Keep evidence of what worked.

Where did we lose opportunities? Stockouts, delivery problems, unclear listings, expensive advertising or missed replenishment windows?

What surprised us? Unexpected winners, customer questions, returns or buying patterns?

What should we do differently next time? Choose a few practical improvements.

You don't need to produce an enormous report.
A single page of useful lessons is more valuable than a lengthy document nobody opens again.

My three lessons for next Q4

Keep doing:

_____

Stop doing:

_____

Do earlier next time:

_____

18. And if you need a hand...

You don't have to tackle every problem on your own.

The Q4 Gameplan was created to help you see your Amazon business more clearly, understand what needs attention and make sensible improvements.

But sometimes you know something isn't quite right and you simply don't have the time, resources or another pair of experienced eyes to investigate it properly.

That's where Mrs Prime can help.

Whether it's your listing content, product images, A+ Content, Brand Store or the wider buying experience, we can help identify what deserves attention and work through practical improvements.

No unnecessary overhaul.
No promises of overnight miracles.

Just experienced Amazon content support, focused on doing the right things properly.



Need help getting things over the line?

Get in touch with Mrs Prime.

https://www.mrsprime.co.uk/contact



19. A very merry Q4

That's a wrap. Well, nearly.

And there we have it.
Five phases. Quite a journey.

We've worked through what matters, put the foundations in place, created reasons for shoppers to choose you, prepared for the rush and finally tackled what to do when Q4 gets moving.

This last playbook has been a little different.
Shorter on theory. Bigger on decisions.

Because at this stage, you don't need another mountain of information.
You need to know where you stand and what to do next.

There will be busy days, slow days, unexpected problems and hopefully a few rather lovely surprises.
That's Amazon for you.

But if you can keep a clear head, protect your profitable products, listen to what the numbers and customers are telling you, and avoid changing things for the sake of changing them, you're already giving yourself a better chance of navigating the season well.

And whatever happens, take the lessons forward.

A good Q4 isn't just about what you sell before Christmas.
It's also about what you've learned that makes your business stronger afterwards.

Thank you for coming along on this Q4 adventure with me.

Here's to a successful trading season, a manageable amount of chaos and hopefully a few crackers along the way.

A very merry Q4!

Love from CindyXX
Mrs Prime