Amazon Vine Enrolment Readiness Checklist

Companion to "Amazon Vine for Sellers: Cost, Eligibility, and Whether It's Worth It (2027 Guide)"

Do not enrol until every box in Sections A–D is ticked. Vine reviews are detailed, credible and permanent — the programme rewards products that are ready and documents products that are not.

A. Account eligibility

- Professional selling plan active
- Brand Representative or Reseller role on a brand enrolled in Amazon Brand Registry (or the product is an eligible generic)
- Vine dashboard (Seller Central → Advertising → Vine) shows the ASIN as enrolable

B. Product eligibility

- FBA offer in New condition, inventory available at Amazon
- Fewer than 30 reviews on the product detail page
- Not an adult, digital or bundled product
- At least one image and a product description live on the listing
- Correct parent ASIN identified — and, post-2026 variation split, the variation you enrol is the one you intend to sell at volume

C. Retail readiness (the section sellers skip, then regret)

- Product QC passed on production units — not samples: no known defect, smell, sizing or compatibility surprises
- Packaging survives FBA handling and presents the product properly
- Instructions/manual accurate, in the buyer's language, tested on someone who has never seen the product
- Listing is final: title within 75 characters, images and bullets describe exactly what ships, price set
- You would happily hand this unit to a hostile reviewer — because Vine Voices are thorough by design

D. The money

- Fee tier confirmed on the enrolment screen itself (published tiers: $0 / $75 / $200 — if your screen differs, the screen is right)
- True cost calculated: fee + (landed COGS + FBA fulfilment fee) × units — use the Vine Cost Worksheet
- Cost per review estimated at a realistic ~70% yield, not the 30-review cap
- Break-even test run: total cost ÷ margin per sale = extra sales needed; the number is a small fraction of expected first-quarter sales

- Credits checked: new-brand $200 Vine credit / New Selection Programme credits, if eligible
- Tier chosen deliberately: 10 units to learn on an unproven product; 30 for a proven one

E. Timing

- Enrolling ~3 weeks before launch, or pre-launch with the launch date set on a customer-ready FBA listing
- Enough FBA stock reserved that Vine claims cannot starve early organic orders
- Request a Review ready to switch on for organic orders from launch day
- Team briefed: reviews take days to weeks, ratings will spread, and nobody contacts or incentivises a Vine Voice — ever