

WIAB



THE AMAZON WEEKLY PRIORITISATION PLANNER

*A PRACTICAL SYSTEM TO FOCUS ON
WHAT ACTUALLY DRIVES
PERFORMANCE*

W E L C O M E

HI THERE!

Women in Amazon Business (WIAB) exists to increase visibility, elevate voices, and open doors for women across the Amazon and e-commerce ecosystem.

We create spaces where women can connect, grow, and lead – whether they are just starting out or already driving impact.

Through community, resources, and opportunities, we aim to:

- **Remove barriers**
- **Amplify talent**
- **Build leadership pathways**
- **Support women at every stage of their careers**
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We believe in a future where women are not the exception in Amazon – but the standard.

ABOUT US

Built by women who have led, scaled, and navigated the realities of Amazon firsthand, WIAB was created to challenge the norm. With deep experience across strategy, growth, and commercial performance, Asha and Hannah bring a sharp, practical approach – while creating space for more women to be seen, heard, and backed to lead.

HANNAH & ASHA



WIAB PERFORMANCE TOOLKIT

HIGH-PERFORMING AMAZON ROLES REQUIRE CONSTANT DECISION-MAKING.

THIS PLANNER IS DESIGNED TO HELP YOU CUT THROUGH NOISE, PRIORITISE EFFECTIVELY, AND FOCUS ON THE ACTIONS THAT WILL HAVE THE GREATEST COMMERCIAL IMPACT.



HOW TO USE THIS PLANNER

THIS TOOL IS DESIGNED TO BE USED AT THE START OF EACH WEEK.



STEP 1 - REVIEW PERFORMANCE

Look at the past 7-30 days across revenue, ads, conversion, and inventory.

STEP 2 - IDENTIFY OPPORTUNITIES

Where is performance strongest?

Where are the biggest gaps?

STEP 3 - SET YOUR PRIORITIES

Choose 3 high-impact actions for the week.

STEP 4 - FILTER YOUR TASKS

Not everything needs to be done. Focus on what drives results.

STEP 5 - REFLECT AND REFINE

At the end of the week, assess what worked and adjust your approach.



WEEKLY FOCUS

TOP 3 PRIORITIES



01 Priority

WHAT IS THE FOCUS?

WHY DOES THIS MATTER?

EXPECTED OUTCOME:

*FOCUS ON ACTIONS THAT DIRECTLY IMPACT
PERFORMANCE — NOT JUST ACTIVITY.*



WEEKLY FOCUS

TOP 3 PRIORITIES



02 Priority

WHAT IS THE FOCUS?

WHY DOES THIS MATTER?

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WEEKLY FOCUS

TOP 3 PRIORITIES



03 Priority

WHAT IS THE FOCUS?

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TASK PRIORITISATION MATRIX

LIST YOUR TASKS FOR THE WEEK AND SCORE THEM:

TASK	IMPACT (1-5)	EFFORT	PRIORITY (H / M / L)

HOW TO SCORE:

Impact:

1 = low impact

5 = high revenue

Effort:

1 = quick task

5 = time-intensive

HIGH IMPACT + LOW EFFORT = HIGHEST PRIORITY



DECISION FILTER

BEFORE YOU START ANY TASK, ASK:

Does this drive revenue?

Does this reduce risk?

Does this improve efficiency?

IF THE ANSWER IS NO TO ALL THREE:

This task is likely not a priority this week

IF THE ANSWER IS YES TO ONE OR MORE:

Proceed with intention



CLARITY REMOVES UNNECESSARY WORK



FOCUS AREAS (AMAZON-SPECIFIC)

WHERE SHOULD YOU FOCUS THIS WEEK?

Use this as a quick diagnostic:

REVENUE

Are sales stable, growing, or declining?

Is revenue concentrated in a few ASINs?

ADVERTISING

Is spend efficient?

Are campaigns scaling or wasting budget?



FOCUS AREAS (AMAZON-SPECIFIC)

WHERE SHOULD YOU FOCUS THIS WEEK?

Use this as a quick diagnostic:

CONVERSION

Are listings converting traffic effectively?

Are reviews, images, and content strong?

ADVERTISING

Any stock risks?

Overstock or understock issues?

YOUR PRIORITIES SHOULD ALIGN WITH WHERE THE

BIGGEST OPPORTUNITY OR RISK EXISTS.



END OF WEEK REFLECTION



WHAT WORKED WELL?

WHAT HAD THE BIGGEST IMPACT?

WHAT WILL YOU CARRY INTO NEXT WEEK?

PROGRESS COMES FROM REFLECTION, NOT JUST ACTION.



YOU'RE JUST GETTING STARTED

IF THIS PLANNER HELPED YOU THINK CLEARER,
PRIORITISE BETTER, AND FOCUS ON WHAT MATTERS
– YOU'RE ALREADY MOVING DIFFERENTLY.

WIAB EXISTS TO SUPPORT WOMEN LIKE YOU IN
AMAZON AND E-COMMERCE – THROUGH COMMUNITY,
RESOURCES, AND OPPORTUNITIES TO GROW.

JOIN THE WIAB COMMUNITY

*STAY CONNECTED. KEEP LEARNING. KEEP
BUILDING.*



WIAB

www.wiabusiness.com