

Register and Start Selling On Amazon Today

How to Start an Amazon Business

A huge assortment of products, well-thought-out logistics and excellent customer service have turned Amazon into the most attractive online shopping platform for millions of customers. Many US users first go to Amazon, not Google, in search of the right product, making the marketplace a source of “hot” traffic and potential profit for sellers.

But before you start selling on Amazon, you need to register as a seller in the system. This comprehensive guide explains in detail how to get seller status quickly and efficiently.

Two Ways to Register at Amazon

The marketplace allows you to launch profiles of two types:

- Individual
- Professional Seller

The first option allows you to work as an individual (private) trader, without the need to pay the marketplace on a monthly basis. You only pay 99¢ for each item sold. Private traders can display no more than 40 items per month. This type is suitable for small enterprises and distributors of hand-made products.

Professional seller status is reserved for companies with a private label. You pay Amazon a monthly fee of \$39.99 in exchange for a number of benefits:

- Display an unlimited number of items per month and generate an unlimited number of listings
- Gain access to Amazon metrics and sales reports
- Take advantage of Amazon’s advertising tools

- Configure remote access and delegate authority to your employees
- Upload products in batches
- Enjoy reduced fees

Professional seller status is geared to medium and large businesses. To make a well-informed decision about your choice of account, you should analyze your goals and inventory, and how much profit you hope to make. But you always can switch from private to professional trader status or vice versa in your profile settings.

How to Calculate a Profitable Plan for Your Store

Use Amazon's special calculator to see how various fees might impact the cost of selling on the marketplace. Go to <https://sell.amazon.com/pricing.html>

Scroll down to the Amazon calculator and find more details about selling plans, referral fees, fulfillment fees and other costs.

Selling plan [?]

Individual Professional

Product information

Procurement cost (per unit) [?]
\$100

Listing price [?]
\$150

Product category [?]
Beauty

Volume

Sales per month [?]
50

Fulfillment Method [?]
Fulfillment by Seller

Shipping cost per sale [?]
\$10

Margin per sale [?]

\$25.20

See the breakdown

Item listing price	\$150.00
Procurement cost	- \$100.00
Category referral fee	- \$24.00
Selling plan	- \$0.80
TOTAL	\$25.20

Your First Steps as an Amazon Trader

Define your selling strategy:

- Resellers find already listed popular products and distribute them via Amazon stores.
- Brand owners manufacture their own products and sell them under a private label, offering shoppers something unique.
- Many sellers engage in both activities. You can try them and decide which method works better for your goals.

Once you determine your trading strategy, registration is easy. Just go to sell.amazon.com and create your profile.

To start selling, you can either use your customer profile or launch a special profile tied to your commercial email. Before you sign up, check for availability of the following:

- Business email address or Amazon customer account

- Chargeable credit card
- Government ID (identity verification protects traders and buyers)
- Tax data
- Phone number
- A bank account where Amazon can send proceeds from your sales

Before starting, please ensure you have the following handy
We may require additional information or documents later



Business and Contact address



Mobile or Telephone number



Chargeable Credit card



Identity details

Business location ?

United States

If you don't have a business, enter your country of residence.
If your country is not listed in the dropdown, please check FAQ section.

Business type

Privately-owned business

Business Name, used to register with your state or federal government

Business name as it appears on business registration document

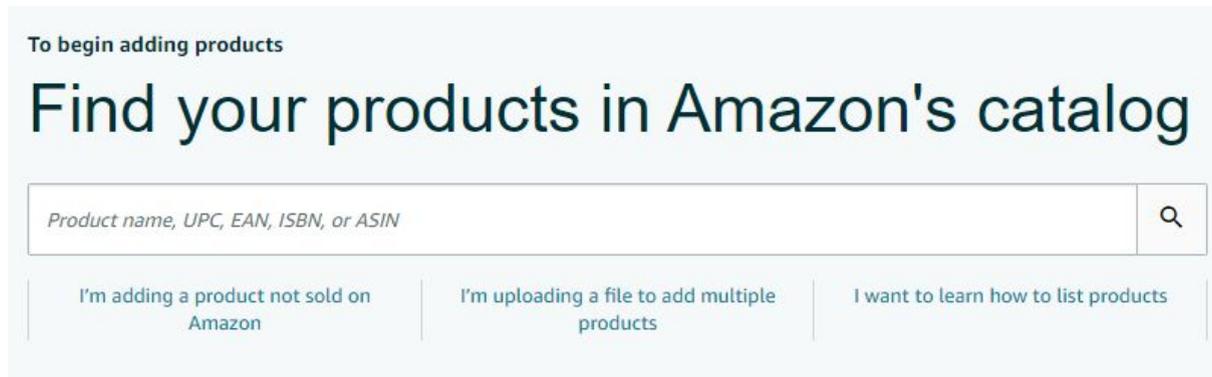
By clicking on 'Agree and continue', you agree to accept the following policies, agreements and notices:

[Amazon Services Business Solutions Agreement - North America, Japan, European Union, UK](#)
[Amazon Payments - European Union, UK](#)
[International Seller Rules - Global](#)

You may also need to provide additional documentation such as scanned copies of your passport, national ID, bank account statement, or credit card statement. Configuring two-step verification will help safeguard your profile. Once your account is set up, you simply go to sellercentral.amazon.com to get started.

Seller Central is pretty user-friendly. Start by exploring the different drop-down lists on the upper left screen for Inventory, Orders, Advertising, Reports and Performance, to familiarize yourself with the platform.

When you're ready to list your first product, select "Add Product" from the "Inventory" drop-down menu and follow the steps.



Avoiding Bans

If Amazon closes your profile, you will not get a second chance. New accounts associated with the old one are closed by default. The marketplace is good at finding links between seller profiles. It analyzes:

- IP address or MAC address of the computer
- Browser footprints, such as cookies or flash objects
- Data from the previous account

Having your account banned is a big deal. Certain actions can lead to a ban.

TOP 8 Common Reasons Why Sellers Get Banned

1. Opening multiple commercial profiles

The marketplace will quickly block all of your profiles. A second profile can be opened only with the platform's permission. There are no exceptions. Even if you plan to launch a second profile with a business partner, you need permission.

Explain the reason for the additional profile and justify its purpose. For example, permission can be requested if your two ventures sell different and incompatible product types.

The only exception to this rule is when launching a profile in Amazon's different domains.

2. Ignoring Quality and Performance Metrics

Amazon will not immediately close your store due to low sales metrics, but if sales continue to trend downward, Amazon is likely to close your account to protect its customers.

Fulfillment by Amazon (FBA) sales are more likely to promote a long-standing partnership with Amazon than Fulfillment by Merchant (FBM). But even FBAs can be shut down for certain reasons:

- Failure to promptly answer customer messages or responding in a different language
- Multiple returns for negative reasons
- Multiple negative reviews of products or of the store
- Not following Amazon's recommendations on selling, product quality, message response and report reviews.

3. Selling prohibited items

Carefully review the list of products you are prohibited from selling on the platform. Even if another seller has listed a prohibited product, do not try to sell it. If you do, there is no guarantee that it will not be removed.

4. Selling knock-off products

Respect trademarks, copyrights and patents. Scrutinize your manufacturer and competitors for the availability of patents.

5. Selling unsafe products

Amazon carefully examines all medicinal and food products. Your product must be FDA compliant. Make sure all the ingredients meet established requirements.

6. Items that do not match the listing

Everything in your listing, especially images, should correspond to what the client receives. If you get a return, take time to figure out what exactly in the description differs from the buyer's item.

7. Diverting customers from the marketplace

Any actions aimed at luring customers to a third-party website are considered a violation.

8. Copyright violation

Theft of intellectual property is taken very seriously. Use only your original photos and text.

To successfully compete with other stores, you need to optimize your commercial profile and items. A listing is a product card that describes the key characteristics and features of your product, It includes both photos and text. The listings you create are essential to selling your product .

How to Open a Second Commercial Profile

Multiple commercial profiles are normally prohibited by Amazon's selling policies. But with a valid reason, you can open a second account and use it independently of your first one. It's up to Amazon to decide whether your reason is legitimate. You must also comply with the following requirements:

- A separate bank account is required for each commercial profile. Amazon will not approve multiple profiles using the same bank account in the same region
- Each profile must be tied to a separate email address
- Your accounts must sell different items
- Your performance parameters and account must remain in good standing.

To request permission to open a second account:

- Go to [Contact us](#) and generate a case
- Click Selling on Amazon -> Your profile -> Other account issues

- If your request is refused, a lawyer may be needed to get approval to launch a second profile

Launching a Second Commercial Profile Without Approval

Creating an unauthorized second profile is strongly not recommended. If the platform administration catches you, they will disable both of your profiles, and it will be extremely difficult to restore them. However, if you choose to take the risk, act as carefully as possible. AI technologies used by the marketplace are very perceptive in detecting related accounts.

Take the following precautions to avoid problems:

- Create two separate business entities with different owners, IP addresses, credit cards, email addresses, phone numbers, physical addresses, employees, domains, warehouses, products, etc.
- Avoid attracting negative attention that will place either profile under review and in jeopardy. Your customer service, inventory management, packing and shipping must run without a hitch, and must not elicit complaints. Amazon is 100% customer-oriented and will disable your profiles if they provide a poor shopping experience.

Creating a Successful Listing

Images

Amazon pays close attention to the quality of photographs, rightly believing that good illustrations help sell. After examining the product cards of various categories, you will quickly see that bestsellers usually have at least 5–6 images. Amazon allows you to publish up to 9 images that conform to a number of rules:

- Each product must have at least one photograph.
- The main photo should display goods exclusively on a white background.
- The main photo should feature only the product itself, with no additional accessories, packaging, uses, text inserts, logos or watermarks.

- You are not allowed to use graphic images and drawings as the main image, only a photo of the real product.
- The item must occupy 85% of the main photo area.
- For additional photos, you use a colored background and feature accessories, as long as they do not mislead buyers - they must understand what is provided in the kit.
- Logos and watermarks are prohibited for all images.
- The minimum resolution for any image is 500 px on the long side.
- The recommended resolution is 1000 px on the long side. This resolution allows you to use the zoom function.
- Images are accepted in JPEG (.jpg), TIFF (.tif) and GIF (.gif) formats.

You can find more detailed image preparation guidelines in the instruction files for individual categories.

Helpful tips:

- Use additional images to effectively illustrate all the product's characteristics. It makes no sense to take five photos of the item from different angles. Supplement the main picture with photos of detailed features, packaging, accessories and other characteristics. Just keep in mind the 9-photo limit.
- Use short videos to demonstrate how to use the product. This is especially true for multifunctional, complex and specific products, the benefits of which may not be obvious to the average user.
- Include infographics, diagrams and photo captions in additional images to better explain the benefits to customers.
- Put yourself in the buyer's shoes to help select the best image options to showcase your product.

Writing High-Quality Text for Your Listing

The structure of your listing's text is strictly regulated by Amazon. It must include:

- A title that includes the name and main characteristics of the item, distinguishing it from competitors' offers.

- Bullet points providing the product's main characteristics.
- A description, with each paragraph dedicated to an unique advantage of the product that explains how it will benefit the buyer.

Make the text easy to read using user-friendly lists, subtitles, and fonts. Connect with potential buyers by inducing the following attributes:

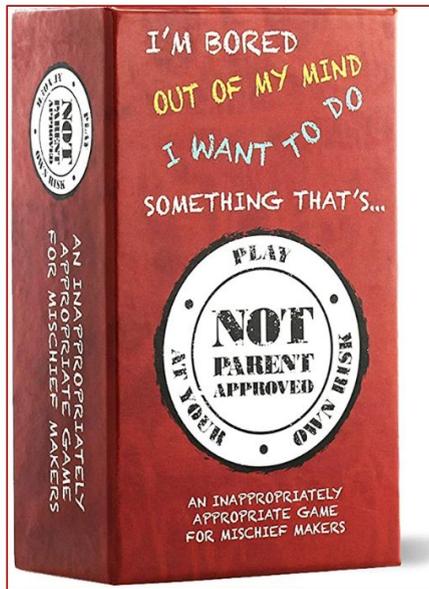
- Describe a problem that your product solves. ("Do your children quickly get bored with toys? These science kits are both entertaining and educational.")
- Explain why customers should choose this particular product ("This toy is made of safe materials, without latex, and has no small parts.")
- Provide facts and figures (50 pieces in the set, 5 year warranty, 100 satisfied reviews on Amazon)
- End the text with a call to action ("Add the item to your cart now, and receive a decorative storage box as a free gift").

When writing texts, keep in mind some prohibitions set by Amazon.

You should not:

- write about your company or other items you offer
- include advertising messages about sales, free delivery, etc. in the text
- indicate the seller's name, email address, links to websites or prices

Amazon offers other sections to post this information, and they threaten to delete product cards that violate the rules.



Roll over image to zoom in

Image

Title

Not Parent Approved: A Fun Card Game for Kids, Tweens, Teens, Families and Mischief Makers - The Original, Hilarious Family Party Game

by Not Parent Approved Brand
★★★★☆ 2,805 ratings | 25 answered questions

Amazon's Choice for "family games for teens and adults"

Price: \$24.99

Bullets

- THE BEST, HILARIOUS, AWARD-WINNING PARTY GAME - A fun card game for families - for tweens, teens and their families that brings everyone together and makes a perfect gift for kids and teens (4-10 players, ages 8+).
- EVERYONE WILL WANT TO PLAY - Inspired by Cards Against Humanity, but 100% family-friendly. Designed to reintroduce a love of family games for a screen-obsessed generation. Attention-grabbing. Easy-to-learn. Quick, simple play.
- WARNING: Kids will unplug and put down their phones. Cards contain gratuitous bathroom humor that kids will find hilarious while distracted from their screens. You might even giggle a few times.
- DURABLE CARDS, PORTABLE GAME - Comes with 455 high-quality, premium-printed cards (2"x3") and rules insert in a custom shrink-wrapped box. Its take-anywhere size is great for parties, sleepovers, road trips, flights, picnics, and summer camps. It's not just a tabletop game - take the laughter with you wherever you go!
- GREAT FOR RELUCTANT READERS - Winner of Scholastic's Gold Star Toy Award. Scholastic Review says you can consider this game "your secret weapon against reluctant readers, as one tester said it improved her daughter's reading skills." A fun game for kids - with benefits!

[Compare with similar items](#)

[Report incorrect product information.](#)

Volume and keywords

Amazon limits text lengths for each block:

- for headings - 200 characters with spaces
- for each bullet - 250 characters
- for descriptions - 2000 characters

The figures are approximate, since volume requirements depend on the category. Take time to familiarize yourself not only with general rules, but also with narrowly-targeted manuals. The guidelines do not cover keyword use, and the platform's internal ranking algorithm is kept secret. We only know for sure that the content in all three blocks is indexed, and a single keyword is enough to rank for it.

Be mindful of shoppers using mobile devices, and insert keywords at the very beginning of headings and bulleted points. Use your highest-frequency keyword in the heading, and draw attention to additional keywords in bulleted points. Describe the most important characteristics of the product in the first three bulleted points. They are displayed by default, while the user has to expand the description to view the remaining items.

In the product description block, you can organically embed a large number of keywords in long sentences, using them in a variety of ways. Take advantage of the large volume and arbitrary structure to create high-quality and engaging text.

Since this block is featured first in Amazon's mobile version, carefully think about the first 2-3 sentences of your description. Remember that poorly formatted text is hard to read on mobile devices. Divide your description into small paragraphs, use lists and highlight important items.

Also, remember that you can add search terms from the listing's back end.

Search Terms ?

Platinum Keywords ?
[Add More](#)

Subject Matter ?
[Add More](#)

Other Attributes ?
[Add More](#)

Intended Use ?
[Add More](#)

Target Audience ?
[Add More](#)

[Cancel](#) [Save and finish](#)

Correct Text Formatting

Amazon has specific requirements for different text blocks.

For headers:

- each word's first letter is capitalized, with the exception of conjunctions, articles and short prepositions
- quantities are written in numbers, not words
- you cannot use symbols and other graphic signs, only letters and numbers

For bullets:

- each item in the list must start with a capital letter
- no hyphens, periods, exclamation marks, or special characters in sentences
- a semicolon is used to separate phrases within the same paragraph

There are no special formatting requirements for descriptions. You just need to use complete and well-written sentences.

The Amazon manual says that violating these rules can result in the removal of a product card, but such punishment is rarely applied. Nevertheless, beginners should be careful to respect the rules, to prevent their products from being blocked at the moderation stage.

Brand Advanced Content

The A + Seller Central tool is specifically designed to enhance the conversion of private label brands. Instead of one simple text paragraph, Enhanced Brand Content users can add quality images and format their text. Provide your items to the brand registry and receive the right to post advanced content. Private label brands with a global catalog identifier (GCID) can be registered fairly easily with Amazon's Brand Register.

Rich descriptions get customers familiar with your company and boost its reputation. You can post brand information and awards, show additional product images and videos, and clearly highlight product features.



Enjoy Our Highly-Rated Expansion Packs! (Sold Separately)



KIDS LOVE IT!

Kids may never hug your kids again so hard! Tap into creativity and imagination with Not Parent Approved. The game where awkward facts cause them to avoid eye contact.

FAMILIES LOVE IT!

Bring families together through laughter and face-to-face engagement. Fun for ages 7-12. Family fun night is back! Watch out, Grandma may laugh the hardest!

TAKE IT ANYWHERE!

Cards are designed smaller for smaller tables. Portable and great for road trips. Play while waiting for appetizers at a restaurant. Play Not Parent Approved anytime!



One of the best kid games out there!

It's a wonderful time to get away from the screen, and digital devices and up to the game together. With Not Parent Approved, your kids will:

- Play their most creative selves without getting into real trouble.
- Expand their imaginations and creativity through wordy humor.
- Laugh at jokes and at themselves.
- Enjoy effortless entertainment during bedtime, vacation, birthday parties, school breaks, road trips, family parties, and any event with the family.

Amazon Best-Seller Rank

Optimize your listings to make product cards attractive and understandable to buyers. Their quality has a strong impact on a visitor's decision to buy your product.

Conduct search engine optimization to boost your items' search rankings and improve their visibility on the marketplace.

Best-Seller ranking is based on the item's sales and popularity compared to similar products. Best Sellers occupy the first position in a particular category. Winning a BuyBox brings you closer to the top of the list.

Amazon Best Sellers Rank: #785 in Health & Household (See Top 100 in Health & Household)
#1 in Horny Goat Weed Herbal Supplements

Factors that influence Amazon's internal ranking algorithm include:

- Conversion rate. Amazon finds that certain factors improve conversions, such as product reviews, compliance with image requirements and favorable pricing.
- Relevance of your title and product description to a certain search term.
- Customer satisfaction, buyer feedback and Order Defect Rate.

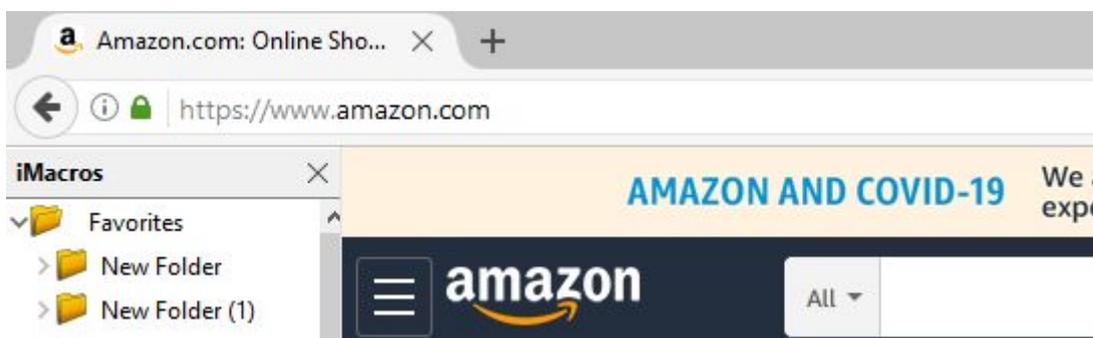
How to track rankings if you have an extensive assortment:

Clever Solution uses automated tools to collect key performance metrics each month for every item, to analyze how well client listings are working and to introduce improvements.

D	AL	AM
SKU	Sellers Rank Subcategory 02/26/2020	Sellers Rank Subcategory 03/26/2020
HL20K1FADTELRam	213	159
HL5105-4	283	110
HL7103-2 AM	51	76
HLcrutch rep kit nuc	268	262
HL-U2336 -100AM	1,023	1,117

There are many paid programs available to help you track important indicators. We use iMacros web automation software that makes it easy to record and replay repetitious operations.

To get started, download and install Firefox and iMacros.



1. Prepare a CSV file with links to your items.

```
amazonrank1.csv x
1 https://www.amazon.com/dp/B07613L
2 https://www.amazon.com/dp/B07613L
3 https://www.amazon.com/dp/B00HUCQ
4 https://www.amazon.com/dp/B00HUCQ
5 https://www.amazon.com/dp/B00G3EC
6 https://www.amazon.com/dp/B00G3EC
7 https://www.amazon.com/dp/B00G3EC
8 https://www.amazon.com/dp/B01AAXZ
9 https://www.amazon.com/dp/B01AAXZ
10 https://www.amazon.com/dp/B016C6X
11 https://www.amazon.com/dp/B00G3EC
12 https://www.amazon.com/dp/B00G3EC
13 https://www.amazon.com/dp/B00KH9M
14 https://www.amazon.com/dp/B00KH9M
15 https://www.amazon.com/dp/B011M89
16 https://www.amazon.com/dp/B00HFD4
17 https://www.amazon.com/dp/B00HFD4
18 https://www.amazon.com/dp/B00YRA4
19 https://www.amazon.com/dp/B00YRA4
20 https://www.amazon.com/dp/B00IS8Z
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24 https://www.amazon.com/dp/B00IUZ0
25 https://www.amazon.com/dp/B00IUZ0
26 https://www.amazon.com/dp/B00IUZ0
27 https://www.amazon.com/dp/B00IUZ0
28 https://www.amazon.com/dp/B0002AG
```

2. Prepare the macro and do a line-by-line traversal of the file. For each line, execute the code given below:

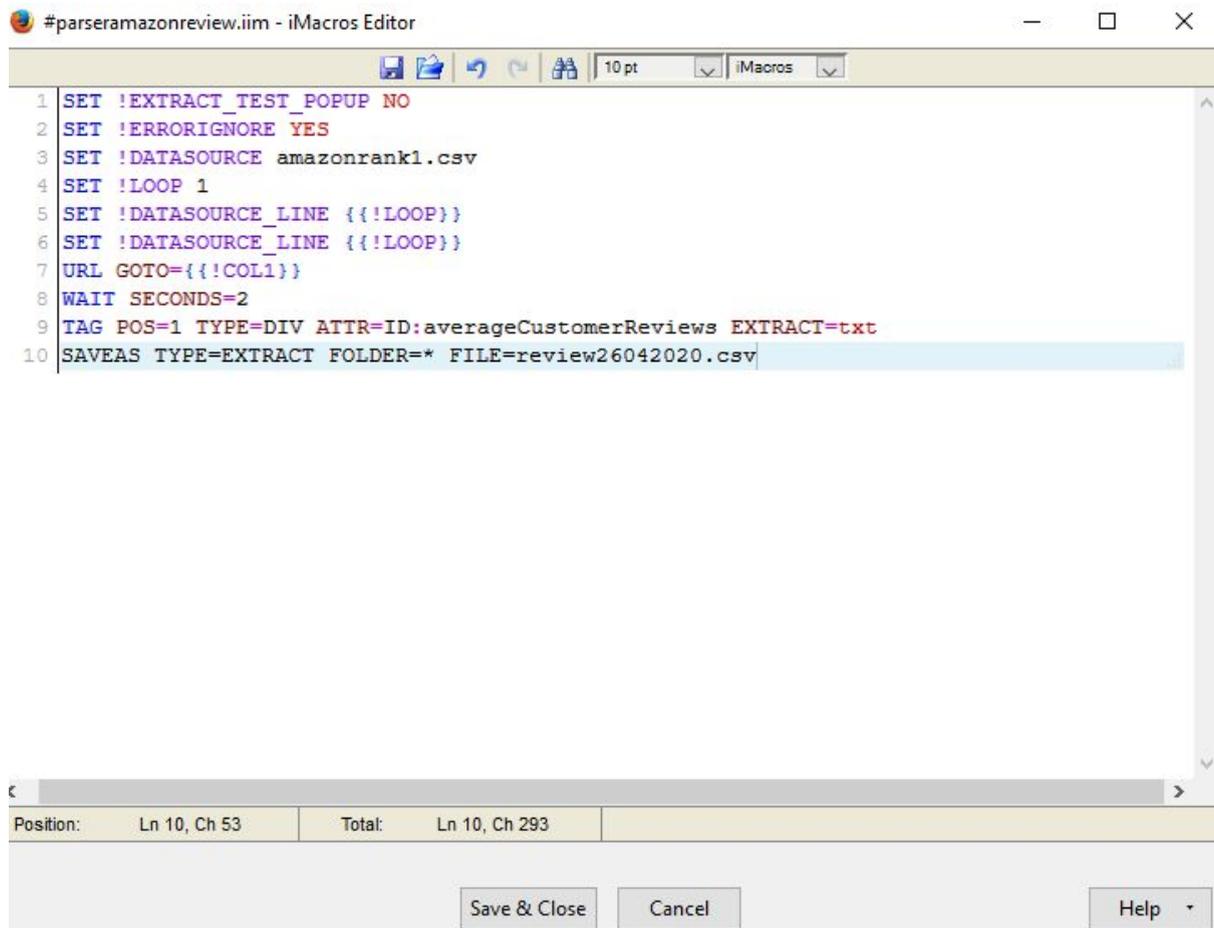
```
1 SET !EXTRACT_TEST_POPUP NO
2 SET !ERRORIGNORE YES
3 SET !DATASOURCE amazonrank1.csv
4 SET !LOOP 1
5 SET !DATASOURCE_LINE {!!LOOP}}
6 SET !DATASOURCE_LINE {!!LOOP}}
7 URL GOTO={{!COL1}}
8 WAIT SECONDS=2
9 'TAG POS=1 TYPE=SPAN ATTR=TXI:Amazon<SP>Best<SP>Sellers<SP>Rank:*
10 TAG POS=1 TYPE=LI ATTR=ID:SalesRank EXTRACT=HTM
11 'TAG POS=1 TYPE=DIV ATTR=CLASS:a-section<SP>table-padding EXTRACT=HTM
12 'TAG POS=1 TYPE=DIV ATTR=ID:averageCustomerReviews EXTRACT=txt
13 'TAG POS=1 TYPE=DIV ATTR=ID:availability_feature_div EXTRACT=HTM
14 SAVEAS TYPE=EXTRACT FOLDER=* FILE=linksamazon25042020.csv
```

Position: Ln 14, Ch 58 Total: Ln 14, Ch 551

Save & Close Cancel Help ▾

As a result, you will receive a file with the collected data. Use these statistics to analyze the performance of your store.

You can gauge ratings and reviews using the following macro:



```
#parseramazonreview.iim - iMacros Editor
1 SET !EXTRACT_TEST_POPUP NO
2 SET !ERRORIGNORE YES
3 SET !DATASOURCE amazonrank1.csv
4 SET !LOOP 1
5 SET !DATASOURCE_LINE {!!LOOP!!}
6 SET !DATASOURCE_LINE {!!LOOP!!}
7 URL GOTO={!!COL1!!}
8 WAIT SECONDS=2
9 TAG POS=1 TYPE=DIV ATTR=ID:averageCustomerReviews EXTRACT=txt
10 SAVEAS TYPE=EXTRACT FOLDER=* FILE=review26042020.csv
```

Position: Ln 10, Ch 53 Total: Ln 10, Ch 293

Save & Close Cancel Help ▾

Launching a commercial profile on Amazon is not difficult, but you will need to devote some time and attention to getting everything set up. Amazon has many helpful tools to get you started. You may have to learn by trial and error, but it won't be long before the orders start to roll in.