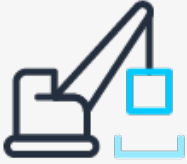


Lean on our voice design experience to reimagine your customer experience. Create rich, voice-first experiences that integrate voice, visual, and touch interfaces. Reach customers where they are through the Echo family devices, Fire TV, and Alexa-enabled third-party devices such as Sonos One speakers and ecobee smart thermostats.



Build How You Want

Build your own skill using the Alexa Skills Kit SDKs, APIs, and code samples. Use our tools and resources to refine your voice experience based on customer response. You can also outsource the work to an [experienced voice agency](#). Once you build, you can host most skills for free with [AWS promotional credits](#).



Make Money with Alexa

When you build delightful skills with compelling content, customers win. Now you can make money with your Alexa skill. Sell premium content to enrich your Alexa skill experience with [in-skill purchasing](#), or offer a new sales channel by selling physical goods and services with [Amazon Pay for Alexa skills](#). You can also get paid for engaging skills that customers love most via [Alexa Developer Rewards](#).

Hear It from a Skill Builder

Earplay, the maker of interactive stories, began with a mobile-first approach. When the company pivoted to a voice-first approach, it saw, "a much, much broader audience than we ever thought was possible," says Earplay CEO Jon Myers.

Your Skill-Building Journey

1. Learn

Get to know the Alexa Skills Kit and learn how you can add voice to your big idea.

[See what's possible](#)

2. Design

Learn how to design for voice and start sketching out your skill's interaction.

[Design for voice](#)

3. Build

Build your skill in the cloud with our toolkit, no coding knowledge required.

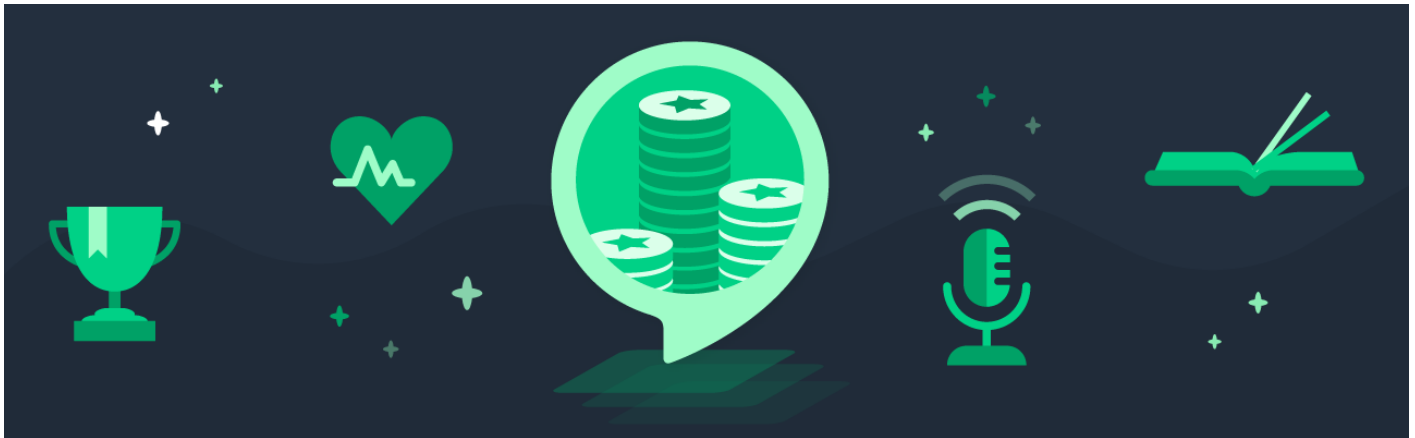
[Build in the cloud](#)

4. Launch

Launch your skill in the [Alexa Skills Store](#) and reach tens of millions of customers.

[Launch your skill](#)

What's New



Make Money with In-Skill Purchasing

Now, you can make money by selling premium digital content to enrich your Alexa skill experience.

[Learn more](#)



Amazon Pay for Alexa Skills

With Amazon Pay for Alexa Skills, you can use Amazon's simple voice purchasing flow to sell goods or services.

[Learn more](#)



CanFulfillIntentRequest (Beta)

Enable customers to discover and use your skill name-free with CanFulfillIntentRequest (Beta).

[Learn more](#)

Next Steps

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- [Agencies & Tools](#)

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- [What Users Say](#)
- [How Alexa Responds](#)
- [Design Checklist](#)

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