

Start here

How to sell on Amazon: a guide for beginners



Get an overview of how to create a selling account, list products, fulfill customer orders, and more. Learn how to sell—whether you're new to online retail or just new to selling in the Amazon store.

Welcome to Amazon selling—where customer obsession is key

Amazon is one of the most trusted brands in the US. We work hard to provide every customer with what they need when they need it—and we're excited every time a new seller joins our community and starts providing Amazon customers with an even wider selection of products. It's no secret: you're a big part of how we offer the best shopping experience possible.

More than **60% of sales** in the Amazon store
come from independent sellers

Why independent sellers choose Amazon

Why do so many independent sellers choose Amazon as a channel for their business? Because they get to sell in a store that more customers trust—and they get to do it with higher-impact tools and programs that cost less than alternatives. That means more

Video 29:27

How to sell on Amazon for beginners (step-by-step tutorial)

Learn about steps involved in your journey for selling your product on the

Get ready to sell

- Choose a selling plan
- Create an account
- Configure your account
- Enroll your brand

List products

Price products

Select a fulfillment method

Monitor performance

Promote and advertise products

Get product reviews

Grow with tools and programs

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Get ready to sell

Choose a selling plan

We offer two selling plans so you can choose the right package of tools and services for the right price.

- The **Individual** selling plan costs **\$0.99 per sale**.
- The **Professional** selling plan costs **\$39.99 per month**, no matter how many items you sell.

Each plan also provides you with access to a specific group of optional programs. You can change or cancel your selling plan at any time.

Amazon also collects a referral fee on each item sold, and other selling fees can apply in some cases. Some optional tools and programs involve added costs.

Pick your selling plan

Create a Seller Central account

After choosing your selling plan, you'll register with Amazon and create a Seller Central account. You can create your account using the email address associated with your Amazon customer account, or you can create it using a separate business email address.

Before you create your Seller Central account, make sure you have the following:

- Bank account and routing number
- Internationally chargeable credit card
- Government-issued ID
- Tax information
- Phone number

Create your Amazon seller account

Configure your Seller Central account

Once you've completed seller registration, you'll have access to your Seller Central account. You can think of Seller Central as your hub for selling in the Amazon store. You can use it to list and price products, manage your inventory, and fulfill customer orders. You can also use tools in Seller Central to create promotions and coupons, track payments and expenses, and much more. Consider adding other users to your account if you'd like help with certain tasks.

Make sure you review, confirm, or adjust the following, as needed:

- Public seller profile
- Payment and business information
- Shipping and returns settings
- Tax information and settings
- Notification preferences
- Login settings
- User permissions

[Video](#) 12:05

Configure your Amazon Seller Central account

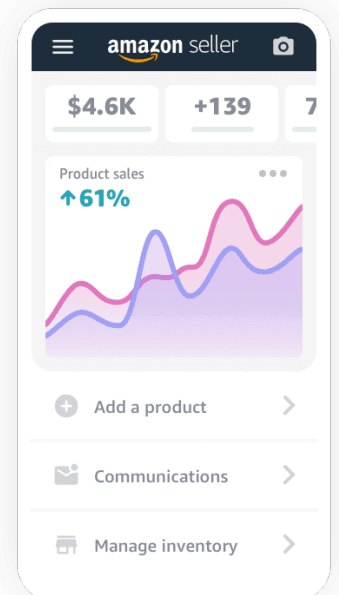
Find out how to configure settings for your Seller Central account, and how to complete or update your account information.

Go mobile

Use the free Amazon Seller app

The Amazon Seller app is packed with features to help you manage and grow your ecommerce business wherever you are. It gives you the freedom to take care of business details right from your phone or tablet.

[Learn more about the Amazon Seller app](#)



Enroll your brand

If you're the rights owner for an eligible brand, we recommend enrolling it in Amazon Brand Registry before you list your products. That makes it easier to associate your products with your brand name. Brand Registry is free and provides sellers with a suite of additional selling benefits and protection tools.

After enrolling your brand:

- You'll have greater control over the information on your product detail pages.
- You'll be able to access no-cost tools like A+ Content, Stores, Manage Your Experiments, and Brand Analytics, which can help you grow your audience and increase sales.

[Video](#) 11:10

Enroll your brand in Amazon Brand Registry

Enroll your brand in Amazon Brand Registry

Don't have an Amazon seller account yet?

Sign up

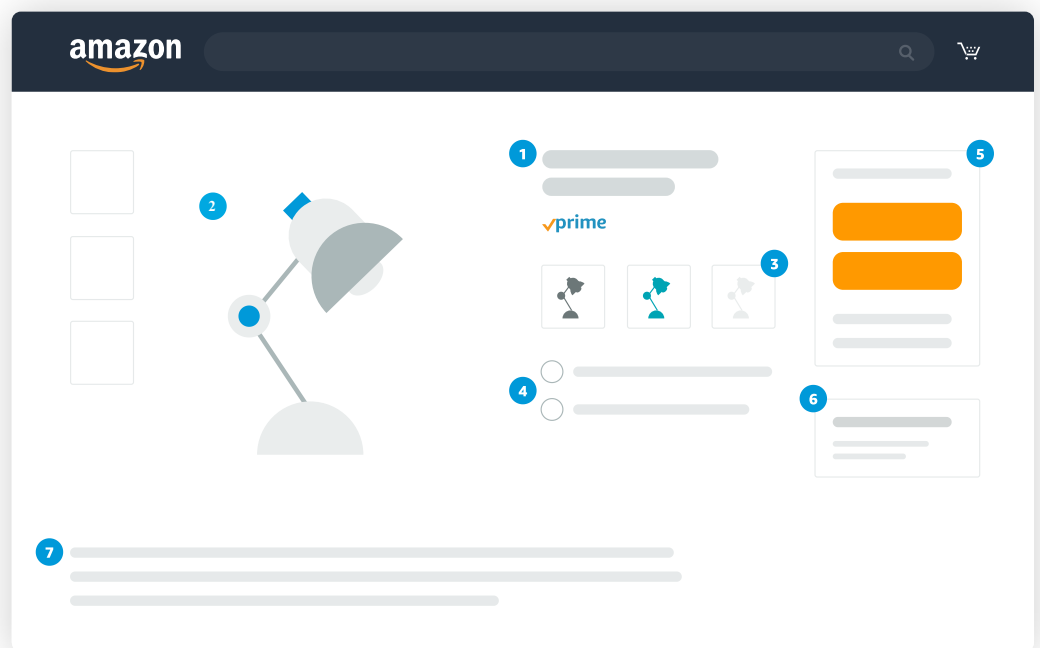
List products

Understand the product detail page

If you've shopped in the Amazon store, you'll recognize the product detail page. It's where customers find all relevant information about an item.

When multiple sellers offer the same product, Amazon combines their offers on one product detail page to make it easier for customers to find, compare, and purchase items.

Learn how to boost your listings and drive sales



1. Title

4. **Images**
500 x 500 or 1,000 x 1,000 pixels to increase listing quality
3. **Variations**
Such as different colors, scents, or sizes
4. **Bullet points**
Short, descriptive sentences highlighting key features and benefits
5. **Featured offer ("Buy Box")**
The featured offer on a detail page. Customers can add to their cart or "Buy Now"
6. **Other offers**
The same product sold by multiple sellers offering a different price, shipping options, etc.
7. **Description**
Keywords improve the chances that people will find your listing

Video 8:25

Intro to product detail pages

Learn what a product detail page is and who can create, suggest updates, and match offers to one. Learn best practices for each key element of a product detail page in the Amazon store.

Boost engagement with better listings

Did you enroll your brand in Brand Registry? Help customers understand and engage with your products with A+ Content and 3D models.

A+ Content

Showcase your products and tell your brand's story by adding video, enhanced images, product-comparison charts, and other features to your product detail pages.

[Learn more about A+ Content](#)

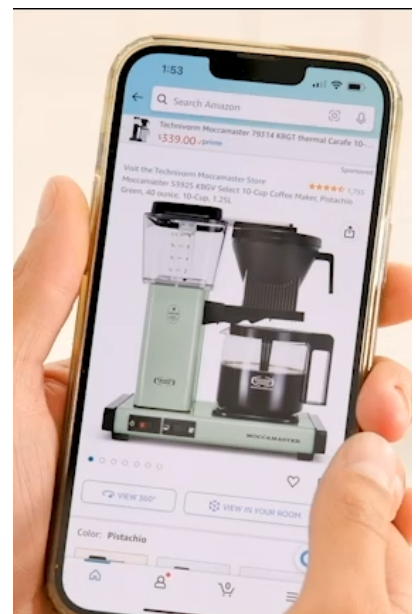
Basic A+ Content can **increase sales by up to 8%**--and well-implemented Premium A+ Content can **increase sales by up to 20%**.

3D models and augmented reality

Give customers an immersive shopping experience. Let them see a product from all sides with View in 3D, or give them the opportunity to see it in their own space with View in Your Room. You can also let customers see themselves in shoes and eyewear in real time with Virtual Try-On.

[Learn more about 3D models](#)

On average, customers who viewed a listing with a 3D model were **2x more likely to**



Make sure your products are safe and compliant

Customers trust that they can always buy with confidence in the Amazon store. Products offered for sale in the Amazon store must comply with all laws and regulations, as well as Amazon policies. Before you start the listing process, make sure you understand our Product safety and Restricted products policies.

Find or obtain a product ID (GTIN)

The primary tool we use to pair a seller's offer with the correct product detail page is a product ID, also called a Global Trade Item Number (GTIN). It can often be found on packaging above or below the product's barcode. The most common GTIN used by Amazon sellers is a UPC, but you might also find an ISBN, EAN, or JAN on your product.

In some cases, you might need to obtain a GTIN for a product from Global Standards 1. In rare cases, you might apply for a GTIN exemption from Amazon.

Match or create a product listing

If the product you want to sell is already in the Amazon store, you can use its GTIN to match an offer to the existing product detail page. If a product isn't already in the Amazon store, you'll need to create a new product detail page and can add your offer information simultaneously.

All sellers can match or create product listings one at a time. Professional sellers can also match or create product listings in bulk.

Your ability to list a product in the Amazon store can depend on its category, condition, and brand. In some cases, you'll need to apply to sell a product, category, or brand. You'll be prompted to do so during the listing process.

Video 7:51

Intro to listing products in the Amazon store

Learn what you need before you list products and how to match offers and create product detail pages both one at a time and in bulk.

Listing: product categories and conditions

restrictions.

Product categories

Product category

Categories without restrictions

Amazon Device Accessories	Amazon devices accessories
Amazon Kindle	Kindle devices accessories
Beauty	Fragrance, skincare, makeup, hair care, bath & shower (topicals require approval). See also Health & Personal Care.
Books	Books, calendars, card decks, sheet music, magazines, journals, other publications
Business Products (B2B)	Business-relevant products across multiple categories. Special pricing features to target business customers.
Beauty Tools & Accessories	Brushes, bags, cases, skin care tools, hair styling tools
Camera & Photo	Cameras, camcorders, telescopes
Cell Phones	Cell phones and accessories must be listed using the manufacturer's Universal Product Code (UPC).
Clothing & Accessories	Outerwear, athletic wear, innerwear, belts, wallets
Electronics Accessories	Audio, video, camera, photo, cell phone, car electronics, computer, and office accessories
Fashion Jewelry	Jewelry that does not contain precious or semi-precious gemstones, pearls, metals
Grocery & Gourmet Food	See grocery & gourmet category details on Seller Central

	hobby, home appliances, storage, patio, lawn, garden, pool supplies, landscaping, snow removal, generators
Luggage & Travel Accessories	Luggage, bags, backpacks, briefcases, umbrellas, travel accessories
Musical Instruments	Guitars, orchestra, recording equipment
Office Products	Supplies, furniture, printers, calculators
Outdoors	Outdoor gear, outdoor sports apparel, cycling, and action sports
Shoes, Handbags & Sunglasses	Shoes, boots, sandals, slippers, handbags, sunglasses, eyewear frames
Software & Computer Games	Business, media education, utility, security, children's software and PC games
Sports	Exercise & fitness, hunting accessories, team sports, licensed/fan shop, athletic apparel, boating & fishing, and game room
Tools & Home Improvement	Hand & power tools, plumbing, electrical, building materials, appliance parts
Toys & Games	Action figures, dolls, board games, arts, crafts, furniture, learning toys (holiday selling requirements apply)
Video Games & Video Game Consoles	Game consoles, console games, accessories

Categories with restrictions

Listing: brands

- If a product is part of a brand enrolled in Amazon Brand Registry, only three types of sellers can create its product detail page using our standard listing processes:
 - the original rights owner who enrolled the brand
 - other sellers internal to the brand

- After a product is listed by one of the above sellers, others sellers can match offers to its product detail page. They may be prompted to complete a brand selling application first.

Amazon jargon: ASIN

Every product in the Amazon store is automatically assigned an ASIN, or Amazon Standard Identification Number. This number is different from a GTIN and SKU. If you don't have a GTIN for a product, you can try to match an offer to an existing product detail page using its ASIN instead.

Don't have an Amazon seller account yet?

[Sign up](#)

Price products

Before you set prices for your products, you'll want to get familiar with key concepts we use to organize and support pricing in the Amazon store.

- **Competitive external price:** the lowest price for an item from major retailers outside Amazon. We share competitive external prices with sellers. For your own price to be considered competitive, your standard item price, plus shipping, must be less than or equal to the competitive external price.
- **Featured Offer:** the offer a customer often sees near the top of a product detail page with 'Buy Now' and 'Add to Cart' buttons. To compete for the Featured Offer, a seller must set a competitive price and have a Professional selling plan. The product also needs to be in new condition.
- **Lowest Amazon price:** the lowest price currently offered by a seller in the Amazon store. We share the current lowest Amazon price to give sellers who list a product to the opportunity to match or beat it.

Want to optimize your prices? Learn how the Automate pricing tool can help you become the Featured Offer for a product in the Amazon store.

Video 11:07

Intro to pricing products in the Amazon store

Find out what a competitive price, lowest price, and Featured Offer are. Get an overview of how sellers set static prices and apply dynamic pricing rules to their products.

Select your fulfillment method

You have two basic options for getting customers their stuff:

1. You can fulfill orders yourself, maintaining your own inventory and shipping products directly to customers. We call this merchant-fulfilled shipping (MFN).
2. You can send your inventory to Amazon and have us pick, pack, and deliver products through Fulfillment by Amazon (FBA). FBA also takes care of customer service and returns.

Each method has its own benefits—and you can decide which one is right for each product you sell. If you're a current seller, you can also use our Revenue Calculator to compare estimates for FBA and your own fulfillment method.

Considering FBA? **Find out if the program is worth it for your business**

Video 6:27

Introduction on How to Ship Products on Your Own

In this video you will get an overview on merchant fulfilled shipping, guidelines on packaging, understand your shipping / cancellation metrics, guidelines to maintain positive customer experience.

Video 5:12

How Fulfillment by Amazon (FBA) works

Learn how to use Amazon FBA to offer Prime shipping to your customers and have Amazon pick, pack, and ship orders on your behalf. In this video, you'll learn how FBA works and where to access additional FBA tools and resources.

Monitor your performance

To sell in the Amazon store, you're required to comply with all applicable laws and Amazon policies. Our Account Health dashboard provides an overview of your account's adherence to policies and various performance targets.

Customer Service Performance

Your customer-service performance is measured using what we call an Order Defect Rate (ODR). Your ODR is the percentage of your orders with one or more indicators of poor customer service. That could be negative customer feedback or a credit-card chargeback. We require sellers to maintain an ODR under 1%.

Looking for help with customer service? [Explore Customer Service by Amazon](#)

Account Health Rating

We provide sellers an overview of their compliance with key Amazon selling policies, including our intellectual-property, authenticity, listing, and restricted-product policies. To maintain a 'Good' rating, make sure to address any policy violations listed on your Account Health dashboard. If your rating is 'At Risk' or 'Critical', your account may be at risk of deactivation.

Shipping Performance

You can use three metrics to help assess the health of your MFN shipping performance:

- Your Late Shipment Rate (LSR) is the percentage of your seller-fulfilled orders that have a shipping confirmation after their expected shipping date. You should aim to keep it below 4%.
- Your Pre-fulfillment Cancel Rate (CR) is the percentage of seller-fulfilled orders you cancel. You should aim to keep it below 2.5%.

Don't have an Amazon seller account yet?

[Sign up](#)

Promote and advertise products

Use no-cost promotions and pay-per-click advertising to help your products and brands reach more customers.

- Create **coupons** that appear on the Amazon Coupons page, in search results, and on product detail pages.
- Offer percentage-off and buy-one-get-one **promotions** that appear as part of a Featured Offer.
- Create **Lightning and 7-Day Deals** that appear on the Amazon Deals page. This is an option popular around shopping events like Prime Day.
- Create **Sponsored Products** ads that feature a single product and appear in, alongside, and above customer search results in the Amazon store.
- Use **Sponsored Brands** ads to feature up to three products, as well as a logo and headline. Or create a Sponsored Brands campaign with an auto-playing video that features a single product. These ads appear prominently above, alongside, and below search results.

then enter growing customers when they're interested in a product.

[Learn more about advertising](#)

Get product reviews

After a customer buys a product, they can leave a public product review, a seller-feedback rating, or both. Try these tips to improve your chances of getting positive reviews and ratings:

- Accurately represent a product on your product detail page.
- Pack your products to help prevent damage during delivery.
- Ship orders on time if you're an MFN seller.
- Provide customer refunds for products returned within 30 days of purchase.
- Respond to customer messages within 24 hours.
- Provide valid tracking numbers so customers can track their orders.

Eligible brands can use tools like Amazon Vine to generate reviews for their products. Make sure you're familiar with the right and wrong ways to get more product reviews and avoid policy violations.

[Learn about customer product reviews policies](#)

Grow with tools and programs



especially critical. That's why we invented the New Seller Guide, a set of brand, logistics, pricing, and promotional services that are backed by data science and designed to fuel the growth of new sellers.

Sellers who adopt services in the New Seller Guide can take advantage of over **\$50,000** in New Seller Incentives.

[Learn more](#)

More tools and programs

Looking for more ways to reach customers, sell products, and manage your business? Explore no-cost options and cost-effective tools and programs Amazon offers to help your business grow.

Drive online sales for your products

Learn how to get started selling with Amazon.

[Sell clothes](#)

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Global expansion has a lot of moving parts, but with Amazon Global Selling, you can reach customers in over 200 countries.

Business customers tend to buy more items in bulk, so they're a great way to increase your sales volume.

Explore product ideas that are in demand on Amazon. Get ideas for new products to sell.

Start selling today

Put your products in front of the millions of customers who search Amazon.com every day.

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\$39.99 a month + selling fees



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