SOP: Creating New ASINs (Not Listed on Amazon) Manually

1. If you know that the product or products you wish to list in your Catalog on Amazon are not currently being sold on Amazon, then you can choose to add them manually on your Seller Central Catalog as follows.

2. Select "Add a Product" from the Drop Down Menu of the "Inventory" tab on the top menu of Seller Central.

3. On the next page, click the "Create a new Product Listing" link to the right of the "If it is not in Amazon's Catalog" explanation.

4. Here you can either choose to type in the type of product you wish to sell for the relevant categories to appear for you to choose your template from, or, preferably, you can select the categories from the list given below and click the "Select" button once you have selected your categories.

5. On the next page, you will be able to start entering all relevant information for your product, noting again that all cells highlighted in red and with a red asterisk alongside are required information and, if you do not fill them in, you will not be able to create your listing.

6. Again, we recommend clicking the "Advanced View" button to the right of the table so that you can be sure to enter as much information as you possibly can in as many of these fields as possible.

7. You have the following tabs of information that you need to complete, starting on the left with:

▸ Vital Information, which is your SKU, Product Name, Brand Name, Manufacturer, et cetera;

▸ Variations tab where you can select your Variations Theme;

▸ Offer Tab where you put in your pricing, gifting and fulfilment options;

▸ Compliance tab where you need to enter any information regarding batteries and hazmat should your product fall into any of these categories;

▸ Images tab where you can upload your main, secondary images and Swatch Images;

▸ Description tab where you enter your product features, description and other pertinent information;

▸ Keywords tab where you enter as many types of keywords as possible; and

▸ More Details tab where you can enter any additional information and details.

8. Once you have completed all the fields to the best of your ability, click on the "Save and Finish" button at the bottom of the page.

See Also:

▸ SOP: Adding Existing Amazon ASINs Manually ⧉

▸ SOP: Adding Existing Amazon ASINs via File Template ⧉

- SOP: Creating New ASINs (Not Listed on Amazon) via File Template ⤢
- SOP: Using the Lister Loader Template ⤢
- SOP: Editing ASINs Manually ⤢
- SOP: Editing ASINs via File Template ⤢
- SOP: Editing Pricing ⤢
- SOP: Removing or Deleting ASINs ⤢
- SOP: Changing from FBA to FBM and Vice Versa ⤢
- SOP: Adding, Editing and Removing Videos ⤢
- SOP: Creating Variations Manually ⤢
- SOP: Creating Variations via File Template ⤢
- SOP: Editing Variations Manually ⤢
- SOP: Editing Variations via File Template ⤢
- SOP: Removing an ASIN as a Variation ⤢
- SOP: Splitting Variations ⤢
- SOP: Adding a Stand-Alone ASIN to an Existing Variation Family ⤢
- SOP: Creating a New Variation Family by Combining Existing Stand-Alone ASINs ⤢
- SOP: Merging Variations ⤢
- SOP: Locating Style Guides ⤢
- SOP: Locating Browse Tree ⤢
- SOP: Managing Pricing ⤢
- SOP: Managing Inactive Inventory ⤢
- SOP: Managing Inventory Amazon Fulfills ⤢
- SOP: Managing Listing Enhancements ⤢
- SOP: Managing Suppressed Inventory ⤢
- SOP: Fixing Stranded Inventory ⤢
- SOP: Removing Unfillable Inventory ⤢