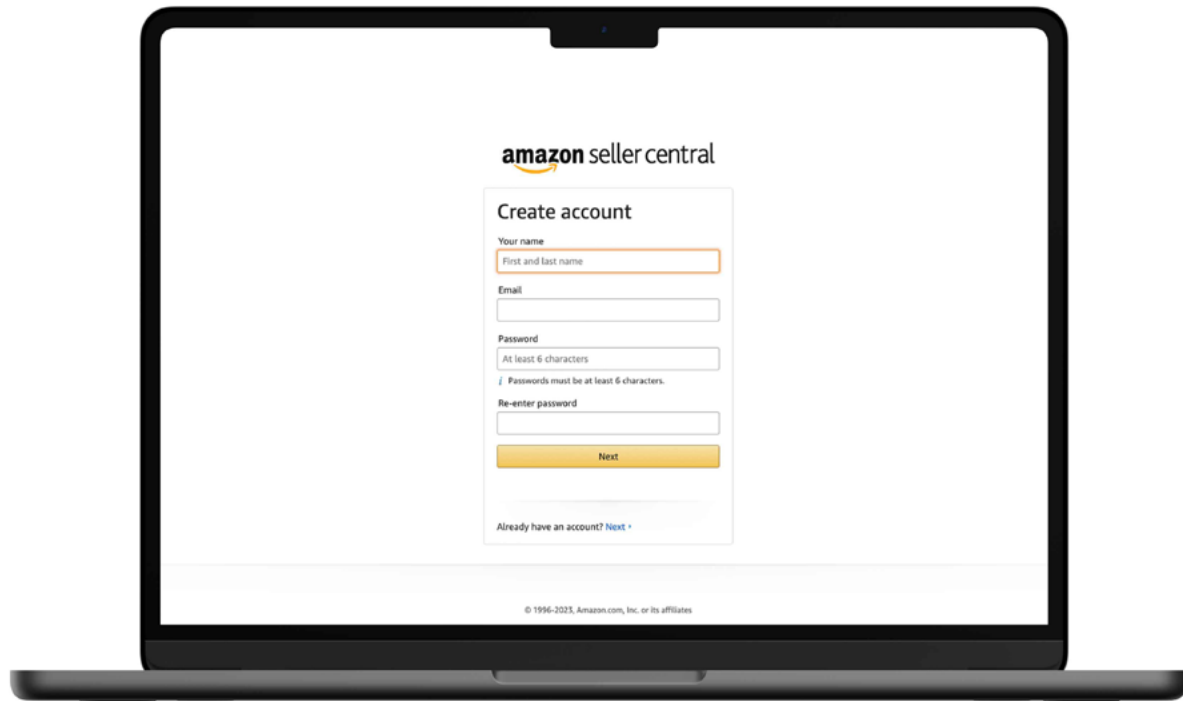


# The beginner's guide to Selling on Amazon

## Welcome to Selling on Amazon

It's no secret: At Amazon, we obsess over customers. And our customers want a trusted destination where they can purchase a wide variety of goods—which is what makes sellers like you so important. We're always looking for ways to add value for our customers and be Earth's most customer centric company. As an Amazon seller, you take part in offering those customers better selection, better prices, and a top-notch customer experience.

This guide contains high-level information that will help you start your journey selling on Amazon. If you want to dive in deeper on any subject, visit [sell.amazon.com.au](https://sell.amazon.com.au) for more information about all the topics covered here.



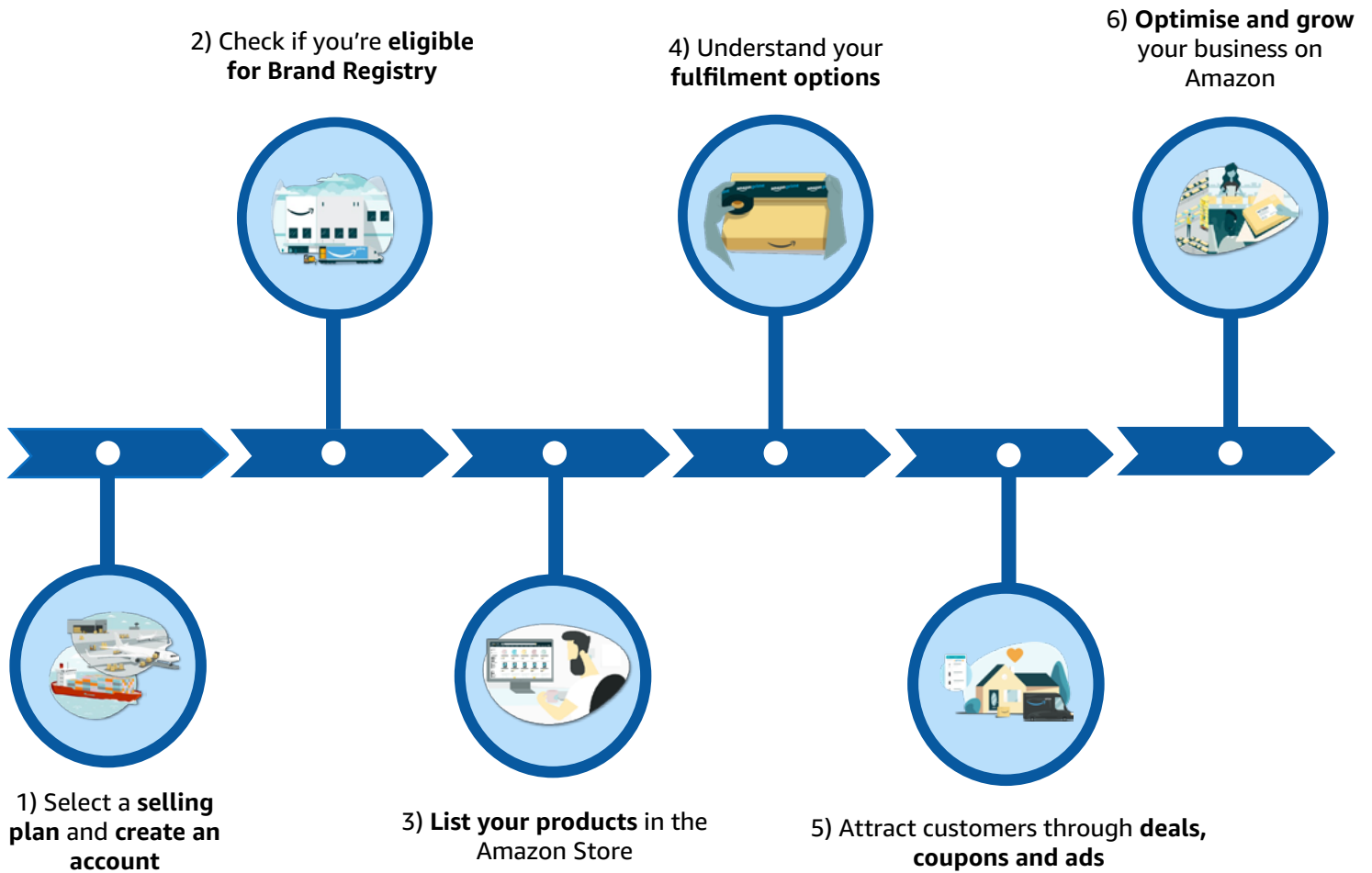
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# Seller Timeline

## Six steps to becoming a successful seller



## Amazon Seller University

With Amazon Seller University's "Sell on Amazon for Beginners" course, it's never been easier to get started. Whether you're a seasoned business owner or just starting out, this comprehensive course covers everything you need to know to launch and grow your Amazon store. And the best part? It's completely free! Subscribe to the Amazon Seller University YouTube channel to stay up-to-date on all the latest educational resources and start your journey towards success today. Or, alternatively watch internally from your [Seller Central Account](#) today.

Sell on Amazon for beginners ▶ Play all

Are you a beginner seller? Learn the basics of how you can get started selling on Amazon.com.au.

Introduction to Amazon Seller University Amazon Seller University APAC	Sell in the Amazon store 5 minute overview for... Amazon Seller University APAC	Compare amazon's professional and individual... Amazon Seller University APAC	Which Shipping Method to Choose? Amazon Seller University APAC	Intro to Seller Central Amazon Seller University APAC 128 views · 4 months ago



# Select a selling plan

## Individual Plans vs Professional Plan

With the Individual plan, you'll pay \$0.99 (excl. GST) every time you sell an item. The Professional plan costs \$49.95 (excl. GST) per month, when you have active listings, no matter how many items you sell. For both plans, Amazon also collects a [referral fee](#) on each sale, which is a percentage of the total transaction and varies by product category. Visit our [pricing page](#) for a summary of selling fees.

## What selling plan is right for me?

Individual Plan	Professional Plan
<b>\$0.99/item sold</b> (excl.GST) + additional selling fees	<b>\$49.95/ month*</b> (excl.GST) + additional selling fees
<ul style="list-style-type: none"><li>You plan to sell fewer than 50 items a month</li><li>You're still deciding what to sell</li><li>You don't plan to advertise or use advanced selling tools</li></ul>	<ul style="list-style-type: none"><li>You plan to sell more than 50 items a month</li><li>You want to advertise your products</li><li>You want to use advanced selling tools eg. APIs and reports</li></ul> <p><small>*If you expand to sell in other worldwide Amazon Stores using merged accounts, you will pay the equivalent of \$39.99 USD per month, split proportionately across each country or region in which you have an active listing and charged separately in each local currency. You can downgrade at any time. For more information, see Monthly subscription fee FAQs and Merging Accounts for more details.</small></p>

## 2 resources to help you create your account



# Create a selling account

Before you sign up, make sure you're ready with the following:

Business email address or Amazon customer account

Chargeable credit card

Government ID (identity verification protects sellers and customers)

Tax information

Phone number

A bank account where Amazon can send you proceeds from your sales



## Amazon Seller Identity Verification Guide

A guide to help you prepare and fast track your registration process to sell on Amazon.

## Prepare for your identity verification call

Learn how to prepare for your identity verification call

# Check if you are eligible for Brand Registry

## Eligibility Criteria:

Pending or Registered Trademark

Trademark must be in the form of a **text-based** or an **image-based mark (design mark)**

Text-based marks

Image-based mark with words, letters, or numbers

AMAZON

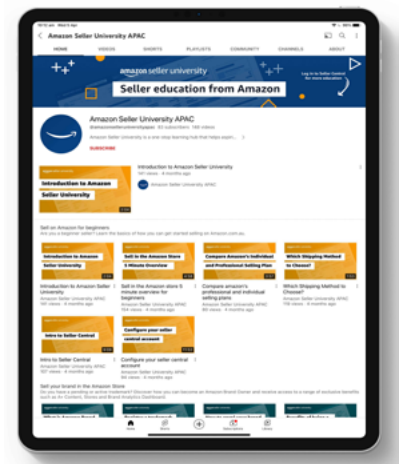
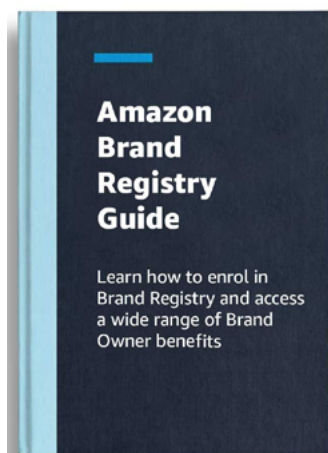
amazon

If you do not have a trademark please watch this video on [How to register a trademark for your brand](#). You can use IP Australia's [TM Checker](#), to check if a brand name or logo is available in Australia. If you'd prefer to engage an [IP Law Firm](#) through the IP Accelerator to register a

## Why should I enrol for Brand Registry?

Amazon Brand Registry provides a wide range of exclusive tools for Brand Owners, some of these include, creating [A+ Content](#), [Sponsored Brands](#), [Amazon Stores](#), [Transparency Barcodes](#) and many more. Read this guide for a full overview of all the benefits.

## How to enrol in Brand Registry?



# How to list products

## How do I sell on Amazon?

To sell a product on Amazon, you must first create a product listing. Either:

1. Match an existing listing (if somebody else is already selling the same product on Amazon)
2. Create a new listing (if you are the first seller).



## What you need to start listing products

In most cases, products must have a Global Trade Item Number (GTIN), such as a UPC, an ISBN, or an EAN. Amazon uses these product IDs to identify the exact item you're selling. If you [match](#) a listing, you won't need to provide a product ID since it already exists. If you're [adding a product](#) that's new to Amazon, you may need to purchase a UPC code or request an [exemption](#).

## 3 best practices for a successful launch

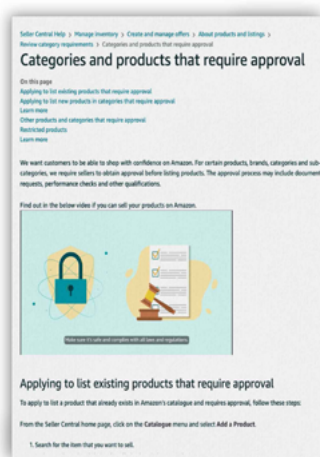
1

**Use the Listings Starter Guide as a source of truth**



2

**Understand restricted product categories**



3

**Create a strong product detail page**



# How to deliver products

## Selecting the right fulfilment option

1

**Fulfilment by Merchant**  
(You store and ship products to customers yourself)

2

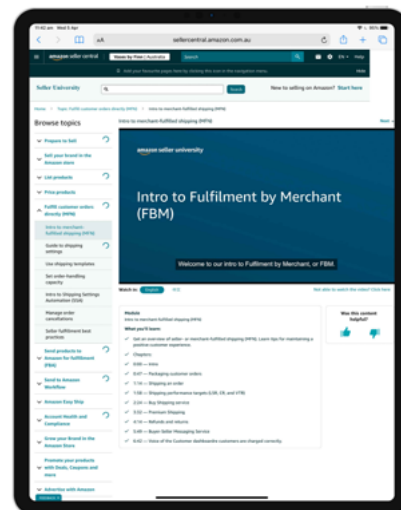
**Fulfilment by Amazon** (You store your products in Amazon's Fulfilment Centres and we pick, pack, ship and provide customer services for these products). Download guide [here](#).

## Learn how to fulfil your orders based on your selection

1

**Fulfilment by Merchant**

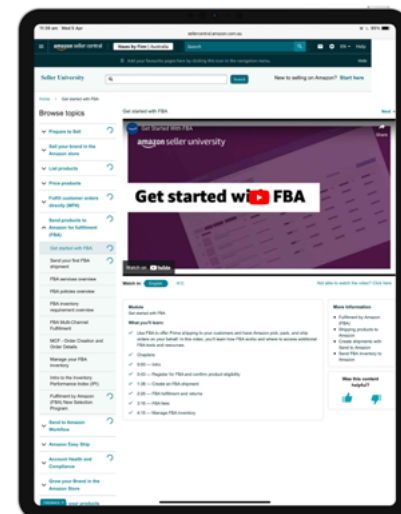
Watch Fulfil customer orders directly course and tick the box once you've completed.



2

**Fulfilment by Amazon (2 courses)**

Watch two FBA courses and tick the box once you've completed both. For more detail step-by-step instructions download the Amazon FBA Guide, [Send to Amazon Workflow guide](#) and [Prep, Label and Shipping Guide](#).





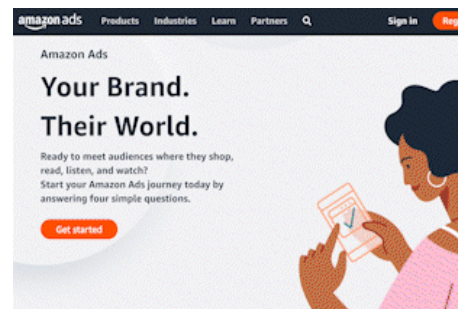
# Attract customers with ads, coupons and deals

## Advertising

Amazon's paid-per-click advertising solutions create new ways for you to reach and engage shoppers. Ad products you have access to are [Sponsored Products](#), [Sponsored Brands](#), [Sponsored Display](#) and many more.

Not sure where to start? Answer these 4 simple questions [here](#) to receive your personalised recommendation package.

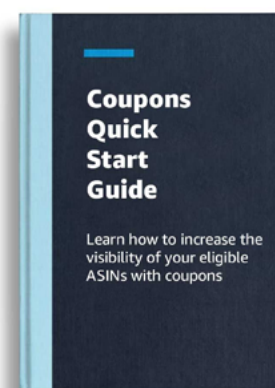
Keen to learn more? Complete the [Sponsored Ads Certification Course](#) and earn an Amazon Ads digital badge. Or, watch the [Advertise with Amazon](#) Seller University course.



## Coupons

Coupons help to increase the visibility of your [eligible ASINs](#) to customers and are set up from the Coupons dashboard in Seller Central.

Learn how to create your first coupon [here](#).



## Deals

Deals help to increase the visibility of your [eligible ASINs](#) to customers and are set up from the Coupons dashboard in Seller Central.

Learn how to create your first deal [here](#).



# Optimise and grow your business on Amazon

Consider the tools and programs that can support your business. Tap the button to find out more about each program and tool.

## Programs

### Amazon Easy Ship

Do you want an Amazon-managed logistics service to pick up your orders from your location?

### FBA Multi-Channel Fulfilment

Do you want to fulfil orders from other e-commerce channels?

### FBA New Selection Program

Do you want free monthly storage for a limited time? T&Cs apply.

### Amazon Seller University

Do you want access to free educational resources?

### Service Provider Network

Do you want access to third-party services?

### Amazon Launchpad Program

Do you want to join a community of innovative startups?

### Amazon Renewed

Do you want to sell high-quality, like-new products?

### Global Selling

Do you want to expand your business globally?

### Partnered Carrier Program

Do you want to use a partnered carrier to inbound your FBA shipments?

## Tools

### Listings Dashboard

The Listing Quality Dashboard is a tool that highlights important product information for customers.

### Account Health

Account Health lets you check if you're complying with Amazon's performance policies.

### Advertising Campaign Manager

Advertising Campaign Manager is your single view of all your campaigns

### Product Suggestions Tool

Product suggestions allows you to explore potential opportunities to sell trending products and brands.

[Learn more](#)

[Learn more](#)

[Learn more](#)

### Pricing Health

Amazon provides the Pricing Health tool to help you make informed pricing

### Amazon Outlet Deals

Create an outlet deal so customers can shop for clearance products.

[Learn more](#)

[Learn more](#)

