

Checklist for Getting Set Up to Sell with Amazon Seller Central

This checklist provides you with a guide for setting up your Amazon Seller Central account. This special Amazon account allows you to start selling products on Amazon.com. Within minutes, you can unlock access to this \$100B retail giant to build your own successful business.

In the [first video](#) of the four-part series we're releasing at [AmazingSellingMachine.com](#), you learned about the huge opportunity in selling physical products right now by leveraging Amazon. You also learned about finding HOT Amazon product opportunities.

In the [next video](#) of the series, releasing very soon, you'll learn how easy it is to find suppliers from all around the world who are waiting right now to do business with you. Make sure you check out [AmazingSellingMachine.com](#) and view all four videos in this series as soon as they're released.

But first, it all starts with setting up your Amazon Seller Central account, and this special checklist gives you what you need to get started.

Before You Start: Why Amazon.com?

The steps below are designed to guide you in setting up an Amazon.com (USA) Seller Central account.

You can create separate Seller Central accounts on Amazon's international platforms such as Amazon.co.uk (United Kingdom), Amazon.ca (Canada), Amazon.de (Germany), Amazon.jp (Japan), and others.

We recommend that new sellers from anywhere in the world start with Amazon.com, because it has the highest sales volume. We want you to start where you can build the biggest business the fastest.

Many of our students expand to international Amazon platforms after their business takes off on Amazon.com. Once you're established in the USA on Amazon, expanding internationally is as simple as creating new Seller Central accounts on the platforms you want to use.

So no matter where you live in the world, get started on Amazon.com and build your business foundation before you expand to other international Amazon platforms.

Registering Your Amazon.com Seller Central Account

1. Go to <http://services.amazon.com/content/sell-on-amazon.htm> to see your Seller Central registration options.

amazonservices

search Go

Solutions Resources News & Events About Us Contact Us Sign Into Your Seller Account

Selling on Amazon Fulfillment by Amazon Advertise on Amazon Payment Solutions Sell Globally See All Solutions

Sell on Amazon and reach hundreds of millions of Amazon customers

- Build a business or sell a few products
- Sell on Amazon marketplaces around the globe
- List products in more than 20 categories

1 month FREE

Sell as a Professional

You plan to sell more than 40 items a month
Unlimited sales for \$39.99 a month + other selling fees
What can I sell as a Professional?

Sell as an Individual

You plan to sell fewer than 40 items a month
\$0.99 per sale + other selling fees
What can I sell as an Individual?

Steps to Start Selling

- 1 Decide what you want to sell
More than 20 product categories are open to all sellers, and at least 10
- 2 Choose a selling plan
Sell just a few items and pay no monthly fee with the Individual plan
- 3 Register and set up your account
To start selling, choose the account that fits your goals, and then register

2. Click "Sell as an Individual" (it's free and you can upgrade to Professional later).
3. Enter your email address to register your Seller Central account (we recommend using a different email than your personal Amazon.com shopping account, if you have one).

The screenshot shows the Amazon Seller Central registration page. At the top, it says "amazon services seller central". Below that is the heading "Register and Start Selling Today". The main question is "What is your e-mail address?". There is a text input field for the email address. Below the field, it asks "Do you want to use an existing Amazon.com account or complete a previous registration?". There are two radio button options: "Create a new account (you'll create a password later)" which is selected, and "Use an existing account, and my password is:" with an empty password field below it. A yellow "Continue" button with a right arrow is present. Below the button is a link for "Forgot your password?". At the bottom, there is a "Privacy Notice" link and a copyright notice: "© 1996-2015, Amazon.com, Inc. or its affiliates".

4. Continue with the registration process.

The screenshot shows the Amazon Seller Central registration page for creating a new account. It features the heading "Create a new account" and several input fields: "First and Last Name:", "Email Address:", "Re-type E-mail Address:", "Password:", and "Re-type Password:". Each field has a small icon to its right (a person icon for the name field, and an eye icon for the password fields). A yellow "Continue" button is located below the password fields. At the bottom, there is a "Privacy Notice" link and a copyright notice: "© 1996-2015, Amazon.com, Inc. or its affiliates".

- Register your account either under your personal name or business name (if you have one).

amazon.com.

Click here to create a new account using a different e-mail address. [Click here](#)

If you do not have this information handy right now, please collect it and then return to the product detail page. After you re-enter your item information, you will return to this page to begin your registration.

Seller Agreement	
Legal Name:	<input type="text" value="Matt Clark"/> <small>If registering as a business, enter the business's legal name. If registering as an individual, enter your name.</small>
Amazon Services Business Solutions Agreement:	<input type="checkbox"/> I have read and accepted the terms and conditions of the Agreement

Continue

[Privacy Notice](#)

- You can enter your credit card information now or return to this step later (Amazon requires credit card information in case you incur small selling-related processing or shipping fees before you start producing sales).

amazon sellercentral Help | Settings

Welcome Matt Clark.

Complete a few more steps to finish setting up your seller account. If you don't have the requested information available, you can skip a step and return to it later. Your subscription will begin when you finish the setup process

Add Credit Card Information

We will ask your bank to authorize use of your credit card to verify your identity and validate your credit card.

Credit card number: <input type="text"/>	<div style="border: 1px solid gray; padding: 5px;"> <p>Your account setup is 25% complete. (1/4)</p> </div>
Expiration date: <input type="text" value="04"/> / <input type="text" value="2015"/>	
Cardholder name: <input type="text"/>	Service
Address: <input type="text"/>	Selling on Amazon - Individual
Address line 2: <input type="text"/>	FAQs
City/Town: <input type="text"/>	Why do I need to provide credit card information?
State/Province/Region: <input type="text"/>	<small>We will charge your credit card for monthly subscription fees or other selling fees if you have a negative balance in your seller account at the end of a settlement period.</small>
Postal/ZIP code: <input type="text"/>	Will you start charging my credit card right now?
Country: <input type="text" value="United States"/>	Can I provide a different credit card after I open my account?
Phone number: <input type="text"/> Add extension	

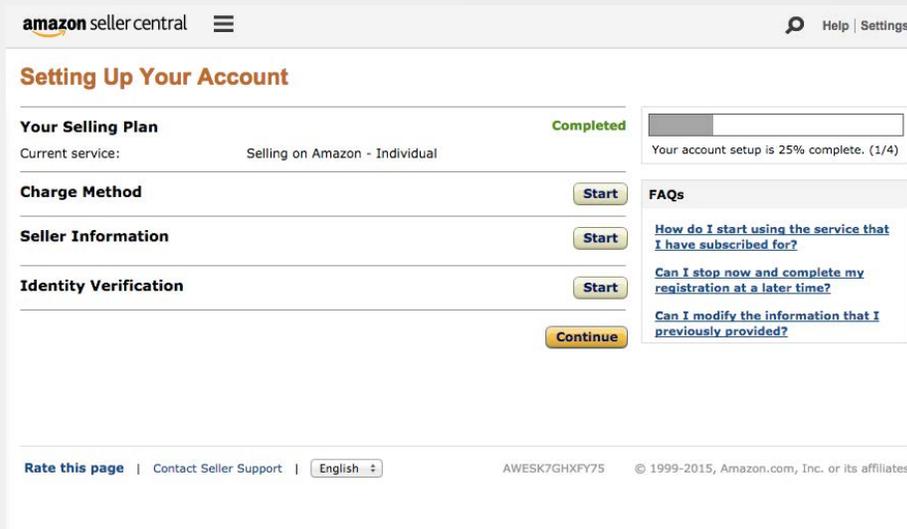
[Go to setup summary](#) **Skip Step** **Save & Continue**

- Choose a seller name (“Display Name”), and enter it here along with relevant address information (e.g., business address, mailing address, P.O. Box, any other address where you are able to receive mail).

Note: If you are just getting started, enter a generic seller name (e.g., Matt’s Warehouse) until you have an idea of what market you want to go into (e.g., Matt’s Cell Accessory Warehouse). Your seller name does not have to be the legal name of your business.

- Enter a phone number (for Amazon’s verification purposes).

9. Confirm your account details, and finish the registration process.



That's it! Congratulations. You now have your very own Amazon Seller Central account and are ready to start selling on Amazon!

IMPORTANT: If You Live in a Country Outside the Amazon Approved Bank List

The following countries are in the Amazon Approved banking list, which means they will deposit your payments directly with your local bank:

USA, UK, Austria, Belgium, Cyprus, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Malta, Netherlands, Portugal, Slovakia, Slovenia, Spain, Canada, Australia, New Zealand, India, Hong Kong

If you live in a country that is not listed above, you need 2 extra things:

1. a bank account in any of the above countries
2. an address from one of those countries.

We recommend you set these up in the USA, but you can use the other countries too. You just need the bank account and the address to be in the same country.

Bank Account: You can either visit your local banks and ask if they can open a US based bank account (not a US currency account) OR you can use the following service.

World First: This currency exchange service will give you a USA-based bank account option for receiving money from Amazon.

<http://amazingacademy.com/worldfirst>

There are a lot of services you can use to get an address in the USA. We recommend Earth Class Mail:

<https://www.earthclassmail.com>

IMPORTANT: Your Next Step

Now that you've watched the first video of the series and have downloaded this PDF, you most likely have questions or thoughts you'd like to share about what you've learned. And we'd love to hear from you...

Go to the [video 1 page](#) and leave a comment right now. We're standing by, watching the comments, and can't wait to hear from you!

Then get ready for video #2 in this series, which goes live on **Thursday, April 16th** [right here](#).

Talk soon,

Matt Clark & Jason Katzenback

Co-founders of Amazing.com

Co-creators of Amazing Selling Machine