


It's the biggest online sales  
channel



Amazon is the biggest online sales channel for an online retailer. With over 1.9 million active Amazon sellers, the site proves to be a powerhouse.

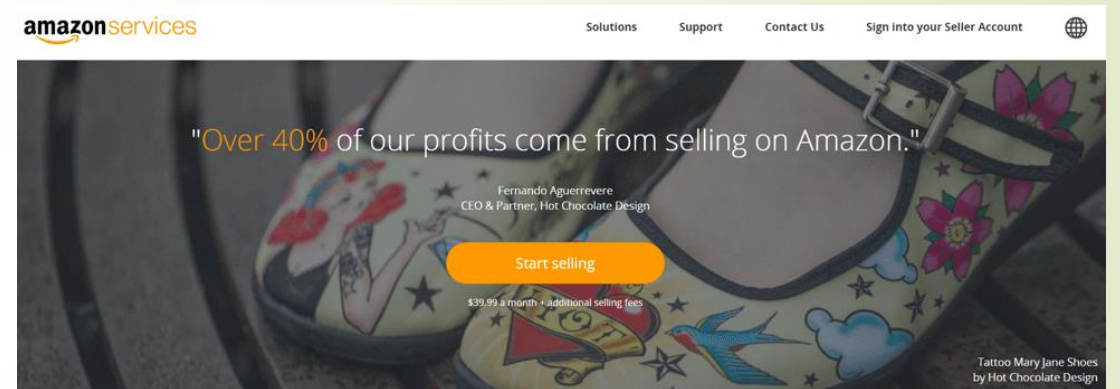
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# Why You Should Sell on Amazon

## Additional stream of revenue

The main reason you should learn how to sell stuff on Amazon is that you'll have access to a [second stream of income](#). When it comes to selling through Amazon, you'll want to be wherever your customers are.

If your customers are on Facebook, [create Facebook ads](#) to reach out to them. If your customers love reading and learning about your niche, [create a blog](#) so that they'll find you easily. If your customers shop on Amazon, sell on Amazon. You'll be able to grow your sales and even connect with new customers by selling on the marketplace.





# Trusted brand

Amazon is a recognized and trusted brand. Amazon was founded in 1994. Thus, it has over 24 years of relationship and trust building under its belt. If your store lacks brand recognition because it's relatively new, customers may feel safer buying stuff from Amazon than your store.



# Many people have an account

As mentioned earlier, Amazon has millions of active users. In the US, there are currently 150 million Amazon Prime subscribers. The average Amazon Prime user spends \$1400 a year on Amazon products alone.



# Minimal fee

One of the perks of selling on Amazon is that there aren't any listing fees unless selling as an individual rather than a merchant account. You can add as many products to your Amazon store as your heart desires. With an Amazon Pro Merchant account, you'll be required to pay \$39.99 a month and a percentage of your sale. If you sell a lot of items on Amazon, the monthly fee seems minimal.



# Proven success model

Many of those who sell stuff on Amazon have achieved big payouts on the platform. About 0.3% of Amazon sellers make over \$100 million in sales on Amazon alone, with 0.6% making over \$50 million. The number may seem small but \$100 million is a lot of money for a brand to make off only one sales channel. Notably, 51% of Amazon sellers make over \$100,000 in sales each year so odds are definitely in your favor. With consistent effort, you too can be an Amazon success story.



# **How to Become An Amazon Seller in a Few Steps**

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# Choose What to Sell on Amazon

The first step in learning how to sell on Amazon is figuring out what to sell on Amazon.

The dropshipping platform has thousands of products in different categories. Check out the items listed to get ideas for what you can sell on the Amazon marketplace.



## Does your store meet all requirements?

To become an Amazon seller, you'll need to ensure that you meet all requirements and that your products aren't restricted.

Niches like baby products, books, pet supplies, toys & games can start an Amazon store quickly. You can view additional [eligible stores](#). If your niche isn't listed there, you may need to apply for approval.

Amazon also has [restricted products](#) like hoverboards, explosives, and weapons. Avoid selling anything that falls under Amazon's restriction guidelines.

### Eligible Stores

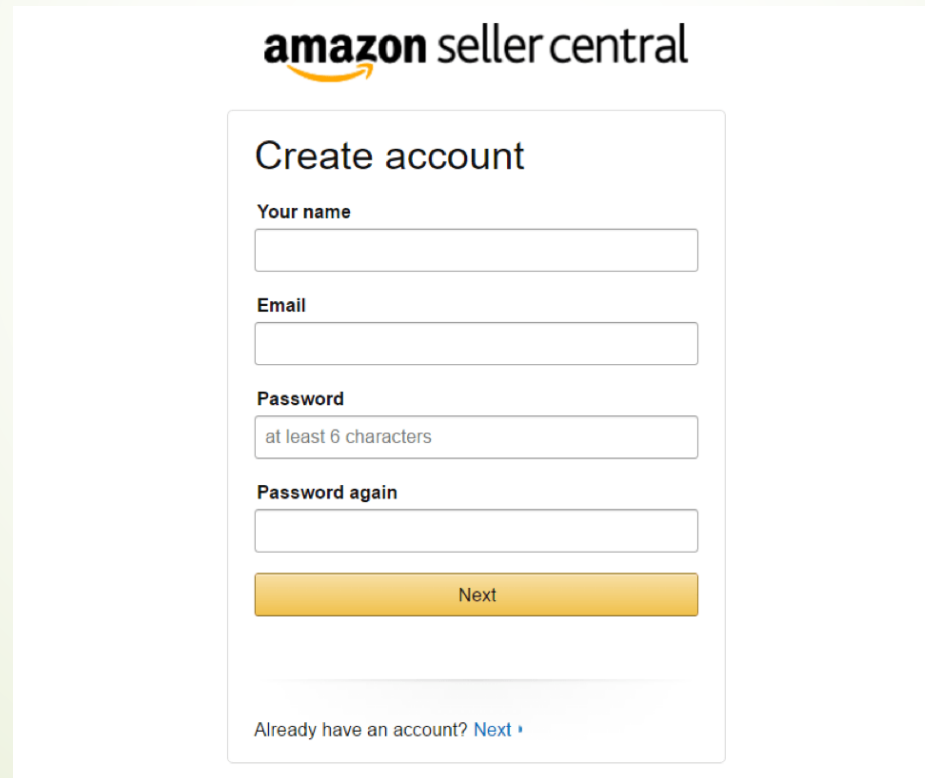
Currently, the Add a Product tool is available to Marketplace sellers in the following stores:

- Baby Products
- Books
- Camera & Photo
- Computer & Video Games
- Electronics
- Home, Kitchen & Garden
- Music
- Musical Instruments
- Office Products
- Pet Supplies
- Software
- Sporting Goods
- Tools & Hardware
- Toys & Games
- Video & DVD
- Everything Else (excluding ineligible categories)

To add products in additional stores, sellers must be approved by Amazon. Learn more about [Categories Requiring Approval](#).

# Create a professional seller account

- To register, go to Amazon [Seller Central](#) where you'll have to provide your name, email, and password.



The screenshot shows the Amazon Seller Central registration page. At the top, the Amazon logo is followed by the text 'amazon seller central'. Below this is a white box titled 'Create account'. Inside the box, there are four input fields: 'Your name', 'Email', 'Password' (with a note 'at least 6 characters'), and 'Password again'. A yellow 'Next' button is positioned below the password fields. At the bottom of the box, there is a link that says 'Already have an account? Next »'.

Next, you

**Hello. Tell us about your business**

**Street address**

**City / Town** **State / Region / Province**

**Country** **ZIP / Postal Code**

**Choose your unique business Display Name**  
[What is a business display name? ▸](#)

**If you sell your products online, enter your website URL (optional)**  
[Why do we ask for this? ▸](#)

**Select an option to receive a PIN to verify your phone number**

Call  SMS

**Mobile number**

E.g. +1 206 266 1000

**SMS me now**

Then, you'll need to continue on with the process by providing Amazon your business' billing, tax, and product information.

# Apply for category approval

When working through the process of selling on Amazon you'll need to apply for category approval. Some categories require approval from Amazon before they can be added.

## Categories and Products Requiring Approval

Sellers are required to obtain approval from Amazon before listing in certain product categories.

The table below lists the categories that currently require approval. If you would like to sell in one of these categories, click the link next to the category name and follow the instructions to submit your application.

Category	
Automotive & Powersports	<a href="#">View requirements</a>
Beauty	<a href="#">View requirements</a>
Clothing & Accessories	<a href="#">View requirements</a>
Collectible Books	<a href="#">View requirements</a>
Collectible Coins	<a href="#">View requirements</a>
Entertainment Collectibles	<a href="#">View requirements</a>
Fine Art	<a href="#">View requirements</a>
Gift Cards	<a href="#">View requirements</a>
Grocery & Gourmet Foods	<a href="#">View requirements</a>
Health & Personal Care	<a href="#">View requirements</a>
Independent Design	<a href="#">View requirements</a>
Jewelry	<a href="#">View requirements</a>
Luggage & Travel Accessories	<a href="#">View requirements</a>
Major Appliances	<a href="#">View requirements</a>
Services	<a href="#">View requirements</a>
Sexual Wellness	<a href="#">View requirements</a>
Shoes, Handbags & Sunglasses	<a href="#">View requirements</a>
Sports Collectibles	<a href="#">View requirements</a>
Textbook Rentals	We are currently not accepting new seller applications to list products in the Textbook Rentals category.
Video, DVD, & Blu-ray	<a href="#">View requirements</a>
Watches	<a href="#">View requirements</a>
Wine	<a href="#">View requirements</a>

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# Create Listings for Products

Under the sales channel, you'll see Amazon listed. Click on it, then click the create listing button.

Afterwards, you'll want to click Select Product. There will be two options to choose from. As a private label seller, you should click the lower option 'This product is made by another brand.'



# Streamline Your Inventory

Effective inventory management is the key to success when selling products on Amazon. It's crucial to keep your product inventory level healthy for your direct customers and those buying through the marketplace.

As you get orders on Amazon, your inventory levels will start to decrease, so make sure to update your stock to reflect the current product availability on your Amazon listing.



# Send Traffic to Amazon Store

The most important part in learning how to sell things on Amazon is knowing how to promote the items. There are a number of ways to promote your Amazon products.





# Conclusion

Becoming an Amazon seller can help you earn additional income for your business while also finding new customers you wouldn't have had access to on your own.

In the beginning, your focus for selling products on Amazon should be on getting product reviews so you can build social proof and trust. Take advantage of the email lists, social media followers, advertising services, and Amazon affiliates at your disposal.