

Welcome to Selling on Amazon.

Now that you have a Seller Central account, please follow the steps below to complete your initial account set up and proceed to adding products.

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This email covers the following
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1. Enable Two-Step Verification
2. Sign In Seller Central, Complete Initial Account settings
3. Add Your Products and Sell
4. Try FBA

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1. Enable Two-Step Verification (Important)
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Two-Step Verification is your best protection against unauthorized access to your seller account, even if your password is stolen and especially if you use the same password across multiple sites.

Two-Step Verification requires you to enter a unique security code in addition to your password for sign in.

Enable Two-Step Verification now.

<https://www.amazon.co.jp/a/settings/approval>

Two-Step Verification Setup Procedure

<https://www.amazon.co.jp/gp/help/customer/display.html?ie=UTF8&nodeId=202073820>

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2. Sign in Seller Central, Complete Initial Account settings
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You will be using [Seller Central](#) to manage all of your selling activities on Amazon.co.jp. Bookmark this page as needed and sign in to start your initial set up.

Here are the 2 most important settings you are required to complete before starting to sell.

You will find them all on the [Account Info \(Seller Account Information\) page](#).

Review the following Help Pages and complete each setting as instructed.

1. [Business Information & Your Seller Profile](#)

**Missing or incorrect information will be considered a violation of the Act on Specified Commercial Transactions (Japanese law) and Amazon Policies.*

2. Shipping Information

- [Overseas Delivery of Products by Vendors](#)
- [Shipping Settings](#)

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3. Add Your Products

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Before proceeding, check the following:

[Your product is not a Prohibited Product](#)

[Do your products require any kind of approval?](#)

**If your product requires approval, please make the necessary submissions and obtain approval before proceeding.*

[Add a Product](#)

We've made some exciting improvements to our Build International Listings (BIL) tool to make your international expansion easier. These new features give you more control of your international offers.

With these improvements, you can:

• **Pick and choose the offers you want to replicate.** BIL now enables you to get started selling in a new marketplace quickly by adding offers for products that you choose from your catalog.

• **Set customized pricing rules for a product or group of products.** BIL saves you time by syncing prices across marketplaces through pricing rules and automatic currency conversion. Now, you can also set different pricing rules for a single SKU or group of SKUs.

• **See and manage your international offers.** *With BIL, you can see the status of your international offers and take action on offers that require your attention.*

To connect marketplaces across regions with BIL—North America, Europe, and Japan—you must link your accounts. You can do so from your Seller Central [North America](#), [Europe](#), or [Japan](#) account.

[Learn more about BIL](#)

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4. Try FBA
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Fulfillment by Amazon (FBA) takes care of everything from product storage to order processing, delivery, and returns on your behalf. Selling on FBA can improve the efficiency of deliveries to customers. Your products will also be eligible for Amazon Prime and appeal to our loyal Prime members, which can increase your sales.

Simple steps to making your first FBA shipment

- 1. Assign inventory to FBA*
- 2. Create a shipment to our fulfillment centers*
- 3. Send and track your shipment*

Helpful Links

[How to import your products to Japan](#)

[FBA Pre-shipment Preparation](#)

[Packing and Shipping](#)

[Checklist](#)

[Service Providers](#)

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For more information and help...
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Seller University offers various video tutorials and guides ranging from basic settings to advanced selling tips.

https://sellercentral.amazon.co.jp/learn/?ref=su_em_welcome

Seller Support offers email, phone and chat support in English. Phone and chat support are

available Mon-Fri, from 7AM to 4PM (PST).

<https://sellercentral.amazon.co.jp/qg/contact-us/contact-amazon-form.html/>

Thank you for selling on Amazon.co.jp

Best,

Selling on Amazon team