

When? What Do I Do? What? How?

HOW AZON

HOW TO START SELLING ON AMAZON FBA

Simple, Quick, Step-by-Step Guides Exactly When You Need Them

How To Set Up Your Amazon FBA Seller Account

Brought to you by

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HowAzon.com

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"How To Set Up Your Amazon FBA Seller Account"

Everything We Will Cover In This Guide:

Amazon Selling Account Checklist

Choose which account you need.

1. Individual "Sell Your Stuff" account.
2. Pro Seller account.

Choose whether you need a new account Or current "buying" account

1. Open a new Business Account.
2. Use current account.

Choose a seller name (displayed next to every product you sell)

Credit Card Information

Banking Information

Tax Identifier Information (Your Social Security number or your Business EIN)

Email you prefer to do business communications with.

Phone number you can be contacted at Immediately Upon Registration.

Read through the agreement. (you must agree that you have read it).

"How To Set Up Your Amazon FBA Seller Account"

Let's assume that you want to set up your business correctly. Right now you are excited about the opportunity to make a profit selling products using the Amazon FBA system, but you are unsure of how to get started.

First things - First. You can't sell on Amazon if you don't have an account. Right?

Note: If you have "EVER" made a purchase on Amazon - You Have An Account!

Or... you might already have an Amazon account that you use to make purchases... but is this the right account to use for selling products?

Plus... you will need to have a few things in place before you start the process of pushing buttons and answering questions.

If you are set up correctly from the "get-go" you shouldn't find the need to change any settings or re-enter any information in the future.

Too... if you do decided to change anything - you will know which things to change (and why) just by following this easy to use guide.

We believe that selling products on the Amazon FBA program gives us the "edge" to make the most profits... but, you can also sell products as a "Merchant Fullfilled" seller (much like selling on eBay) as well. Yes, you can do both from the same account, Amazon makes it easy.

Ready? Let's get started!

"How To Set Up Your Amazon FBA Seller Account"

Your Amazon Account

This is what the Amazon Account Looks Like:

The screenshot shows the Amazon 'Your Account' page. At the top, there are links for 'Today's Deals', 'Gift Cards', and 'Help'. On the right, there is a 'Go' button and a greeting 'Hello, Debra Your Account'. The main content is divided into several sections:

- Your Account** (Header)
- Orders** (Section): Includes 'View & Modify Recent Orders', an Amazon box icon, and a 'Your Orders' button. Below this are links for 'Order History' (View Open Orders, View Your Digital Orders, Download Order Reports, View Your Kindle Orders) and 'More Order Actions' (Return or Replace Items, Your Subscribe & Save Items, Manage Textbook Rentals, Manage Magazine Subscriptions, Leave Seller Feedback, Leave Packaging Feedback, Manage Prime Membership, Your E-mails with Sellers).
- Payment** (Section): Includes 'Credit Cards & Gift Cards', 'Payment Methods' (Manage Payment Options, Add a Credit or Debit Card, Amazon Credit Cards), and 'Gift Cards' (View Gift Card Balance, Apply a Gift Card to Your Account, Manage Scheduled Gift Cards).
- Your Other Accounts** (List): Includes 'Your Seller Account', 'Your Trade-In Account', 'Corporate Customers', 'Web Services Account', 'Amazon Payments Account', 'Sell your stuff', and 'Your AmazonLocal Account'.
- Kindle Support** (Section): Includes an image of Kindle devices.

The Link To Set Up A Seller Account

This screenshot is identical to the one above, but with two red arrows pointing to the 'Your Seller Account' link in the 'Your Other Accounts' section. The 'View Open Orders' link in the 'Order History' section is also highlighted in orange.

"How To Set Up Your Amazon FBA Seller Account"

You will be faced with a choice! At this point you will need to choose what type of account you want to "sell on".

1. Sell Your Stuff Account
2. Sell Professionally Account

Sell On Amazon

How It Works | Success Stories | Benefits and Pricing | FAQ

Reach 100's of millions of active Amazon customers!

Professional Sellers Get 1 Month FREE* Trial

- 1. Easily Add Your Products to the Amazon Catalog**
Use Web-based tools, free desktop software, or text files.
- 2. Customers Buy Your Products**
Amazon helps customers make quick, easy, and worry-free purchases.
- 3. Ship Products to Customers**
Receive order notifications via email and ship your orders or let Amazon fulfill for you.
- 4. Get Paid**
Amazon deposits funds into your bank account.

Sell Your Stuff
Fewer than 40 items/month
\$0.99 per sale + other selling fees

Start Selling

[view available categories](#)

Sell Professionally **1 month FREE***
More than 40 items/month
\$39.99 per month + other selling fees

Start Selling

[view available categories](#)

[Learn more about how to get started >](#)

You MIGHT be tempted to use the "Sell Your Stuff" - "Start Selling" button. It probably doesn't seem so scary... and you don't know if you really NEED to have a "Sell Professionally" account yet.

If you are only planning to sell a few things - now and then... you should choose the "Sell Your Stuff" button. You will save money... you just won't have all the "bells and whistles".

If you plan on having a "Real Profitable Business" - (which means you must sell many products that are profitable) - We always suggest setting up a Pro Account from the start. It truly is a motivator to know you are going to be charged nearly \$40 a month for this account.

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"How To Set Up Your Amazon FBA Seller Account"

If you can manage to sell at least 40 products per month... it will not cost you any differently either way. If you sell MORE than 40 products per month, it will save you money in the long run.


You see... Amazon tacks on an EXTRA \$1 for each product sold through the "Sell Your Stuff" account - that Pro Merchants are not charged.

The key is knowing what your business plan is.

You CAN sell on Amazon using the FBA Program with either type of account.

Selling Plans

We offer two Selling on Amazon plans. Which suits your needs?

	Professional Selling Plan (Pro Merchant Subscription)	Individual Selling Plan (Sell Your Stuff)
Selling Plan Features	 Get Started	Get Started
Best for sellers who	Plan on selling more than 40 items a month	Plan on selling fewer than 40 items a month
Monthly subscription fee	\$39.99	NA
Selling fees	Per-item referral fees & variable closing fees ¹	\$0.99 per item + referral fees & variable closing fees ¹

* Offer limited to new Professional Selling on Amazon subscriptions only. Offer is not available to sellers who have previously registered to list on Amazon.com. Offer includes one month of subscription fees only (you will be charged other fees, including referral fees, for items that sell on Amazon.com). A credit of \$39.99 will be posted to your seller account to offset one month of subscription fees charged. Other limitations apply. After the trial period we will automatically charge your credit card the monthly subscription fee at the beginning of every month thereafter.

¹variable closing fees applies to only Media products

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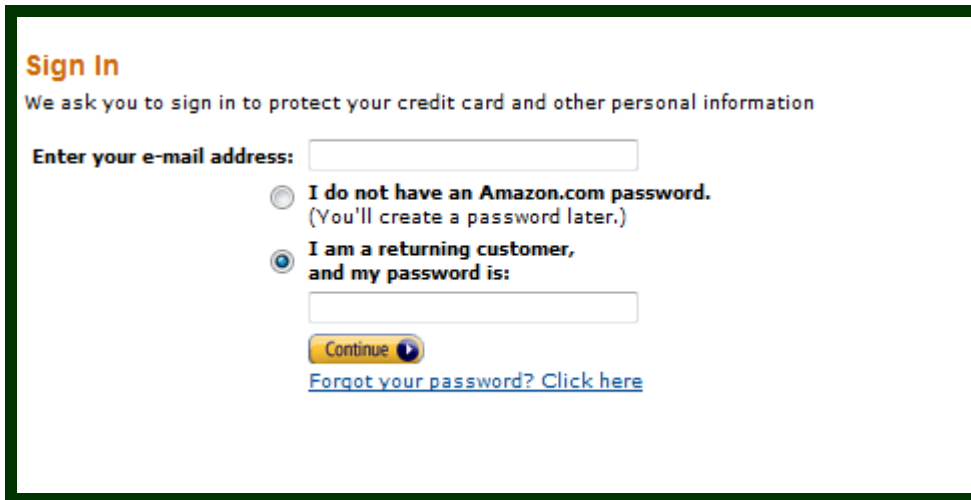
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"How To Set Up Your Amazon FBA Seller Account"

Start Selling using the "Individual Account" (Sell Your Stuff account):
[Click On This Link To Get Started](#)

You have already logged into your Amazon account. If you haven't - Log In.



Sign In

We ask you to sign in to protect your credit card and other personal information

Enter your e-mail address:

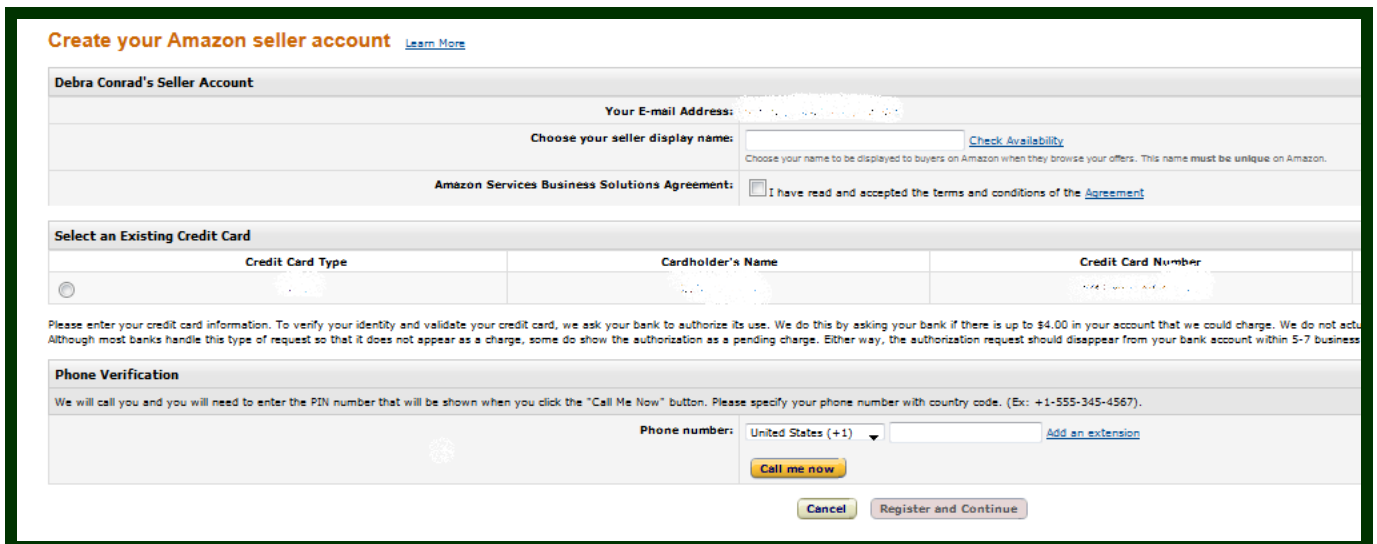
I do not have an Amazon.com password.
(You'll create a password later.)

I am a returning customer,
and my password is:

[Continue](#)

[Forgot your password? Click here](#)

You will need to fill in some information here:



Create your Amazon seller account [Learn More](#)

Debra Conrad's Seller Account

Your E-mail Address:

Choose your seller display name: [Check Availability](#)

Choose your name to be displayed to buyers on Amazon when they browse your offers. This name must be unique on Amazon.

Amazon Services Business Solutions Agreement: I have read and accepted the terms and conditions of the [Agreement](#)

Select an Existing Credit Card

Credit Card Type	Cardholder's Name	Credit Card Number
<input type="radio"/>	<input type="text"/>	<input type="text"/>

Please enter your credit card information. To verify your identity and validate your credit card, we ask your bank to authorize its use. We do this by asking your bank if there is up to \$4.00 in your account that we could charge. We do not actually charge you. Although most banks handle this type of request so that it does not appear as a charge, some do show the authorization as a pending charge. Either way, the authorization request should disappear from your bank account within 5-7 business days.

Phone Verification

We will call you and you will need to enter the PIN number that will be shown when you click the "Call Me Now" button. Please specify your phone number with country code. (Ex: +1-555-345-4567).

Phone number: United States (+1) [Add an extension](#)

[Call me now](#)

[Cancel](#) [Register and Continue](#)

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"How To Set Up Your Amazon FBA Seller Account"

1. **Email Address** (one you check daily)
2. **Choose Your Seller Display Name** - this is the name displayed ON Amazon next to every product you sell. It's also the name that refer to as your "store name".

Instead of using your name and location as your Seller Display Name:

Seller: **Jay--San Jose, CA**

Seller: **Jessica's Media Deals**

Think about using something a bit "generic" - yet still business "like":

Seller: **B&D Company**

Field Name	Required Information
Display Name	The business name displayed to buyers for your Amazon listings and in your Seller Profile.
Customer Service E-mail	The e-mail address that buyer messages will be delivered to.
Customer Service Reply-to E-mail	The e-mail address Amazon will use when buyers reply to our order confirmation e-mails.
Customer Service Phone	Optional. Amazon will display this telephone number to buyers on your Seller Profile.
Storefront Link	Optional. You can enter a final string to create a "friendly" URL to your Amazon Storefront.
Legal Name	For companies, the name your business is registered under. For individuals, your legal name.

3. **Check That You Have Read The Agreement** - this is a huge (very boring and confusing) document. You should know what it says... before you start to sell on Amazon.
4. **Credit Card Information** - Amazon WILL Charge your card for some fees (storage fees etc.) if you don't sell enough products to cover the fees.
5. **Phone number they can call RIGHT NOW!** They need to verify that you are a real person and can answer a phone (guessing).

"How To Set Up Your Amazon FBA Seller Account"

6. You will also need to enter **your physical address**.

7. And... you will need to **provide a tax identity information**. You can use your SS#. We highly recommend that you use an EIN number (Because we don't like to give out our SS#).

An Employer Identification Number (EIN) is also known as a Federal Tax Identification Number, and is used to identify a business entity. Generally, businesses need an EIN. You may apply for an EIN in various ways, and now you may [apply online](#). **This is a free service offered by the Internal Revenue Service**. You must check with [your state](#) to make sure you need a state number or charter.

8. Amazon will **need your banking information so they can Pay You!**

You will need your checking account number and the routing number. Both are located on an actual check - so have one handy.

"How To Set Up Your Amazon FBA Seller Account"

Start Selling Using The "Professional Account" option:

You might also be wondering if you should be a "Pro-Seller"? What does "Pro-Seller" mean and what are the benefits and pitfalls?

Professional Sellers have added features:

Differences between Individual and Professional selling plans

Individual sellers are on a pay-as-you-go system and use a basic set of tools for listing and order management. While Professional sellers pay a monthly subscription fee of \$39.99, they also receive a waiver of the \$0.99 fixed closing fee for each order and can access additional tools for listing inventory and managing orders. The table below illustrates these differences.

Individual selling plan	Professional selling plan
\$0.99 per item fee for each item that sells	Monthly subscription fee
Single listing creation	Multiple listing creation using spreadsheets and uploads
Online listing and order management	Inventory and order management using reports and feeds
Access to tools on Seller Central to perform account functions	Access to Amazon Marketplace Web Service to upload feeds, receive reports, and perform other API functions

<http://www.amazon.com/gp/help/customer/display.html?nodeId=200306550>

As an FBA seller (meaning you are planning to ship ALL or Most of your inventory to Amazon Warehouses) you can choose either. The great thing about Amazon is they DON'T lock you in to either account. You can switch at any time.

Amazon makes it easy to upgrade to the Pro Merchant Subscription. To change your selling plan, click on the "Seller Account Information" link under your Settings heading and click the **Upgrade** button. AND... you can **Downgrade** just as easily.

[Use This Link To Sign Up For A Pro Account](#)

Remember... with a Pro Account you get a few "extras":

You **Will pay \$39.99 a month** - but you will not pay the extra .99 cent per sale closing fee. Sell more than 40 products a month and you are actually saving money.

"How To Set Up Your Amazon FBA Seller Account"

You also get access to some very cool reporting... check out this page to see what is included:

[Amazon Reporting](#) AND [Amazon Order Reporting](#)

These reports may not make sense to you now... and feel unnecessary. When you start selling a boat load of inventory every month... these reports start to become very important in running your business efficiently and profitably.

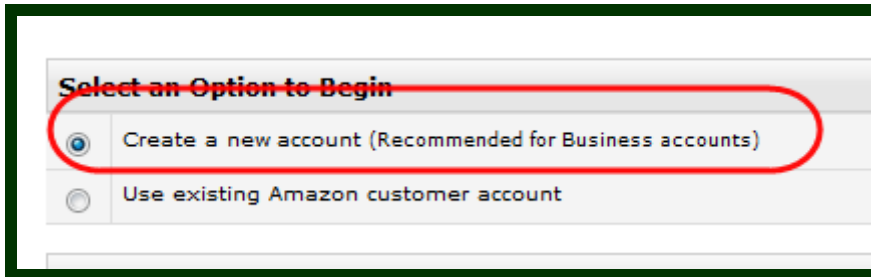
Plus... you can sell an unlimited amount of products - and those listings are never cancelled unless the product sells or you cancel the listing.

AND.... you will be eligible for "Featured Merchant Status" - which means you can compete for the "Buy Box" on Amazon. For most sellers this is HUGE! It means the difference between selling a few products a week - to selling many products a day.

Confusion About Having One OR Two Amazon Accounts:

1. You Can NOT have two Amazon SELLER Accounts.
2. You CAN Have Two Amazon accounts - one for your selling account and one that you use for just buying "stuff" on Amazon.

At the time we signed up for selling on Amazon - Amazon recommended having a separate selling account. In fact they stated it like this:



We recommend if you have a "Legal Business Name" already, that you set up your account separately. It's not a MUST Do. It just keeps things separate and "business like". If you have a corporation... a separate account for your business is probably going to be your choice.

"How To Set Up Your Amazon FBA Seller Account"

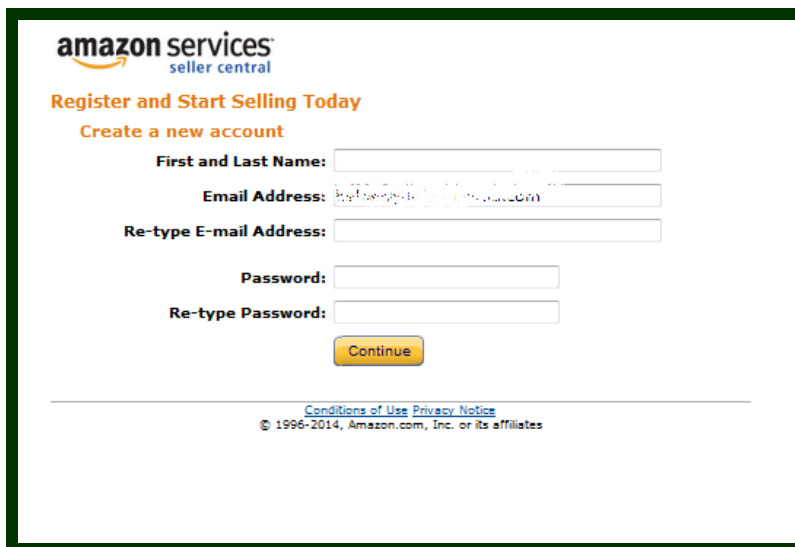
If you choose to use a separate account - you will need a separate business checking and credit card to enter as well as a different email than your personal account.

[Click here to sign up for a "different account" than your personal account.](#)

You will see a page that looks like this: (Note the Arrow)



When you click on the link the page changes to this:



"How To Set Up Your Amazon FBA Seller Account"

Continue through the process of setting up your account.

For Those That Need A Bit More Help:

From Amazon:

"Enroll in Fulfillment by Amazon using our Web page application form, part of which will require you to review and accept our online agreement. You begin the enrollment process by going to <http://www.amazonservices.com/fulfillment/>, clicking the Request Info button and filling out the Contact Us form.

You will receive an invitation to join the program and begin the sign-up process. (FBA Manual 2.2 How to Register for FBA)."

<http://www.amazon.com/gp/help/customer/display.html/?nodeId=200240350>

If you need further assistance with setting up your Amazon FBA account, you can contact Amazon directly.

<http://services.amazon.com/content/sellers-contact-amazon.htm>

In the "What program are you contacting us about?" area, select "Fulfillment By Amazon" and fill in the rest of the form.

Amazon will be in touch with you to help get your Seller Account up and running.



*Ryan & Debra
Conrad*

It All Starts With Your First Box!

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"How To Set Up Your Amazon FBA Seller Account"

"Easily Find Low Cost, Very High Profit "Niche Books" At Thrift Stores To Flip and Sell on Amazon FBA!"

We Are Sharing Our Secrets....

Thrift Stores – Book Sales – Garage and Yard Sales can be a

GOLD MINE of profitable Amazon inventory!

We believe we can help you learn to source the "right" books, saving you time and money. The RIGHT books usually sell for 10 – 20 or even 50 times the cost.

We Have Sold Hundreds Of Books

THRIFTING
FOR
Niche Book
PROFITS

Everything You need to Know About Scouting
For Highly Profitable Books, to Sell On Amazon FBA

DEBRA CONRAD



Yes... we HAVE sold hundreds of books on Amazon. BUT... We didn't always sell "Profitable" books. We have thousands of books in our inventory... that will Never Sell. If they do ever sell – we MIGHT make a few pennies or a buck. This is NOT the way to make a profitable income on Amazon.

Selling Niche Books

We have a system for buying exactly the "right" books and leaving the dogs on the shelf. (This system works 85% of the time! – Yes, we still make some mistakes.)

We firmly believe that "sourcing books" should always be a priority for anyone who uses our "Thriftling For Profit – The Amazon Way" business model.

Then check out our book ["Thriftling for Niche Book Profits"](#)

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