

**Sell on Amazon.com**

# **Perfect Jumpstart & Launch Playbook**

**Launch your Amazon store from scratch in 90 days**

This playbook provides a step-by-step guide for all sellers to set up your Amazon.com store. Speed matters in business. For Amazon sellers, the first 90 days of launching your Amazon store from scratch is especially critical for product research, branding, and arranging logistics, etc.

Get an overview of the five Amazon selling programs — **Brand Registry, A+ Content, Fulfillment by Amazon, Automated Pricing, and Advertising** — you should enroll in within your first 90 days to be eligible for Perfect Launch.

On average, sellers achieving Perfect Launch generate 6.3x more first-year revenue than other sellers.

\*Relative to non-perfect Launch sellers, according to 2020 data from US Store.

- Amazon constantly updates the site environment for a better seller experience, so you may see a slightly different Seller Central interface than the reference images used in this article. You can still refer to this guide for help because the overall procedures are similar.
- Please note that **each step in the registration process is irreversible** and it will no longer be possible to return to the previous step to modify the information. Carefully check the information you fill in and proceed to the next step only once you are sure everything is entered correctly.
- Amazon Global Selling SEA offers a variety of guided emails to sellers who have registered their account. Therefore, we encourage you to periodically check the email account you used for your Amazon account, and make sure that any related emails from Amazon are not classified as spam.
- More information about Amazon Global Selling is available on the [Amazon Global Selling website](#).

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*The information contained in this guide does not constitute legal, tax or financial advice. If you are in doubt as to the action you should take, please consult your legal, financial, tax, or other professional adviser.*

# Going global? Let us know which stage you are at!

Click the button below to navigate



**I have an  
existing  
brand/product**



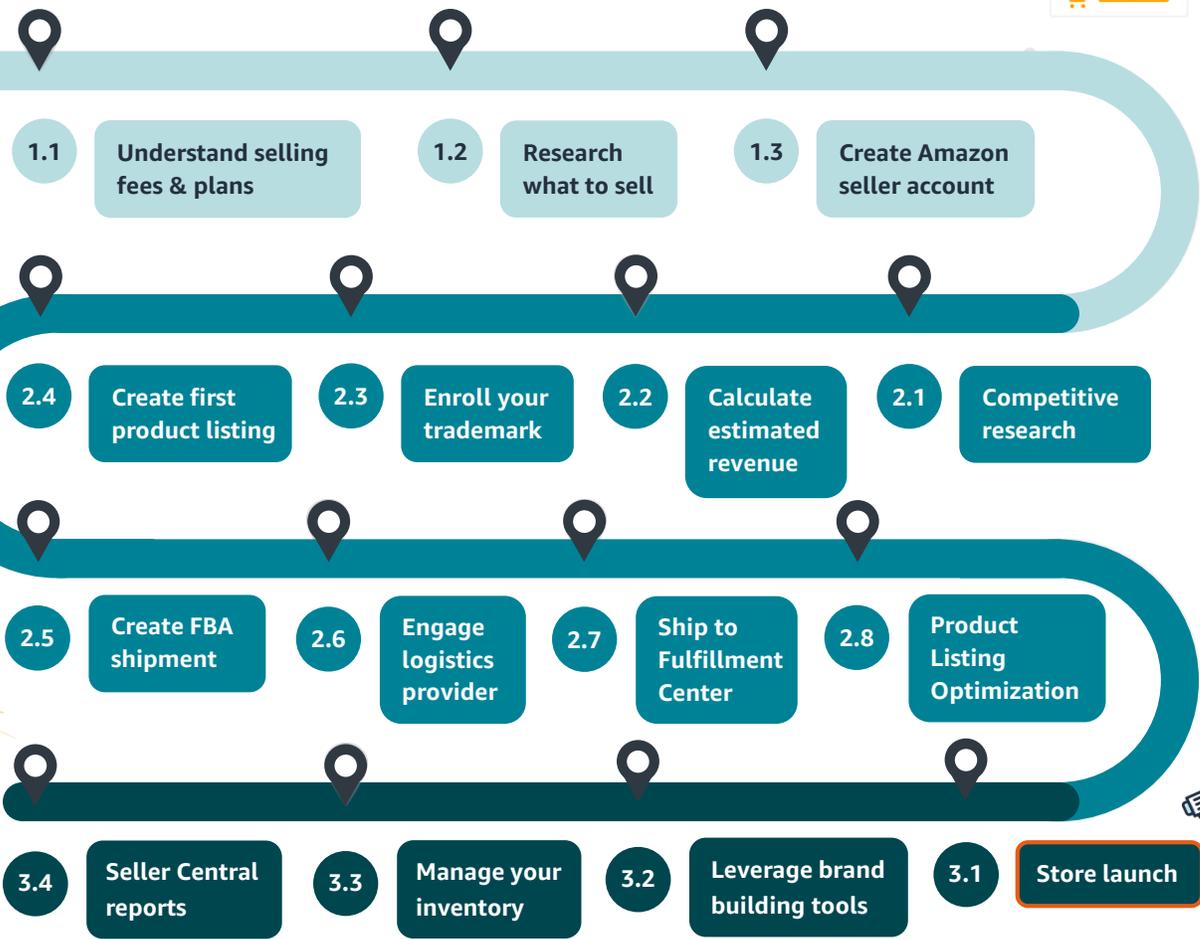
**I am a new  
seller with no  
product yet**

# Existing Brand/Product Launch Roadmap

**Phase 1:**  
Getting started  
& Registration

**Phase 2:**  
Launch your store  
on Amazon.com

**Phase 3:**  
Scale your business with  
brand building tools



# 1 Getting Started: Learning about Amazon & Registering as an Amazon Seller!

(~1 month)

## WEEK 1

### 1.1 Understand the selling fees and plans

The cost to sell on Amazon.com depends on your selling plan, product category, fulfillment strategy, and other variables.

#### Selling Plan

The Individual Plan costs **USD\$0.99** per unit sold, and the Professional plan costs **USD\$39.99** per month no matter how many units you sell. Find out if you are eligible for a subscription fee waiver [here](#).

#### Referral Fees

Amazon charges a referral fee for each item sold. The amount depends on the product category. Most referral fees are between **8%** and **15%**.

#### Fulfillment Fees

The cost to ship your orders depends on whether you fulfill your own orders or use Fulfillment by Amazon (FBA).

#### Other Costs

Some sellers may incur additional fees (such as long-term storage fees) or pay for optional programs like advertising or premium account services.



#### Getting paid and paying fees

When you set up a seller account, you'll provide a credit card or debit card number and a bank account. Amazon will charge the card provided to cover your fees, and proceeds from any sales will be deposited into your bank account.

[Check out Amazon.com Selling Fees](#)

[Watch this overview on Amazon Selling Fees](#)



# 1 Getting Started: Learning about Amazon & Registering as an Amazon Seller!

(~1 month)

## WEEK 1

Amazon's selling plans give you the freedom to pay per sale or stick to a flat monthly fee. We'd recommend the Professional Plan as you can:

1

Potentially qualify for top placement on product detail pages

2

Have access to tools such as Product Opportunity Explorer

3

Potentially attract shoppers with on-site advertising tools

## WEEK 2

### 1.2 Research what to sell, understand US customer purchasing behavior insights and US compliance requirements for certain categories

Reaching millions of customers globally can potentially boost your sales and take your business to the next level. But many sellers have trouble deciding which of their products to sell first. After all, some products might face stiff competition, require complex compliance approvals, or have low growth potential. Check out our four tips that will help you research US customer demand signals, and how to gain a competitive advantage to maximize your chances for success.

1 Category guides

2 Product research tools

3 Best sellers lists

4 Other helpful resources

[See our tips on product research](#)

[Marketplace Product Guidance Tool](#)



### Seller Tip: New Seller Incentives

Start your journey with a little less risk. To help you achieve Perfect Launch, we offer [New Seller Incentives \(NSI\)](#), including 5% back on your first \$1,000,000 in branded sales, credits to try cost-per-click (CPC) advertising or kickstart your product reviews, and more—plus discounted Prime shipping, storage, returns, and more with Fulfillment by Amazon. [Terms and conditions](#) apply.

**Find out more on how to qualify for NSI here →**

## WEEK 3

### 1.3 Create your Amazon seller account

Now that you have done your research and are ready to get started, we have created an **Amazon Seller Registration Guide** to walk you through our account registration process.

This guide is designed to reduce the inconvenience in the process of registering and creating your Amazon account, and is based on the registration of a Professional Seller account. For more information about Amazon Global Selling, check out our website [here](#).

Facing issues during registration? Chat with us at our Amazon Global Selling Facebook page [here](#).

[Step-by-step guide](#)

[Get familiar with Seller Central](#)



Fulfillment by Amazon gave us back the mind space to focus on growing sales and innovating our products. We ended the first year with six figures in sales. Now we do six figures a month just on Amazon.com alone.

**Samuel & Sing Chuen**

**Naoki Matcha**

Amazon Global Sellers from Singapore

How selling on Amazon works

Introduction to Fulfillment by Amazon

## 2 Launch your store on Amazon.com

(90-day launch plan)

WEEK 6

### 2.1 Leverage Amazon's Product Opportunity Explorer tool to validate product ideas on Amazon.com

Product research is both a science and an art. The good news is that the science is greatly aided by data — data on what customers are searching, how many products compete for those keywords, how many reviews they have, or whether they run out of stock often.

Amazon's Product Opportunity Explorer tool (*Professional Selling Account required*) gives you access to rich, accurate customer demand data so you know the why as well as the what.

[Amazon Product Opportunity Explorer tool](#)

WEEK 6

### 2.2 Leverage the FBA Revenue Calculator to estimate your Amazon revenue

Provide your product details and fulfillment costs and see real-time cost comparisons between different fulfillment methods.

As a tip, other selling costs such as shipping, trademarking, and returns should also be taken into account when you start your Amazon store.

[Calculate revenue potential with FBA](#)

## 2.3 Enroll your registered/pending trademark into Amazon Brand Registry to gain early access to brand owner tools

Amazon provides sellers with a full range of brand building and protection tools. Follow our step-by-step guide below to learn how to enroll into Amazon Brand Registry. Find out if you are eligible for enrollment [here](#).

Do note that if you do not have a trademark, consider filing for one via [Amazon IP Accelerator](#) to build and protect your brand on Amazon.com. Our Amazon IP Accelerator provides you access to our network of trusted IP law firms to obtain IP legal services at competitive rates.

This will allow you access to Brand Owner exclusive tools on Amazon, such as dedicated Brand Stores and exclusive Advertising tools for Brand Owners. You can also unlock brand-exclusive benefits such as getting 5% back on your first \$1,000,000 in branded sales. Check out these benefits below.

[Brand Registry Registration Guide](#)

[Amazon brand owner benefits](#)



For new sellers, I think the biggest piece of advice I can share is listen to your customers. Keep your eyes and ears on the ground so that you can understand what they want, and meet their needs. Optimize your brand for conversion in the short-term, but also have a long-term brand building strategy.

**Stev**

**Petite Simone**

Amazon Global Seller from Singapore

## WEEK 8

### 2.4 Create your first product listing on Amazon!

You did it! You are now ready to get your product on Amazon.

To help you list your very first product, check out our Listing Guide below.

Do note that sellers intending to sell under restricted categories may need to submit additional documents to receive approval for selling, and may need to factor in more time for compliance certificates (e.g. FDA).

[Product Listing Guide](#)

[Learn about product compliance](#)

[Restricted products overview](#)

[Dangerous goods overview](#)

## WEEK 10

### 2.5 Create FBA shipment and print-out box & product labels

**Let Amazon pick, pack, and ship your orders** — Fulfillment by Amazon (FBA) is a service that helps businesses grow by providing access to Amazon's logistics network. Businesses send products to Amazon fulfillment centers and when a customer makes a purchase, we handle receiving, packing, shipping, customer service, and returns for those orders.

You may also participate in our [FBA New Selection](#) program, where you can qualify for free monthly storage, free liquidations of unproductive inventory, and free return processing for all eligible new-to-FBA parent ASINs. Terms and conditions apply.

[FBA Guide](#)

[Learn more about FBA](#)

## WEEK 10

### 2.6 Engage a logistics provider to ship your inventory to a US FBA fulfillment center OR Engage your supplier to handle your logistics

While FBA handles last-mile delivery within the US, you'd need to engage a logistics partner or supplier to process your first-mile delivery to the US.

Check out our [Amazon Service Provider Network \(SPN\)](#) and discover Amazon-approved third-party software and services to automate, manage, and grow your business to sell globally.

As a tip, some logistics providers can provide IOR (Importer of Record) services and sourcing partners may also be able to provide these services end-to-end.

[Learn more about SPN](#)

[List products with SPN](#)

## WEEK 11

### 2.7 Shipment in-progress to Amazon Fulfillment Centers (FC)

On average, sea shipments take about **1.5 months**, while air shipments can take **1-2 weeks** to be shipped to an Amazon FC in the US from Singapore. As shipping time and costs vary, consult your chosen logistics partner.

## WEEK 11

### 2.8 Product listing optimization

Listing Optimization is crucial to improve the discoverability of your Amazon Standard Identification Number (ASIN) on Amazon.com. Sharing detailed description and images of your product may allow customers to make a more informed purchase decision. Having an attractive and well-informed listing potentially allows for a higher listing conversion.

To learn more about how to optimize your listings, check out our [Listing Optimization Guide](#) below.

[Listing Optimization Guide](#)

[Check out more listing basics courses](#)



We started selling in the US with Amazon.com and Amazon Singapore. Then within a year, we expanded into Europe. With Fulfillment by Amazon handling everything, we could scale to sell in 10 countries in two years.

**Jane & Ivan**

**KeaBabies**

Amazon Global Sellers from Singapore



Let us know  
your feedback  
for this  
playbook



Continue  
your learning  
journey on  
Seller University



Learn more at  
our Amazon  
Global Selling  
Facebook page

# 3 Scale your business on Amazon with brand building tools *(~1 month)*

WEEK 15 ● 3.1 **Store Launch!** – Shipment checked-in and arrived in FC

WEEK 16 ● 3.2 Leverage powerful brand building tools to potentially increase your product visibility and sales on Amazon

Advertising ([Sponsored Products](#)), pricing ([Automate Pricing](#)), and merchandising solutions ([Coupons and Shopping Events](#)) can help you reach and engage shoppers at every stage of their journey – from awareness to purchase consideration and beyond.

Through [New Seller Incentives \(NSI\)](#), new sellers on Amazon’s Professional Selling Plan can qualify for a suite of benefits designed to help you launch and grow on Amazon. Campaigns are easy to set up, and Amazon will give you up to **USD\$50 credits in sponsored ads discount** and **USD\$50 of coupon fee credits** to help you get started. Please refer to the [terms and conditions](#) in Seller Central.

[Amazon Vine](#) invites the most trusted reviewers on Amazon to post opinions about new products to help their fellow customers make informed purchase decisions. You can build awareness of your product, boost the sales of your slow and cold start ASINs, and help customers make informed decisions about new products you offer by participating in Vine.

[Learn more about Amazon Advertising](#)

[Intro to Amazon Ads](#)

[Amazon International Advertising Checklist](#)

WEEK 16

### 3.3 Manage your inventory

With your sales underway, get familiar with the **Manage Inventory** page, which lets you search, view, and update your listing information; as well as add products to your store.

[Learn more about managing inventory](#)

WEEK 16

### 3.4 Understand your business with Seller Central reports

The Sales and Traffic Time reports in [Business Reports](#) contain important types of information that can potentially help you increase your sales on Amazon: traffic, Featured Offer percentage, and conversion. Learn sales success below.

[Learn about Account Health](#)

[Sales Success using Business Reports](#)



A satisfied customer is the best business strategy of all. **Amazon's Vine Program** invites the most trusted customers on Amazon to leave reviews on the products and therefore attract new shoppers by presenting honest and unbiased feedback. It is the perfect tool designed to help new sellers gain credibility, which will eventually turn into higher sales.

Jeremy

**Pristine Aroma**

Amazon Global Seller from Singapore



## More helpful resources

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amazon seller university

## Brand Building & Brand Protection

Everything you need to know about building a successful brand from the ground up

amazon seller university

## Scale Your Business with Amazon Advertising

Your products are doing great on Amazon. Now it's time to take them even further.

amazon seller university

## Manage Your Inventory

Don't let low inventory slow you down.  
Master these guidelines to manage inventory.

amazon seller university

## Amazon Promotions and Peak Seasons

Leverage high demand during our peak seasons to maximize outreach to millions of shoppers.



**Let us know your  
feedback for this playbook**



**Continue your learning  
journey on Seller University**



**Learn more at our  
Amazon Global Selling  
Facebook page**

# Going global? Let us know which stage you are at!

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**I have an  
existing  
brand/product**



**I am a new  
seller with no  
product yet**

# New Sellers Launch Roadmap

**Phase 1:**  
Registration  
& Research

**Phase 2:**  
Product Selection  
& Trademarking

**Phase 3:**  
Product Sourcing &  
Manufacturing

**Phase 4:**  
Launch on  
Amazon

**Phase 5:**  
Scale your  
business

1.1

Understand selling fees & plans

1.2

Research what to sell

1.3

Create Amazon seller account

2.1

Brainstorm brand name

3.1

Reach out to suppliers

2.4

File for a trademark

2.3

Participate in roundtables

2.2

Validate product selection

3.2

Evaluate product samples

3.3

Create a product listing

3.4

Calculate estimated revenue

3.5

Place an order

4.5

Optimize listing

4.4

Ship to Fulfillment Center

4.3

Engage logistics provider

4.2

Create FBA shipment

4.1

Enroll trademark

5.1

Store launch

5.2

Leverage brand building tools

5.3

Manage your inventory

5.4

Seller Central reports

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(~1 month)

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[Watch this overview on Amazon Selling Fees](#)



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(~1 month)

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2 Product research tools

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4 Other helpful resources

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[Marketplace Product Guidance Tool](#)



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[Find out more on how to qualify for NSI here](#) →

## WEEK 3

### 1.3 Create your Amazon seller account

Now that you have done your research and are ready to get started, we have created an **Amazon Seller Registration Guide** to walk you through our account registration process.

This guide is designed to reduce the inconvenience in the process of registering and creating your Amazon account, and is based on registration of a Professional Seller account. For more information about Amazon Global Selling, check out our website [here](#).

Facing issues during registration? Chat with us at our Amazon Global Selling Facebook page [here](#).

[Step-by-step guide](#)

[Get familiar with Seller Central](#)

[How selling on Amazon works](#)

## 2 Product Selection and Trademarking

(~1 month)

WEEK 7

### 2.1 Brainstorm your business or brand name



#### **Seller Tip:** Trademark a brand name

Your store name can be changed later if you'd like.

Check for trademarked names [here](#).

WEEK 7

### 2.2 Leverage Amazon's Product Opportunity Explorer tool to validate product ideas on Amazon.com

Product research is both a science and an art. The good news is that the science is greatly aided by data — data on what customers are searching, how many products compete for those keywords, how many reviews they have, or whether they run out of stock often.

Amazon's Product Opportunity Explorer tool (*Professional Selling Account required*) gives you access to rich, accurate customer demand data so you know the why as well as the what.

[Amazon Product Opportunity Explorer tool](#)

WEEK 9

### 2.3 Network with other Amazon Sellers to exchange ideas

[Join our seller community](#)

## 2.4 File for a trademark for your brand

Consider filing for a trademark via Amazon IP Accelerator to build and protect your brand on Amazon.com. This will allow you access to Brand Owner exclusive tools on Amazon, such as dedicated Brand Stores and exclusive Advertising tools for Brand Owners.

Build a brand on Amazon

Amazon IP Accelerator Program

Trademark registration 101



### **Seller Tip: Amazon Brand Registry**

Amazon Brand Registry accepts pending trademarks and Singapore trademarks. However, to gain US protection, a US Trademark is required.



In recent years, Brand Registry is a must-have for anyone selling on Amazon.

It gives you additional virtual real estate to share about your brand and products on Amazon.com through dedicated brand pages. It also allows you more control over your product listings, which gives customers confidence in their purchases.

**Samuel & Sing Chuen**

**Naoki Matcha**

Amazon Global Sellers from Singapore

# 3 Product Manufacturing

(~1 month)

WEEK 11

## 3.1 Reach out to suppliers or sourcing agents for product samples and quotations

Customers trust that they can always buy with confidence on Amazon. Products offered for sale on Amazon must comply with all applicable laws and regulations, and with Amazon's policies.

New Sellers intending to sell in restricted categories may need to factor in additional time for compliance approvals (e.g. FDA certificates). Sellers may need to submit additional documents to receive approval for selling. To learn more about [Product Compliance](#) and [Restricted Products](#), click the link below.

Whether you are sourcing your products from China, Malaysia, or India, check out our past webinar series on Sourcing best practices below.

[Learn more about sourcing](#)

[Guidelines on product sourcing](#)

WEEK 13

## 3.2 Evaluate product samples



We test our samples in our team and also purchase our competitors' products to test them. We look at the top reviews and bottom reviews to see where we can improve our product features.

Jeremy

**Pristine**

Amazon Global Seller from Singapore



WEEK 13

### 3.3 Create your first product listing on Amazon!

You did it! You are now ready to get your product on Amazon.

To help you list your very first product, check out our Listing Guide below.

Do note that sellers intending to sell under restricted categories may need to submit additional documents to receive approval for selling, and may need to factor in more time for compliance certificates (e.g. FDA).

[Product Listing Guide](#)

[Learn about product compliance](#)

[Restricted products overview](#)

[Dangerous goods overview](#)

WEEK 13

### 3.4 Leverage the FBA Revenue Calculator to estimate your Amazon revenue

Provide your product details and fulfillment costs and see real-time cost comparisons between different fulfillment methods.

As a tip, other selling costs such as shipping, trademarking, and returns should also be taken into account when you start your Amazon store.

[Calculate revenue potential with FBA](#)

WEEK 15

### 3.5 Finalize quotation, product specification, and proceed to place an order

# 4 Launch your store on Amazon.com

*(90-day launch plan)*

WEEK 16

4.1

**If you have a pending or registered trademark:**

**Enroll your registered/pending trademark into Amazon Brand Registry to gain early access to brand owner tools**

Amazon provides sellers with a full range of brand building and protection tools. Follow our step-by-step guide to learn how to enroll into Amazon Brand Registry.

[Brand Registry Registration Guide](#)

**If you do not have a trademark but wish to list under an unregistered brand name:**

**Request for a Brand Name and Global Trade Item Number (GTIN) exemption at the same time**

At this stage, you might not yet meet the requirements to enroll in Amazon Brand Registry. You can proceed to list your product under an unregistered brand and update it when the registered brand is approved with the help of Seller Support.

[Apply for a GTIN exemption](#)

[Sell with a registered brand or an unregistered brand](#)

## 4.2 Create FBA shipment and print out box & product labels

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[FBA Guide](#)[Learn more about FBA](#)

## 4.3 Engage a logistics provider to ship your inventory to a US FBA fulfillment center OR Engage your supplier to handle your logistics

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[Learn more about SPN](#)[List products with SPN](#)

WEEK 19

## 4.4 Shipment in-progress to Amazon Fulfillment Centers (FC)

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WEEK 19

## 4.5 Product listing optimization

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**Stev**

**Petite Simone**

Amazon Global Seller from Singapore

# 5 Scale your business on Amazon with brand building tools *(~1 month)*

WEEK 24 ● 5.1 **Store Launch!** – Shipment checked-in and arrived in FC

WEEK 25 ● 5.2 Leverage powerful brand building tools to potentially increase your product visibility and sales on Amazon

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[Learn more about Amazon Advertising](#)

[Intro to Amazon Ads](#)

[Amazon International Advertising Checklist](#)

WEEK 25

### 5.3 Manage your inventory

With your sales underway, get familiar with the **Manage Inventory** page, which lets you search, view, and update your listing information; as well as add products to your store.

[Learn more about managing inventory](#)

WEEK 25

### 5.4 Understand your business with Seller Central reports

The Sales and Traffic Time reports in [Business Reports](#) contain important types of information that can potentially help you increase your sales on Amazon: traffic, Featured Offer percentage, and conversion. Learn sales success below.

[Learn about Account Health](#)

[Sales Success using Business Reports](#)



Fulfillment by Amazon took a huge load off our to-do list – we saved a lot of time and resources that would be otherwise spent figuring out operational and logistical needs, and constantly adapting around them during the height of the pandemic. Instead, we were able to use this time and our staff to easily reach out to and engage customers in countries new to KeaBabies.

**Jane & Ivan**

**KeaBabies**

Amazon Global Sellers from Singapore



## More helpful resources

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amazon seller university

## Brand Building & Brand Protection

Everything you need to know about building a successful brand from the ground up

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## Scale Your Business with Amazon Advertising

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## Amazon Promotions and Peak Seasons

Leverage high demand during our peak seasons to maximize outreach to millions of shoppers.



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