

Module 1: Step 1 - Getting Started

The first thing you need is to set-up your account on Amazon Seller Central. This is where you will be able to manage everything about your products on Amazon.

Type in the text below in your search browser and click on the link to seller central.

Amazon seller central usa

Note: This will create your Amazon account on USA market.

What information do I need to create my account?

- Name
- Address
- Contact number
- Email address
- Credit/Debit card
- Bank Account

Should I use my Amazon Buyer's account?

To keep things simple, we advise you use a separate email address for your seller central account. This makes it easier to keep your business affairs separate.

But if you have already used your Amazon buyer's account, that's fine also, it's more organised to separate them.

Should I create a Professional or Individual account?

We believe you should take action every day. So if you want to go pro straight away or keep it simple and use an Individual account, that's fine. A professional account will cost you a monthly subscription fee (\$39.99/month at the time of writing) while you pay \$0.99/transaction on an Individual account.

So if you have any concerns start with an Individual account and then you can upgrade to Professional later (and vice versa). Just keep moving forward!!

Should I create an USA, UK or Other account?

To sell on the USA (including Canada and Mexico) you will need to create your seller central account on amazon.com. To sell in Europe you will need an account on amazom.co.uk (or other European Amazon market place).

We advise you start in USA as this is the biggest market and then expand into Europe and other markets.