



Getting Started – Creating An Amazon Seller Account

Purpose

This lesson is going to cover the creation of an Amazon Seller account. Before you can do the kind of business this course teaches, you will require such an account.

NOTE: an Amazon Seller account is not intended for selling Kindle (non-physical) books. It is intended for physical products (including physical books), regardless of which selling model you are using; e.g. Drop-ship, Private Label, or Wholesale. The account you need to sell Kindle books and how to set it up are included in the Kindle module.

Creating the Account

What You Will Need

There are two types of seller accounts in Amazon: "*Individual*" and "*Professional*". This training course covers the use of the "*Professional*" account as it provides the features and functions needed to apply the instructions in this course, so you don't even want to concern yourself with the "*Individual*" option when registering for your new account.

The process of creating a Seller account is quite easy. However, before you do so, there are certain pieces of information you will want to have available as it will be required for the sign-up process:

- **Business Info** – whether signing up as a personal or a business entity (e.g. LLC), you will be required to provide basic information such as name, address, etc.
- **Bank Account Info** – this is important as you want somewhere for Amazon to deposit the money you will be making. The basic information you'll require is bank account #, bank name and routing #.
- **Credit Card Info** – this will be used to purchase your Pro account. It will also be used to pay for your referral and closing fees on sold items. For more information on these fees, go to Amazon's "[Pricing Plans](#)" page.
- **Email Address** – there are two reasons for an email address. One is for logging into your Seller account and for Amazon to communicate with you. The other reason is for customer service. It is recommended you use a second email address for customer service, something that is especially useful if you have someone else handling your customer service issues. You won't need that customer service address to sign up for your Seller account but you may want to create it now anyway so it is there when you're ready to use it.



- Note:** you are able to use free email services for your email; e.g. gmail, yahoo, etc.
- **Phone Number** – Although it seems Amazon never uses this number, Amazon requires you to provide it to verify your account as well as to enable them to contact you if emailing you is not reasonable enough for the issue you're being contacted about. You can use a personal phone number, business phone number, forwarded number, or even a Google Voice number (free).
 - **Seller Name** – this is the name that is going to appear on your seller page. It is possible to have multiple seller accounts, so the name you choose here can be anything you want, such as personal, a business name or something more niche-specific.

Registering Your Account

In order to sign up for a Seller account, you can either visit the Seller Central sign-in page (sellercentral.amazon.com) and click the "Register now" button or go directly to the [registration](#) page:

Seller Central Sign-In

Registration Page

NOTE: At time of creating this PDF, Amazon was offering a 1 month free trial for the "Professional" seller account. The registration page you come to may no longer show that offer.

In order to register, click the "Start Selling" button under "Sell Professionally" and you'll be able to begin entering your information. On the first screen you will see an option list and some entry fields related to your sign-in (name, email address and password).



NOTE: For those who are outside of the United States, it is recommended you read the information at the top of the page. It is simple to go through and can prove helpful to you.

Select your desired account option ("Create new account..." recommended), enter the appropriate information in the corresponding fields and then click "Continue".

When you click "Continue", you will be taken to the first of 4 pages where you will enter the remainder of your information. You can note your progress through the registration via the registration progress bar at the top of the page:



Step through each page of the registration process to complete your account setup. Once done, you'll be able to continue to the next phase of this course.

Useful links:

- 1) [Pricing Plans](#) – Amazon help: includes individual/pro comparison, selling fees, shipping fees, examples (already mentioned above in "Credit Card" bullet point)
- 2) [Seller Account and Settings](#) – Amazon help