HOW TO START SELLING ON AMAZON’S US STORE
Seller Success Stories

Learn how other European based selling partners started their global selling journey on Amazon here.

“The main thing that surprised me about the US market was the scale. It was so much bigger than anything else we’d experienced before.”

Michael Corrigan
CEO & Co-founder of trtl
Get ready to expand with Amazon
Your journey to successful selling in the US

Knowing whether you’re ready to start selling in North America can be challenging. This checklist is designed to help guide your understanding of Amazon’s US store and ensure you’re set up for success. Be sure to familiarize yourself with all the tools Amazon provides, which will make many of the requirements listed below simpler and easier to manage. *Please note: Some links may only be available with an Amazon Seller Account*

### Day 1 – 5: Prepare to sell

1. **Know the benefits of selling globally**
2. **Get familiar with the Service Provider Network**
   Get help managing your global business expansion from Amazon’s third-party service that can support you with tax, fulfillment, testing, and any other areas of your global business.

### Day 6 – 20: Register

**NEW TO SELLING ON AMAZON?**

4. **Open a US (NA) Seller Account by clicking on “Get Started”** If you do not yet have a EU or other Amazon Selling Accounts follow this step otherwise link your existing account.

5. **Complete account verification** and understand the documents required to pass

**ALREADY HAVE AN AMAZON SELLER ACCOUNT?**

4. **Link your existing Amazon account and manage your product offerings across different marketplaces with a single seller account**. Step by Step walk through here.

### Day 21 – 30: List

6. **Know which product categories can be sold and which ones have restrictions** Click on categories with restrictions to have the full overview. Some categories may require US certificates such as FDA or CPC for example.

7. **Ensure you have the right invoices available** Always have invoices of your last 365 days of sales to hand. For approvals your invoices must be no older than 180 days.

### Day 31 – 60: Fulfillment

**WITH FULFILLMENT BY AMAZON**

10. **Read our guide on how to ship products from the EU to the US and how to handle tax**

**WITH SELF-FULFILLMENT**

11. **Fulfill international customers’ orders** and provide a great customer experience with prompt delivery
Prepare to sell

Learn about Amazon’s three North American stores (amazon.com, amazon.ca, amazon.mx)

Requirements before you start registration

Contact Information

You will require a valid phone number and an email address during registration period.

Credit Card / Bank Account

When you register in Amazon as a seller, it is necessary to enter an internationally chargeable credit card with a valid billing address located in an eligible country.

Seller Identity Verification

The identity documents required for each seller depends on the country or state your business is headquartered in, and where you live.
Linked Accounts
You can now link your North America, Europe and Japan seller accounts with Linked Accounts and manage your sales on one page "Link your accounts now"

Accounts Unification
Introduce your account to other North American marketplaces Read here

Not selling on Amazon yet
Choose your marketplace and register today Click here
External providers: Amazon Service Provider Network

Third-party selling solutions to help sellers with tax, compliance, translation, international shipping and more

View details

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