

# HOW TO START SELLING ON AMAZON'S US STORE



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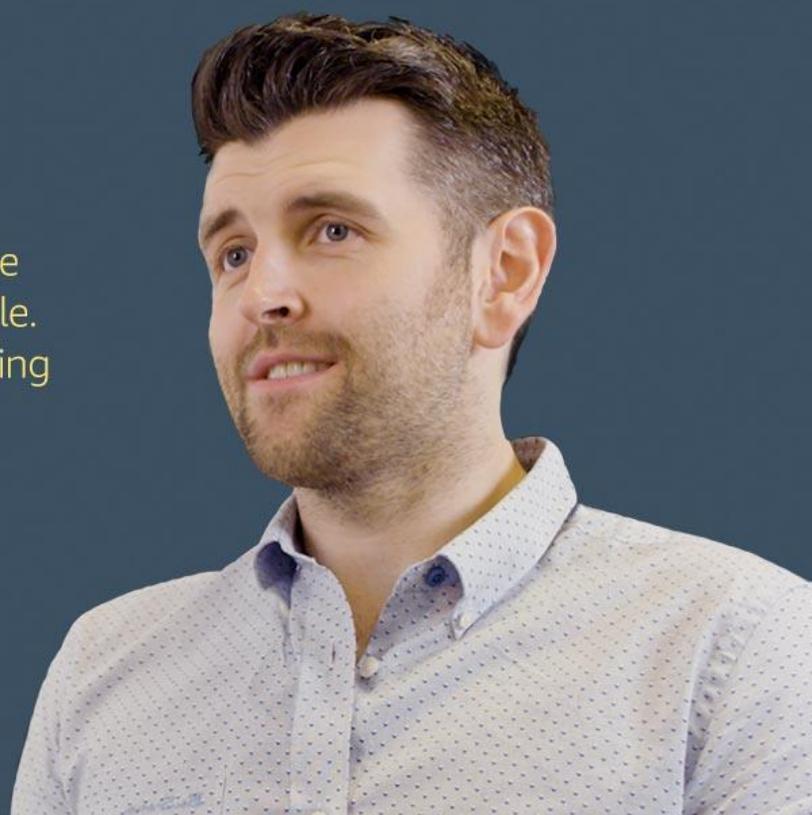
# Seller Success Stories

Learn how other European based selling partners started their global selling journey on Amazon [here](#).

**amazon** global selling

"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.
- 3** [Understand tax in the US](#) Speak to your accountant or reach out to the Service Provider Network Tax services which can help you with tax registration and filing of monthly, quarterly, and annual taxes based on sales and return on Amazon.

### 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?

- OR
- 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.
- 8** [Learn how to Build International Listings](#) with the [BIL Tool](#).
- 9** [Understand all the ways to list products](#) and how to [Troubleshoot Listings](#)

### Day 31 – 60: Fullfilment

WITH FULFILLMENT BY AMAZON

- 10** [Read our guide on how to ship products from the EU to the SU and how to handle tax.](#)

WITH SELF-FULFILLMENT

- 11** [Fulfill international customers' orders](#) and provide a great customer experience with prompt delivery

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# Prepare to sell

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



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## Requirements before you start registration

### Contact Information

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

### [Credit Card / Bank Account](#)

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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](#)

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The identity documents required for each seller depends on the country or state your business is headquartered in, and where you live.

# REGISTRATION AND ACCOUNTS UNIFICATION



## Linked Accounts

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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](#)”

## Not selling on Amazon yet

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Choose your marketplace and register today [Click here](#)

## Accounts Unification

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Introduce your account to other North American marketplaces  
[Read here](#)

# External providers: Amazon Service Provider Network

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

[View details](#)

Connect with trusted local providers to sell globally.

See the benefits



**High quality service providers**

We vet providers by Amazon standards and continuously monitor provider performance to make sure only high-quality providers are on the Amazon Service Provider Network.



**Local providers**

Take the complexity of selling on Amazon out with help from third-party selling service providers in your base city.



**Services in your preferred language**

Quickly and easily get help for selling in any Amazon marketplace from providers speaking your preferred language.



**Discounted prices**

Enjoy special discounts for high-quality service provider on the Amazon Service Provider Network.

Did you find this guide useful?

[Tell us what information you were missing](#)