

# What makes a great seller?

Opportunities for growth are all around you—but here are a few things to try in your first 90 days as an Amazon seller.

## A checklist for long-term success

Print out checklist and check-off each item as you complete the task.

- **Keep an eye on your account health in Seller Central**
- **Use Fulfilment by Amazon (FBA) or self-fulfill**
- **Advertise your listings or offer deals and coupons**
- **Enrol in Brand Registry and create enhanced brand content (CIPO registered trademark required)**
- **Expand your selection by listing more products**
- **Use the Automate Pricing Tool in Seller Central**



**Ready to get started? Go to [sell.amazon.ca](https://sell.amazon.ca)**