

Sell on Amazon.com

# Perfect Jumpstart & Launch Playbook

Launch your Amazon store from scratch in 90 days

Speed matters in business. For Amazon sellers, the first 90 days of launching your Amazon store from scratch is especially critical, where you are conducting product research, deciding on your brand, sorting out trademarks, sourcing, arranging logistics, etc.

The next 90 days are especially critical for establishing marketing, fulfillment, pricing and other practices to accelerate performance beyond launch. Amazon data scientists refer to the use of five selling programs—**Brand Registry, A+ Content, Fulfillment by Amazon, Automated Pricing, and Advertising**—within those first 90 days as Perfect Launch. Sellers taking these 5 steps within that critical timeframe can potentially generate sales more quickly and achieve success.

Even if you have no e-commerce experience, this playbook provides a step-by-step guide to new sellers to set up your Amazon.com store.

# Going global? Let us know which stage you are at!

Click the button below to navigate



**I have an  
existing  
brand/product**



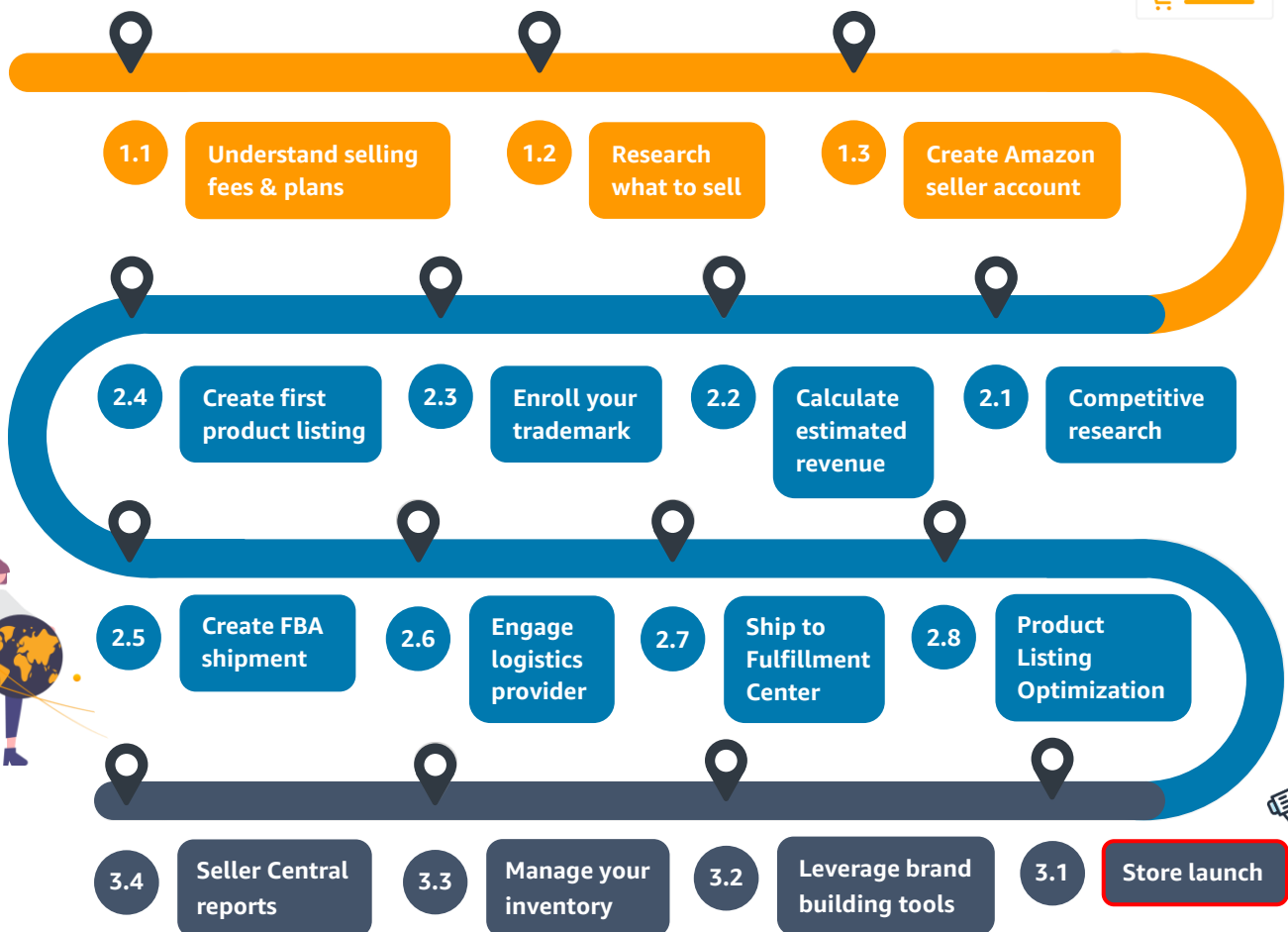
**I am a new  
seller with no  
product yet**

# Existing Brand/Product Launch Roadmap

**Phase 1:**  
Getting started  
& Registration

**Phase 2:**  
Launch your store  
on Amazon.com

**Phase 3:**  
Scale your business with  
brand building tools



# 1 Getting Started: Learning about Amazon & Registering as an Amazon Seller!

(~1 month)

## WEEK 1

### 1.1 Understand the selling fees and plans

The cost to sell on Amazon.com depends on your selling plan, product category, fulfillment strategy, and other variables.

#### Selling Plan

The Individual Plan costs **USD\$0.99** per unit sold, and the Professional plan costs **USD\$39.99** per month no matter how many units you sell.

#### Referral Fees

Amazon charges a referral fee for each item sold. The amount depends on the product category. Most referral fees are between **8%** and **15%**.

#### Fulfilment Fees

The cost to ship your orders depends on whether you fulfill your own orders or use Fulfillment by Amazon (FBA).

#### Other Costs

Some sellers may incur additional fees (such as long-term storage fees) or pay for optional programs like advertising or premium account services.



#### Getting paid and paying fees

When you set up a seller account, you'll provide a credit card number and a bank account. Amazon will charge the credit card to cover your fees, and proceeds from any sales will be deposited into your bank account.



### Check out Amazon.com Selling Fees

Our selling plans give you the freedom to pay per sale or stick to a flat monthly fee. We'd recommend the Professional Plan as you can:

**1** Access to free account management (AM) support till the end of the calendar year\*

**2** Potentially qualify for top placement on product detail pages

**3** Have access to tools such as Product Opportunity Explorer

**4** Potentially attract shoppers with on-site advertising tools

*\*Note that regardless of the month launched, AM support ends on the last day of the same calendar year. Available for sellers on the Professional Plan only.*

## WEEK 2

## 1.2 Research what to sell, understand US customer purchasing behavior insights and US compliance requirements for certain categories

Reaching millions of customers globally can potentially boost your sales and take your business to the next level. But many sellers have trouble deciding which of their products to sell first. After all, some products might face stiff competition, require complex compliance approvals, or have low growth potential. Check out our four tips that will help you research US customer demand signals, and how to gain a competitive advantage to maximize your chances for success.

1 Category guides

2 Product research tools

3 Best sellers lists

4 Other helpful resources

See our tips on product research



### Seller Tip: New Seller Incentives

Start your journey with a little less risk. To help you achieve Perfect Launch, we offer [New Seller Incentives \(NSI\)](#), including 5% back on your first \$1,000,000 in branded sales, credits to try cost-per-click (CPC) advertising or kickstart your product reviews, and more—plus discounted Prime shipping, storage, returns, and more with Fulfillment by Amazon. [Terms and conditions](#) apply.

Find out more on how to qualify for NSI here →

## WEEK 3

## 1.3 Create your Amazon seller account

Now that you have done your research and are ready to get started, we have created an **Amazon Seller Registration Guide** to walk you through our account registration process.

This guide is designed to reduce the inconvenience in the process of registering and creating your Amazon account, and is based on registration of a Professional Seller account. For more information about Amazon Global Selling, check out our website [here](#).

Facing issues during registration? Chat with us at our Amazon Global Selling Facebook page [here](#).

[Step-by-step guide](#)[Get familiar with Seller Central](#)

Fulfillment by Amazon gave us back the mind space to focus on growing sales and innovating our products. We ended the first year with six figures in sales. Now we do six figures a month just on Amazon.com alone.

**Samuel & Sing Chuen  
Naoki Matcha**

Amazon Global Sellers from Singapore

## 2 Launch your store on Amazon.com

(90-day launch plan)

### WEEK 6

#### 2.1 Leverage Amazon's Product Opportunity Explorer tool and/or Amazon Service Provider Network third-party product research tools such as Helium 10 or Jungle Scout to validate product ideas on Amazon.com

Product research is both a science and an art. The good news is that the science is greatly aided by data — data on what customers are searching, how many products compete for those keywords, how many reviews they have, or whether they run out of stock often.

Amazon's Product Opportunity Explorer tool (*Professional Selling Account required*) gives you access to rich, accurate customer demand data so you know the WHY as well as the WHAT.

**Amazon Product Opportunity Explorer tool**

**Helium 10**

**Jungle Scout**

### WEEK 6

#### 2.2 Leverage the FBA Revenue Calculator to estimate your Amazon revenue

Provide your product details and fulfillment costs and see real-time cost comparisons between different fulfillment methods.

As a tip, other selling costs such as shipping, trademarking, and returns should also be taken into account when you start your Amazon store.

**Calculate revenue potential with FBA**

## WEEK 6

## 2.3 Enroll your registered/pending trademark into Amazon Brand Registry to gain early access to brand owner tools

Amazon provides sellers with a full range of brand building and protection tools. Follow our step-by-step guide below to learn how to enroll into Amazon Brand Registry. Find out if you are eligible for enrollment [here](#).

Do note that if you do not have a trademark, consider filing for one via [Amazon IP Accelerator](#) to build and protect your brand on Amazon.com. Our Amazon IP Accelerator provides competitive rates for you to get a trademark.

This will allow you access to Brand Owner exclusive tools on Amazon, such as dedicated Brand Stores and exclusive Advertising tools for Brand Owners. You can also unlock brand-exclusive benefits such as getting 5% back on your first \$1,000,000 in branded sales. Check out these benefits below.

[Brand Registry Registration Guide](#)

[Learn about Amazon brand owner benefits](#)

## WEEK 8

## 2.4 Create your first product listing on Amazon!

You did it! You are now ready to get your product on Amazon.

To help you list your very first product, check out our Listing Guide below.

Do note that sellers intending to sell under restricted categories may need to submit additional documents to receive approval for selling, and may need to factor in more time for compliance certificates (e.g. FDA).

[Product Listing Guide](#)

[Learn about Product Compliance](#)

[Restricted Products Policy](#)

## WEEK 10

**2.5 Create FBA shipment and print-out box & product labels**

**Let Amazon pick, pack, and ship your orders** — Fulfillment by Amazon (FBA) is a service that helps businesses grow by providing access to Amazon's logistics network. Businesses send products to Amazon fulfillment centers and when a customer makes a purchase, we handle receiving, packing, shipping, customer service, and returns for those orders.

You may also participate in our [FBA New Selection](#) program, where you can qualify for free monthly storage, free liquidations of unproductive inventory, and free return processing for all eligible new-to-FBA parent ASINs. Terms and conditions apply.

[FBA Guide](#)[Learn more about FBA](#)

## WEEK 10

**2.6 Engage a logistics provider to ship your inventory to a US FBA fulfillment center OR Engage your supplier to handle your logistics**

While FBA handles last-mile delivery within the US, you'd need to engage a logistics partner or supplier to process your first-mile delivery to the US.

Check out our [Amazon Service Provider Network \(SPN\)](#) and discover Amazon-approved third-party software and services to automate, manage, and grow your business to sell globally.

As a tip, some logistics providers can provide IOR (Importer of Record) services and sourcing partners may also be able to provide these services end-to-end.

[Learn more about SPN](#)

## WEEK 11

**2.7 Shipment in-progress to Amazon Fulfillment Centers (FC)**

On average, sea shipments take about **1.5 months**, while air shipments can take **1-2 weeks** to be shipped to an Amazon FC in the US from Singapore. As shipping time and costs vary, consult your chosen logistics partner.

## WEEK 11

**2.8 Product listing optimization**

Listing Optimization is crucial to improve the discoverability of your Amazon Standard Identification Number (ASIN) on Amazon.com. Sharing detailed description and images of your product may allow customers to make a more informed purchase decision. Having an attractive and well-informed listing potentially allows for a higher listing conversion.

To learn more about how to optimize your listings, check out our **Listing Optimization Guide** below.

[Listing Optimization Guide](#)

[Amazon Seller University Listing Basics Courses](#)



We started selling in the US with Amazon.com and Amazon Singapore. Then within a year, we expanded into Europe. With Fulfillment by Amazon handling everything, we could scale to sell in 10 countries in two years.

Jane & Ivan

**KeaBabies**

Amazon Global Sellers from Singapore



**Continue  
your learning  
journey on  
Seller University**



**Learn more at  
our Amazon  
Global Selling  
Facebook page**



**Join our  
upcoming  
webinars and  
seller events**

## 3 Scale your business on Amazon with brand building tools *(~1 month)*

WEEK 15 ● 3.1 **Store Launch!** – Shipment checked-in and arrived in FC

WEEK 16 ● 3.2 Leverage powerful brand building tools to potentially increase your product visibility and sales on Amazon

Advertising ([Sponsored Products](#)), pricing ([Automate Pricing](#)), and merchandising solutions (**Coupons and Shopping Events**) can help you reach and engage shoppers at every stage of their journey – from awareness to purchase consideration and beyond.

Through [New Seller Incentives \(NSI\)](#), new sellers on Amazon's Professional Selling Plan can qualify for a suite of benefits designed to help you launch and grow on Amazon. Campaigns are easy to set up, and we'll give you up to **USD\$200 in free clicks** to help you get started. [Terms and conditions](#) apply.

[Amazon Vine](#) invites the most trusted reviewers on Amazon to post opinions about new products to help their fellow customers make informed purchase decisions. You can build awareness of your product, boost the sales of your slow and cold start ASINs, and help customers make informed decisions about new products you offer by participating in Vine.

[Learn more about Amazon Advertising](#)

## WEEK 16 ● 3.3 Manage your inventory

With your sales underway, get familiar with the **Manage Inventory** page, which lets you search, view, and update your listing information; as well as add products to your store.

[Learn more about managing inventory](#)

## WEEK 16 ● 3.4 Understand your business with Seller Central reports

The Sales and Traffic Time reports in **Business Reports** contain important types of information that can potentially help you increase your sales on Amazon: traffic, Featured Offer percentage, and conversion. Learn sales success below.

[Learn about Account Health](#)

[Sales Success using Business Reports](#)



A satisfied customer is the best business strategy of all. **Amazon's Vine Program** invites the most trusted customers on Amazon to leave reviews on the products and therefore attract new shoppers by presenting honest and unbiased feedback. It is the perfect tool designed to help new sellers gain credibility, which will eventually turn into higher sales.

Jeremy

**Pristine Aroma**

Amazon Global Seller from Singapore



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# New Sellers Launch Roadmap

**Phase 1:**  
Registration & Research

**Phase 2:**  
Product Selection & Trademarking

**Phase 3:**  
Product Sourcing & Manufacturing

**Phase 4:**  
Launch on Amazon

**Phase 5:**  
Scale your business



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(~1 month)

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**Samuel & Sing Chuen  
Naoki Matcha**

Amazon Global Sellers from Singapore

## 2 Product Selection and Trademarking

(~1 month)

WEEK 7

### 2.1 Brainstorm your business or brand name

**Seller Tip:** Your store name can be changed later if you'd like. Check for trademarked names [here](#).

WEEK 7

### 2.2 Leverage Amazon's Product Opportunity Explorer tool and/or Amazon Service Provider Network third-party product research tools such as Helium 10 or Jungle Scout to validate product ideas on Amazon.com

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**Amazon Product Opportunity Explorer tool**

**Helium 10**

**Jungle Scout**

WEEK 9

### 2.3 Network with other Amazon Sellers to exchange ideas

**Join our seller community**

## WEEK 11

## 2.4

**If you have a pending or registered trademark:****Enroll your registered/pending trademark into Amazon Brand Registry to gain early access to brand owner tools**

Registering your intellectual property (IP) is the first step to protecting your brand. This will allow you access to Brand Owner exclusive tools on Amazon, such as dedicated Brand Stores and Advertising tools, as well as other Brand Registry benefits.

[Amazon IP Accelerator Program](#)[Learn more about Brand Growth](#)**If you do not have a trademark but wish to list under your own brand name:****Request for a Brand Name and Global Trade Item Number (GTIN) exemption at the same time**

Amazon provides sellers with a full range of brand building and protection tools. Follow our step-by-step guide to learn how to enroll into Amazon Brand Registry.

Do note that if you do not have a trademark, consider filing for one via Amazon IP Accelerator to build and protect your brand on Amazon.com. This will allow you access to Brand Owner exclusive tools on Amazon, such as dedicated Brand Stores and exclusive Advertising tools for Brand Owners.

[Learn about building a brand on Amazon](#)[Brand Registry Guidebook](#)



### **Seller Tip: Amazon Brand Registry**

Amazon Brand Registry accepts pending trademarks and Singapore trademarks. However, to gain US protection, a US Trademark is required.



In recent years, Brand Registry is a must-have for anyone selling on Amazon.

It gives you additional virtual real estate to share about your brand and products on Amazon.com through dedicated brand pages. It also allows you more control over your product listings, which gives customers confidence in their purchases.

**Samuel & Sing Chuen**

**Naoki Matcha**

Amazon Global Sellers from Singapore

## 3 Product Manufacturing (~1 month)

WEEK 11

### 3.1 Reach out to suppliers or sourcing agents for product samples and quotations

Customers trust that they can always buy with confidence on Amazon. Products offered for sale on Amazon must comply with all applicable laws and regulations, and with Amazon's policies.

New Sellers intending to sell in restricted categories may need to factor in additional time for compliance approvals (e.g. FDA certificates). Sellers may need to submit additional documents to receive approval for selling. To learn more about **Product Compliance** and [Restricted Products](#), click the link below.

Whether you are sourcing your products from China, Malaysia, or India, check out our past webinar series on Sourcing best practices below.

[Learn more about Sourcing](#)[Amazon Product Compliance](#)

WEEK 13

### 3.2 Evaluate product samples



We test our samples in our team and also purchase our competitors' products to test them. We look at the top reviews and bottom reviews to see where we can improve our product features.

**Jeremy**

**Pristine**

Amazon Global Seller from Singapore



## WEEK 13

**3.3 Create your first product listing on Amazon!**

You did it! You are now ready to get your product on Amazon.

To help you list your very first product, check out our Listing Guide below.

Do note that sellers intending to sell under restricted categories may need to submit additional documents to receive approval for selling, and may need to factor in more time for compliance certificates (e.g. FDA).

[Product Listing Guide](#)[Learn about Product Compliance](#)[Restricted Products Policy](#)

## WEEK 13

**3.4 Leverage FBA Revenue Calculator to estimate your Amazon revenue**

Provide your product details and fulfillment costs and see real-time cost comparisons between different fulfillment methods.

As a tip, other selling costs such as shipping, trademarking, and returns should also be taken into account when you start your Amazon store.

[Calculate revenue potential with FBA](#)

## WEEK 15

**3.5 Finalize quotation, product specification, and proceed to place an order**

# 4 Launch your store on Amazon.com

*(90-day launch plan)*

WEEK 17

## 4.1 Create FBA shipment and print-out box & product labels

**Let Amazon pick, pack, and ship your orders** - Fulfillment by Amazon (FBA) is a service that helps businesses grow by providing access to Amazon's logistics network. Businesses send products to Amazon fulfillment centers and when a customer makes a purchase, we handle receiving, packing, shipping, customer service, and returns for those orders.

You may also participate in our [FBA New Selection](#) program, where you can qualify for free monthly storage, free liquidations of unproductive inventory, and free return processing for all eligible new-to-FBA parent ASINs for a limited time.

[FBA Guide](#)

[Learn more about FBA](#)

WEEK 17

## 4.2 Engage a logistics provider to ship your inventory to a US FBA fulfillment center OR Engage your supplier to handle your logistics

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Check out our [Amazon Service Provider Network \(SPN\)](#) and discover Amazon-approved third-party software and services to automate, manage, and grow your business to sell globally.

As a tip, some logistics providers can provide IOR (Importer-of-record) services and sourcing partners may also be able to provide these services end-to-end.

[Learn more about SPN](#)

## WEEK 19

**4.3 Shipment in-progress to Amazon Fulfillment Centers (FC)**

On average, sea shipments take about **1.5 months**, while air shipments can take **1-2 weeks** to be shipped to an Amazon FC in the US from Singapore. As shipping time and costs vary, consult your chosen logistics partner.

## WEEK 19

**4.4 Product listing optimization**

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To learn more about how to optimize your listings, check out our **Listing Optimization Guide** below.

[Listing Optimization Guide](#)

[Amazon Seller University Listing Basics Courses](#)

# 5 Scale your business on Amazon with brand building tools *(~1 month)*

WEEK 23 ● 5.1 **Store Launch!** – Shipment checked-in and arrived in FC

WEEK 24 ● 5.2 Leverage powerful brand building tools to potentially increase your product visibility and sales on Amazon

Advertising ([Sponsored Products](#)), pricing ([Automate Pricing](#)), and merchandising solutions (**Coupons and Shopping Events**) can help you reach and engage shoppers at every stage of their journey – from awareness to purchase consideration and beyond.

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[Learn more about Amazon Advertising](#)

**WEEK 24** ● **5.3 Manage your inventory**

With your sales underway, get familiar with the **Manage Inventory** page, which lets you search, view, and update your listing information; as well as add products to your store.

[Learn more about managing inventory](#)

**WEEK 24** ● **5.4 Understand your business with Seller Central reports**

The Sales and Traffic Time reports in **Business Reports** contain important types of information that can potentially help you increase your sales on Amazon: traffic, Featured Offer percentage, and conversion. Learn sales success below.

[Learn about Account Health](#)

[Sales Success using Business Reports](#)



Fulfillment by Amazon took a huge load off our to-do list – we saved a lot of time and resources that would be otherwise spent figuring out operational and logistical needs, and constantly adapting around them during the height of the pandemic. Instead, we were able to use this time and our staff to easily reach out to and engage customers in countries new to KeaBabies.

**Jane & Ivan**

**KeaBabies**

Amazon Global Sellers from Singapore





**Continue your learning journey on Seller University**



**Learn more at our Amazon Global Selling Facebook page**



**Join our upcoming webinars and seller events**