

## GETTING A DIRECT SALE PRODUCT ONTO AMAZON FLOWCHART

01

### 1. Set Sales goals for your eCommerce business.

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### 2. Determine the product(s) to offer on Amazon.

Is your pricing competitive?	Yes/No
Is your product easy to ship?	Yes/No
Is your product sellable to your target audience?	Yes/No
Do you have a professional photo of the product?	Yes/No
Do you have a UPC/SKU?	Yes/No

When you've answered YES to all go to Step 3.

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### 3. Register your product ([click here](#))

#### PROTIP:

You can register as an individual and don't need a legal business to get started.

#### You must have:

- A credit card
- A local bank with ACH
- Government issued ID
- A local phone number
- US EIN

#### Now choose which type of registration you need.

Do you plan to sell less than 40 items per month?

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#### A. INDIVIDUAL

Cost .99 cents per sale  
You sell less than 40 items per month  
You're deciding what to sell

#### B. PROFESSIONAL

Cost \$39.99 flat rate  
You sell more than 40 items/month  
You want to expand

\*Don't worry, you can switch plans at any time.

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### 4. Register on Seller Central

#### You must have:

- This one-stop ecommerce hub is where you can:
- Track inventory and sales
- Download reports
- Track customers
- Contact Amazon support

Once you've familiarized yourself with Seller Central move on to Step 5.

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### 5. List your products

Create a listing for each product on Amazon.

#### Each product listing will require:

- A SKU
- Product title
- Product description and bullet points
- Product images
- Search terms and keywords

#### Does your listing have?

A clear descriptive, 200-character searchable title?	Yes/No
An attractive professional image?	Yes/No
An image that is at least 500x500 pixels?	Yes/No
A concise product description?	Yes/No
Variations, such as color or size?	Yes/No
An image on a plain white background?	Yes/No
Appropriate product UPCs and GTINs?	Yes/No
Concise bullet feature listings?	Yes/No

When you've answered YES to all go to Step 6.

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### 6. Fulfillment

#### Once your product is live, you must consider your fulfillment options:

Do you have space to store the products?	Yes/No
Do you have the bandwidth to handle shipping?	Yes/No
Can you promptly handle returns?	Yes/No
Can you manage customer feedback?	Yes/No

If YES to all, select Option A.

If NO to any, select Option B.

#### A. DO-IT-YOURSELF

Maintain your own inventory and ship your products

#### B. AMAZON FULFILLMENT

For additional fees outsource storage and shipping

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### 7. Evaluate Results

Use analytics to evaluate your results.

ARE YOU MEETING OR EXCEEDING SALES GOALS?

YES

Continue with the current program and look at expansion.

NO

Consider other options.

CONTACT US TO REQUEST A  
FREE CONSULTATION  
OR JUST GIVE US A CALL AT  
312.870.9101