

Amazon Seller Account Launch Checklist

1. Account Setup

- ☐ Set up business entity
- ☐ Gather tax information
- ☐ Add bank account details
- ☐ Prepare business email & phone number
- ☐ Register Amazon seller account

2. Account Verification

- ☐ Complete identity verification
- ☐ Submit business address and documentation

3. Store & Branding

- ☐ Choose your brand/store name
- ☐ Upload store logo
- ☐ Set up Amazon storefront

4. Product Listing Preparation

- ☐ Conduct product research
- ☐ Obtain UPC/EANs (if needed)
- ☐ Prepare product images
- ☐ Write product titles & descriptions
- ☐ Research product keywords

5. Shipping & Fulfillment

- ☐ Decide on FBA or FBM
- ☐ Set shipping rates and options

6. Launch

- ☐ List first products
- ☐ Set pricing
- ☐ Test order flow
- ☐ Prepare launch promotions

7. Compliance & Settings

- ☐ Review Amazon policies
- ☐ Set notification and account settings

Notes