

## HOW TO CREATE A PROFESSIONAL SELLER CENTRAL ACCOUNT

**IMPORTANT:** Please make sure that the company name and address to be registered in Seller Central is exactly the same one as listed on your **Business License, IRS EIN, Product Invoices, and a Utility Bill with your company name and address. Please send us copies of these documents BEFORE** creating the new Seller Account to make sure that they will pass Amazon's AI Account Review System.

In order to complete this registration, you will need the following:

- Your legal business name exactly as it is written on your support documents from above.
- A credit card which has the same billing address as the address listed on your supporting documents.
- A valid bank account including routing number and account number. Please make sure that your billing address with the bank matches the address listed on your supporting business documents.
- Your mobile phone & number in order to receive texts for two-step authentication. You will also need to identify a back-up mobile number for two-step authentication.
- Legal business entity type (Corp, S-Corp, LLC) and an IRS Tax EIN Number

1. Keep all the essential information ready:

- Legal business name
- Contact information
- Address
- Email ID
- International credit card
- Tax information
- Company's federal tax ID number
- Driver's license or passport
- Bank account or credit card statement
- 

2. Go to <https://services.amazon.com/> and click the "Start selling" button.

The screenshot shows the Amazon Services website header with the logo and navigation links: Solutions, Support, Contact Us, and Sign into your Seller Account. Below the header is a testimonial banner for 'Tattoo Mary Jane Shoes by Hot Chocolate Design'. The banner features a quote: "Over 40% of our profits come from selling on Amazon." attributed to Fernando Aguerere, CEO & Partner. A yellow arrow points to an orange "Start selling" button, with the text "\$39.99 a month + additional selling fees" below it. The background of the banner is a pair of colorful, hand-painted Mary Jane shoes.

3. Click on “Create your Amazon account.”

**amazon** seller central

Get started with your  
Sell on Amazon  
account

Email (phone for mobile accounts)

Password [Forgot your password?](#)

**Next**

Keep me signed in. [Details](#) ▾

New to Amazon?  
**Create your Amazon account**

4. Open a new Amazon account for selling, even if you already have an Amazon shopping account to make sure your personal and business finances are kept separate. Enter your name, the professional email address you want to use, and a strong password. Then click “Next.”

**amazon** seller central

Create account

Your name

Email

Password

! Passwords must be at least 6 characters.

Re-enter password

**Next**

Already have an account? [Next](#) ▾

5. Enter your **'legal name'** and agree to the terms and conditions after browsing the *Amazon Services Business Solutions Agreement*. Amazon Sellers are not required to have a legal business entity to get started, but we highly recommend it. If you're starting as a sole proprietor, just enter your full name.

amazon seller central Settings

1 Seller agreement 2 Seller Information 3 Billing / Deposit 4 Tax information 5 Product information

### Set up your Amazon selling account

Have the following available:

- Business name & address
- Mobile or telephone number
- Chargeable credit card & valid bank account
- Tax information [What does this mean?](#)

**Legal name**  
What is a legal name? [»](#)  
Enter your name here

**Seller agreement**  
 I have read and accepted the terms and conditions of the Amazon Services Business Solutions Agreement  
If you are an international seller, read [this important information](#)

[Next](#)

[Please Leave Feedback](#)

6. Next, enter your **business address** and additional information. If you have a unique brand or a name that you wish to trade under, enter this as your business **display name**. You can always change this later. Enter your mobile number and request a text or phone call to verify your identity. Then click next.

amazon seller central Settings

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### Tell us about your business.

**Business address**

1 Amazon Seller Way FBA Success  
Brooklyn New York  
United States 11256

**Choose your unique business display name**  
What is a business display name? [»](#)  
Enter your brand here  Available

If you sell your products online, enter your website URL (optional)  
Why do we ask for this? [»](#)

Select an option to receive a PIN to verify your phone number  
 Call  SMS

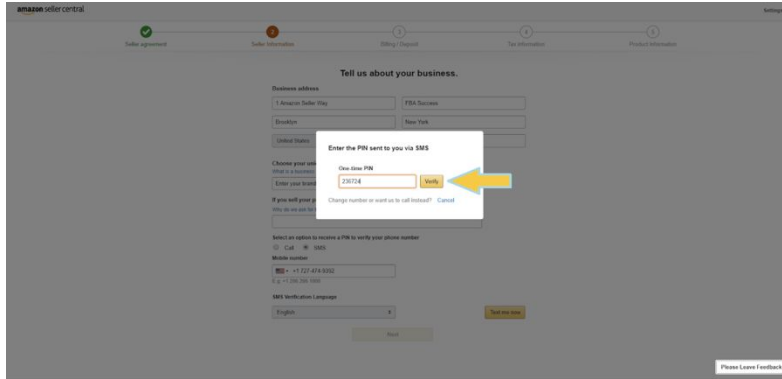
Mobile number  
+1 234-567-8900  
E.g. +1 209 266 1000

SMS Verification Language  
English

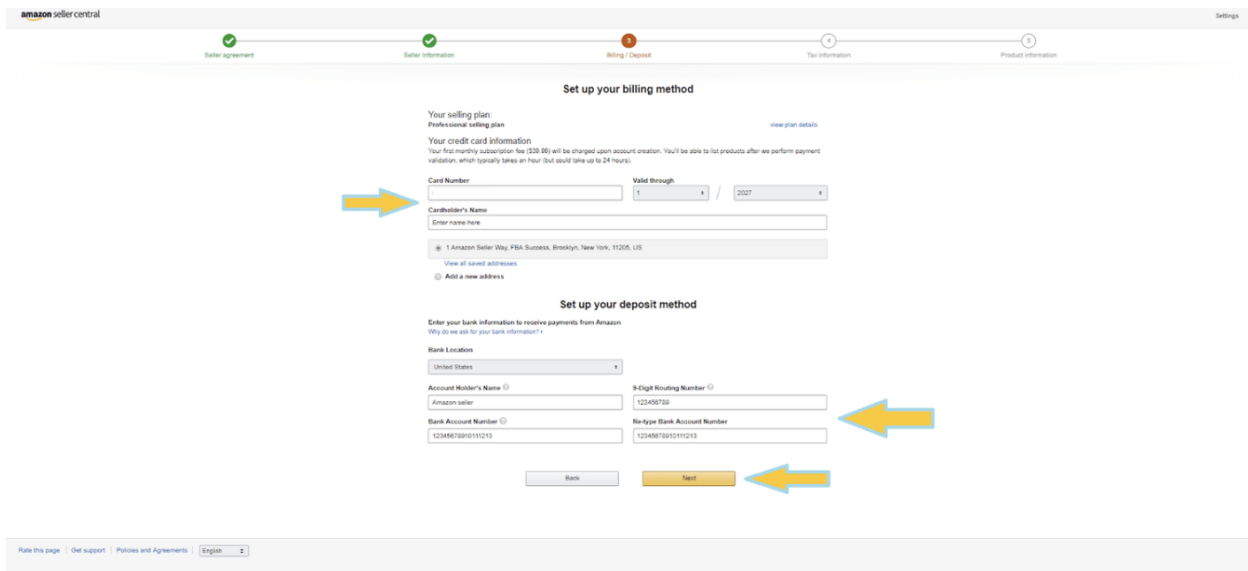
[Text me now](#)

[Next](#)

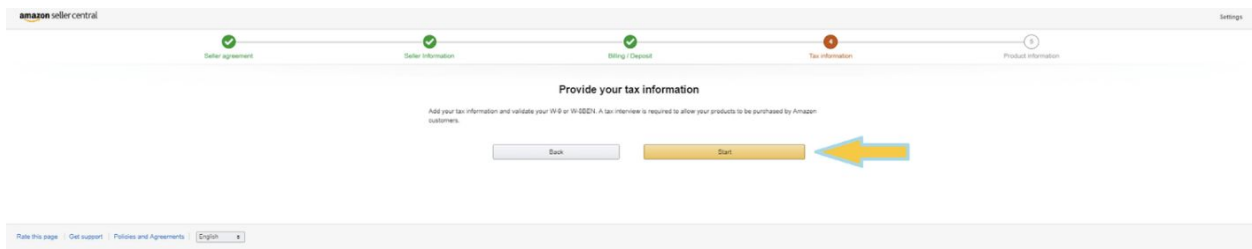
**What is a Business Display Name?**  
Your Business Display Name is displayed with your Amazon listings and on your Seller Profile. You can change this name any time by clicking on the "Account Info" in Seller Central Settings.



7. Set up your **billing method**. Please make sure that your bank account can receive deposits through automated clearing houses (ACH), because this is how Amazon pays sellers every 2 weeks.



8. **Tax information:** Fill out the information required in the “**Tax Information Interview.**” This comes in 2 forms – one for US residents, and one for non-US residents. Non-US persons will end up completing the W8-BEN, while most US citizens will complete the W-9.



amazon services  
TAX INFORMATION INTERVIEW

Next page  
Sign

About You

What is your business that relates to the interview?

Business/Trade Tax Preparation (Single Member LLC) related to the interview

For U.S. taxpayers, are you a U.S. person?

Yes No

Tax identity information

Full name  
John Appleton Drough

Member ID (optional)  
Tax System

Account Number  
123456789

Address  
1234 Main Street  
Anytown, CA 90210  
Country  
USA  
ZIP

Identify address  
Current Personal Address

Sign and Submit

Provide consent to submit your tax information electronically, sign and submit:

Sign and Submit

I consent to provide electronic signatures for the information provided on this Form 9810-INT001.

If you provide an electronic signature, you will be able to submit your tax information electronically.

Under penalty of perjury, I declare that I have examined the information on this form and to the best of my knowledge and belief it is true, correct, and complete. I declare under penalty of perjury that:

- I am the individual that is the beneficial owner of an authorized signer for the individual that is the beneficial owner of all the income to which this form relates or an authorized signer document issued as an individual that is an owner or account holder of a foreign financial institution.
- The person named on the 1 of this form is not a U.S. citizen.
- The income to which this form relates is earned effectively connected with the conduct of a trade or business in the United States, is effectively connected but is not related to the trade or business (income for a trust, or is the partner's share of a partnership's effectively connected income).
- The person named on the 1 of this form is a resident of the trade country listed on line 2 of the form (2) and within the meaning of the income tax treaty between the United States and that country.
- The taxes (income tax and other taxes) the beneficial owner is an exempt foreign person are subject to the conditions and
- I agree that I will submit a new form within 30 days if any certification made on this form becomes incorrect.

Furthermore, I authorize this form to be provided to any withholding agent (such as a bank, foreign or domestic, or a country or the issuer of a bond) for the specific purposes of any withholding agent that has a distribution order payment of the income of which I am the beneficial owner.

The Internal Revenue Service does not require your consent to any provisions of this document other than the certifications required to establish your status as a non-U.S. individual and, if applicable, obtain a substituted withholding.

Signature (Type your full name)  
John Appleton Drough

By typing my name on the prior lines, I acknowledge and agree to the information under penalty of perjury.

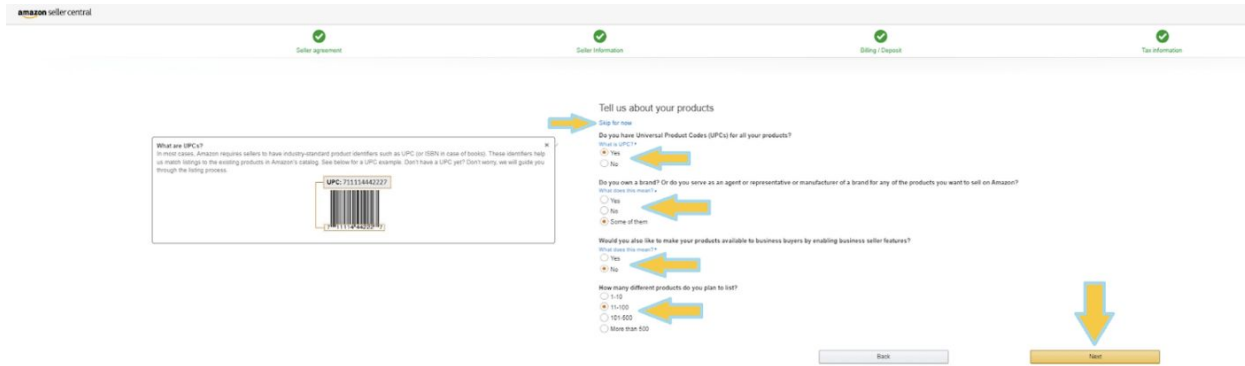
Date  
11-06-2010

Sign and Proceed

Contact Your Support  
© 2010-2017, Amazon.com, Inc. or its affiliates.

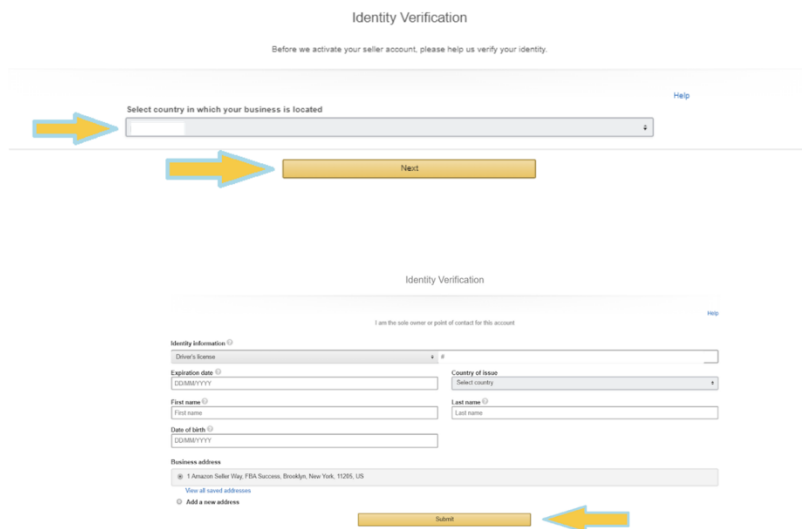
Review the information before clicking “Submit Form.” After your tax information has been validated, click “Exit Interview.”

- You may skip the next step, where you provide general information about your **products**. Our team will help fill this out once we complete our keyword and competitor research and begin creating the listings.



## IDENTITY VERIFICATION

Select your country and click “Next.”



To verify your identity, you are required to provide two forms of identification:

1. Driver's license OR passport number
2. Bank account OR credit card statement

Identity Verification

I am the sole owner or point of contact for this account Help

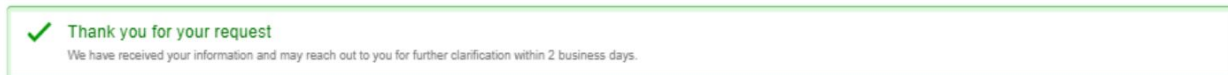
Upload Document Edit information

Name	[Redacted]
Date of birth	[Redacted]
Identity data	Passport: [Redacted] Expiration date: [Redacted] / Suggested: [Redacted] Country of issue: [Redacted] <a href="#">Accept suggestions</a>
Identity document	Passport Selected file: [Redacted] <a href="#">Change</a>
Business address	1 Amazon Seller Way, FBA Success, Brooklyn, New York 11205 US
Additional document	Bank account statement Selected file: [Redacted] <a href="#">Change</a>

[Submit](#) ←

After providing the information, click “Submit.”

You should see a confirmation that Amazon has received your information:



Once your account has been verified by Amazon, you will get access to Seller Central.

Go to <https://sellercentral.amazon.com/> to log in.

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## How to Enable 2-step Verification in Seller Central

Before you enable Two-Step Verification, you will need access to either a cell phone with SMS (text), a landline telephone, or an authenticator app installed on any smart mobile device or tablet. You'll be asked to choose one of these methods to receive authentication codes.

1. In Seller Central, click **Settings > Login Settings**.
2. Next to **Advanced Security Settings**, click the **Edit** button. This will open the Advanced Security Settings page on Amazon.
3. On the Advanced Security Settings page, click **Get Started**.

When setting up Two-Step Verification, you have three options for how you'd like to receive your authentication code: text message (SMS), phone call, or authenticator app. Select **Phone number** or **Authenticator App** to begin.

### Phone number

1. Select **Text message (SMS)** or **Voice delivery (you will receive a phone call)**.
2. Choose the country code for the phone number you plan to use, enter the phone number in the field provided, and then click **Send code** or **Call me now**. You'll receive an SMS (text) or voice call depending on the method you chose. It might take a few minutes.
3. Enter the code that was sent to your device, and then click **Verify code and continue**.

**Note:** If you see **The phone number you've entered is not valid** or **The code is invalid**, verify that you've entered the number in the correct format (XXX-XXX-XXXX), and then click **Send code** to begin the process again.

### **Authenticator App**

1. Install an authenticator app on your smart mobile device or tablet. Click **Need an app?** for instructions.
2. Within the app, create an account, and then scan the barcode on the webpage. If the barcode doesn't scan, click **Can't scan the barcode?** for a key you can enter.
3. Enter the code generated by the app, and then click **Verify code and continue**.

### **Add a backup verification method**

Choose a backup or alternate method to receive authentication codes. This method will be used if you are unable to receive your authentication code through your primary device.

1. Select a backup method that is different from your primary method.
2. If you choose **Text message (SMS)** or **Voice delivery (you will receive a phone call)**, enter the phone number.
3. Click **Send code**.

You must add a backup device to complete the Two-Step Verification process. If you aren't near your backup device, select the **Skip verification** check box, and then click **Save backup number**. Amazon will not initiate a verification of that number.

### **Notes:**

- If you are unable to download an authenticator app, or don't have a second phone number, Amazon recommends using the phone number of a friend, spouse, or other family member.
- If you are unable to receive an authentication code through either your primary or backup device, you might need to go through the Account Recovery process in order to regain access to your account. This can take up to 48 hours.

You can make your device a "trusted device," so you don't have to enter an authentication code every time you try to access your account.

1. To make your device a trusted device, select **Don't require codes on this device**.
2. Click the **Got it. Turn on 2-Step Verification button**.



You are now an official Amazon Seller. Congratulations! Please notify the Avenue7Media team so that we can send your next set of instructions for allowing us access to do our thing for your amazing company.