

Build a business with Amazon

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Amazon



About SCORE

As a resource partner of the SBA, we help small businesses by:



Providing free
business advice
and mentoring



Offering low or
no-cost business
training



Sharing free
business templates
and resources

Request a SCORE mentor at www.score.org/find-mentor



Agenda

- Selling & creating in our store
- Kindle Direct Publishing & selling books in our store
- Delivering packages with Amazon
- Amazon Influencers & Associates
- Additional resources



Selling & creating in our store



Demonstrated **growth opportunities**

More than

60%

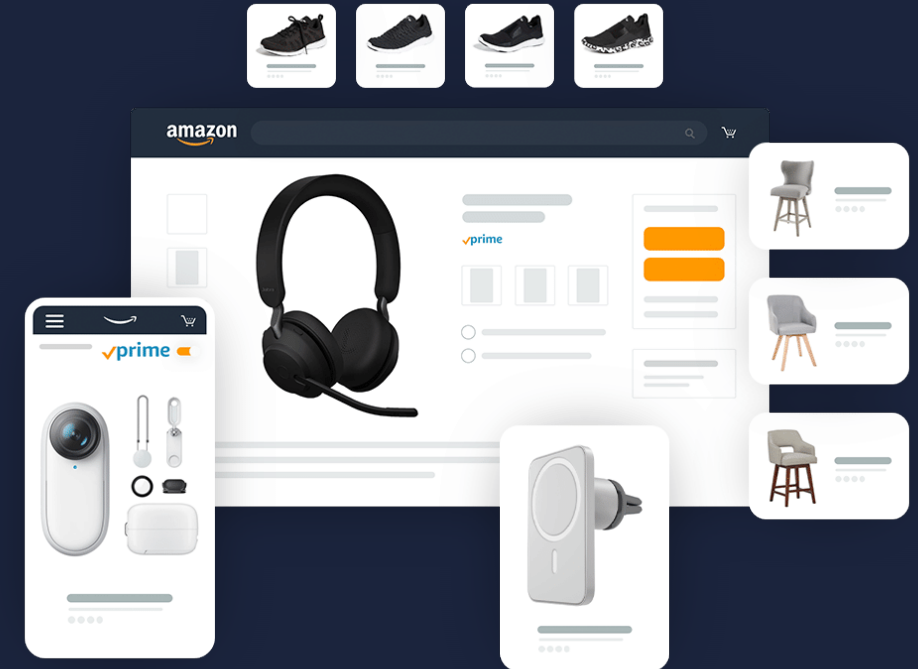
of sales in Amazon's store

come from independent sellers, most of which
are small and medium-sized businesses



When & what to **sell in Amazon's stores**

- You have product ready to ship and understand your target customer
- Your inventory & supply chain are in place
- Products that are easy to package and ship
- Products that have branding potential



Decide on a **selling plan**

Plans

Individual

Professional

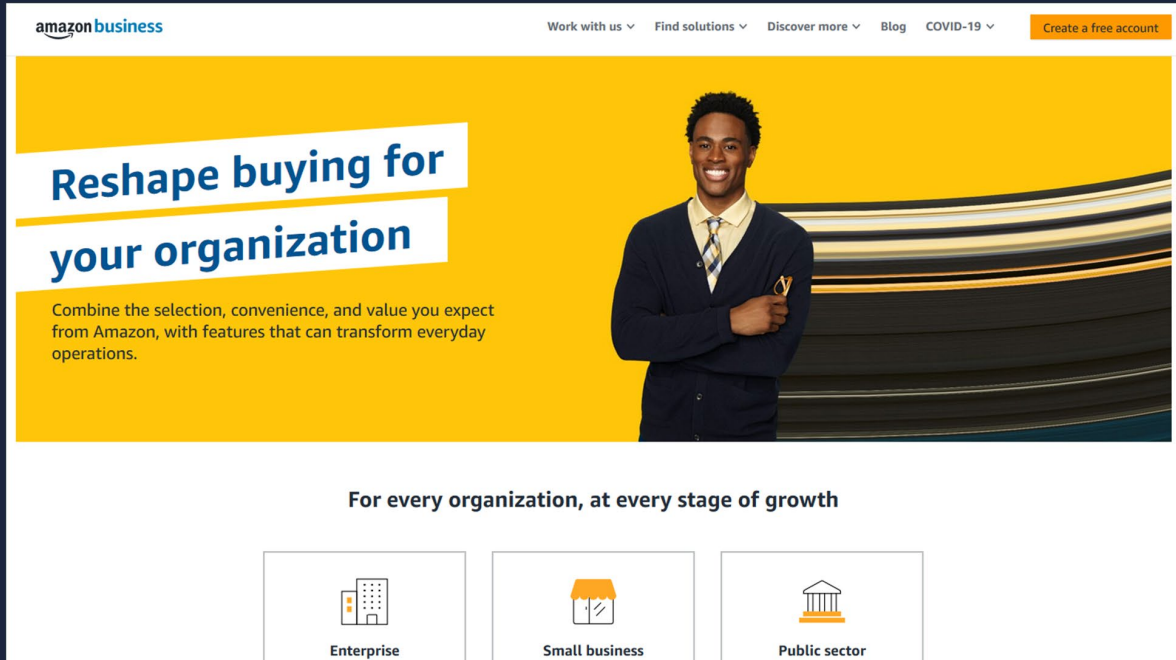
This plan might be right for you if...

- You sell fewer than 40 items a month
- You don't need advanced selling tools or programs
- You're still deciding what to sell

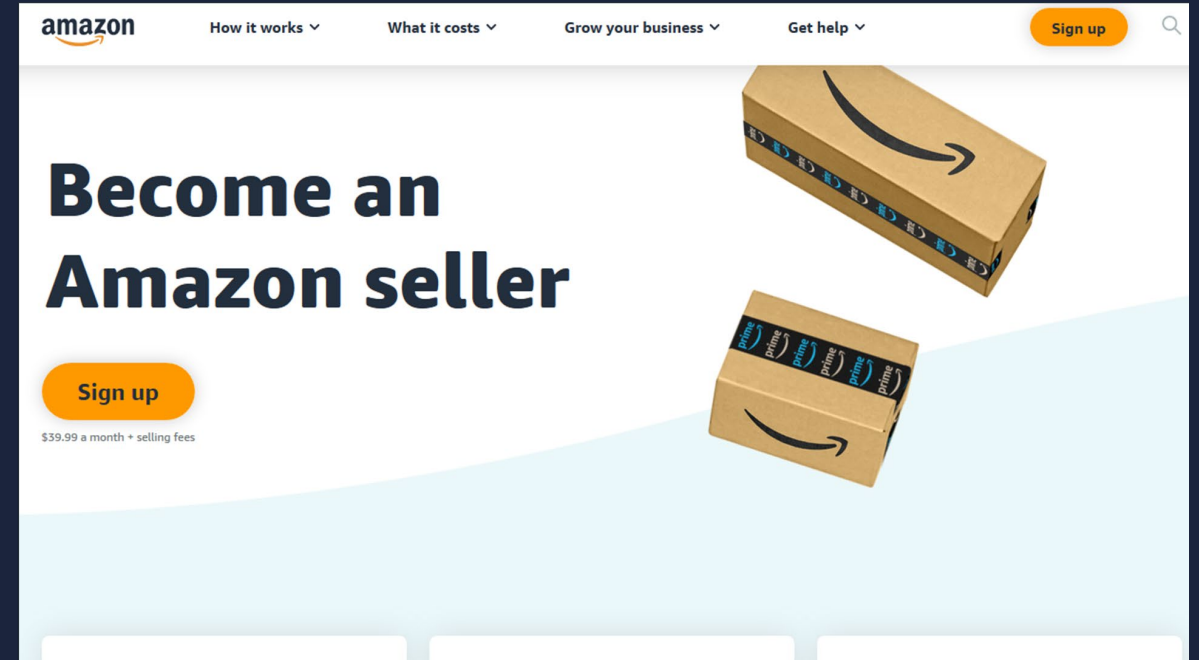
- You sell more than 40 items a month
 - You want access to APIs and more selling reports
 - You want to sell with programs like Handmade
-



Getting started: [create your account](#)



The screenshot shows the Amazon Business homepage. At the top left is the 'amazon business' logo. The navigation bar includes 'Work with us', 'Find solutions', 'Discover more', 'Blog', 'COVID-19', and a 'Create a free account' button. The main banner features a smiling man in a suit against a yellow background with the text 'Reshape buying for your organization' and a sub-headline: 'Combine the selection, convenience, and value you expect from Amazon, with features that can transform everyday operations.' Below the banner, it says 'For every organization, at every stage of growth' and lists three categories: 'Enterprise' (with a building icon), 'Small business' (with a storefront icon), and 'Public sector' (with a government building icon).



The screenshot shows the Amazon Seller homepage. At the top left is the 'amazon' logo. The navigation bar includes 'How it works', 'What it costs', 'Grow your business', 'Get help', and a 'Sign up' button. The main banner features the text 'Become an Amazon seller' and a 'Sign up' button. Below the button, it says '\$39.99 a month + selling fees'. The background shows several Amazon Prime boxes floating in the air.





A New Recipe for Success

John Spalding

Founder of Brittle Brothers | Amazon Seller Since 2018

Location: Nashville, TN | Employees: 17

For Nashville-native John Spalding, it could be said that peanut brittle is a part of his DNA. As far back as he could remember, someone in his family was making homemade peanut brittle, going all the way back to his great grandmother. Those memories led him on a search for a commercially-available product that could match the deliciousness he once had at home.

Amazon Merch on Demand

- Become a content creator
- How the program works
- Tracking your success & royalties



Amazon Merch on Demand: **Key information**

- Recommend owning the rights to your content
- All products are eligible for Prime Shipping
- Infringing on intellectual property is prohibited
- No inventory risks
- To learn more visit: merch.amazon.com



Amazon Handmade

- Artisan-only community of sellers
- Eligibility criteria
- Benefits of the program
- To learn more visit:
sell.amazon.com/programs/handmade



Kindle Direct Publishing & selling books in our store



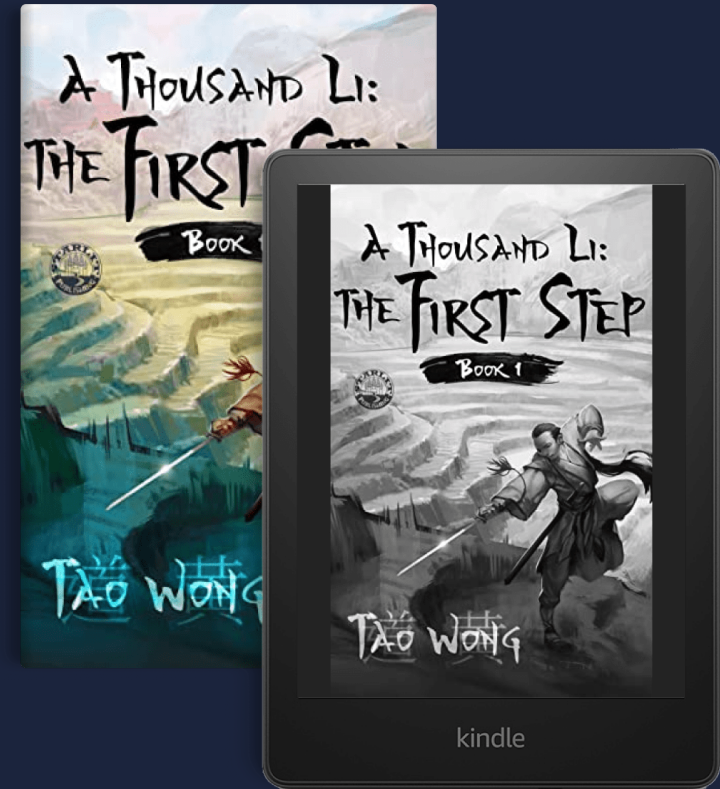
Kindle Direct Publishing (KDP)

- Self-publish e-books, hardcovers & paperbacks
- Available in our store within 72 hours
- Earn royalties and retain copyrights
- To learn more please visit: kdp.amazon.com



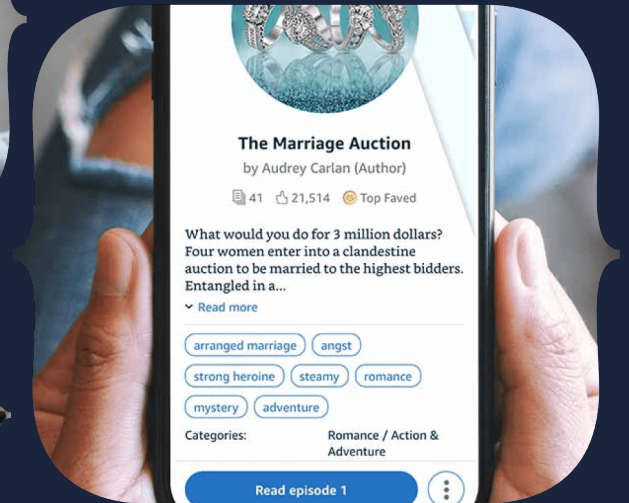
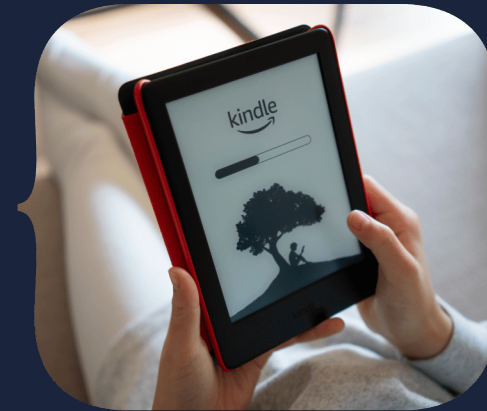
Kindle Create

- Create the best reading experience for your audience
- Format your manuscript with simple layouts
- Design the cover for your content
- Free desktop application



Author Central

- Create your Amazon Author Page
- Update your profile with a biography, photos and videos
- Available to all authors
- To learn more visit: author.amazon.com



Author spotlight

"KDP has changed my life. I was able to fulfill my dream of becoming a full-time author while retaining control over my copyrights. I am the decision maker from A to Z on everything related to my book, and I love it."



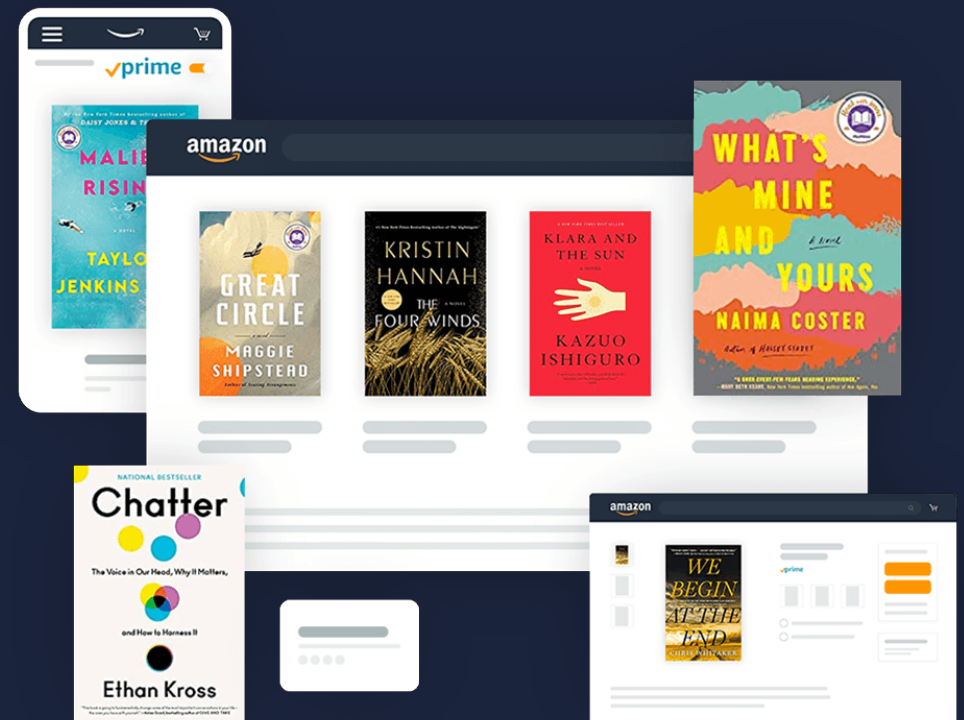
Jupiter Phaeton
Fantasy / France



Selling a **book** in Amazon's Store

- Types of books you can sell
- The steps to get started
- How to maximize your product
- To learn more visit:

sell.amazon.com/learn/how-to-sell-books



Delivering packages with Amazon



Amazon Flex

- Be your own boss and earn supplemental income
- You can sign up, accept delivery blocks that fit their schedule, and deliver packages
- Flex delivery partners can earn between \$18-25 an hour (in the U.S.)
- Receive 100% of tips paid by customers
- To learn more please visit: flex.amazon.com



Amazon Delivery Service Partner

- Kickstart your owner-operated delivery business
- Low startup costs
- Logistics experience not required
- Earn up to \$75k-\$300k in annual profit
- To learn more visit: logistics.amazon.com



Amazon HUB Delivery

- New delivery program launched in 2023 for small brick & mortar businesses
- Amazon delivers 20-50 packages to your location daily then you and your staff deliver packages in your area
- Earn up to \$27K per year by delivering packages in your community
- Know a local business that would make a great delivery partner? Refer them and get \$500 when they sign up



Amazon HUB Delivery: **Key information**

- No delivery experience required
- No long-term contracts or start-up costs
- Use your existing resources to deliver packages
- To learn more and where we're recruiting visit: logistics.amazon.com/hubdelivery

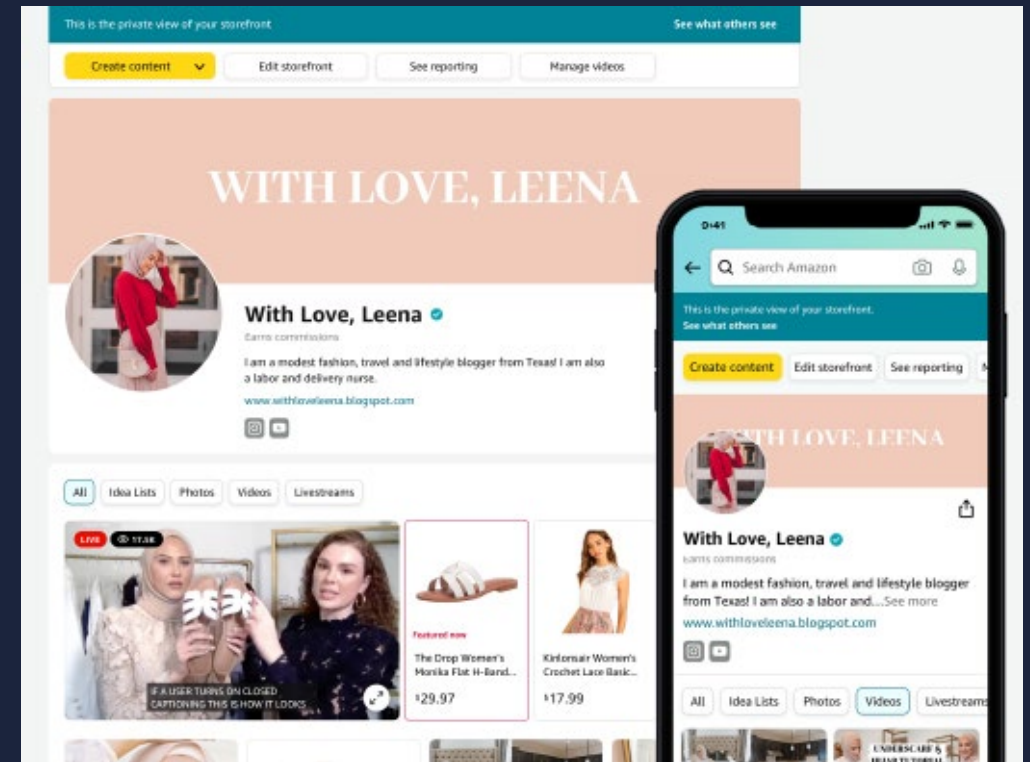


Amazon Influencers & Associates



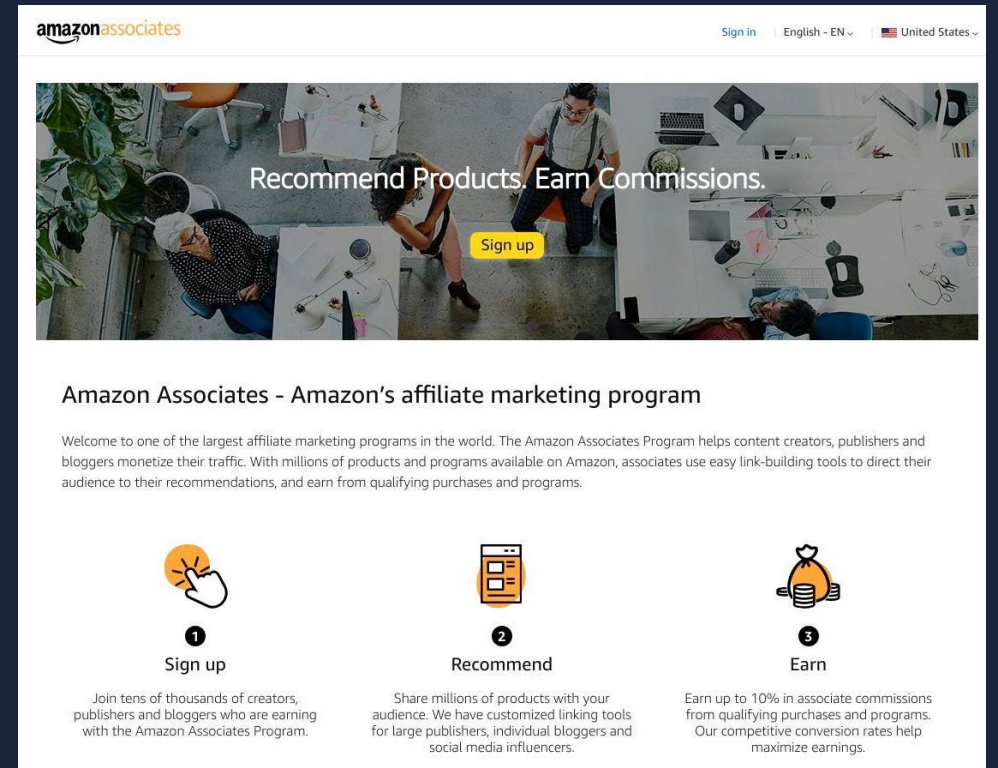
Amazon Influencer

- Monetize your content as an influencer
- Build your own store front
- Qualifications for the program
- To learn more visit: affiliate-program.amazon.com/influencers



Amazon Associates

- One of the largest affiliate marketing programs in the world
- Use link-building tools to direct your audience
- Qualifications for the program
- To learn more please visit: affiliate-program.amazon.com/



The screenshot shows the Amazon Associates website. At the top left is the 'amazonassociates' logo. On the top right, there are links for 'Sign in', 'English - EN', and 'United States'. The main banner features a photograph of people in a meeting with the text 'Recommend Products. Earn Commissions.' and a yellow 'Sign up' button. Below the banner is the heading 'Amazon Associates - Amazon's affiliate marketing program'. A paragraph of introductory text follows. The bottom section contains three numbered steps: 1. Sign up (with a hand icon), 2. Recommend (with a smartphone icon), and 3. Earn (with a money bag icon). Each step includes a brief description of the process.

amazonassociates Sign in English - EN United States

Recommend Products. Earn Commissions. Sign up

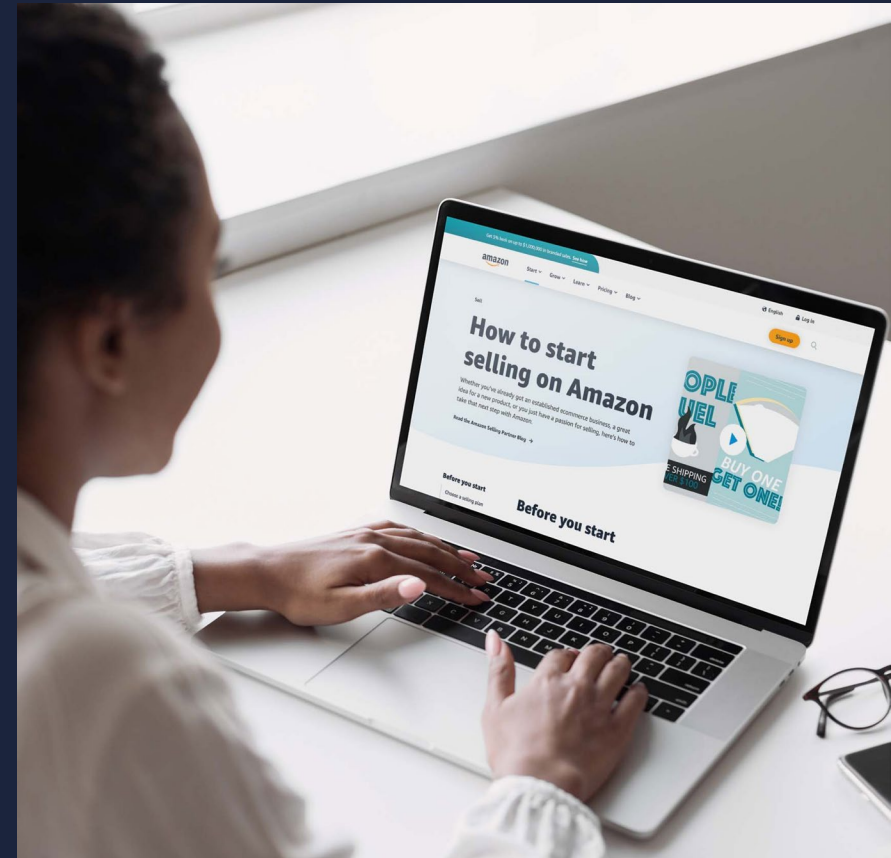
Amazon Associates - Amazon's affiliate marketing program

Welcome to one of the largest affiliate marketing programs in the world. The Amazon Associates Program helps content creators, publishers and bloggers monetize their traffic. With millions of products and programs available on Amazon, associates use easy link-building tools to direct their audience to their recommendations, and earn from qualifying purchases and programs.

- 1 Sign up**
Join tens of thousands of creators, publishers and bloggers who are earning with the Amazon Associates Program.
- 2 Recommend**
Share millions of products with your audience. We have customized linking tools for large publishers, individual bloggers and social media influencers.
- 3 Earn**
Earn up to 10% in associate commissions from qualifying purchases and programs. Our competitive conversion rates help maximize earnings.

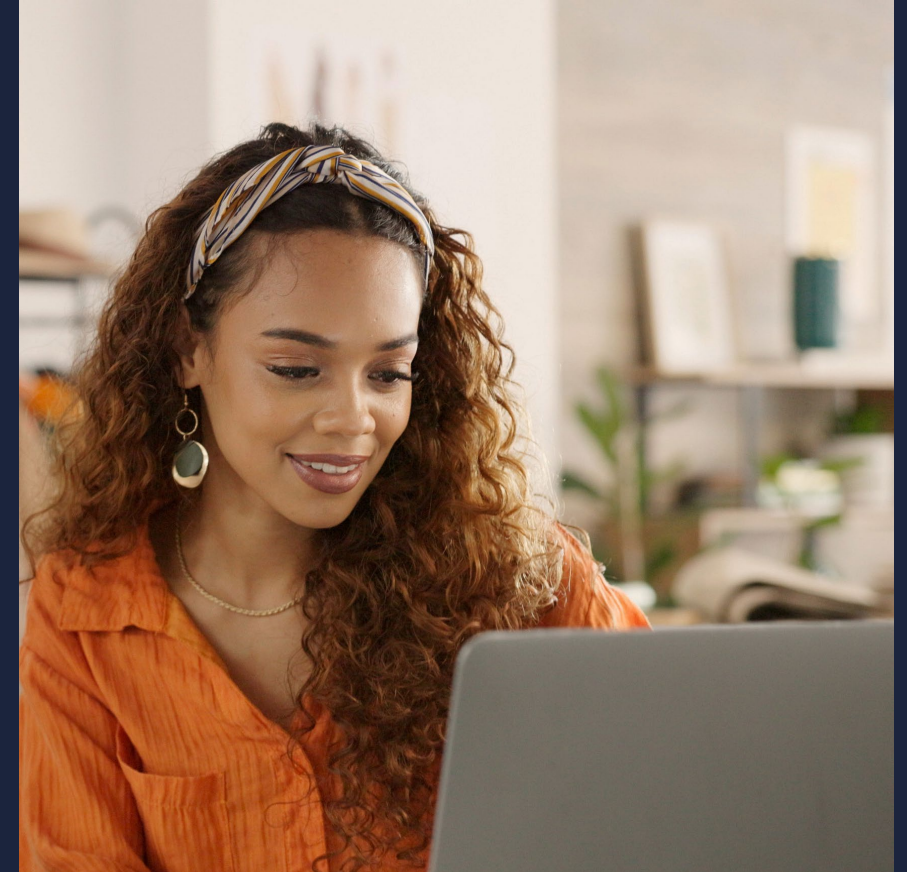


Additional resources



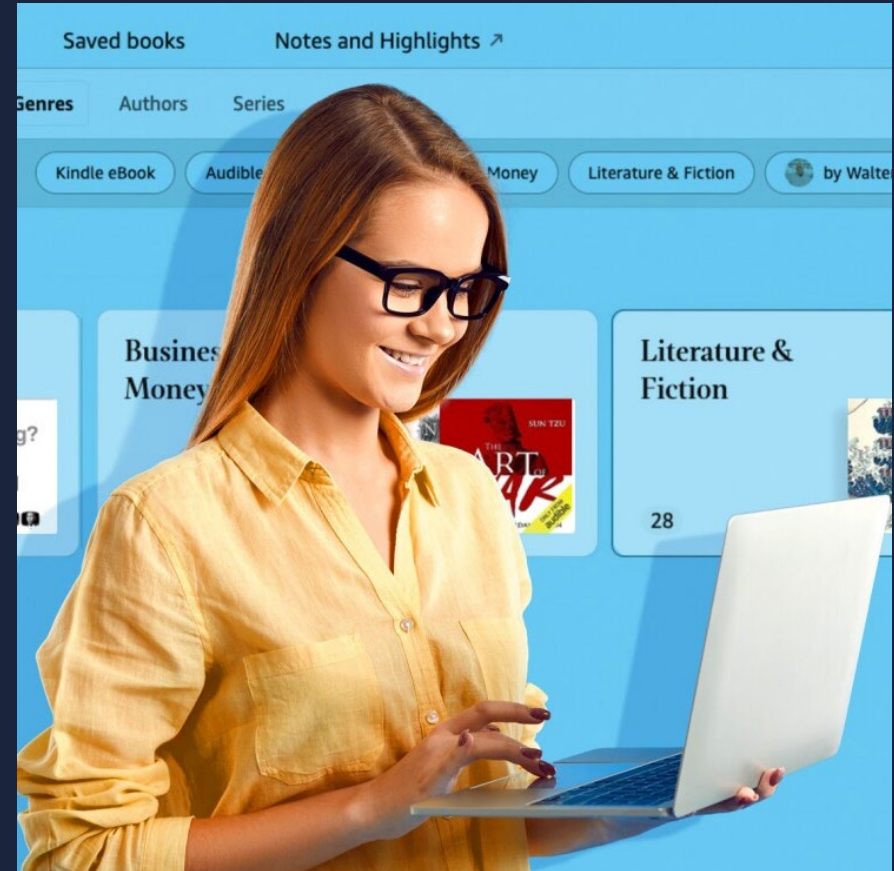
Connect and Learn

- **Seller University (SU):** educational resources to help brands, businesses, and entrepreneurs learn how to succeed as Amazon selling partners
- **Seller Forums:** Amazon community space for selling partners to build connections with other Amazon selling partners, share information and experiences, and discuss topics related to selling in Amazon's store
- Find SU on YouTube: [@AmazonSellerUniversity](#)



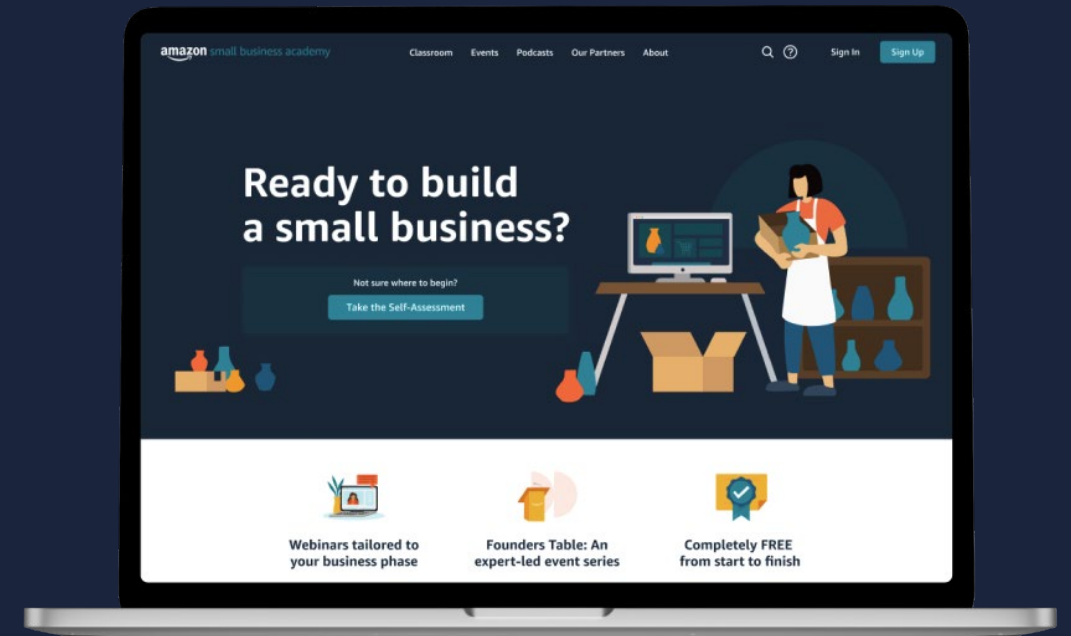
KDP University & Community

- Access educational videos and step-by-step guides
- Connect with fellow authors and stay updated with recent changes
- To learn more visit: kdp.amazon.com



Amazon Small Business Academy (ASBA)

- ASBA offers free educational resources to entrepreneurs
- Live and on-demand webinars
- **Founders Table** event series
- **This is Small Business** podcast
- To learn more please visit: smallbusiness.amazon



Black Business Accelerator

- Dedicated to help build and provide growth opportunities for Black-owned businesses
- Qualifications for the program
- Receive business coaching and support
- Leverage marketing and advertising support
- To learn more visit: sell.amazon.com/bba



Amazon Lending

- Business financing for eligible U.S. small and medium-sized businesses
- Simple application with no lengthy paperwork
- Flexibility to access more than one financing option
- Free up cash flow to cover inventory costs and more



Some of our **partners**

- Institute for Veterans and Military Families (IVMF)
- Small Business Development Centers (SBDC)
- SCORE
- Small Business Digital Alliance (SBDA)
- U.S. Small Business Administration
- And more...



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U.S. Small Business
Administration

Funded in part through a cooperative agreement with U.S. Small Business Administration

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Please share your **feedback**





Thank you!