



# Amazon Small Business Partnerships & Education

We provide customized educational programming\* for entrepreneurs to empower their growth with Amazon.

To learn more about selling in our store please visit the resources listed below.

## LISTING YOUR **PRODUCT**

- [How to Create Great Amazon Listings](#)
- [Manage product variations](#)
- [Product I.D Overview \(i.e. GTIN, UPC, EAN, ISBN, ASIN\)](#)

## FULLFILLMENT SOLUTIONS

- [What is Fulfillment by Amazon \(FBA\)?](#)
- [Amazon's Fulfillment by Merchant \(FBM\)](#)
- [Seller Fulfilled Prime](#)

## AMAZON **ADVERTISING**

- [Promote your products on Amazon](#)
- [Amazon Ads Academy](#)
- [Amazon Ads Certifications](#)

## PROTECTING YOUR **BRAND**

- [Launch your brand with Amazon](#)
- [Amazon IP Accelerator](#)
- [Prevent counterfeits](#)

## ADDITIONAL RESOURCES & PROGRAMS

- [Amazon Seller Success Series 2025 with SCORE](#)
- [Amazon Business Support Small](#)
- [Seller University](#)
- [Service Provider Network](#)

*\*Educational programming is available in English & Spanish*